



Mid Sweden Chamber of Commerce



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Increased export of world-leading environmental technology from northern Sweden

There is an international belief that Sweden is a world leader in environmental technology and sustainable environmental efforts. In fact, Swedish companies actually lost market share in 2008.

“Here in northern Sweden we haven’t drawn attention to our own expertise in these fields until now,” says Dick Jansson, CEO of the Mid Sweden Chamber of Commerce. “But via the CleanTech Region project – which is organized by the Mid Sweden Chamber of Commerce and participating companies – we intend to advance our positions and export even more environmental technology from Sweden’s northern counties.”

“We already have the systems, products and services available here thanks to about a hundred environmental companies,” says Lars Ling, project leader of Clean Tech Region. “These include the sustainable construction of energy efficient eco-homes, solar energy, an advanced biorefinery and soil decontamination – things that are needed throughout all of eastern Europe, for example.”

CleanTech Region is working hard to survey and classify this environmental expertise in order to facilitate the companies’ export sales. One challenge will be how well the companies can work together to synergize their efforts.

An international conference was held on 22 January in Sundsvall on the theme of Success through CleanTech, [see www.cleantechregion.se](http://www.cleantechregion.se)

“The seminar was a real gathering of strength for the environmental sector here,” Ling explains. “It was a great opportunity to talk about business opportunities and solutions. Now we’re moving from talk to action.”

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