

LINK³⁶⁸

DEDICATED TO THE SWEDISH-BRITISH
BUSINESS COMMUNITY SINCE 1906

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Using music to break down borders
and to bring people together - what
could possibly be more important?

Ludvig Andersson, producer for ABBA Voyage.



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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Chief Executive

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Head of Events & Programmes

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DEAR MEMBER,

We are now a few months into the new year, and Swedish businesses are continuing to operate in a complex geopolitical landscape. Not only have we just witnessed the Swedish flag flying above the NATO headquarters in Brussels for the first time, but we also find ourselves amidst a 'super-election year' globally – to a large extent shaping international relations, trade policies, supply chains, and market dynamics. For businesses operating in these times of volatility and uncertainty - the future is spelled resilience. With this, agility, adaptability, and innovation, remain top priorities on businesses agendas. In 2024, I envision the Chamber to embrace this. As a main partner throughout the year, resilience will consistently be present at our events, all to ensure that businesses representing our community can continue to flourish, develop, and remain competitive on the UK stage.

With that said, and with the highly anticipated spring-season just around the corner, I'm happy to introduce this issue of Link magazine - produced under the leadership of Alexander Högborg, our new Marketing and Communications Manager here at the Chamber. Welcome, Alexander!

Truly representing the diversity in our community – this issue is filled to the brim with stories ranging from data optimisation with iCore Solution, future-proofing of energy grids with Skyqraft, and female entrepreneurship with Lovisa Löwenborg, to a deep dive into the Life-Sciences ecosystem with Doctrin, the story behind Padium's padel ground in Canary Wharf, and feel-good anecdotes from SCC members.

Marking the 50th anniversary of ABBA's Eurovision Song Contest victory with 'Waterloo', we are also delighted to feature ABBA Voyage in this issue – with producer Ludvig Andersson telling us about the creation and the power of music in bringing people together. On a similar 'note', this issue also features Swedish glassworks and ESC trophy provider Orrefors Kosta Boda, who once again gets to celebrate the trophy coming home in 2024.

In addition, we're happy to welcome two guest columnists in this issue. Melina Jacovou CEO and founder of Propel shares her key takeaways from the Slush conference in Helsinki, and Erik Fjellborg, CEO and founder of Quinyx, gives us three steps towards a less stressed workforce and reduced staff turnover.

As always, we're looking forward to representing the community for another season, and not least keep telling your stories – by business, for business.

Enjoy!

FREDRIK WARNERYD

Chief Executive

Swedish Chamber of Commerce for the UK

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KREAB

Nordea

NORDIC CAPITAL



SAS



SCANIA



SSAB



Stena



Trustly



VATTENFALL

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 SILOS TO SUCCESS: ICORE'S VISION FOR CROSS-FUNCTIONAL DATA UTILISATION

TEXT: NICA ANDRÉN | PHOTO: iCORE

In the rapid development of a technology-driven economy, data has become the new oil, bringing along modern solutions targeting quality and efficiency of businesses across all industries. The importance of data has changed the way that companies think and operate, while also introducing challenges for traditional business models. For SCC member iCore, the winners of tomorrow will be those who prioritise data management and informed decision-making.

The digital economy is largely made up of binary code and processing algorithms, all constituting the relatively new concept of 'data'. From collecting consumer data, identifying patterns of behaviour, and receiving user feedback – data is a source of infinite potential.

However, the way you work with data matters, stresses iCore. The sheer volume of it, coupled with its multiple originating sources and destinations, creates a technical difficulty for organisations to collect, analyse, and extract business value from it.

iCore has provided and improved business processes by enabling companies to harness data in new and innovative ways for over 20 years. Their vision came from recognising that data, process integration, and digitalisation cannot be isolated issues.

“One of our main objectives is to ensure that automation extends beyond the borders of the IT department, with the ambition to make the benefits of digitalisation available to as many individuals as possible. This will ensure that the right people have access to relevant data at the right time, enabling them to create value and make informed decisions” says iCore’s CEO and Co-founder Mikael Boquist.

Providing companies with an integration platform, iCIS, iCore makes it easy to replace one integration without affecting the others.

The journey to the UK

Since founding the company in 2001 and opening its first office in Sweden in 2006, Mikael, together with Co-founder Thomas Madsen, have established iCore as the premier integration specialist in the Nordics.

Recognising the potential and opportunity of the UK market, iCore opened their London office in 2017. Their UK journey began with the customer ESAB and continued with the growth of ASSA ABLOY, followed by a partnership with the Swedish e-commerce software company EPIserver, today Optimizely, and Maginus, which became their first official UK partner.

Since then, iCore has come to have several customers across the UK and are active in sales, delivery, and support from the Swedish organisation.

Facing the challenges in a data-driven world

While the data-driven landscape has created a need for optimised performance across all markets, it also presents new challenges.

“The most common mistake is failing to think cross-functionally across the entire organisation. Important data should be accessible by several software applications,” says Patrik Kärrberg, iCore’s Regional Manager for the UK, Ireland, and Benelux markets.

“Companies should think about who else can benefit from their data and how they can incorporate that mindset into a data integration strategy. When data is not





MIKAEL BOQUIST, PATRIK KÄRRBERG & THOMAS MADSEN

locked into separate silos it's also easier to experiment with new technology, such as AI" he continues.

Another common mistake, according to iCore, is collecting too much data without a clear plan or strategy on how it should be used to create value. In a recent study, together with Radar, they found a clear correlation between mature organisations and business value.

"We saw a clear correlation between top performers and having a common data layer, with its functionality centered around this data layer. And the importance of having this cross-functional mindset as an integrated part of the culture. It makes a huge difference in delivering business value" says CMO and Co-founder Thomas.

In an economy where data plays a significant role, iCore highlights that businesses only utilise 20 percent of all the data they create. iCore sees this as an opportunity.

To implement a good strategy, iCore suggests that businesses should start with defining what data and information means to them, followed by clear guidelines for their usage and deciding how it should

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The most common mistake is failing to think cross-functionally across the entire organisation.

be capitalised to create business value. Then, think one step further – investigate if other parts of the company can benefit from the data, and in what manner. For iCore, fostering cross-functional collaboration which permeates the entire organisation is the key to success.

Looking ahead

Just like crude oil, data needs to be refined to have real value, and the future business landscape will be defined by those who recognise that first. Just like data, iCore is constantly evolving and adapting to the changing needs of customers, continuing their mission to help businesses navigate the data-driven world.



BRIDGING THE GAP IN GLOBAL CAPITAL INVESTMENTS

TEXT: MAJA STENBERG | PHOTO: MARITHA ESTVALL

From organising street markets as a child to investing in stocks as a teenager - founder of SCC member Female Fund, Lovisa Löwenborg, sparked her entrepreneurial journey early on. Fuelled by a vision to drive sustainable economic growth and shine light on the inequality in capital invested worldwide, the fund is now ready to officially launch in 2024. While Luxembourg is the chosen base, Lovisa dreams of a global impact - eyeing the UK next. Her goal? A world where women everywhere shape a more equal and sustainable future.

Lovisa was born and raised in the town of Gävle in northern Sweden. Growing up, she showed entrepreneurial spirit from a very young age, as she began to set up street markets in her area. This came to spark great enthusiasm – both from the sales and the interaction with people it came with.

“I grasped that making money wasn’t just enjoyable, but also afforded opportunities and granted autonomy in decision-making,” Lovisa explains.

This mindset shaped Lovisa’s engagements going forward, and by the age of 19 she had purchased her own flat and started investing in the stock market.

Getting down to business

The potential of empowerment through financial independence, combined with gender disparities in invested capital globally, has been the key driving factors for Lovisa in her career. In 2018, she co-founded ‘Wire (Woman in Real Estate) Invest,’ a network of women investing in real estate. As the network grew rapidly, a new idea began to take shape in Lovisa’s head – launching a fund solely owned and managed by women. The idea of Female Fund was born.



“Boosting female investments and ownership is not just a matter of financial inclusion, control, and empowerment, but also crucial for driving sustainable economic growth across all sectors and in the world as a whole,” she explains.

