

## Swedish Music, Design and Food

**Sweden — a Small Giant Music Exporter:** Pop music has become a significant Swedish export product. In recent years, Swedish pop groups have over topped the pop music charts around the world. Their recordings sell by the millions and they attract enormous crowds to their concerts. They are well-established in the US and Europe and are successfully getting into the new markets of the Far East. The group names Ace of Base, Roxette, the Cardigans, Robyn and many, many more are probably known to many a pop music listener. The Swedish economy has gained a lot from the Swedish pop music industry, only in terms of revenue it has meant approximately SEK 12 billion. On a ranking list you will find the sparsely populated country of

Sweden on the third position of the world largest music exporter, topped only by the US and UK. A small giant!

**Swedish design-grace, simplicity and purity:** Swedish design is of high class and very competitive internationally. When people talk about Swedish design, they commonly refer to its grace, its simplicity and purity. It is characterized by functionality, extensive use of natural materials such as wood and stone. Numerous Swedish designers and architects have distinguished themselves by their style of creating a marriage between simple, beautiful 'humanistic' objects and the functionality of the objects for everyday use by ordinary people. IKEA is perhaps the best known design

showcase worldwide. No other company has disseminated such explicitly "Swedish" design on such a large scale. Much of IKEA's production has a blond sunlit impact steeped in the democratic traditions of Swedish design.

Today, as the world trends into the 21st century, Swedish design is more important than ever before, and Stockholm is regarded as one of the world's hottest design cities where concepts such as "less is more" and "form follows thought" have gained preference within the designers' community.

**The Swedish food — a mouthwatering experience:** Traditional Swedish Cooking is influenced by the modest circumstances and lack of fresh ingredients that prevailed in the old days. Simple saw materials

such as pork, herring, potatoes and root vegetables are recurring in many classic home recipes. Slow cooking and roasting are two of the traditional basic principles of Swedish cuisines. The so called "Husmanskost", which might be translated into "good old down-home cooking" originally referred to simple peasant fare and the kind of kitchen that forbade waste.

The best way of acquainting oneself with husmanskost is at the famous Swedish smorgasbord. A true smorgasbord is built around "sill" (herring), and particularly around sill that has been pickled or marinated in a number of ways. Sill is eaten with boiled potatoes, sour cream and another obligatory accompaniment is crispbread laden with thin slices of hard cheese. After that, smoked or cured salmon, meatballs, ox tongue, eel, fish pie, hamsausages, pates and salads, are optional but equally mouthwatering. At a traditional smorgasbord one is supposed to find dishes of herring and Baltic herring, fish and shellfish, one the meat side: roast beef, boiled ham, ribs of pork, pates and meatballs. For the vegetarians there are different kinds of salads and vegetable dishes. Egg dishes, in various forms too, are a must. To complement the setting one will also find different kinds of bread, from dark to light and from soft to hard varieties together with butter and a selection of cheese. For the sweet tooth, one will find fruit salads, pears in syrup, cakes etc. The toughest thing at the smorgasbord is always restraint — go many times, take a little, go slowly and don't bother to try everything.

## New Swedish Policy for Global Development

**S**WEDISH policy for global economic, social and ecologically sustainable development is to be further developed. A parliamentary commission has been appointed to make proposals for a policy with an objective of combating poverty and to address the new conditions created by globalisation. The need for holistic approach has become increasingly apparent in regards to how conditions and policies in different areas affect the possibility of universal development. Development co-operation and trade and economic relations are especially relevant.

