

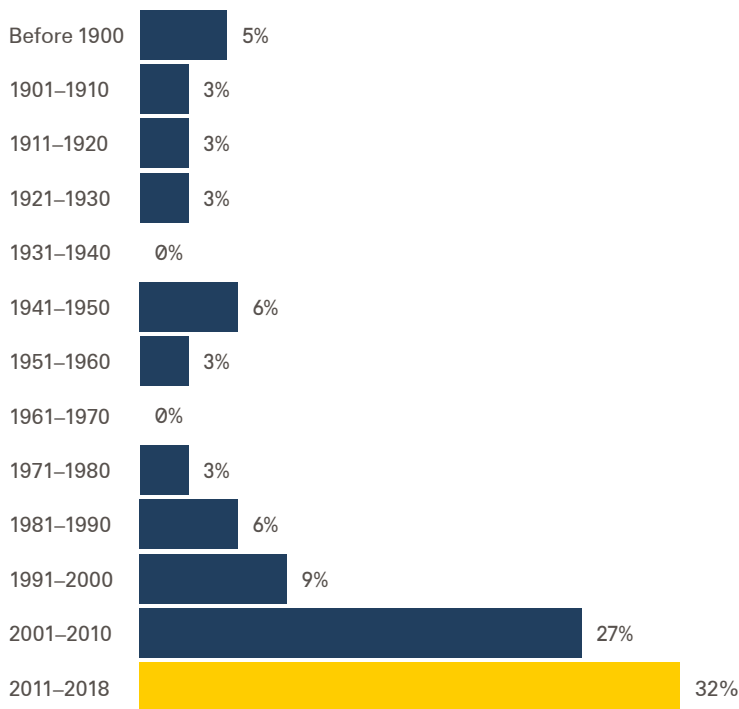
APPENDIX: COMPLETE SURVEY RESULTS

BUSINESS CLIMATE FOR SWEDISH
COMPANIES IN CANADA 2018

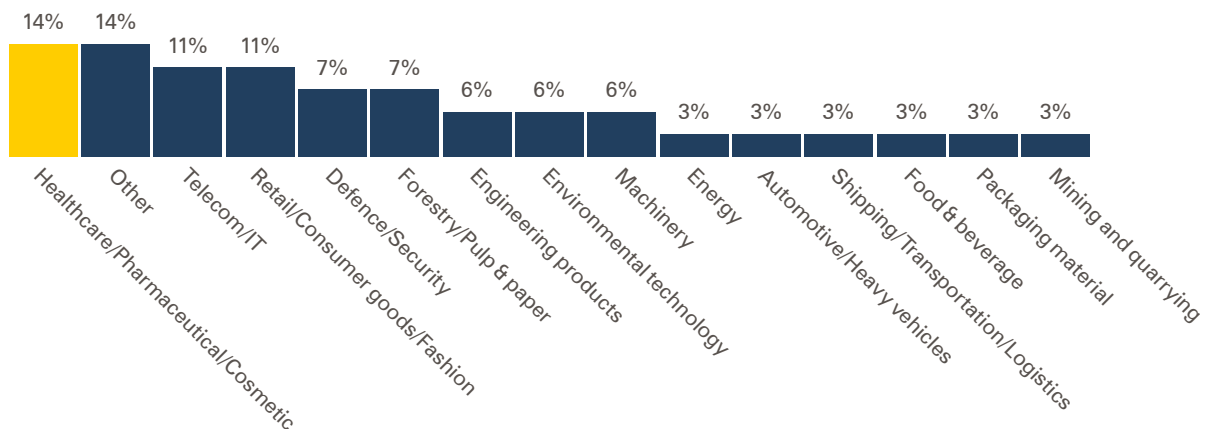
APPENDIX

COMPANY INFORMATION

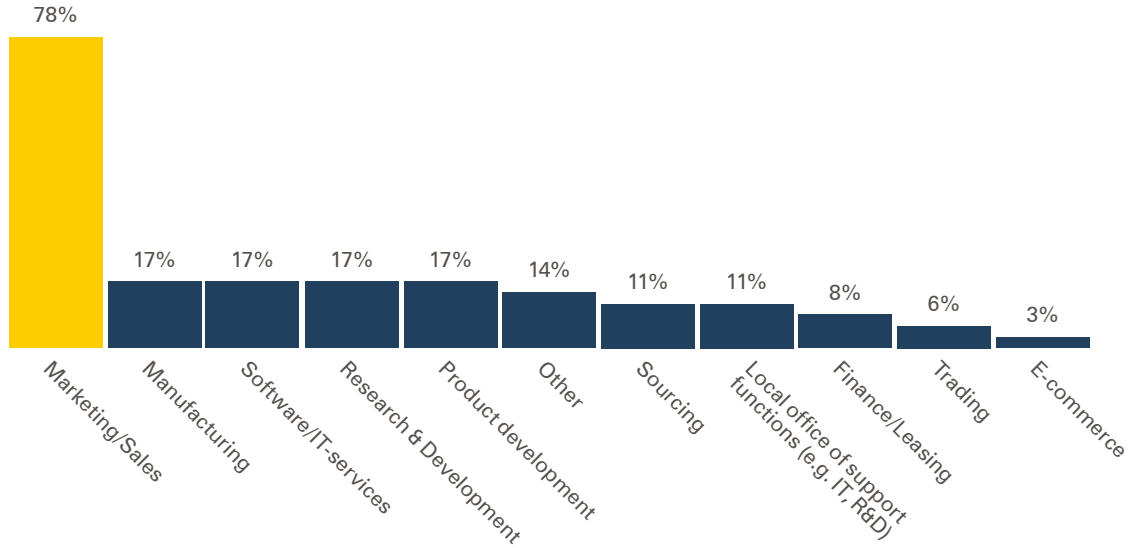
1. YEAR OF ESTABLISHMENT IN CANADA N=34



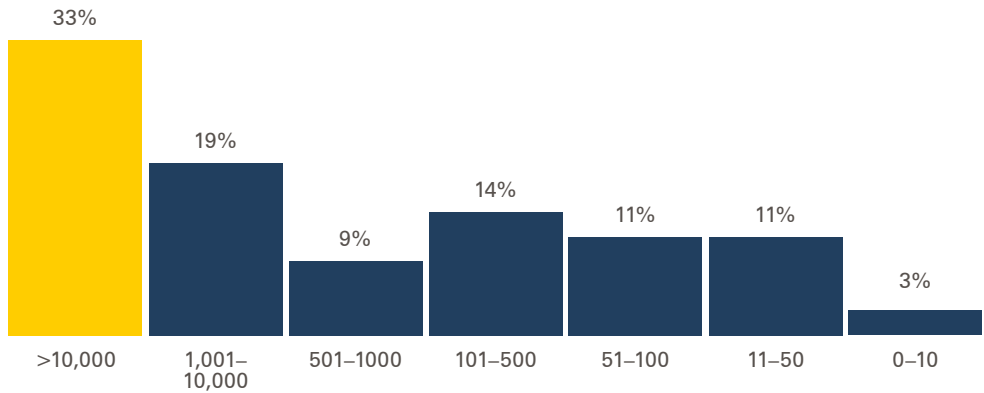
2. WHAT IS THE MAIN INDUSTRY FOR YOUR COMPANY'S OPERATIONS IN CANADA? N=36



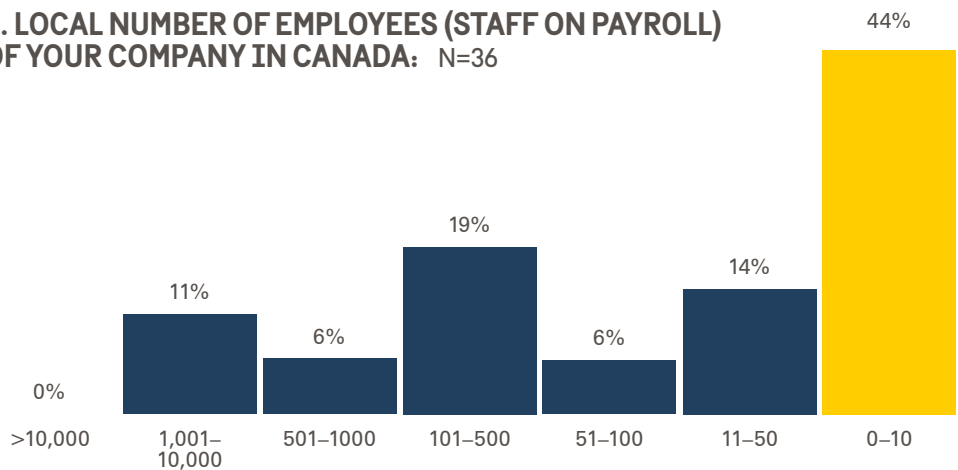
3. WHAT OPERATIONS DO YOU CARRY OUT IN CANADA? N=36



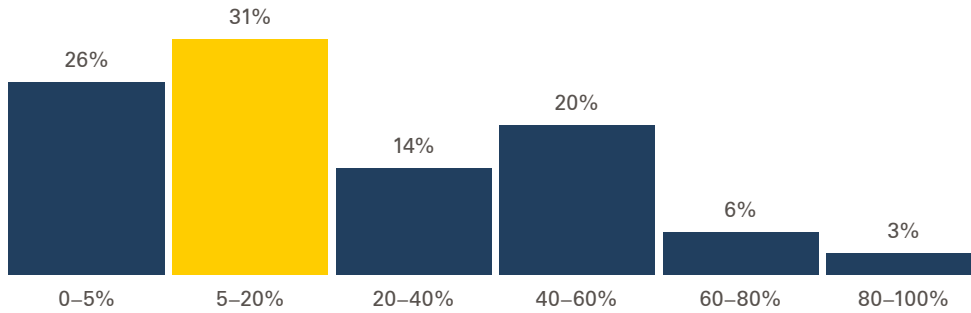
4. HOW MANY EMPLOYEES DOES YOUR COMPANY HAVE GLOBALLY? N=36



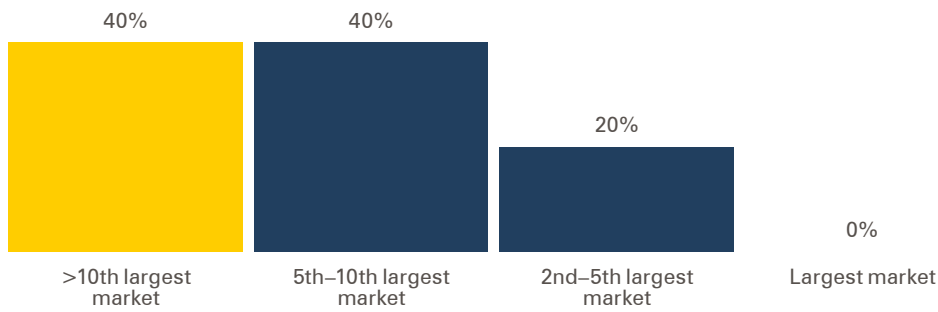
5. LOCAL NUMBER OF EMPLOYEES (STAFF ON PAYROLL) OF YOUR COMPANY IN CANADA: N=36



6. PLEASE ESTIMATE YOUR CURRENT MARKET SHARE IN CANADA: N=35

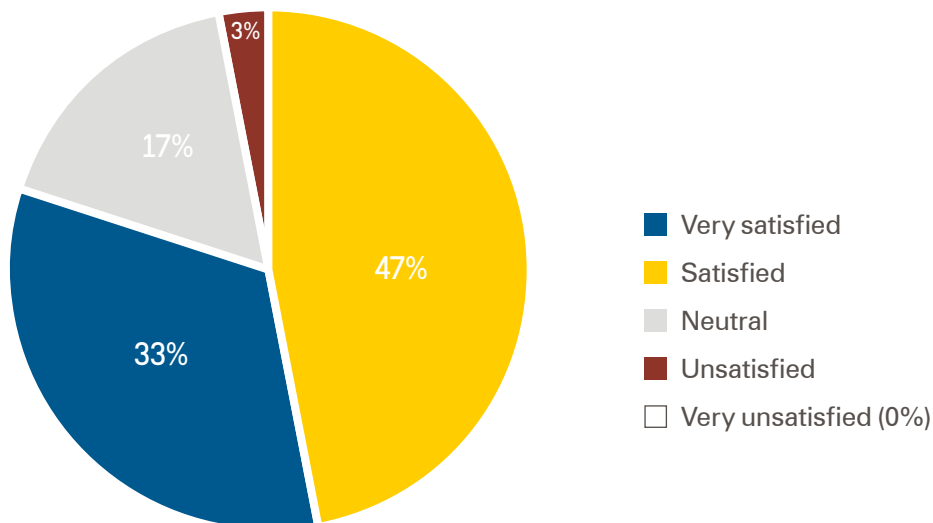


7. HOW IMPORTANT IS CANADA FOR YOUR GLOBAL GROUP REVENUE? N=35

