



SWEDISH CHAMBER OF  
COMMERCE FOR THE UK

# TECH FORUM

EMBRACING THE UNKNOWN

13 June 2024

# WELCOME TO TECH FORUM 2024

With technological advancements accelerating at an extraordinary pace, society stands at the brink of transformation. The impact of this rapid evolution, particularly within AI, has created a sense of uncertainty about the future. However, it has also proven capable of endless opportunities, opening countless doors across multiple industries. This leaves us with the question: How do we navigate this unexplored terrain responsibly?

In light of Sweden's membership of NATO, defence and security have become central themes for this year's forum. Businesses, politicians, and academia all have opinions on these topics, recognising the critical importance of leveraging technology for a brighter future. How do we balance security with regulation? Privacy and ethics?

In light of this, we aim to dive into these dimensions, exploring possibilities, challenges, and ethical dilemmas- and what this means for society at large. By understanding and preparing, we can see technology as a tool rather than a threat.

On behalf of myself and the entire SCC team, I welcome you to Tech Forum 2024- Embracing the Unknown.



**Fredrik Warneryd,**  
Chief Executive  
Swedish Chamber of Commerce

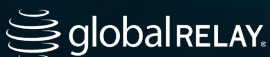
## PARTNERS

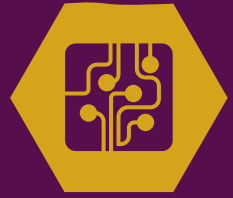
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## HOST PARTNER

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We provide pragmatic, tailored and strategic advice, from commercial contracts and employment to data privacy and dispute resolution.

We are at the forefront of developments in AI, including how we can develop and implement ethical AI, reviewing the impact new technologies will have on employees, the environment, and the wider community.

With in-depth cross border expertise, we frequently act for overseas technology companies contracting in the UK market. Our competitive fees enable us to act for the full range of companies, from start-ups to global companies.

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[www.bateswells.co.uk](http://www.bateswells.co.uk)

# AGENDA

17:30 REGISTRATION AND REFRESHMENTS

18:00 WELCOME & INTRODUCTION

**Fredrik Warneryd**, Chief Executive, Swedish Chamber of Commerce

**Alex Viall**, Chief Strategy Officer, Global Relay

**Hélène Bamekow**, Partner, Gaia Leadership, and Master of Ceremonies

**Matthew Blakemore**, CEO, AI Caramba, and Master of Ceremonies

REIMAGINING INDUSTRY FUTURES: MAXIMIZING THE VALUE AND MINIMIZING THE RISKS WITH EMERGING TECH AND GEN AI

**Charlotta Kvamström**, Partner, EY Sweden

*Moderator: Matthew Blakemore*

HOW CLOSE ARE WE TO A HYPERCONNECTED WORLD? ARE WE HUMANISING THE DIGITAL OR ROBOTISING HUMANITY?

**Peter Marshall**, Strategic Marketing Director, Vision Lab, Ericsson

*Moderator: Hélène Bamekow*

DEFENCE & SECURITY: THE UNKNOWN BATTLEFIELD- HOW WE ACCELERATE DELIVERY OF NEW TECH TO END USERS

**Kelly Chen**, Partner, NATO Innovation Fund

**Dr Yoge Patel**, CEO, BlueBear Systems Research

**Anna-Karin Rosén**, Managing Director, Saab UK

*Moderator: Erik Silfversten*, Assistant Director, Defence and Security, RAND Europe

CYBER SECURITY: THE NEW BATTLEFIELD

**Sandra Elvin**, National Security Officer, Microsoft Sweden

**Prof. Luca Viganó**, Head of Cybersecurity Group, Kings College London

**Dan Patefield**, Head of Cyber and National Security, techUK

*Moderator: Kanika Seth*, Partner, EY UK

THE DIGITAL ETHICS ISSUES FACING US TODAY – RESPONSIBLE IMPLEMENTATION, REGULATION AND COMPLIANCE

**Eleonor Duhs**, Partner & Head of Data & Privacy, BatesWells

**Arba Kokalari**, Member of the European Parliament

**Alex Viall**, Chief Strategy Officer, Global Relay

*Moderator: Matthew Blakemore*

## EDI IN TECH: THE KNOWN INEQUALITY – IS THE SOLUTION REALLY UNKNOWN OR JUST NOT BEING EMBRACED – THE ONGOING BARRIERS IN TECH

