



NATIONAL DAY OF SWEDEN



The Daily Star

SPECIAL SUPPLEMENT

JUNE 6, 2009



Their Majesties Queen Silvia and King Carl XVI Gustaf

Warmest Felicitations to the Government and the Friendly People of The Sweden on their National Day

Ifö

Ifö Cera



Sole Distributor for IFO Sanitar AB, Sweden

Green Agency Trading Ltd.

69/L, Pantha Path, Dhaka-1205, Bangladesh
Phone: 8619007, 8610441, 9663227 Fax: 880-2-8613070

Branch: 17, Green Super Market, Green Road
Dhaka-1205, Phone: 8112676

Branch: 129, Sk Rasel Square, D.H. Tower
Panthapath, Dhaka-1215
Tel: 9111396, 8152491

It gives me great pleasure to extend to the Government and people of Bangladesh my warm and sincere greetings on 6th of June, the National Day of Sweden. In fact, in spite of a long tradition of celebrating this day, it was not until 2005 that the Riksdag, the Swedish parliament, formally decided to make it the National Day. However, ever since the early part of the last century June 6 has been observed as "The Swedish Flag Day" with celebrations involving the Royal Family and ceremonies of various kinds. This day commemorates the date of two important events in the history of Sweden: the coronation on June 6 1523 of King Gustav Vasa, who unified the country; and the adoption, on the same day in 1809, of Sweden's first modern constitution which included the establishment of civil rights and liberties. The long absence of an institutionalised National Day previously probably has much to do with the fact that Sweden has been spared from wars and occupations for almost two hundred years.

With only nine million people, Sweden is a small nation in terms of population. Physically, however, Sweden is three times the size of Bangladesh and the third largest country in Western Europe (after France and Spain). Because of its large area and limited number of inhabitants, Sweden is one of Europe's most sparsely populated countries with an average of only some twenty inhabitants per square kilometre with most of the population concentrated to its southern parts.

Out of our 9 million inhabitants two million are under the age of 18. Sweden sees its children as a great asset and puts a lot of effort into making childhood as good as possible. Sweden topped the mothers index in the recently published "State of the world's mothers 2009. Investing in the early years." By Save the Children. Some of the indexes that put Sweden on the top place is that almost every child enjoys good health and education and

that skilled personnel are present at virtually every birth in Sweden. In the same report Sweden was the only country that received 10 out of 10 in the "Early childhood development report card".

Sweden is one of the most open countries in the world when it comes to peaceful relations with other countries, not the least in the area of trade. Based on Sweden's wealth of forests, ore, hydro-electric power, engineering ingenuity and product development, Sweden is now one of the world's most advanced industrialised nations. Much of the success depends on a long series of ingenious Swedish inventions and refinements of inventions, the steam turbine, the ball-bearings, the gas-powered beacon, the cream separator, the safety match, the adjustable wrench, the Tetra Pak beverage packaging system, the AXE System (computer-controlled digital telephone switching system), and the Leksell Gamma knife, to name only a few. With a limited domestic market the Swedish companies based on these and other inventions had to find their markets abroad and export accounts for more than one third of the economy (GDP). As a result, Sweden today has a large number of multinational corporations and brands compared to its modest population of around nine million. Some of the names probably have a familiar ring to them for the people of Bangladesh; for example Volvo, Ericsson, ABB, AstraZeneca, Electrolux, IKEA, H&M, Lindex, KappAhl, Hentex and Brummer & Partners to mention some of the most well known companies.

Although raw materials and processed raw materials still account for a sizable proportion of Swedish exports, the future of Swedish business lies primarily in knowledge-intensive industries, where Sweden can take advantage of its advanced technological development, sophisticated infrastructure and high general educational level. Information Technology (IT) and biomedicine are two such knowledge-intensive sectors in which Swedish companies have been successfully engaged for years. Aside from these, a third Swedish industry for the future is mentioned increasingly as the "experience industry". This concept is a new comprehensive label for inter-related creative sectors as design, music, fashion, the art industry, gastronomy, media, advertising and tourism, in which Sweden has experienced a creative revolution over the past decade. This has attracted worldwide attention and given the country substantial new export income.

Trade is not only exports. Sweden also imports much more than its relative small size would make you believe. For example, most of the Swedish textile industries were closed down in the second half of the last century and today most garments, knitwear and

other textiles are imported from countries like Bangladesh. Actually, textiles make up about 98% of Bangladesh's export to Sweden. There are now more than 50 companies or agents representing Swedish exporting and importing companies in Bangladesh. Sweden wants to promote not only exports but also imports. Bangladeshi exporters wanting to find out more about the assistance offered to importers should go to www.opentradegate.se.

