



- 14** The Swedish Budget Bill
- 16** Region: Åre
- 22** Organic Food
- 30** Meet: Richard Kelly

# Hunting the National Symbol



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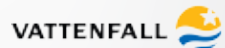
Erik Penser  
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Scandinavian Airlines



## Dear Members,

Where does time go? It seems like only yesterday that we were watching clouds of dust rising from the ground in Hyde Park during the frog dance at the JCC Midsummer celebration. Today, people are scraping ice off their windscreen and shop windows are trying to lure us with Christmas gifts and the restaurants with Christmas menus and discount for early bookings.

Meanwhile at the Chamber the summer successes have morphed seamlessly with the autumn chill bringing 13 new members in the last month and two new patrons, fashion retailer H&M and private equity firm Nordic Capital. A warm welcome to them.

At a time when the British press is awash with financial cuts and predictions of austerity, Sweden is doing rather well. We at the Chamber and you the Members should also be proud of our organisation that is the Swedish Chamber of Commerce. As the Managing Director of Saab GB said at our event in October 2010, "when you back Sweden into a corner, they come out fighting". And 2010 has everything in the making for becoming a great year.

We are getting closer to Christmas and in December it is time for the Annual Swedish Christmas Luncheon, probably the highlight of the Swedish social and business calendar. This year's event at Banqueting House, Whitehall Palace, will be a grand event. Outside of London, we are also partaking in the Lucia Concert and networking drinks in Birmingham and the Lucia Luncheon in Manchester Town Hall – so there will be Swedish Christmas celebrations across the UK. But alas it is not Christmas yet, so please have a look at our November events calendar on page 5 and sign up to some of our events. Hope to see you soon.

ANNIKA WAHLBERG, MANAGING DIRECTOR  
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PHOTO: BEN HOSKING, FLICKR.COM



**EDITORS LINK MAGAZINE**



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COVER PHOTO:  
HÅKAN HJORT

**THE SWEDISH CHAMBER OF COMMERCE FOR THE UK**



The Swedish Chamber of Commerce is an independent, non-profitmaking networking organisation and has been dedicated to its Members since 1906. Today, the Chamber has about 400 Member companies, representing not only Swedish companies but also British and European companies, interested in strengthening their existing ties with Sweden and the UK or expanding to a new market. In addition the Junior Chamber Club for Young Professionals (JCC) has approximately 350 Members under 35 who are either studying or working in the UK. The Swedish Chamber is one of the largest foreign Chambers in London and is perhaps the most active, hosting up to 60 events per year.

For more information about the Chamber and Membership, please see [www.scc.org.uk](http://www.scc.org.uk) or contact the Secretariat on telephone +44 (0)20 7224 8001 or by e-mail to [info@scc.org.uk](mailto:info@scc.org.uk).



[WWW.SCC.ORG.UK](http://WWW.SCC.ORG.UK)

Join our online networks today on Facebook and LinkedIn and follow us on Twitter.com/Swedish Chamber

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## NOVEMBER

**09** Karlsson's Vodka Tasting and Reception

If you brought the world Absolut Vodka, what do you do for an encore? Please join us for a taste of the Karlsson's Gold Vodka from Cape Bjäre.

**Time:** 18.30 - 21.00 (seminar and tasting 19.00 - 20.00)

**Price:** There is no charge for this event (limited availability)

**Venue:** Hush, 8 Lancashire Court, London W1S 1EY

**10** The Industrial Forum with Jan Åke Jonsson, Saab

N.B. This event is by invitation only.

The Swedish Chamber's Industrial Forum welcomes Jan Åke Jonsson, President & CEO, Saab Automobile, as the keynote speaker. The Industrial Forum is hosted by H.E. Ms Nicola Clase, the Swedish Ambassador to the Court of St James'.

**12** Visit to Climat Hus in Bowburn, Newcastle

Climat Hus, a JV Company formed by Swedish company Södra and the Esh Group, is pleased to welcome Chamber of Commerce members and anyone interested in finding out more about the benefits of doing business with Swedish companies.

