



Dear Members,

We are sending across to you today a rather packed newsletter as November has been a very busy month at SwedCham.

As we are approaching Christmas and the end of the year, we would like to thank all our Members for your support throughout 2020 - a year which will go to history as a challenging but yet innovative year for our organisation.

The pandemic made us have to think outside the box and re-shape our agenda which resulted in the SESG initiative - a unique partnership program which made the headlines both in distinguished channels on social media and in mainstream press. We are grateful to all the partners who were willing to join us on this journey and are looking forward to continuing to develop this initiative into a sustainable program with long term impact on our society.

Merry Christmas & A Happy New Year from your dedicated SwedCham team,

Lisa & Anna

New SwedCham Main Partner for 2021



We are delighted to announce that SwedCham will welcome [AstraZeneca](#) as new Main Partner from 2021. AstraZeneca has been a committed SwedCham supporter for many years, and we are

happy that they will now join the distinguished group of SwedCham Main Partners, alongside Atlas Copco, Dynapac, Nöjdhs, Saab, SEB and Stena.

AstraZeneca is a global, science-led biopharmaceutical business and their innovative medicines are used by millions of patients worldwide. It was formed in 1999 through the merger of Astra AB of Sweden and Zeneca Group PLC of the UK – two companies with similar science-based cultures and a shared vision of the pharmaceutical industry.

Gothenburg in Sweden is one of AstraZeneca's three strategic, global R&D centres, alongside Cambridge and Gaithersburg, and plays a central role in their mission to deliver life-changing medicines to patients.

AstraZeneca will be on the SwedCham stage next week on the topic of vaccines to kick off SwedCham's new series Recovery Sharp Talk. Free for SwedCham Members! Register [here](#).

New SwedCham Members

SwedCham welcomes the following new members to its business community:

- [H&M](#), iconic Swedish fashion retailer. Main contact: [Joseph Ahlberg](#)
- [Facila AB](#), Swedish mangement consultancy. Main contact: [Johan Frisk](#).

SwedCham's SESG initiative launched with a bang!



Since the launch of SESG on 12 November, we are excited yet humbled by all the positive attention the initiative has received in Singapore. Less than 48 hours into the campaign, it had been celebrated by Prime Minister Lee himself on both [Twitter](#) and [LinkedIn](#). Other prominent figures including Minister for Trade and Industry, [Chan Chun Sing](#), shared the campaign on their platforms, alongside showings of support from [EDB](#), [Enterprise Singapore](#) and [NEA](#). The initiative also gained coverage in Singapore's leading newspapers within the first week:

[The Straits Times](#)

[Business Times](#)

[Mediacorp Tamil News](#).

For an overview of the SESG initiative, please click [here](#). To see our SESG video, click [here](#).

Access our press release [here](#).

SwedCham SESG Advocate Partners

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The SESG roundtable: Why businesses should stand together



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On 25 November, SwedCham hosted an SESG roundtable at Huone to discuss in more depth the message of the initiative: In times of crisis, businesses should stand together.

For the first time, we had all our Advocate MNCs and SMEs together in one room for a discussion. We also had the honour of receiving an opening remark from Singapore's Minister of Trade & Industry Mr [Chan Chun Sing](#) via a video link. Panelists and speakers included:

- [Kiren Kumar](#), Assistant Chief Executive, IMDA, & Executive Vice President, [EDB](#)
- [Dilys Boey](#), Assistant Chief Executive, [Enterprise Singapore](#)
- Singapore's Ambassador to Sweden HE Andrew Kwan
- Sweden's Ambassador to Singapore HE [Niclas Kvarnström](#)
- Sweden's Trade Commissioner to Singapore [Emil Akander](#)
- [Faye Sai](#), Owner, [Coffee Break](#)
- [Jean Yeo](#), Owner, [Orient Jewellers Singapore](#)
- Carmal Ahmad, Owner, [MAD BROS SG](#)
- Lee Syafiq, Owner, [Ashes Burnnit](#)
- [Susanna Fagring](#), CEO, [Forsman & Bodenfors](#)
- [Lars Rönquist](#), Head of [Saab Singapore](#)
- [Björn Stignor](#), Head of [Stena Asia](#)
- [Vinod Narayanan](#), Head of [AstraZeneca Singapore](#)
- [Magnus Ekbohm](#), Co-Founder & Chief Strategy Officer, [Lazada](#)
- [Per Magnusson](#), Vice Chairman, [Jebsen & Jessen](#).

Please check our social media channels this week for a video from the roundtable.

Support our SESG Advocate SMEs this Christmas!

The SESG Advocate advertising campaign, beautifully crafted by creative collective [Forsman & Bodenfors Singapore](#), features twelve local entrepreneurs. This Christmas, why not take the opportunity to support their businesses? Shop online, or take the time to visit them and get new local friends in Singapore.

