

Lindblad, Johan
Systembolaget



Mr. Johan Lindblad is Head of Public Affairs at Systembolaget AB - the Swedish retail monopoly for alcoholic beverages. Systembolaget is a state owned enterprise that exists to limit alcohol related harm and inform about the risks associated with alcohol. Systembolagets' sole retail right encompass alcoholic beverages above 2.25 abv (except beer where the limit is 3.5 abv). Systembolaget operates around 440 stores all over Sweden. Systembolaget enjoys very strong public support and is regularly chosen as the institution in Sweden that Swedes has the most confidence in. As part of its operations Systembolaget support alcohol related research with 10 million SEK per year. Mr. Lindblad has for several years worked on regulatory matters including issues pertaining to public health, the internal market of the European Union, competition law, food safety, e-commerce, international trade and other related issues. Prior to joining Systembolaget Mr. Lindblad worked in private practice and he hold a Master in law from the University of Lund and a Master in International Trade and Maritime law from the University of Southampton.