



## Looking forward to seeing you soon at a SwedCham event!

Dear Members,

### **Are you ready for the festive season?**

We are approaching our biggest event of the year: the Midwinter Ball on 16 Nov at Shangri-La. Have you got your ticket yet? Close to 200 tickets sold already - don't miss the party of the year. Register for the Midwinter Ball [here](#).

### **Call for SwedCham Member news!**

Do you have any good news you want to share? Let SwedCham know, and we will use our channels to get your message out. If you are a Main Partner or Partner, don't forget that you are entitled to an article per year to be included in our newsletter.

Below you can read what SwedCham Partner [Scania](#) is doing as part of their on-going efforts to address climate change and to support the goals of the Paris Agreement.

### **Business Blueprint**

Our latest Business Blueprint is now available – on Indonesia. Please download it [here](#).



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## Highlights from past few weeks at SwedCham

### Leading change with INSEAD

Our **INSEAD** event with **Professor Henrik Bresman** attracted a lot of people. During 4 hrs, five teams worked on a change transformation mission with the goal to lead a fictive company in a new strategic direction, convincing 21 stakeholders of the way forward. The teams used the software-based leadership simulation tool [xCHANGE](#), developed by INSEAD, to accomplish this mission. The winning team, which managed to convince all 21 stakeholders, came from **Electrolux, Tetra Pak, Nefab and Korn Ferry**. Congratulations guys – a real feat!



### Work-life balance in focus

On 4th Oct SwedCham hosted the **Annual Nordic Ambassadors' Luncheon** together with our Nordic colleagues from **NBAS, DABS and FBC** for close to 100 people. The topic this year was work-life balance. We had the honour not only to have all four **Nordic ambassadors** present for our panel discussion, but also **Ms Jacqueline Poh, Deputy Secretary for the Prime Minister's Office Strategy Group**. Four Nordic companies presented what work-life balance means to their organizations: **Handelsbanken, KONE, Maersk and Norsk Hydro**. The panel discussion was moderated by **Professor Henrik Bresman, INSEAD**.



### What's your message?

Last week **Carolina Rodriguez** from **SwedCham Member Dilucidar** took us on a communications journey to better understand how to build a story and get your message out in a world of information overload.



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### SwedCham events in October

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**TOMORROW [Tuesday 15 Oct 8:15-10am: Viral Access on Micro Influencer Marketing](#)**

Directly from Shenzhen, China, **Folke Engholm, CEO of Viral Access**, joins us with his team to explain how they connect micro-influencers with brands through social channels to increase awareness, engagement and conversion. Viral Access work with 10 million micro-influencers in China and have had huge success in increasing brand awareness and reach for companies such as **Daniel Wellington, Spotify and Mercedes**.

**Thursday 17 Oct 7-9pm: [Young Professionals AW](#)** at Loof

**Friday 18 Oct 11:45-2pm: CEO Luncheon with Prof. 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** among others. **Professor Subra Suresh** is looking forward to meet with **SwedCham's CEO Members** before travelling to Sweden in a couple of weeks.

**[Wednesday 30 Oct 8:15-10am: Smart Manufacturing](#)**

Despite being a small country, Sweden has managed to stay at the forefront of the manufacturing landscape by continuing to serve the ASEAN market with innovative and sustainable products and services. However, competition is building up fast in SEA and it is important to continue investing in digital transformation to stay ahead. In this breakfast seminar, **Business Sweden** will give their view on what's next in **Smart Manufacturing**, and SwedCham Partner **Hexagon** will give us a snap shot on what is possible with Smart Manufacturing today, and what impact it can have on a manufacturing and supply chain process.

**Upcoming events Nov-Dec**

**5 Nov:** Market Outlook – Vietnam

**5 Nov:** AW with SwedCham's Entrepreneurs community

**7 Nov:** [ScandBiz Bar at Mr Punch Public House](#)

**8 Nov:** [Free Trade Agreement – what's in it for Swedish businesses?](#)

**12 Nov:** [How to start your own business – step by step guide](#) (SwedCham's Entrepreneurs community)

**16 Nov:** [Midwinter Ball at Shangri-La](#)

**19 Nov:** People & Culture - Agile leadership

**28 Nov:** [Business opportunities and challenges in Mongolia](#)

**28 Nov:** Young Professionals AW at Avenue

**5 Dec:** [ScandBiz Bar at Mr Punch Public House](#)

**17 Dec:** Roundtable discussion with Cecilia Sandberg, Senior Vice President Human Resources, Atlas Copco

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**Partner events coming up**

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**Swedish Embassy:** Seminar on [Managing Professional Boundaries](#) on 23 Oct at the Ambassador's Residence. Speakers include **Ms Viktoria Lundqvist, Labour Law expert, The Swedish Association of Industrial Employer** and **Ms Corinna Lim, Executive Director, Association of Women for Action & Research (AWARE)**.

**EuroCham:**

- [Shuman Business Talk](#) with Mr Tan Chong Meng, Group CEO of PSA International on 14 Nov
- [European Networking Night](#) on 21 Nov
- [An Evening with Michelle Obama](#) on Saturday 14 Dec (As SwedCham member you have access to discounted price through EuroCham)
- [In conversation with Barack Obama](#) on Monday 16 Dec (As SwedCham member you have access to discounted price through EuroCham)

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**News from SwedCham Partner SCANIA**

**Scania Climate Day focused Singapore employees on battling climate change**

*Operations halted for one hour for about 80 employees to undergo sustainability training*

SINGAPORE – [Scania Singapore](#) commemorated Scania Climate Day for its employees on 20 September, reinforcing its commitment as a responsible business to support the goals of the Paris Agreement.

On Scania Climate Day, all Scania units across the world suspended operations for one hour for employees to undergo sustainability training.

The event was part of Scania's global effort to involve all its 52,000 employees in more than 100 countries to mitigate the effects of climate change. The event was planned for 20 September, on the eve of the United Nations Climate Action Summit in New York.

“As a business, Scania has been driving the shift towards a sustainable transport system, but we wanted to do more,” said Mr Anders Liss, Country Manager of Scania Singapore. “With Scania Climate Day, we were getting every single employee on board to be a sustainability ambassador to battle climate change.”

Between 11am and 12pm on Scania Climate Day, about 80 employees from Scania Singapore's office and workshops as well as the Asia Parts Centre attended the sustainability training programme at their respective premises. The programme included discussions, quizzes, and reflection and sharing sessions, ending with the charting of concrete action steps. Feedback and suggestions from the employees will be reviewed for possible implementation at Scania premises in Singapore.

## Main Partners



**SAAB**



**Stena Investment**



## Partners



ERICSSON



**Handelsbanken**



**JEBSEN & JESSEN**

