

# LINK<sup>374</sup>

DEDICATED TO THE SWEDISH-BRITISH  
BUSINESS COMMUNITY SINCE 1906

“  
We call it 'Winning As One'  
when we talk about  
true collaboration.”

Jesper Hansen, Senior Vice President for Road at DSV, and Rebekah Kemp, Senior Director Road at DSV UK, on why logistics is the backbone of resilient, agile, and sustainable global business.

**'Winning As One': a philosophy for modern business success – page 12.**





# 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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Swedish Chamber of Commerce for the UK



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# DEAR MEMBER,

There's something about autumn that always feels like a fresh start. Maybe it's the crisp mornings, or the sense that everyone's back in action after summer. For me, it's the excitement of seeing our community come together again – ready for collaborations, new connections, and a packed calendar of events.

Just a few weeks ago, we touched down in Stockholm to spend time with the Swedish side of our Membership – a chance to catch up, share ideas, and strengthen the ties that make our network so unique. The Swedish-British Reception at the British Ambassador's Residence was a real highlight, bringing together leaders from politics, business, and academia for some truly inspiring conversations. We also reunited with old friends at our alumni meet-up hosted at Bird & Bird, and it's clear how the friendships and professional bonds that have formed here truly sets the Chamber apart.

Now, as the leaves start to turn, our calendar is filling up fast. We're looking forward to another Impact Forum – this time all about Green Living – Nordic Private Equity Forum, and plenty of topical Business Breakfasts and other networking events. There's a real buzz in the air, and I can't wait to see what ideas and partnerships will come out of these gatherings.

Behind the scenes, we're making big strides on our data and AI journey. Every day, I see how our partners and the team are pushing the boundaries and make the Chamber smarter, more agile, and more valuable for you. It's a journey, and I'm proud of how far we've come, and where we're heading.

And yes, it might feel early, but we're already thinking about Outer Thinking and the Christmas Luncheon. Before we know it, we'll be raising a glass together and celebrating another year with this fantastic community.

Until then, let's embrace autumn – connecting, sharing, and making the most of every opportunity. I hope you enjoy this issue of LINK and find plenty to inspire you for the season ahead.

FREDRIK WARNERYD

Chief Executive  
Swedish Chamber of Commerce for the UK





## 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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CHEERS!



NEW PATRON





FROM GRAPES TO GLÖGG  
CHILWORTH MANOR VINEYARD'S  
SWEDISH-BRITISH BLEND

TEXT: ALEXANDER HÖGBERG  
PHOTOS: CHILWORTH MANOR VINEYARD

**Just an hour from London lies Chilworth Manor Vineyard, a family-run estate blending English winemaking with Swedish traditions. With roots stretching back to the Domesday Book and a vision firmly set on sustainability and community, the vineyard has quickly established itself as part of the growing Surrey Hills wine region. We sat down with co-founder Mia Wrigley and Commercial Manager Max Pywell to hear how history, innovation, and a touch of Swedish glögg shape their journey.**

When Mia and her husband Graham Wrigley first planted a few vines in their back garden in Surrey, they never imagined it would grow into a commercial vineyard. “About 13 years ago, we visited a vineyard in south of Sweden and were quite surprised that it was possible to make wine there,” she recalls. “That year, my husband received some vines from my family, as a memory of the visit. But by then we had discovered more about the cold climate wines and how the English sparkling wines had taken on and the 10 vines became 10,000 and the start of the vineyard.”

Today, Chilworth Manor Vineyard, adjacent to the Manor, spans 13 acres, growing Pinot Noir, Pinot Meunier, and Chardonnay. The first vintage, a still rosé, was bottled in 2017. Since then, the range has expanded to include a

classic cuvée, a brut rosé, and a festive glögg – a nod to Mia’s Swedish heritage.

**Crafting premium wines**  
Producing premium wine is at the heart of Chilworth Manor’s approach. “When it comes to harvest, we constantly check sugar and acidity levels of our grapes, to make sure we pick the grapes at the perfect time,” Max explains. “It’s all done by hand, to ensure the best quality grapes are chosen.”

The vineyard works closely with Litmus Wines, a local winery in Dorking. “Our Classic Cuvée spends a minimum of five years on its lees, adding to the complexity of the wine,” Max says. The journey from grape to glass is one the team takes great pride in, and later this autumn, Chilworth Manor will be releasing the 2019 vintage of its classic cuvée.





### Heritage in every bottle

Chilworth Manor was a monastic site, and monks are believed to have grown hops and possibly vines in the area as early as the 11th century.

The Manor, as it exists today however, owes more to the fortunes of the Randyll family during the 17th and early 18th century, with business interests in the gunpowder mills, just south of the estate.

The vineyard has embraced this heritage in its branding, with the labels including the manor house, an old map, and treelines representing another layer to its history.

### A community vineyard

Community is a central part of Chilworth's identity. The Manor opens its gardens every year in partnership with the National Garden Scheme and together with the vineyard it runs Picnic and Pinks, a three-night summer charity event for local charities.

At harvest time, the community plays a big role, as picking is done entirely by hand, the vineyard relies on a network of enthusiastic volunteers. "We are very grateful for the many people that, with just a few days' notice, come to help for a day of picking," says Mia.

For Chilworth, harvest is as much about connection as it is about grapes. "We split teams into two – one UK, one

Sweden – and set up a little friendly competition of which team can pick the most grapes," explains Max with a smile. "It always gets a bit competitive around lunchtime, when people suddenly start speeding up if they're behind," Mia adds, "The result isn't what matters of course – instead many find it both very social and even therapeutic."

Collaboration extends beyond the gates. Chilworth is part of Vineyards of the Surrey Hills, a collective of seven producers working together to promote the region which is in an 'Area of Outstanding Natural Beauty', all just an hour from London. "Each vineyard has its own offerings and every year we organise a Surrey Hills Wine festival during the English Wine Week in June," says Mia.

### The rise of English wine

English sparkling wine has gained international attention in recent years, and Max believes the climate plays a key role. "With it being a cool and marginal climate, it lends itself to producing wines similar to Champagne. The UK is one of the biggest importers of Champagne in the world, so we have a taste for it. With climate change, great winemakers coming here, and Champagne house investing in land, English wine has a very exciting future."

### Sustainable innovation

Sustainability is another guiding principle, not just by being one of the founding members of the Sustainable Wines of Great Britain certification, but mainly in how they operate. "We are one of the first UK vineyards to implement a frost protection system that uses collected rainwater," Max explains. "It sprays a mist over the buds, which freezes and creates a protective layer, keeping them warm, like an igloo effect. This replaces old fashioned method of lighting hundreds of candles, called bougies, throughout the vineyard."