While doing business Sweden sees it as a great virtue to do so responsibly and we put a lot of emphasis into corporate social responsibility (CSR). Sweden has always been in the front of CSR and stresses the importance of conducting business in an environmentally friendly, socially responsible way and is one of the leading countries regarding equality.

Sweden is a long-standing development partner of Bangladesh. The development cooperation began in 1971, shortly after independence, and has over the years been substantial and covered many different areas. At present the cooperation has a focus on primary health care and primary education where Sweden along with other development partners support the Government of Bangladesh in its efforts to turn the

vision of equitable health care and education for all into a reality. Sweden also supports a number of civil society organisations that work with the poor and in various ways seek to promote the respect for human rights and democratic governance. Sweden, ranked as one of the world's most successful countries when it comes to equality between men and women, has a special interest in supporting NGOs that work to support the rights of women of Bangladesh. Looking ahead, Sweden plans for a gradual expansion of the development programme with urban environment and climate change adaptation as important new areas of support.

In 2009 Sweden will allocate 1% of its GNP to official development assistance, thereby surpassing the UN goal of 0.7% set in 1970. About half of the development assistance is channelled as bilateral development cooperation via the Swedish International Development Cooperation Agency (Sida). The other half is channelled to multilateral organisations such as the World Bank, the Asian Development Bank and the United Nations agencies. The values and spirit of multilateralism remains a cornerstone of Swedish foreign policy and Sweden is a major donor to several multilateral organisations.

On 1 July 2009, Sweden will take over the Presidency of the EU and will lead the EU's work for six months. Sweden has the privilege of already being the President of the Council of the European Union in Bangladesh, on behalf of the Czech Republic in first half of 2009. The Presidency is a unique opportunity to lead and influence work on important EU issues.

Human rights is a key element of EU's foreign policy and will be an issue of high priority during the Swedish presidency, along with the five priority themes; climate, energy and environment; work, growth and competition; a safer and more open Europe; the Baltic Sea strategy and the relations with neighbouring countries; and the EU's global role including continued enlargement. The Swedish government aspires for a Presidency that is transparent, effective and focuses on results. A common coordinated approach, a stronger Lisbon Strategy, and continued national efforts will hopefully arm Europe for the future and make us come out of the current economic recession stronger and more competitive. We are looking forward to contribute to this effort during our Presidency.

Another cornerstone of our foreign policy is the close cooperation with the

other Nordic countries. It was therefore a special pleasure to jointly celebrate the Scandinavian National Days as we have done also this year.

On behalf of the Swedish Government and the Swedish Embassy in Dhaka, it now gives me great pleasure in extending to the Government and the people of Bangladesh my warm and sincere greetings on this occasion. I also extend my best wishes and hopes for the continued and growing co-operation between Sweden and Bangladesh. I am convinced that there is a large scope for a further widening and deepening of our already excellent relations.



Britt F Hagström
Ambassador of Sweden to Bangladesh

"OUR BEST WISHES AND HEARTIEST CONGRATULATIONS ON THE NATIONAL DAY OF THE KINGDOM OF SWEDEN"



King His Majesty Carl XVI Gustaf & Queen Her Majesty Silvia Sommerlath

We are committed to your superior productivity through interaction and innovation

Atlas Copco

Atlas Copco (Bangladesh) Ltd.

Level # 13 (N-E Portion), Unique Trade Centre (UTC)

8 Panthapath, Kawran Bazar,

Police Station - Tejgaon, Dhaka - 1215, Bangladesh

Website: www.atlascopco.com



Delivers to the World

Warmest Felicitations to the Government and the Friendly People of Sweden on their National Day

Services Include :

Household Relocations, Corporate Relocations, Industrial Relocations, Fine Arts Handlings, Trade Fairs and Projects Logistics, Customs Brokerage, Warehousing, Distributions, NVOCC and Records Management.

SW (A) 26, GULSHAN AVENUE, DHAKA - 1212, BANGLADESH
TEL : 9894745-50, 9887872, 8811021-2,
FAX : 880-2-8823416, 8823519
E-mail : commercial.dept@homebound.com.bd
Web : www.homeboundbd.com



On Swedish National Day, Tetra Pak wishes everyone health and happiness.

Tetra Pak, founded in Sweden in 1951, is today world's leading food processing and packaging solutions company. As Sweden celebrates its National Day, Tetra Pak wishes you well in keeping with our vision of 'Making Food Safe and Available, Everywhere'.

Tetra Pak, Plot 158 (5th Floor)
Block - E, Banani
Kamal Ataturk Avenue
Dhaka 1213, Bangladesh.
Tel: +880-2-9888322, +880-2-9893238
Fax: +880-2-881 9752
www.tetrapak.com

