



Make it in Sweden



SWEDISH REPRESENTATION OFFICE

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MiiS is specialized representing companies into Sweden. We act as your extended team in Sweden taking care of your regional needs. from customer relations, professional support services to comply to local Swedish legislation.

Our customers appreciate us being hands-on with a no-nonsense approach achieving results with limited budgets in short timeframes. To ensure success in Sweden we offer continuity while you expand your regional presence. Our services range from sales, administration to legal compliance.

Our clients praise us for offering skilled, experienced executives and professionals on an hourly basis. We create teams of specialists at a fraction of the cost hiring full time employees. We pride ourselves on customer satisfaction and transparency

THE GO-INTERNATIONAL PACKAGE

The complete package to start a business in Sweden. Based on your Scandinavian strategic objectives we assess your business plans, handle regional representation, legally, financially, and commercially.

- Based on your Scandinavian strategic objectives we assess your business plans, handle regional representation, legally, financially, and commercially.
- We agree targets for your market entry, commit resource requirements at fixed cost or at hourly rate for the services required to reach targets. We have the experience and local network to reduce time for your market entry and avoid costly mistakes.
- We identify relevant, potential customers and partners in Sweden. Together we set search criteria based on your preferences and priorities. Using our network as well as search tools we offer to prepare a short-list of potential customers that we present to you for evaluation and decision on what companies to reach out to in the next phase.

MiiS offers interim Executives and Professionals, for the duration of your project requirements. Using experts in each field we offer a cost-effective market entrance into Sweden in particular, and Scandinavia in general.

EXPLORE SWEDEN

Are you looking to explore the Swedish market? Our Market Assessment Program offer high value at low risk. Based on your business profile we conduct market analysis, we reach out to potential customers, partners or resellers and schedule meetings. You come over to experience Sweden with a set of booked meetings and an in-depth analysis of the market. We make individual programs based on your needs and requirements based on individual assessments.

REACH-OUT AND MEET

Based on your Business Plans and Market Entry Strategy we identify relevant, potential customers and partners in Sweden. Together we set the search criteria based on your preferences and priorities.

We prepare a short-list of potential customers, distributor, or partners that we present for evaluation and decision on what companies to reach out to in the next phase: We reach out & meet potential customer and partners to assess their interest and strategic fit.

We schedule appointments where you meet interested parties. We offer a one-stop-shop scheduling meetings. We act as your regional representative, preparing and executing joint visit.

BUSINESS PLAN ASSESSMENT

We ensure that your business plan is a robust platform for your business to to grow internationally. We utilise our regional network of sector experts to provide practical advice and insights. Based on your wants and needs we recommend entry strategies for your evaluation and approval.

We offer to review your export readinesss and can reflect on key issues that need to be in place for a successful market expansion. We will present options to explore and navigate the Swedish market including, compliance legal and funding arrangements, After assesment you will have confidence in the viability of your business plan and identified any areas for improvement.

MARKET ENTRY STRATEGY

Entering a new markets is a significant step for your business. We have wide experience representing a variety of companies with Market Entry into Sweden,from small startups to international groups entering the Swedish market. With opportunities come challenges in the form of languages, local customs, new business practices, and practical stuff like legal and regulatory frameworks.

Your international expansion requires diligent planning and a well-thought-out market entry strategy. We will get you started with a solid Swedish market entry strategy based on agents, resellers or direct sales to relevant customers.

ESTABLISH YOUR BUSINESS IN SWEDEN

The fastest and easiest way to start a company in Sweden. It's suitable for clients who wish to start their business activities quickly and without the hassle. All below is included in the price, legal formation, registrations, tax registration, beneficial owner, bank connection and accounts!

ESTABLISH YOUR BUSINESS IN SWEDEN PACKAGE

Do you wish to start your business quickly and without the hassle? All below is included in the price, legal formation, registrations, tax registration, beneficial owner, bank connection and accounts!

REGISTER YOUR SWEDISH COMPANY

Register with the Swedish Companies Registration office (Bolagsverket). A limited company only becomes a legal entity when it has been registered with the Swedish Companies Registration Office. Registration provides Swedish protection of the company name. Swedish limited liability company must have at least two board members (including one deputy). In the event no board member resides in Sweden, a legal contact person in Sweden must be appointed. Swedish business address is mandatory for every Swedish company. The company need a bank account with associated compliance documentation. The lowest share capital is 25 000 SEK.

Are you looking to establish a business in Sweden? We offer all-inclusive company set up, from assessing your business plan, help you build a business plan to setting up your business and bank accounts. We offer a variety of add-on services like book keeping, payroll, offices, accounting. In effect we can manage all your regional relations from customers, partners, employees to tax authority and other official relations.

BANK ACCOUNTS

Bank Account, approvals, due diligence.

All limited companies must have a Swedish bank account. Banks have obligations to possess solid knowledge about its customers and their affairs so as to make it more difficult for the business to be used for, and to prevent, prevent money laundering or terrorist financing. The requirements include verification about the customers identity, background, the firms beneficial owners that exercise control over the firm. Further EU sanctions and political exposed persons needs to be checked, and purpose and nature of the business relations established including between what countries transactions will take place.