Other innovations include using the pumps of the frost protection system to fertigate through pipes rather than spraying, avoiding waste and reducing the need for tractors going up and down the rows of vines.

A trial of laser bird deterrents to replace noisy gas bangers, is tested this year. "Last year was especially troublesome with birds, with some vineyards losing up to 30% of their harvest," Mia notes. The new system offers a high-tech yet sustainable way of protecting the vines – keeping both grapes and the environment safe.

### Swedish touches

Mia's Swedish roots also find expression in the vineyard's festive glögg. "It started with our children selling Christmas trees and serving glögg and hot chocolate

in front of the house many years ago, Mia explains. "Instead of buying the glögg, we decided to make our own by using the grape juice from the second pressing – we only use the first and best juice for our wines – which we then combined with the usual glögg spices, all in close collaboration with our local distiller – Silent Pool Gin. Now our glögg is a beloved part of our product range – as are still the Christmas trees," she says.

### Visiting Chilworth Manor

For those keen to experience the vineyard first-hand, it is only an hour from London and the events at the Manor are, among others, tours and tastings, afternoon teas, corporate, and private hire. Most wines are sold online and at vineyard events, but Chilworth also works with a handful of shops and restaurants in Surrey and London – including Koko members' club.

For Mia, the membership in the Swedish Chamber of Commerce for the UK helps keep those Nordic ties alive. "Initially it was to keep the Swedish connection," she says. "But it has also been very interesting with the many seminars and forums you offer."

From medieval monks to modern sustainability, and from Sweden to Surrey, Chilworth Manor Vineyard is a story of history, collaboration and innovation – with a glass of sparkling cuvée, rosé, or glögg never far away.





# ‘WINNING AS ONE’: A PHILOSOPHY FOR MODERN BUSINESS SUCCESS

TEXT & PHOTOS: ALEXANDER HÖGBERG

**In a world where agility, integration, and trust are more vital than ever, DSV’s philosophy of ‘Winning As One’ stands out as a blueprint for how global logistics can drive both business performance and meaningful relationships. In conversation with Jesper Hansen, Senior Vice President for Road at DSV, and Rebekah Kemp, Senior Director Road at DSV UK, it’s clear that this unified approach isn’t just a slogan – it’s a practical, lived strategy that’s helping DSV scale new heights, adapt to sweeping change, and serve customers with effectiveness.**

DSV is a global force in logistics, offering road, air, and sea freight, as well as contract logistics, to a vast array of clients. In the UK, DSV is among the top three leaders for international road movements, with a strong and growing domestic presence.

## **Specialisation, collaboration, and customer focus**

DSV’s success is closely linked to both its vertical specialisation and its collaborative ethos. The company has shifted from a broad approach to developing deep expertise in core sectors – industrial, healthcare, automotive, technology, and consumer goods. Rebekah highlights this: “We need to be experts within our customers’ industries to be able to deliver true value.”

Crucially, this expertise is powered by the ‘Winning As One’ philosophy: “We call it ‘Winning As One’ when we talk about true collaboration. Obviously in a big corporate organisation, it is easy to fall into the trap of working a little bit in silos. But it’s when we execute the full potential of the horsepower in

this company, across our divisions and central functions of the company and through integration, we are showing our customers the true power. That’s where I really think the collaboration is creating value – not only for us but also for the customer,” says Jesper.

“To me, true collaboration means viewing our customers as genuine partners. It’s about working closely with them to truly understand the challenges and developments within their industry – so we can evolve together. That’s how trust is built: through shared journeys, continuous improvement, and a commitment to never stand still. We’re always asking, ‘Where are we today, and how can we do better tomorrow?’” Rebekah continues, “The most powerful examples of collaboration I’ve seen – both with customers and internally – have come during our biggest challenges, like COVID and Brexit. Watching our teams come together across divisions and borders was a real testament to what effective collaboration looks like.”







### The power of network and integration

The acquisition of Schenker earlier this year marks a transformative moment for DSV. “If you put all the previous acquisitions together, this one is still larger,” Jesper points out. “Combining Schenker and DSV, we basically become a world leading transport and logistics company. That will obviously give us fantastic opportunities to improve and enhance our service and product offerings to our customers.”

This integration brings together complementary strengths, expands service offerings, and drives efficiency. “It gives us the full service offering across every corner of Europe, with the fastest and most reliable Groupage network in the industry,” says Rebekah.

### Operational quality and a culture of celebration

Delivering for customers is at the core of DSV’s daily operations. Rebekah states, “Operational success is when we deliver an efficient, transparent, and sustainable service to our customers – our customers are at the heart of everything we do.”

This culture extends beyond performance metrics. “We have a very competitive culture, but we again celebrate when we do well,” Rebekah says.

### What makes DSV different? Agility, technology, and human touch

DSV isn’t just big – it’s agile. The company’s flat structure enables quick decision-making and strong customer access at every level. “Even though we are a big corporate global machine, the whole DSV DNA is very down to earth. It’s quick decision-making. It’s not particularly bureaucratic,” says Jesper.

Rebekah reinforces this practical value: “We’re a big organisation with all three areas – contract logistics, air and sea, road – so it’s a one-stop shop. But the way that we work and collaborate, we deliver it seamlessly. So, we’re not in silos. And we’re growing all the time.”

Innovation is central. DSV is leading in digitalisation and automation – using AI for customs clearance to make the experience of DSV as smooth and efficient as possible. “Most of the processing of the customs clearance is done by AI, making us super-efficient. Whilst there was initial scepticism from our customs operators, they quickly realised the potential of AI



and we are now in an even better position than where we were before. Sometimes we all need a little push in the back,” Jesper shares.

Sustainability is another area defining the future of the industry. DSV are investing in greener fuels via an internal sustainability fund. “DSV has established an internal sustainability fund – when we want to take sustainability initiatives here on the UK market, we can have financial support from this fund. Making the green transformation comes with some relatively large investments and often with operational running costs higher than the conventional way. The internal sustainability fund is a strong demonstration of DSV’s commitment to a greener and more sustainable logistics,” Jesper explains.

DSV’s commitment to sustainability extends beyond fuel choices and fleet innovation, offering customers practical solutions to actively reduce and compensate for their carbon footprint. Through their partnership with Gold Standard, an industry leader in carbon offsetting, DSV enables clients to offset logistics

emissions by investing in impactful projects – such as CO<sub>2</sub> extraction, tree planting, and renewable energy initiatives. The process is transparent and straightforward: DSV helps identify a client’s carbon footprint, arranges the purchase and retirement of carbon credits, and provides certification of the offsets. By supporting accredited projects and offering robust CO<sub>2</sub> reporting, sustainable warehousing, and biofuel options, DSV empowers businesses to work steadily toward their decarbonisation targets while maintaining operational ease.

