



The Swedish Market IT services



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The Swedish market for IT services

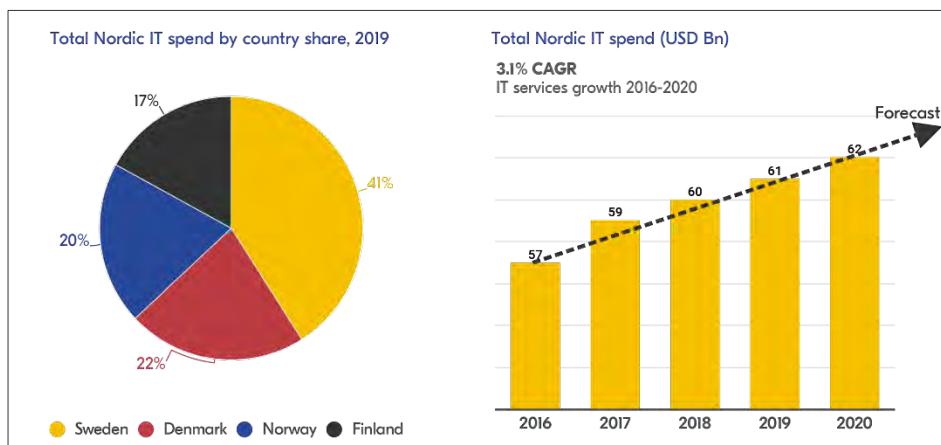
Sweden is one of the most technologically advanced countries in the world. The IT and telecom industry consists of companies focusing on the development of software, hardware and digital IT services – such as international streaming services for music, development of computer games and digitalization of financial services. Sweden is the birthplace of many well-known global tech brands in various sectors that play a leading role in the world. Spotify, Skype, Ericsson, Electrolux, Truecaller, µTorrent, Klarna, Mojang, King, among others. It is an ever-growing industry with a great need for expertise.

Despite the fact that Sweden has come a long way, some big challenges still remain. The availability of large amounts of data is growing rapidly and the need for processing and analysing these is becoming increasingly important. The biggest challenge is the great lack of IT skills. Most competencies are still in high demand, such as system developers. The shortage of skills is also significant in the gaming market, which continues to grow rapidly. The opportunities that arise through these shortcomings make Sweden an important growth geography for international digital talent.

Sweden as target market for IT services

The IDC (International Data Corporation) report on the Nordic IT services market forecasts the Nordic market for IT services will grow from \$24.4 billion in 2018 to \$29.5 billion in 2023 with a CAGR (Compound Annual Growth Rate) of 3.2% in 2019–2023. This is a continuation of a trend that started much earlier (see picture below).

Figure 1: The Nordic IT market

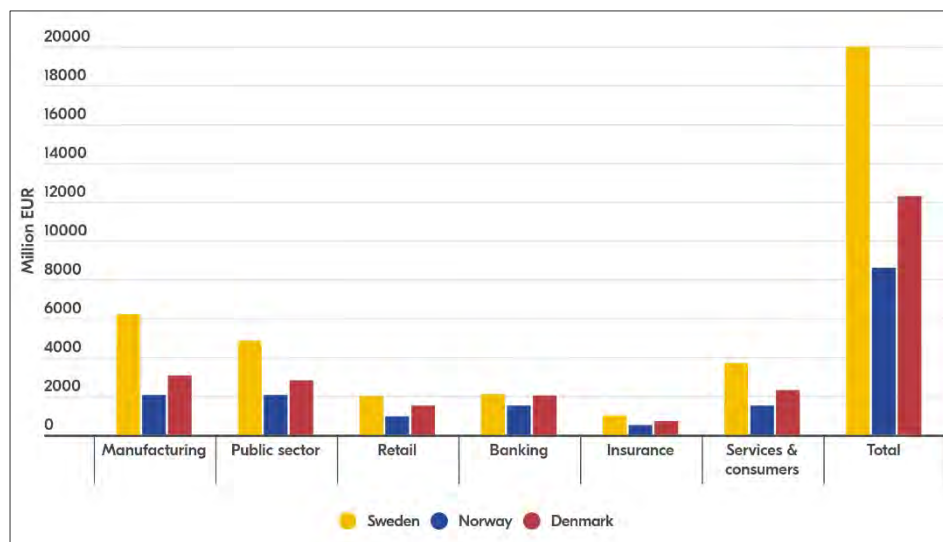


Source: Radar Ecosystem specialist report 2017, Radar Nordic outlook 2019

Sweden accounts for more than 40% of the Nordic IT Market, followed by Denmark, Norway and Finland respectively. The region is experiencing rapid growth in digital transformation led by Sweden that experienced a CAGR of 10.3% in 2019. As digital transformation progresses and changes the way IT services are produced, sold, and used, the differences in the four Nordic markets become much more important and defined by variations among industries.

