



It's ethics, it's morals,  
it's life, it's death.

Kalle Conneryd Lundgren, Global CEO of Kry, on why  
healthcare is the 'sexiest industry there is.'

**The digital healthcare revolution: where technology  
meets life and death – page 11.**



## ABOUT THE SWEDISH CHAMBER OF COMMERCE FOR THE UK

The Swedish Chamber of Commerce for the United Kingdom is the ultimate platform for entrepreneurs and businesses within the Swedish-British business community. Founded in 1906 – by business, for business – we have represented, inspired, and promoted our members, extended commercial relations between our countries, and delivered first-class services and events for over a century.

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# DEAR MEMBER,

Spring is finally here, and with it comes a fresh sense of energy. As we enjoy the longer days and all the new possibilities, it's clear that we do so in a world of striking contrasts. While there's plenty of exciting innovation ahead, offering much to look forward to, we are constantly reminded of the complexities that surround us. Geopolitical tensions and economic fluctuations present challenges, and the ongoing efforts to advance equity, diversity, and inclusion in workplaces highlight the progress still to be made. Resilience continues to be as relevant as ever, yet looking ahead to the rest of 2025, another word stands out: collaboration.

Collaboration guides us and shapes everything we do. Resilience is not a solitary effort – it strengthens when we come together. By cultivating partnerships and embracing diverse perspectives, we tap into creativity and explore new, innovative solutions together. This year's events calendar reflects this commitment. It offers spaces for meaningful discussions on pressing issues – from global challenges to workplace inclusivity. Every voice matters, and together we can drive impactful progress.

The spring issue of LINK captures this spirit. It showcases stories of shared initiatives and transformative work happening within our network. These stories highlight the power of coming together to navigate challenges and seize opportunities. We hope they inspire you as we continue shaping a future built on shared ideas and collective ambition.

Thank you for being part of this journey.

*FREDRIK WARNERYD*  
*Chief Executive*  
*Swedish Chamber of Commerce for the UK*

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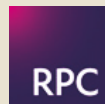
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## MEET THE PATRONS

The patronship of the Chamber consists of a core group of Member businesses, all committed to the long-term support of the Swedish-British business community. The Patrons are advocates for the Members of the Chamber and in return, the patronship comes with a range of added benefits, exclusive access and invites as well as extended marketing and networking opportunities.

Founded in 1992, the patronship has grown steadily and consists today of a vast number of Member businesses that represent a wide range of industries, from the financial sector and manufacturing, to retail and tech. The Patrons reflect the strength of the Chamber's business platform and represent some of the largest brands in Swedish-British business.



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## VOLVO CONSTRUCTION EQUIPMENT: *LAYING THE GROUNDWORK FOR SUSTAINABLE URBAN CONSTRUCTION*

TEXT: ALEXANDER HÖGBERG | PHOTOS: ALEXANDER HÖGBERG AND VOLVO CE

**In a pioneering effort to reduce emissions and transform the construction industry, SCC UK Patron Volvo Construction Equipment (Volvo CE) is spearheading a collaboration in London. The project introduces a UK-first solution for electrifying urban construction worksites with the use of a mobile powering source. By teaming up with key partners – including London-based startup Charge Fairy, Transport for London (TfL), and FM Conway – Volvo CE is playing a central role in addressing the barriers to electric construction machinery.**

**T**he initiative began with a clear goal: reduce emissions from urban construction worksites. Volvo CE's fleet of electrified vehicles makes this possible. "Everyone can deliver a hole in the ground, but making it sustainable, for both people and environment, is another question," says Mats Bredborg, Electrification Leader at Volvo CE.

One central challenge with urban electric construction sites needed to be addressed – reliable access to charging power. "We wanted to find a solution to a very specific problem," says Mats. "The biggest issue

on electrifying urban sites is having access to reliable power for electric construction equipment. It's not just about having charging points around the city but having access to power on-site when you need it."

Volvo CE partnered up with London-based startup Charge Fairy to develop an innovative mobile charging solution for construction sites. Adapting an 'on-demand' charging van concept typically used for passenger cars, the system delivers power directly to machinery, meaning it will no longer need to leave the site for recharging. This approach addresses a crucial





challenge in electric construction – limited charging infrastructure in urban environments – while improving uptime and operational efficiency.

“Construction machinery often has to move off-site to charge, resulting in wasted time and reduced productivity,” Mats explains. “This new solution allows us to bring the power directly to the machines, ensuring that construction projects can continue without interruption.”

### **A groundbreaking trial in central London**

The mobile charging van is currently being tested in a first of its kind trial in London at Redcliffe Gardens, a site managed by FM Conway and supported by TfL. The trial features Volvo CE’s electric machinery, including the EC18 Electric compact excavator and the L25 Electric compact wheel loader. These machines are already in use on several locations within the Royal Borough of Kensington and Chelsea, proving that the technology is ready to deliver real-world benefits today, not in some distant future.

### **Teamwork towards sustainability**

The success of this trial is the result of a true collaboration between diverse yet like-minded partners. Volvo CE, committed to achieving net zero greenhouse gas emissions across its value chain by 2040, has been instrumental in bringing together key players from various sectors, including public transportation, construction, and cleantech innovation. By pooling resources and expertise, these partners are demonstrating how collaboration can address complex urban challenges and do the groundwork for a more sustainable future – with a Swedish solution at its core.

“This project is an example of how we can come together to solve shared problems,” Mats claims. “Someone clever once said that partnership is the new leadership. And nobody in the value chain can do this by themselves. Each partner brings unique insights, but we all share a common goal: to make urban



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This project is an example of how we can come together to solve shared problems.

Mats Bredborg, Electrification  
Leader at Volvo CE

construction more sustainable and less harmful to the environment.”

### **Addressing emissions and improving urban air quality**

A major benefit of transitioning to electric-powered construction equipment is the reduction of harmful emissions like nitrogen oxides (NOx) and particulate matter (PM). In cities like London, where construction vehicles are often a significant source of pollution, electric machinery offers an effective solution to improve air quality. The use of electric vehicles removes tailpipe emissions, making a distinct difference in reducing the environmental impact of construction sites.

In fact, diesel compact construction machinery, which is responsible for a great portion of construction



emissions, contributes disproportionately to urban air pollution. The adoption of electric alternatives would have a significant impact, potentially eliminating the harmful NOx and PM pollutants from thousands of compact machines operating in London. This would be equivalent to removing 100,000 diesel passenger cars from the roads of London, each year.

### **Reaching net zero: a vital step for London**

The trial at Redcliffe Gardens aligns with TfL's ambitious goal to reach net-zero carbon emissions by 2030. For Carl Eddleston, TfL's Director of Network Management and Resilience, this project plays an important role in achieving that target.

"The health of everybody in London is central to our work, and we are determined to meet our 2030 net zero targets," Carl says. "The trial of electric construction vehicles at Redcliffe Gardens is such a vital part of achieving our goals, and our work with FM Conway, Volvo CE, and Charge Fairy shows how construction across our transport network can be environmentally conscious."

"We've long advocated that bringing energy to electric vehicles can make more sense than taking the vehicle to a charger – nowhere is this more true than with construction equipment," explains Ed Lea, founder of Charge Fairy and notes that the trial has "demonstrated how intelligent energy delivery enables electric plant to operate for a full workday, overcoming one of the key challenges of construction electrification."

### **Supporting the shift to electric construction**

The partnership between Volvo CE, Charge Fairy, TfL, and FM Conway is proof of a collective commitment to achieving a sustainable, low-emission future for urban construction. With the ongoing success of the trial, it's clear that mobile charging could play a key role in overcoming the traditional barriers to electric construction equipment. For FM Conway, this bespoke charging solution represents a practical and effective way to move closer to net-zero emissions, making electric machinery a viable option for similar sites in the future.

"This bespoke charging solution removes many of the barriers we have faced in the use of electric plant machinery, and we've seen from the works on Redcliffe Gardens that it represents a viable option for similar sites in the future," says Matt Tallon, Sustainability Director at FM Conway.

### **A greener, healthier future for urban environments**

The potential for electric construction equipment to reduce urban pollution is immense. In London, where compact diesel machinery emits harmful pollutants, the transition to electric alternatives could drastically improve public health by reducing air contamination. "Electric construction equipment is part of the solution to cleaning up our urban environments," Mats claims. "We're working together to create a future where construction is no longer a source of pollution, but a force for positive change."

### **A promising path forward**

Looking ahead, the success of this trial has the potential to inspire similar initiatives across the UK and beyond. As Mats concludes, "The technology we're using today is already proven and operational. It's not about waiting for the future – it's about embracing what's possible now and using it to transform how we build our cities."

### **Intelligent energy delivery and real-time charging**

One of the most exciting aspects of the mobile charging solution is its real-time updates, which allow construction machines to be charged exactly when and where needed. This system not only simplifies operations but also improves efficiency, ensuring that the machines are fully charged and ready to work without interruption.