### ‘Winning As One’: lessons for leadership and change

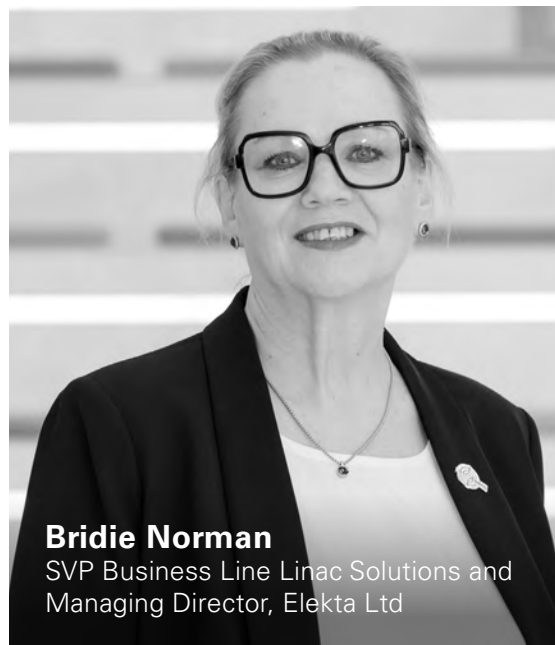
The ‘Winning As One’ philosophy is about more than logistics - it’s about harnessing unity and collaboration to navigate complexity and deliver value. For leaders in any sector, DSV’s approach offers a compelling lesson: build deep expertise, foster a culture of recognition and improvement, leverage technology and sustainability, and above all, unite your people behind a shared vision. In a changing world with plenty of complexities, ‘Winning as one’ might just be the edge that turns challenge into opportunity.



## Q&A

# WHEN TALENT MEETS TECH

As technology reshapes the world of work, the race for talent is evolving fast. Digital culture now sits at the heart of recruitment, demanding new approaches from employers and candidates alike. But amid AI-driven hiring tools and virtual onboarding, the human touch remains vital. What does it take to thrive in a tech-enabled workplace, and what qualities still set great hires apart? We asked three leaders from across our network how digital culture shapes their recruitment, how technology is changing the search for talent, and which timeless human traits they still value most in today's digital-first landscape.



**Bridie Norman**  
SVP Business Line Linac Solutions and  
Managing Director, Elekta Ltd

**What role does digital culture play in your recruitment process, and how do you ensure new hires will thrive in a tech-enabled environment?**

At Elekta, digital culture plays a meaningful but not exclusive role in our recruitment process. We see digital tools and technology as allies and enablers of human potential. With almost 800 employees based in the UK, we use software that allows candidates to apply easily and equips our in-house talent acquisition team to identify great talent and make informed decisions without slowing things down. This approach reflects our broader philosophy. While we use digital tools to streamline processes and ensure efficiency, we are deeply mindful of the human impact our employees have in advancing the science of radiation medicine.

**How has technology changed the way you identify and attract talent, and what human qualities do you still look for beyond digital skills?**

Technology allows us to reach candidates globally, assess skills more consistently, and engage individuals who might otherwise be overlooked. We believe diverse teams drive innovation, reflect the communities we serve, and create a workplace where everyone feels valued. We have exceptional scientists, clinical experts, and engineers who work together to shape the future of cancer care. Their goal is not to automate care but to equip clinicians with the best tools available. We apply the same principle to recruitment. Seeking individuals who can collaborate across disciplines, think critically, and bring their full selves to our mission of transforming cancer care.



**Christopher Persson**  
Executive Chair & Co-Founder at  
London Interdisciplinary School

**What role does digital culture play in your recruitment process, and how do you ensure new hires will thrive in a tech-enabled environment?**

For us, there is no divide between digital and non-digital culture; they blend seamlessly. Around half of our students study online through interactive sessions, so using digital tools is part of our DNA. We work with platforms like Notion and Miro to foster collaboration, and we are currently rolling out a virtual classroom called BigBlueButton. In recruitment, we look for people who are comfortable in this kind of environment, where digital platforms aren't add-ons but core to how we work and learn together.

**How has technology changed the way you identify and attract talent, and what human qualities do you still look for beyond digital skills?**

Technology has expanded how we reach and engage with talent, making thought leadership easier to share with a much wider audience, though it also means standing out in a noisier space. We have invested in a strong social media strategy across Instagram, TikTok, YouTube, and other platforms. One of our videos on Barbie and AI went viral, sparking applications from prospective students and colleagues alike. Beyond digital skills, we look for people who use technology to augment their thinking rather than replace it. Curiosity, intellectual courage, and the ability to challenge ideas constructively are qualities that ensure new colleagues thrive in a tech-enabled environment while adding genuine value to our learning community.



**Anneli Pinchard**  
HR Director, Saab Group Business  
Development

**What role does digital culture play in your recruitment process, and how do you ensure new hires will thrive in a tech-enabled environment?**

At Saab, we strive to adapt our recruitment processes to the digital age, using AI for initial screening and digital interviews can assist us for global reach. Our social media presence is growing, with tailored ads for different target groups. Our culture encourages innovation and technical development, fostering specialisation in technical fields. Our digital culture bridges sites, ensuring efficient communication and collaboration. We provide training and support during onboarding and beyond onboarding to help employees thrive with new technologies. While we focus on technological advancement, we prioritise our people, creating an environment where employees feel valued, supported, and empowered.

**How has technology changed the way you identify and attract talent, and what human qualities do you still look for beyond digital skills?**

Technology has enabled us to use AI for creating gender-neutral job advertisements, broadening our talent pool, and making our openings more inclusive. We prioritise individuals with development potential, regardless of their current skills. Personal characteristics suited to each role range from thriving in social environments to excelling in solitary coding. There's a place for everyone here. We value adaptability, creativity, and a willingness to learn. We seek candidates who offer fresh perspectives and are eager to contribute to our innovative and collaborative environment. As a company, our culture encourages employees to reach new heights, contribute ideas, and develop technically.





PLAYING BY THE BOOK

## HOW GO SPORT TRAVEL SETS THE STANDARD FOR SPORTS EXPERIENCES

TEXT: ALVA MILD | PHOTOS: GO SPORT TRAVEL

For many, the thrill of live sport is a treasured experience – one that deserves to be seamless, safe, and memorable. GO Sport Travel, a long-standing member of ours, has spent nearly a quarter of a century perfecting just that. We sat down with Per Gavelius, founder and Managing Director, to hear the story behind the company's journey from its roots in Sweden to its current position as a trusted international operator.



