



Introduction





Trade statistics



- 68 milion people. Catholics, Muslims, Jews
- Export/imports Germany, Belgium, Italy
- 671.5 billion SEK on imports
- 592.3 billion SEK on exports
- -95.6 billion SEK deficit
- Carrefour, Renault and L'Oréal.



- 10 milion people. Lutherans
- Export/imports Germany, Norway, USA, UK, Denmark
- 182.6 billion SEK on imports
- 184.8 billion SEK on exports
- 2.2 billion SEK surplus
- IKEA, Ericsson, Volvo Group, H&M,

Summary

- Swedish and French business cultures have distinct characteristics, despite both being part of the European Union.
- Overall, both Swedish and French business cultures have their unique strengths and are influenced by historical, societal, and economic factors. Understanding and respecting these cultural differences is essential for successful business interactions in each country.

