



Dear Members,

Heading into October, we have had some intense weeks at SwedCham with a number of virtual events as well as exciting progress for our #SESG SwedenSingapore Initiative.

In the latest update on regulation for work-related seminars, we learnt that Singapore will open up for F2F (face to face) events, if strict adherence to [Workplace SMM](#) can be assured. We will monitor this closely, but for the time being we will continue to hold most of our events on Zoom.

Your dedicated SwedCham team,

Lisa & Anna

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## SwedCham's Chairman in dialogue with Minister Chan Chun Sing

On 1 October, SwedCham's Chairman [Lars Rönquist](#) was invited to a dialogue with Singapore's Minister for Trade and Industry Mr [Chan Chun Sing](#). 16 Foreign Chambers were invited to this exclusive meeting to discuss the following:

- Current challenges faced by Foreign Chamber members due to the pandemic
- Singapore's business environment in the years ahead
- Opportunities that Foreign Chamber members hope to see

Points raised by our Chairman during the dialogue included current travel restrictions, employment of foreign talent and movement of labour between Singapore and Malaysia.

News coverage [here](#).

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## Lynxeye's Christian Ihre and Johan Ekelin to SwedCham



We are delighted to announce that [Christian Ihre](#) and [Johan Ekelin](#) will speak on SwedCham's APAC stage on Thursday 26 November.

During this webinar, Mr Ihre and Mr Ekelin, founders of Swedish management consultant [Lynxeye](#), will show how companies that dare to explore bold ways to make a difference for people and society are the winners of tomorrow. The duo will share their wealth of experience on how to **radically improve business performance by setting a purpose** for your organization.

Sweden's Ambassador to Singapore HE [Niclas Kvarnström](#) will moderate the conversation with Mr Ihre and Mr Ekelin.

*More information to follow.*

## SwedCham's CEO Luncheon to go ahead in October



SwedCham's CEO Luncheons are bi-annual exclusive events for our Main Partners and Partners. This year, due to the pandemic, we will hold four CEO Luncheons in a smaller setting at [Otto Ristorante](#) in October, led by a SwedCham Board Member, each with 4 invited guests. This will be an exclusive opportunity for all our valued leaders to meet and share with peers in a casual setting.

*Personal invitations will go out shortly.*

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## Sneak peak into the #SESG Sweden-Singapore initiative

SwedCham's initiative #SESG Sweden-Singapore is starting to take shape - you will see more of this local outreach initiative in a few weeks as we get closer to launch of our first project on 12 November: The Advocate - a ground breaking advertising campaign, where 12 Swedish multinationals put the spotlight on 12 local Singaporean entrepreneurs .

In the meantime, enjoy these sneak peak photos! And watch this space.

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



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## MEMBER NEWS

### Is growth during a pandemic possible? Ask Anticimex

SwedCham member [Anticimex](#), one of the world's largest pest control companies, had been looking for the right opportunity to further expand its business in Asia. So when the opportunities arose, the pandemic was never going to stop them.

On 2 September, Anticimex announced its entrance into the Cambodian market with its first strategic acquisition, of local company [Antitermite](#), the market leader for pest control in Cambodia. The same week, they also announced the acquisition of [Sam Pest Management](#) in Malaysia. These latest acquisitions are in addition to the 14 pest control companies that Anticimex Asia has already acquired since entering the market in 2016; forming part of the ongoing strategy to strengthen and expand the Anticimex footprint across the Asia market. Go, Anticimex!



## EVENT NEWS

### New amendments to Singapore's Personal Data Protection Act



Singapore's Ministry of Communications and Information and the Personal Data Protection Commission have proposed significant updates to Singapore's [Personal Data Protection Act 2012](#) (PDPA) to help ensure it remains in-step with technological advances and developments in global data protection legislation. The proposed amendments are anticipated to be debated and passed by Parliament by Q4 2020.

On 21 October, SwedCham's Gold Sponsor [Rajah & Tann](#) will be at SwedCham to explain what implications these amendments will have on businesses in Singapore.

*Click [here](#) for more information and to register for the event.*

## Women4Women launching peer-to-peer mentoring program

SwedCham's Women4Women network is launching a **peer-to-peer mentorship program** to support women in business. The program will focus on professional growth, goal setting and how to identify opportunities within individual and professional challenges.

The discussions will be conducted in groups of 5 people.

*You can register [here](#) for this program or send us an [email](#) for more information.*



## Put your leadership skills to the test with InsideRisk

**InsideRisk** is one of the most innovative and creative companies in the world today in the space of leadership development. On 3 November, SwedCham members will have a unique opportunity to put their leadership skills to the test in a 3hr immersive live session which will challenge all senses.



This is an opportunity to bring your team together to put your business' own crisis management policies and protocols into action, or for yourself to test what type of leader and decision-maker you are when the stakes are high.

Watch an introduction video [here](#).

Registration to this event [here](#).



