



This idea of a director knowing everything, I don't see how that could possibly be true.

Meet Nicole Melillo Shaw, Managing Director at Volvo Car UK
- A curious leader striving to never stop learning. Page 22.



ABOUT THE SWEDISH CHAMBER OF COMMERCE TO THE UK

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

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DEAR MEMBER,

As we find ourselves on the brink of the summer season, many of us are anticipating the well-deserved rest and revitalisation that the season brings. The promise of longer days and warmer weather offers a welcome break from busy routines, giving us a chance to recharge and reconnect with what matters the most.

Because, in these times of rapid change and uncertainty, maintaining personal resilience is more important than ever. Our ability to adapt, stay grounded, and keep moving forward is crucial, not only for our personal well-being but also for the continued success of our professional endeavors. It's a journey we do not have to take alone.

As you browse through this edition of our member magazine, we hope you find inspiration and insights that reinforce the importance of our community and the value of our shared mission. Together, we can navigate the complexities of our times, support each other's growth, and look forward to a future filled with promise and opportunity.

Wishing you a restful and invigorating summer.

FREDRIK WARNERYD
Chief Executive
Swedish Chamber of Commerce for the UK

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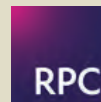
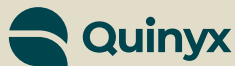
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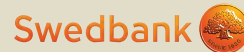


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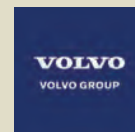


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MEET THE PATRONS

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

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



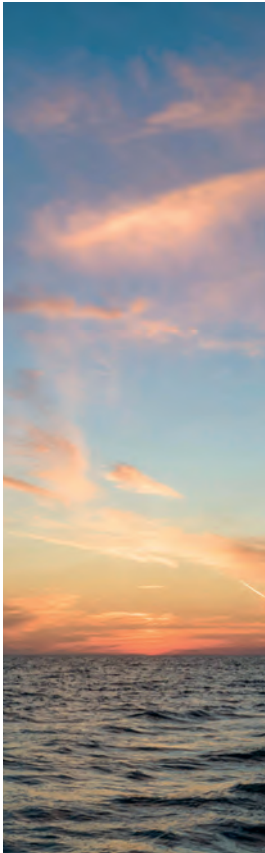
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FROM TRADITION TO INNOVATION: THE SWEDISH CLUB'S JOURNEY IN MARITIME INSURANCE

TEXT: NICA ANDRÉN

One of SCC's newest members, The Swedish Club, tackles the deep sea by providing insurance in the maritime industry. Having taken part at the inaugural Maritime Forum 2024 – A Resilient Future, the SCC sat down with Tord Nilsson, Area Manager UK and Head of Reinsurance, to discuss the ambitions of The Swedish Club, the challenges, and the opportunities of the maritime and shipping industry.

Established back in 1872, The Swedish Club has been part of the maritime insurance industry since ships were made of wood, and contracts were signed in ink. Having preserved through the many changes and challenges facing the maritime industry over the years has equipped Swedish insurers to face many challenges head-on.

With London arguably being the insurance and reinsurance capital of the world, the choice of having a permanent office here came easy. In 2015, The Swedish Club added the UK office to the list of representatives, alongside the already established teams in Sweden, Norway, Greece, and Hong Kong. Since then, The Swedish Club has also opened an office in Singapore in 2022.

Anchored in innovation: What sets the Swedish Club apart?

In a city flooded with insurers, The Swedish Club is unique. Beyond the logo of the sea god Triton with his conch shell lies a deep commitment to its well-established clientele. This not only means that The Swedish Club is owned by their clients - something uncommon in the maritime world - but puts all the efforts of the company into trying to provide their clients with insurances and services which support their business models and exposures.

“Being a mutual is more important than ever today,” stated Tord Nilsson. “Being at the forefront and facing the future is key to be able to provide our members with the flexibility that they need in today’s rapidly changing environment. It’s something that always has been important to the Swedish Club but that will now be the key focus, moving forward.”



The Swedish Club celebrated the launch of their Cyber insurance at the beginning of the calendar year. Approaching marine cybersecurity in a unique way, The Swedish Club offers coverage based on the cyber maturity of the owners, tailoring protection to the level they feel is necessary.

The unique approach ensures that the company provides the needed flexibility for their members, making sure that the members receive only the best possible solution for their organisation and needs.

“

Being at the forefront and facing the future is key to be able to provide our members the flexibility that they need in today's rapidly changing environment.

Tackling maritime insurance challenges

The last few years have been challenging for multiple types of organisations, including maritime insurers. Geopolitical turmoil, shifting sanctions, and compliance with government regulations have all played a part. The key to navigating these issues is adaptability - combined with efficiency.

Although the world faced Covid, the Russian Invasion of Ukraine, and now the current turmoil in the Southern Red Sea and Indian Ocean, The Swedish Club is used to turbulence. According to Tord, this is exactly the kind of circumstances which the insurance and reinsurance industry is meant for.

“We have an organisation and company that is built to find solutions to problems together with our business partners and we do find ways of resolving what we are faced with,” he says. “Cooperation like this is key to success in the rapidly changing environment in which we are operating these days.”

Navigating tomorrow: The Swedish Club's vision for the future

Despite the changing environment and numerous uncertainties, the maritime industry is constantly evolving and seeking to improve. As a result, the future looks bright.

The International Maritime Organisation (IMO) has set ambitious targets for the decarbonisation of shipping, something that The Swedish Club welcomes with open arms and a positive attitude.

“We are embracing the shift in fuels as it will have a very positive impact on the environment and the world we live. In short term, we will have to review our exposures as developments allow us to redefine risk and premium structures.”

As for the future, Tord is hopeful. From digitalisation to the use of AI, how the the Swedish Club operates in the marine insurance field are to always look at the horizon. Eventually, autonomous vessels with very small, if any, crew will enter the space and the insurance industry will have to adapt, Tord believes.

MARITIME FORUM 2024

15 May 2024 | Royal Thames Yacht Club

The Maritime Forum dived deep into the realities of shipping in a world marked by geopolitical uncertainties and economic complexities. It explored the innovative strategies and cutting-edge technologies aimed at achieving NetZero emissions, from wind propulsion to foiling and beyond.



View full agenda and learn more.



A TIMELESS ICON OF HOSPITALITY CELEBRATING 150 YEARS

TEXT: ALEXANDER HÖGBERG | PHOTO: ANDY LIFFNER

For 150 years, Grand Hôtel in Stockholm has been home to celebrities, renowned events, and everyday bon-vivants. This iconic establishment offers guests a luxurious stay blending classic charm with modern amenities, alongside a variety of gastronomic experiences that will delight your plate. In the midst of their 150-year celebration, we had the privilege to interview Pia Djupmark, CEO of Grand Hôtel Stockholm, delving into a world of luxurious comfort and hospitality perfection.

“We are so proud to celebrate our 150th anniversary, and our hotels’ rich history is filled with remarkable events and milestones,” says Pia, in charge of the hotel, which offers 279 rooms and suites, each floor adorned with a unique touch from different interior designers.

Grand Hôtel in Stockholm was established in 1874 by the French chef Régis Cadier. His ambition was to create Sweden’s first hotel that could measure up to the grand European hotels. Situated in a prime waterfront location overlooking the Royal Palace and Stockholm’s old town, he undoubtedly chose the right location to create the renowned hotel that it is today.

150 years of memorable moments

With 150 years in business, Grand Hôtel has welcomed countless guests through the grand entrance, such as well-known names as Martin Luther King, Princess Grace and Prince Rainier of Monaco, Frank Sinatra, and Greta Garbo. And, with numerous lush events that have been held, the list of milestones is long. One event Pia mentions is that the very first Nobel banquet was held at Grand Hôtel in 1901, and took place in the Spegelsalen (The Mirror Hall) until 1929, when the event moved to Stockholm City Hall due to its growing size.

“However, Nobel laureates and their families still stay with us. As part of a cherished tradition, they are woken up on 13 December with coffee, saffron buns, and youthful voices performing Sankta Lucia.”

Psst! Grand Hôtel offers SCC Members 10% off staying with them. Log in to the Member Directory to get the discount code.

In 1968, a significant chapter in Grand Hôtel history began when the Wallenberg family assumed ownership of the hotel. Their stewardship continues to this day, and to mark the hotel's 100th anniversary in 1974, they transformed the beloved summer veranda into a permanent fixture. The Veranda restaurant allows guests to experience the charm of summer - or any season - regardless of the weather. "These milestones are just a few examples of the rich history that defines Grand Hôtel, and we eagerly anticipate creating more memorable moments in the years to come," says Pia.

A green night's sleep

Craftsmanship and innovation have been guiding principles steering Grand Hôtel's trajectory. "These principles also drive our ongoing efforts towards a green and sustainable hotel experience, both now and in the future," Pia explains.

In their operations, they aim not only to be aware of sustainability issues, but also to drive progress by collaborating closely with suppliers to develop new sustainable solutions and choices. Their comprehensive sustainability initiatives encompass every aspect of their operations, from energy consumption and material selection, to digitisation and social responsibility.

A whole year of celebration

The celebration covers all different kinds of areas and will go on through the duration of 2024.

"We are celebrating throughout the entire year. Our festivities began with the launch of our first beer, named '1874', followed by a limited section in our cocktail menu paying homage to our 150 years," says Pia. For instance, guests can savour cocktails such as '54 750 days' featuring Grand Hôtel's honey, collected from their in-house bee hives.

