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DEDICATED TO THE SWEDISH-BRITISH
BUSINESS COMMUNITY SINCE 1906



It's like the table
is set, and I'm
invited for dinner.

Mats Torstendahl, SEB, on becoming Chair of
SCC UK – the community he's walking into, the
momentum already in motion, and the road ahead.

Meet Mats Torstendahl – 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 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.



**SWEDISH CHAMBER OF
COMMERCE FOR THE UK**

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Head of Communications

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Head of Events & Partnerships

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 Swedish Chamber of Commerce for the UK
 SCCUK





DEAR MEMBER,

Summer has its own rhythm at the Chamber. The calendar slows down a little, giving us room to pause after an intense run of events and meetings. We step back, learn from what we have done, and spot where we can do better – to make sure that the way we bring people together in the second half of the year is even more useful for you.

Behind the scenes, the work still continues. New scholars are being welcomed into the community and onboarded to the team, internal processes are being refined, and we are putting our tech and data to better use so that we can keep working smarter. When the pace picks up again, we want every interaction – every event, every introduction, every touchpoint – to feel relevant and well thought through.

This is also a chance to continue future-proofing our work. The themes that matter to our community – from innovation, tech, sustainability, and beyond – continue to guide how we plan for the second half of the year and into 2026. A slightly quieter summer gives us the space to ensure that, when the rooms are full again, we are creating the right conditions for meaningful, lasting connections between the Swedish and British business communities.

We know many of you are also taking the opportunity to slow down and recharge. We hope you do, we can all do our best work when we are relaxed and energised. And if you need us over the summer – for an introduction, a question, or a conversation about what comes next – we are here. We look forward to seeing where the next season of conversations takes you.

FREDRIK WARNERYD

*Chief Executive
Swedish Chamber of Commerce for the UK*

Accountum
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AstraZeneca 

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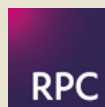


Kinnarps



NEXER

Nordea



SAS



SKANSKA

SLÄTTÖ



STIRLING SQUARE 

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Swedish Match.



V O L V O

WHITE & CASE

The logo for Atlas Copco, featuring the company name in a blue serif font between two horizontal blue bars.

BEIJER • ALMA

The logo for Electrolux Group, consisting of a stylized square icon with a circle inside, followed by the text "Electrolux Group".The logo for Epiroc, featuring a stylized hexagonal icon with a circle inside, followed by the text "Epiroc".

Goodwille.

The logo for H&M, featuring the letters "H&M" in a red, stylized, handwritten font.The logo for Husqvarna, featuring a crown icon followed by the text "Husqvarna".The logo for IKEA, featuring the word "IKEA" in white capital letters inside a blue and yellow rounded rectangle.The logo for KREAB, featuring the word "KREAB" in white capital letters inside a dark red rectangle.

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NORDIC CAPITAL

The logo for Quinyx, featuring a stylized circular icon with a horizontal line, followed by the text "Quinyx".The logo for Scania, featuring a circular icon with a crown and a lion, followed by the text "SCANIA".The logo for SEB, featuring the letters "SEB" in a bold, black, sans-serif font with vertical lines separating the letters.The logo for SSAB, featuring the letters "SSAB" in a bold, blue, sans-serif font.The logo for Stena, featuring a red square with a white letter "S" inside, above the word "Stena" in a blue, italicized, sans-serif font.The logo for Trustly, featuring a green icon of a person with arms raised, followed by the text "Trustly" in a green, sans-serif font.The logo for Vattenfall, featuring the text "VATTENFALL" in a black, sans-serif font, followed by a circular icon with a blue and yellow gradient.

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.



LINK 377: SUMMER ISSUE

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UK BUSINESS CLIMATE SURVEY 2026:

CONFIDENCE STEADIES AS SWEDISH BUSINESSES ADAPT TO A NEW NORMAL

TEXT: CELINA KENTTÄLÄ

Swedish businesses remain committed to the United Kingdom and continue to view it as a strategically important market, according to the seventh edition of the UK Business Climate Survey. While global tensions, cost pressures, and regulatory changes still shape the operating landscape, this year's results point to a business climate that is stabilising after several challenging years.

With deep roots and a long-term outlook, Swedish companies are now adjusting to a new normal in the UK – one where higher costs and regulatory complexity are part of everyday business, but opportunities for growth and partnership remain strong.

Commenting on this year's results, Fredrik Warneryd, Chief Executive of the Swedish Chamber of Commerce for the UK, says: "Swedish businesses are not here by accident. They are here because the UK matters, and because, even in a more challenging climate, they see opportunities to grow, collaborate, and contribute."

Each year, Team Sweden in the UK – comprising the Swedish Chamber of Commerce for the UK, Business Sweden, and the Embassy of Sweden in London – conducts the survey to capture how Swedish companies assess their financial performance, local conditions, and longer-term prospects in the UK market. The 2026 edition illustrates how Swedish businesses are navigating a new phase of 'cautious normalisation'.

Profitability holds up in a restrained growth environment

The findings confirm that Swedish companies in the UK remain resilient. A majority (57%) of respondents reported that their UK operations were profitable in 2025, while the share reporting losses has fallen from 10% in the previous year to nine per cent. Expectations for the year ahead are positive, but more measured: 68% anticipate higher industry

turnover over the coming 12 months, 15% expect it to remain unchanged and nine % foresee a decrease. Rather than a loss of confidence, this points to more selective, sector-driven growth.

Investment intentions follow a similar pattern. More than a third of companies plan to increase their investments in the UK, signalling continued long-term commitment, even as some projects are delayed due to political uncertainty and elevated costs. Many respondents nevertheless note that 2026 'feels different', with postponed initiatives beginning to move ahead as inflation eases and policy direction becomes clearer.

A mature market with continued appeal

This year's survey again highlights the depth of Swedish engagement in the UK. 43% of respondents established operations before 2004, while a quarter have entered the market since 2020. Swedish companies are present across a wide range of sectors, with particular strengths in energy and business services, and nearly two-thirds are small firms with fewer than 250 employees.

Perceptions of the UK business climate among Swedish companies have stabilised after recent years of change. In 2026, 70% of companies describe conditions as 'neutral', 'good', or 'very good'. The high share of neutral responses suggests that many firms now view higher costs, regulatory complexity, and post-Brexit frictions as part of the normal operating environment rather than temporary shocks. At the same time, personal safety, access to distributors and service providers, and a compatible work culture are all rated highly. Labour market regulation, corporate taxation, licences and permits, and customs procedures, however, remain key concerns.

READ THE FULL
REPORT HERE:





What drives success for Swedish companies in the UK?

In this context, company-level capabilities are decisive. More than half of respondents identify partnerships and local relationships as the most important source of competitiveness, underlining the value of close customer ties, trusted suppliers and strong local networks. Sales competence, collaboration, and feedback from clients are also ranked highly, alongside cost efficiency, brand awareness, product development, digitalisation, and staff development.

These strengths are reinforced by the perception of Sweden itself. The 'Swedish brand' continues to be an important asset: three in four companies now say that their Swedish origin contributes 'partially' or 'very much' to their business, while the share who see little or no benefit has more than halved in just two years. Sweden's reputation for quality, innovation, and responsible business remains a clear advantage in a mature and demanding market.

Sustainability and responsible business

Just under half of respondents believe that UK customers now factor environmental aspects 'partially' or 'very much' into their purchasing decisions, which is down markedly from previous survey. While sustainability remains part of the discussion, price and cost pressures are perceived to weigh more heavily in many buying decisions.

Responsibility, however, extends beyond environmental performance. Survey responses indicate that most Swedish firms in the UK have not encountered corruption or human rights and labour rights abuses in their own operations, but a sizeable share say they do not know whether such risks occur in their wider value chains – underlining the need for continued awareness-raising, training, and due diligence.

Looking ahead

Conducted in early 2026, against a backdrop of easing inflation, more stable interest rates, and an evolving industrial strategy, this year's survey paints a picture of cautious normalisation. Swedish companies remain broadly profitable, retain a positive – if more selective – growth outlook, and continue to invest in strengthening their UK presence.

Commenting on the findings, Fredrik notes: "With long-standing engagement, a strong Swedish brand, and a focus on partnerships, commercial capabilities, and innovation, Swedish businesses are well placed to navigate the UK's next chapter."





TURNING A WORLD OF INFO INTO BUSINESS DECISIONS

TEXT: ALEXANDER HÖGBERG | PHOTO: DISTILL

Leaders are surrounded by information. News sites, local media, LinkedIn posts, corporate announcements – it is all out there. Yet when boards ask straightforward questions – who is entering our market, where is the next growth opportunity – the answers are often stitched together from guesswork and partial views. This is the gap Gustav Fridell, Founder and CEO of Distill, wants to close. Built from his experience as a management consultant and venture capital investor, Distill is designed to turn external signals into real decisions.

Most organisations still lean on generic news alerts. Gustav knows their limits. "The problem is that you receive so much irrelevant news. If you're tracking Apple, for example, you might get news about the fruit rather than the company."

Distill responds in two ways. First, it filters ruthlessly – removing everything unrelated to the companies and topics a user is tracking. Second, it widens what counts as a signal. "Instead of just tracking traditional media, it monitors what companies actually say across their own channels – their newsrooms, PR feeds, LinkedIn, and websites." The result is a richer picture of how organisations present themselves – not just how they are reported on.

Breaking Europe's language and information barriers

Distill's thinking is rooted in a distinctly European challenge: fragmented markets and fragmented information.

As a consultant, Gustav helped clients read new markets and decide where to expand. "We used to buy massive amounts of data... But the problem was the immense cost and effort required to extract any real insight." Third-party reports help, but they are someone else's interpretation of reality.

Language compounds this. "Germany is a huge market, but if you're tracking companies there, they mostly publish in German." Distill tackles this directly – following sources in every language and translating content to English. "With Distill, you simply add the companies you want to track, and you receive the intelligence in your preferred language." No consultants. No expensive reports. Just the information itself.

From information overload to what actually matters

Removing barriers only solves part of the challenge. The bigger issue for leaders today is overload. "Today, we face constant information overload. There is simply too much noise to figure out what actually matters."