A bold approach

Reflecting on the journey from idea to realisation for Female Fund, Lovisa points out that it has not just been an easy street. However, with a great dose of determination and commitment to the cause, the fund is now set to launch in 2024.

“My strategy in general, both in life and in business, is not to wait for the right wave to surf. My attitude is to get out on deep water and take the waves as they come and deal with it. There is no perfect moment. A vision is important, but then flexibility, resilience, hard work, and support from people in your network is the even more important to succeed. To make an impact we need people around us sharing the same vision to move forward.”

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**To make an impact
we need people
around us sharing
the same vision to
move forward.**

The goal is for the fund to gain international presence, and Lovisa sees big potential in the untapped capital waiting to be invested. Namely, she mentions how studies have shown that female investors are more likely to invest in projects that consider the ethical, social, and environmental impact alongside financial returns.



“This alignment with Environmental, Social, and Governance (ESG) values will have a positive impact on the world by directing capital toward companies and initiatives that contribute to a more sustainable and socially responsible global economy.”

Opportunities ahead

Looking ahead, 2024 holds exciting prospects for Lovisa and Female Fund. Alongside the Luxembourg launch, a Swedish Special Purpose Vehicle (SPV) targeting a group of 200 women open to female retail investors is on the horizon. With the ever-so present vision of reshaping the landscape of capital ownership globally, Lovisa is constantly glancing at potential countries to take the next steps in - including the United Kingdom.

“I want Female Fund to be seen and represented everywhere. I am convinced that women of the UK are equally keen as my Scandinavian sisters to take a stake and be part of the change towards an equal future for themselves and their daughters.”



NORDIC M&A FORUM 2024

TEXT: NICA ANDRÉN | PHOTO: RADEK DRANKOWSKI

On 7 March, the SCC, together with our partners Linklaters and Lincoln International, hosted the Nordic M&A Forum – an annual gathering bringing together stakeholders from across the industry, delving into the year ahead for Nordic cross-border M&A and financing. The discussions – held by panellists from banks, asset managers, private equity advisors and advisory firms – focused on dissecting the challenges of the previous years causing instability in the markets, as well as highlighting the opportunities that come from it.



As 2024 unfolds, markets are grappling with trying to navigate an unpredictable landscape. Geopolitical instability, rising inflation, and the looming 'super-election' year are only a few of the factors contributing to the volatility and uncertainty across industries – impacting the activities of the Nordic M&A market. The SCC gathered key stakeholders and experts across the industry to discuss how the markets can attempt a turnaround in the upcoming year.

Opening the event in the glorious Drapers' Hall in the City of London was Alex Murray, Vice President and Head of Real Assets, Research Insights at Preqin. Backed by data from previous years, Nordic PE firms raised more capital in 2023 than in 2022.

While the dominating sector remains to be Information Technology, the biggest deals, while few, are those in Healthcare. The conclusion: the outlook for the Nordic M&A market looks more promising for 2024, with Sweden being a leading contributor of the overall M&A activity.

The Nordic Influence on the Global M&A Landscape

The next panel kept the focus on current market trends, discussing the role of the Nordics in the bigger M&A landscape. Moderated by Jan Olsson, CEO of the Nordics at Deutsche Bank, the panel kicked off by talking about the characteristics of the Nordics, noting that the general support, trust, and understanding is particularly high between parties in the Northern region. The Nordic market holds the largest PE firm in Europe and provides a strong base for activity to thrive.

Continuing the discussion, the panel agreed that the industries which will see the most M&A activity will be Life Sciences and Biotech, Energy and Renewables, wider TMT, and Industrial Technology. These are all underlined with the importance of having a green element to them, prioritising key ESG deliverables.

Navigating the Strategic Buyers Perspective in Acquisitions

The second panel, moderated by Rasmus Kindlund, Partner at Linklaters, focused on dissecting key considerations and strategy of a buyer in preparation of a possible acquisition. One key takeaway from the conversation was the importance of having a clear

AGENDA

Welcome & Introduction

Fredrik Warneryd, Swedish Chamber of Commerce

Keynote: The State of Nordic M&A

Alex Murray, Preqin

Market Trends and Outlook

*Per-Olov Bergström, Rothschild & Co
Nuala Higgins, Carnegie Investment Bank
Sofie Nordgren, Vinge
Jan Olsson, Deutsche Bank
Fredrik Wraneus, Jefferies*

Triple A in M&A, the Strategic Buyer's Perspective

*Eukasz Adamczyk, ASSA ABLOY
Geert Follens, The Atlas Copco Group
Shaun Grady, AstraZeneca
Rasmus Kindlund, Linklaters*

Financing M&A Deals

*Narjiss Iguidier, J.P. Morgan
Ivan Levingston, Financial Times
Tove Lindberg, Nordea
Fred Odland, Lincoln International*

Driving Sustainable Transformation through M&A

*Nicholas Allen, Vattenfall Heat UK
Kristine Boe, Equinor
Arnaud Bouillé, Standard Chartered Bank
Rasmus Kindlund, Linklaters*

Closing Remarks

*Daniel Stillit, Adjunct Value Partners
Fredrik Warneryd, Swedish Chamber of Commerce*

Drinks Reception

strategy and sticking to it.

As for the 2024 market outlook, despite the challenges outlined by the previous panel, the macroeconomic factors should have little implications on the strategy as long as the buyer is in it for the long run. However, the current geopolitical situation should form part of





the long-term strategy; seeing the importance of China as a source of innovation, being a large contributor to the biomedical sphere.

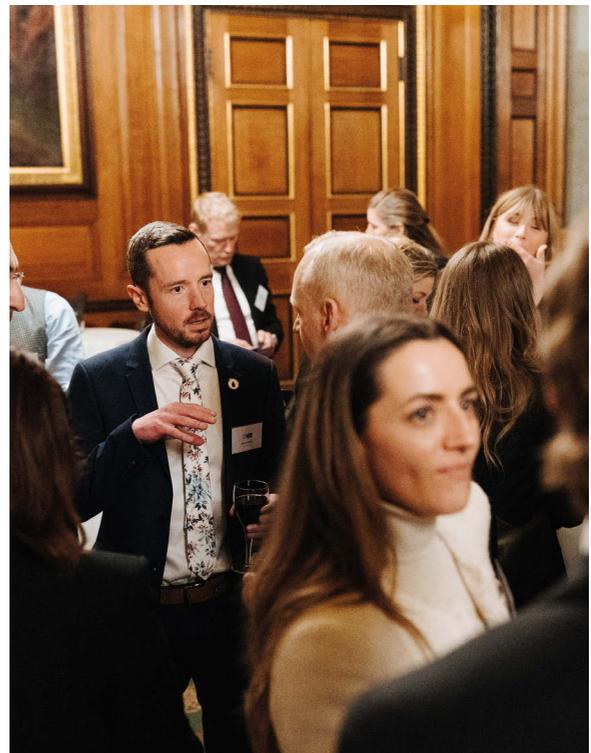
Funding the Future: Financing M&A Deals

Moving on to financing M&A deals, the panel concluded that while the high interest environment has put pressure on cash flow, the data suggests that it is a much more favourable time to finance deals as the credit spreads are at the lowest since 2021. While the imbalance in supply and demand persists, the financial markets are much more supportive of M&A activity, providing a solid outlook for a diverse range of deals. The panel encouraged stakeholders to continue being creative in the region as new capital enters the market in 2024 and beyond.

Driving Sustainable Transformation

Last but not least, the final panel featured a discussion on whether investors remained interested in renewable energy. Despite the challenges presented by policymakers and regulatory authorities, the decline in investor interest appeared primarily influenced by macroeconomic factors - not least by the ongoing war in eastern Europe leading to the skyrocketing of energy prices. However, the panel concluded that encouragement of adapting green energy remains at the forefront of businesses facing global elections, and therefore, at key consideration for stakeholders within the M&A landscape.

In reflection of the Nordic M&A Forum, it's evident that while the 2024 landscape is marked by unprecedented challenges, the opportunities present a promising start to a five-year cycle - the Nordic M&A market stands poised to lead with resilience, innovation, and a commitment to sustainability.