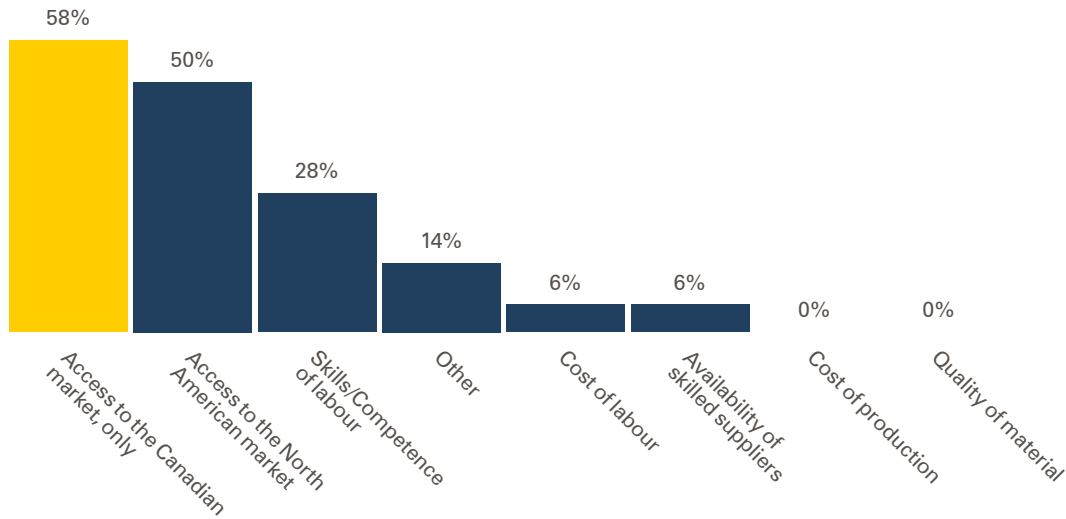


BUSINESS CLIMATE

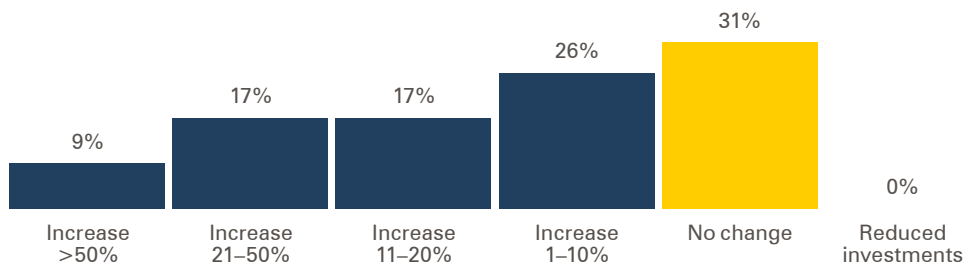
8. HOW SATISFIED ARE YOU WITH DOING BUSINESS IN CANADA TODAY? N=36



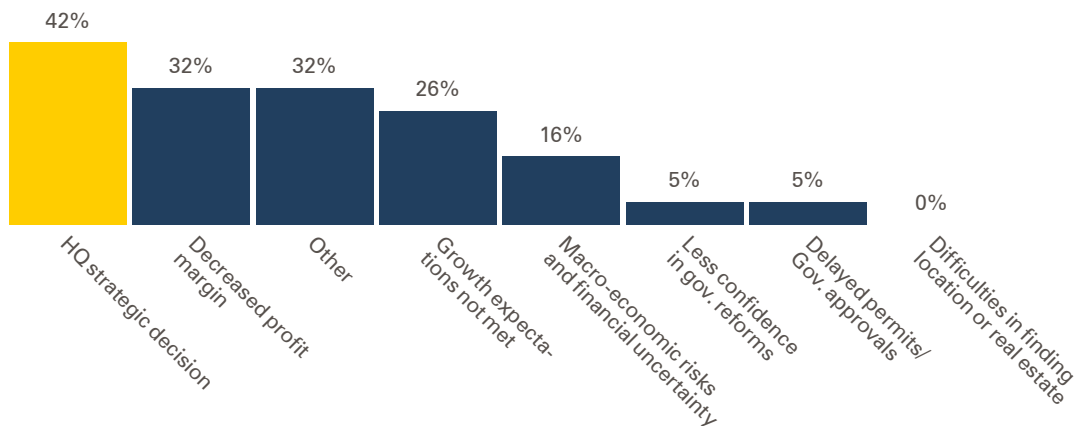
9. WHAT ARE THE MAIN REASONS THAT YOUR COMPANY HAS CHOSEN TO START OPERATIONS IN CANADA? N=36



10. HOW DOES YOUR COMPANY'S PLANNED INVESTMENTS IN CANADA FOR 2018 COMPARE TO 2017? N=35

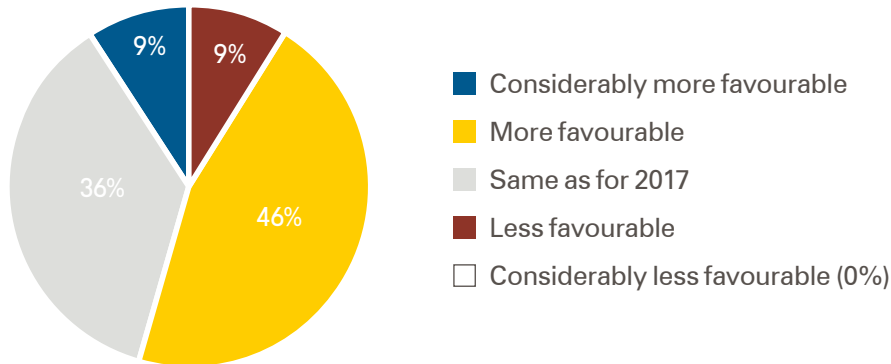


11. IF YOU HAVE NOT MADE INVESTMENTS, OR HAVE INVESTED LESS THAN YOU ANTICIPATED, WHAT ARE THE MAIN REASONS FOR THAT? N=19

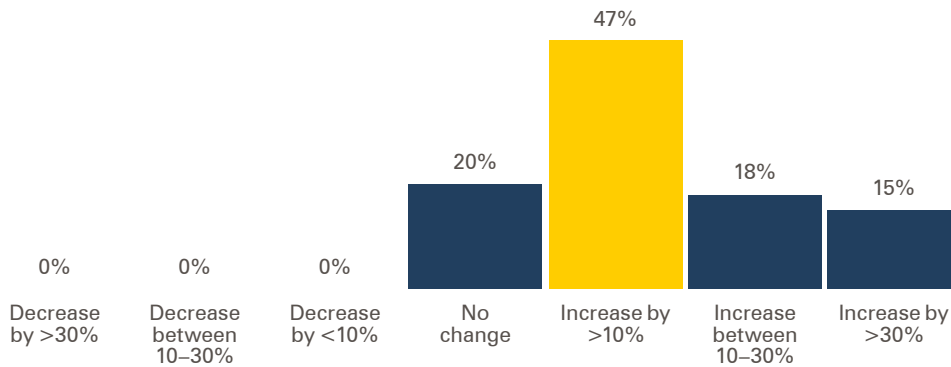


MARKET OUTLOOK

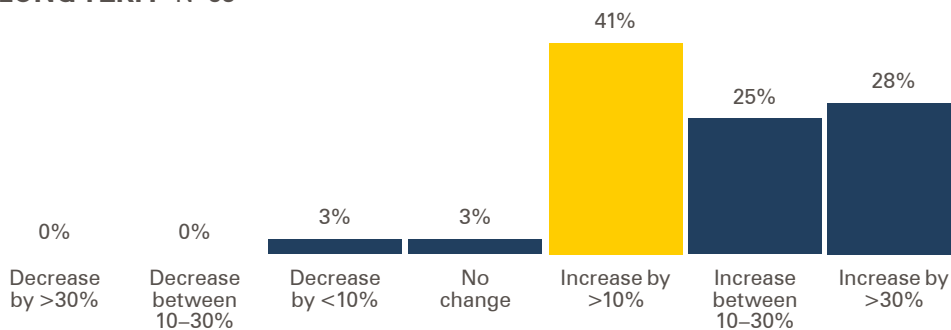
12. WHAT IS YOUR OUTLOOK ON THE GENERAL BUSINESS CLIMATE IN CANADA THE COMING THREE YEARS? N=35



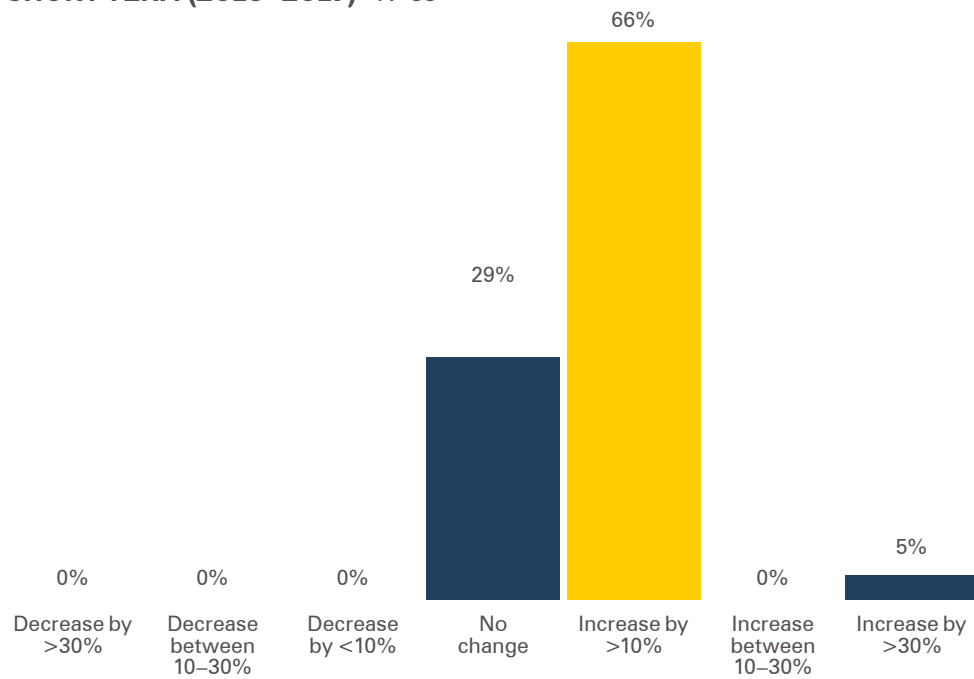
13. WHAT IS YOUR REVENUE FORECAST FOR THE COMING YEARS IN CANADA? SHORT TERM N=34



