



Dear Members,

Although the concept of "summer" is not a thing in Southeast Asia, Swedes in Singapore will not be able to refrain from referring to the months of June and July as the summer months. We hope that your summer, wherever you spent it, had some elements of holiday, relaxation and fun-filled activities - as a summer should.

SwedCham is gearing up for a monster Q3-4, with lots of events as well as two new outreach initiatives. We would also like to draw your attention (below) to SwedCham's People & Culture Committee and its HR Directors' Forum, which is

launching a *female mentorship program* to support your rising female stars. This program will kick off in October, and we will accept nominations over the coming weeks. And for you who are eagerly waiting for more in-person activities - don't despair, we are working on it.

In the mean time, as the [Swedish crayfish season](#) is upon us - where does one find the best crayfish and the freshest *kronhill* in Singapore this year? Any feedback would be much appreciated.

Your dedicated SwedCham team,

Lisa & Anna

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### Klas Eklund to SwedCham 2 September

On 2 September, SwedCham Singapore will host a SwedCham APAC event with Mr [Klas Eklund](#), one of Sweden's most prominent economists, as guest.

Mr Eklund is currently Senior Economist at Swedish law firm [Mannheimer Swartling](#). During his career, Mr Eklund has held numerous positions within Sweden's Government Offices, including advisor to two Prime Ministers. Recently he lead Sweden's Omstarts-kommission (Re-start Commission) to build Sweden back from the pandemic. He has also worked in the private sector for many years as Chief Economist at SEB. In recent years, much of his work has been dedicated to the economics of climate change as well as to China's political and economic development.



*Please register for the event [here](#). Limited space. Exclusively for SwedCham members.*

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## SWEDCHAM'S SUSTAINABILITY INITIATIVES

SwedCham's sustainability committee is here to support our Members' quest to deliver on the [UN SDG Goals](#) by 2030. In our last newsletter, we briefly presented our two new outreach initiatives for 2021, which will run alongside our SESG project, launched in November last year:

- The Green Innovation Centre
- Conversation Drivers - a gender balance initiative.

Below, you can find more information about our gender balance initiative. The Green Innovation Centre will be presented in more detail in our September newsletter.

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### Conversation Drivers - a gender balance initiative

In 2014, the Swedish government established a feminist foreign policy based on the conviction that sustainable peace, security and development can never be achieved if half the world's population is excluded. Most of SwedCham's member companies have very strong gender policies and are taking bold steps in order to strengthen the representation and development of women within their organisations, leading the way in the quest to achieve gender equality and empower all women and girls, according to [United Nations' SDG #5](#).

As the fight for gender equity is often driven by women - for women, we have decided to put an innovative twist on this project to extend the conversation:

***For this initiative, we are inviting men from SwedCham's business community who have either championed driving gender equality in their organisations or at society at large or have a personal story to share to help us broaden the conversation on the topic of gender balance.***

They will be part of a selected collection of portraits and stories that will make up a digital campaign as well as a one-of-a-kind coffee table book with the message that gender equality not only benefits women - it boosts overall economic growth.

*We have over 60 men from all walks of life participating in this initiative already. If you want to make your voice heard on the important topic of gender equity, don't hesitate to contact SwedCham at [info@swedcham.sg](mailto:info@swedcham.sg).*

We are proud to announce the following sponsors of SwedCham's 2021 gender balance initiative:



## SESG - SwedCham's first local outreach initiative

As our advertising campaign [The Advocate](#), where 12 Swedish MNCs put the spotlight on 12 local SMEs, came 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 spotlight 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: H&M x TaFF collaboration on circularity in fashion*

Our SESG Fika4Good initiative is going from strength to strength. H&M and Singapore's [Textile and Fashion Federation \(TaFF\)](#), the leading trade association for the fashion industry in Singapore, serving developing fashion businesses in the country and the region, have started a dialogue to raise awareness around the topic of sustainability within the fashion scene in Singapore.

Last week, 10 Singaporean designers, together with 25 other SMEs from around the world, participated in a round-table event organised by H&M's new global initiative [H&Mbeyond](#) - a platform where H&M connects and collaborates with start-ups and Gen-Z customers to inspire and solve problems relating to creating circularity in the fashion industry. The agenda focused on discussing how the attitude/behaviour gap (what customers say they want - and what they actually buy) impacts designers' behaviour in terms of how they develop their products. Among others, Pascal Brun, H&M's global head of sustainability, attended this dialogue with the SMEs, leading the discussion on how different stakeholders within the industry should work together to create circularity.



