

SCI NEWSLETTER 4



Dear SCI members,

Since August, I have been the CEO of the Stockholm Chamber of Commerce. It is both fun and exciting – especially in such an economically and politically interesting time.

At the same time, I am not new to the chamber of commerce world, having spent ten years in various roles at the Stockholm Chamber of Commerce. Therefore, I know what incredibly important work you at the international chambers of commerce do – and how enjoyable and easy it always is to collaborate with you.

Sweden and the Stockholm region face significant challenges. Declining competitiveness, crime that is difficult to get under control, and a troubled global environment can sometimes be discouraging. But there are several bright spots. In the latest Stockholm Barometer, the chamber's gauge of how the Stockholm economy is performing and feeling, we see how the recovery continues. Additionally, the city, with all its many assets – creativity, culture, and vibrant public life – has bounced back strongly after the pandemic. I see daily that Sweden and Stockholm have a strong attraction, and I hope you feel that too.

As CEO, I will focus a lot on the meeting place that the Stockholm Chamber of Commerce provides, where representatives from business, politics, academia, and civil society meet for important and sometimes difficult discussions about problems, blockages, and obstacles – but also about potential and the next big idea. And you are a central part of our ecosystem – and I would love for you to reach out with tips or ideas for collaborations.

My colleagues and I at the chamber are just an email or phone call away.

Best regards,
Daniella Waldfoel



BRAZIL

The Swedish-Brazilian Chamber has had an eventful autumn marked by high-profile visits and forward-looking initiatives. A significant highlight was hosting the **Swedish Parliament's Tax Committee** on September 5th. Top tax executives from member companies engaged in valuable discussions about Brazil's ongoing tax reforms, particularly focusing on the upcoming VAT reform and its potential to create a more business-friendly environment.



Publications remain a cornerstone of our activities, with two major projects currently underway. Our comprehensive **Member Directory yearbook** is taking shape, while the latest edition of Nordic Light, our biannual magazine, is being prepared to showcase the vibrant Swedish presence in Brazil.

Looking ahead to November 7th, we will host the milestone 10th edition of the **Swedish-Brazil Career Fair**, connecting ambitious students and young professionals with representatives from leading Swedish universities and companies in São Paulo. The year will conclude with our traditional end-of-year celebration on December 5th, where we'll gather to celebrate our collective achievements.

Our business center and auditorium continue to serve as vital networking hubs, fostering the open and friendly atmosphere our members value. While maintaining our traditional physical events, we're exploring innovative approaches to member engagement, including online groups and successful mentorship programs. Our recently published **handbooks on ESG** and sustainable supply chains demonstrate our commitment to staying at the forefront of important business trends.





CHINA

As summer has come to an end, we are excited to share some updates on the progress we've made at SwedCham China. With the recent appointment of our **new General Manager**, we've been actively meeting with members, with our eyes and ears open to better understand their current challenges and opportunities. This has inspired the creation of several new initiatives, including the launch of our **Round-Table Discussion series**, which brings senior executives together to discuss critical business topics in a focused setting.



Additionally, we launched a revitalized communication strategy designed to improve how we engage and communicate with our community. We also held our annual **Swedish Crayfish Party** in both Beijing and Shanghai, and are preparing for an exciting fall season of events, including factory tours and our pivotal Strategy Day, where we will align on future strategies to meet our members needs.

ESTONIA

Greetings from Estonia!

We are thrilled to share some highlights from our recent activities here at the Swedish Chamber of Commerce in Estonia. This autumn has been vibrant and productive for us. We recently hosted our **annual crayfish party** with fresh crayfish brought from Sweden, which was a wonderful opportunity for our members to connect and enjoy a beloved Swedish tradition.



We also organized an engaging event with **Stoneridge and Volvo**, providing valuable insights into the automotive sector and fostering strong ties with our members in the industry.

In addition, we organized a short field trip to Kood Johvi, a cutting-edge coding school here in Estonia. We also celebrated Swedish National Bun Day by baking traditional Swedish cinnamon buns together with the Swedish Church.

