U.S. Department of Justice
Washington, DC 20530

Supplemental Statement
Pursuant to Section 2 of the Foreign Agents Registration Act of 1938, as amended

OMB NO.1124-0002

For Six Month Period Ending 07/31/2010
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

VISITSWEDEN

(b) Registration No.

4885

(c) Business Address(es) of Registrant

655 THIRD AVE, FL18
NEW YORK, NY 10017

2. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:
(1) Residence address(es) Yes ☐ No ☒
(2) Citizenship Yes ☐ No ☒
(3) Occupation Yes ☐ No ☒

(b) If an organization:
(1) Name Yes ☐ No ☒
(2) Ownership or control Yes ☐ No ☒
(3) Branch offices Yes ☐ No ☒

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

NSD/CES/REGISTRATION UNIT
2010 AUG 17 AM 8:21

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C[1], state whether any changes therein have occurred during this 6 month reporting period.
Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date connection ended

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?
Yes ☒ No ☐

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
Maria Winterstrid	84 Guernsey Street Brooklyn, NY 11222	Swedish	Internet Marketing Manager	May 10, 2010

5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?
Yes ☒ No ☐

If yes, identify each such person and describe his service.

VISITSWEDEN

(b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or connection	Date terminated

(c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement?
Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?
Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal | Date of termination

8. Have you acquired any new foreign principal[2] during this 6 month reporting period?
Yes ☐ No ☒

If yes, furnish the following information:

Name and address of foreign principal | Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals[2] whom you continued to represent during the 6 month reporting period.

VISITSWEDEN
SVEAVÄGEN 21
103 61 STOCKHOLM
SWEDEN

10. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A[3] Yes ☐ No ☐
Exhibit B[4] Yes ☐ No ☐

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

2 The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

3 The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

4 The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

SEE INFORMATION IN ENCLOSURE #1

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity[5] as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

5 The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) **RECEIPTS -MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies[6].

Date	From whom	Purpose	Amount
02/11/2010	Visit Sweden		$49970
02/26/2010	Visit Sweden		$59970
03/15/2010	Visit Sweden		$39975
03/24/2010	Visit Sweden		$59970
04/20/2010	Visit Sweden		$59970
05/14/2010	Visit Sweden		$59970
06/24/2010	Visit Sweden		$59970
07/14/2010	Visit Sweden		$59970

$449,765
Total

(b) **RECEIPTS – FUND RAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fund raising campaign[7], any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes ☐ No ☐

If yes, have you filed an Exhibit D[8] to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) **RECEIPTS – THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value[9] other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?
Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose

6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
Feb 1 – July 31			
1)		RENT, OFFICE EQUIPMENT, FREIGHT, TRAVEL	$ 74 500
2)		TELECOMMUNICATIONS, POSTAL SERVICES	$ 9 000
3)		EXTERNAL SERVICES	$ 79 000
4)		SALARIES AND OTHER PERSONNEL COSTS	$132 000
5)		TRADE SHOWS, EVENTS, CAMPAIGNS, PR	$ 245 000

$539 500
Total

(b) **DISBURSEMENTS – THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value[10] other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose

(c) **DISBURSEMENTS – POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value[11] in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate

10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials [12]?
Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

Visit Sweden
Sveavägen 21
103 61 Stockholm
Sweden

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Budget 2010: $1,160,000

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

☐ Radio or TV broadcasts
☒ Magazine or newspaper articles
☐ Motion picture films
☐ Letters or telegrams
☒ Advertising campaigns
☒ Press releases
☒ Pamphlets or other publications
☐ Lectures or speeches
☒ Internet
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

☐ Public officials
☒ Newspapers
☐ Libraries
☐ Legislators
☒ Editors
☐ Educational institutions
☐ Government agencies
☐ Civic groups or associations
☐ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:

☒ English
☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?
Yes ☒ No ☐

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI – EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)	(Type or print name under each signature[13])
08/05/2010	Charlotta Thiringer
	CHARLOTTA THIRINGER

MSD/CES/REGISTRATION UNIT
2010 AUG 17 AM 8:21

13 This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

UNITED STATES DEPARTMENT OF JUSTICE
FARA REGISTRATION UNIT
NATIONAL SECURITY DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials – page 8 of Form NSD-2, formerly Form CRM-154 Supplemental Statement):

YES X Swedar Catalogue or NO _____

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES _____ or NO _____

(If your answer to question 2 is "yes" please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

NSD/CES/REGISTRATION UNIT
2010 AUG 17 AM 8:21

Charlotta Thringer
Signature

08/05/2010
Date

CHARLOTTA THRINGER
Please type or print name of
Signatory on the line above

COUNTRY MANAGER US
Title

U.S. Department of Justice

National Security Division

Washington, DC 20530

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL STATEMENT - PLEASE EXECUTE IN TRIPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

Short Form List for Registrant: VisitSweden

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Lindbergh	Magnus	08/31/2006		
Thiringer	Charlotta	11/03/2008		

NSD/CES/REGISTRATION UNIT
2010 AUG 17 AM 8: 21

U.S. Department of Justice

National Security Division

Washington, DC 20530

SECTION B

In addition to those persons listed in Section A, list below all current employees rendering services directly on behalf of the foreign principals(s) who have not filed short-form registration statements. (Do not list clerks, secretaries, typists or employees in a similar or related capacity). If there is some question as to whether an employee has an obligation to file a short-form, please address a letter to the Registration Unit describing the activities and connection with the foreign principal.

Name	Function	Date Hired
MARIA WINTERSTRID	INTERNET MARKETING MANAGER	05/10/2010

Signature: Elizabeth Clinger Date: 08/05/2010

Title: COUNTRY MANAGER US

2010 AUG 17 AM 8:21
NSD/CES/REGISTRATION UNIT

VisitSweden

Report from 02/01/2010 to 07/31/10

Item 11

We offer via telephone calls, faxes, US mail or e-mails distribution of the Sweden Travel Guide 2010 (see enclosed) and website information (www.visitsweden.com) to prospective travelers to Sweden.

We publish a monthly newsletter about Sweden and Swedish destinations for approximately 40 000 subscribers.

We also offer travel information on www.goscandinavia.com in cooperation with the other Scandinavian Tourist Boards.

We run web campaigns on travel websites, such as Expedia.com and Travelocity.com to attract travelers to Sweden. We also ran a campaign called carplusvacation.com during the stated period.

We help tour operators and travel agencies to obtain information on tourist attractions, cultural events, historical sights and more.

We run press trips to Sweden for journalists and support them with information about Sweden to facilitate articles being written about Sweden and Swedish Tourist attractions. During the stated period we have had approximately 10 individual press visits to Sweden where we have assisted to a larger or smaller extent.

We organize familiarization trips for tour operators to showcase Sweden. During the stated period we have not yet had a trip to Sweden, but have been preparing a trip in September

We run travel agent education activities. During the stated period we have had 2 webinars about Scandinavia and have started the production of an online education in cooperation with Travel Agent Magazine, within their Travel Agent University program.

We participated at IGLTA's annual conference in June in Antwerpen this year.

We participated in the Midatlantic conference February 5-8. The Midatlantic conference is held I Reykjavik every year by Iceland Air.

2010 AUG 17 AM 8:21
NSD/CES/REGISTRATION UNIT