

# LINK<sup>370</sup>

DEDICATED TO THE SWEDISH-BRITISH  
BUSINESS COMMUNITY SINCE 1906



Don't look forward  
to the day without  
challenges.

Meet Anders Bruun, Managing Director at Nordea UK  
- Blending Nordic roots with a UK vision. Page 12.



## 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,

After what we hope was a restful summer break, many of us have now returned to our routines with a renewed sense of focus and energy. Here in the UK, we're facing a particularly significant autumn ahead, with businesses navigating the political shifts following this summer's general election. These changes present a timely opportunity to reflect, recalibrate, and set a purposeful course for the months ahead – and here at the SCC we have so much to look forward to!

As a Member, you play a key role in shaping this community, and this upcoming season brings exciting new opportunities for us to continue growing together. We started the season strong with Ecosystem Exchange: PropTech, Business Breakfast on the Political Landscape, as well as our inaugural Retail Forum, designed to explore the evolving retail landscape and its impact on businesses like yours. This new initiative is just one example of our continued commitment to stay relevant and responsive to the changing needs of our membership.

At the office, our new group of SCC scholars has quickly settled into their sector-specific roles, and we've also had the pleasure of welcoming two new interns to the team. Their enthusiasm and fresh ideas are a great boost as we all prepare for the busy months ahead.

We hope that this issue of LINK offers insights you'll find resonating with you. Together, we continue to build a community that supports growth, connection, and shared success – because your business, is our business.

Wishing you a productive and inspiring autumn.


*FREDRIK WARNERYD*

*Chief Executive*

*Swedish Chamber of Commerce for the UK*

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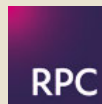
Kinnarps



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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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# GOVERNED BY PARTNERSHIP.

GUEST COLUMN: JOE SHIPLEY, PARTNER AT KEKST CNC

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Labour formed its first government in fifteen years two months ago. The Prime Minister Sir Keir Starmer, and his Chancellor of the Exchequer Rachel Reeves, now must tackle the brutal realities of government. What was a fairly comfortable – if long – campaign, has turned into an uncomfortable – and long – plan to govern Britain over the next five years.

The period of political instability in the UK that began in 2016, following the Brexit referendum, is over. Sir Keir has a huge majority. There will be no more chopping and changing of Prime Ministers for the next five years. But the economic uncertainty that has plagued Britain since the Global Financial Crisis continues.

The multiple Governments that have led Britain since 2007-8 have all been perplexed by the same productivity puzzle. Economic performance, that had broadly tracked the United States and other high-performance economies in the previous two decades, was unable to find its rhythm. The supply-side shock of Brexit hasn't helped.

But Ms Reeves thinks she has a solution: planning reform. This seemingly boring measure, which has rarely been the focus of sustained Government interest, is now central to the agenda of the Labour administration. British cities, and British infrastructure investors, are constrained by the tightening handcuffs of a planning system designed in the 1950s, when

'urban sprawl' – the outward expansion of large conurbations – was seen as a terrible fate to be avoided at all costs.

Today, the areas of the UK with high productivity – London, Edinburgh, Bristol and, increasingly, Manchester – are held back by the 'green belt' and other measures that restrict house building and industrial development and do little to protect the environment. Local politicians have every incentive to oppose any new investment in their local area – a Labour MP has commented that, on election, the first piece of advice she was given by an older colleague was to oppose any new building in her constituency if she wanted to keep her seat.

Labour strategists are used to worrying that their policies will put them on the 'wrong side' of business sentiment. A concern amplified by the positions taken by some parts of the UK media. But when it comes to planning reform, the Government could not have any more support. It is hard to meet a British business leader who does not think the planning system is holding the UK back.







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**What the Labour Government are asking for is a new kind of partnership with business, based in Britain and around the world, to achieve their shared goals.**

JOE SHIPLEY, PARTNER AT KEKST CNC

So, when Ms Reeves promised to ‘fix the foundations’ of the UK economy by changing planning policy for good, it was welcomed. But the response to the detail of Labour’s reforms has been less enthusiastic: ‘is that it?’ was the mood. The new housing minister, Matthew Pennycook, explained that because the urgency of the task of building more houses was so great, Labour had to opt for “keyhole surgery” not “radical reform.”

When business leaders complain to Labour advisers, asking why change wasn’t more fundamental, their answer is ‘what have you done for us lately?’. They point out that the reforms necessary to allow investors to build more houses, wind farms, solar arrays, and data centres are politically costly. But too often CEOs and other business leaders are far too reticent to make the positive case for policy reform.

What the Labour Government are asking for is a new kind of partnership with business, based in Britain and around the world, to achieve their shared goals. This means corporates and corporate leaders acting as ‘outside advocates’ for policy change, rather than unhappy lobbyists grumbling behind closed doors.

This partnership mentality will require a new mindset on all sides. The productivity puzzle has been accompanied by a rather miserabilist mentality in Britain redolent of the miserable 1970s: ‘nothing ever changes so why bother trying?’. But Sir Keir and Ms Reeves have few other policy levers to pull beyond planning reform to improve Britain’s long term economic torpor. To make this work, partnership needs to last.



# BRIDGING NORDIC EXCELLENCE WITH GLOBAL INVESTMENT OPPORTUNITIES

TEXT: EMMA SILVER

**Since its founding in 2013, new SCC Patron Slättö has rapidly emerged as a leading private equity real estate investor in the Nordics. With over £2.1 billion in assets under management - and a transaction history exceeding £3.3 billion - the firm has become a key player in the region's dynamic real estate market. We spoke to Managing Partner, Jonas Andersson, who shared insights on Slättö's strategic vision for reshaping the future of Nordic real estate investment – and revealed their key ingredient for success.**

The global real estate market has faced significant challenges in recent years, from rising debt costs to pressures on certain segments like office spaces. In this volatile context, the Nordics have emerged as a beacon of opportunity.

“The Nordic real estate market is known for its liquidity and resilience,” says Jonas Andersson, Managing Partner at Slättö. “It ranks as the third largest in Europe and adapts rapidly to changing interest rates, offering attractive price points, and a promising outlook.”

He adds, “Together with the UK, the Nordic real estate market has in general adapted a lot quicker to the new interest rate environment, providing very attractive price points and a strong outlook going forward.” According to Jonas, this rapid adaptation and robust market conditions make the Nordics an increasingly appealing destination for global investors seeking stability and growth.

## Slättö's strategic role

“We are well set to act as a bridge to the Nordic region for investors interested in allocating capital,” Jonas explains. With two main funding strategies, Core+ and their series of ‘Value Add’ funds, Slättö offers diverse return profiles for investors.

The firm has steadily been increasing its presence in London as part of its strategy to build long-term, successful relationships with both current and future investors, and Jonas highlights the SCC as a great hub to connect with key market stakeholders.



“Maintaining strong relationships with investors and financing partners are key components for us,” he adds. “If managed correctly, downturns and price corrections can present significant opportunities.” This proactive approach is evident in Slättö's recent achievements, including deploying £759 million in just the past six months, making them one of the largest buyers in the Nordic region.





We are well set to act as a bridge to the Nordic region for investors interested in allocating capital.

JONAS ANDERSSON, MANAGING PARTNER AT SLÄTTÖ



#### **A clear approach to energy efficiency**

As the colder season approaches, Slättö remains steadfast in its commitment to sustainability and energy efficiency. Jonas highlights the firm's dedication to integrating advanced energy solutions into its projects. "Sustainability is essential for future-proofing investments," he explains.

Slättö focuses on energy-related upgrades in older properties, such as advanced ventilation, water heating, and rooftop solar panels, which not only enhance property value, but also yield returns between 7-10 per cent. With over 80 per cent of last year's long-term investment intended to improve the company's future performance and financial health, Slättö leads by example in proactively integrating renewable energy solutions like geothermal heating and renewable electricity.

#### **Lessons from the market**

Reflecting back, Jonas highlights a crucial lesson learnt during his career: "Having a best-in-class team is key to everything," he asserts. "Working with the best, in a supportive and inclusive culture, translates into superior market knowledge and the ability to source the best deals, ultimately delivering top tier returns."

Slättö's expertise in navigating market changes and cultivating strong relationships, positions them as a crucial connector of international capital to the Nordic region. They are set to deliver value to both the Nordic markets and its global partners – as well as maintain its position as a gateway to Europe's northern real estate landscape.