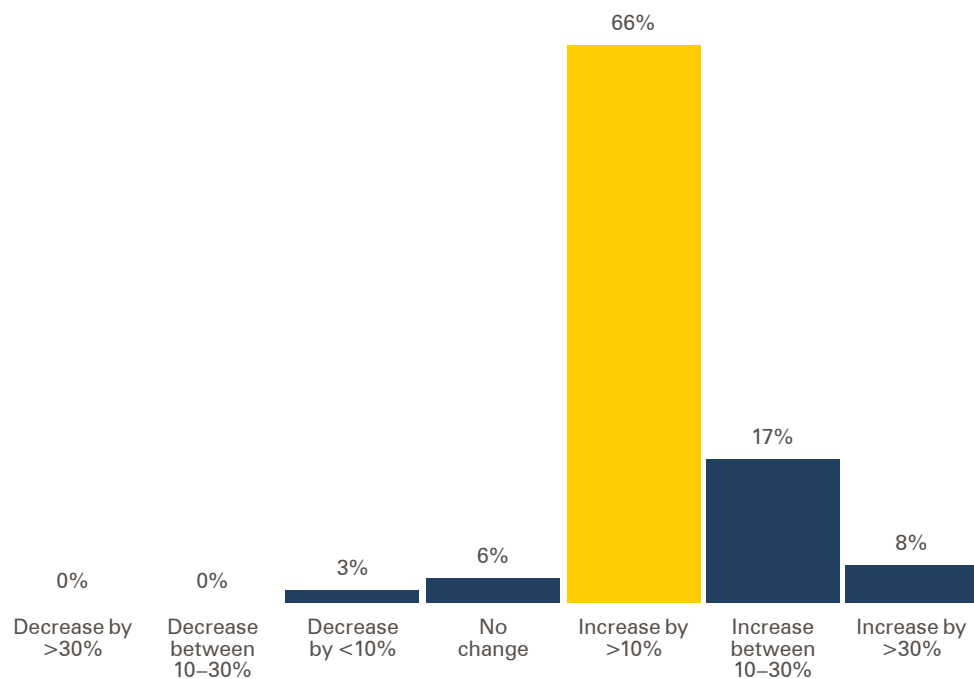
LONG TERM N=35



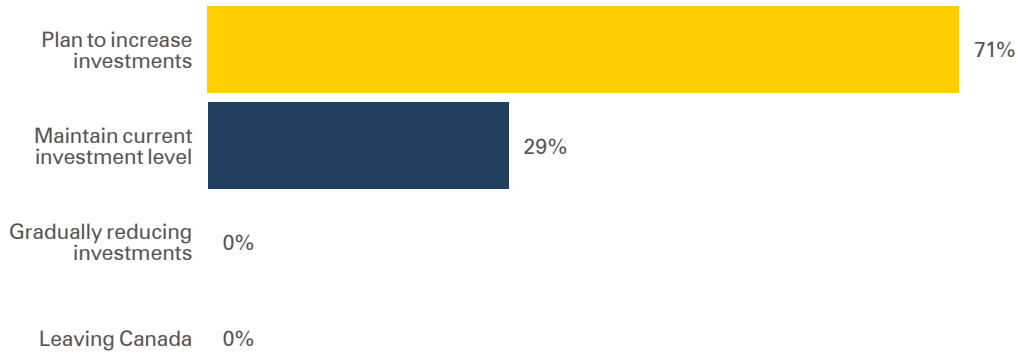
**14. WHAT IS THE FORECASTED GROWTH OF MARKET SHARE FOR THE COMING YEARS IN CANADA?
SHORT TERM (2018–2019) N=35**



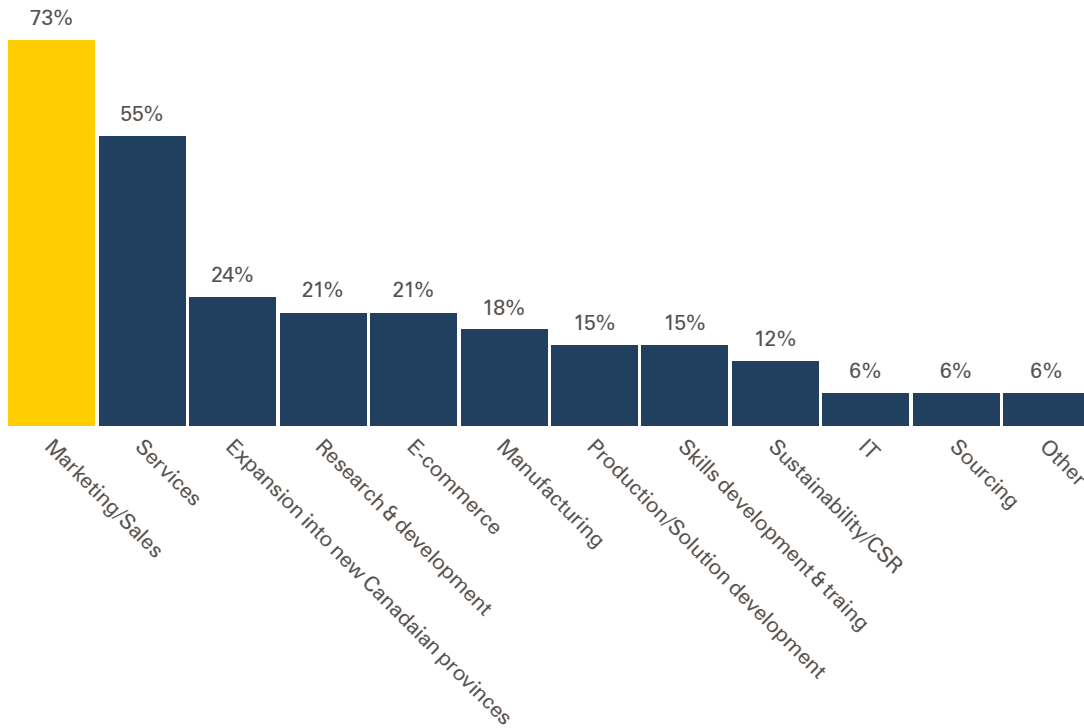
LONG TERM (2020–2021) N=35



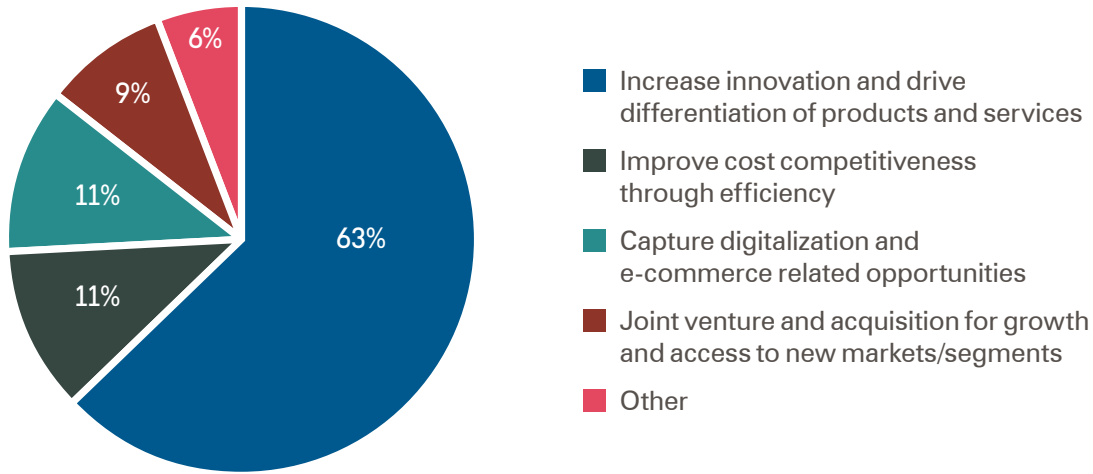
15. WHAT ARE YOUR COMPANY'S INVESTMENT PLANS IN CANADA FOR THE NEXT THREE YEARS? N=35