**Time:** 12.00 - 14.00 (including lunch) | **Price:** There is no charge for this event

**Venue:** Climat Hus, Bowburn, County Durham, Tyne and Wear

**18** Reception and Swedish Fashion Indulgence at Älva

All SCC and JCC Members are invited to an evening of Swedish fashion indulgence, inspiration and great discounts at Älva on Fulham Road.

**Time:** 18.00 - 20.00 | **Price:** There is no charge for this event

**Venue:** 353 Fulham Road, SW10 9TW

**22** Home House Monday

Members are invited to the first in a series of Home House Mondays at the fabulous Home House, Portman Square. Please join us for drinks and networking.

**Time:** 18.30 - 21.00 | **Price:** TBA, Limited availability

**Venue:** Home House, 20 Portman Square, London W1H 6LW



## DECEMBER

**03** The Annual Christmas Luncheon

The Swedish Chamber's traditional Christmas Luncheon will take place at the historic Banqueting House with a classic three course lunch (julbord). There is a grand raffle and much singing. This event is currently fully booked.

**Time:** 12.00 - 15.45 | **Price:** £129/£149/£199 + VAT

**Venue:** Banqueting House, Whitehall, SW1A 2ER



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# Ten years of success

Skanska entered the UK market 10 years ago. During that time we have become one of the leading Construction companies across all sectors undertaking a number of major projects in the Private and Public Sector. Most recently these have included, 30 St Mary Axe (the Gherkin) in London and Heron Tower – named the tallest new building in the City of London. We are also responsible for the redevelopment of Barts & The London Hospitals, as well as the widening of key motorways, including the M1 junctions 6a-10 and we are currently undertaking the M25 Design Build Finance and Operate Scheme in joint venture.

Known mainly for our large high-profile schemes, we undertake a number of smaller projects including public realm improvements, hard and soft landscaping as well as hundreds of utilities projects each year covering gas, electricity and water. At Coldharbour Lane, Brixton, London we are creating our first sustainable residential solution for the UK market, sharing the knowledge and experience with our colleagues in Scandinavia. This pioneering residential platform, which has achieved 'Code For Sustainable Homes level 4' will help to meet the growing need for affordable, sustainable high-quality housing in the UK market.

Over the past three years Skanska has become a Superbrand and more recently named the leading green contractor in the UK and achieving second place across all industries in the Sunday Times 2010 Best Green Companies Awards, including awards for Best Large Firm and Best Corporate Environment Strategy. We seek to use our position to influence both our clients and our supply chain to make more sustainable decisions, taking a longer term view over the infrastructure we develop.

# How is business?

Each month the Chamber takes the pulse and asks a few Member companies how their business is going



## Clyde & Co LLP: Insurance still busy

Insurance is often described as being a counter-cyclical business and having grown significantly during the boom years, Clyde & Co has continued this growth with the recent opening of offices in New Jersey and New Delhi as well as the addition of new partners in the traditional insurance hubs of the UK, US and Middle East. Increasingly we are seeing our clients look at

geographical expansion into new countries and markets as mature markets slow and developing countries offer new opportunities. With our strong network of international offices, we are well placed to help them with this expansion.

MARIE SUNDELL, Senior Associate, Clyde & Co LLP



## From Sweden Productions: Planning Christmas concert with celebrity speaker Terry Waite CBE

This is a very exciting and busy time for us. Coming up next is a Christmas concert at Wigmore Hall on 23 December, Christmas From Sweden, a festive corporate event at the Westminster Collection and an Ingmar Bergman multimedia project on tour 2011/12. We have also welcomed many new artists, from the world of musicals and folk music to classical, R&B, pop and jazz.

Our challenge is that the arts sector sometimes is not recognized as a business. What people do not know is that Sweden is the third biggest music export country per capita in the world and that Swedish music, arts and culture is a very important part of the image abroad. Arts sponsorship is a growing trend and something we recommend looking into.

