



# 新年快樂

## Happy Chinese New Year

Dear Members,

Albeit a few rules and regulations still in place to keep you safe - we would like to wish you a fantastic CNY weekend!

Size is not everything! With over 40 events a year, SwedCham is one of the most active international Chambers in Singapore. This was recognised last month as our organisation received two awards for its work during 2020:

- Winner of APAC Small Chamber of the Year Award
- Winner of APAC Best Community Engagement Program of the Year Award (for our SESG initiative).

[The 4th Annual APAC Chamber of Commerce Awards](#) were presented by Glue Up, a leading provider of cloud solutions, supporting over 500 Chamber of Commerce communities around the world, of which more than 200 are located in APAC.

If you would like to keep up to date with our activities and at the same time help us spread our story, please follow us on [Facebook](#) and [LinkedIn](#).

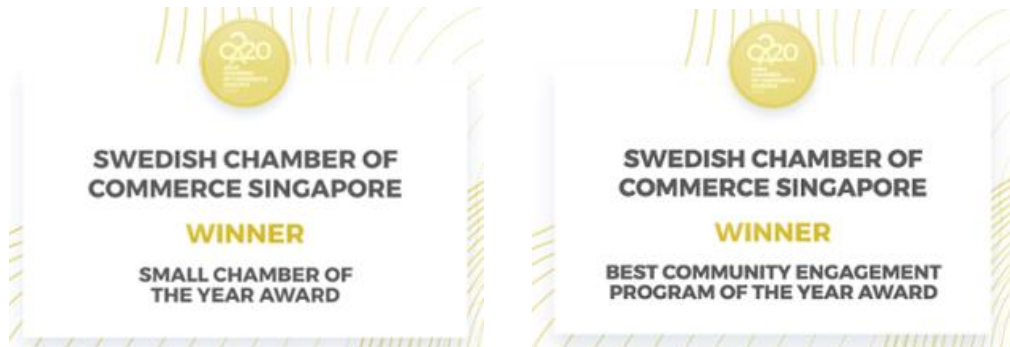
Below you will find our latest news.

Your dedicated SwedCham team,

Lisa & Anna

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## SwedCham awarded for its work in 2020



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## New SwedCham Partners

We are delighted to present to you two new SwedCham Partner Members this month:



[Envac](#) has been established in Singapore since 1992, but this year is special. Not only have they decided to join SwedCham's partner crew, they are also celebrating 60 years since they unveiled the world's first ever pneumatic waste collection system (PWCS). With a passion for innovative and sustainable change, combined with an aspiration towards the exceptional, Envac keeps its global position as the No 1 in the PWCS industry. Their AI-powered technology enable smart cities to reach the UN Sustainable Development Goals and improve quality of life today and help secure a greener planet for future generations.

**Key contacts:** [Jeffrey Seow](#), Managing Director, Envac Singapore, and [Fredrik Lauritsen](#), Head of Global Sales & Marketing, Envac AB.

Welcome [HMS Industrial Networks](#) - both new SwedCham member and new partner for 2021. HMS stands for Hardware meets Software - their technology enables industrial hardware to communicate and share information with software and systems. With operations in 16 countries, they are currently re-enforcing their business activities in Asia, and SwedCham is proud to provide a platform to support these efforts.



**Key contact:** [Philip Tang](#), Area Sales Manager, South East Asia.

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## New SwedCham Members

SwedCham welcomes the following new members to its business community:

- [Oriflame](#): Founded in 1967, Oriflame is a leading company in direct sales of cosmetics and wellness with presence in more than 60 countries. **Key contact:** [Robin Chibba](#), Vice President Finance Asia
- [Valiber Group](#): A marketing agency which is all about helping clients to communicate efficiently in an ever changing world. **Key contact:** [Jonas Pinzke](#), Partner.
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## IMDA's new CEO Kiren Kumar to SwedCham's AGM

[Kiren Kumar](#), Deputy Chief Executive Officer of Singapore's Infocomm Media Development Authority ([IMDA](#)), will be the keynote speaker at SwedCham's AGM on 11 March.

Mr Kumar recently took over as Deputy CEO of IMDA and we therefore look forward to hearing the brand new CEO's vision on what lies ahead for Singapore in its quest to be a global front-runner for innovation in the 5G era. Having served several years in Stockholm covering the Nordics for [EDB](#)'s Global Operations Division earlier in his career, Mr Kumar also has a unique insight into Sweden's business environment and its context.



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## Update on SESG - SwedCham's local outreach initiative

As our advertising campaign [The Advocate](#), where 12 Swedish MNCs put the spotlight on 12 local SMEs, has come to an end, the SESG initiative will continue to develop through the two projects [Fika4Good](#) and [The Swedish Gig](#). We are currently in discussion with Enterprise Singapore on how Fika4Good, which is all about supporting local SMEs, shall develop over the coming months - please stay tuned. In next month's newsletter, we will check the pulse on some of the Fika4Good collaborations that developed from The Advocate.