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Healthcare  
is the sexiest  
industry there is.

Kalle Conneryd Lundgren,  
Global CEO of Kry

Meet Kalle Conneryd Lundgren

# THE DIGITAL HEALTHCARE REVOLUTION — WHERE TECHNOLOGY MEETS LIFE AND DEATH

TEXT: ALEXANDER HÖGBERG | PHOTOS: MAJA STENBERG

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**Ethics, morals, life, and death – the biggest stakes of all. Healthcare is the sexiest industry there is. At least if you ask Kalle Conneryd Lundgren, Global CEO of SCC UK Member Kry – who is leading in combining medical expertise with the latest technology. We caught up with him at Kry’s UK offices to talk about the future of healthcare, patient care, and what his younger self would think of the dynamic career he’s built.**

**F**ew industries balance purpose and business like healthcare. It’s a sector that shapes lives, challenges ethics, and drives innovation at a scale unmatched by most.

For Kalle Conneryd Lundgren, recently appointed Global CEO of Kry (known as Livi in the UK), healthcare is more of a mission than an industry. Over the past decade, Kry has been taking the lead in digital healthcare, challenging long-held perceptions and reshaping access to medical services across Europe. As the company continues to expand its presence in the UK, Kalle reflects on its journey, the challenges of healthcare innovation, and the road ahead.

## **A digital revolution in healthcare**

Kry was born in Sweden in 2014, a response to founder Johannes Schildt’s frustration with limited healthcare access. Johannes simply wanted an easier way to consult a doctor when needed. The solution? Moving medical consultations online.

“At the time, the idea was simple: it should be possible to have a digital consultation rather than a physical one,” explains Kalle. “But back then, most clinicians said, ‘No, this is impossible. You must be able to touch and squeeze the patient.’”

Despite initial scepticism, Kry persisted, proving that virtual consultations could not only work but also be favourable. It took five years to gain real traction, and when Covid-19 accelerated the use of digital healthcare, Kry had already positioned itself as a

leader. By then, digital consultations had gone from a radical idea to an essential service.

However, Kry’s ambitions extended beyond proving that video consultations were possible. “A couple of years ago, the fight for legitimacy was won. The next question was, ‘What now?’” says Kalle. “We needed to prove that digital healthcare could make the entire system more efficient, not just more convenient.”

## **Expanding the model: from digital to integrated care**

For digital healthcare to be truly transformative, it needs to go beyond isolated consultations. Kry’s focus today is on integrating digital services into a broader healthcare journey.

“If you just replace physical consultations with digital ones, it won’t move the needle much,” Kalle explains. “The real question is: how do we ensure patients receive the right care, at the right time, in the right setting?”

In the Nordics, Kry has already taken steps towards this integration, combining digital and physical healthcare services. The goal is to replicate this model in the UK by partnering with physical healthcare providers or even operating physical facilities alongside digital consultations.

“We don’t believe in a distinction between digital and physical patients,” he says. “Every patient will need both at different points in their life, and tying these together is what we do as a company.”







# 5 QUICK QUESTIONS

**You've been a surgeon, a scientist, and now a CEO. What would younger Kalle be most surprised to learn about your journey?**

Probably the surgeon part. I've always been very interested in theory, reading, and learning. But I discovered fairly late – well into my teens – that I actually enjoyed working with my hands much more than I expected. That was quite a surprise, especially since no one in my family had anything to do with healthcare.

**When you're not leading Kry, what's your favourite way to relax or recharge?**

I ride motorcycles. It's a great way to clear my head because if you start thinking about anything else, it gets dangerous.

**If you could design a futuristic healthcare gadget that doesn't exist yet, what would it be?**

Something for the patient – a tool that helps them navigate and understand where they are in the healthcare system. One of the most frustrating things for patients is feeling lost, being sent back and forth without knowing why. A gadget that gives them clarity on their journey would be incredibly valuable.

**You've worked all over the world - US, Taiwan, the UK, Germany, and France. Which place left the biggest impression on you and why?**

It depends on where I was in life at the time. Taiwan was very different, but I mostly saw the inside of an operating theatre for 20 hours a day. In the UK, I did a fellowship at Birmingham Children's Hospital when I was 26 or 27. That experience left a big impression - it was my first time truly living in a large, industrialised city as a young adult in another country. I learned a lot and grew up during that time.

**If you could share one Swedish tradition or value with the world, what would it be?**

The way we celebrate Swedish traditions – whether it's Midsummer or other holidays – are very inclusive. Everyone in the same area is invited, and we all take part in the same way. There's no segregation in how we celebrate, which makes it quite unique and beautiful.

### **The UK challenge: regulation and adoption**

While UK patients have embraced digital healthcare, the system itself has been slower to adapt. Unlike the Nordics, where national reimbursement systems accommodate digital services, the UK is yet to fully integrate digital care within the NHS framework.

“The public has welcomed our solution – patients see the benefit of avoiding long waits and travel for a quality consultation,” Kalle notes. “But the healthcare system hasn’t yet established clear ways to handle this effectively. There’s still no national reimbursement system for digital healthcare, and there’s uncertainty about how it should tie into physical care.”

With a potential shift in government priorities, Kalle and Kry are optimistic about change. “The NHS understands that it needs to modernise. There’s a lot of interest in how we’ve done things in the Nordics, and we believe our model can be adopted here too.”

### **A leader at the intersection of medicine and technology**

After two years as Deputy Chief Executive and Chief Operations Officer at Kry, Kalle became Global CEO in December 2024. With that, he brought a unique blend of expertise to the role. Kalle’s background spans theoretical physics, biophysics, biochemistry, and surgery – an unusual but powerful combination for leading a healthcare technology company.

“I started in theoretical physics, did a PhD in biophysics and biochemistry, then became a clinician and associate professor of surgery,” he says. “I can write code, and I understand medicine, and this job is probably a good intersection of the two, where I can get benefit from both.”

While he has explored other fields throughout his career, he always finds his way back to healthcare – a sector he describes as unparalleled in its complexity and importance. “Healthcare is the sexiest industry there is. It’s ethics, it’s morals, it’s life, it’s death, it’s the largest money. It’s what matters most to people. So, if you’ve worked in that sector and with those questions, it’s very hard to go back to any other industry.”

Though he sometimes misses surgery, he sees his current work as even more meaningful. “The impact I can have here is far greater than anything I could do in an operating room.”

### **The role of Swedish values in healthcare innovation**

As a Swedish company expanding in the UK, Kry’s approach is shaped by its origins. The company’s core philosophy is that healthcare should be accessible to everyone, regardless of location or income.

“We don’t aim to improve healthcare for just a specific group of patients; we want to create a more efficient system as a whole,” Kalle explains. “If we don’t, we risk ending up in a situation where access to healthcare depends on what you can afford. That’s not the future we want to see.”

Despite the challenges of transitioning to a different system, Kry has been met with curiosity rather than resistance in the UK. “We want to be part of a successful NHS. Therefore, we seek to engage and contribute with our learnings from the Nordics and from what we’ve been doing now for 10 years, so that we can adopt the best parts and avoid previous mistakes. That’s our approach.”

### **The future of healthcare: bridging the digital-physical divide**

One of the key challenges ahead is bridging the gap between digital and traditional healthcare, creating a smooth experience for patients across generations.

“There’s a perception that younger people are more comfortable with digital healthcare, but we’re actually growing fastest among patients over 60,” says Kalle. “Just like with online banking, it takes time for adoption, but once people see the benefits, they embrace it.”

Ultimately, Kry’s vision is to make digital healthcare an integrated, natural part of the healthcare journey – not a separate, secondary option.

“Healthcare is different from other industries,” Kalle concludes. “When you’re unwell or worried about your health, nothing else matters. People look for companies they can trust, and I think Swedish companies, in general, are seen as reliable and value-driven. That’s something we bring to the UK, and that’s why we believe we can make a real difference here.”

As Kalle Conneryd Lundgren puts it: “Healthcare is the sexiest industry there is.” It’s where life, death, ethics, and technology collide, offering endless opportunities to innovate and improve lives. Kry is leading the charge, proving that digital healthcare isn’t just the future – it’s already here, making patient care more efficient and accessible.





# FIVE YEARS, FIVE VOICES: THE BREXIT EFFECT ON SWEDISH-BRITISH BUSINESS

Five years after the UK's departure from the EU, the impact of Brexit still reverberates through Swedish-British business. From supply chains to talent acquisition, companies have had to rethink strategies and adapt to new realities. We asked five SCC UK Members from various industries to share how Brexit has shaped their operations — what's changed, what's worked, and what the future holds for Sweden-UK business relations.

