



Dear Members,

We are back into semi-circuit breaker again, but don't despair. SwedCham still has a few events on the agenda before our summer break in July - most notably the Sweden-SEA Business Reset Summit next Tuesday. If you have not yet registered for Team Sweden's flagship event, please do it [here](#).

We are also gearing up for launching two new sustainability initiatives - read more about them below. If you missed out on the SESG initiative, this is your chance. We believe SwedCham is an excellent platform to leverage your company's ESG strategy in collaboration with other SwedCham Members under the Sweden brand. Together we are stronger - together we can make a difference.

And lastly - we miss you! Don't forget to get vaccinated so that we can get back to physical events before too long.

Your dedicated SwedCham team,

Lisa & Anna

New SwedCham Members

SwedCham welcomes the following new members to its business community:

Mitigram: Mitigram is the most trusted market network in Trade Finance. It is used by large corporates and most of the largest banks in the world to build business relationships across the globe. **Key contact:** [Johan Egnell](#), Head of Asia.

NXT Vizion: NXT Vizion is an innovative solutions orientated company offering services in asset management, technology and robotic solutions for the hospitality industry. **Key contact:** [Fredrik Johansson](#), Founder & Owner.

Sinch: Sinch is a trusted software provider to mobile operators, and its platform powers business-critical communications for many of the world's largest companies. **Key contact:** [Sean Gowran](#), Regional Vice President APAC.

Your Special Delivery Service: YSDS is an international logistics company founded in Stockholm in 2006. It is specialised in seamless global shipping solutions for extraordinary products, destinations and timeframes. **Key contact:** [Yang Yu](#), CEO APAC.

DBS new SwedCham Silver Sponsor

We are delighted to announce that [DBS Bank](#) has become a SwedCham Silver Sponsor. The [launch](#) of the partnership took place in the presence of Sweden's Ambassador to Singapore HE [Niclas Kvarnström](#) at DBS HQ at MBFC on 27 April where DBS' senior management led a session on digitalisation of trade finance for SwedCham's members. We had the pleasure of hearing from Group CEO [Piyush Gupta](#), Group Head of Trade Product Mgmt [Sriram Muthukrishnan](#) as well as from Group Head of Institutional Banking [Tan Su Shan](#) during the evening. Over the coming year, we are looking forward to continue the collaboration with DBS on topics such as green finance, trade digitalisation and sustainable supply chains.



Sweden-SEA Summit: Have you got your ticket?



LAST CALL TO REGISTER FOR TEAM SWEDEN'S RESET SUMMIT!

Following two successful gatherings in Singapore (2016) and Kuala Lumpur (2018), the 3rd edition of the [Sweden-Southeast Asia Business Reset Summit](#) will be held as a hybrid event on Tuesday 25 May 2021 at Capella Hotel on Sentosa. The Summit will focus on the reset that is needed post-Covid – both with regards to sustainability and digitalisation – and what challenges and opportunities lie ahead to make this happen.

Companies in Southeast Asia and Sweden need to be prepared for the new business landscape as global markets begin their recovery. Team Sweden in Southeast Asia believes that now is the time to re-position and tap into accelerating opportunities and re-think business together.

Speakers include Ms [Anna Hallberg](#), Sweden's Minister for Foreign Trade and Nordic Affairs, Mr [Gan Kim Yong](#), Singapore's Minister for Trade and Industry, as well as prominent business leaders such as Marcus Wallenberg and Piyush Gupta. Complete list of speakers can be found [here](#).

The physical event at Capella is fully booked. Please register for the online event [here](#).

IN COLLABORATION WITH



Klas Eklund to SwedCham APAC

BREAKING NEWS: On 2 September, SwedCham Singapore will host a SwedCham APAC event with Sweden's most prominent economist Mr [Klas Eklund](#) as guest.

