



EMPHASIS ON ENTREPRENEURS

We need new heroes, says resigning BSCC Chairman Jan Carlzon.

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CELEBRATION IN LONDON

BSCC members took part in BSCC's Centenary Conference and Ball in London.

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ATTRACTING INNOVATION

CBI Director-General, Sir Digby Jones, talked about challenges for business and industry in meeting globalisation.

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The Chamber welcomes BJÖRN SAVÉN

Björn Savén, Chief Executive of Industri Kapital has been elected new Chairman of the BSCC, succeeding Jan Carlzon who has decided to step down from the Chairmanship and the BSCC Board.



Björn Savén, new BSCC Chairman.

BJÖRN SAVÉN has spent 14 years of his professional life in London for Industri Kapital, Enskilda Ventures and Esselte. He is member of several boards, including Nordea and Konecranes, in addition to several IK-related companies. Björn has served as Vice-President of the German Chamber of Commerce in Sweden and as a Board member of the Finnish Chamber. He graduated from the Stockholm School of Economics and holds an MBA from Harvard University.

At the AGM, Björn thanked the Chamber for its trust and confidence in electing him Chairman of the BSCC.

He said: "It is my hope that my background will be useful in my work with the Chamber. I have lived and worked in London for 14 years which has given me some experience of doing business with the Brits. It has also given me a

broad network of contacts in the UK.

I think and hope that the experience I bring from my years with the German chamber can prove useful here in the British Swedish Chamber, although I know that there are big differences in terms of size, structure and resources.

I look very much forward to working with you all and to try and find new ways and means of strengthening the BSCC and its resources, of attracting more members, and of broadening and deepening the trade and investment relations between our two countries." ●

Upcoming events

September 19

Afternoon: Seminar on differences in business cultures; arranged in co-operation with IMD Business School in Geneva. One of the speakers will be Martha Maznevski, IMD Professor of Organizational Behaviour.

Evening: Concert at the Royal Palace

with music by Handel, Purcell, Britten, Barber and others. Conductor: Mats Liljefors. The concert will be followed by a reception.

September 22

Breakfast meeting, 8.00 – 10.00, with Reuters' correspondents commenting on the outcome of the Swedish Parliamentary elections.

World cup spirit

AS THIS ISSUE of The Network is edited we do not know the result of the England – Sweden World Cup tie in Cologne... But, whatever the result of the match, I want to congratulate the winner! And I know that in business, as in sports, co-operation as well as fierce competition between players in our two countries will continue to be of great benefit and crucial importance. Co-operation because we have such strong and solid long-term commercial relations and so much to gain from working together. Competition because it is only when our operations, services and products are measured and tested in competition with others', that we really have to improve to be on the front edge.

Our assistant, Stephanie Rosta, has decided to take up her studies on a full-time basis and is leaving us. I want to thank Stephanie for an excellent job and wish her all the best in the future!

Finally, I like to wish all BSCC

Members a nice and restful summer! Hope to see you all at our upcoming events during the autumn!



Martin Dworén, Secretary General
 Martin.Dworen@chamber.se
 Tel 0768-987 004

Looking for new assistant!

A NEW ASSISTANT to the secretariat is needed. The job is in principle half-time+ with a considerable degree of flexibility with regard to the scheduling of working hours. The tasks include updating of membership files and mailing lists and the website, production of the annual Business Directory, acquisition of advertisements, and assistance in planning and running members' events.

The qualifications needed: fluency in English, experience of work with Word, Excel, PowerPoint etc, we look for a flexible, independent, outgoing personality; interest in marketing and communication (writing) is a plus.

For further information, please contact Martin Dworén.

Phone 0768-987 004

E-mail: martin.dworen@chamber.se

Make Sweden more competitive!



Jan Carlzon: We need heroes outside of the worlds of soap operas and lottery.

After the formal AGM, outgoing Chairman, Jan Carlzon offered some personal comments on the present business climate in Sweden. Here are some of his main points:

IN THE 1920'S and 1930's the "Swedish model", based on solidarity, respect and support of the poor in society, was created by all actors concerned. These basic values, which to some extent have disappeared today, were then, and should not be today, an issue for dispute between the political parties.

• Swedish industry was "damaged by the peace". Staying outside the war, Swedish industry had a big advantage vis-à-vis its competitors, felt no real competition after the war ... and got a bit too easy-going. As managers and executives we got more technical ex-

perts and financial architects than real businessmen and entrepreneurs. We saw too few really offensive and aggressive business actions.

• Is Sweden in good health? Well, perhaps in the short term perspective. But for how long can we continue to have more than 1 million unemployed? According to new statistics, Sweden is only number 29 when ranking countries after the number of new companies. That does not sound very healthy!

• We must establish a "Swedish dream". We must create heroes outside the worlds of soap operas and Lotto ... We need real entrepreneurs who dare to start enterprises, who dare to employ people, and who dare to take risks.

• We have to change the mind-set. It should be accepted to state that you want to be successful ... and rich.

• My request to all political parties is: make Sweden more competitive on September 17!

