



For a stronger relationship  
between Sweden and Estonia





Founded in 1991, the Swedish Chamber of Commerce in Estonia (SCCE) today has around 110 members. With over 1,000 Swedish companies operating in Estonia, we play an important role in building relationships, creating networks and providing advice. Every year, SCCE holds over 30 events, and once a month our members gather for a "Scanworking", a Scandinavian networking meeting. Many of our members also appreciate that we organize events that draw attention to Swedish traditions. Even though Sweden is close to Estonia, it can be a pleasant experience to celebrate a traditional Swedish Midsummer in your new home country.

As a professional network, SCCE is second to none. Within the organization and among our members, we have a network of specialists who can help with everything from explaining how the Estonian market works to providing valuable contacts and offering information on bureaucra-

tic or legal issues. SCCE acts as a bridge across the Baltic Sea, as we help both Swedish companies that are curious about Estonia and Estonian companies that are curious about Sweden. Our council consists of 9 committed board members and the work is led by Chairman Karolina Ullman. In addition, our organization is strengthened by our full-time Ombudsman, Kristiina Brodén.

Principally, we support companies in the Estonian market through our advocacy organization, but the reasons for becoming a member can be numerous. Some of our members look for the Swedish contacts that exist in the organization, others want the opportunity to approach Swedish companies for fruitful business relationships. And some even see intrinsic value in supporting SCCE in their business. Regardless of the reason for membership, we at SCCE endeavor to offer value to all our members.







# Baltic Consulting Team

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# Creating a better society

Working for a green transition is a priority for Swedish companies in general and a particular focus for SCCE in the coming years. In order to create the best possible conditions for business relations between Swedish and Estonian companies, we work with sustainability issues vis-à-vis Estonian companies, so that require-

ments and targets match between the two countries. At SCCE, we acknowledge that Swedish companies can be role models for Estonian companies in the transition required to reach the UN's Sustainable Development Goals.



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As part of that work, the Baltic Consulting Team produced a report on sustainability progress in the Baltics on behalf of the Swedish embassies in Riga, Tallinn and Vilnius. The survey shows that Swedish companies are generally very satisfied with the business climate in the Baltic countries, but that they see opportunities for improvement regarding sustainability.

It must be said, however, that there have been major improvements regarding the green transition and CSR in the last 10 years, but it is now more important than ever to intensify the work to reach the goals within the framework of Agenda 2030. Swedish companies also display positivity towards the Estonian state taking the lead and making green investments, which is interpreted

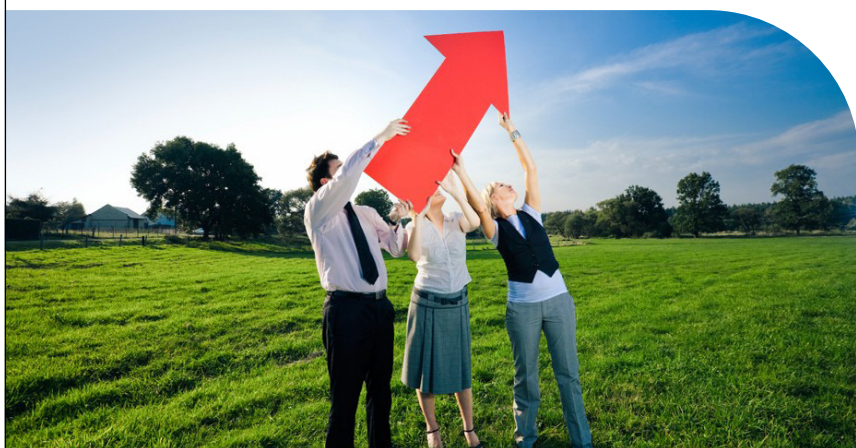
as the "green mindset" that is becoming ever stronger. Based on the respondents' comments, the main sustainability challenges in Estonia are related to lack – or low levels – of awareness.

In addition, there seems to be a current lack of available incentives to increase it. According to the report, Estonia should focus on making it easier for specialists to move to Estonia and on developing incentives to increase the level of green investments as well as raising sustainability awareness.

At SCCE, we look forward to continuing our focus on sustainability and providing the support that both Swedish and Estonian companies need to meet the challenges of the future.



**RELE is providing different service to companies who want to start up activities in the Baltic Sea Region. Leading partner Rein Leipalu has extensive experience in establishing and managing companies of different size. Working languages are: Swedish, Estonian and English.**



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# Centuries of collaboration

Sweden and Estonia have a long and proud tradition of collaboration, as well as abundant shared history – and the relationship between our countries is stronger than ever.

## Did you know...

... that Estonia's former president was born in Sweden? Toomas Hendrik Ilves was the president of Estonia between the years 2006 and 2016. He was born in Vällingby in Sweden and was part of Estonia's centre-left political party the Moderate People's Party (now the Social Democratic Party). Toomas Hendrik Ilves has a long and impressive political CV as Estonia's foreign minister, party leader and EU parliamentarian.

... that there are 14,000 Estonians who speak Swedish? The Swedish language is a recognized minority language in Estonia and nine secondary schools teach Swedish as a third language.

