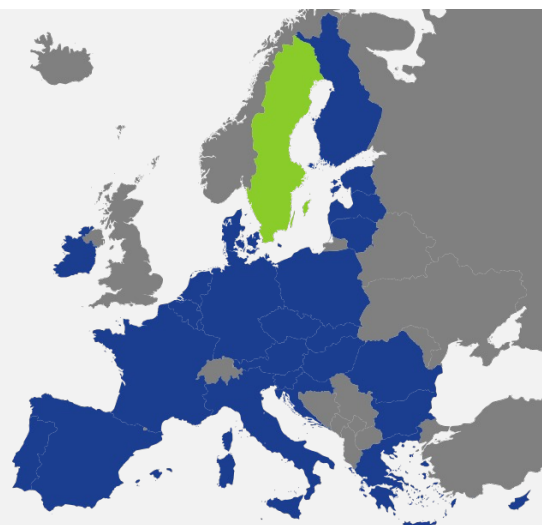


EU-NZ FTA COUNTRY FACTSHEET SWEDEN



Overview of benefits



Eliminates **customs tariffs** for Swedish exporters and importers



Improves **market access** for Swedish service providers



Protects **distinct Swedish** food and drink products



Enables opportunities for **green** Swedish firms and **technology**



Supports Swedish **small- and medium-sized businesses** to export



Creates opportunities for Sweden's **digital firms** to export their services



Enables Swedish firms to bid on **public contracts** in New Zealand



Facilitates Swedish **investments** into New Zealand

Trade in goods and services

Top-5 exported goods from Sweden to New Zealand

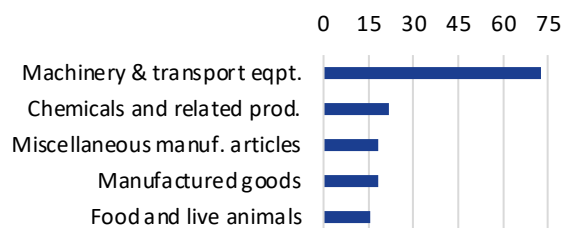


Figure 1: Top-5 exported goods in million Euros, 2023
(Source: [Eurostat](#))

Top-5 exported services from Sweden to New Zealand

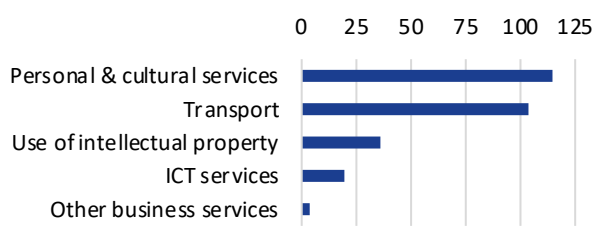


Figure 2: Top-5 exported services in million Euros, 2022
(Source: [Eurostat](#))



Trade in goods

In 2023, Swedish goods exports to New Zealand exceeded **€178 million**, led by **machinery and transport equipment**, totalling over €72 million. This was followed by **chemicals and related products** (€22 million) and **miscellaneous manufactured articles** (€18 million). The EU-NZ FTA brings **significant tariff eliminations**, enhancing Swedish firms' competitiveness across these and other sectors.



Machinery and transport equipment

General industrial machinery (€20 million), are the main exports, including trucks fitted with handling or lifting equipment (€4 million). This is followed by **electrical apparatus** (€16 million), including control panels (€3 million); and **road vehicles** (€13 million).



Prior to the FTA, tariffs in this sector were **as high as 10%**, however, these have been **eliminated**, dropping to **0%** since the entry into force. For example, the tariff rate for automatic circuit breakers (HS 8535.29.00), previously 5%, is now 0%.



Chemicals and related products

For chemical and related products, **medicinal and pharmaceutical products** (€15 million) are the top exports. This is followed by **plastics in non-primary forms** (€2 million), such as plates, sheets, film, or foil (€1.5 million); and **plastics in primary forms** (€1.8 million).



Prior to the FTA, tariffs in this sector were **as high as 5%**, however, these have been **eliminated**, dropping to **0%** since the entry into force. For example, the tariff rate for manicure or pedicure preparations (HS 3304.30.00), previously 5%, is now 0%.



Miscellaneous manufactured articles

The main exports in this category are **miscellaneous articles** (€8 million), including plastic-based items (€5 million), followed by **professional and scientific control instruments** (€5 million), including measuring instruments (€1.3 million); and **articles of apparel and clothing accessories** (€2 million).



Prior to the FTA, tariffs in this sector were **as high as 10%**, however, these have been **eliminated**, dropping to **0%** since the entry into force. For example, the tariff rate for automatic regulating instruments (HS 9032.89.00), previously 5%, is now 0%.



Trade in services

Swedish service exports amounted to **€280 million** in 2022. Of this, **personal, cultural, and recreational services** accounted for the largest share with €115 million, dominated by **audiovisual services** (€114 million).

