



THE STATE OF
EXPAT LIFE IN
SWEDEN 2018



NEW IN DANDERYD AND SWEDEN



MUNDUS INTERNATIONAL



**SWEDISH
FOR
PROFESSIONALS**

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Expatriates' experience of Sweden is a silent issue that lies near dormant, beneath the surface of Swedish politics and society. Despite the efforts of some business lobby groups, in particular the Stockholm Chamber of Commerce, the future role of expatriates, or expats, in Sweden's economy is largely ignored by politicians and society at large. Where expat issues are raised, the mainstream press focuses on specifics; such as expulsions of programmers or the integration of refugees. We argue that the focus needs to be broader than that; Sweden needs to think about how foreigners experience their move to Sweden. Because the forecast is that Sweden's economy has the potential to create 760,000 new highly-qualified jobs by 2025, well above the ability of Sweden's education system to supply the talent.

Many of these jobs will only be created if there are foreigners willing and able to move to Sweden to fill them. If job vacancies are not filled, companies cannot grow, and Sweden's economic outlook may be weaker as a result. Therefore, for the first time in many years, Sweden's economic future appears linked to its ability to attract foreign professionals to work in the highly-skilled jobs that Sweden's companies wish to create. For this to happen, new thinking is required that attempts to understand and address the needs of expatriates, both now and in the future.

The choice to move country for work involves uncertainty and risk. Individuals considering an expat move typically research the experience of existing expats to assess whether the experience is likely to be good for them and their family. This report helps those considering such a move, identifying issues clearly, so that they may be addressed. The report also considers implications for Swedish policy makers, aiming to make the experience better.

In late 2017, **Mundus International**, a provider of news, analysis and insight into Swedish current affairs to the foreign community in Sweden, **New in Sweden (NiDS)**, the expat membership and support service and Swedish language course provider, **Swedish for Professionals**, collaborated to uncover the true picture of life for expats in Sweden. We quizzed expats living here, the HR staff that organised their move and the Relocation Agents that supported them during the process. We dug deep to find out the full story about emigrating here and this report picks up on these issues from the expats perspective. It also goes further, by analysing international benchmarking studies of expats, and through asking expats what they needed to know more about, whether their career was going well and how they were enjoying their experience.

Previous studies - including benchmarking studies of expats experience here and Swedish culture traits - confirm many of the 'generally accepted' facts about expatriate life in Sweden. Expatriates identify Sweden as a safe country, with a high quality of living, noted especially for its healthy lifestyle and ability to live close to nature. Sweden gets votes for its excellent work-life balance,

outstanding family life and good job security. However, expats have not been as happy about their careers in Sweden, and Sweden scores poorly for personal finances, disposable income and the quality of relationships with locals.

Respondents to our survey reported a lack of understanding of how Swedish society functions, which meant that they had high information needs on certain issues, especially the healthcare system, property markets, work permits and taxation.

Our questions to expats focused specifically on the issues they faced in building careers, an area where Sweden achieved only mediocre results in international benchmarks. The results of the study suggest people fall into two different groups. Around half of expatriates are quite happy with the careers that they can establish and build here and are complimentary about the work-life balance and support for women and families. However, over one third of respondents were negative about their experience; frequently very negative. Those who were negative remarked about perceptions of bias against foreigners in the labour market, and issues to do with a lack of language and cultural skills. In addition, it was apparent that many lacked the networks required to build a successful career in Sweden, or whose skills lacked relevance to the local economy. Hence, the poor benchmark results are apparently the average of the happy group, scoring well, with a significant unhappy group which drags the results down.

Questions about **Making Friends and Finding Happiness** were included to look qualitatively at the bottom quartile results that Sweden received in international benchmarks in these areas. Around 40% of expats attributed a lack of Swedish relationships to an inability to speak Swedish fluently. A sizeable minority of expats replied that it was 'impossible to make friends' with Swedes. Those who had found success in making local friends understood that it takes a significant amount of time. Hence, our recommendation for expats looking to enjoy a shorter duration posting to Sweden is that they might look to seek the company of other expats. Government and NGOs have the potential to increase the speed of expats assimilation into society by providing focal points for foreigners to network both with other expats and Swedes. This is recommended for several reasons – as it would do much to satisfy needs for affiliation, professional networks and information transfer.

Expats with a clear need, or commitment to establishing a supportive local network of Swedish friends, would do well to follow the advice of cultural experts, such as Fons Trompenaars. In his view, it begins with being respectful and developing an understanding local culture. However, expats also need to remain true to self and their home culture and do things that they enjoy to stay positive. Choosing the time and location of efforts to build relationships with locals in ways that locals appreciate creates the foundation for success. In Sweden, this might mean putting children into local schools or joining local sports clubs, as Swedes enjoy interactions away from the office, in situations based around their private lives.

On 10 January 2018, **Maria Rankka**, CEO of the Stockholm Chamber of Commerce (Stockholms Handelskammare), declared "The need for highly skilled labour is acute and increasing. But relatively few foreign experts are looking for Sweden. We now have to react aggressively with lower taxes on labour, a freer labour market and a better functioning housing market to succeed better in the global talent hunt." Rankka cited figures that over a decade "the number of low-skilled jobs in Sweden is expected to decline by 133,000 and average-qualified by 339,000, while the number of highly-qualified jobs will increase by 760,000," also warning that Sweden "needed to strengthen its brand which had been damaged", in throwing out the workforce that Swedish companies needed.

Rankka argues that Sweden needs to make significant changes in order to attract the talent to Sweden. She also points to major changes that would need to be made to the housing and labour markets, and to the tax system. As a business leader, arguing for change, Rankka is naturally trying to convince the audience of the need for this. Her glass is half empty. A happier picture would celebrate that Sweden has 5 times the number of expats on a per capita basis as Italy, almost 3 times that of France and is level with the USA. The glass half-full view of Sweden as an expat destination lauds its healthy, safe, family-friendly lifestyle, appreciating the economic benefits of Swedish work-life-balance, job security and innovative approach to business.

The forecasts cited by Rankka come from Cedefop (European Center for the Development of Vocational Training), which predicts that by 2025 professional level jobs in Sweden will be 31% of job opportunities, far above the EU average of 24%. These jobs will be found in science, engineering, healthcare, business and teaching. Service, sales, construction and public-sector jobs will also be in strong demand, whilst traditional employment in manufacturing and other medium and low skill jobs will fall strongly. Cedefop therefore forecasts that High Skill jobs will rise to 51.5% of the labour force by 2025, up from 38.5% in 2013.

Further indication of the skills shortage and skills mismatch in Sweden comes from a recent report by Arbetsförmedlingen (the Swedish Public Employment Service), which finds that very strong job growth is predicted across both one-year and five-year timeframes, for, inter alia, the following work categories: education; computers/IT; engineering, technical and scientific work; healthcare and construction. The Employment Agency does not believe that labour shortages in these areas

¹ <https://www.dn.se/debatt/siffrorna-bekraftar-att-sverige-inte-lyckas-locka-hogutbildade/>

² <http://www.cedefop.europa.eu/sv/publications-and-resources/country-reports/sweden-skills-forecasts-2025>

³ <https://www.arbetsformedlingen.se/Om-oss/Pressrum/Pressmeddelanden.html?id=3D68AFAECC7BACF3>

can be resolved domestically in the next five years. Hence, a conclusion is either expats will fill the gaps in the Swedish labour market, or Sweden will not grow to its potential.