We are continuously exploring new ways to connect our members and contribute to the local business landscape. We look forward to more business related events planned in November and December.





FRANCE



The Swedish Chamber of Commerce in France recently organized a high-level gathering, the **French-Swedish Innovation Forum**, in Stockholm on October 15th. This forum was a direct result of the renewed Strategic Innovation Partnership between Sweden and France, signed during the French state visit to Sweden earlier this year. The primary goal of the forum was to foster sustainable, digital, and resilient European competitiveness.

One of the key takeaways from the discussions was how closely aligned our two countries have become in terms of business and innovation. Both France and Sweden share similar challenges, and our cooperation is proving to be a significant force in fostering a stronger and more competitive Europe.



GERMANY

This fall, Der Schwedische Handelskammer teamed up with **Handelskammaren in Jönköping** and **Västsvenska Handelskammaren**. Country Manager Helen Hoffman went to Jönköping and Göteborg to present key findings from the newly released book, "**INSIGHTS – Swedish Business in Germany.**" Developed in collaboration with the Swedish Embassy and Business Sweden, this publication offers perspectives from Swedish companies operating in the German market. Helen's presentations highlighted the book's main takeaways, providing a comprehensive overview of the opportunities and challenges facing Swedish businesses in Germany.



In Jönköping, Helen was joined by **Patrik Hall, CEO of Consid Germany**. Patrik shared Consid's inspiring story of rapid expansion into the German market, offering valuable lessons learned from their journey. The session sparked engaging discussions about growth strategies and collaborative opportunities for Swedish enterprises abroad.

Next up, we turn our attention to one of our flagship events, the **21st annual Svenska Företagspriset**, taking place on November 21st.





GREECE

The Hellenic-Swedish Chamber of Commerce (HSCC) has marked significant moments in both diplomatic relations and business development. A highlight was the farewell dinner hosted at the prestigious Yacht Club of Greece **honoring H.E. Mr. Johan Borgstam, the Ambassador of Sweden to Greece.**

The gathering celebrated the Ambassador's impactful three-year tenure as he transitions to his new role as the **European Union Special Representative for the Great Lakes Region.** HSCC President Ms. Rania Patsiopoulou, along with the Board of Directors and distinguished members, joined to commemorate his contributions to strengthening Swedish-Greek relations.

Looking ahead, preparations are in full swing for our flagship event, the **9th Business Forum Greece-Sweden**, scheduled for **November 5th, 2024, at the Benaki Museum in Athens.** Under the theme "Mapping Key Transitions in Business," this collaborative effort with the Embassy of Sweden in Greece promises to explore emerging trends and opportunities in the evolving business landscape between our two nations.



HONG KONG

So far this year the Swedish Chamber of Commerce in Hong Kong has organized **55 activities**, including business events, networking opportunities and social gatherings with a **focus on sustainability and innovation.** We have also channelled issues in legislation and conducted the business climate survey together with our members and partners.



On the eve of the **Eurovision song contest** we celebrated openness, inclusiveness and Swedish businesses under the bright lights of the Hong Kong skyline together with **600+ friends and partners** (15 invited Chambers and many member companies)
(<https://vimeo.com/948215768/87a95e10a8?share=copy>.)





INDIA

We at the Swedish Chamber of Commerce in India have been actively engaged in several impactful initiatives recently. Our ongoing **Task Force on Gender Sensitization**, with both Indian and International cohorts, aims to empower business leaders as ambassadors for gender justice within their organizations. **The Task Force program** includes interactive study sessions and culminates in a seminar on gender sensitivity.

In addition, we are conducting a study titled **"In Plain Sight"** to understand gender dynamics in teams and contribute to building resilient companies where both women and men can thrive.

The Swedish Corporate Championship, a popular sporting event, successfully concluded its Delhi edition with **Ericsson emerging as the overall winner**. The event saw participation from over **650 individuals across 11 companies**, competing in badminton, table tennis, football, and cricket.