### *The Swedish Gig: An ear on the ground at SEB*



During the past year, Swedish bank [Skandinaviska Enskilda Banken \(SEB\)](#) in Singapore has taken on five apprentices within SwedCham's ESG [The Swedish Gig](#) initiative, providing development and upskill opportunities to the local workforce through the SGUnited Mid-Career Pathways Program. Below you will find out what three of the trainees think about their work experience at SEB.

#### **Ilham Sanusi - Assistant Officer, Finance**



I began my SGUnited Traineeship Programme with SEB's Finance department in February 2021. The team's constant guidance and knowledge sharing have provided me with invaluable hands-on opportunities to develop technical and professional skills. In addition, I have assumed job responsibilities that offer in-depth exposure to various accounting standards and financial regulations significant to Singapore and its global counterparts. The training at SEB's Singapore branch has been an exciting and eye-opening journey. What I particularly like about SEB is that it is an inclusive and welcoming workplace. I feel very much a part of the SEB family where everyone is valued.

On a global scale, SEB's strong commitment to sustainable banking promotes the continuous development of its financial products and the enduring support of its customers in building a better world for everyone.

I encourage others to apply to this traineeship program with SEB. A wealth of experience and the opportunity to be a part of a vibrant culture awaits anyone willing to learn and grow. Should there be an opportunity, I would be happy to continue working with SEB after my traineeship has finished.

**Chan Yee Lok - Officer, Trade Finance Operations & Client Services**

I joined as an SGUnited Trainee in Trade Finance Operations at SEB in February 2021. Since starting the on-the-job training program, I have learned a lot about the roles of financial institutions, the importance of governance, control, compliance, and procedures to mitigate risk.

My SEB colleagues, supervisor, and team manager have all been very supportive in guiding me and sharing knowledge. This mindset reflects the SEB values of Commitment and Collaboration by working together to achieve more.



I am grateful to SEB Singapore for this Trade Finance learning opportunity. I am looking forward to continue to work at SEB if there is an opportunity available in the branch after the traineeship has finished.



## Chu Yu Ning - Treasury & Trading Assistant, Markets

Since February 2021, I have been working with the Markets team at SEB as a trainee within the SGUnited Traineeship Program. So far, my experience at SEB Singapore has been enriching. Colleagues and team managers are not only patient with me but also forthcoming in sharing knowledge. The culture at SEB makes me feel like I'm part of a big family, and unbeknownst to me, I've gradually started picking up a new language. I like how SEB is leading the change in sustainable finance, in various product offerings to our clients and within the Singapore branch's day-to-day operations.

I would definitely recommend this traineeship program. There are many technical skills and invaluable soft competencies that one can develop and improve during on-the-job training. I'm very grateful to the Markets team for this. I continue to strive to expand my skills and knowledge to grow professionally. Thank you, SEB, for the opportunity.

*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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## HR Forum launches female mentorship program

SwedCham's HR Directors' Forum was launched almost two years ago by SwedCham's People & Culture Committee to provide a peer network for senior HR executives from SwedCham member companies. 15 companies are active in this network today and the Forum meet every other month to discuss challenges and best practices within the HR domain.

This year the discussion on how to strengthen female leadership in Southeast Asia emerged as a topic within the Forum. Despite being a priority within most organisations, many are struggling to make progress. Female representation in top leadership positions in most Swedish companies in Singapore is still low and the pace of change is slow. To create a catalyst for change and support up-and-coming female

leaders, the Forum members are joining forces to launch a cross-industry mentorship program with the following vision:

- To create a solid cross-industry network and a professional sounding board for female rising stars in SwedCham's business community
- To raise the bar for female leadership development in Singapore
- To promote Swedish leadership values and strengthen ties between Swedish companies in Singapore.

The mentorship program, which we aim to kick off in October, will run over 6 months in groups of four (one mentor and three mentees) and is open to SwedCham Main Partners, Partners and Corporate Members free of charge. The program is aimed at up-and-coming female leaders in middle management positions. The mentees should already have a clear leadership position - either leading a business unit or a team of people. Each company can nominate max 6 mentees and 2 mentors.