"Our newly released coffee table book serves as a tribute to our past, present, and future, encapsulating the essence of what Grand Hôtel looks like in 2024." Additionally, they have partnered with the Skåne-based ice cream company Otto Glass to create their exclusive cloudberry ice cream flavour. Their official anniversary on 14 June was marked

by a celebration for Stockholmers at the harbour next to the hotel.

A membership that led to partnerships and collaborations

Grand Hôtel has been a member at the SCC since 1993. Pia says that the SCC provides a platform for forming relationships both within Sweden and internationally. "The people and organisations we have met through the SCC have led to wonderful partnerships and collaborations during our time as a member. In particular, access to the SCC's UK network has been invaluable to us, as this region is one of our most important markets."

As Grand Hôtel in Stockholm celebrates 150 years of luxury and history, it continues to welcome new guests and create unforgettable experiences. From its founding by Régis Cadier to its sustainable future, Grand Hôtel remains a timeless icon of hospitality. Here's to the next 150 years of excellence!

Three expert tips on hospitality:

1 Offer a personal touch - As technology advances, many hotels may be tempted to automate certain aspects of the guest experience, such as check-in kiosks, for efficiency. However, at Grand Hôtel, we firmly believe in the value of personal interactions to enhancing the guest experience. For instance, we would never trade our concierge service, as these human-led moments are indispensable in creating the bespoke experience our guests expect.

2 See the uniqueness in each guest - Respect all guests' differences and their privacy.

3 Lead by example - The hospitality of every staff member contributes to a guest's experience. Fostering a team of perfect hosts is made possible by senior team members leading by example. Telling staff how to act is never as effective and inspiring as showing them.

SHIFTING GEARS TO CUSTOMER-CENTRIC LOGISTICS

TEXT: MAJA STENBERG | PHOTO: NTEX

In between raw materials and the final product reaching consumers hands, logistics serves the crucial purpose of obtaining, storing, and moving goods to the right place at the right time. With an increasing demand for efficient and sustainable solutions, Swedish logistics company NTEX has, since its establishment in 2003, stood out a mile in the industry. Their key to success? A green, customer-centric approach – and a knack for solving problems before they escalate.

Founded in 2003 by Thomas Ström, NTEX is rapidly making waves in the transport and logistics sector with its straightforward but powerful ambition: be easy to work with and listen to the customers. Although it may seem simple, Managing Director of the UK, Malcolm Thorpe, firmly believes that this is what sets them apart in a crowded market.

“We try to pre-empt problems just by communicating, from the ground level staff over to the clients. For us, it’s all about trying to go that extra mile in terms of trying to find a solution.”

Although NTEX is still a fairly new player in the game compared to its industry peers, this philosophy has helped the company build a solid brand, attract new customers, as well as retain existing ones.

“Quite a few of our clients have been with us all the way since we started. We believe this is the best proof

of the benefits of our ‘close to the customer-concept’ – that clients stay with NTEX for a very, very long time,” says David Forsberg, Business Unit Manager UK & Ireland.

Nordic and local expertise

With proactive communication as a solid cornerstone, NTEX eventually established in the UK – a market central to their growth strategy since day dot. Here alone, a staff of 250 ensures that NTEX can deliver efficiently and reliably on a daily basis, whether it’s a single pallet or a full truckload.

As of now, NTEX has expanded their UK footprint with offices in Bristol, Nottingham, Glasgow,



and Immingham, enabling a regional approach with quicker response times and better customer relationships.

“Having a local regional profile and presence means that we can tap into the local industries in those areas, and ultimately increase exports and imports in whatever direction that we do. On the whole, we find that it works much better than for example me trying to ring a Scottish customer – they’ll might hear my accent and put the phone down,” Malcolm jokes with a laugh.

Steering towards a green and tech-driven future

NTEX does not only take pride in keeping close to the costumers. When it comes to working towards a greener logistics sector, David highlights the importance of working closely with clients, suppliers, and even competitors in order to make this a reality.

“There is definitely an increased demand from clients looking to find greener transport solutions. The logistics and transport industry hold huge responsibility in offering sustainable supply change solutions. Once we provide it – it’s up to each actor to adopt it. On the whole, I think long term collaborations and partnerships are much needed to justify different investments, because it entails that you’re working towards a shared goal,” says David.

As an example, NTEX uses Hydrotreated Vegetable Oil (HVO) to power trucks in Sweden, cutting CO2 emissions by approximately 90% - an eco-friendly practice they’re now pushing to bring over to the UK. Besides this, NTEX is betting big on technology to stay ahead of the curve. Not only are they upgrading

IT systems to boost transparency and communication with clients, they’re also adopting GPS tracking on their trailers, to keep clients informed every step of the way. Ultimately, this tech upgrade promises even better service and stronger customer relationships.

Looking ahead

NTEX journey from 2003 to this date is a story of dedication and unwavering commitment to customer satisfaction. With this solid foundation, Malcolm has a keen eye on the future.

“People out there know the brand and we’re up there when it comes to choice of employer. When you ask people the question ‘why is that?’, it’s because they are familiar with the brand, and we do have that quality profile. Going forward, we must keep that ingredient in our recipe for success.”

Regardless of what the future holds in terms of new technology reshaping the industry, the dependence on the transport and logistics sector is unceasing. Whether it is the transition of the coffee bean to a high street latte, dense forest to a book, or the monumental move of an entire urban area such as Kiruna city in northern Sweden – few sectors can take pride in making the modern day-to-day life go around to the extent of transport and logistics.



For us, it’s all about trying to go that extra mile in terms of trying to find a solution.

MALCOLM THORPE, MANAGING DIRECTOR OF THE UK





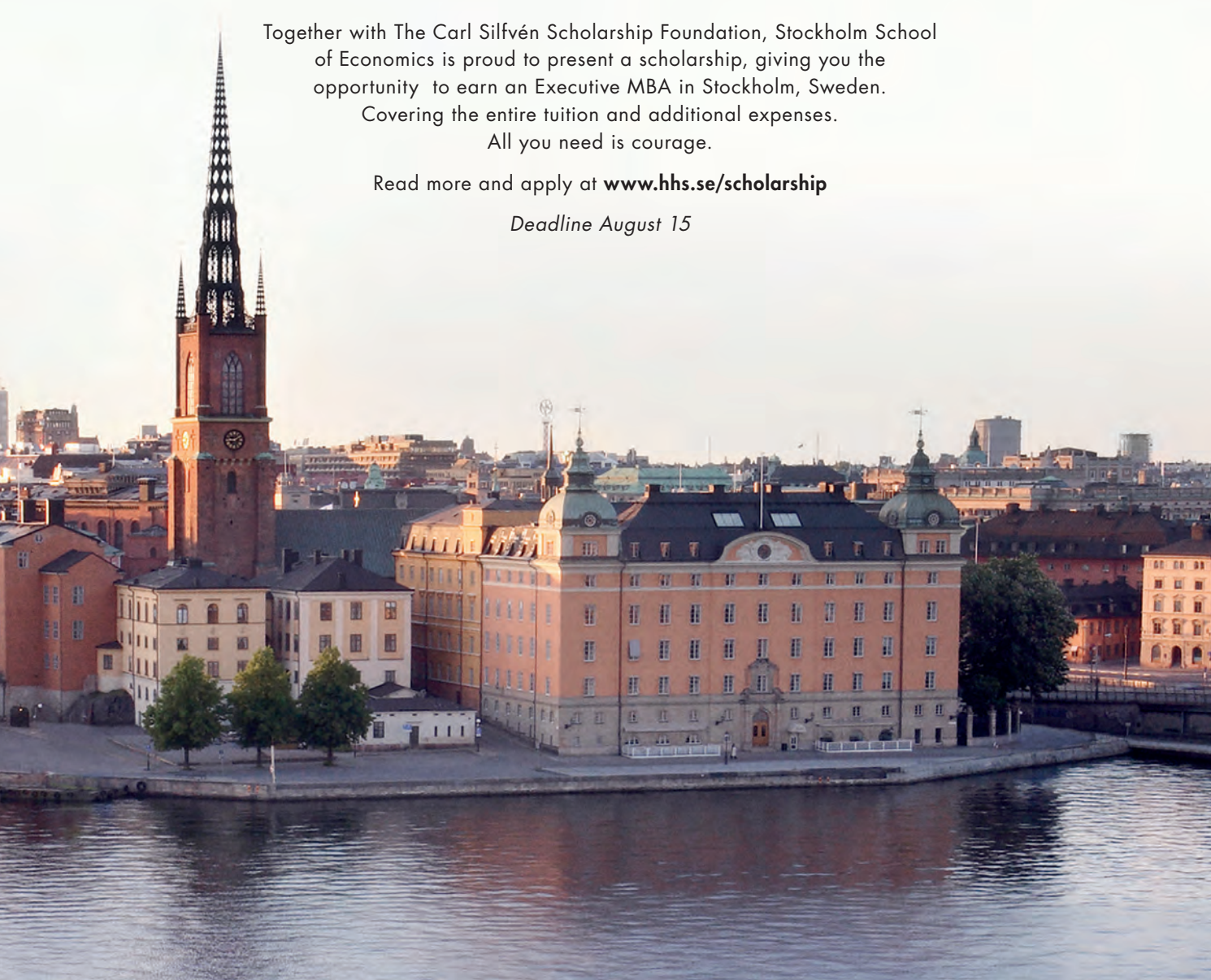
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Deadline August 15





YOUNG PROFESSIONALS

In the bustling world of business, having the right connections and resources can make all the difference. For young go-getters under the age of 35, the Swedish Chamber of Commerce offers a golden opportunity: The Young Professionals' Network (YP).