INTRODUCING THE SAVEN FOUNDATION SCHOLARSHIP

Thanks to a generous contribution from Inger and Bjorn Saven, we are delighted to open the new yearly Saven Foundation Scholarship for applications. This scholarship is aimed at ambitious individuals who have recently graduated from a Swedish university or equivalent institution. Winning candidates are given the opportunity to spend a full year in London and gain valuable international experience as part of the team at the Swedish Chamber of Commerce for the UK.

“Given its role as Europe’s business capital, London is an exceptional place to foster future talents. It is a privilege to support the SCC in providing students from all over Sweden the opportunity to grow, learn, and develop in this unique environment. I expect this partnership to be both lasting and fruitful for everyone involved,” says Bjorn Saven.

The Saven Foundation Scholarship is intended for young talents who demonstrate a robust entrepreneurial spirit and have completed an undergraduate qualification or degree from a Swedish university or equivalent institution. Successful candidates will be granted a



full-year position within one of the Swedish Chamber’s departments: Business Development Services, Events and Programmes, Marketing and Communications, or Membership and Community.

“Thanks to generous donations and grants such as this, we can continue to give young Swedish talents the opportunity to thrive in the international context that the Chamber and its community offer. This has proven highly successful in the past, for the scholarship holders as well as for SCC and its community” says Fredrik Warneryd, Chief Executive of the Swedish Chamber of Commerce for the UK.



FUTURE-PROOFING UK'S ENERGY GRIDS

TEXT: MAJA STENBERG | PHOTO: SKYQRAFT

Driven by the United Nations' Global Sustainability Goals, the world's electric usage is projected to double by 2045 – leading to a growing pressure on energy grids. SCC member Skyqraft seeks to address this issue by providing electric utilities with actionable insights into their physical assets, which has previously been inaccessible. Hear CEO Louise Gauffin share her thoughts on the business, steps necessary in securing energy reliability, and the use of AI as an enhancer of human expertise, rather than a replacement.

Recognising the energy grid as the linchpin of society and the foundation of the energy transition, our vision has been clear: to provide the data necessary for a reliable and resilient grid," Louise explains.

As the world is moving into an era of expansion and modernisation of electric grids, nations with underdeveloped assets are facing major challenges. In the UK, Louise points out that the aging infrastructure must be addressed to secure future energy reliability.

"While investment has predominantly focused on renewables, upgrading the grid infrastructure is imperative for stability. The UK is at the forefront of addressing energy challenges and are taking proactive measures to fortify the domestic grid."

From drones to software

Skyqraft's journey has been marked by several milestones since its establishment in 2019. Initially, the company operated drones themselves to collect high-quality raw data for power grid owners, providing them with invaluable insights into their infrastructure. In 2020, Skyqraft partnered up with energy provider E.ON Sweden – leading to a significant shift in their operations. Louise explains: "We transitioned from

primarily a drone operator to a software provider. From collaborating closely with E.ON we refined our solution, laying the groundwork for our current success."

By 2022, Skyqraft had become purely a software provider, focusing on asset analytics. This led to another milestone as they were entrusted to provide asset analytics for the majority of E.ON's Swedish grid.

With a software easily adaptable to local market needs, Skyqraft has made significant commercial progress outside of Sweden over the last twelve months and secured multi-year contracts in both Europe and North America.

AI – an extension of human expertise

Artificial Intelligence has come to play an important role in Skyqraft's operations. Louise explains: "As power systems are becoming vastly more complex, the demand for electricity is growing and decarbonisation efforts are ramping up, managing the grids of the future will require more powerful analytical tools, with a critical role for AI."

One key area of AI application lies in predictive maintenance of the physical assets, helping Skyqraft



preventing grid failures, and increase reliability and security. However, their use of AI aims to augment human expertise, rather than replacing it entirely.

“While AI continues to advance, our commitment to maintaining human oversight remains steadfast. This hybrid approach ensures the quality and integrity of our solutions, especially in critical domains like energy infrastructure.”

Next steps

By continuing to work with the changing needs of the energy industry, Skyqraft is dedicated to equipping

society with the tools needed to face a net-zero future. And looking into 2024, Skyqraft’s focus remains on expansion, particularly into the UK market.

“With proven reliability in delivering value to large grids like E.ON Sweden, coupled with robust AI models, we are poised to empower the UK’s energy system with data-driven decision-making for a sustainable future. Establishing ourselves in the UK not only unlocks significant market opportunities but also positions us as a leader in addressing similar grid challenges worldwide.”



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We are poised to empower the UK’s energy system with data-driven decision-making for a sustainable future.

LOUISE GAUFFIN, CEO





*MAKING PEOPLE HAPPY
ENDED UP REVOLUTIONISING
THE CONCERT INDUSTRY*

TEXT: ALEXANDER HÖGBERG | PHOTO: JOHAN PERSSON



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We wanted to create something beautiful, and if that inspired someone else to do the same, there will be more beauty and happiness in the world. That's something we can never get too much of.

LUDVIG ANDERSSON, PRODUCER
FOR ABBA VOYAGE

ABBA — whose songs we know all too well, each with a special place in our hearts. In 2022, ABBA Voyage unveiled their revolutionary concert experience, reigniting the magic and emotional resonance of ABBA's timeless classics. SCC had the pleasure of speaking with Ludvig Andersson, the producer for ABBA Voyage, diving into the enchanting musical world of ABBA.

SCC Member ABBA Voyage offers a revolutionary concert experience that resurrects the iconic Swedish pop group ABBA through cutting-edge technology and innovation. This live concert showcases digital avatars of the band members, created using motion capture and performance techniques - transporting audiences back in time to the heyday of ABBA's music in a blend of nostalgia and modern entertainment. Ludvig Andersson, producer for ABBA Voyage, emphasises:

“Words explaining ABBA Voyage just won't give it justice. Our tagline is 'a concert like no other', and that's what we created.”

Emotions as their guiding lights

The journey began in 2016 when Ludvig and his team were presented with the idea of lifelike holograms. “Usually, we say no to everything. But in this case, we said yes because it sounded kind of interesting,” Ludvig says. With a curious mind, the team embarked on exploring the possibilities. Early on, they realised that the holograms they envisioned didn't exist—at least not in the way they wanted. The solution was clear: they had to create the technology themselves.

After six years of dedicated work involving 2000 animators creating the avatars and building a whole new stage, ABBA once again graced the stage. While the technology is cutting-edge, Ludvig stresses that ABBA Voyage is rooted in the common essence of all art forms:

“It's all based on emotion. How does it feel? And how will the audience feel? That was always our number one priority - our most important guiding light.”

Ludvig remains humble about the cherished and beloved experience they've created; they simply



wanted to make people happy. Speaking about the future of live-music, Ludvig predicts their creation may create a ripple effect down the line: “ABBA Voyage was the first of its kind but will not be the last. We wanted to create something beautiful, and if that inspired someone else to do the same, there will be more beauty and happiness in the world. That’s something we can never get too much of.”

ABBA Voyage became the destination

After 700 shows and nearly 2 million visitors, ABBA Voyage approaches its two-year anniversary. Reflecting on the journey, Ludvig marvels at the international guests they’ve welcomed, with one in five attendees traveling from outside the UK. “They didn’t just come to London and stumble upon our show—they came for us. That, to me, is one of the most humbling milestones of these past years,” he remarks.

A spring celebrating ABBA

For ABBA enthusiasts, spring 2024 promises excitement. ABBA Voyage celebrates two years, ‘Mamma Mia!’ marks 25 years on the West End, and

it’s the 50th anniversary of ABBA’s Eurovision Song Contest win with ‘Waterloo’ in Brighton - one of pop music’s best-selling acts that has captivated audiences worldwide.

Last year, Loreen reignited the music festivities in Sweden with her Eurovision victory in Liverpool. In May, Europe will unite in Malmö under the Eurovision slogan ‘United by Music,’ a slogan that Ludvig thinks is important.

“It’s an inclusive manifestation of love, which is wonderful. Music has that special ability of being the absolute fastest way to your soul somehow. Using music to break down borders and to bring people together - what could possibly be more important?”

ABBA’s music has resonated with people for over half a century, touching hearts with its emotional depth. With ABBA Voyage, fans can relive the magic of ABBA’s stage presence, creating new memories and emotions. On that note, a fitting way to end this article will be with this simple sentiment: ‘Thank you for the music.’

