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Si.

The Swedish Institute (SI) is a public agency that promotes interest and confidence in Sweden around the world. SI seeks to establish cooperation and lasting relations with other countries through strategic communication and exchange in the fields of culture, education, science and business. SI also supports **Swedish language instruction at foreign universities**. SI works closely with Swedish embassies and consulates around the world. **Cultural diplomacy is considered an highly effective component in the Swedish approach to public diplomacy.**

Few Swedish agencies have such a comprehensive range of activities in pursuit of Sweden's commitments in the world – and in promoting development both in Sweden and in its partner countries – as the Swedish Institute (SI). The Swedish Institute runs its operations within the framework of **public diplomacy** – understanding, informing, influencing and developing relations with people in other countries. The intention is to increase awareness about Sweden and create a positive environment through strategic communication and relationship-building activities in order to achieve Swedish economic, political and cultural objectives.

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