Facilitated by:

**Charlotta Kvarnström**, Partner, EY Sweden

**Kanika Seth**, Partner, EY UK

*Moderator:* **Hélène Barnekow**

## SUMMARY REFLECTIONS AND CLOSING REMARKS

**Hélène Barnekow**, Partner, Gaia Leadership, and Master of Ceremonies

**Matthew Blakemore**, CEO, AI Caramba, and Master of Ceremonies

**Fredrik Warneryd**, Chief Executive, Swedish Chamber of Commerce

20:10 DRINKS RECEPTION

## WELCOME & INTRODUCTION



### **FREDRIK WARNERYD**

Chief Executive, Swedish Chamber of Commerce for the UK

Fredrik Warneryd is the Chief Executive for the Swedish Chamber of Commerce for the UK, one of the largest and most active foreign chambers in the UK. Prior to joining the Chamber, Fredrik held many leading positions in the City of London. With more than 25 years of experience within the Nordic teams of Banque Paribas, Dresdner Kleinwort Benson, UBS and Credit Suisse, he has earned extensive knowledge and expertise in both the UK and Nordic markets.

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### **ALEX VIALL**

Chief Strategy Officer, Global Relay

Alex Viall is Chief Strategy Officer at Global Relay where he is responsible for running their London office. His current remit covers business development, strategy and operational management. He has previously worked as a supervisor for the UK regulator (FSA), and as an investment bank compliance officer. He co-founded the regulatory software business, Complinet, and was a director there until its profitable sale to Thomson Reuters. He has worked in the compliance space within finance for more than 30 years where he combines his experience as a regulator, compliance officer and software entrepreneur.



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# MASTERS OF CEREMONY



## **H  L  NE BARNEKOW**

Partner, Gaia Leadership

H  l  ne Barnekow has 30 years of experience from the tech industry. Currently a partner of Gaia Leadership and part of the board of Directors of GN Store Nord A/S , Handelsbanken AB and Voyado AB. She is also the Chair of Mindler AB and Vice Chair of the Swedish Chamber of Commerce for the UK. H  l  ne has been the CEO of Microsoft Sweden, between 2018 and 2022 and prior to that she was the CEO of Telia Sweden. Before moving to Stockholm she was based in Boston USA and held the position as SVP Global Field & Partner Marketing at EMC. She has also been assigned several leadership roles at Sony Ericsson Mobile Communications. During her career she has been awarded several awards and recognitions for her excellent leadership and her impact across companies and society. In August 2019, H  l  ne launched her first book, Re:start, about values-based leadership in a ever changing world." In November 2023, the book had its international launch as the book became available in English under the name "Power with Meaning".



## **MATTHEW BLAKEMORE**

CEO, AI Caramba!

Matthew Blakemore is a prominent AI strategist with over a decade of experience inventing and delivering AI solutions. He's recognised for his innovative prowess and leadership in digital transformation. Honoured with the U.K. BusinessTech Visionary Award, he significantly contributes to the AI sector, notably through his strategic role in the Innovate UK Bridge AI Program. His expertise shines in various arenas, including speaking at prestigious events and creatively merging AI with film production. His AI film creations have been selected for film festivals and won IMDb qualifying awards, they've also been given prominence by the European Broadcasting Union and VRT. His instrumental work with the International Standards Organisation (ISO), contributing to AI standards including as sub-editor of the now globally approved AI Data Lifecycle Standard (8183), underscore his commitment to ethical AI implementation. As CEO of AI Caramba!, his extensive background empowers organisations to harness AI effectively, marking him as a pivotal figure in AI innovation and application.