*Welcome to the Swedish Chamber of Commerce, Slättö!*

With your approach and passion for connecting global investors to Nordic opportunities, we're excited to have you join our community.

Here's to building great things together!



Meet Anders Bruun

# NORDIC ROOTS - UK VISION

The effect of collaboration  
and embracing challenges.

TEXT: EMMA SILVER | PHOTOS: MAJA STENBERG



**Relocating to the UK to lead a bank with Nordic heritage brings both challenges and opportunities. This is something that Nordea's Managing Director for the London branch, Anders Bruun, has experienced when navigating this transition himself in recent years. On a sunny August day, we met with Anders at Nordea's central city office, to hear his story. Following a summer marked by sports, we were also eager to learn about the strategies behind Nordea's sponsorship of the prestigious Nordea Open tennis tournament in Sweden. During our conversation, we discovered that principles like team empowerment and a goal-oriented mindset are not only vital in sports, but in navigating the ever-evolving business landscape.**

**A**nders Bruun has been employed by SCC Patron Nordea since the early 90's, before the bank took its current name and became a major player in the Nordic banking sector. What he initially saw as a temporary stepping stone gradually evolved into a career spanning over 30 years. Throughout the years, Anders has held various managing positions within the bank, and mostly dealt with corporate customers. In 2022, the opportunity of steering the wheel at Nordea's relatively new UK-office in London arose.

"I simply could not resist. Corporate banking in Europe is in many ways defined by the London market. So, for me, although late in my career, I had to dare," he reflects.

## **Leadership grounded in heritage and innovation**

Anders firmly anchors his leadership approach in Nordea's core value of customer centricity, a principle that guides every decision he makes. Amid the rapid pace of digital transformation, he ensures that the essence of delivering personal, service-oriented banking remains at the heart of the organisation. "As long as we keep the customer at the centre of everything we do, we stay true to our heritage."

Delivering this level of service requires more than just a focus on customers - it demands a strong commitment to teamwork and employee empowerment. Anders believes that true innovation thrives when team members are given the freedom to take ownership of their ideas.



“If you’re part of the decision-making process, you naturally feel responsible for delivering results,” he explains. “Instead of pointing fingers at management or colleagues, you work harder to achieve success.”

Anders also acknowledges the cultural differences across Nordea’s operations in the Nordics and the UK, particularly regarding empowerment. He notes that this approach may not be as common in the UK, but he actively works to bridge the gap. By seeking employees’ input, he fosters a culture that encourages critical thinking. “My team knows that when they come to me with a proposal, the first question they’ll hear is, ‘What do you think we should do?’ Therefore, many have already processed thoughts and ideas when they come to me, which is great. Then we can have good discussions.”

#### **Embracing challenges for better growth**

Anders’ career has been marked by evolution, challenges, and growth. “When I started in banking, it was primarily old men, and the environment was very different. Today, we benefit from greater diversity in age, gender, and culture,” he reflects. This shift, he believes, has enriched the industry, brought fresh perspectives, and more dynamic work environments.

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## **Don’t look forward to the day without challenges.**

ANDERS BRUUN, MANAGING DIRECTOR

Looking back on his journey, Anders acknowledges that a career extending beyond three decades inevitably comes with its share of challenges. “You encounter many obstacles along the way,” he says, pointing to everything from youthful impatience to the trials of relocating to a new country.

One of the key lessons Anders has learned is the importance of understanding and resilience, especially as you advance into more senior roles. “You must be patient. You can’t expect everyone to match your exact personal pace or performance,” he advises. This insight has shaped his leadership style, allowing him to lead with compassion and adaptability. For Anders, challenges are not just obstacles to be overcome - they are opportunities for growth. “Don’t look forward to the day without challenges,” he urges. “Smooth sailing may feel good, but it’s through overcoming difficulties that you truly grow.”



### Nordea Open – serving the community

In line with a commitment to community engagement, Nordea continues to make a significant impact in the sporting world by hosting the annual Nordea Open, a prestigious tennis tournament held in Båstad, Sweden. This sponsorship is more than just a corporate gesture; it reflects Nordea's dedication to integrating with the community it serves. "Banking is about understanding the customer. Therefore, we must stay close to them, be where they are, and do what they do," Anders explains. The Nordea Open is not only one of Sweden's largest tennis events, but also a cherished summer tradition that attracts locals and international visitors. "It's a great place for tennis and a wonderful tradition."

### Drawing leadership inspiration from sports

Anders finds valuable lessons in sports that inspire his leadership style. "As a leader, there is so much you can learn from sports. Athletes excel at setting both short-term and long-term goals," he notes. Comparing it to business, he explains: "If you aspire to win the Nordea Open, and then perhaps Wimbledon, you need to set clear goals and continuously progress." The journey is rarely linear. "The key is to understand that you will face setbacks but remain calm and keep moving forward. Even top performers can be overtaken by new talent," he says, stressing the importance of persistence and adaptability.

Reflecting on a tennis victory that he witnessed this summer, where the player immediately celebrated with family, Anders observes: "Behind every great athlete, there is a team." He warns against the demotivating effect of managers who take all the credit. "It is crucial to recognise each team member's unique contributions," he asserts. "There is nothing as motivating as the feeling of success when you have a team to celebrate with," he adds with a big smile.

Anders also highlights the valuable lessons that sports offer in terms of discipline, focus, and resilience. "The Olympics is a great example," he notes. "It happens every four years, and athletes get just one chance to perform at their best. This mindset is crucial in business - being able to stay focused, especially under pressure, can make all the difference." He even advocates for hiring athletes, pointing out that "they bring valuable skills to the corporate world, enhancing collaboration, and creating dynamic teams."

As we wrap up our conversation with Anders, it's clear that his journey from the Nordics to the UK has imparted lessons far beyond steering a bank. He's learned to channel teamwork, adaptability, and empowerment into every aspect of his leadership, while remaining laser-focused on the values that drive long-term success. Whether on the tennis court or in the boardroom, Anders tackles every challenge with calm determination - always ready for the next serve.



## If you could play a doubles match with any tennis player - who would it be?

“John McEnroe!” Anders exclaims. “He was a good player. Quite outspoken and had a *mood*. Playing with him would be a lot of fun. I am not a good tennis player, so I can’t even imagine what he would say to me”, he says, followed by a laugh. “When he played in Stockholm in the 80’s, he got so mad that he ripped down an entire flower wall. That is passion. Connecting back to business; imagine if I had that kind of passion in the office, expressing it in that way. That is where sport and business needs to be separated.”

## Motto for the upcoming autumn

“To stay focused. There is so much going on right now - banking is changing, the economic circle is changing, so I must stay vigilant, and focused.”

## One thing that makes you smile

“When others smile at me, it is hard to not smile back,” Anders reflects. “Think about it - when you smile at people, there are very few that don’t smile back. If you smiled at me and I did not smile back, you would think I am weird, right?” he laughs. “The same goes for caring gestures for others. That makes me smile. Like letting someone pass first or holding a door open.”

## A song that always lifts your spirit

“Anything with ABBA! My favourite is the ‘Lay all your love on me’,” he says, and we continue into a good few minutes of nostalgic appreciation for the band - a not so quick question after all!



# IN OTHER NEWS

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## NAVIGATING SUSTAINABILITY PRESSURES ON LUXURY: WHITE & CASE INSIGHTS

SCC Patron White & Case, discusses in their latest article the luxury and fashion industries' need to adapt to the evolving EU ESG regulations. The EU Corporate Sustainability Due Diligence Directive requires companies to ensure environmental and human rights protections across their supply chains. Additionally, the EU Eco-design for Sustainable Production Regulation (ESPR), effective from July 2024, serves as the foundation for the EU's push towards more sustainable and circular products. As green finance reshapes the industry, luxury brands are under pressure to meet sustainability targets, and steering clear of potential greenwashing pitfalls.

## KINNARPS EXPANDS AND LAUNCHES AUTUMN-INSPIRED COLLECTION

SCC Patron Kinnarps AB has made headlines by acquiring all shares in Kinnarps OY, now a fully owned subsidiary, which will enhance their market presence. As the autumn season arrives, Kinnarps invites you to explore their Colour Studio 2024 collection. This new range, inspired by nature and crafted from sustainable materials, brings a fresh, vibrant approach to workspace design. Perfect for rejuvenating your office environment as the seasons change, while also supporting productivity and well-being.



