



# SWEDCHAM

Swedish Chamber of Commerce Singapore



Dear Members,

It has been an exceptional year for mushroom picking in Sweden this autumn. Swedish evening paper [Aftonbladet](#) reports of a family in Borgafjäll in northern Sweden who managed to find 109 kg of chanterelles in three days, calling Sweden this year “an 1emocrat for mushroom picking”.

For those of you who won't have the luxury to enjoy Sweden's *Allemansrätt* (right of public access) these last few months of 2021, we hope that you will join us at SwedCham instead as we gear up for the end-of-year sprint. We have a lot going on

over the coming months - including a few F2F events up our sleeve, should we just be given the permission to meet again...

Don't miss registering FOC before 11 Oct for the [SICC Awards Gala](#) on 19 Oct to cheer us on as we wait for the results to be announced: Together with [Forsman & Bodenfors](#), we are one of three finalists for the category "Most Transformational Collaboration" with our initiative [SESG](#).

Your dedicated SwedCham team,

Lisa, Anna & Caroline (SwedCham's new intern)

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### SwedCham HR Forum launches mentoring program

This month, SwedCham's Regional HR Directors' Forum is launching a cross-industry Female Mentoring Program in Singapore for up-and-coming female leaders. The program is developed and led by [Lotta Patrickson](#) and [Agneta Olsson](#) from SwedCham Member CAPA Consulting and will run from 28 October until April next year. 21 mentees and 6 mentors from the following companies are onboard to kick off this ground breaking cross-industry mentorship program:



Each mentor group will consist of one mentor and 3-4 mentees who will meet monthly for a 2hr session over a period of six months. Confirmed mentors for the program are:

- [Horst Wasel](#), Vice President, [Atlas Copco Holding SEA](#)
- [Jerrica Chooi](#), Chief Holding Officer, [ABB Singapore](#)
- [Göran Seifert](#), Managing Director, [Anda Pacific](#)
- [Nina Altarac](#), Director of Finance & Sales Operations APAC, [Axis](#)
- [Kurt Hanssen](#), Customer Fulfilment Manager, [IKEA SEA](#)
- [Lim Boon Choon](#), President Korea, ASEAN, Pacific, & India, [Hexagon](#).

SwedCham's Regional HR Directors' Forum was launched two years ago by SwedCham's People & Culture Committee to provide a peer network for senior regional HR executives from SwedCham member companies. This year the discussion on how to strengthen female leadership in Southeast Asia emerged as a topic within the Forum. Despite being a priority within most organisations, many are struggling to make progress. Female representation in top leadership positions in most Swedish companies in Singapore is still low and the pace of change is slow. To create a catalyst for change and support up-and-coming female leaders, the Forum members decided to join forces to launch a cross-industry mentorship program with the following vision:

- To create a solid cross-industry network and a professional sounding board for female rising stars in SwedCham's business community
- To raise the bar for female leadership development in Singapore
- To promote Swedish leadership values and strengthen ties between Swedish companies in Singapore.

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### [SwedCham APAC event on M&A](#)

The collaboration between our 12 SwedChams in APAC goes from strength to strength. On 12 October, we will have our next joint event where we will explore why Merger & Acquisition activities are growing in importance in APAC and which

industries are most likely to benefit from this surge. We will also discuss general trends and opportunities in the region with regard to growth.

The event will be hosted by the [Swedish-Australian Chamber of Commerce](#) and moderated by [Camilla Bullock](#), Director General, Emerging Payment Association APAC, Sydney. The panelists bringing their expert knowledge to this event are:

- [Martin Ekberg](#), Sweden's Trade Commissioner to Australia and Business Sweden's Global M&A Lead (Sydney)
- [Enrique Patrickson](#), CFO & Head of Sales for APAC and MEA at Electrolux (Singapore)
- [Ola Nordh](#), Head of M&A at Anticimex Group (Stockholm).

Register here for this [event](#).



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### MEMBER NEWS 1: [Stena Bulk builds methanol-fuelled tanker](#)

Earlier this year, SwedCham Main Partner [Stena Bulk](#), one of the world's leading tanker shipping companies, announced that steel cutting for *Stena Pro Patria* in Guangzhou had begun. *Stena Pro Patria* will be the first of three methanol vessels to be built by the joint collaboration between Swedish Stena Bulk and Swiss-based [Proman Shipping](#) and will be due for delivery in the beginning of 2022. This partnership will also include the construction of two additional vessels: *Stena ProMare* and *Stena Prosperous*.

*Stena Pro Patria* will use approximately 12,500 tonnes of methanol as fuel per year, which will significantly reduce the volume of carbon and greenhouse gas emissions resulting from the vessel's commercial operations, especially compared to the use of conventional marine fuels. Additionally, the vessel's engines will also feature revolutionary new water and fuel emulsion technologies to significantly reduce nitrogen oxide (NOx) emissions.