# REIMAGINING INDUSTRY FUTURES: MAXIMIZING THE VALUE AND MINIMIZING THE RISKS WITH EMERGING TECH AND GEN AI



## **CHARLOTTA KVARNSTRÖM**

Partner, EY

Charlotta is a client and market focused senior executive with more than 25 years of global and Nordic Consulting experience within the Technology, Media and Telecommunications industry. She has a proven business track record ranging from market- and business development, sales, and strategic client advisory to large and global transformation programs, and outsourcing solutions. Charlotta is a lifelong learner and is truly passionate about and skilled in leadership, partnerships, mentoring, entrepreneurship, and future of work. She believes a culture built on holistic thinking and continuous learning will outperform the ordinary, and by fostering an inclusive environment we facilitate diversity of thought, which spur innovative solutions and drive competitive advantage.

# HOW CLOSE ARE WE TO A HYPERCONNECTED WORLD? ARE WE HUMANISING THE DIGITAL OR ROBOTISING HUMANITY?



## **PETER MARSHALL**

Strategic Marketing Director, Vision Lab, Ericsson

Peter has held various roles in Telecommunications over 25 years working with Operators, Suppliers, Research Bodies and Start-ups to develop their business. Working with Ericsson, he is a frequent public speaker and communicator to cross-functional business audiences about 5G use cases and products from around the world. He regularly takes part in major speaking events and lead high profile demonstrations on leading edge technology linked to 5G and beyond. He is regarded as a unique highly informed communicator with effective visionary skills who has developed various ecosystems centred around 5G.

# DEFENCE & SECURITY: THE UNKNOWN BATTLEFIELD - HOW WE ACCELERATE DELIVERY OF NEW TECH TO THE END USERS



## **KELLY CHEN**

Partner, NATO Innovation Fund

Kelly leads the direct investment portfolio's commercial success at the NIF, ensuring that our deep tech startups get a front row seat to proprietary pain points of the largest, most relevant global customers. As an investor and board member, she works closely with deep tech founders on strategy and commercialization, and the million other obstacles that will come up while building a successful company. Previously, Kelly was a Partner at DCVC, a \$4B AUM deep tech venture capital fund based in Silicon Valley, where she led investments and served on the board of companies building revolutionary tech in AI, robotics, manufacturing, logistics, and sustainability.

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## **DR YOGE PATEL**

CEO, BlueBear - A Saab Company

Dr. Yoge Patel has an expertise in responsible for business growth strategy, business plan, IP strategy, high-value propositions, client liaison and core capability management. She has a reputation for tenacious, resourceful and dynamic leadership in fast moving environments. Proven, hands-on experience of catalysing and inculcating new practice at company and UK level. In addition to this, she is a renowned innovator and visionary in field of autonomous and AI enabled systems. She is currently a Fellow of the Royal Academy of Engineering. Ex QinetiQ Fellow and ex-Fellow of Cranfield University.



**ANNA-KARIN ROSÉN**  
Managing Director, Saab UK

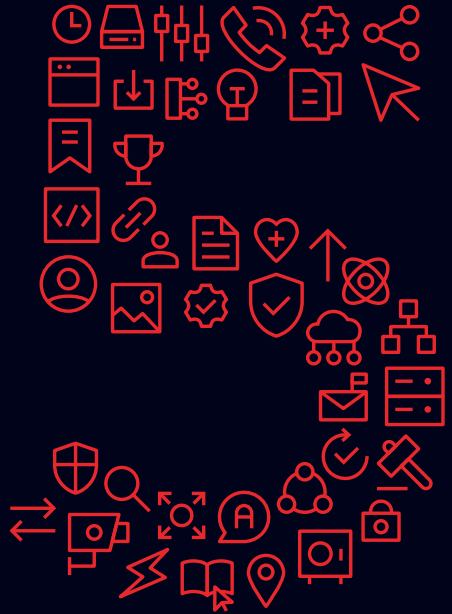
Anna-Karin is the Managing Director of Saab UK Ltd. Before moving to London in February 2024, Anna has enjoyed a long career with Saab that included 12 years in aeronautical engineering as well as various international postings in Abu Dhabi, Johannesburg, Bangkok and Oslo. Before starting her Saab career in 1999, Anna worked briefly as a civilian in the Swedish Air Force and spent four years in Washington DC as a diplomat..