## United Nations: Urgent Solutions for Urgent Times

SwedCham member [Dilucidar](#) has been involved in the production of the new short film **Nations United: Urgent Solutions for Urgent Times**, created by the [United Nations](#) on its 75th Anniversary and to mark five years since the adoption of the [Sustainable Development Goals](#).



At the next Women4Women [RAW!](#) (Remote After Work) on 7 October the film will be the basis for the discussion. Welcome to join us!

*Watch the short film [here](#).*

## PARTNER EVENTS

### Singapore's agri-food tech strategy in focus

[Business Sweden](#), [Embassy of Sweden](#), [Embassy of Finland](#), [Economic Development Board of Singapore](#) and [IPI Singapore](#) will host a joint webinar on 7 October which takes a closer look at Singapore's food strategy 30/30 and the opportunities for Agri-Food Tech industry collaborations & business expansion from our regional and industry experts.

The following will be covered in the webinar:

- Introduction to Singapore Food Strategy 30/30 and the opportunities for Nordic Agri-Food Tech companies
- Agri-Food Tech collaborations & ecosystem in Singapore
- Panel discussion: Feeding urban cities today and tomorrow: The Importance of Agri Food Science and Technology with **EDB, Big Idea Ventures, AgFunder & Sophie's BioNutrients**.

For more information or queries, please contact Ida Stjernström, [ida.stjernstrom@business-sweden.se](mailto:ida.stjernstrom@business-sweden.se).

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### How to capture growth with B2B e-commerce

B2B e-commerce presents a strategic opportunity for Swedish companies, particularly in Southeast Asia where you have over 480 million internet users.

On 12 October, [Business Sweden](#) will lead a webinar discussion on how e-commerce can reinforce your B2B business development and sales generation activities now and even in the post-COVID-19 world.

Registration [here](#).

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## The road to recovery in SEA

It would be an understatement to say that Southeast Asia has been hit hard by Covid-19. With a significant drop in GDP and withering supply chains, trade has been the conduit through which economic pain has passed. Southeast Asia is similar to other regions worldwide facing a refraction point. Some trends developing before the outbreak will accelerate, and other will undoubtedly lose speed in a new era characterized by transformation.

In a webinar on 27 October, [Emil Akander](#), Trade Commissioner to Singapore and Market Area Director, [Business Sweden](#) Southeast Asia, will explore the various trends that will define the new normal and suggest three avenues for effectively leveraging emerging business opportunities connected to the region's road to recovery. In addressing Southeast Asia's position as a fast growing regional market, there is value and much to win in partnering up and positioning Sweden as a key recovery partner.

*For more information, please contact Christopher Lehmann at [Christopher.Lehmann@business-sweden.se](mailto:Christopher.Lehmann@business-sweden.se)*

## Upcoming SwedCham events

Wednesday 7 October: Women4Women [RAW!](#) (Remote After Work).

Monday 12 October: [B2B-E-Commerce in SEA](#) with [Business Sweden](#)

Tuesday 20 October: [Virtual Mindfulness Session](#) with [Alice Wikström](#).

Wednesday 21 October: [Personal Data Protection Act \(PDPA\)](#) with [Rajah & Tann](#)

Tuesday 3 November: [High Stakes Leadership in Action](#), a virtual business simulation session with [InsideRisk](#)

Thursday 26 November: Purposeful Branding with [Lynxeye](#)

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## Past SwedCham events (September)

Wednesday 2 September: [SwedCham Women4Women Fall Kick-off](#)

Tuesday 8 September: [Cyber Security in Times of Crisis](#) with [Ms Magda Chelly](#), Former CISO and Head of Cyber Risk Consulting Asia for [Marsh](#) and [Ms Marie H el ene Mansard](#), Regional Business Development Director, South Asia and Pacific, for [Axis Communications](#). The webinar discussions were moderated by [Lars- ake Severin](#), Chairman of SwedCham China, and Founder & CEO of [PSU](#), a risk and security consultancy.

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

Wednesday 16 September: [YP Autumn Kick-off RAW Pop Quiz](#)

Thursday 17 September: [Women4Women Sounding Board Groups](#) an info session about the latest initiative by this dynamic group

**Sunday 20 September:** [Mindfulness](#) with [Alice Wikström](#). If you missed this fantastic opportunity we will have a virtual mindful session in October

**Tuesday 29 September:** [Market Outlook Hong Kong](#) with [Johan Lennefalk](#), Office Manager, and [Anna Zhan](#), Strategy Consultant, at Business Sweden Hong Kong

**Tuesday 29 September:** [The Rise of Social Sustainability](#) - SwedCham APAC virtual event with [Alexander Mastrovito](#), Chair of [SwedCham Hong Kong's](#) Sustainability Committee and Head of Sustainability at [Scania Hong Kong](#).

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



## SwedCham Main Partners



**SAAB**



## SwedCham Partners



**FINNAIR**



**SKF**



## SwedCham Gold Sponsor

**RAJAH&TANN ASIA**