In 1994, a new platform was launched in the UK to support young professionals. That same year, it introduced its, yet today, most beloved event: The Christmas Dinner, which brought together young talents to celebrate and network.

The Young Professionals' Network was founded in 1994, meaning that this year marks a 30-year anniversary. Since its creation, YP has blossomed into a vibrant community, dedicated to helping ambitious, young individuals accelerate their careers, forge meaningful connections, and seize unique opportunities.

10 years later, in 2004, the network had more than doubled in size, reflecting its growing impact for young professionals in the Swedish-British business community.

By 2014, the aftermath of the financial crisis and the rise of digital marketing had transformed the business landscape. The platform adapted by offering workshops on digital marketing, financial resilience, and emerging technologies.



YP offers a fantastic opportunity to engage with like-minded individuals - whether you are eager to enhance Swedish-British relations, newly relocated to the UK from Sweden or elsewhere, or are employed by a SCC member business, this community is ideal for you!



MATTHEW BLAKEMORE,
CHAIRMAN OF YP & CEO OF AI CARAMBA!

Fast forward to 2024, the platform now has become a cornerstone for YPs within the Swedish-British business community, and has during the year offered a variety of events, such as evening talks, a summer kick-off at Carnegie, padel tournaments, various after works, quiz nights, business insight events, and a LinkedIn Masterclass. Despite these varied events, the annual Christmas Dinner remains as one profound highlight, celebrating the year's achievements and fostering future growth.

DID YOU KNOW...
...that employees at a member company of the SCC can join YP for free?

A walk down memory lane...

As the 30-year milestone lies ahead - let's take a look back upon what the YP have been up to through the years.

Young Professionals 30-year celebration

This year, a special jubilee celebration is being planned as you're reading this. Make sure to sign up to the network through the QR-code, and spread the word - you don't want to miss out on the future of The Young Professionals' Network.



Scan to read more about YP and to apply.

MEET THE NEW SCHOLARS

The Swedish Chamber of Commerce's Scholarship Programme, established several decades ago, has been launching a pad for many successful careers. This exceptional opportunity allows young talents to join the Chamber's team for one year, gain international experience, and fully immerse themselves in the dynamic and influential centre of Europe's capital of business - London.



REBECKA BERG

TECH / ENGINEERING / INFRASTRUCTURE
SCHOLARSHIP FUND FOR
SWEDISH YOUTH ABROAD

In the beginning of June, I earned my Bachelor's degree in Business and Economics from the Stockholm School of Economics (SSE). At SSE, I immersed myself in the Student Association, serving on the Business Committee's board where I had the role as "Head of Financial Relations." Beyond campus life, I worked part-time at a real-estate startup and a financial communications agency which sparked my interest for an entrepreneurial career. My academic journey also took an international turn in my third year with an exchange semester at the University of Michigan - further fuelling my passion for a career abroad. As I now embark on my journey at the Swedish Chamber of Commerce, I look forward to experiencing the exciting business-hub that London is and to seek out new entrepreneurial opportunities!



SIMON HÖGMAN

FINANCIALS / LAW
ELOF HANSSON FOUNDATION

I recently graduated with a BSc in Finance from the School of Business, Economics and Law at the University of Gothenburg. Having grown up around my family's business, I developed an early interest in understanding what drives successful businesses. This interest, coupled with my exchange semester in Paris, has shaped my ambition to pursue an international career in the financial industry. I view the scholarship at the SCC as an excellent opportunity to help exciting companies on their paths to establishment, growth, and development. In the year ahead, I look forward to all the events and meeting inspiring individuals from across all industries. I believe that the SCC Scholarship Programme will offer a valuable experience, providing me with the opportunity to learn about international relationships, take on responsibilities, and be innovative. This will set the tone for my future career.



EMMA SILVER

PUBLIC RELATIONS / COMMUNICATIONS
SPARBANKSSTIFTELSEN FINN

After four enriching years of academic studies, I just completed my Master's degree in International Marketing and Brand Management at Lund University. My journey ignited a genuine passion for specifically Brand Management, driving me not only towards academic pursuits, but also to active involvement in various projects within the student union. Now, I am eager to embark on this next chapter at the Chamber, seeking hands-on professional experience beyond the confines of Lund, and expanding my horizons to an international setting. As half Swedish and half English, the prospect of contributing to strengthening business ties between my two countries, fills me with thrilling excitement. I am particularly enthusiastic about honing my professional skills, connecting with inspiring entrepreneurs, and gaining invaluable insights into diverse business operations - and cannot wait to get started!





OSCAR WELÉN

LOGISTICS / SUSTAINABILITY / MATERIALS
GULL & STEFAN LJUNGBERG'S
FOUNDATION SCHOLARSHIP

I have recently completed my Bachelor's degree in Business Administration and Management at Karlstad Business School. I applied for the scholarship at the SCC due to my desire to work in an international environment, and this opportunity aligns perfectly with my passion for international business. At the SCC, I see the possibility to immerse myself in a dynamic environment that not only complements my interests, but also provides a forum to cultivate international relations and actively contribute to global business practices. Building global connections is something I've always been passionate about, and to be given this opportunity is a perfect way to expand my network and learn from people with different backgrounds and experiences. I am excited about the chance to learn, grow, and make a meaningful impact alongside talented individuals at the SCC.



SELINA JOHANSSON

RETAIL / CONSUMER / HEALTH
THE ANNIKA AMAN-GOODWILLE
SCHOLARSHIP

Having completed my Master's in International Marketing and Brand Management at Lund University, I've nurtured a passion for entrepreneurship, global commerce, and expansion, leading me to the SCC. This passion partially stems from the success of a youth entrepreneurship venture in High School and working with commercial growth in recent years along my studies. Executing both my degrees in English at international schools further contributed to my ambitions of an international career, making the SCC an excellent opportunity. The possibility to engage with diverse business cultures and communication practices, and to gain hands-on experience at the SCC excites me, offering great reach for both professional and personal growth. I believe it serves as an ideal launchpad for my career, offering a nurturing environment to further develop my skills, learn from brilliant individuals, and make impactful contributions to the business landscape of Sweden and the UK.



ERIC HERMANSSON

MANAGEMENT CONSULTING / POLICY
THE SAVEN FOUNDATION SCHOLARSHIP

I am a recent BSc graduate in Business & Economics from the Stockholm School of Economics. Although raised in Sweden, I have also lived in the U.S. and Mexico, through which I have developed a passion for exploring new cultures and international business, especially with Swedish affiliations. The scholarship position is therefore well aligned with my personal and professional aspirations, enabling me to accelerate my international career. It will allow me to develop and extend skill sets related to my previous experiences in business, and event planning in student associations. I look forward to the upcoming year with great gratitude, anticipation and eagerness to establish valuable personal and professional relationships. I am thankful for the opportunity to collaborate with inspiring people to continue facilitating, nurturing and promoting our prolonged history of commercial relations between Sweden and the UK.





EAST MEETS NORTH: *A CULINARY EXPERIENCE*

TEXT: NICA ANDRÉN | PHOTO: STUDIO FRANTZÉN

Located on the top floor of Harrods, Studio Frantzén offers guests an exceptional dining experience in the heart of London. Whether you are inside the stylish main restaurant or outside on the terrace with its stunning views over Knightsbridge, you are in for a meal rooted in Swedish craftsmanship.

Best known for his three-Michelin-starred restaurant in Stockholm, Björn Frantzén is set to take on London's global clientele – starting at the very top of Knightsbridge.

A Swedish-Asian fusion

From Swedish Oxtail to Japanese Wagyu in one single dish, Studio Frantzén offers the tastebuds a piece of Swedish heritage: “Our Swedish roots are the heart and soul of Studio Frantzén,” says General Manager David Funes.

“They inspire our one-of-a-kind flavours and techniques, making us stand out in the culinary

world. This heritage is all about authenticity, quality, and craftsmanship. It's also a source of pride and camaraderie for our team, uniting us as we offer guests from around the world the opportunity to enjoy the delightful flavours of modern Swedish cuisine.”

Frantzén is known to showcase Swedish craftsmen, artisans, and artists in his restaurants. From having the entire interior designed by Joyn Studio to collaborating with Gense for their cutlery, Emma Löfström and Ragnar Persson for their artwork, and Renskalla for their woodwork.





Our Swedish roots are the heart and soul of Studio Frantzén.

DAVID FUNES, GENERAL MANAGER

London: an incubator for culinary dreams

London's culinary scene is renowned for its diversity and dynamism, offering a platform for restaurants like Studio Frantzén to shine.

As a global hub for business, tourism, and culture, London attracts visitors from every corner of the globe. Studio Frantzén's presence in London not only exposes its culinary offerings to a broad international clientele, but also allows them a chance to enhance their reputation on a global scale.

Located within Harrods, which is no stranger to luxury, it is situated amongst some of the world's most luxurious super brands. Studio Frantzén offers guests a relaxing atmosphere to enjoy – whether it is for a Sunday brunch, a mid-shop lunch, or a dinner while watching the sunset.

