



NORDIC

Business Pioneers 2025

A report featuring insights from senior executives on Sales and Marketing in the Nordic region.

*pro
to
sell.*



Nordic Business Pioneers 2025 – Business Strategies for an Uncertain World

About the Survey – Nordic Business Pioneers 2025

To create a comprehensive and insightful picture of the most relevant business challenges and opportunities in the Nordic region, Protosell conducted an in-depth survey among around one hundred leading decision-makers across various industries.

Methodology and Implementation

The survey was conducted during the winter of 2024/2025 and included a wide range of sectors such as technology, finance, manufacturing, consulting, and retail. Through a combination of structured questionnaires and in-depth interviews, we gained a detailed understanding of how companies manage sales strategies, marketing efforts, expansion plans, and the increasing use of AI.

Sampling and Participants

The survey specifically targeted individuals in executive positions – CEOs, sales managers, marketing directors, and strategic decision-makers – to ensure that the insights reflect the real priorities and strategies of corporate leadership.

Purpose and Objective

The purpose of the report is to provide entrepreneurs, managers, and other decision-makers with guidance and inspiration for 2025. By combining statistics with in-depth analyses, we aim to highlight the trends that will shape the business landscape in the coming year and provide concrete recommendations on how companies can position themselves for success.

Introduction

The world is undergoing a period of rapid change, and companies must adapt in order to succeed. With increasing geopolitical uncertainty, technological advancements, and shifting consumer behaviours, businesses face both opportunities and challenges. This report summarizes the key trends that will affect the Nordic business arena in 2025, based on insights from Protosell's **"Nordic Business Pioneers 2025"** survey and current macroeconomic trends.

Key Insights & Trends from the Survey

- Order intake has improved since 2024, particularly in the technology and financial services sectors.
- AI usage has increased significantly, especially in marketing and automation.
- Expansion into new markets is on the rise, with Expo 2025 emerging as a clear business opportunity.
- Geopolitical uncertainty is causing concern, and many companies are now looking to diversify their markets.

A Challenging Business Environment with Increased Risks

The global economy is currently in a period of significant uncertainty, where the return of Donald Trump as President of the United States has introduced new risks for international trade and the business climate. Among the most discussed developments are the threats (and implementation) of **25%** tariffs on European goods, which will lead to economic challenges for Swedish and European companies.

Although the direct impact on Sweden's GDP is estimated to be limited (**-0.02%** according to the National Board of Trade), there are concerns that potential EU countermeasures could have more tangible consequences for productivity and investment. The political unpredictability in Washington has also contributed to growing uncertainty in global financial markets.

U.S. Vice President JD Vance made a dramatic statement in February 2025, commenting on the political situation with the words: **"There's a new sheriff in town"**, clearly referring to Donald Trump. The following weeks were marked by turbulent rhetoric and political actions, including threatening language, trade restrictions against Canada and Mexico, and increased pressure on Ukraine to end the war initiated by Russia.

This unstable situation has caused concern in global stock markets and dampened the optimistic economic trajectory that followed Trump's earlier tax cuts and deregulation. In light of these uncertainties, many European companies – even those not directly exposed to the U.S. market – have begun to take measures to reduce their dependence on North America. This cautious strategy reflects a global economy already in a fragile state, where businesses are seeking alternative markets to secure their growth and stability. Perhaps this is the wake-up call that Europe needed?

Sweden and the Nordics can do better!

According to the Confederation of Swedish Enterprise's regional development report for 2025, Sweden has dropped to its lowest position ever on the OECD prosperity list – **13th place**. No other OECD country has lost so many positions so quickly. Moreover, Sweden now has one of the highest unemployment rates in the EU. Despite this, the report shows that Swedish companies still have high ambitions: 8 out of 10 companies plan to increase their workforce over the next five years. At the same time, more than half of the companies cite difficulties in recruiting personnel as a significant barrier to growth.

Positive Signs of Recovery In the challenging economic situation, there are bright spots. The Purchasing Managers' Index (PMI) for the private services sector rose to **55.1** in February, indicating that the sector has returned to growth territory. This is an increase of **7.3** index points compared to February 2024. According to Swedbank/Silf, this is due to a stronger order backlog, suggesting that more service companies are now seeing increased demand. After a weak January marked by a sharp decline in orders, this development appears to offer renewed hope for improved business volumes and employment in Swedish companies.

Technological Advancements as Enablers In this climate, AI and digitalization stand out as crucial enablers for companies to streamline operations and enhance competitiveness, with AI increasingly automating even intellectual tasks in white-collar professions. AI-driven tools and the automation of repetitive tasks create new opportunities to increase productivity despite labour shortages.

Demographic Challenges and the Need for Innovation

Global demographic developments present additional challenges. With too few children being born coupled with an aging population, the world risks facing labour shortages. An AI revolution that boosts productivity without requiring more personnel could help compensate for this.

Challenges for other Nordic countries:

Denmark:

- Trade and Export: Denmark is highly dependent on exports, making the country's economy vulnerable to global trade conflicts. Political uncertainty surrounding Donald Trump's rhetoric and aggressive stance, as well as the risk of a U.S. trade dispute, is causing concern for Denmark's major export market.
- Geopolitical Pressure: Trump's aggressive tone towards Greenland and the increasing geopolitical pressure in the Arctic region have also forced Denmark to address strategic security issues.

Norway:

- Currency Issues: The Norwegian krone has proven volatile, negatively affecting the export industry.
- Energy Dependence: Norway's strong reliance on the oil and gas industry means the country faces significant economic risks as the global economy shifts toward green energy. Diversifying the economy and reducing dependence on fossil fuels will be essential for long-term stability.

Finland:

- Demographic Challenges: Finland faces a growing labour shortage due to an aging population and low birth rate. This requires increased automation, AI investments, and innovation to maintain productivity and growth.