The graph below shows the total IT expenditure in monetary value across Sweden, Norway and Denmark, with manufacturing, public sector and consumer services accounting for the largest share of IT spend.

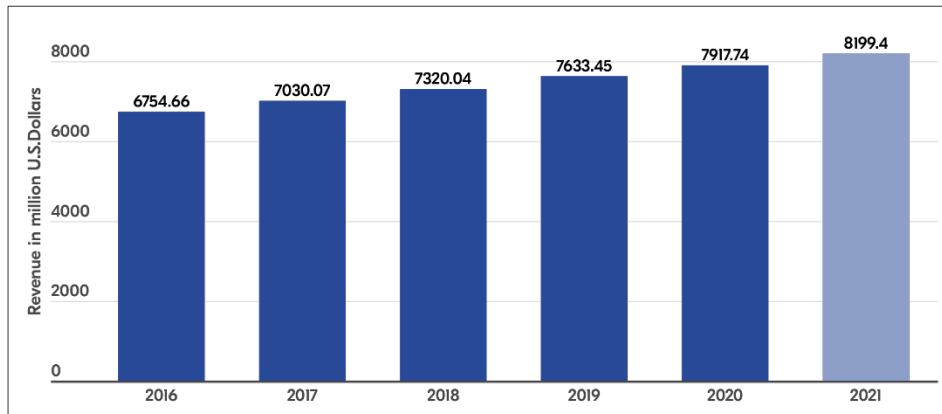
Figure 2: Total IT expenditure, million EUR, 2019



Source: Radar industry inbrief analysis 2019

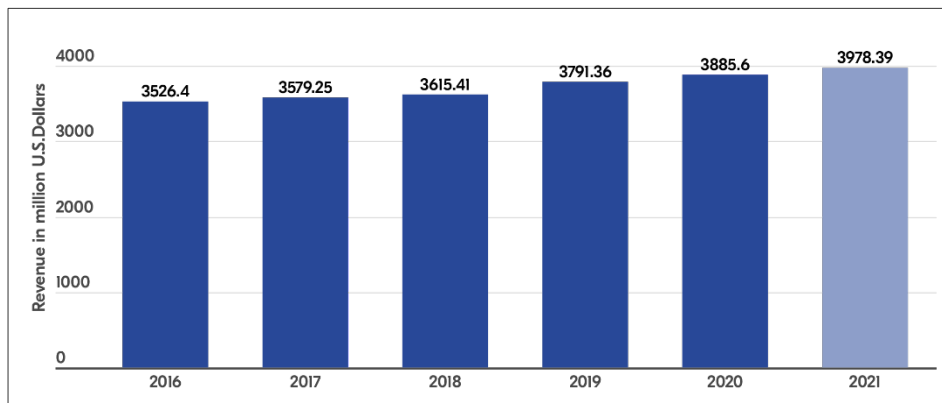
Figure 3 shows the IT services market revenue in Sweden from 2016 to 2021. The IT services market is expected to amount to approximately 8,199.4 million U.S. Dollars by 2021. The category includes the segments cloud services, IT-consulting, IT-outsourcing, and other services.

Figure 3: IT services market revenue in Sweden



Source: Statista Research Department 2019

Figure 4: IT-outsourcing services market in Sweden



Source: Statista Research Department 2019

IT-outsourcing is a major part of the Swedish IT services market accounting for more than half of the IT services market revenue and a vast majority of companies outsourcing IT services. Figure 4 shows the IT-outsourcing services market revenue in Sweden from 2016 to 2021. In 2020 the turnover in the IT-outsourcing market was projected to be 3,885.6 million U.S. Dollars, and is expected to amount to approximately 3,978.4 million U.S. Dollars by 2021. The category includes the sub-segments: professional payment services, IT-infrastructure outsourcing, IT-application outsourcing, and IT-administration outsourcing.

What services are demanded in Sweden?

Software development

Software is one of the most important components for Swedish companies to function and for their competitiveness. Virtually all companies in Sweden have a clear dependence on software in their business operations, according to a survey by Swedsoft. Software is used by both developing and non-developing companies. About 30% of Swedish companies have their own software development. Almost half of the large companies, regardless of industry, develop their own software products (49%), while just over a third develop new software applications within existing software products or systems, e.g. developed by third parties.

This development has been very rapid, which is well illustrated by the fact that software expenses in Swedish companies have doubled from \$2.5 billion in 2014 to \$5 billion in 2019. But as digitalisation accelerates and demand for software development and new data services increases, additional software solutions and thus development capacity are required. Many companies do not have their own knowledge and skills to develop software products, or simply lack the resources. Therefore, the need for outsourcing partners increases.

