



The Season is Peaking

From Meet and Greet to Sustainable Breakfasts

Since mid-September SwedCham members have been able to join a broad spectra of inspiring events, from a behind-the-scene presentation of one of Singapore's e-commerce hubs, to the social must do, Meet and Greet, and onwards to insightful discussions about regional infrastructure opportunities and recent Malaysian developments.

Browsing through the rather extensive event palette one might be tempted to think SwedCham applies a shotgun strategy when planning what activities to run.

Rest assured. We don't.

SwedCham's Board Committee has decided on four themes that are guiding activities for the fall and the coming year, 2019. Three of these themes are chosen because they in different ways define the joint Swedish brand, common denominators of values that the Swedish Business Community represent and bring to the market. The fourth theme. Well, it is sort of defining for a Chamber of Commerce.

1. **Sustainability:** Corporate Responsibility is inherent in the Swedish Business culture and at this point in time sustainability serves as a clear competitive advantage for Swedish Busienssss in the regional and global context.
2. **Innovation and Digitalisation:** is another value close to the core within the Swedish Business community. Swedish MNC:s started one hundred years ago, or unicorns with a 15 year history all tell the story of innovation.
3. **Leadership and Corporate Culture:** The third, and possibly one of the founding pillars for fostering the first two values. And just like



sustainability and innovation, the Swedish culture gives SwedCham's members a competitive edge.

4. **Trade:** being an evergreen topic, SwedCham will concentrate its efforts around the EU-Singapore FTA (possibly signed today!), market outlooks and exchange of best practises going forward.

Everything SwedCham does can more or less be mapped according to the signature themes above. Please have a look at the upcoming events below for your October and November inspiration.

Hoping to see you at our next event!

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