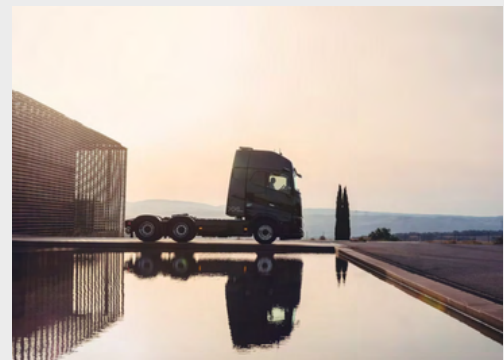


Furthermore, we hosted our **16th Annual General Meeting**, attended by over 50 representatives from various member companies in person and many more virtually. The event also recognized 40 individuals from member companies with the **"Pivoters Award"** in a peer-to-peer recognition program



SOUTH KOREA

This September has been full of exciting events in Korea, showcasing both Swedish innovation and culture. On September 4th, **Volvo Trucks Korea** unveiled the **New FH Aero Model** in Seongsu-dong, Seoul. The event featured prominent Volvo executives, including **Johan Selvén, VP of Volvo Trucks International**, and Peter Hardin, Head of Product Planning. The FH Aero boasts an aerodynamic design, a camera monitoring system, and improvements in fuel efficiency and safety—paving the way for the future of heavy-duty trucks.



Additionally, from September 10–26, the **13th Swedish Film Festival** brought Swedish cinema to cities across Korea, including Seoul, Busan, Incheon, and Daegu. With themes of community and individuality, the festival featured nine films, including five Korean premieres..





LATVIA

A decade of empowering women in business reached a significant milestone as **Female Focus**, our collaborative initiative with the Norwegian Chamber of Commerce, celebrated its **10th anniversary**. Launched in 2014 with support from both Swedish and Norwegian Embassies, this networking series continues to inspire through leadership stories and entrepreneurial experiences, creating a platform where professional and personal growth intersect.



We work hard, but we also know how to celebrate in style. Our **Traditional Crayfish Party** was a fantastic occasion to connect with our members, share laughs, and enjoy a memorable evening together. It was filled with great food, lively conversations, and a true sense of community.



30 OCTOBER 2024 | in RIGA
LATVIA



SWEDISH CHAMBER
OF COMMERCE IN LATVIA

The Chamber has launched an **innovative seminar program** designed to bridge the gap between Latvian entrepreneurs and the Swedish market. These expert-led sessions provide comprehensive insights into Swedish business practices, equipping participants with practical knowledge for successful market entry and operations.



MALAYSIA

During the first week of September SwedCham had the honour of meeting our **new Ambassador-Designate to Malaysia, HE Niklas Wiberg**. Ambassador Wiberg is arriving from a previous post as deputy Ambassador at the Swedish Embassy in Rome, Italy. He has been with the Ministry for Foreign Affairs for 25 years and has served at various positions including Head of Humanitarian Policy. He has also previously served abroad at the Permanent Mission to the UN in New York, the Swedish Embassy in Budapest and the Consulate General in Los Angeles.



September also saw the launch of the **Volvo Iron Women program** in Malaysia. In the program, the women are trained to become skilled heavy-duty truck drivers. With the support of the Women, Family and Community Development Ministry as strategic partner, Volvo Trucks celebrated the inaugural graduation of five women as fully certified heavy-duty truck drivers, and all five are now employed by Volvo Truck customer Taipanco Sdn Bhd!





THE NETHERLANDS

Innovation and growth have characterized the Chamber's activities throughout 2024, with the successful implementation of our **doughnut strategy** creating vibrant new platforms for member engagement. This novel approach has spawned several dynamic initiatives, from **Tech Tables and Diversity & Inclusion Breakfasts** to comprehensive Sustainability programs and our signature event, "**Discover the Power of the Brand name Sweden.**"



A significant milestone was reached in September with the appointment of **Jan B. Sundelin**, Partner at Partinc, as our **new chairperson**. Under this fresh leadership, our community continues to expand, particularly evident in our thriving **Young Professionals network**, which hosts monthly collaborative events with member companies such as Handelsbanken and Atlas Svalner.