This is where Distill's key differentiator lies. Using AI alongside rich metadata on every tracked company – size, sector, competitive position – the platform weighs each development against its context. Gustav gives a clear example: "If a massive corporation announces a deal with a tiny customer, it might not be that important. But if a small startup lands a major player, that is highly significant."

That contextual judgement separates intelligence from information. "You want a service that says, 'Hey, here is what happened, and here is why it matters.' You don't want a list of 1,000 events left for you to figure out yourself."

Simple to start, fast to value

Distill is straightforward to set up. For organisations wanting to understand their competitive landscape, "all you have to do is add your website." Distill finds relevant competitors automatically and delivers weekly summaries of the most significant moves.

For market expansion, a 'track a sector' option lets organisations define the type of companies they want to follow in a specific region. Distill identifies the most prominent

players and starts sending intelligence almost immediately. Users can then personalise by topic – financial results, product launches, market entries – building a feed that is useful rather than just comprehensive.

Why Sweden keeps punching above its weight

Gustav is not just watching the European AI boom from the sidelines – he is building Distill right at its epicentre. Stockholm has become one of the most productive AI ecosystems in the world, and for him, that is no coincidence. The answer, he argues, is legacy.

"We have a long legacy of actually building successful tech companies in Stockholm and Sweden. Going back to companies like Skype, Spotify, Mojang, King, and Klarna – all of those companies really set the precedent of what you can do and inspire lots of new people to start new companies."

Gustav continues to offer three more reasons. The first is cultural: Sweden has built a genuine norm of founding companies with international ambitions from day one, not growing locally first, but thinking globally at the outset. The second is linguistic. "Swedes are highly proficient in English, which helps us present ourselves and expand globally, as well as attracting top international talent. We're good at attracting talent from other markets."

The third reason is, he admits with a smile, more practical. "Stockholm is a beautiful place, but half of the year it's completely dark, so you have nothing else to do other than work."

A wider challenge for leadership

Behind the product sits a challenge to how leaders think about knowing their world. "Even if you think you know your market inside out, there are always things happening that you aren't aware of. With technology and markets moving so fast today, you simply can't afford not to stay on top of it."

His conclusion is direct: "Market intelligence is more important than ever, and it's also easier than ever. So, there's no reason not to do it."

That is the shift Distill asks of leadership teams – not just to adopt a new tool, but to treat market intelligence as a core discipline, one that sits alongside strategy and governance in how organisations respond to change.



MEET MATS TORSTENDAHL

SCC UK's new Chair

TEXT & PHOTOS: MAJA STENBERG

In a year when uncertainty has become the norm and technology is rewiring whole sectors, SCC UK is welcoming a new Chair who has spent his career leading through change. With nearly four decades in banking and 18 years at SEB, Mats Torstendahl brings both a long view and a steady hand. He joins the Chamber to build on what already works, and to help the Swedish-British business community navigate whatever comes next.

Nearly 40 years in the making

Mats did not plan a career in banking. After graduating from the Royal Institute of Technology in Stockholm, he was destined to start working with one of the big engineering companies. It happened to be ABB, or Asea, as it used to be called.

After a few years at ABB he was recruited into banking, which was, in all aspects, uncharted territory for him. Firstly, he spent some 20 years with what later became Danske Bank in Sweden, ending up by being responsible for their Swedish activities.

In April 2008 he signed his contract with SEB and has spent the last 18 years in the bank in different positions. He now has the privilege, as he describes it, to be the Country Head of SEB UK.

"When I started in banking, I was going to give it two years," he admits. "And then almost 40 years later I'm still in banking – you can draw two potential conclusions from that: Maybe I am simply not employable anywhere else," he says with a humble smile. The conclusion Mats is rather more inclined to draw, though, is that "I've had a fantastic journey in everything I've done, and I do not regret a moment of it."







Turning a heritage bank towards entrepreneurs
Mats' most significant chapter at SEB came when he was asked to lead what was then called the Retail Division – a role he held for 12 years, during which time the Division was renamed more than once, eventually becoming Business and Retail Banking. His ambition was clear from the start: to take a bank historically built around large corporates and turn it into a genuine home for entrepreneurs and SMEs.

To make the case internally, he reached back into SEB's own story. When the Wallenberg family founded what was then called Stockholm's Enskilda Bank in 1856, the original purpose was to support the industrialisation of Sweden – giving growing companies access to liquidity, working capital, and capital markets. "That was kind of the driving force for SEB to start following these companies internationally," Mats explains.

That founding spirit, he argued, was not so far from the entrepreneurial energy he wanted to nurture. "It was very easy to commit to the belief that we needed to be the bank for entrepreneurs." And Sweden, he notes, had by then undergone a genuine cultural transformation. When he graduated from the Royal Institute of Technology in 1985, starting a company would have seemed suspicious to many. By the time he was making the case for entrepreneurs at SEB, a generation of Spotify-scale businesses had changed the picture entirely.

"This is a transformation – a real change of mindset across society – and politics is part of that, business is part of that, and education is part of that. It is something we should genuinely be proud of," says Mats.

The shift worked. Mats describes the 12-year journey as "a very inspiring change and transformational programme" – one that moved SEB from an almost entirely analogue distribution model to a far more digital operation. "We had not finished when I left – and it is all still work in progress," he says, with the honesty of someone who knows that transformation never really finishes.

London calling

After his time running Business and Retail Banking, Mats became Deputy CEO – a role combining structured responsibility with a fair amount of the unpredictable. Then came London. “I was asked if I wanted to become responsible for our activities in the UK and, after a short discussion with my wife – I think five minutes – the decision was made.”

“I have been here many times, but I have never lived here and having the opportunity to do that was of course an offer you can’t refuse,” he says. He pauses. “I feel very privileged that I am here right now.”

SEB’s presence in the UK is long-established – the bank has been here since the 1960s – and the ties between SEB and SCC UK run even deeper. “We are a part of the Wallenberg sphere, and we are very proud of that,” Mats says. The Wallenberg family founded SEB in 1856 and were founding members of the Chamber in 1906, and for Mats, the connection is not merely historical. It speaks to the shared belief that Sweden, as a small country with global ambitions, has always needed to look outward. “There are long-standing relationships between Sweden and the UK.” Culture, language, and a shared instinct for trade have made Britain a natural home for Swedish business.

What he sees from clients – and what keeps him up at night

Mats is candid about the world and the fact that businesses are currently navigating in uncharted waters. His clients are managing complexity on several fronts at once, and he feels the risks have been building for years – through a period when, as he puts it, many had “become a bit complacent” and “didn’t really understand how the risks were mounting up.”

And yet, when he talks about technology – and AI in particular – his focus shifts from risk to possibility. “Investment in AI is totally amazing, especially in the US,” he notes, and he believes the momentum there is reshaping what will be possible for businesses everywhere. And the speed of change being fuelled by AI has never been seen before.

Looking back to the early internet era, he draws a deliberate parallel: “If you go back to around the millennium and the internet boom, what we saw was that productivity increased quite dramatically. I think this will be the same.” Some roles will change or disappear, others will emerge, but on balance he sees the AI boom as very positive for the economy and for growth – even if the journey is, as he puts it, “a bit of a bumpy road.”

His advice to business leaders is direct: engage, even if you do not yet fully understand. You do not need to become an AI expert overnight, he suggests, but “you have to engage, you have to understand” – and, above all, “you cannot be complacent.”

An offer he did not immediately accept

When the question of the Chairmanship of the SCC UK arose, Mats surprised even himself by not saying yes straight away. “I didn’t say yes immediately, even though that might have been my natural reaction. I wanted to take a moment to think about what it would mean,” he says. He describes feeling humbled by the trust placed in him and wondering, “Can I really live up to their expectations?” Eventually, the answer became clear – he would accept and do his utmost in the role.

For Mats, taking on the Chairmanship is not about stepping into a spotlight, but about how the board works together. “It’s very important that it becomes a collective responsibility – not one person’s responsibility.” The Chair is one voice around the table, helping the board work well together in support of the Chamber, rather than trying to be the board on his own.

He arrives, by his own admission, to a Chamber that is in good health, with finances in order, and a modernised platform. “It’s like the table is set, and I’m invited for dinner.”

What good leadership looks like

Ask Mats for career advice, and he will not give you a five-year plan. His own journey – from the manufacturing industry, into banking by accident, through a series of roles he never planned for – is in itself the lesson.

“I think having an open mind – not deciding too strictly what you want to do – is important.” He has spoken to young people with carefully mapped out careers and, while he respects their focus, he worries they may miss the opportunities appearing at the fringes of their plans. “I always thought I had the best job – and then when someone persuaded me to take on another role, I realised that this was even more fun.”

For the SCC UK community – managing directors, founders, entrepreneurs, young professionals – the message is simple and genuinely useful. Stay curious. Stay open. And, right now, do not look away from technology. The leaders who will navigate the next decade best are those who engage with change early, before it arrives uninvited.

Mats Torstendahl has navigated change for nearly four decades by doing exactly that. The Chamber is in good hands.





PASSING THE GAVEL

New Leadership and New Talent at SCC UK's 119th AGM

TEXT: ALEXANDER HÖGBERG | PHOTOS: MAJA STENBERG

On 10 June 2026, members and friends of the Swedish Chamber of Commerce for the UK gathered for the 119th Annual General Meeting – a summer afternoon of decisions, reflections, and new beginnings. In one sitting, the Chamber elected a new Chair, welcomed three new Board Members, thanked outgoing representatives, and introduced six new scholars to the Swedish–British business community.

The centrepiece of the meeting was the handover of the Chairmanship. The AGM formally elected Mats Torstendahl, Head of SEB UK, as the new Chair of the Chamber, succeeding Peter Jelkeby of IKEA, who has served as Chair since 2023. It was a moment to recognise Peter's contribution while looking ahead to the next chapter with Mats.

For Mats, the role is rooted in shared responsibility rather than the spotlight. "It is a great honour to be elected Chair of the Chamber. SCC UK plays an important role in connecting Swedish and British business, and I look forward to contributing to its continued development together with the Board, team, patrons, and members," says Mats.