Culinary innovation

If there is one thing that is certain, it is that Studio Frantzén knows no bounds for culinary innovation. But what inspires these unique flavour combinations? “We produce full flavoured food using modern techniques. Nordic food is traditionally heavy, but at Studio Frantzén our take results in a lighter meal that you can enjoy more of. The menu has been designed to guarantee to delight the senses and allows diners to discover new flavours, from fermented lingonberries, smoked pea soy to crispy lichens,” says Marcus Rohlen, Executive Head Chef at Studio Frantzén.



Those that take their weekend seriously will be excited to know that the restaurant offers an extensive brunch menu, following the opening of Studio Sundays, featuring everything from beloved classics to innovative dishes with a twist.

Next time you are enjoying a trip to Harrods, why not take the elevator to the fifth floor and try one of chef Marcus' favourite dishes, the Turbot temptation, based on a Swedish staple – Janssons frestelse – perfectly encapsulates the essence of the Swedish kitchen.





Q&A

EMBRACING PERSONAL RESILIENCE IN A DYNAMIC WORLD

In an era where the only constant is change, resilience has emerged as a cornerstone for navigating the unpredictable tides of the business world. The ability to adapt, recover, and thrive amongst uncertainties is no longer just a valuable trait but an essential skill for personal and professional success. This year, SCC shines a spotlight on resilience, delving into the strategies and practices that empower individuals to remain steadfast in the face of challenges.

We had the opportunity of engaging with three individuals from our great community to ask them how they maintain personal resilience.

Their stories not only entertain but also equip us with wisdom and tools to cultivate our own resilience, enabling us to navigate the complexities of our lives with grace and strength.

Dr Katarina Gospic

Head of ESG AI automation
at Edsvärd

How do you maintain personal resilience in today's fast-paced business environment?

I spend time in nature with animals. Besides hanging out with my dog, my favourite thing to do is horse riding in the forest. I also enjoy cold plunges - if you can manage the cold everything gets easier from there.

Please, share a story from your career where adaptability led to a surprising positive outcome.

When I was a medical student, I got warned about a patient who was terribly rude at the emergency room. I understood that the patient was in lots of pain. Before entering her room, I took some deep breaths and had a super clear goal - to give her a pain killer shot. She gave me her consent and in about 30 minutes her pain was relieved. The following day, I was informed that the patient had returned with a message for me. I expected the worst, but she had come to apologise with a cake. It turned out she was a very good pastry chef!



John North

Partner and Head of Corporate
at RWK Goodman lawyers

How do you maintain personal resilience in today's fast-paced business environment?

For wellbeing, I think it is important to keep things in perspective. However, despite how difficult things seem at the time, they seldom are as bad as you think, so I try not to dwell on what has gone wrong and focus on finding solutions. I have been practising as a lawyer for over 35 years, and in that time, I have seen my profession and working practices change immensely. The secret to career longevity is flexibility, so it is important to embrace new areas of work and technologies. We must be specialists but not over-specialise to the extent that we risk making ourselves redundant as the world moves on.

Please, share a story from your career where adaptability led to a surprising positive outcome.

Once, I was driven the wrong way down a motorway in China to get to a meeting on time. This memory still sticks in my mind. It was terrifying at the time but laughable now. We made it to our meeting and successfully completed the matter for our client. Signatories going on holiday without notice happens occasionally. It used to be difficult to resolve, but now there are few places where we cannot get someone to sign a document electronically.



Eleonor Duhs

Partner and Head of Data & Privacy
at Bates Wells

How do you maintain personal resilience in today's fast-paced business environment?

The first crucial element is having a sense of purpose. We spend so much of our lives at work. Meaningful work makes you feel engaged in a completely different way. You need something to strive for beyond simply remuneration. The second thing that helps is other people. Many issues which arise today are very complex and can't be resolved by one person alone. Having a great, diverse team around you with different perspectives helps enormously in puzzling through the possible answers. A good network of peers is also really important. They can act as a support and a sounding board.

Please, share a story from your career where adaptability led to a surprising positive outcome.

An embarrassing experience was dropping my lunch on the Lord Chancellor when I worked in the Ministry of Justice. I'd just bought my food and he jumped into the same lift. He was dressed in ceremonial robes as he told me he'd been to the swearing in of a Bishop. He explained that the Bishop's oath comes from the time of Henry VIII. He then said "You must have it". It was when he handed it to me that the mishap occurred. I saw him at a drinks party a few weeks later and he said "Oh, I remember you!" I think in those kinds of situations you just have to laugh and not take yourself too seriously!

Meet Nicole Melillo Shaw

A CURIOUS LEADER STRIVING TO NEVER STOP LEARNING

TEXT: ALEXANDER HÖGBERG | PHOTO: MAJA STENBERG

What is it really like to steer a renowned company with a rich heritage into the future? And how do you retain personal resilience amidst leadership challenges? On a sunny day in May, the SCC team travelled to Maidenhead to meet with Nicole Melillo Shaw, Managing Director at Volvo Car UK, to find out. After spending a full morning with Nicole, we learnt not only about this - but also gained a deeper understanding of her vision for the company and the innovative strategies driving Volvo Car UK forward.

Just over four years ago, Nicole Melillo Shaw stepped into the car industry and Volvo Cars with the aim to shake up the industry – and she’s proven successful.

Nicole’s background is rooted in fast-moving consumer goods – focusing on everything you’d find in the healthcare section of a store. In that world, consumers make decisions in seconds, leading her to constantly have a keen understanding of their needs and preferences.

“When I looked at my next career move, I wanted to take some of those learnings, and see how it could apply within a completely different industry,” says Nicole.

With this mindset, she cast her net wide, and Volvo Car UK appeared on the road ahead.



A consistent theme throughout Nicole’s career has been working for family-centric brands. This was what drew Nicole to Volvo Cars - not just the cars themselves, nor their speed or trim levels, but the brand’s dedication to families and new consumer groups.

“A lot of people who work in the industry, live and breathe cars – it’s their hobby. For me, it was much more around having a car that drove nicely, that I could rely on, that drove well, and that could take me from A to B,” she says. With this mindset, Nicole believed she would be a good representative of the average consumer and set an ambition to change the industry by making sure to appeal to like-minded people.

“And that’s exactly what I did when I joined, I came in as Consumer Director with that very much consumer-centric approach.”



Three quick questions

Favourite ice cream flavour?

Mocha and hazelnut – coffee and nuts in one ice cream.

Your go-to summer beverage?

I'm a big wine fan! On a warm summer Friday evening, I love a crisp refreshing, rose from Provence.

If you could drive any Volvo model for a summer road trip, which one would you choose and why?

It depends how much I needed to take with me! I love our newly launched small but mighty EX30, our fully electric small SUV. I have one as my everyday car and it's my 'safe space', small but perfectly formed. For longer journeys you can't beat the luxuriousness of the XC90!

A leadership with more questions than answers

Since November 2023 Nicole has been Managing Director.

Last year in her new role, she faced the greatest challenge in her career so far - leading Volvo Car UK through their change of business model.

The industry had been operating under the same model for over 100 years, and Volvo Car UK was the first market to break the mould. As we know, transformation can be tough, and leading people on that journey - bringing the internal team and retailers along - is challenging, especially when you don't have all the answers. Keeping everyone motivated while navigating through uncertainty was incredibly difficult but also immensely rewarding, according to Nicole.

“Now, nearly a year in, we've learned a lot. We understand our roles, the roles of our retailers, and how consumers want to interact with us better than ever,” she reflects.

Guiding her through the challenge were two strong beliefs. “One is that you need to be authentic. Because if you're not being authentic, it stops a strong speak-up culture. And secondly, ask questions - especially when communicating upwards.”

Nicole explains that there's a perception that the more senior you are, the more answers you have - a concept she strongly opposes.

“After years of experience, I recognise that I don’t have all the answers. I just know more questions to ask to challenge my co-workers to find the best way forward. So, this idea of a director knowing everything, I don’t see how that could possibly be true.”

Reflecting on her experiences, Nicole acknowledges the importance of vulnerability in leadership. “I have learnt from my mistakes, and if you don’t have that ability, you’re at risk of having a huge blind spot. For me, vulnerability leads to credibility,” she explains. “There’s a misconception that vulnerability means weakness or an inability to deal with problems. For example, during our transformation, it has been crucial to adapt, and course correct quickly as we gained insights, it was more important to me that teams felt able to speak up. Enabling this allows us to learn and improve.”

“Importantly, vulnerability doesn’t mean compromising strong, decisive leadership - conversely it allows us to understand each other better and enables faster, more accurate decisions to be made,” she says. “Recognising and understanding our mistakes ensures that we don’t repeat them and more importantly when we lead from the front, it is incredibly powerful.”

“Resilience doesn’t just happen”

This year, a continuous theme at the Chamber has been resilience. For Nicole, there are some parts that makes her maintain a personal resilience.

“I make sure I have people I can trust and talk to openly with,” she says. “Resilience doesn’t just happen - you need to have an outlet to air your concerns and reset, as I talk things out, I find my own answers. I am



This idea of a director knowing everything, I don’t see how that could possibly be true.



an optimist and coming from humble beginnings, I understand the importance of pushing hard for what you believe in, even when it seems impossible.”