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*Page 16-18.*







## Simons Muirhead Burton (SMB)

Law

Tom Mayhew, Partner,  
Head of Immigration

### Tell us about your business operations in the UK.

SMB is a multi-service law firm offering expertise across a wide range of legal areas, including corporate, commercial, family, employment, and criminal law. I lead the firm's immigration practice, specialising in assisting clients, primarily from overseas, with their immigration matters to the UK. For instance, I help the Chamber to secure visas for the scholars. Since Brexit, immigration has become a focal point of our work, as I help individuals navigate the complexities of the UK's visa system and ensure compliance with immigration regulations.

### What strategies or adaptations have you implemented to maintain competitiveness in the UK market post-Brexit, and have you identified any new opportunities as a result?

In response to Brexit, SMB has adopted a more global outlook. As a member of Law World, a network of law firms worldwide, we've strengthened our collaborations with European firms to manage the increased complexity of cross-border operations. From my perspective, the demand for immigration services has surged, requiring us to streamline processes and enhance efficiency in managing the growing volume of visa applications and advisory work. There has also been an uptick in the need for guidance on practical matters, such as visa requirements for short visits, which has presented us with new opportunities to provide additional value to clients.

**“We've strengthened our collaborations with European firms to manage the increased complexity of cross-border operations.”**

*Simon Muirhead Burton (SMB)*

### How do you see Sweden-UK business relations developing going forward?

I foresee the relationship between the countries continuing to strengthen. I knew this even from before collaborating with the Chamber, and believe that Swedish and British business cultures align well, and Sweden has remained one of the UK's most engaged European partners post-Brexit. While Brexit presented initial challenges, it has largely been a matter of adjustment rather than disruption. Swedish and British businesses are now as connected as they've ever been, and I'm confident this positive trajectory will continue in the years ahead.



## Aqua Nobel

Retail

John Chater, Country  
Manager

### Tell us about your business operations in the UK.

I'm a UK-based consultant supporting Aqua Nobel, a Swedish water brand from Mörarp, as we expand into the UK and European markets. Aqua Nobel offers alkaline water in recyclable paper cartons, sourced directly from the ground. Since launching in late 2024, we have steadily grown our footprint across the UK and Europe.

### What strategies or adaptations have you implemented to maintain competitiveness in the UK market post-Brexit, and have you identified any new opportunities as a result?

Ensuring physical stock availability in the UK has been crucial. Post-Brexit, shipping samples from the EU to the UK is time-consuming, so having local stock allows us to respond quickly to demand. One of our biggest wins was securing a partnership with WHSmith, which led to distribution in 72 locations across Europe within five months. By leveraging their European travel division, we successfully navigated customs hurdles, accelerating our UK expansion.

### How do you see Sweden-UK business relations developing going forward?

The Sweden-UK trade relationship in food and beverages is set to strengthen. The UK's growing preference for



Scandinavian health and wellness products aligns well with our brand. Through the Swedish Chamber's network, I've made valuable industry connections, and I look forward to expanding these further in 2025.



## Accountum

*Accounting & Tax Advisory*  
Johan Aurén, Managing  
Director

### **Tell us about your business operations in the UK.**

We are a firm of Chartered Accountants and Tax Advisors, specialising in helping Swedish businesses establish and grow in the UK. Our one-stop-shop approach covers company setup, accounting, tax, VAT, payroll, HR, and advisory services. By providing expert guidance, we simplify the UK market for Swedish companies, ensuring compliance and efficiency. With our deep understanding of UK regulations, we help businesses navigate and make operations as smooth as possible.

### **What strategies or adaptations have you implemented to maintain competitiveness in the UK market post-Brexit, and have you identified any new opportunities as a result?**

We've invested heavily in technology, software, and talent to enhance efficiency and service quality. Brexit created a lot of uncertainty for Swedish businesses, particularly around trade and recruitment, which increased demand for our expertise. Understandably, some companies hesitated to enter the UK market initially, but we've helped them handle the complexities. Confidence is now returning, and we're seeing a renewed interest from Swedish firms looking to expand here. This shift presents exciting opportunities, and Accountum is well-positioned to support businesses in making the most of the UK — and of course to proudly contribute to the growth of 'Brand Sweden'.

### **How do you see Sweden-UK business relations developing going forward?**

Sweden-UK business relations remain strong, and we're committed to strengthening our role in this space. Accountum will continue to expand our

**“Confidence is now returning, and we're seeing a renewed interest from Swedish firms looking to expand here.”**

*Accountum*

network of likeminded advisors and services, ensuring that businesses receive the best full-service support. Looking ahead, we hope for a more flexible trade agreement between the UK and the EU, making cross-border business easier. A full UK return to the EU might be a bit of a stretch unfortunately — but anything that fosters smoother trade and collaboration would be beneficial for businesses on both sides. Regardless of political changes, we are here to help Swedish companies succeed in the UK.



## NTEX

*Logistics & Transportation*  
Malcolm Thorpe, Managing  
Director, UK

### **Tell us about your business operations in the UK.**

NTEX is a leading shipping and freight forwarding company, specialising in direct services to Scandinavia, as well as mainland Europe and worldwide air-freight/deep-sea shipments. Our operations in the UK are focused on logistics, particularly UK-Sweden movements, which are a core part of our business. We offer a wide range of services, including customs clearance, warehousing, and operate a fleet of 100 vehicles. We are also part of a pallet network, handling trailer movements, groupage, and both import and export operations.

### **What strategies or adaptations have you implemented to maintain competitiveness in the UK market post-Brexit, and have you identified any new opportunities as a result?**

We've seen a decrease in eastbound traffic to



Scandinavia, similar to many of our competitors, with volumes dropping by varying degrees. To address this, we've refocused on our core strength – customer service. NTEX places great emphasis on clear communication and providing exceptional customer service, which has helped us retain and win new business. Additionally, we are investing in automation to improve efficiency across our operations, warehousing, finance, and administration. We are also exploring new technologies for customs documentation and other areas, aiming to streamline our processes.

**How do you see Sweden-UK business relations developing going forward?**

The UK remains a core market for NTEX, and we are keen to strengthen the communication and integration between our UK and Swedish operations. We're focused on improving efficiency and aligning processes across both sides, to ensure smoother operations. On a broader scale, we are eager to collaborate more with Swedish companies in the UK, capitalising on the strong logistics ecosystem between the two countries. We aim to enhance our visibility, market ourselves more effectively, and explore new opportunities, particularly in the logistics sector. We're optimistic about the future and committed to overcoming challenges, while continuing to build strong relationships.



**GANT**

*Retail*

Patrik Söderström, CEO

**Tell us about your business operations in the UK.**

GANT, established in 1949 by Bernard Gantmacher and his sons on the East Coast of the US, is now present in over 80 markets around the globe. The UK is one of our most developed and successful markets, featuring 14 full-price stores, including a flagship on Regent Street, and 7 outlet locations. Furthermore, GANT is available at 300 stockists throughout the country. We have experienced record years in the UK and take pride in our UK e-commerce operations performing exceptionally well.

**“I see the Sweden-UK business relationship growing stronger, particularly through enhanced cross-border collaboration. Both countries have a strong tradition of innovation, with significant opportunities to work together in areas such as technology and sustainability.”**

*GANT*

**What strategies or adaptations have you implemented to maintain competitiveness in the UK market post-Brexit, and have you identified any new opportunities as a result?**

Post-Brexit, one of the key challenges we faced was the movement of goods between European markets. To maintain competitiveness, we focused on optimising our UK logistics and fulfilment strategies, ensuring seamless service for both B2C and B2B customers, as well as our stores. Since May 2023, we have been operating a new warehouse outside London, covering 10,000 square meters, which has significantly improved our efficiency in the market. This strategic investment not only streamlines our operations but also creates new opportunities for faster delivery times and an enhanced customer experience.

**How do you see Sweden-UK business relations developing going forward?**

I see the Sweden-UK business relationship growing stronger, particularly through enhanced cross-border collaboration. Both countries have a strong tradition of innovation, with significant opportunities to work together in areas such as technology and sustainability. I'm excited about the potential to drive progress in digital innovation, especially through e-commerce and digital transformation. Strengthening these areas will help us remain at the forefront of the industry and deliver new, impactful solutions to our customers.





# TRANSFORMATIVE BILATERAL INITIATIVE IN NEUROARCHITECTURE AND NEURODESIGN FOR SUSTAINABLE AND EQUITABLE SOCIETIES

A New Research and Innovation Programme Driving Business Development, Economic Resilience, and Sustainable Solutions

The built environment significantly impacts human health, wellbeing, and cognitive performance. The newly launched International Centre for NeuroArchitecture and NeuroDesign (NA/ND), led by co-founding directors Isabelle Sjövall, Carina Carlman, Hugo Spiers, and Fiona Zisch, is a collaboration between RISE Research Institutes of Sweden and University College London (UCL). It represents a bold approach to integrating neuroscience, and design to develop sustainable and inclusive environments. This pioneering initiative has been established with the support of the bilateral agreement between Sweden and the UK, reinforcing their commitment to advancing life sciences, innovation, sustainability, and economic development. By bridging research and industry, NA/ND is redefining urban planning, workplace design, and sustainability. The initiative promotes human, ecological, and economic sustainability, aligning with modern sustainability and economic reporting frameworks.

