SESSION SUMMARY | 9:20 AM | JOE C. THOMPSON CONFERENCE CENTER, UT AUSTIN

Business Sweden: Swedish-American Trade Relations

Johan Karlberg Country Manager USA, Business Sweden

The session in brief

Johan Karlberg gave a practical read on the trade climate: Swedish companies remain committed to the U.S., confidence has recovered, and the companies that do best understand their tariff exposure in detail and engage early in shaping policy.

Key takeaways

- The relationship runs both ways. U.S. investment in Sweden also creates significant employment there, and the partnership only works if it works for both sides.
- Swedish goods exports softened somewhat, but service exports kept growing. Many large Swedish groups earn a major share of revenue in North America and have built local operations and supply chains.
- Business confidence among Swedish companies already in the U.S. has recovered, including expectations for revenue and profitability. People advising Swedish companies should give a balanced view of the market, not just the headlines from Washington.
- Tariffs can be planned around when rules are consistent, but the impact depends on product, origin and how competitors are treated. Know both your own tariff position and your rivals'.
- Watch three things: tariff policy, possible changes to North American supply chains, and the ongoing focus on Chinese supply chains and innovation. Sustainability investment may continue at state level even if federal priorities shift.
- The Technology Prosperity Deal (AI, quantum, biomedicine, energy, defense, research) is still taking shape, and companies can influence it by engaging, primarily through the Embassy.
- Business Sweden supports companies with market analysis, entry strategy, distributor and supplier search, and administrative set-up, plus a platform giving smaller companies regulatory information and access to advisers.

Action points for attendees

1. Map your tariff exposure by product and country of origin, and compare it with how your main competitors are affected.
2. Assign someone to track tariff policy, North American supply-chain changes and the Technology Prosperity Deal.
3. Engage with the Swedish Embassy on the Technology Prosperity Deal while it is still being shaped.
4. If you are a small or mid-sized company, contact Business Sweden about market-entry support and its regulatory-information platform.
5. When talking with Swedish companies considering the U.S., give them a balanced picture of both challenges and opportunities.

In their words

> *“This is not a one-way relationship; it's a two-way street, which has to work both ways for this to be really successful.”*
>
> Johan Karlberg

Prepared by SACC Texas from the session recording for in-person attendees of the SACC Summit 2026. Points are paraphrased and condensed; they are not a verbatim transcript. Speaker names and titles as listed on the official Summit agenda at sacctx.com.