From the Nomination Committee's perspective, his appointment brings continuity as well as fresh energy. "We are delighted to see Mats elected as the next Chair," says Adine Grate, former Chair of the SCC UK Nomination Committee. "His international experience, understanding of Swedish–British business and proven leadership make him exceptionally well-placed to lead the Chamber in the coming years. As a senior representative of SEB – a longstanding Patron of the Chamber – he also brings valuable continuity and a strong heritage of close connection to our community."



The AGM also welcomed three new voices to the Board of Directors: Nadine Allen, Country Head UK, Ericsson; Andy Fraser, Group Managing Director, Saab UK; and Karen O'Rourke, Managing Director UK, H&M. Bringing senior experience from technology, defence, and retail, they represent three of Sweden's most established international brands in the UK.

"We are delighted to welcome Nadine, Andy, and Karen to the Board. The Chamber now has a record presence of senior leadership, such as CEOs and MDs, which further strengthens the way we serve Swedish-British business. Just as important, it is the mix of experiences and perspectives around the table that really matters – and these additions will help us continue to support our members in the best possible way," says Adine.

Each new Board Member adds a distinct voice. "As connectivity becomes ever more critical, I'm pleased to support the SCC UK in helping Swedish and British businesses make the most of the digital opportunities ahead," says Nadine Allen. From a defence and security angle, Andy Fraser describes himself as "honoured to join the SCC UK Board and to bring

Saab UK's perspective on security, innovation, and long-term partnerships to the Chamber's discussions." From the retail and consumer side, Karen O'Rourke looks forward to helping the Chamber "connect retailers, brands, and growth businesses" that want to build "a more sustainable and customer-focused future."

Looking ahead, the AGM was just as much about the next generation. Six new scholars were welcomed into the Chamber's network – young talents eager to explore Swedish-British business, meet members and learn from the community. Their arrival added a hopeful, festive note to the afternoon, as conversations carried on well beyond the formal agenda and into a summer of renewed collaboration.

In many ways, the 119th AGM captured what the Chamber is about: continuity and renewal, established leaders and emerging talent, all gathered around the same table. With a new Chair, an even stronger Board, and six new scholars stepping in, the SCC UK moves into the summer – and its next chapter – with energy, optimism, and a firm commitment to connecting, inspiring, and facilitating collaboration across the Swedish-British community.



WHEN HOLLYWOOD WANTS A GAME, THEY CALL MALMÖ

TEXT & PHOTOS: MAJA STENBERG

When people talk about Sweden's global reach, they tend to reach for the obvious cultural touchstones. But there is another faster-moving story that has been unfolding for three decades – one that has less to do with the brands of the past and more to do with the digital worlds we now spend hours inside every day. Sweden has become one of the most formidable forces in the global games industry, and the implications stretch well beyond entertainment.

Sweden has always been a country that punches above its weight creatively. What has changed is the medium. Swedish studios have become the force behind some of the most recognisable games on the planet – Minecraft, Candy Crush, Battlefield, Helldivers II, Arc Raiders, The Division – titles that have become genuine cultural landmarks, recognised far beyond the world of gaming and consumed by hundreds of millions of people every day.

Thomas Bressler, Business Developer & Investment Advisor at our Member Invest in Skåne – the organisation that brought Swedish studios and investors together in London this April – says: "Maybe the titles speak for themselves? Even though you might not play games, you know about the titles."

This is not an accident. It is the result of a culture that was, for structural reasons, forced to think internationally from the start. Swedish companies now account for a remarkable share of revenue on Steam, the world's largest games platform. Two out of the five fastest-growing tech companies in Sweden are games studios, and nine qualify for Deloitte's list of top 50 fastest-growing tech companies.

Martin Walfisz, a veteran of Sweden's games industry, frames it like this: "Sweden is one of the world's most influential game development ecosystems. We consistently create globally successful games, technology, and companies despite having a tiny domestic market. Swedish studios have had to think internationally from the beginning, creating companies with strong technical foundations and a willingness to adapt as the industry evolves."

That international orientation is baked into the DNA of Swedish studios. It is not a strategy they adopted – it was a necessity that became a competitive advantage.

The Skåne effect

If Sweden is the engine, then Skåne is the turbocharger. The southernmost region of Sweden has become an exceptionally talent-dense hub for games development, home to studios that have built experiences set in the Star Wars universe, the world of Avatar, and most recently the James Bond game 007 First Light – developed in Malmö and released earlier this year. Guests at the April reception at the Swedish Ambassador's Residence in London were among the first to see the trailer.

There is a reason the Bond franchise came to Malmö. IO Interactive's Malmö-based team – with its legacy from the Hitman series – is a natural steward for an IP like James Bond. That creative heritage sits within a wider ecosystem: Skåne's R&D investment runs at 3.4% compared to a Swedish national average of around 2.2%, and the concentration of experienced, senior talent in the region is difficult to replicate elsewhere. They say that when Hollywood – or London – wants a game, they go to Malmö.



“

The UK brings world-leading entertainment IPs and capital, Sweden brings an incredible concentration of engineering talent in games.

THOMAS BRESSLER, BUSINESS DEVELOPER & INVESTMENT ADVISOR, INVEST IN SKÅNE



It was this ecosystem that formed the backdrop for an invite-only reception held at the Swedish Ambassador's Residence in London in April, organised by Invest in Skåne, the Swedish Chamber of Commerce for the UK, and the Swedish Embassy to the United Kingdom. The event, timed to coincide with the London Games Festival, brought together Swedish studios, games investors, and industry figures to explore the Swedish-British opportunity – one defined less by formal trade frameworks and more by shared creative ambition.

“The UK brings world-leading entertainment IPs and capital, Sweden brings an incredible concentration of engineering talent in games. More and more, you see IP moving both ways between games and film – from Sonic the Hedgehog to Hazelight's It Takes Two, now being made into a film. At the same time, British-owned IPs like Bond are developed in Swedish studios. Young people often meet these worlds first through games, and that is where a lot of the future will be,” says Thomas.

What makes Swedish studios different

Beyond the headline titles, something more structural is at work. Martin points to Nordic work culture as a genuine differentiator, and one that is easy to underestimate: “Nordic work culture has played a critical role. Great games emerge through constant iteration between different disciplines, and Swedish workplaces are often good at creating collaborative environments without strict hierarchies – the 'square engineers' genuinely collaborating with 'round artists' to create magical experiences.”

He is quick to acknowledge that this approach can look inefficient from the outside. But in creative industries, it



consistently produces stronger teams, faster learning, and more resilient organisations.

The conversation at the Residence also surfaced something important about investor appetite. As Thomas notes at the event: “Investing in games requires a different mindset than for investing in tech – you're not funding the solution to a problem, you're funding the building of worlds. Investor appetite will likely grow when the tech used for games is applied in other industries as well.”

Peter Lübeck, CEO at Game Habitat, sees the next wave of growth coming from new kinds of teams and founders:

“The greatest opportunities lie in enabling the hundreds of new and emerging teams breaking new ground. Future growth will likely come from many smaller teams, using new technologies to build smarter and faster – and from founders who break norms, come from diverse backgrounds and bring fresh perspectives on what makes a great game.”

This is a critical point. The tools that games studios use every day – real-time rendering, AI-driven systems, simulation, game engine platforms like Unreal Engine and Unity – are increasingly being adopted and applied in sectors such as automotive, architecture, film production, and healthcare, alongside their continued use in games. The studios building these capabilities today are not just games companies. They are technology companies with games as their first market.

The next chapter: smaller, faster, bolder

The direction of travel within Sweden's games ecosystem is shifting. For years, the conversation was defined by scale – bigger studios, larger valuations, high-profile acquisitions. That narrative has not disappeared, but it is no longer the only one.

Martin describes a new model taking hold: "The biggest opportunity for Swedish game companies over the next few years is probably our adaptability. What excites me most is the rise of what I call 'game bands': small, highly creative teams built around shared taste, fast iteration, and strong creative chemistry."

Studios like Landfall and indie publisher Raw Fury are early proof of concept – small organisations that move quickly, experiment boldly, and build distinct identities without needing the infrastructure of a major publisher behind them.

What games can teach organisations about creative leadership

There is a broader lesson here that extends well beyond the games industry. The characteristics that have made Swedish studios globally competitive – flat hierarchies, iterative working, cross-disciplinary collaboration, and a willingness to operate in conditions of genuine uncertainty – are precisely the qualities that leaders in any creative or knowledge-based sector are trying to cultivate.



Martin puts it well: "Long-term success is not just about scaling organisations, but about building environments where talented people can continue to learn, collaborate, and create meaningful experiences."


The Swedish-British games relationship, still developing and full of potential, is a practical case study in what that looks like in action. Whether you work in games, investment, technology, or any sector navigating rapid change, the Swedish experience offers something concrete: proof that creative culture, built carefully and protected over time, is itself a competitive asset.



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Long-term success is not just about scaling organisations, but about building environments where talented people can continue to learn, collaborate, and create meaningful experiences.

MARTIN WALFISIZ



Craft, code and Candy Crush:

KING'S TODD GREEN ON KEEPING A FRANCHISE FRESH

TEXT: MAJA STENBERG | PHOTOS: KING

King is one of Sweden’s great digital success stories, a place where creativity and technical skill come together. As the company behind Candy Crush Saga, it has turned that combination into a global business, building games that are as much technology as entertainment, and as carefully engineered as they are playful.

When most people hear the word ‘gamer’, a particular image still tends to come to mind: teenagers, darkened rooms, headsets. It is an image that has proved stubbornly persistent – and, according to Todd Green, President of King, almost entirely wrong.

For just over a year, Todd has held the keys to what colleagues at King fondly call ‘The Kingdom’ – famous for one of the most downloaded mobile game franchises in history: Candy Crush. In that time, he has seen both what makes the company genuinely exceptional and why the wider world still struggles to understand what the games industry actually is. The gap between perception and reality, he argues, is not a minor misunderstanding. It shapes who applies for jobs, which investors pay attention, and which policymakers engage.

Who actually plays games?

Start with the numbers. More than 300 million people across Europe played mobile games in 2025. The average player age is 31, and three-quarters of Europe’s video game players are adults – a mainstream entertainment medium that has quietly outgrown the stereotypes attached to it.