Read more about this exciting news [here](#).



## MEMBER NEWS 2: H&M Singapore celebrates 10th anniversary

2021 marks 10 years since SwedCham Member H&M unveiled its very first flagship store at Orchard Building on 3 September 2011. The brand has subsequently opened nine other stores across the island with H&M PLQ Mall being the latest addition.

H&M Singapore celebrated its anniversary through a series of collaborations and activations at its flagship store during the month of September, bringing together local creatives by shining a light on Singaporean artists and craftsmen. Among others, [SESG SMEs Coffee Break](#) as well as Lee Syafiq ([Ashes Burnnit](#)) with his new venture [Maison Sucrée](#) were invited to set up a food cart at the Orchard store.

Team Sweden joined the celebrations too - Embassy of Sweden's Chargé d'Affaires Harald Fries, Head of Mission Jenny Egermark, Trade commissioner Emil Akander and SwedCham's General Manager Lisa Ferraton took part in the festivities during one afternoon and learnt how H&M Singapore aims to continue support and highlight local businesses, give back to the community, democratise local artistry and use the brand's reach to spread the word to a wider audience.



## Welcome Caroline - SwedCham's new intern



Hi everybody,

My name is Caroline Forsgren, and I am the new intern at the Swedish Chamber of Commerce Singapore. Last summer I graduated from Uppsala University, where I received a double degree in Business studies and Chinese.

Previously I have been living in China for a year where I developed a great interest in Southeast Asia / ASEAN and its dynamic markets. I am happy and grateful that I got the opportunity to come here to Singapore even though the circumstances caused by the pandemic makes it a bit difficult to meet in person.

I do hope I have the opportunity to meet you F2F in the near future!

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## SwedCham's sustainability initiatives

SwedCham's sustainability committee is here to support our Members' quest to deliver on the [UN SDG Goals](#) by 2030. In our last newsletter, we briefly presented our two new outreach initiatives for 2021, which will run alongside our SESG project, launched in November last year:

- The Green Innovation Centre
- #candid - a gender balance initiative.

Below, you can find an update on our gender balance initiative. Due to the tightening of restrictions in Singapore, the Green Innovation Centre will need to be put on hold until we can meet in bigger groups again.

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## 100 perspectives on gender equality in Singapore

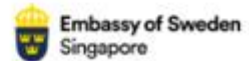
Our gender initiative is advancing: We now have over 90 contributions from people from all walks of life - approaching our goal to collect 100 perspectives on gender equality in Singapore. A re-cap for those who missed our last newsletter: For this initiative, we are inviting men (mainly) in Singapore who believe in gender equality to add their voice to broadening the conversation on this topic. They will be part of a selected collection to portraits and stories that will make up a digital campaign as well as a one-of-a-kind coffee table book with the message that gender equality not only benefits women - it boosts overall economic growth.

Most of SwedCham's member companies have very strong gender policies and are taking bold steps in order to strengthen the representation and development of women within their organisations, leading the way in the quest to achieve gender equality and empower all women and girls, according to [United Nations' SDG #5](#). We hope that this initiative will be a conversation-starter between everyone in Singapore on the topic of gender and equality. The initiative also aims to support [Singapore's gender review initiative](#) that will result in a White Paper in early 2022. We want to inspire more people to join the conversation and show that Singapore already has a broad and dynamic base that supports the cause for gender equity. Only by working together can we move the needle in Singapore even further towards a more equal, sustainable and prosperous society.

The project team has collected almost all content already, and is currently busy editing and putting the layout in place.

SwedCham is proud to have the following companies and organisations sponsoring our gender balance initiative:





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## SESG - SwedCham's first local outreach initiative

As our advertising campaign [The Advocate](#), where 12 Swedish MNCs put the spotlight on 12 local SMEs, came 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.

In our newsletters, SwedCham will put the spotlight on the great outcome we continue to see from the SESG initiative.