Outside of work, she always makes time for exercise, everything from running to dancing. It fuels her energy. But what truly maintains her resilience is her family. “My husband is incredible, my biggest cheerleader, constantly reminding me of my progress,” she shares.

“As a mother of two young daughters, I see the importance of the role I play in our family, also the role they play for me. I always talk to my daughters about the day, both good and bad things. Their responses often give me perspectives that help me laugh and shake it off. They see both Mummy and Daddy in leadership roles, and I’m proud of how my husband and I demonstrate equality.”



Pioneering gender equality in car safety

Volvo Cars has always pioneered car safety, making vehicles more safe for everyone, regardless of gender or age. Recognising that women are more likely to be injured in crashes due to male crash test dummies being the standard, Volvo Cars has tested with female crash test dummies since 1995. “We urge all brands to focus on optimum vehicle safety regardless of size, gender, or body shape,” Nicole Melillo Shaw emphasises. Since 2019, Volvo Cars has shared its extensive crash data and research with the industry to promote gender equality in car safety.

Anchor in your heritage, to accelerate towards the future

On the morning of 14 April, 1927, the first Volvo car rolled out through the factory gates in Gothenburg, Sweden. With soon 100 years in the trunk, and an ever-evolving world, Nicole highlights the importance of staying true to a brand's core values while progressing.

“I've always worked for brands that keep the core of where they started and evolve from there,” she says. “Brands often go wrong when they lack a strong anchor point, leaving people unsure of what they stand for. Having a clear stance - whether people love or hate your brand - is better than being neutral.”

For Volvo Cars, safety is the solid anchor point.

“It's crucial that we continue to proudly signal our heritage of safety,” she explains. “I receive hundreds of messages from consumers who will only buy a Volvo because it has saved lives in serious accidents. Safety is where we started and what we build everything from. Our upcoming EX90 is our biggest innovation ever, centred around safety with LIDAR technology to recognise problems in the distance. It combines high-tech luxury with our core value of safety, ensuring we stay true to what makes Volvo unique.”

To admit that you're a part of the problem

The transport sector is a significant contributor to global emissions – a fact that Nicole and Volvo Cars are aware of.







“I think one of the things that we’re really proud of doing is acknowledging that we are part of a huge problem in the industry, which again, shows vulnerability and honesty. It’s important for us to acknowledge the need to constantly do better.” Volvo Cars has some ambitious sustainability targets - 50% of all sales by 2025 are to be Battery Electric Vehicles, fully electric by 2030, and reach net zero greenhouse gas emissions by 2040.

For Volvo Cars, the green future is electric. However, Nicole believes the UK government’s decision to extend the sale of pure combustion engine cars has slowed down consumer adoption to fully electric cars, especially for those on the fence when it comes to electric cars. She emphasises that the transition to electric cars requires breaking myths and educating consumers about the convenience and availability of charging infrastructure.

“I think there are some myths that need busting around, there are more chargers than you think, and you don’t have to keep your car fully charged at all times. That is the point - if you get super-fast chargers, you can fuel up to 80% charge in under half an hour.”

An infatuated question we all want to ask

We approach the final question, one that might seem a bit whimsical but have infatuated people’s minds for decades: “What’s Volvo’s take on flying cars? Will there ever be a flying Volvo?” Nicole laughs warmly and responds:

“I love this question! The only thing I can say is; if consumers want them, they’re sustainable, and we can ensure they have a strong safety profile, then yes.”

With echoing laughter, we end the interview - filled with new insights and thoughts. After a morning spent in Nicole’s presence, it is clear that her journey truly embodies something valuable in the workforce - not necessarily being born and raised in the industry, but taking your experience and adapting them to your next career move. Furthermore, successful leadership roots in authenticity. Being real in every decision, the way you interact with your co-workers, and recognising your flaws and mistakes is the key in the ignition of moving forward as a leader.



A SCC STORY

SWINGING LONDON MEMORIES:

*THE STORY OF A SCC INTERN
FROM 1967*

TEXT: MAJA STENBERG



Although the SCC has been through some remarkable changes since establishing in 1906, its rich heritage of providing a platform for young talent to grow professionally and personally has been a consistent element for decades. Let's rewind to the year of 1967, where 26 year old Christian Bratt and his fellow internship companions were heading up the Swedish Chamber's offices at Trinity Square, and spent the weekends enjoying everything that "Swinging London" had to offer young professionals at the time.

It all started in the spring of 1966. With a recently acquired degree in Business from the Stockholm School of Economics, 26-year-old Christian Bratt lacked direction of what to do next - yet he had a keen eye on London and an appetite for challenge. In due course, he found himself knocking on the doors of "Utlandshandelskammarnas Förening" (Association of Foreign Chambers of Commerce in Stockholm), asking if there were any exciting opportunities available. And yes, there surely were.

"I didn't know much about the Swedish Chamber of Commerce for the UK except for the fact that it was in London," Christian recalls, now in his eighties, leaning back on the sofa in his flat in Stockholm.

A charming, self-managing workplace

At this time, the SCC was a hub of self-management and initiative, overseen by a temporary assistant manager – a former intern himself. The team based its services largely on expectations received through letters from Sweden, and Christian spent a great share of his day-to-day work responding to inquiries from small and medium-sized enterprises.



“We were often asked simple questions, like who in the UK manufactured certain products or where to turn to for specific needs – and vice versa,” says Christian.

This was before the establishment of the Swedish Trade Council in the 1970’s, where the Chamber had the role as a crucial link, providing information to and from both countries.

“It was truly a joy to tackle practical tasks after a few demanding years at university. The setup was rather primitive, but we all worked really well together, and enjoyed the job as well as each other’s company.”

Truly, they did. Not only did the group of interns, consisting of Christian, Christer, Agneta, Torun, Bengt, and Ann, share the administrative and secretarial duties at work as they overlapped throughout the year, they also shared accommodation. In their house by Kensington High Street, Christian endured a cold winter in the attic room, hosted by a landlord appreciative of their orderliness – a quality they upheld both at work and at home.

Life in London

Looking back, Christian emphasises the group’s shared sense of balance between working hard and enjoying London’s broad palette of weekend-pleasures. From the company counselling, business fairs, and meetings in the name of the Chamber - to the weekend pub crawls, late night dancing to The Beatles’ newly released ‘Penny Lane’, and enjoying a Spaghetti Rosmarino on Kensington Church Street for an astonishing three-shilling sixpence.



“London at this time was an exhilarating place. Just like that, you could find yourself bumping into the Rolling Stones,” he says with a chuckle, recounting an encounter with Mick Jagger in a local record store.

“

Just like that, you could find yourself bumping into the Rolling Stones.

Building lifelong bonds

They all got on so well, that fast forward to 2024 and the group of alumni from 1966-1967 still regularly stays in touch. In fact, the very same week as Christian kindly invited us over to his flat to tell us his SCC story, the “Chamber-group” – as they call themselves – all gathered for lunch in central Stockholm.

“We were all so driven by our shared goal to do good work and enjoy the experience. By our shared interests, we all learned about the world, and gained perspectives not just on the UK but also on Sweden.”

Reflecting on the larger mission of representing your country abroad, Christian’s philosophy is unmistakably clear: respect each other’s differences, show appreciation, combat negativity, and always focus on the positive. For Christian, the internship at the SCC in 1967 was more than just a professional experience; it was a journey of personal growth and, not least, lifelong friendships.

Celebrating the SCC’s long history with fostering young talent, stories like these remind us of the impact of such opportunities. They highlight the importance of positive collaboration, cultural exchange, and the simple joy of working together towards a common goal.

THE ‘CHAMBER GROUP’ (HANDELSKAMMARGÄNGET)
LEFT TO RIGHT: CHRISTER HOLM, CHRISTIAN BRATT, BENGT TELLAND,
ANN TUFVASSON, AGNETA LUNDVALL, AND TORUN STÅLBERG