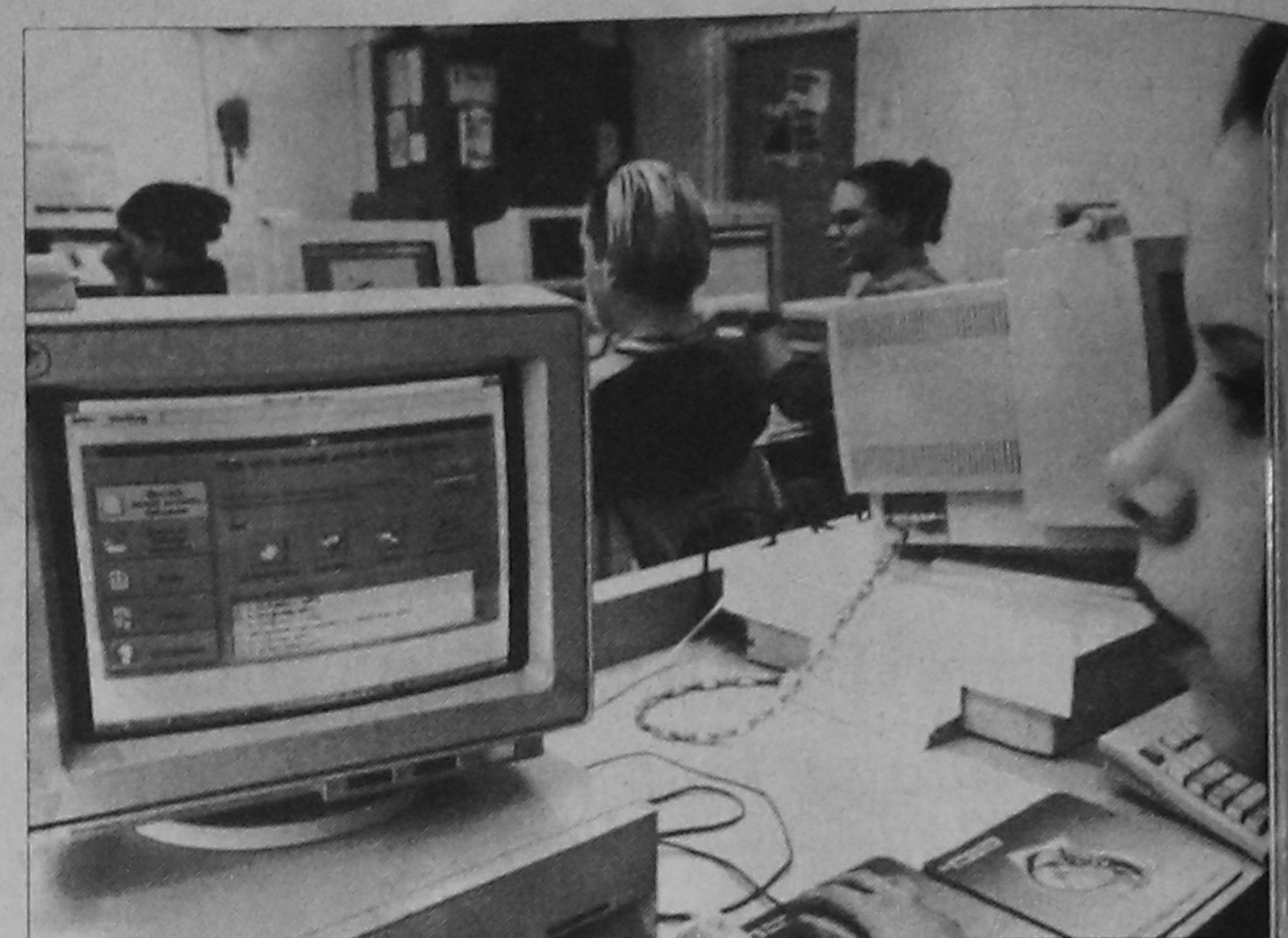
A discussion is also taking place about the "architecture" required to make financial flows more accessible and less unstable. Insurmountable debts must be dealt with. Environmental and health risks are often best counteracted by cross-border collaboration. Although migration is often source of development, it sometimes entails — particularly in mass flight — social strains that are better tackled by working together.

The ability of the UN and other bodies to maintain peace and security is always in the field of vision. If the poor people in the world are not benefited by co-operation in the areas, progress will not be sustainable.

with civil society and the business sector and open flexible co-operation.