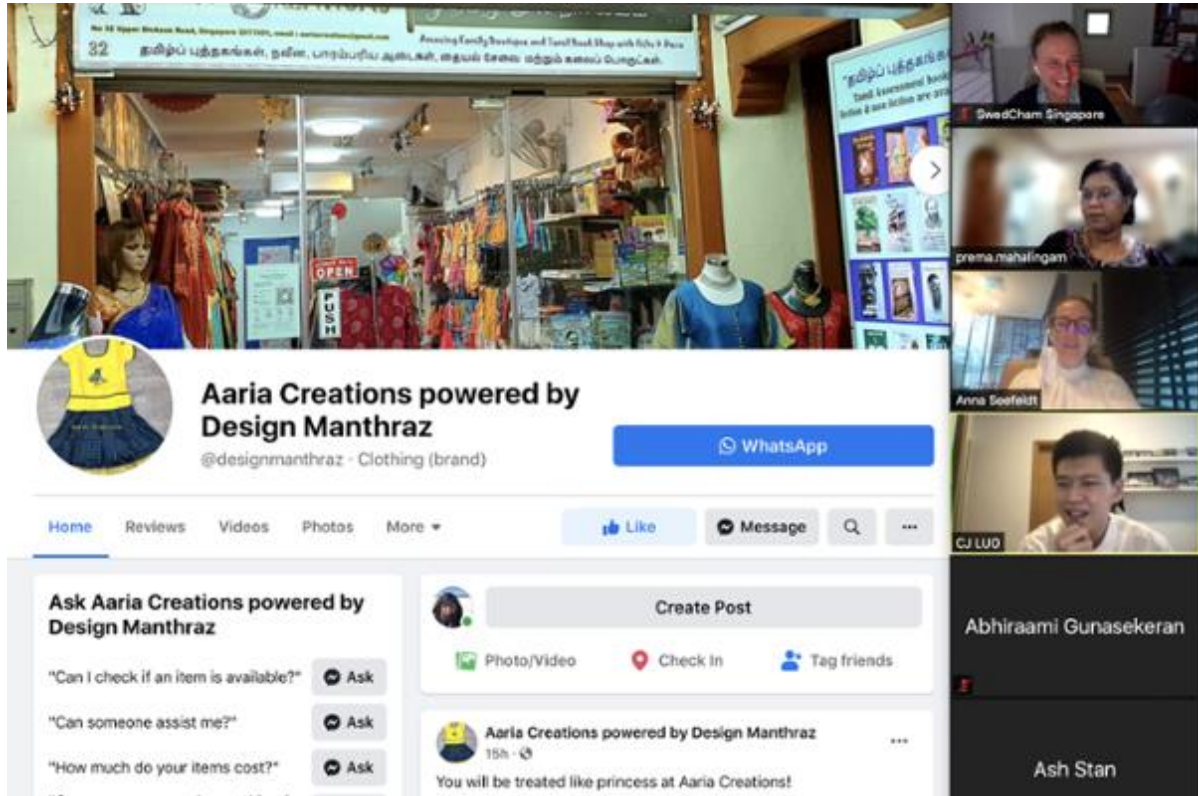
[www.sesg.info](http://www.sesg.info) #StandTogetherSESG

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### *Fika4Good: Aaria Creations gaining traction in e-commerce*

SESG [Fika4Good](#) continues to develop. Local SME [Aaria Creations](#) (paired with [AstraZeneca](#) in our [Advocate](#) campaign) has started a dialogue with SwedCham Member [Pink Pineapple Consulting's Anna Seefeldt](#) and Young Professionals Member and former Amazonian [Luo Chen Jun](#) to get some expert help in advancing its e-commerce business as well as improving its digital marketing strategy.

The collaboration kicked off last week on Zoom and we are looking forward to hearing more about this venture over the coming months.



### *The Swedish Gig: An ear on the ground at Atlas Copco*

To support the local workforce, Atlas Copco Singapore joined SwedCham's ESG [The Swedish Gig](#) initiative earlier this year, providing development and upskill opportunities through the SGUnited Traineeship & Mid-Career Pathways Program. The trainees were onboarded in July this year - let's catch up with two of them to see how their traineeship experience is developing...

## Colin, Data Scientist Trainee at Atlas Copco



Hi, I am Colin and I joined Atlas Copco in July 2021 in the finance department as a Data Scientist trainee under the SGUnited Mid-Career Pathways Programme.

Having a great interest Data Analytics, I took up related courses at the Institute of Higher Learning over the passed years as I was planning to make a career switch into this field. Atlas Copco has given me the opportunity to put into practice the skills that I have acquired.

Thanks to the great support and guidance from my manager and my colleagues, my ongoing project to obtain financial data from the newly migrated SAP system and to present them to the users as customized Power BI reports will be smoothly delivered.

Going forward, I am looking forward to more in-depth learning in the data analytics field to create further value for the company.

## Shazana, Electrical Technician Trainee at Atlas Copco

Hello, I'm Shazana. I graduated from Republic Polytechnic with a Diploma in Aerospace Avionics in 2020. I embarked on this journey with SGUnited Traineeship Programme in July 2021 as an Electrical Technician Trainee at Atlas Copco. I am the only female on the team.

Atlas Copco is my first job. It took me some time to adapt to the company's nature of work and to be out in the field with my colleagues. Thanks to the guidance provided by my experienced supervisor and colleagues, I have gained in-depth theory knowledge and plenty of hands-on experience.

There are various learning resources easily accessible such as video animations, instruction books and tutorials. What I like about Atlas Copco is that they encourage continuous learning and growth for their employee.

I am very grateful to be part of Atlas Copco as this is a welcoming workplace and countless opportunities await me.