As we look toward the year's end, two major events are taking center stage: our Annual Sustainability & Innovation Summit, focusing on "**AI Driving the Sustainable Transformation**," and our prestigious Annual Lucia Dinner. These gatherings exemplify our commitment to combining Swedish traditions with forward-thinking business perspectives.



POLAND

A **milestone celebration** marked the Chamber's calendar as over 250 distinguished guests gathered for the **SPCC Gala** on September 12th, commemorating our **20th anniversary**. The event brought together key figures from Scandinavian investors, diplomatic corps, media, and government representatives, highlighting two decades of successful Nordic-Polish cooperation.

The evening featured inspiring addresses from notable speakers, including **Stefan Lindström, Finland's first Ambassador for Digitization and New Technologies**, and **Anna Pawlak-Kuliga, Global CFO of IKEA Retail - Ingka Group**, who shared valuable insights on future technologies and business evolution.

A key moment was the launch of our anniversary report "**Partnership, Knowledge Growth**," along with companion publications highlighting **Nordic investments in Poland**. The celebration culminated in the presentation of the **Nordic Excellence Award**, recognizing outstanding achievements in Nordic-Polish business cooperation.





PORTUGAL

The Swedish-Portuguese Chamber of Commerce (CLS) organized a **HR Peer Meeting**, for six Swedish companies, before starting the summer vacation. To kick off the fall, together with the Swedish Embassy in Lisbon, Diaverum, and AstraZeneca, the CLS welcomed members of the **Social and Welfare Committee** of the Swedish Parliament as well as Portuguese health sector stakeholders to a **Health Sector Business Lunch**.

The CLS has also held its traditional **Business Golf Tournament**, hosted a **"Moving to Portugal" webinar**, and welcomed a Swedish energy delegation with a full day of activities together.

The CLS is currently in full preparation for the **WebSummit**, held in Lisbon 11-14th of November, where the CLS manages the official Swedish Booth at the conference, gathering Swedish public and private organizations, as well as an exclusive evening network event in collaboration with The Swedish Embassy in Lisbon, The Royal Norwegian Embassy in Lisbon, and Business Sweden.



SPAIN

Autumn at the Swedish-Spanish Chamber of Commerce in Madrid has started off strongly with the grand celebration of our **75th anniversary**.

The event engraves a milestone of commercial and cultural collaboration between Spain and Sweden.



To emphasize the history between Spain and Sweden, the anniversary book **"Tan lejos y tan cerca" / "Fjärran men ändå så nära"** was published and sold at the event. The book is covering numerous important events and milestones throughout the 75 years that the Swedish-Spanish Chamber of Commerce has existed





TURKEY

A Century of Friendship: Celebrating 100 Years of Turkish-Swedish Relations

In celebration of this meaningful centennial, **Her Excellency Mrs. Malena Mard Ambassador of Sweden to Türkiye** and Consul General of Sweden in Istanbul, hosted special events in June, embodying the spirit of Midsummer with themes of friendship, joy, brightness, and hope for a prosperous future.



We are also thrilled to share the success of our "**Mindfulness and Resilience**" workshop. The event, led by the incredible Gozde Tutanc, was a wonderful experience for all our members. During the "Sendrome-Free Monday" workshop, we delved into the importance of mindfulness and well-being in the business world. We discussed effective stress management techniques and the crucial role of taking a "pause" amidst our chaotic lives.



UAE

The Swedish Business Council has been active in the United Arab Emirates for **30 years this year** and recently celebrated this milestone with a special event highlighting three decades of fostering business ties between Sweden and the UAE. Established to promote Swedish interests and facilitate networking, the Business Council has played a crucial role in supporting its **150 corporate members**, creating valuable events and enhancing business opportunities. The **anniversary celebration**, held in April at the Ambassador's residence garden, featured several founders, the Chairman, and the Ambassador of Sweden, who reflected on the Business Council's achievements.



