



## Looking Good 2019

Dear Members,

Thank you for coming with us into this new year. We are off to a good start and will enjoy exciting times ahead. This week we launched the Market Outlook-Business Blueprint sessions for the year with a close-up on Thailand: the 67 million people strong market that has experienced decades of solid growth, but also disruptive coups and political turmoil.

Last week we had the privilege to have a bunch of laughs together with many of you at the show “How to Become Swedish in 60 Minutes”, offering a slightly tweaked perspective on our beloved cultural traits. Have no fear dear friends, we aim to act much more civilized in real life.

Next week’s ScandBiz Bar offers a great opportunity to catch up with the Nordic business communities. Please meet us at the Mikkeller Bar on Thursday, January 31.

Moving on, we will come back after the Chinese New Year celebrations with an event on how to use corporate culture to attract and retain talent. A great keynote speaker as well as a super interesting panel is engaged. Mark your calendars for the night of February 12.

For the sporty spics and the competitive driven crowd there is also a tennis tournament on February 15. Ladies and gentle men, we have been challenged by our Belgian friends and we need teams to prove that Swedish steel doesn’t bend!

Looking forward to see you all shortly!

## New Website Design & Member System



Yesterday we launched a new website design and member system. This change will provide you with a better and more convenient experience when signing up for our events. As a member, you will also be given access to SwedCham's digital membership directory with information and contact details to SwedCham members to make it possible to interact within the network and build possibilities for collaborations.

**What we need from you:**

Yesterday you received a Welcome-email from EventBank, asking you to create a profile at our new member platform - EventBank, please follow the instructions given in the email.

If you are the Primary contact for your company's membership of SwedCham, please complete your Company profile by uploading your logo and if there are any additional missing information.

Don't hesitate to contact us if you have any questions about EventBank.

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## Updates from SwedCham Committees

### **Young Professionals**

YP kicked-off 2019 with an After Work gathering at NOX and this will be a monthly activity for the YP network during 2019. The first business event will be arranged together with AAK, who invites to a study-visit at their Innovation Center on February 13. If you are a YP-member you will receive an invitation shortly, you don't want to miss out on this!

### **People & Culture**

In the evening of February 12, the P&C committee invites to a dinner seminar, including a key note speaker and a panel discussion on the subject "Defining the Corporate Culture to Attract, Develop and Retain Talents". The Panel will consist of



representatives from several Swedish companies as IKEA and Universum. Please visit our website to read more about the event and for sign-up.

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