Founded in 2001, GO Sport Travel was born from a passion for ice hockey and a vision to package overseas sporting experiences in North America for Swedish fans. Per shares: “We launched and released the website on the 10th of September, and the 11th of September, there was the attack in the World Trade Centre in New York.” This made Per and his business partner rethink their idea and the target audience for their travel company.

They shifted their focus towards football and Formula One, with London, Manchester, and Liverpool among its most popular destinations. British football games widely broadcasted in Sweden meant a large target audience, and combined with the much shorter travel distance from Sweden to the UK and Europe – compared to North America – this new focus created a whole new business model.

### Elevating experiences with local expertise

Today, GO Sport Travel's operations go beyond Sweden thanks to GST Ltd, a separate company part of the GO Sport Travel Group, that's based in Camden, London. The team at GST Ltd has strong local expertise, with staff who have worked for well-known football clubs

and venues like Chelsea FC, Arsenal FC, and Wembley Stadium. They lead the sales in the UK and also organise travel experiences for visitors, arranging everything from hotels and sightseeing tours to group dinners. Since becoming part of the GO Sport Travel Group in 2021, GST Ltd has helped the group manage and deliver every part of its service directly, ensuring high quality and a seamless experience for clients.

### Building trust through official partnerships

At the start, establishing partnerships among ticket suppliers proved to be a significant challenge, as Per says: “It's not easy today, but it was not at all easy to get the right tickets 25 years ago.” Despite many ups and downs and knocking on countless club doors, GO Sport Travel eventually secured its first official agreement in 2009. Since then, building official partnerships with clubs and venues has become a core part of the company's business model. “Establishing these partnerships is a hard way to do it, it's difficult, it's a lot of responsibility, but we realised that it's the way we want to do it.” Per explains.

Today, GO Sport Travel holds exclusive agreements with some of the UK's most iconic venues and clubs,

including Wembley stadium, Tottenham Hotspur, Manchester United, and Fulham FC. These agreements, whether with venues or sports clubs, serve as a stamp of approval – signalling trust, quality, and reliability. As Per explains: “If you have Wembley for example, it's a great certification of that you're genuine.” He elaborates: “It's the only safe way for the end user to actually experience live football or live events.”

Each partnership comes with its own set of rules and requirements but GO Sport Travel's approach is always to ‘play by the book’, adapting to each club or venue's needs, and ensuring that every client's experience is as smooth as possible.

### Safety, simplicity, and satisfaction

For GO Sport Travel, trust is built into every aspect of their operation. “We only do authorised tickets,” says Per. “If we can't offer that, we say ‘Sorry, we have no opportunity to offer you what you're asking for because we can't get hold of authorised tickets.’”

This uncompromising stance is underpinned by a team with deep roots in the travel and airline industry. “60-70% of our staff in Sweden have a background from

SAS Scandinavian Airlines. We know everything about how the airline industry works and what's best for the client. The knowledge my staff has from working in the hospitality industry is incredibly important to me,” Per notes. He explains that while the company was born out of an interest in sports, the company's true expertise is within hospitality.

The company's core values – safety, simplicity, and satisfaction – are more than just words. “It must be easy for people to understand what they book. We try to have the website as informative as possible, without saying too much. We're not promising anything we can't deliver,” Per explains. GO Sport Travel's staff are visible, with direct contact details and photos on the website – a rarity in the industry, and a clear signal of accountability.

### Embracing change with resilience

The pandemic posed unprecedented challenges for the entire travel industry but GO Sport Travel responded with resilience and foresight. “We made a decision to keep our staff. We looked at it like an investment because the pandemic would end somewhere, sometime, and then we would be ready to handle everything,” Per highlights.





The company also embraced digital transformation, adopting new software, and sharpened their aim on the UK market even more. The results speak for themselves, as Per shares: “The turnover is nearly three times as before COVID. I think we did a lot of things right by being open-minded to change ourselves, while still maintaining the soul of GO Sport Travel into the new era.”

**Charting the course for future growth**

GO Sport Travel are now looking to expand their horizons even further, with new contracts in Italy and plans to bring UK clients to top European destinations.

Per also explains that their website will be updated to cater to an even wider audience: “The website will be in four new languages, and that will most likely help us reach four major markets in Europe and get a better reach globally.”

This next chapter builds on GO Sport Travel’s story, which is one defined by adaptability, integrity, and a genuine passion for sport. Per’s vision is clear: “We want to make sure our clients experience world-class events in a safe and controlled way.” In a community where reputation and relationships matter, GO Sport Travel is a partner that delivers on its promises.



SAY HEJ TO  
SCARLETT WALKER

We’re thrilled to introduce Scarlett, our newest intern and the latest addition to our team! Interns are at the core of what we do, bringing new ideas and energy to our community. Scarlett will be diving into everything from data insights to relationship-building, helping us strengthen connections across our network. To help you get to know her, we sat down for a Q&A, so read on to find out more about Scarlett, her interests, and what she’s looking forward to. And if you see her at one of our events this autumn, be sure to say hi in person!

**Hej Scarlett, welcome to the team! Firdst of all, we are curious to know: what attracted you to SCC UK and this internship?**

I was drawn to the SCC UK for a number of reasons. The variety of the role and day to day tasks excited me, as I love the idea of doing and working on something different everyday. Not only that, but also the variety of people and companies I get to meet means that there is always something new to look forward to.

**What’s your favourite thing to do in London (or your favourite hidden gem in the city)?**

Walk around and shop! I love going to Portobello and Brick Lane Markets, look through vintage clothes and then grab lunch at a pub after. I also love going swimming in the Hampstead Heath ponds.

**Looking ahead, what are you most looking forward to during your time with SCC UK?**

As I am half-Swedish, but have grown up in London, I’m excited to grow my connection to Sweden. It’s the perfect chance to improve my speaking skills, as the office feels like a little piece of Sweden in London!

**What’s one thing about you that might surprise your colleagues and/or the network?**

Maybe that I’ve danced ballet for a long time.

**If you could swap jobs with anyone for a day – inside or outside SCC UK – who would it be and why?**

I’m interested in entering into a career in communications, and there are lots of these who are members of the Chamber. I also love international relations, so would love to see what a day in the life at the Embassy is like!







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COMMUNITY CATCHUP



ROBOTS TAKE THE LEAD AT WOMEN’S OPEN



SCC UK Patron Husqvarna made history as robotic mowers prepared the AIG Women’s Open fairways – setting a new standard for precision and innovation in golf.



SWEDISH SCHOOL IN LONDON UNVEILS CUTTING-EDGE SCIENCE LAB

The Swedish School in London (SSL) has boosted its STEM provision with a new state-of-the-art science lab. Head Teacher Anette Elving-Ferm commented: “We take great pride in our students consistently progressing to prestigious universities worldwide. The new lab will make our school an even better place to learn and flourish.”