Mr Eklund is currently Senior Economist at Swedish law firm [Mannheimer Swartling](#). During his career, Mr Eklund has held numerous positions within Sweden's Government Offices, including advisor to two Prime Ministers. Recently he lead Sweden's [Omstartskommission](#) (Restart Commission) to build Sweden back from the pandemic. He has also worked in the private sector for many years as Chief Economist at SEB. In recent years, much of his work has been dedicated to the economics of climate change as well as to China's political and economic development



SwedCham CEO Luncheons at Mezza9

During the first week of May, SwedCham repeated the COVID format from November and held three fully booked CEO Luncheons for our Main Partner and Partner organisations, this time at [Mezza9](#), Grand Hyatt Hotel. 20 companies were represented over 3 days in groups of 8. Through these bi-annual closed door discussions among CEOs in an informal setting, we hope to establish a platform for our CEOs both to learn from each other cross-industry as well as to share valuable experiences on leading a multinational in SEA.

SwedCham Sustainability 2021



New sustainability initiatives!

SwedCham's sustainability committee is here to support our Members' quest to deliver on the [UN SDG Goals](#) by 2030. In 2021, SwedCham is proposing two new initiatives which will run alongside our ESG project, which was launched in November last year. These initiatives are well supported by the feedback we received from our 2020 Member evaluation survey, where 63% of respondents wanted SwedCham to continue with local outreach initiatives focusing on sustainability to support integration and raise the profile of Swedish companies in Singapore.

The new initiatives are:

- ***The Green Innovation Centre:*** Together with the South West District CDC and an award-winning garden community in Bukit Batok, we will build an outdoor living room to create a platform to support the implementation of Singapore's Green Plan 2030 on grass root level. This initiative will give participating companies plenty of opportunities to engage with the local community around the topic of sustainability
- **Men@Work:** An innovative gender balance project - with a twist. The fight for gender equity is often driven by women - for women. In order to truly transform our societies, this quest needs to include not only women, but to a much larger extent also men. As 2021 is announced as the [Year of Celebrating SG Women](#), SwedCham is joining in by celebrating the pioneering *men* in the gender equality space. We want to engage with men in Singapore, both local and foreign, who have been champions in driving gender equality in their organisations or at society at large. They will be part of a selected collection of portraits and stories that will make up a one-of-a-kind coffee table book with the message that gender equality not only benefits women - it boosts overall economic growth.

Do you want more details? Please do not hesitate to contact SwedCham at info@swedcham.sg so that we can help you explore how our sustainability initiatives can support your ESG strategy in Singapore.

SwedCham's Sustainability Committee: Change in leadership

The Chairman of SwedCham's sustainability committee Mr [Magnus Gustavsson](#) from SwedCham Main Partner [Nöjdhs Underwater Technologies](#), who founded the committee in 2017, will now hand over the baton to Ms [Carolina Rodriguez, Dilucidar](#).

Thank you Magnus for your energy and dedication to SwedCham Sustainability over the past five years! Fortunately, Magnus will stay on the committee as leader of our initiative The Green Innovation Centre.

A warm welcome to Carolina! Carolina has worked 20 years designing and developing high-impact advocacy campaigns and innovative communication products focusing on sustainability for international organizations, government institutions and companies. She will bring a wealth of knowledge to the committee on to how to communicate and deliver on UN's SDGs.



Update on SESG - SwedCham's local outreach initiative

As our advertising campaign [The Advocate](#), where 12 Swedish MNCs put the spotlight on 12 local SMEs, has come to an end, the SESG initiative will continue to develop through the two projects [Fika4Good](#) and [The Swedish Gig](#). Through our cooperation with [Enterprise Singapore](#), we are currently in the process of connecting more local SMEs with SwedCham MNCs. If your company would like to be part of this, please reach out to SwedCham at info@swedcham.sg.