SOFIE HAAG, Owner and Managing Director, From Sweden Productions



## Scan Foods UK Ltd: Introducing new spicy sausages

Scan Foods UK Ltd is owned by Scan, one of Sweden's most popular food brands. We've been in the UK for the past 11 years and we're best known for our delicious Swedish meatballs, which are sold in Sainsbury's, ASDA and other retailers. We've just released our new range of spicy sausages - which have already been a great success in Sweden. The sausages are made

with traditional spices from different countries around the world: Spanish - inspired by the Baskian Txistorra; Italian - spiced with lemon and herbs; Moroccan beef and lamb sausage and Mexican Red Hot Chorizo. You'll see these delicious sausages in ASDA stores in the Midlands during November and hopefully in all retailers this spring. So go to ASDA and 'tuck in'!

SARA BERGQVIST, Project Manager, Scan Foods UK Ltd



## Swedish Church: Come to the Swedish Christmas fair

When the Swedes first came to London it was as builders and carpenters and selling Swedish or Norwegian timber after the Great fire in 1666. Church was a place to meet old and new friends, celebrate life, change jobs, find some rest and time for contemplation. And after 300 years we are still a place for all this!

The Swedish Christmas fair is one of the most important meeting places in November: Thursday 18th (11:00-20:00), Saturday 19th (11:00-18:00) and Sunday 20th (12:00-17:00). To support vulnerable people or people in vulnerable times of life was always the first aim of the Church - and still is. Most welcome!

MICHAEL PERSSON, Rector, Swedish Church



## Office space. At Sweden House!

The Chamber is offering office space or desks for rent at Sweden House, in the heart of the West End. With Oxford Street minutes away and excellent transportation around the corner, the benefits are many.

Contact the Secretariat to find out more about office space or a desk at Sweden House on [www.scc.org.uk](http://www.scc.org.uk) or call us on +44 20 7224 8001.

# Member highlights



## Scania collaborating in research on the biofuel-based engine technology of the future

Scania has been granted SEK 30 million – about EUR 3.3 million – by Sweden’s Strategic Vehicle Research and Innovation Initiative (FFI) to develop a biofuel engine intended for heavy commercial vehicles. Scania will focus on developing an engine using sustainable biofuels that will combine the high energy efficiency of diesel (compression ignition) technology with the more efficient exhaust aftertreatment system of Otto (spark ignition) technology. “Such an engine will be optimal in responding to the challenge of achieving low emissions of greenhouse gases, combined with reduced emissions of harmful nitrogen oxides, hydrocarbons and particulates,” says Jonas Hofstedt, Senior Vice President, Powertrain Development. Vehicles and industrial equipment that operate on renewable fuels provide very good results from a life cycle perspective. In its project, Scania is working together with cutting-edge experts in combustion and emission technology at the Royal Institute of Technology (KTH) in Stockholm, Lund University and Chalmers University of Technology in Gothenburg, Sweden.

 [WWW.SCANIA.COM](http://WWW.SCANIA.COM)

## PwC introduces new branding initiative



PricewaterhouseCoopers, the most recognisable brand among the Big Four global professional services organisations, has refreshed its branding in order to strengthen, and modernise how it represents its worldwide network to its clients, its people and the communities in which it operates. The new branding includes a simplified logo consisting of the initials “pwc” in lower-case type. In practice, the initials “PwC” have been

used interchangeably with “PricewaterhouseCoopers” both within and outside the organisation since its formation in 1998. This formal shortening of the brand name will provide consistency and ease of use for PwC firms around the world. “PricewaterhouseCoopers” remains the full name of the global organisation for legal purposes, and will be the name used by PwC firms to sign company audits. The new logo was developed after consultation with PwC’s clients, partners and employees and is designed to be easier to use and better suited to digital and online use.

 [WWW.PWC.COM](http://WWW.PWC.COM)

## Lanvin to design exclusive collection for H&M this fall



H&M is proud to announce that its next designer collaboration will be with Lanvin, one of the most influential brands of the 21st century. Designed by Lanvin’s artistic director Alber Elbaz, and menswear designer Lucas Ossendrijver, the collection will go on sale on Tuesday 23 November in around 200 H&M stores worldwide. The collection of both womenswear and menswear will be revealed to the world on

Tuesday 2 November, just three weeks before the clothes hit the store, making the launch of Lanvin for H&M among the most anticipated fashion events of the year. Lanvin is the latest brand to collaborate with H&M, with previous collections designed by the likes of Karl Lagerfeld, Stella McCartney, Comme des Garçons and Sonia Rykiel. In a new twist, the Lanvin for H&M collection will be revealed to the world through a special film which will be launched on 2 November.

