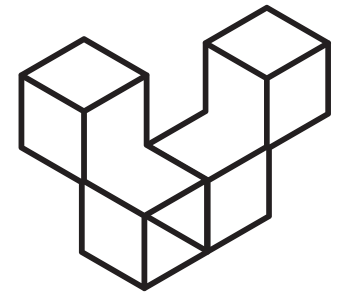


Portfolio

Jonas Sahlström: Art Director / Graphic Designer / Final art



Sahlström Production

The road to change

How to break through the noise? That question inspires me every day.

I have learned that there are no short cuts to bring about change. The only way to reduce the distance between sender and recipient is to simplify the message with creative finesse, maximize the interaction between text and image – and not to take anything for granted.

My name is Jonas Sahlström and I work with graphic design and communication.

My goal is always the same: with razor-sharp precision try to make difficult things easier to understand.

It is in that challenge that I want to work and make a difference.

On the following pages, I have compiled some examples from newer and older productions.

If you want to know more about a project, do not hesitate to contact me.



Jonas Sahlström
Art Director / Graphic Designer / Final art

Phone: + 46(0)732-55 61 46

Mail: jonas@sahlstrom.se

Webb: www.sahlstrom.se

Address: Sankt Eriksgatan 25A
SE-11239 Stockholm
Sweden

Index

Financial information & communication	4
Annual reports	9
Infographics	12
Illustrations	16
Tradeshows	20
Movies	23
Webb	26
Social Media	31
Publications	34
Branding.....	40
Final art	49

Financial information & communication

When I started at Business Sweden, all financial and financial publications were purely informative. I realized that if we are to become more widespread and gain more knowledge in the market, we must also start communicating, and to change the attitude around this internally was a very exciting journey. In collaboration with copywriters / writers, we created new content and structure. With graphically strong covers, an appealing rhythm between text and image, highly visible graphs / infographics and illustrations, we achieved increased clarity.

The reports also included campaign pages, films, seminars, webinars and SoMe material to drive traffic to the web.

With his long experience and skill, together with a genuine interest in form, image and communication, Jonas has the ability to take a message to a whole new level. He understands his customer and always delivers with sharpness.

*Lena Sellgren: Chief Economist,
Head of Research at Business Sweden*

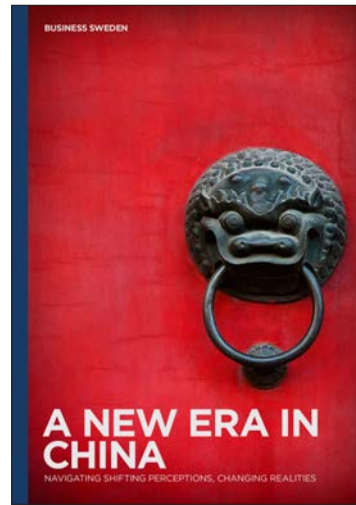
Business Sweden

A New Era In China

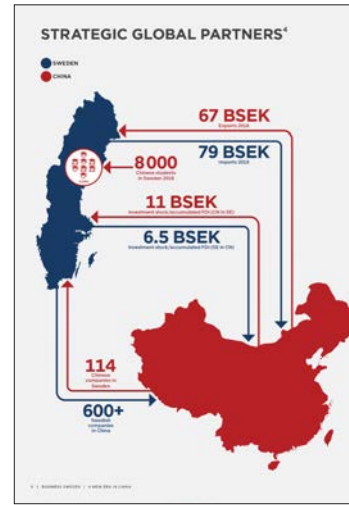
A good example of the communicative approach to a report. SoMe, website and movie. Similar solutions were made for several of our reports and events.

See more examples at: www.sahlstrom.se/eng/financial-information-and-communication.html

Art Direction / production / graphs / illustrations: Jonas Sahlström. Copy: Sarah Coats Chandler, Julian Greenwood, Magnus Runnbäck and more. Web / social media: Kristina Vogt Jonell, Sara-Linn Asker, Olof Wasell.



Report



Seven strategic elements to consider when looking at growth in China

14.01.2020

Ensuring your China strategy considers local and global market needs is critical for growth and long-term success in a complex and challenging market. This report outlines seven strategic elements for Swedish companies to consider when looking at growth in China's 'new era'.

ANDER HALLIN
Deputy Head of Region Asia Pacific and Trade Advisor, Commissioner in China, Beijing

China remains a critical market for the health and competitiveness of Swedish industry but the realities of navigating a market that is characterized by global use for technological leadership while also having a pronounced focus on local and regional development should not be underestimated.

The importance of China on the world stage means even those who do not have a current presence in the market need a strategy to mitigate the ripple effects of the domestic policies and the global changes driven by these.

This report provides a detailed analysis of the current and projected market influences and clear guidance for how Swedish companies should prepare and enter the market, how to establish a foundation for continued collaboration with local stakeholders and considerations for navigating the complex geo-political and social changes in the new era.

DOWNLOAD
Get the PDF version of this report (1.5 MB)

DOWNLOAD



THE MARKET IS CHANGING

The Chinese market is consistently attracting all financial market investors and strategic investors. China is still a very attractive market in terms of growth. The Chinese economy continuously introduces and creates new business opportunities for Swedish companies. Both in sales and marketing as well as in a broader sense throughout the industry.

SLOWING GROWTH AND HIGHER UNCERTAINTY

The Chinese growth rate has been gradually slowing down since 2014. The Chinese economy is still growing at 6.5% in real terms, but the Chinese government is not aiming for a 7% growth rate in the coming years, but a 6.5% growth rate.

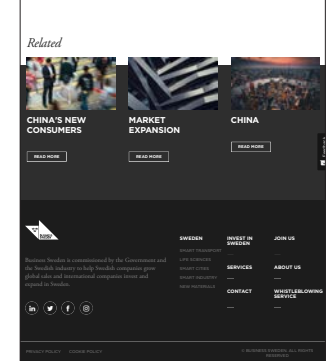
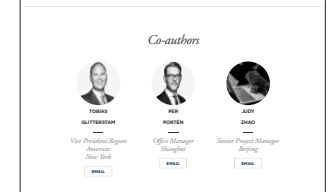
REFORMS AND STRICTER ENFORCEMENT

Ever since Deng Xiaoping launched the reform and opening up policy in 1978, the Chinese government has been pursuing a policy of reform and opening up. The reform and opening up policy is a key to the success of the Chinese economy. The reform and opening up policy is a key to the success of the Chinese economy. The reform and opening up policy is a key to the success of the Chinese economy.

"CHINA HAS GONE FROM A BIG COUNTRY THAT IS GROWING VERY FAST TO BECOMING A VERY BIG COUNTRY THAT IS GROWING FAST"

— Swedish company representative

China is a country with a long history of reform and opening up. The reform and opening up policy is a key to the success of the Chinese economy. The reform and opening up policy is a key to the success of the Chinese economy. The reform and opening up policy is a key to the success of the Chinese economy.



Movies Facebook / Instagram / LinkedIn



Movies Facebook / Instagram / LinkedIn



SoMe



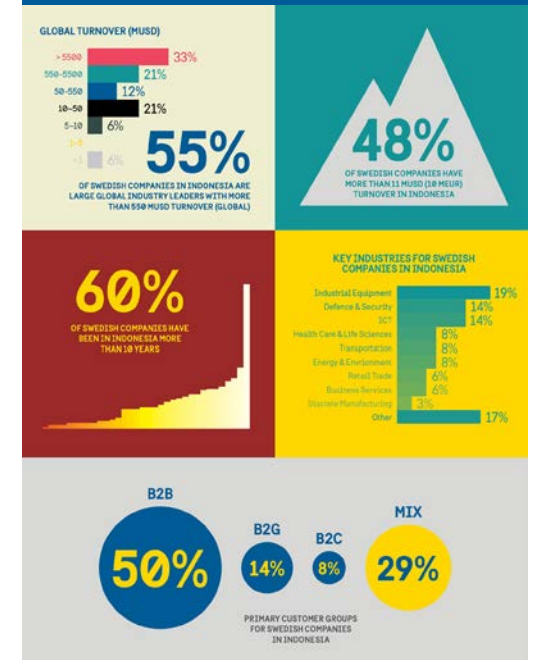
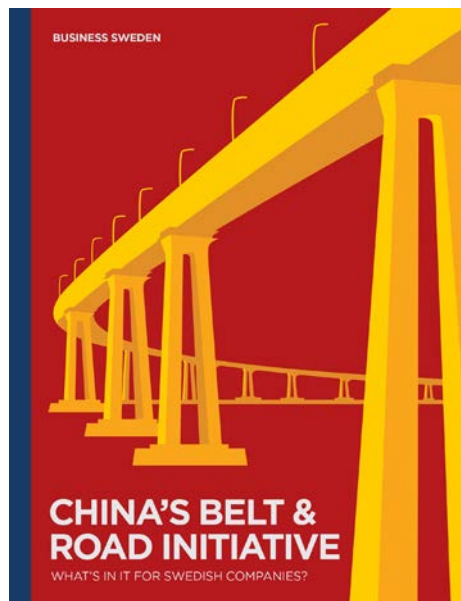
SoMe

Business Sweden

Other productions

See more examples at:
www.sahlstrom.se/eng/financial-information-and-communication.html

Art Direction / production / graphs / illustrations: Jonas Sahlström. Copy Sarah Coats Chandler, Julian Greenwood, Magnus Runnbäck and more. Web / social media: Kristina Vogt Jonell, Sara-Linn Asker, Olof Wasell.



WHAT'S IN IT FOR CHINA? DRIVING FORCES BEHIND BELT AND ROAD INITIATIVE

Understanding the driving forces behind the Belt and Road Initiative may be helpful when approaching the BRI and identifying its implications for individual companies. China has only motivated the Belt and Road Initiative in general and diplomatic terms – highlighting “peace, development, win-win cooperation and mutual benefit”. However, the strategic and international context in which the initiative was launched hints at some potential strategic considerations.

UNLEASHING GROWTH IN CHINA'S NEIGHBORHOOD

The Belt and Road Initiative will, if successful, help stimulate trade between China and other countries – especially with those in China's immediate and extended neighborhood.

China's top export markets under the United States, the European Union, Japan and South Korea, together accounted for almost 60 percent of China's exports. Exports to China's close neighbors and neighboring regions have also grown rapidly. In 2014, for example, exports to neighboring countries like the United States, the European Union, Japan and South Korea, together accounted for almost 60 percent of China's exports. Exports to China's close neighbors and neighboring regions have also grown rapidly. In 2014, for example, exports to neighboring countries like the United States, the European Union, Japan and South Korea, together accounted for almost 60 percent of China's exports.

have more than doubled since 2007 – helped by a free trade agreement and heavy investment in infrastructure and energy, often built by Chinese contractors.

In recent years, however, trade has also become more important in the relatively underdeveloped provinces in West China. This is especially important in the case of Xinjiang, where the Communist Party views economic growth as part of its strategy to prevent religious extremism. Xinjiang borders Kazakhstan, Kyrgyzstan, Tajikistan, Afghanistan, Pakistan and India, and is a node for several key BRI projects – including the China-Pakistan Economic Corridor, China-Uzbekistan Railway, and gas pipelines leading to Central Asia.

CONNECTIVITY AT THE CORE

“The Chinese plan to get more roads, railroads, roads, ports, airports, and pipelines in China's neighborhood will reduce this dependency.”

As part of this plan, China's demand for liquefied natural gas (LNG) is growing rapidly. LNG imports grew by 17 percent in 2017 – making it the world's second largest LNG importer – driven by efforts to reduce coal use and air pollution. 77 percent of LNG supplies were imported in 2017, up from 60 percent in 2015. This dependency is expected to grow to 87 percent by 2020 through increased imports.

In fact, China and Myanmar finished construction of a rail and gas pipeline between the port of Kyaukse in Myanmar and South China Sea. The rail pipeline has the capacity to send 3 million tons of oil – the equivalent of 7 percent of China's total oil imports in 2016 – and the gas pipeline is 1 billion cubic meters. These also plans to repair the port significantly, and to build roads and railways that quadruple the pipeline from the deep sea port to the Chinese coast. In Central Asia, with a significant gas reserves, a 7,000 km pipeline from Turkmenistan to China has enabled increased LNG exports. In recent years, oil and gas exports from Central Asia to China have also increased through the Turkmenistan-China gas pipeline. Russia is continuing to supply gas pipeline from Siberia to northern China, the largest energy project in Russia since the fall of the Soviet Union.

“Railways now transport small but their growing share of goods between Europe and China.”

China has built – and is operating – Africa's first international dedicated railway between Beijing and Djibouti, where the railway leads to a port built and run by a Chinese company, as well as Kenya's first standard-gauge railway between Mombasa and Nairobi.

China's global network of ports has grown steadily since the BRI was launched. COSCO and China Merchants Group – both state-owned – have opened China's international port business. COSCO operates and manages at least 24 ports in 17 ports worldwide and has major stakes in key ports such as Ecuador (Netherlands), Panama (Greece) and Sri Lanka (China Merchants Group) has grown significantly on emerging markets. The company owns or operates at least 12 ports in 12 countries, including Nigeria, Sri Lanka, Togo and Djibouti. In the field of port development, construction giant China Communications Construction Corporation and its subsidiary China Harbour Engineering Company has built more than 200 deepwater berths outside China.

SECURING ENERGY IMPORTS

Many of the BRI's connectivity projects specifically aim to facilitate China's energy imports. China is the world's largest oil importer and around 90 percent of China's oil imports pass through the Strait of Malacca outside Singapore. The area is a choke point as it narrows into a shallow channel with a maximum depth of 200 meters – making it unmanageable for the size large class of crude oil tankers. Apart from congestion issues, the region is also prone to piracy and blockades. New ports and pipelines in China's neighborhood aim to reduce this dependency.

Other countries have also seen geopolitical occasions. Many of the countries with heavy BRI involvement have strong traditional ties with other regional or global powers, such as Sri Lanka and Nepal with India, Pacific Island nations like Vanuatu and Tonga with Australia, Pakistan and the Philippines with the United States and Russia, and Central American countries with the European Union. China's growing footprint and influence in these countries has put pressure on these traditional ties.

This dynamic is especially evident in the case of the United States. The BRI was launched just one year after the Obama Administration announced the Trans-Pacific Partnership, which was intended to reduce trade barriers between the United States and other countries in the Asia-Pacific region. The Trans-Pacific Partnership was intended to reduce trade barriers between the United States and other countries in the Asia-Pacific region. The Trans-Pacific Partnership was intended to reduce trade barriers between the United States and other countries in the Asia-Pacific region.

The pipeline will be able to transport 60 million cubic meters per year and complements two existing oil pipelines that have the capacity to transport 60 million barrels of oil per day.

GEOPOLITICAL OR NOT?

“The Belt and Road Initiative is neither a ‘Marshall Plan’, nor a ‘grand strategy’.”

Wang Yi, Vice Premier and Foreign Minister of China, August 2016

The Chinese government denies that the Belt and Road Initiative carries any geopolitical intention, emphasizing that it aims to “build a community with a shared future for mankind together with other countries around the globe.”

Another picture is painted by statements from government-affiliated commentators and academics. For instance, in a People's Daily special to state, Central Party School's dean of international strategy studies described how a Silk Road Economic Belt would benefit China and partner nations not only economically, but that it would also “expand China's strategic space and create a secure and stable neighborhood and that ‘helping other countries to rise’ is a trade of goods and energy imports carries strategic priority”, while noting that growth in western China would help prevent terrorism.

Other countries have also seen geopolitical occasions. Many of the countries with heavy BRI involvement have strong traditional ties with other regional or global powers, such as Sri Lanka and Nepal with India, Pacific Island nations like Vanuatu and Tonga with Australia, Pakistan and the Philippines with the United States and Russia, and Central American countries with the European Union. China's growing footprint and influence in these countries has put pressure on these traditional ties.

SHIPPING REGIONAL POSITIONS

Amidst the ongoing U.S.-China trade conflict, companies begin to seek other alternative locations for their ships and production facilities. Vietnam, Cambodia and the Philippines are likely to be the winners in this shift, being considered the most active trade partners. However, to compete with China's production capacity and to maintain regional historic productivity growth rates, ASEAN needs to boost productivity by 50-100% until 2020. Improved internet access will, in this context, create opportunities for industry automation and disruptive technologies. Talent supply and access to skilled labour are also crucial factors to realize the ASEAN market potential.

To succeed in the region, companies need to implement innovative strategies, localize production, apply digital capabilities within the transportation and communication areas and have a vertical integration and cross-sector approach. These prerequisites to succeed serve as an invitation for Swedish companies to bring sustainable and innovative solutions to this region.

ASEAN DIVERSITY – A CHALLENGE AND OPPORTUNITY?

Southeast Asia is expected to maintain its growth momentum, averaging 5.2% per year from 2018 to 2022, driven by social domestic private spending and the implementation of several government-planned infrastructure initiatives. Laos, Cambodia and Myanmar are expected to experience the highest growth rates during the coming four years, with an average annual growth rate of GDP around 8%. Singapore, Thailand and Malaysia are expected to experience slightly slower growth rates, because of weaker exports and structural shifts, with inflation slightly above of targets put on hold, which are expected to be returned after the election, followed by an expansionary fiscal stance, resulting in productive growth.

CHINA'S BELT & ROAD INITIATIVE

Hundreds of projects are planned for highways, railways, airports and energy infrastructure across a wide range of countries globally, have been launched by China's Belt & Road Initiative (BRI). Southeast Asia holds some of the biggest BRI investments, mainly represented by railways and ports. Business opportunities arise from partnering up with the Chinese contractors to provide them with equipment and services. In later phases, when for example highway projects are finished, there may be an increased demand for premium migrant trucks and buses. In the long run, the BRI will impact the trade flows, international standards and the digital landscape. For instance, the Laos-China railway connecting Kunming in China with Laos's capital Vientiane, will reduce travel time from 15-16 hours to 3.5 hours and is expected to carry six million people and two million tons of goods during its first year of operation. The country will revolutionize Laos' transport system and be a game-changer for companies shipping goods to China and across the region. Improved connectivity will however also give Chinese companies opportunity to expand larger parts of Southeast Asia, increasing the competition in the region.

ASEAN COUNTRIES' GDP DEVELOPMENT AND POPULATION



4 HOURS 12 MINUTES

KEY FACTS ABOUT ASEAN E-COMMERCE SECTOR

- 5.5 B USD BY 2016
- 16x INCREASE IN E-COMMERCE MARKET SIZE FORECASTED
- 240 MILLION Internet users
- 700 MILLION Mobile subscriptions
- 15% CAGR Since 2015
- 5.5 B USD Market value in 2016

Today, e-commerce is dominated by the B2C segment, but B2B and B2C will follow a similar path. In the business to business environment we already today see that lots of information gathering takes place before contacting suppliers and the digital economy growth is outpacing non-digital growth by a factor of 4. Companies in the e-commerce sector are not all in developing their digital offerings and selling points with e-commerce and prepare for e-commerce in public tender. As only one in ten suppliers can create online order volume in their buyers and online orders in Southeast Asia, we expect to see a rapid development with suppliers scrambling to catch up to a demand driven by buyers used to the advanced consumer e-commerce model.

Overall, Southeast Asia will only increase in competitiveness in health care as a main market when the middle class expands further and becomes more wealthy and digital. Swedish companies should leverage their strong brands and reputation for quality and sustainability, but as importantly, adapt their strategies and innovation to the local digital landscape of the individual countries.

87.9 B USD BY 2025

KEY FACTS ABOUT ASEAN E-COMMERCE SECTOR

- 5.5 B USD BY 2016
- 16x INCREASE IN E-COMMERCE MARKET SIZE FORECASTED
- 240 MILLION Internet users
- 700 MILLION Mobile subscriptions
- 15% CAGR Since 2015
- 5.5 B USD Market value in 2016

Today, e-commerce is dominated by the B2C segment, but B2B and B2C will follow a similar path. In the business to business environment we already today see that lots of information gathering takes place before contacting suppliers and the digital economy growth is outpacing non-digital growth by a factor of 4. Companies in the e-commerce sector are not all in developing their digital offerings and selling points with e-commerce and prepare for e-commerce in public tender. As only one in ten suppliers can create online order volume in their buyers and online orders in Southeast Asia, we expect to see a rapid development with suppliers scrambling to catch up to a demand driven by buyers used to the advanced consumer e-commerce model.

Overall, Southeast Asia will only increase in competitiveness in health care as a main market when the middle class expands further and becomes more wealthy and digital. Swedish companies should leverage their strong brands and reputation for quality and sustainability, but as importantly, adapt their strategies and innovation to the local digital landscape of the individual countries.

VISUALIZING THE BELT AND ROAD

BRI hotspots and projects, China's main export markets and the world's busiest shipping lanes.