PREVIOUS EVENTS

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



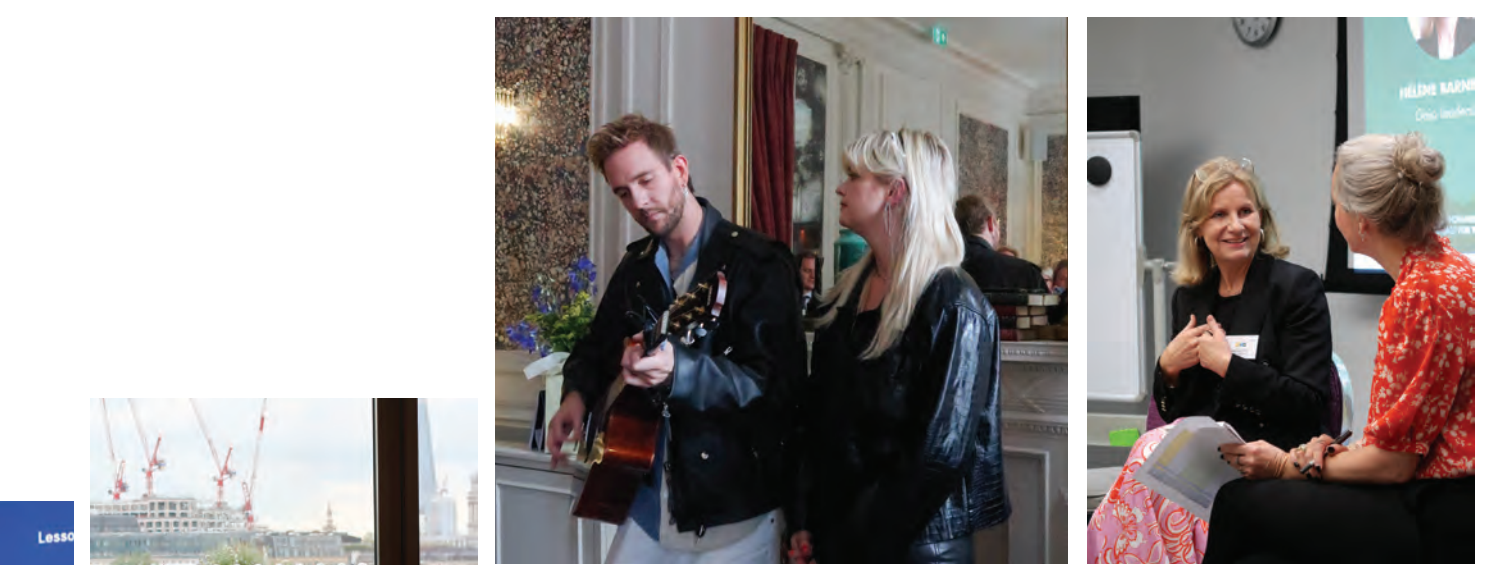
See more photos:
scc.org.uk/events/gallery



From left to right:

- 1) Smith & Thell performing at the 117th Annual General Meeting.
- 2) Hélène Barnekow (Gaia Leadership) and Kristina Norlander (A&O Shearman) at the Business Breakfast on Leadership.
- 3) Hannah Gibson and Dr Katherine Leung (Visiba) speaking at Ecosystem Exchange: Medtech and Healthtech.
- 4) Our community of Young Professionals gathered at LinkedIn's office for a Masterclass session.
- 5) Dawn Dunn (Invest Newcastle) and Erik Wenngren (Spintop Ventures) sharing their insights at Ecosystem Exchange: Fintech.
- 6) Our 'Welcome to the UK' event in Stockholm gathered a great number of enthusiastic attendees.
- 7) Guests listening to the discussions being held at the Swedish Business Footprint event in Newcastle.
- 8) Dr Jens Nordfäldt (University of Bath), Peter Jelkeby (IKEA), and Henrik Nordvall (H&M) discussing the the evolving landscape in the retail sector at one of our Business Breakfast events.
- 9) Lydia Burns (EF) speaking at a Business Insight event with the SCC's Young Professionals.
- 10) The new cohort of SCC Scholars at the 117th Annual General Meeting.
- 11) SCC Humber Chapter Chair Camilla Carlbom-Flinn (Pentagon Marine) guided us through the agenda at the Maritime Forum.
- 12) Tech Forum 2024: Embracing the Unknown at Global Relay was an insightful and thought-provoking evening.
- 13) The SCC's Young Professionals getting a guided tour at the Annual Summer Kick-off with Carnegie.
- 14) Guests networking at the Young Professionals' Business Insight event with EF: Education First.





A collage of three photographs. The left photo shows a group of people, including a man in a dark suit and glasses, looking towards the camera. The middle photo shows a man in a dark suit standing in a modern, well-lit room with other people. The right photo shows a man in a dark jacket talking to a woman in a white jacket, with a small logo featuring three crowns at the bottom.

HENRIK NORDVALL: STEERING TOWARDS SUSTAINABLE AND INNOVATIVE FASHION LEADERSHIP

TEXT: ALEXANDER HÖGBERG | PHOTO: H&M

H&M in the UK and Ireland is constantly growing and finding new ways of reinventing themselves and the fashion world. With an impressive 16 years in the business, the SCC interviewed CEO Henrik Nordvall to get the latest insights from H&M and their progress across the countries.

Henrik Nordvall, CEO of H&M UK & Ireland, has spent 16 years with H&M, holding nine different roles across six markets. This extensive experience has equipped him with a broad understanding of the global fashion industry. “I’ve been incredibly fortunate. It is fantastic to be able to represent our brand and this key market to the global stage and work with the fantastic colleagues who truly make the brand what it is,” he says.

In his current role, Henrik oversees more than 6,000 employees and 200 stores in the UK and Ireland. “I take great pride in seeing our market in the UK and Ireland go from strength to strength,” he remarks.

As H&M continues to grow profitably in the UK and Ireland, the company is also increasing its investments.

A prime example is the recent opening of the first new H&M brand infuser concept store in London, the first of its kind in Europe. “We are so proud to open the doors to our brand-new concept store in Chelsea. It has been our dream for many decades to have a store at this iconic destination of fashion and culture, and this store reflects just that,” Henrik says.

He views this store as a culmination of H&M’s long-standing relationship with London’s fashion and the city’s tradition of being a hub for experimentation and self-expression. “Every aspect of the store is developed with the customer in mind – it’s about celebrating the joy of shopping, through great design, interactive store features, and personal twists for every visitor.”

The evolution of customer journeys

With 77 years in the business, H&M has witnessed the evolution of customer journeys and fashion trends. For Henrik, an omni-channel customer experience is critical to the success of any fashion brand. “We must ensure that our offering is relevant and responsive to the latest trends to continuously meet our customers’ ever-increasing expectations,” he explains.

These relationships are becoming increasingly significant as consumers grow more conscious of their buying habits. “We are seeing younger generations demanding more transparency and authenticity from brands, and over the coming years I think we will, quite rightly, see brands responding to this demand, connecting their brand values to their customer offering in a more succinct way,” Henrik concludes.



Sustainable fashion for all

Sustainability has been central to H&M's business for nearly 30 years. Their business idea is to offer the best combination of fashion, quality, price, and sustainability – democratising green fashion and making it accessible to all. Henrik is proud of H&M's progress in this area. "2023 was a fantastic year where we made great progress toward our sustainability goals. At a global level, H&M Group increased our share of recycled or sustainably sourced materials to 85% and achieved a 55% reduction in plastic packaging, to name just a few," he says.

"The key focus of our strategy remains the same going forward – we continue to invest in recycled and more sustainably sourced materials alongside our work to reduce impacts on climate and nature, and support inclusion and rights for all people affected by our business."

In line with this commitment, H&M Group and Vargas Holdings launched Syre in March this year, a new venture to scale textile-to-textile recycled polyester. Henrik explains that polyester is the most widely used and fastest-growing textile fibre in the world. However, virgin polyester, produced from crude oil, remains linear. Bottle-to-fibre recycling is better, but not optimal. Syre aims to create truly circular fibres by scaling textile-to-textile recycling. "This is hugely beneficial not only to H&M Group, but the wider fashion industry," Henrik notes.

One year with Henrik on the SCC Board of Directors

At last year's Annual General Meeting, the Swedish Chamber of Commerce welcomed Henrik to the Board of Directors. "It has been fantastic to be welcomed to the SCC Board and join a myriad of influential colleagues," he says. Henrik believes that SCC provides a valuable network for the Swedish-British community - bringing together like-minded businesses and individuals across various sectors, offering insights on a range of topics from public and government affairs to industry-specific support for businesses of all sizes. "I look forward to further collaboration with the SCC, expanding our network, and working closely with the team and fellow Board members," he adds.



Three quick questions on fashion:

A fashion trend you hope to never see again:

One trend that really didn't suit my body was the super slim denim style. Being a former handball player, it goes without saying why I feel this way.

An underrated fashion trend more people should follow:

The summer linen trend. It has become a big hit this year, but it should never go away. Airy pieces made in a fabric that can easily add attitude to otherwise casual items such as shirts, trousers, or suits.

What do you prefer to wear on a sunny summer day?

Flip flops, swim shorts, and obviously, a linen shirt!





SCC ANNUAL GENERAL MEETING: A SYMPHONY OF NEW APPOINTMENTS

On the of 6 June 2024, the Swedish Chamber of Commerce for the UK (SCC) convened its 117th Annual General Meeting, a landmark event that brought together members to celebrate the past year. The meeting was a testament to the enduring spirit of collaboration between Swedish and British businesses, marked by a series of significant appointments that promise to steer the Chamber towards greater heights.

Introduction of five new board members

The SCC's Board of Directors, under leadership of Peter Jelkeby, presented five individuals poised to infuse the board with new perspectives and expertise. The newly elected board members are:

- Christian Axelsson, CEO at Sigma Connectivity Ltd
- Duncan Sanders, Head of Partnerships at Abba Voyage
- Magnus Dalhammar, Head of Investor Relations at Investor
- Martin Björnberg, Chief Finance Officer at Handelsbanken
- Nicole Melillo Shaw, Managing Director at Volvo Car UK

Adine Grate, the Chair of the SCC Nomination Committee, expressively articulated the board's confidence in these new members: "The SCC aspires to be the ultimate platform for Swedish-British businesses and entrepreneurs. These five individuals bring a wealth of experience from their respective sectors, enhancing the Chamber's influence and capabilities."



Prestigious Appointments

The meeting also elected H.E. Mr. Stefan Gullgren, Ambassador of Sweden to the UK, as the Honorary President of the Board. Stefan steps into the role following Mikaela Kumlin Granit, the former Ambassador of Sweden to the UK and SCC's Honorary President. With a diplomatic career that spans over three decades and includes ambassadorial roles in Poland and Ukraine, as well as service at the Swedish Embassy in Moscow, Stefan has been the Ambassador of Sweden to the UK since 2023. His extensive experience and dedication to Sweden's international relations make him an invaluable addition to the SCC.