“Mobile games have broadened access to gaming and have become mainstream today,” Todd says. “We wanted to help tell a clearer story about the reach, diversity, and cultural relevance of mobile games today, and to challenge some of the outdated assumptions that still exist around who plays mobile games.” That is the logic behind King’s “Mobile Matters” report, which maps the economic and cultural impact of mobile games across Europe.

The point is not just who plays. It is what kind of product mobile games actually are. “Mobile games can look simple on the

surface,” Todd explains. “That is part of the craft. But making a game that is easy to understand, satisfying in a few minutes, and still interesting after months or years is very hard. There is a huge amount of thought behind that experience.” Mobile has become the dominant format in global gaming – accounting for 55% of global games revenue – yet the perception of it as somehow lesser than console or PC gaming lingers on. For business leaders who still dismiss mobile as trivial, that is a serious blind spot.

Why Sweden keeps producing world-class digital companies

King still has deep roots in Sweden, with offices across Stockholm and Malmö alongside London, Barcelona, and Berlin. It sits in a remarkable lineage – alongside Spotify, Klarna, Mojang (Minecraft), and Dice (Battlefield) – of Swedish digital businesses that have scaled to global significance from a relatively small home market.

What explains it? Todd points to two things above all: focus and the ability to keep improving. “King has always been very clear about the kind of entertainment that we want to create; games with mass appeal that are easy to jump into but have real depth, progression and craft behind them.” That clarity of purpose, held consistently over more than two decades, has proved more durable than chasing trends.

Long-term success, Todd argues, increasingly depends on retention and engagement – building enduring relationships with players, not simply growing install bases. That will sound familiar to anyone working with subscriptions, financial products, or professional services. The game is the delivery mechanism. The real product is the ongoing relationship and the trust that comes with it.

“Both countries share that mix of creativity and technical skill,” Todd says of Sweden and the UK. “Games sit right at that intersection. They are entertainment, but they are also technology. They are creative products, but they are also global digital businesses.” It is a description that fits many Swedish–British success stories, from music and media to fintech.

Innovation at King – and what AI actually changes

On AI, Todd’s perspective is grounded. “I am very excited about AI, where and when it’s used in the right way.” At King, AI and machine learning help teams test faster, refine difficulty, improve quality at scale, and reduce repetitive work – freeing people to focus on the creative and strategic decisions that actually require human judgement.

That framing matters. The value of AI at King is not that it replaces creativity; it is that it protects time for creativity. For organisations wrestling with how to use AI in practice, that is a clear and practical way to think about it.

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Mobile games have broadened access to gaming and have become mainstream today.

TODD GREEN, PRESIDENT AT KING



€7.53

billion in 2025
global revenue from
European mobile
games.

55%

share of global video
games revenue now
coming from mobile
games.

63K

jobs supported by
more than 1,000
European mobile
games studios

Beyond AI, King continues to extend its brands – testing new formats, building partnerships such as the Candy Crush tie-up with the Intuit Dome, and launching new experiences like Candy Crush Solitaire. “We are always evolving our live games to make them more engaging, more entertaining and more relevant to the people who play them,” Todd says. For a franchise that launched over a decade ago, that constant reinvention is what keeps it alive.

Building the industry you want to see

King’s approach to talent is as deliberate as its approach to product. In practice, that means investing in inclusive hiring, leadership development, and pathways into the industry. In Sweden, King has partnered with the Swedish Games Industry on a scholarship programme for women and non-binary people entering game development – combining education, mentoring, masterclasses, and access to industry networks. It also works with Junior Achievement Europe (Ung Företagsamhet) to help more young people see a future for themselves in tech and gaming.

Todd is clear about why this is more than a values statement. “Around 200 million people around the world play King’s games every month. That audience is broad, global and diverse. So, the teams building those games need to bring their different perspectives, backgrounds, and life experiences into the work.” If your players are everyone, your teams have to be representative of that.

His message to young people considering the industry is simple. “Don’t rule yourself

out just because you don’t see yourself in the old stereotype of what a gamer is. The industry needs all kinds of people: artists, engineers, designers, writers, producers, data specialists, marketers, lawyers, community teams, and many others.” The same lesson applies far beyond gaming. Any sector that defines talent too narrowly will miss out on the people it needs most.

What leaders can take from King

Todd’s first year as President of King has been, by his own account, a lesson in balance. “The role is about protecting what makes King special, while making sure we can keep evolving,” he says. That tension – between continuity and change, between identity and adaptation – is the central challenge of running any organisation that has built something worth protecting.

King’s longevity is built on a set of deliberate choices: staying focused, investing in culture, listening closely to the people who use your product, and never mistaking initial success for long-term relevance. “The responsibility we have to keep building for the long-term” is how Todd frames it. Building for the long-term means resisting short-term pressure, investing in people before it becomes urgent, and caring about experience as much as acquisition.

For leaders across the Swedish-British business community – whether in tech, financial services, creative industries, or anything in between – that is a useful playbook. The product and the platform may change, and the audience will keep growing and diversifying, but the principles that sustain an organisation through that turn out to be remarkably consistent.



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even when the price is zero.

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BUILDING THE INVISIBLE BACKBONE OF A CONNECTED UK

TEXT: ALVA MILD | PHOTOS: ERICSSON

One hundred and fifty years is a rare milestone in any industry. For Ericsson, the anniversary is less a museum moment than a reminder of a long running habit: being present at every major shift in how people communicate. We talked to Nadine Allen, Head of Ericsson UK and Vodafone Group, and newly elected Board Member of the Swedish Chamber of Commerce for the UK about her leadership and what the company's 150-year anniversary means to her. As Nadine puts it: "What strikes me most is not any single moment but rather the thread of continuity: a company that has consistently found itself at the centre of how people connect"



From fixed lines to intelligent networks

From fixed telephony to the first mobile networks, and later the leap from 2G to 3G and 4G, Ericsson has helped turn connectivity from a place bound utility into something that follows people, devices, and ideas. Today, Nadine argues, that the most profound transformation is one we're living through right now. "The convergence of 5G and AI is not just another upgrade cycle, but a fundamental shift in what networks are used for," she explains.

She elaborates: "We are moving from networks that carry communication to networks that actively sense, predict, and respond in real time. That is a different kind of infrastructure entirely."

For Nadine, that is what 150 years really signals: not just longevity, but a track record of shaping each new era of connectivity as it arrives.

The UK's invisible backbone

Nowhere is this history more tangible – and more invisible – than in the UK. Ericsson has been present here for more than 125 years, quietly supplying equipment, expertise, and investment through successive generations of networks.

Nadine likes the idea of describing Ericsson as an invisible backbone as it captures something important about how connectivity works: "When things are working well, people should not have to think about it."

From a London sales office in 1898 to today's advanced mobile and 5G networks, Ericsson has underpinned many of the UK's big steps forward in connectivity. Decades of collaboration mean the company understands the UK market deeply, from regulation to enterprise needs and national technology ambitions – and is trusted to deliver against them.

Always looking to what's next

Ericsson's 150-year anniversary tagline 'Always looking to what's next' suggest that companies don't last this long unless they are always looking forward. If the past 150 years were defined by getting people and information connected, Nadine believes the next phase will be defined by what happens when advanced connectivity and AI collide.

In Ericsson's strategy, that mindset shows up in a clear position: the next industrial phase of AI will only be as good as the networks that support it. "Best effort connectivity will not be sufficient. What is needed is guaranteed, programmable, intelligent connectivity – and that is exactly what we are building with our customers," Nadine explains.

The actualities of AI and the network

In practice, Ericsson sees two big shifts. The first is that AI is raising the bar for what networks need to do. New applications – from real time analytics to connected machines – depend on connectivity that is not just fast,



but reliable, responsive, and secure at scale. "4G and Wi-Fi simply cannot deliver that consistently. 5G, and in time 6G, are the foundations that make it possible," Nadine says.

The second shift runs the other way: using AI inside the network itself. "The second direction is how we use AI in networks to make them smarter, more efficient, and increasingly autonomous." Ericsson is already deploying AI across its portfolio so networks can predict, optimise, and resolve many issues automatically – moving from infrastructure that is managed to infrastructure that can, increasingly, manage itself.

Leadership built on context, trust and optimism

Nadine's Ericsson story began in the UK, working closely with operators such as EE and MBNL. As Nadine explains: "Coming back as Head of the UK feels like coming home. Though the market, the technology, and my own perspective have all changed considerably since then".

Out of that journey, a few lessons stand out. The first one is that context shapes everything, and adaptability is very important. She explains: "The same technology and the same strategy can land very differently depending on the market, the relationships, and the moment. Learning to read that, and to adapt without losing your sense of direction, is one of the most important skills a leader can develop."

The second lesson that Nadine brings back with her is that trust is your foundation and optimism is a duty. Nadine has seen how important genuine personal connection is to build trust, and how "Investing in personal relationships





and making room for fun in the day-to-day pays back in ways that are hard to quantify but impossible to ignore. Teams that trust each other and find moments of real connection alongside the work are more resilient, more creative, and more committed.”

A human lens on navigating continuous change

When it comes to leading through transformation, Nadine’s take is that uncertainty is not an exception but the rule: “For me, being future-ready starts with accepting that uncertainty is not a problem to be solved, but a permanent condition to be navigated well. The leaders and organisations that thrive are the ones who make high-quality decisions with incomplete information and adapt as they learn.”

Future readiness, she argues, is ultimately about “building the capability to learn and respond faster than the environment changes”, which is something she sees as applying equally to organisations, networks, and leaders.

Stepping into the SCC UK boardroom

Nadine’s appointment to the board of the Swedish Chamber of Commerce for the UK is, for her, a natural extension of what she cares about most: building connections and conversations that create long-term value. She sees Swedish companies as deeply embedded in the UK economy and believes SCC UK is a place where that shared value can be

articulated, and Swedish and UK business leaders can learn from each other. “Being visible and active in the Swedish business community in the UK feels consistent with Ericsson’s commitment to the UK, not just as a market but as a genuine partner,” she says.

The future of connectivity through the Ericsson lens

Despite talk of telecoms as a mature utility, Nadine is convinced the real story is just beginning. “What gives me the most optimism is that we are at the beginning, not the end, of what connectivity can do.”