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Our tagline
is ‘a concert
like no
other’, and
that’s what
we created.”



IN OTHER NEWS



SCC PATRONS WORK TOGETHER FOR A MORE SUSTAINABLE AVIATION

Hydrogen is anticipated to emerge as a prominent fuel source for aviation in the future, aiming for zero-emission flights. SCC patrons SAS and Vattenfall, together with Airbus, Swedavia, and

Avinor, have now signed a Memorandum of Understanding (MoU) to jointly investigate the feasibility of infrastructure for hydrogen-fuelled aircraft at airports in Norway and Sweden.



SCC PATRONS FEATURED IN A-LIST FOR ENVIRONMENTAL TRANSPARENCY

Electrolux, Essity, Saab, Skanska, Tetra Pak, Vattenfall Group, and Volvo Car Group are a few of the companies worldwide that made it to the A list, as Carbon Disclosure Projects (CDP) assessed over 21,000 companies on their environmental

disclosures in 2023. The list consists of nearly 400 companies receiving an A for their leadership in environmental transparency and performance in climate change, deforestation, and water security.



JOINT FORCES TO SCALE TEXTILE RECYCLING

H&M Group and Vargas Holding has announced that they join forces to introduce Syre, an initiative focusing on expanding the production of textile-to-textile recycled polyester. This venture, also backed by TPG Rise Climate with

advisory from SCC patron Linklaters, aims to accelerate the recycling process and promote sustainability in the textile industry. H&M Group has secured a 600 million USD offtake agreement with Syre spanning seven years.



LÖFBERGS AND SCANLOG PARTNER UP FOR A FOSSIL-FREE FLEET

SCC member Löfbergs has announced a collaboration with Scanlog securing 100 percent fossil-free maritime transports, cutting CO2 emissions by 1,800 tons. Löfbergs are the first using Scanlogs

solution, promoting biogas-fueled shipping to reduce emissions. Both companies aim to inspire industry-wide change, speeding up the transition to sustainable transportation.



STOCKHOLM AND LONDON RANKS TOP 2 IN CLIMATE TECH FUNDING

Recent data from London & Partners and Dealroom show that London-based climate tech start-up raised \$3.5bn of funding in 2023, placing the city in second place globally behind world-rank leader Stockholm (\$3.6bn.) “London has established itself as

one of the global leaders for climate tech. We have fantastic London-based climate innovation, green tech businesses flocking to London from all over the world, and big VC funding for the sector,” says Laura Citron, CEO of London & Partners.



A HARMONIC FUSION OF ART AND MUSIC

TEXT: MAJA STENBERG | PHOTO: KOSTA BODA & EBU

The collaboration between SCC member glasswork Kosta Boda and the Eurovision Song Contest started in 2008, as Kosta Boda became the official trophy supplier to the contest. With 2024's edition of the ESC around the corner, we took the opportunity to speak to Kosta Boda's UK branch about the story behind the partnership, Swedish glass-crafting industry, and not least – how Kosta Boda is celebrating the iconic trophy coming home once again.

Kosta Boda and Eurovision Song Contest share the common ground of art and artistry. We both enjoy and challenge contemporary art at the core. Art in the music, art in the glass,” says Sašo Taneski, UK and Ireland Representative for Kosta Boda.

This mutual vision, together with the renowned glass artist Kjell Engman's music influences, ignited the partnership that brought Kosta Boda to become the official ESC trophy provider in 2008. Engman's inspiration for the iconic shape of a 1950's style microphone was found from the year 1956 – when ESC was first established to unite the countries of a divided

Europe.

'United by music'

The official Eurovision slogan – first created by the BBC in 2023 to showcase the partnership between the UK, Ukraine, and host city Liverpool - reflects the power of music to bring people together in a world where geopolitical disruption is once again present.

Glass artist Kjell Engman embodies the slogan by creating art influenced by music and positivity, characterised by bold colours, and playful shapes: “My art is not political, on the contrary – it should be equal to an exciting and energetic party. People enjoy my art because it is positive and happy”, he explains.

Swedish Glassmaking – a rich heritage

ESC's 'Mother Trophy' is crafted at the Kosta Glassworks in Sweden. Its location, in the heart of the dense forests in the Swedish Province of Småland, was initially chosen to conveniently provide both Stockholm and Karlskrona with glass. Now - it is widely recognised as 'The Kingdom of Crystal'.

“The innovative craftsmanship, knowledge, courage, and determination that was created in the forests of Småland, have very much contributed to the rich history of Kosta Boda,” Sašo explains.

This history has also laid a solid foundation for



KJELL ENGMAN & SAŠO TANESKI





PHOTO: CORINNE CUMMING / EUROPEAN BROADCASTING UNION

continued success, not least in the UK – which has been a strong and important market for Kosta Boda since it first launched. Sašo believes that the bold and creative designs, a reputation of Swedish high-quality production, together with an ability to maintain and develop collections with a renowned group of designers has been key in establishing a high brand recognition among the UK audience.

“We steer towards a creative and modern lifestyle, an independence that matches the UK consumer. It’s well designed, functional objects and interior design products with high integrity - bold and creative for everyday life.”

Back to the motherland

For the ones eager to get a sense of the ESC trophy at their own home, a number of limited-edition miniature replicas are produced each year at the Kosta glassworks. This year, as a salute to the homecoming of the trophy, Kosta Boda has stretched the number of replicas to 500.

DID YOU KNOW...?

...the **song writers and composers** of the winning entry receive smaller versions of the trophy

...there is only one ‘**mother trophy**’ with a generic Eurovision Song Contest logo. Most of the time, it is displayed in the reception area at the European Broadcasting Union’s headquarters

...in 2009, Alexander Rybak arrived at his Winner’s Press Conference with a **broken trophy**. Ever since, the trophy has two metal rings connecting the top and bottom parts for extra protection

Who gets to take the ‘Mother Trophy’ home we are yet to find out. However, as the world eagerly awaits the ESC to kick-off in Malmö Arena in May, one thing is for sure: a piece of Swedish craftsmanship will be present on the winning stage, with its legacy in glassmaking shining brightly.



IN OTHER NEWS



25 YEARS OF MACKMYRA!

The Swedish Institute's annual report about the perception of Sweden around the world was recently released. Numbers reveal that the Swedish image

remained strong in 2023 – crucial for ongoing talent recruitment, investments and performance of Swedish business globally.



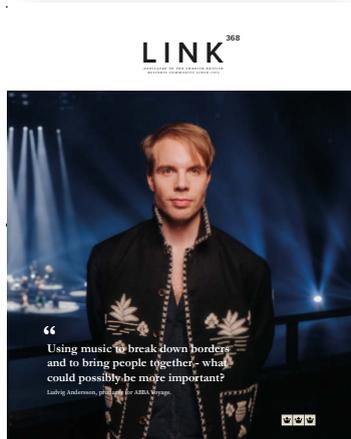
THE SWEDISH BRAND PERCEPTION 2023: STABLE BUT CHALLENGED

Electrolux, Essity, Saab, Skanska, Tetra Pak, Vattenfall Group, and Volvo Car Group are a few of the companies worldwide that made it to the A list, as Carbon Disclosure Projects (CDP) assessed over 21,000 companies on their environmental

disclosures in 2023. The list consists of nearly 400 companies, receiving an A for their leadership in environmental transparency and performance in climate change, deforestation, and water security.



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SWEDISH CHAMBER OF COMMERCE FOR THE UK

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IF YOU CAN PRINT ON IT...WE CAN PRINT IT!

CELEBRATING 100 YEARS:

THE SOCIETY OF SWEDISH ENGINEERS IN GREAT BRITAIN

The Society of Swedish Engineers in Great Britain was founded in 1924 to host the Swedish delegation to the World Power Conference in London. It quickly evolved into a thriving community of innovators and visionaries, aiming to promote collaboration among Swedish engineers. Within ten years of its foundation, the society had attracted well over a hundred members, and the King of Sweden and the Swedish Ambassador had become its Patrons.

