

# Climate Tech & Electrification in Sweden

## Korea Journalist Trip co-hosted with Korea Press Foundation

Seoul, South Korea

August 2025

Business Sweden  
The Swedish Trade and Invest Council  
[www.business-sweden.se](http://www.business-sweden.se)

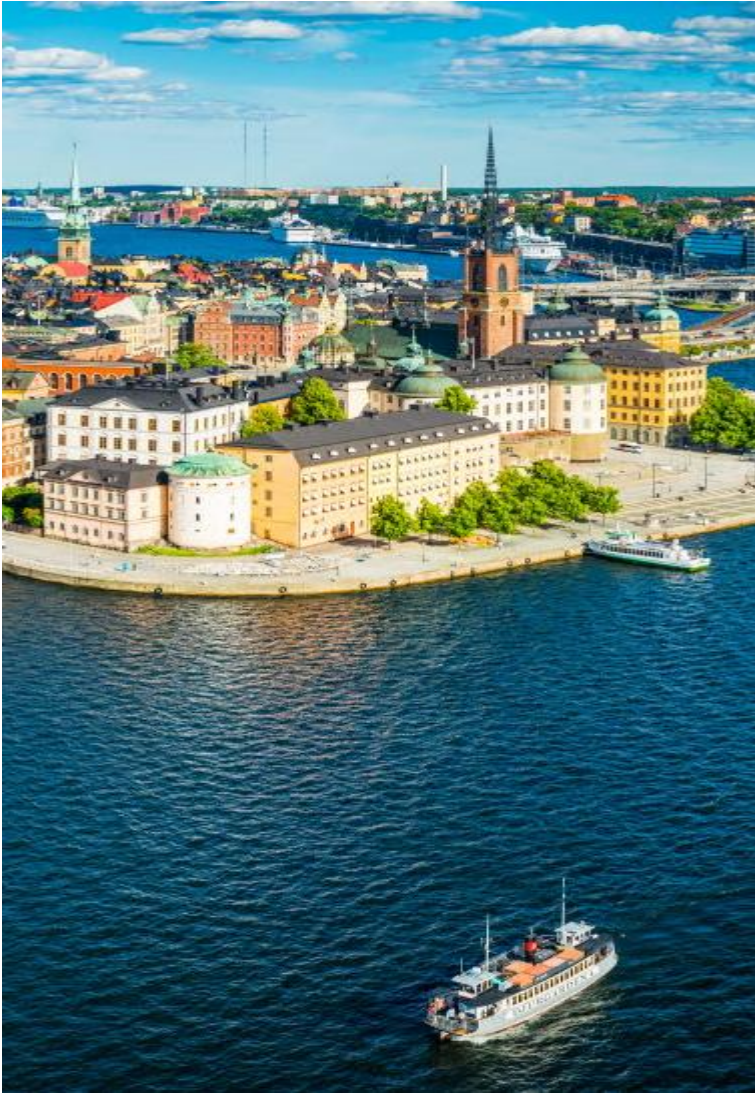
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# Team Sweden’s third initiative highlights Sweden’s progress in electrification and innovation – second media trip co-hosted with Korea Press Foundation

Programme overview

Purpose	<ul style="list-style-type: none"><li>Engage key stakeholders in electrification, covering power electronics, energy infrastructure and electricity system, battery and applications like e-transport and industrial equipment, to raise awareness of Swedish business landscape in Korea.</li><li>Promote Swedish sustainable solutions and their relevance to South Korea’s climate neutrality goals through a series of targeted news articles.</li></ul>
Korean Media	<ul style="list-style-type: none"><li>After a thorough evaluation process by the Korea Press Foundation, <b>six journalists</b> were selected from <i>Korean Broadcasting System (KBS)</i>, <i>Dong-A Science</i>, <i>Money Today Network (MTN)</i>, <i>Energy Economy (EKN)</i>, <i>News1</i>, and <i>The JoongAng</i></li></ul>
Swedish Hosts	<ul style="list-style-type: none"><li><b>Ten representatives from the Swedish governmental agency, the municipality, research institutes, and industry</b> hosted the delegation, presenting collaborative efforts and solutions to accelerate climate tech and electrification.</li><li>The visit showcased Sweden’s triple helix model, demonstrating how cross-sector collaboration drives the green transition and strengthens global competitiveness.</li></ul>
Articles	<ul style="list-style-type: none"><li>Pre-departure briefings has provided industry insights, supporting the delegation’s understanding of Sweden’s electrification efforts.</li><li>Following the program, the delegation produced <b>17 pieces of coverage across various formats, including print, online, TV news and monthly publications.</b> Additional articles are expected to follow.</li></ul>