Marika Amartey, representing the Embassy of Sweden in London, said: “The SSL plays a central role for Swedish industries and businesses in the UK, making it possible for families with children to pursue careers here. The new lab is another added value that will inspire greater learning and discoveries.”



WHY CLIMATE PLANS BUILD RESILIENT BUSINESS

SCC UK Patron EY reveals most firms lack robust climate transition plans, urging leaders to act now for resilience, credibility, and long-term value in a changing world.



NETMORE POWERS UK’S LARGEST SMART WATER METER ROLLOUT



SCC UK Member Netmore will deploy and manage a network for one million Severn Trent smart meters, driving water efficiency and leak reduction across 20+ counties.







“People are, in karaoke, usually very authentic to themselves.”

MARCUS SCHUTERMAN, CO-FOUNDER OF MOYAGI

# SOLO IN PERFECT HARMONY

TEXT: MAJA STENBERG | PHOTOS: MOYAGI

Step into a room filled with music, laughter, and the unmistakable energy of people singing together, and you’ll see something remarkable: strangers becoming friends, teams growing closer, and barriers fading away. This spirit of connection is at the core of Moyagi, the exclusive karaoke bar founded by Jonathan Merlo Sjöo and Marcus Schuterman. We spoke with them about how Moyagi brings people together through music – and why, in an online world, it matters to occasionally disconnect.

Music has always had a unique ability to break down walls, whether they’re built from age, culture, or language. Put a group of people in a room and get them singing, and suddenly those differences don’t seem to matter much. What takes centre stage instead is a shared sense of belonging – one that can spark in a single chorus and linger long after the last note fades. In the world of business, where collaboration and trust are the secret ingredients to success, there’s a lot to learn from the way music effortlessly brings people together.

“It’s like that house party you had when you were in your twenties, with everybody standing in a group, singing their hearts out at the end of it. But except you don’t disturb any neighbours and someone is making the cocktails for you,” says Jonathan.

## From Tokyo nights to Stockholm lights

Moyagi’s story begins in a place that’s a far cry from the sleek, design-driven venue it is today. Jonathan remembers his regular trips to a karaoke bar in Stockholm – a “dark, cheap basement type of venue with bad beer.” Yet, despite sticky floors and questionable lager, the place was always packed. “I had been to Tokyo a lot, doing a lot of karaoke there, and I just had this idea of ‘Why isn’t anybody doing this in a more high-end way?’, where you not only go drunk at 1am but rather where people can take their families at for a bite and some music around 7pm?” he recalls.

That spark of inspiration didn’t fade. Jonathan met co-founder Alexander Irinarchos in China, and together with Marcus Schuterman – who Alexander goes way back with – they started sketching out a new kind of

karaoke experience. “Today, Moyagi is a high-end private room karaoke experience inspired by Japan but reimagined through a Scandinavian lens. We wanted to create a place where people could feel truly connected again, immersed in music, great design, and each other without distractions,” says Marcus.

What started as a mission to upgrade karaoke soon turned into something bigger: a quest to bring people closer. “We quickly understood that we were building something more than just karaoke. In 2025, everyone’s more hyperconnected than ever, and yet we’re also lonelier than we’ve ever been. This was still true for May 2020 when we opened up our first venue in Stockholm,” Marcus explains. They saw a chance to create a space where people could put their phones down, step away from the digital noise, and rediscover the simple joy of being present with others – and ran with it.

## Your night, your rules

Moyagi stands out for its clever mix of privacy and community. As Marcus explains: “I think what Moyagi does really well is being a public space with privacy. You can be in your own private room with just your closest circle, but you can also step into the bar and feel part of a bigger community.”

This isn’t a coincidence. Every Moyagi venue is designed to feel both personal and buzzing with life. Guests can slip between the comfort of their own karaoke rooms and the lively communal areas – “it’s

TOP 10  
SONGS AT  
MOYAGI LONDON

1. **I Want It That Way**  
Backstreet Boys
2. **Dancing Queen**  
ABBA
3. **Mr. Brightside**  
The Killers
4. **Valerie**  
Mark Ronson, Amy Winehouse
5. **No Scrubs**  
TLC
6. **Wonderwall**  
Oasis
7. **Love Story**  
Taylor Swift
8. **Bohemian Rhapsody**  
Queen
9. **Baby**  
Ludacris, Justin Bieber
10. **Espresso**  
Sabrina Carpenter





like a hotel corridor,” says Marcus – choosing to mingle or retreat as the mood strikes. It’s a rare kind of flexibility in nightlife, where, as Marcus points out, “Normally when you’re out, you’re just one person out of hundreds, and you can’t really control your evening – let alone what music is playing. That’s something you can control at Moyagi, and that’s the beauty of it.”

The attention to detail doesn’t stop at the rooms. Moyagi’s founders bring the same care to everything from the cocktail menu to the service. “We approach the cocktail menu the same way we approach the rooms, with a lot of care, making it memorable and ensuring that it elevates the overall experience,” they share. Whether you’re a karaoke regular or nervously clutching the mic for the first time, the goal is to make everyone feel right at home.

#### **Sinatra after Britney? Anything goes**

One of Moyagi’s greatest charms is its knack for turning even the most hesitant guest into karaoke converts. “You get people coming in and they say ‘no, I’m not gonna sing, I’m never gonna sing, I don’t like singing,’ and it’s always the same guys running up after their session is ended, like, ‘Can I have more time? Can we have more time?’ It’s so much fun,” Jonathan laughs. The experience is built to be welcoming, lowering the threshold for participation so that everyone feels at ease, whether they’re seasoned performers or first-timers.

And then there’s the magic of the playlist. “I’ve seen people queue up Sinatra after a rundown of Britney Spears. Or a couple doing a duet in Swedish schlager in the middle of a hip-hop night. I think it’s the unexpected choices that are always the most joyful, because they really show that people drop their guard, and people are, in karaoke, usually very authentic to themselves,” Marcus observes. At Moyagi, the best moments are often the ones no one saw coming.

#### **From digital overload to real harmony**

At its core, Moyagi is all about connection.

“We aim to create an immersive, analogue karaoke experience that gives people a break from digital hyperconnectivity. We believe that genuine human connection is one of the greatest luxuries today,” says Marcus.

The proof is in the stories that unfold behind Moyagi’s doors. Marcus recalls a partnership event with Soho House: “We brought together a group of 25 people who had signed up randomly through the app and didn’t know each other. Within fifteen minutes, it felt like they’d all been friends for years. Karaoke connects you on a level you didn’t know was possible – you look around and realise, wow, everyone’s enjoying this just as much as I am,” Marcus says. He adds, “You don’t connect like that when you’re bowling, playing pingis, or throwing darts.”

