

Sweden's best exporter invests in growth

Written by Johan Nylander

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Transmode, a Stockholm-based firm which helps companies address constraints caused by growing video and data traffic, has been named Sweden's best exporter and is now looking at new markets for further international expansion.

Last month, the company was chosen as the winner of the Swedish Export Award 2012, a prestigious honour established and presented by the Swedish Trade Council.

Ola Elmeland, Transmode's head of communication, said the prize has led to increased attention for the company and will serve as a push for further expansion.

"It's always great to get this kind of recognition. The Swedish Trade Council has comprehensive evaluation criteria so it is not an easily won prize," he told the Swedish Wire. "It seems like people in general understand that as the interest in the company has increased remarkably."

Transmode was formed in March 2005 when two Stockholm-based private telecoms companies - Transmode Systems and Lumentis - merged. The firm is headquartered in Stockholm and listed on the NASDAQ OMX Stockholm Exchange.

It's a global provider of packet-optical networking solutions that enable fixed line and mobile network operators to cost effectively address the capacity needs created by the rapid growth in video and data traffic.

Elmeland said 90 percent of the company's sales last year were outside Sweden and that they see export markets as providing the biggest opportunities for growth.

"The largest share of our sales is in Northern and Western Europe, but our market is growing worldwide," he said. "We are also increasing investments in North and South America and Asia."

The export award was presented by the CEO of the Swedish Trade Council Ulf Berg, to Karl Thedéen, Transmode's CEO, at a ceremony in Stockholm's City Hall in May.

The honour is presented each year to a Swedish company that has displayed strong growth in exporting to multiple overseas markets while also contributing positively to employment in the Swedish business sector.

A statement by the judging panel outlined why Transmode won the award:

"Transmode is active in a global market with high growth, where it has gained market shares over many years. Transmode has rapidly achieved both a stable geographical distribution and a broad customer base in a technically demanding field with strong competitors, where they have developed scalable and capacity-enhancing technologies. Over the same period, Transmode has for many years consistently achieved a stable and high profitability."

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