**Swedish Goals for Development Co-operation are:** Economic growth; Promotion of economic and social equality; Economic and political independence; Development of democracy; Protection of the environment; Equality between men and women.

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## SWEDEN ON THE NET

- Culture Net  
<http://www.kulturnat.iva.se>
- A collection of Swedish cultural links on the Internet.
- Nobel Foundation  
<http://www.nobel.se>
- Information about the Nobel Prizes, the Nobel Laureates and their discoveries, as well as information about the donor, Alfred Nobel, and the Nobel Foundation.
- Scandinavian Design  
<http://www.scandinavian-design.com>
- A site dedicated to Scandinavian Design, which is seen internationally as a classic expression of simple and solid elegance.
- Swedish National Council for Cultural Affairs  
<http://www.kur.se>
- The council is responsible for implementation national cultural policy determined by government and parliament.
- Invest in Sweden Agency  
<http://www.isa.se>
- A government agency which provides information and contact services for foreign investors evaluating opportunities in Sweden.
- Swedish Trade Council  
<http://www.swedishtrade.com>
- A gateway to Swedish business and trade with information about Swedish companies and business sectors.
- Sweish Environet  
<http://smn.environ.se>
- Provides data and information on the Swedish environment as well as on environmental work in government agencies, companies and NGOs.
- The Swedish Media Page  
<http://www.svenskasidor.com/media>
- A comprehensive collection of links to Swedish media.
- Government of Sweden  
<http://www.regeringen.se>
- Current information on government policies and statistics from ministry.
- Swedish Parliament  
<http://www.riksdagen.se>
- Information about the Parliament and its work and sessions.
- Ministry of Foreign Affairs  
<http://www.ud.se>
- A Swedish Government consisting of the Ministry inholm and about 102 missions honorary consulates abroad. web-site includes information Swedish foreign policy.
- Global Visitor's Guide to Sweden  
<http://www.visit.sweden>
- The Swedish Travel & Council's gateway to all Internet based tourist information in Sweden.
- Gateway to Sweden  
<http://www.wvlink.se/ga>
- A guide to most of the organisations and authorities Internet address in Sweden.

## Swedish Concern for the Environment

**S**WEDES are fond of nature. Not only in that concerned environmentally conscious way which wants to preserve nature as a rare and often distant good, but the Swedes have a much closer and older relationship to nature. In this regard, Swedes are also quick to mention the Right of Common Access, a right that was established as long time ago as in 13th Century, which makes it possible for everyone to have a limited access to private land. As long as one shows consideration towards the owner of the land and avoid

damaging or violating the landowner's rights by disturbing the peace and quiet of his home there is nothing to prevent you from stopping a while at some nice spot or having a swim in a lake.

This right has been regarded as unique to Sweden. Still, the Swedes' love for nature was not created by a decree — it was perhaps facilitated by it — but

ten minutes from water. The City's waters are good for swimming, thanks to hard efforts to protect the water from pollution. But it is to the Stockholm archipelago, that the Stockholmers love to set out for when they want leisure and relaxing. There are some 25,000 islands in all, making Stockholm's archipelago the largest in the world!

1972. The Stockholm Conference signalled the start of the international struggle for a better environment.

Today, it is well-known that environmental issues affect all aspects of society, from large production systems to the lifestyle of individuals. In Sweden the control of urban and industrial pollution has gone a long way.

"We don't own the earth — have borrowed it from our children" is the fundamental motto for Swedish environmental policy. Its overall objectives have been formulated as follows: "We must create an environmentally oriented society that protect human health, preserves biological diversity, manages natural resources in a sustainable way and protects valuable natural and cultural landscapes." The next step is move towards issues concerning products, for instance recycling and waste minimisation as well as infrastructure and lifestyles of the Swedes. The challenge is to reduce the pollution from products and the agricultural and transport sectors. With their love for their environment, the Swedish consumers have put an impetus on the producers to meet their demands for more environmentally sound products, so that an ecologically sustainable society is achieved.

should be counteracted are gathered under only one statute. The new Code also places same fundamental requirements on all kind of environmentally destructive operations, thus enlarging the scrutiny into areas that were not regulated before. In principle the Code applies to all human activities that may harm the environment and applies to everything from major projects, such as building and operating hydroelectricity plants or motorways, to small individual measures, such as washing a car with detergents or composting household waste — an all encompassing set of rules to protect the environment!