The COVID-19 crisis has increased the need for software development and outsourcing further. Homework has blurred the distinction between in-house and distributed teams. This means that more companies are looking at destinations other than the traditional ones.

Web and mobile application development

The web and application development industry is a large industry in Sweden with several professional roles and professional areas, including websites, web applications and e-commerce systems. The need for Front End developers is great among web agencies, communication agencies and among IT consultants, but also among companies in other sectors.

Today, mobile and tablet are the most common devices for getting in touch with a company and its website. This places great demands on Mobile Application development. Development for mobile devices is an industry that is developing very fast and customers and users are growing and the opportunities are therefore great. Demand exists in several industries and companies in Sweden. The future prospects are good for the industry as a whole and the growth is excellent.

The app industry continues to grow and there is still a shortage of app developers. The EU estimates that five million app developers will be needed in just a few years. This growing demand for app developers in the EU in general and Sweden in specific creates opportunities for app developers in developing countries to take advantage of. IT service providers in these countries could position themselves for these opportunities in the app industry.

IT support and maintenance

The economy is growing and thus the demand for IT professionals. There is a strong deficit in certain IT skills and the deficit is increasing. The demand for support technicians or service desk technicians that work with user support and support in IT is high. As program portfolios increase, better support is needed. A large part of the support must take place on site in Sweden, but much is spent on call centers in other countries.

Smaller Swedish companies often need IT support with broad tasks, while larger companies often require more specialized tasks. Some of the most sought after helpdesk competencies is support for operating systems, mainly Windows, with standard applications and software, configuration and administration of cloud solutions such as Office365, resolving various operational and network issues, troubleshooting hardware and various business-specific applications, adding new users and other account changes in Active Directory.

Communication is important. In almost all Swedish workplaces, therefore, good knowledge of Swedish is a prerequisite, so that you and the user understand each other. However, it is becoming increasingly common with support in English - either as a complement to Swedish or a replacement.

Combined IT and business skills are also in-demand. As the IT department approaches the business units, the need increases both in terms of technology knowledge among the business people and business knowledge among the technicians. Demand is high for those who have both technical competence and who have sufficient knowledge to be able to shoulder the role of both business and systems analysts.

Game development

Every eighth person in the world has played a Swedish video game. The Swedish gaming industry is experiencing a strong development and in 2019 had an increased revenue to \$2.29 billion. In 2019, jobs increased

by 654 new full-time positions to a total of 8 578 employees at 442 Swedish registered companies. According to the industry, the need for recruitment is likely to continue at this rate in the future. Among other things, the increase in staffing is due to the fact that several large international gaming projects have been completed in Sweden and there is a greater demand for maintenance of old projects. Despite the increase in the number of employees, the industry believes that the lack of skills is one of the biggest threats to the industry's development. The game development sub-sectors offer outsourcing opportunities for IT service providers in developing countries to tap into by providing the much needed development resources at speed and cost.

Cloud computing

Cloud computing (or simply Cloud) is the delivery of computing services—including servers, storage, databases, networking, software, analytics, and intelligence—over the Internet. Cloud services, such as email cloud services, work with documents in the cloud, data storage and backup, team and project management online, etc, have increasingly become an essential part of enabling digitization and the realization of data-driven functions throughout Sweden.

Through the digitization process, new opportunities are provided. Companies are in need of support to become digital and build a structure that both benefits internal work and creates better customer experiences by using cloud services. The new circumstances and challenges caused by COVID-19 have created further opportunities for cloud services. Companies now go faster in the cloud and need tailor-made solutions to do so.

IT outsourcing and consulting

The need for digital competence in Sweden remains great and the difference between demand and available supply looks set to increase with the rapid digital development. There are great opportunities for those with expertise in system development, cloud solutions or The Internet of Things (IoT). Also, other skills such as IT project management, database developers, web developers or individuals with IT security skills are examples of where demand is increasing.

The lack of IT skills is not only great but also broad. Several organizations need more than just one type of competence to be able to succeed with their digitization goals. This is because there are natural synergies between the different IT skills. It is also because of the wide