## SAS CHAMPIONING PUNCTUALITY ACROSS EUROPE

SCC Patron SAS has claimed the top spot in Europe for punctuality, a testament to the dedication and precision of their team. Following recent milestones like emerging from restructuring and joining SkyTeam, SAS is entering a new era of excellence. Punctuality drives customer satisfaction, efficiency, and sustainability, and SAS is committed to maintaining high standards for customers, stakeholders, and Scandinavian communities, while growing as a profitable airline delivering a world-class travel experience.





## MARKING 30 YEARS OF PROGRESS

**P**ia Helena Ormerod made history 30 years ago when she became the first woman invited to join the Board of Directors at the Swedish Chamber of Commerce for the UK. Shortly after, also in 1994, she was appointed the first female Managing Director.

Her tenure marked a period of growth and innovation for the Chamber. During her five years as Managing Director, she established local chapters and founded the Junior Chamber — now known as Young Professionals network — which just celebrated its 30-year jubilee with an exclusive event organised by the current team of scholars and interns.

Beyond her work at the Chamber, Pia Helena's career as a business journalist gave her unique insights into the struggles faced by women in leadership positions. Her novel, *The Fault Line*, reflects these themes, exploring the complex realities of boardroom tensions, takeovers, and personal sacrifices. Having interviewed countless women at the top of their fields, Pia Helena remains a vocal advocate for greater inclusivity in corporate leadership. After leaving the Chamber, she founded an informal network for women in business and now, in retirement, she focuses on writing fiction.



## ...MORE NEWS

### UK WIND POWER REACHES HISTORIC MILESTONE

SCC Patron Vattenfall celebrates the UK reaching 30GW of combined offshore and onshore wind energy, marking a significant milestone. Operating 1.1GW of battery storage and wind projects, Vattenfall powers around 800,000 homes annually while saving 1.35 million tonnes of CO2. Beyond providing secure, clean energy, Vattenfall invests over £3 million each year into local communities hosting wind farms, supporting various initiatives such as community benefit packages and education programmes.



### READLY LAUNCHES OLYMPIC GAMES RETRO SERIES

*Psst..!  
In October, the SCC Young Professionals will be hosting an exclusive Business Insights event with Readly!*



SCC Patron Readly has launched an Olympic Games Retro series in collaboration with the Evening Standard, featuring historic highlights from the newspaper's 200-year archive. The series, available in the Readly app, includes iconic moments like the 1948 Wembley torch relay and Sebastian Coe's 1980 gold medal.





# UNLOCKING THE FUTURE OF SMART HOME SECURITY

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TEXT: MAJA STENBERG | PHOTOS: ASSA ABLOY

**The new government has promised that the UK is set to build 1.5 million new homes over the next five years. SCC Member and global leader in access solutions, ASSA ABLOY, is ready to take on this challenge – and continue to safeguard homes for future generations. In this issue of LINK, we had the pleasure of speaking with Richard Bromley, Vice President, Chief Technology Officer, and Head of Residential at ASSA ABLOY Opening Solutions UK & Ireland. Richard shared insights into how the company has been protecting our homes for 30 years, and what security truly means in today’s modern world.**

**I**magine a world where your door lock not only keeps intruders out, but also communicates with your lights, security cameras, and even your coffee machine. That’s the kind of world ASSA ABLOY is creating.

“ASSA ABLOY is on a mission to revolutionise home security! We believe in creating safer access for all and help billions of people move through a safer, more open world with ease every day,” says Richard Bromley.

For 30 years, ASSA ABLOY has been working quietly behind the scenes to keep us safe and secure – and what a journey it has been. From humble beginnings as a regional lock maker, the company has now grown into a global leader in home security.

“This remarkable journey is made possible by our rich heritage, enduring entrepreneurial spirit, and unwavering commitment to creating a safer and more open world,” Richard emphasises.

The Residential Division of ASSA ABLOY UK includes brands like Yale, Mila, PC Henderson, and Carlisle Brass, all of which have a rich history of safeguarding homes.

However, security is not just about locks anymore. With these brands’ longstanding experience in the lock and hardware sector, combined with the latest technological innovations, ASSA ABLOY offers unrivalled smart home ecosystems equipped for the modern world.



**Now, what does this really mean?** Richard highlights four key trends and challenges in the sector and

explains how ASSA ABLOY, as industry pioneers, is addressing them.

# 1 DIGITAL SECURITY AND DATA PRIVACY

According to Richard, one of the biggest concerns in today's security industry is privacy and the use of customer data. And this is something that ASSA ABLOY understands well:

“Our heritage as a lock manufacturer gives us a deep understanding of security, privacy, regulations, and protocols. Importantly, we have no vested interest in our customers' data. We take privacy very seriously and constantly collaborate with recognised bodies to ensure compliance with industry standards,” says Richard.

# 2 INTEROPERABILITY BETWEEN DEVICES

Secondly, it's about making sure that all the smart-home devices work together in harmony. “Customers want to know that their smart lock, alarm, or camera is going to work with other devices or smart assistants in their homes,” Richard states.

Yale, a leading brand under ASSA ABLOY, is dedicated to integrating its products with third-party providers to develop a cohesive security ecosystem. Through a single app, homeowners can control multiple security devices, and partnerships with Amazon Alexa, Apple HomeKit, and Google Assistant, to ensure a seamless experience.

Another step in addressing this challenge is Yale's initiative to make its products 'Matter'-compatible. This ensures that devices bearing the 'Matter' symbol will work reliably together, offering consumers greater choice and flexibility in building their smart homes.

# 3 AI - ENDLESS POSSIBILITIES

Looking into the future, AI-driven technologies present both opportunities and challenges for the security industry. Richard elaborates: “Whilst there is naturally some trepidation around this, AI could also help to offer enhanced monitoring, using AI-driven analytics for better detection and response, such as recognising unusual patterns or activities.”

Given its potential to ultimately allow for more secure access control solutions, some of the brands under the ASSA ABLOY umbrella are already exploring advanced facial recognition and biometric technologies.

# 4 SMART AND HEALTHY HOMES

Once the home is as secure as it can be, ASSA ABLOY looks to explore how its solutions can enhance the overall well-being of its inhabitants. Imagine a sensor that not only detects intruders but also monitors air quality, tracks your health, and ensures that your living environment is 'just right':

**“This could provide wellness checks that are linked to home security routines. As well as making our customers' lives more convenient, we see that in the future we can make them happier and healthier.”**

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**Get to know Richard and read more about how ASSA ABLOY is taking on the future →**



### **The future is bright, and green**

While doing all the above, integrating sustainability remains a top priority for ASSA ABLOY. A commitment to a greener future is evident in their goals: halving their gas emissions by 2030, reducing their value chain footprint, and achieving net-zero emissions by 2050.

And going towards a greener future, the Residential Division is set for strong growth, especially with the new government's promise to build 1.5 million new homes in the next five years.

“In addition to this, there is also an increased focus on build-to-rent homes, largely due to high mortgage interest rates for new buyers,” Richard explains.

While ongoing partnerships with Original Equipment Manufacturers (OEM's) and first-fit partners will remain key, the renovation market offers significant opportunities.

“Both mechanical and smart solutions are important to us, whilst the smart sector will see growth, there are huge amounts of mechanical products out there that need updating, and we have the trusted reputation to meet this need.”



### **About Richard**

He has worked for ASSA ABLOY for over 10 years, starting in the position of General Manager of Replacement Multi Point Locks in 2012. Since then, he has taken on business development roles across numerous brands within the group. Before joining ASSA ABLOY, Richard spent many years as part of the management team at a distributor within the locksmith industry.

In addition, as Chairman of the DHF (Door & Hardware Federation) Building Hardware Group, Richard draws upon his many years of experience in the lock and hardware industry. On a wider level, he is also a board member of ARGE who drive the culture of product security and safety standards, as well as sustainability, for the industry across Europe.