ABOUT THE REPORT

This report is written for those trying to understand the experience of expats at the time of its publication in early 2018. First and foremost, it is written for expats, and those considering a move to Sweden. It is also written for the companies that employ expats, helping them to understand the experience of their employees and their families, in order to make the experience as enjoyable and rewarding as possible for both the employee and company. The distinctive findings of the report may also be of interest to NGOs, such as international chambers of commerce, and to local and national governments, trying to understand how to attract expat talent, in order to develop the competitiveness of the economy. Finally, we think that the report will be of interest to Swedes who interact with expats.

The report was researched and written by expats, who have experienced expat life, not just in their home domicile, but also in a variety of other expat locations, including the UK, USA, Hong Kong, Singapore, Australia and South Africa. The antecedent of this report, was a 2016 survey, done by New in Sweden (NiDS), a business which provides expats to Sweden with information that helps them get properly set-up. The 2016 survey provided insights that NiDS felt would be helpful if shared.

In 2017, NiDS approached Mundus International, a Stockholm-based company, with expertise in analysing Sweden for internationals, in order to conduct a second survey, with the aim of publishing the results. Swedish for Professionals, a language-teaching company, assisted by broadening the reach of the survey and bringing rich insights through their experience of working closely with hundreds of expats.

Alongside this report, we have published a guide for expats arriving in Sweden, which addresses many of the practical needs of expats, providing them with further insights and ideas for where to turn to find out more.

Definition: **Expats**

The term '**expat**' is a shortening of the word **expatriate**. Expats are people temporarily or permanently residing in a country other than that of their citizenship. In common usage, the term often refers to professionals or skilled workers sent abroad by their employers, who can be companies, governments, or NGOs. Historically these migrant workers earned more than they would at home and more than local employees. However, the assumption of 'over-pay' is breaking down, as companies juggle the demands of the significant extra costs, the career benefits of moving and the desire of many expats-to-be to travel and live in other destinations. In addition, expats' countries of origin are changing rapidly. Very large numbers of Indian IT workers have followed work opportunities around the globe and large numbers of Chinese businessmen and women are now living in foreign locations. Hence, while in the 1980s, the term expat invariably meant a university educated professional from a western country (+ Japan), today the term is more loosely interpreted

- including highly-paid secondees - but also other migrants who are moving of their own device to a new country and to pursue work.

According to **Statistics Sweden**, in 2016 the following populations of foreign-born individuals lived in Sweden: China (30,000), India (25,000), USA (20,000), Netherlands (11,000), France (10,000), Australia (4,000) and Japan (3,000).



Swedish Culture from an Expat's Perspective

There is a significant body of already existing studies that we have used to inform our analysis. National culture has been investigated by sociologists for centuries. Many discussions of Swedish culture like to cite the World Values Survey, the results of which are tracked across time in this short YouTube film: <https://youtu.be/ABWYOcru7js> and that show Sweden is distancing itself from its Scandinavian and other northern European neighbours such as Germany and the Netherlands.

We draw from the **7 Dimensions of Culture** work of Dr Fons Trompenaars to describe Swedish culture. We also reference two comparative studies of expats across a significant number of countries to identify how expats experience what they find in Sweden in comparison to what other expats experience in other locations. Using these 3 different inputs enables us to triangulate clearly and confidently on the experience here for the majority of expats.

Trompenaars uses 7 different dimensions to describe the rainbow of global cultures. While these don't translate perfectly to the World Values Survey, which maps nationalities along survival vs self-expression axis and another axis that essentially measures religiosity, the results still paint a picture of a society whose views are at an extreme amongst peers.

- Status in Sweden is given to those who achieve, rather than who they are by birth. Swedes have 'a very high achievement orientation'. As a way of demonstrating how this manifests itself, Swedes like to say that no-one really believes in God anymore but Alfred Nobel, the inventor of dynamite and the Nobel Prize isn't a bad replacement.
- Swedes also have a 'very high orientation towards the future', which according to Trompenaars' theory means that you should expect to find people and businesses working on research and innovation, a conclusion demonstrated by Sweden's reputation as one of the world's leading innovative economies, and amongst the leading nations in terms of research as a % of GDP per capita.

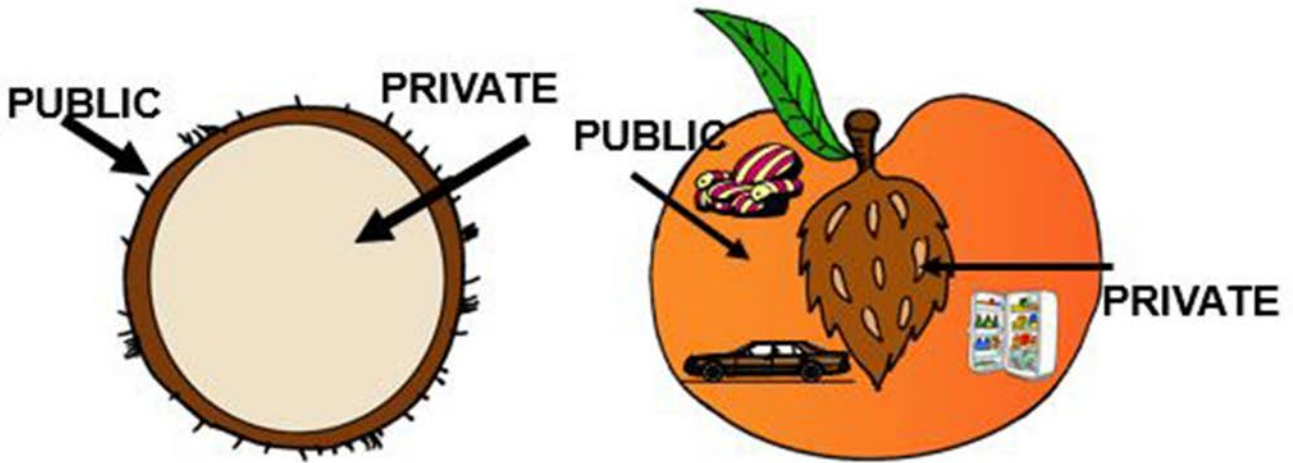
- **Swedes** tend to adopt a very low personal involvement towards business. Judgements are made using hard facts, and people tend to keep work and home life quite separate.
- **Swedes** are reserved and rarely display overt emotion. Many Swedes learn from an early age that being unable to stay calm is a weakness.
- **Swedes** are also very individually focused, which means that they expect to take decisions for themselves, taking care just of immediate family. The expectation is that quality of life is defined by personal freedom and individual development. A good leader is therefore someone who can bring out the best in a team; coaching rather than referees or controlling.

On each of the above themes, Swedes are scored towards an extreme end of the spectrum. There are however two themes, where Swedes are more middle-of-the-road.

- Swedes do like to have and follow rules but not to the extent that it dominates relations with others. Personal context is ultimately important in decision-making.
- People from Sweden tend to go-with-the-flow (rather than taking control), but not to a great extent.