LEGAL COMPLIANCE

If you're looking to expand your business into Sweden, our expert business advisors can make your international expansion high impact – low risk. The team has a strong track record helping a multitude of businesses from a variety of different industries, understand and navigate the complexities of doing business in Sweden. From exploring the market, developing a market entry strategy to setting up your company in Sweden with value added services like accounting and more. Notice is your one-stop-shop, looking after your business needs in a coordinated seamless manner.

ACCOUNTING IN SWEDEN

We look after your accounting and track your results in real time, our systems give you access to doing bookkeeping yourself alternatively we offer full-time support from our professional team. Necessary accounting procedures will be agreed pending your needs. We ensure you meet regulatory demands and stay fully compliant to Swedish law.

Our online accounting software is available in English, you can create invoices and manage Bank transactions inhouse or outsource it for us to take care of your every need

Every company in Sweden has to submit an Annual Report and Annual Income Declaration. If the company has monthly transactions, invoices and VAT number, it's also mandatory to submit monthly declarations. If you don't have time or resources to do this yourself, we offer to support with Annual Reports and Income Declaration. If the company has monthly transactions, invoices, and VAT number, it's also mandatory to submit monthly declarations. Prices vary on scope of your business.

TAX REGISTRATIONS INCLUDING BENEFICIAL OWNER

In order to start a business in Sweden, you have to apply for tax registrations. The company must register with the Swedish Tax Agency (Skatteverket). The company must apply for tax and VAT registration and, if relevant, register as an employer.

All limited companies must inform the Swedish Companies Registration Office of the identity of the beneficial owners. Register within four weeks of registering your limited company. A beneficial owner is the person or persons who own or control the limited company.

RESIDENCY EXCEPTION

In the case of non-EU citizens' involvement in the company formation process, there is a residency requirement exception application to be completed for an additional fee (2500 SEK, price includes state fees).

Swedish limited liability company must have at least three board members or at least one member of the management board and one deputy member. In the event the limited

company has no board member who is resident in Sweden, a contact person in Sweden must be appointed.

ADVISORY, BOARD OF DIRECTORS, LEGAL REPRESENTATION

With a network of seasoned Directors, owners, and senior consultants we have the experience and expertise to support, advice and take formal leadership in formation of structural Advisory or Board of Directors. Service offered in combination with accounting services only as there is legal obligations and responsibilities with Board of Directors.

In case none of your company's board members has Swedish citizenship or doesn't permanently reside in Sweden it is required to register a legal representative.

VISA SERVICES

We handle your visa, work permit, and residency applications, based on your individual situation, we assess opportunities and give recommendations. Once you have decided route we write your applications, ensuring the correct criteria are met and relevant documentation is in place to speed up the process of visa, and work permit or setting you up as self-employed or running your company in Sweden.

VIRTUAL OFFICE AND LEGAL ADDRESS

We offer co-working spaces in Stockholm and Gothenburg. Our service always included WIFI, printing, gym, daily breakfast and much more. Legal Address is necessary for as long as the company is registered in Sweden. Address service is the best solution for non-residents who start their company in Sweden but don't have an office here. Legal address is publicly available to everyone. All company's official letters will be sent to this address.

SALES & MARKETING

We have dedicated experts in Sales and Marketing available to reach out and create interest and business in Sweden. Based on your criteria we get in touch with customers to assess their interest and strategic fit with your business. We offer to schedule appointments with interested parties. Acting as your regional representative, we conduct joint visits. We aim to reach agreements with potential accounts to commit to next steps in evaluating the benefits of your offering.

We have best-in-class tools for reach-out and marketing to identify and contact relevant, potential customers and partners in Sweden. Our in-house team offers webpages, landing pages and social media plans in Swedish.

SWEDEN AS YOUR NEXT BUSINESS DESTINATION

Sweden stands out as a hub of innovation, sustainability, and exceptional quality of life. Its strong economy, progressive policies, and dedication to environmental stewardship make it more than just a business location—it's a place to prosper.

The unmatched quality of life, promoting work-life balance and inclusivity, attracts and retains elite talent, boosting productivity and satisfaction in the workforce. Enhanced by top-tier healthcare and education, Sweden offers a stable, nurturing setting for both individuals and families.

With its prime European location, Sweden is a gateway to the Nordic and broader EU markets, thriving in digital tech, green energy, and advanced industries. Opting for Sweden as your business base means choosing a future where innovation and sustainability drive industry standards in a system that supports both community and environment.

MiiS – Swedish Representation Office! Our team of Swedish Experts work relentlessly to deliver world-class strategic advice and services to our clients wanting to do business in Sweden and across the European Union.

Our model is based on fractional use of Executive and Professional resources offering the right person at the right time, for as many hours as required.

We offer fixed prices for highest transparency and predictability in costs. We offer either monthly fixed retainer or modular cost for defined set of work with clear goals and gates to be achieved.

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