Among the twelve businesses, you can find hawker food ([halal ramen](#), [gourmet burgers](#), [coffee](#), [chicken rice](#) and [bakery](#)), [hardware](#), [jewellery](#), [education](#), [fruits](#), [watch sales/repair](#), [toddler fashion](#) and [tailoring](#) - run by local champions in their specific trade. From Christmas gifts to just a day out - we promise there will be something for everyone.

In this month's newsletter, we are featuring four of the Advocate SMEs who would like to offer you something special for Christmas.

For more information on all our SESG Advocate SMEs, have a look [here](#).



Does your office buy fruits regularly for its employees? If yes, would you allow Ang & Mars, owners of [SLH Fresh Fruits](#), to pitch for your business with their new [corporate subscription service](#)?

Brothers Ang Eng Guan & Mars Ang Eng Hwa have been operating their fruit stall SLH Fresh Fruits 24/7 in Clementi for six years. During the circuit breaker, they had to literally throw themselves into the digital world to survive. They saw an opportunity to provide fresh fruits and vegetables to a wider client base, ranging from private individuals to corporations, and decided to build an

Looking for a Christmas gift for a special someone? [Orient Jewellers Singapore](#) offers a \$50 cash voucher for the first 30 SESG customers for purchase of diamond and white gold jewellery. Claimable in store using discount code "SESG".

Orient Jewellers Singapore was founded by Jean Yeo's grandfather in 1970. Today, she runs the business together with her dad, working primarily with gold, handpicked diamonds and other precious stones, jade and pearls. Orient Jewellers not only handle precious stones, they also design their own jewellery. Jean is very proud of the heritage of the business and is

online platform. Developing this platform further is now their #1 priority to take their business to a new level. A [corporate subscription service](#), which they are keen to make SwedCham's members aware of, was launched recently. Please access their online business [here](#).

[Trelleborg](#) and SLH Fresh Fruits are developing a plan for long-term collaboration that will help further the growth of SLH Fresh Fruits, including areas such as strategy, branding and market analysis.

looking forward to continuing to provide timeless, high quality jewellery for a new generation. Please access their online business [here](#).

[Saab](#)'s partnership with Orient Jewellers Singapore has found common ground in that both businesses deal with high-value products and therefore customer confidence is of utmost importance. The companies are learning from each other how this works in a local as well as in a global context.



Looking for a vintage watch for Christmas? [Unique Vintage Watches](#) will provide you with a 30% SESG discount. Unique Vintage Watches would also be a trusted partner for any repair work or service of high quality watches.

Nick Tng has been a collector of vintage watches since he started his working life in the late 80s. In 2013, his passion for watches and

What are your hardware needs for the coming months? Let [InHome](#) help you find what you need - visit them online or in-store (Ang Mo Kio and Tampines). During the months of December and January, you can enjoy an SESG discount of \$5 by using this [link](#) (min spend \$60).

Chia Wei Liat took over InHome, a traditional hardware store established in 1980s by his

skills in restoring them led him to open his own business, a watch clinic on Smith Street.

Unique Vintage Watches specialises in mechanical watches, be it sales, repair, servicing or restoration for the majority of brands (vintage to modern). Nick provides professional overhauling of beloved mechanical timepieces, with full disassembly, cleaning, oiling & electronic time adjustment. Although circuit breaker was a challenging period, he managed to pull through, and is happy to be back to continue his trade. Access Nick's web site with all details [here](#).

[Hexagon](#) is the proud Advocate of Unique Vintage Watches. Both companies focus on providing value and precision to their customers. In fact, Hexagon's measuring equipment is used in the production process by several high quality watch makers. With Nick's passion and experience, Unique Vintage Watches makes a great partner to care for your precious timepieces.

father, a few years back. As the pandemic hit Singapore, Chia realised that he needed to urgently work out a digitalisation plan for the company. He started to move online in April this year, and the online business has grown over the past few months.

Chia is now busy further developing their online presence, also expanding the product range beyond InHome's core business. He sees an opportunity here to help smaller companies, perhaps from around the world, with storage and distribution in Singapore, a new avenue which could take his company into a brand new direction. Please access InHome's products [here](#).

[Anticimex](#) and InHome are building a long term partnership that aims to pave the way for InHome to become the local leader of hardware, online and offline. The plan has several steps, including but not limited to improving e-commerce presence; increasing brand awareness and increasing customer retention.