The agreement facilitates **easier access** for Swedish firms to New Zealand's service market, ensuring a **level playing field** for Swedish service providers in sectors like **telecommunications, financial services, and international maritime transport**. Additionally, the FTA includes advanced provisions for the **movement of business professionals**, allowing Swedish firms to efficiently post managers or specialists and their **families** to subsidiaries in New Zealand.



Support framework for exporters

The FTA introduces a comprehensive regulatory framework designed to simplify export procedures and reduce compliance costs for Swedish firms. This includes **streamlined customs processes** and **easy access to essential information**. Central to this effort is the European Commission's **Access2Markets** platform, which provides detailed information and guidance on **tariffs, rules of origin** ([Rules of Origin Self-Assessment Tool - ROSA](#)), **taxes, import procedures and formalities, product requirements, trade barriers, and trade flow statistics**. The databases are restricted to users in the EU. EU companies' offices outside the EU can request access via this [form](#).



Please visit the EU's **Access2Markets** platform for more information

Investment opportunities

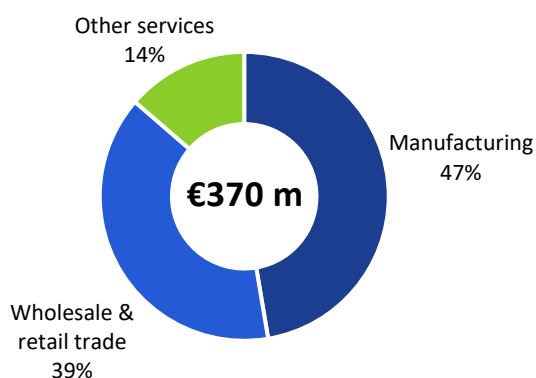


Figure 3: Swedish FDI stock in New Zealand, 2022
(Source: [Eurostat](#))

In 2022, Sweden's foreign direct investment (FDI) stock in New Zealand amounted to **€370 million**, with the service sector, including wholesale & retail, and the manufacturing sector being the primary areas for investment activities. Currently, about **60 Swedish companies** are active in New Zealand, primarily carrying out **transportation and other service activities**.

The FTA lays the groundwork for increased Swedish investment in New Zealand, particularly in sectors such as

- **food processing and packaging**
- **green technologies**
- **infrastructure**

aligning with Sweden's investment strengths.

Swedish investment in New Zealand is poised for growth, supported by a **favourable investment climate** and shared priorities in **sustainability and innovation**. Under the FTA, the investment screening threshold has been doubled to **NZD 200 million (~€110 million)**. This adjustment impacts Swedish investors planning to **acquire significant business assets** in New Zealand. Guidance on the overseas investment regime in New Zealand is available from the [Overseas Investment Office](#). More information on investing in New Zealand can be found on the [New Zealand Trade and Enterprise website](#).

Agriculture & Geographical Indications

Sweden's combined exports of food and beverages to New Zealand ranked third among its export sectors in bilateral trade for 2023, totalling about **€21 million**. Amongst the leading commodities were **meat and meat preparations** (€7 million), followed by **dairy products and birds' eggs** (€5 million) and **alcoholic beverages** (€3 million).

The FTA ensures **robust protection** for **3 Swedish spirits** in New Zealand, **guarding against counterfeit** goods and securing marketing for authentic products with their traditional names. The agreement also includes provisions to potentially **expand the list of protected geographical indications (GIs)**, bolstering the safeguard of Europe's culinary and cultural legacy. All EU GIs protected in New Zealand can be accessed through [New Zealand's Intellectual Property Office](#).

Protected **Swedish items** include:



Spirits: Svensk Aquavit (grain or potato spirit), Svensk Punsch (liqueur punch), and Svensk Vodka

Public procurement

The FTA unlocks new opportunities for Swedish firms within New Zealand's public procurement sector, offering several key benefits:

- **Expanded market access:** Swedish firms now have **broadener access** to New Zealand's procurement, extending beyond WTO limits to include all entities governed by New Zealand Procurement Rules.
- **Equal footing with local firms:** The FTA levels the playing field, allowing Swedish companies to **compete on equal terms** with local firms, especially in globally competitive sectors.
- **Access to key sectors:** Swedish businesses gain entry to **transport and infrastructure** projects, notably those funded by the New Zealand Transport Agency and Auckland Transport, enhancing prospects in engineering and technology.

More information on public procurement can be accessed via [New Zealand Government Procurement](#). Furthermore, New Zealand's [Marketplace platform](#) allows EU firms to register their interest in providing Software as a Service (SaaS), consultancy, managed services, and enterprise software to the government.

Key contacts & additional information

Embassy of Sweden

E: ambassaden.Canberra@gov.se

P: +61 2 6270 2700

W: swedenabroad.se/en/embassies/australia-canberra/

Business Sweden

W: business-sweden.com/markets/

NZ Scandinavia Business Association

W: www.nzsba.nz/

Enterprise Europe Network

Link to website:

een.ec.europa.eu/

Local contact points:

een.ec.europa.eu/local-contact-points/se

New Zealand Europe Business Council

E: info@nzebc.org.nz

W: nzebc.org.nz/

Please refer to the [EU-NZ FTA SME Guide](#) for more information