



Dear Members,

Spring is in the air - at least in parts of Sweden. Stockholm yesterday had +15C and a clear blue sky. Anyone remembering how that feels...?

The flower on the picture above, *crocus*, is one of the early spring flowers to blossom in Sweden after the winter months. For most Swedes, it symbolises that winter is over and summer is on its way. Although in the Tropics, it is fair to say that we have experienced a long, long winter. But keep a look out for the signs of spring. They are visible now.

Stay safe. Go and get your jab so that we can move on. If you have not registered for it already, do it [here](#).

A busy agenda at SwedCham until mid June, so stay tuned.

Your dedicated SwedCham team,

Lisa & Anna

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## Virtual state visit by the Swedish Prime Minister

On 29 March, the [Embassy of Sweden in Singapore](#) and [Business Sweden](#) hosted the Swedish Prime Minister [Stefan Löfven](#) on a virtual visit to Singapore. In addition to bilateral discussions with Prime Minister [Lee Hsien Loong](#) on strengthening our cooperation on sustainable trade & investment & regional affairs, there were also inspiring interactions with world leading Swedish & Singaporean companies & investors. SwedCham Members ABB, Ericsson, Saab, Scania and Volvo participated in a panel where SwedCham also had the opportunity to present our SESG Sweden Singapore initiative. The session was moderated by Trade Commissioner [Emil Akander](#).



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## DBS on trade digitalisation

Together with [DBS Bank](#), SwedCham will host an exclusive face2face event for our Corporate Members on 27 April at DBS HQ in MBFC. The event will focus on how trade digitalisation is gaining momentum among industry players and banks in Southeast Asia.

We are delighted to have [DBS's Group CEO Piyush Gupta](#) joining us for this event to give his view on what digital disruption means for the finance industry in Asia. DBS' Group Head of Trade Product Management [Sriram Muthukrishnan](#) will discuss with our audience what he considers to be the key mega trends driving digitalisation of trade.

Piyush Gupta was named one of the world's top 100 best-performing chief executives in Harvard Business Review - 2019 edition of "The CEO 100". In 2020, he was awarded the Public Service Star by the President of Singapore for his meritorious services to the nation.

*Registration [here](#). This event is almost fully booked. Exclusively for Corporate Members.*



*Piyush Gupta, Group CEO, DBS*



*Sriram Muthukrishnan, Head of Trade Product Management, DBS*

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## Jacob Wallenberg to SwedCham APAC next week



Don't miss this rare opportunity to hear what is on the Wallenberg family's priority list for 2021 as [Jacob Wallenberg](#) joins us for an exclusive SwedCham APAC event on Wednesday 28 April at 4 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.

Register [here](#) for this event.

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## Sweden SEA Re-set Summit on 25 May at Capella

Following two successful gatherings in Singapore (2016) and Kuala Lumpur (2018), the 3rd edition of the Sweden-Southeast Asia Business Summit will be held on Tuesday 25 May 2021 at Capella Hotel on Sentosa. The Summit will focus on the re-set that is needed post-Covid – both with regard to sustainability and digitalisation – and what challenges and opportunities lie ahead to make this happen.

Companies in Southeast Asia and Sweden need to be prepared for the new business landscape as global markets begin their recovery. Team Sweden in Southeast Asia believe that now is the time to reposition and tap into accelerating opportunities and rethink business together.

*Registration for the Summit will begin on 28 April.*



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### New round of CEO Luncheons in May

The Covid version of our CEO Luncheons in November last year turned out to be a true success. Leading organisations in times of crisis is not an easy task, and meeting cross-industry with peers in small groups opens for more in-depth and frank discussions. During the first week of May, we have invited leaders from our Main Partner and Partner organisations to the first round of CEO Luncheons in 2021.

The Luncheons will be held over three days, 8 pax at each Luncheon, at at [Mezza9](#), Grand Hyatt Hotel.

# MEZZA9

Food. Thoughtfully Sourced. Carefully Served.

## 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](http://www.sesg.info) #StandTogetherSESG

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### Fika4Good

#### ***Orient Jewellers charging ahead***

[Orient Jewellers](#) has been a leader in the local market since 1970 and is now working on a business strategy for the next 50 years. With [Jean Yeo](#) taking over the business, the 3rd generation is now in charge and she has a great vision on how she wants the business to develop. During the SESG Advocate campaign, Orient Jewellers was paired with [Saab](#), and their collaboration has continued. Through our Fika4Good initiative, Saab has given the company valuable advice on how to handle cyber security and database alignment. Swedish brand consultancy [Lynxeye](#) has given input on how Orient Jewellers should approach brand management in Singapore's crowded marketplace.