Iceland:

- Tourism Dependence: Iceland is heavily reliant on tourism as a key economic driver. This makes the country vulnerable to global crises, travel regulations, and economic instability. To ensure long-term growth, Iceland needs to broaden its economic base and invest in sustainable energy and innovation.

What is the Basis for the Analysis of Key Trends?

In Nordic Business Pioneers 2025, we have identified four main trends expected to have the greatest impact on businesses in the Nordics over the coming year. These trends highlight how technology, sales strategies, market expansion, and geopolitical instability are influencing business decisions. The rapid development of AI technology is redefining how companies interact with customers, while the importance of personal selling continues to grow. At the same time, more and more companies view international expansion as a key to growth – with Expo 2025 in Osaka being an important arena. Finally, the uncertainty surrounding U.S. trade policy is a risk that companies must actively address.

1. **AI-Driven Personalization is no longer a vision for the future –**

It is a reality that is redefining how companies interact with customers. The Nordic countries are among the global leaders in digitalization, meaning that companies here are expected to offer personal and tailored customer experiences based on data.

Key Insights:

- **23%** report already using AI in their sales process (**+4%** from 2024)
- **51%** plan to implement AI during 2025 (**+15%** from 2024)
- **26%** have no plans to implement AI (**-18%** from 2024)

Our Recommendation:

- Implement AI-powered CRM systems and predictive analytics for data-driven decision-making

2. **Personal Selling Remains Critical Despite the rise of AI and digitalization, personal selling is valued more highly than before.**

Key Insights:

- **98%** see personal selling as very important (**+4%**)

Our Recommendation:

- Combine personal selling with AI to increase efficiency and strengthen relationships

3. International Expansion and Expo 2025

2025 Interest in expanding into new markets has increased significantly, with Expo 2025 in Osaka opening many business opportunities.

Key Insights:

- **53%** plan to expand their customer base (**+2%** from 2024)
- **31%** plan to expand into new markets (**+11%** from 2024)
- **14%** have no expansion plans (**-12%** from 2024)

Our Recommendation:

- Use Expo 2025 as a platform to establish new business contacts and expand internationally

4. Geopolitical Uncertainty and Trade Policy

Companies face major challenges with the U.S. trade strategy under Donald Trump's re-election.

Key Insights:

- **19%** of companies see trade agreements and tariffs as a risk
- **13%** have already changed their strategy due to the political situation

Our Recommendation:

- Diversify markets to reduce dependence on the U.S.

The 2025 Business landscape: Four trends in innovation, adaptation, and strategy

Strategy As the business landscape evolves, companies face new demands for innovation, adaptation, and strategic thinking. Below we highlight four critical trends that will significantly impact how companies conduct their operations in the coming year. Protosell's "Nordic Business Pioneers 2025" survey shows that companies investing in these areas are already seeing positive results.

1. AI-Driven Customer Experiences

Why This Matters:

1. AI is no longer a vision for the future – it is a reality that is redefining how companies engage with customers.

AI-Driven Tools Can:

- Improve marketing by creating hyper-personalized real-time offers
- Streamline sales processes using automated tools such as chatbots and predictive analytics
- Enhance customer experiences through data-driven decisions and optimized customer journeys

Our Recommendation:

- Companies should invest in AI-powered CRM systems and marketing tools to maximize customer value and drive sales.



2. Sustainability and Transparency as Competitive Advantages

Why This Matters: Consumer behaviour is changing, and trust in micro-influencers and social shopping platforms is growing rapidly. Traditional digital marketing is losing effectiveness due to ad fatigue and privacy regulations. Livestream shopping, interactive content, and peer-to-peer marketing create new opportunities for customer engagement and sales.

Our Recommendation:

Companies should actively demonstrate transparency by communicating their sustainability initiatives through verifiable results and clear ESG goals.

3. Trust and Community-Driven Commerce

Why This Matters:

Consumer behaviour is changing, and trust in micro-influencers and social shopping platforms is growing rapidly. Traditional digital marketing is losing effectiveness due to ad fatigue and privacy regulations. Livestream shopping, interactive content, and peer-to-peer marketing create new opportunities for customer engagement and sales.

Our Recommendation:

Companies should invest in micro-influencer partnerships, social commerce platforms, and community-based marketing to strengthen trust, increase sales, and build long-term relationships with their customers.

4. The End of Isolated Sales and Marketing

Why This Matters:

1. Traditional sales and marketing teams are now merging into unified “revenue teams” that work with shared data and insights. This is necessary to meet B2B customers’ rising expectations for smooth and self-service-friendly buying experiences – similar to those in B2C.

Our Recommendation:

Companies should break down silos between their sales and marketing departments and implement AI-powered tools for lead scoring and pipeline management.

5. First-Party Data, Ethical Data Collection, and Trust-Based Customer Relationships

Why This Matters: With the phase-out of third-party cookies, first party data becomes critical to understanding and meeting customer needs. Companies that do not adapt risk losing their competitive edge.

Our Recommendation:

Build customer trust by investing in ethical data collection, gated content, and loyalty programs to collect valuable customer data in a transparent way.

The Companies That Will Succeed in 2025 Will Be Those That:

- Integrate AI to enhance sales and customer experiences
- Focus on genuine sustainability and transparent communication
- Build strong communities and work with micro-influencers
- Break down silos and integrate their sales and marketing teams
- Take control of their own customer data and build long-term customer relationships

AI Use – A Growing Success Factor in Sales

AI technology has moved from vision to reality and is now becoming a central part of companies’ sales and marketing strategies. The survey shows that the use of AI is increasing significantly: more companies are implementing AI in their sales processes, and fewer are being left behind in the development.