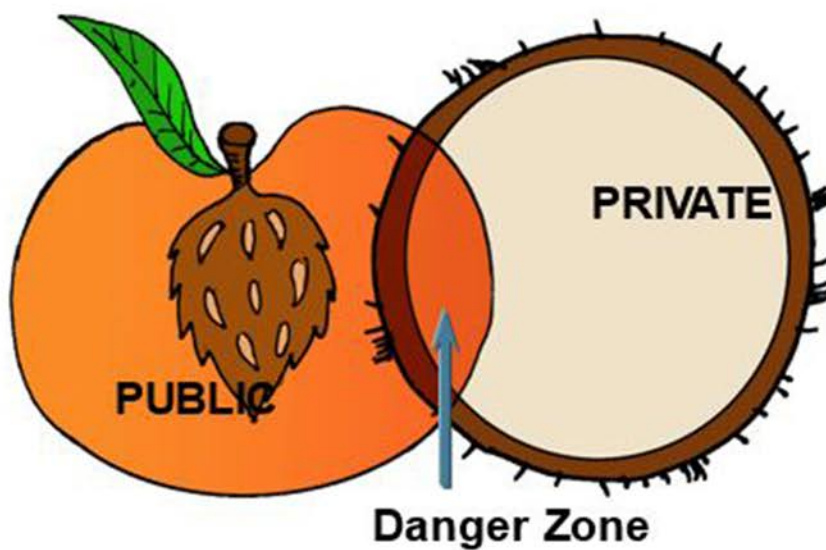


One often-commented on element of Swedish culture is that Swedes can be challenging to get to know. Here, an analogy can be made to a coconut, with its hard exterior that presents a real challenge to get through but once its overcome, the enjoyable centre is revealed. A coconut culture is the opposite of the peach, with its tasty flesh but stony centre. The Anglo-Saxon world has several examples of cultures where people are seemingly easy to strike up an acquaintance with. For instance, a stereotypical American might tell you to take a beer from his fridge or borrow her car keys but that doesn't mean that you will become good friends.



Challenges can become evident when these two stereotypes of culture meet and the outwardly, easy-going peach, unwittingly stumbles into the coconut's private zone, causing embarrassment and the need to create distance in the relationship.

A tip that is worth remembering for socialising with Swedes is that they are more comfortable with silence than expats from most other countries.



International Benchmarks

In recent decades, the business of expatriation has grown substantially. There are 3 times as many expats today as there were in 1960. 3.1% of the world's population are expats. Not surprisingly, a number of organisations have established businesses directed at expats. Two of these, the bank HSBC, and InterNations, an expats club, run surveys, where expats in various global locations are invited to respond numerically to a series of questions. Responses are collated from across the globe, and each location is ranked across a variety of dimensions. The reports are published as a series of league tables, together with narratives.

HSBC's Expat Explorer

HSBC's survey of expats in 46 countries looked mainly at the **OECD + BRICS**. In its 2016 survey, HSBC commissioned YouGov to conduct an online survey of 26,871 expats, living in 190 countries. Respondents answered 27 individual questions and their answers were collated into three league tables.

Overall Sweden ranked as the **8th best expat destination** in the survey, behind Singapore, Norway, NZ, Germany, the Netherlands, Canada and Australia but ahead of Austria and the UAE in the top 10. The USA came 27th and the UK 35th. HSBC's profile of Sweden can be viewed [here](#). Sweden was #1 for Family life, 7th for Economics but came 31st for the Experience.

Family Life - #1

Given Sweden's reputation for socially responsible policies, it may come as little surprise that Sweden ranked in top place for childcare and the cost of bringing up children, 3rd for Health and 4th for Quality of Life. However, despite topping the dimension overall, Sweden was ranked only middle-of-the-road for Integration and 46th, i.e. last for Social Life, themes that reappear in other places in this report.

Economics - #7

Sweden has a strong economy and this is reflected in its overall score. Within the sub-categories, Sweden ranked 2nd for Job Security, 3rd for Work-Life Balance and 6th for Economic Confidence. Its scores for Saving and Disposable Income were poor. Perhaps surprisingly, Sweden's rank for Career Progression was 22nd – very middle of the road. However, for Entrepreneurship it came 12th.

⁶ <http://www.utesinternationalounge.com/expat-population-worldwide/>

⁷ <https://www.expatorexplorer.hsbc.com/>

Experience - #31

Sweden was 3rd quartile for this diverse category, comprised of housing, health, safety and friends. Sweden ranked 5th on Healthcare, 10th on Quality of Life and 15th on Safety. However, it was 45th, i.e. second-last place for both Property and Making Friends, themes reappear frequently in our report.

InterNations' Expat Insider

In its 2017 survey, **InterNations** received responses from 12,500 of its members, living in 188 different countries on 40 different lifestyle factors. Given limits for a minimum number of respondents per country and other filters, InterNations only included 65 destinations in its final report. The top 3 destinations according to InterNations members were, perhaps surprisingly not traditional expat locations, but Bahrain, Costa Rica, and Mexico. The bottom 10 included Turkey, India, Italy and Brazil. Sweden was ranked 22nd overall, doing better than many expat favourites such as the UAE (26), Switzerland (27), Hong Kong (39), USA (43) and UK (54).

Another interesting result of the 2017 survey was the significant volatility in the rankings. Sweden jumped from 42nd to 22nd place and Bahrain, the favourite 2017 destination, was ranked only 19th in 2016. These significant changes in the rankings would appear to be a result of the method used and the relatively small sample sizes, allowing for sampling errors and biases. Despite this, we find it useful to include the InterNations results, both as an extra data point and because trends generally corroborate the HSBC data, cultural theory and our own observations.

Family life - #2

Once again, it is not a surprise that Sweden is reported as a global leader for families. Sweden scored well for the Costs (1) of and Availability (8) of Childcare and Education and Family Wellbeing (8). Sweden's average score (33) for the Quality of Education reflects the ongoing debate about schooling in Sweden.

Working Abroad - #10

Sweden scored well for the experience of working abroad, doing very well in Work-Life Balance (6) and Job Security (8). However, the score for career progression was just below average (37).

Quality of Life - #14

Sweden's overall positive result in this category was due to its very strong showing for Health & Wellbeing (4) and good results for Safety & Security (14) and Transport (17). However, Sweden performed poorly for Personal Happiness (39) and Leisure Options (50).

Ease of Settling In - #49

Sweden is evidently a difficult place to settle. Expats scored Sweden low for Feeling Welcome (51), Friendliness (56) and last for Finding Friends (65). Language (15) was not a major issue for respondents.

Finances - #50

Expats report that they struggle financially in Sweden. The scores were bottom quartile for both Personal Finance (50) and Cost of Living (50).

Interpretation

Despite the purely quantitative style the HSBC and InterNations surveys, the results appear to produce useful insights, at least in terms of our experience and general accepted notions of expat life in Sweden.

In **Table 1** below, we have aligned the scores for 11 of the individual questions that respondents were asked to give their opinion on. In order to create a direct comparison, we have divided each set of responses into quartiles. A rank of 1 – 11 in the HSBC survey was defined to be first quartile, 12 – 23 as second quartile, etc. We have then aligned questions targeting the same factor, with the text providing the survey's label. The analysis shows that for the questions that are directly targeting the same factor, the results fall in the identical quartile, or an adjacent quartile.