## Why is it important to bring together people from different areas to tackle shared challenges?

Global challenges, from mental health to sustainable urban development, require an interdisciplinary approach. The NA/ND centre unites brain sciences, psychology, design, and engineering to create environments that support cognitive function, resilience, and business performance. Understanding the connection between the brain and the built environment leads to innovations that are scientifically grounded and economically viable, ensuring long-term benefits for both society and business.

## How does the research and innovation programme help connect researchers and businesses to create new ideas and solutions?

The NA/ND Research and Innovation Programme bridges scientific research and industry application, ensuring findings lead to practical, scalable solutions. By integrating neuroscientific insights with architectural design, businesses gain data-driven strategies for sustainability, economic growth, and wellbeing. Real-world pilot projects and experimentation allow companies to refine solutions before large-scale implementation. The programme aligns with economic reporting frameworks, reinforcing the importance of brain economic and brain capital in corporate sustainability strategies.

## What makes the collaboration between Sweden and the UK particularly effective in driving innovation?

Sweden and the UK have a strong foundation in life sciences, innovation, sustainability, and economic development. Sweden as a global leader in innovation and applied research complements the UK's world-class neuroscience and architecture research at UCL. This partnership ensures:

- Scientific discoveries inform industry innovation.
- Businesses integrate brain economic and brain capital into development strategies.
- Sustainability and economic reporting drive long-term success.

## Looking ahead: long-term impact on sustainability and business development

The initiative aims to transform how environments enhance cognitive health, neurodiversity, inclusion, and economic development. By integrating neuroscience and innovation into design and business, the new programme supports:

- Optimised environments and workplaces that improve mental resilience and performance.
- Sustainable, data-driven environments optimising human-ecological-economic interactions.
- Stronger business strategies that incorporate brain health and brain capital.
- Evidence-based industry standards aligned with UN SDGs and economic reporting frameworks.



The International Centre for NeuroArchitecture and NeuroDesign (NA/ND) are currently seeking industry partners to co-create neuro-informed solutions that redefine the built environment.

Contact and more information:  
[www.nandcentre.com](http://www.nandcentre.com)

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# THE STEELMAKING REVOLUTION YOU NEED TO KNOW ABOUT

TEXT: MAJA STENBERG | PHOTO: SSAB

As the world continues its fight against climate change, some industries are finding themselves at the front line of the battle. The steel industry, which accounts for 7-9% of global CO2 emissions, is one of them. For SSAB – global leader in advanced high-strength steel and SCC UK Patron – tackling this challenge is central to their strategy. With a uniquely Swedish approach that blends innovation and a collaborative mindset, SSAB is working to transform steelmaking whilst creating a more sustainable future for generations to come.



methods and transitioning to fossil-free processes, with the goal to largely eliminate fossil emissions from steel production.

Besides doing the right thing for our planet, this transformation is also aiming to meet the growing demand for sustainable materials in industries such as automotive and construction. As electric vehicle fleets increase and energy-efficient buildings become the norm, the pressure to decarbonise materials like steel is intensifying.



SSAB has been a key player in the UK landscape since the 1970s, contributing significantly to industries like construction and automotive. Today, it's their commitment to green transformation that is drawing significant attention – particularly with their HYBRIT partnership and introduction of SSAB Zero™, the first decarbonised steel available commercially. Strategic partnerships have been key in making these projects go from idea to reality, and this is how SSAB is proving that collaboration is the key to addressing some of the world's biggest challenges.

## Steel for the greener good

The urgency for change in steel production is growing. "Steel production accounts for 7-9% of global CO2 emissions, making it a significant contributor to climate change," says Thomas Hörnfeldt, VP Sustainable Business at SSAB. "Time is of the essence, and the steel industry must act decisively to align with global climate targets."

At SSAB, the solution isn't just about reducing emissions in one small area of production – it's about transforming the steelmaking process from source to the final product. Step-by-step, they work towards phasing out traditional steelmaking





"By addressing CO2 emissions at their source, we're reshaping the steelmaking process," says Thomas, and continues: "our early initiatives, such as SSAB Zero™, position us as a leader in this crucial shift."

**A Swedish solution to global issues**

One of the key innovations in SSAB's sustainability journey is HYBRIT (Hydrogen Breakthrough Ironmaking Technology), made possible through a collaboration with two other SCC UK Patrons – leading mining group LKAB and major energy provider Vattenfall. Together, they've developed a process that replaces coal with fossil-free hydrogen, enabling steel production with nearly zero CO2 emissions.

"HYBRIT transforms what has historically been a hard-to-abate sector into a near-zero industry. By removing CO2 emissions at the core of steelmaking, we're creating a sustainable future for the industry," Thomas explains.

The technology is currently being scaled up, with the goal of making fossil-free steel available commercially by the end of 2028. It's a monumental shift, and SSAB, together with LKAB and Vattenfall, are determined to lead the way – showcasing a Swedish solution to global issues.

**Cross-border partners in innovation**

SSAB's partnership with UK-based Firth Steels is another example of how collaboration can drive sustainable

**WANT TO BE PART OF TRANSFORMING THE FUTURE OF STEEL?**



Learn more and contact SSAB to find out more on how their steels can contribute to your sustainability goals and future growth.

innovation. Firth Steels is a leading manufacturer of steel products for wall and roof systems, and they share SSAB's vision of reducing the climate impact of construction materials.

Together, they are proving that sustainability and industry progress can go hand in hand. A notable example is their work building a Cadet Training Centre for the East Midlands Reserve Forces and Cadets Association, where Firth Steels used SSAB Zero™ in construction. The project not only met a target of 70% recycled materials but also significantly reduced the overall carbon footprint in the process.

"Collaborations with forward-thinking companies like Firth Steels are vital for driving downstream innovation," says David Williams, Managing Director at SSAB UK, and continues: "we're setting an example of how industries can adapt to the future by prioritising sustainability."



Time is of the essence, and the steel industry must act decisively to align with global climate targets.

THOMAS HÖRNFELDT,  
VP SUSTAINABLE BUSINESS AT SSAB





**Looking into the future: SSAB's continued commitment**

For SSAB, the journey doesn't stop with HYBRIT or SSAB Zero™. Their sustainability roadmap is ambitious, and it includes plans for even more innovation in steel production. One of their upcoming milestones is the establishment of their first electric arc furnace-based steel plant in Oxelösund, Sweden, in 2026. This will be followed by a new state-of-the-art mini-mill in Luleå in 2028. These plants will play a crucial role in SSAB's goal of producing steel with near-zero fossil emissions at scale.



**The future of steel is fossil-free, and we're determined to make it a reality.**

DAVID WILLIAMS, MANAGING DIRECTOR UK AT SSAB

**A commitment to long-term partnerships**

At the heart of SSAB is their belief in the power that a partnership can hold. "We understand that the big problems we face today – climate change, resource depletion – cannot be solved by one company alone," says David.

These collaborations are critical in driving the industry-wide transformations needed to combat climate change and create a sustainable future for all. David explains: "This is why we're committed

to building long-term relationships with key stakeholders, whether in the automotive, construction, or energy sectors."

SSAB's journey to sustainability truly is a great example of how partnerships can spark meaningful change. From their pioneering HYBRIT partnership to their collaboration with Firth Steels, SSAB is showing the world that when companies come together, they can make a real impact on some of the planet's biggest challenges.

As David himself puts it, "The future of steel is fossil-free, and we're determined to make it a reality. Together, we can build a stronger, lighter, and more sustainable world."



**SSAB & FIRTH STEELS - THE PARTNERSHIP IN ACTION**

SSAB and Firth Steels took part in our Swedish Business Footprint event series highlighting the importance of strategic partnerships.



Panel discussion with Gary Matthews, UK Sales Manager, SSAB, Sam Hopton, Head of Technical, Firth Steels, and James Firth Managing Director, Firth Steels. Moderated by Susan Simpson, Midlands Chapter Chair, SCC UK.



# WHY SMART WORKPLACE DESIGN IS THE ULTIMATE PRODUCTIVITY HACK

TEXT: MAJA STENBERG | PHOTOS: KINNARPS

**In modern office spaces, where creativity meets efficiency, design plays a crucial role. For SCC UK Patron Kinnarps, this principle has guided their journey from the very beginning. Founded by Evy and Jarl Andersson in the Swedish village of Kinnarp in 1942, the company has grown from a carpenter's shop to a global powerhouse in 40 countries. Yet, their passion of improving workspaces remains the same as then, guided by Founder Jarl's belief that *'anything, however good, can always be improved a little.'***

At the centre of Kinnarps' philosophy is 'holistic ergonomics', a concept born from Jarl's belief in constant improvement. Holistic ergonomics addresses the interplay between physical space, organisational culture, and social environment. "People are the single most important asset to an organisation. Creating an environment that makes them feel welcome, secure, inspired, and motivated will ultimately allow them to be their best at work," says Fredrik Bergsten, Managing Director at Kinnarps UK.