On 5th March, the society celebrated its Centenary with a black-tie dinner at the Oxford and Cambridge Club on Pall Mall. Guest of honour was H.E Mr Stefan Gullgren, Ambassador of Sweden, and the speakers were Defence Attaché Colonel Per Appelkvist, Counsellor for Innovation and Science Marika Amartey, and Elin Elliott from the Royal Swedish Academy of Engineering Sciences (IVA).

Since its early days, the society has embodied a commitment to education through regular lectures on various topics, reflecting the evolving landscape of technology and innovation. The dedication to education remains a core part of the society's operations to this day, and its scholarship fund proudly supports engineers with ambitions to study in the UK.

This year's scholar is Oliver Belfiore, who is currently studying for a Master's Degree in Motorsport Engineering at Oxford Brookes University. He says that the highlights of his course so far have been learning about and applying computational fluid dynamics to race car design and being taught by former Formula 1 aerodynamic engineer Willem Toet.

Looking forward, the Society sets eye on the horizon with an aspiration of maintaining its role as a forum for innovation and knowledge-sharing - shaping a brighter future for generations to come.

"Throughout history, all major inventions have often had limited applications initially, and the major breakthroughs come with their application in a wider field. Despite the mass of data and information which no human can digest, there is an increasing need for personal communication across borders and disciplines. Our society will continue to serve this vital need," says Chairman Per-Olof Emanuelsson.



Centenary
THE SOCIETY OF
SWEDISH ENGINEERS
IN GREAT BRITAIN

The Swedish Society of Engineers in Great Britain (SIS) is offering a scholarship to a young, motivated and talented Swedish postgraduate who is planning to, or is already studying in the UK at PhD or Master's level

Since its formation in 1924, SIS has awarded scholarships to enable studies and research for Swedish engineers at British institutions. All fields of engineering have been supported, including chemical, electrical, mechanical, and environmental. In addition, students have been supported to pursue studies in architecture, IT, robotics and medicine.

The scholarship is **£7,500**

To apply, email Per Olof Emanuelsson at chairman@swedishengineers.org.uk

The deadline is **30 June 2024** and the application should include a CV, the name of the intended university or institution, and a letter explaining how the scholarship would be used.

We are grateful to our scholarship sponsors:

LKAB



SAAB



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 previous months.



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



From left to right:

- 1) The Nordic M&A Forum at Drapers' Hall.
- 2) The SCC's Young Professionals community at the Beer Tasting tour at Fullers Brewery in Chiswick.
- 3) Robert Sveen (Selmer) and Are Herrem (University of Applied Sciences) at the Nordic M&A forum.
- 4) Jess Frost, Partner at Brunswick Group, speaking at the Business Breakfast on the UK political landscape at Danske Bank.
- 5) The Link Up Drinks at Home Grown gathered a great number of enthusiastic attendees.
- 6) Mentors Steve Handscombe (LKAB) and Petter Wihlbäck Mathisen (Sana Labs) at the first meetup of the Next Generation Leaders mentorship programme at Freeths.
- 7) Networking at the glorious Drapers' Hall during the Nordic M&A forum.
- 8) Eleonor Duhs (Bates Wells) at the Link Up Drinks event at Home Grown.
- 9) Guests at the Swedish-British Edtech connect event, hosted at Bates Wells by the SCC and London & Partners.
- 10) Alex Murray (Preqin) giving a keynote presentation on the State of Nordic M&A in Drapers' Hall.
- 11) Attendees networking at the Link Up Drinks event at Home Grown.
- 12) Moderator Rasmus Kindlund (Linklaters) at the Nordic M&A forum.
- 13) Jean Tsang (Bates Wells) speaking at the Swedish-British Edtech connect.
- 14) Networking at the Swedish-British Edtech connect.



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businesses within the
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community

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INTRODUCING:

A SCC STORY

At the Swedish Chamber of Commerce for the UK, we take pride in having brought businesses and people together since 1906. With this series, we listen to stories from our members, seeking to reflect on the role of our platform in the bigger picture. Because in many cases, the Chambers' reach goes beyond what is visible. Be it stories about the innovations and partnerships ignited through networking at an SCC event, or the one-on-one connections made that sparked significance in a 'butterfly effect'-like manner – we want to hear about them, tell them, and most importantly: continue to encourage them.

DO YOU HAVE A SCC STORY TO SHARE?
CONTACT: ALEXANDER.HOGBERG@SCC.ORG.UK



THE MEMBERSHIP THAT LED TO FRIENDS AND A GROWING BUSINESS

In this issue, we spoke to Tania Tandon about how the SCC back in 2009 opened doors to a professional network, a familiar sense of ‘Swedishness’, and not least – an introduction to Ranj Begley. Not only did Tania find a close friend in Ranj, but this connection would also send a ripple effect to this day, making her business reach new heights in 2024.

Tania takes us back to 2009, as she was returning to the London City-buzz after becoming a mother and law firm partner for the first time. At a new phase of her career, as she was seeking a platform which could widen her professional network while serving as a personal support system – someone suggested her to join the Swedish Chamber of Commerce. Tania vividly remembers the first event she ever went to, where ‘godis’ was served and Swedish was spoken.

“It really felt like coming home. Business networking felt personally rewarding, efficient, and honest.”

Not long after, the distinguished Annika Goodwille, founder of Goodwille and former SCC director, reached out to Tania after noticing a new face in the network reading Link magazine. As Tania came to visit Annika’s offices in Kensington, one fateful encounter led to another.

“Annika introduced me to Ranj Begley, Managing Director UK and Chief Content Officer – Digital Media at the Swedish company and SCC patron Readly. With the Indian, British, Swedish and female connection points, Ranj and I started to build a personal and business relationship,” Tania recalls.

In 2018, Tania took a leap from working at a City Law Firm to co-founding TandonHildebrand together with Richard Hildebrand. Being the first UK law firm to get rid of the traditional ‘billable hour model,’ she was now also able to focus the firm more on Sweden and Swedish businesses operating in the UK. With unlimited annual leave and no HR policies, the culture is rooted in Swedish culture of working as trusting adults, Tania explains.



TANIA TANDON, AARYAN SATTANI & RICHARD HILDEBRAND

The ripple effect of Tania’s network, however, extends beyond the limits of business ventures. Last year, Ranj reached out to Tania and Richard asking if they would consider providing some guidance to a family friend of hers – a recent law graduate from Bristol University named Aaryan Sattani, deciding on the next steps in his career. This encounter eventually led to Aaryan, deciding to qualify as a lawyer with TandonHildebrand. Ranj comments:

“My own experience stands as a testament to the immense value that the SCC brings to its members, as well as the connections we cultivate to foster and nurture the next generation of leaders within the workforce,” she says.

From Goodwille, Readly, and TandonHildebrand, to finding talent, friends, and business contacts – Tania has found herself reflecting on the opportunities and solutions the SCC has provided over the years.

“It is the invisible less predictable reach of the SCC that provides incredible value. The membership and events are just a great springboard,” she concludes.



Employee engagement is more important than ever, yet needn't it be complicated

THREE STEPS TOWARDS A LESS STRESSED WORKFORCE AND REDUCED STAFF TURNOVER

GUEST COLUMN: ERIK FJELLBORG, CEO AND FOUNDER, QUINYX | PHOTO: QUINYX

It's certainly been a difficult few years for businesses around the world. Working with global organisations in sectors including retail, hospitality and logistics, we know that many companies have been concerned about retaining their frontline staff. Employees are the greatest asset of any organisation, after all. They're the heart of it: the warehouse operatives, waiters, delivery drivers, retail workers and more who keep the world turning.

With continued rises in inflation, employers have had to bump up pay to try and hang onto staff, ensuring their businesses stay afloat. Yet wage rises only go so far, and many firms are struggling to afford regular pay increases. So what happens then? Is it inevitable that they will lose their best people?

In my experience, it's the businesses which have considered the wider picture of employee engagement – and actioned a strategy accordingly – that have managed to ride out the ongoing uncertainty of the last few years. Of course, fair pay matters - and it matters a lot, but it is only one factor in employees' overall happiness, and whether they feel valued or not.

On a positive note for time-strapped business leaders, while employee engagement is more important than ever, it needn't be complicated, and can be kicked off today by considering the following three points.

