



Dear Members,

The festive season is here! From all of us at SwedCham, we wish you a wonderful, restful Christmas and a happy start to 2020.

Before you are off to jingle and mingle with friends and family, please find the latest news from your dedicated SwedCham team.

Have you registered yet for the Sweden-SEA Business Summit?



The 3rd edition of the Sweden Southeast Asia Business Summit on 13-14 Feb at Capella Hotel is only a few months away.

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By bringing together business leaders, entrepreneurs, politicians and academics from both Sweden and Southeast Asia, the Summit provides a unique platform for sharing of best practices on doing business in this region. It also offers Southeast Asian political and business leaders an opportunity to learn more about what Swedish companies can offer in strategic areas such as Smart Cities, healthcare/MedTech and Industry 4.0 as well as Swedish experience of sustainable and responsible business.

We have an impressive list of speakers already lined up for this event, including:

- Ms Anna Hallberg, Minister for Foreign Trade and Nordic Affairs, Sweden
- Mr Marcus Wallenberg, Chairman SEB, SAAB, FAM, Director Temasek and Non-Executive Director AstraZeneca
- Mr Dilhan Pillay, CEO, Temasek International
- Mr Piyush Gupta, CEO, DBS Group
- Prof Mr Subra Suresh, President, President of Nanyang Technological University (NTU), Singapore
- Mr Parag Khanna, Managing Partner, FutureMap
- Mr Christer Fuglesang, Physicist and ESA Astronaut, Sweden
- Ms Sharanjit Leyl, International News Journalist with BBC World News.

Please register for the event [here](#).

The Sweden Southeast Asia Business Summit is a joint effort by Team Sweden in Southeast Asia, organized by the Embassy of Sweden, Business Sweden and the Swedish Chamber of Commerce in Singapore.

SwedCham Midwinter Ball 2019: Dazzling Evening at Shangri-La

200 people joined us for our Midwinter Ball, SwedCham's largest event of the year. The theme this year was SPACE - The Sky is Not the Limit. A truly intergalactic evening that reached astronomical heights, especially on the dance floor.

Congratulations to the Winners of our two Annual Awards:

- Swede of the Year 2019: Mr Janek Schergen, Artistic Director of Singapore Dance Theatre
- Swedish Company of the Year 2019: Scania Singapore

Huge THANK YOU to all our sponsors and guests for making this year's Midwinter Ball such an fun and memorable event!





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Past Events

October 15: Viral Access on Micro-influencer Marketing

SwedCham had the privilege to host [Folke Engholm](#), CEO and founder of Shenzhen-based company [Viral Access](#) for a breakfast event on micro-influencer marketing. Through their work with over 10 million micro-influencers, Viral Access has been very successful in helping brands, establish themselves in China. It's certainly mind-blowing that today almost half of consumers make purchase decisions based on an influencer! AI and data-driven social communication is cutting edge, here to stay and definitely essential in order to keep ahead of the competition.

October 18: CEO Luncheon with Prof Subra Suresh, NTU President

SwedCham's CEO Luncheon attracted 35 C-level executives at NTU Alumni House for an informal gathering together with [NTU President Prof. Subra Suresh](#). The R&D collaboration between Asia's top tech university and Swedish businesses is already very active - Volvo, SAAB and SKF to name a few - and this Luncheon confirmed that there is a strong interest to take this collaboration even further.

October 30: Smart Manufacturing

Did you know that 85% of businesses see the potential of Smart Manufacturing, but only 15% have dedicated strategies in place to implement it? During this Breakfast Talk, Kah Khoon Goh from [Hexagon](#) and Martin Glaumann and Kacper Pierzynowski from [Business Sweden](#) shared their knowledge and expertise on how Smart Manufacturing is developing in the region and what impact it can have on a manufacturing and supply chain process.

November 5: Market Outlook: Vietnam

Björn Savlid, Country Manager for [Business Sweden](#) Vietnam, gave us a comprehensive update on the current business climate in Vietnam and explained the factors that are driving the country's phenomenal growth. As one of the most dynamic markets in South East Asia, many Swedish companies have already established themselves in Vietnam and many more are gearing up to do so in the near future.

November 8: Singapore-EU FTA - what's in it for Swedish Businesses?

On the very same day as the EU Member States endorsed the [Free Trade Agreement between Singapore and the EU](#), the Swedish business community in Singapore had the

privilege to learn from an impressive line-up of speakers how this Agreement will impact trade in the region going forward and what benefits it will bring for Swedish businesses. Speakers included Magnus Rydén, Deputy Director General for Trade of Sweden's Ministry for Foreign Affairs; Jean-Pierre De Meerleer Sanchez, Trade Policy Officer at the European Union Delegation to Singapore; Oscar Wåglund Söderström, Director, Sweden's National Board of Trade, and Deborah Elms, Founder and Executive Director of the Asian Trade Centre.