Bjorn Saven is celebrated in both the British and Swedish business communities. As the founder of IK Partners, his leadership and acumen have earned him great respect. The SCC also celebrated the establishment of The Saven Scholarship in 2024, made possible by a generous contribution from Inger and Bjorn Saven. This scholarship stands as a testament to Bjorn's enduring legacy and his dedication to nurturing the next generation of leaders.

The 117th Annual General Meeting of the Swedish Chamber of Commerce for the UK was a celebration of the Chamber's rich legacy and a hopeful glance towards the future. With the election of a new Board of Directors and leaders such as H.E. Mr. Stefan Gullgren, Hélène Barnekow, and Bjorn Saven, the SCC stands prepared to continue our mission of nurturing and expanding the vibrant tapestry of Swedish-British business relations.

Furthermore, Hélène Barnekow from Gaia Leadership was formally appointed as Vice Chair of the Board of Directors. Hélène has been a dedicated and active SCC Board Member since 2020 and assumed the Vice Chair position in November, succeeding Viveka Hirdman Ryrberg. In her new capacity, Hélène will be instrumental in promoting the SCC within Sweden, leveraging her expertise and commitment to fortify the Chamber's presence and mission.



Honorary Board Member

A particularly heartwarming moment of the meeting was the election of Bjorn Saven as Honorary Board Member. Bjorn's long-standing devotion to the Chamber, highlighted by his tenure as Vice Chair and his service on the Executive Committee, was honoured with this prestigious title. His participation on the Board from 2012 until 2023 underscored his unwavering commitment to the SCC's goals.



PREVIOUS EVENTS





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

From left to right:

- 1) Panel discussion with Helen Beebe (AJ Products UK), Eve Holt (GM Moving), and Henry Titley-Wall (UA92) at the Swedish Business Footprint event in Manchester.
- 2) Kelly Chen (NATO Innovation Fund) speaking at Tech Forum 2024: Embracing the Unknown.
- 3) Guests networking at the inaugural Maritime Forum at Royal Thames Yacht Club.
- 4) Attendees enjoying the view from Fieldfisher's office at Ecosystem Exchange: Fintech.
- 5) The Young Professionals listening to a Masterclass held by Markus Frånlund at LinkedIn.
- 6) Networking at Business Breakfast on Retail and the Customer Journey hosted at H&M.
- 7) Matthew Blakemore (AI Caramba!) and H  l  ne Barnekow (Gaia Leadership), Master of Ceremonies at Tech Forum 2024.
- 8) Yusuf Ozdalga (QED Investors), Vinay Solanki (Channel 4 Ventures), and Joel Murphy (HSBC Innovation) speaking at Ecosystem Exchange: Fintech.
- 9) Mentors and mentees at the Next Generation Leaders meetup, hosted at Bates Wells in June.
- 10) Welcoming words from Alex Viall (Global Relay) at Tech Forum 2024: Embracing the Unknown.
- 11) Guests networking at the Swedish Business Footprint event in Newcastle.
- 12) Elisabet Vinberg Hearn (Think Solutions), Programme Director of the SCC's Next Generation Leaders programme.



REVIEW YOUR PERSONAL BALANCE SHEET

MAKE YOURSELF SUSTAINABLE FOR THE AUTUMN OF 2024

GUEST COLUMN: JANA SÖDERBERG

When it comes to company's balance sheet, there are well-educated auditors who meticulously examine the organisation's health status with a magnifying glass. However, when it comes to the organisation "YOU INC.," that is, your own life, there is no one else but you who can conduct the balance sheet, focusing on indicators such as work satisfaction, energy level, your health, space for hobbies, family, and relationships.

Similar to a company's balance sheet, it's good to regularly reflect on your life-accounts and review balances to come up with an action plan. How did the training during the spring go, which was supposed to improve your fitness? What happened to the plans of reading the books sitting on your bedside table? Have your withdrawals through late work nights and mental absence been compensated with deposits in the form of laughter and the presence of friends and family?

Speaking of sustainable societies and regenerative organisations, we often forget that the prerequisite is the sustainable individual, you and me! But how does one create a sustainable lifestyle, a positive outlook to the future, and inner motivation in the everyday life?

Even though there's a lot to be done at this time of the year, I hope that the summer break offers the opportunity to book a moment with yourself from time to time. Put on your auditor's hat and review your life accounts. Are your excuses for possible negative balances and misplaced priorities still sustainable? What actions would you recommend if the account belonged to someone else and not yourself?

To make it a bit easier, here are some ideas for a more sustainable life. Remember, good leadership always starts with sustainable self-leadership.

Give celebration more space!

Why is our focus so often on what's missing, what didn't go perfectly, what we forgot, or on the next item on today's 'to-do list'?

The brain's threat system's task is to constantly look for possible risk factors and disruptive factors that could be a potential threat in our life. A fantastically efficient function from the past - but not always to our advantage in welfare life. The lack of life-threatening daily challenges can make us create potential fears and worries, amplify existing challenges, and focus much more strongly on all the negatives. Therefore, celebration gets far too little space in everyday life.

Make it a habit to more often start or end your workday with a positive reflection on what you are proud of. Focus more on your 'have done' list instead of the 'must-dos' awaiting. Start your work meetings with a positive round to create energy before discussing challenges.

Choose monotasking more often

Our brain does not have the capacity to focus on several things at once. When you think you're multitasking, you're actually jumping between different tasks and fragmenting your focus, which increases the amount of time needed, the brain's stress levels, and the risk of errors. Make yourself sustainable and practice on working sequentially with one task at a time.

Did you know that more than half of the participants in digital meetings are doing something else simultaneously? Establish clear rules in your meetings!

Plan for mental "fluid checks"

Long-distance runners have the habit of mentally breaking down the total distance into shorter intervals in between fluid checks. This is how you manage to go



“
Good leadership
always starts with
sustainable
self-leadership.”

**This is Jana
Söderberg:**

Jana Söderberg has a background as an economist, psychotherapist, coach and athlete in Germany, the USA, and Sweden, which has given her unique knowledge about the human capacity for self-motivation and self-leadership. Jana shares this knowledge as a lecturer, author, and coach in personal development and mental training. Her areas of focus are neuroleadership and neurocommunication as well as personal sustainability.

around a track of 42 km. An adult brain has a focus time of about 55 minutes before we need a short break where we can shift focus to manage a longer effort. Have you ever been sat in a meeting lasting longer than an hour, and it lost its quality? Never book meetings longer than an hour! After that you need a ‘brain break’.

If you write ‘to-do’ lists for the day, let longer work moments become several shorter points on your work list. That way, you can manage life’s marathon while keeping your motivation intact!

Switch perspectives more often

Did you know that the length of your field of view affects the length of your thoughts? When you look into the distance, you can think strategically, creatively, and in a problem-solving manner. On the other hand, when your gaze is directed at a computer screen, you solve short-term tasks and operational problems best. Therefore, the possibility of successful strategic digital meetings is very limited.

To keep your inner motivation intact and achieve long-term goals, it is therefore important to switch between short and long-term perspectives more often. Make it a habit to look through a window in the distance once an hour and ask yourself questions like: Am I prioritising correctly right now? How am I feeling today? That way, your mental horizon gets a broader perspective where you can see the full magnitude of a task.



Perform sustainably with emotional distance

To perform sustainably and to reduce your inner stress, it is important to have emotional distance to your challenges. When you feel stressed or have trouble letting go of your work problems when you come home, try to find places or mindsets that give you perspective. From the hospital parking lot, the world and our daily problems often look different. Asking yourself what really is the worst that can happen, and visualising it, is also an effective way to reduce the dimension of many stressors. Just like the eye, the brain needs distance to perform at its best.

Balance your self-esteem and self-confidence

Your self-esteem is about being enough as you are with all your flaws and qualities. Your self-confidence, on the other hand, is your awareness of your competencies, achievements, and your skillfulness.

The balance between these two dimensions is crucial for your well-being. Many build their identity solely on their achievements, which often leads to stress and performance anxiety.

Try to complement today's "to-do" list with "want to do" activities, that you write down in order to make room for your needs and recovery. Celebrate yourself more frequently with positive appreciative thoughts and reflect on qualities about yourself that you are proud of.

Let the summer of 2024 be a starting point for a balanced autumn with personal sustainability as the starting point!



IN OTHER NEWS



TETRA PAK INTRODUCES 'FACTORY SUSTAINABLE SOLUTIONS'

A new offering by SCC Patron Tetra Pak, in its extensive sustainability portfolio, aims to optimise resources and enhance manufacturing processes, helping businesses meet their sustainability goals while reducing operational costs.

The expertise and advisory services of 'Factory Sustainable Solutions' will be available worldwide, ensuring that businesses can meet environmental targets and enhance long-term operational efficiency.



SCANIA LEADS THE CHANGE FOR CLIMATE ACTION

In May, SCC Patron Scania hosted the fourth instalment of their Sustainable Transport Forum in Stockholm, gathering transporters, buyers, partners, policymakers, suppliers, and Scania

employees. With emphasis on the urgency of climate change and examples of industry leadership, the forum focused on the bold steps needed to transform our transport system before it is too late.



