



Dear Members,

We wish all our friends within the Swedish business community in Singapore a very happy Easter! Here is the latest news from your dedicated SwedCham Team,

Lisa & Anna

New SwedCham Partners



**MANNHEIMER
SWARTLING**

Scandinavia's largest law firm [Mannheimer Swartling](#) has opened office in Singapore, which will serve as the hub for the firm's dispute resolution practice in Asia. Together with its new China desk in Sweden, Mannheimer Swartling will continue to assist clients with their businesses in China and Asia at large.

We are very happy to welcome Mannheimer Swartling to our business community as new SwedCham Partner.

Key contact: [Jakob Ragnwaldh](#), Partner.

New SwedCham Members

SwedCham welcomes the following new members to its business community:

[Probi](#): Founded in Lund in 1991, Probi focuses on developing, producing and delivering clinically documented probiotic products to consumers all over the world. **Key contact:** [Veronica Dong](#), Regional Head Asia Pacific.

[Manyone](#): A strategy-design hybrid consultancy helping businesses drive strategic change led by world-class execution at speed. **Key contact:** [Katarina Ivarsson](#), Managing Director Asia.

SwedCham AGM 2021

We thank all our Members who helped us make SwedCham's 2021 covid-style Annual General Meeting at [Huone](#) on 11 March a success!

We were honoured to have [Kiren Kumar](#), brand new Deputy CEO of Singapore's [Infocomm Media Development Authority](#) (IMDA) and Sweden's Ambassador H.E. Niclas Kvarnström with us for an open and candid dialogue with the audience on business collaboration between our two countries going forward and how we shall work together for a post-pandemic re-set of the economy.



A heartfelt thank you goes out to SwedCham's [2020 Board of Directors](#). Your hard work and leadership to steer our organisation through the pandemic has been outstanding.

At the AGM we had to say good bye to two fantastic Board Members who will retire from their duties: [Jessica Fayers](#), Bolon (Board Member since 2017), and [Angelica Lundman](#), SEB (Board Member since 2019). Thank you for your support and contribution - we will miss you!

The AGM elected the following new Members to SwedCham's 2021 Board Committee:

- [Petra Schirren](#), VP & CFO SEA, Oceania and India, Ericsson
- [Björn Stignor](#), Head of Stena Asia
- [Benjamin Swedberg](#), Country Manager, SEB Singapore.



Petra Schirren, Ericsson



Björn Stignor, Stena



Benjamin Swedberg, SEB

Jacob Wallenberg to SwedCham APAC



BREAKING NEWS: We are delighted to announce that [Jacob Wallenberg](#) is joining us for an exclusive SwedCham APAC event on Wednesday 28 April at 4-5:15 pm.

Jacob Wallenberg is Chairman of [Investor AB](#), Vice Chairman of [FAM](#) and [Patricia Industries](#), and Director on the board of [The Knut and Alice Wallenberg Foundation](#). He is also actively involved in the telecoms industry as well as the power & automation technology industry as Vice Chairman of Ericsson and ABB.

Please save the date. More information will follow.

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](#). Through our cooperation with Enterprise Singapore, we are currently in the process of connecting more local SMEs with SwedCham MNCs. If your company would like to be part of this, please reach out to SwedCham.

In our newsletters, SwedCham will put the spot light on the great outcome we continue to see from the SESG initiative.

www.sesg.info #StandTogetherSESG

Fika4Good: Swedish giants joining forces with local SMEs

Ericsson x Shunfu Food Centre

A team of Ericsson volunteers joined forces with their SESG Advocate Partner Mr Neo, owner of [Leong Hainanese Chicken Rice](#), to help bring Shunfu Food Centre online. This resulted in the recent launch of Facebook page [Good Food at Shunfu](#) to support not only Mr Neo but all the hawkers at Shunfu.



AstraZeneca x Aaria Creations

AstraZeneca's ESG Advocate Partner [Aaria Creations](#) not only designs Indian fusion-styled clothes for toddlers - the SME is also passionate about keeping Tamil a living language in Singapore, and runs the only remaining Tamil book shop on the island.