*Read more about Orient Jewellers [here](#).*



*Coffee Break introduces SWEA to Singapore's coffee culture*



SWEA fortsätter att ta del av Swedchams initiativ FIKA4GOOD!

I veckan besökte vi Coffee Break - Hong Lim. En av delägarna, Faya Sai berättade med stor inlevelse om verksamheten som hennes farfar startade på 30-talet. Vi fick en god inblick i både kaffe- och Hawkerkulturen i Singapore. Hon svarade på alla våra nyfikna frågor oberoende av ämne - jätteintressant!

Coffee Break serverar såväl traditionell kopi och te, som västerländska kaffevarianter och annan dryck. Lite ovanligt för den här typen av dryckesstånd är att de också erbjuder toast. Rekommenderas!



Swedish Women's Educational Association [SWEA](#) met up for a fika with Faye from SESG SME [Coffee Break](#) at Hong Lim Food Centre to learn about Singapore's coffee tradition and hawker culture. Coffee Break was started by Faye's grandfather in the 1930s, and the business is now run by his three grandchildren Faye, Anna and Jack.

Coffee Break won Singapore's Hawker Heritage Award in December last year and the siblings belong to the dynamic new generation of hawkers that are proud to continue Singapore's UNESCO protected food culture, many of whom SwedCham had the pleasure to get to know and work together with during our [SESG Advocate campaign](#). We are delighted that the collaboration is now continuing in many different directions within Fika4Good.

Read more about Coffee Break [here](#).

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## The Swedish Gig

***BREAKING NEWS:*** [SEB](#) has on-boarded five brand new apprentices and [Saab](#) one over the past few months! We look forward to hearing how they are getting on working for a Swedish flagship company in coming newsletters.

SwedCham member companies have now created 43 apprenticeship positions through [The Swedish Gig](#), the SESG program where SwedCham works together with [WorkforceSG](#) to promote its [Mid-career Pathway Program](#) which supports the local workforce in the wake of the pandemic.

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

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## Member news

SwedCham Partner [Hexagon](#) is proud to launch a Smart Manufacturing Innovation Center in Singapore on 7 May 2021. The Innovation Center will be a regional showcase of Hexagon's latest portfolio of digital manufacturing technologies.

Spanning across advanced CAE solutions for design engineering, CAM software for production applications, precision metrology solutions, as well as artificial intelligence (AI), machine learning, data management and analytics solutions, Hexagon aims to connect ideas, innovate and accelerate autonomous manufacturing concepts in collaboration with its customers.

The Hexagon Smart Manufacturing Innovation Center will be a dedicated facility to enable interaction and allow deeper learning and knowledge transfer through curated sessions & hands-on demonstrations.



## Can't get your head around the new employment laws?

Singapore has changed its labour laws quite drastically over the past year, and more changes are coming our way, especially with regards to Dependent Pass Holders. If you find it hard to follow what's what, check out this site where our sister organisation the [British Chamber of Commerce in Singapore](#) is answering the most important questions concerning Singapore's LOC policy going forward:

[Your Questions Answered: LOC Policy Update for Dependent Pass Holders in Singapore](#)

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



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### Upcoming SwedCham events

Wednesday 21 April: [Women4Women After Work](#) at Wine Connection - SOLD OUT!

Thursday 22 April: [SEB on Taxation for Swedish Expats](#)

Saturday 24 April: [Young Professionals Games & Picnic at the Botanic Gardens](#) - NEW DATE!

Tuesday 27 April: [DBS on Trade Digitalisation](#). Exclusively for Corporate Members

Wednesday 28 April: [Talk with Jacob Wallenberg](#) (SwedCham APAC Event)

Tuesday 4 May: [Smart & Savvy Financial Planning](#) with Batya Shulman, Partner at St. James's Place Wealth Management

**Wed 5, Thurs 6 & Fri 7 May:** CEO Luncheons at Mezza9, Grand Hyatt Hotel. Exclusively for Main Partners & Partners

**Monday 10 May:** [Recovery Sharp Talk: Distribution in SEA](#) with Mr Sarath Menon, Founder & CEO, Orissa International

**Wednesday 19 May:** CV Writing Workshop with Samantha Saw, Successful Resumes

**Thursday 20 May:** [SwedCham Connect @1880](#)

**Tuesday 25 May:** Sweden Southeast Asia Reset Summit at Capella (Team Sweden event).  
Registration starts on 28 April

**Thursday 3 June:** China's New Development Framework with Eugenia Victorino, Head of Asia Strategy, SEB

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## Recent SwedCham events

**Thursday 25 March:** SwedCham Connect @1880

**Thursday 1 April:** Young Professionals Monthly After Work

**Thursday 15 April:** SwedCham Connect @1880

## SwedCham Main Partners



## SwedCham Partners



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