 [WWW.HM.COM](http://WWW.HM.COM)



## Kinnarps scoops Northern Star Award

Kinnarps took top honours with the Sustainability Award at the finals of the Northern Star Business Awards 2010, flagship event of Aberdeen & Grampian Chamber of Commerce 23 September. Kinnarps was recognised as leading the field, from businesses of all sizes and sectors, across the North-east of Scotland. “Balancing good business with an absolute commitment to the environment has been key to

the development of workplace interiors specialists Kinnarps’ huge international success” Carl Hodson - manager of Kinnarps Aberdeen - was delighted to accept the award from Gabby Logan at the prestigious event. “This is another ‘green accolade’ for Kinnarps, said Carl. It is always great to be recognised for our commitment to the environment but I am confident we will go on improving to continue leading the field in sustainable furnishing for all types of workplaces.”

 [WWW.KINNARPS.COM](http://WWW.KINNARPS.COM)



## Stena Line successfully launches largest UK-registered ferry

The largest UK-registered ferry completed a successful first sailing out of British waters when she left Harwich on Sunday 10 October. The Stena Britannica, the British-flagged ferry with the largest dimensions in terms of both volume and length, left Harwich for a six-hour crossing to the Hook of Holland. At just over 64,000 gross tonnage, the North Sea Superferry is larger than any other under the British flag, including Stena

Line’s own Stena Adventurer. The Stena Britannica’s maximum length is 240m which dwarves other British-registered ferries and is 2.4 times the height of the Big Ben clock tower. The new Superferry is also colossal in terms of her car capacity, which at 230 cars is the joint highest in Europe. Her cargo deck surface area is equivalent to that of three international FIFA standard football pitches. The giant passenger-freight ferry is the second of Stena Line’s two newly built Superferries, which represent a combined investment of over £375m and over three years’ construction.

 [WWW.STENALINE.CO.UK](http://WWW.STENALINE.CO.UK)





The food store TotallySwedish is located on 32 Crawford Street in Marylebone, in the same area where the Swedish Embassy, the Chamber, the Swedish Church, the Swedish Trade Council and many other Swedish organisations and companies – even a Swedish pub – are situated.

# A totally Swedish concept in the UK

WORDS: ELIN HELLSTRÖM, PHOTO: FREDRIK HAGENIUS

**The growing interest in Swedish food makes business more lucrative than ever in the food store TotallySwedish. The store is London based, but owner Annethe Nathan delivers Swedish products to all over the UK. “This is not just a regular food store, we sell Sweden and provide a community”, she says.**

With Jamie Oliver on culinary journeys to the Stockholm Archipelago, British food chain Waitrose launching the Swedish cheese “Västerbottenost” and the bestselling Nordic Diet cookbook finding its way to British readers, Swedish food is making its way into the UK market.

TotallySwedish cooperates with a large number of Swedish food producers, designers and publishers. The shelves are filled with food products, but also with a wide variety of other items such as candle sticks, cook books and magazines.

“I work a lot with Swedish SMEs and entrepreneurs, and many Swedish companies who are trying to enter the British market contact me,” Annethe Nathan says.

The top selling products are “filmjök” (soured milk), bread and “välling” (a milky drink for babies and children which contains milk, oats, wheat, rye and vitamins). Salty liquorice and genuine Swedish crisp bread are also among the more popular foods, all of them hard to get hold of outside of Sweden.

The TotallySwedish web store accounts for 40 per cent of all sales. “The web shop has taken off really well in recent months! 30 per cent of the web sales are within the London area, the rest is delivered to different parts of the UK,” Annethe Nathan continues.

**SHE GREW UP** on the Swedish east coast, close to Kalmar. She later moved to Switzerland to study hotel management and upon finishing her studies seventeen years ago, she moved to London since the Swedish hotel industry did not provide the same career opportunities as the UK did. After several years in five star hotels working with guest relations, Annethe

became tired of the long days and the late shifts. She started up a London office for a Swedish IT company, where she stayed until the IT bubble burst. She was then headhunted by another Swedish company and travelled around the UK as an IT consultant, installing

hotel front office systems and training the staff in using them.