#### **Moyagi’s message for organisations**

At its core, Moyagi shows that sharing joyful experiences – especially through music – breaks down barriers and builds real trust. In a world overloaded with digital noise, these moments of genuine connection matter more than ever. As Marcus and Jonathan put it, “Music really elevates that. It really gives you that experience, that moment where you can connect with people at a deeper level.” For organisations hoping to inspire collaboration and creativity, maybe the answer is as simple as singing together.

## HOW TO MAKE THE MOST OF MOYAGI: THREE SIMPLE STEPS

- Arrive early and enjoy a cocktail at the bar.
- Prepare a few songs, but don’t stress – once you’re in the room, the experience unfolds naturally.
- Expect to feel present, relaxed, and connected, even if you arrive with strangers.

CONNECT, EXPLORE, GROW.

## INTRODUCING: THE SCC UK MEMBER DIRECTORY

We are delighted to announce that the new SCC UK Member Directory is now live on our website! This marks a significant milestone in our ongoing journey of digital transformation. Over recent months, we have undergone extensive transitions – both behind the scenes and on the front end – to create a more dynamic, user-friendly experience for our members. While the directory is up and running, we are continuing to develop and enhance its features, always with your needs in mind.

The Member Directory is designed as a vibrant hub where you can connect, interact, and grow your network within the SCC UK community. Now, you can build your own profile, showcase your expertise, and discover new connections – taking the value of your membership well beyond our events. Whether you’re looking to collaborate, share opportunities, or simply stay in touch, the directory is your starting point.



#### **BUSINESS TRAVEL, SCC UK STYLE**

Once logged in, unlock exclusive hotel offers from Landmark, Home House, and Home Grown in London, as well as Hotel Diplomat, Grand Hôtel, and the Sparrow Hotel in Stockholm.

#### **SCAN THE QR CODE TO LOG IN**

Simply login to our Member Directory by using the credentials received in your inbox to update your profile today. The more we all engage, the stronger our online community becomes.



As we continue to develop the directory, your feedback is invaluable. If you have trouble logging in or suggestions for improvement, please get in touch – we’re building this for you.





“The partnership gives us a seat at the table to shape the tech conversation we’re passionate about and stay closely connected to the industry’s pulse.”

Emil Hovgaard, EY, Strategic Tech Partner 2025

Looking to place your brand at the forefront of Swedish-British business? Our event partnership opportunities might be just what you need.

With over 60 events hosted annually, we’ve built a premier platform for high-level conversations, strategic connections, and valuable insights. Our dynamic events-selection spans multiple industries and brings together decision-makers from across the Swedish-British business community.

Ready to amplify your voice where it matters? Whether you’re looking to showcase thought leadership, forge meaningful connections, or simply be part of something bigger – best believe, we’ve got a partnership opportunity with your name on it.



SCAN THE QR CODE TO LEARN MORE



## Till svenska företagsledare i Storbritannien

Luciafirande i en stor Londonkatedral är något enastående och storslaget. För svenskar utomlands är Lucia starkt förknippat med Sverige och någonting man minns “hemifrån”. Med alla ljus, det vita Luciatåget, sångerna och melodierna är denna tradition djupt förankrad hos många svenskar. Mitt i årets mörkaste period kommer Lucia och lyser upp, med en förväntan inför julen. Här i London är det också någonting exotiskt, som uppskattas och uppmärksammas av många. Något som kan ge en glimt av Sverige.

Några företag har insett värdet av Lucia och bjuder kunder och/eller anställda på denna upplevelse varje år. I år har Svenska kyrkan Luciagudstjänst både i Westminster Cathedral (5 dec) och St Paul’s Cathedral (12 dec).

Biljetter köps på Eventbrite.co.uk, fr o m **1 oktober** (sök på Lucia).

**OBS!** Önskar du beställa 21 st biljetter, eller fler, till ditt företag på faktura, maila till, [eventmanager@swedishchurch.com](mailto:eventmanager@swedishchurch.com). Med reservation för slutförsäljning.

Allt gott!

  
Håkan E Wilhelmsson  
Kyrkoherde



SCC UK MEMBER  
EMPLOYEE'S  
UNDER 35, **THIS  
ONE'S FOR YOU!**

## OPENING DOORS FOR THE NEXT GENERATION

**For many, the early stages of your career are shaped by ambition, curiosity, and the search for meaningful connections. The SCC UK Young Professionals network offers employees under 35 at all member companies a unique platform for personal and professional growth. Our mission is to support not just Swedish-British individuals, but all young talent across our member companies, which is why a broad spectrum of industries and backgrounds are represented in the network.**

### A community within a community

Within the SCC UK network, the Young Professionals community provides a dedicated space for early-career individuals.

As Matthew Blakemore, CEO of AI Caramba! and Chair of the YP Working Group puts it: “The Young Professionals offers a fantastic opportunity to engage with like-minded individuals – whether you are eager to enhance Swedish-British relations, newly relocated to the UK from Sweden or elsewhere, or are employed by a SCC UK Member business, this community is ideal for you. It provides a platform to learn from industry leaders, establish valuable business connections, and broaden your social network, all within a supportive and dynamic setting.”

### Thirty years of empowering young professionals

Since its founding in 1994, the Young Professionals network has continually evolved, shaped by the ideas and energy of its members. With new faces joining each year, the network remains a place where ideas are exchanged, connections are forged, and the next generation of leaders find their voice.

With events ranging from informal after-work gatherings to Business Insights and Masterclasses, the network provides exclusive access to events that blend professional development with social connection, often sparking new ideas and lasting friendships.

### Opportunities for you and your company

For young professionals, the network is a place to ask questions, share challenges and celebrate successes. For our member companies, it is an opportunity to support the development of future leaders and encourage a culture of engagement and innovation.

In other words, the Young Professionals network is a gateway to new connections, career development and experiences that will support members for years to come.



SCAN THE QR CODE  
TO FIND OUT MORE





# Previous events

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)





“

We want to deepen relationships with clients in both Sweden and the UK, and SCC UK is the ideal platform for that.

Jesper Wiberg, Head of Future & Tech Industries within Corporate Banking in London.

## A NEW NORDIC POWERHOUSE IN THE CITY

TEXT: MAJA STENBERG | PHOTOS: ALEXANDER HÖGBERG

**London's financial district is no stranger to change, but DNB's recent acquisition of Carnegie is turning heads across the City. By bringing together two of the Nordics' most influential banks, they combine decades of financial expertise under one roof to help their clients navigate today's unpredictable world – and we are proud to welcome this union to the SCC UK Patronship.**

The arrival of DNB Carnegie marks a new era and a clear statement of intent. “We are merging two very strong financial advisors,” says Anders Grevstad, General Manager, DNB UK. “We’re bringing together the leading Norwegian bank with a leading Nordic investment bank, which has a rich Swedish heritage. This is an important step for DNB, accelerating our transformation from a Norwegian bank to a truly Nordic bank.”