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**ERIK SILFVERSTEN**  
Assistant Director of the Defence and Security  
Group, RAND Europe

Erik Silfversten is an assistant director of the Defence and Security group at the not-for-profit research institute RAND Europe. He is also co-director of its Centre for Futures and Foresight Studies (CFFS). His research interests include the implications of emerging technologies, emerging risks, and defence acquisition and innovation.



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# CYBER SECURITY: THE NEW BATTLEFIELD



## **SANDRA BAROUTA ELVIN**

National Security Officer, Microsoft Sweden

Sandra Barouta Elvin is the National Security Officer for Microsoft in Sweden and has 20+ years' experience working in information and cyber security in both the private as well as the public sector. Before joining Microsoft in 2020, Sandra was heading the IT Security and digital risk management unit at the H&M Group.



## **PROFESSOR LUCA VIGANÒ**

Vice-Dean (Enterprise and Engagement) and Head of Cybersecurity Group, King's College London

Luca Viganò is IES Ambassador for King's College London, supporting the Vice President (International, Engagement & Service) alongside the Global Engagement team to lead the College's IES ambitions. He is also the Vice Dean (Enterprise & Engagement) of the Faculty of Natural, Mathematical & Engineering Sciences, and a Professor and Head of the Cybersecurity Group at the Department of Informatics. His research focuses on formal methods and tools for the specification, verification and testing of cybersecurity and privacy.



## **DAN PATEFIELD**

Head of Programme, Cyber & National Security,  
techUK

Dan leads the techUK Cyber Security programme, having originally joined techUK in August 2017 as a Programme Manager working across the Cyber and Defence programmes. He is responsible for managing techUK's work across the cyber security eco-system, bringing industry together with key stakeholders across the public and private sectors. Dan also provides the industry secretariat for the Cyber Growth Partnership, the industry and Government conduit for supporting growth across the sector. A key focus of his work is to strengthen the public-private partnership across cyber security to support further development of UK cyber security policy.

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## **KANIKA SETH**

Partner, EY

Kanika Seth is the EY EMEIA FSO Consulting Cybersecurity Leader. Kanika has more than 20 years of experience in delivering Cybersecurity engagements and works closely with regulators to provide thought leadership and market insights to the industry. She has significant experience in working with Boards and Executive Committees, bringing deep expertise in evolving Cybersecurity regulatory expectations. Kanika also leads the EY EMEIA FSO Third-Party Risk Management (TPRM) and Outsourcing solution. Kanika works with a wide range of Financial Services clients. Kanika is also accountable for a number of EY's Diversity, Equity & Inclusiveness (DE&I) initiatives, including several Women in Technology initiatives.

# THE DIGITAL ETHICS ISSUES FACING US TODAY: RESPONSIBLE IMPLEMENTATION, REGULATION AND COMPLIANCE



## **ELEONOR DUHS**

Partner and Head of Data & Privacy, Bates Wells

Eleonor Duhs is head of the data privacy department and co-leads our AI sector group. She has worked with governments, businesses, public bodies and third sector organisations. She was the UK Government's lead lawyer in negotiations on the GDPR, drafted text for inclusion in the legislation, and worked with the European Commission, representatives from other EU Member States, regulators and stakeholders to develop the regime.

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## **ARBA KOKALARI**

Member of the European Parliament

Arba Kokalari is a Member of the European Parliament since 2019. She is the only Swedish MEP in the Internal Market committee. Key priorities for her are issues related to digitalization and tech. During the mandate, she has been one of the lead negotiators for the Digital Services Act (DSA), which will force online platforms to remove illegal content, disinformation and strengthen competition for smaller online platforms and e-commerce. She has also worked with the AI Act, Cyber Resilience Act and the laws for more sustainable trade and circular economy.

