



Dear Members,

Happy [Swedish midsummer!](#) On Friday this week it is time again for this quintessential summer celebration - one of the most important holidays in the Swedish calendar year, always celebrated close to the summer solstice.

This is also the time when SwedCham takes a break from its usual activities. We will be back in August again, energised and with a calendar full of exciting events and activities for our diverse business community.

In the meantime, don't miss SwedCham's newly launched local outreach initiatives for 2021. 15 Member companies have already joined us, ie limited space left. Read more about these unique initiatives below.

Your dedicated SwedCham team,

Lisa & Anna

SwedCham finalist for SICC 2021 Awards

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

More details can be found [here](#).



SwedCham's sustainability initiatives

SwedCham's sustainability committee is here to support our Members' quest to deliver on the [UN SDG Goals](#) by 2030. SwedCham has now launched two new initiatives which will run alongside our SESG project, which was launched in November last year. 15 SwedCham Members have joined us already - as we have a limited number of spaces for both initiatives, do not hesitate to contact us if you are interested in coming along on this journey.

The new initiatives have kicked off already - please find a brief description below :

- ***The Green Innovation Centre:*** Together with the South West District CDC and an award-winning garden community in Bukit Batok, we will build an outdoor living room to create a platform to support the implementation of [Singapore's Green Plan 2030](#) on grass root level. This initiative will give participating companies plenty of opportunities to engage with the local community and partner stakeholders around the topic of sustainability
- ***Men@Work:*** An innovative gender balance project - with a twist. The fight for gender equity is often driven by women - for women. In order to truly transform our societies, this quest needs to include not only women, but to a much larger extent also men. As 2021 is announced as the [Year of Celebrating SG Women](#), SwedCham is joining in by celebrating the pioneering *men* in the gender equality space. We want to engage with men in Singapore, both local and foreign, who have been champions in driving gender equality in their organisations or at society at large. They will be part of a selected collection of portraits and stories that will make up a one-of-a-kind coffee table book as well as a digital campaign with the message that gender equality not only benefits women - it boosts overall economic growth.

Do you want more details? Please do not hesitate to contact SwedCham at info@swedcham.sg so that we can help you explore how our sustainability initiatives can support your ESG strategy in Singapore.

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

The Swedish Gig: An ear on the ground at Volvo



"At [Volvo Group](#), we aim to make the society we live in a better place. Being a transport and infrastructure solution provider, we have the power to shape the society we live in. This society-centric spirit is also emulated in our commitment and passion in people development."

To support the local workforce, Volvo Group Singapore and Volvo Construction Equipment Singapore joined SwedCham's SESG [The Swedish Gig](#) initiative, providing development and upskill opportunities through the SGUnited Mid-Career Pathways Program. Three trainees were onboarded in early 2021 - let's catch up with them to see how their traineeship experience is going...



Zuraidah Sultan, Supply Chain Analyst: My traineeship has been an enriching experience so far. I have gained knowledge about the transport business through the various functions I am attached to on a rotational basis. Training as a Supply Chain Analyst, I have the opportunity to utilise and be exposed to analytical and quantitative methods to understand, predict, and enhance the supply chain process. Furthermore, I find that the organisation has a great culture that supports employee involvement. The Volvo Group culture is defined by its values - customer success, trust, passion, change, and performance. These values drive our decision-making at all levels of the organisation and are now a major force in guiding my day-to-day behaviours. This traineeship will definitely bring me to another level of achievement that I can apply in my future career.



Teo Ser Tin, Sales & Marketing Admin Officer: Coming from a prior travel industry background, this traineeship has given me substantial insights into a very different sector such as the Construction and Equipment industry.

I now understand the process flow from construction equipment manufacturing to how these machines are supplied and delivered within the Singapore market. I have also learnt a lot about costing, machine specification configuration and the Volvo dealership management system. This traineeship has a steep learning curve, but I was able to obtain a lot of valuable knowledge and learn new skills from various colleagues of different departments such as Sales, Finance, Machine & Parts Sales, and the Management Team. Overall, this traineeship has provided good exposure for me to take a further step in my career.