In December, AstraZeneca and Aaria, together with [A Good Space](#), launched a story telling competition for the Tamil-speaking migrant worker community, focusing on their experiences from the year of the pandemic and at the same time putting the spotlight on mental health and well-being among migrant workers in Singapore.



Electrolux x MAD BROS SG

The ESG Advocate partnership between Electrolux and [MAD BROS SG](#) spurred off a range of activities, right from start. Around a mutual passion for taste and innovation, the two companies quickly found common ground.

To help create awareness around MAD BROS SG, a number of fun-filled activities were launched, such as a joint social media campaign, creating a Swedish-inspired MAD BROS dish and hosting an Ambassadors' Luncheon. Owner Carmal Ahmed was also invited to Electrolux's regional office to share for 120 employees (virtually) his inspiring story on why he changed career and how he exercised agility and changed his business model when covid hit.



Swedish Gig: An ear to the ground at Stena-owned Austen Maritime Services

BREAKING NEWS: The Swedish Gig has got its first permanent employee!

May Lim has soon spent 9 months as an Accounts Assistant at Austen Maritime Services, a Stena company, through SUnited's Traineeship Program that SwedCham supports via SESG The Swedish Gig. Last week we received the good news that May has been offered a permanent position from June this year! Below you can read more about May's experience at Austen, in her own words.



Hi May, how has your time with Austen Maritime Singapore (AMS) enriched you?

My time here has allowed me to experience the day-to-day job of an accounting assistant. I had the opportunity to take on various job responsibilities and thanks to such an experiential learning process, I was able to learn and understand the different transactions that happen within the vessel crewing entities.

Are there any unique qualities within AMS ?

The employers here are nurturing and patient, which allows me to be unafraid to ask questions. They create a positive work culture where everyone helps one another.

Would you consider AMS as a long-term employer? If so, why?

Yes, I believe Austen has a great culture where team members help each other

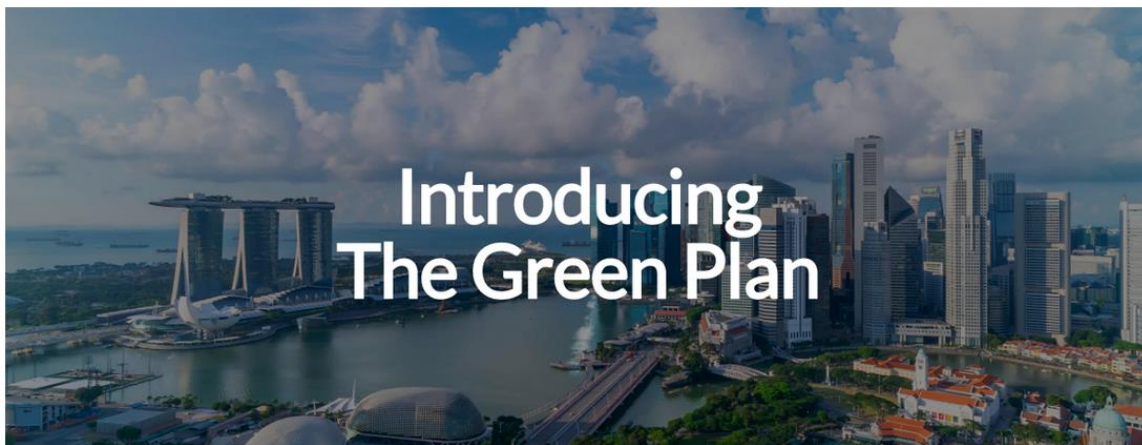
What are your aspirations when your traineeship ends? Will you recommend the same kind of traineeship to friends and family?

Yes, I will recommend this type of traineeship because I think it is a great opportunity and stepping stone to gain real work experience. At Austen, I learnt a great deal as the supervisors were willing

to teach and train. They also assigned real responsibilities from day one, which gave me a clearer insight to what an accounting profession is all about.

Would you like your company to join [The Swedish Gig](#)? Contact SwedCham at info@swedcham.sg and we will help you get the ball rolling.

Singapore's Green Plan 2030



On 10 February this year, the Singapore Green Plan 2030 was launched. The Plan is an ambitious movement with concrete targets set to advance Singapore's national agenda on sustainable development for the next 10 years. The significance which Singapore is placing on this plan is evident by the fact that the Green Plan is spearheaded by five major ministries: Ministry of Education, Ministry of National Development, Ministry of Trade and Industry, Ministry of Transport and Ministry of Sustainability and the Environment.