Thoughtful workplace design goes beyond functionality. In fact, it can even boost organisational culture. A well-designed space, informed by the principles of holistic ergonomics, can lead to increased well-being, fewer sick days, higher efficiency, and even greater success in attracting top talent.



FREDRIK'S THREE ESSENTIAL INGREDIENTS  
IN THOUGHTFUL WORKPLACE DESIGN:

## ENCOURAGE MOVEMENT

Spaces should inspire and accommodate physical activity, benefiting both physical and mental health.

## MINIMISE DISTRACTIONS

From noise to poor lighting, negative distractions hinder productivity and focus.

## A POSITIVE WORKING CLIMATE

Reducing stress and promoting collaboration strengthens workflows and boosts employee morale.



THREE KEY CONSIDERATIONS WHEN DESIGNING  
WITH SUSTAINABLE CIRCULARITY IN MIND

## MAKE CONSCIOUS CHOICES

Begin projects by understanding the needs and define a clear vision.

## CREATE FLEXIBLE SOLUTIONS

Design for daily, short-term, and long-term adaptability to ensure longevity.

## CHOOSE HIGH QUALITY

Durable products made for repair, washing, and upgrades extend their lifespan, benefiting both the environment and the customer's budget.

### **Designing for performance and culture**

The way workspaces are designed has a direct impact on how people feel and perform. “When you create a space based on people’s needs, employees feel better, and that enables them to perform better,” Fredrik explains. Yet, many organisations miss the mark by designing spaces based on assumptions or trends rather than genuine needs.

Research shows that it takes an average of 22 minutes to regain focus after an interruption — a costly setback for productivity. This challenges the common myth that employees focus better when working from home. In reality, household distractions like laundry, cleaning, and other tasks one think could be done while working from home can often disrupt concentration and set back the productivity.

### **Sustainability circularity in action**

In today’s climate-conscious world, a sustainable workplace is a no-brainer. Kinnarps has long embraced sustainable practices and prefers to talk about ‘sustainable circularity’ as a term that reflects a holistic approach. Fredrik emphasises: “Circularity is often spoken about, and in most cases it’s positive. However, just because something is circular, it doesn’t necessarily mean that it’s sustainable. At Kinnarps we believe in sustainable circularity, and we see three keys to consider when designing with it in mind.”

### **Hybrid challenges and the future of workspaces**

Modern offices are full of distractions. Open-plan interruptions and insufficient privacy are hurdles that can potentially stifle productivity. Hybrid work adds another layer of complexity, demanding spaces that cater to diverse needs. The key is planning based on actual employee needs rather than assumptions: “Fundamentally, our needs haven’t changed,” says Fredrik. “The workplace should still be designed to allow employees to perform their best.”

Technology is another factor transforming workplace design in 2025, potentially enhancing employee well-being and efficiency. The pandemic accelerated this shift, introducing tools that support hybrid work and virtual collaboration. Yet challenges remain. “Today, 50% of meetings are typically hybrid or digital,” says Fredrik “The challenge is making sure that everyone is being seen and heard correctly.”







PSST..! HAVE A LOOK AT SOME PHOTOS  
FROM OUR RECENT LINK UP DRINKS  
EVENT HOSTED AT KINNARPS



**Many of the best ideas or  
problem solving comes as  
a result of a Fika break.**

FREDRIK BERGSTEN, MANAGING  
DIRECTOR OF KINNARPS UK

Looking ahead, technology will provide even greater insights into organisational needs, driving the evolution of workspaces. Tools like virtual assistants and meaningful data analytics are already helping to create environments that support employee well-being.

### **Designing for collaboration**

The layout of a workspace profoundly influences team dynamics. Collaboration – both within and cross functions – requires flexible, thoughtfully designed spaces. Simple solutions, such as mobile screens, whiteboards, and strategic seating arrangements, can optimise efficiency.

“We’ve seen increased demand for working lounges,” Fredrik notes. These hubs encourage spontaneous interactions and cross-departmental connections. Even elements like colour play a role: energising yellows spark creativity, while calming blues promote focus.

### **Recognising red flags**

How can you tell if a workspace isn’t working, then? “Increased sick days, lower efficiency, and declining morale are clear signs,” Fredrik

## **BONUS QUESTION**

**What’s the one thing from a traditional Swedish office that every workplace around the world should adopt?**

“The Fika break. Our brains are not designed to focus for 8-10 hours a day, so taking a Fika break will not only give your brain a respite and become more efficient, but it will also allow you to learn more about your colleagues in an informal manner. I’m also convinced that many of the best ideas or problem solving comes as a result of a Fika break.”

warns. Post-pandemic, empty offices are a red flag many organisations are grappling with. But thoughtful design, with the employee’s needs in mind, can help fix these issues and revitalise spaces.



# Det händer i Svenska kyrkan

Save the dates!

## Påsk



### Påskens gudstjänster

#### Skärtorsdag

kl 18 Skärtorsdagsmessa

#### Långfredag

kl 11 Långfredagsgudstjänst  
Sopplunch

#### Påskdagen

kl 11 Påskdagsmessa  
Påskbuffé

## Valborg



Valborgsmässoafton är 30 april men vi tjuvstartar redan på lördagen innan, då Svenska kyrkans kör sjunger vårsånger vid Bandstand i Regent's Park.

**Lördag 26 april kl 15**

Förutom detta arrangeras också en manskörskonst i Svenska kyrkan på **lördag 3 maj kl 18.**

## Midsommar



Trots att Svenska kyrkan inte har någon grönyta gör vi ett familjevänligt midsommarfirande inne i Svenska salen.

Mer information hittar du på [svenskakyrkan.se/london](http://svenskakyrkan.se/london)

**Lördag 21 juni kl 13**



**Svenska kyrkan**

London

DON'T MISS OUT ON ANY ACTIVITIES  
SCAN FOR FULL CALENDAR



## IN OTHER NEWS

HOTEL DIPLOMAT  
LAUNCHES NEW  
AFTERNOON TEA



In celebration of a 10-year partnership with the World Childhood Foundation, SCC UK Member Hotel Diplomat in Stockholm is introducing a new afternoon tea menu, available from the end of February. For every ordered afternoon tea, Hotel Diplomat will make a donation to their partner in protecting child welfare. Guests are also encouraged to round up their bill in favour of the World Childhood Foundation. They describe the menu as elegant and playful, including both classic and exciting flavour combinations, such as gooseberries and star anise on scones.



## HÄSTENS CELEBRATES 100 YEARS OF EXCELLENCE WITH LIMITED EDITION ANNIVERSARY BED



SCC UK Member Hästens is celebrating its 100th anniversary by releasing a special limited edition bed called the Jack Ryde 100 Year Anniversary Limited Edition 2000T. This bed honours Jack Ryde, the visionary behind Hästens' iconic Blue Check design, and his wife Solveig Ryde. Only 2,000 of these beds will be available worldwide. Every layer of the bed is designed to optimise body contouring and deliver pressure relief.



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# A SWEDISH BEAUTY LEGACY IN THE UK

TEXT: EMMA SILVER | PHOTOS: ORIFLAME

**For over five decades, SCC UK Member Oriflame has brought Swedish beauty innovation to the UK, earning its place as a trusted name in skincare and cosmetics. In celebration of their 55th UK anniversary, we spoke with Sofia Radomska, Managing Director of Oriflame Cosmetics UK & Ireland, about the company's journey, its Swedish roots, and the vision that continues to drive its success in the market.**

**W**hat makes Oriflame stand out in a crowded beauty market? “We are Swedish, and that holds immense value,” says Sofia Radomska. “When people see ‘Swedish’ on a product, they automatically associate it with quality, safety, and innovation. This reputation has helped us thrive in a highly competitive industry.”

Oriflame’s visual identity has also evolved to emphasise its Scandinavian roots — as a response to a beauty market increasingly focused on authenticity and heritage. “Our original logo had a French influence, but we wanted something that clearly communicated our Swedish roots in a modern way. That’s why, in our recent rebranding, we made ‘Oriflame Sweden’ a

defining element of our brand. It’s all about reinforcing the values that Sweden represents,” Sofia explains.

Founded in 1967 by brothers Jonas and Robert af Jochnick, Oriflame is a D2C beauty company offering everything from skincare and cosmetics to wellness products. The brand operates globally through independent consultants.



**“When people see ‘Swedish’ on a product, they automatically associate it with quality, safety, and innovation. This reputation has helped us thrive in a highly competitive industry.”**

SOFIA RADOMSKA, MANAGING DIRECTOR AT ORIFLAME COSMETICS UK





### **The power of a Swedish heritage**

Sweden's global reputation for sustainability is deeply embedded in Oriflame's business practices. "We take a scientific approach to product development, ensuring our cosmetics and skincare meet the highest environmental and ethical standards," Sofia continues.