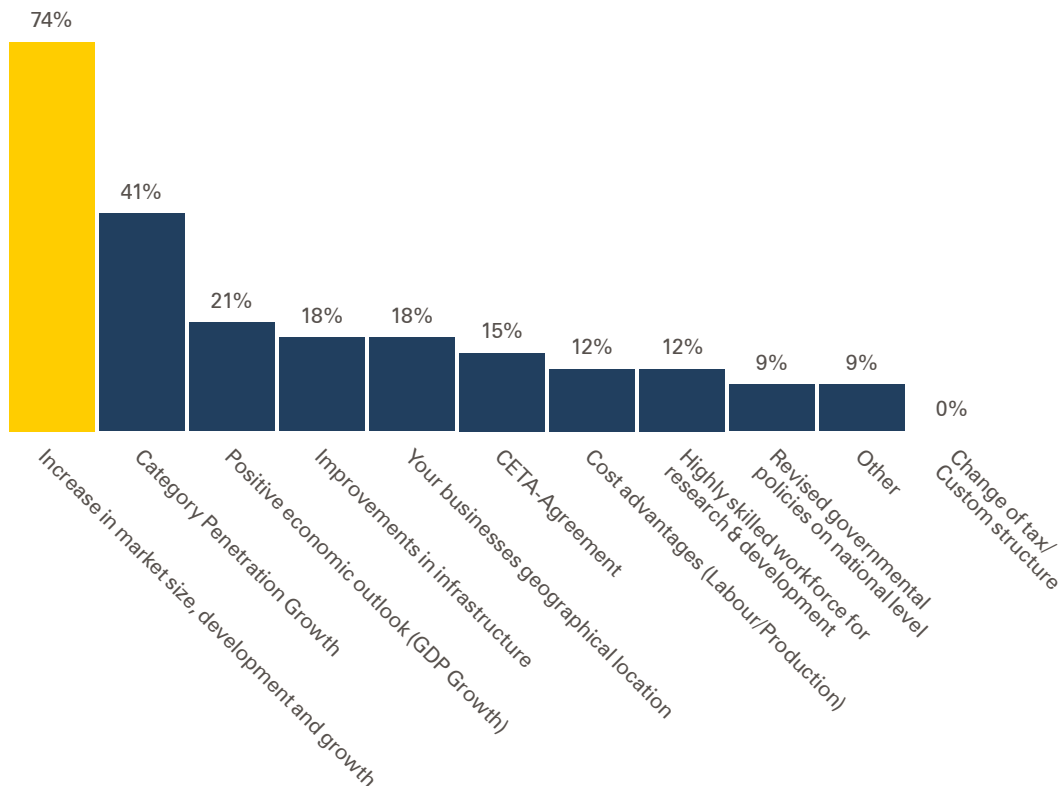
16. IN WHAT AREAS DOES YOUR COMPANY PLAN TO INCREASE INVESTMENTS? N=33



17. WHAT IS YOUR TOP STRATEGIC INITIATIVE TO SUCCEED IN CANADA OVER THE COMING THREE YEARS? N=35

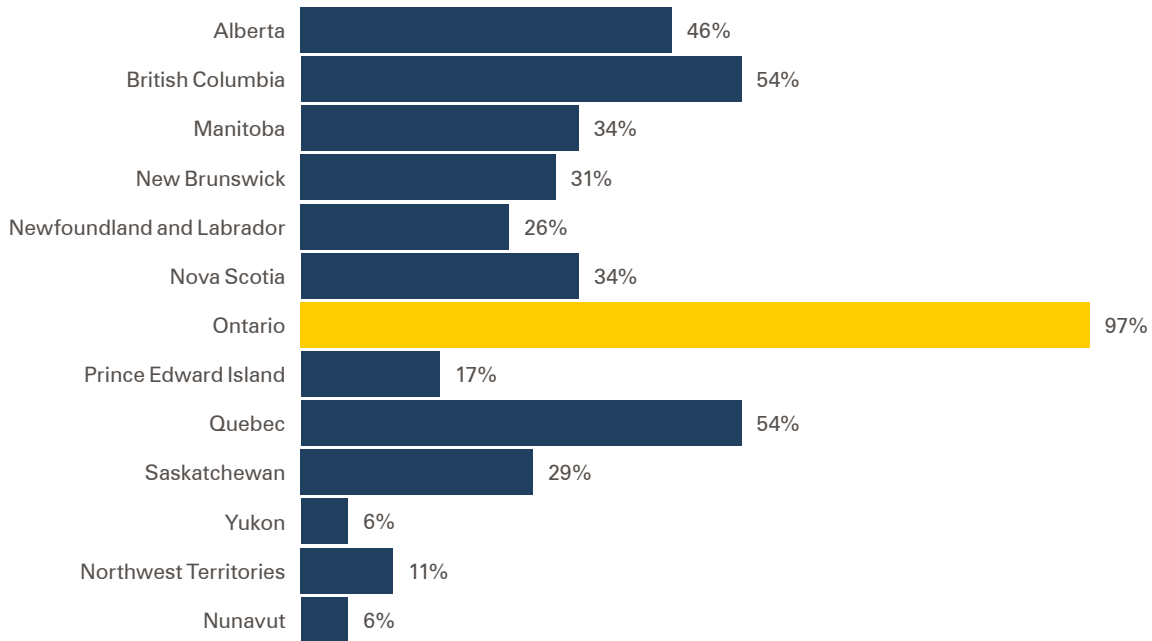


18. WHAT ARE THE KEY EXTERNAL FACTORS CONTRIBUTING TO OPPORTUNITIES FOR YOUR COMPANY IN CANADA IN THE SHORT TERM (2018–2019)? N=34



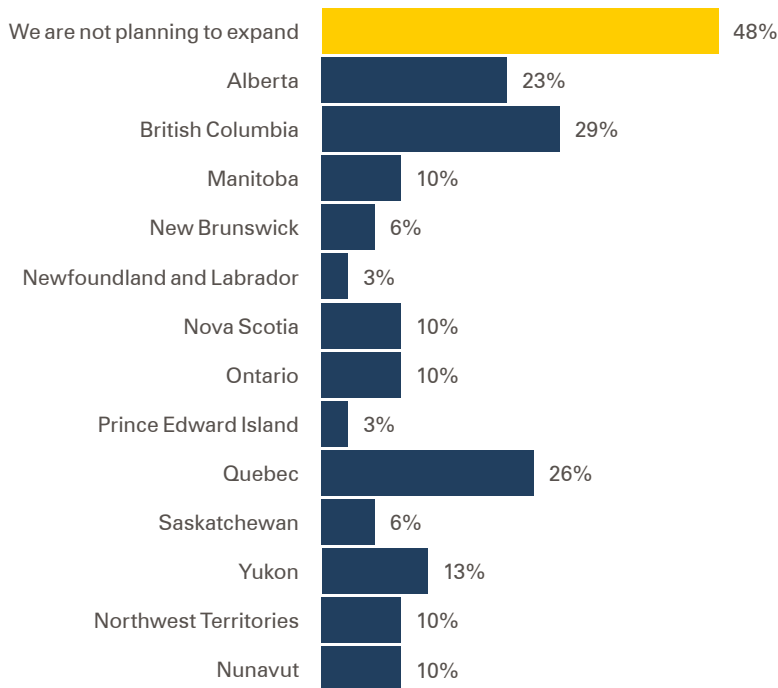
19. IN WHICH CANADIAN PROVINCES IS YOUR COMPANY CURRENTLY PRESENT?* N=35

*IN TERMS OF ADMINISTRATIVE OFFICES, STORES, PRODUCTION PLANTS ETC.



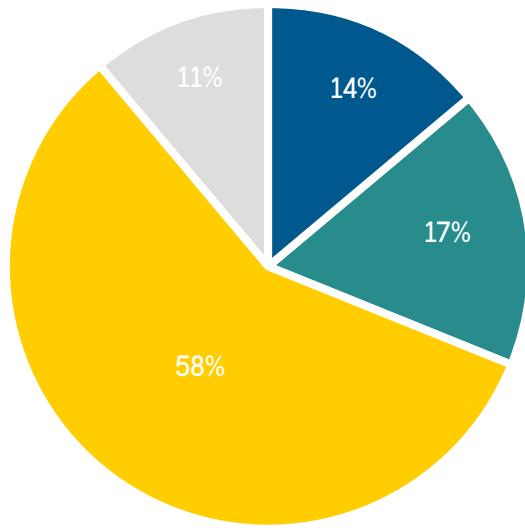
20. IF YOU ARE PLANNING TO EXPAND* YOUR BUSINESS INTO OTHER CANADIAN PROVINCES, INTO WHICH ARE YOU CONSIDERING EXPANDING? N=31

*ADDITIONAL ADMINISTRATIVE OFFICES, STORES, PRODUCTION PLANTS ETC.

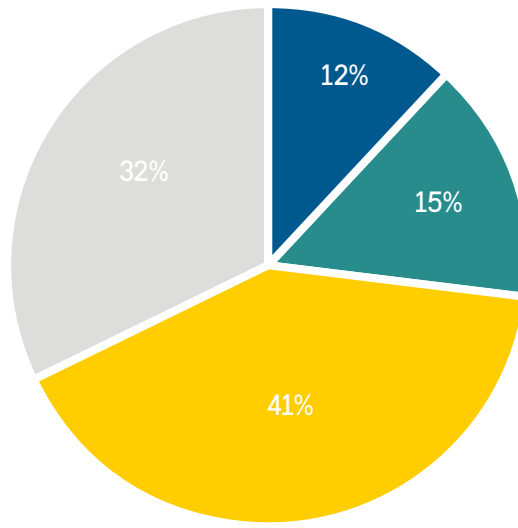


21. IF YOU ARE IDENTIFYING YOUR COMPANY AS BEING SWEDISH, I.E. USING THIS IN YOUR MARKETING/PROFILING, HOW DO YOU RATE THE IMPACT OF THIS ACCORDING TO THE FOLLOWING:

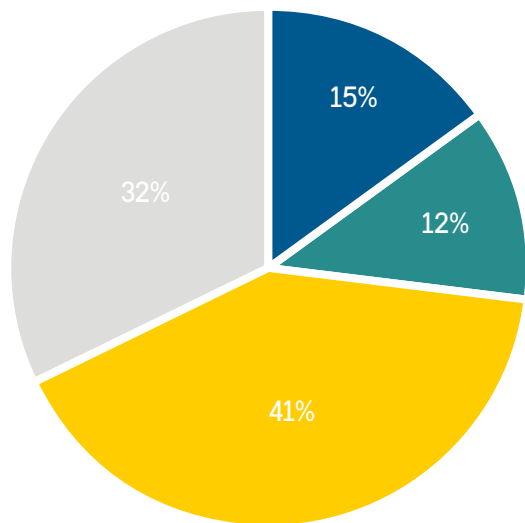
SELLING PRODUCTS/ SERVICES N=35



ATTRACT EMPLOYEES OR BUSINESS CLIENTS: N=34



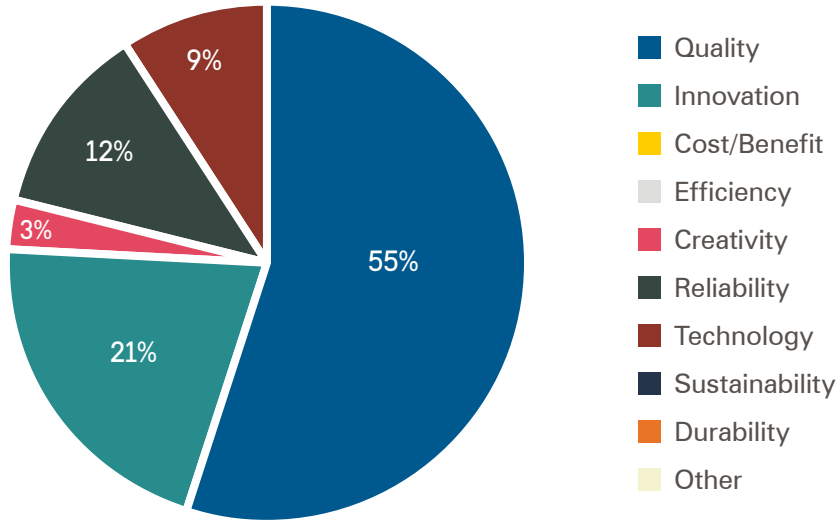
CONTACTS WITH AUTHORITIES OR STAKEHOLDERS: N=34



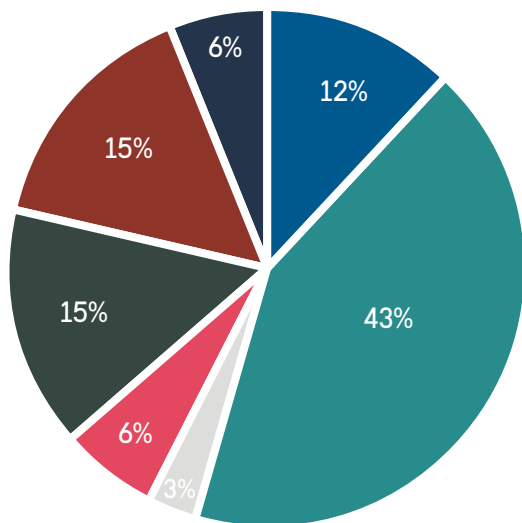
- Swedish origin not part of company branding
- Very positive
- Positive
- Neutral
- Negative (0%)
- Very negative (0%)