New Board Members

In addition to Björn Savén, three other new Board Members were appointed during the AGM:

BEATRICE ENGSTRÖM BONDY, Special Advisor to the Chairman of Investor AB, has been Managing Partner of Kreab London. She is also a member of the Executive Committee of the Swedish Chamber of Commerce for the UK in London. Beatrice has academic degrees in economics and political science from Paris, Zürich, London and Köln.

MITYA NEW, Chief Executive Officer & Managing Director of Reuters Nordic & Baltics. He previously worked with Reuters in Japan, South East Asia, Hungary and Zürich. He has academic degrees from the University of Chicago in Barcelona, Pennsylvania State University, John Hopkins



New Board members Mitya New, Reuters (left) and Martin Nicklasson, AstraZeneca.



Beatrice Engström Bondy, Investor, new Board member, together with Ulf Gärde (left) and Jan Carlzon.

University in Bologna and from Sussex University in Brighton, UK.

MARTIN NICKLASSON, Executive Vice President Global marketing, AstraZeneca plc and President & CEO of AstraZeneca AB. He joined Astra in 1978, moved to KABI in 1988 and re-

turned to Astra in 1991. Martin was educated at the University of Uppsala (Pharmacist and PhD in Pharmaceutical Technology), where he is presently Associate professor. He is also Adjunct Associate Professor at the University of Cincinnati.

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e-mail: post@gmrlaw.com
www.gmrlaw.com

Marcus Andreen

Helena Whitmore

Anders Grundberg

Gabi Olson

BSCC visit London to celebrate SCC's 100 years

On the occasion of the Centenary Celebrations of the Swedish Chamber of Commerce for the UK in London, a group of BSCC Members visited London on May 11-12. In addition to the centenary celebrations the programme included visits to Christie's, Cazenove Bank and BT.



Lars and Anne-Marie Göransson, Maria Nisell and Jan-Car De Geer at Christie's.

Visiting Christie's



Ambassador Anthony Cary and Count Bertil Bernadotte studying Christie's catalogue.

THE PROGRAMME STARTED with a visit to Christie's, one of the oldest and most prestigious auction houses in the world. James Christie conducted his first sale on 5 December 1766. Famed for his eloquence and

humour, Christie turned auctioneering into a sophisticated art, conducting the greatest auctions of the 18th and 19th centuries.

Among the many milestones of Christie's auction house was Christie's successful negotiation with Catherine the Great, Empress of Russia, for the sale of Sir Robert Walpole's collection of paintings, which would become the Hermitage Museum Collection in St. Petersburg. Since it was founded, Christie's auctions have been major attractions on London's social agenda.

BSCC members got a warm welcome and a special presentation by Jill Cerasi, who showed preparations for the Irish Sale (to take place the following day). BSCC Members were also informed about the first "Nordic Art and Design Sales" ever, to take place on October 31, 2006. ●

Meeting HE

IN THE EVENING there was a reception – on the occasion of the Centenary of the Swedish Chamber of Commerce for the UK (SCC), at the magnificent residence of the Swedish Ambassador, HE Staffan Carlsson, where BSCC members met a large number of high level representatives of the SCC and other VIPs. ●



Christina Liljeström, Director of the SCC in London, and HE Staffan Carlsson.

Centenary ball at the Dorchester



Carl Bildt, Agneta Bergquist and Martin Dworén.

The "grande finale" was the Royal Ball at the Dorchester in the presence of HRH Crown Princess Victoria, HRH the Duke of Kent and some 500 guests.



Victoria Tolstoy entertaining the guests.



HRH Crown Princess Victoria addressing the Centenary Ball guests.

A Century of excellence – focus on innovation and entrepreneurship

ON MAY 12TH a Centenary Conference with around 300 participants was organized in the presence of HRH Crown Princess Victoria. The speakers were, in addition to the SCC Chairman, Roger Gifford, and the Swedish Ambassador Staffan Carlsson, Margot Wallström, Vice Chairman of the European Commission, Chris Patten, former Governor of Hong Kong and former European Commissioner for External Affairs, and Carl Bildt,

former PM of Sweden, Chairman of the Krea Group.

In the afternoon session, Marcus Wallenberg, Chairman of SEB, SAAB and the International Chamber of Commerce, talked about “Swedish business in a global perspective”.

Two Centenary awards were presented, one to Ingvar Kamprad, founder of IKEA, for “Lifetime Achievement” and one to Niklas Zennström, CEO and founder of Skype, for “Innovation”. ●



Marcus Wallenberg, Chairman of SEB, was one of the speakers at the conference.

ON THE OCCASION of the 100 Years Anniversary of the Swedish Chamber of Commerce for the UK a 283 lavish coffee table book has been published. The book is based on interviews with high profile business leaders both in Sweden and in the UK, background history on each industry sector, important events in Sweden and the UK during each decade and glimpses from the Chamber journal at that time. Each chapter ends with facts on the industry sector today.

The book is written by Pia Helena Ormerod, journalist (Veckans Affärer and Svenska Dagbladet and other publications) and former Director of the Swedish Chamber of Commerce for the UK. UK Editor (and additional writing) is Elaine McClarence, former journalist at Financial Times, now freelance. The book can be ordered by email from centenary@swedish-chamber.org.uk.

