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Economic review, Sweden, figures from the official *Finansportalen.SE*, 22.04.2014
(Compared to previous year)

Key Figures	No./Development	Period
Population	9.658.301 (9.573.466)	22 April 2014
Unemployment	8,6 % (8,8 %)	March 2014
BNP	3634 MIA SEK (3555)	2013
BNP Growth	3,1 % (1,4 %)	4Q 2013 vs. 4Q 2012
BNP forecast	2,6 % (1,3 %)	2014
BNP per capita	378.600 (372.200)	2013
Consumer price index (inflation)	-0,6 % (-0,5 %)	April 2014 vs. April 2013
Interest	0,75 % (1,0 %)	At present vs. April 2013
National dept	1247 MIA SEK (1212)	28 Feb. 2014 vs. 30 April 2013
National dept as part of BNP	34,3 % (34,1%)	At present vs. April 2013
Trade balance	2,2 % (2,54 %)	2013 vs. 2012
Taxes in % of BNP	44,3 % (44,5 %)	2012 vs. 2011
Wealth ranking	9:th place (9:th)	2012 vs. 2011

As last year, the recent *BUTIKSLEVERANTÖR show in Stockholm April 1-2, 2014* showed satisfaction with the business situation in the national shopfitting Industry. Of course the big players in our industry are depending on exports, and the EUROSHOP reflected a similar optimism. Seen on national level, the currency development is part of the positive expectations:

SEK/Euro 22 April 2013: 8,51. SEK/Euro 22 April 2014: 9,08.

Which means an increasing foreign price competition advantage of more than 6,5 % in Sweden's favor! However the SEK/USD exchange rate is unchanged, so we are not too excited, even as you see all other indicators looking good: BNP growth and forecast above expectations, tax reduction (!!!), and lower interest. The home retail market however is varied, as certain trades, DIY stores, sports, supermarkets, are closing stores as a consequence of local over-establishment and murdering competition.

A change of government from right to left is expected (???) with the incoming (returning after 7 years(Social Democrats promising increased taxes, mainly on small and medium sized business, to be spent on more welfare and "green" initiatives, such as higher tax on energy, Diesel (more salad-oil mix), and who knows? So the otherwise good situation is by the less optimistic part of the industry expected to be over.

The working part of the population is still about 66% compared to the EU average of 61%, which as previously suggested, ought to be an official, national economic indicator instead of the unemployment rate!

Denmark is apparently doing better than expected, but still in a tougher position than Sweden.

Maybe Morten Gron-Hansen can tell more about all of Scandinavia, and at least (again) boast about **Norway** being better in almost all aspects, as long as the oil fuses all kind of Norwegian business.

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