In our newsletters, SwedCham will put the spotlight on the great outcome we continue to see from the SESG initiative. This month, we zoom in on Saab and their Swedish Gig apprentice (see below). With The Swedish Gig, SwedCham Members have this far created 43 apprenticeship positions for SG United's Mid-Career Pathways Programme.

www.sesg.info #StandTogetherSESG

Making a mid-career 'switch' with Saab Singapore

Saab is of course part of the Swedish Gig initiative that supports SG United's [Mid-Career Pathways Programme](#). This project supports experienced individuals who want to learn new skills in a different work environment. From its Asia headquarters in Singapore Saab can provide some unique insights into how a global, high-tech company operates. Our new associate under this programme, Rongita Bhattacharyya, talks about her experience so far.

“Hello, I’m Rongita and I have been working as a business support trainee with Saab for about two months. My background is in education with a postgraduate degree in mathematics.



I’ve been looking at a career switch for some time and I recently completed an executive course in Digital Health Safety and Environment. Then I saw this opportunity to join the ‘upskill’ programme and in just 15 days I had applied, been interviewed and been accepted.”

Rongita is already involved in projects that are important not just for Saab in Singapore but across all our other offices in the region. This includes designing and implementing updated regulatory and compliance procedures in areas like data protection, enterprise risk management and work health and safety. Rongita has been studying best-practise in several key corporate areas including sales and marketing. She has also taken on a number of new communications projects to support Saab’s business around the region.

“I like Saab’s open culture, the diversity of people and the diversity of thought. Every day I’m learning something new from my wonderful colleagues. It is particularly good to be working on projects that stretch beyond Singapore. Saab is one of the real leaders in their field, with such a wide range of products and activities. I already had an interest in defence and security matters

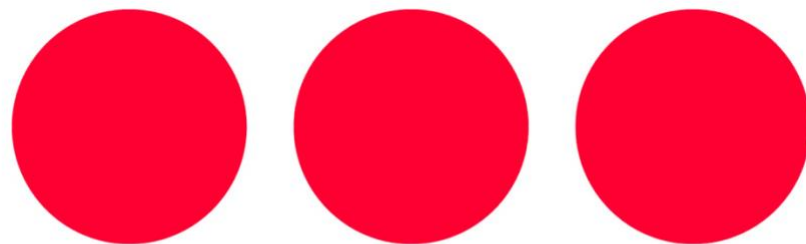
but my knowledge and understanding is developing rapidly here. We have done a lot in the last two months and I'm really grateful to have this opportunity.”

Would you like your company to join [The Swedish Gig](#)? Contact SwedCham at info@swedcham.sg and we will help you get the ball rolling.

Member news: Securitas grows bigger

SwedCham Partner [Securitas](#), the world's leading protective services provider with more than 370,000 employees worldwide, raises its stake in the Singapore market with the acquisition of STANLEY Security - an acquisition which spans across five countries.

The deal sees Securitas acquiring STANLEY Security operations in Singapore, Germany, Portugal, Switzerland and India – absorbing its 580 electronic security specialists that operate in these markets. This acquisition is aligned with the company's ambition to double the size of its security solutions & electronic security business and expand Securitas' electronic security footprint and capabilities.



Securitas

Celebrate Sweden's National Day with us!

EMBASSY OF DENMARK Singapore

Embassy of Finland Singapore

Norwegian Embassy Singapore

Embassy of Sweden Singapore

NORDIC NATIONAL DAY

GREEN RUN

Charity run for sustainability

Each kilometre you run raises one SGD for marine protection!

31 May - 6 June 2021

Profits go to

CORAL TRIANGLE CENTER
Inspiring People Saving Oceans

#NordicGreenRunSG

Our distinguished sponsors:

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Denmark: email irecho@um.dk to join team

Find our clubs on Strava app:
NordicGreenRunSG - Finland
NordicGreenRunSG - Norway
NordicGreenRunSG - Sweden

Join your Nordic team!

To celebrate Sweden's National Day on 6 June this year, Team Sweden will be collaborating with the other Nordic Embassies and the Coral Triangle Center to help conserve our oceans.