Jesper Wiberg, Head of Future & Tech Industries within Corporate Banking in London, who knows both institutions well, describes the merger as the ‘perfect match’: “Having Carnegie on our side, combined with DNB's strong balance sheet, strengthens our position not just in Sweden, but across Finland, Denmark, and Norway. The synergies are substantial.”

### Deepening ties, expanding networks

DNB's expanded capabilities have also deepened their engagement with the business community. As a direct result of joining forces, DNB has recently upgraded their membership to Patron status with SCC UK.





“Through the acquisition of Carnegie, our Swedish ties have grown even stronger. Patron membership feels like a natural next step,” says Jesper. “We want to deepen relationships with clients in both Sweden and the UK, and SCC UK is the ideal platform for that.”

Here at the Chamber we often say that a membership is a bit like a gym membership, you get out what you put in. DNB seems determined to make theirs count. From hosting events in their newly refurbished London office in Walbrook to turning their space into a meeting point for Nordic corporates, investors, and the wider business community, they are clearly set on making their membership ‘work hard’, bring value, and deliver real results.

#### **A distinctive approach**

Rather than trying to be all things to all clients, DNB focuses on its strengths. “Internationally, we’re more of a corporate bank, with select investment banking capabilities in industries where we lead globally – shipping, oil and gas, renewables, seafood, and Nordic sectors like telecom, media, technology, service and healthcare,” says Anders.

Jesper adds: “For example, we’re heavily involved in digital infrastructure industry, handling financing transactions across Europe. That’s a key differentiator in London’s Nordic banking scene, and we have particularly strong positions in certain sub-segments.”

#### **What’s in it for clients?**

Clients benefit from practical support and a unique combination of expertise and resources. “This will help our clients in the UK, especially those seeking advisory services in the Nordics. They come to us because we have this perfect match: a

robust balance sheet and the Nordics’ top financial advisors,” says Jesper.

Anders elaborates: “We’ve built a franchise of customer-facing activities within the industries where we have global ambitions. Whatever we do in London, it’s all about serving those sectors. Compared to some of our Nordic competitors, who may have a more general international presence, we are very much driven by the industries I mentioned earlier.”

#### **Culture at the core**

DNB’s merger strategy puts people and culture front and centre. “Combining these teams has been crucial. Their similarities made it easier to extend our reach on the Nordic Stock Exchange. As a manager, merging two equal teams into one DNB Carnegie Equities team has been essential,” Anders notes.

Jesper agrees, highlighting the value of collaboration: “Much of the innovation comes from working together across teams. Finding the best solutions for clients happens when we sit down together, and we couldn’t have done it as well alone.”

#### **Lessons in leadership**

The DNB Carnegie merger demonstrates how shared values, deep expertise, and a client-first mindset can steer organisations through transformation. “It’s all about clients and people,” says Anders. “At both Carnegie and DNB, we’re intensely focused on serving clients and empowering those who create value every day.”

For leaders and organisations going through change, the message is clear: prioritise your people, lay the groundwork for teamwork, and always keep your clients’ needs at the centre. That’s the foundation for building lasting success, even in an unpredictable world.

How can  
strong  
leadership  
on AI

be the key  
to responsible  
adoption?

Discover more







## Previous events

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.



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## Q&A

# THREE VOICES ON SUSTANABILITY

As the world faces mounting environmental challenges, the role of business in driving sustainable change has never been more critical. From shifting mindsets around long-term impact to embracing transparency and innovation, leaders across industries are reimagining what it means to operate responsibly. In this Q&A, we hear from three voices where they share their perspectives on the most pressing changes needed in business sustainability, the trends shaping the future, and how their organisations are preparing to lead the way.

## Philip Segerbaden

Head of Partnerships, Novatron

### **If you could change one thing about how businesses approach sustainability, what would it be and why?**

It's already happening to a higher degree than before but there is a need for a focus shift from short term ROI to long term impact – sustainability needs patience and needs to be done in collaboration with others.

### **What's one sustainability trend you're most excited about for the future, and how are you preparing for it?**

Current geopolitics are changing our world – Europe needs to step up and work together to make sure that we can meet the climate goals. So, I would point to energy resilience, energy independence, and energy security as decisive factors for making this happen in our region.

## Stephen Handscomb

Managing Director – UK and Construction, LKAB

### **If you could change one thing about how businesses approach sustainability, what would it be and why?**

One thing that I would change about how business is approach sustainability is transparency in the supply chain. A lot of companies claim to be very sustainable but when you dig into it they are far less sustainable than they appear.

As a business LKAB do everything we can to ensure that our business is as sustainable as possible and has as little impact as it can. Where we do have an impact we are honest so that people know exactly what they're buying and the work that's being done to improve it so they can trust and rely on us.

### **What's one sustainability trend you're most excited about for the future, and how are you preparing for it?**

I'm not sure if it would be classed as a sustainability trend, but one thing that we are very excited about as a business is net zero construction and how we can help to get to this target. LKAB have a number of different products that can replace

high carbon materials such as cement and whilst we manufacture these, where we can, we take responsibility for minimising our impact. We aim to be one of the most resource and environmental efficient mining and minerals companies in the world. Our prioritised areas for action are: biodiversity, sustainable water and waste management, to secure our energy supply and energy efficiency, circularity, and resource efficiency.

## David Cronin

Inward Investment Manager – Sustainability, London & Partners

### **If you could change one thing about how businesses approach sustainability, what would it be and why?**

Too often, sustainability is treated as a compliance exercise or a branding tool, rather than a driver of innovation and long-term value. I'd shift the mindset of founders and businesses from “risk mitigation” to “opportunity creation.” All businesses – regardless of size or sector – should embed sustainability into their core strategy, not just their reporting. Whether through circular design, regenerative supply chains, or climate tech adoption, sustainability should be a source of competitive advantage. The most successful companies will be those that treat it not as a cost, but as a catalyst for growth, resilience, and relevance in a rapidly changing world.

### **What's one sustainability trend you're most excited about for the future, and how are you preparing for it?**

One trend I'm particularly excited about is proptech, it is transforming the built environment. From smart energy systems to zero-emission construction sites, technology is reshaping how we build and live. Regulation is catching up too – Awaab's Law in the UK mandates fast action on mould. At L&P, we're helping international proptech firms scale in London. One standout is Swedish company AI-BOB, which uses AI to automate compliance checks and detect design errors early, saving time, energy, and materials. It's a great example of how innovation and sustainability can go hand in hand.