Table 1: Comparison between InterNations and HSBC sub-categories

Quartile rank for each survey

InterNations		HSBC	
Health / Wellbeing	1	Health / Healthcare	1
Safety	2	Safety	2
Feeling Welcome	4	Tolerance	1
Finding Friends	4	Social Life	4
Job / Career	3	Career Progression	2
Work-Life Balance	1	Work-Life Balance	1
Job Security	1	Job Security	1
Childcare Cost / Avail	1	Childcare Quality	1
Quality of Education	3	School Quality	2
Family Wellbeing	1	Closeness to Partner	3
Personal Finances	3	Disposable Income	4

Furthermore, other surveys confirm a similar pattern of results. IMD, a leading Swiss University, produces the World Talent Ranking. In its 2017 edition, Sweden ranked 9th overall, as a location for talent, coming in 12th in terms of its appeal. Sweden scored well on quality of life and motivating

⁹ This report did not have access to the actual HSBC or InterNations survey questions

¹⁰ https://www.imd.org/globalassets/wcc/docs/talent-ranking/talent_ranking_2017_web.pdf

workers. Sweden's ranking for attracting foreign highly-skilled personnel and its cost of living index were mediocre. Swedish tax rates ranked poorly.

Nordic neighbours 

InterNations has also compiled a table comparing Sweden with its Nordic neighbours . The table and associated text demonstrates that there is a consistent pattern of expatriate experiences across the Nordic countries. All do extremely well in terms of quality of life, especially for families, but less well for the cost of living and ease of settling in.

Table 2: Nordic Country Ranking (InterNations)

	SWEDEN	DENMARK	FINLAND	NORWAY
OVERALL RANK	22	30	21	20
Quality of Life	14	12	16	22
Ease of Settling In	49	65	60	50
Working Abroad	10	9	22	8
Family Life	2	4	1	5
Personal Finances	50	56	53	51
Cost of Living	50	55	51	62

¹¹ <https://www.internations.org/expat-insider/2017/nordic-countries-39201>

THE STATE OF EXPAT LIFE IN SWEDEN SURVEY

In order to collect a detailed set of information on individual, personal experiences, expats in Sweden were invited to participate in an online survey entitled The State of Expat Life in Sweden. The survey was sent via a variety of individual forums, including via personal emails, Facebook groups frequented by expats, emails to diplomats at embassies and by invitation to expats learning Swedish at their company. The results were analysed in 3 sub-groups and at a total level. Diplomats and those learning Swedish at Companies are identified separately, while all other respondents are identified under General. Diplomats and Company respondents are assumed to be employed and to have come to Sweden to pursue employment, whereas General includes the employed, self-employed and 'trailing spouses', i.e. those who have followed a loved one to Sweden.

INFORMATION NEEDS

Expats were asked about their information needs before they arrived and once they were settled.

Table 3: Expat Information Needs

	General	Diplomats	Companies	TOTAL
How to buy a car	24%	29%	13%	22%
Work permit, personal number	69%	57%	88%	72%
Swedish customs and culture	55%	14%	81%	59%
How to be effective in business	36%	0%	50%	36%
Renting or buying property	69%	71%	81%	72%
Healthcare services	74%	100%	94%	80%
Schools nearby	28%	29%	25%	27%
Local services, eg rubbish collection	41%	43%	31%	40%
Household utilities, eg electricity, TV	45%	57%	56%	48%
Gardening, maintenance & cleaning	17%	43%	19%	20%
Local shops and restaurants	24%	29%	31%	26%
Tax and national insurance systems	66%	29%	81%	65%
Local laws and regulations	38%	57%	56%	43%
How does politics work in Sweden	31%	29%	50%	50%
Startup/tech news	14%	0%	31%	31%
Business & economic news	7%	0%	31%	31%
General news	24%	43%	44%	44%
Political news	14%	57%	25%	25%
Driving in Sweden	29%	43%	31%	31%
Learning Swedish	57%	57%	81%	81%
Working in Sweden	50%	29%	44%	44%
Local jobs	28%	14%	31%	27%
Opening a bank account	53%	71%	50%	54%
Public Holidays and celebrations	24%	29%	31%	26%
Asking for help from public services	43%	29%	56%	44%
Customs	9%	14%	19%	11%

The most common information need identified was housing. Around a third of replies listed this, with comments including;

- "Housing cost and lack of rentals is the key issue for expats moving to Sweden and for companies to hire foreigners."
- "It is very tricky to find an accommodation in Stockholm."
- "Housing system is tricky for foreigners."
- "Finding housing that wasn't 95% of my monthly income."

The Swedish system was also important for a similar percentage of people, e.g.;

- "Written English information for all aspects of life"
- "How to get started and use public transport for commuting."
- "Virtually everything, it is akin to pulling teeth from how to source accommodation to basic services."
- "A place where all information are available; I mean all information needed at only one place. Name of institutions and for what they are responsible for."

Personal Numbers, Healthcare, Tax and Finding Employment were listed as important for around 10-15% of respondents.

The most common types of information needed once expats had been in Sweden for more than a few months was on taxation and benefits and other aspects of the Swedish system. Around one fifth of replies called for each category. A significant number still needed to know more about the healthcare system. The comments included;

- "I still don't know how the apartment system works, since I've used a relocation agency. Something about waiting years on a list?"
- "A one stop check list - how to claim pensions, child benefit, how to get a personal number, how to find local SFI - and the fact that you can NOT enrol in SFI outside of your district. If, like me, you're right at the edge of a district and over the border is closer... tough luck."
- "Law enforcement, believe it or not. One doesn't hear so much about what Swedish law is like, and one shouldn't have to learn about it via newspapers."
- "The culture of the job market, and work culture in general."
- "What to do when Skatteverket (tax dept) make unreasonable demands in order to allow you a personal number. It's one of the biggest issues expats are facing and no one seems to want to fix it. Other EU countries have simpler procedures to register yet Sweden is telling fibs on their website and even asking for documents to be given that do not exist anymore..."

- "They are still lots of things that I don't know and that I am learning everyday! (personal insurance, social aspects such as the union, retirement loan, unemployment fees, etc)."
- "How the healthcare actually works, how to find a community and make friends, how to do a tax return, where to shop for certain things, what to do when your life's career doesn't exist in Sweden and you are a following spouse."

A significant number also commented about Swedes, and the process of making friends.

- "Swedes are hard to get to know privately. Even when you have a great relationship at work, socializing after hours is not so Swedish. It would be nice to break that ice one day."
- "How cold and distant Swedish people are."
- "Simplified answers about "unfriendly" people forget that moving to a country requires an effort, on both parts - to understand what being friends means. Many expats stay for a short while and never makes an effort to leave the "expat bubble" it can be a cosy place reproducing stereotypes also."

A significant percentage of expats had a need for more local news than was available. Expats employed in companies were interested to understand how Swedish politics worked, whereas diplomats needed to have daily political news. General news was the most relevant information at a total level. The General group of respondents was least interested in local news. The comments revealed the rationale for local news;

- "I would like to understand more about the political parties and the upcoming election."
- "I would like to keep updated about political decisions that affect our daily life."
- "Politics and society would be important to know because those things can have an impact on whether your visa is valid. Difficult political climates can make or break your right to be here."
- "Business trends, politics - policies and governing party/parties"
- "I would like to know more about what is happening in daily Swedish news so I can feel more a part of society."



Conclusion: Expats' Information Needs

The healthcare system, work permits, ID numbers, the tax system and accommodation are the most challenging issues for expatriates to understand.