- \$428 BILLION** China's exports to the EU
- \$505 BILLION** The US is by far China's biggest export market
- \$267 BILLION** China's exports to Japan and South Korea
- \$240 BILLION** China's combined exports to 15 ASEAN member states

PAKISTAN: A key BRI partner with the \$42 billion flagship China-Pakistan Economic Corridor (CPEC), which will heavily impact Pakistan's energy and transport infrastructure.

AFRICA: An emerging BRI hotspot, China has been active in East Africa, building 10,000 km of railways in Kenya, Ethiopia and Djibouti.

CENTRAL ASIA: A key BRI beneficiary through increased connectivity through railways and energy export to China.

SOUTH EAST ASIA: A key BRI beneficiary with over highly diverse countries with different interests and agendas, but with a shared vision to connect Singapore with China by high-speed rail.

Legend: Existing (Solid line), Planned/under construction (Dashed line), Railroads (Red), Oil pipeline (Blue), Gas pipeline (Green), Port (Black square). Color-coded lines: Silk Road Economic Belt (Yellow), 21st Century Maritime Silk Road (Blue), Economic Corridor (Green), Belt and Road Initiatives (Black).

THE SERVICES REVOLUTION INCREASES PROSPERITY

THE TECHNOLOGY SHIFT



Leveraging the global technological shift will yield significant productivity gains, leading to increased production, particularly in services, as well as higher profits and wages.

Increased services output will mean more consumer spending power and greater prosperity for Sweden, but also increased export opportunities, especially in the services sector.

Annual reports

The production of annual reports has its own conditions and processes. Tight time frames and many proof readings. Many participants in the process. Order is a must. The content must also show the organization / company core values.

On the next page I show a number of productions I have been involved in during my time at Business Sweden.

Jonas has a unique ability to make reports and various kinds of information material really stand out and be digestible for a wider audience. Along with his great professionalism, creative abilities and technical skills, he has a strong sense for marketing as well. Every project depends on the combined talents of many people, and having Jonas in our team has been an integral part of making the results exceptional.

*Anders Wickberg
Head of Growth at Monki, H&M Group*

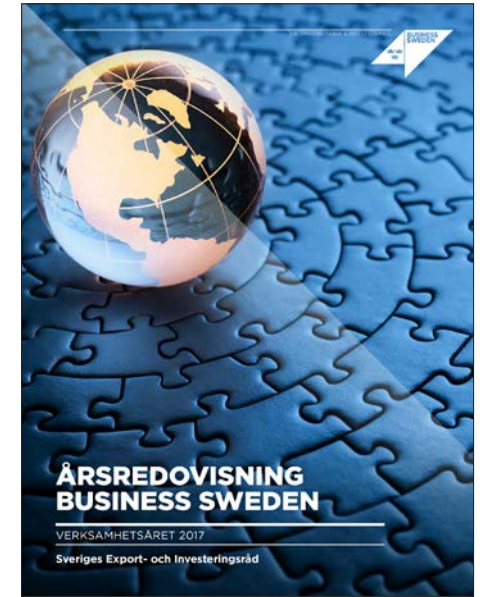
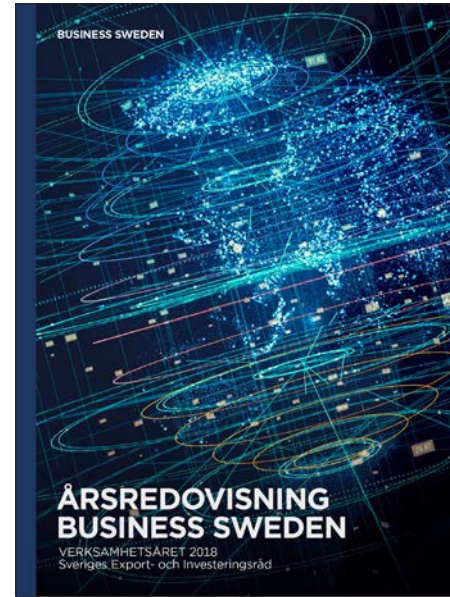
Business Sweden

Annual reports

The annual reports at Business Sweden were very strict in their design. We could have brought in more infographics and the like, but the time frames were very tight and we chose to instead put the finishing touches on reports and materials of a more business-like nature.

See more examples at:
<http://www.sahlstrom.se/eng/annual-reports.html>

Art direction: Jonas Sahlström. Original: Anna Bermbhed.
 Photo: Olof Holdar.



KASSAFLÖDESANALYSER

	2019	2018	2017
DEKLARERAD VERKSAMHETSINTEKTER			
Reklamintäkter	4 537	3 953	4 248
Övriga intäkter	1 232	1 363	1 313
Övriga försäljningsintäkter	1 110	1 790	1 200
Övriga försäljningsintäkter	2 342	3 153	2 413
KASSAFLÖDE FRÅN DEKLARERAD VERKSAMHETSINTEKTER	3 457	4 506	5 661
Erhållna skatter	4	522	526
Skattbetalningar	9	222	209
Skattskatt	1	1 212	1 212
Övriga skattrelaterade	1	1 183	1 183
KASSAFLÖDE FRÅN SKATT	4	1 517	1 526
Övriga försäljningsintäkter	1 110	1 790	1 200
Övriga försäljningsintäkter	1 110	1 790	1 200
Övriga försäljningsintäkter	1 110	1 790	1 200
KASSAFLÖDE FRÅN ÖVRIGA FÖRSÄLJNINGSAKTIVITETER	2 240	3 580	2 400
KASSAFLÖDE FRÅN ÖVRIGA FÖRSÄLJNINGSAKTIVITETER	2 240	3 580	2 400
FRANSÄRINGSVERKSAMHETSINTEKTER	5 701	8 086	8 067
FRANSÄRINGSVERKSAMHETSINTEKTER	5 701	8 086	8 067
FRANSÄRINGSVERKSAMHETSINTEKTER	5 701	8 086	8 067
FRANSÄRINGSVERKSAMHETSINTEKTER	5 701	8 086	8 067
FRANSÄRINGSVERKSAMHETSINTEKTER	5 701	8 086	8 067
FRANSÄRINGSVERKSAMHETSINTEKTER	5 701	8 086	8 067
FRANSÄRINGSVERKSAMHETSINTEKTER	5 701	8 086	8 067
FRANSÄRINGSVERKSAMHETSINTEKTER	5 701	8 086	8 067
FRANSÄRINGSVERKSAMHETSINTEKTER	5 701	8 086	8 067
FRANSÄRINGSVERKSAMHETSINTEKTER	5 701	8 086	8 067



OM BUSINESS SWEDEN

Business Sweden bildades den 1 januari 2009 genom en sammanslagning av Exportrådet och Invest Swedis. Organisationen har två huvudsakliga syften som är att förmedla kunskap och information till svenska företag som vill göra affärer i utlandet och till utländska företag som vill göra affärer i Sverige. Sedan dess har vi utvecklat oss till att bli en av Sveriges mest framgångsrika export- och investeringsorganisationer. Vi har idag över 100 anställda och ett nätverk av över 1000 rådgivare i över 100 länder. Vår verksamhet är helt kostnadsfri för våra medlemmar och våra kunder. Vi arbetar för att stärka Sveriges position som en av världens mest konkurrenskraftiga länder och för att bidra till ett starkt och växande Sverige.

VISION OCH STRATEGISKA MÅL

Business Sweden vill vara en av världens mest framgångsrika export- och investeringsorganisationer. Vi vill bidra till att Sverige blir ett av världens mest konkurrenskraftiga länder och för att bidra till ett starkt och växande Sverige.

NYTTIG EFFEKT I INTERNATIONELLERING

Business Sweden är en av världens mest framgångsrika export- och investeringsorganisationer. Vi vill bidra till att Sverige blir ett av världens mest konkurrenskraftiga länder och för att bidra till ett starkt och växande Sverige.

EN FRÄMJARVERKSAMHETSINTEKTER

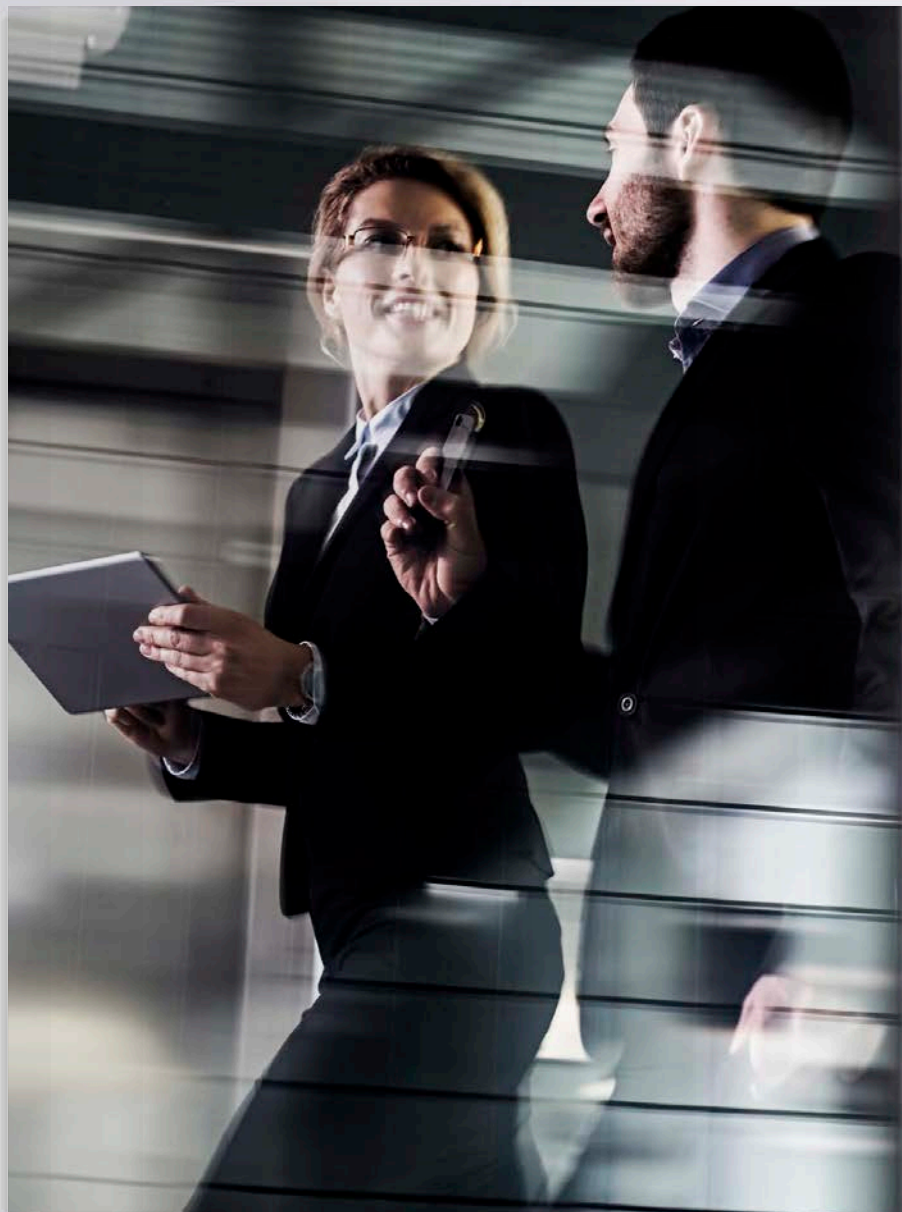
Business Sweden är en av världens mest framgångsrika export- och investeringsorganisationer. Vi vill bidra till att Sverige blir ett av världens mest konkurrenskraftiga länder och för att bidra till ett starkt och växande Sverige.



VD HAR ORDET

BUSINESS SWEDEN GÖR VERKLIG SKILLNAD FÖR SVENSKA FÖRETAG

Vår VD har ett stort ansvar för att Business Sweden ska bli en av världens mest framgångsrika export- och investeringsorganisationer. Vi vill bidra till att Sverige blir ett av världens mest konkurrenskraftiga länder och för att bidra till ett starkt och växande Sverige.



KONCERNENS RESULTATRÄKNING

TKR	NOT	2018	2017
RÖRELSENS INTÄKTER			
Nettoomsättning	3, 4	739 776	686 765
Övriga rörelseintäkter		302	486
Summa		740 078	687 251
RÖRELSENS KOSTNADER			
Övriga externa kostnader	4, 5, 6	-274 594	-256 137
Personalkostnader	7	-426 869	-404 979
Avskrivningar av materiella och immateriella anläggningstillgångar	11, 12	-9 263	-8 204
RÖRELSERESULTAT		29 352	17 931
RESULTAT FRÅN FINANSIELLA INVESTERINGAR			
Övriga ränteutgifter och liknande resultatposter	8	506	378
Räntekostnader och liknande resultatposter	9	-148	-57
RESULTAT EFTER FINANSIELLA POSTER		29 710	18 252
Skatt på årets resultat	10	-3 841	-4 530
ÅRETS RESULTAT		25 869	13 722

Infographics

How to break through the noise? Simplifying and clarifying is a step in the right direction, which I always strive for in all my assignments. In my work with financial information and communication, this becomes even more important: How do we show complicated processes in an easy-to-understand way without losing seriousness? How much can we remove, what must be included? Can we be clear even outside the primary target group?

I always have these issues in focus – regardless of assignment.



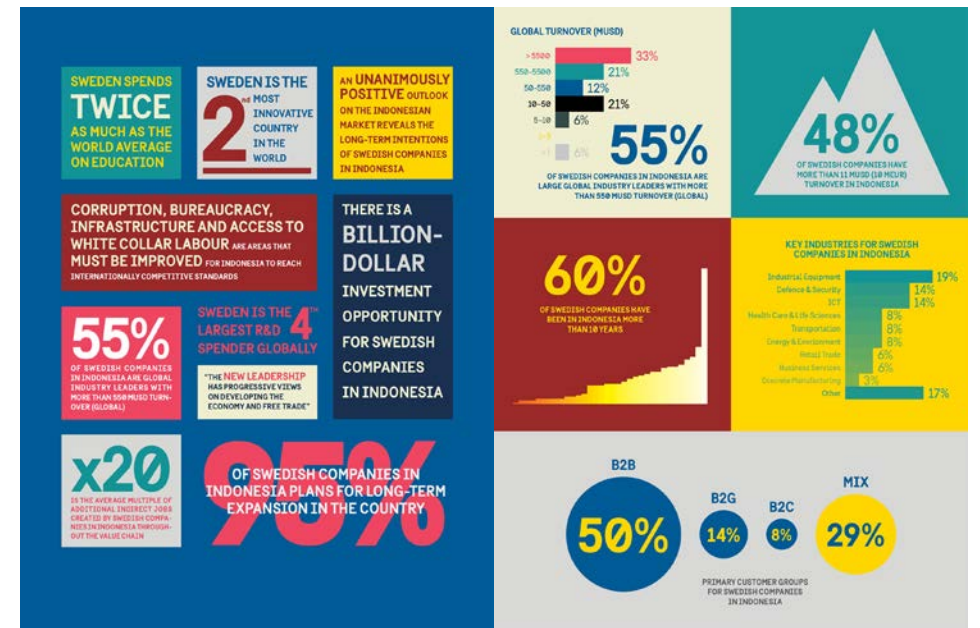
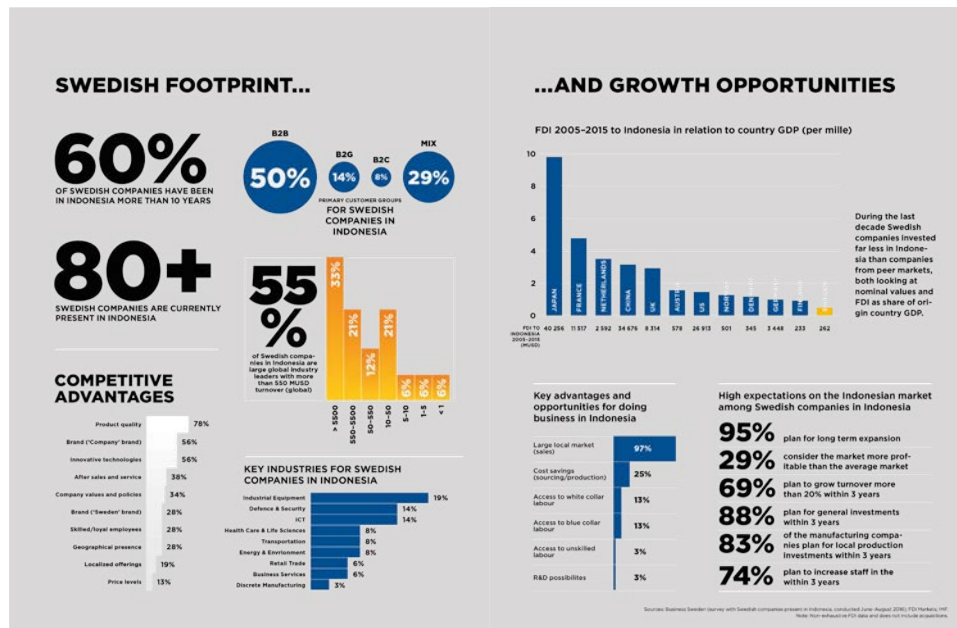
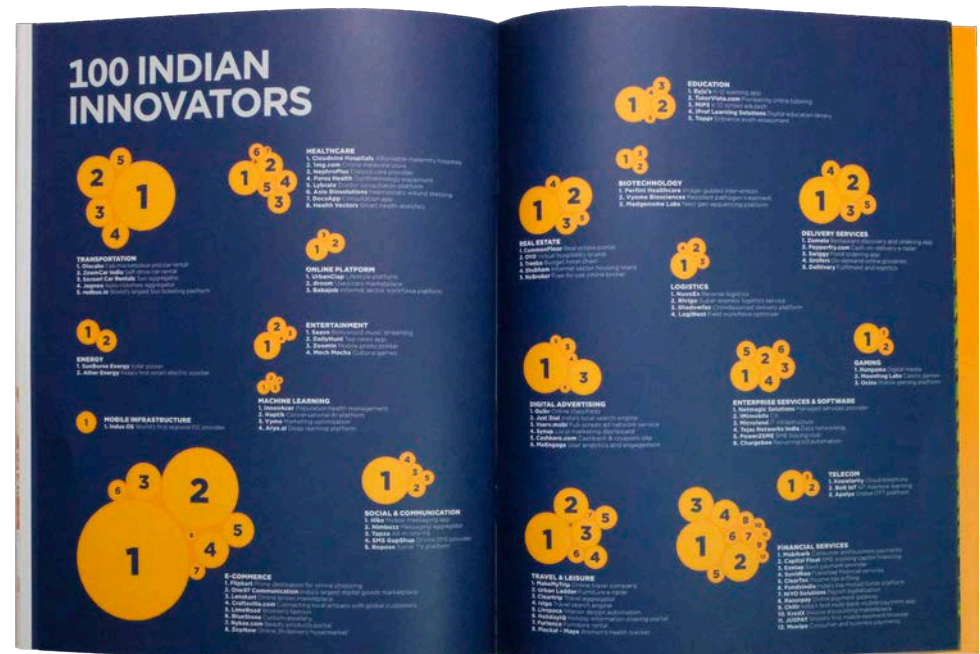
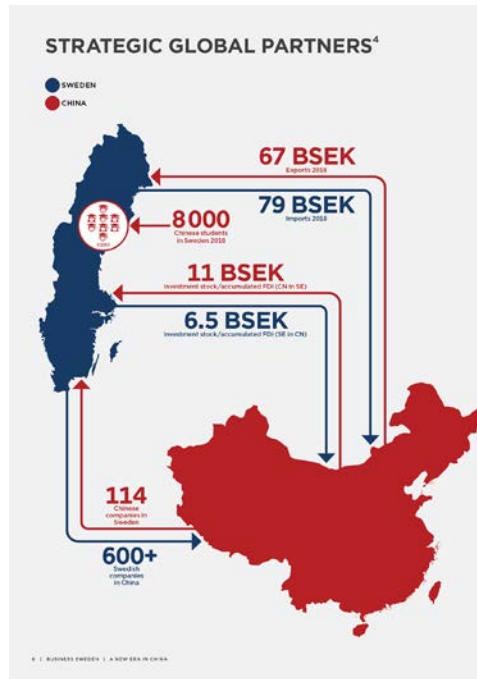
Your commitment and knowledge in the work with the Sweden profile was far more than great benefit. It was an invaluable support in connection with joint projects abroad and to ensure quality and professional appearance.

*Boel Lindbergh
Head of the International Press Centre
Ministry for Foreign Affairs
Communications Department*

Business Sweden

See more examples at:
<http://www.sahlstrom.se/eng/infographics.html>

Infographics, illustrations. Idea: Jonas Sahlström
 in collaboration with BuS Strategy. Design: Jonas
 Sahlström. Production: Jonas Sahlström and Rickard
 Gunnarsson.