# Six leading media outlets were selected and participated in the program

List of participants and their expertise

Media	Description	Name	Department	Year of Experience
Korean Broadcasting System (KBS)	Korea’s national public broadcaster, KBS reaches 50% of weekly TV and radio audiences and 26% online. It delivers news, culture, and public service content across multiple platforms, including KBS World for global viewers.	Garam Kim	Jeju branch	11Y 7M
Dong-A Science	A leading science media outlet in Korea, Dong-A Science publishes Science Donga and operates a digital platform with over 740,000 monthly visitors	Soyeon Kim	Science Donga	4Y 7M
Money Today Network (MTN)	MTN is a financial news broadcaster under Money Today Media, offering real-time market coverage and economic analysis.	Kyungbin Min	Economy & Industry	3Y 4M
Energy Economy (EKN)	Established in 1989, Energy Economy provides daily coverage on energy, environment, and economic issues. It distributes nationwide but does not publish subscriber figures	Wonhee Lee	Climate & Energy	4Y 7M
News1	A digital news agency founded in 2011 by Money Today Media, News1 delivers over 1,000 articles and photos daily, reaching over 20 million monthly visitors	Hyungjin Lee	Industry	9Y 3M
The JoongAng	Founded in 1965, One of Korea’s top three newspapers, JoongAng Ilbo has over 750,000 paid subscribers. It leads digital innovation with features like article gifting and personalized news services.	Eunhye Jeong	Social Affair	8Y 1M

# During the four-day program, the delegation visited Stockholm and Gothenburg to observe and engage with examples of Sweden’s electrification efforts

Visit Program in Sweden

Date	August 26	August 27	August 28	August 29
City	Stockholm	Stockholm	Goteborg	Goteborg
Morning	RISE Research Institute of Sweden	Hitachi Energy Sweden	EVS 38	Volvo Group
Afternoon	Candela	Swedish Energy Agency	SEEL Swedish Electric Transport Laboratory AB	Gothenburg Port Authority
		Atlas Copco Group	Battery Centre Gothenburg	

# Strong content on sustainable energy has delivered; greater impact possible through open dialogue and extended interview time

## Korean Journalist Delegation to Sweden

<div><div><div></div><div>4.51/5.0</div></div><div>Overall Program</div></div>	<div><div><div></div><div>5.0/5.0</div></div><div>Agenda and Topic of Pre-briefing session</div></div>	<div><div>Good</div><div><div>“</div><div>The entire program ran smoothly without any inconvenience.</div><div>”</div></div><div><div>“</div><div>Feedback on additional materials was given timely and helpful.</div><div>”</div></div><div><div>“</div><div>The program was well-structured, moving from macro-level climate and energy topics to more practical, detailed discussions.</div><div>”</div></div><div><div>“</div><div>Each key topic was matched well with relevant organisations.</div><div>”</div></div><div><div>“</div><div>The coordinator made every effort to meet participants’ needs and showed consistent dedication throughout the program.</div><div>”</div></div></div>	<div><div>Improvement Area / Suggestion</div><div><div>“</div><div>A private, off-the-record discussion with local experts could encourage more open dialogue, Due to a group settings of journalists, interviewees appeared hesitant to speak freely.</div><div>”</div></div><div><div>“</div><div>Having two sessions per day would allow more time for Q&amp;A and media coverage.</div><div>”</div></div><div><div>“</div><div>Meeting with local professors in climate and energy fields would be helpful, as they may speak more freely than industry representatives.</div><div>”</div></div><div><div>“</div><div>Visiting a renewable energy production site would have added valuable context.</div><div>”</div></div><div><div>“</div><div>It would be valuable to explore how heavy industries are achieving sustainability through technologies like carbon capture and hydrogen-based steelmaking.</div><div>”</div></div><div><div>“</div><div>While Sweden provided many hands-on sessions, there was limited time for filming.</div><div>”</div></div></div>
<div><div><div></div><div>4.83/5.0</div></div><div>Educational materials from the pre-briefing session</div></div>	<div><div><div></div><div>4.83/5.0</div></div><div>Program structure</div></div>		
<div><div><div></div><div>4.5/5.0</div></div><div>Duration and time allocation per visit</div></div>	<div><div><div></div><div>5.0/5.0</div></div><div>Program Hosts</div></div>		

# The coverage showcased Sweden’s innovation in electrification across transport, energy infrastructure, battery systems, and power semiconductor