# PREVIOUS EVENTS



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

*From left to right:*


- 1) H.E. Mr Stefan Gullgren networking at the Young Professionals event hosted at the Swedish residence.
- 2) Freddie Pritchard-Smith (Trustek) at the Ecosystem Exchange: PropTech programme.
- 3) Ludvig Hubendick (Einride) at the Swedish-British Reception in Stockholm.
- 4) The new member introductions at the Link Up Drinks are always appreciated!
- 5) Business Breakfast with Marc Acheson (Utmost Wealth Solutions), Hannah Keens (KPMG) and Nils Wetterlin Nyberg (KPMG), discussing the evolving tax landscape for non-doms in the UK.
- 6) The Young Professionals enjoying dinner at Karma Sanctum Soho, celebrating the network turning 30 years.
- 7) Scarlett Chorley (Propel) and Mario Förster (iLOQ) at the Ecosystem Exchange: PropTech programme.
- 6) Beata Ankarcrona (BBC), Hanna Lindgren (EY), Hannah Carlsson (SCC), and Philip Green (Hamllins) at the Young Professionals event hosted at the Swedish Ambassador's Residence.
- 7) Steve Angus (Department for Business & Trade) and Salla Hänninen (London & Partners) at the Swedish-British Reception.



# AN INVITATION TO THE ESSENCE OF SCANDINAVIAN GRACE, ROOTED IN FAMILY

TEXT: ALEXANDER HÖGBERG | PHOTO: DIPLOMAT COLLECTION

It all began with a simple cup of tea. Steeped in family tradition and passion for hospitality, Anna Cappelen's journey with Diplomat Collection was ignited. With a focus on sustainability and personalised service, SCC Member Diplomat Collection continues to elevate Scandinavian hospitality to new heights.



**L**et's take a trip back to the 70s revisiting Anna Cappelen's favourite memory from her time with Diplomat Collection: sitting down with her grandmother for her very first taste of tea. Already then, they sipped on the Diplomat Tea blend, which has since become the signature brew of their Afternoon Tea at Hotel Diplomat.

“This moment captures what makes Diplomat Collection truly special, the deep sense of family and tradition that is ingrained in every aspect of our hotels. It's more than just a place to stay, it's a place where memories are made,” says Anna Cappelen, Co-owner and Partner of Diplomat Collection.

## **A love for the industry, rooted in family**

Hotel Diplomat was founded by Anna's parents in 1918, growing into Diplomat Collection with three hotels that invites you to the essence of Scandinavian grace: iconic, elegant, and beautifully curated. Each hotel is built on foundations of history, culture, and timeless craftsmanship, offering a memorable stay in some of Stockholm's most coveted neighbourhoods.

Anna's sense of hospitality, love and passion for the industry is rooted in family tradition and has been refined with a hotel management degree from Santre International Glion. When it comes to creating unforgettable stays at their hotels, Anna finds that location is the key. “The moment a guest arrives, the first impression sets the tone. A warm, inviting atmosphere and attentive, and genuinely caring staff leave a lasting impression. This is what truly elevates a stay from good to unforgettable.”

Psst! Diplomat Collection offers SCC Members 15% off. Log in to the Member Directory to get the discount code.

### **The latest opening with a floral fragrance**

Diplomat Collections recently opened the doors to its latest addition: Villa Dahlia. In the heart of Stockholm, overlooking Tegnérlunden - famous from Astrid Lindgren's 'Mio, My Son', you will find a hotel promising a comfortable and luxurious stay. The new facility will offer 103 guest rooms and suites - many with a lovely park view. The hotel will also feature a rooftop, courtyard with boules court, spa, gym, private dining room, and meeting room.

"The hotel's international environment and atmosphere is created by myself together with my daughter, Pauline Cappelen, with inspiration from our travels, particularly to Italy." Once again, reflecting their business being rooted in family.

### **Holding on to a rich history with a green future ahead**

"Villa Dahlia is a familial home permeated with sustainability and rich history in genuine craftsmanship," Anna emphasises, proudly talking about how they prioritise locally sourced ingredients, reducing food miles, and supporting their community's farmers and produce.

"By partnering with local suppliers who share our commitment to quality and sustainability, we ensure that every corner of our property reflects our eco-conscious philosophy."

The demand for sustainable and eco-friendly hotels are growing according to Anna. Diplomat Collection is infused by a strong commitment to sustainability, in everything from interior design and material choices to the daily operations of the hotels. Another trend, according to Anna, is the growing calls for more personalised experiences. For her and Diplomat Collection, this means understanding and anticipating the guests' needs through tailored services. "Each hotel in Diplomat Collection has its own character, but the familial atmosphere, personal service, and quality will be recognisable factors regardless of which hotel you visit. These trends are not just shaping the industry but also setting new standards for how our hotels will operate and compete in the future."

For over 20 years, Diplomat Collection has been a member of the SCC. Besides Anna being keen to contribute to the vibrant community that the Chamber fosters, she sees exciting future opportunities for Diplomat Collection through its continued membership. "A collaboration with the Chamber will allow us to strengthen our network, build valuable partnerships, and gain insights into the UK market. Together, we can drive growth and success for both our hotel and the broader business landscape."



**Dahlias come in many vibrant colours. If you could choose three dahlia colours to represent Villa Dahlia, which would they be and why?**

"Elements of daring dahlia red, white and peach together with Swedish tapestries and traditional Italian murals create a curated home at its most sublime. The distinction lies within the details."



FROM WAR TO RECONSTRUCTION:

# HOW SWEDISH-BRITISH BUSINESS COLLABORATION CAN TRANSFORM UKRAINE

TEXT: ALEXANDER HÖGBERG | PHOTO: EMMA SILVER

**Not many people can say they have first-hand experience from setting up business in an active war zone - but Andreas Giallourakis can. As Business Sweden’s Trade Commissioner in Ukraine, Andreas has been at the forefront promoting trade and investment that will play a crucial role in Ukraine’s resilience and reconstruction. In June this year, Business Sweden opened its trade office in Kyiv, signalling a Swedish commitment to support Ukraine’s rebuilding efforts. We had the opportunity to speak with Andreas about the potential for Swedish-British businesses in this context, and how they can contribute to rebuilding one of Europe’s largest emerging economies.**

**T**he 24th of February 2022 marked a tragic turning point in modern European history, as Russia launched its full-scale invasion of Ukraine. Since then, the world has watched as the brave people of Ukraine have not only defended their own freedom and rights, but also those of Europe.

With substantial support from the international community and a strong willingness to cooperate, support for Ukraine’s resilience and reconstruction efforts presents unique opportunities for Swedish solutions.

In June, Business Sweden expanded its presence by opening an office in Kyiv. Andreas Giallourakis, who now navigates the complex realities of conducting business in a war zone, shares an experience he witnessed from his apartment window, a sight that could only be described as a scene straight out of a movie:

“Deafening air raid sirens, headlights brightening the night sky, and defence missiles shooting down Russian drones are a natural part of life in Ukraine,” he recalls telling us about numerous nights spent in bunkers.

Despite these, Andreas notes that life continues with surprising normalcy. “Yes, the everyday life gets interrupted by regular attacks, but life goes on.



Restaurants are open, cafes are open, and businesses keep running as usual. Production is active. Factories are operating. Construction is ongoing.”

### **Opportunities for Swedish-British collaboration**

Business Sweden in the UK, together with Andreas’ team in Ukraine, have explored how Swedish-British businesses can contribute to Ukraine’s future. Their findings, detailed in their recently published guide *Ukraine Resilience and Reconstruction: Bilateral Support and Finance Opportunity Identification Guide*, highlight three key sectors where Swedish expertise and innovation can make a particular impact in Ukraine: infrastructure, energy, and healthcare.

“Similarly to the Swedish system, there are a lot of targeted support options and tools for these sectors here in the UK, and Sweden has companies and subsidiaries with great knowledge, products, and services within these areas,” says Andreas.







He also points to possibilities for Swedish and non-UK companies to contribute to delivering UK aid to Ukraine via tenders announced online by the UK government. “There are tenders regularly coming out that target needs in Ukraine, and this could serve as a key entry point for Swedish businesses operating in the UK or Sweden to contribute to Ukraine’s reconstruction efforts.”

The guide also explains that Swedish companies can benefit from other support options, such as export financing. UK Export Finance (equivalent to Swedish Exportkreditnämnden - EKN) has a flexible foreign content requirement in place of at least 20 per cent procurement from the UK, meaning that Swedish companies could benefit from UKEF’s so-called Buyer Credit Facility.

While in Ukraine such support is currently restricted to the defence sector, this may be reviewed in the

future to once again include sectors such as energy and reconstruction of infrastructure.

