



Dear Members,

Summer is here - in some shape or form. Most of us will be staying in Singapore the entire holiday season, which will be a brand new experience. Let's make the best of it.

Although SwedCham will not host events during the month of July, we will be working on a brand new Team Sweden initiative called **#SE4SG**. In this initiative we will have the opportunity to come together as a business community and do what Swedish companies do so well: being innovative, being sustainable and showing solidarity when solidarity is needed.

#SE4SG is all about giving back and supporting Singapore in the recovery process which lies ahead of us. We believe that if we join forces as a Swedish business community, we can support the society we work and live in to a much greater extent than if we work separately.

Buckle up and stay tuned - we are just getting started.

Your dedicated SwedCham team,

Lisa & Anna

New SwedCham Member

New SwedCham Member in June

- [Mölnlycke](#), contact [Katriina Öberg](#), Regional Vice President APAC.

NEW DATE: Our Midwinter Ball just turned into a Spring Ball



It feels very daunting to change a tradition which goes back over 30 years... but as not even our venue provider is confident that they will be allowed to host 200+ people in one ball room in November, we see no other way than to turn our beloved Midwinter Ball into a Spring Ball. Let's stay focused on beating this virus as fast as possible, and SwedCham promises you a party of a lifetime on **Saturday 8th May 2021** at [Goodwood Park Hotel](#). Save the date in your calendars, folks.

Introducing #SE4SG



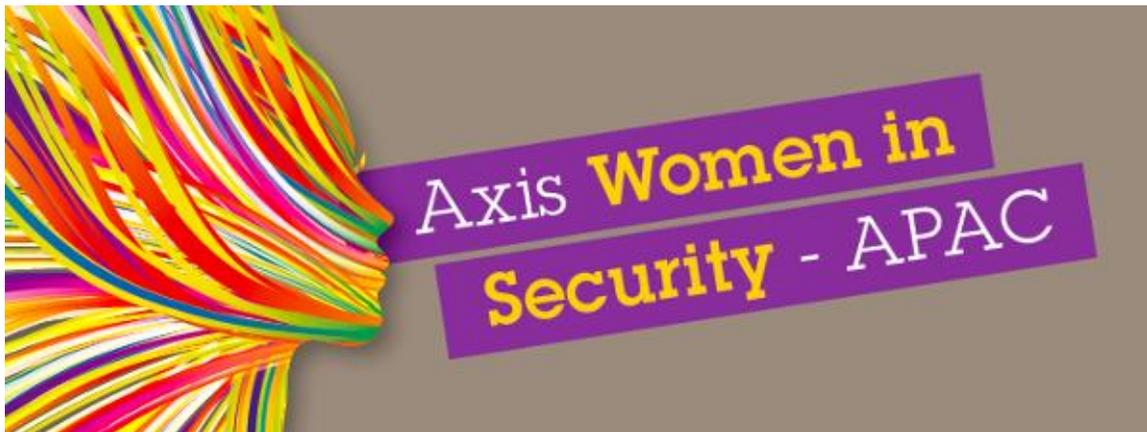
Under the Team Sweden umbrella, SwedCham has started to put the framework in place for an initiative that we call **#SE4SG** to which our Swedish business community in Singapore will be invited to join in and contribute their skills and brand value to help out as Singapore's pandemic recovery process is getting underway. This initiative involves three ideas, which we call:

- The Swedish Gig
- #FIKA4GOOD
- The Advocate.

We will keep you in suspense a little bit longer, but if your company is looking for ways to contribute and get involved to make sure that our society gets back on its feet as soon as possible, please reach out to Lisa at lisa.ferraton@swedcham.sg at your earliest convenience and we will tell you more about what we have in the pipeline.

Watch this space!

Axis launches first APAC Women in Security forum



Promoting diversity and inclusion is a top priority for SwedCham Partner [Axis Communications](#). On Thursday 16th July, Axis will host the very first **Axis Women In Security Asia Pacific Webinar** where you can learn about the following topics from female professionals in the security industry:

- How the post COVID-19 world is transforming the demand for security
- How cyber threats are evolving
- How governments in APAC are changing security regulations

- What role hardware, software and artificial intelligence will play in the security industry going forward.