She sees the UK as uniquely well placed to lead this next phase: a strong operator ecosystem, a world-class research base and a track record of backing ambitious infrastructure, from the Emergency Services Network to cutting edge 6G research.

For Ericsson, the role in that story is already clear. “We carry more than half of global mobile data traffic outside China, we lead in AI for networks, and we are the partner that operators turn to when they are trying to build something genuinely new. That is a privilege and a responsibility.”

Looking ahead, Nadine brings it back to impact. “Twenty years from now, I want to look back and feel that we helped the UK, and the world, realise the full potential of what intelligent connectivity can do.”



GROWING UP BETWEEN TWO WORLDS – AND BUILDING BRIDGES BETWEEN THEM

TEXT: ALEXANDER HÖGBERG | PHOTO: THE SWEDISH SCHOOL IN LONDON

For more than a century, The Swedish School in London has equipped pupils with the confidence and cultural knowledge to navigate two worlds fluently – combining the Swedish curriculum with being based in one of the greatest cities on Earth. Its academic track record opens doors to top universities in the UK, Sweden, and beyond. We sat down with new Head Anette Elving Ferm to discuss what makes the school so special, and the exciting future ahead.

Anette has led the school since April last year and has been involved for 16 years in total – on the board, as the school's Finance Manager, and later as a teacher and deputy head. That long view, combined with the development work carried out by the leadership team and board in recent years, enriches the way she talks about the school today.

A small school with a broad horizon

"We have two campuses, one in Barnes and one in Kew. In Barnes, we educate children from the age of two up to what in the UK would be GCSE age. And in Kew, we have a sixth form, with three programmes that all lead to university studies."

The school follows the Swedish curriculum and is inspected by Skolinspektionen and approved by Skolverket, while also meeting Ofsted and Department for Education requirements. It is, essentially, a Swedish school fully present in a British setting – and an active link between Swedish companies and the UK market.

"Our pupils develop their Swedish language, they keep their cultural identity, but at the same time, they're immersed in British culture and society, and they have access to all the opportunities that come with living in London." London becomes part of the timetable: trips to the Houses of Parliament, the British Museum, the National Gallery, Westminster Abbey, and the Freud Museum, as well as visits to different places of worship in religious studies. From the age of eight or nine, pupils also go on yearly residential trips around the UK.

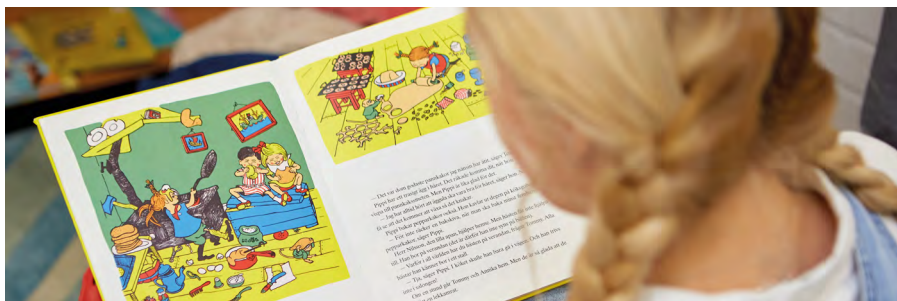


Recent years have also seen significant investment in the learning environment, enabled by close collaboration with both private donors and Swedish businesses. Through a targeted fundraising effort, the school has raised close to £250,000 in private and corporate donations – including support from Grythyttan, String, and Kinnarps – to strengthen its facilities and future. Last autumn, a new high-spec chemistry lab was inaugurated, and the school is now well on the way towards a long-planned renovation of the library.

Community at the centre

When asked what keeps families coming back, Anette starts with relationships. "We know our pupils so well, which means that we can support them in their learning, but also in developing as human beings, giving them a strong sense





of belonging and cultural identity.” That sense of belonging stretches into weekends and holidays: Saturday football, parent organised outings, and friendships that continue long after pupils have moved on.

The school is also closely linked with the wider Swedish community in London – the Church, the Embassy, the Chamber and others. It is, as Anette describes it, “one of the pillars of the Swedish society in London.” This network, and the many Swedish and British companies connected to it, helps pupils build contacts that often follow them into higher education and working life on both sides of the North Sea.

Teaching that balances calm and ambition

Another point she returns to is the teaching itself. “Families often come to us from other British schools. And one piece of feedback we often receive is how much they value that we have a really broad curriculum, while still being academically ambitious, and that we have calm classrooms with confident teaching. We have 100% qualified teachers, which is unusual in both British and Swedish schools.”

Parents, she says, frequently comment on a real sense of purpose in the learning environment. “This enables their children to thrive academically, while also being seen and known as individuals, which is extremely important.”

This approach also appeals to British and mixed nationality families, with around 50% of these permanently residing in London. Some are drawn to the chance for their children to fully develop their Swedish alongside strong English, including the option of an IGCSE in English in Year 9. Others decide that the high stakes route through entrance tests and early exams is not for them. “In both cases, parents appreciate that our school keeps the options open, for further studies at British as well as Swedish universities – and increasingly, beyond.”

Over time, this has helped establish the school as a top performer academically, with pupils progressing to leading universities in the UK, Sweden and around the world. Many also go on to start their own ventures or work in innovative companies, building on the strong entrepreneurial mindset that

the school nurtures – something previously highlighted in the campaign *The World is Our Oyster*. One former pupil, Lucas Otterling, was recently recognised by *Forbes*, a small but telling example of the paths that can start in Barnes and Kew.

Fairness as everyday practice

Culture, though, is not only about results. “It’s less hierarchical than many British schools are,” Anette says. “We don’t do detentions. If we have a disciplinary issue, we will always listen to everyone involved. That’s not just something in our policy, it’s what we actually do.” Over time, she argues, “this fairness and explaining why we have the rules we have, builds character and a genuine sense of right and wrong.”

After many years working inside the school, Anette struggles to pick a single favourite story. What stays with her are the everyday wins: a child who finally cracks reading, someone who scores full marks in a national maths test, or a student who might not have passed an entrance exam elsewhere later receiving an offer from a university most people only dream of.

For her, these moments are linked. “I know that we really matter,” she says. “We allow a path that doesn’t have to be straight. It leads to the same end, but it can be a bit more flexible.”

Open minds, broad horizons

Asked to sum up the spirit of the school, Anette chooses four words: “open minds, broad horizons.” “We’ve chosen this motto together – with pupils, staff, alumni. I think it summarises how we enable our pupils and students to see a world of opportunities, and to be really open to exploring them all, wherever in the world they choose to study and work.”



Q&A Q&

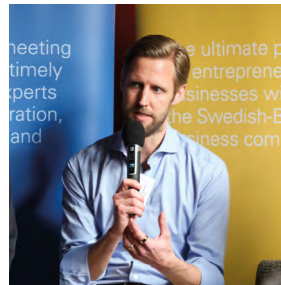
HOW GEN Z RESHAPES ESTABLISHED MARKETS

Today's consumer landscape is being reshaped by a new generation – and by brands willing to rethink the rules in otherwise established markets. In this Q&A, we speak to businesses that operate in traditional sectors but with a clear innovative edge, exploring who their customers are today and how Gen Z – alongside a distinct Swedish identity or brand heritage – fits into that picture.

They answer two questions:

1. You operate in established markets, but with an innovative twist. Who are your main customer groups today – and where do Gen Z, and any “Swedishness” or distinct brand heritage, show up in that mix?

1. You're all, in different ways, shifting how people behave in your market. How is Gen Z driving that change, and how does it affect the way you shape and communicate your offer?



**SVANTE
ANDERSSON**

CFO at Haypp

Our typical customer is in their mid-thirties and is either a former smoker or former vaper. The innovation we help bring to the UK market is critical. It gives those who wish to consume nicotine the opportunity to switch to a product that is much less harmful to their health and to the health of those around them.

Our focus on quality and compliance is core to our value proposition. We believe this resonates with a generation of consumers who care about responsible retailing and who want to build a relationship with a brand they trust.

In this context, our Swedish identity is a real strength. Sweden is strongly associated with trust, quality, and sustainability, which helps us stand out in a crowded and competitive marketplace.

Consumers have been shifting towards ‘conscientious consumption’. They are trying to make positive choices through their individual purchasing decisions. This aligns well with Haypp’s purpose and values.

Our ambition has been to set the standard for the responsible retail of nicotine pouches in the UK. For example, we set limits on the strength of the products we carry. The products are independently lab-tested, and we make the results public. Our age-verification systems are industry-leading.

These are self-imposed standards, and although our competitors may not adhere to them, we are committed to them. This is what will build trust and credibility with our customers for the long-term.

Q&A Q&A



**MOA
GÜRBÜZER**

Founder at Oddbird

When we started Oddbird, it was never about creating an 'alcohol-free alternative'. It came from a much bigger question: why should alcohol be a prerequisite for social connection in the first place? Today, our customers no longer fit into traditional categories. They are people who want freedom of choice without having to explain it. Gen Z is clearly accelerating this shift, but what's most interesting is how quickly it has become cross-generational.

Our Swedish heritage has shaped how we built the brand, but not as an aesthetic. It is a way of thinking: simplicity, honesty, and a belief that things can always be done better than they have been. We have never tried to fit into an existing category, we have focused on building a new one, step by step.

I think what Gen Z has fundamentally removed is the idea of automatic choices. Alcohol is no longer something you default to, it is something you actively choose, or choose not to. That shift changes the entire dynamic of social occasions. For us, it has reinforced something we have believed from the beginning: this is not about replacing alcohol, but about creating something that stands entirely on its own. A drink should not need to be defined in relation to another product, it should be complete in itself.

It has also changed how we communicate. We are not trying to persuade or educate. Instead, we try to stay relevant to how life is actually lived, dinners, celebrations, everyday moments – where the choice simply feels natural, not alternative. Ultimately, it comes back to something very simple: making it possible to be fully present, whatever you choose to drink.



**HUMAN
ASHRAFZADEH**

Founder at Padium

Our audience is quite broad, from professionals looking for a premium place to play and socialise, to corporate groups, families, students and more performance-focused players. What connects them is the desire for an experience that feels active, social and considered. Gen Z is definitely part of that, especially through the way they discover brands, value community and look for experiences that are worth sharing.