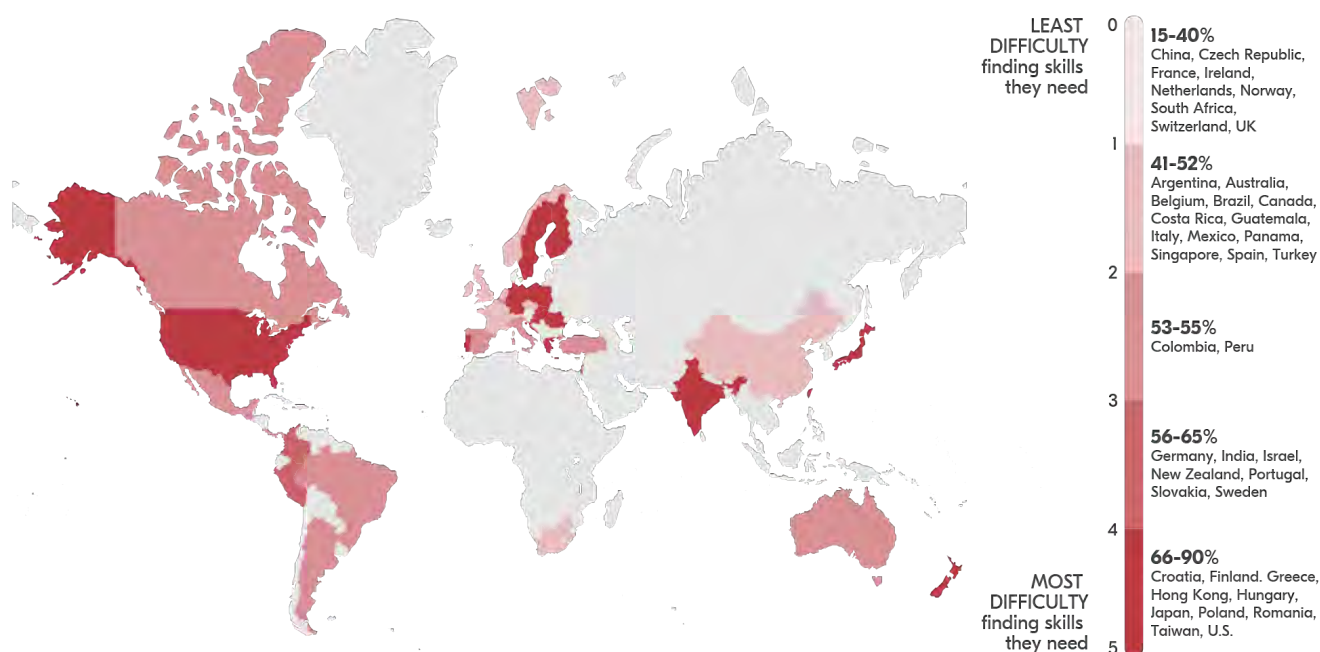
demand for IT skills as the IT industry has developed more towards a consulting-intensive industry.

According to the Hays Global Skills Index 2019/20, Sweden is amongst the most pressured labour markets. The talent shortage indicator has risen to the highest possible score of 10.0, which shows that the gap between the skills wanted by businesses and the skills available on the labour market is now at its greatest. IT&Telekom-företagen (Swedish IT & Telecom Industries) expects that 70,000 unfilled digital roles will hit Sweden by 2022, accounting for 4% of the European digital skills shortage.

[The European Centre for the Development of Vocational Training \(CEDEFOP\) Report](#) highlights ICT architects, ICT testers, test analysts, software and systems engineers, and developers as some of the most-wanted specialisms. Other areas with acute skills shortages include; BI and data analytics, cybersecurity, enterprise architecture, technical architecture, UX and DevOps.

Figure 5: Talent shortages growing around the world

Talent shortages are increasing around the world, with greatest year-over-year increases in the U.S., Sweden, Finland, Hungary and Slovenia. Only 18% of countries are not reporting talent shortages.



Source: Manpower Group

There is very little competition in Sweden for jobs when it comes to system developers, engineers in IT / data and computer scientists – there are more jobs than there are educated people. For webmasters, web editors, web designers, however, there is a lot of competition for jobs – there are more educated people than there are jobs.

The opportunities that arise through these shortcomings make Sweden an important growth geography for international digital talent. The ongoing shortage of technical talent in Sweden means that employers are increasingly looking beyond borders to find the people they need. To overcome immigration hurdles, most companies choose to partner with professional IT outsourcing companies with nearshore and offshore outsourcing offering that they can use to build extended teams outside Sweden.

The most sought-after IT skills in Sweden:

1. **Programming.** More and more companies are adapting their programs to the web, which leads to an increased demand for, for example, Ajax, Dotnet and PHP.
2. **Project management.** The need is great for people who can lead projects that are both business-driven.
3. **Helpdesk.** As program portfolios increase, better support is needed. A large part of the support must take place on site and only parts can be outsourced to call centers in low-cost countries.
4. **Security.** Intrusion protection and control, but expertise in databases and wireless security are also in demand.
5. **Datacenter.** This requires people who know virtualization, automation and storage.
6. **Business skills.** IT departments need people who understand business, whether it is specialized business analysts or technicians with business-specific knowledge.
7. **Network.** This applies above all to administration, convergence, wireless systems and security.