*If you would like to know more about this program, please contact SwedCham's GM Lisa Ferraton at [lisa.ferraton@swedcham.sg](mailto:lisa.ferraton@swedcham.sg).*

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## MEMBER NEWS: [Axis wins interior design award](#)

[Axis Communications](#)' Melbourne HQ has received an award for its interior design flair at the [2021 Melbourne Design Awards](#).

Earlier this year, Axis reshuffled its Asia Pacific territory, which resulted in the creation of a new Oceania region. The company's Oceania activities are supported by the Melbourne headquarters. Axis and partner Axiom Workspaces worked together to create the office space to feature several distinct work areas including open and closed-plan offices, meeting spaces for product demonstrations, and a solution hub that enables integrators and customers to get a hands-on experience with Axis and partner solutions.

Axis states that its people strategy focuses on how individuals bring value to a team. It also focuses on helping employees to be equipped for collaboration, connection, and inclusion. Axis' regional director for Oceania Wai King Wong says the company took the time and effort to create an ideal space for partners, customers, and people:

“To win this prestigious award for it, is testimony to that. We now have the space we need to provide real and tangible value to our growing organisation, from the

wellbeing of employees through to the future-proof technology we require to help us move forward.”



### [Join the SICC Award Ceremony online](#)

The SwedCham x [Forsman & Bodenfors Singapore](#) collaboration [SESG \(Sweden Singapore\)](#), which brought together Swedish MNCs and local SMEs, is one of the finalists of the [Singapore International Chamber of Commerce 2021 Awards](#) for Collaborative Innovation! We are one of three finalists for the category "Most Transformational Collaboration". The winners will be announced at the [SICC Awards Ceremony & Gala](#) on

Tuesday 19 October 2021 at 5-6.30pm, and will receive their awards from Guest-of-Honour Ms. [Grace Fu](#), Minister for Sustainability and the Environment.

To cheer us on as we wait for the results to be announced, please join the Award Ceremony online! Register for free [here](#) latest 11 October.

The SICC Awards are designed to recognise, celebrate and learn from the commercial collaborations between companies that work together to innovate and to resolve barriers to growth. 2021 marks the sixth year that the SICC is presenting these Awards.



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## 2021 Business Climate Survey results



On 1 September, the global results of this year's Business Climate Survey will be launched in a digital event hosted in Stockholm. The survey builds on collected data from 1,400 company representatives in 22 markets worldwide in a joint collaboration between Business Sweden, Swedish Chambers International (SCI), local embassies and consulates abroad.

Speakers include:

[Jan Larsson](#), CEO, [Business Sweden](#)

[Andreas Hatzigeorgiou](#), President, [Swedish Chambers International \(SCI\)](#)

[Preet Dhupar](#), CFO, [IKEA India](#).

To register for this event, please click [here](#).

You can access the **2021 Business Climate Survey for Singapore** [here](#). Thank you to all who contributed to making this survey possible.

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## SAVE THE DATE: Midwinter Ball changed to Spring Ball 2022!



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### Upcoming SwedCham events

**Thursday 2 September:** [SwedCham APAC event](#) with Swedish economist Mr [Klas Eklund](#)

**Thursday 9 September:** [Female Talent Retention](#) with [Michaela Sundelin](#), [Women Ahead](#) (Women4Women)

**Tuesday 14 September:** Introducing Sounding Board initiative for 2021-2022 (Women4Women)

**Wednesday 15 September:** [Preparing Singapore's Electricity Grid for a New Era](#) with [Nirupa Chander](#), MD Singapore, [Hitachi ABB Power Grids](#)

**Thursday 16 September:** [SwedCham Connect @1880](#)

**Tuesday 21 September:** [IKEA on Circularity](#) with [Therese Gerdman](#) and [Sarah Fager](#), [Inter IKEA](#)

**Saturday 7 May 2022:** Spring Ball, Goodwood Park Hotel.

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## Klas Eklund on the World Economy

 Sep 2, 2021  
(4 PM - 5 PM) (GMT+8)



## Female Talent Retention: A Catalyst for ...

 Sep 9, 2021  
(3 PM - 4 PM) (GMT+8)



## Preparing Singapore's Electricity Grid f...

 Sep 15, 2021  
(8:30 AM - 9:30 AM) (GMT+8)



## SwedCham Connect @ 1880

 Sep 16, 2021  
(6:30 PM - 8 PM) (GMT+8)  
 1880  
Singapore

## SwedCham Main Partners



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