Since our last newsletter, there are a few recent news sources where the SESG has been featured:

- Svenskar i Världen / Swedes Worldwide [newsletter](#) - reaching 24k Swedes around the globe
- [Watchonista](#) featuring Advocate partners [Hexagon](#) and [Unique Vintage Watches](#)
- [The Straits Times](#) featuring Advocate partners [Electrolux](#) and [MAD BROS SG](#).

We also have some spectacular news with regards to The Swedish Gig: Nine SwedCham Members have managed to collectively get 36 positions approved to provide internships and apprenticeships for the local workforce through WorkforceSG's mid-career and graduate programs. These companies are:

- [Anticimex](#)
- [AstraZeneca](#)
- [Atlas Copco](#)
- [Dynapac](#)
- [Envac](#)
- [IKEA](#)
- [Saab](#)

- [Stena](#)
- [Volvo](#).

*Would you like to join The Swedish Gig? Contact SwedCham at [info@swedcham.sg](mailto:info@swedcham.sg) and we will help you get started. Below, you can read about one trainee's experience at IKEA Tampines.*

[www.sesg.info](http://www.sesg.info)

*#StandTogetherSESG*

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### ***The Swedish Gig: An ear to the ground at IKEA***

As part of SESG The Swedish Gig, IKEA Tampines has launched a programme to give jobseekers training opportunities, in line with the Government's SGUnited Traineeship Programme, giving fresh graduates and mid-career individuals a chance to develop professional skills. The Programme also helps businesses that have been affected by the economic impact of COVID-19.

"This is an opportunity for us as an employer to contribute to the community," says HR Manager, Lin Minyu. "Our business plan this year focuses on improving succession so it is fitting for us to embark on the SGUnited Programme."

A little more than a month after the launch of the programme, which attracted 300 applicants, here is what Abdullah Anis Hara, Tampines store's first trainee, has to say about his experience:

#### **How has your experience with IKEA been so far?**

It's really a great learning experience. We make small mistakes on the job but learn from those along the way. There is work-life balance too. Being with Sales, you can see that the Shopkeepers are diligent about monitoring our schedule and not overworking us.

#### **How has your impression of IKEA changed since you joined the traineeship programme?**

I have definitely improved. As a customer, I was not aware of the reasoning behind the layout or the way IKEA does things. I used to think IKEA just wanted to trap people inside a maze! Now, I appreciate that the logistics are like clockwork. The store's layout—the depth and design are carefully planned.

#### **Have you learned about the IKEA culture and values? More importantly, do you see this on the shop floor?**

Yes, of course. Cost-consciousness and Renew and Improve are always in the showroom and the inspiration you find around the store. Togetherness is also everywhere. Full-time and part-time co-workers get the same benefits, and everyone just helps each other out.

#### **What do you see yourself doing at the end of your traineeship?**

I would work with IKEA as a permanent co-worker if there's an opportunity. If IKEA continues this traineeship programme, I would tell others to give it a shot as well. Working here is not just a job experience but also a cultural one... Something people should do at least once in their life. There's definitely a lot to learn.



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### *SESG SME Partner in focus: Curious Thoughts Academy*

*Swedish air filtration company [Camfil](#) teamed up with [Curious Thoughts Academy](#) for [The Advocate campaign](#). Here is a broader call for action to all of you out there who are passionate about education:*

Curious Thoughts Academy is an enrichment centre in Singapore which focuses on phonics and literacy. It is a social enterprise where every 3 paying students helps to fund 1 beneficiary's journey to reading. Through its charitable arm Curious Thoughts Giving (CTG), the only charity in Singapore that provides free and quality education to low-income families, the organisation conducts a range of activities, such as free weekly literacy classes for children who are beneficiaries of Family Service Centres (FSC). None of the beneficiaries have to pay for the services and no student will be denied admission. Furthermore, all programmes are conducted by professional and experienced educators from Curious Thoughts Academy, ensuring commitment and dedication towards the programme and the best learning outcome for the children. The goal of the programme, which has this far benefitted 43 children, is to increase the literacy rates of underprivileged children in Singapore by bringing high-quality education to them, empowering

children from less fortunate families to realise their academic aspirations through equal and transparent access to quality education.

*Is your company looking for a local charity in Singapore to support? If so, do keep Curious Thoughts Giving in mind - they need your support. 100% of the proceeds will be used to fund the literacy programmes.*

Education is a tool to break cycles of poverty. Your support will go a long way in serving the needs of low-income families in Singapore. Contact [Curious Thoughts Academy](#) directly via their web site, or talk to SwedCham to help you get connected.