The issues of work permits and, in particular, the stringent application of the law has become a major political issue in Sweden. Work permit holders have been thrown out of the country for failing to comply with very minor aspects of employment law. Given labour shortages, this has become an issue for employers, who have waged a campaign against practices that they have successfully labelled as unfair and harmful. In late 2017, a combination of legal and political determinations has apparently led to a change in the law, although it may take some months before it becomes clearer how to interpret the new system.

The Swedish property market is also unusual in its nature, and, in combination with a severe lack of supply of property in Stockholm and Gothenburg, also works against expatriates. Sweden has separate laws that apply to different forms of accommodation.

Apartments, the main form of housing in Stockholm and other cities, are divided into **bostadsrätt** and **hyresrätt**. A bostadsrätt is owned by private individuals, who may live in it, or hire it out. A hyresrätt is owned by a company – either state run or private, who then leases the property to tenants. The law defines what owners and tenants of apartments may do with their apartments and also how access may be obtained to accommodation.

The system apparently dates back decades and is meant to ensure fairness in terms of access to and the price of rentals. For example, tenants may put their names on a list to obtain a rental property and, when it is their turn, they will receive a 'first-hand' contract. However, due in large part to the shortage of accommodation, stories are told of waiting lists that are twenty years long. This acts against the interests of expatriates, who must compete against locals with their insider understanding of how the market works.

The law for villas (free-standing houses) works in a way that is more familiar to many expats. The national ID number, personnummer in Swedish, is an absolutely essential part of life in Sweden. Almost everything official and commercial is linked to this 10-digit number; including employment, taxation, driving licenses, contracts for mobile phones and other commercial services. It is almost impossible to operate in Sweden without it and obtaining a personnummer should be the first priority of every expat. Unfortunately, for many expats, the process takes time and, although straightforward for EU citizens, has challenges for those from countries outside the EU.

Healthcare showed up as the area most expats want more information about and we suspect this is in part to do with the lack of options– here you are expected to go to your local doctor's surgery and start there, for everything. There are private alternatives but they are few and far between. The system is very different from how healthcare operates in the US and can be compared to the UK's National Health Service in the way that it operates except that there are charges for both appointments and medicines, up to a limit.

The last area is **tax** – or rather the tax authority – and how it operates. Sweden manages its population via the tax authority, so births, deaths, marriages and new arrivals are registered here. For expats arriving from countries where a culture of mistrust of tax authorities is prevalent, this can be hard to adapt to. To get set up and function in Sweden, you must tell this 'big brother' what they need to know about you. The good news is that, as long as one is not trying to hide anything, Skatteverket is amazingly helpful. Not only do they have a telephone service that will respond to questions, real-time, and in English, but this service is frequently known to provide tips to make sure you don't pay too much tax.

The dynamics of Swedish politics can have a very direct influence on the lives of many classes of expats. For refugees, the rapidly evolving law can mean the difference between an established life in Sweden or further disruption. For many other expats the details of immigration politics are still vital to their career and their financial situation. Simply existing in Sweden is tenuous for many expats in terms of housing, legal status and tax demands. Expats are aware of this and want to know more.

Understanding **Swedish customs, culture and society** was also important; 57% responded that they wanted more information on this. Furthermore, the need to understand the Swedish work culture was important to many, as was the culture around job interviews. The challenges in adjusting to Swedish culture were underlined by 81% of expats employed in companies that asked for further information.



Building Careers

Building a career in a foreign country can be a challenge. However, as career is often the reason for an expat to leave their home country, many go into the jobs that they want, or overcome challenges to succeed. However, for those who do not choose to be expats for the work

opportunity, the issue of employment can become complex. This is often the case for trailing spouses or, frequently in Sweden, for refugees.

Sweden's booming, sophisticated economy creates a significant number of challenging jobs that provide opportunity for professional development. However, respondents to both the HSBC and InterNations surveys gave Sweden mediocre scores for Career Progression. Therefore, the State of Expat Life survey found out why by asking how expats feel about working life in terms of personal career progression and what, if anything, gets in their way.

Overall, 50% of those who responded were positive about their career options. Of the 35% who were negative, many of these reported very negative experiences in their comments. Further insight was gained by looking at the different categories of respondents. The answers for expats on the Companies list was far more positive: 64% were happy with their career, and only 14% were negative. In comparison, on the General list, only 47% were positive, and 42% were negative.

The answers suggest that expats who come to Sweden either for a job or who were successful in finding work on arrival are happy. However, trailing spouses, who need to do what they can in careers that may not exist in Sweden or whose skills are not readily accepted by the Swedish labour market, may have a very negative experience. The reasons given for dissatisfaction with career progress focused on lack of competence in speaking Swedish, Swedish employers being reluctant to employ foreigners, skills mismatches with the local labour market and troubles adapting to a new office culture.

POSITIVE COMMENTS

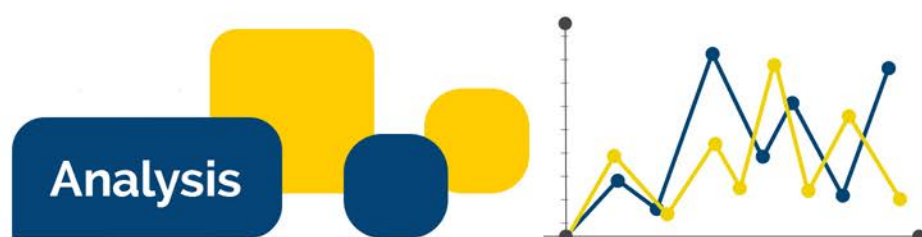
- "I am incredibly lucky and have a good career here, and don't speak Swedish."
- "Much easier to work and achieve here than in the UK. The public support system for parents is amazing and the general understanding that mum and dad share the housework and kids is fantastic for women."
- "Perfect. Already changed work."
- "I love my job, I was lucky to be recommended by a friend and apart from Skatteverket (tax dept.) stalking my pay for 3 months I have no issues at all. It's a far better balance than in the UK."
- "I feel great for now. Going forward, I will need to become fluent in Swedish and obtain the professional skills of a Swedish person in order to be able to find more opportunities here."
- "My work life before Sweden was more hectic and everything was 'urgent'. It was affecting the work-life balance. It is much better in Sweden. I have not faced any obstacles yet."
- "Feeling great, super lucky to be where I am. I work in a small company so I have zero big corporate company problems."

- "Absolutely. Working life here is extremely fair. Why we came and intend to stay. We have children and this is seen as part of life here not a block in your career. Myself and my husband are successfully working here full time with no family network because of the fair system of VAB (days off to look after sick children) and fritis (daycare) etc..."
- "I love my job. The environment is so much healthier than in the US."
- "I am very happy with the choices I have made about starting my own company. It was very easy to do it here compared to my previous experience in Turkey. It made it easier that I was an EU citizen."
- "I have great satisfaction with my job. There is an excellent life work balance here and the Swedes are humbly aware that life is important to ensure you achieve your work goals, it's such a great idea, I look forward to each shift as I know I am valued so I work harder."
- "Now that I have a job I definitely am progressing further than ever before. The process of finding it was tough though."
- "I totally changed my career when I moved to Sweden. I had many years of senior level work-experience from my home country but no higher education within the branch. Without the education to support my job applications, I got nowhere. Since changing my career path I have managed to progress to part-owner and am much more satisfied with my professional life than before."