"This commitment resonates strongly with British consumers, who are increasingly conscious of the products they use."

### **A legacy of expansion**

The UK holds a special place in Oriflame's heart. "It was the fifth market we expanded into, and the first beyond the Nordics," Sofia notes. Oriflame celebrated this bond with an anniversary event attended by nearly 600 guests, including the daughter of one of the founders. "She spoke about how vital the UK market has been for Oriflame's expansion," she says. "Today, we're present in over 60 countries, but the UK has always been key."

### **The vision – entering every British household**

Looking ahead, the company has an ambitious goal: "We want at least one Oriflame product in every British household," Sofia states. "With a portfolio of over 1,000 products, we believe there's something for everyone."

One product especially close to Sofia's heart is 'Tender Care,' a multipurpose balm that has been a staple for decades. This year, it takes on a new significance through a collaboration with the charity 'Children on the Edge.' "For every Tender Care sold, we donate 50p, which covers a day of education for a vulnerable child. It's a simple way for our customers to make a real difference."

### **Lessons for longevity**

Oriflame, a decade-long Member of the SCC UK, highlights how valuable the membership has been. "The Chamber has been instrumental in helping us

strengthen our Swedish identity while navigating the UK market. Being part of this network has opened doors to invaluable collaborations and insights that have supported our growth."

So, with 55 years of success in the UK, what advice does Oriflame offer to aspiring entrepreneurs? "Stay true to your values, build strong partnerships, and always innovate," Sofia advises. "Oriflame has thrived by balancing its roots with a global perspective, and that's something any brand can learn from, regardless of industry."

As Oriflame continues to grow, its Swedish heritage remains its bedrock — shaping the future of the brand as it works toward its goal of placing a product in every UK household. With each step, Oriflame reaffirms its legacy, blending innovation with tradition, and forging a path towards a lasting presence in the UK market.

## **BONUS QUESTION**

**If Oriflame could collaborate with any British icon for a beauty campaign, who would it be, and what would the campaign highlight?**

Emma Watson! Her advocacy for sustainability, social justice, and empowering women resonates across generations. She would embody Oriflame's mission to inspire confidence, inclusivity, and positive change — proving that beauty is about feeling good inside and out, at any age.





# PREVIOUS EVENTS

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Over the year, the SCC UK hosts a wide range of different events, such as Forums, Flagships, Business Breakfasts, Roundtable Discussions, and Business Insights for our Young Professionals' community. Here are some of the events hosted in the recent months.



See more photos:  
[scc.org.uk/events/gallery](https://scc.org.uk/events/gallery)



*From top left to right:*

- 1) Next Generation Leaders. 5.03.25
- 2) Link Up Drinks at Kinnarps. 26.02.25
- 3) International Wine, Spirits and Beer Tasting. 11.03.25
- 4) Nordic M&A Forum 2025. 19.03.25
- 5) Young Professionals: AI Unlocked with Matthew Blakemore 13.03.25
- 6) Young Professionals: Masterclass in Coffee with Löfbergs. 16.01.25
- 7) Executive Forum & Dinner at the Swedish Ambassador's Residence in London. 20.03.25
- 8) Nordic M&A Forum 2025. 19.03.25
- 9) Executive Forum & Dinner at the Swedish Ambassador's Residence in London. 20.03.25
- 10) Next Generation Leaders. 5.03.25
- 11) Link Up Drinks at Kinnarps. 26.02.25
- 12) Executive Forum & Dinner at the Swedish Ambassador's Residence in London. 20.03.25
- 13) Link Up Drinks at Kinnarps. 26.02.25
- 14) Nordic M&A Forum 2025. 19.03.25





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# GEAR THAT WORKS AS HARD AS YOU DO

TEXT: MAJA STENBERG | PHOTOS: BLÅKLÄDER

**Built to withstand the toughest jobs and the harshest weather, Blåkläder Workwear is designed for the long haul. This Swedish powerhouse has been crafting gear tough enough to outlast trends – and sometimes decades of wear – since 1959. Now, as one of the newest Members of SCC UK, Blåkläder is bringing its special blend of innovation, sustainability, and craftsmanship to the British market.**

**L**et's rewind. How did a brand known for making "gear that withstands the test of time" carve out its legacy? UK Sales Manager James Fuller, walks us through it: "Our journey began in 1959 with one clear goal: to create workwear that could handle the toughest jobs." And from day one, they decided quality couldn't be left to chance. "By having fully owned factories within the group, we have full control over our value chain. This transparency has been at the core of our business from day one," he explains. Today, nine out of ten Blåkläder garments are made in these factories.

## **Standing the test of time**

Blåkläder's dedication to quality extends beyond toughness. Sustainability is at the heart of what they do, woven into every aspect of their operation. From choosing the right materials to cutting down on their environmental footprint, the company's approach shows a real commitment to sustainability for the long run. "This is not only about the durability of the fabrics; it's about how we work to ensure our products stand the test of time," James explains.

Consider their bestselling work pants, a product refined and improved over 20 times during the past three decades. These trousers adapt to the changing



needs of workers while maintaining their core design. This process sums up Blåkläder's philosophy: making products that truly stand the test of time, in every way.

## **Gear that goes the extra mile – or 2,000 metres**

From miners working deep underground to mountain safety officers braving icy winds at 2,000 metres above sea level, Blåkläder's gear is designed for the harshest conditions. "Our products undergo rigorous testing in labs and on actual job sites to ensure they perform under pressure," says James.

Take their 1990 work pants, for example. A customer recently brought in a pair after seven years of daily use – only needing a new zipper on one pocket. This is a great example of what



Just like the perfect match in any partnership, the right workwear can make all the difference in comfort, performance, and safety.

JAMES FULLER, SALES MANAGER UK,  
BLÅKLÄDER WORKWEAR



Blåkläder stands for: looking at workwear as tools for getting the job done, day in and day out. Beyond this, Blåkläder also strive to make life a bit easier for workers in other ways. From lifetime guarantee on the seams, to laundry solutions, and reliable delivery, they've got practical details covered as well. James elaborates: "Besides delivering high-quality gear, we offer a complete solution."

#### The perfect match for workers – and SCC UK

Recognising that no two workers, or their needs, are the same, Blåkläder has launched their 'Perfect Match' campaign. "Just like the perfect match in any partnership, the right workwear can make all the difference in comfort, performance, and safety," James explains.

To help workers find their ideal fit, Blåkläder created the Blåkläder Matchmaker – a smart tool that makes navigating their collection of over 3,800 pairs of Craftsman Trousers a whole lot easier. Finding the right pair can sometimes be tricky, but the Matchmaker takes the guesswork out of the equation, ensuring workers get the perfect fit. All this to ensure workers feel supported – not restricted – by their gear.

As Blåkläder now joins the SCC UK network, the collaboration feels, well, just like a 'perfect fit'. "Both Blåkläder and SCC UK share the same commitment to high standards, continuous improvement, and providing value to workers," James remarks.

#### Stronger together

Beyond the seams, zips, and fabrics, Blåkläder view themselves as a worker's partner. "At Blåkläder, we

don't just provide workwear; we are a partner to those who rely on our products to get the job done," James concludes.

Speaking of partnerships: now as they join the SCC UK network, they're not just here to sell workwear. They're here to build connections and show the UK what Swedish design can do.

So, to Blåkläder – welcome to the SCC UK network! With your dedication to quality and resilience, we look forward to a partnership that will go the extra mile – or even 2,000 metres above sea level.



#### A STORY OF SUCCESS

Blåkläder's Chairman, Amanda Düsing, inspired the room during a panel discussion at Welcome to the UK 2025 in Stockholm, where Swedish businesses gathered to explore opportunities and share lessons for expanding to the UK. It was an evening filled with insights and connections. **Relive the moments and view the photos by scanning the QR code.**





# BRAND SWEDEN IS DEAD, LONG LIVE BRAND SWEDEN

GUEST COLUMN BY NICK BAINES, CEO OF NARA COMMUNICATIONS

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As the CEO of a PR agency, I spend a lot of time coaching my clients on how to communicate. And one of the most important pieces of advice I give is to 'know your audience'.

There's irony, then, in me writing a column for the Swedish Chamber of Commerce for the UK's magazine in which I pronounce 'Brand Sweden' to be dead. I'm hardly practicing what I preach.

Yet, it feels relevant. I've spent the last decade of my career raising the profile of Nordic organisations in the international media, and part of that work involves bringing journalists from the likes of The Telegraph, BBC, and CNBC over to Sweden to learn about the business landscape for themselves.

Often the narrative they take back to their editors in the UK and the US is remarkably repetitive. Everyone they interview uses the same line about Stockholm having the most unicorns per capita of any city outside of Silicon Valley. Or they talk about the 1998 technology reform act, where subsidised computers were given to households.

These have always been strong messaging points, describing an economy that historically punches above its weight. And a few years ago, they supported the British view of Sweden as Utopian.