22. WHAT ARE THE BEST VALUED CHARACTERISTICS OF SWEDISH PRODUCTS/ SERVICES PERCEIVED BY YOUR CLIENTS?

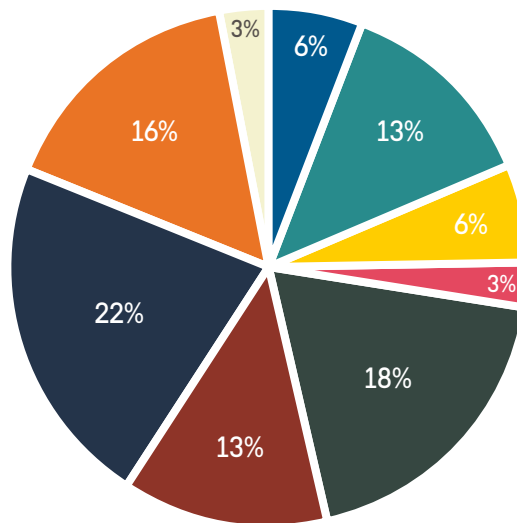
TOP 1 CHOICE N=33



TOP 2 CHOICE N=33



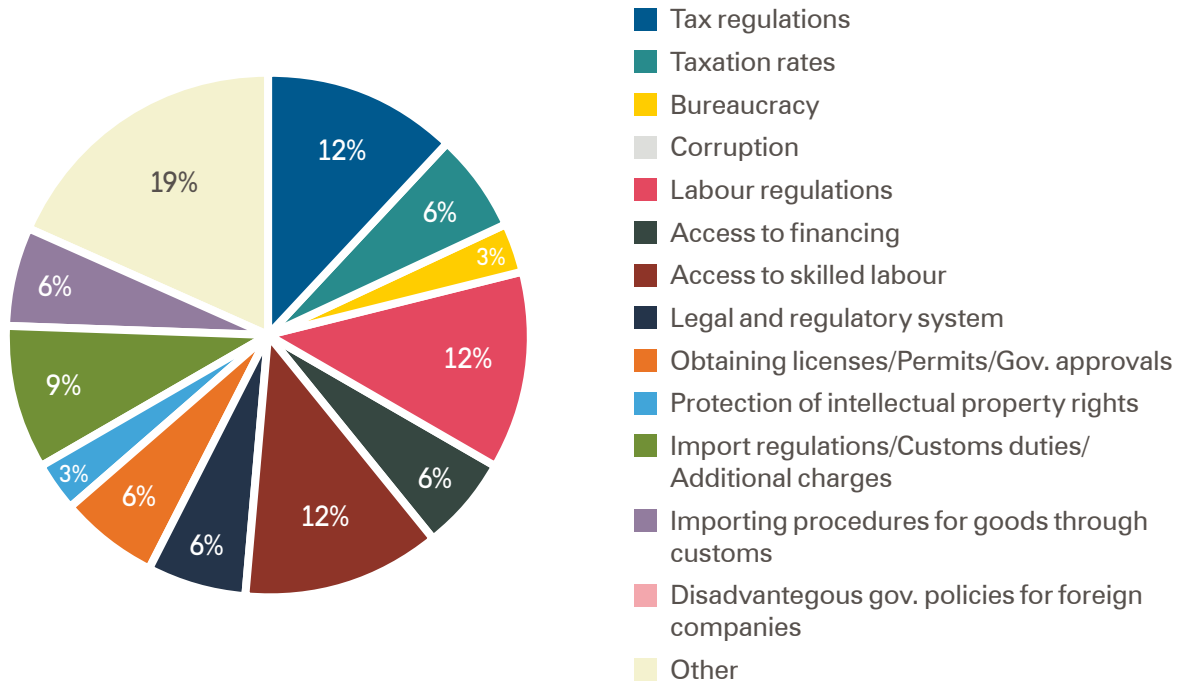
TOP 3 CHOICE N=32



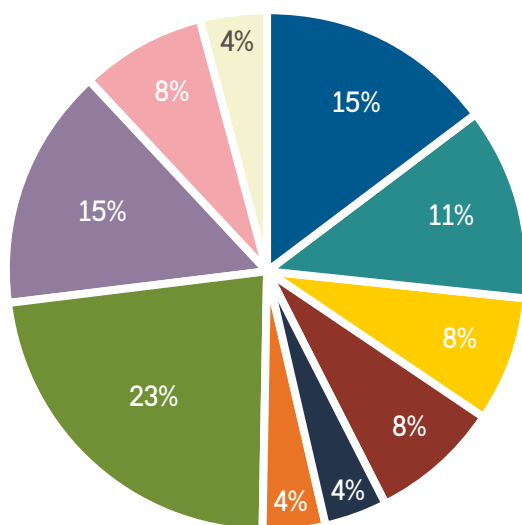
BUSINESS CHALLENGES

23. WHICH MOST CHALLENGING FOR YOUR BUSINESS IN CANADA?

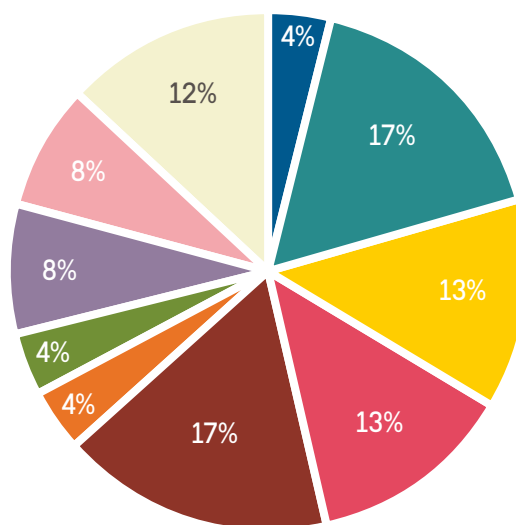
TOP 1 N=33



TOP 2 N=26

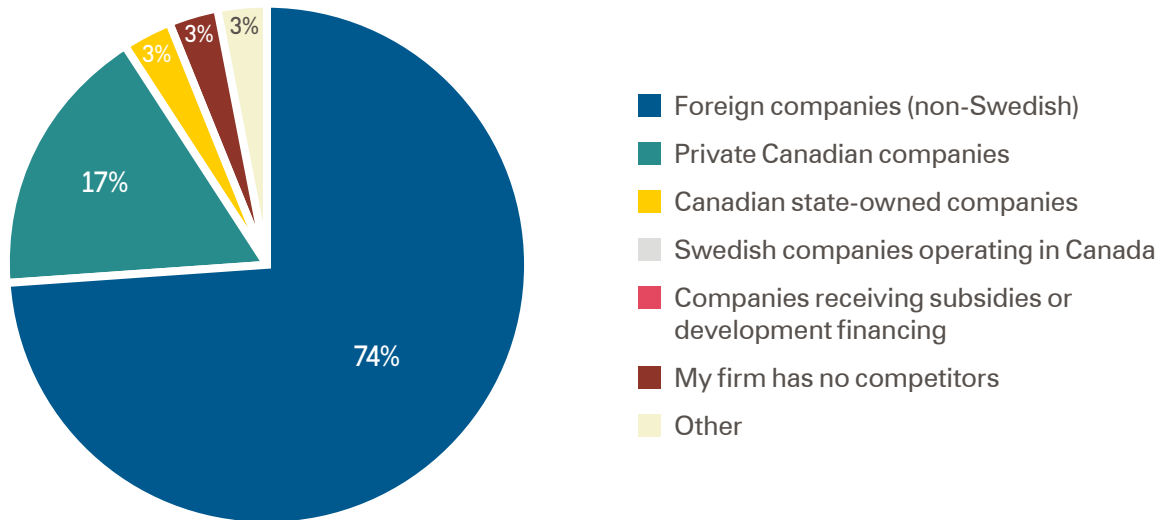


TOP 3 N=24

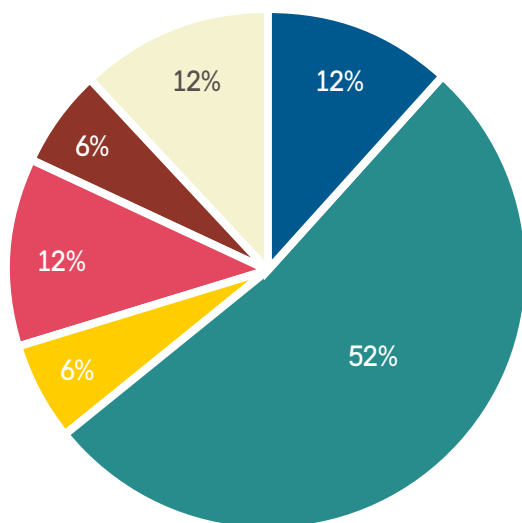


24. WHO ARE YOUR MAIN COMPETITORS IN CANADA?

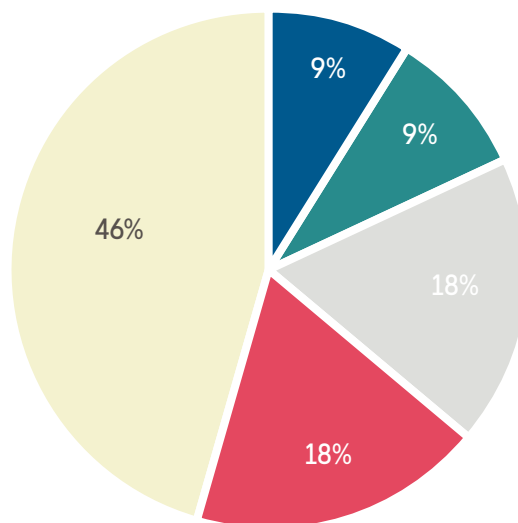
TOP 1 N=35



TOP 2 N=17