See more examples at:
<http://www.sahlstrom.se/eng/infographics.html>

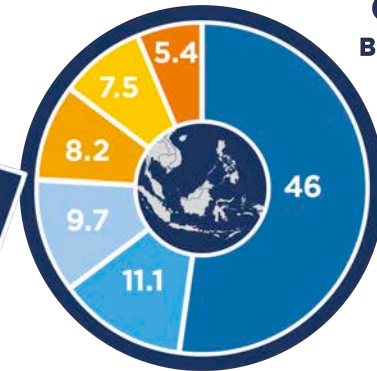


KEY FACTS ABOUT ASEAN E-COMMERCE SECTOR

5.5
 BUSD by 2016

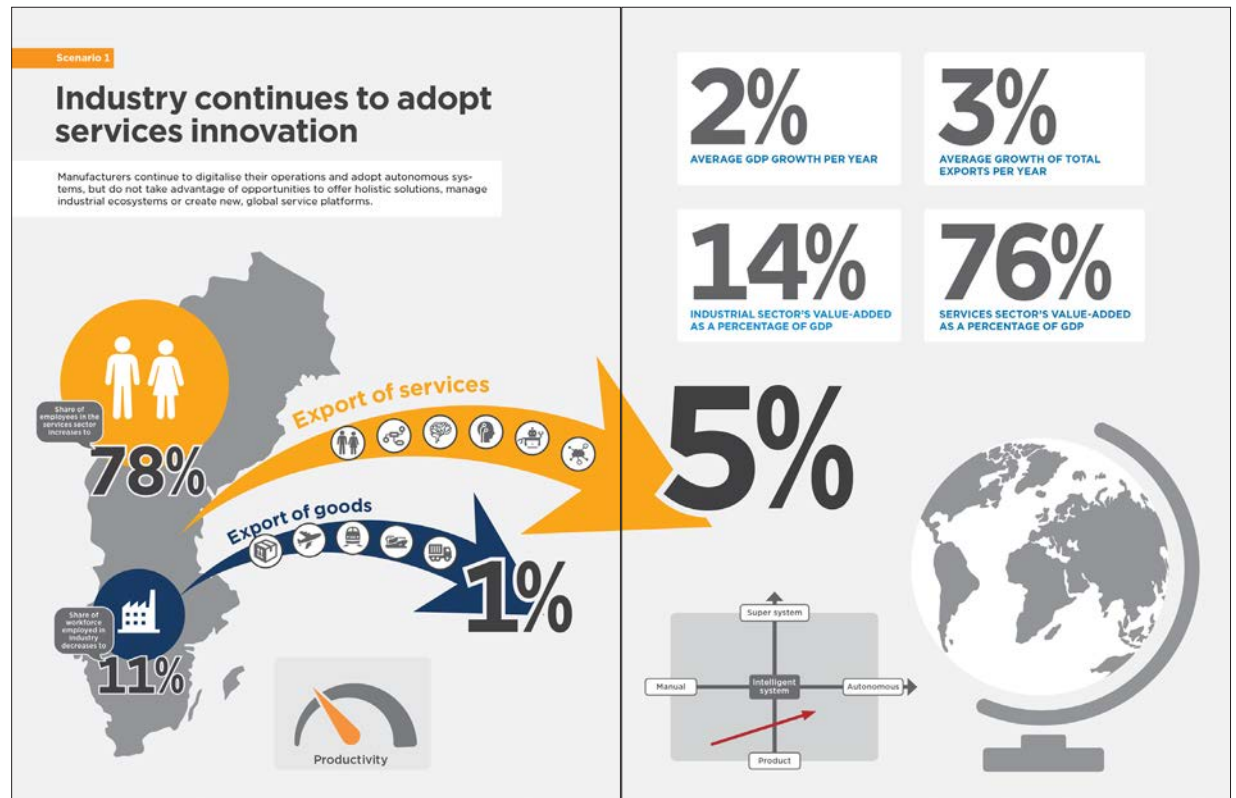


16X
 INCREASE IN E-COMMERCE MARKET SIZE FORECASTED



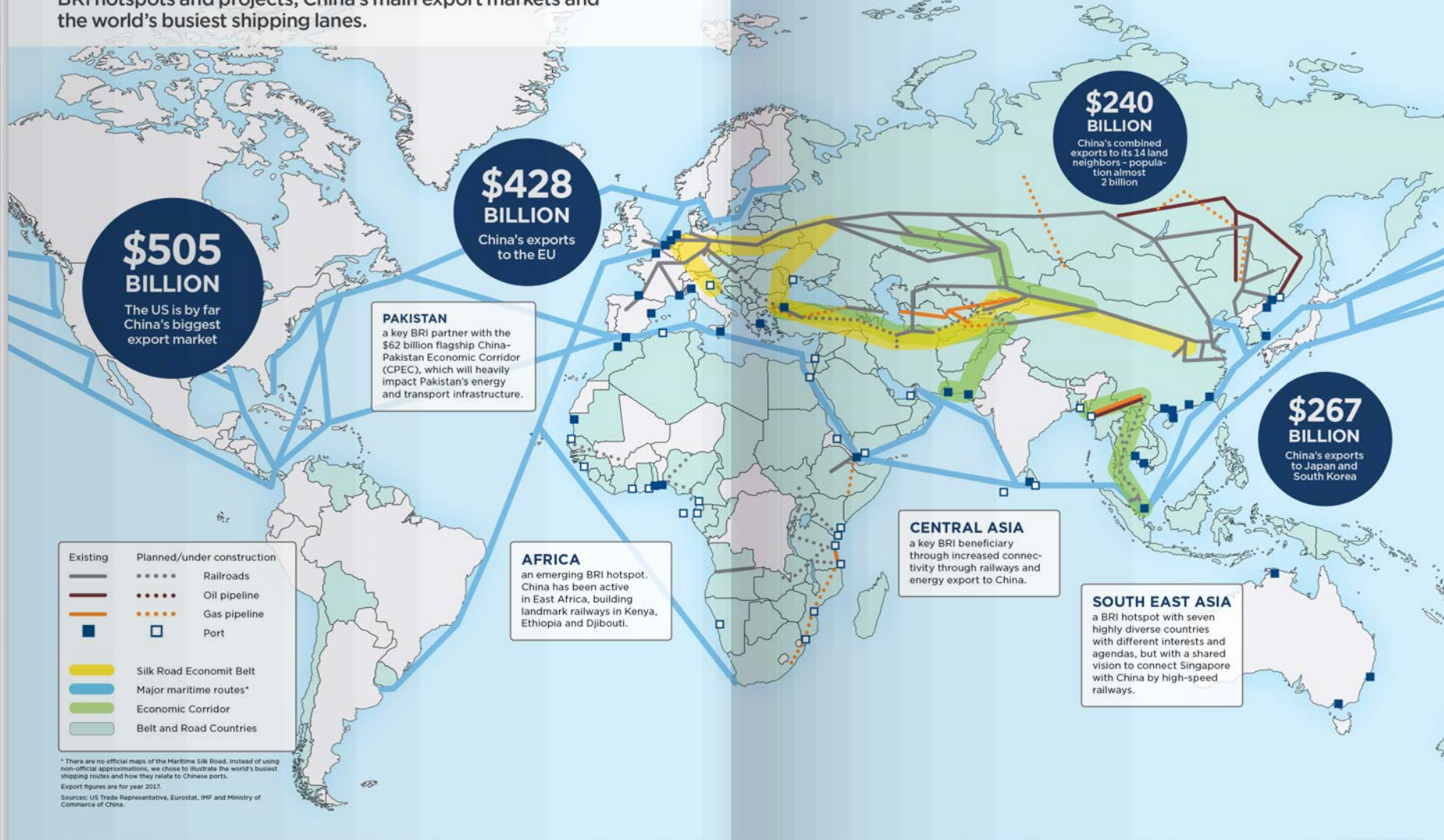
87.9
 BUSD by 2025

- INDONESIA
- THAILAND
- PHILIPPINES
- MALAYSIA
- VIETNAM
- SINGAPORE




VISUALIZING THE BELT AND ROAD

BRI hotspots and projects, China's main export markets and the world's busiest shipping lanes.



Illustrations

Something that is strongly connected with infographics is easy-to-understand instructional graphics such as explanatory illustrations, maps, instructional graphics, etc. The necessary details must be included, but it must not be too detailed either. Sometimes you can add a little "decoration" here and there, but you can never add so much that the impression becomes unclear. I show a number of examples in different techniques and manners.



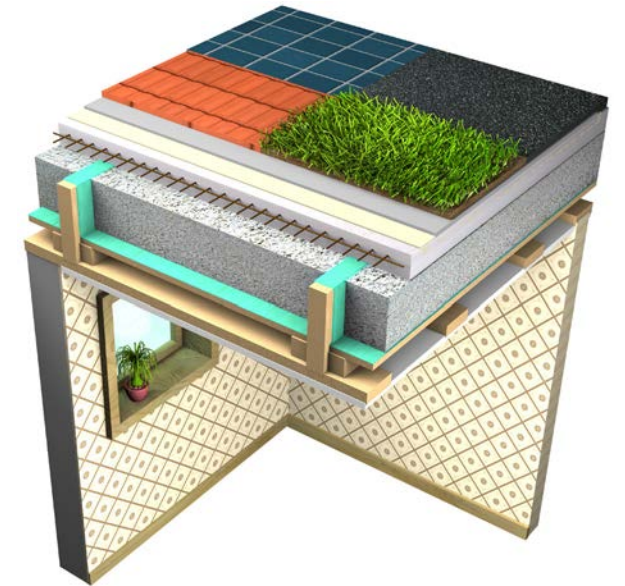
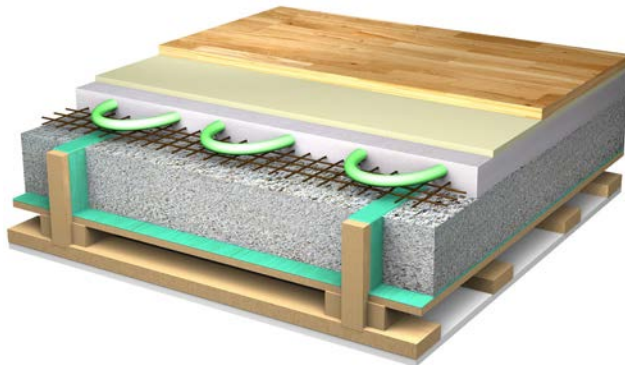
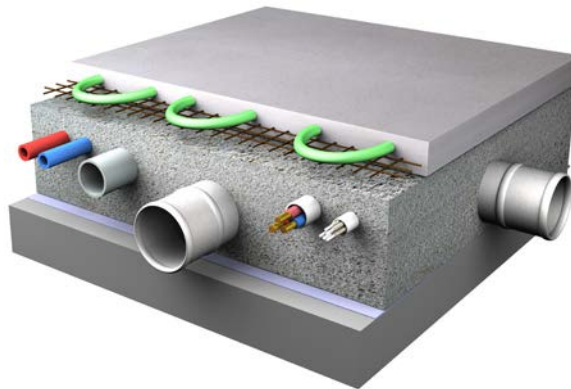
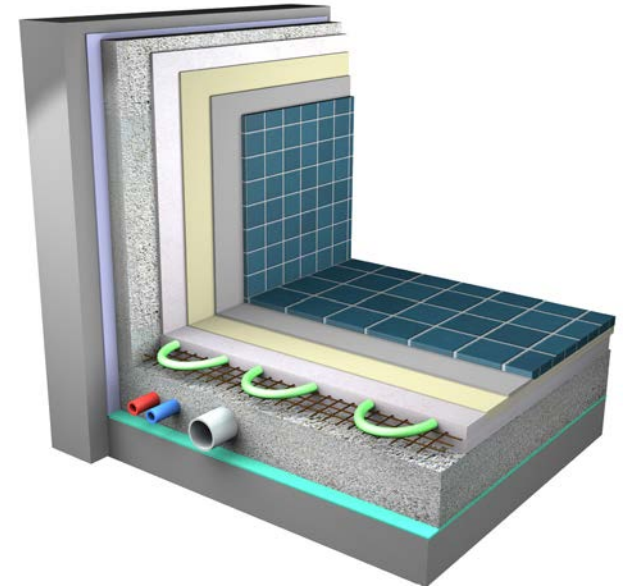
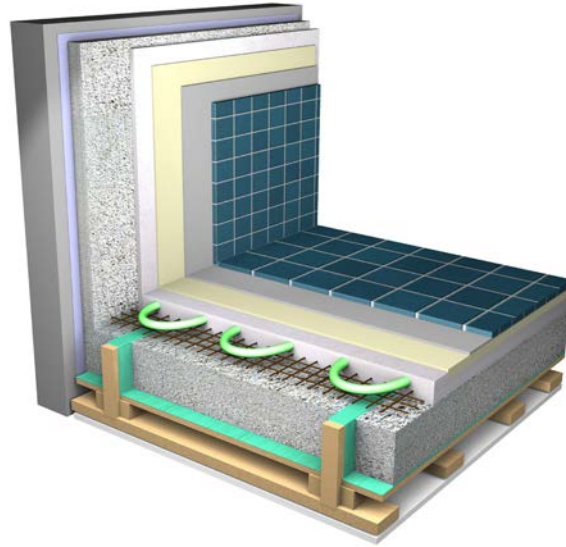
With his long experience and skill, together with a genuine interest in form, image and communication, Jonas has the ability to take a message to a whole new level. He understands his customer and always delivers with sharpness.

*Lena Sellgren: Chief Economist,
Head of Research at Business Sweden*

EPS-Cement

EPS Cement delivers easy-to-work concrete mixes for most types of construction projects. I was commissioned to make 3D illustrations that clearly show the different design solutions.

*3D-art and design: Jonas Sahlström
Project owner: Niclas Jillnefelt*



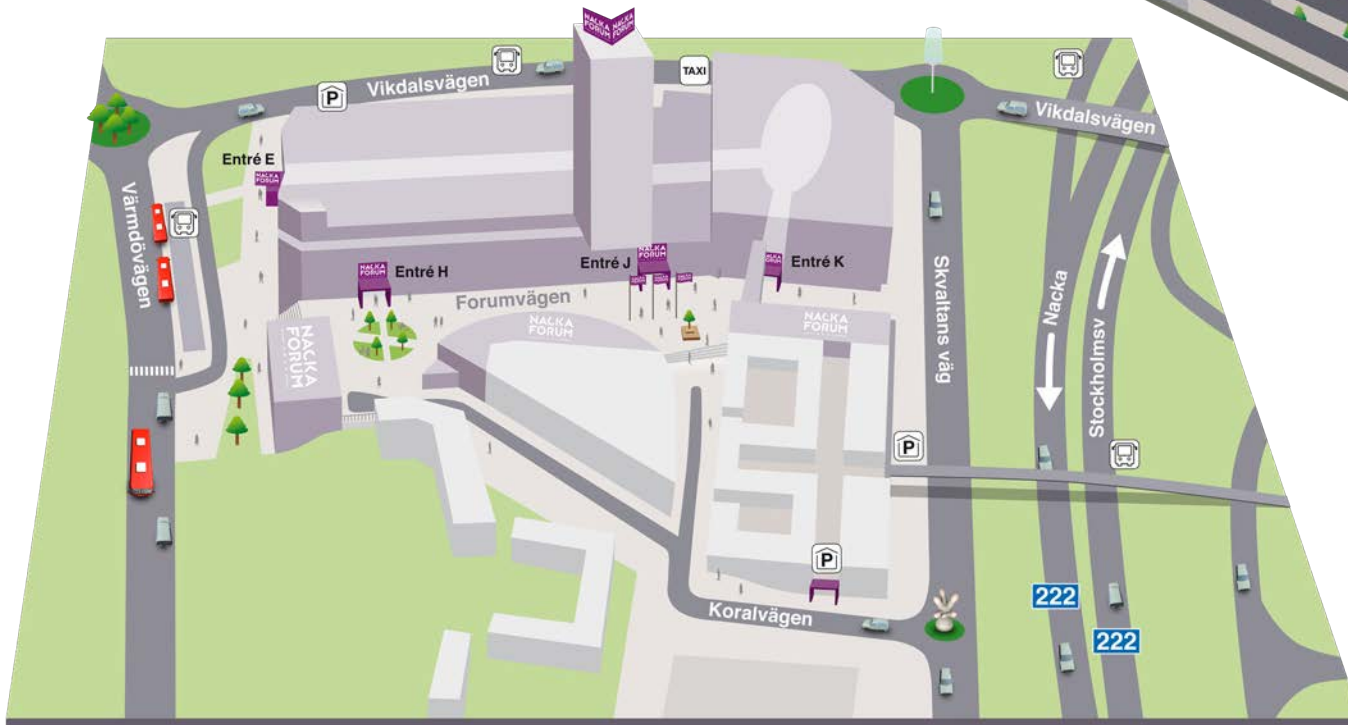
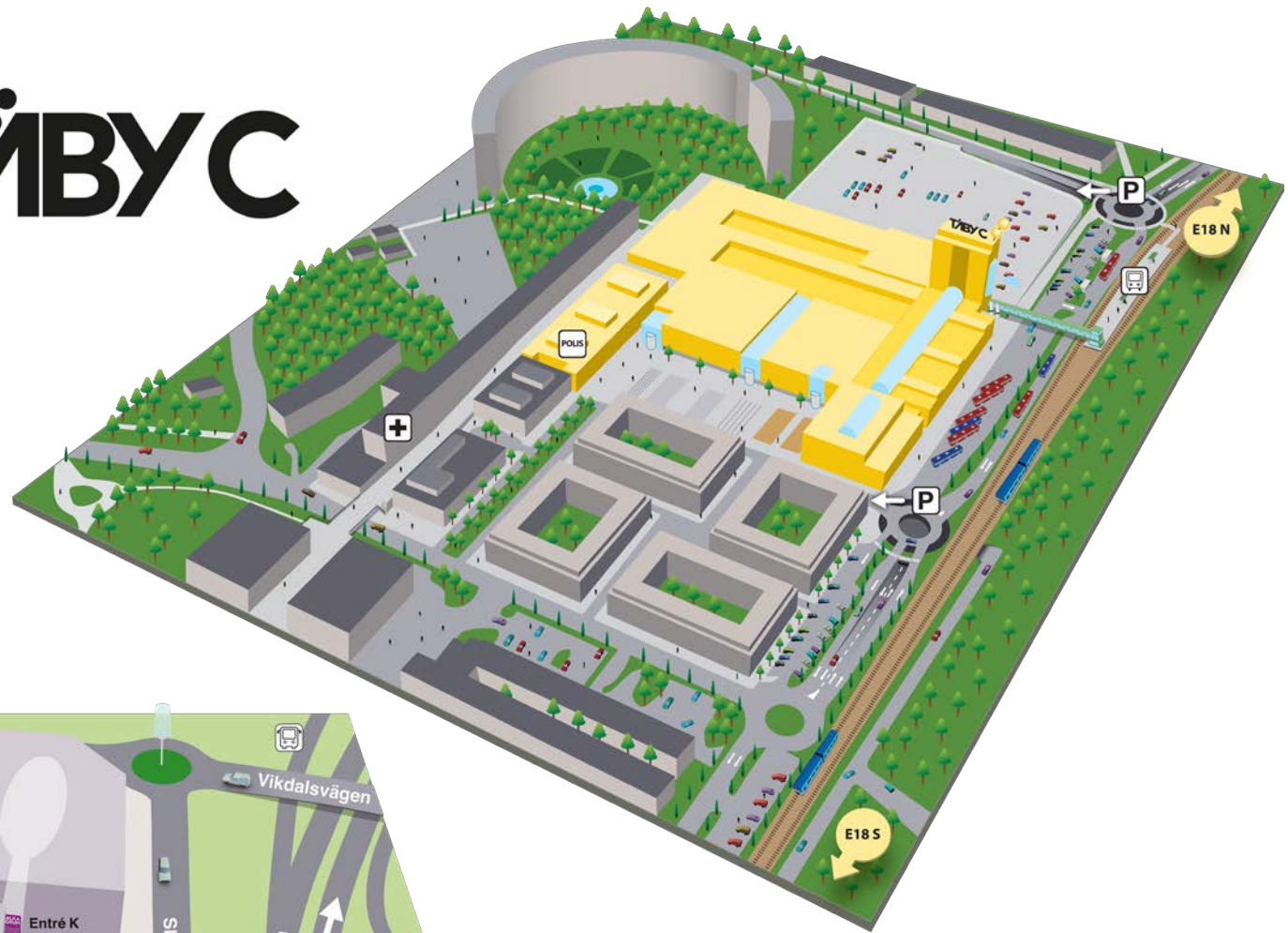
Nacka Forum Täby Centrum

Overview maps must be so clear in their design that you can easily locate yourself, but also not contain so many details that the impression becomes difficult to understand.