NEGATIVE COMMENTS

- "I need to learn the language. It is the key thing holding me back."
- "Cultural differences, language, and lack of insider knowledge are limiting my success. I feel that I am not taken seriously in professional settings due to being an immigrant."
- "Unhappy that I have skills and experience but no one here seems interested. I was told by 2 coaches at Arbetsförmedlingen that Swedes don't like to hire foreigners in professional jobs, particularly older immigrants."
- "I can't work here (I'm a lawyer qualified to practice in U.K., New York and Australia), so we're leaving"
- "Only Swedish people get promotion."
- "At the moment I don't really develop as fast as I wanted. The biggest problems are the lack of connections and the language barrier."
- "I follow my husband who had been relocated to Sweden for work. Really difficult for me for my professional career. I made a big step backward. After almost 3 years, it is still really difficult and don't succeed in achieving the same level as I was before moving to Sweden."

- "Worst place I have ever looked for a job. I have been working since I was 13. I was told by Arbetsförmedlingen (employment agency) that Swedes don't like to hire foreigners in professional jobs and that has proved to be true."
- "I have lost my entire career as it does not exist in Sweden and see no light at the end of the tunnel for many, many years just like many other women that come here. It is depressing and demoralising."
- "Bring able to speak Swedish would help massively."
- "Swedish way of approaching to seniority in any job/area based on age works terribly for people from countries with different approach to education (in many countries 21-22 is the age when you already have your degree and work experience, and by age 27 being treated like a junior based on Swedish basic approach might be almost insulting)."



Careers transitions are invariably a challenging time and moving city or country makes this even more so, as individuals lack the full knowledge and network that locals rely on to find a desired job. Expats moving to Sweden experience this in much the same way as expats moving to the USA or Singapore. As a small, highly distinctive economy, Sweden does not necessarily have the same range of career options available in larger economies. For instance, it has next to no oil exploration or natural gas industry, whereas it has a high percentage of jobs available in NGOs and think tanks. This creates challenges for a significant percentage of expats who do not have work lined up before they arrive. Challenges can be overcome, often leading to a very positive result. The factors that influence success include:

- **The degree of mismatch between previous career experience and the job market needs,**
- **The flexibility and openness of the expat to a new experience and;**
- **Their emotional capacity to deal with employment challenges at the same time as they are experiencing many other changes in their lives.**

Another element that shouldn't be disregarded is the effect of luck or chance in finding the right opportunity. As a further example, the author of this report arrived in Sweden without a job in the middle of the financial crisis. His experience was in the oil industry, which Sweden has little of. However, by circumstance, the right recruiter had his resume and approached him 2 weeks after he arrived for a very attractive opportunity working for a major global financial corporation. He got the job and had very interesting career experiences for the next 5 years. During this period, he does not believe any comparable job was offered in Sweden. It was very much a question of right place at the right time.

Expats moving to Sweden should be aware of a range of **negative factors** that they may experience in seeking employment. Lack of networks are likely to be a major issue because Swedes place a great reliance on networks, particularly those that they have built up from schools and universities. Getting access to someone in a position to help with finding a job can be greatly enhanced if the connection is made via someone with a network in Sweden.

While it may appear impossible, as arriving expats invariably have little or no network, with a bit of thought, often someone can be identified as a starting point from which a network can be grown. For instance, for trailing spouses, the partner's employer offers a network that they could try to access. The employer has a vested interest in seeing the family establish itself successfully and hence managers or HR would be a logical contact point to approach. It is worth keeping in mind Swedes may have a network with people far outside their technical or professional lives because their network includes people from e.g. school that took a different career path. So, keeping an open mind about where a conversation may lead is worthwhile.

Another barrier that may become apparent is a reticence of Swedes to employ foreigners. This is in no way unique to Sweden, as there are many countries where locals find it far easier to interact with other natives than they do with an expat. However, relative to more established expat locations, such as the USA, UK, Australia, HK, Singapore etc, Swedes generally have less experience of working with foreigners, as they grew up in a society that was highly homogeneous (full of native Swedes), a factor that has only changed in the last decade or two. This reticence is also related to the distinctiveness of Swedish culture, as identified in the section above on Swedish culture. Because Sweden has one of the world's most exceptional cultures, the gaps to other cultures are obviously wider. Individuals may need to work harder than in other countries to overcome these gaps.

Finally, the issue of language needs to be considered. Many respondents to our survey indicate that they believe that they would be more successful in their career if they spoke Swedish. However, there are also instances of people who have led very successful professional lives in Sweden without ever mastering Swedish. This is possible because Swedes, in general, speak excellent English.

If the expat brings skills that are desired by the job market, workforce language barriers can be overcome by the Swedes (providing the expat speaks English). However, as most expats find out sooner or later, social situations will arise where Swedes would rather speak Swedish and being able to operate easily in this situation can help the expat grow their network.

One final point to mention is that the Swedish labour market is changing relatively quickly and this should help future expats. Both supply and demand factors are apparently driving this. Following the Financial Crisis, we are aware of expats who have identified Sweden as providing good numbers of desirable jobs. This is particularly true for EU and eastern European migrants. Sweden's tech sector is an attractive location for IT workers, many of whom have come in recent years from Asia and the Far East.

Sweden's economy has grown very strongly for a number of years, beyond the capacity of Sweden's educational institutions to supply entry level jobs and also creating mid-career opportunities better suited to individuals with international exposure. For example, Spotify's plans to grow by M&A and list in New York might be a better fit for Americans or British financial professionals, than for a Swede. Swedish employers are therefore expanding their horizons in the search for talent and also keen to ensure that the talent is successful in joining the local workforce.

Economic organisations such as the Stockholm Chamber of Commerce and Business Region Gothenberg and those in Lund are now working actively to assist expats. The Stockholm Chamber of Commerce was the driving force pushing to resolve the problems with work permit removals and has recently begun the campaign to make the housing and labour markets and taxation work better.



Conclusions and Recommendations: **Careers**

It is probable that the mediocre scores allotted to careers in Sweden in both the InterNations and HSBC benchmarking studies is an average score that blends those who are very happy with their career experience, especially given the Work-Life Balance and Family Life that they can achieve, together with those who are deeply unhappy about the outcomes. The net result is average, but it is quite likely that there are only a few individuals who are actually living this average.

Individuals considering Sweden as an expat location should think through the issues raised and whether Sweden is a good fit for their particular circumstances. Sweden can work very well as a location for those interested in innovation and start-ups and for dual-career families, but only if the spouse can find work. The challenge of the spouse finding work is not just one of career satisfaction but also a social and financial issue. Most Swedish households have two-income earners and housing prices and taxation rates fit this demographic better than a sole bread winner.

Companies looking to recruit expats to Sweden should be aware of the divergent outcomes experienced by expats. The issue of unhappy trailing spouses can be addressed in a variety of ways, including in the recruitment process but also by doing more to support spouses in developing their networks or even directly in finding a job.

The implication for government and NGOs who would like to enhance Sweden's reputation as an expat destination is that by reducing the significant number of very negative experiences the average experience can be improved. This conclusion has apparently already been reached as very recently a number of NGOs have been opened to address this. In 2017, Stockholm created the Dual Career Network (SDCN) and Lund opened its International Citizens Hub in 2015. The Stockholm Chamber of Commerce has also recently begun **Nätverk Expats**.



