



Business Sweden and Sustainable Mining

Business Sweden
2023



The background is a composite image. The left side shows an aerial view of a dense city skyline with various skyscrapers. The right side shows a close-up, detailed view of a mechanical engine, likely a car engine, with various components like the alternator and belts visible. The text is overlaid on this background.

OUR PURPOSE

**WE HELP SWEDISH COMPANIES
GROW GLOBAL SALES &
INTERNATIONAL COMPANIES
INVEST AND EXPAND IN SWEDEN**

OUR VALUE PROPOSITION

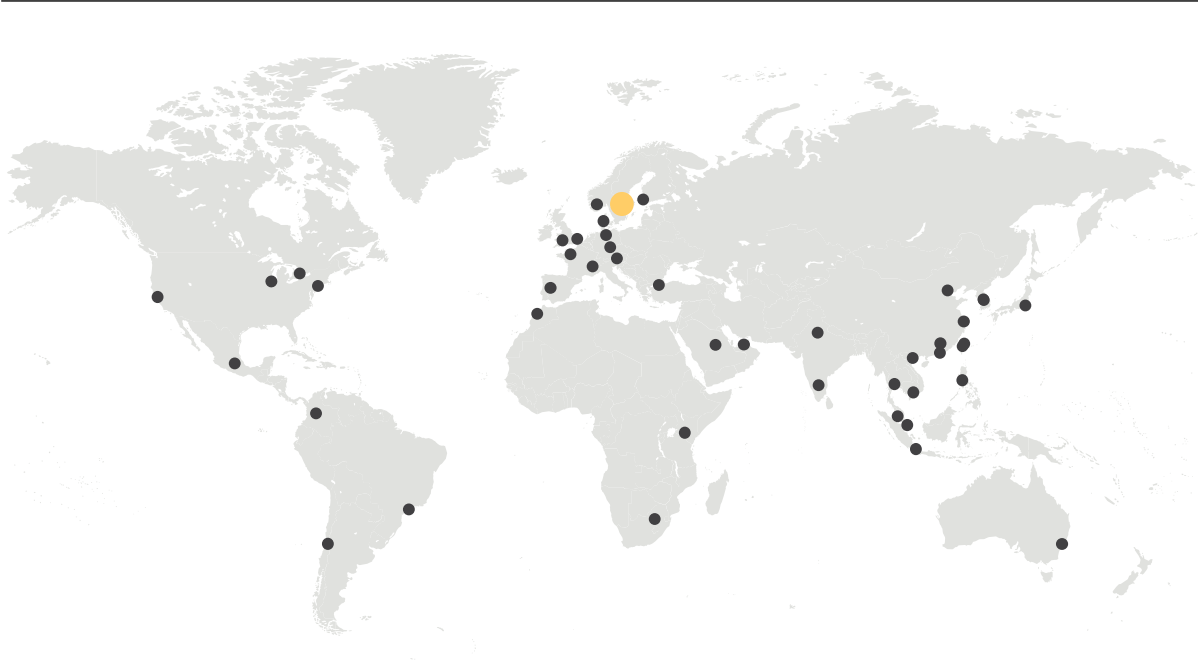
**SHORTEN TIME TO
MARKET**

**FIND NEW REVENUE
STREAMS**

**MINIMISE
RISK**

With local footprint and unique governmental and private sector mandate, Business Sweden provides support for Swedish companies around the world

An office network with industrial expertise on all continents



We shorten time to market, find new revenue streams and minimise risks		
40+ MARKETS	500+ PEOPLE	45+ YEARS
From Helsinki to Hong Kong, Moscow to Mexico City – our business developers offer strategic advice and hands-on support	Our multinational team collaborate across the globe with expertise rooted in local business cultures and network	With a vast experience we help Swedish companies grow global sales and international companies invest and expand in Sweden

