



Dear Members,

Welcome back to SwedCham!

For those of you who have managed to take time off during the past months, we hope that you have enjoyed the break, despite, we assume, the lack of travelling. Although there were no events hosted by SwedCham during the month of July, we have been busy building our new initiative SE4SG Sweden4Singapore. We will go out with information more broadly within the next few weeks, so stay tuned.

We are now open for business again at the Chamber, and we promise you an interesting program of events and activities over the coming months, regardless of COVID restrictions. When we can meet F2F, we will - until then, see you on Zoom.

Your dedicated SwedCham team,

Lisa & Anna

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## SESG Sweden Singapore: A brand new SwedCham initiative

**#SE4SG**

During the summer, SwedCham has been preparing the launch of a new initiative called #SE4SG Sweden4Singapore - an innovative partnership between SwedCham members to stand by Singapore as we enter into the pandemic recovery phase. The initiative has three main goals:

1. To create positive impact in our local community
2. To support small local businesses through a variety of initiatives
3. To create opportunities to respond to shifts in the labour market.

We are pleased to announce that Swedish creative agency and SwedCham member [Forsman & Bodenfors Singapore](#) is in the process of designing a truly unique out-of-home advertising campaign to kick off the SE4SG initiative.

More info will follow within the coming weeks in all our channels. *If you would like to know more right now about this unique industry collaboration and how to join, contact [Lisa Ferraton](#), General Manager, SwedCham Singapore.*

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## Cyber security in a low touch economy - what to expect?

On Tuesday 8 September, SwedCham will zoom in on a highly relevant topic: [Cyber Security in Times of Crisis](#). We are delighted to have [Marie H el ene Mansard](#), Regional Business Development Director SEA and Pacific at [Axis Communications](#) and [Magda Chelly](#), Former CISO and Head of Cyber Risk Consulting Asia at [Marsh](#) with us as speakers. The focus of this seminar will be to help us understand what risks are associated with using networks, Internet of Things and Artificial Intelligence and how to better prepare for a low touch economy. The speakers will share their expertise within the security domain on how to ensure better cyber security in a working environment that looks radically different to just 12 months ago.

*This is a SwedCham APAC event and will be moderated by [Lars-Åke Severin](#), Chairman of SwedCham China, and Founder & CEO of [PSU](#), a risk and security consultancy.*

Register for this event [here](#).



*Speakers at our Cyber Security event, from left to right: Marie H el ene Mansard, Axis Communications; Magda Chelly, Marsh; and Lars-Åke Severin, PSU.*

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## Our Women4Women network is growing!



Launched last year, SwedCham's Women4Women initiative has gone from strength to strength and is now a network of 80+ people. Next week, we will kick off our post-summer season with a Remote After Work (RAW!) which will also serve as an info evening on what we have in the pipeline for you over the coming months - such as, for example, our new [Sounding Board](#) program.

Regardless if you have been involved before or are brand new to the network, please join us for a casual evening where we can get to know each other better.

*Register for RAW! [here](#).*

## First Global Business Climate Survey launched this week



Business climate surveys have been carried out internationally since 1997 and provide valuable insights into the opportunities and challenges Swedish companies face when doing business abroad, providing companies in Sweden looking to internationalise with critical data to assist them in their global business planning.

This year - for the first time - Business Sweden, the Swedish Chambers of Commerce abroad and Sweden's embassies and consulates partnered up to create, from individual Business Climate Surveys covering 24 markets, a comprehensive global study on how Swedish companies view the business climate they operate in abroad, allowing for comparison of results across markets and regions.

The global comparative analysis of these surveys, conducted by Business Sweden, was presented at the World Trade Day in Stockholm earlier this week, providing an overview of the opportunities and challenges covering a wide array of different global markets.

The Global Business Climate Survey can be downloaded [here](#).

## A webinar on diversification in APAC's supply chains



Shifting trends for manufacturing supply chains across Asia have been accelerated by COVID-19. On the 23rd September, Team Sweden Singapore (Embassy of Sweden, Business Sweden and SwedCham) are organising an executive and interactive Webinar to find out how long-term production, sales and distribution strategies can deliver growth and stability. We will elaborate together on implications from the trade and geopolitical tensions between USA-China on one side and India-China on the other. The COVID-19 situation will be the focus, together with the increasing tendency towards protectionism around the globe.

The aim of the webinar is to start an open and interactive discussion with the Swedish business community in Singapore on the future of manufacturing in Asia. Other important topics within this discussion will include how the position of China, India and South East Asia will evolve in the global and regional supply chain landscape, and how companies can tailor their supply chain and sales strategies to succeed in a post COVID-19 environment.