November 12: How to Start Your Own Business in Singapore

SwedCham's entrepreneurs' network met up to get some very practical advice from lawyer Katherine Chapman, [CSLB Asia](#), on how to set up your own business in Singapore. Emilie Hedén then told us how she started up her Scandinavian vintage company [Möbler](#) and what she has learnt throughout this journey.

November 19: Agile as a Strategy to the Perform & Transform Dilemma

The pace of change and disruption is accelerating, requiring companies to transform, while at the same time continuing to drive business results. This common dilemma is a personal challenge that many leaders face today. How can companies win in disruptive times? And how is Agile the answer to this dilemma? Together with Gareth McIlroy, Country Leader and Managing Director in Singapore, at Korn Ferry, SwedCham's People&Culture committee organized a round table discussion on this topic which engaged participants to discuss their own experiences and thoughts on how an agile culture is key in being able to perform and transform.



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Upcoming Events

TOMORROW: Last SwedCham Event of 2019

Shaping a Learning Ecosystem to Inspire High-growth Individuals

On Tues 17 Oct, join us for a discussion with Cecilia Sandberg, Senior VP Human Resources, Atlas Copco Group on the topic of creating a learning organization to attract and inspire high-growth individuals. Cecilia will share her expertise on the characteristics of a learning organisation and how one shapes a learning culture.

Register for this event [here](#).

Confirmed Events for 2020

- **Jan 16, 7-9pm:** [ScandBiz Bar](#) at Mr Punch Public House
- **Jan 21, 8.15-10am:** [Market Outlook: Philippines](#) with Ulf Wennblom, Country Manager Business Sweden Philippines
- **Feb 4, 7-9pm:** [Up and Close with Janek Schergen](#) and Singapore Dance Theatre (Free Team Sweden event)
- **Feb 6, 8.15-10am:** Event on Artificial Intelligence with NTU - more details will follow
- **Feb 6, 7-9pm:** [ScandBiz Bar](#) at Mr Punch Public House
- **Feb 13-14:** [Sweden Southeast Asia Business Summit](#) at Capella Hotel (Team Sweden event)
- **Feb 18, 8.15-11.30am:** [Celemi Agile Move™ Simulation](#): Learn how to quickly adapt and respond to changing market conditions, with Lotta Patrickson, Celemi
- **Feb 25, 8.15-10am:** How to Grow in SEA - Key Principles for Successful M&A with Enrique Patrickson, CFO, Electrolux APAC and MEA, and Benjamin Swedberg, Country Manager SEB Singapore - more details will follow
- **March 4, 8.15-10am:** [Market Outlook: Cambodia](#) with HE Björn Häggmark, Swedish Ambassador to Cambodia and Carl Lindwall, Trade Commissioner
- **March 13:** SwedCham Annual General Meeting - more details will follow

Member News

Dynapac Builds Formula 1 Track in Vietnam

SwedCham Main Partner [Dynapac](#) road equipment has commenced work on the Hanoi Motor Sport Circuit. Comprising of the new 5.565-kilometre long street circuit that is a combination of a newly-built circuit and regular street roads, this is Vietnam's first ever F1 race track!

Hanoi will feature one of the longest straights we have seen in the sport, at 1.5km long the cars are predicted to accelerate up to speeds of around 335km/h. With high functionality and reliable machines coupled with intelligence tools to optimise the whole construction process, Dynapac is proud to cover a spectrum of the race track construction process.

Come and experience Asia's newest street circuit with us in bustling Hanoi!



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Welcome Adnavem - New SwedCham Partner Member

Three fast ones for [Mattias Sundström](#), CTO at [Adnavem](#), brand new SwedCham Partner, who has just opened an office in Singapore:

1 Adnavem has just established an office in Singapore. Why was it important to you to be present in South East Asia?

Adnavem disrupts international transport by connecting transport buyers directly with the suppliers providing transport services. It is important for us to be close to both customers and suppliers in all regions where we operate. Although the business is global, the actors are local. South East Asia is also the most interesting place in the world right now: start-ups, technology, logistics, and skilled local talent – this is where the future is being shaped!

2 Which is the most interesting trend in your industry right now?

Digitalization has happened in other industries both earlier and faster than in the international transport industry. It is happening now, interactions between business parties and digitalized, businesses are using more and more technology to automate their internal efficiencies. Internet and new technology is also changing the balance between value contribution and cost which is why Adnavem brings a disruptive business model to the benefit of both transport buyers and service suppliers.

3 Why did Adnavem decide to join SwedCham?

Many Swedish companies have decided to base their regional activities in Singapore and for Adnavem with Swedish roots and management, SwedCham is the first choice to connect and network with Swedish companies in the region.

Read more about Adnavem [here](#).

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