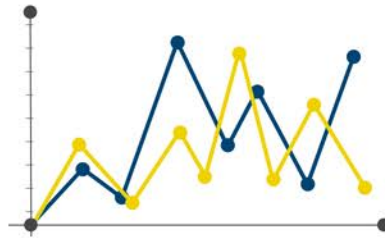
Making Friends/Being Happy

Personal happiness is influenced by many factors – social, financial, psychological, security and comfort, amongst others. Sweden received middle-of-the-road scores for happiness measures in the HSBC and InterNations surveys. Our survey addressed the social question directly, given the importance of having friends for many expats to achieve happiness, and because Sweden scores so poorly in benchmarking surveys. Respondents were asked what they thought would help them make more Swedish friends. The most common response to this question was 'learning Swedish', with around 40% of respondents suggesting this. The next most common response was 'networking', with around 20% of respondents suggesting this. 15% thought that making Swedish friends was impossible, whereas just 6% reported that this was not a problem. Other responses volunteered included 'it takes time', 'make friends through work', 'make friends through neighbours' and 'get drunk with Swedes'. While the final response may seem unusual, it is often the solution volunteered by Swedes, in recognition that they relax more when drinking. The comments included;

- "Are there any? In 6 years have not ever got invitation from Swedish people - only expats."
- "Because I work full time, I don't feel this is an issue. Having a friendly Swedish neighbour has made a huge difference for us."
- "I have been quite blessed in those terms. As a recommendation to others - try to go where the Swedes go and send your kids to local schools."
- "Nothing, this is just not possible!"
- "Swedish people need to open their minds to multiculturalism. They are too conservative."
- "Speaking properly Swedish"
- "Keep trying even when it seems hopeless!"
- "More honestly. Swedes don't let one in right away. Nevertheless, they do over time. And I believe this is changing with the younger generations and their exposure via the internet and traveling."
- "Fluency in the language and perhaps arranged events to meet Swedes."
- "Question would be: what would you expect from Swedish friends? Or just find a circle of friends you like...?"
- "Nothing. Swedes aren't interested in making new friends. They are unfriendly and skeptical of foreigners."

- "Joining a group of some kind, but friendships take time, not turning down fika is the truth."
- "Aha really good question! Maybe that Swedish don't want new friends!!! We tried work, sport, friends of friends, neighbours, etc... no long-lasting real Swedish friends... for a drink ok, but not to have a real friendship. The only real Swedish friends we have are the relatives of our expat friends!"
- "This is a difficult one to answer - from a work perspective there seems to be distinct line between work colleagues and social interaction which doesn't lend itself for the outsider/newcomer to making friends through work, Swedes are naturally reserved and can come across as not wanting to interact more than absolutely necessary which is a source of frustration for those of us wanting to get know Swedes from a friendship perspective. That being said once you crack their outwardly reserved persona you will start to make some inroads into their social structures and interactions."
- "It is hard as an adult to make friends and the reservedness of swedes can make it harder, but I just put myself out there, join a club and try not to be shy, once barriers are broken it's so much easier. Just don't decline your first invite or fika...it's unlikely you'll be asked again!"
- "I have lots of friends in the city but once I moved out of the city I found it a lot more difficult to connect with people."
- "Learn the language as soon as possible If you have a partner, make sure you get involved with his/her family/friends."
- "Get hammered (drunk)."
- "I think only being fluent in Swedish would help me to make more Swedish friends."
- "Swedish language and a platform for connecting with different social groups."
- "Get out of the expat bubble, learn the local language (even if almost everyone speaks English)."
- "More social events from my employer would be great. Also, there should be events and meetings that bring local people and expats together."
- "It is not the things, but the people themselves...even when you meet them, it is harder (than with other foreign people) for them to open up more and invite you somewhere, but this is a personal level and, of course, depends on each individual, so it is hard to be "helped"."

Analysis



Given the results of benchmarking surveys, the results of our survey and the comments that we received, we conclude that forming relationships with Swedes is an issue that most expats face. According to expats, the challenge apparently lies with Swedes themselves, who often appear uncomfortable in taking on new relationships. However, it also highlights a lack of understanding amongst expats that Swedes make friends in particular ways and with people they share interests in, rather than with 'everyone'.

Expats should expect that this is very likely to be a factor in their experience of Sweden and develop strategies for friendship and happiness that acknowledge this. That said, there are some tactics that we can recommend to significantly increase one's chance of finding local friends;

- **Adapt to the local culture of 'lagom' – roughly translated as 'average', no-one is better or worse than anyone else. Do not be too showy, brash or overly opinionated. Swedes find this off-putting.**
- **Learn Swedish, as recommended by many respondents. Even having basic Swedish demonstrates to locals that you care about their country and culture.**
- **Look for opportunities to associate with Swedes outside of the workplace. Swedes like to leave work at work and you may have greater success in forming strong relationships if you meet them through sports or schools.**
- **Turn up if you are invited for a coffee - 'fika'. Even if nothing apparently is said, turning up shows you have understood the most basic lesson in Swedish society, a fact that will be appreciated.**

Conclusions and Recommendations:

Making Friends/Being Happy

Good company and friendship is important in finding happiness. One of the most rewarding and developmental experiences of an expat posting is making a friend in a new culture. There are many, many examples where this has happened for expats in Sweden. The accepted wisdom is that Swedes make very loyal friends.

What this may do is take both time and effort on the expat's part and may not happen for many expats, especially in the first year or two of their posting. Frequently this leads to disappointment, which arises from fundamental cultural misunderstandings between natives and expats. Swedish norms around individualism, low involvement and reservedness imply that it is polite to make a casual acquaintance of a newcomer but not to pry deeply. For the expat, this can simply come

across as disinterest and aloofness. Expats in Sweden should consider what options they have to satisfy their social need, in order that they continue to stay happy, positive and successful. The main recommendation of our report is for expats to simply be aware that it could be harder than expected to find local friends, and that while there are things that increase the chance of success, it takes time.

Secondly, expats should consider the timeline for their stay in Sweden and in respect of their personal circumstances. If they have accepted a temporary assignment and expect to depart Sweden in two years, it may be more efficient to target making friends with other expats, who may be in a similar position and on the lookout for new relationships.

There are a variety of professional opportunities to meet other expats, either at work or through Chambers of Commerce. In addition, there are 'Meet-Ups' online, sports clubs and family life where one can make friends. Taking this approach does not preclude making Swedish friends if chance should allow for it but, it does allocate time towards options that may have a greater chance for success.

Thirdly, expats who have come to Sweden for a longer duration, possibly even permanently, will want to make friends amongst other locals. It makes sense to invest the time to get to know Swedes. Time, patience and a genuine interest in their lives should eventually lead to invitations for 'fika' and dinners. To increase the pace at which this happens, expats may opt for social situations which bring them naturally into contact with Swedes.

For those with children, schools are a particularly good way to interact with Swedes. Neighbours are mentioned as a good source of social interaction. Sports clubs are also a good way to meet locals. Many expats come into contact with a large number of Swedes through work but find that that doesn't lead as naturally into friendship as it does in their homeland. For Swedes this is a natural separation in their lives between the restraints of professionalism at the office and a relaxing home life. However, reservedness does give way under the effects of alcohol and many friendships amongst younger expats and Swedes are established late at night.