But the times have now changed. That reform act was a whole generation ago. One of those unicorns, Skype, was wound down by Microsoft the other week. Another, Spotify, is so big that many assume it to be American.

I'm not saying there aren't aspects of Swedishness that are world-beating and attractive to a UK audience. But brands need to do more than stick a Swedish flag in the corner of their website, pick yellow and blue brand guidelines, and talk about fikas.

For example, we recently brought a journalist from Forbes to Gothenburg, ahead of GoWest - the city's flagship tech and venture capital conference. Our goal was for her to experience the ecosystem firsthand and share insights with her readers, so we arranged meetings with corporate decision-makers, investors, startups and scaleups.

Two major themes emerged from her analysis. She noticed a deep environmentalism running through the city, reflected in the climate scaleups she met and how Sweden ranked 4th for climate tech funding globally in 2023. This feels like a strong message for Swedish organisations to embody; sustainable heritage from a country that popularised flygskam (flight shame) and has some of the most ambitious net-zero targets on earth.



The other theme this journalist picked out? Collaboration. She noticed a remarkable interplay between academic institutions, big corporates in Gothenburg, and the tech and venture sectors. This deep-rooted cooperative instinct reflects the flat hierarchies and desire for consensus Swedes are known for.

These expressions of 'Brand Sweden' might take longer to explain than the unicorns per capita statistic. But they are powerful examples of how organisations can weave their heritage into their messaging in a more nuanced way.

Another piece of PR advice I give my clients is: 'show, don't tell'. Don't tell me you're a brilliant business, show me a portfolio of your impressive customers. Don't tell me your experts, demonstrate your expertise. At our agency, using the word "leading" is banned from press releases - you have to show why a company is leading instead.

This 'show, don't tell' mantra can help Swedish brands in today's communications landscape. Don't tell me you're Swedish and expect plaudits. Instead, show me how your business expresses Swedish design philosophy, or has sustainability

at its core, or listens to all its employees before making decisions.

Where a company comes from is less relevant today than it used to be, especially for challenger brands. As technology investor a16z decreed in a now-famous white paper three years ago, 'The Company of the Future is Default Global'. Technological advancement and remote work have made the traditional path of conquering markets one country at a time increasingly obsolete. For that reason, modern audiences care less about where you're from and more about what you can do for them.

To be clear, I still think Brand Sweden has a spectacular advantage on the global business stage. But organisations should use it wisely, sparingly, and perhaps with a contemporary refresh.

And one final word of caution. Though we Brits will always have a soft spot for Swedes, this isn't quite the same for our cousins across the pond. In 2023, Visit Sweden revealed 50% of Americans couldn't differentiate between Swedish and Swiss culture.

But I'll save my thoughts on Brand Switzerland for another time.



## LET'S CONTINUE THE CONVERSATION, SHALL WE?

21 MAY | FORSMAN & BODENFORS | LONDON

Dear Brand Sweden and fellow comms-enthusiasts, we've got some good news for you! At our inaugural Comms Forum, industry leaders and disruptors come together to cut through the noise and decode the trends shaping tomorrow. **Scan the QR code to learn more and sign up!**



# PREVIOUS EVENTS







See more photos:  
[scc.org.uk/events/gallery](https://scc.org.uk/events/gallery)

*From left to right:*

- 1) Next Generation Leaders. 5.03.25
- 2) Executive Forum & Dinner at the Swedish Ambassador's Residence in London. 20.03.25
- 3) Welcome to the UK. 17.03.25
- 4) Nordic M&A Forum 2025. 19.03.25
- 5) Accelerate Action Reception. 12.03.25
- 6) International Wine, Spirits and Beer Tasting. 11.03.25
- 7) Accelerate Action Reception. 12.03.25
- 8) Welcome to the UK. 17.03.25
- 9) Nordic M&A Forum 2025. 19.03.25
- 10) Welcome to the UK. 17.03.25
- 11) Young Professionals: Masterclass in Coffee with Löfbergs. 16.01.25
- 12) Next Generation Leaders. 5.03.25



# HEATING HOMES, THE SWEDISH WAY

TEXT: MAJA STENBERG | PHOTOS: NIBE



**When you think of Swedish innovation, what comes to mind? Perhaps sleek design, cutting-edge technology, and an unwavering commitment to sustainability. Enter SCC UK Member NIBE, a pioneering Swedish company that has been transforming climate solutions for over 70 years. From its humble beginnings in Markaryd, Sweden, NIBE has grown into one of Europe's largest manufacturers of heat pumps, shaping the future of energy efficiency and sustainability. So, what truly sets NIBE apart? Let's hear from Paul Smith, Managing Director at NIBE UK.**







## Partnerships and support are key to accelerating the net-zero agenda.

PAUL SMITH,  
MANAGING DIRECTOR AT NIBE UK



Starting with energy-efficient heating solutions, NIBE has evolved into a global leader, offering a diverse range of products including heat pumps, ventilation systems, and solar technologies. “Our commitment to both innovation and sustainability is driven by continuous research and development,” says Paul. “It’s about understanding market needs while prioritising environmental responsibility.” NIBE blends smart technology with renewable energy, fundamentally changing how the world approaches energy use. It’s clear they’re not just keeping up with trends; they’re setting them.

### Embodying Swedish values

Sweden is renowned for its connection to nature, environmental stewardship, and visionary thinking – and NIBE’s approach perfectly embodies these values. Paul explains, “These principles guide us in creating products that harmonise with the environment and offer long-term sustainability.”

When it comes to building a cleaner, more sustainable world, NIBE recognises that collaboration is key. Beyond creating exceptional products, the company works closely with installers, policymakers, and industry bodies to drive a green shift. “Partnerships and support are key to accelerating the net-zero agenda,” Paul emphasises. “By empowering installers with training and technical support, we are ensuring that everyone has the tools to implement sustainable solutions.”

### The power of heat pumps

You’ve probably heard a lot about heat pumps, but how exactly do they contribute to achieving climate goals? For NIBE, heat pumps are central to creating a more sustainable future. Whether it’s Air Source, Ground Source, or Exhaust Air Heat Pumps (EAHP), NIBE

has a solution tailored to every type of property. “EAHPs are ideal for urban settings,” says Paul. “Their compact design and quiet operation make them perfect for flats or densely populated areas.” NIBE’s extensive range of heat pumps ensures that homes – big or small, urban or rural – can adopt sustainable solutions.

### Making an impact beyond products

NIBE is deeply committed to making a positive impact within local communities. By offering energy-efficient solutions, they’re helping homeowners reduce carbon emissions, and improve their living conditions. But their efforts don’t end there. NIBE is also focused on creating jobs and training the next generation of heating engineers.

“By investing in both technology and people, we are building a lasting positive impact, fostering a skilled workforce ready to help meet the UK’s sustainability targets,” Paul explains.

## ON THE NEXT PAGE

Heat pump myths, and an introduction to NIBE’s new brand ambassador...







**DEBUNKING HEAT PUMP MYTHS**

One myth about heat pumps worth addressing, is the noise factor. Contrary to popular belief, modern heat pumps are designed to be quiet and unobtrusive. “Advancements in technology have significantly reduced noise levels,” Paul explains. “Modern heat pumps are perfectly suited to urban environments without disturbing residents or neighbours.”



**NIBE UK’s new Brand Ambassador: Fredrik ‘Freddie’ Ljungberg**

Joining NIBE on its sustainability mission is Swedish football legend Fredrik Ljungberg - better known as Freddie - who has recently been appointed as the company’s Brand Ambassador. With Freddie representing NIBE’s core values, the company’s impact is only set to grow.

“Freddie’s Swedish heritage and family history align seamlessly with NIBE’s values, reinforcing our commitment to quality and sustainability. In Sweden, NIBE is a household name, and we’re focused on achieving the same international recognition by offering products that embody Swedish excellence and innovation,” Paul shares.

**Looking to the future**

The company continues to break new ground in sustainability, with an exciting new product set to launch later this year: an Exhaust Air Heat Pump, the NIBE S735C,

with integrated cooling. Designed to meet the Future Homes Standard and updated building regulations, this innovative product will improve comfort while helping housebuilders meet stricter sustainability criteria.

“Our focus on research and development will keep us ahead of the curve, constantly improving our product offerings. NIBE is not just looking to meet the needs of today – we are already planning for the energy challenges of tomorrow,” Paul concludes.

**“We are already planning for the energy challenges of tomorrow.”**

PAUL SMITH, MANAGING DIRECTOR AT NIBE UK





# UK PARTNER RESEARCH? LEAVE IT TO US

What will help accelerate your business? What connections do you need to make it happen? Whether you require a market overview to uncover opportunities in your sector or are seeking a strategic partner, customer, or investor, we'll help you identify the right targets and relevant business partners.

Our tailored partner research services utilise an extensive network and data platform to perform a partner search specific to your needs, providing detailed insights on your target group. Enhance the experience with our matchmaking services, connecting you with qualified business partners and arranging meetings at your convenience.