*Please click [here](#) for a short video from Camfil in support of Curious Thoughts Academy. You can also read more about the social enterprise [here](#).*



## Member news: Scania continues its Ecolution program

Wendy Transport Enterprise Company has signed the Scania Ecolution agreement with Scania Singapore for the second year, which seals its commitment to continue to work together with Scania Singapore to reduce fuel consumption and CO2 emissions.

Scania Ecolution is a tailor-made partnership between Scania and customers to work together progressively towards optimising fuel efficiency, which translates into lower operating costs and improved margins. At the same time, it reduces CO2 emissions and contributes towards meeting the sustainability goals of the company as well as its customers.



In the partnership, both parties agree on a set of fuel and CO2 reduction targets. To achieve this, the customer will utilise Scania's total solutions, which are designed to optimise each vehicle to its full potential.



## Rajah & Tann formalises Sustainability Practice in Singapore

SwedCham's Gold Sponsor [Rajah & Tann](#) last month [announced the formalisation of a sustainability practice group](#) to help a growing number of clients stay ahead of rising ESG (environmental, social and governance) compliance in the region.

The new practice group, a pioneering initiative for a law firm in Singapore, will be headed by Lee Weilin, Partner of Rajah & Tann Singapore's banking and finance practice. She will be supported by a multi-disciplinary team of lawyers, drawing on their expertise in environmental, infrastructure, M&A, governance, trade, and other critical areas.

*Stay tuned for an upcoming SwedCham event on 12 March together with Rajah & Tann focusing on what Singapore's Green Plan, expected to be launched in the coming months, will mean for*



*businesses. The Green Plan will be a major policy priority for the Singapore government going forward, making it even more pertinent for local and foreign businesses to know how to navigate the complex regulatory and legal considerations around sustainability.*

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## A 360° turn: Spring Ball is back as Midwinter Ball



## Upcoming SwedCham events

**Thursday 18 February:** [SwedCham Social](#), a monthly social get-together at exclusive members' club [1880](#)

**Friday 19 February:** [WANTED: Sustainability Champions](#). Open call to our Members to help build SwedCham's sustainability agenda

**Tuesday 23 February:** [Financial Wellness](#) with [Ms Andrea Kennedy](#), Certified Financial Planner & Financial Behaviour Specialist

**Thursday 25 February:** [Market Outlook: India](#) with [Business Sweden](#)

**Thursday 4 March:** Recovery Sharp Talk: The New Office with [Ericsson](#) and [IKEA](#)

**Tuesday 9 March:** SwedCham's W4W AW to celebrate International Women's Day

**Thursday 11 March:** [SwedCham's 2021 AGM](#) at Huone

**Friday 12 March:** [Rajah & Tann](#) on Singapore's Green Plan and the growing need for corporates to develop proper ESG strategies.

## Recent SwedCham events

**Tuesday 9 February:** [Young Professionals Monthly After Work](#). SwedCham Young Professionals met up for some drinks at Mr Stork.

**Wednesday 3 February:** [Women4Women CNY AW](#), 15 participants at 2 locations. Did you miss it? Join us on 9 March for Women4Women IWD AW.

**Friday 29 January:** [Goal Setting - that's the easy part](#). With this mini-workshop, [Helena Livingston](#) at [Heart Living Pte Ltd](#) took us through a reflective process developed by Harvard professors revealing the hidden commitments that work against your improvement goals.

**Tuesday 26 January:** [Recovery Sharp Talk: Mobility & Relocation](#). [Richard Hooker](#), Vice President International Services, at [Movenet](#), and [Michael Johnsen](#), Vice President Asia Pacific, at [Arpin International](#) shared the latest on post-pandemic mobility and relocation issues in Singapore and the region. We were also given an update on the recent changes in the Intra-Corporate Transfer (ICT) policy.

**Thursday 21 January:** [Market Outlook: Indonesia](#) with [Erik Odar](#), Trade Commissioner to Indonesia at [Business Sweden](#) on economic effects of the pandemic, the government's responses and address new opportunities for Swedish businesses. Open remarks by H.E. [Marina Berg](#), Ambassador of Sweden to Indonesia.

**Saturday 9 January:** [YP New Year's Party](#). SwedCham's Young Professionals met up for some drinks to celebrate the start of the new year.

**Wednesday 16 December:** [SwedCham Women4Women AW](#). Christmas celebration with 15 participants at 3 locations.

**Tuesday 15 December:** [Recovery Sharp Talk: COVID-19 vaccines - development & distribution](#) with [Alec van Gelder](#), Executive Director of International Government Affairs, at [AstraZeneca](#).

## SwedCham Main Partners



## SwedCham Partners



## SwedCham Gold Sponsor

RAJAH&TANN ASIA