Here I show overview maps I have created for two of Stockholm's largest shopping centres, Nacka Forum and Täby Centrum. These maps appeared in digital interactive applications, TV screens, signs and brochures.

3D-art and design: Jonas Sahlström

TÄBY C



NACKA FORUM

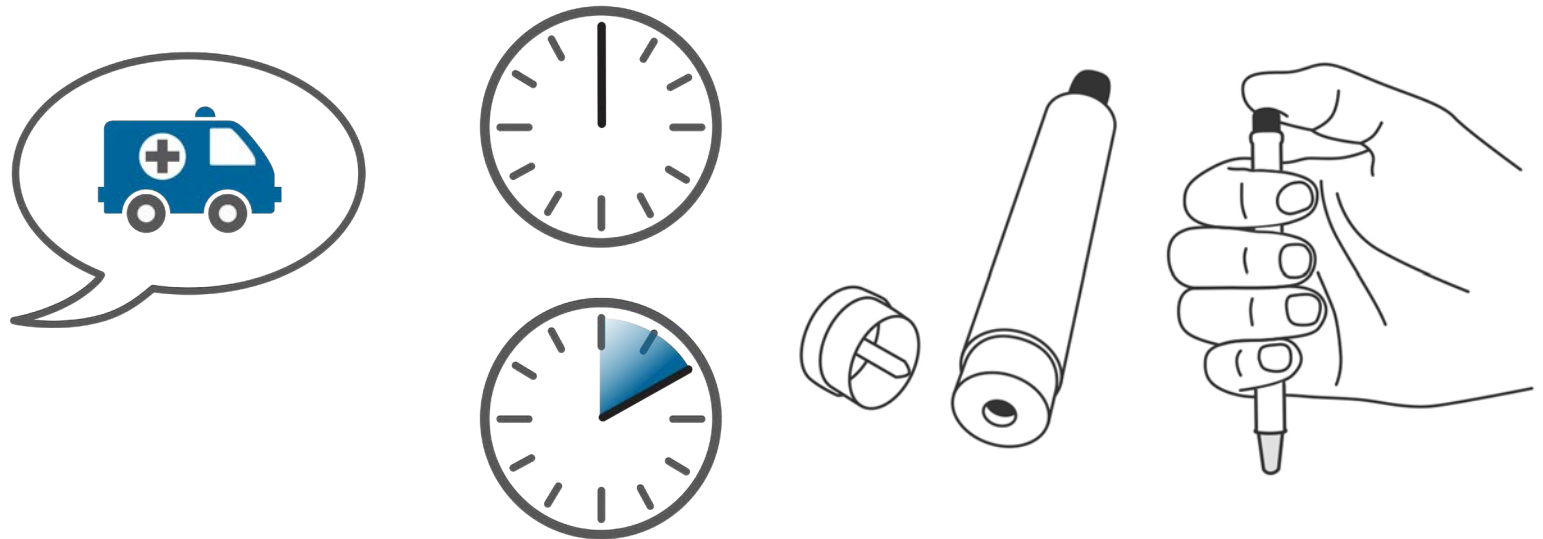
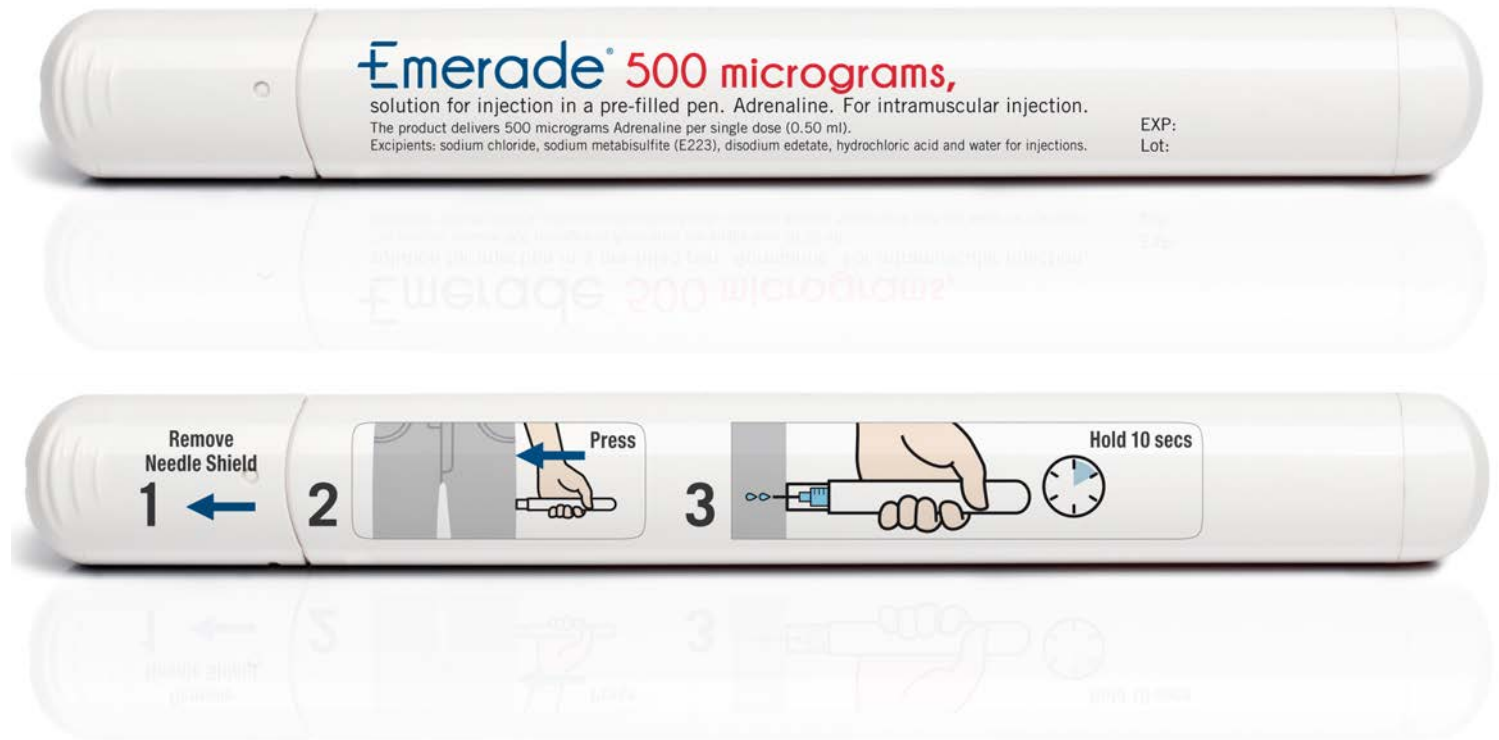
— ★ ★ ★ ★ —

Medeca Pharma

I worked with Medeca Parma and helped them, among other things, with logotype, infographics and illustrations for their revolutionary anaphylaxis pen Emerade.

The illustrations must be very clear and must not be misunderstood. They must also follow "medical practice" which gives a clinical look and style.

*Graphic design and final art: Jonas Sahlström
Project owner: Staffan Larsson*



Tradeshows

Developing functional stand solutions is a challenge. How much can we fit in without feeling crowded or being crowded? How do we create a natural flow in the stand? What do the stands look like all around? Budget? The light, how do we rig it? But with realistic expectations and a well-thought-out plan, there are all possibilities to create stands that do their job and that are well worth the investment.

On the next page I show a number of examples I have been responsible for.

Jonas is one of the best Graphic Designers I've worked with and a joy to work with. He is a great designer and also interested in business processes and problem solving. Jonas also have an unusually deep technical knowledge in the printing process.

*Annika Lidne
CEO & co-founder of Dramatify*

Business Sweden

See more examples at:
<http://www.sahlstrom.se/eng/tradeshows.html>

Art Direction: Jonas Sahlström.





Sweden Sverige
SWEDISH BEAUTY


Sweden Sverige
SWEDISH BEAUTY

IDUN
POWERLITE
smilelab
Vita la Dama



Movies

At Business Sweden, I have been involved in several film productions. They have focused on campaigns or explainers. Some of the larger productions have been produced in close collaboration with external actors, the smaller ones I have produced myself. They have since been shown on social channels, on the web, at trade fairs or in other contexts. A selection is shown at the next page.



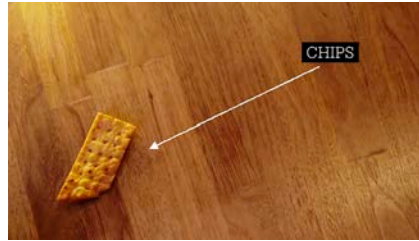
Jonas, I really want to thank you for a very nice collaboration. You are extremely good at both seeing the big picture and lifting in the small pieces others are sitting on in that picture.

*Maria Lundberg
Senior Trade Adviser, Business Sweden*

Try Swedish

How Business Sweden can help Swedish companies to expand their operations and succeed internationally. A flower vine grows out of the logo and helps the climber reach the top, a symbolism of how Try Swedish helps Swedish companies. Then a number of cases are shown where the owners tell about how Try Swedish helped them and how “liking” arises. The flower vine appears throughout the film as a helping “hand”.

Art Direction / idea: Jonas Sahlström. Production: ladda.se



See full movie here: <http://ladda.se/portfolio/try-swedish/>

See more movie examples at:
<http://www.sahlstrom.se/eng/movies.html>

Business Sweden

The Services revolution

Prior to the launch of the report The Services Revolution, this launch film was produced with the theme “3 tips for success” in a changing market.

Art Direction: Jonas Sahlström. idea: Jonas Sahlström & Elisabeth Somp. Production: Spoon



See full movie here: <https://youtu.be/XuqVpfbeoAM>

Business Sweden

APAC Consumer Study

In 2017, Business Sweden focused on the APAC region and the opportunities there for Swedish companies. We then developed a concept à la news studio where a number of companies and representatives of Business Sweden were interviewed in four business areas both in the studio and locally. The concept was intended to run monthly with a focus on different themes and regions, but unfortunately it was only this production. The film was made in 16/9 and 1/1. The full-length version was then cut in for distribution on social media.

See movie here:

Clip 1:

<https://youtu.be/DROwEBum974>

Clip 2:

<https://youtu.be/E6niw5LsiM>

*Art Direction: Jonas Sahlström. Idea: Jonas Sahlström & Charlotte Rylme.
Production: Think Agency. Host: Petra Bergman*

See more movie examples at:

<http://www.sahlstrom.se/eng/movies.html>

1. Animated logo opens up the movie



2. The subject of the section



3. Host Petra Bergman



4. Anders Wickberg, Trade Commissioner, talks about the business situation in the APAC region



5. Moon-Suck Song, E-commerce expert



6. In the studio



7. Explanatory infographics like the example here, are displayed when needed.



7. Environmental films from the region are cut in at regular intervals.



Webb

For more than twenty years, I have periodically worked with web and intranets and had the privilege of collaborating with competent web skills at a number of web agencies (WM-data, Drumedar, TANK) and through them and my own experience gained a good understanding of web production – from process to code and user experience – thereby creating clear and easy-to-understand websites.

On the following pages I show both new and old projects that have generated great added value for customers. Unfortunately, many of them are no longer available, but can only be displayed as an image.

Jonas Sahlström has with great commitment helped us to create the foundation / structure with our website www.jarfallastod.se. Jonas has carried out the work with great commitment and very professionally with many feedbacks to us during the work. We have received many positive reviews about the site, such as easy to understand and informative. We are happy to recommend Jonas for similar work.

*Alexander Rajsic, Irene Friederich
Järfälla Municipality, Järfälla Support and Treatment*

Webb

Business Sweden

I was responsible for Business Sweden's graphic identity being safeguarded on the web and other digital platforms.

To Business Sweden:
<https://www.business-sweden.com>

Art Direction: *Jonas Sahlström*. Webmaster Business Sweden: *Kristina Vogt Jonell*. Development: *makingwaves.com*

See more webb examples at:
<http://www.sahlstrom.se/eng/webb.html>

Business Sweden

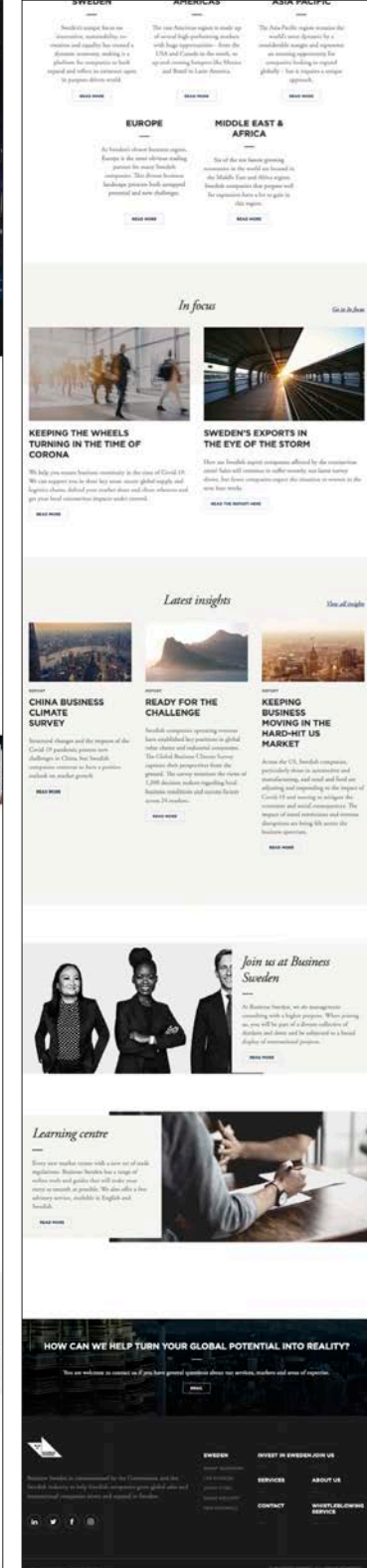
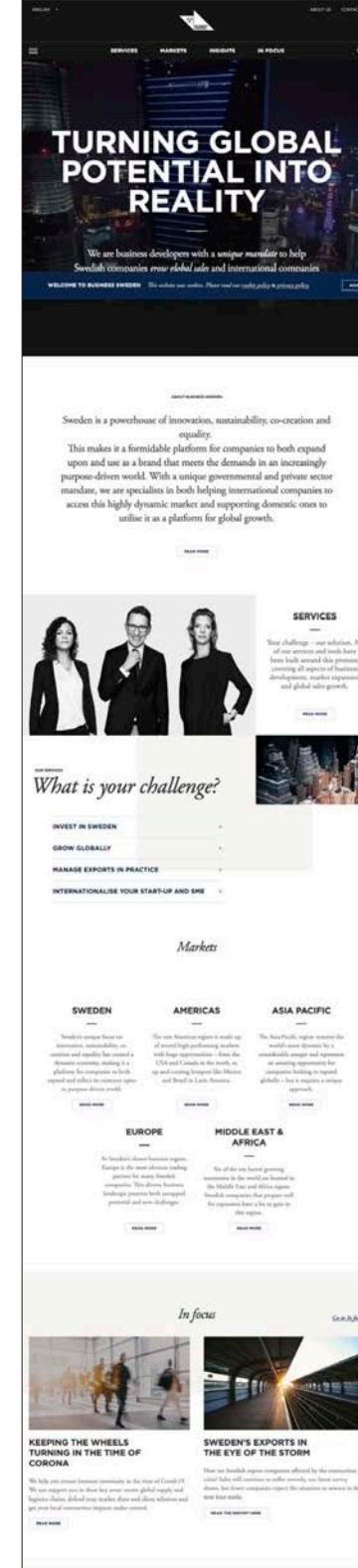
Campaign websites

The design is responsive and the challenge is to get a working design in both desktop and phone mode. The sites drive traffic to Business Sweden's primary website.

Art direction: *Jonas Sahlström*. Web production: *Sara-Linn Asker, Olof Wasell (Business Sweden)*.

To Africas changing consumer market:
<https://tinyurl.com/yvhlk1qu>

To Change is in the air:
<https://tinyurl.com/y2ybf1sq>



FollowYourProject

A project accounting tool that in a simple way makes it possible to create and keep track of your projects, invite participants, deadlines, photos, create documentation, etc. Free and paid version with extended functions.

Strong focus has been on creating a clear and easy-to-understand design that should primarily be clear in smartphone / tablet, even in bright light.

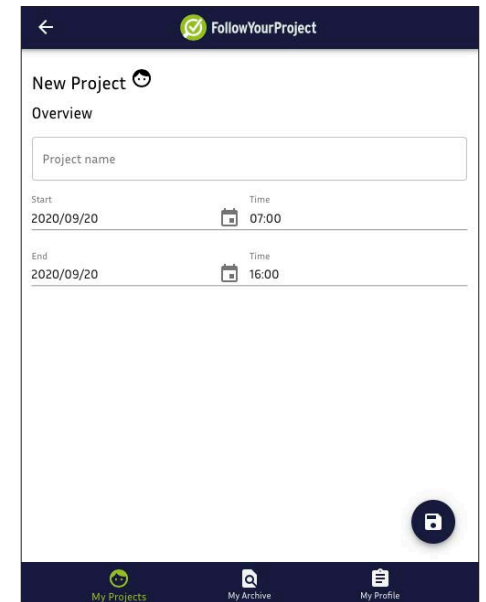
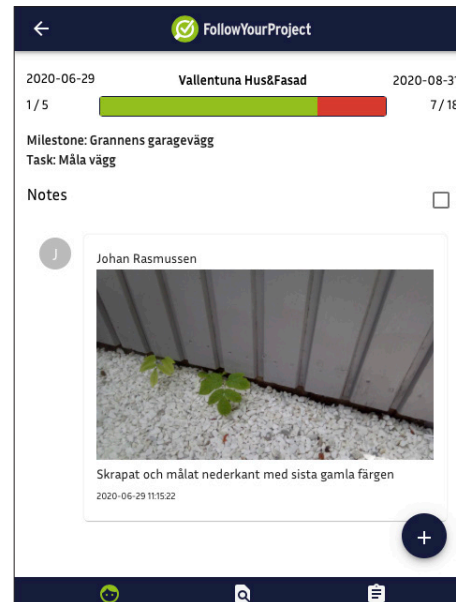
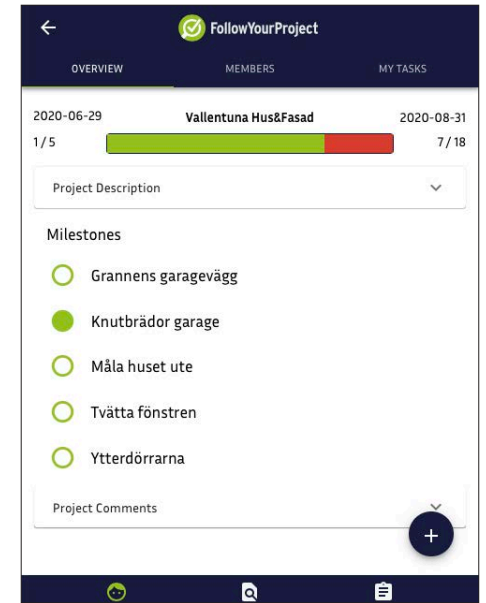
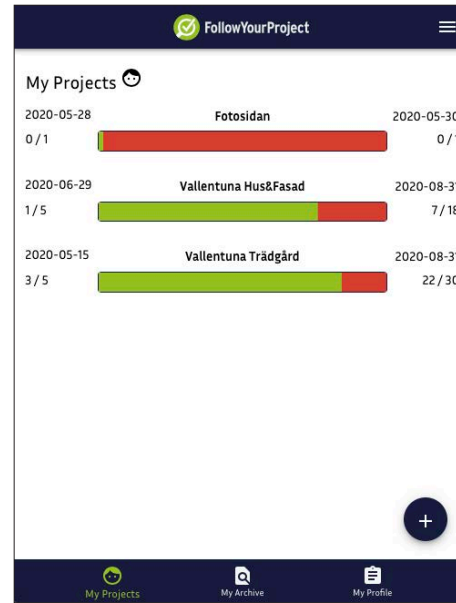
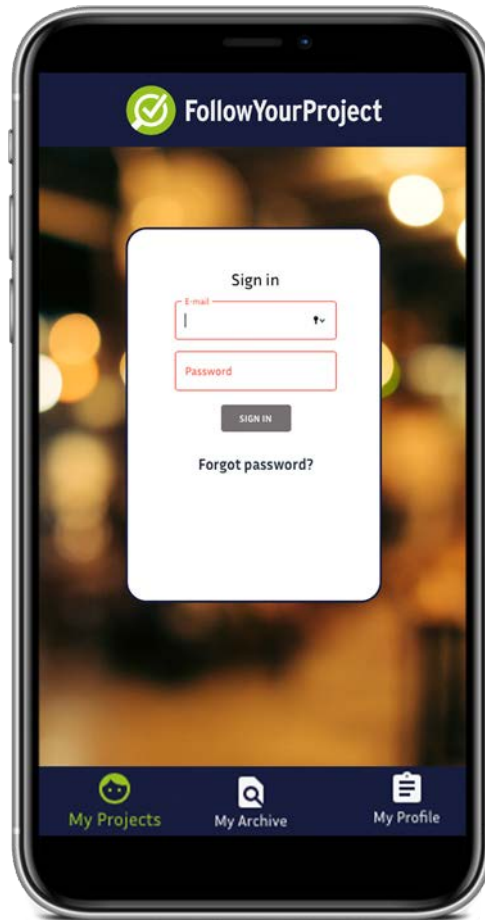
The service is under development therefore there is no web link available.