In times of crisis, businesses should stand together.

www.sesg.info #StandTogetherSESG

CxO Luncheons: First in-person event since Q1

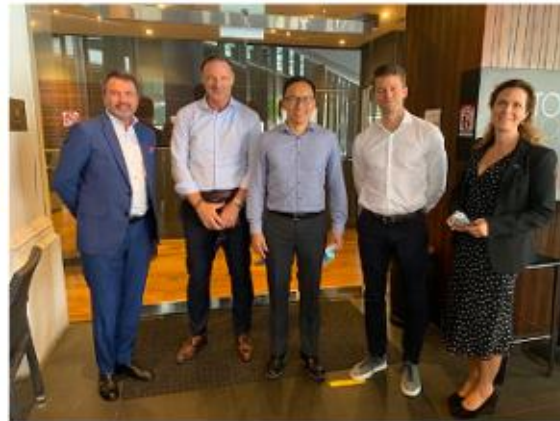
Our SwedCham CxO Luncheons were our first F2F events since March, and took place full-house at [Otto Ristorante](#) over four days last week of October. Feedback from the participants indicated that peer-to-peer discussions in a smaller setting is perhaps even to prefer to larger ones...



Left photo: Björn Stignor, Head of Stena Asia; Emil Akander, Trade Commissioner; Helen Sun, Country Manager, SKF Singapore; Horst Wasel, VP SEA & Oceania, Atlas Copco, Vinod Narayanan, Country Manager, AstraZeneca Singapore.



Right photo: Bengt Jönsson, CEO, DS Global, Boon Choon Lim, President Korea, ASEAN & India, Hexagon; Enrique Patrickson, CFO APAC & MEA, Electrolux; Mats Nilsson, Director APAC, Volvo Bus; Lars Bergström, Group VP APAC & India, GAC.



Left photo: Anders Liss, Regional Manager, Scania; Kevin Connors, General Manager, Nordea; Petra Schirren, CFO APAC, Oceania & India, Ericsson; Marie H el ene Mansard, Director APAC, Axis; Per Magnusson, Vice Chairman, Jebsen & Jessen.

Right photo: Lars R onnquist, Head of Saab Singapore; Adam Cich, CEO APAC & MEA, Electrolux; KJ Tan, President APAC, Trelleborg; Jacob Enersen, Head of Stena Bulk Singapore; Elisabeth Larsson, VP SEA & Japan, Volvo Trucks.

SwedCham Women4Women sounding board groups

Women4Women's new Sounding Board Program kicked off in October with three groups. The focus is on professional growth, handling challenges and how to build strong connections in your personal and professional network.

The series will include eight participant-led sessions and run until June 2021.



WOMEN4WOMEN
SWEDCHAM SINGAPORE

Jan B. Djerf 1956-2020



Jan B. Djerf sadly passed away last week after a short battle with cancer. Jan was the President of SwedCham's precursor Swedish Business Association in Singapore, SBAS, between 2006 and 2017. For 12 years, he was also an active leader of EuroCham, and served as its President between 2015 and 2017.

Jan worked his first round in Singapore for Handelsbanken in 1994-98 as Head of Corporates, followed by Head of Treasury. After some years in Sweden, UK and Switzerland, he came back to Singapore in 2004 to head up Handelsbanken's South Asia Pacific office, a position he held until 2017. Jan retired a few years ago and had recently moved back to Sweden with his family.

The impact Jan has had on developing and connecting the Swedish business community in Singapore can not be overstated. His energy and commitment to promoting Swedish trade in SEA has developed a strong platform that all of us continue to benefit from to this day.

Jan will be greatly missed. Our thoughts and sympathies are with his family in this difficult time.

A full obituary will follow in next month's newsletter.

Team Sweden events in December



Virtual Nobel event

Since 1901 the Nobel Prize has been presented annually honouring men and women from around the world for their outstanding achievements in physics, chemistry, medicine and literature as well as work for peace. In 1968 the economic prize in memory of Alfred Nobel was introduced.

To celebrate this year's Nobel Laureates, Ambassador HE Niclas Kvarnström has the pleasure of inviting you to a Virtual Nobel event on Thursday, 10 December at 5pm.

Panelists include:

Prof Subra Suresh, President, Nanyang Technological University;

Prof Sir Konstantin Novoselov, Nobel Laureate, NUS ;



Lucia at Gardens by the Bay

Alongside Midsummer, the Lucia celebration represents one of the foremost cultural traditions in Sweden, with its clear connection to life in the peasant communities of before: darkness and light, cold and warmth. Lucia, the bearer of light, is usually celebrated all around Sweden on December 13th every year with candle processions and Lucia choirs, saffron buns, and glögg (mulled wine).

On 13th Dec at 7-7.20pm, the SWEA Lucia Choir brings the Lucia tradition to the Flower Dome at Gardens by the Bay!

Don't miss this unique opportunity to see the Lucia procession in Singapore and enjoy a selection of Swedish Lucia songs and Christmas carols.

