

Brighton, England, 25 January 2012

Bjond International sets the tone for Swedish companies in the UK

New business representation service offers local business development and digital marketing for Swedish companies wanting to establish, grow and gain clients in the UK.

Messages are easily "lost in translation" on websites, in newspaper articles and in adverts, when Swedes with near perfect English convey the wrong impression due to a lack of insight into the many subtleties of British culture, language or social etiquette.

Having witnessed too many examples of this, Swedish born Anna Sjöström Walton, who grew up and resides in England, knew there was a need to help Swedish companies and products develop successfully in the UK. She wanted to help promising Swedish companies in early stages of internationalisation get on the right track in the UK through localised marketing and business liaison. British people have great admiration and respect for Swedish design, IT, lifestyle, food and health, social structure and entrepreneurship.

Bjond International has recently been established to represent Swedish companies in the UK by offering business development, sales, partner liaison, social and digital marketing, PR, content creation (video, text), localisation, copywriting and market research.

Anna Sjöström Walton has lived and worked in the UK since 1981 in an Anglo-Swedish environment, with continued strong links with Sweden. She has a native intuition for that which lies at the heart of the British market, often invisible to foreigners. "Britishness" embodies the characteristics and identity of the British people, and reflects their history, culture, economy, politics, trends, interests and sense of humour. Her successful career lies in business development, international expansion, marketing and PR, across industries including IT, localisation, digital marketing, interactive design, online publishing and video games.

"When working with the Brits, a product cannot - no matter how great it is - be marketed and sold without a consideration of English rules and an understanding of subtle references and body language. For instance, do not naively misunderstand the expression "interesting". Do not under any circumstances assume this is definitely a positive statement. Depending on a number of factors, this could be read in a number of ways, including a classic case of British irony."

Anna is based England but will be in Stockholm 6-8 February, available for meetings at the Swedish Chamber of Commerce seminar "Welcome to the UK" on 6th February and for the two days following the event.



For more information or to book a meeting, please contact:

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