2024:

- **44%** did not use AI and had no plans to implement it
- **36%** planned to implement AI
- **19% actively used AI**

2025:

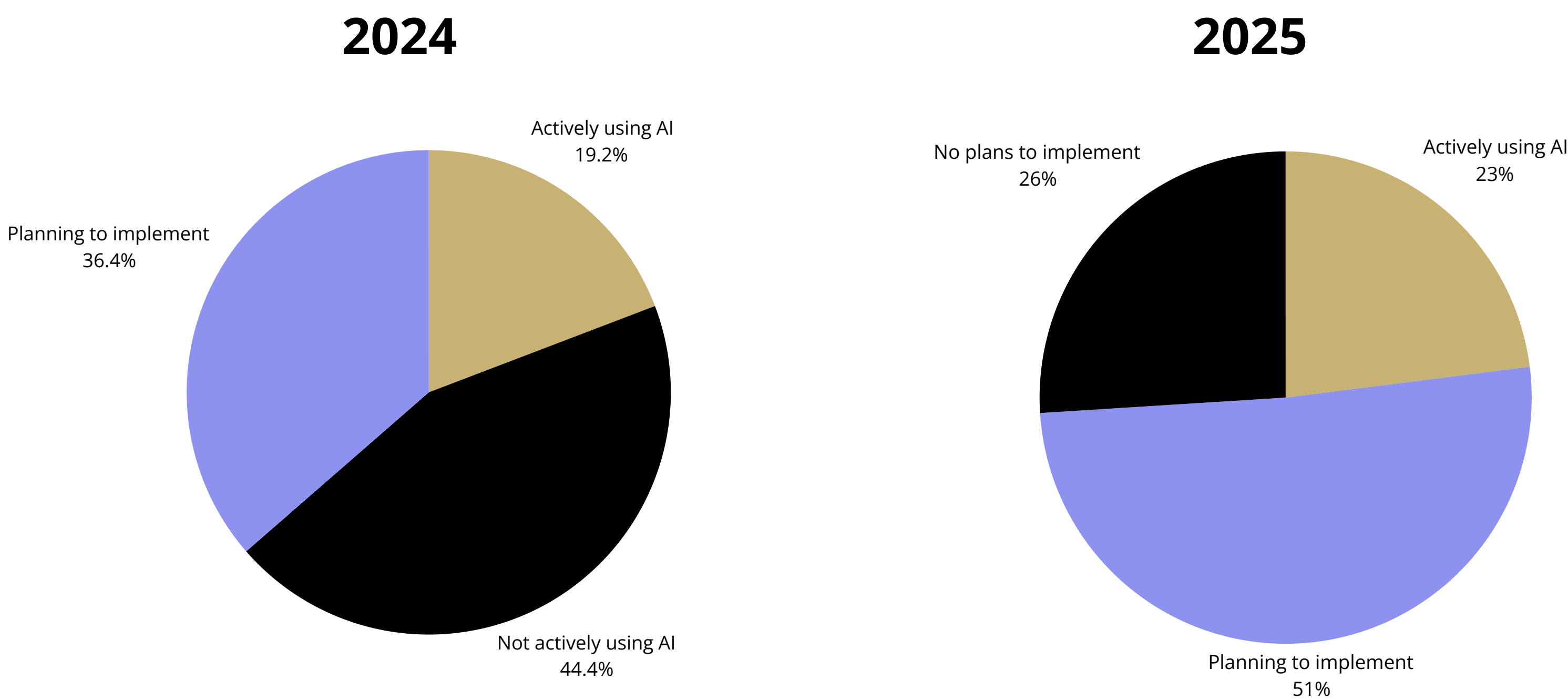
- **23%** report already using AI in their sales processes **(+4% from 2024)**
- **51%** plan to implement AI during 2025 **(+15% from 2024)**
- **26%** have no plans to implement AI **(-18% from 2024)**

Analysis:

AI adoption is significantly increasing among companies, with more actively planning to implement it as part of their sales strategies. The sharp rise in companies planning to adopt AI **(+15%)** suggests that the technology is seen as crucial for future success. At the same time, the decrease in companies with no plans for AI implies a broader acceptance of AI as standard in modern business operations.

Our Recommendation:

Companies that have not yet implemented AI should consider AI solutions for lead generation, customer management, and analytics tools to keep pace with industry trends. Organizations already using AI can deepen their usage in predictive analytics and automation to further optimize their sales processes.



How Important Does Your Sales Organization Consider Personal Selling to Be in Achieving Its Goals?

Results:

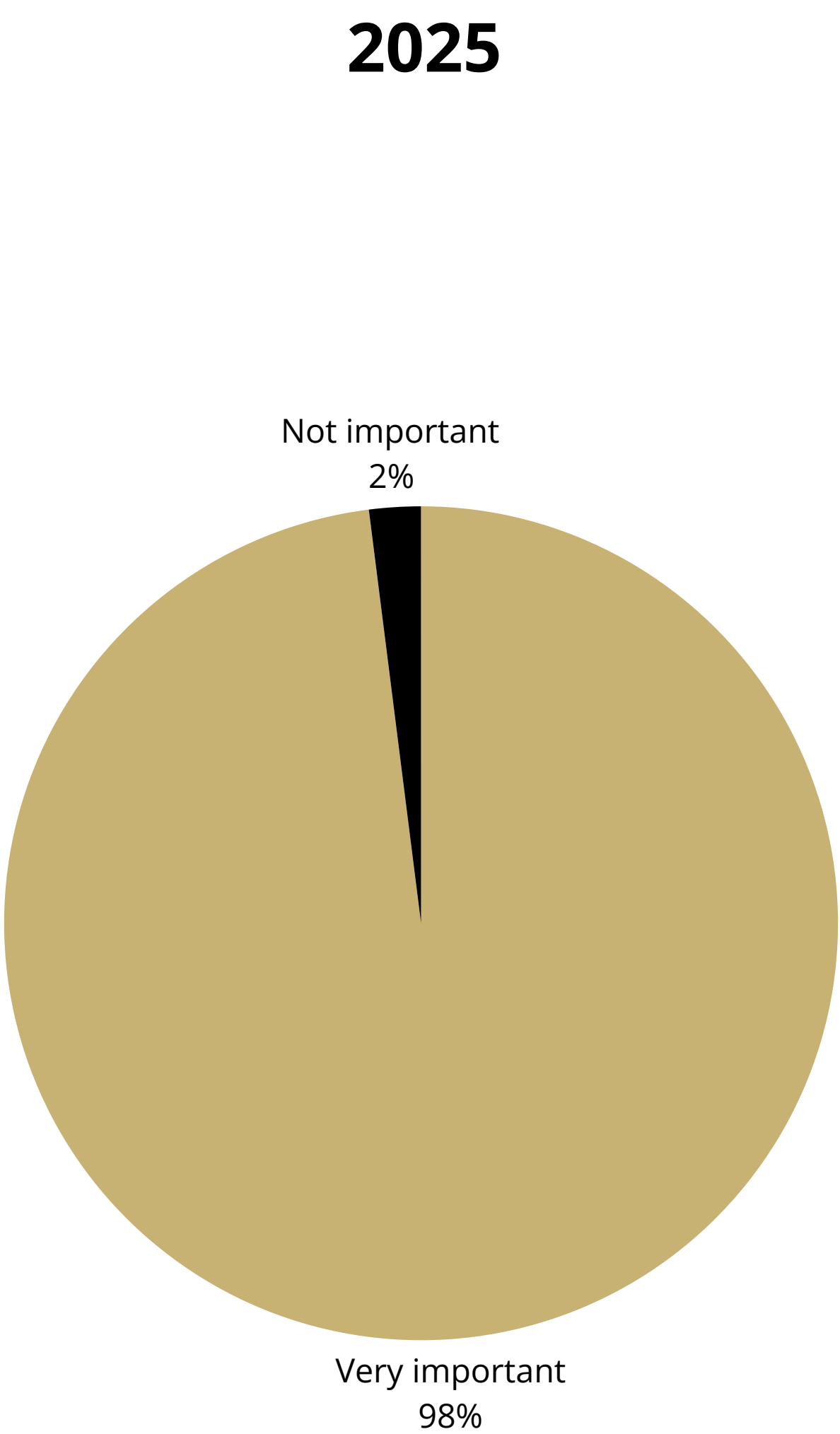
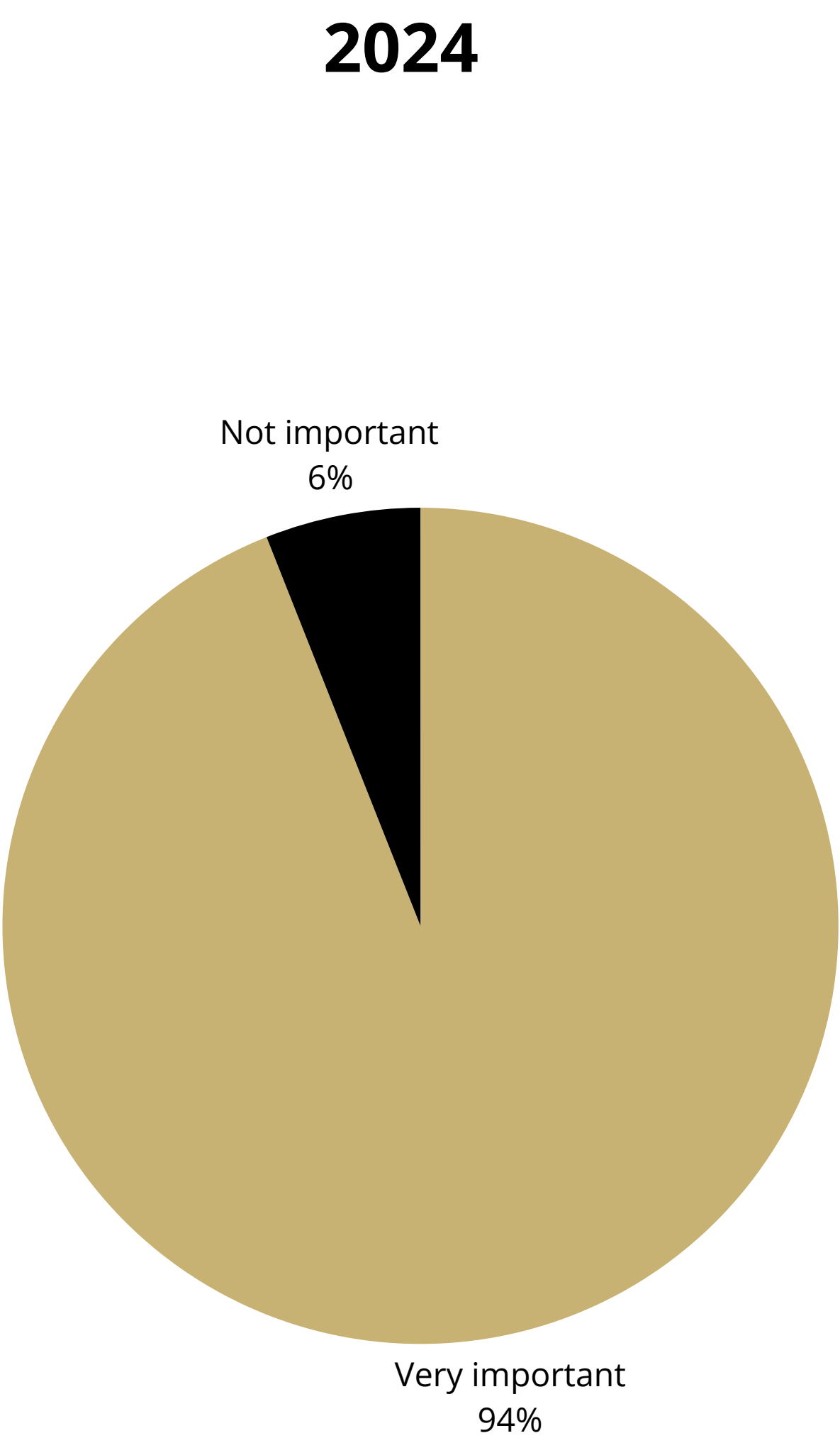
- 2024: **94%** considered personal selling very important
- 2025: **98%** consider personal selling very important (+4%)

Analysis:

Personal selling has gained importance despite the rapid growth of AI and digital solutions. The increased significance (+4%) indicates that companies view human interaction as indispensable for building trust, handling complex sales, and developing long-term customer relationships.

