

20 Years of Success in Sweden

On June 5, 2018, Vaisala's office in Malmö, Sweden, has served the company's industrial customers for 20 years. We had a quick chat with Sales Manager Dragan Morovic, the man behind the success.

How did you end up opening the office in Malmö?

Having worked as Vaisala's distributor since 1989, I had a long relationship with the company when the idea for the new office arose. I live in Malmö, and as I was the only person working at the office at the moment, the office ended up here. Also the Oresund Bridge was under construction, making Malmö an ideal gateway to Europe. Nowadays Vaisala has an office also in Stockholm.

Why was it important to open an office in Sweden?

The new office was important for sustainable growth, since Vaisala was planning to increase the sales of its Industrial Measurements' products in Sweden. Thus it was crucial to recruit a dedicated person who would be close to the customers. Having sales and market intelligence was obviously needed, not to mention industry know-how and understanding for customers' needs.

The Malmö satellite office was one of the first of its kind for Vaisala and on the market at large. As an early adaptor, it was a pilot for the new kind of mobile work that is common today but was only emerging back then.



Dragan Morovic, Sales Manager in Malmö office.

What has changed in 20 years, and what has remained the same?

We have been agile and available from the start and still are. The new office was doing business already before it had a permanent location, and we also established a toll-free number to be reachable, which was a significant and exceptional move at the time.

Vaisala's industrial offering and customer segments have expanded. 20 years ago it was very much about selling products, but now Vaisala offers a wide range of systems and services, presenting customers with solutions tailored to their needs. Important industries in Sweden include such focus areas as power, life science, HVAC, food and beverage, paper and pulp. For future growth, Vaisala invests heavily in power and life science industries, with Sweden as no exception.

How would you describe the Swedish industrial market?

Majority of our customers in Sweden are in fact end-users, making it vital to understand the whole process with all its layers and stakeholders. Vaisala has always excelled in listening to customers and finding solutions to solve their pain points, affording such benefits as energy

optimization and increased productivity. It is not just about selling but aligning the solutions to fit the customer needs. Consequently, we have expanded within industries by finding new solutions for the different levels of customers' operations.

What is the secret behind the success of the Swedish office?

Good market understanding and knowledge as well as being agile and one step ahead. We listen to the customers and build lasting relationships. We have been consistent, present and available as well as worked purposefully towards long-term goals.

However, it is important to remember that this is not a one man show. Vaisala's way of working, stability and people form the backbone of our work. Vaisala's high-quality operations and fast delivery have contributed to the success from the start.

What does the future for the Swedish office look like? How do you feel about the journey?

We are expanding our presence and resources in Sweden. This spring, the office moves to a new residence in Malmö, with the new building offering more meeting rooms and other services.

These 20 years have been great and gone by incredibly fast – as people say, time flies when you're having fun – but it is also important to note that the journey is not over but we are growing still. It has been rewarding to have been able to contribute to that expansion. I have grown hand-in-hand with the customers, and for me the reward is seeing them happy and building long-term relationships with them.