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## **ALEX VIALL**

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Alex Viall is Chief Strategy Officer at Global Relay where he is responsible for running their London office. His current remit covers business development, strategy and operational management. He has previously worked as a supervisor for the UK regulator (FSA), and as an investment bank compliance officer. He co-founded the regulatory software business, Complinet, and was a director there until its profitable sale to Thomson Reuters.

BlueBear - A Saab Company

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# EQUALITY, DIVERSION AND INCLUSION IN TECH: THE ONGOING BARRIERS

**FACILITATED BY:**



**CHARLOTTA KVARNSTRÖM**  
Partner, EY

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**KANIKA SETH**  
Partner, EY

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**HÉLÈNE BARNEKOW**  
Partner, Gaia Leadership

## CLOSING REMARKS



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# GUESTLIST

<b>Surname</b>	<b>First Name</b>	<b>Company</b>
Ainley	Katherine	Ericsson
Alderson	Alex	Saab
Aliyev	Ismayil	Position Green
Amartey Kaliff	Marika	Embassy of Sweden
Amdi Jensen	Carsten	Danske Bank
Amin	Tadhg	Tromero
Andren	Nica	Swedish Chamber of Commerce
Asher	Jay	Saab
Axelsson	Christian	Sigma Connectivity
Barnekow	Hélène	Gaia Leadership
Bartoli-Edwards	William	RWK Goodman
Bayata	Victor	Accelerated Growth
Berg	Rebecka	Swedish Chamber of Commerce
Blakemore	Matthew	AI Caramba
Bohlin Hedström	Molly	Swedish Chamber of Commerce
Börjesson	Mathilda	Sullivan & Stanley
Bourghardt	Lisa	Vinge
Bowes	Paul	SiB Solutions
Braithwaite	Jarryd	Saab
Cahill	Dee	Global Relay
Calver	Cathy	Global Relay
Carlsson	Hannah	Swedish Chamber of Commerce
Carlsson	Hugo	Saab
Chen	Kelly	NATO Innovation Fund
Chow	Garrett	Global Relay
Clarke	Jennifer	Global Relay
Collins	Keith	JB Communications
Colmer	Thomas	Fieldfisher
Crona	Anna	Swedish Chamber of Commerce
Cummins	Nneka	Bates Wells
Dench	Grant	Sigma Connectivity
Duhs	Eleonor	Bates Wells
Elvin	Sandra	Microsoft
Emanuelsson	Per Olof	The Society of Swedish Engineers in Great Britain
Filks	Astrid	Swedish Chamber of Commerce
García-Delgado	Álvaro	Delegation of the European Union
Gluchaczka	Michal	Position Green
Goodwille	Alexander	Goodwille

<b>Surname</b>	<b>First Name</b>	<b>Company</b>
Guest	Adrian	Global Relay
Haddon	Alex	IC Design
Hallin	Magnus	EIP
Harvey	William	Elekta
Harvey	Timoteo	Swedish Chamber of Commerce
Hermansson	Eric	Swedish Chamber of Commerce
Högberg	Alexander	Swedish Chamber of Commerce
Högman	Simon	Swedish Chamber of Commerce
Howarth	Nieve	Danske Bank
Hyrkiel	Thomas	Global Relay
Jelkeby	Peter	IKEA
Johansson	Thure	Swedish Chamber of Commerce
Johansson	Selina	Swedish Chamber of Commerce
Kärnberg	Patrik	iCore Solutions
Kokalari	Arba	European Parliament
Korsgren	Clara	Embassy of Sweden
Kvarnström	Charlotta	EY
Laguda	Foluso	Whitecap Consulting
Larsson	Petter	Aftonbladet
Lindberg	Martina	Global Relay
Little	Josh	A&O Shearman
Marke	Richard	Bates Wells
Marshall	Peter	Ericsson
Mason	Rob	Global Relay
Moe Gjerde	Christina	VOI Technology
Munjanja	Brian	Broadwing Accountancy
Nordgren	Sofie	Advokatfirman Vinge
Nordsten	Kristina	London & Partners
Nowacki	Robert	Global Relay
Nylander	Fredrik	Workday
Nylander	Fredrik	Kry
Nyström	Ebba	Swedish Chamber of Commerce
O'Brien	James	EY
Olausson	Axel	Swedish Chamber of Commerce
Olsen	Mikael	Accelerated Growth
Pandey	Avinash	EYParthenon
Partridge	Louise	Broadwing Accountancy
Patefield	Daniel	TechUK
Patel	Dr. Yoge	BlueBear
Patel	Keval	Lazard
Persson	Pontus	Accelerated Growth
Pihlgren	Carl	EY