*Please save the date - invitation to this event will go out shortly.*

## AstraZeneca's Cancer Can Give creates art in COVID times



In 2019, AstraZeneca Singapore started the Cancer Can Give movement to serve as a platform to raise awareness of cancer survivors and to promote the idea that cancer survivors can help empower other patients and members of the community.

Endorsed by Singapore Cancer Society, their latest initiative concluded in July 2020 where cancer survivors and underprivileged girls from Gladiolus Place engaged in creating art in appreciation of frontline healthcare workers in Singapore.

Undeterred by the increased vulnerabilities and challenges faced due to COVID-19, the survivors used the Circuit Breaker period to work on their art and added their own personal touch to show appreciation for healthcare workers. These art pieces were displayed and amplified on the Cancer Can Give Facebook page, as well as with other advocates in Singapore.

With initiatives like this one within the Cancer Can Give movement, AstraZeneca Singapore aims to spread further awareness about cancer survivors and to empower them to serve the larger community in their own creative ways.

*Visit the Cancer Can Give Facebook page [here](#) to learn more about this initiative.*



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## EnterpriseSG: Call for innovators and problem solvers



Enterprise Singapore, the Infocomm Media Development Authority and the National Research Foundation have set aside S\$40m to launch a new series of National Innovation Challenges (NIC).

As COVID-19 continues to disrupt the economy, enterprises must adapt and respond rapidly to the evolving needs of the marketplace.

The NIC will accelerate the development and deployment of industry-led innovative solutions to help companies address immediate needs for safe reopening, as well as mid- and long-term sector challenges, to ultimately emerge stronger in the post-COVID world.

*If you've got an innovative idea and are looking to make a difference, we invite you to access our challenge statements and send in a proposal via the [Open Innovation Network](#). Deadline: 1 October 2020.*

## Survey on workplace responses to domestic violence

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## Survey on workplace responses to domestic violence

United Women  
Singapore

# HOW DO YOU SUPPORT EMPLOYEES IMPACTED BY DOMESTIC VIOLENCE?

We would like to hear from you!

United Women Singapore is in the process of developing a new programme on anti violence. Last December, the organisation published a report in collaboration with IPSOS where 300 Singaporeans were surveyed on their perceptions of [domestic abuse](#).

The study showed that 10% of the participants have faced family violence and an estimated 72% of female participants were not likely to report it. With these numbers, there is a [high probability of females](#) suffering in silence and therefore, a spillover effect at the workplace affecting employees' productivity, absenteeism, workplace safety and environment.

Aligning with the objectives of the TaskForce on Family Violence, chaired by **Singapore's Ministry of Social and Family Development and the Ministry of Home Affairs**, United Women Singapore is now working on rolling out two programmes, focusing on:

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- Together with organisations in the private sector, to create a safe and more supportive work environment for survivors of domestic violence;
- To educate boys in schools on healthy masculinity ideals and empowering boys to be allies in the prevention of gender-based violence.

*For this important work, United Women Singapore has reached out to SwedCham to ask its members to participate in a survey on workplace responses to domestic violence. The feedback from this survey will be invaluable for the development of the two programmes.*

If you would like to take part in this survey, please click [here](#).

## Upcoming SwedCham events

**Wednesday 2 September:** Women4Women [Season Kick-off and RAW!](#) (Remote After Work)

**Tuesday 8 September:** [Cyber Security in Times of Crisis](#) with Marie H el ene Mansard, Axis Communications, Magda Chelly, Marsh, and Lars- ake Severin, PSU (SwedCham APAC event)

**Thursday 10 September:** [SwedCham Meet & Greet Evening](#) POST PONED

**Wednesday 16 September:** [Digital Marketing for SMEs](#) with Anna Seefeldt, Founder, Pink Pineapple Consulting

**Thursday 17 September:** Women4Women [Sounding Board Groups](#), information session on a new initiative

**Sunday 20 September:** Mindfulness with Alice Wikstr om

**Wednesday 23 September:** Diversification in APAC's manufacturing supply chains (Team Sweden Singapore event)

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

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## Past SwedCham events (August)

Thursday 20 August: [How to make LinkedIn Work for You](#) with [Thibaud Savouré](#), Head of Global Clients APAC at [LinkedIn](#)

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

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## SAVE THE DATE: Our Midwinter Ball has become a Spring Ball



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