What requirements should suppliers meet?

Technical requirements and competences

Programming languages

There are about 600 programming languages and the demand and popularity varies from year to year. New trends, such as AI and machine learning, mean that certain programming languages have increased in popularity.

JavaScript, Python and Java are the most widely used programming languages in Sweden. In terms of ranking, the top 10 ranked programming languages are: Java, Python, JavaScript, C#, C++, PHP, Swift, MATLAB, Scala, Objective-C, respectively.

For IT service providers in developing countries wishing to provide software development services to customers in Sweden, expertise in some of the above languages would be a merit, especially where the client has a preference.

Software development methodologies

The choice of a particular software development method depends largely on the project and the company carrying it out. But over the last decade, it has become more popular to run projects based on an agile way of working, while interest in the sequential way of working has decreased. Measurements by The Standish Group show that the number of failed projects has decreased as the number of agile project methods has increased.

The traditional waterfall model is typically used in projects that have well-understood problems, where the requirements at an early stage are well-defined and easy to understand, and when the requirements do not change. It can also be suitable for smaller projects with shorter development time. But software development projects today often require a more flexible project management method that provides scope for ongoing testing, adversity and feedback from real users. In general, agile methods are also more flexible. Instead of focusing on time-consuming processes and documentation, agile methods deal with unpredictability by relying on people and their creativity.

Other tech stack considerations

A tech stack (or Technology Stack) refers to the set of technologies an organization uses to build a web or mobile application. It is a combination of programming languages, frameworks, libraries, patterns, servers, UI/UX solutions, software, and tools used by its developers.

In addition to Programming languages and software development methodologies, there are a host of tech stack considerations to make. IT Service providers in developing countries need to be versatile and have knowledge on a broad range of tech stack so as to be able to meet clients' unique preferences.

Quality assurance

Quality assurance means that an organization develops, documents and follows processes for its work and develops and uses various tools to support this work, in order to ensure the quality of the objects that are quality assured. The organization can turn to a certification body to be certified according to international standards or establish its own internal quality assurance policies, processes and procedures.

Every organization has its standards and requirements to purchase IT services. Generally, the organization mentions these terms and conditions in their procurement or request for proposal. As Sweden is in the EU, the standards have to be in line with EU rules and regulations, as well as national laws and regulations.

There are many standards and certification programs according to product and service variation. Certification is the procedure whereby suppliers can show that their products and services have been produced in compliance with a particular standard (set of processes and procedures). Customers from EU countries demand that the products and services they are buying are certified against recognized international standards. When seeking certification, keep in mind that different customers might require different certifications.

If the service is complicated and therefore requires a detailed description (for example, with most IT services), the service specification could be added as a separate schedule to the proposal or contract. The service level is typically dealt with through a provision that states that the service must be performed following market standards and will include an obligation to comply with the applicable laws.

One of the most common QA certification standard is ISO 9001 (Quality Management Systems), some other relevant standards particularly in the IT field include the following:

- ISO 37500:2014 Guidance on outsourcing
- ISO/IEC 27001 Information Security Management
- ISO/IEC 17799:2005 Information technology — Security techniques — Code of practice for information security management (withdrawn)

Swedish customers have a very high standard for quality both in terms of IT products as well as services. For many SMEs quality assurance is not established by a set of formal quality standards, but is part of the business culture that all service providers have to conform to in order to be able to thrive in the Swedish market. Larger companies and corporations on the other hand have a more formal approach to quality assurance and select services providers with certifications from international bodies such as ISO (International Organization for Standardization).

Legal requirements

Laws and Regulations

As an IT service provider for a Swedish company you need to be aware of the legislation that applies in Sweden and is relevant for the IT sector. This legislation does not apply to you, but to your Swedish partner. Nevertheless, this will most probably translate into requirements that your Swedish partner will ask you to fulfil in order to start a collaboration.

Sweden is part of the EU. When it comes to rules and regulations for the IT sector, some aspects are regulated at EU level and apply to all EU countries. Other regulations are specific for Sweden. Below we are describing in short the most noteworthy EU regulations and directives, as well as national laws and regulations in Sweden.

Data protection: Regulation (EU) 679/2016 (General Data Protection Regulation) (GDPR). All outsourcing of business must adhere to the provisions of the General Data Protection Regulation (GDPR). Businesses are prohibited from transferring personal data outside the EU if the recipient of that data does not have an adequate level of protection for personal data. This protection has to fulfil the standards that are set up within the EU. Since there is a high requirement of security when personal data is transferred, the supplier needs to have developed high standard and compliant IT systems.