But in 2003, when Annethe Nathan was pregnant with her first child and felt she did not want to continue travel around as much, the time had come to realise one of her old dreams: to set up her own business.

**BY THEN**, there was already a Swedish store in London – “Swedish affär” – but Annethe decided

there was a gap in the market and started up TotallySwedish as a web shop. However, when she found out that “Swedish affär” was for sale, she remodelled her business concept and decided to buy the shop. After refurbishment, she reopened as TotallySwedish in 2005.

As a part of the business concept, Annethe makes use of her hotel industry experience.

“Customer relations are a very important part of the concept and we always ensure a very personal service.”

The atmosphere at TotallySwedish invites customers to stay and chat with Annethe and her employees – be it a home sick Swede or a Brit who wants to learn more about Sweden.

“TotallySwedish is a bit like a village shop,” Annethe Nathan says.

**SINCE TOTALLYSWEDISH** has quite a restricted space available within the shop, she has to be careful about which products to display and stock. The products are selected largely based on customer preferences. About 75 per cent of the customers are Swedish, but Annethe remarks that a growing number of non-Swedes are finding their way to TotallySwedish.

Looking ahead, Annethe plans to continue developing the web shop. But first and foremost Annethe is currently preparing for the busy Christmas season. This, the most intense period of the year, starts with the Christmas bazaar at the Swedish Church which is an annual celebration to Swedish culinary delicacies.

Many Swedish companies who are trying to enter the British market contact me

 [WWW.TOTALLYSWEDISH.COM](http://WWW.TOTALLYSWEDISH.COM)

Fuel consumption figures for Saab 9-3 Diesel Saloon Range in mpg (litres/100km): Urban 36.7 – 49.6 (7.7 – 5.7), Extra-urban 60.1 – 72.4 (4.7 – 3.9), Combined 48.7 – 62.8 (5.8 – 4.5). CO<sub>2</sub> emissions 153 – 119g/km. Deal available to private individuals only for orders between 1st October – 31st December 2010. Deals may not apply to all dealer stock and are subject to availability. Correct at time of going to press. UK supplied vehicles only. For full specification and details contact your local Dealer before placing an order. Figures shown are based on a non-maintenance contract hire package for the bailment of goods over 38 months, assuming a maximum of 10,000 miles per annum. All rentals are quoted inclusive of VAT. An advance rental of £1,794 inc VAT is payable, followed by 37 regular monthly rentals of £299 inc VAT. The quotation is subject to there being no changes in VAT or manufacturer list price. An excess mileage charge applies if the annual contract mileage is exceeded (5.98p per mile up to 10,000 miles and 8.67ppm 10,000 miles and above). The quotation is given subject to the vehicle being serviced and maintained in accordance with manufacturer guidelines and the vehicle must be returned to Saab Contract Hire in a condition commensurate with the BVRLA Fair Wear and Tear guidelines for its age and mileage. Charges will be applied should these conditions not be met. All quotations are subject to availability and conditions. A guarantee and/or indemnity may be required. Applicants must be 18 or over. Full terms and conditions are available upon request. Contract hire by ALD Automotive Ltd. trading as Saab Contract Hire, Oakwood Park, Lodge Causeway, Fishponds, Bristol BS16 3JA. ALD Automotive Ltd. is incorporated in the UK and regulated by the Financial Services Authority in respect of general insurance products. \*\*119g/km CO<sub>2</sub> emissions relate to MY11 9-3 1.9TTiD Manual Saloon engines and excludes the 180PS Aero engine only. Offer and model shown is the MY11 9-3 Turbo Edition 1.9TTiD 160PS Manual Saloon at £22,495 OTR plus optional metallic paint at £525. +Exempt from first years road tax.

# Low.

The Saab 9-3 TTiD Saloon range now delivers 119g/km CO<sub>2</sub>.



# And behold.

From just £299 a month\*.