Business Sweden combines strategic consultancy with a gov. mandate

MARKET EXPANSION	SALES ACCELERATION
<ul style="list-style-type: none">Global Expansion StrategyMarket EntryProduct & Customer MixSales Channel SetupGlobal Operations FootprintMergers & Acquisitions	<ul style="list-style-type: none">Customer AcquisitionPartner search & SelectionSales & Partner Performance managementDeal & Tender Support
BUSINESS TO GOVERNMENT	BUSINESS INCUBATION & OPERATIONS
<ul style="list-style-type: none">Business to Government StrategyStakeholder AnalysisStrategic Messaging & CommunicationsStakeholder Engagement	<ul style="list-style-type: none">Co-Working SpaceFinance & ControllingEmployment & HR ServicesIncorporations & Registrations

Example materials and mining related topics

<ul style="list-style-type: none">Growth into new markets and new customer segmentsDeal targeting (EPC/mega deals)Innovation through partnerships, ventures and acquisitionsThe business case of connectivity and telematics dataEcosystem participation and industry alliancesNew business models in a shared economy	<ul style="list-style-type: none">Supply chain and manufacturing footprint realignmentGrowth of rental businessSustainability and circular economy participationStakeholder influencingRegulatory impacts on business
---	---

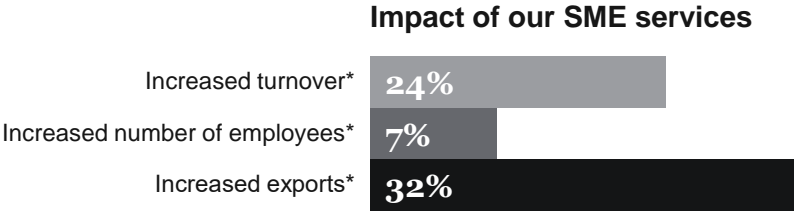
How we help small and medium sized enterprises grow global sales

Business Sweden gives Swedish SMEs a springboard towards global growth



Regional collaboration is key
Partners: Almi, EEN, EKN, Regional exportsamverkan, SEK, Chambers of commerce, regions etc.

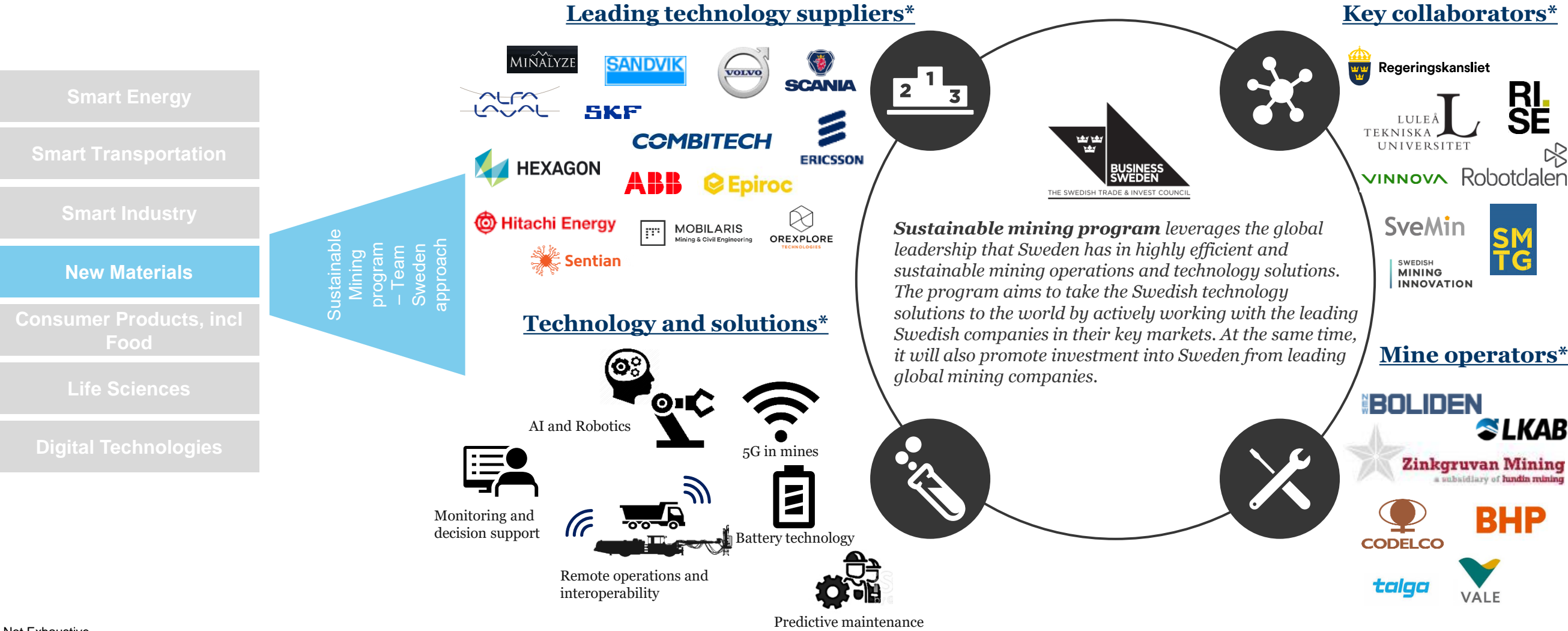
Business Sweden has a local presence in 40+ markets. Our promotional activities focus on seven business ecosystems:
Smart Industry / Smart Transport / Smart Energy / New Materials / Digital Technologies / Life Science / Creative Industries & Food