Lee Weilin, Partner at SwedCham's Gold Sponsor [Rajah & Tann](#) and the head of its [Sustainability Practice Group](#), visited SwedCham's Zoom Room recently to give us more insight into the details of the Green Plan. As this is such an important topic which will impact all of us, we asked Weilin if we could share the presentation with our business community which she kindly agreed to. So, if you would like to learn more about Singapore's sustainability vision for the coming decade, you can start now!

To access Rajah & Tann's presentation on Singapore's Green Plan, please click [here](#).

Partner activities

DABS: The Future of Sustainability

On 31 March at 4pm, [The Danish Business Association in Singapore](#) (DABS) is launching a panel debate series called "Future of". The first topic of the series will be The Future of Sustainability, with panelists from Stora Enso, Ørsted, DBS and AAK. Register for this event [here](#).

FBC: Employment in Singapore

Learn more on Singapore's future plans and trends on employment and the job market in this panel discussion organised by the [Finnish Business Council Singapore](#) on 6 April at 6:30 pm. More details about the event and how to register [here](#).

The 2021 SICC Awards are now open for nomination

[Singapore International Chamber of Commerce](#) (SICC) has opened this year's call for nominations for the [2021 SICC Awards](#) which celebrate Singapore's champions of collaborative innovation. Open to members and non-members, the Awards are relevant to every business of every size and sector. Dead line for nominations is 24 May 2021.

All shortlisted Awards finalists will present their collaborations to a diverse and expert panel of judges who will choose the winners of each of the four Award categories:

- Best Technological Collaboration
 - Most Scalable Collaboration
 - Most Sustainable Collaboration
 - Most Transformational Collaboration.
-

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



Upcoming SwedCham events

Thursday 1 April: [Young Professionals Monthly AW](#)

Thursday 15 April: [SwedCham Connect @ 1880](#)

Tuesday 20 April: Update on Swedish tax laws with SEB

Wednesday 21 April: Women4Women AW

Wednesday 28 April: SwedCham APAC Exclusive with Jacob Wallenberg

5, 6 and 7 May: SwedCham's CEO Luncheons at Mezza9, Grand Hyatt

Monday 10 May: Recovery Sharp Talk: Working with Distributors in SEA post-covid with [Orissa International](#)

Thursday 20 May: SwedCham Connect @ 1880

Tuesday 25 May: Sweden-Southeast Asia Reset Business Summit at Capella - hybrid event (Team Sweden)

Recent SwedCham events

Wednesday 17 March: Together with Singapore's Textile and Fashion Federation ([TaFF](#)) SwedCham's Women4Women Forum hosted a 'styling session' at [Design Orchard](#) to learn more about Singapore's local fashion designers.

Monday 15 March: Three Swedish foreign correspondents visited SwedCham APAC to share how it is to work as a journalist covering Asia.

Friday 12 March: Lee Weilin, Partner, Rajah & Tann, shared insights on Singapore's Green Plan and how the growing need for corporates to develop ESG strategies can lead to opportunities for Swedish companies.

Thursday 11 March: SwedCham's 2021 AGM at Huone with IMDA's Deputy CEO Kiren Kumar as guest speaker.

Tuesday 9 March: SwedCham's W4W celebrated International Women's Day with an AW at Wine Connection.

Thursday 4 March: For our Recovery Sharp Talk series, Ericsson and IKEA shared their visions on how The New Office will look like post-covid. Speakers: [Mike King](#), Deputy MD for IKEA SEA and [Michael Björn](#), Head of Research at Ericsson.

Thursday 25 February: Market Outlook: India with [Anders Tofte](#), Market Area Director South Asia & Country Manager India and [Rahul Misra](#), Senior Manager South Asia at Business Sweden.

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

Friday 19 February: Open session to discuss SwedCham's sustainability initiatives for 2021.

Thursday 18 February: SwedCham Connect, our monthly business get-together at exclusive members' club [1880](#).

SwedCham Main Partners



SwedCham Partners



SwedCham Gold Sponsor

RAJAH&TANN ASIA