... that Estonia belonged to Sweden for almost 150 years? Between the years 1561 and 1710, Estonia was part of Sweden – a period that in Estonia is referred to as "the good Swedish time". This was an eventful period; the Bible was translated into Estonian, the University of Tartu was founded, the Supreme Court of Estonia was established, then as the Swedish Royal Court of Appeal in Dorpat (the old name of Tartu).

... that the Swedish language also appears in Estonian place names? Some Swedish place names in Estonia have official status. Villages such as Förby, Rälby, Saxby and Norrby only bear their Swedish names. Other places have both Swedish and Estonian names, such as Dagö (Hiiumaa), Ormsö (Vormsi) and Stora Rågö (Suur-Pakri).





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# Key partners for a stronger bilateral relationship

SCEE is far from alone in creating valuable contacts between operations in Sweden and Estonia. We have several important partners, such as our umbrella organization Swedish Chambers International, the Embassy

of Sweden in Tallin and the Foreign Investors' Council in Estonia, which is an umbrella organization for all foreign chambers in Estonia that conduct lobbying towards the Estonian state and its institutions.



## "Our countries share a history"

Ms Ingrid Tersman, The Ambassador of Sweden to Estonia.

### **How would you describe the relationship between Sweden and Estonia?**

– Sweden and Estonia have excellent relations. We are close neighbors, Tallinn and Stockholm are the closest capitals in the region, and our countries share a long history. Since many years back, our countries cooperate closely and with great trust, be it bilaterally, within the Nordic-Baltic 8 framework, at the United Nations or in other frameworks. We are looking forward to the Swedish Nato-membership, it will be an opportunity for Sweden and Estonia to further deepen our already excellent cooperation in the security and defense fields. Being close neighbors, we face many common challenges, where the security situation is the most serious. In addition, I would also like to mention the energy crisis and climate change.

### **What opportunities do you see for business between Sweden and Estonia?**

– Many Swedish companies are solidly rooted in Estonia, and we remain the largest foreign investor. I am convinced that the Swedish companies here know the market and are well placed to seek out new opportunities when they arise. At the same time, a growing number of Estonian companies are seeking partners and opportunities for growth in Sweden. Sweden and Estonia are both at

the forefront regarding digitalization, and I hope that Swedish and Estonian companies can compare notes and learn from each other. I also trust that there are many opportunities within sustainability, green transition and smart cities. Sweden is at the global forefront in industrial transition with green energy – and I hope this is of interest to Estonian companies. I hope that the Swedish Chamber of Commerce in Estonia will take an active part in working with Swedish and Estonian companies on these issues.

– In September 2022, foreign ministers Ann Linde and Urmas Reinsalu launched The Visionary Report on Estonia Sweden Future Cooperation, a report on the current state of cooperation between our two countries but more importantly looking at opportunities for the future. The report identifies four priority areas: climate change, digitalization, energy policy and sustainable forestry. I would encourage anyone interested in business opportunities between our two countries to read the report and hopefully be inspired by the recommendations. The recommendations include several ideas within the respective fields.





# "Good networking possibilities"

Andreas Engberg is the Head of Ericsson's Innovation Hub in Estonia. He sees great possibilities with a membership in SCCE.

– Being quite a big Swedish company in Estonia, it was natural for Ericsson to become a member of SCCE. It provides many opportunities to interact with others and to understand the Estonian society better as a foreign company, he says.

## **What have you gained from the membership?**

– We now have a better insight in the Estonian society, good networking possibilities both with Swedish and Estonian companies working in Estonia. Also, being a member gives us collaboration with other Swedish companies in Estonia and a good way to get relevant information and cooperation also with Estonian companies, organizations, government and society.



# "Great place to get to know people"

Annika Arras is CEO at Miltton New Nordics. She says it was a matter of course to be a member, after starting the company in 2016.

– When Miltton was founded in Estonia in 2016 it wasn't a question why to join SCCE, it was more about when or how fast. Miltton's roots are Finnish-Swedish and therefore it was only a natural step for us to join likeminded people.

## **What do you think is the best thing about being a member of SCCE?**

– I believe good things happen in life when people connect. Chamber is a great place to learn to know people, cultures and businesses. One connection leads to another that leads to another and so on. That's good, isn't it?



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# Collaborations and sponsorships

At SCCE, we carefully cultivate the relationships with associations, initiatives and events that improve the relationship between Sweden and Estonia. We do this by offering scholarships, as well as sponsoring carefully selected activities and the Sweden-Estonian Cooperation Fund. The fund's main mission is to work for a bilateral exchange and distribution of knowledge between the countries. Facilitating networking, which is also one of SCCE's main purposes, is an important part of the fund's work, where it focuses on social cohesion, creativity, innovation and entrepreneurship.

The friendship between Sweden and Estonia is important to support and develop. The fact is that the countries are much closer to each other than many people think. By being an active part in the community-building work, where we help young people train for valuable roles, we continuously contribute to the positive aura of Sweden in Estonia.



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NJORD Law Firm has offices in Estonia, Denmark, Latvia and Lithuania.

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Becoming a member of the Swedish Chamber of Commerce in Estonia benefits both you and your company!

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**Swedish Chamber of Commerce in Estonia**

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