



Erika Rosander

JWGT, Luleå

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- ▶ **The Swedish Agency for Economic and Regional Growth – a governmental agency under the Ministry of Enterprise and Innovation**



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

- Governmental inquiry 2017
- Task from the Minister of enterprise and innovation:
 - Analyze a number of parameters 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: Referral 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 knowledge, 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!