See more webb examples at:
<http://www.sahlstrom.se/eng/webb.html>

Idea and project owner: Johan Rasmussen / Onmicrosoft.
Art direction / interface / design development / logo: Jonas Sahlström. Web Production: itancom.com



FollowYourProject

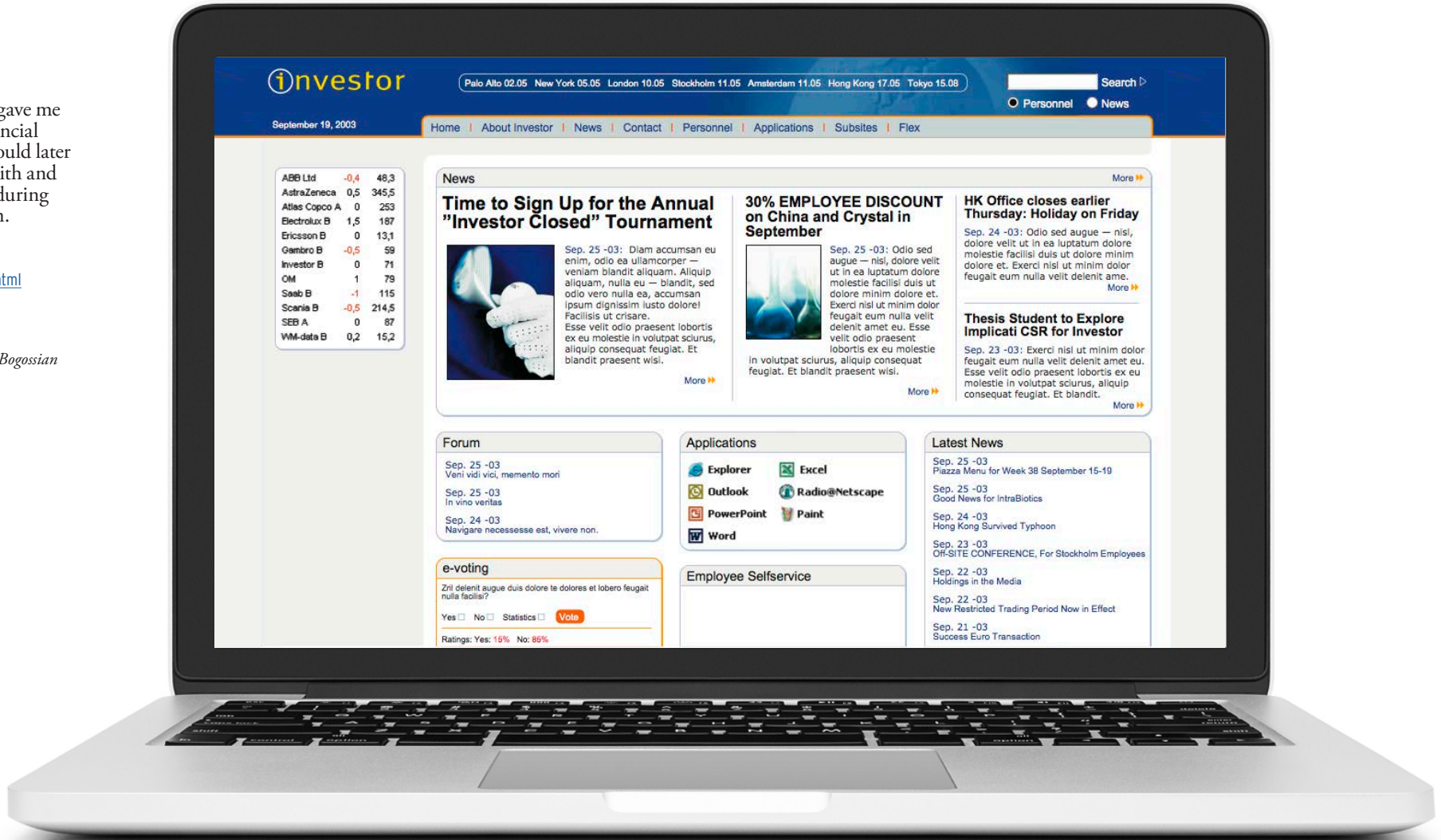


Investor Intranet

A very exciting project that gave me the first insight into the financial world / fintech. An area I would later come into intense contact with and learned to really appreciate during my years at Business Sweden.

See more webb examples at:
<http://www.sahlstrom.se/eng/webb.html>

Art Direction: Jonas Sahlström.
Project owner at the customer: John Bogossian



Justly

Justly is a law firm that helps parents understand what rights their children have, and find a good collaboration with the school or the municipality. They can also help if you want to complain about the school, the municipality or something else. They write in simple language, so that everyone can read and understand. In addition to the graphic identity,

I also created an easy-to-understand layout that was constantly tested to be optimally accessible, both in terms of layout as well as colors, icons, etc.

See more webb examples at:
<http://www.sahlstrom.se/eng/webb.html>

Art Direction: Jonas Sahlström.
 Project owner at the customer: Jennie Elfström

Social Media

Social media (SoMe) is an extremely important part of creating knowledge about one's own organization and its activities in the right channels. My work at Business Sweden meant, based on our publications and marketing activities, supporting our SoMe experts with custom graphics, images, texts and films and thereby creating relevant material. Thanks to the fact that I have been able to work closely with SoMe experts, I have gained a good knowledge of the media's possibilities.

Jonas has been involved in building up the entire communication concept around Sport Campus Sweden. Our preparatory work has included lots of discussions where Jonas' feeling for washing out the essences from everything into a clear communication plan and strong values has contributed to us today having a well-thought-out series of values, concepts, activities and images. At the same time, I greatly appreciate that Jonas has been very sensitive to the essentials and concretize this into a message that is both likeable, communicative and good looking.

*Willy Bergren
Project manager, Sport Campus Sweden*

Business Sweden

A New Era In China

A good example of the communicative approach to a report. SoMe, website and movie. Similar solutions were made for several of our reports and events.

See more examples at:

<http://www.sahlstrom.se/eng/social-media.html>

Art Direction / production / graphs / illustrations: Jonas Sahlström. Copy: Sarah Coats Chandler, Julian Greenwood, Magnus Runnbäck and more. Web / social media: Kristina Vogt Jonell, Sara-Linn Asker, Olof Wasell.



Movies Facebook / Instagram / LinkedIn



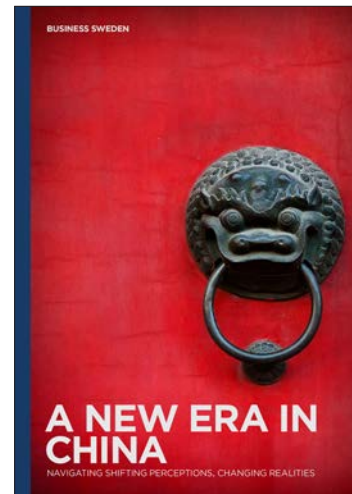
SoMe



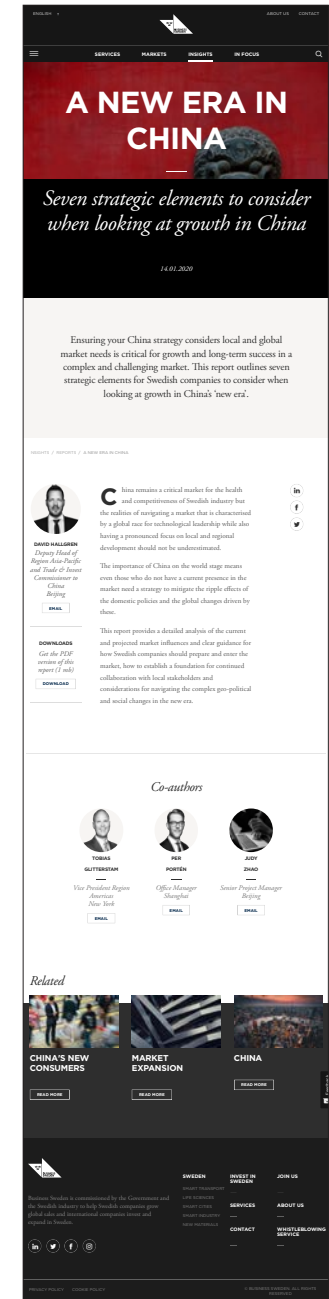
Movies Facebook / Instagram / LinkedIn



SoMe



Report



Campaign and contact webpage

Business Sweden

Some SoMe campaigns

All examples below are linked to launches / releases of reports, events or other marketing activities. Published on LinkedIn, Facebook, Twitter and Instagram in custom formats.

See more examples at:

<http://www.sahlstrom.se/eng/social-media.html>

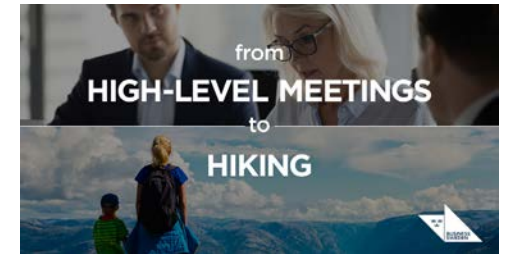
Art Direction: Jonas Sahlström. Publication / campaign layout: Sara-Linn Asker, Olov Wasell.



Swedish mining campaign



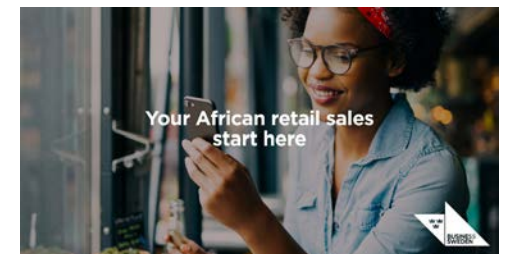
Employer Value Proposition campaign



Colocation market campaign



From various campaigns



Publications

Making publications is something I really find fun and at the same time challenging. Finding the rhythm between text and image. Color versus black and white. What conditions and needs do our readers have? Airy layout versus a more compact expression? On the following pages you can take part in both old and new things I have done. I hope that I will have the opportunity to participate in more productions in the future.

With his long experience and skill, together with a genuine interest in form, image and communication, Jonas has the ability to take a message to a whole new level. He understands his customer and always delivers with sharpness.

*Lena Sellgren: Chief Economist,
Head of Research at Business Sweden*

Business Sweden Advantage Sweden.

Twice a year, publication / magazine about investment opportunities in Sweden.

See more examples at:
<http://www.sahlstrom.se/eng/publications.html>

Art Direction: Jonas Sahlström. Project leader: Angelica Ingerdahl, Business Sweden. Production / Copy: Raring.se



DATA CENTERS

AMAZON WEB SERVICES TAKES SWEDEN TO A NEW HIGH

US-based Amazon Web Services, a world-leading supplier of cloud computing services, is launching its next EU-based data center region in Sweden during 2018.

1 Lowest operational electricity costs in Sweden & Northern Europe

1 Skates at average from 100 kWh per server rack per hour, compared to 150 kWh per server rack per hour in the EU

Sweden also boasts a favorable climate and offers the lowest cost of energy for the data center in Europe. "We at AWS are excited to be a part of strengthening Sweden's IT infrastructure by offering Swedish and Nordic consumers access to powerful and advanced cloud services - right in their own backyard," Mowry adds.

"They could do that wherever in the world, but close to home is best," he said at the time.

AWS is building three new data center facilities located in Västerås, Falkenberg and Katrineholm - each within an hour's drive from Stockholm. These will be connected to data fiber and become the AWS EU (Stockholm) Region.

"The AWS commitment is one of several examples of foreign-based companies looking to Sweden as the right home for establishing and expanding data center operations."

"Sweden and the Nordics as a whole punches well above their weight when it comes to innovation, so it comes as no surprise that AWS ultimately chose Sweden."

Source: Mowry, Head of Business Development for AWS in Europe, Middle East, and Africa.

www.business-sweden.com

INVEST AND EXPAND IN SWEDEN

THE SMOOTH WAY TO BUSINESS SUCCESS

Competitiveness and improved results are on every company's agenda. Sweden has the competence, the resources, and the markets to help you succeed. This is how Business Sweden can help you, every step of the way.

- 1 Finding new ventures**
Your best business is easy to find in one of the most competitive, profitable, and globalized markets in the world. It includes wide, open-boarding opportunities, and a strong, well-educated workforce.
- 2 Getting the insights**
To know if Sweden is right for you, we provide you with rich market and industry insights to find the most relevant direction for your company. The always work in that confidentiality and trust of charge.
- 3 Success through strategy**
We combine our strategic planning, creating company specific plans to early company milestones. Together with industry, government and our regional partners we can Sweden help you plan your business strategy and announcing you to the strategic partners.
- 4 The easy way in**
Based on your priorities and needs we connect you to Swedish networks to gain you going quickly. We make sure you get the right information regarding visa and regulations, legal services, employment markets, and more. Everything you need to ensure success.
- 5 Support in the long run**
We don't just help you get started and set up your business in Sweden. We also offer ongoing support, ensuring your growth, connections to key stakeholders, and announcing you to the right networks to ensure success.

www.business-sweden.com

E-COMMERCE

SWEDEN IDEAL FOR HI-TECH DISTRIBUTION



Larissa Zengerling, Senior Business Development Manager with VIU

Swedes love to shop online and e-commerce is becoming big business worth an estimated EUR 6.5 billion in Sweden alone.

Naturally, the established Swedish retail giants, such as Ikea and H&M, attract lots of clicks from home shoppers. However, an increasing number of Swedes are spending their money online on purchases from abroad.

A recent report from Nordic postal firm PostNord found that 28 percent of all online sales in Sweden are made from foreign e-retailers, with most Swedes purchasing products online from Britain and Germany.

German e-commerce heavyweight, Zalando, is one such company that has capitalized on the Swedes' love of buying clothes online; fashion makes up 40 percent of all internet shopping in Sweden with Zalando's website one of the most popular.

So popular in fact that in 2017 Zalando chose Sweden to locate its first fulfillment centre in the Nordics.

"The Nordic e-commerce market is mature and developing fast," says Kenneth Melchior, Cluster Head Nordics at Zalando.

Zalando's 30,000 square-metre facility sits in the north Stockholm suburb of Brunna, about halfway between Stockholm's Arlanda Airport and the city centre, a location that ensures customers across the Nordics can receive their Zalando items quickly.

"Ensuring consumer satisfaction, shortening lead times, and providing a fashionable assortment are essential elements moving forward," says Melchior.

Zalando has since inked a deal with PostNord as its logistics partner in the Nordics.

"Having this setup in place (in Sweden), we are also thinking of future test pilots for innovative services such as return on demand," Melchior adds.

SWEDEN WAS RANKED the third-best country in the world for logistics performance in the 2016 World Bank Logistics ranking. And Sweden's high level of internet penetration means that 90 percent of Swedes shop online every year, spending an average of EUR 2,292 on the web annually.

Swedes also like to get their e-purchases fast and most have a three-day limit when it comes to receiving their goods, according to the PostNord report. The Swedish market is growing at a rapid rate with online sales set to fetch EUR 7.6 billion in 2018.

Another foreign firm keen to get a slice of the e-commerce pie is Swiss online eyeglasses retailer VIU. Shoppers can order four pairs of frames online and try them on in the comfort of their own home before deciding whether or not to buy.

VIU recently complemented their online presence with a flagship store in Stockholm. Embracing a nation of tech-savvy Swedes made it an obvious move for the Zurich-based company.

"Swedes are very used to online shopping and the infrastructure of the postal service stations make for a

E-commerce

93%

Consider information about when delivery will take place to be important.

€191

Average estimated value per person, per month (refers to people who shopped online).

66%

Shop online at least once a month

convenient distribution channel," says Larissa Zengerling, a Senior Business Development Manager with VIU.

"We decided to start our online shop and try at-home service while simultaneously looking for physical retail spaces in different cities of Sweden."

AS ONE OF the largest countries in Europe in terms of area, Sweden's efficient distribution network was another aspect that enticed VIU to set up a shop in Stockholm.

"Since the country is very spread out it's the ideal way to reach as many people as possible, also in remote areas of the country," she adds.

Along with the flagship store in Stockholm, VIU will also open up a store in Gothenburg and has big plans for Sweden in the coming years.

"We're planning on having a wider presence in Sweden and expanding in the next few years – in our online presence as well as offline," says Zengerling.

Indeed, the whole e-commerce business model has prompted the creation of Sweden's first e-commerce park in Helsingborg, which is located in the south of the country. The port city is ideal for transporting goods while the e-commerce park has office space, warehouses, logistics center and an incubator program.

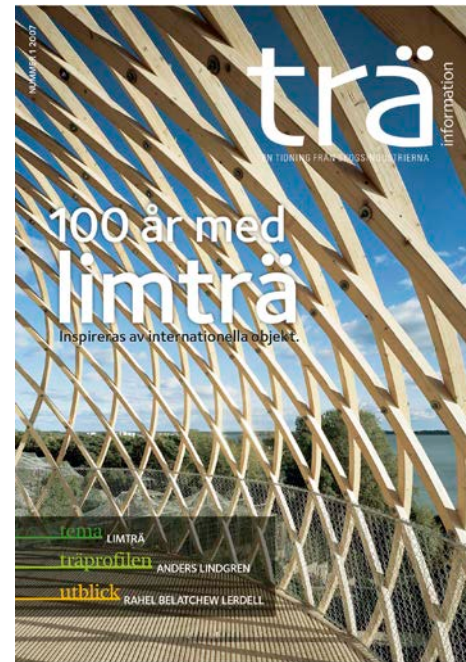
And with Amazon.se rumoured to be just around the corner, e-commerce looks set to go from strength to strength all across Sweden.

Träinformation (Wood information)

Information magazine from the Swedish wood industries.

See more examples at:
<http://www.sahlstrom.se/eng/publications.html>

Art Direction / production: Jonas Sahlström.
Copy: Therese Johanson, Katarina Brandt,
Moore Reklambyrå.



NOD

– intresse för människans gränssnitt mot naturen

Anders Ahlström och Ellen Ohlsson har slagit sig ner vid en egenfärdiga bostaden på Katarinavägen 17 i Stockholm. Utöver en väntad är en bebyggelse i naturen. Naturen ger sig på väntan.

– Vi har ett gemensamt intresse, ett gemensamt intresse som också är ett gemensamt intresse för oss som arkitekter och för oss som människor. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen.

– Det är ett intresse för naturen som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen.

– Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen.

höv

– intresse för människans gränssnitt mot naturen

Anders Ahlström och Ellen Ohlsson har slagit sig ner vid en egenfärdiga bostaden på Katarinavägen 17 i Stockholm. Utöver en väntad är en bebyggelse i naturen. Naturen ger sig på väntan.

– Vi har ett gemensamt intresse, ett gemensamt intresse som också är ett gemensamt intresse för oss som arkitekter och för oss som människor. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen.

– Det är ett intresse för naturen som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen.

– Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen.

Ny kollektion av trappor

Skandinaviska, moderna, funktionella. 100 Trappor och Vånerply trappor är en ny kollektion av trappor som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen.

– Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen.

– Det är ett intresse för naturen som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen.

– Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen.

Form och funktion genom hela livet med Plusmobler

Skandinaviska, moderna, funktionella. 100 Plusmobler är en ny kollektion av möbler som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen.

– Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen.

– Det är ett intresse för naturen som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen.

– Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen. Vi vill skapa en bostad som är en del av naturen, som är en del av naturen.

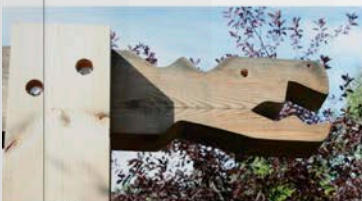


Foto: NOD

NOD

– intresse för människans gränssnitt mot naturen

Anders Mårsén och Elin Olsson har slagit sig ner vid de gigantiska fönstren på kontoret på Katarinavägen 17 i Stockholm. Utsikten över vattnet är örönbedövande. Naturen gör sig påmind.