* Impact for companies three years after receiving advice and support compared to control group, DAMVAD Analytics 2021

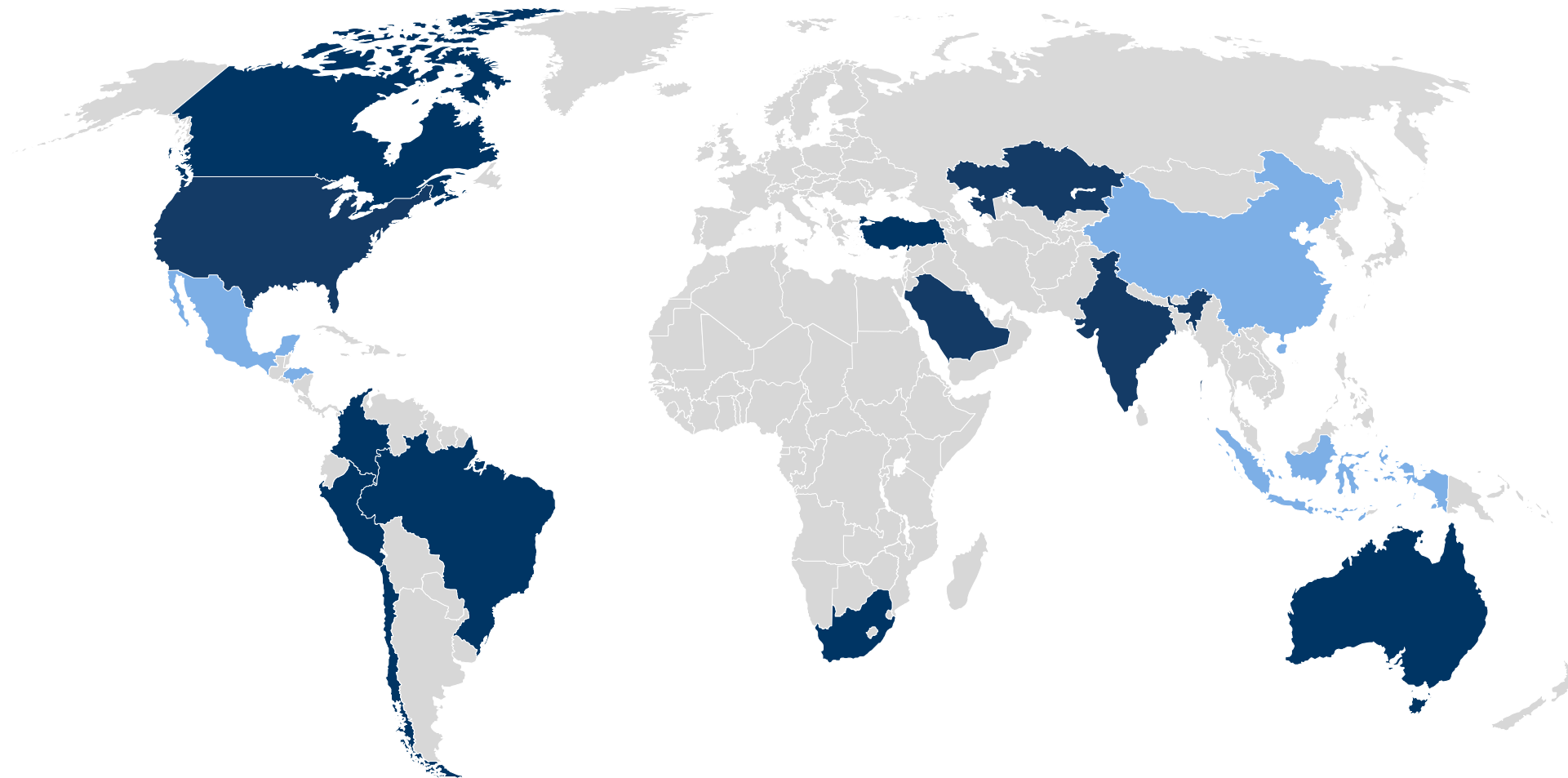
Business Sweden’s sustainable mining program supports Swedish companies to grow global sales and foreign companies to invest in Sweden

