Frika Rosander

JWGT, Luleå April 26, 2018

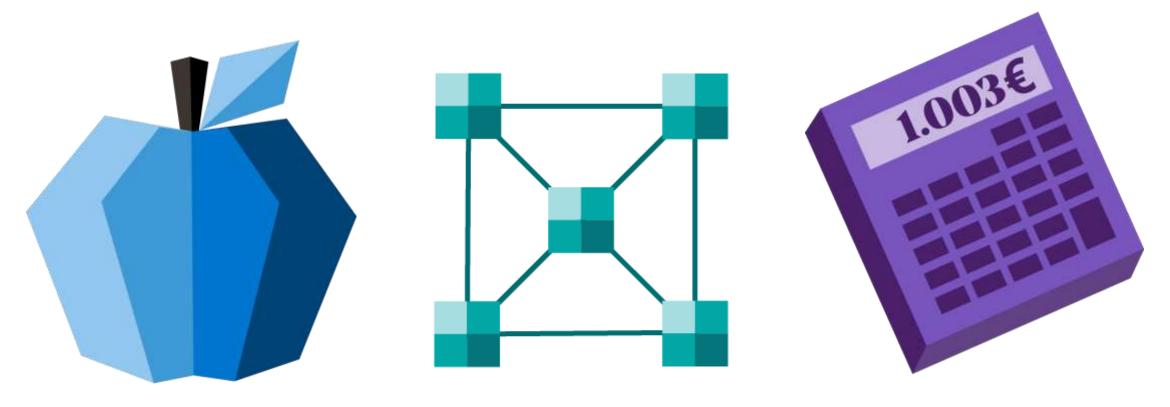




We strengthen Sweden by strengthening the competitiveness of enterprises. We promote entrepreneurship and regional growth.



Our main tools



Knowledge

Networks

Financing



Our organisation

A national agency with regional presence

- In nine locations: From Arjeplog in the north to Malmö in the south
- ▼ 430 employees
- Around 10 employees with focus on tourism
- ▶ Founded in 2009







National priorities in tourism development



Ongoing policy work

- Governemntal inquiry 2017
- Task from the Minister of enterprise and innovation:
 - Analyze a number of parametres of relevance for a potential sustainable growth in Swedish tourism
 - Put forward recommendations for a coherent national policy for sustainable tourism and a growing tourism industry
- December 2017, SOU 2017:95
- Jan-March: Referall of the report
- ► Now: Work in progress in the Ministry



Swedish Agency for Economic and Regional Growth, Four main focuses:

- Sustainable destination development and development of sustainable products and services that are internationally competitive and attractive to the visitor
- Strategic coordination and cooperation for better governance, knowledge transfer and synchronization of efforts
- An increased business focus with efforts to enable companies to develop their business skills
- Development of knowlegde, based on statistic and analysis in order to help decision makers and enterprises to invest efforts and money in the best possible way





 Reflections on Barents Euro Arctic Council
Joint Working Group on Tourism

Comments on the possibilities in JWGT

- Important work, endorsed by the government
- See a potential in the Barents region regarding collaboration on tourism:
 - Knowledge sharing by visit programmes, sharing best practises and meetings/discussions
 - Joint development efforts
- Possible connections between the work in JWGT and other Swedish policy areas:
 - Regional growth and rural affairs
 - Transports and infrastructure
 - Culture and indigenous people
- Focus on sustainable development and Agenda 2030





Thank you!