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### Sweden in Singapore Business Directory

In the spirit of free trade and international cooperation, Team Sweden publishes every year the [Sweden in Singapore Business Directory](#) to showcase the multitude of Swedish businesses present in Singapore and to facilitate even more intra-Swedish and Swedish-Singaporean connections and collaborations. This directory contains contact details and data for over 200 Swedish businesses in Singapore.

SwedCham Members can download the Business Directory free of charge from SwedCham's website. **NB:** To access the Directory, you first have to log into your member account on SwedCham's website. For a high-resolution copy, please contact the SwedCham office.

For non-members, please e-mail [info@swedcham.sg](mailto:info@swedcham.sg) to purchase a copy.

[Access the Sweden in Singapore Business Directory here](#)

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### Still time to register for the SICC Awards Ceremony

The SwedCham x [Forsman & Bodenfors Singapore](#) collaboration [SESG \(Sweden Singapore\)](#), which brought together Swedish MNCs and local SMEs, is one of the finalists of the [Singapore International Chamber of Commerce 2021 Awards](#) for Collaborative Innovation! We are one of three finalists for the category "Most Transformational Collaboration". The winners will be announced at the [SICC Awards Ceremony & Gala](#) on

Tuesday 19 October 2021 at 5-6.30pm, and will receive their awards from Guest-of-Honour Ms. [Grace Fu](#), Minister for Sustainability and the Environment.

To cheer us on as we wait for the results to be announced, please join the Award Ceremony online! Register for free [here](#) latest 11 October.

The SICC Awards are designed to recognise, celebrate and learn from the commercial collaborations between companies that work together to innovate and to resolve barriers to growth. 2021 marks the sixth year that the [SICC](#) is presenting these Awards.



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### [Restaurant Zen receives three Michelin stars!](#)

On 1 September, Restaurant [Zen](#), owned by Swedish [Björn Frantzen](#), became the third restaurant in Singapore to be awarded three Michelin stars. Zén resides in a three-story shophouse space located in Bukit Pasoh, where the restaurant serves Japanese-inspired modern French and Nordic cuisines.

The award came in a year when restaurant dining in Singapore has been largely affected by the pandemic, where many restaurants have been forced to close down or create delivery services in order to survive. SwedCham Singapore would like to send our warmest congratulations to [Tristin Farmer](#) and his team at [Zen](#) on its well-deserved success.

Along with restaurant Zen, Frantzén Group owns four restaurants, where three are located in Stockholm and one in Hong Kong. Frantzén in Stockholm became the first restaurant in Sweden to achieve three stars in 2018. By 2022, [Björn Frantzén](#) is planning to open another three restaurants in Southeast Asia.



**SAVE THE DATE: Midwinter Ball changed to Spring Ball 2022**



## Upcoming SwedCham events

**Tuesday 12 October:** [Mergers & Acquisitions in APAC](#) hosted by the Swedish-Australian Chamber of Commerce and will be moderated by [Camilla Bullock](#), Director General APAC, Emerging Payment Association (Sydney).

**Wednesday 13 October:** [Market Outlook: China](#), with [Joakim Abeleen](#), Trade and Invest Commissioner of Sweden to China Market Area Director Greater China at [Business Sweden](#) and [Per Portén](#), head of [Business Sweden](#), Shanghai.

**Tuesday 26 October:** [SwedCham Connect @1880](#)

**Wednesday 10 November:** SwedCham Women4Women AW

**Wednesday 24 November:** M&A - regulatory hurdles in APAC with Rajah & Tann

**Tuesday 15 February:** SwedCham APAC CEO Speakers Series - Jonas Samuelson, CEO, Electrolux

**Saturday 7 May 2022:** Spring Ball, Goodwood Park Hotel.

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## Recent SwedCham events

**Thursday 2 September:** [SwedCham APAC event](#) on the state of the world economy with Swedish economist Mr [Klas Eklund](#)

**Thursday 9 September:** [Female Talent Retention](#) with [Michaela Sundelin](#), [Women Ahead](#) (Women4Women)

**Tuesday 14 September:** Introducing Sounding Board initiative for 2021-2022 (Women4Women)

**Wednesday 15 September:** [Preparing Singapore's Electricity Grid for a New Era](#) with [Nirupa Chander](#), MD Singapore, [Hitachi ABB Power Grids](#)

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



**Tuesday 22 September:** [Market Outlook: Vietnam](#), with the Swedish Ambassador to Vietnam, H.E. Ann Måwe and Mr [Ludvig Hermansson](#), Acting Country Manager at [Business Sweden](#)

**Wednesday 6 October:** [Starting a Business in Singapore](#) with Mr [Oswyn Arvindran](#), Senior Account Executive at [Sleek](#).

## SwedCham Main Partners



## SwedCham Partners



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