The Swedish influence comes through in our design, simplicity and focus on quality without being intimidating. It's premium, but still warm and accessible.

Gen Z is changing expectations because they do not separate sport, social life, wellbeing and content in the same way older audiences often do. For them, a club needs to feel like a destination, not just a facility. That has influenced how we shape Padium: combining premium courts with events, coaching, food, drinks, wellness and a strong community feeling.

It also affects our communication. We need to show the real energy of the club, not just list what we offer. Gen Z responds to brands that feel authentic, visually strong and easy to be part of.

HAYPP GROUP



HAYPP – SWEDISH INNOVATION FOR A SMOKE-FREE UK

Haypp Group's mission is to lead the global transition from smoking to reduced risk alternatives.

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Learn more at [Haypp.com](https://www.haypp.com)

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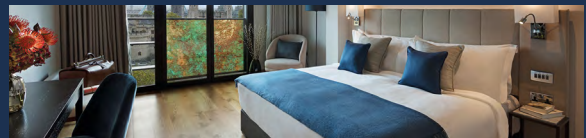
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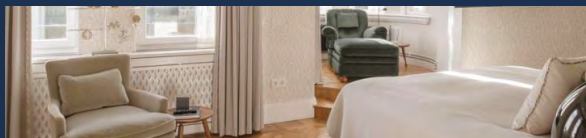


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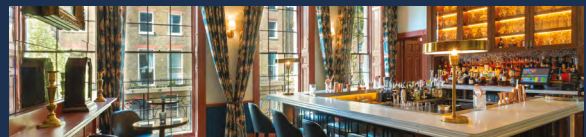
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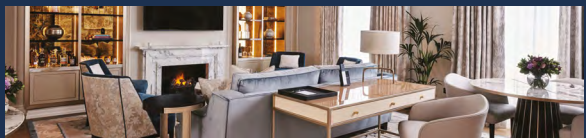
BLUE ORCHID HOSPITALITY - LONDON



GRAND HOTEL – STOCKHOLM



HOME HOUSE COLLECTION – LONDON



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SCAN TO
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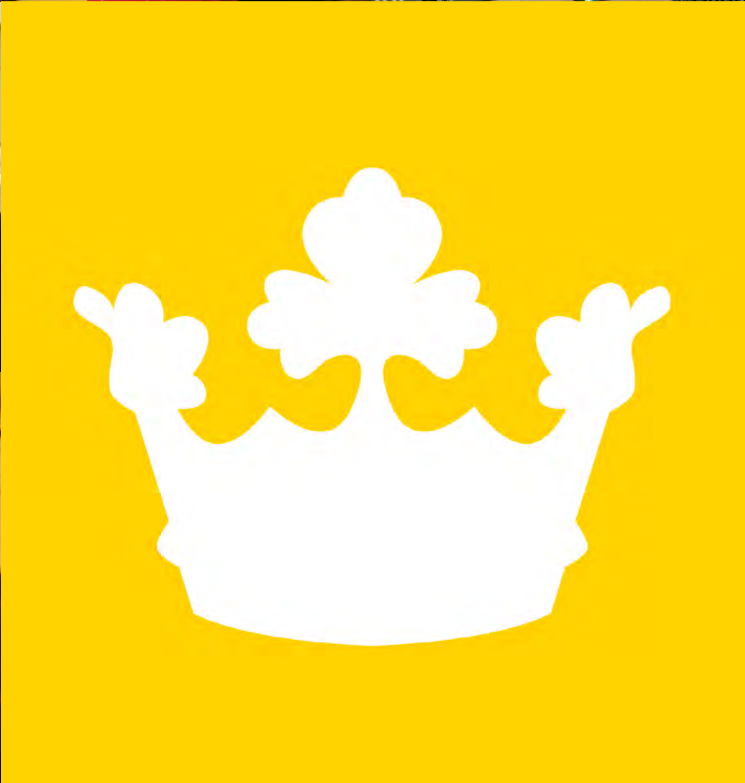
Previous events

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 recent months.



See more photos:
scc.org.uk/events/gallery





TURNING THE INDUSTRIAL WORLD ON ITS HEAD

TEXT: MAJA STENBERG | PHOTOS: SKF

SKF was founded in Gothenburg in 1907. For most of its life, SKF has been the kind of company that keeps other companies running – manufacturing bearings, reducing friction, preventing machinery from grinding to a halt. Essential, unglamorous, invisible. But in 2026, it is something else entirely: a

data company, an energy company, a sustainability company, with a startup spirit embedded inside more than a century of engineering heritage. And it has lessons for every organisation trying to stay relevant in a world that will not stand still.



AF Industry AB
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SKF

! VARNING! KVÄRVÄRANDE KRAFT
Användningsområde Buss
Ingrä e i skyddstoppet



“Keep the world turning smoothly”

Ask Ian Peverill, Managing Director UK at SKF, what the company actually does, and the answer is disarmingly simple. “SKF’s ambition is to help keep the world turning smoothly,” he says. “In practical terms, that means we solve problems related to friction, wear, and energy loss in machinery, enabling customers to operate more efficiently, reliably and sustainably – whether in factories, transport or energy production.”

That framing matters. Because the problem SKF is solving is enormous. Around 20% of all global energy is lost to friction. That is not a niche engineering challenge – it is a global efficiency crisis, with direct implications for cost, competitiveness and climate. The companies that find smarter ways to reduce that waste are not just buying better bearings; they are fundamentally changing how they operate.

Where the startup energy lives

Mention the phrase “startup energy” to most people and they picture a neon-lit office in east London, a pitch deck, and a cold brew coffee machine. SKF is a rather different proposition. Yet Ian is clear that the mindset is genuinely there. “SKF’s startup energy really shines in our drive towards digital transformation and sustainable solutions,” he says. “Whether it’s developing smart sensor technology or exploring new ways for our customers to optimise energy usage, there’s a genuine passion for innovation across the business.”

That passion is not performative. It shows up in SKF’s products, its customer relationships and – increasingly – in how its factories operate. Technology is reshaping all three, but Ian identifies the biggest shifts as coming in customer collaboration and manufacturing. “Digital tools, sensors and AI-driven analytics allow us to offer predictive maintenance and tailor-made solutions, creating more collaborative relationships and adding real value beyond the product itself,” he explains.





Real-time data, automation and predictive maintenance are now embedded in SKF's own production lines too.

The result is a company whose value proposition has fundamentally shifted. It is no longer just about the component. It is about the insight that comes with it.

A project that shows it in practice

One recent UK project makes this concrete. Working with a large manufacturing facility in the heavy industries sector, SKF upgraded bearings and installed a monitoring system to generate real-time data on equipment performance. The outcome was a measurable reduction in energy consumption and emissions, alongside improved reliability. Not a minor gain on the margins – a meaningful operational shift, delivered through the combination of physical engineering and digital intelligence.

This is what modern industrial partnership looks like. The bearing is almost beside the point. The data is the product.

Two countries, one culture

Part of what makes SKF's evolution distinctive is the cultural mix that underpins it. As a Swedish company with a strong British operation, SKF draws on what Ian describes as a productive collision of values. "The Swedish-British mix is a strong part of our identity," he says, "combining Swedish openness and focus on sustainability with British pragmatism

and entrepreneurial spirit. This blend encourages creative problem-solving, transparent communication and a willingness to try new approaches."

In practice, this means a culture that is both principled and pragmatic. Long-term sustainability thinking – deeply ingrained in Swedish business culture – sits alongside a British instinct for getting things done. Together, they produce an organisation willing to invest in change and capable of delivering it.

The lesson for every organisation

The hidden opportunity in what SKF has done is not technological. It is a mindset shift. When asked what he wishes more smaller companies understood, Ian does not talk about sensors or software. He talks about values: "Focusing relentlessly on reliability, energy efficiency, and lifecycle value early – not just speed to market or lowest cost."

That is the harder, less glamorous work. And it is relevant far beyond manufacturing. In any organisation – whether it makes bearings or runs a marketing team – the temptation is to chase speed and cut cost. The organisations that endure tend to make a different bet: on quality, on longevity, and on the willingness to build for the long-term.

SKF has been doing it for 119 years. The technology has changed. The principle has not.





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 recent months.



See more photos:
scc.org.uk/events/gallery



RACING TOWARDS TOMORROW

Motorsport isn't just about speed anymore. Around the world, racing has become a live laboratory for sustainable technologies, smart manufacturing, and high performance people. For Swedish and UK businesses, it's also a powerful storytelling platform: a place where engineering excellence, brand ambition, and talent development play out in real-time, under a global spotlight.

TEXT: ALVA MILD

For SCC UK members, the racetrack is not an escape from business, but an extension of it – a place to pressure test engineering, manufacturing and talent in real time. This article follows three of our members – SKF, Atlas Copco, and 130R Performance – who are using motorsport in very different ways to shape their future.

When every thousandth of a second tests Swedish engineering

As a global leader in bearings and motion technologies, SKF's Formula 1 collaborations place Swedish engineering in one of the harshest environments imaginable. For the company, F1 cars are essentially high speed R&D platforms: every lap generates data on how far their technologies can be pushed – and how much further they can go.

"Formula 1 gives us a uniquely demanding environment where every component is pushed to its limits," says Ian Peverill, Managing Director UK. "Operating in F1 exposes our technologies to extreme heat, speed, and load conditions that are difficult to fully replicate in a conventional test bench. The insights gained feed directly into our broader portfolio and strengthen SKF's reputation for precision, reliability and performance across all industries."

"F1 acts as a live R&D platform where we can trial advanced materials under extreme conditions," Ian explains. Racing operations generate real-time data that helps the team refine friction reduction, thermal stability, and durability on very short timescales. "These breakthroughs then cascade into industrial applications, enabling lighter, more efficient and longer lasting solutions that support global goals around energy efficiency and high performance engineering" he adds.

The impact of SKF's involvement in Formula 1 extends further than products and solutions that are later used in

wider contexts, as Peverill explains, "The collaborative, rapid iteration approach we have honed in F1 has also influenced how we co-develop solutions with customers across many other industries too."