Ukraine’s vision of becoming a modern, high-tech, and sustainable nation faces immediate challenges, particularly in energy consumption during the coming winter. Russian attacks have eliminated nearly half of its pre-war electricity production, making the reduction of energy use a pressing priority. Efforts are underway to modernise utilities and cut energy consumption in public buildings, a field where Swedish companies excel.

“There is a lot to do in the very practical, hands-on deliveries currently ongoing,” Andreas notes, emphasising the importance of companies partnering with leading Swedish engineering firms and leveraging tools and products that can help reduce energy needs in Ukraine.





### **Engaging with local partners and government support**

Andreas encourages Swedish companies and subsidiaries to explore opportunities for collaboration, even if they do not currently have a significant presence in Ukraine. He urges businesses to “take the discussion with the Chamber, with Business Sweden, or with me and my team on the ground in Ukraine” to explore how they can contribute most effectively.

For Swedish businesses seeking to gain the British government’s attention and support, Andreas recommends engaging in dialogue with the British Department for Business and Trade (DBT) to access available tools and resources, including the DBT Ukraine Business Guide and upcoming trade missions.

Additionally, he offers his own expertise, now that he spends a considerable amount of time in London. “Ukraine is not a family mission yet. My wife is British, so we decided to have the family living in London for the time being, until it’s possible to move to Ukraine as a family. This makes it perfect for Swedish businesses to contact me, but also my colleagues here in the UK, for guidance on the Ukrainian market and the different support options that the British government offers.”

No one knows when the war will end. But what we do know is that the courage and resilience of the Ukrainian people, coupled with strong international support, have laid the groundwork for a brighter future once peace comes. Bringing innovative and sustainable solutions to critical sectors, Swedish-British businesses could stand at the forefront of this transformation.



### **ABOUT THE GUIDE**

Business Sweden’s new guide “Ukraine Resilience & Reconstruction - Bilateral Support and Finance Opportunity Identification Guide: Germany, Poland, the United Kingdom and Ukraine” has been developed as part of Business Sweden’s Trade-to-Aid assignment by the Swedish Government.

Following a launch webinar on 10 September 2024, the guide is published on [ukraine.swedenalliances.com](http://ukraine.swedenalliances.com). Business Sweden is also planning local company engagement activities and welcome interested company representatives to get in touch.

## IN OTHER NEWS

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### **VOLVO TRUCKS EXPAND USE OF LOW-CO2-EMISSION STEEL**

SCC Patron Volvo Trucks is increasing the use of low-CO2-emission steel in its vehicles, aiming to cut emissions by 80 per cent. Starting next year, frame rails in 12,000 trucks will incorporate this steel, reducing CO2 emissions by 6,600 tons.

### **ESSITY PARTNERS WITH WORLD ECONOMIC FORUM**

SCC Patron Essity has become an associate member of the World Economic Forum. By joining the Forum's Global Alliance for Women's Health, Essity will lead initiatives in menstrual health, aiming to bridge the existing gaps in this area.



### *NETMORE AND YORKSHIRE WATER TO LAUNCH MAJOR SMART METERING PROGRAMME*

Yorkshire Water has partnered with SCC Member Netmore to replace 1.3 million water meters across the region, subject to final approval. The programme, part of a long-term plan to improve water usage efficiency and customer service, will utilise Netmore's advanced smart metering technology, aiming to reduce water leakage and enhance sustainability across Yorkshire.

### **GRAND HÔTEL'S 150-YEAR CELEBRATION**

SCC Member Grand Hôtel Stockholm recently opened their doors to welcome 1,000 guests, including celebrities, Hollywood stars, and NHL players, to celebrate their 150-year anniversary. For the second time in its history, the hotel was completely emptied of guests. Pia Djupmark, CEO of Grand Hôtel, remarked, "The Grand Hôtel is not just a building; it's a destination steeped in history, craftsmanship, and innovation." Attendees arrived on a blue carpet, entering a venue transformed for its 150-year celebration with 49 disco balls illuminating the evening.



A SCC STORY

# A LIFELONG LINK

TEXT & PHOTO: MAJA STENBERG

**Another issue of LINK equals a unique perspective on the SCC community. As a former scholar in 1993, and the first in-house editor of LINK magazine, Kristina Nordsten closes the loop by leading the narrative in this edition of a SCC Story. We invited Kristina to our office in Marylebone to hear her take on how the SCC has evolved over the years – and how it continues to influence the Swedish-British business community.**

**I**t was during her MBA studies at Georgetown University in Washington, D.C., that Kristina came across the scholarship opportunities with the Swedish Chambers abroad. Ending up in London, however, was a coincidence combined with a need for a particular editorial set of skills. “I was initially looking to go to New York, but the London Chamber office phoned and explained the opportunity of producing the LINK magazine in-house,” Kristina explains.

Having previously been working with the student magazine at Handelshögskolan in Gothenburg, as well as a journalist for the local paper in Skövde, it didn’t take much to convince Kristina to steer across the Atlantic.

“London is such a vibrant place, and coming here to experience the Chamber firsthand was just mind-blowing. Seeing all the connections it has, everything it’s involved in, and then having the opportunity to showcase that through LINK - it was fantastic.”



London in the early 1990s was a city on the verge of change. With the EU’s freedom of movement policies beginning to reshape the workforce, Kristina was one of many in this stream of young Swedes eager to explore what life in the UK had to offer. “In 1993-94, you began to see many young people moving to London, who were not required to have prior employment with Swedish companies; they could apply for any job directly in London. This was a transformative period for the Chamber as well, and it needed to adapt to a new, more diverse influx of members,” she notes.

At the heart of this phase of adaptation and change for the SCC, was its member magazine. “LINK is, and has always been, influenced by the membership,” she says.



“Like any other SCC channel, it’s there to represent the membership and remain relevant – and I think that is something that the Chamber always has been extremely good at. Back then, the core of the membership was corporates, and we had one channel. Today, there are multiple channels, and the membership is much more diverse, including scaling businesses, entrepreneurs, founders, investors, and governmental entities.”

Kristina proudly looks back on the time when she played a key part in a transition still relevant today, moving the LINK production in-house. “With desktop publishing just starting to become viable, it was an easy case to make,” she says. Not only did this allow the Chamber to reduce the sky-high production costs, but it also enabled them to retain control over the content and quality.

As a matter of fact, this is still the case with the magazine you’re currently holding in your hands, more than 30 years later. Keeping the production of LINK in-house, close to its members, allows us to craft content that reflects the membership to the greatest extent possible. From Effektify and Slättö to Nordea and Hotel Diplomat, featured in this issue, our membership consists of a diverse set of businesses united by the common trait of

being part of the SCC network. Kristina reflects: “The Chamber spans all sectors. It supports the needs of all its members, from the new ones to the well-established, the small to the large.”

### **A lifelong love for London**

London has held a special place in Kristina’s heart ever since that phone call brought her across the pond in 1993, and she is certain that this is largely due to the Chamber. “Being a scholar at the SCC was truly a springboard. You have something on your CV that most people won’t have, and that opens doors,” Kristina states. The connections made and experience gained were instrumental in shaping her career, particularly in her recent role at London & Partners, the city’s promotional agency. “The experience at the Chamber gave me a lifelong love for London. It’s such a vibrant and inclusive city, and that passion has translated into all the roles I’ve had ever since,” she says.

London, and the Chamber, thrive on the talent it attracts. Kristina is determined to pass on this experience as she embarks on her next adventure - working with Neurodiversity in Business, an initiative aimed at promoting neurodiverse talent. “So much comes down to talent and relationships. My connection with the Chamber hasn’t ended; it’s part of a continuous journey.”

As for the SCC, Kristina sees a bright future ahead - one that continues to build on its rich history while embracing the opportunities of the present. “The Chamber team and its Members, Patrons, and board constitute an amazing collective brainpower, capable of great things.”

Reflecting on the opportunities provided to young talents, she concludes our conversation by stating: “We must continue to encourage the patrons and member companies allowing opportunities such as the scholarship programme through generous donations. I am not only speaking for myself when I say that it is highly valued, and most importantly – it enables the Chamber to do what it needs to do.”

As Kristina’s story shows, the Chamber’s impact can still be felt long after the LINK’s pages are turned, the events are over, and the fellow scholars have moved on to new challenges.



