



Busy Schedule Ahead

Dear Members,

The Mid-Autumn Festival has just passed by, marking the beginning of Autumn and here at SwedCham it means a busy schedule with many exciting events coming up. But first, an important reminder:

Today Thursday is the LAST DAY for purchase of EARLY BIRD tickets for the Midwinter Ball on Saturday 16 November! So only one more day of discounted tickets for our most dazzling event of the year! Get your tickets [here](#).

This week started off with a **Market Outlook** session where **Swedish Ambassador to Indonesia HE Marina Berg** and **Trade Commissioner to Indonesia Erik Odar** spoke about South East Asia's largest economy - a powerful stakeholder in our region. Currently, there are around 80 companies with ties to Sweden in Indonesia, and opportunities as well as challenges are abundant.

SwedCham's Market Outlook series is hosted together with Business Sweden.



We are now a full team at SwedCham again!

Anna Landgren has joined as new Marketing Manager and is already an huge asset to the organisation. Anna has worked as a management consultant earlier in life and has a vast experience of Asia, having lived many years in Japan, China and Singapore.

Rim Reslan is our new intern for the coming three months. She is a final-year business student from Uppsala University. Having spent the first six months of this year as an exchange student at NUS Business School, she is already a seasoned Singaporean.



SwedCham's upcoming events until end October include:

[Tuesday 24 September 8.15-12pm: Leading Change in an Exponentially Changing World](#)

INSEAD Professor **Henrik Bresman** invites you to come along on a 3.5 hour change management mission in an intense, yet risk-free, environment. With the software-based leadership simulation tool **xCHANGE**, developed by INSEAD, Professor Bresman will guide participants, divided into teams of 3, through a challenging 100-day transformation journey to take your fictive company in a new strategic direction.

[Wednesday 2 October 11-2pm: Nordic Ambassadors' Luncheon: Work-Life Balance](#)

SwedCham, together with the other Nordic Business Associations, are hosting our annual Nordic Ambassadors' Luncheon, and this year's topic is Work-Life Balance. **Ms Jacqueline Poh, Deputy Secretary, Prime Minister's Strategy Office**, will be attending the event as keynote speaker and panel participant. Four Nordic corporations will also share their business cases and best practice regarding work-life balance within their organizations. From Sweden, the business case will be presented by Handelsbanken.

[Thursday 3 October 7-9pm: ScandBiz Bar](#)

We promise great Happy Hour prices on drinks and a super night out with the Nordic crowd! Our venue **Mr Punch Public House**, located at the Roof Top of the Mint Museum of Toys, has proven to be a fabulous place to spend the evening.

[Wednesday 9 October 8.15-10am: Get your Message out!](#)

Come and discover the elements of storytelling, what visual design hacks you may have at hand and how to successfully stand out from the noise! **Carolina Rodriguez, Dilucidar**, a communications expert with nearly 20 years of experience in the industry, will share all you need to know about Storytelling and Visual Communication.

[Tuesday 15 October 8.15-10am: Influencer Marketing - Viral Access on Micro KOL's \(Key Opinion Leaders\)](#)

Do you want to know more about Influencer Marketing and KOL's? Join us for a breakfast talk with **Folke Engholm, CEO and Founder of Viral Access**, Asia's leading social marketing company. Mr Engholm will share his expertise within Micro KOL Marketing. Key Opinion Leaders or KOL's are influencers with a smaller social media follower size, however they are much more approachable and relatable.

Friday 18 October 11.45-2pm: CEO Luncheon with Professor Subra Suresh, NTU President

NTU is Asia's strongest Tech university with the largest research output in the STEM sciences. The university has large industry collaborations ongoing on campus with for example Hewlett Packard and Rolls Royce. NTU also has strong Swedish partnerships with companies like Volvo Bus, SAAB, SKF etc. Prof. Suresh is delighted to be able to meet up with SwedCham's CEO Members before a trip to Sweden later on in October.

Last week of October SwedCham will host an event on **Smart Manufacturing** together with Business Sweden. More details will follow soon.

Partner event coming up:

Nordic Innovation House: [Are Digital Banking and Financial Fitness related?](#) Wednesday 9 Oct, 2.45-5pm

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Partners



260 Orchard Road

The Heeren #07-01
info@swedcham.sg

Singapore 238855
www.swedcham.sg