Our Recommendation:

- Invest in training that combines traditional sales techniques with digital tools. Sales teams should use AI support to streamline lead management and forecasting but
- continue to prioritize personal engagement.





International Expansion and Expo 2025 in Osaka – A Growing Trend with Expo as a Key Platform

Interest in international expansion among Nordic companies has increased significantly ahead of 2025. The survey shows that **31%** of companies now plan to enter new markets, an increase of **11%** from the previous year.

2024:

- **51%** planned to focus on developing their customer base
- **20%** planned to enter new markets
- **26%** planned no expansion

2025:

- **53%** plan to expand their customer base (+2%)
- **31%** plan to enter new markets (+11%)
- **14%** have no expansion plans (-12%)

Analysis

The significant rise (+11%) in plans for new market expansion indicates increased optimism about future market developments.

Our Recommendation

- Companies should carefully explore opportunities at Expo 2025 and ensure their presence to maximize networking and sales potential.
- Invest in strategic marketing and tailored offers for new target groups in growth markets.

Personal Selling – Still Crucial in a Digitized World

Despite rapid advances in AI and digital tools, personal selling continues to play a central role in companies' sales strategies. The survey shows that **98%** of companies consider personal selling very important to achieving their goals – up **4%** from the previous year. This underscores that human interaction remains essential for building trust, managing complex business processes, and developing long-term customer relationships. The most successful companies combine personal selling with digital tools and AI-driven insights to optimize customer contacts and streamline processes.

Summary of Key Insights

- AI use has increased significantly, particularly in sales and marketing.
- Personal selling remains a key success factor, even in an increasingly digital world.
- Interest in expansion has surged, and Expo 2025 in Osaka is emerging as a crucial platform for business development.

Conclusion

Companies that combine AI-driven analysis with personal selling and strategic expansion have the greatest potential to succeed in the evolving business landscape of 2025. Investing in these areas will be critical to creating competitive advantages and ensuring long-term growth.

Marketing Budgets

55% of companies have made no cuts to their marketing budgets

→ This suggests that a significant portion view marketing as a critical investment, even in challenging economic conditions. It indicates an understanding of the importance of maintaining presence and competitiveness during uncertain times.

27% chose to keep the budget unchanged compared to 2024

→ These companies may be in a cautious phase, waiting to see market developments before making major investments or savings.

Competencies in Sales and Leadership Teams – Keys to Team Success

Companies with diverse leadership structures—where technical expertise is combined with traditional leadership roles—are better positioned to adopt AI solutions and navigate the modern business landscape.

Companies with roles such as CTO (Chief Technology Officer) and CIO (Chief Information Officer) are particularly likely to already use or plan to implement AI.

Identified Roles in Leadership Teams:

- CEO (Chief Executive Officer)
- CFO (Chief Financial Officer)
- COO (Chief Operating Officer)
- CTO (Chief Technology Officer)
- CMO (Chief Marketing Officer)
- CHRO (Chief Human Resources Officer)
- CSO (Chief Strategy Officer)
- CIO (Chief Information Officer)
- Chief Creative Officer
- Head of R&D (Research and Development)
- Site Managers
- Project Managers
- Sales Manager
- CRM Administrator
- Content Marketing Manager
- Business Developer
- UX Specialist
- Collab Manager
- KAM (Key Account Manager)
- Hotel Manager
- Restaurant Manager
- Property Manager
- Owner Advisor
- Partners

Observations

- Traditional roles like CEO, CFO, and COO appear in almost all companies, indicating their centrality in corporate leadership.
- Tech-focused roles like CTO, CIO, and Head of R&D are more common in companies that report active use or planned implementation of AI.
- Specialized roles such as UX Specialist, Collab Manager, and Content Marketing Manager are prevalent in companies actively developing new marketing strategies.
- Companies with roles like Sales Manager and KAM often focus more on personal selling, correlating with those that haven't fully adopted AI but still prioritize customer relationships.

Our Recommendation

For companies looking to expand their digital strategy and adopt AI solutions, hiring roles such as CTO, Content Marketing Manager, and UX Specialist should be prioritized. Companies focusing on traditional sales should ensure that roles like Sales Manager and KAM are supported by digital tools to maximize results. A balanced leadership team that combines technical, creative, and commercial skills is a clear success factor in the Nordic business landscape of 2025.

Connection Between AI Usage and Leadership Structure

100% of companies with a CTO on their leadership team report that they either already use AI or plan to implement it in 2025. Companies with only traditional leadership roles (e.g., CEO and CFO) tend to lag behind in AI implementation.

Our Recommendation:

Invest in technical competence at the leadership level. Companies should consider hiring a CTO or technical specialist to their executive team to support a successful AI strategy.

1. Invest in AI-driven CRM and automation tools. This is particularly relevant for companies in marketing and sales to enhance customer journeys and streamline lead generation.
2. Combine AI and personal selling. AI can streamline data-driven marketing while personal selling ensures customer engagement and relationships.

Do you actively follow specific market trends or changes that impact your sales strategy?

Summary of Results:

En betydande andel av företagen rapporterar att de aktivt följer marknadstrender för att anpassa sina säljstrategier.