Building the future hybrid era, one tightened bolt at a time

From its roots in industrial tools and assembly solutions, Atlas Copco has taken its expertise straight into motorsport's cutting edge through a Technical Partnership with Red Bull Ford Powertrains (RBFPT). Here, its connected tools and data platforms operate in an environment where precision and speed are pushed to the extreme.

"Our Technical Partnership with Red Bull Ford Powertrains has exposed us to an environment where precision, traceability, and speed are pushed to extremes, so their cars stay ahead on the track" says James McAllister, General Manager Tools & Industrial Assembly Solutions at Atlas Copco UK. "F1 demands tolerances and process control far beyond a typical industrial setting, which accelerates how we innovate and helps us validate new ideas faster, refine our data-driven technology portfolio for both the SMART Factory environment and in the pit lane."

Inside the RBFPT facility, Atlas Copco's systems optimise assembly, verify every critical joint, and capture real-time insights that feed continuous improvement. That experience is reshaping how the company uses data more broadly.

"Working with RBFPT pushed the boundaries to develop faster, more accurate and more intuitive data-driven tools," James notes. "That shift has influenced not only our product roadmap but also how we communicate our value – emphasising speed, precision, traceability, and agility as competitive advantages for any manufacturer, not just motorsport."



As a Swedish company embedded in the UK's motorsport cluster, Atlas Copco shows how racing can connect smart manufacturing, sustainability, and international collaboration. The racetrack becomes both a development lab and a powerful story about what future-ready production looks like.

Why backing people, not just cars, pays off

Drawing on work with elite athletes, 130R Performance brings sport psychology and talent development into the heart of motorsport – focusing less on running cars and more on building complete athletes, including Swedish driver Filip Engdahl.

“At 130R Performance, we take an athlete centred approach to motorsport development,” says Matthew Swindells, Business Owner of 130R Performance. “We combine mental skills coaching and race performance support to help drivers maximise their potential. Our goal is not just better race results, but sustainable long-term driver development both on and off the track.”

This is a long-term project that spans performance, psychology, and career management, including the work with commercial partners.

“Investing in psychologically informed talent development allows companies to become part of a driver's long-term journey rather than simply gaining short-term branding exposure,” Matthew explains. “Partnerships built this way create stronger storytelling opportunities, deeper engagement, and more authentic brand alignment, while helping talented athletes like Filip maximise both their sporting potential and commercial value over time.”

Through 130R and Filip, we see that motorsport is also a human testbed – a place where mindset, coaching, and long-

term backing can turn potential into performance, and give companies a more meaningful role in an athlete's journey.

Motorsport as a meeting point for SCC UK members

“As a Chamber, we see the patterns behind individual stories,” says Selina Johansson, Membership & External Relations Executive at the SCC UK. “More of our members are using motorsport to test technology, meet partners, and position Swedish–British innovation on a very demanding global stage.”

For Selina, the appeal is that motorsport encompasses many of the challenges SCC UK members care about into one environment. “I think that our members recognise themselves in motorsport,” she says. “It's about engineering excellence, data, sustainability, talent, and international collaboration – all under time pressure. That makes it a very natural arena for Swedish and UK companies to learn and be seen.”

As more Swedish and UK companies look for ways to test ideas, connect with global audiences, and back the next generation of talent, the racetrack might come to feature even more prominently in the SCC UK story.

Building a future beyond the racing tracks

Looked at together, the stories of SKF, Atlas Copco and 130R Performance show just how many things motorsport can be for Swedish and UK businesses. For some, it is an extreme engineering lab; for others, a testbed for smart, sustainable manufacturing; for others still, a way to develop people and tell deeper talent stories. What unites them is not the cars they back, but the future they are building – using the racetrack to test, learn and grow faster than they could anywhere else. In their own ways, they are all racing towards tomorrow.



WHY THE RIGHT ROOM CHANGES EVERYTHING

There is a well-worn piece of business advice that says your network is your net worth. It is repeated so often that it has almost lost its meaning. But behind the cliché sits a simple truth: the connections you make, and the communities you choose, shape how your business grows.

TEXT: MAJA STENBERG | PHOTOS: RADEK DRANIKOWSKI & MONEYWISE

For Moneywise – a modern Swedish payroll and accounting firm with operations in both Sweden and the UK – that truth became very real, very quickly. Their story is a reminder that some of the most important business relationships begin far away from boardrooms and meeting agendas.

Who Moneywise are – and what they stand for

Moneywise is not a typical accounting firm. Yes, they handle payroll and finance, but what defines them is the philosophy behind the work. Their goal has always been to combine senior expertise with modern technology, while keeping the human connection that many companies feel is missing today.

“Moneywise is a modern Swedish payroll and accounting firm with a strong focus on personal service, smart systems, and long-term relationships,” says Founder & CEO Jessica Fussey. That focus runs through the businesses they support – from entrepreneurs and fast-growing startups to larger companies in staffing, retail, hospitality, healthcare and consulting. That values-led approach is also why an SCC UK membership felt like such a natural step.

Finding the right community

When Moneywise joined SCC UK in 2024, they were not looking for another place to swap business cards. They wanted something more substantial. As Jessica explains: “We were looking for more than just networking events, we wanted a community where people actually build long-term relationships and help each other grow. That is exactly the feeling we got from SCC UK from day one.”

The distinction between networking as a transaction and networking as a relationship matters. Today, ambitious businesses look for depth rather than volume. The most valuable connections are rarely the quick chats between sessions at a conference. They are the ones that grow slowly, based on shared values, trust, and real interest in each other’s success.

SCC UK, with its cross-border community of Swedish and British businesses, entrepreneurs, policymakers and leaders, is built for that



sort of depth. For Moneywise, SCC UK felt like the perfect mix of professionalism and genuine relationships – a combination that is harder to find than it might sound.

When the dancefloor leads to Kilimanjaro

Business communities create the setting for people to meet. What happens next is often wonderfully unpredictable. One of Moneywise’s most important partnerships within the SCC UK network did not begin over a formal introduction. It actually started on the dancefloor at the Annual



Christmas Luncheon, where Moneywise happened to meet Mikael Kretz, founder of Q Group.

The exchange that followed was equally unexpected. As Jessica recalls: "At some point during the evening, I asked Micke if he wanted to join us on a trip to climb Kilimanjaro the following summer. He didn't say no, so the next day I emailed him all the information about the expedition. I'm not entirely sure that was what he expected from a Christmas networking event!"

It is a story that makes you smile, but there is a serious point beneath it. The same conditions that let two people connect over a shared love of challenge are the conditions that help businesses find partners they can genuinely rely on. What connected them straight away was their shared passion for challenges and adventure. Micke had completed several Ironmans and the Marathon des Sables. At Moneywise, that same drive – health, training, pushing boundaries – is part of the company culture. It quickly felt like a very natural match, both professionally and personally.

They stayed in touch, met again at other events, and over time a meaningful business relationship developed from that spontaneous moment on the dancefloor. It is exactly the sort of outcome that a strong community makes possible.

What membership actually delivers

The advice to others is simple. Jessica says: "To companies considering joining SCC UK, we would say: go for it, but also make sure to engage and attend the events. The real value comes from the people you meet and the relationships you build over time."

Membership, in other words, is only as valuable as the effort you put in. Show up. Be curious. Talk to people you would not usually meet. The events, introductions, and shared spaces are there to support that. The real impact comes from the conversations you choose to have – and, as Moneywise have found, those conversations could quickly shape the future of your business.

“

Make sure to engage and attend the events. The real value comes from the people you meet and the relationships you build over time.

JESSICA FUSSEY, MONEYWISE



MAKE THE MOST OF YOUR MEMBERSHIP

Moneywise's story is a lovely reminder of what can happen when you simply show up. The right room, the right conversation, the right moment on a dancefloor – it all starts with being there.

Curious about what is coming up next? Have a look at our upcoming events and find the room that could shape your next chapter.

Scan the QR code to explore what is ahead.



HALF YEAR

As we reach the halfway point of 2026, we've invited a group of Swedish-British business leaders to pause and take stock. In this half-term Q&A, they share the one shift in tech, AI, or customer behaviour they believe companies can't afford to ignore – and the single practical step they recommend taking before the end of the year. It's a quick, candid pulse-check on what's changing now, and how to get ready for what's coming next.



SUSANNA GRILL ERNTELL

CEO at Ingrid

One shift Swedish-British companies should pay attention to right now?

AI is moving from experiment to expectation, and the gap between companies acting on that and those still exploring is widening fast. In e-commerce, we see it directly: retailers using AI to make smarter decisions in delivery, pricing, and checkout are pulling ahead on conversion and margin. The shift worth watching is shopper behaviour. Expectations are being reset by AI-native experiences, and what felt like a differentiator a year or two ago is table stakes today. The companies that win are not the ones with the best AI strategy on paper. They are the ones who have embedded intelligence into daily decisions.

One practical step before year-end?

Run an honest audit of where your teams are still making decisions on assumptions rather than data. Summer is a natural moment to pause and look under the hood. At Ingrid, we see this constantly: retailers who think they know what their shoppers want at checkout, but have never actually tested it. Pick one commercial assumption you have not challenged in the last 12 months and build an experiment around it before Q4. The result will either validate your instincts or save you from an expensive mistake during peak season. Either way, you come out sharper.



MITESH CHOTAI

Head of West Europe Region at Nefab

One shift Swedish-British companies should pay attention to right now?

One major shift is the speed at which supply chains are being reconfigured around capacity, resilience, regionalisation and AI-driven infrastructure growth. At Nefab, we see accelerating demand from hyperscalers, data centres, semiconductors and lithium-ion battery and e-mobility sectors, putting pressure on capacity planning. At the same time, customers expect faster decisions, lower risk and more sustainable solutions. Competitiveness will depend on how well companies adapt to fluctuating demand, energy volatility, trade flows, material availability and lead times. Those that stand out will combine digital visibility with agile, local to regional execution, responding quickly while controlling cost, emissions and service performance globally.

One practical step before year-end?

One practical step is to carry out a focused end-to-end supply chain stress test across the company's most strategic customer segments and product flows. Map exposure from sourcing and production through packaging, logistics and final delivery, identifying risks linked to geopolitics, capacity bottlenecks, regulatory change and sudden demand shifts. For companies serving fast growth sectors such as data centres, semiconductors and electrification, this exercise highlights where greater standardisation, local sourcing, design optimisation or digital planning tools are needed. Done well, it creates a clear action plan for 2026-27 and turns uncertainty into competitive advantage.