Tech can help with understaffing - reducing stress and staff turnover as a result

In our annual State of the Frontline Workforce (SOFW) report, which looks at the behaviours and attitudes of more than 10,000 deskless staff, a third of employees cited 'feeling stressed' as the overriding reason they were thinking about leaving their jobs – the same number who were considering leaving for a higher salary.

'Reducing stress' in general probably doesn't sound like the easiest fix for many frontline businesses right now. Yet addressing one of the biggest and most common stressors – understaffing – is definitely more achievable. Many sectors are still struggling to fill vacancies, hence when already-lean workforces experience peaks in customer demand, it can create the perfect storm for overloaded 'frontliners'.

Workforce management technology can help take the pressure off both managers and employees. Systems like Quinyx use AI to provide up-to-the-minute staffing forecasting, taking into account likely peaks and troughs of customer demand, and helping to ensure resource is allocated in the most efficient way possible. Our Frontline Portal solution can also support with task management, helping staff feel less overwhelmed and more productive.



Erik Fjellborg is CEO and Founder of Quinyx, a leading AI-powered workforce management software that makes the complex tasks of scheduling, time reporting, communicating, budgeting, and forecasting deskless workers simple.

There's the option to keep some shifts open and flexible too, giving employees more ownership over scheduling. They can choose and book their own shifts themselves via the touch of a button.

Flexibility is key

Speaking of flexibility, our research shows that a large proportion of frontline staff still have no flex at all regarding their working patterns – and unsurprisingly, this is another leading cause of stress at work. Without greater flexibility, staff are likely to look elsewhere for a better work/life balance.

It can start small – as above, this could be enabling staff to switch shifts between themselves via an app. Scheduling, shift swapping and leave requests can all be managed easily, on phone screens, with workforce management tools.

Introducing a flexible leave policy – e.g., making it easier to take time off for medical appointments, mental health days - is likely to have a positive impact too, helping to improve productivity and engagement while reducing absenteeism.

Know that face-to-face still matters

In today's digital world, most frontline workplace interactions happen via technology rather than in person. Yet any work apps or other digital tools used

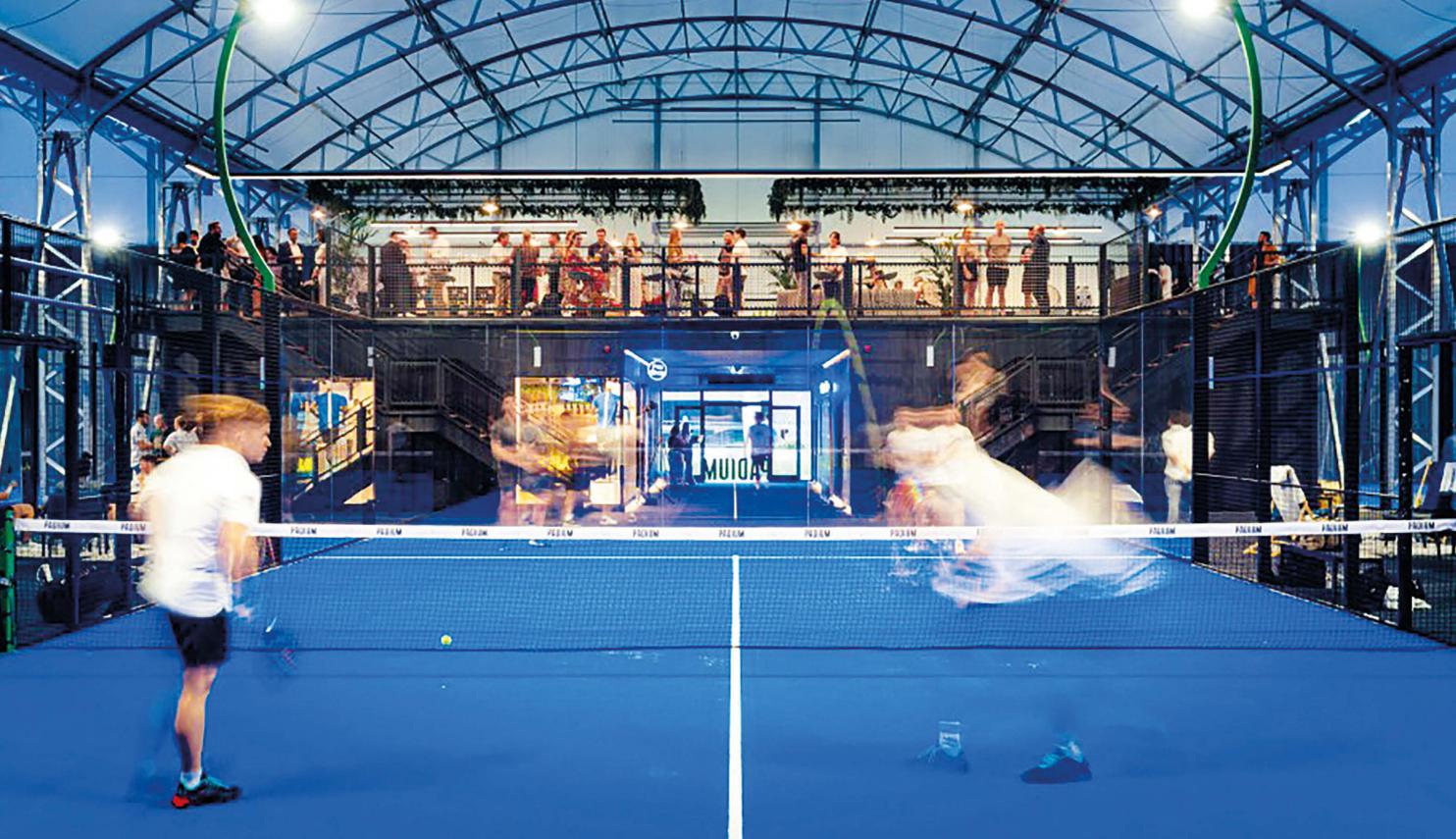


should have a true purpose and be genuinely helpful, or it's likely they'll create more stress for employees, not less.

What's more, sometimes there's just no substitute for face-to-face communication. Employee engagement isn't about 'one-size-fits-all' – we're individuals, and regularly checking in with members of staff to find out what really matters to them is important. Are they keen to progress within the company? Are they lacking any specific training? What makes them tick?

Showing a willingness to listen, and enabling workers to voice opinions on key issues (which could be done face-to-face or via pulse surveys run on WFM apps) can also help employees feel much more valued, and less stressed as a result.





A GAME-CHANGER ON THE UK PADEL SCENE

TEXT: MAJA STENBERG | PHOTO: PADIUM

Padel is the fastest growing sport in the world. Seeking to satisfy the Londoner's appetite for the renowned tennis-squash fusion, is SCC member Padium. Having recently opened its first UK facility in the heart of Canary Wharf, Padium strives to offer a premium padel experience for all skill levels, across the country. Founder Houman Ashrafzadeh tells us about the love for the sport, the hurdles faced in the process of setting up the business, and his entrepreneurial mindset making Padium go from idea to reality.

Despite having lived over two decades in London, with its rich selection of sports and wellness activities, it was not until Houman went on a trip back home to Sweden around six years ago that he came to discover his love for padel.

“My brother told me: ‘Hey, you should join us, we’re playing this new sport padel tonight.’ I joined him and instantly fell in love with the game - it was just such a

fun sport. I got really addicted. Every time I went back to Helsingborg after that, I played with my brother and his friends.”

From enthusiasm to business

As the padel-boom hit Sweden, Houman saw club after club opening up, offering the public padel-experiences of all kinds and preferences. Back in London, however, there were only two outdoor-courts available at the



time. And, as is often with innovation - stemming from a personal passion and an unmet need - Houman asked himself: Why don't I do something about it?

"My vision became clear in the sense that I wanted to build something more aligned with what I had seen in Sweden at the time. Partly because I wanted to play padel, but also because I thought that this could be good business."

Reflecting on the characteristics of the sport that has made it so popular, Houman is positive that the social aspect plays an important part:

"The learning curve in padel is very fast. But since the court size is smaller than in tennis, for example, you can have a bit of banter going on in the court, making it social. I think it's just the perfect combination between the two."