Most common trends tracked:

Digitization and automation – especially in sales and marketing processes
AI and predictive analytics – to improve customer insights and optimize sales efforts
Cybersecurity and data protection – driven by stricter regulations and increased threats
ESG (Environmental, Social, and Governance) – with greater focus on sustainability and transparency
Changes in customer behaviour – with hybrid purchases and self-service solutions affecting strategies
Geopolitical developments – particularly related to U.S. trade policy and potential tariffs, pushing companies to diversify markets

Insights

- Proactive companies that follow market trends tend to be ahead in adapting their business models and identifying new opportunities. This is especially evident in tech-driven sectors and among businesses actively implementing AI and digital strategies.
- Companies not actively tracking trends risk falling behind, particularly as AI and digital transformation become essential for efficiency and driving sales. Companies heavily reliant on the U.S. or export markets are more likely to adjust their strategies based on
- geopolitical changes.

Our recommendation:

- Invest in AI and automation: Companies following trends in predictive analytics and digitization are better positioned to handle uncertainty and gain a competitive edge.
- Monitor ESG and sustainability efforts: Companies that demonstrate clear and transparent sustainability actions gain trust with customers and investors.
- Diversify markets and customer bases: Especially for businesses heavily exposed to the U.S. market, consider expanding to other regions to reduce risks associated with American political uncertainties.

Is Your Sales Team Sufficiently Trained and Motivated for Their Roles?

Most companies state that their sales teams are sufficiently trained and motivated. However, several also identify a need for further competence development in specific areas.

Commonly Mentioned Areas:

- AI and digital tools – greater understanding of how to apply them in sales work
- Strategic sales – especially for handling complex processes and long sales cycles
- Customer behaviour and market trends – insights into shifting buying behaviours, particularly due to digitization and self-service solutions
- New sales and prospecting – many companies report that their teams lack sufficient expertise in active customer acquisition

Insights

AI and digital solutions clearly represent a skills gap where many companies see the need to train their sales teams to better utilize technology that enhances the efficiency of the sales process. Personal selling remains a crucial success factor, despite increased investments in digital solutions. The most successful companies combine personal selling with digital tools to streamline their work.

Our Recommendation:

- Invest in skills development in AI and digital tools: Training sales teams in modern platforms and analytical tools can improve lead generation and sales forecasting.
- Develop salespeople's knowledge of customer behaviour and market trends: Understanding changes in buying behaviour helps tailor strategies more effectively.
- Offer regular training and workshops: Continuous development motivates sales teams and strengthens their adaptability.
- Adopt a hybrid strategy: By combining personal selling with digital tools, companies can create a more efficient and customer-centric sales process.

Conclusion

Having a trained and motivated sales team is critical for navigating a changing market. Companies that actively invest in skills development—especially in AI, digital tools, and new customer acquisition—are better positioned to achieve their growth goals in 2025 and beyond.



Geopolitical Uncertainty and U.S. Trade Policy – Challenges & Opportunities

The return of Donald Trump as President of the United States has created significant uncertainty in the global business climate, especially for companies with ties to the U.S. market. With threats (and implementation) of 25% tariffs on European goods and uncertainty surrounding future trade agreements, Swedish and European companies face potential risks that could impact exports, imports, and investment willingness.

How do you think Donald Trump's 2025 presidency will impact your sales?

Results:

- **19%** of companies view trade agreements and tariffs as a risk to their business.
- **13%** report that they have already changed their sales strategy due to political uncertainty in the U.S.

Analysis:

It is clear that a significant number of companies have already taken steps to adapt to the uncertainty surrounding Trump's re-election and the potential impact on trade relations. Companies with U.S. exposure have responded proactively to minimize risks.



Has your company changed its sales strategy or marketing budget as a direct consequence of political uncertainty in the U.S.?

Results:

- **13%** of companies have changed their strategy or budget directly due to the political situation.

Analysis:

Although the number is relatively low, it shows that some companies are already experiencing real consequences from U.S. political developments. Likely, these are companies with significant export, import, or partnerships in the American market.

How do you view the potential for expansion into the U.S. market in 2025?

Results:

- **27%** of companies still see the U.S. as an important expansion market.
- **41%** have chosen to hold off due to uncertainty.
- **32%** plan to focus on other markets instead.

Analysis:

Political uncertainty has led many companies to reevaluate their expansion plans. That **41%** are holding back indicates caution regarding potential trade conflicts and instability. At the same time, over a quarter still see business opportunities in the U.S., suggesting some companies believe they can navigate the risks.

Summary of Conclusions

- Geopolitical uncertainty affects Swedish companies: A growing number view trade agreements and tariffs as real risks and are taking measures to minimize their exposure.
- Companies are seeking market diversification: **32%** of companies that previously considered expanding into the U.S. are now turning to other markets, potentially increasing competition in Europe and Asia.
- Expo 2025 in Osaka could play a crucial role: With **31%** of companies planning to enter new markets, Expo 2025 may be a vital forum for forging new business relationships and strengthening presence outside the U.S.

Our Recommendation:

Companies with U.S. exposure should ensure flexible sales strategies and carefully assess risks associated with trade policy and tariffs. Those exploring opportunities in new markets should leverage Expo 2025 as a platform for networking and business development. Companies that have not yet adapted their strategies should consider reducing reliance on single markets and focus on diversification to spread risk.

Expo 2025 in Osaka – A Platform for Growth and Innovation

Expo 2025 in Osaka, Japan, is one of the most anticipated global events in the coming years. With the theme "**Designing Future Society for Our Lives**", the expo will bring together companies, innovators, and decision-makers from around the world to discuss and showcase solutions for future challenges. For Nordic companies, Expo 2025 presents a unique opportunity to create new business contacts, expand into international markets, and position their brands as innovative and forward-looking.

Expo 2025 and Business Opportunities for Nordic Companies

Japan, is one of the most anticipated global events in the coming years. With the theme "Designing Future Society for Our Lives," the expo will bring together companies, innovators, and decision-makers from around the world to discuss and showcase solutions for future challenges. For Nordic companies, Expo 2025 presents a unique opportunity to create new business contacts, expand into international markets, and position their brands as innovative and forward-looking.