**Coming here to experience the Chamber firsthand was just mind-blowing. Seeing all the connections it has, everything it’s involved in, and then having the opportunity to showcase that through LINK - it was fantastic.”**

KRISTINA NORDSTEN



# PREVIOUS EVENTS

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



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

*From top left to right:*

- 1) Marcus Moreen (Hampshire Trust Bank), Nelli Shevchenko (Seyfarth Shaw LLP), and Adrian Angervall (SEB) at the Young Professionals' 30 Year Jubilee.
- 2) Hannah Keens (KPMG) speaking at the Business Breakfast on the Evolving Tax Landscape for Non-Doms in the UK hosted at SEB.
- 3) Alexander Högberg (SCC) moderating an insightful discussion with H.E. Mr Stefan Gullgren, the Swedish Ambassador to the UK, at the Young Professionals event hosted at the Swedish Residence.
- 4) SCC Chair Peter Jelkeby (IKEA) at the Swedish-British Reception hosted at Polestar in Stockholm.
- 5) Carl-Henric Heimdal (Rocket Padel) networking at the Link Up Drinks event hosted at Studio Frantzén on top of Harrods.
- 6) Louise Partridge and Brian Munjanja (Broadwing Accountancy) taking part in the speed-networking session at Ecosystem Exchange: PropTech.
- 7) Guests listening to the panel discussion at the Business Breakfast on the Evolving Tax Landscape for Non-Doms in the UK.
- 8) Lasya Rao (London & Partners) moderating a panel discussion at the Ecosystem Exchange: PropTech programme. The panellists were Jay Lakhani (Clearance Venture Partners), Oskar Sköldberg (Orka Investments), and Dhruv Gupta (Pi Labs).
- 9) Callum Laidlaw (Kekst CNC) at the Business Breakfast on the UK Political Landscape.
- 10) Guests listening to the presentations at Swedish-British Reception in Stockholm.
- 11) Matt Maguire (IKEA) and Tania Tandon (TandonHildebrand) networking at our Business Breakfast on the UK Political Landscape. .
- 12) Emma Silver (SCC), Susanna Sandell (ACA Group), Matthew Blakemore (AI Caramba!), and Ossian Granit (EF Corporate Education) at the Young Professionals event hosted at the Swedish Ambassador's Residence.
- 13) Elin Hammenfors (Ingrid) and Håkan Henningson (Evelyn Partners) at the Link Up Drinks at Studio Frantzén.
- 14) Team EY: Kanika Seth, Carl Pihlgren, and Charlotta Kvarnström at Tech Forum 2024 hosted at Global Relay.





# MARKETING. BUT AMAZING.

## *EFFEKTIFY'S THREE TIPS FOR THRIVING IN THE DIGITAL MARKETING LANDSCAPE.*

TEXT: MAJA STENBERG | PHOTO: EFFEKTIFY

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**Meet Effektify, the new SCC Member and marketing firm that is reshaping the digital marketing industry with smart tech and bold ideas. With roots in Sweden and Berlin, they are now taking on the UK, using AI to drive growth whilst not compromising with creativity. In an interview with CEO Mattias Edenholtm, we explored Effektify's journey in transforming today's marketing landscape – and got his top tips for ensuring that your business thrives in this dynamic environment.**

**W**e are dedicated to transform marketing as we know it," says CEO Mattias Edenholtm. Since their journey began in 2021, Effektify has been doing so in Stockholm and Berlin, and recently took the leap to enter the UK market. Their business idea lays in a digital platform that seamlessly integrates major advertising, e-commerce, and analytics tools – creating a comprehensive ecosystem powered by AI.

"At Effektify, we don't just use technology; we create it. But it doesn't end there. In tandem with our AI-driven platform, we have our dedicated advisory department, helping our clients maximising their growth," Mattias continues. It is with this blend of cutting-edge technology, strategic insight, and a strong respect for creativity, that Effektify plans to lead the way into the next chapter of the industry's evolution.

### **The future of digital marketing**

So, what does the future hold for digital marketing? For anyone in business, it is beyond question that the digital marketing landscape is in a state of flux. This includes technological advancements, shifting consumer behaviours, and, most notably, AI revolutionising how we understand and engage with target markets. "In the future, nothing will change marketing more than

AI. Everyone will use it – however, there will be a huge gap between companies who use AI with a strategic gameplan and the ones who don't," says Mattias.

Mattias is also keenly aware of the importance of creativity in today's digital marketing - where a constant buzz of global players are vying for the attention of online audiences. According to him, creativity is something that sometimes have been overshadowed by data-driven strategies: "The industry has often relied on building smart campaigns with niche audiences without leveraging great content – but these days are gone. Today you must prioritise your creatives," he states.

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**The industry has often relied on building smart campaigns with niche audiences without leveraging great content – but these days are gone. Today you must prioritise your creatives.**

MATTIAS EDENHOLM, CEO AT EFFEKTIFY







As businesses adapt to the dynamic digital marketing landscape, Effektify offers three key pieces of advice to stand out in the buzz:

### **1. Adopt holistic metrics**

A shift from traditional metrics like ‘Return on Ad Spend’ to broader, more comprehensive indicators such as the Marketing Efficiency Ratio (MER). This approach provides a holistic view of marketing effectiveness, essential in a landscape where privacy regulations impact direct tracking capabilities.

### **2. Balance creativity and strategy in content creation**

Develop content that captures attention while being rooted in strategic insight. Utilising advanced analytics can help you to deeply understand your audience, ensuring that your creative risks are both innovative and calculated.

### **3. Optimise every customer interaction**

Focus on enhancing the customer journey from the first digital touchpoint to post-purchase interactions. Prioritising a seamless, personalised experience at every stage can significantly boost customer loyalty and encourage advocacy through exceptional service and engagement.

### **The UK market: A new chapter of growth and collaboration**

Effektify has just launched in the UK – a market that quickly showed great potential for growth. Even in early conversations with companies and pilot users, Effektify saw an overwhelmingly positive response. “The UK digital market is characterised by high digital adoption and a welcoming attitude towards innovative marketing solutions,” says Mattias. And with this massive market potential, they are confident in their ability to make significant impact – by bringing transparency and growth to companies operating in the region.

Besides business growth, Effektify’s UK expansion is also about community engagement – starting with their role as a Partner for SCC’s inaugural Retail Forum at IKEA, that took place in September. By joining the SCC network, Mattias hopes to get to know the market up close, making valuable connections along the way. “We are excited to actively participate, share insights, and collaborate within this dynamic and forward-thinking community,” he concludes.

Welcome to the SCC community,  
Mattias and Effektify!



# WEATHER THE STORM – HOW TO NAVIGATE THROUGH A CRISIS

GUEST COLUMN: ANDERS FOGEL

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**I**f the decade of 2020 has taught us anything, it is that the future is always uncertain. We have gone through a global pandemic to a market hype, skyrocketing inflation and interest rates, to war in Europe and the Middle East. Drastically changing economic environments from one year to another which no organisation or management can predict or control.

In our personal lives, we have the privilege to withdraw to a safe place during unsettling times and wait for the storm to pass. As a company however, you are likely to have to step into the public eye and

openly address such situations due to its potential effect on your employees, customers, or societal groups.

At Fogel & Partners, we have worked with numerous organisations in a wide range of critical situations. We know, this is not a comfortable position to be in. While each situation is unique, we have learned that with proper preparation and a holistic strategy, you can significantly reduce this discomfort. You might even emerge stronger, with increased level of trust in your organisation and its leadership.

Your checklist to navigate through a crisis

**Prepare by:**

- Creating a crisis communication team
- Think 360 - include all relevant stakeholders
- Proactively establish media relations

**Then, if the unexpected strikes:**

- Gather your team and assess the situation
- Buy time, but don't stall
- Elaborate on the situation step by step
- Prioritise media outlets depending on relevance and be transparent



## THIS IS HOW YOU DO IT

### **Preparations**

#### **Create a crisis communication team**

Identify relevant representatives of your organisation to constitute a task force. Assign areas of responsibility for each member, such as internal actions, reaching out to investors, and media monitoring. This saves you valuable time and will enable you to rapidly gather crucial information and make better decisions.

#### **Think 360**

To effectively manage all relevant internal and external stakeholders, define who they are, what information they need, and how prioritised they are on a holistic timeline. Employees, customers, owners, and media all require a different approach due to their various roles and interests.