- Business Sweden has strong focus on its *Sustainable mining program* which is delivered globally in close collaboration with *Team Sweden – Mining* (joint participation of companies, industry associations, academia and government entities)



*: Not Exhaustive

Business Sweden's Sustainable Mining Program has projects in multiple regions globally



- Key priority markets 2023
- Potential markets / under evaluation

Business Sweden typical focus areas



Direct engagement with mining operators to win open deals for sustainable underground mining opportunities and/or excite them for investment opportunities in Sweden



Mining policy engagement with local authorities to inspire them to create sustainable mining policies

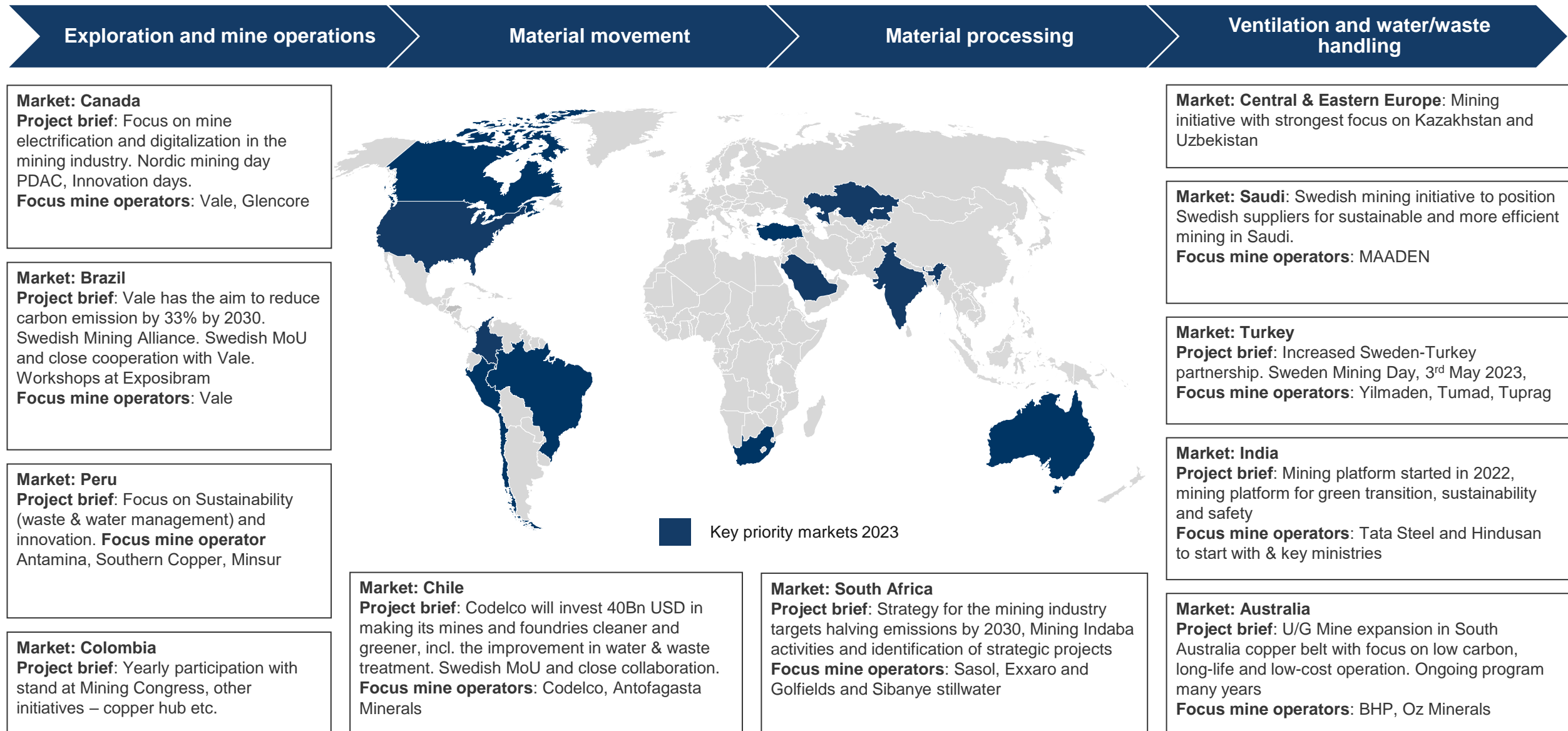


Capacity building and community development - Additional support to local mining companies through international aid model (SIDA/NIR):



Regional B2B platforms with the aim to gather the mining industry's interests, develop the trade relations within the sector and discuss how more sustainable, safe and efficient mining can be achieved.

Business Sweden's global mining practice has ongoing projects in key markets worldwide, with local execution and stakeholder management



Mining activity calendar – Business Sweden and Team Sweden mining

Q1 2023	Q2 2023	Q3 2023	Q4 2023
<ul style="list-style-type: none"> • Swedish Mining Summit, Sydney, Australia, February 15th, in connection with Crown Princess delegation • Mining INDABA 6-8th February, South Africa, breakfast meeting and other activities, BuS, SEK, EKN, Embassy (Mining Indaba - Home Page) • Nordic Mining Day & PDAC Conference, Canada 5-8th