Over 300 attendees enjoyed networking, sharing insights on future collaborations, and being entertained by an **ABBA tribute band**, of course. Looking ahead, the Business Council aims to continue strengthening relationships and advocating for a vibrant business environment, ensuring it remains a vital player for Swedish-founded companies for years to come.





UK

At SCC UK, we are in the midst of a busy yet rewarding season. Our new group of scholars has settled into their sector-specific roles since their arrival in June, and we've also welcomed two new interns to the team. Their enthusiasm and fresh ideas bring great energy as we approach these busy months.

This autumn is particularly significant as businesses navigate the political shifts following the summer's general election. On that topic, we started the season strong with a **Business Breakfast** session on the political landscape. This was followed by our **Ecosystem Exchange programme** on **PropTech**, and our inaugural Retail Forum at IKEA – an new initiative showcasing our continued commitment to stay relevant and responsive to the changing needs of our membership.



By the end of September, we welcomed the latest additions to our **470+ member** base at our relaxed **Link Up Drinks event**. Then, on 3 October, it was time to gather the community for the **first flagship event of the season**: Impact. Joined by 120+ business leaders, academics, thought-leaders, and politicians – including the Swedish Minister for Climate and the Environment, **Romina Pourmokhtari** – it was a day dedicated to the pressing topic of sustainability. A lot of impactful ideas were shared, and we intend to build on that momentum going forward.

Although the event season is still young, our **Young Professionals** team has already hosted a number of insightful and engaging events. These include the **YP 30-year jubilee**, an exclusive mingle with the Swedish Ambassador to the UK, as well as a Business Insight session with our Patron Ready.



In line with our commitment to fostering young talent, another edition of the Next Generation Leaders mentorship programme has launched. We hope it will continue to bring valuable insights and knowledge exchange across generations and sectors in the year ahead.

Wishing you all productive and inspiring months ahead.





USA-CHICAGO

In September, **SACC-USA**, together with **SACC-Chicago**, hosted the **SACC Summit 2024** in Chicago, Illinois. This two-day event brought together SACC members, young professionals, sponsors, and executives for networking and insightful discussions. The Summit began with a rooftop networking event at SACC-Chicago, featuring live music, great food, and stunning views of the city, creating a lively atmosphere for connecting with professionals from various industries.



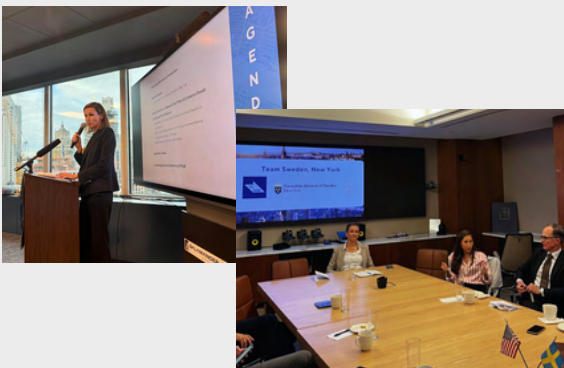
The **second day** opened with a **surprise keynote from Governor JB Pritzker**, who spoke about the strong business ties between Illinois and Sweden. The day continued with **inspiring talks from Nikki Nemarich of Axis Communications and Brendan Sullivan**, along with panel discussions on finance, cultural dynamics, gender diversity, and collaboration.

An **internal third day** allowed SACC-USA chambers to review achievements and plan for the future. It was a rewarding opportunity to reconnect and strategize for continued success.



USA-NEW YORK

Hello, SCI community. Here at SACCNY, we are thrilled to introduce our **new president, Barbara Wennerholm**, who has really hit the ground running! In the recent month, we hosted two successful **acceleration programs: Skyline and InnovateNordics**, both designed to help startups and scaleups in different sectors enter and establish themselves in the U.S.



We have also continued our strong partnership with **Team Sweden**, hosting several events and planning exciting upcoming initiatives like the **Executive Insight Series** alongside the Consulate General of Sweden in New York. Looking ahead, we are eager to see all the new initiatives and possibilities this fall and 2025 will bring!