– Vi har ett gemensamt intresse, att undersöka relationen mellan natur och arkitektur och vad det betyder för människan, både ur ett kontextuellt och existentiellt perspektiv, förklarar Anders.

– Man bygger sin egen värld med arkitektur, men landskapet finns ju där hela tiden, fortsätter Elin. Vi är intresserade av hur vi påverkar världen med vad vi bygger. Hur människan förhåller sig till naturen är en viktig faktor för oss, en röd tråd i verksamheten.

NOD är ett gruppkontor och arbetar tillsammans i nästan alla projekt. Styrkan i att arbeta i grupp är enligt Anders själva idén med kontoret. Elin uttrycker det så att man blir kollektivt hungrig.

– När man lagar mat själv, så smakar allt likadant efter ett tag. Men när man lagar mat tillsammans, så blir det någonting annat, en överraskning.

Trä i nästan alla projekt

– Om man tänker efter finns det nog nästan alltid något inslag av trä i våra projekt, berättar Elin.

Anders knappar lite på datorn framför sig och visar projekt efter projekt och förklarar och pekar.

– Trä är taktilt och ger en känsla av att vara nära naturen. Det är ett väldigt användbart material på många sätt och finns alltid med i spelet.

Vad har ni för tankar kring trä i relation till mark/jord?

– Vi har inte känt oss så oroliga för att använda trä mot mark, förklarar Elin, bara man ser till att ha luftade konstruktioner. Vi försöker också att inte använda så mycket impregnerat trä utan väljer hellre olja.

Hur bör träet angöras mot mark?

– Vi har inga revolutionerande tankar kring det, utan använder oss av de traditionella lösningarna, berättar Elin. Förutom när vi använder plastplankor mot mark på Bo01.

– Vi gjorde ett trädäck över en vattendamm, förklarar Anders. Eftersom det var vatten under däck så använde vi oss av plastplankor underst. Vi borade i plastplankorna, som vi sedan satte regler i och faste träet på.

Favoritträslag?

– Både ekonomin och hållbarheten har

betydelse, menar Anders. Det är också viktigt att träet åldras vackert. Själv tycker jag till exempel att lärk, ceder och grånade järnvitriolbehandlat trä kan vara väldigt vackert.

Ser ni några trender i branschen?

– Det finns ett väldigt stort intresse för landskap internationellt, säger Anders. Men vi har inte märkt så mycket av det här i Sverige. Här syns bara små avspieglingar. Men när vi undervisar på arkitektskolan så märker vi att det finns ett jättestort intresse för landskap bland studenterna.

– Idag efterfrågas inte bara design utan också en process där man till exempel tar in medborgarna på ett bra sätt, berättar Elin. Det finns även ett större intresse för stadsbyggnadsfrågor och trädgård.

Johan Paju, som nyss kommit in på kontoret, fyller i.

– Ekträkubben är på uppseglande på träfronten. Det är en funktionell beläggning som ger smågästensyta, är bekväm att gå på och ger en mjuk känsla. Jag kan förstå att folk tycker om att gå på trä, däremot har det blivit för mycket trädäck på sistone. Nu räcker det inte längre med vanliga trädäck utan däckan tar över större och större delar av trädgården.

TRAINFORMATION: NR 4, 2006



Fyra trädgårdar på Röhsska museets innergård

Röhsska museet

– Röhsska museet i Göteborg hade en trädgårdsdesignutställning förra året – "Grönt är skönt". Vi fick förmånen att ta hand om deras innergård, säger Elin.

– Vi försökte ställa trädgården i ett naturhistoriskt perspektiv, förklarar Anders och ville påminna människor om att man kan ha existentiella perspektiv i sin egen trädgård. Vi ville få besökarna att själva fundera över vad det innebär och byggde upp fyra trädgårdar som alla ställde frågan: "Vad är trädgården och vad betyder den?"

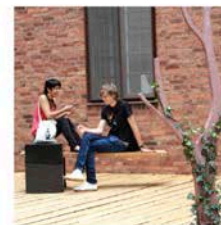
– De olika trädgårdarna bildar en serie där varje trädgård ökar i både abstraktionsgrad och kontroll av naturen, fortsätter Elin.

Den vilda naturen: I den yttersta trädgården är naturen vild och otämjd och uppbyggd som en skog av stormfällada trädstammar från stormen Gudrun. Naturen här är både en resurs som människan kan nyttja men också ett hot som man måste skydda sig ifrån.

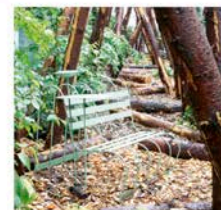


Foto: NOD

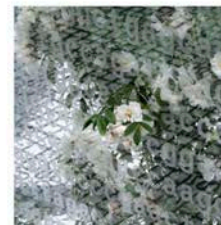
TRAINFORMATION: NR 4, 2006



Två generösa trädäck byggda i obarkat virke från stormen Gudrun.



Lugna sittplatser i Den vilda naturen



Den extraherade naturen.

Vallmon

– Lekplatsen Vallmon i Botkyrka stod klar för någon månad sedan. Här återanvände vi träkubb, som vi lade nersänkt bredvid asfalt, för barnen att gå på bredvid de vuxna. Vi har återupptäckt kubbens som markmaterial. Den ger en god detaljering och är dessutom förvånansvärt hållbar, förklarar Anders.

Nya RIKSMEDIAAnytt

Information magazine from Riksmmedia, a company about daily press advertising.

See more examples at: <http://www.sahlstrom.se/eng/publications.html>

Art Direction / production: Jonas Sahlström.
Photo: Olof Holdar. Project leader: Johan Drakenberg.
Project owner: Leslie Marsden.

ny RIKSMEDIA nytt
En tidning om dagpressen från Riksmmedia och Rikspolsten #1/2006

Grünthal drar vidare
Maximalt utfall på minimal investering Sid 3
"SvD är inget nedsköp, men en utmaning"
RAM – ett svenskt mätinstrument går på export Sid 12

Dagspressskolan: Johan Drakenberg öppnar ett nytt dagpressskola i Stockholm Sid 4
Rådgivaren: Fredrik Fahren – när man ska välja en rådgivare Sid 7
Sammanslagning: ett sätt att öka effektiviteten Sid 10

ny RIKSMEDIA nytt
En tidning om dagpressen från Riksmmedia och Rikspolsten #2/2006

Yvonne Pernodd
Undersökningsföretaget är en bransch i förändring. Sifo Research Internationals vd är branschens ökrota drotnings.

Gratisriket rasar i storstäderna
Lars G. Behar, ordförande i Riksmmedia. Sidan 2
Riksmedias Dagspressskola
När väljar vi nyheter? Sidan 14

Varning för större redaktionell kvalitet!
Pia Lecké Birkoff, Sverige. Sidan 12
Igår föredarna, idag förklarare!
Inger Johansson, Sverige. Sidan 10
Tänk och bej Henrik!
Lars G. Behar, Sverige. Sidan 11

problemet: Yvonne Pernodd

Yvonne ryggar inte för tuffa beslut

God dag det är från Sifo, låter det i en halv miljon telefoner om året. Men inte länge till. Klicka här, lyder framtidens meloid. – Allt fler intervjuer kommer att göras på nätet, säger Yvonne Pernodd, vd på Sifo Research International.

Riksmmedia Anytt #1/2006

Yvonne Pernodd

Det är verkligen bra att inte direktörernas siffror och trycker i egna rum, säger Yvonne Pernodd.

Uppgåren är svår att vandra. Du måste ha båda siffrorna för att få en bra bild av tidningen.

Riksmmedia Anytt #1/2006

dagspressskolan med Johan Drakenberg: avsnitt 1

Välkommen till Riksmedias Dagspressskola!

1 varje nummer av Riksmedia Anytt kommer jag att utgåva om dagpressen. Först och främst ska vi se till att vi har en tydlig bild av vad som händer i branschen och en tydlig bild av vad som händer i branschen.

Riksmmedia Anytt #1/2006

Redaktionsgruppen

Redaktionsgruppen

Redaktionsgruppen

Riksmmedia Anytt #1/2006

Branding

In the following pages I show some projects I have worked on that I am a little extra happy with. Common to them all is that they have been of great importance to the customer and increased the business or otherwise increased knowledge about the product or organization.

With our values as a basis, Jonas Sahlström has produced an extraordinarily well-worked graphic profile that includes everything from the website to the printed matter we will use, everything from business cards to sales material, etc. Jonas has worked very focused and has shown great commitment in his work. We are more than happy with the profile Jonas have produced. I can warmly recommend Jonas as a partner and we will continue to hire Jonas for future projects.

*Mikael Kollberg
Vice President, Searchfactory*

Search Factory

New graphic profile in a colorful, dynamic manner. The three "triangles" symbolize the company's different units and how these are woven together into a multifaceted unit.

The delivery consists of a number of modules and basic layouts for their own designers to work on. The graphic elements can be used playfully and as a pattern.

See more examples at:
<http://www.sahlstrom.se/eng/branding.html>

Art direction / idea / production: Jonas Sahlström

Typsnitt rubriker, ingresser, anfangar: Akzidenz Grottesk Bold. Kraftfull, gedigen, tydlig och klassisk.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&/()[]=?!

Typsnitt löptext: Delicato Regular. Modern antikva med tydliga klackar. Mycket tydlig och egen karaktär. Stram och affärsmässig utan att vara för mycket "bank".

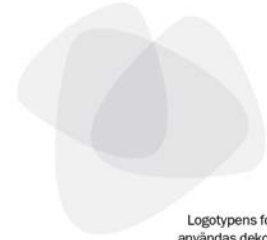
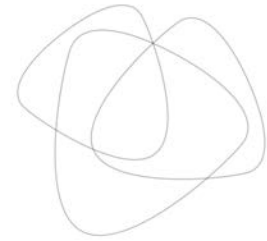
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&/()[]=?!

Kursiv

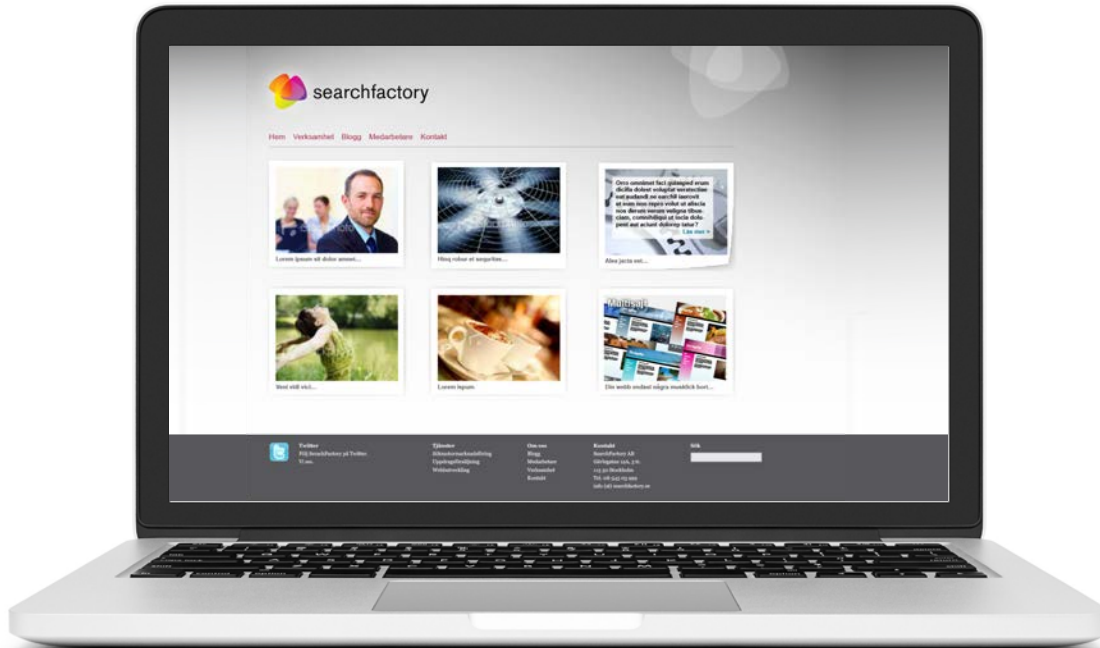
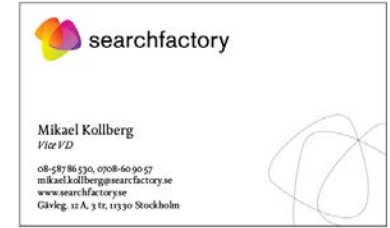
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&/()[]=?!

Halvfet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&/()[]=?!



Logotypens former kan användas dekorativt och som mönster.



searchfactory

Business Sweden

As Brand Manager at Business Sweden, one of my tasks was to manage and develop the brand for all channels.

I continuously developed our visual brand into a simple, clear and easy-to-use graphic platform. People and powerful graphic markers. Below I show some examples.

See more examples at:

<http://www.sahlstrom.se/eng/branding.html>



Color:
Use only on white background.



Black or dark gray:
May be used on white or any colored background as long as the logotype is highly visible.



White:
May be used on dark or any colored background as long as the logotype is highly visible.

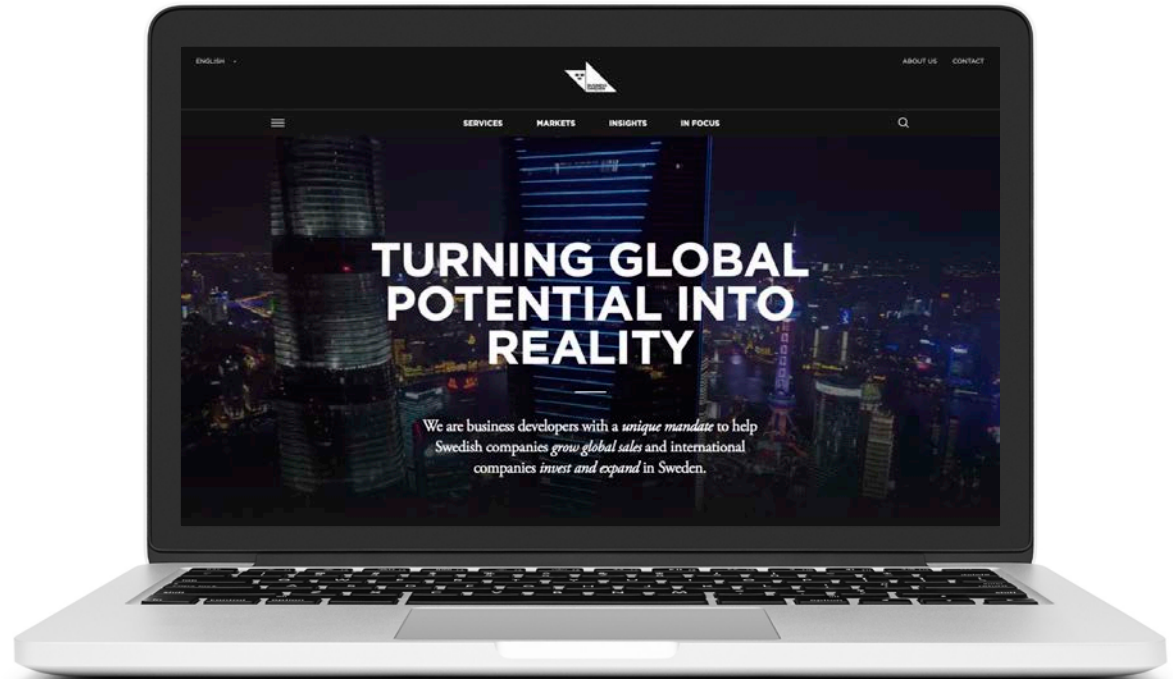


Free space:
See example on the left for appropriate free space around the logotype (symbolized with striped area).



In *digital contexts, social media, web, video*, we use the logotype without the underlying text.

Same conditions as shown to the left and right.



COLORS GENERAL

Business Swedens primary color is dark blue. Yellow and gray may be used in details such as lines, boxes etc.



<p>CMYK C70 M15 Y0 K0 RGB R54 G169 B225 #3660e1</p> <p>BLUE LIGHT</p>	<p>CMYK C85 M40 Y0 K15 RGB R0 G113 B174 #0071ae</p> <p>BLUE MEDIUM</p>	<p>CMYK C100 M65 Y0 K30 RGB R0 G67 B129 #004381</p> <p>BLUE DARK</p>	<p>CMYK C100 M83 Y35 K21 RGB R20 C59 B102 #143b66</p> <p>BLUE DARKEST</p>
<p>CMYK C0 M20 Y100 K0 RGB R255 G204 B0 #ffc000</p> <p>YELLOW LIGHT</p>	<p>CMYK C0 M40 Y100 K0 RGB R247 G166 B0 #f7a600</p> <p>YELLOW MEDIUM</p>	<p>CMYK C0 M60 Y100 K0 RGB R239 G125 B0 #ef7d00</p> <p>YELLOW DARK</p>	

YELLOW VS DARK BLUE

When Yellow Medium is placed on Blue Darkest, it tends to be too red. Therefore, please use this special yellow blend.

CMYK C0 M30 Y100 K0
RGB R253 G185 B19
#fdb913

DISPLAY



TYPEFACES

PRINT:
Business Swedens primary typeface for print is Gotham and Adobe Garamond Pro. This applies to all printed items.

GOTHAM BOLD

Headlines:
Gotham Bold, Capitals, 90% black, 38/35 p (may vary)

Gotham Book

Preambles:
Gotham Medium, 90% black, 10/11,5 p

GOTHAM BOOK

Intermediate headline:
Gotham Medium, Capitals, 90% black, 10/11,5 p

ADOBE GARAMOND PRO

Alternative sub headlines:
In some cases we use this kind of typo below a Headline.
Adobe Garamond Pro Italic, Capitals, 100% black, 21,5/20,5p

Adobe Garamond Pro
1234567789

Body text:
A Garamond Pro, 100% black, 10,5/11,5 p
Proportional Oldstyle digits

Italic
Bold
Bold Italic

Italic, Bold, Bold Italic:
Use in body text whenever needed
Proportional Oldstyle digits

	Minimum	Default	Maximum
Word Spacing	0%	80%	120%
Letter Spacing	-0.2%	-0.2%	0%
Slash Spacing	100%	100%	100%

MICROSOFT OFFICE AND WEB:
In Word, Powerpoint and Excel we use Arial and Georgia. These typefaces are also used at small campaign websites.

At Business Swedens main webpage we use Gotham and Arial Garamond as standard fonts.

Arial Bold
Arial Regular
Arial Italic
Georgia
Georgia Italic

Please contact Kristina Vogt Jonell
kristina.vogtjonell@business-sweden.se
in questions regarding the Business Sweden web.

COLORS: ICONS

Business Sweden icons are flat solid color with no shades, outlines, bevels or gradients. See examples below.



Please use primary darker colors from Business Sweden color palette, as long as the visibility is high.



DO



If colored icons is placed on colored backgrounds, consider readability and not too bold combinations.