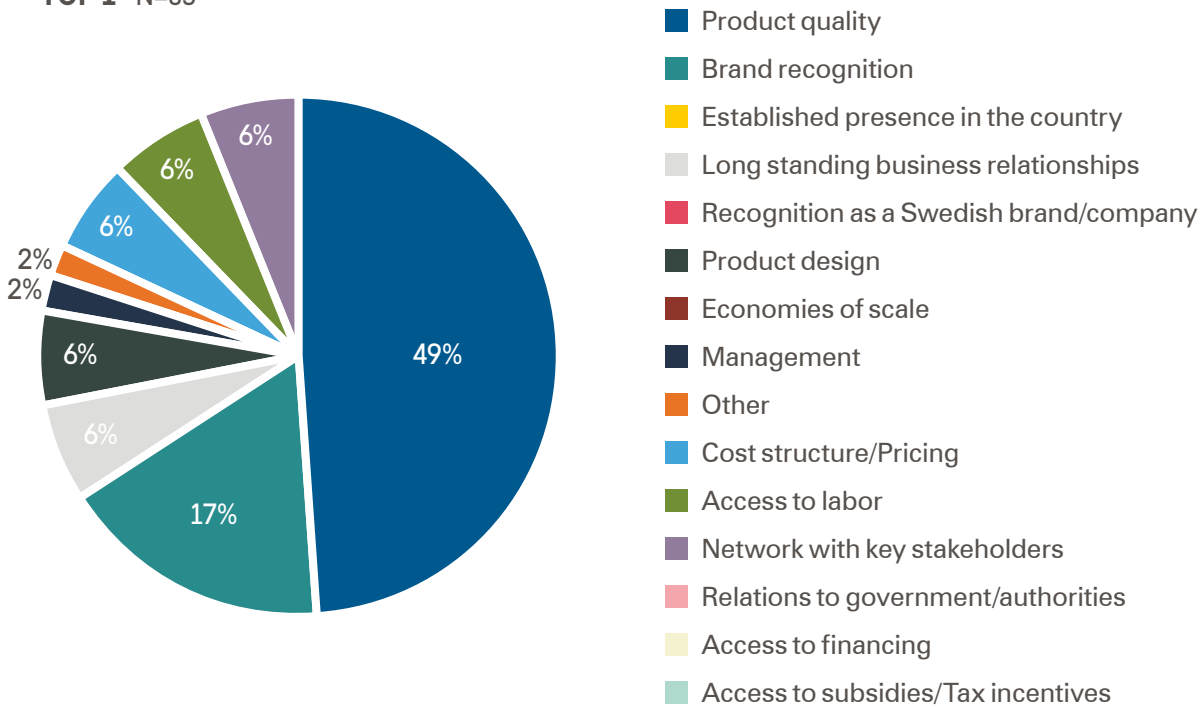


TOP 3 N=11

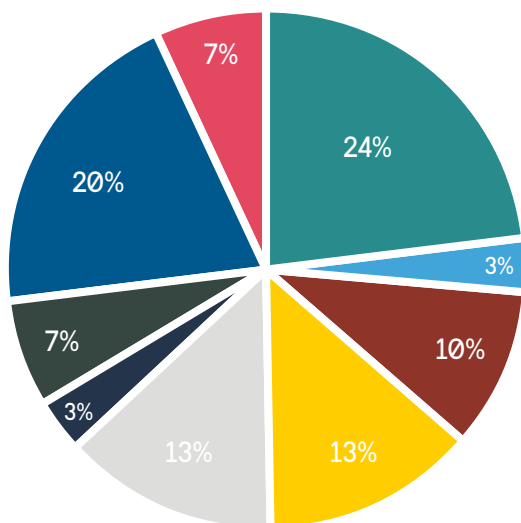


25. WHAT DO YOU PERCEIVE TO BE YOUR COMPANY'S BIGGEST COMPETITIVE ADVANTAGE?

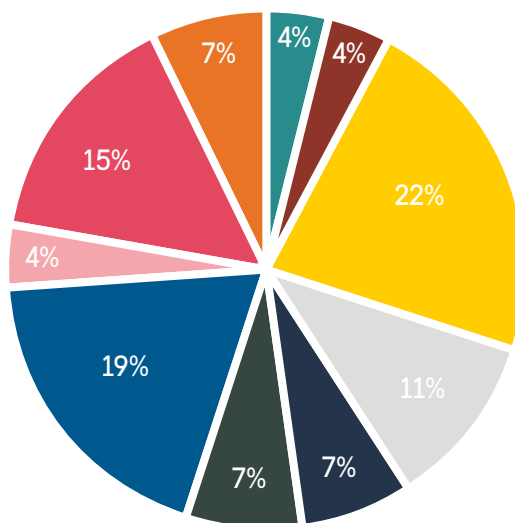
TOP 1 N=35



TOP 2 N=30

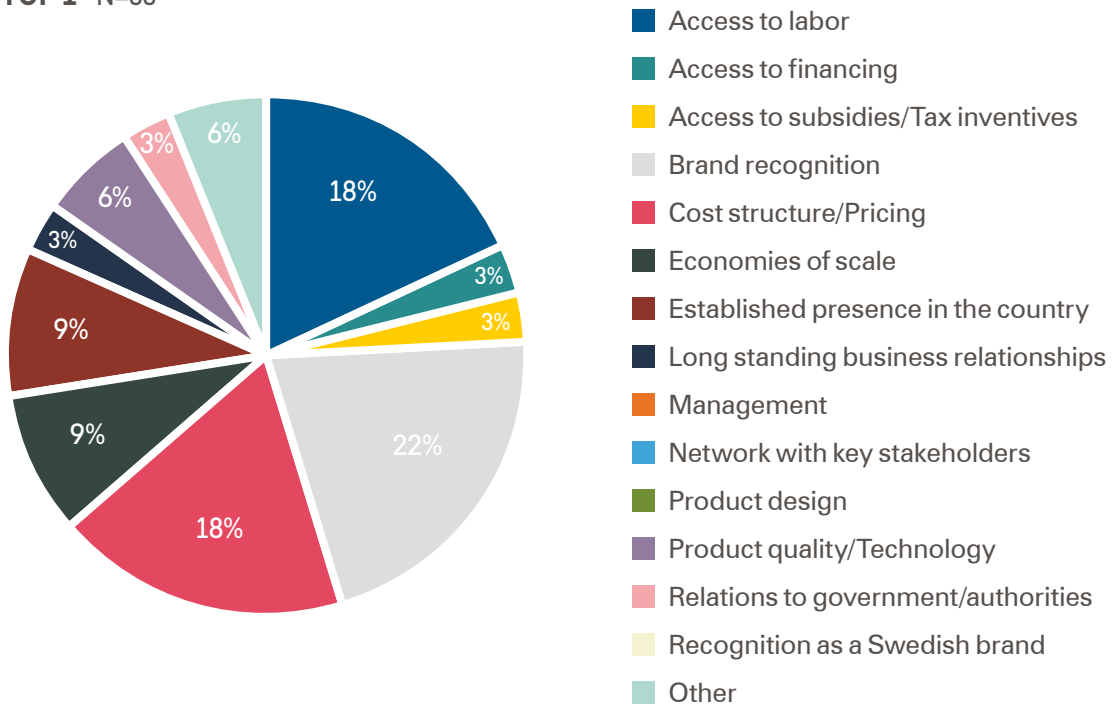


TOP 3 N=27

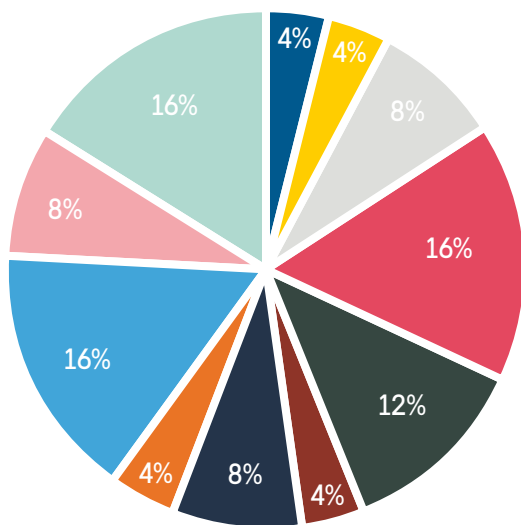


26. WHAT DO YOU PERCEIVE TO BE YOUR COMPANY'S BIGGEST COMPETITIVE DISADVANTAGES? LACK OF:

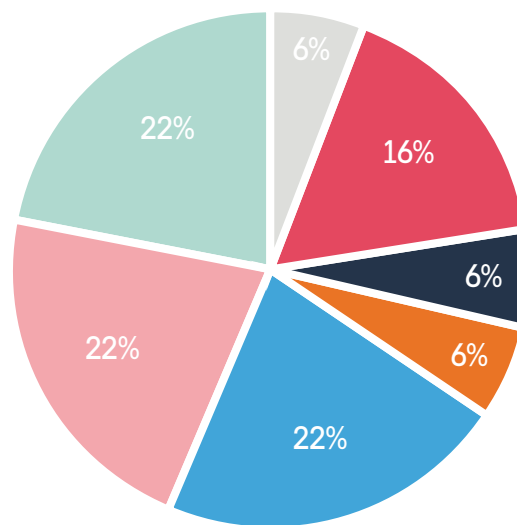
TOP 1 N=33



TOP 2 N=25



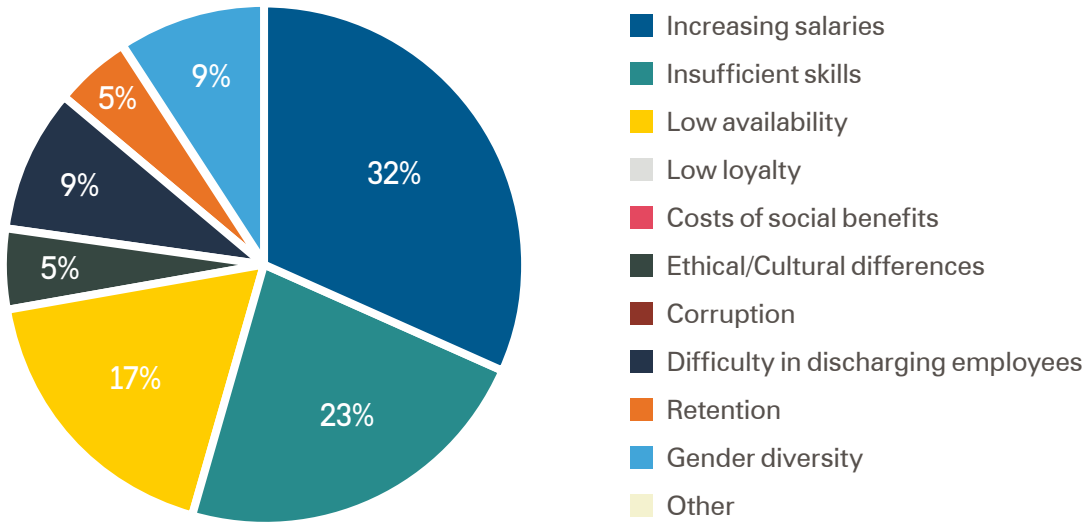
TOP 3 N=18



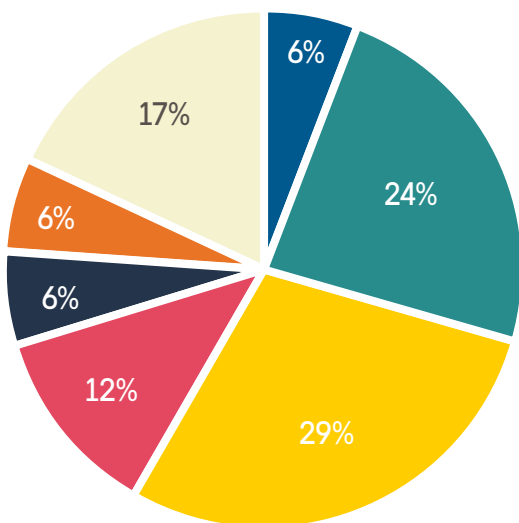
CONCLUSION: COMPETITIVE MARKET, HARD TO GET BRAND RECOGNITION.