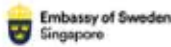
Dr Sara Mazur, Swedish physicist, Chair of Wallenberg Artificial Intelligence, Autonomous System, Software Program (WASP).

The Lucia Choir performance will be live streamed on Facebook Live, hosted on the [Embassy of Sweden, Singapore page.](#)

Swedish Christmas in Singapore

TRY SWEDISH!

In collaboration with



EMBASSY OF DENMARK Singapore



Norway in Singapore



invite you to experience a Nordic Christmas in Singapore, through the cuisine, beverages & culture

Discover classic Nordic-style festive dishes & products with our partners



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+65 9838 0436 | info@prohospitality.co



+65 8188 4793 | info.sg@huone.events



+65 6235 2069 | support@leckerbaer.sg



+65 6298 0708



@tryswedishsg on RedMart

NORDIC CHRISTMAS STAYCATION IN SINGAPORE

Wear your favourite sweater, craft sustainable Christmas decorations, enjoy a cup of mulled wine and get mesmerized by heart-warming fairy tales from the snow-clad North. During the festive month of December, we bring the Nordic Christmas spirit to Singapore's top luxury 5-star hotel, Mandarin Oriental, and offer you a taste of the Nordics without leaving the tropics.

Delight, relax and soak in the festive season when we welcome you and your loved ones to ring in Christmas with a whimsical year-end staycation.

 **CELEBRATE NORDIC CHRISTMAS
FROM 1 TO 30 DECEMBER 2020** 

RATES & PACKAGES

Deluxe room incl. 2 breakfasts, Christmas family package, in-room activities and 2 glasses of mulled wine and Christmas cookies delivered to the room.

Weekdays: \$336++ per room/night (Sunday-Thursday check in)

Weekends: \$376++ per room/night (Friday-Saturday check in)

* black out dates apply, booking min. 2 days in advance.

BOOK NOW

Elizabeth Ong, Mandarin Oriental Singapore
eong@mo.hg.com / +65 6885 3568



WITH FESTIVE SUPPORT



Upcoming SwedCham events

Tuesday 15 December: COVID-19 vaccines - development & distribution with [Alec van Gelder](#), Executive Director of International Government Affairs, at [AstraZeneca](#)

Wednesday 16 December: [SwedCham Women4Women AW](#)

Thursday 21 January: Market Outlook: Indonesia with Business Sweden

Past SwedCham events (Oct & Nov)

Wednesday 7 October: Women4Women [RAW! Remote After Work](#)

Monday 12 October: Team Sweden Webinar [B2B e-commerce](#) with [Business Sweden](#) on how e-commerce can reinforce your B2B business development and sales generation activities now and even in the post-COVID-19 world.

Tuesday 20 October: A [Zoom-workshop](#) with [Alice Wikström](#), Mindfulness and Compassion Teacher and Emotional Wellness Coach who helped us bringing more mindfulness and compassion into our daily lives.

Wednesday 21 October: [Personal Data Protection Act \(PDPA\)](#) Representatives from SwedCham Gold sponsor [Rajah & Tann](#), explained the up-coming proposed amendments and shared practical insights on what these changes will entail for organisations in Singapore.

Monday 2 November: [An online session](#) with Dagens Industri's China/Asia correspondent [Johan Nylander](#), author of the newly published book *"The Epic Split – Why 'Made in China' is going out of style"*.

Tuesday 3 November: [High Stakes Leadership in Action](#). We experienced an intense virtual session on leadership and crisis management with [Mr Edouard Getaz](#), founder and CEO of [InsideRisk](#).

Wednesday 4 November: [SwedCham RAW! Remote After Work](#), SwedCham's General Manager [Lisa Ferraton](#), shared a brief introduction to SwedCham's new initiative [SESG](#)

Wednesday 11 November: [The Road to Recovery in Southeast Asia](#), Team Sweden webinar on insights from two recent Business Sweden reports – one regional and one focused on the Philippines.

Wednesday 18 November: [Market Outlook Thailand](#) with [Carl Lindwall](#), Country Manager, [Business Sweden](#), and Swedish Ambassador-Designate to Thailand (with accreditation to Laos and Myanmar), H.E Jon Åström Gröndahl.

Thursday 26 November: [Purposeful Branding](#) with [Johan Ekelin](#) and [Christian Ihre](#) from [Lynxeye](#). Conversation was led by Sweden's Ambassador to Singapore [HE Niclas Kvarnström](#)

Wednesday 2 December: [Eugenia Fabon Victorino](#), Head of Asia Strategy [SEB](#) gave us a regional macro economic overview on what to expect for 2021

Sunday 6 December: [Hajk in MacRitchie](#) with Young Professionals.

SwedCham Main Partners



SAAB



SwedCham Partners



FINNAIR



SKF



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