<b>Surname</b>	<b>First Name</b>	<b>Company</b>
Oureshi	Yasmeen	Global Relay
Redondo	Heledd	Swedish Chamber of Commerce
Robertson	Dan	Global Relay
Robinson	Daryll	Global Relay
Rosén	Anna-Karin	Saab
Rubie	Christophe	Global Relay
Sandberg	Linda	SveaBritt
Seth	Kanika	EY
Shaba	Sasan	Ignite Sweden
Shah	Nikhil	Fieldfisher
Silfversten	Erik	RAND Europe
Silver	Emma	Swedish Chamber of Commerce
Smirnov	Ilya	JB Communications
Stenberg	Maja	Swedish Chamber of Commerce
Sumner	Craig	Murphy Solution
Svahn	Malin	Saab
Thorogood	Kevin	Global Relay
Vankalwala	Rayhaan	Bates Wells
Viall	Alex	Global Relay
Viganò	Prof. Luca	King's Collage London
Villanueva	Simon	Volvo Trucks
Warn	Paul	EY
Warneryd	Fredrik	Swedish Chamber of Commerce
Welen	Oscar	Swedish Chamber of Commerce
Wenggren	Erik	Spintop Ventures
Whitcomb-Eriksson	Therese	Embassy of Sweden
Whitehead	Jess	Bates Wells
Wink	James	Global Relay
Wrigley	Tuva	Chilworth Manor Vineyard
Wrigley	Frej	Chilworth Manor Vineyard
Yates	Daniel	Global Relay
Yeung	Ken	Private Public
Zonneveldt	Lauren	A&O Shearman

# UPCOMING EVENTS



## Retail Forum 2024

18 September | IKEA Greenwich

A changing market landscape in the retail sector has sparked a need for brands to create new, innovative ways to ensure they stay relevant and continue to thrive. Join us for our Retail Forum 2024 to discuss the future market within the retail sector, with a particular focus on the customer journey. Throughout the evening we will introduce expert panels, showcasing pioneering ideas and solutions. From the exceptional impact of the pandemic - pivoting consumers to digital channels - to the recent renaissance of more physical based shopping experiences.



## Impact 2024

3 October | Ham Yard Hotel, London

With growing calls for a green recovery and societal acceleration in fighting climate change – business, policy makers and consumers need to walk hand in hand. Join us at Impact 2024 to hone in on the key issues and solutions in helping us reduce our footprint, and together reaching the United Nations sustainable development goals. At Impact you will meet businesses making real impactful changes to their operations, business models being turned upside down, politicians and policy makers working alongside corporates, and the next generation entrepreneurs and ideas shaping our future.



## Outer Thinking: Swedish-British Summit 2024

28 November | Royal Institution, London

From geopolitical and financial uncertainty, to the climate crisis, the next tech revolution, and people culture – how can we as 21st century leaders challenge the status quo, explore new perspectives, and join forces in tackling the greater trends facing us? At Outer Thinking, we will be joined by business leaders, entrepreneurs, politicians, and academics, including some of the greatest thinkers from both Sweden and the United Kingdom: committed to pushing the boundaries and bringing new ideas and solutions to the table.



## Annual Christmas Luncheon

29 November | The Landmark, London

The Swedish Chamber's Christmas Luncheon has a long history dating back over a century. Today, it is the pinnacle of the business calendar, bringing together business people from across the Swedish-British community and is the largest luncheon of its kind outside of Sweden. The Luncheon will feature a traditional Lucia procession, a grand raffle, first-class entertainment, great company, and unique networking opportunities. To make it even better, the Luncheon is followed by an after-party that will keep the festivities going.