DANSKE BANK SIMPLIFIES SUSTAINABLE INVESTING

Before Midsummer, SCC Patron Danske Bank introduced a new feature in its Mobile Bank app to promote sustainable investing. This update allow customers to easily see how many sustainable investments are in their portfolios and offers guidance for

increasing these investments. Previously, understanding the sustainability of investments required a meeting with an advisor. Now, customers can access this information directly in the app, enhancing their investment decisions.



UK LEADS EUROPEAN FDI GROWTH AND REMAINS 2ND MOST ATTRACTIVE

The UK continues to hold its position as the second-ranked country in SCC Patron EY's annual ranking of European countries based on their ability to attract Foreign Direct Investment (FDI) projects. Notably,

it was the only country among the top three to witness a year-on-year increase in project numbers. In 2023, the UK was home to 985 FDI projects, marking a 6% increase from the previous year.



PREDICTING THE BIGGEST TRACKS OF SUMMER 2024

SCC Patron Spotify has unveiled its top 30 'Songs of Summer' predictions for 2024. Embrace resilience and relaxation this summer with tracks from Billie Eilish, Kendrick Lamar, Post Malone, and DJs

like David Guetta and Kygo. This playlist offers a perfect blend of big names and rising talent to keep your summer vibes chill and enjoyable.



NEW MEMBERS

Founded by businesses for businesses, 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 not for profit organisation, and help businesses establish, grow and develop. Our focus is on providing relevant and informative forums and meeting places, on forging new and exciting networks and ecosystems, offering valuable training programmes for personal and professional development and to deliver first-class business services tailored to your business needs.

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

WOULD YOU LIKE TO LEARN MORE ABOUT THE MEMBERSHIP?
CONTACT: HANNAH.CARLSSON@SCC.ORG.UK



CELLCOLABS

Advanced stem cell treatments have the potential to transform health care as we know it. Despite this, there is a global shortage of stem cells produced in compliance with Good Manufacturing Practice (GMP) standards. To bridge this gap, Cellcolabs was established in 2021, aiming to meet the demand for high-quality, GMP-compliant stem cells in the healthcare sector.



DSV ROAD LTD

We want to be a leading global supplier, fulfilling customer needs for transport and logistics services, targeting extensive growth and being among the most profitable in our industry.



ENCHANDIA MARINE AB

Echandia is providing safe and robust Battery Energy Storage Systems (BESS) to the maritime market, where we have delivered BESS to merchant vessel, commuter ferries and naval applications to European NATO countries. With the solution Echandia has developed, we are now expanding on-shore in the different directions, such as the gridmarket and for harbor applications.



INGRID

Ingrid was founded with a mission to create delivery experiences that fit people's lives by letting e-commerce businesses deliver sustainable growth and giving shoppers the power to personalize delivery and returns. The result is a better overall customer experience and greater efficiency for both the retailer and the delivery carrier. Your schedule, your life. With Ingrid, shopping just fits.



JB COMMUNICATIONS

The leading authority in business-to-business communications for over 50 years. Helping major blue-chip businesses communicate with their employees and customers. We develop and shape compelling messaging, which we bring to life through creative executions across all media, both physical and virtual. We are unique in delivering conferences to VR experiences through to high tech innovation and collaboration centres.



MONEYWISE

Moneywise is an Accountancy and Payroll firm working towards the Swedish market. We pride ourselves on offering a personal service to all clients. Our consultants have extensive knowledge of Swedish accounting, taxes, payroll, collective agreements and much more.

netmore

NETMORE GROUP AB

Since more than ten years we have committed ourselves to solve the huge problem of the resource waste in Europe by building our IoT network. The result is a reliable solution that requires minimal effort, creating significant impact for businesses and society. Helping our customers optimise their resource usage today and over time.



NORDIC OUTDOOR

Nordic Outdoor are specialists in Scandinavian Outdoor Clothing & Equipment. We stock a curated selection of top brands including Aclima, Fjällräven, Didriksons and Gransfors Bruks - brands who create products grounded in values inspired by our Scandinavian roots: Style, Function and Sustainability. With stores in London, Edinburgh and Keswick we have been bringing the best of Scandinavian Outdoor to the UK since 2005.



OURY CLARK

We are a multi discipline professional firm of Chartered Accountants, Lawyers, Solicitors, Consultants, Recruitment and Financial Advisors based in London and Slough offering a breadth of services to both large and small companies as well as individuals.



QUÉBEC GOVERNMENT OFFICE IN LONDON

The Québec Government Office in London (DGQL) was opened in 1962. We represent the Québec government in the United Kingdom, Ireland and the Nordic Countries. We are working to promote the interests of Québec towards Governments and institutions in the territories covered by DGQL. We support Québec businesses and culture to thrive and develop their activities.



ROCKET PADEL

Rocket Padel is not just a club; it's a movement, a community, and a commitment to making padel more accessible and enjoyable for everyone. The company was born out of the love for padel, and as the sport grew, we began loving everything around it, too. The lifestyle. In the same way, Rocket has become more than just a brand; we are the intersection of padel centers, products, and experiences. We are a hub for everyone and everything that is padel.



SLÄTTÖ

Slättö is a private equity real estate investor with a Nordic focus. We seek to deliver consistent market-leading returns for our investors through thematic strategies, local expertise, clear values and a committed team. We are creative in finding solutions and managing complex projects with high potential for value creation. With a forward-looking approach, we prioritise sustainability as key to the long-term success of our investments.





THE SWEDISH CLUB

The Swedish Club is a leading marine mutual insurer with its head office in Gothenburg, Sweden, and branch offices in some of the world's strategic shipping centres; Oslo, London, Athens, Hong Kong, and Singapore. The Swedish Club is a mutual, a non-profit-making organisation. Established in 1872, the Club is owned and self-managed and under the direct control of its members.



TRILL IMPACT

Trill Impact is a pioneering Impact House with around EUR 1.2 billion in assets under management across its investment strategies, Impact Private Equity, Impact Ventures and Microfinance. Trill Impact aims to become a force for positive change through impact private investments, delivering Real Returns and Lasting Impact for the benefit of investors, businesses and society at large - encouraging others to follow.



UHY HACKER YOUNG

The UHY Hacker Young Group is one of the leading UK networks of chartered accountants with 24 offices spanning England, Wales and Northern Ireland. Our teams at UHY are all driven by our purpose of helping you prosper, and this applies across all that we do for our clients, our people and our wider communities.

UNDERSTATEMENT

UNDERSTATEMENT

Understatement Underwear, a Swedish female-founded brand, disrupts the underwear category with its inclusive and sustainable approach. Using recycled materials, their products offer comfort and a great fit for all body types. Their philosophy empowers women through elegant, understated designs that celebrate diversity. Emphasizing ethical production, Understatement is dedicated to positively impacting the environment and fashion industry.

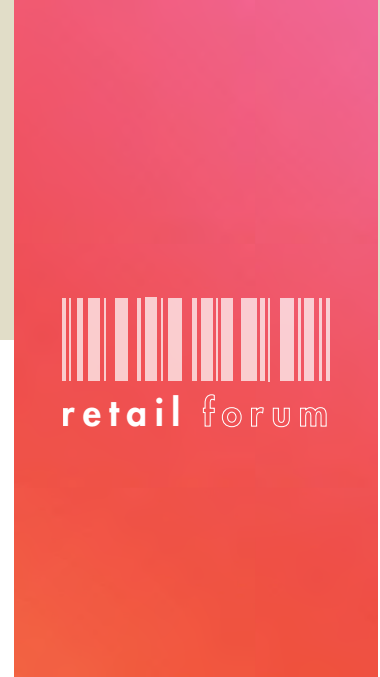


VALKIV

Valkiv is a digital valuation platform that enables users and insurance companies to protect valuable items. In short, a safe haven for your valuables. In the event of a house fire, or theft/accidental loss, people typically recall merely 30% of their possessions. Compounding this issue, valuable items often lack proper documentation for insurance coverage. Valkiv keeps your valuables safe and secure in a digital vault when disaster strikes.



UPCOMING EVENTS



AUGUST

21

SCC UK Alumni Reception 2024

We welcome our alumni network, including former colleagues, scholarship recipients, and interns, to join us for this special evening. Let's reconnect and celebrate the legacy and future of our vibrant alumni community!

SEPTEMBER

03

Ecosystem Exchange: PropTech

Participants will embark on a one-day programme, featuring masterclasses, inspiring keynotes, and rapid-fire networking sessions.

SEPTEMBER

18

Retail Forum 2024 - the customer journey

We will dive in to the exceptional impact of the pandemic - pivoting consumers to digital channels - to the recent renaissance of more physically based shopping experiences.



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



OCTOBER

03

**Impact 2024
- fighting climate
change**

Impact is a yearly gathering bringing together stakeholders from across relevant industries and some of the greatest thinkers from both Sweden and the UK to discuss the way to a green recovery.



NOVEMBER

28

**Outer Thinking:
Swedish-British
Summit 2024**

At this full-day conference we will be discussing the key trends facing any business today – from artificial intelligence to sustainability and continuous learning – and looking forward to the business of tomorrow.



NOVEMBER

29

**Annual Christmas
Luncheon 2024**

The pinnacle of the business calendar, bringing together business people from across the Swedish-British community and is the largest luncheon of its kind outside of Sweden.





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