March, SGU, BuS, Embassy etc. (Prospectors & Developers Association of Canada (pdac.ca)) • Sweden Mining Day, Chile, 21st March, BuS • Swedish Innovation Days, Vinnova, 21-23rd March (Sweden Innovation Days Ett gratis digitalt event) 	<ul style="list-style-type: none"> • CIM – Mining Industry Conference and Exhibition, Montreal, Canada April 30th – May 3rd (CIM - The Canadian Institute of Mining, Metallurgy and Petroleum) • Brazil Web Summit, 1-4th May, Swedish delegation and stand, mining one of themes, BuS, Web Summit Rio May 1-4, 2023 • Turkish-Swedish Sustainable Mining, Ankara, Turkey, 3rd May, BuS 	<ul style="list-style-type: none"> • Mining Innovation Days, Colombia, end of Aug, BuS • Swedish Business Delegation and meetings, Kazakhstan, BuS 	<ul style="list-style-type: none"> • Sweden Canada Innovation Days, Montreal, focus on green transition, mining one of key focus areas, 3-4th October • Swedish Mining delegation (Smemine) to Arizona USA, 10-12th October • India mining delegation, Delhi, October, BuS • Participation in FEM mining conference in Levi, Finland, Invest focus, 31st Oct-2nd Nov, SGU stand, BuS to visit, (Home - FEM (femconference.fi)) • Swedish mining delegation Australia (Q4), Perth, BuS • Swedish Business Delegation and meetings Uzbekistan, BuS

Business Sweden ongoing

- High Potential Opportunities (HPO) running continuously in Australia, Brazil and Chile
- Strategic Project Opportunities (SPO) running continuously in India and South Africa
- Other business promotion initiatives within mining so far planned 2023 in Canada, Colombia, Eastern Europe, Mexico, Peru, Saudi, Turkey & USA
- Prioritized markets for investment promotion: Canada and Australia

