



## Exciting Times: Living in the Global Growth Engine

Dear Members,

Last week saw a Market Outlook on the Greater Bay Area and an inspirational talk on getting yourself agile enough for the modern times, but also the launch of Team Sweden's second edition of the Business Climate Survey Singapore.

Optimism, dear friends, is soaring in the Swedish community. Close to nine out of ten Swedish companies anticipate to grow sales, but also market shares, in ASEAN in the coming three years. The corresponding figure for Singapore is seven out of ten. Perhaps more importantly as a sentiment indicator, only one tiny percent of the surveyed companies expects a downturn in business going forward.

SwedCham will naturally do what we can to support and underpin the accomplishments of our members. On this note it has been interesting to learn that many of the respondents emphasize the leverage that "Swedishness" brings. Swedish business is associated with quality and sustainability but also with honesty, trust and reliability. These connotations along with other positive brand associations are values that Team Sweden will keep promoting and bring forward in our coming activities, not the least during the Sweden-Southeast Asia Business Summit that is planned for the first quarter of 2020.

On the report from inside the headquarters, we can share with you that SwedCham's new General Manager Lisa Ferraton is putting together the team for the coming year. You can expect to hear more and meet the new talents brought in shortly.

Last, SwedCham wishes to remind you all of the inspirational breakfast on digital communication - free for all members - on Thursday this week and, very important, to get tickets for the Swedish National Day Celebrations on June 6 at W Hotel Singapore on Sentosa Cove.



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