Crystal Goh, HR Intern: My traineeship is going great! The colleagues I work with are friendly, welcoming and helpful. Therefore, I feel very comfortable in asking questions which has helped to learn the job. Volvo emphasises on the *4 Jobs Thinking* culture which is to do my job, to improve my job, to develop myself and to develop my team. This makes us encourage each other to try, learn, develop and drive continuous improvements. *4 Jobs Thinking* is in my heart and my mind as we always talk about it. For example, we are all encouraged to generate new ideas. We have weekly open dialogues and discussions where the management team would also provide input. Working in an organisation with a culture that emphasises helping each other to succeed encourages continuous learning which I believe will benefit my future career. At the end of the traineeship, I would love to continue to work at Volvo if there is an opportunity to do so.

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.

Rajah & Tann on SEA's role in a post-covid world

A promotional banner for an event by Rajah & Tann Asia. The banner has a red and orange background on the left and a dark blue background with a globe and network lines on the right. The text on the left reads: "RAJAH & TANN ASIA", "BEYOND PANDEMIC & POLITICS:", and "Behold Southeast Asia & the World". Below this, in a dark box, it says "26 JULY 2021 (MON)" and "15:30 - 18:00 SGT (GMT +8)". On the right side, it says "RAJAH & TANN ASIA" and "LAWYERS WHO KNOW ASIA" above a QR code.

On Monday 26 July, SwedCham's Gold Sponsor Rajah & Tann will bring together global thinkers, decision makers and business leaders to discuss how the global pandemic, US-China trade war, as well as mega trends such as sustainability and energy diversification will impact Southeast Asia over the coming years and what will define the emerging new normal in the region. The line-up of speakers include:

- [Minister Chan Chun Sing](#), Ministry of Education
- [Piyush Gupta](#), Chief Executive Officer, DBS Group
- [Aw Kah Peng](#), Chairman, Shell Companies in Singapore
- [Parag Khanna](#), Founder & Managing Partner, FutureMap
- [Danny Quah](#), Dean and Li Ka Shing Professor in Economics, Lee Kuan Yew School of Public Policy, NUS
- [Lee Eng Beng, SC](#), Chairman, Rajah & Tann Asia.

Registration link for SwedCham Members can be found [here](#).

EuroCham: Events & FTA survey

If you would like to tap into some interesting topics online over the coming week, please check out EuroCham Singapore's agenda below. Partner Member price for SwedCham Members.

Thursday 24 June: [The importance of Protecting IP in the Digital Economy](#)

Monday 28 June: [Progressing the Development of Agri-innovation in Singapore and SEA](#)

Wednesday 30 June: [The Need for Developing a Sustainable Workforce in the Transition towards Green Economy](#).

Also, in [this link](#) you can find the results of the recent EuroCham survey assessing the impact that the [European Union - Singapore Free Trade Agreement \(EUSFTA\)](#) has had since it entered into force in November 2019. The survey polled individuals from both Singaporean and European companies based in Singapore across various industries.

SAVE THE DATE: Midwinter Ball on 13 Nov 2021



Upcoming SwedCham events

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

Thursday 9 September: Recruiting Female Talent (Swedcham Women4Women)

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

Wednesday 15 September: Preparing Singapore's Electricity Grid for a New Era: How to adapt to the fast-evolving renewable energy transition with [Nirupa Chander](#), Country MD Singapore for Hitachi ABB Power Grids

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

Tuesday 21 September: IKEA on Circularity: From the Drawing Board and Back

September: Start your own business in Singapore (Swedcham Women4Women)

Saturday 13 November: Midwinter Ball, Goodwood Park Hotel.

Recent SwedCham events

Tuesday 25 May: [Sweden - Southeast Asia Reset Summit](#). A hybrid event organised by Team Sweden with a focus on “post-Covid reset”. The summit brought together Swedish and Southeast Asian government and business leaders - 50 people on-site at Capella Hotel and more than 700 people digitally.

Thursday 3 June: [China's New Development Framework](#) - Eugenia Fabon Victorino, Head of Asia Strategy, SEB, on China's new growth model and ASEAN recovery.

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