Cybersecurity: Regulation (EU) 2019/881 (Cybersecurity certification of information and communication technologies). The regulations aims to achieve a high common level of cybersecurity across Europe. IT service providers targeting the Swedish market should familiarize themselves with the cybersecurity regulation and how to align their operations with it.

In Sweden, national law does not specifically regulate IT outsourcing transactions, but there are several sectoral regulations that apply.

Outsourcing covers a broad range of sectors that are subject to sector-specific regulation including (among others):

- Consumer credit (Finansinspektionen).
- Energy.
- Financial services (FFFS 2005:1; FFFS 2007:16; FFFS 2014:1)
- Gambling
- Health and social care (Patient Data Act (2008:355))
- Medicines and medical devices (Patient Data Act (2008:355)).
- Telecommunications, broadcasting and postal services (Electronic Communication Act).

Depending on the activities of the outsourcing services provider, licences, permits or approvals can also be required from numerous other bodies such as local authorities or government departments.

Legal setup for a business relation

The most common structure of outsourcing in Sweden is a direct outsourcing which is based on a contract between the customer and the supplier. It is also common to use an indirect structure, where the customer either appoints a supplier that subcontracts to another supplier or multi-sourcing, in which the customer enters into contracts with different suppliers for different parts of its requirements. It is also possible to set up a joint venture company, partnership or contractual joint venture, but this arrangement, which is more complicated and more expensive, is not that common. Joint venture outsourcing has been used in particular in large outsourcing transactions within the bank and insurance sectors.

Governance and ethical business practices

Swedish companies have very high business ethics and want to do business with ethical partners. Service providers that want to supply services to Swedish companies need to have good governance and ethical business practices.

With increasing anti-corruption regulation globally and in Sweden, companies are looking to minimize their anti-corruption risks within their supply chain by working with trusted services providers. Below are some of the key areas:

1. Duly registered and follow laws and regulations
2. Clear business structures with identifiable Ultimate Beneficial Owners
3. Ethical Financial and accounting practices
4. Tax compliance
5. Respect for human rights
6. Transparency and anti-corruption

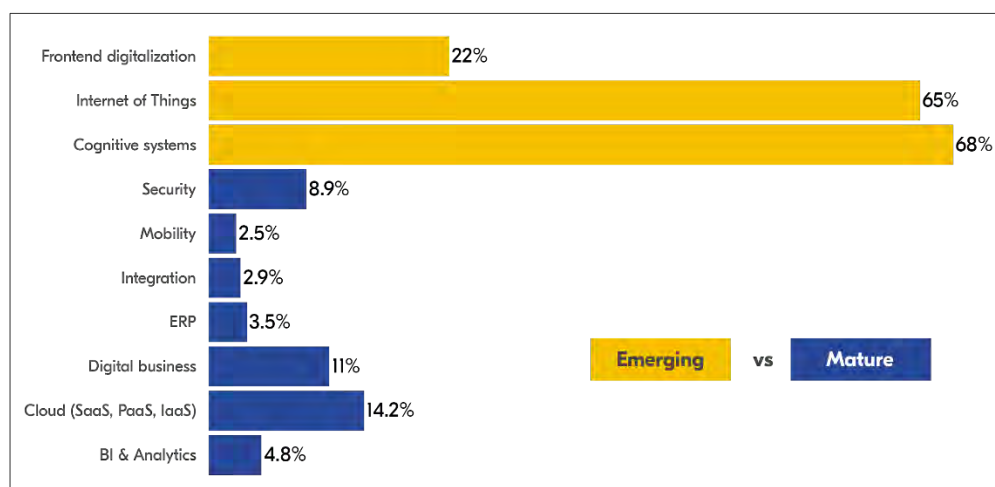
New trends and opportunities

New technologies

New technologies such as; Internet of Things (IoT), Artificial Intelligence (AI), Machine learning (ML), Blockchain, Big Data, etc. have seen tremendous growth during recent years. In the Nordic, IoT and cognitive systems such as AI and ML grew at a whopping rate of 65% and 68% respectively, and in Sweden at a rate of 70% and 56% respectively.