You can support this good cause by simply going for a run! Each kilometre you run/walk raises \$1 for marine protection.

Use the Strava app to track your kilometres between the 31 May and 6 June.

Join our Swedish Green Run Team [here](#).

Try Swedish is bringing Swedish food products to you!



SwedCham member companies can now pre-order Swedish products directly from Try Swedish!

Craving flavours from home? **Try Swedish** got you covered. As a SwedCham member, you can now pre-order a selection of Swedish food and beverage products directly from our local partner in Singapore. Stock up the office pantry with delicacies from [Lakritsfabriken](#), [NICKS](#), [Healthyco](#) or [Veg of Lund](#) as a treat for your employees still working from the office, or as gift packages for those working from home. Get new cooking inspiration with ingredients from [Renée Voltaire](#) and [Västerbottensost](#). [Hernö Gin](#), [Spirit of Hven](#), [The Uncharted Brewing Company](#) and [Skånska Spritfabriken](#) provide a great drink selection for Saturday nights at home.

Pre-orders are available from 26 May onwards with expected delivery right in time for the traditional Swedish summer holiday season in July. For order placements, please email: ida.stjernstroem@business-sweden.se.

Can't wait until 26 May? Not to worry - *Fredagsmys* (Cosy Friday) can happen straight away. Your favourite Swedish brands - [Almody](#), [Åre Water](#), [Arla](#), [Finn Crisp](#), [Oatly](#), [Wasa](#) - can be sent to your doorstep with [Try Swedish x RedMart](#). Find the shop [here](#).

SAVE THE DATE: Midwinter Ball on 13 Nov 2021



Upcoming SwedCham events

Tuesday 25 May: [Sweden - Southeast Asia Reset Summit](#) (Team Sweden event)

Thursday 3 June: [China's New Development Framework](#) with Eugenia Fabon Victorino, Head of Asia Strategy, SEB

Thursday 2 September: SwedCham APAC event with Swedish economist Mr [Klas Eklund](#)

Thursday 16 September: [SwedCham Connect @1880](#)

Saturday 13 November: Midwinter Ball, Goodwood Park Hotel.

Recent SwedCham events

Wednesday 21 April: [Women4Women After Work](#). SwedCham Women4Women organized an AW at two Wine Connection outlets with 8 female professionals attending each venue.

Thursday 22 April: [SEB on Taxation for Swedish Expats](#). [Olof Svalborn](#), Senior Wealth Planner at [SEB](#) Luxembourg gave Swedish expats an update on tax regulations in Sweden.

Saturday 24 April: Young Professionals invited its members for [Games & Picnic at the Botanic Gardens](#).

Tuesday 27 April: Our first joint event with new SwedCham silver sponsor [DBS](#) on [Trade Digitalisation](#). An exclusive F2F event for our Corporate Members.

Wednesday 28 April: SwedCham APAC hosted Mr [Jacob Wallenberg](#), Chairman of [Investor AB](#), to hear his views on the past year.

Tuesday 4 May: [Ms Batya Shulman](#), Partner, [St. James's Place Wealth Management](#) advised on how to conduct [Smart & Savvy Financial Planning](#).

Wed 5, Thurs 6 & Fri 7 May: SwedCham CEO Luncheons, exclusively for our Main Partner & Partner Members, were held at Mezza9, Grand Hyatt Hotel.

Monday 10 May: [Recovery Sharp Talk: Distribution in SEA](#) with Mr [Sarath Menon](#), Founder & CEO, [Orissa International](#). How to improve your distribution strategy in SEA in the wake of the pandemic.

Wednesday 19 May: [Samantha Saw](#), CEO, [Successful Resume Australia](#), provided hands-on tips on how to enhance personal branding through your resumé in this [CV Writing Workshop](#).

SwedCham Main Partners



SwedCham Partners



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