Bringing the idea to life

After the idea developed further, Houman started to reach out to friends and contacts in the UK to share his thoughts. However, no one was familiar with padel at the time and didn't express interest to the extent he would have hoped for. It wasn't until another trip to Sweden a conversation sparked that would change it all.

"I went on a casual dinner with Martin Lorentzon. Since he also loves padel, we naturally started talking about it. I casually mentioned my idea, and he said 'Look, I'd love to be part of this if you're serious'. Once I had his blessing in backing - that's when the real journey started."

With newfound momentum, Houman started pursuing the plan of building the most premium padel club in the UK. Already having the benefit of being familiar with the process of setting up a business, he started by reaching out to a contact in Canary Wharf.

"I pitched my idea to them, and they liked it. We got the land, we secured it, and then the long process of building the club started - which was very complicated. It was completely out of budget and a bunch of other obstacles came in the way, but obstacles are there to be

overcome. And that's the mindset that I've always had since becoming an entrepreneur."

Looking ahead

As the facility started taking shape - so did the team, and in September 2023 the 30,000 square feet club stood ready to welcome both padel enthusiasts and curious first-timers.

"It's a premium club, but it's open for everyone. It's very much a Swedish democratic model where you don't necessarily need a membership. We want to be very inclusive in that sense."

From tournaments for experienced players to coached introductory lessons, Houman envisions Padium as a hub for padel-enthusiasts across all skill levels. And its establishment is only the beginning of a bigger quest of redefining the padel-landscape in the UK.

Despite challenges such as regulatory complexities, finding appropriate properties, and not least planning permissions, he intends to continue expanding the community, making elevated padel experiences accessible across the UK.

“

Obstacles are there to be overcome. And that's the mindset I've always had since becoming an entrepreneur.

HOUMAN ASHRAFZADEH
FOUNDER OF PADIUM





BUILDING BRIDGES TO REDEFINE THE FUTURE OF MEDICAL CARE

TEXT: ALEXANDER HÖGBERG
PHOTO: DOCTRIN

Leading the way in life sciences, it's now been 2 years since Sweden and the UK signed the Memorandum of Understanding to strengthen the collaboration in life sciences. We spoke to one of the initiator companies, Doctrin, and the Swedish Office of Science and Innovation at Embassy of Sweden in UK to get an update.

Established in Sweden in 2016, SCC member Doctrin is an online consultation and care navigation platform aiming to transform how and where care is delivered. It incorporates primary, specialty, and dental care services, allowing patients to consult with their healthcare provider online. CEO Anna-Karin Edstedt Bonamy explains, “We help patients not only to access their provider easily but also to ensure a seamless journey within their provider’s network, whether they require the expertise of an advanced nurse practitioner or multiple professions along their care journey.”

Recognising the risk of fragmented care systems, Doctrin introduced chat-based primary care in late 2018, streamlining patient triage and consultation procedures. Anna-Karin describes the process: “Instead

of calling your primary care service, you submit your case, answer a few questions, and chat with the triage nurse, who then decides whether you should receive self-care advice, meet with your doctor online, or be scheduled for an appointment.”

Later, the need to prioritise care for patients with chronic illnesses became apparent, leading Doctrin to provide healthcare providers with proactive patient engagement tools. Recent innovations include simplified communication with up to a thousand patients and easy information exchange across healthcare networks.

Eyeing the UK

In 2020, Doctrin expanded into the UK market – a part of their initial plan. Anna-Karin notes, “The UK are in the forefront when it comes to digitalising. However,



since the market already existed, there were more competitors with, of course, more knowledge than us about the market dynamics and more local. But I think, what made it possible for us to be a trustworthy player was the fact that we recruited a UK Country Manager with lots of experience in the digital field and within the NHS system. As we say in Sweden; we weren't "kusinen från landet" (the cousin from the countryside) anymore" Anna-Karin says and smiles.

Two leading countries signs historic agreement

The UK and Sweden are the two leading countries when it comes life sciences. In May, our two countries mark the 2-year anniversary of the Memorandum of Understanding (MoU) regarding life sciences, signed in 2022, aimed at strengthening academic research and commercial collaboration.



"The fact that the two countries have an agreement in place is a great advantage and strength for any kind of advancement for collaboration" says Marika Amartey, Science and Innovation Councillor at the Embassy of Sweden in UK

and continues; "Since the signing of the MoU we have established a Working Group and Steering Group with permanent seats from both countries to ensure that the MoU works as a dynamic and evolving bilateral platform, supporting life sciences collaboration in different formats. The Working Group has proven to be an excellent breeding ground for dialogue and

collaboration and among us we have an outstanding network on both national and local level."

Marika sees the clear winnings from the MoU. In addition, the UK and Sweden signed a bilateral Strategic Partnership Agreement in October 2023, in which Science and Innovation are prioritised areas of collaboration. The agreement will enhance the MoU for life sciences, in particular supporting research exchanges on antimicrobial resistance (AMR) and financial modelling pilots.

“ By creating forums and arenas, we can strengthen partnerships and redefine the future of medical care.

ANNA-KARIN EDSTEDT BONAMY
CEO, DOCTRIN

As one of the initiator companies of the MoU, Doctrin witnesses the impact of the agreement. For them, leading to partnerships and certifications, including becoming the first Swedish company certified under a Nordic UK initiative for digital health solutions, NordDEC. Doctrin's involvement in the UK procurement systems also highlighted valuable lessons for Sweden's digital industry, emphasising the importance of open competition and innovation-friendly regulations.

Through various engagements within the MoU, Doctrin actively shares insights to promote cross-border collaboration and enhance digital healthcare solutions. CEO Anna-Karin emphasises the collaborative potential of the MoU. And although we still might be at the early stages of its implementation, she sees it as a key factor with potential of enabling exceptional developments in the future of medical care.

"We're still in the early stages of the MoU period. By creating forums and arenas, we can strengthen partnerships and redefine the future of medical care." Anna-Karin says and state that the MoU might not change the care system tomorrow, but in 10 years the agreement might be the key for exceptional developments.

EVENT

ECOSYSTEM EXCHANGE: LIFE SCIENCES 2024

28 MAY | LONDON

At this two-day programme, Nordic health- and medtech SME's will be introduced to the British ecosystem within the sector, connecting entrepreneurs, key stakeholders, investors and industry partners.

Find out more on scc.org.uk/events





INSIGHTS FROM SLUSH 2023

GUEST COLUMN: MELINA JACOVOU, FOUNDER AND CEO, PROPEL LONDON

PHOTO: SLUSH MEDIA & PROPEL

Slush 2023 was my fifth visit, and quite simply I wouldn't have missed it for the world. It is a date that goes in my diary as soon as it's announced and has done ever since the Department for Business and Trade first recommended it as the place to meet the region's tech founders and leaders back in 2018.

On returning each year, I'm always struck anew by the contrast between the snowy Helsinki winter and the warm welcome you receive as you walk through the door. It really is the people that make it so special, not just because anyone who's anyone is there, but that everyone is so open and energetic, it's impossible not to be swept along by their enthusiasm. If you're in the tech space and want to speak to the current and future movers and shakers in the Nordics and beyond, it's the

only place to be - and I promise Slush hasn't paid me to write this.

As the event has gone from strength to strength it has become renowned for its amazing speaker line-up and I think 2023 ranks with the very best. It almost feels unfair to highlight a few, but there is one name that stands out, and I'm not ashamed to admit being a little star-struck by the amazing Sanna Marin.

For someone who led her country through the Covid-19 Pandemic and the Russian attack on Ukraine, it is perhaps surprising how little of her story is known. Or rather given the way she was treated by the media perhaps it isn't. Her genuine commitment to making lives better, insight into the burdens of leadership and her still unfulfilled potential to work on the global



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**If you're in the tech space
and want to speak to the
current and future movers
and shakers in the Nordics
and beyond, it's the only
place to be.**

MELINA JACOVOU
FOUNDER AND CEO, PROPEL LONDON



stage were truly inspiring. I loved her message to female leaders, saying “Trust yourself”. It really struck a chord with me when she said that women perhaps question themselves too much, and aren't supported or encouraged enough to take risks and take on the top jobs.