Figure 6: Digital growth areas

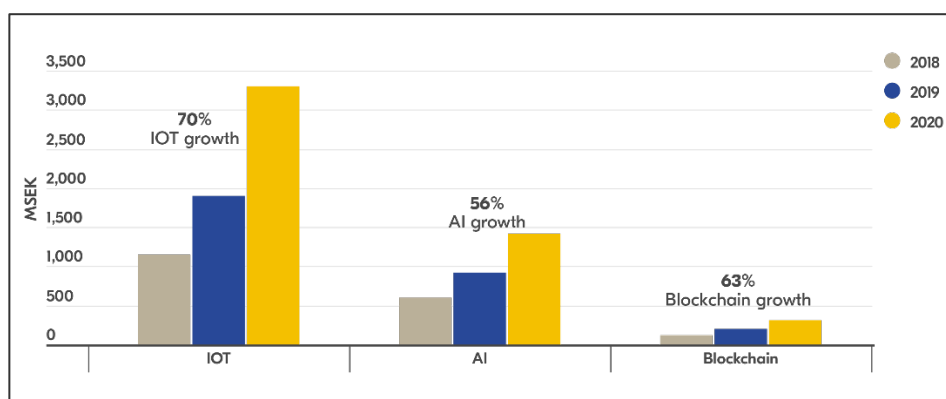
A Nordic outlook for 2019



Source: Business Sweden

Figure 7: Digital areas Sweden

Disruptive technologies, values and growth 2018-2020



Source: Business Sweden

Globally, the AI market will grow to a \$190 billion industry by 2025 with global spending on cognitive and AI systems reaching over \$57 billion in 2021. With AI spreading its wings across sectors, new jobs will be created in development, programming, testing, support and maintenance, to name a few. Machine Learning the subset of AI, is also being deployed in all kinds of industries, creating a huge demand for skilled professionals. The global spending on the Internet of Things (IoT) is forecast to reach 1.1 trillion U.S. dollars in 2022. New technologies such as 5G are expected to drive market growth in the coming years. The global AR and VR market is expected to grow to \$209.2 billion by 2022.

IT service providers in developing countries can tap into the opportunities created by new technologies, due to the demographic nature of their populations being where the majority of the young people are.

COVID-19 as a driver of digitization

COVID-19 pandemic rapidly sent millions of people to work from home creating an immediate challenge for many organizations to provide; secure system access to employees; and a sudden requirement to digitize processes - including previously paper-based transactions, in-person meetings, business travel, and other “normal” day-to-day operations.

COVID-19 pandemic has accelerated the rise of the digital economy creating opportunities for innovative IT service providers to take advantage of. As a result of the pandemic, 95.5% of IT companies have introduced homework for their IT resources. According to Radar's survey data, more than half have made new investments to enable working from home.

The extent of the pandemic continues to grow, but Sweden has done better than a number of other nations. Confidence that the conditions for IT operations will be back to the same levels relatively quickly as before COVID-19 is high. IT budgets have decreased throughout the year 2020 by 6.0 percent compared to 2019, but are expected to recover in 2021 by +4.5 percent and then grow by 2-3 percent annually, according to Radar. IT budgets are expected to be back at the same value as in 2019 approximately at Q4 2021.

The trends continue to lead to increased automation and digitization. Sweden is at the forefront and have a very good infrastructure that makes it easier for tech companies, above all, to adapt quickly and explore new ideas. About a third of all jobs advertised in Stockholm are in the tech industry – and thus in the categories of IT, computer games, software and the Internet. This is an indication that even if the development in the total labor market has been negatively affected by the corona crisis, the tech industry is still stable in comparison with other industries.

Distributed software development

As the need for software grows, great opportunities arise for innovation in the software industry. Programmers around the world can work with the same code in real time, and companies can specialize in a wide range of areas by opening affiliates for specialist knowledge groups. These distributed organizations offer great opportunities, but they also have new challenges. First, the increasing complexity makes it difficult for organizations to access all the necessary skills in their own organization. Secondly, the degree of specialization required to keep pace with developments is increasing. Third, technology tends to evolve from one industry to another, which means that more and more disciplines are intertwined.

In general, the above means that the need for more distributed work is growing, for example, through collaboration and new institutions in places with good employment opportunities.

On average, 30% of Swedish companies have decided to form alliances, partnerships or other types of cooperation. However, the scope and range vary between large and small companies.

However, international cooperation is not without problems. Sweden is characterized by a clearly non-hierarchical organizational culture and a comprehensive strategy for solving problems. In general, Swedes also have a high level of trust and liberal and secular values. The starting

point is also focused on solutions with a positive attitude to new ideas and their own innovative solutions.

In international comparison, these approaches are relatively extreme and the Swedish model can be seen as contradictory by the outside world. This is also repeated in the Swedish method of leadership, which is largely based on consensus and equality, in contrast to many other countries where top-down methods and hierarchies of decisions are common.

Sustainability

The United Nations Sustainable Development Goals (SDGs), together with new laws, rules and regulations, have increased the need of robust digital systems for managing compliance, sustainable responsibility and transparency. Businesses need digital platforms to help them attain greater efficiency and increased profitability, with clear connection to SDGs.

As investors demand more environmental, social and governance (ESG) efforts and consumers increasingly expect brands to take action, organizations must now demonstrate that they are purposeful about sustainability, hold strong ethical standards and operate responsibly in everything they do.

