



# A New Financial Policy at Swedish Match

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# Sweden



Scandinavian country in Northern Europe

Borders with Norway and Finland

3rd largest country by area in the EU

# Economy



- *Developed export-orientated country*
- *GNI per capita - \$61 600*
- *GDP per capita - \$58 887*

## Main industries:

- Motor vehicles, telecommunications, etc.
- Traditionally a modern agricultural economy
- Today develops engineering, steel, pulp, industries, etc.

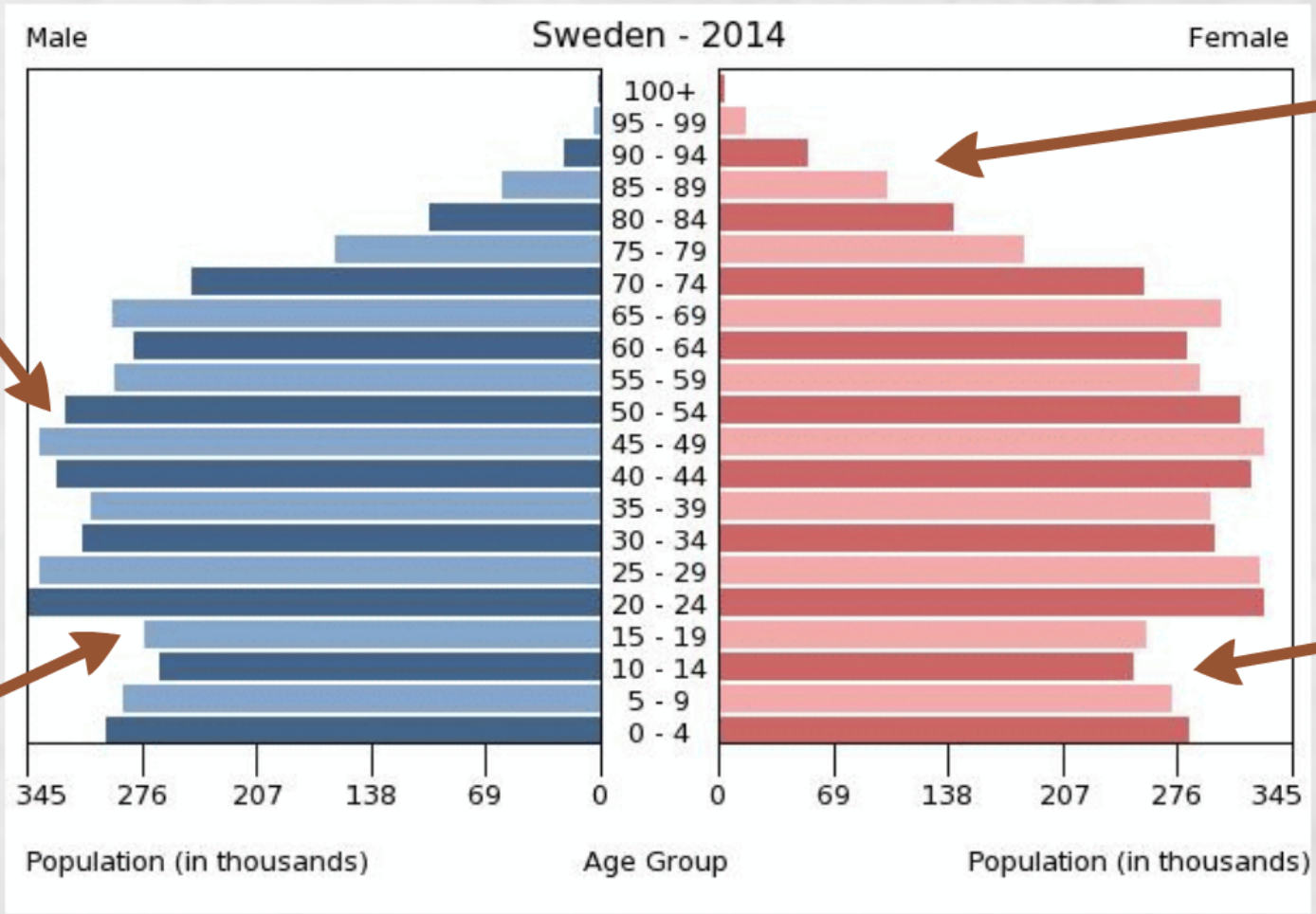
## Total fertility rates; MS view, policy, 2011



Source: TFR figures, Eurostat, 2013; MS views as reported to UN/DESA, 2011

## Population Statistics

- *Population: 9 747 355*
- *Crude Birth Rate: 11.9*
- *Crude Death Rate: 9.2*
- *Total Fertility Rate: 1.86*
- *Male Life Expectancy: 80.4*
- *Female Life Expectancy: 84.1*
- *Immigration rate: 13.2*
- *Emigration rate: 5.3*
- *85% of population in urban areas*



High percentage of the population is economically active



Smaller dependent population



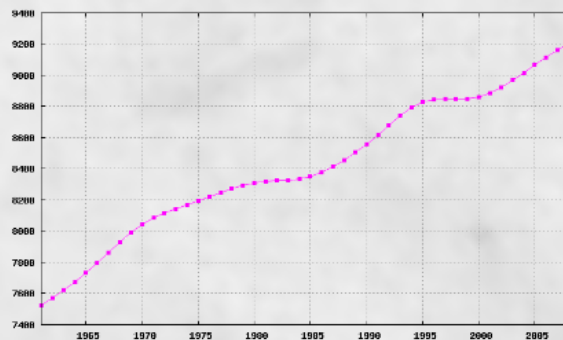
Women have a higher life expectancy than men



Low birth rate



Population Growth, Sweden, 1960-2009



DEMOGRAPHIC CHANGE, SWEDEN, 1735-2000

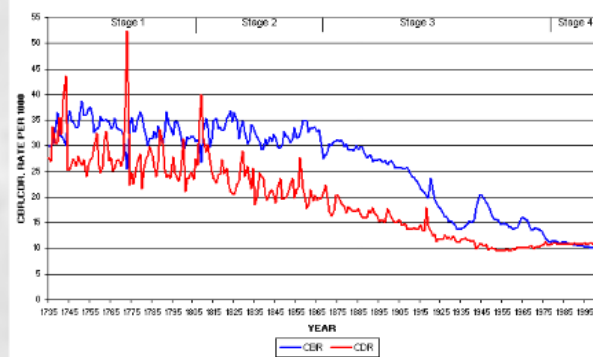
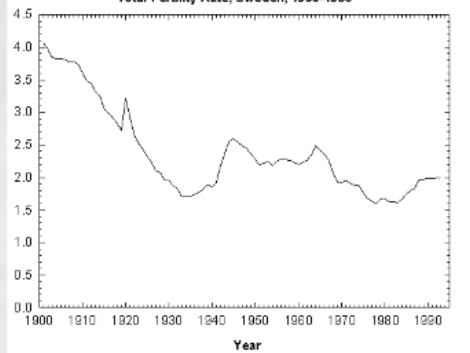


Figure 11.

Total Fertility Rate, Sweden, 1900-1993



TFR (Total fertility rate) in comparison with the replacement rate