#### **Establish media relationships proactively**

In the event of a crisis, you will benefit from having your own established channels with media contacts to know who is open for dialogue. These can have you better understand the demand for information and be useful to correct any eventual factual errors or misconceptions in external reporting.

### **In the eye of the storm**

#### **Gather your team and assess the situation**

The crisis communication team should first comprehend the scope of the situation and its implication, both internally and externally. Gather all the information about

the issue available to you and what you can share at this point. This will highlight any information gaps and coordinate your organisation and its actions.

#### **Buy time, but don't stall**

If the need to comment emerges early – internally or externally – clarify that you are in the midst of assessing the situation, which is natural, and that you will respond as soon as you know more. Get back with your response as soon as possible to demonstrate that you are addressing the issue. A prolonged silence can give room for speculations to take hold while the stakeholders await your response.

#### **Elaborate step by step**

Once you have comprehended the scope and implications, cautiously expand your response and the information you share. Keep in mind that you still might not be aware of all effects yet and convey that message in your communication.

#### **Prioritise and be transparent**

If your situation gains interest from the media, create a priority order of outlets to respond to. Favour those where you reach the most relevant stakeholders. Do not take for granted that media understands your need to coordinate internally before commenting. If you can, roughly explain your process and expected timeline to educate their audience. Media prefers a dialogue even if you have little information to share.

To conclude, the way your company respond to a crisis can either mitigate or exacerbate the damage. By following these steps, your organisation can

better navigate a crisis, protect its reputation, and emerge stronger on the other side of the storm.



# PREVIOUS EVENTS





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

*From left to right:*

- 1) Anneli Pinchard (Saab UK) and Madeleine Olausson (Lena O Consulting) at the Link Up Drinks at Studio Frantzén.
- 2) Jonas Engstrand (Epishine) networking at the Ecosystem Exchange: PropTech programme at SEB.
- 3) The Young Professionals networking at the Swedish Ambassador's residence in London.
- 4) Lord Iain McNicol (Labour member of the House of Lords) and Sir Robbie Gibb (Political Advisor) speaking at the Business Breakfast on the UK Political Landscape event hosted by Kekst CNC.
- 5) Guests listening to the new member presentations at the Link Up Drinks event hosted at Studio Frantzén.
- 6) William Turner (LEIFF Natural Capital Solutions) at the Business Breakfast on the UK Political Landscape.
- 7) Arba Kokalari (Member of the European Parliament) at the Swedish-British Reception at Polestar in Stockholm.
- 8) Ted Öqvist (Telkey Solutions) presenting at Ecosystem Exchange: PropTech.
- 9) Drazen Jurman (Arkion) networking at the Swedish-British Reception in Stockholm.
- 10) SCC Alumni networking at the Alumni Reception hosted at Cirio in Stockholm.
- 11) Participants of the Ecosystem Exchange: PropTech programme hosted at SEB.
- 12) Åsa Borg (Polestar) presenting at Swedish-British Reception in Stockholm.



**UK BUSINESS CLIMATE SURVEY 2024:**

# *RESILIENCE AND OPTIMISM AMONGST SWEDISH BUSINESSES IN THE UK*

TEXT: EMMA SILVER

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**Swedish companies continue to thrive and remain committed to their UK presence, according to the fifth edition of the UK Business Climate Survey. Most companies reported a profitable financial performance, and four out of five expected their turnover to grow in the upcoming year – indicating remarkable resilience amongst Swedish companies despite economic and geopolitical challenges.**

The annual UK Business Climate Survey is conducted by Team Sweden - the Swedish Chamber of Commerce for the UK, Business Sweden (the Swedish Trade and Invest Council), and the Embassy of Sweden in London - and provides key insights into the challenges and opportunities faced by Swedish companies operating in the UK.

### **The UK – a key market for Swedish businesses**

Findings from 2024's edition of the survey indicate that Swedish businesses in the UK retain their strong position amidst a complex economic landscape. Consistent with last year, 60 per cent of responding companies reported a profitable financial performance in 2023. The percentage of businesses reporting losses has decreased from 14 per cent in 2022 down to 10 per cent, and an optimistic four out of five expect a turnover increase in the coming year.

“The UK is one of the world's top economies and continues to be a vital market for Swedish companies. Seeing that companies are not only making profits but also maintaining a positive outlook for the future, is highly encouraging,” says Fredrik Warneryd, Chief Executive at the Swedish Chamber of Commerce for the UK.

Furthermore, the percentage of companies expecting a turnover decrease has fallen sharply from 12 per cent to just 2 per cent, further demonstrating a hopeful perspective on the year to come.

“As part of Team Sweden, the Embassy of Sweden welcomes the encouraging results from this year's Business Climate Survey – which is the first to have been conducted since Sweden's accession to NATO as well as the signing of the Strategic Partnership Agreement between Sweden and the UK last year,” says Swedish Ambassador H.E. Mr Stefan Gullgren.

### **A committed presence**

According to this year's survey, the UK remains a crucial market for Swedish businesses, with 30 per cent of respondents having established operations here since 2018. Once established, the companies also remain committed to their presence in the UK, as a majority of respondents plan to increase their investments in the upcoming 12 months.

“These results highlight the UK's appealing location and strong trade links with European and global markets. It also confirms a lot of what we pick up from our member businesses operating here: the UK is not only a venue for raising capital and selling products, but also a hub of innovation across various sectors,” says Fredrik.

### **The strong ‘Swedish Brand’**

Moreover, results indicate that the strength of the ‘Swedish Brand’ continues to be a significant competitive advantage in the UK market, with a majority of businesses describing it as a positive contributor to their business.





← READ THE FULL REPORT

“Swedish companies are widely recognised for their innovation, quality, and sustainable practices, which historically resonates well with UK consumers and businesses alike. As reflected not least in our membership, it’s great to see companies across a variety of sectors continuing to nurture and unite in the name of their ‘Swedishness’ here in the UK,” Fredrik states.

Additionally, Swedish companies report an increased demand for sustainable business-practices amongst their clients, with an astonishing nine out of ten respondents reporting that their customers take environmental considerations into account when making purchasing decisions.

“Considering Swedish companies’ renowned status as pioneers in the green transition, these results not only strengthen their established presence in the UK – but also shows significant opportunities for new Swedish solutions to be applied on the UK stage,” says Fredrik.

### **Robustness during uncertain times**

Conducted in March 2024, this year’s survey took place in a unique context – including an impending General Election in the UK and geopolitical tensions. Undoubtedly, this has far-reaching effects on business operations on a national, as well as on an international level. Despite the uncertainties and its potential to delay strategic decisions and investments, the 2024 results once again point to a steadfast UK presence amongst Swedish companies, and continued strong bilateral trade relations between the countries.

“This annual survey is regularly used to help identify new opportunities and track challenges faced by Swedish-linked companies trading with the UK – and together the Team Sweden UK organisations welcome further company engagement to explore support options on the back of its findings”, says Gustaf Bergström, Trade and Invest Commissioner to the UK and Ireland at Business Sweden.

“With a lot of key results remaining fairly consistent over the years - Swedish companies have really shown remarkable resilience during uncertain times,” Fredrik concludes.





## WELCOME NEW INTERNS

*TO THE SWEDISH CHAMBER OF COMMERCE*

**As summer drew to a close, the SCC welcomed two new interns to our London team for the upcoming six months. During their time with us, they'll play a key role in driving our events, supporting our members, and contributing to the Chamber's daily operations. We hope you get the chance to meet them soon at SCC events, but for now, lets get to know them a bit better.**

"I'm a Politics and International Relations student at the University of Bath, currently in my third year. Growing up in London with a Swedish mother has surrounded me with Swedish culture and traditions, - and when the opportunity arose to synthesise my dual-heritage and university studies at the Chamber, I knew I couldn't pass it up! The fast-paced and multifaceted nature of the Chamber means I can experience almost every business sector, setting me in great stead for wherever (corporate) life may take me."

**LUCAS HENRY**

*Events & Programmes Intern*

"I was born and raised in Umeå, north Sweden, but moved to the UK in 2020 to study law at De Montfort University in Leicester. Four years later, I have graduated with a Master's in Law, Business, and Management, when the opportunity to apply for this internship arose. I am now looking forward to an insightful six months at the Chamber, where I will take the opportunity to broaden my network, learn from an experienced community of inspiring people - and gain invaluable insights that will shape my future career."