This gives Nordic companies a unique opportunity to:

- Network with international partners and investors
- Position their brands on the global stage
- Showcase sustainability innovations, AI solutions, and technologies for the business landscape of the future

For companies planning expansion into Asia, Expo 2025 is an excellent venue to test new concepts and establish vital connections.

Connection to the Survey Results

The survey shows that companies in the IT and technology sectors, as well as those with a strong focus on personal sales, see great potential in Expo 2025. These companies reported a stronger willingness to invest in digital solutions, automated systems, and AI-driven strategies—areas that will play a central role at the expo. At the same time, the results show that companies planning to expand often cite geopolitical uncertainty and new trade agreements as potential risks. Expo 2025 can thus serve as a bridge for market diversification and reduce dependence on single regions, especially against the backdrop of potential trade conflicts with the U.S.

Recommendations for Companies Preparing for Expo 2025

To maximize the opportunities at Expo 2025, Nordic companies should:

- Create clear marketing strategies that appeal to international players
- Highlight innovative and sustainable products and services to showcase at the expo
- Actively identify potential partners and distributors in Asia to strengthen their market position
- Invest in digital platforms and AI solutions to enhance sales and marketing efforts

Summary

- Dates: April 25 – October 12, 2025
- Budget: ~\$245 billion
- Expected number of visitors: ~28 million (8 million tickets already sold)
- Main Theme: “Designing Future Society for Our Lives”
- Key Themes: Saving Lives, Empowering Lives, and Connecting Lives

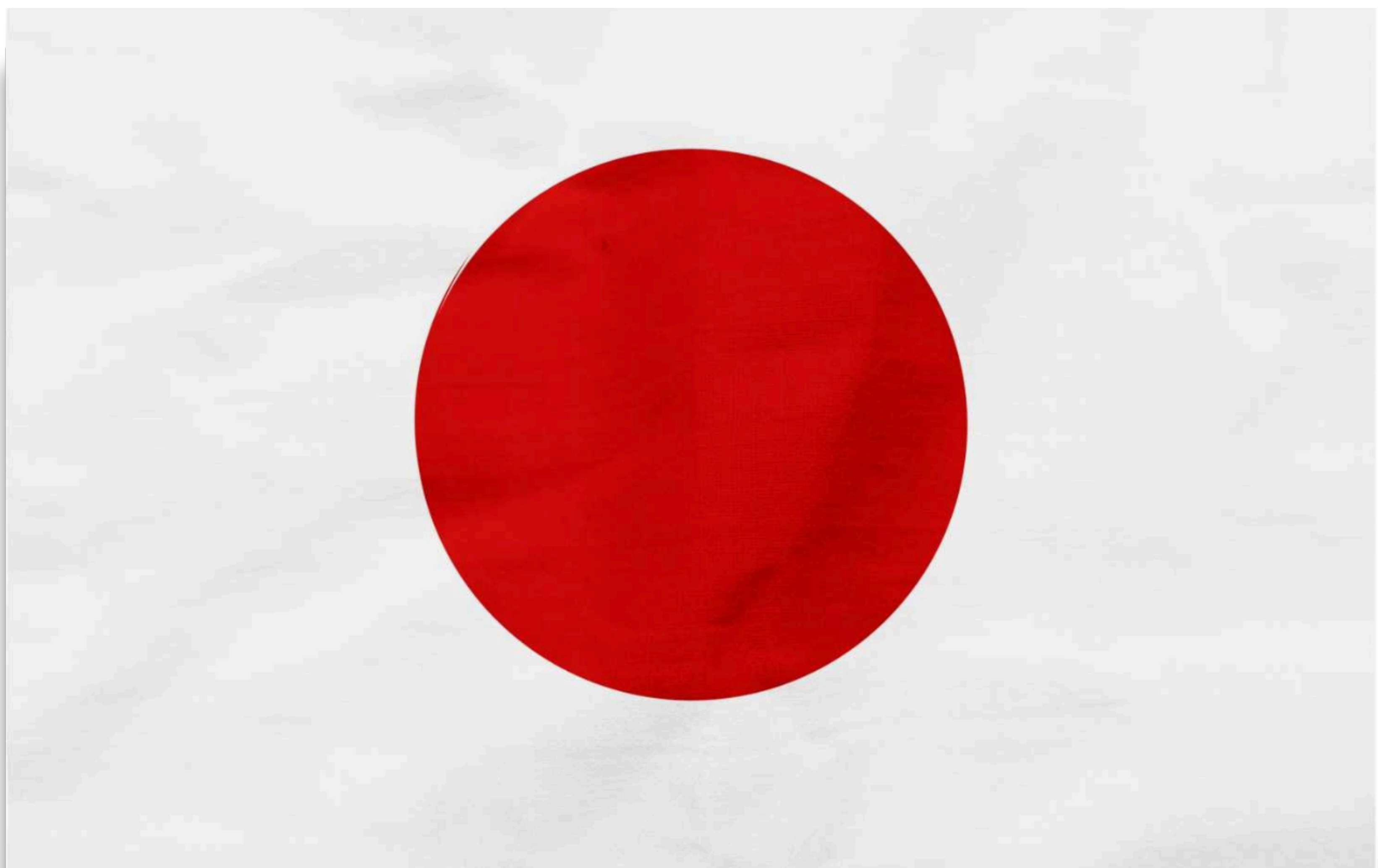


Subthemes

- Co-Creation of Future Cultures (April 25 – May 6)
- How can different cultures collaborate to shape future societies?
- Traditional performing arts, cultural heritage, community renewal, tourism, art, music, sports, Cool Japan (manga & anime), e-sports, etc.
- Future Society and Mobility (May 15 – May 26)
- How can we create a society where people can live the way they want?
- Smart cities, metaverse, space technology, robots, electric and fuel cell vehicles, autonomous vehicles, flying cars, and cybersecurity.
- Life's Essentials: Food, Clothing, and Shelter (June 5 – June 16)
- How can we ensure access to food, clothing, and shelter for all?
- Food waste, food tech, smart agriculture, sustainable fashion, and ethical consumption.