DON'T



Try Swedish

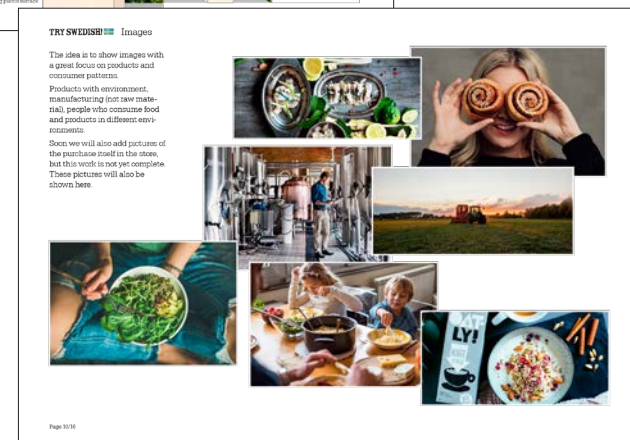
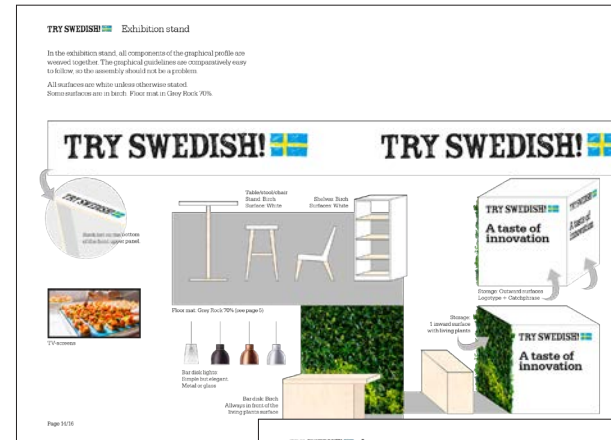
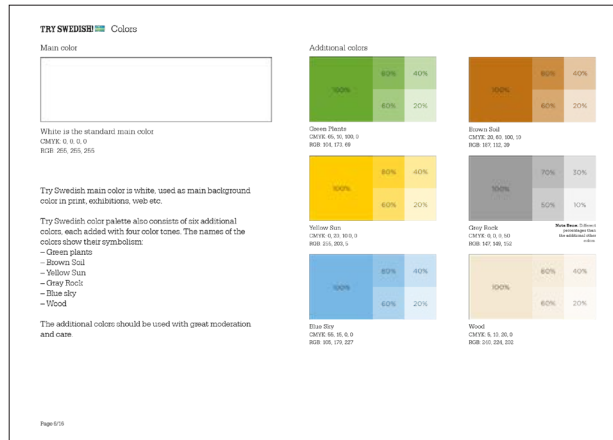
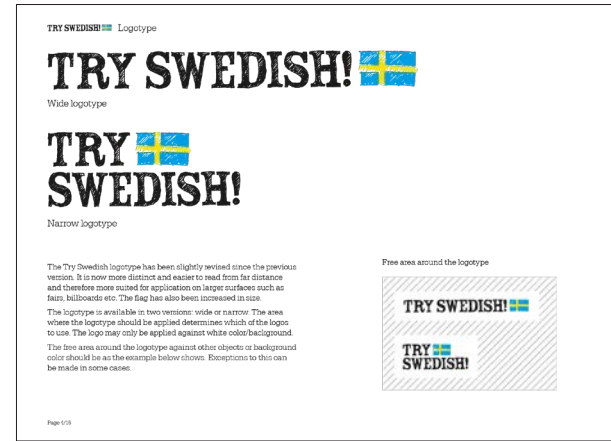
Try Swedish is the brand platform used by *Business Sweden* to support Swedish companies in the food and beverage sector to increase global sales. I was commissioned to develop the graphic profile. Since the profile will also be used by non-graphic artists, I chose to make it both simple and “rugged” with a few components. Easily revised logo, font, colors, stand solutions, etc. I also contributed with catch-phrases.

See more examples at:
<http://www.sahlstrom.se/eng/branding.html>

Art direction / Idea: *Jonas Sahlström*. Project owner: *Maria Varnauskas, Business Sweden*.

A taste of innovation

Catchphrase



Medeca Pharma

Specialized in allergy and dermatology and offers allergy products with a documented medical effect. The pharmaceutical industry in Sweden has a number of rules that you as a designer must adhere to. Therefore, all communication has a strict "medical" and stripped-down expression and has more the character of information than advertising and is addressed primarily directly to the medical profession. I worked with the company's productions across the board.

A challenging project was the launch of the Emerade anaphylaxis pen. I helped them with a clear graphic profile and logo as well as with the launch in Sweden and Germany, a product with a completely new way of thinking and functionality. The product has revolutionized the market and is now sold worldwide.

To Emerade webpage:
<https://www.emerade.com>

See more examples at:
<http://www.sahlstrom.se/eng/branding.html>

Art Direction / production: Jonas Sahlström. Idea: Jonas Sahlström, Staffan Larsson (Medeca Pharma).

Ny adrenalinpenna för anafylaxi

Svenska allergispecialister har efterfrågat en enkel adrenalinpenna med högre dos, en längre nål för snabb adrenalineffekt och bättre hållbarhet som sänker kostnaden. Emerade är utvecklad i Sverige utifrån deras insikter.



Medeca Pharma

Asma och Allergi Förbundet

ACb® allergiskydd – sjukvårdens val

24 medicinska studier visar att ACb minskar dina allergisymtom, minskar din medicinförbrukning och förbättrar din sömn. ACb är det kvastallergiskydd som sjukvården rekommenderar.

ACbs tunna och smidiga material är allergientätt och har samtidigt en exceptionellt hög andningsförmåga. Det säkerställer en sval och sömnsöm.

ACb har 10-års garanti, vilket gör ACb till en trygg investering som du kommer ha glädje av i många år framöver.

Skiktstöd på baksidan ►

Enkel och säker

Emerade är enkel att använda. I en stressad situation när symtomen blir allvarigare är det livsviktigt att din patient insikterat vet hur han använder sin adrenalinpenna.

En design som känns naturlig

Patienten förväntar att ett skydd sticker en nål. När skyddet tas bort finns det bara ett stort hål och inget hål i huden. Patienten vet intuitivt var nålen kommer ut.

Där för är produktdesign viktig

Vissa andra anafylaxipennor är designade som upp- och nedvända kulspetspennor. Ändå där nålen kommer ut kan minnas vara en skivringelkapsel. I lockändan finns dessutom ett hål. Patienterna vänder sin anafylaxipenna fel och injicerar alltså i riktningen.^{1,2}

Utbildning och träning är viktiga. Träning kan dock inte kompensera för en undermålig produktdesign.³

1. Högberg J-L, Gøtzsche PC. "Vad gör du när patienterna en beräknad 20% trycker på toppen av anafylaxipennan, snarare än på botten av kulspetspennan. Det gör att patienter dör av anafylaxi." 2. Högberg J-L, Gøtzsche PC. "Vad gör du när patienterna en beräknad 20% trycker på toppen av anafylaxipennan, snarare än på botten av kulspetspennan." 3. Högberg J-L, Gøtzsche PC. "Vad gör du när patienterna en beräknad 20% trycker på toppen av anafylaxipennan, snarare än på botten av kulspetspennan."

Högre dos för vuxna

500 µg
300 µg
150 µg

Den rekommenderade adreindosen är 5-30 µg/kg. Det betyder att en dos på 300 µg är för hög för de flesta vuxna.

Emerade är den enda adrenalinpenna i Sverige med 150, 300 och 500 µg dos.

Riksmmedia

(a company about daily press advertising)

Today, Riksmmedia no longer exists, but the design program I once created for them I still feel relevant.

Where the company previously had several different logos for the various subsidiaries, I created a basic logo where the company could easily “hang on” to different businesses and business areas. The typography of the logo is similar to the previous one, but heavier and tighter with a partially redesigned Helvetica.

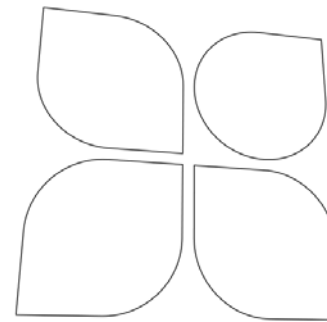
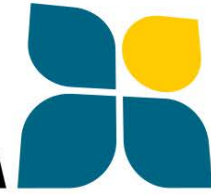
A new symbol – a stylized flower – associates with growth and development. The basic colors – yellow and blue – show Riksmmedia’s Swedish nationwide operations, and the various companies have been given their own individual color. From the symbol I also created a pattern that is applied as an amplifier and pure decoration.

The goal of the profile is to give the company an appearance of both weight, seriousness and playfulness.

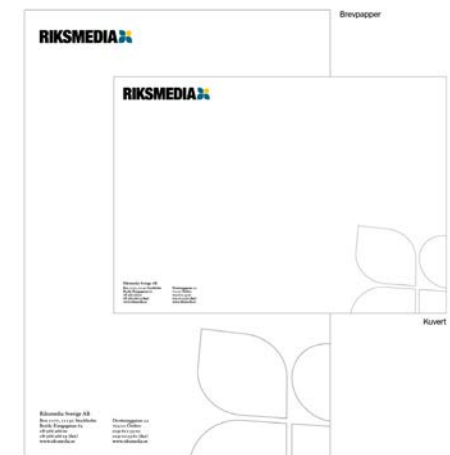
See more examples at: <http://www.sahlstrom.se/eng/branding.html>

Art Direction / idea / production: Jonas Sahlström. Copy: Rony Lutz, Katarina Brandt, Therese Jobansson. Project customer leader: Leslie Marsden

RIKSMEDIA



Symbol



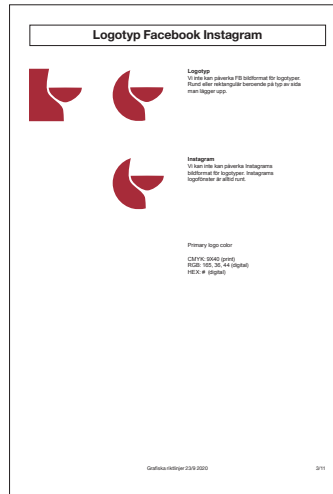
Terroirs

Wineconsultants

A number of former business people are retiring from business. Some of them are trained sommelier and will engage in consulting in the wine industry, including lay people. Not only wine tastings and advice, but also dinner gatherings where you start from some specific wines and which dishes go well with them. The company is in the start-up phase and I have been given the fun task of developing a graphic profile for them.

See more examples at: <http://www.sahlstrom.se/eng/branding.html>

Art Direction / production: Jonas Sahlström.
Idea: Jonas Sahlström, Hans von Heijne.
Project leader customer: Hans von Heijne



Grafiska riktlinjer 23/9 2020



Sweden Brand

Sweden has a good reputation in the world, but the competition for the countries' attention is growing.

In the Committee for the Promotion of Sweden Abroad (NSU), I, as a representative of *Business Sweden* together with representatives from the *Ministry for Foreign Affairs*, the *Swedish Institute* and *Visit Sweden*, have participated in the task of building a strong image of Sweden abroad.

This requires a brand identity that is both long-term and easy to understand. It should be easy to use, fit all applications and present localized content in a consistent and understandable way across the world in all channels.

The *Söderhavet brand agency* has realized NSU's wishes and views in an excellent way and created a powerful graphic identity.

See more examples at:

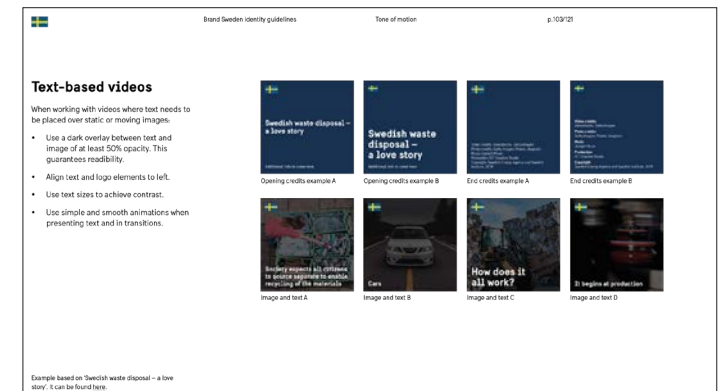
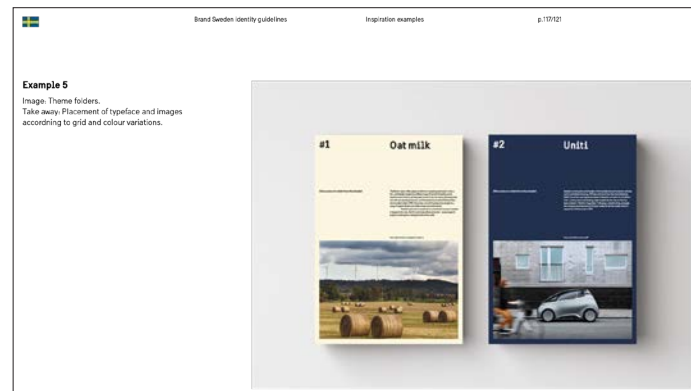
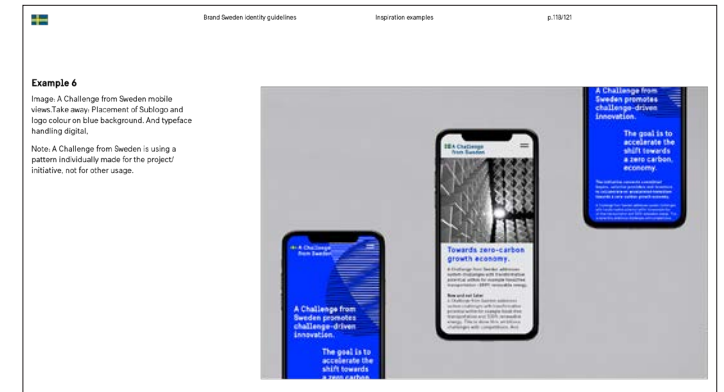
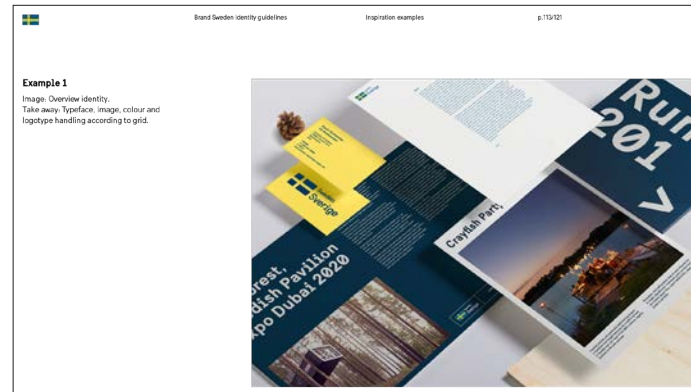
<http://www.sahlstrom.se/eng/sweden-brand.html>

To final version:

<https://identity.sweden.se>



Sverige



Final art

Holding the important role of Final Art is a craft, which I have always found both interesting and fun to do. To work together in close collaboration with the Art Director to produce and carry out an advertising campaign or a design concept to perfection in all its parts and to take an active part in the end result. To work with the project manager / administrator to ensure that the delivery takes place on time with the highest possible quality, even under varying conditions.

The projects and advertising agencies have been many, but I choose to show examples of projects from the last two I worked with: Svensson Kommunikation (Svensson Communication) and Jupiter Reklam (Jupiter Advertising). One works mostly with consumer advertising and the other primarily with the public sector, which affects both the finished result and the creative process.

Jonas is one of the best Graphic Designers I've worked with and a joy to work with. He is a great designer and also interested in business processes and problem solving. Jonas also have an unusually deep technical knowledge in the printing process.

*Annika Lidne
CEO & co-founder of Dramatify*

Svensson Kommunikation

Full service agency B2B, B2C. My years at Svensson Kommunikation were fun years. A large wonderful group with a high creative level where I could really contribute all my skills. Below I show some of the customers we worked with.

Art Directors: Filip Lindqvist, Tomas Svensson, Christina Nordström, Daniel Granqvist

Copywriters: Tomas Carrfors, Johanna Nystroem, Karin Drangel, Jenny Kallur

Production managers: Ewa Staël Von Holstein, Victoria Fernandez, Christina Gelhaar Berntzon

Project leaders: Yvonne Pils, Anna Lennström, Anna Nylander, Mirja Kais

Final Artists: Jonas Sahlström, Carola Walther

See more examples at:
<http://www.sahlstrom.se/eng/final-art.html>



Aftonbladet / Schibsted

A very fun collaboration. We did a lot of campaigns for them in all channels and places: Daily press, web advertising, public transport, in town, in store... we even striped a tram. There is no place to show everything, but I show a small selection from the various campaigns.



7-Eleven
Fast promotions and many devices. Signage in store, ads in the daily press, web and in town.



ELON Advertising, catalogs and shop signage. Lots of tricks with products, banners, logos, splashes and vignettes.

Ströms
For more than a hundred years, Ströms has provided Stockholmers with style. Not quite as long we had to work with them. But with style, class and a high finish, we made several daily press and web ads and store signs continuously over the years.

STRÖMS
MAN & WOMAN

Big Hanks New York Grill
Hamburgare i klassen och godare smakar än de andra. Vi använder bara de bästa råvarorna och tillagar våra hamburgare på egen hand. Vi använder bara det bästa råvarorna och tillagar våra hamburgare på egen hand.

Burger King
Hamburgare som smakar som ingen annan. Vi använder bara de bästa råvarorna och tillagar våra hamburgare på egen hand.

Sandys
Färdiga smörgåsar som smakar som ingen annan. Vi använder bara de bästa råvarorna och tillagar våra smörgåsar på egen hand.

Subway
Färdiga smörgåsar som smakar som ingen annan. Vi använder bara de bästa råvarorna och tillagar våra smörgåsar på egen hand.

Taco Bar
Färdiga smörgåsar som smakar som ingen annan. Vi använder bara de bästa råvarorna och tillagar våra smörgåsar på egen hand.

Cafer
Colleen by George
En kaffe som smakar som ingen annan. Vi använder bara de bästa råvarorna och tillagar våra kaffor på egen hand.

Espresso House
Färdiga kaffor som smakar som ingen annan. Vi använder bara de bästa råvarorna och tillagar våra kaffor på egen hand.

Thelma
Färdiga kaffor som smakar som ingen annan. Vi använder bara de bästa råvarorna och tillagar våra kaffor på egen hand.

Waynes Coffee
Färdiga kaffor som smakar som ingen annan. Vi använder bara de bästa råvarorna och tillagar våra kaffor på egen hand.



Få ut mer av Nacka Forum
En hel värld av shopping och service. Vi använder bara de bästa råvarorna och tillagar våra produkter på egen hand.

Det finns alltid ett bra tillägg!
För de som vill ha mer av Nacka Forum, erbjuder vi ett stort utbud av tillägg. Vi använder bara de bästa råvarorna och tillagar våra tillägg på egen hand.

Öppettider
Öppet: vardagar 10-20, lördagar 10-18, söndagar 10-18. Vi använder bara de bästa råvarorna och tillagar våra produkter på egen hand.

Håll dig uppdaterad om Nacka Forum
Få senaste nytt om Nacka Forum på Facebook och Instagram. Vi använder bara de bästa råvarorna och tillagar våra produkter på egen hand.

Kom till Nacka Forum och hälsa på Nacka-Nallen!
Få ett stort utbud av tillägg. Vi använder bara de bästa råvarorna och tillagar våra tillägg på egen hand.



PRESENTKORT

The perfect gift

SOLNA CENTRUM

ALLT FÖR PÅSKEN!

Fjädrar, pynt, ägg och godis. Vi har allt för den perfekta påsken.

SOLNA CENTRUM

KÖP ETT PRESENTKORT I JULKLAPP OCH FÅ EN UPPLEVELSE PÅ KÖPET!

250 kr: Måttligt utskicksbekövning. Ladda ditt presentkort med 250 kronor, så får du valfri medlemspremiär.

500 kr: Köpet du gör med 500 kronor får du en romantisk överraskning till jul på en härlig gård. Du betalar endast för mat och dryck.

1.000 kr: Ladda ditt presentkort med 1.000 kronor, så får du en lyxig 3-rätters middag på köpet.

Callen 30-24 december. För tillägg: Registrerat antal.

NACKA FORUM TÄBYC

Nyckeln till shopping i världsklass

Täby Centrum-kortet ger dig unika och exklusiva erbjudanden från våra butiker. Läs mer på tabycentrum.se

TÄBYC

STJÄRNMAKARNA
Sportig klack för robotikaren med utbyggd kompass och touch screen. Tissot 3990,-

TEKNIKMAGASINET
Kul utbud med robotik. Du tar den över din smartphone och spelar via en app. Arkadspel 159,-

CLAS OHLSON
Snygga till bilen eller bilen med den senaste tekniken inom polering. Kraftig poleremaskin från Cetech 299,- (ord. pris 399,-)

MEDIA MARKT
Snygga smarta smartphonen från Samsung och snyggaste kameran. Samsung Galaxy S4 mini 299,- (ord. pris 399,-)

HÄMLEYS
Din coolast på gatan. Fjärrstyrd helikopter utrustad med kameran som visar flygningen i realtid. Silver Lite "Sky Eye" 1399,-

VÅRENS TEKNIK- NYHETER!

TVINS
Hi tech i lätt. Måka lik på en sekund och slås potatis på olika sätt. Nicee Diner 599,-

GAME STOP
Bakom den utmärkte designen glömm sig hemundervisning och spel ett. Sony PS3 med 500GB 2999,-

***** KVALITETSMÄRKT SHOPPING
Som bästa köppremium i Sverige har Nacka Forum utvalts som en av Sveriges bästa köppremier. Detta innebär att vi lever upp till höga kvalitetskrav på service, kvalitet och bemötande.

Öppet: vardagar 10-20, lördagar 10-18, söndagar 10-18. Vi använder bara de bästa råvarorna och tillagar våra produkter på egen hand.

Callen 30-24 december. För tillägg: Registrerat antal.

NACKA FORUM TÄBYC

Rodamco Solna Centrum, Täby Centrum and Nacka Forum: shopping center of class. A customer with high demands, quick turns and in addition to the campaigns before the big holidays also has many intermediate campaigns. Everything from daily press and web advertising to large banners, store materials, digital devices, the web, apps, stands and brochures. There is a lot of pressure in the studio when all three have their campaigns at the same time.