You will also have input from senior female professionals what impact these changes will have on recruiting and promoting women in the security industry, and how to use this to further develop your career.

If you are interested in joining this event, please contact [Marie-Hélène Mansard](mailto:marie-helene.mansard@axis.com), marie-helene.mansard@axis.com

LinkedIn to SwedCham in August



SwedCham will kick off its 2020 post-summer season with a sought after event that we had to postpone back in March due to the virus outbreak: **How to Make LinkedIn Work for You**. On Thursday 20th August, [Emma Loye](#), Head of Solutions Asia at [LinkedIn](#), will be joining us for a webinar to help you get a better understanding of how to leverage the LinkedIn network for yourself and your company and what the best strategy is to build your personal brand on this platform.

Please register to this event [here](#).

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This event was initiated by SwedCham's Women4Women Forum.

IB and pre-IB Swedish courses available to students in Singapore

Do you have children who need to study Swedish academically to prepare for a potential move back to Sweden?

[Global Svenska Plus](#) is working remotely with Swedish teenage students attending International schools in Singapore, either through one-on-one programs or small study groups. IB Swedish A and Advanced Swedish TISUS prep-courses are available, as well as Swedish as a second language (i.e. IB Swedish B) and specially designed programs, such as Pre-IB Swedish. All teaching is conducted via video conferencing by certified Swedish teachers with international experience, in close cooperation with many of the international schools in Singapore. Learn more [here](#).



SwedCham's virtual coffee break takes a summer break

Thanks to all of you who have joined in over the past months to make our weekly virtual coffee break such a great event! All the way through circuit breaker, we have met up with 4-15 people every Wednesday for a coffee and a casual discussion. It has been a true cross-industry, cross-seniority, cross-cultural event which has kept us in touch with a lot of members and given many an opportunity to get to know each other across our membership base. We will now take a break during July, but if most of you are still working from home in August, we will for sure continue with this weekly get together.



Upcoming SwedCham events

Tuesday 30 June: Regional HR Managers' Forum, organised by SwedCham's People & Culture Committee

Thursday 20 August: [How to make LinkedIn Work for You](#) with [Emma Loye](#), Head of Solutions Asia at [LinkedIn](#)

Thursday 27 August: [The EU-Vietnam Free Trade Agreement](#) with [Björn Savlid](#), Sweden's Trade Commissioner to Vietnam

Thursday 10 September: [SwedCham Meet & Greet Evening](#). Venue TBC

Saturday 8 May 2021: SwedCham's Spring Ball at Goodwood Park Hotel.

Past SwedCham events (June)

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Monday 1 June: [Weekly COVID-19 NewsFlash](#) on the current state of Sweden's international trade exports with Sweden's Trade Commissioner [Emil Akander](#)

Wednesday 3, 17, 24 June: [Weekly virtual coffee break](#)

Monday 8 June: [Weekly COVID-19 NewsFlash](#) with [Anna Ekéus Thorson](#), the World Health Organization (WHO)

Wednesday 10 June: [Swedish Trade Policy](#) with [Anna Hallberg](#), Sweden's Minister for Foreign Trade, and [Carl-Henric Svanberg](#), Chairman, Volvo Group. A regional SwedCham APAC event

Friday 12 June: [People Analytics panel discussion](#) with [Ulrika Jonsson](#), Head of Business Development at Brilliant Future, [Siddharth Mehta](#), Business Leader Career Business at Mercer and [Sarajit Poddar](#), Director, People Analytics, Group Function People at Ericsson

Tuesday 16 June: [Singapore as a Regional Commercial Hub in a Post-pandemic Era](#), with [Chng Kai Fong](#), Managing Director, [Singapore Economic Development Board \(EDB\)](#). A Team Sweden Singapore event

Thursday 18 June: [RAW! Virtual After Work](#) with SwedCham's Women4Women network.

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