DAVID SAMUELSON

Partner at Nordic Capital

One shift Swedish–British companies should pay attention to right now?

The shift from one-size-fits-all generative AI to more disciplined deployment matched to the use-case and fintech, which is my focus area, is one of the areas where it matters most. Sweden and the UK, with Europe's deepest capital markets and strongest fintech ecosystems, should be leading this development. Operating in a regulated market is both an advantage and a constraint. Verified and audited data is rare and valuable, but explainability requirements limit the use of generative AI in regulated decisions. The companies getting this right are using generative AI in areas such as customer support, document handling and internal productivity, while developing technologies such as deterministic machine learning for credit, fraud, and risk scoring.

One practical step before year-end?

Pick one team and start experimenting with AI properly, not as a tool roll-out but as a change exercise. The hard part of AI is not the technology itself, it is whether people will actually change how they work. Choose a function where the value is concrete, such as customer support, finance, or sales operations. Give the team time to redesign workflows around AI tools and pay attention to what gets in the way. By autumn, you will have learned more about your organisation's capacity for change than any consultant can tell you, and you will have a template for the next team.



ERIK FJELLBORG

CEO & Founder at Quinyx

One shift Swedish–British companies should pay attention to right now?

The UK Employment Rights Act is the most significant shake-up in shift-based employment law for a generation. Provisions are already coming into force, with the most operationally disruptive changes arriving over the next 12 to 18 months. What strikes me is how much this legislation exposes the gap between organisations that have invested in modern workforce management infrastructure and those that haven't. Real-time scheduling, automated compliance guardrails, and fair and auditable shift allocation are no longer nice-to-haves. The organisations that treat the ERA as a catalyst rather than a burden will come out of it in a meaningfully stronger position.

One practical step before year-end?

To close the gap between ambition and data. We talk a lot about how AI-powered workforce management reduces scheduling time and labour costs, but one thing I hear from organisations that struggle is that their underlying operational data is fragmented or inconsistent. Before unlocking the value of AI in scheduling, forecasting, or compliance, you need HR, operations, finance and IT working from the same foundation. The summer is a natural moment to do that unglamorous but critical work. Organisations that do this now will be ready to move decisively into the end of the year. Those that don't will be catching up.



MEET THE NEW SCHOLARS

Each year, the Swedish Chamber of Commerce for the UK welcomes a new cohort to its Scholarship Programme in London, where they join the Chamber team, gain international experience and immerse themselves in the dynamic Swedish-British business community. We are pleased to introduce this year's scholars and the perspectives they bring.



ELIN ESTVALL

The Annika Åman-Goodwille
Scholarship

I recently graduated with a Master's degree in Environmental Communication and Management from the Swedish University of Agricultural Sciences (SLU), specialising in communication, collaborative processes, and sustainability. During my studies, I gained international experience in the Czech Republic, Nepal, and London, where I completed an internship at the Office of Science and Innovation at the Swedish Embassy. It was through this experience that I first discovered the Chamber and quickly became inspired by its vision and impact.

Alongside my studies, I spent four years at Rookie Startups, coaching and project managing entrepreneurial programmes for young people. This experience deepened my passion for innovation, problem-solving, and connecting people with ideas and ambition.

I applied to the scholarship programme to contribute to meaningful projects and gain insight into collaboration in an international business environment. The Chamber feels like the perfect place to begin my career, combining my interest in the Swedish-British business landscape with the opportunity to learn and grow within a knowledgeable and inspiring team!



CELINA KENTTÄLÄ

Scholarship Fund for Swedish
Youth Abroad

I recently graduated with a Master's degree in Management from the University of Gothenburg, where my studies focused on reflexive leadership and sustainable business development. Having previously completed a Bachelor's degree in Media and Communication, I have always been fascinated by how strategic communication can foster innovation and long-term business growth.

My academic journey has been driven by a curiosity for leadership, communication, and a commitment to sustainability. I was introduced to London during an exchange semester at Goldsmiths, University of London, where I developed a deep appreciation for the city's rich cultural history and vibrant atmosphere.

I applied for the SCC UK scholarship because I am passionate about strengthening the ties between the Swedish and British business communities, and I am thrilled to be starting my next chapter here. I especially look forward to contributing to the Chamber's mission, connecting with inspiring professionals, and developing marketing initiatives.

For me, the SCC UK truly represents a unique environment in which to launch a global career and make a meaningful impact.



ELIAH KRONHOLM

Elof Hansson Foundation
Scholarship

I recently graduated with a Bachelor's degree in Business Administration from the School of Business, Economics and Law at the University of Gothenburg. In parallel with my studies, I worked at the university's student run management consulting firm and organised one of the school's career fairs. Rather than spending a semester abroad on exchange, I completed an internship in Ethiopia with a focus on economic development and improving local entrepreneurs' access to finance.

I applied for the SCC UK Scholarship because I saw it as a great opportunity to kick start my professional career while engaging with and learning from experienced professionals across various sectors and backgrounds. I believe the insights and experiences gained during the year will stay with me throughout my professional career.

As one of the world's leading business and financial centres, the UK offers Swedish companies a strong platform for growth, partnerships and international reach. I look forward to contributing to the Chamber's work, supporting Swedish companies in the UK and representing Sweden abroad.





AMANDA HAMMARÉN

The Saven Foundation
Scholarship

My name is Amanda Hammarén, and I am a recent BSc graduate from the Stockholm School of Economics. Having grown up in Rome and Dubai, I developed an early curiosity about different environments and people, which has since evolved into an interest in how businesses operate and adapt across markets.

This drew me to the SCC UK Scholarship Programme. I see it as a great opportunity to gain hands-on insight into the challenges organisations face today, while engaging with a wide range of industries and perspectives. The Swedish-British business community feels like an especially exciting context, and London offers a unique environment to learn and grow early in my career.

Over the coming year, I look forward to understanding more about the organisations and ideas shaping this community, and to contributing to its continued development.

I'm excited to meet you all!



SOFIA HALLGREN

Gull & Stellan Ljungberg's
Foundation Scholarship

As I am in the final stages of my Master of Laws at Uppsala University, I am excited to take the next step and gain hands on experience in an international business environment. My exchange semester in Utrecht, the Netherlands, gave me new perspectives and confirmed how much I enjoy being part of cross-cultural settings.

The SCC UK scholarship appealed to me because it offers the opportunity to work abroad and gain practical insight into how businesses operate across borders. It feels like a natural next step for me, as London, SCC UK and the opportunity to experience international business in practice all feel both inspiring and motivating. To me, the scholarship is a valuable way to build on my experiences and learn from professionals across different industries.

I look forward to contributing to meaningful projects, taking on new challenges and continuing to develop both professionally and personally.



ROBERT CHEARNLEY

Sparbanken Skånes Ägarstiftelse
Finn Scholarship

This June I graduated with dual BSc degrees from Lund University in physics and economics. Living in Tokyo last autumn on exchange confirmed that I thrive in fast paced, international environments. Having British Irish roots, the move to London feels like a natural fit.

Alongside my studies, I have worked as a guide at Sweden's national laboratory Max IV and in event coordination within the medtech industry. What first drew me to the SCC UK is the opportunity to contribute to cross border relations by enabling smooth collaboration of Swedish and UK actors.

In the year ahead I especially look forward to connecting with our members across different sectors and learning from the diverse perspectives of experienced professionals in arguably Europe's most international city!



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 non-profit 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



Adeprimo

Adeprimo is a full-service digital agency with over 30 years' experience helping organisations deliver meaningful digital transformation. Founded in 1994, the agency brings together strategy, design, technology and advanced AI capabilities to build intelligent, scalable digital platforms, enhance customer experiences and unlock the full value of data.

FRESHFIELDS

Freshfields

For nearly 300 years we've partnered with industry leaders to break barriers and seize opportunities. Today, we're defining what's next – supporting you to succeed by solving your most complex legal challenges and creating opportunity where others see obstacles.



Marks & Clerk Insights

We're true specialists – focusing on IP and IP alone. With patent attorneys, trade mark attorneys, commercial lawyers and IP litigators, we can provide every type of intellectual property service you need.





Atlas

Atlas gives finance teams across Europe and beyond the modern tools they need to manage money confidently. Founded in Stockholm, we're backed by world-leading investors including Index Ventures and General Catalyst.



Fcamara UK

FCamara is a technology and innovation ecosystem that powers the future of business by integrating strategic vision with intelligent execution, side-by-side with its customers, to deliver transformative experiences.



Founders Alliance

We are a prime facilitator for growth in all phases of large scale company building. We promote our services- for founders by founders - to spotlight that our members help each other grow.



Global Relay

Put compliance at the heart of your business communications with Global Relay. Mitigate risk and stay ahead of evolving regulation with fully integrated solutions for every step of your compliant communications journey.



MAQS Advokatbyrå

MAQS Advokatbyrå is one of Sweden's leading full-service business law firms, with 180 employees across offices in Stockholm, Gothenburg, Malmo, and Sundsvall. Through our industry expertise, specialist knowledge, local presence, and global network, we deliver cutting-edge business solutions that create sustainable, long-term value.



Möller & Partners

Möller & Partners is a leading boutique investment management firm which seeks to create value through its active approach and hands-on expertise within the Swedish real estate industry. With over 20 years' experience in real estate investment and asset management, Möller & Partners has an excellent real estate network and close relationships with numerous key players.



PA Media

PA Media is the leading multimedia content provider and national news agency offering unrivalled content and digital media services. As home to the national news agency of the UK and Ireland, PA Media proudly takes its place at the heart of the UK media news providing a continuous feed of text, pictures, video and data into newsrooms around the country.



Pinecone Ventures

Pinecone is a hands-on venture studio building the next generation of impact-driven companies. We partner with ambitious founders from day one - validating ideas, building scalable products, and creating sustainable business models.



Sweco UK

Together with our clients and the collective knowledge of our 23,000 architects, engineers and other specialists, we co-create solutions that address urbanisation, capture the power of digitalisation, and make our societies more sustainable.





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