Jupiterreklam

Full-service agency with a focus on the public sector. Working with the public sector is essentially different from working with, for example, consumer advertising. Often text-rich, broad campaigns and materials with an appeal that should suit almost all ages and groups as well as heavy reports on specific projects. I show below some of the customers we worked with.

Art Directors: Susan Nilsson, Gina Engström, Gaute Hanssen, Linda Fredriksson

Copywriters: Per Lindberg, Anna Sahlée

Project leaders: Anette Bothin, Per Lindberg

Final artist, graphic design, illustration: Jonas Sahlström

See more examples at:

<http://www.sahlstrom.se/eng/final-art.html>

Vägen till jobb i EU:s institutioner
För svenskar behövs till EU:s institutioner.

Vad kan Krus hjälpa till med?
Krus erbjuder informationsmaterial om "Vägen till arbets- EU:s institutioner" samt utbildningsmaterial efter särskilda önskemål i uttagsprovet. Om du väntar dig ett intressekonkurs, är du gamla meddelat oss på Krus, så kan vi hjälpa till dig med förberedelserna.
För mer information besök vår hemsida www.krus.se eller du också hittar länkar till så, EPSO och andra viktiga resurser. Vi har också en särskild hjälpdesk där vi svarar på alla frågor kring rekrytering, uttagsprovet, tjänster mm. kontakt@krus.se

krus
KRUS
Kompetensrådet för utveckling i staten
Box 12012, 102 21 Stockholm
Bredavagnen, Föreningsgatan 20 Stockholm
E-post: registrator@krus.se
Telefon: 08-440 15 50
www.krus.se

Kompetensrådet för utveckling i staten (KRUS) (The Competence Council for Development in the State)
Folder: The road to jobs in EU institutions

Är du intresserad av att arbeta utomlands, i en internationell miljö med kollegor från hela Europa? Då är EU:s institutioner platsen för dig!

EU:s institutioner är en dynamisk arbetsplats som präglas av intressanta arbetsuppgifter och möjligheten att vara med och påverka Europas framtid.

Hur får jag ett jobb i EU:s institutioner?
För att kunna söka en tjänst bland någon av Institutionerna så måste du ha klarat av serie med uttagsprovet, s.k. concours. Concours består av en serie muntliga och skriftliga frågor och är löpande för samtliga medborgare i EU:s medlemsländer. European Personnel Selection Office (EPSO) är EU:s gemensamma rekryteringsbyrå och ansvarar för genomförandet av proceduren. Utvalda kandidater som godkänns för att delta i uttagsprovet får ett moment. Det är viktigt att veta att en utlysning till någon av EU:s institutioner i allmänhet kräver ett stort personligt engagemang även efter en genomförd concours.

Moment i rekryteringsprocessen
• Databaserat EU-konkursprov
• Muntligt och skriftligt prov samt svettigt test på livs spel
• Personintervju på plats i Bryssel
Om du klarat samtliga moment placeras du på EPSO:s väntelista, som är öppen för alla.

Tjänsterna
Det finns två olika tjänstegrader att söka till:
• Administratör (AD)
• Högskoleingenjör som kräver minst högskoleexamen
• Assistent (AST)
Administrativa tjänster på olika nivåer som kräver minst högskoleexamen.
Vilka är jobben...
Det finns stora karriärmöjligheter inom EU:s administration och förvaltning. Arbete kan bestå av allt från att formulera nya lagtexter inom olika politikområden till övervakning, samordning, IT-utrustning, kommunikation, m.m.m.

...och var finns de?
Både du och din arbetsplats kommer att arbeta i någon av EU:s institutioner:
• Europiska Kommissionen
• Ministerrådet
• Europaparlamentet
• EG-domstolen
• Ekonomiska och Sociala kommittén (EESC)
• Regleringsmyndigheten

Om du beslutar dig för att arbeta i någon av EU:s myndigheter och organisationer som är kvalificerade till detta krävs EU-citizenship.

Konkurrensverket (The Swedish Competition Authority)
Annual report

Annual Report 2008

KONKURRENSVERKET
Swedish Competition Authority

The Director-General's Report

Competition rules have been revised in 2008. Several new case concerning competition have come into the law. The Swedish Competition Authority has received new tasks and in addition, the Government has given us a special commission to carry out a broad survey of the competitive situation in Sweden and to propose concrete measures to strengthen the competition. Thanks through well functioning markets to all the actors of the competitive policy.

The Director-General's Report 2008

New competition rules give more muscle
When, in June, the Swedish Parliament passed a new Competition Act, this was no trivial matter. The contribution to creating stability and predictability. The Act, which came into force on 1 November 2008, is a development and reinforcement of the previous Competition Act. One new feature is that a trading disqualification is now a possible sanction for company managers who participate in cartels.

Successful cartel combat
In the legislative application activity, we noted a serious case when the Market Court, which is the highest instance, agreed with us and found eight car retailers guilty of price cooperation. The companies were sentenced to pay a total of SEK 25 million in fines (competition penalty fines).

In November, the last round in the Alphal Cartel case, Sweden's largest cartel case so far, began in the Market Court. Six of nine alleged co-operators had appealed against the judgment by the Stockholm City Court, and the Swedish Competition Authority had also appealed and requested an even higher fine. In the District Court, the companies were ordered to pay almost SEK half a billion as competition penalty fines.

I can report that a leniency programme which has been available for some time is now yielding results. It has convinced that we shall in the future see more companies disclosing participation in cartels, since they can then avoid fines and protracted legal processes.

Active supervision in the procurement sphere
New procurement laws came into force on 1 January 2008. During the year, we have intensified our supervision of public procurement. A project group has examined the municipal authorities' procurement of waste management services and has issued a number of written advice letters. The needs revealed in a special report which was presented in the autumn. In addition, we have in a number of situations examined incorrect procurement and processes who do not follow the procurement rules.

The year in brief

January	February	March	April	May	June
The new law in the procurement sphere came into force.	The Swedish Competition Authority proposed amendments to the act on abuse of a dominant position.	The Swedish Competition Authority proposed amendments to the act on abuse of a dominant position.	The Swedish Competition Authority proposed amendments to the act on abuse of a dominant position.	The Swedish Competition Authority proposed amendments to the act on abuse of a dominant position.	The Swedish Competition Authority proposed amendments to the act on abuse of a dominant position.

2008 Facts in Brief

Case statistics	2008	2007	2006
Competition Law Cases			
Costs of application of law, distributed over cases concluded, SEK 1	308	285	156
Average case handling period per competition law case (excluding days of notice)	77	70	96
Competition-resisting collusion	152	160	123
Abuse of dominant position	218	90	50
Relevant company mergers	26	26	25
Other company merger cases	48	29	25
Other competition cases	92	62	90
Average period for cases in court*	630	609	143
Competition-resisting collusion			
Balance brought forward	41	16	18
Registered	32	29	52
Concluded	17	8	11
Abuse of dominant position			
Balance brought forward	13	14	12
Registered	18	32	87
Concluded	20	33	99
Balance carried forward	11	13	14
Relevant company mergers			
Balance brought forward	10	15	9
Registered	80	110	113
Concluded	80	110	101
Balance carried forward	3	10	15
Other company merger cases			
Balance brought forward	4	3	4
Registered	25	29	67
Concluded	20	29	66
Balance carried forward	3	4	3
Court cases			
Balance brought forward	4	7	11
Registered	4	1	5
Concluded	3	4	7
Balance carried forward	1	4	7
Other competition law cases			
Balance brought forward	1	0	4
Registered	28	41	40
Concluded	28	40	48
Balance carried forward	1	1	0
Total			
Balance brought forward	40	50	29
Registered	206	239	366
Concluded	206	248	377
Balance carried forward	40	40	50



www.sida.se

Partner Driven Cooperation

A further step in development



The Swedish International Development Cooperation Agency - SIDA
Brochure: Partner Driven Cooperation

PARTNER DRIVEN COOPERATION - A FURTHER STEP IN DEVELOPMENT

Partner Driven Cooperation – A further step in development

More countries are now able to manage without traditional aid and want to develop new relationships. Thus we are investing even more in Partner Driven Cooperation, which builds on mutual interests and shared responsibilities – and can lead to long-term, self-sustaining relations.

Sida can help establish contacts, arrange meetings, disseminate knowledge regarding potential partners and markets and provide initial financial support.

The objective is to create a 'win-win-win' situation whereby three groups benefit: the people in poverty, those participating in projects in partner countries and those involved in Sweden.

Do you have an idea or a concrete cooperation proposal? Contact one of our country teams or Team Partnerships and we will guide you.

WHO DO YOU WANT TO COOPERATE WITH – AND IN WHAT COUNTRY?

For a long time, Sida has worked in different ways to stimulate cooperation between Swedish entities and their counterparts in partner countries, but on a smaller scale. Now we are taking a further step. We hope to see more people and organisations involved in cooperation projects. In addition, we now have new methods and forms of financing. We are prioritising areas where the need for development aid is now changing – Indonesia, India, China, Vietnam, South Africa, Namibia and Botswana.

Those involved may be authorities, municipalities, non-governmental organisations, institutes, trade unions or private companies. On a smaller scale, Partner Driven Cooperation will also take place in other countries in parallel with traditional support. Our earlier collaboration with countries in Eastern Europe has also been a guide in designing this approach to international development cooperation.

The objective is to create a 'win-win-win' situation for the people in poverty and those participating in projects in partner countries and those involved in Sweden.

HOW DO WE WORK?

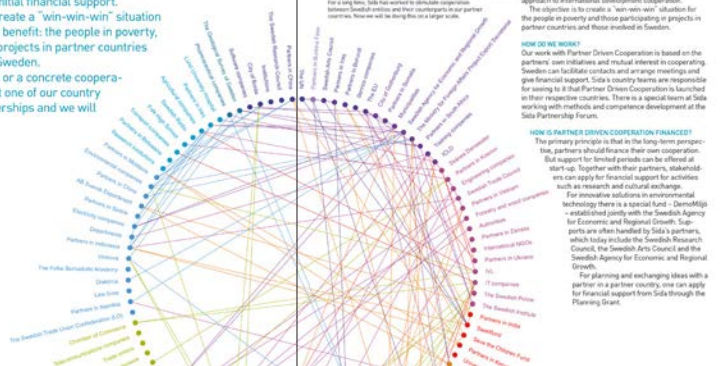
Our work with Partner Driven Cooperation is based on the partners' own initiatives and mutual interest in cooperating. Sweden can facilitate contacts and arrange meetings and give financial support. Sida's country teams are responsible for seeing to it that Partner Driven Cooperation is launched in their respective countries. There is a special team at Sida working with methods and competence development at the Sida Partnership Forum.

HOW IS PARTNER DRIVEN COOPERATION FINANCED?

The primary principle is that in the long-term perspective, partners should finance their own cooperation. But support for limited periods can be offered at start-up. Together with their partners, stakeholders can apply for financial support for activities such as research and cultural exchange.

For innovative solutions in environmental technology there is a special fund – Demobilis – established jointly with the Swedish Agency for Economic and Regional Growth. Supporters are often handled by Sida's partners, which include the Swedish Research Council, the Swedish Arts Council and the Swedish Agency for Economic and Regional Growth.

For planning and exchanging ideas with a partner in a partner country, one can apply for financial support from Sida through the Planning Grant.



WHO DO YOU WANT TO COOPERATE WITH – AND IN WHAT COUNTRY?

For a long time, Sida has worked in different ways to stimulate cooperation between Swedish entities and their counterparts in partner countries, but on a smaller scale. Now we are taking a further step. We hope to see more people and organisations involved in cooperation projects. In addition, we now have new methods and forms of financing. We are prioritising areas where the need for development aid is now changing – Indonesia, India, China, Vietnam, South Africa, Namibia and Botswana.

Those involved may be authorities, municipalities, non-governmental organisations, institutes, trade unions or private companies. On a smaller scale, Partner Driven Cooperation will also take place in other countries in parallel with traditional support. Our earlier collaboration with countries in Eastern Europe has also been a guide in designing this approach to international development cooperation.

The objective is to create a 'win-win-win' situation for the people in poverty and those participating in projects in partner countries and those involved in Sweden.

HOW DO WE WORK?

Our work with Partner Driven Cooperation is based on the partners' own initiatives and mutual interest in cooperating. Sweden can facilitate contacts and arrange meetings and give financial support. Sida's country teams are responsible for seeing to it that Partner Driven Cooperation is launched in their respective countries. There is a special team at Sida working with methods and competence development at the Sida Partnership Forum.

HOW IS PARTNER DRIVEN COOPERATION FINANCED?

The primary principle is that in the long-term perspective, partners should finance their own cooperation. But support for limited periods can be offered at start-up. Together with their partners, stakeholders can apply for financial support for activities such as research and cultural exchange.

For innovative solutions in environmental technology there is a special fund – Demobilis – established jointly with the Swedish Agency for Economic and Regional Growth. Supporters are often handled by Sida's partners, which include the Swedish Research Council, the Swedish Arts Council and the Swedish Agency for Economic and Regional Growth.

For planning and exchanging ideas with a partner in a partner country, one can apply for financial support from Sida through the Planning Grant.



We provide Partner Driven Cooperation in the following countries: Indonesia, India, China, Vietnam, South Africa, Namibia and Botswana. The list is not exhaustive and the list is subject to change. We also provide support for other countries or areas with traditional support, as well as in some Swedish countries.

EXAMPLES OF FINANCIAL SUPPORT FOR PARTNER DRIVEN COOPERATION

- Swedish Research Links, handled by the Swedish Research Council, awards small grants to research institutions to start up cooperation.
- Demobilis is a support instrument by the Swedish Agency for Economic and Regional Growth that creates opportunities for government agencies, municipalities, institutions or companies to demonstrate and try out new environmental technology.
- Cultural cooperation with South Africa, handled by the National Swedish Centre for Cultural Affairs, is based on joint investment by Sweden and South Africa in a cultural fund.
- Municipal cooperation is handled by the International Centre for Local Democracy ICLED in Västerås.
- Swedish provides joint venture between companies in the partner countries and in Sweden.
- Sida's Baltic Sea Unit in Västerås works with Partner Driven Cooperation for organisations, municipalities and regions through out with aid funnel.

WHERE DO IDEAS FOR PARTNER DRIVEN COOPERATION COME FROM?

In order to stimulate more people to develop ideas and cooperation, Sida works with a number of meeting places. These include conferences or other fora dealing with a specific field, such as the environment, or a particular country or region. Meetings can take place both in Sweden or in the countries in question.

CONTACT US:

Do you have an idea for cooperation, but don't know where to start? Contact the closest country team at Sida, Christian Zetterstrom, +46 8 9372 52 for Indonesia, Namibia and South Africa • Sida Partnership Forum, +46 8 9372 52 for Botswana, India and China • Christian Linn, +46 8 9372 52 for Vietnam • Sida Helms, +46 8 9372 52, Team Partnerships.

Stockholm

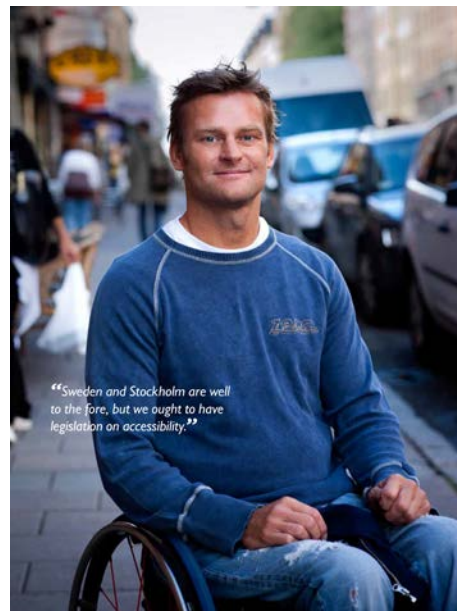
– the city for everyone

Twelve years of the Project of Easy Access



Stockholms Stad

Stockholms Stad (Stockholm County)
Brochure: Stockholm – the city for everyone Twelve years of the Project of Easy Access



“Sweden and Stockholm are well to the fore, but we ought to have legislation on accessibility.”

Niclas Rodhborn 13

“Stockholm’s a good place, but it can get better still”

Stockholm can very well bear comparison with other cities in the world as regards wheelchair access. But the USA is the best country for access. There you never have any problems. That’s probably because, like Norway, they’ve passed laws about public places being accessible to the disabled, says Niclas Rodhborn, a wheelchair-bound elite sportsman playing both tennis and basketball at national league level.

Söderman, Stenlind and Kungsholmen are Niclas Rodhborn’s favorite haunts in Stockholm. He lives in Söderman, likes going to places around Söderplan for lunch and dinner and has many friends in Kungsholmen. His sporting activity also involves a lot of travelling, and he is able to compare accessibility in Stockholm with the situation in many other of the world’s cities.

Niclas Rodhborn

- 40 years.
- Full-time elite sportsman since 2000.
- Playing in the national basketball and tennis teams.
- Has taken part in two Paralympics, played tennis in Athens in 2004 and in Beijing in 2008.
- Won a European Championship gold medal with the national basketball team in 2000.
- Formerly employed by the Recruitment Group, an association active in physical and mental training for people with functional impairment.
- Born and bred on the island of Gotland, has lived in Stockholm since the beginning of the 1990s.
- Wheelchair-bound following a car accident 20 years ago.

Eliminate gradients

“Look at this entrance. Here they’ve built up the pavement so that it slopes upwards to the entrance. That’s a good way of avoiding steps and changes of level. They ought to do this in more places. It’s a terribly simple change which people who can walk perhaps don’t give a thought, but it makes a big difference to us”, he says as we pass by an entrance to Heringsgränd.

14 My Stockholm

A couple of doors further on things don’t look so good. Here there is a shop with several steps from the street, effectively excluding the majority of wheelchair users.

“Not good”, says Niclas Rodhborn.

Arriving at the intersection of Kingsgate and Heringsgränd, we are left standing a while, waiting for the lights to change. Most pedestrian crossings now have bevelled kerbs instead of the former sharp edges.

“That’s a great improvement for us wheelchair users. Kerb edges don’t give me any trouble. I still have strong arms and I’m in good trim. But for someone with less muscle power in their arms or sitting in an electric wheelchair with small wheels, kerb edges obliging you to ‘do wheelies’ are just out of the question”, says Niclas Rodhborn.

Legislate on access

Niclas Rodhborn broke his back in a car accident when he was 19. He had played both football and hockey up to the age of 15 and then gone in wholeheartedly for hockey. That helped a great deal during his rehabilitation.

“And there’s a big difference between getting injured when you’re 19 and when you’re 50. The body is stronger and you can adapt more easily to life in a wheelchair when you’re younger. Quite soon after the accident I felt that I wanted to go on with sport, and for the past 19 years I’ve been playing tennis and basketball full time.”

He has harvested many medals from the Paralympics, world and European championships and other major events, as well as being a seasoned traveller who has seen many countries.

“The USA is definitely the best country for travelling. There they’ve passed laws about accessibility, and it makes a big difference. All public places, every little restaurant, pavement cafe and shop, has to have a stroller and a lift or a ramp so that people can get in everywhere. Sweden and Stockholm are well to the fore, but I think we should also pass legislation, these things here will get even better”, says Niclas Rodhborn.

Think “flat” and remove obstacles

We continue down Heringsgränd, past all the shops and pavement cafes. Billboards, cables and chains are scattered about, but nothing gets in Niclas Rodhborn’s way.

“On the other hand, getting along here would be trickier for a blind person”, he says.

On the subject of pavement cafes, the City is working to distribute information and knowledge of the rules to proprietors. Among other things, all pavement cafes must have chairs and tables properly screened off from the pavement, though the screening must not impede access for wheelchair-bound persons.



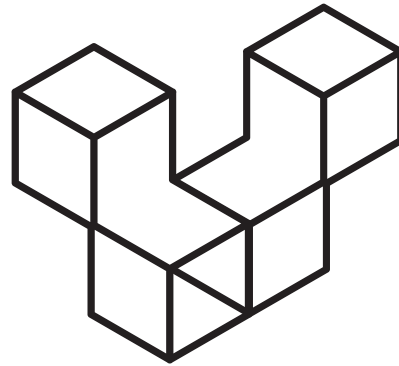
Thank you...

...for taking the time to review my portfolio. I hope you got a clear picture of how I work and what I do and have done in my professional life. If you have any questions or want to know more about me or any of the projects shown, do not hesitate to contact me.

Please visit my website, where you can download my CV etc.

<http://www.sahlstrom.se/eng/>





Sahlström Production

Jonas Sahlström

Art Director / Graphic Designer / Final art

Phone: + 46 (0)732-55 61 46

Mail: jonas@sahlstrom.se

Webb: www.sahlstrom.se

Address: Sankt Eriksgatan 25A, SE-11239 Stockholm, Sweden