27. WHICH AREAS WOULD YOU RANK AS THE THREE BIGGEST CHALLENGES REGARDING YOUR BLUE COLLAR WORKERS?

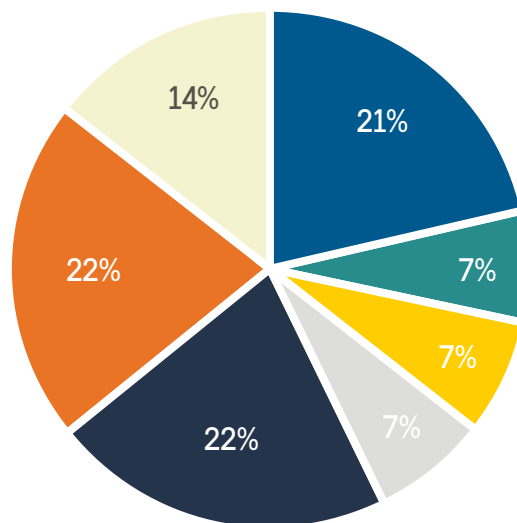
TOP 1 N=22



TOP 2 N=17

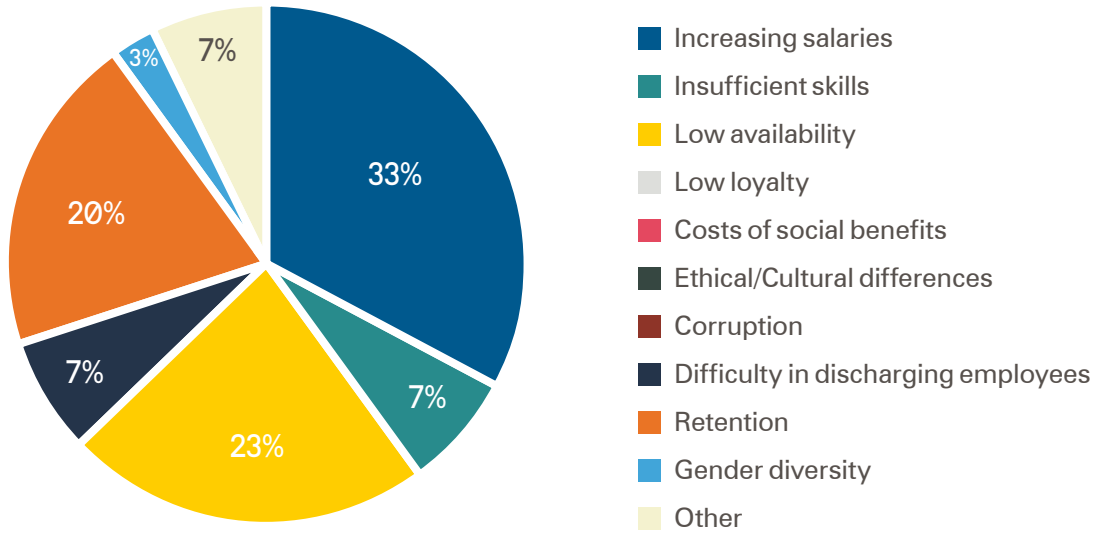


TOP 3 N=14

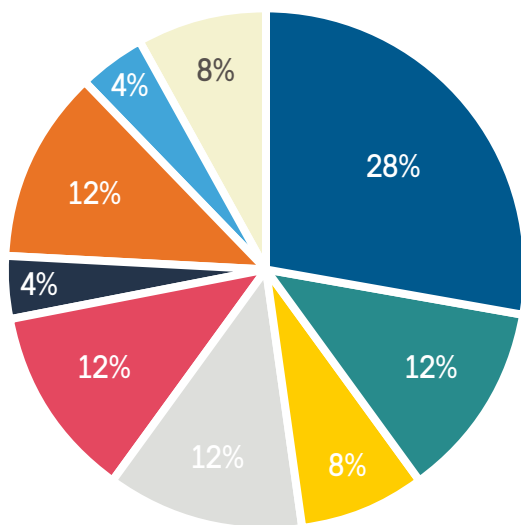


28. WHICH AREAS WOULD YOU RANK AS THE THREE BIGGEST CHALLENGES REGARDING YOUR WHITE COLLAR WORKERS?

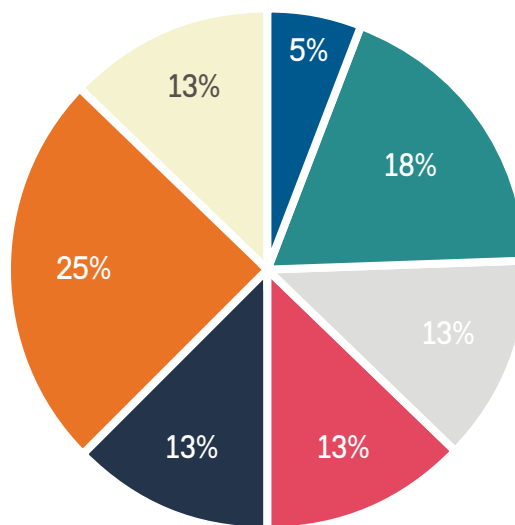
TOP 1 N=30



TOP 2 N=25

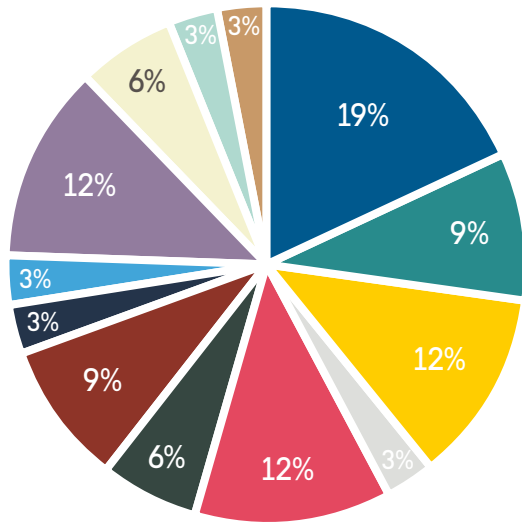


TOP 3 N=16



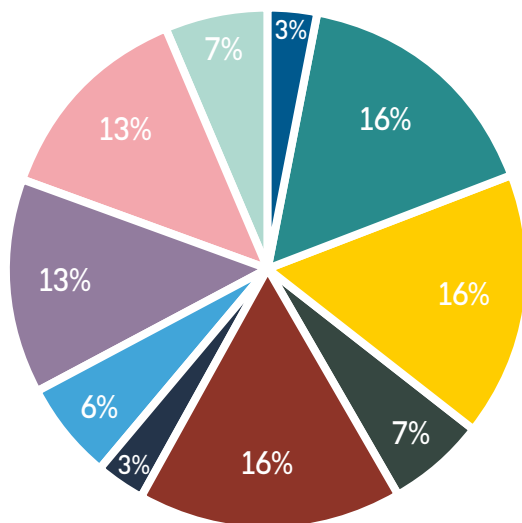
29. WHICH OF THE FACTORS WOULD YOU RANK AS THE TOP THREE MOST IMPORTANT FACTORS COULD SUBSTANTIALLY IMPROVE THE BUSINESS CLIMATE IN CANADA, IF ADDRESSED?

TOP 1 N=33

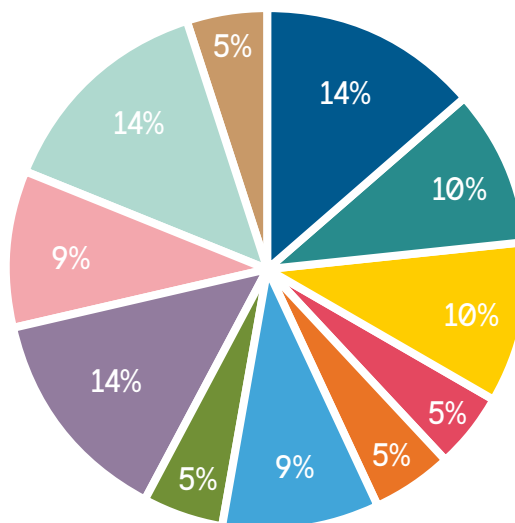


- Tax regulations
- Taxation rates
- Bureaucracy
- Corruption
- Labour regulations
- Access to financing
- Access to skilled labour
- Legal and regulatory system
- Public security and safety
- Obtaining licenses/Permits/Gov. approvals
- Protection of intellectual property rights
- Import regulations/Custom duties/Additional charges
- Importing procedures for goods through customs
- Export regulations
- Other
- Disadvantegous gov. policies for foreign companies

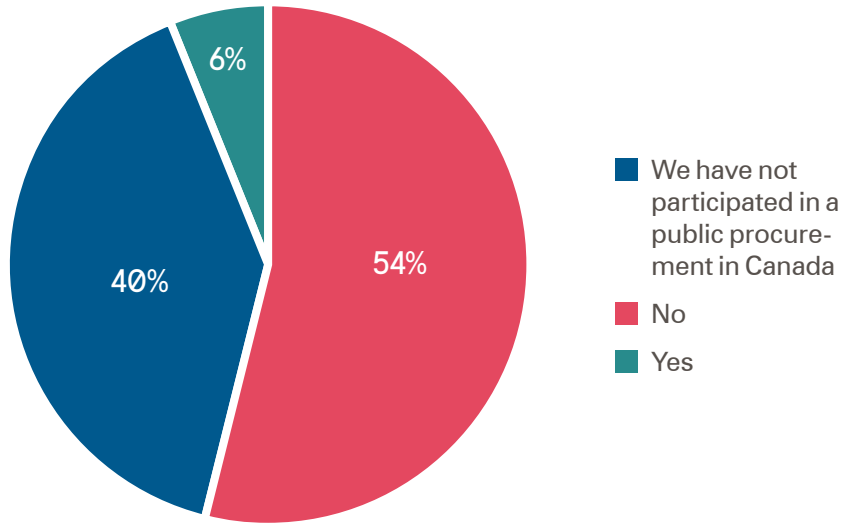
TOP 2 N=31



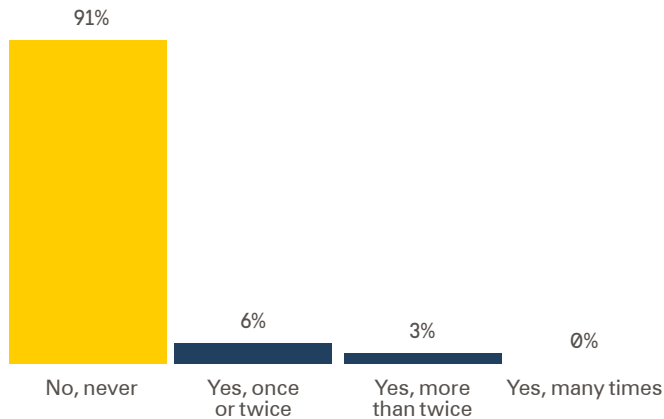
TOP 3 N=21



30. HAVE YOU EXPERIENCED DISCRIMINATORY APPLICATION IN THE AWARD OF CONTRACTS FOR THE BENEFIT OF DOMESTIC COMPANIES IN PUBLIC PROCUREMENT? N=35



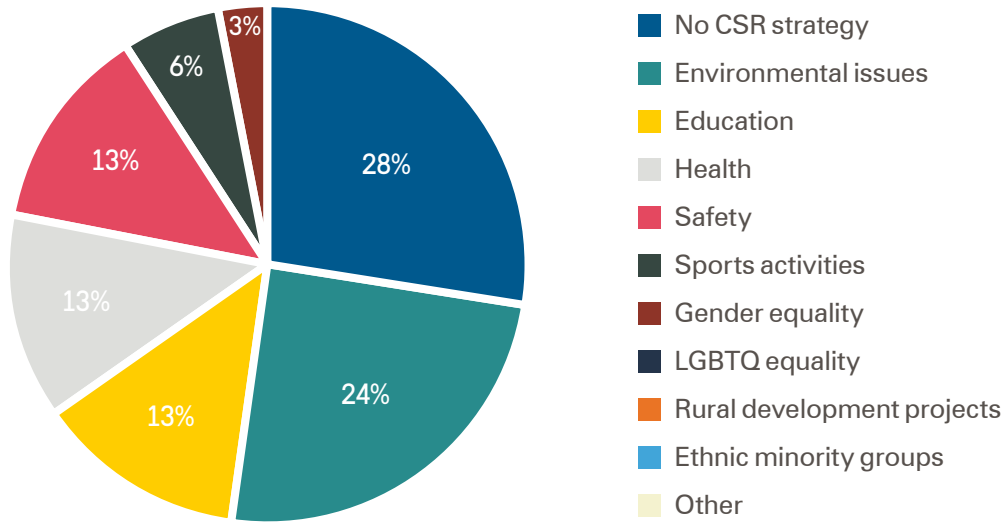
31. HAS YOUR COMPANY, IN THE PAST 2 YEARS, EXPERIENCED UNETHICAL INFLUENCE IN RELATION TO AWARDING OR SECURING BUSINESS IN CANADA? N=34