For help, companies and brands are turning to their IT partners—and to technology. This presents opportunities for IT service providers to provide technologies and services to help businesses deliver sustainable growth.

Where and how to find business partners

After Silicon Valley, Stockholm is the second largest IT hub in the world with a vibrant and active ecosystem. Companies are connected through different networking platforms, and there are different activities that offer opportunities for businesses to meet, share ideas, develop partnerships and promote their products and services. Below are some of the ways where and how one can come in contact with potential business partners:

Trade fairs and conferences

There are many trade shows and conferences that take place in Sweden, within the IT and Technology field. Exhibiting at IT Trade Fairs or attending IT related conferences can be a good way to come in contacts with potential customers. Among other, some of the major IT trade

Shows include: STHLM Tech Fest, CS3STHLM Expo, Devopsdays Stockholm, MicroSoft Tech Days, IP EXPO Nordic. Some of the major IT conferences include: Business Technology Show, WEBBDAGARNA Stockholm, I Gaming Forum, Devsum, 600Minutes Executive IT.

Sources of information

There are a number of platforms, organizations and associations with relevant information about the Swedish market that one can turn to. Some notable ones include:

IT & Telekomföretagen

[The Swedish IT and Telecom Industries](#) is an industry and employer organization for all companies in the tech sector, with the task of creating the best possible conditions for a competitive Swedish IT and telecom industry. It has over 1350 member companies - which in total have almost 100,000 employees in Sweden. IT & Telekomföretagen publishes relevant reports and insights that might be relevant for IT services providers looking to sell their services to the Swedish market.

Business Sweden

[Business Sweden](#) is jointly owned by the Swedish state and the Swedish business sector with a mandate and a mission to help international companies gain access to the Swedish market and help domestic ones utilize it as a platform for expansion. Although Business Sweden's mandate is to primarily help Swedish companies expand in international markets, some of its activities could be helpful for service providers in developing countries looking to enter the Swedish market. For instance, it publishes useful information about the Swedish market, and organizes delegations for Swedish companies to developing countries where one could meet potential partners and customers.

Verksamt.se

[Verksamt.se](#) is a service where four government agencies; the Swedish Companies Registration Office, the Swedish Tax Agency, the Swedish Agency for Economic and Regional Growth and the Swedish Public Employment Agency – have brought together and structured information and services of value to businesses. Verksamt.se has useful information for international service providers regarding; registration requirements, taxation, employment, etc.

Sweden Abroad

Sweden has diplomatic relations with almost all States in the world. It has embassies and consulates in around half of these. Sweden's foreign representation consists of approximately 100 missions abroad and 350 honorary consulates.

Every country's embassy has a business section to create a business relationship between the two countries. So this platform is very important. [Sweden Abroad](#) has put together some useful resources on [doing business with Sweden](#).

Company databases

How do I find the right company? Here you can find companies that could be relevant to you.

- [LinkedIn](#). Many Swedish companies have a presence on LinkedIn and it is possible to search and find companies in different sectors such as IT.
- [Bolagsverket](#). Swedish Companies Registration Office is the Swedish companies registration office.
- [Statistics Sweden](#). Statistics Sweden (SCB) helps you find the right statistics and companies.
- [Hitta.se](#). Hitta.se is a website with information on Swedish businesses (only available in Swedish).
- [Allabolag.se](#). Allabolag.se is a website with information on Swedish registered organizations (only available in Swedish).
- International company databases like: [opencorporates.com](#), [vainu.io/search](#); [crunchbase.com](#).

What you need to do to get business

Good online presence

In today's digital world, a good online presence is a prerequisite for businesses that want to do business internationally. For service providers that want to access the Swedish market, below are some of the digital platforms and social channels that are good to have:

1. A resourceful website with good search engine optimization and online ranking.
2. A professional LinkedIn company page that is active, with clear and engaging content.
3. A good presence on Facebook and Instagram.
4. Other relevant digital channels and social media include Twitter, Medium, etc.

Have a local presence

In addition to having a good online presence, having an actual physical presence or representation in Sweden makes all the difference. Foreign companies that don't have or are not able to have a presence in Sweden could consider forming partnerships with Sweden based companies so as to represent them locally. There are a good number of databases where one can find Swedish companies, connect and explore opportunities for partnership and collaboration. (see company databases above)

Sales representative or agents

IT service companies looking to enter the Swedish market could also consider having sales representatives or agents to help them market and sell their services in Sweden. Having sales representatives that understand the local market, business culture and/or the language could make all the difference. Diaspora from developing countries in Sweden could be a huge resource to utilize when looking for sales representatives and agents as they have knowledge of both cultures and contexts.