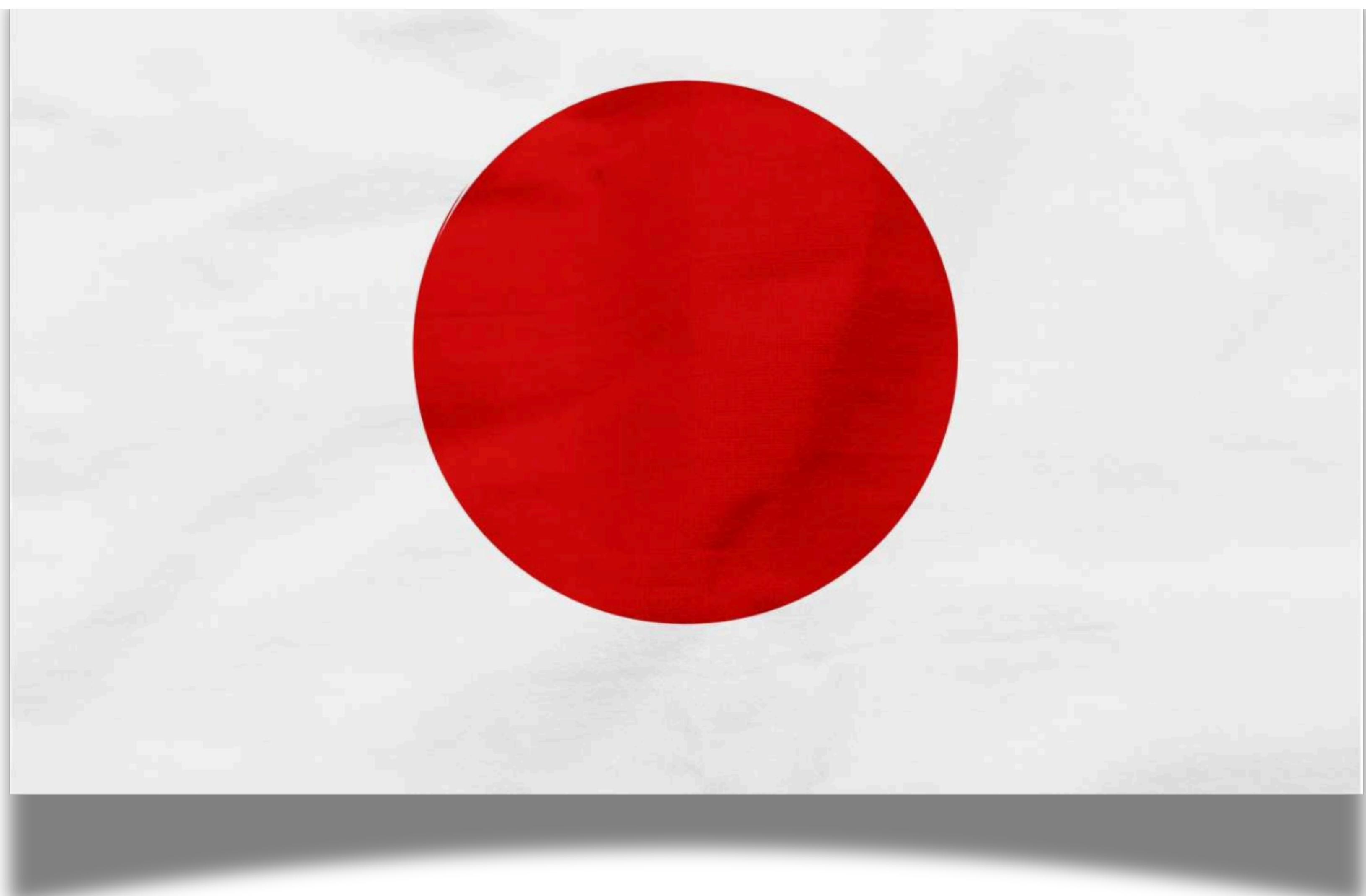
***) STEAM** = education preparing students for the future labour market by connecting theoretical knowledge with practical and creative solutions.

****) SDG** = Sustainable Development Goals



Subthemes

- Health and Wellbeing (June 20 – July 1)
- How can we build a world focused on individual wellbeing?
- Infection control, regenerative medicine, cell and gene therapy, healthy longevity, and safe water and sanitation.
- Learning and Play (July 17 – July 28)
- What should we learn in the AI era? Lifelong learning, EdTech, distance learning, educational equity, STEAM*, and entrepreneurship.
- Peace, Human Security, and Dignity (August 1 – August 12)
- How do we create a world without discrimination and with mutual respect? Gender equality, human rights, social inclusion, and poverty eradication.
- The Future of Earth and Biodiversity (September 17 – September 28)
- How do we preserve the Earth for future generations?
- Climate change, biodiversity, renewable energy, and marine conservation.
- SDG Goals and the Future Society (October 2 – October 12)
- Can we achieve the global goals—and what comes next?
- Post-SDG**, future society, and Society 5.0.



About Protosell

Protosell is a leading player in sales and marketing, with extensive experience helping companies optimize their business strategies through digital tools, personal sales, and innovative methods.

About the Author – Karolina Brorsson

This report is authored by Karolina Brorsson, an experienced sales and marketing strategist with a strong background in business development and leadership. With over 20 years of experience analysing market trends and implementing successful business strategies, Karolina is a trusted advisor within the Nordic business landscape. Throughout her career, she has worked with a wide range of companies—from fast-growing startups to established multinational corporations. Her expertise includes customer behaviour, digitalization, and AI implementation in sales processes. In **“Nordic Business Pioneers 2025”**, Karolina summarizes the most prominent trends and challenges facing Nordic businesses, focusing on AI usage, personal selling, and international expansion.



Karolina Brorsson

Karolina Brorsson, Partner/ CEO Protosell AB



Contact us for a free
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increase your sales or expand
into new markets!

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