The Swedes also have support to their environmental concerns in the new Environmental Code that came into force on January 1, 1999. It was enacted in order to make the environmental legislation easier to comprehend. Now all rules on how an operation harmful to the environment

The all-encompassing environmental concerns: The great concern for the nature and the environment is also reflected in the country's political life. Sweden actually took the initiative for the first international environmental conference to be held in Stockholm in

comes from the privilege of having a vast country with few inhabitants and of having an easy access to nature, be it in central Stockholm or in a primeval forest.

Even in Stockholm, no one is more than twenty minutes from leafy parks or more that






**Ericsson wishes the People of Sweden all the best on their National Day.**




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# VOLVO

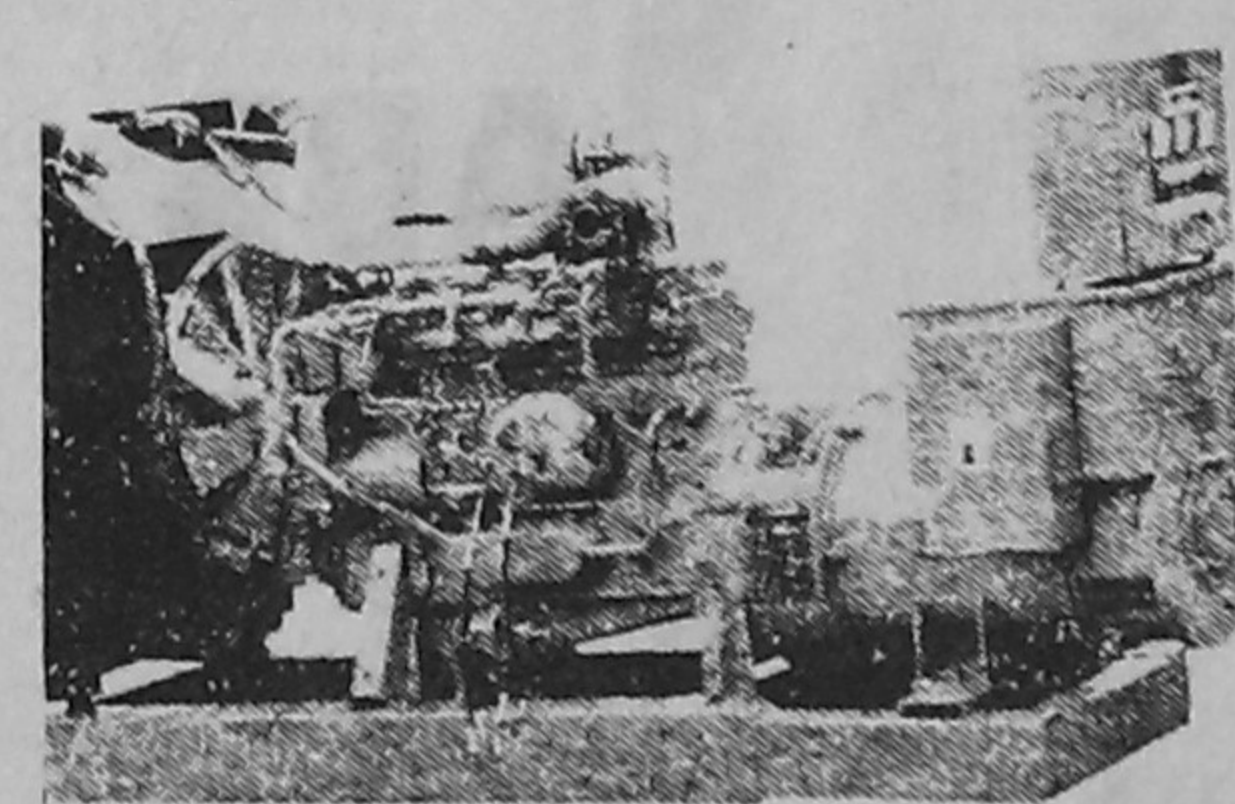
*We Congratulate the Government and Friendly People of Sweden on the National Day of Sweden*