**CECILIA GOTHEFORS**

*Membership & External Relations Intern*



# IN OTHER NEWS

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## ATLAS COPCO STRENGTHENS MARKET POSITION WITH LATEST ACQUISITION

SCC Patron Atlas Copco has welcomed UK based Kingsdown Compressed Air Systems Limited to the group. Kingsdown serves industries such as food, textiles, and advanced manufacturing, and will become a part of the service division within the Compressor Technique Business Area.



## A NEW PARTNERSHIP TO EMPOWER FUTURE LEADERS

SCC Member Fieldfisher has announced a new volunteering partnership with Social Shifters, an international charity dedicated to empowering young leaders to address social and environmental challenges. This marks Fieldfisher's first global volunteering initiative, and is led by their societal impact team, Just Purpose.



## VATTENFALL APPOINTS NEW UK COUNTRY HEAD

SCC Patron Vattenfall has appointed Claus Wattendrup as UK Country Head, effective September 2024. Claus, currently Vice President for Solar and Batteries, will continue in this role alongside his new position. "Claus will bring his vast experience in the energy industry and as a senior leader to the UK, strengthening our presence in this core market and working towards freedom from fossil fuels," says Anna Borg, CEO of Vattenfall.



## LÖFBERGS WINS GREAT TASTE AWARD

Swedish coffee brand and SCC Member Löfbergs has won a prestigious Great Taste Award for its Brazil Single Origin coffee, known for its sweet chocolate notes and hazelnutty aftertaste. Made with 100 per cent Arabica peaberries, this medium-dark roast is Rainforest Alliance certified, supporting both coffee growers and biodiversity. Available in Waitrose, Tesco, Ocado, and more, this award marks a successful milestone in Löfbergs' UK expansion.

# *NEW MEMBERS*

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**F**ounded 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](mailto:HANNAH.CARLSSON@SCC.ORG.UK)

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*AQUA NOBEL*

Aqua Nobel, based in Skåne, takes spring water from 105 meter below ground and packs it in recyclable paper cartons. We're on a mission to take plastic bottles out of the market and our carbon footprint is half that of major global brands. We're keen to spread the benefits of using Aqua Nobel's micro plastic-free water in businesses large and small. Currently at 76 per cent, we aim to make our packaging from 100 per cent recyclables by 2025.



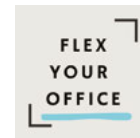
*BURTON ALBION FC*

Burton Albion is a professional football club currently competing in Sky Bet League One - the third tier of English football. Off the pitch, we work closely with Burton Albion Community Trust to engage our local community, who are at the heart of everything we do at Burton Albion.

**EFFEKTIFY**

*EFFEKTIFY*

Effektify is a Swedish tech company with a vision to simplify and streamline the growth journey for companies globally with cutting-edge technology, and profitable marketing solutions, where results and transparency are in focus.



*FLEX YOUR OFFICE*

We understand that a successful business needs an office space that gives them the flexibility to grow and succeed. At Flex Your Office we take the time to fully understand your future commercial office brief prior to providing you with relevant market analysis after which we will organise and accompany you on tours of the relevant locations identified.



*FUTURE FRIDAYS AB*

Based in the mountains of Åre, Sweden, Future Fridays infuses the spirit of nature into our consultancy services. We specialise in Change Management, Communication Strategies, Business Development, and Employer Branding. With passion and collaboration, we turn challenges into opportunities, delivering sustainable and enduring solutions that boost engagement, clarify goals, and enhance accountability across organisations.



*HERITAGE HOLDINGS*

Our mission is to collectively grow the legacy of the most respected families and entrepreneurs through access to the world's top performing alternative asset funds and opportunities.





*INFOBIP*

Infobip is a global leader in omnichannel communication. We make it our business to simplify how brands connect with, engage, and delight their customers at global scale. Our programmable communications platform delivers a suite of tools for advanced customer engagement and support, plus security and authentication. We make this available to you across the widest range of communication channels possible.



*JENSTEN BROKERS EUROPE GMBH*

Jensten is the connected broker of scale, delivering superior outcomes for commercial, corporate, and personal clients through our advisory and service capabilities, supported by our expertise in product and distribution. Jensten continues to experience an exceptional rate of growth, is a highly effective acquirer and one of the UK's fastest-growing brokers.



*LEYA LAW*

Leya is an AI-powered workspace designed for law firms and legal professionals. Automate your repetitive tasks and access public sources and your own data in one single platform.



*MOYAGI OKOKU LTD*

Moyagi is an exclusive private room karaoke concept that combines a seductive aesthetic with the high-energy vibe of an intimate Japanese boutique club.



*NICK'S*

Nick's does some of the yummiest sweets, ice cream, and protein bars, but that's not all. Our purpose is larger than that. We eliminate the gap between indulgent and healthy, through food innovation, to empower more people to make better food choices.



*OR8 LTD/AJA LTD*

Our services are more than just training; they're transformative experiences that empower professionals at every level. Our training goes beyond the basics, instilling confidence, clarity, and empathy – essential for success in today's corporate world.





*POLARIUM*

Polarium is a leading energy storage developer. We make energy storage and optimisation solutions built on lithium-ion battery technology for businesses within telecom, commercial, and industrial facilities across the world. Polarium was founded in 2015 on the conviction that safe, smart and sustainable energy storage solutions will be key to empower the transition to a truly sustainable energy future.



*POLESTAR*

Polestar - the guiding star. We are an electric performance car brand, determined to improve the society we live in. We innovate to drive progress and create a better future.

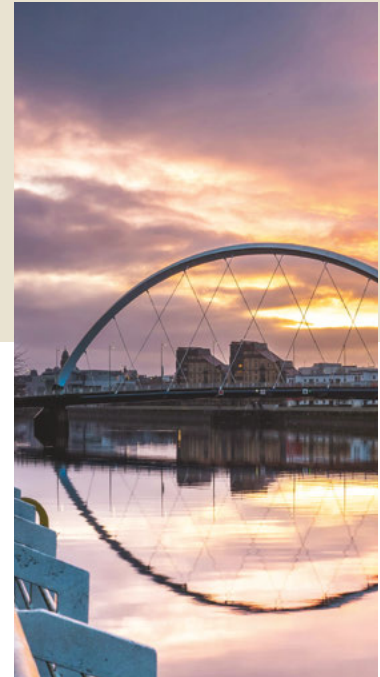
## Proptivity

*PROPTIVITY*

Proptivity was founded to enable efficient 4G and 5G services from multiple operators indoors. Proptivity will initially deliver its services in Europe. The solution is designed to meet the specific requirements of property owners and mobile operators. These requirements involve a monitored, planned, and high-performance indoor network that can be used by all mobile operators in a market.



# UPCOMING 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.

OCTOBER

# 23

## **Swedish Business Footprint in the Midlands**

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

NOVEMBER

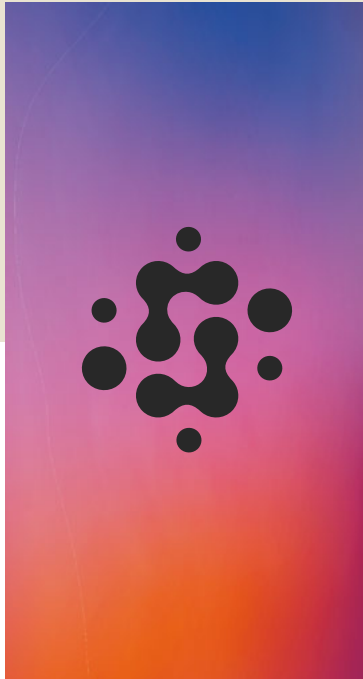
# 06

## **Swedish Business Footprint in Scotland**

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



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



NOVEMBER

**13**

**Nordic Private  
Equity Forum 2024**

The forum is designed for you to engage within the Nordic Private Equity ecosystem and is a platform where contributors of capital meet users of capital.

NOVEMBER

**28**

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

At this full-day conference you'll get to take part in discussing the key trends facing any business today – from AI to sustainability and continuous learning – and looking forward to the businesses of tomorrow.

NOVEMBER

**29**

**Annual Christmas  
Luncheon 2024**

The pinnacle of the business calendar, bringing together 500+ business people from across the Swedish-British community to take part in the largest luncheon of its kind outside of Sweden.





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