## READY TO TAKE THE NEXT STEP?

Let us handle the details so you can focus on growing your business.



**“This information has been invaluable in shaping our strategic decisions”**

RICHARD HOLT, COO,  
IPERCEPT TECHNOLOGY

As Richard Holt, COO of iPercept Technology, shares:

*“I highly recommend the SCC UK Partner Research service. It has significantly enhanced our understanding of the market segment specified in the assignment, and we feel this information has been invaluable in shaping our strategic decisions and positioning us for success in the UK market. Their personalised approach and thorough process deliver highly relevant data, enabling businesses to expand their network with confidence and build sustainable, long-term relationships crucial for success in today’s market.”*

## IN OTHER NEWS



### WORT COOLER UPLIFT NETS MAJOR ENERGY SAVINGS FOR UK BREWER

One of the UK’s largest breweries has upgraded its wort coolers, which are used in the beer-making process, to be more energy-efficient. This upgrade, done with the help of SCC UK Patron Alfa Laval, has resulted in significant savings resulting in significant energy, water, and CO2 savings per brew. The redesign increased the heat exchangers’ efficiency by 6% and minimised cleaning downtime. These changes align with the brewery’s sustainability goals, showcasing the benefits of optimising existing equipment rather than purchasing new.

# *NEW MEMBERS*

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**F**ounded in 1906, by business for business, the Swedish Chamber of Commerce for the United Kingdom is the ultimate business platform connecting Swedish and British companies and entrepreneurs across the North Sea.

We are a nonprofit organisation, and help businesses establish, grow, and develop in the UK. Our focus is on providing relevant and informative forums and meeting places, forging new and exciting networks and ecosystems, offering valuable training programmes for personal and professional growth, and to enable business development.

We bring value to member businesses across all sectors and industries, from large corporates to SMEs, entrepreneurs, and startups, in the United Kingdom as well as in Sweden.



WOULD YOU LIKE TO LEARN MORE ABOUT THE MEMBERSHIP?

Contact Hannah Carlsson,  
Head of External Relations and Operations  
[hannah.carlsson@scc.org.uk](mailto:hannah.carlsson@scc.org.uk)

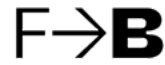
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*BLÅKLÄDER WORKWEAR*

Blåkläder Workwear was established in Svenljunga, Sweden, in 1959, and the company develops, manufactures and distributes workwear, safety shoes and gloves for professionals within craftsmanship industries, transportation, industrial manufacturing and service.



*FORSMAN & BODENFORS*

We're a global creative collective, founded in Sweden in 1986. We believe in the power of ideas that get remembered, build fame and shift culture. Ideas that have a positive impact on our clients' businesses, and on society. World-class creativity and boutique craft are our core. We don't do everything. But we can do anything.



*GROWTHCAP*

We work with change-makers, impact investors, and entrepreneurs to provide strategic, management, and impact investment advice building innovative, environmentally and socially responsible businesses.



*HILL DICKINSON*

Hill Dickinson delivers advice and strategic guidance spanning the full legal spectrum, acting as a trusted adviser to businesses, organisations and individuals across the globe and from a wide range of market sectors, advising on non-contentious advisory and transactional work through to all forms of commercial litigation and arbitration.



*HYPER ISLAND*

We empower people to shape the future. Hyper Island creates learning experiences for individuals and organizations that help them shape the future. This is what we call The Hyper Island Way™.



*INEX ONE*

Access all the best vendors, in one single platform. Compare and coordinate to get the best insights and price in the market. More than 500 companies all over the world use Inex One to inform their most important decisions. Our clients include Fortune 500 corporations, and the most sophisticated firms in strategy consulting, private equity, asset management.



## MÉTODOFASE<sup>®</sup>

### *MÉTODO FASE TECH*

A unique method focused on 4 critical areas: focus, attention, a systematic approach, and energy. The method is aimed at helping leaders like you transform the way you work in 90 days to increase control, reduce stress, and improve results.



### *PERSONA EXECUTIVE*

We provide board of directors, senior managers and HR with assessment for selection, executive coaching, management team development and management due diligence. With high engagement, professionalism, psychological expertise and scientific methods we contribute to productive, profitable and human organisations.



### *TILLIT*

TILLIT partners with employers to offer a premium pension with freedom and flexibility for their teams - setting a new standard in pensions and empowering control and confidence. TILLIT is built and backed by industry experts and offers best-in-class investment opportunities for long- and short-term savings to personal investors.



### *UNIVERSAL PARTNERS*

We are experts at cross-border payment solutions and currency risk management. Through our committed approach we have built longstanding relationships with our clients, giving them access to an exceptional range of payment solutions and bespoke risk management strategies that help them in their long-term growth plans.



### *UPOTENTIAL*

Since January 2019, Upotential has united people from all corners of the world. Here is where you meet the innovators, the explorers, the adventurous, the curious, the ambitious, the fighters, the dreamers, the passionate, the nerds, the outsiders and the go-getters! Upotential is a mental fitness training club for people wanting to improve performance and mental wellbeing!





## SCC UK IS POWERED BY...

Behind everything we do are four powerhouse Partners who keep us running at full speed. Their data, insights, and smooth systems fuel our events, connections, and all the impact we create. With their support, we're breaking new ground and uniting the Swedish-British business community. Thank you!



THINK YOU'VE GOT WHAT IT  
TAKES TO POWER US TOO?

*If your company is ready to  
fuel our mission and be part  
of something impactful, we'd  
love to hear from you!*

Fredrik Warneryd, Chief Executive  
[fredrik.warneryd@scc.org.uk](mailto:fredrik.warneryd@scc.org.uk)





# UPCOMING EVENTS



APRIL

# 10

## Swedish Business Footprint in the North East

Welcome to an insightful afternoon in Newcastle, where you'll get to explore the impact of Swedish enterprises in North East region, share success stories, and engage in high-level networking with industry leaders.

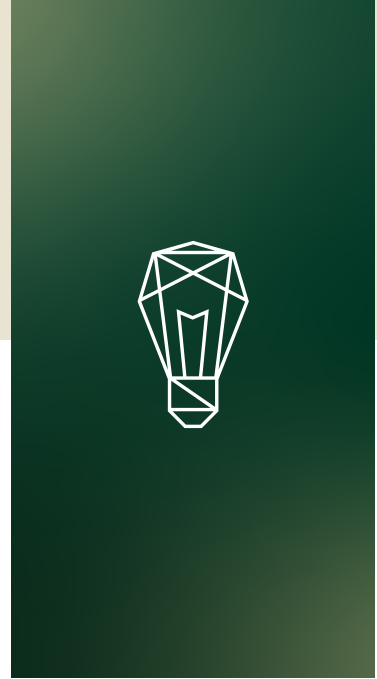


APRIL

# 30

## Swedish Business Footprint in the North West

Join us in Manchester and explore the role Swedish Businesses are playing in the North West region. Whether you're curious about the business landscape or looking to connect, this event is open to all!



MAY

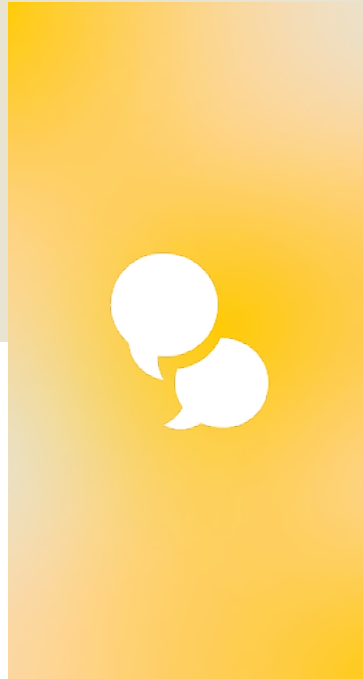
# 07

## Impact Forum: Green Transport

Discover how innovation and collaboration can transform the transport sector. From net zero strategies to sustainable technologies, join the pioneers shaping a greener, smarter future for goods and people on the move.



FOR FULL CALENDAR  
VISIT [SCC.ORG.UK/EVENTS](https://www.scc.org.uk/events)



MAY

**13**

**Life Sciences  
Forum 2025**

Life Sciences Forum 2025 unites industry leaders, investors, and researchers to explore innovations, partnerships, and the UK-Sweden Life Sciences MoU's impact. Don't miss this pivotal event shaping healthcare's future.

MAY

**21**

**Comms Forum  
2025**

Our inaugural Comms Forum is where the future of brand and influence takes shape. Gain the insights, strategies, and connections that drive real impact - whether you're steering a global corporation or scaling an ambitious SME.

JUNE

**12**

**Tech Forum 2025**

The AI revolution is no longer a distant vision, it is here, transforming industries, redefining work, and driving innovation. But beyond the hype, how do we turn conceptual promise into practical, real-world implementation?







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