Korean Journalist Delegation to Sweden

No	Media	Published date	Subject	Keyword
1	KBS Jeju	2025-07-02	<a href="#">Beyond Electric Cars: Electrification Expands to Trucks and Heavy Equipment</a>	Volvo Trucks
2	KBS Jeju	2025-07-03	<a href="#">The Rise of Electric Ships: Commercialization Gains Momentum</a>	Candela
3	KBS Jeju	2025-07-07	<a href="#">Ports Take the Lead in Carbon Neutrality</a>	Gothenburg Port Authority
4	KBS Jeju	2025-07-09	<a href="#">Energy Highways for Sun and Wind: The Reality of HVDC in Korea</a>	Hitachi Energy
5	KBS Jeju	2025-07-14	<a href="#">“Electricity Instead of Fossil Fuels”: Carbon Neutrality in Transportation Gains Momentum</a>	Volvo Trucks, Candela, Gothenburg Port Authority
6	KBS Jeju	2025-07-18	<a href="#">A New Challenge for EVs: V2G and the Issues Facing Jeju</a>	EVS 38, Volvo Cars
7	Dong-A Science	2025-08	[August Special: The Future of Energy Transition] PART 2 – Renewable Energy Innovation and Lessons from Leading Manufacturing Nations	Candela, RISE, Hitachi Energy, Battery Centre Gothenburg, SEEL
8	Dong-A Science	2025-08	[August Special: The Future of Energy Transition] PART 3 – Korea’s Energy Dilemma and the Solution: Unpacking the Energy Highway	Swedish Energy Agency, Hitachi Energy
8	MTN	2025-06-23	<a href="#">Volvo CTO: “Focusing on Battery Recycling... Major Progress with ‘Cell-to-Body’ Technology”</a>	EVS 38, Volvo Cars
9	MTN	2025-07-07	<a href="#">Sweden’s ‘Tesla’ Finds Value in Electric Ships [Nordic Electrification Series ①]</a>	Candela
10	MTN	2025-07-08	<a href="#">Volvo’s Low-Carbon Highway [Nordic Electrification Series ②]</a>	Volvo Trucks, Volvo Cars, EVS 38
11	MTN	2025-07-09	<a href="#">Why Hyundai Mobis Turned to Swedish Research Institutes [Nordic Electrification Series ③]</a>	RISE
12	EKN	2025-06-29	<a href="#">[[Leading Carbon Neutral Nations – Sweden ①] 99% Carbon-Free Electricity... But Transmission Constraints Echo Korea’s Challenges</a>	RISE, Hitachi Energy, Volvo Trucks, Candela, Gothenburg Port Authority, Swedish Energy Agency



# Sweden was recognized for its leadership in carbon neutrality and advanced electrification technologies

## Korean Journalist Delegation to Sweden

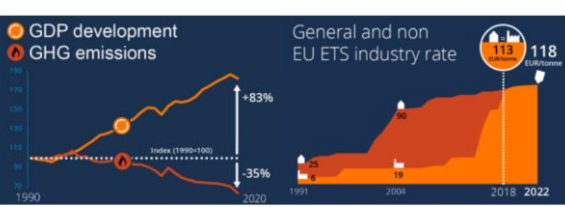
No	Media	Published date	Subject	Keyword
13	EKN	2025-07-04	<a href="#">[Leading Carbon Neutral Nations – Sweden ②] “€118 per Ton Carbon Tax Offset by Lower Income Taxes to Ensure Public Acceptance</a>	RISE, Hitachi Energy, Volvo Trucks, Candela, Gothenburg Port Authority, Swedish Energy Agency, Atlas Copco
14	EKN	2025-07-13	<a href="#">[Leading Carbon Neutral Nations – Sweden ③] Two-Thirds of New Cars Are Electric or Hybrid—Heavy Equipment Electrification Underway</a>	RISE, Hitachi Energy, Volvo Trucks, Candela, Gothenburg Port Authority, Swedish Energy Agency, EVS 38, Volvo Cars
15	News1	2025-06-29	<a href="#">“From Research to Commercialization”: Sweden’s Strength in Power Semiconductor Materials”</a>	RISE
16	News1	2024-06-29	<a href="#">“It’s Not Just About EVs”: Sweden’s Broader Vision for Sustainable Transportation "</a>	Candela, Volvo Trucks, Volvo Cars, EVS 38
17	The JoongAng	2025-08	Scheduled for August print publication; internal discussions on timing are ongoing	Swedish Energy Agency, Hitachi Energy

# Following the program, the delegation produced 17 pieces of coverage across various formats, including print, online, TV news and monthly publications

## Samples of published articles



### 스웨덴, 국민-중소기업에 탄소세 부과로 배출권 사각지대 극복



▲스웨덴 GDP 및 탄소배출량 추이(왼쪽), 탄소세 세율 추이 (왼쪽: 유로, 오른쪽: 유로/톤) 자료: 스웨덴 에너지청



니콜라스 페르손 휘타치에너지가 그라드트럼부스 출장이 휘타치에너지 HVC를 포함한 사업 개발 발표하고 있다 (사진제공: 한국에너지기술연구원 공동제공)

### “탄소세 118유로 부과...국민 수용성 위해 근소세 낮춰”



올해 11월 스웨덴에서 열린 기후 회의에서 스웨덴의 기후 정책 목표를 발표하고 있다 (사진: AP)