# SWEDISH INVESTMENT FUELS INNOVATION IN THE WEST MIDLANDS

GUEST COLUMN: SUSAN SIMPSON, SCC UK MIDLANDS CHAPTER CHAIR

In 2024-25, the West Midlands once again proved its strength as the UK's top performing region outside the capital for Foreign Direct Investment, with over 130 businesses from around the world choosing the West Midlands as the location to launch, expand and thrive. Swedish businesses are playing a pivotal role in shaping the region's future. Innovation, collaboration, and cultural synergy are driving a wave of activity that's transforming Birmingham and its surrounding areas into a hub for technology, sustainability, and advanced manufacturing.

Long standing chamber member, Fieldfisher is at the heart of this momentum. The firm's upcoming move to Two Chamberlain Square, part of the transformative Paradise development, reflects its long-term

commitment to the region. With plans to double its local workforce, Fieldfisher is positioning itself to support the growing demand for legal expertise in high-growth sectors.

This commitment is already bearing fruit. Fieldfisher's Birmingham corporate team recently advised Swedish industrial group Vestum on its acquisition of Nortech Management Holdings, a UK leader in energy and water distribution technology. The deal showcases the opportunity that the Midlands market presents to Swedish Businesses and Fieldfisher's strength in guiding clients through complex, cross-border transactions in the technology and systems management sectors.



Swedish investment in the Midlands is not new, but it is accelerating. Working with businesses to establish a footprint in the region Fieldfisher has built enduring partnerships with Nordic giants like Skanska, Boliden, and Swedish Match.

Across the three cities and seven local authorities that make up the West Midlands, ten universities, cutting-edge R&D centres, and specialist innovation hubs power the region's success. This is where global companies collaborate with leading academics, spin out breakthrough technologies, and tap into talent clusters that keep them competitive and future ready. These strengths make it an ideal testing ground for Swedish companies scaling their UK operations and for established Swedish business to expand their operations. Atlas Copco, for example, employs over 3,000 people across the UK and is pioneering smart manufacturing from its Innovation Centre in Wolverhampton, using 5G-enabled robotics to revolutionise production.

Sustainability is another key area of collaboration. LKAB is working with Midlands-based firms to transform fossil-free steel into viable construction products, while Duni has invested in Worcester's BioPak to advance biodegradable packaging. New Chamber member ABB has developed multiple facilities in the region.

Even outside traditional sectors, Swedish investment is making an impact, as we've seen with the recent collaboration of 13 Swedish families investing in Burton Albion Football Club, reflecting a commitment to community integration.

To celebrate and deepen these ties, I happily chaired our third Midlands Footprint on 14 October, in partnership with Fieldfisher and Mazars. The event took place in what will be Fieldfisher's new Birmingham office, and brought together Swedish and UK business leaders to explore opportunities for collaboration and growth.

With bilateral trade reaching £33.4 billion and the West Midlands contributing £444 million in exports to Sweden, the relationship is thriving. As both regions lead in sustainability and innovation, the future of Swedish-British collaboration in the Midlands looks exceptionally bright.

“

The future of Swedish-British collaboration in the Midlands looks exceptionally bright.





# NEW MEMBERS

Founded 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 scaleups, in the United Kingdom as well as in Sweden.



WOULD YOU LIKE TO LEARN MORE ABOUT THE MEMBERSHIP?

Contact Selina Johansson  
Membership & External Relations Executive  
[selina.johansson@scc.org.uk](mailto:selina.johansson@scc.org.uk)



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Swedish innovation is fuelling the UK's green energy shift

Discover how Swedish clean energy-tech pioneer Aira is transforming UK home heating, tackling the challenges and opportunities of rapid expansion in a dynamic market focused on decarbonisation and electrification.



The future of electric vehicles in the UK is Swedish

Explore how Polestar rapidly expanded in the UK's electric vehicle market, leveraging local expertise, strategic partnerships, and innovation to strengthen its presence and support the UK's net-zero ambitions.



Levelling up to the UK: a Swedish game-development school's expansion journey

Swedish game development school The Game Assembly expanded to Liverpool, adapting its curriculum to UK needs, partnering locally, and championing sustainability, inclusivity, and innovation in games education.



Scan the QR code and read the three success stories and many more



## SCC UK IS POWERED BY...

Behind everything we do are five 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





# UPCOMING EVENTS

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



OCTOBER

16

## Link Up Drinks at Carpe Diem Beds

Join us on 16 October for a special Link Up Drinks event hosted by Carpe Diem Beds, the renowned Swedish luxury bed company known for its commitment to quality and comfort.



OCTOBER

21

## Swedish Business Footprint in Scotland

Join us in Edinburgh and explore the Swedish business footprint in Scotland. There will be fresh insights, success stories, and networking. Free of charge!



NOVEMBER

13

## Business Breakfast on the Employment Rights Bill

The Employment Rights Bill introduces major reforms, and our Business Breakfast offers expert compliance guidance through informal, interactive roundtable discussions under Chatham House Rule.

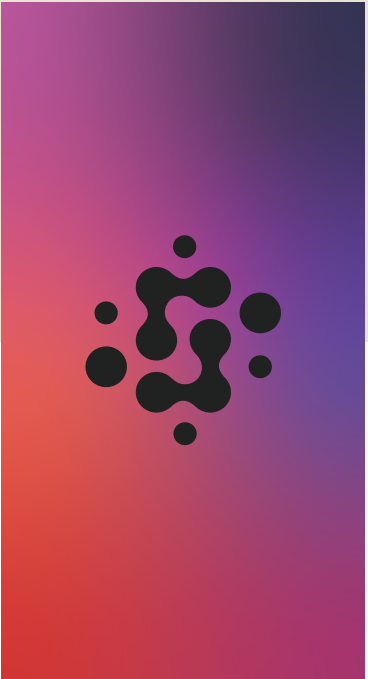


NOVEMBER

20

## Nordic Private Equity Forum

The Nordic Private Equity Forum brings together stakeholders from the Nordic and UK-based asset management communities, from fund managers to banks, institutional investors, and advisory firms.



NOVEMBER

27

## Outer Thinking: Swedish-British Summit

This full-day conference offers a contemporary, thought-provoking exploration of leadership, bringing together an inspiring 200+ business leaders, entrepreneurs, politicians, and academics from Sweden and the UK.



NOVEMBER

28

## Annual Christmas Luncheon

Our Annual Christmas Luncheon is the highlight of the business calendar and a cherished tradition with a history spanning over a century. Highly anticipated and sold out year after year.





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