

# National Day of Sweden

Saturday 6 June 2009

Dear reader,  
Today is the National Day of Sweden; a day to celebrate what is Swedish. On 6 June 1633 Gustav Vasa was made King of Sweden. In traditional Swedish history he has been labelled the founder of modern Sweden, and the "father of the nation". For me, as the Ambassador of Sweden to Thailand, it is also a day to celebrate the prosperous relations between Sweden and Thailand. So far apart, yet so close at heart. Thai-Swedish relations are about the close ties between our royal families, the friendly cooperation between our governments, expanding two-way trade, and an ever increasing number of Swedish tourists enjoying the famous Thai hospitality.

Lennart Linnér  
Ambassador of Sweden to Thailand



**Close Royal relations**  
The close relations between our royal families is one of the most prominent signs of the close bond between our countries. Last year, the Swedish King and Queen made several visits to Thailand.



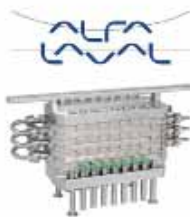
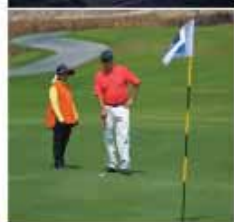
**A piece of Thailand in Sweden**  
This magnificent Thai pavilion is most probably the only one in the world ever covered in snow. It is located in the village of Ragunda in Sweden and was built to commemorate the visit of King Chulalongkorn in 1897.

Blue and Yellow – Green Sweden and Thailand may be on opposite sides of the world, but our responsibility for the environment is global. Sweden has an Environmental Secretariat for Southeast Asia located in Bangkok, signalling the importance the Swedish Government places on the environment in the region.



**Swedes and Thais – far apart, but close at heart**  
The people to people contacts make up a solid foundation of our nations' relationship. Last year, over 400,000 Swedes travelled half way around the globe to visit their favourite tourist destination; Thailand. Meanwhile, increasing numbers of Thais visit Sweden to discover the magic of the midnight sun, our pristine lakes, our mountains and silent forests, sharing our love for nature.

Photography by:  
Royalists: Bangkok Post  
Royalist at the west coast of Sweden:  
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Auspicious year for closer Europe-Asia relations  
In addition to close Swedish-Thai relations, cooperation between Europe and Southeast Asia is of great importance to Sweden. This year will have particular significance as Sweden assumes the presidency of the European Union on 1 July, whilst Thailand continues to chair ASEAN for the remainder of the year.



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Thailand is Sweden's largest trade partner in Southeast Asia  
Many of Sweden's innovative companies are present in the Thai market, like the ones you see on these pages. This year we celebrate the fact that the Thai-Swedish Chamber of Commerce has been promoting trade between our countries for two decades.



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