Sanna's optimism about the tech sector in the Nordics also came with a point that almost made me jump up in a one-woman standing ovation, that the most important thing for a thriving tech industry is to invest in people.

No less inspiring was Clare Hughes-Johnson, best known for her roles at Google and more recently, Stripe. Clare talked about “scaling talent”, also the title of her recent book. Her experience at the heart of Silicon Valley led her to realise that developing talent is perhaps the most important element in rapidly scaling a tech business. Her insights into hiring also hit home. I loved her point that there is more science than art to recruitment, and you should, as with other areas of business, build a good data set by comparing lots of candidates before making a decision.

I also found the conversation between TS Anil of Monzo and Accel's Sonali de Rycker fascinating. I think a lot of people find Venture Capital a little intimidating and even mysterious, but seeing the brilliant relationship between Sonali and TS, whilst hearing their story of scaling Monzo with the backdrop of the pandemic, was both a great business and human story. I've been lucky enough to have some brilliant and truly invested

investors in my own business life, and it was good to see this represented on stage.

There are so many more I could mention, but I did pick up on a few general themes from the two days. Of course AI dominated much of the content from speakers and conversations around the venue, and I was heartened to hear optimism mixed in with some great advice on how to manage implementing its usage into businesses.

There was also a general recognition that times have been tough, and we've been through a tech downturn, but here too there was optimism. I met so many leaders who spoke of being focused on making their companies ready to come out and scale rapidly when conditions allow. Again, the message was that having talent on board would be a key element in future growth.

Away from the conference hall, I was honoured to attend a reception at the UK Ambassador's residence, hosted by the Department for Business and Trade. I spoke to innovative Finnish tech founders who want to expand into the UK and build their go to market teams. I've found this is something we're doing more and more across the Nordics and Scandinavia, which in itself is perhaps a sign of some really exciting times ahead.

I'll definitely be back at Slush this year, and with so many exciting businesses with their eyes firmly set on expansion, I don't think that will be my only trip to the region.



PREVIOUS EVENTS





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

From left to right:

- 1) Steve Angus (Department for Business and Trade) and Marcus Hartmann (H&M) at the SCC's Business Breakfast on the UK political landscape.
- 2) Panel discussion featuring Daniel Akenine (Microsoft) and Carl Benedikt Frey (University of Oxford) at Outer Thinking: Swedish-British Summit.
- 3) Attendees networking at the Nordic M&A Forum at Drapers' Hall.
- 4) A great number of enthusiastic guests attended Outer Thinking: Swedish-British Summit at Nobu Hotel.
- 5) Madis Kabash (Bloomberg), Malin Svahn (Saab UK), Lena Österberg (Carnegie Investment Bank), Sarah Schaefer (Electrolux Group), Heledd Redondo (SCC), and Charlotte Wennerholm Stirling (Carnegie Investment Bank) at the Evening Talk on Women in Business.
- 6) Abhi Gandhi (Co-Ideation) presenting at Link Up Drinks with Home Grown.
- 7) Networking at Outer Thinking: Swedish-British Summit.
- 8) Guests listening to the speakers at the SCC's Evening Talk on Women in Business, at Carnegie Investment Bank.
- 9) Astrid Trolle Adams and Carolina Wahlby (Hannes Snellman) at the Nordic M&A Forum.
- 10) Lukasz Adamczyk (ASSA ABLOY) speaking at the Nordic M&A Forum.
- 11) Matt Maguire, Public Affairs Manager (IKEA UK & Ireland), speaking at SCC's Business Breakfast on the UK political landscape at Danske Bank.
- 12) Per-Olov Bergström (Rothschild & Co), Nicholas Allen (Vattenfall Heat UK), Joe Moore (Vattenfall Heat UK), and Jan Olsson (Deutsche Bank) at the Nordic M&A Forum.



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.

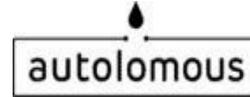
WOULD YOU LIKE TO LEARN MORE ABOUT THE MEMBERSHIP?
CONTACT: HANNAH.CARLSSON@SCC.ORG.UK





AIRA

Residential heating is responsible for 16% of the UK's CO₂ emissions. And that's where Aira comes in. We're champions of next generation energy. Here in the UK to slash emissions and save customers from sky-high bills.



AUTOLOMOUS LTD

Autolomous provides cell and gene therapy manufacturers with ways to scale their operations, by deploying a fully integrated and digitised supply chain ecosystem. Our mission? To make this area of life-saving medicine deliverable, available and affordable.



BATES WELLS

Bates Wells is a full service commercial law firm located in the City of London. We are not your average law firm, and believe that being successful is not measured on financial performance alone - it is about the impact we can make and help our clients to make. We see it as our purpose to create a positive impact, and we were the first UK law firm to be awarded B Corp certification.



*CO-IDEATION**

CO-IDEATION

We are Modern Work guides, providing our customers with the right tools to generate new knowledge from current workstyles, supporting the journey to new ways of working. We improve their awareness of their creative processes, to evaluate and share experiences, conscious and unconsciously, to improve their communication and through that, their business results, every day.



COSAFE TECHNOLOGY AB

Cosafe is a leading Cloud-based Crisis Management & Communications Platform - We enable safety, sustainability and resiliency in organizations and communities. Cosafe is the powerful and user-friendly communication tool when it matters most. Improves the organization's crisis preparedness while building its resilience by ensuring the right information gets to the right people at the right time.



STUDIO FRANTZÉN

Studio Frantzén is Björn Frantzén's only UK restaurant, at the very top of Harrods, serving the Swedish chef's critically acclaimed Nordic gastronomy with Asian influences - all set in a luxurious and contemporary interpretation of Scandinavian design. Open until late, the space houses a buzzing dining area, private dining room, a fantastic rooftop terrace, and space at the kitchen counter promising a front-row seat to culinary excellence.



reesmarXGLOBAL
Global Recruitment x Business Expansion

REESMARX EUROPE LTD

We focus not only on talent acquisition but on global expansion. Taking your business to the international stage gives you the opportunity to bring in more customers, better partnerships, and force your company into the spotlight of your chosen industry. We help businesses and organizations navigate the complexities of global expansion by handling all of the challenging work that comes along with it.



SOYA GROUP AB

Soya Group consists of companies in four business areas: shipping, real estate, stud & farm and water purification. The operations are run to be long-term, sustainable and to actively contribute for the benefit of society. The Soya Group's shared administrative functions are gathered in Soya Group Support AB. Here we find Group Communications, Group Financial and Business Control, Group Human Resources, Group IS/IT & Facility Service, Group Security and Group Treasury. About 90 people work in Soya Group Support AB.



WORKDAY

Workday provides unified finance, human resources and student/faculty lifecycle management cloud applications designed for the way people work in today's organisations. Founded by PeopleSoft veterans Dave Duffield and Aneel Bhusri, Workday combines a lower cost of ownership with an innovative approach to enterprise applications.



UPCOMING EVENTS

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



15 MAY

MARITIME FORUM 2024 *A RESILIENT FUTURE*

Join us for an evening where we dissect the realities of shipping in a world marked by geopolitical uncertainties and economic complexities. We will explore innovative strategies and cutting-edge technologies aimed at achieving NetZero emissions, from wind propulsion to foiling and beyond.

Sponsor: **Stena**



13 JUNE

EMBRACING THE UNKNOWN: TECH FORUM 2024

Tech Forum 2024 offers a thought-provoking evening where we deep dive into the complexities of the technological landscape currently unfolding and meet with key stakeholders embracing its opportunities.



17 APRIL

ECOSYSTEM EXCHANGE: *FINTECH*

This event serves to introduce Nordic and Baltic Fintech SME's to the competitive landscape of the UK fintech ecosystem - connecting entrepreneurs, industry leaders, seasoned specialists and other key stakeholders.



18 APRIL

SWEDISH BUSINESS FOOTPRINT IN THE NORTH WEST

Welcome to an afternoon of sectoral insights, success stories, and high-level networking in Manchester, as we look into the Swedish business footprint in the North West of England.





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S|E|B