

## The U.S. tracks Sweden's entrepreneurial success in September

- "When it comes to entrepreneurship and innovation in the 21<sup>st</sup> century, Sweden is a worldwide leader," says Sandy K. Baruah, who serves a dual role in the U.S. Government as the head of both the U.S. Economic Development Administration (EDA) and U.S. Small Business Administration (SBA). "Sweden's success over the last several years in building an environment that fosters entrepreneurship and innovation is remarkable, and there is much that the United States and Sweden can learn from each other on this important topic."

In his dual role leading EDA and SBA, Baruah focuses on advancing entrepreneurship and innovation as well as connecting U.S. regional economies to the worldwide marketplace. Promoting trade and bilateral investment with international partners, he believes, expands economic growth opportunities, as do international dialogues that explore best practices. Baruah sees the Swedish-American Entrepreneurial Days (Edays) as an exciting opportunity to do both, while also strengthening the strategic relationship between the two countries. "U.S. small firms are increasingly looking to foreign markets – like Sweden – as outlets for their goods and services. Representing about 97 percent of all U.S. exporting firms," he explains, "small businesses recognize the potential and promise of doing business in Sweden."

Edays, the single most important trade and commerce event across the Atlantic, takes place in Stockholm in the middle of September. At the networking forum, cross-cultural ideas and business partnerships are developed. Baruah travels with the goal of exchanging ideas and exploring opportunities for accelerating business between the U.S. and Sweden.

"Business competition today comes from anybody on any point of the globe with a good idea, a good education and a good internet connection. Along with this competition, however, come opportunities to boost trade and investment with partners around the world," says Baruah. "Through Edays, we want to communicate that the U.S. is the best market in the world for Swedish business investment. At the same time, we would like to see more U.S. companies capitalize on the opportunities in the Swedish market," says Baruah.

The Swedish-American Chambers of Commerce (SACC-USA) yearly arranges Edays in Sweden and in the U.S. as a platform for entrepreneurs to better and more easily find common interests that can lead to greater business opportunities. This year, we see a trend for the development of new types of potential partnerships. A lot of the interest comes from both economic development organizations and investment firms. Especially appreciated in finding new contacts is our business matchmaking where the companies notify their interest areas and are matched with alike. In the matchmaking alone, we're expecting 800 meetings to take place in Stockholm, says Gunilla Girardo, President, SACC-USA.

---

For more information:

**Gunilla Girardo, President**

Office Ph: +1 703 836 6560

Mobile (Sverige): +46 702 48 94 11

Mobile (USA): +1 202 352 5532

Fax: +1 703 836 6561

E-mail: [gunilla@sacc-usa.org](mailto:gunilla@sacc-usa.org)