Price: Exclusively numbered copies £45/copy (excl postage); 1-19 copies, non exclusive, £25/copy (excl postage); 20 copies and over, non exclusive, £20/copy (excl postage) ●



Cazenove Bank presentation and lunch

JPMORGAN CAZENOVE is one of the UK's leading investment banks. Jointly owned by JPMorgan and Cazenove. The BSCC group was welcomed by Lord Renwick, Vice Chairman, Cazenove, and several senior staff members.

Fred Hansson, responsible for the Nordic market, gave a short introduction to the Cazenove bank, tracing its company history back to 1823. Headquartered in London the bank today has offices in Hong Kong, Beijing, Singapore, Frankfurt, Paris, New York and Shanghai (the office was opened there this very day). In addition

Cazenove Bank also has access to JPMorgan's excessive global network.

Eric Lonergan, Global Strategist then talked on the theme “Equity markets misprice risk”. He gave a very lively survey of the trends and developments in the global economy. One of his main points was that today's market reaction to the high oil price differs from what it usually has been before. Inflation does not follow the oil price increase, but stays low.

Finally the BSCC guests were invited to continue the discussion during a delicious lunch in the Board Room. ●



Fred Hansson of Cazenove bank.

British Telecom showcase

THE LAST COMPANY VISIT took place at BT, the world's oldest communications company, with a direct line of descent from the first commercial telecommunications undertaking in Europe. The Electric Telegraph Company established in 1846, was the first outside the United States to exploit leading edge telegraphy technology and introduce electrical communications.

BSCC members were taken on a trip into the digital future. They could experi-

ence how telephones, mobiles, computers, TV, video, etc were operating in an integrated way, making it possible to handle virtually all kinds of daily business directly from home. The group also got a highly impressive demonstration of how the latest technology, for instance RFID = radio frequency identification, is used in the retail business to improve customer service, to simplify transactions and to keep track of the range of products in store. ●

Attracting innovation in a globalised world

This was the theme for a highly topical seminar on June 1st, organised by the British Embassy and BSCC in co-operation with Svenskt Näringsliv and Kreab.

THE KEY NOTE SPEAKER was Sir Digby Jones, Director-General of the Confederation of British Industry (CBI). Sir Digby, who will leave the CBI on July 1st after seven years as its DG, talked about the “challenges of business innovation in the 21st century”. Sir Digby was very concerned about the strong protectionist tendencies in several of the main countries in the Europe.

“Business must push the politicians to accept and promote globalisation instead of taking protectionist measures to stop it,” he said.

Digby Jones was worried that Europe would have major difficulties in meeting the increasingly tough competition from the emerging markets, unless business and governments work together to open up markets, to promote free competition and preparedness to adapt to the new market challenges being faced.

“Creativity and innovation can only flourish in a climate of openness, freedom and deregulation”, he said. “The 21st century belongs to Asia. Europe’s only chance is to move up the value chain, not the least in the service sector, which now represents around 70% of our economies. Let the old jobs go!”

Strategic and dynamic

Mr Kai Hammerich, Director-General of the Invest in Sweden Agency (ISA), talked about “Strategic Sectors and Dynamic Markets: Swedish initiatives for attracting and co-operating with foreign investments”. He agreed with



CBI Director-General, Sir Digby Jones (left) and HE Anthony Cary, British Ambassador.

Digby Jones with regard to the challenges European businesses are facing and stated that “Europe has been losing ground for some years and it will take a long time to get back”. However, he said he felt that Sweden has a number of assets to exploit in the competition over investments: “good knowledge of foreign languages, high technological level, more than a century’s experience of international business and foreign trade, openness to structural change, and we have developed a number of science clusters offering good environments for entrepreneurs and investors.” But, he added, Sweden must become more welcoming to foreign investors!”

The third speaker, Professor Eric Giertz, Vice-President for Business and Community Relations at the Royal Institute of Technology (KTH), talked about “Developing a New Agenda

for University and Industrial Co-operation”. Professor Giertz gave an overview of the Swedish model of University-Industry relations. The 1930’s were characterised by concentration of industry ownership, rationalisation and restructuring, close industry-government relations and supportive labour unions. The 1950’s and 1960’s saw the “Swedish Economic Wonder” ... and thereafter the “falling apart of the Swedish model” with deregulation of the public infrastructure, with new service providers emerging, increased competition, and private companies becoming truly global.

Summing up, Professor Giertz described how the KTH should be developed to be the premier international technical university in Sweden.

The seminar was elegantly chaired by the British Ambassador, HE Anthony Cary. ●

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monitoring throughout the project.

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QRPMMI Sweden country office

Contact: Mr. Derkjan Swart

Lützengatan 10

115 20 Stockholm

Sweden

Phone: +46 (0)8 661 52 10,

Mobile: +46 (0)707 29 15 22

Email: derkjan.swart@qrpmmi.com

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The Local Europe AB

Att: Paul Rapacioli

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Sweden

Tel: +46 (0)8 656 5019

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