Fourthly, invest the time to understand their world. This begins with learning Swedish, at least to some extent. The challenge that expats may find is that they rarely get a chance to practice Swedish, as Swedes are confident in speaking English and flip daytime conversations that begin in halting Swedish into English. This isn't always the case in evening settings, where Swedes are relaxing and prefer to get to know people in their own language. For those who don't plan to learn Swedish, many expats don't and survive perfectly well without.

It is also worth investing time to understand Swedish society and the culture, which pays off in two ways. Given its highly distinctive culture, Swedes approach life and decision-making in ways that may be very different to others, even if on the surface, it looks familiar. Expats will struggle to assimilate into society without understanding the differences

This report has provided a brief summary of the Trompenaars description of Swedish culture. Those interested in knowing more can download his app, '**Culture for Business**', which provides dozens of insights and tips.

In addition to the benefit of 'fitting in', we also offer the thought Sweden is one of the most successful and respected nations. It has achieved this success without the benefit of abundant natural resources, military conquest (in recent centuries) or a large domestic market. One might deduce then, that something special is going on within Swedish culture, allowing Swedes them to make better use of resources than other countries. If one accepts this argument, then it follows that gaining insights from a direct experience of this culture might be useful to expats (and their home society).

A theoretical understanding of culture can also be augmented by investing effort to understand Swedish politics, which is a reflection of the underlying culture and the forces at work in the economy and society. Reading news about Sweden gives topics for conversation.

Implications for NGOs

Stockholm has a wide range of organisations that cater for expats. These include chambers of commerce – the US, French and British Chambers are particularly organised, but similar organisations exist for many countries. There are also businesses which host events for expats, and less formally, there are a number of Facebook and Meet-Up groups where expats coordinate their efforts and share information. It is probably obvious to these groups, but for the sake of completeness we state that they are an important venue for expats to relax in a familiar culture and share views on what works and what doesn't work in terms of fitting in.

To take this beyond the expat-run organisations, we think that there are considerable opportunities for Swedish organisations to do more to help expats. This should start with developing greater awareness of expats perceptions of Sweden. For the last two years, the local press has featured the InterNations headline that **expats are cool on cool Swedes**. In our discussions with Swedes many are not surprised by this. We recommend further reflection at both a personal level, and by organisations to identify the 'low hanging fruit', making the expats' experience a more positive one.

Implications for Government

In its debate article, the Stockholm Chamber of Commerce writes "a shortage of expertise and recruitment difficulties are a growing concern for companies. According to a survey from Manpower Group, 36% of employers in Sweden state that they are having difficulty recruiting employees. .

Statistics from the Swedish Growth Agency show that seven out of ten companies in Sweden want to grow but are hampered by lack of skills.” Therefore, ensuring that the expats that do arrive stay and succeed is an issue for national and local governments.

Many of our respondents were searching for more of a sense of community than they could find. A positive step by the Swedish government could be the development of Swedish communities alongside expatriates or even to stimulate the creation of new community groups. One such organisation is the **Lund International Citizens Hub (ICHL)**, which “supports companies in the southern region of Sweden to retain their international employees by providing information, arrange relevant activities, initiate and encourage networking” .

The Skåne (southern) Region has recently committed to 3 years of financing to further build on its initial successes. **ICHL** provides expats located in Lund and the surrounding region with a drop-in centre and events several times each week, where new arrivals can learn about a great many facets of Swedish society and build their networks. It would seem that other Swedish regions, especially Stockholm and Gothenburg could look to look to Lund to see what they can identify as best practice.



Next Steps



The impact of the massive increase in numbers of immigrants in Sweden over the last two to three years will continue to play out, changing the dynamics of school classes, highlighting gaps in healthcare provision, causing racial issues to be addressed and influencing culture generally. Services specific to refugees have been developed and deployed all over the country. This, coupled with the current experiences of expats living already in Sweden, will define what life could be like for people moving to Sweden in the coming years.

Towards the end of 2018 and, potentially every year from now on, we will run this survey again so that we can compare the effect of these changes on the experiences of expats arriving then. In the meantime, expats arriving at the moment can, at least, get help from us:

About NiDS, Mundus International and Swedish for Professionals



New in Danderyd and Sweden (NiDS) is a membership service that provides personal support and all the information needed (in English) for expats to move to, live in and enjoy life in Sweden.

Members sign up online before they move over (or shortly after they arrive), join a community of members and get two year's access to our support team and information. The information is kept right up-to-date and all provided in English. We don't link out to other sites, we make sure that everything from timetables to forms is available on our pages, saving time and a lot of effort for our members.

"New in Danderyd would have saved me a huge amount of time and energy sorting out our house when we arrived! Even food shopping would have been easier had I known where to get the food my family likes!" Lorraine McIntosh

The NiDS support team are there to handle specific needs, such as helping get furniture repaired that was damaged in the

move over to providing information on internationally-available English television channels.

Where a relocation agency is used, we take over once housing and schools have been found and the expats have arrived in Sweden.

In 2018, NiDS Sweden membership costs 1290 kr per family and the Danderyd package (includes local information) costs 1499 kr per family. Membership comes with a 14-day money back guarantee.

More information can be found at www.newinsweden.com

Contact: **Zen Holmgren**, zen@writeindanderyd.com • 070 924 72 60

For many international people living in Sweden there is a serious gap between what they need to know about Swedish society, politics, and economics than what they can easily access. **Mundus International** was founded in 2012 to provide information and analysis for foreign professionals working Sweden. **Mundus International** provides facts, analysis and interpretation - **pulling the whole story together for an international audience**. In our product portfolio, we cover politics, business and the economy with both daily news and deeper analysis, and provide tools to navigate the cultural bridge to local business practice.

"The first thing I do before getting started with work in the morning is reading through Mundus News. If you are looking for a daily quality brief on the main news in Sweden you will love Mundus News - whether you are a native Swedish speaker or not". Victor Millien, Managing Director, Chambre de Commerce France Suède

- **Mundus News:** The day's top news and business stories - with a particular focus on the booming tech sector - straight to your smartphone before 8.30am
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Swedish for Professionals offers customised, flexible and interactive Swedish language courses.

SWEDISH FOR PROFESSIONALS



In 2014, Swedish for Professionals was founded as an innovative alternative to more traditional Swedish language learning. Claudia Olsson and Kristina Persson started the company with a focus on interactivity, flexible scheduling, digital tools and competent language coaches with the ability to engage and motivate adult learners.

Over 2000 participants have learned Swedish with Swedish for Professionals so far. To help expats integrate, Swedish for Professionals teaches Swedish at the workplace and enables them to combine language learning with work. The participants get access to digital content in an app and an online tool, as well as a book with exercises. The clients are mainly companies that choose to invest in the integration of their employees. Private customers can choose one-on-one tutoring and group courses, which are held in Swedish for Professionals' office in Södermalm, Stockholm. Partners accompanying expats to Sweden can submit their interest to such a group in order to learn Swedish and meet other internationals. Part of the offering for private customers is a specialised course focusing on Swedish that is valuable in the job-seeking process.

Find out more at www.swedishforprofessionals.com

THE STATE OF EXPAT LIFE IN SWEDEN 2018