

ISO Congress 2013 Economic Review, figures from the official *Finansportalen.SE*, 15.05.2013

Key figures	No./Development	Period
Population	9.573.466	31 March 2013
Unemployment	8,8 %	March 2013
Bruttonationalprodukt (BNP)	3555 miljarder SEK	2012
Bruttonationalprodukt growth	1,4 %	4 Q12 vs. 4 Q 11
Bruttonationalprodukt forecast	1,3 %	2013
BNP per capita	372.200 SEK	2012
Konsumerpriceindex (inflation)	- 0,5 %	April 13 vs. April 12
Interest	1,00 %	At present

National dept	1212 miljarder SEK	30 April 2013
Ntl. Dept part of BNP	34,1 %	At present
Trade balance	2,54 %	2012
Taxes in % of BNP	44,5 %	2011
Wealth ranking	9:th place	2011

An unofficial verbal ISO poll at the *BUTIKSLEVERANTÖR show in Stockholm 13-14 March 2013* showed satisfaction with the level of business among Swedish shopfitters. Prices are under pressure, but most of the industry fares well, and expect status quo in the year to come. Export is moderately hit by a strong SEK against Euro, but a general trend is that Russia is a fast growing and more and more profitable market.

A study tour with *EHI* (Germany, co-organizers of Euroshop) 9-10 May at the *Emporia Mall* in Malmö (opened Oct. 2012, Scandinavia's largest w/200 stores), and *IKEA Malmö* ("test store" opened 2010 as the World's no. 2 IKEA in size) however, gave among other the following surprising information:

The Swedish Retail sales space is sufficient to service a 60 mio population if we look at European standards (including East Europe). No wonder there's a great current change in stores and brands, with a recent over- establishment among DIY, consumer electronics, and sports stores, making these segments of the industry particularly vulnerable, losing money, and closing stores (even experiencing bankruptcies).

The working part of the Swedish population is 66%, the EU average is 61%, which is one reason why Sweden is doing well in the present period of economic "crisis". This figure may be more interesting to discuss than the unemployment rate, when we look at a country's productivity.

Denmark is far worse off than Sweden, and we look forward to hearing some comments about that from Jorgen Jorgensen of Martin Hoft A/S at the ISO Economic review talks May 21, 2013. As sub-supplier of fittings to the whole Scandinavian industry, and more, he has his "finger on the pulse".

Preben Bailey, ISO Secretary General, Thornberg-Bailey AB, Sweden, info@iso-shopfitting.com