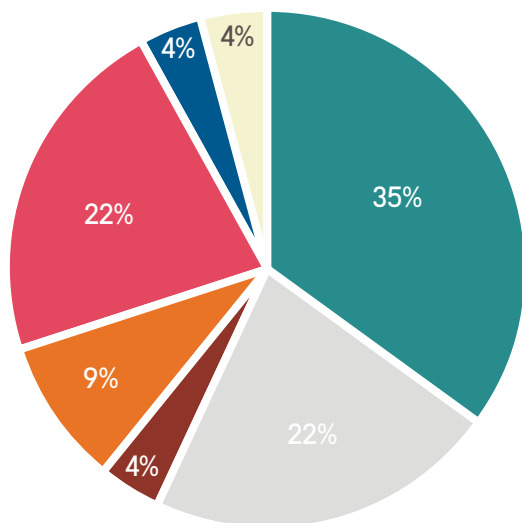
CSR, HUMAN RESOURCES & SUSTAINABILITY

33. IN TERMS OF YOUR CORPORATE CSR STRATEGY, IN WHAT AREAS DO YOU WORK MOST ACTIVELY?

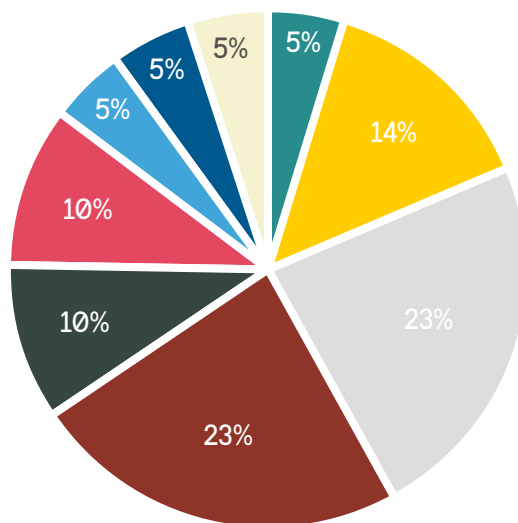
TOP 1 N=32



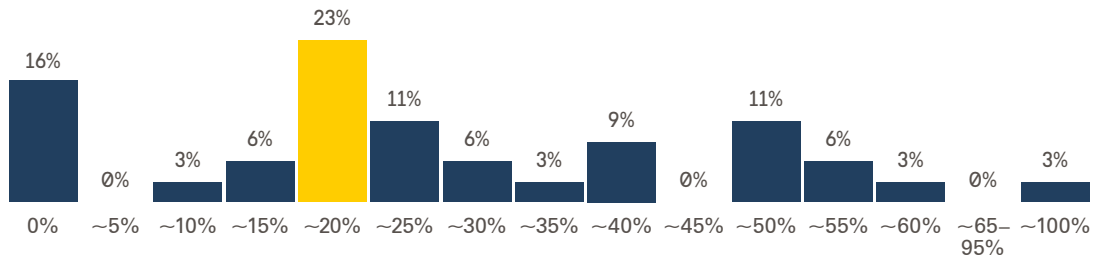
TOP 2 N=23



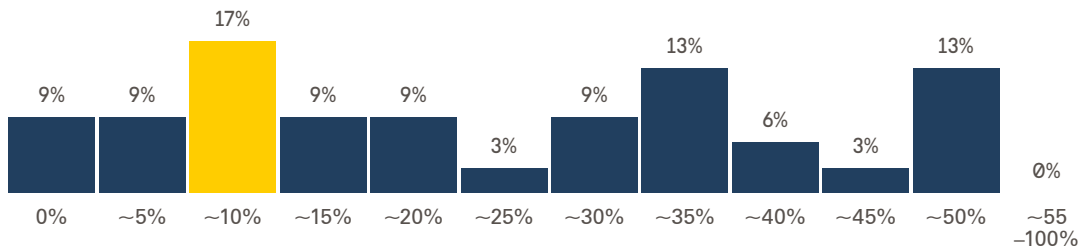
TOP 3 N=21



34. WHAT PERCENTAGE OF YOUR LOCAL EMPLOYEES ARE WOMEN? N=35

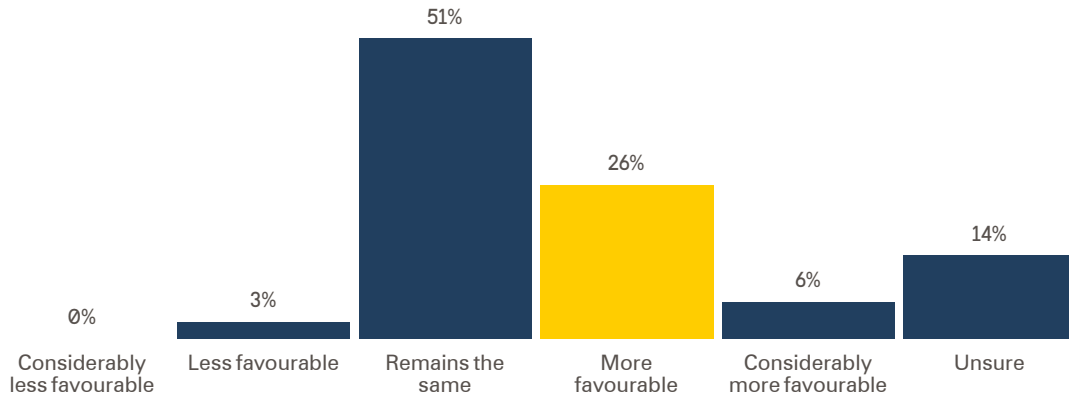


35. WHAT IS THE APPROXIMATE PERCENTAGE OF WOMEN IN LEADING/ MANAGERIAL POSITIONS AT YOUR COMPANY? N=35

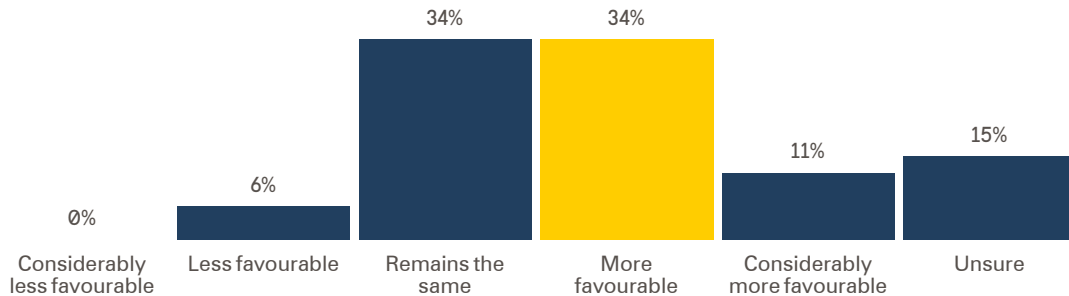


COMPREHENSIVE ECONOMIC AND TRADE AGREEMENT (CETA)

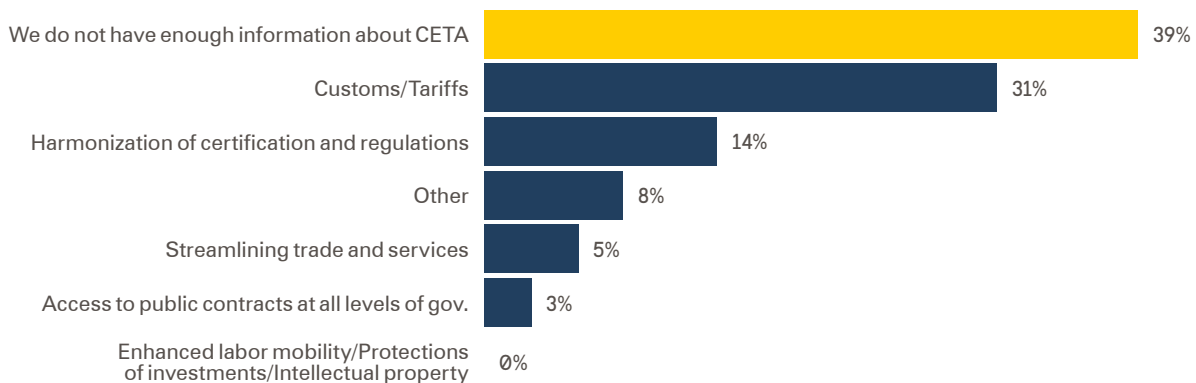
36. HOW DO YOU PERCEIVE THAT CETA WILL AFFECT YOUR BUSINESS IN CANADA IN THE COMING YEARS? SHORT TERM (2018–2019) N=35



LONG TERM (2020–2021) N=35



37. WHAT PROVISIONS OF THE CETA DO YOU ANTICIPATE TO HAVE THE LARGEST IMPACT ON YOUR BUSINESS? N=36



BUSINESS SWEDEN

Business Sweden's purpose is to help Swedish companies grow global sales and international companies invest and expand in Sweden. Business Sweden has approximately 400 employees and 50 offices across the globe. For Swedish companies Business Sweden provides strategic advice, sales execution and operational support to help them grow their international revenues. For international companies Business Sweden supports with knowledge, experience and extensive networks to identify new business opportunities and achieve an accelerated return on investment. Business Sweden, the Swedish Trade & Invest council, is owned by the Swedish Government and the Swedish industry.



BUSINESS SWEDEN CANADA
Business Sweden – Swedish
Trade and Invest Council
2 Bloor Street West, Suite 2120
Toronto, Ontario
M4W 3E2 Canada
toronto@business-sweden.se
business-sweden.se/kanada

EMBASSY OF SWEDEN

The Embassy of Sweden in Ottawa serves as the official link between Sweden and Canada. Part of the Embassy's mandate is to work with public and digital diplomacy to promote Sweden and Swedish values, to increase the export of goods and services and to support foreign direct investment. The Embassy's activities include advancing collaboration through seminars, exhibitions, workshops and roundtable discussions in the areas of politics, trade, culture and research. The Embassy works closely with Business Sweden and the Swedish-Canadian Chamber of Commerce.



Embassy of Sweden
Ottawa

EMBASSY OF SWEDEN
377 Dalhousie St. Suite 305
Ottawa ON K1N 9N8 Canada
sweden.ottawa@gov.se
swedishembassy.ca

SWEDISH-CANADIAN CHAMBER OF COMMERCE

The Swedish-Canadian Chamber of Commerce (SCCC) is a private, not-for-profit membership association founded in 1965, that facilitates trade and culture between Sweden and Canada. SCCC elevate the connections between Swedish and Canadian companies across Canada and recognize the benefits of assisting diverse businesses with trade and commerce on the basis of Swedish values- quality, tradition and openness, ideas, skills and innovation, and a culture of sustainable environmental practices. We do this through effective industry-specific events, cultural activities, trade missions, business matchmaking and networking.



**SWEDISH-CANADIAN CHAMBER
OF COMMERCE**
2 Bloor Street West, Suite 2120
Toronto, Ontario
M4W 3E2 Canada
info@sccc.ca
sccc.ca