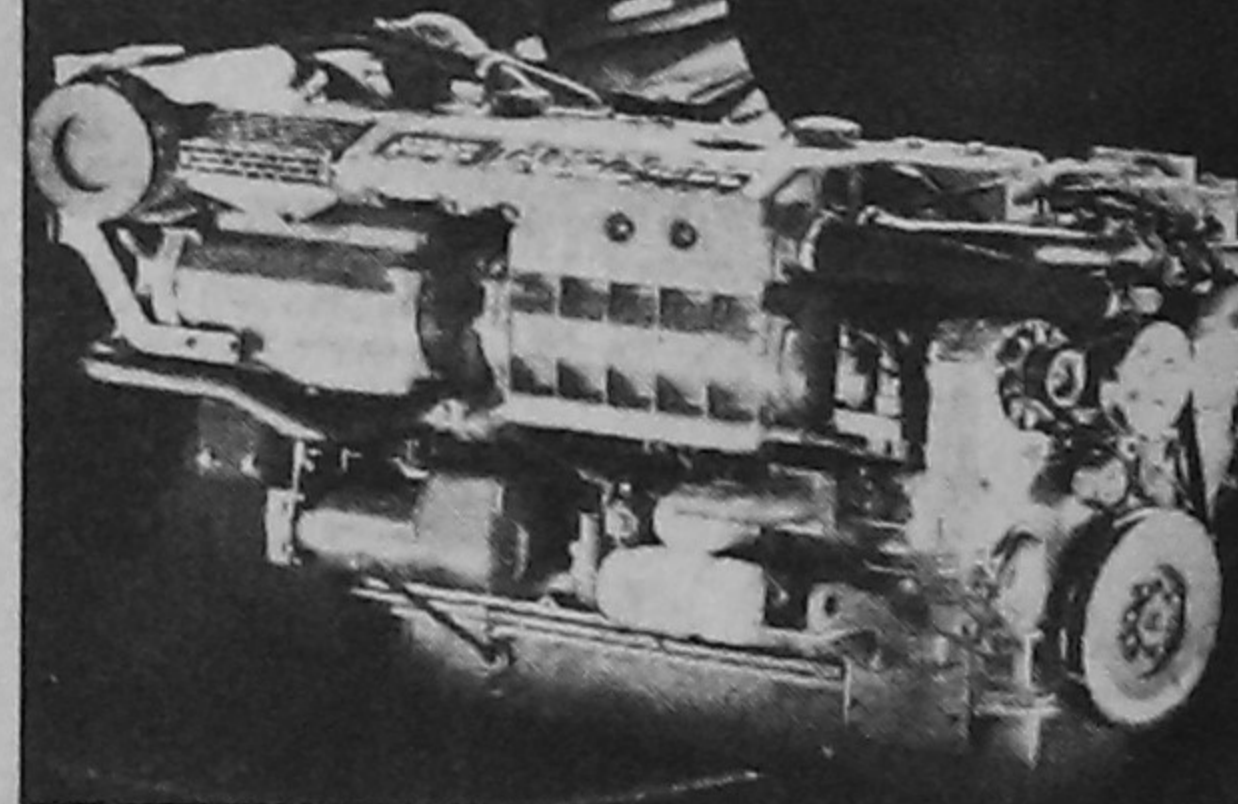
VOLVO TRUCK



VOLVO BUS



VOLVO PENTA DIESEL GENERATOR



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