The Saab 9-3 Twin Turbo Diesel Saloon range now has a choice of three 1.9TTiD engines with CO<sub>2</sub> emissions of just 119g/km\*\*. So you can drive away without paying road tax\*. But economy doesn't come at the expense of performance, in fact the exhilarating 180PS variant is the most powerful car in its class. With prices from just £299 a month\* and generous specification that includes leather trim seats, 17" alloy wheels, Bluetooth and heated front seats all as standard, the most efficient thing to do would be to test drive one today.

Contact your nearest Saab dealer now and beat the rise in VAT.

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60 The Highway, London E1W 2BF

## Saab Fulham

www.saabfulham.co.uk 0207 610 2900  
101 Farm Lane, Fulham, London SW6 1QJ

# Artificial Intelligence in Business Management

WORDS: ELIN HELLSTRÖM

**IT is a vital part of all businesses, but IT itself can not always understand business needs. Intelligent software does, however, and Carkean Solutions is a management consulting company using this type of Artificial Intelligence to help organisations respond to their clients' needs in the fast changing economic climate.**

"We fill the gaps between the business needs and what IT can do, offering a tailor made product helping companies in finding an immediate and quick way to the market with new products or services" says Annelly Kurg, Management Consultant and General Manager of Carkean Solutions. Instead of working with traditional IT based on technical coding, her company offers an internet-based software called Aquima, developed in the Netherlands by Artificial Intelligence experts twelve years ago. Aquima is market leading in the Netherlands, where the government and the financial industry have been using the software for many years.

"Aquima has been in the UK market for about two years and we are also offering our

services in the US, Scandinavia, South Africa, and around Europe", Annelly Kurg continues.

**THE SOFTWARE IS ONLINE-BASED** and designed to collect, process and analyse data in order to offer suggestions and ideas to the user. By way of example, to improve customer relations in a bank, Aquima collects information from the client profile and designs the most suitable product for each customer. The time when it is most efficient for the bank to offer a certain product to its customer can also be suggested.

"By using this system, the bank does not have to talk to the customers; the communication can all be done online. Our motto is to help our clients succeed with their clients", Annelly says and adds that their services also can be used to improve relationships within the company.

**CARKEAN SOLUTIONS CONSISTS OF**, on the one hand business consultants who analyse the needs of each client and then design the product, and on the other hand key staff developing the software, which is designed for each client's needs. The customer can develop and improve

the software independently afterwards. Once implemented, any business director, manager or employee can use it, since it does not require technical coding. However, it creates the same environment that traditional IT does, having a user interface based on Microsoft Office 2007 which is easy to use for anyone. Annelly Kurg sees the recent years' market instability as a business opportunity for Carkean Solutions: "We are expanding very rapidly right now and we will be employing more people during the autumn. Because of the recession, the world has been changing faster than ever, and companies now increasingly understand that agility and the ability to adjust fast as markets change is necessary to survive. With our technology, we make companies become change-proof."



**CARKEAN SOLUTIONS**

**Employees:** 20  
**Founded:** 2008  
**Most important markets:** energy, finance and insurance sector  
[www.carkeansolutions.co.uk](http://www.carkeansolutions.co.uk)

## Sweden Strengthens its Position in North East England

**On 7 October, the Chamber launched its North East Chapter with a seminar on internationalism and technology in Newcastle. Chairman of the new Chapter and Swedish anchorwoman is Caroline Theobald.**

"I feel very privileged to be chairing an SCC Chapter in the north east with the brand name backing of the sponsors and contributors to our launch programme," says Caroline Theobald. Caroline is Swedish Consul in Newcastle and founder of the Bridge Club Ltd, an expert provider of contacts and connections, is the Chapter Chairman and is particularly keen on building networks across the North Sea, with western Sweden and Sweden's second city Gothenburg. "There are strong links between this launch and the successful 'Think Britain' festival organised in Gothenburg by H.E. Andrew Mitchell, UK Ambassador to Sweden, in June of this year. We hope to be further strengthening the north east region's business, cultural and educational links with the Gothenburg region in particular over the coming months and so it is a wonderful coincidence that H.E. Nicola Clase, Ambassador of Sweden to the Court of St James's, who

launched the North East Chapter on 7 October, comes from this part of Sweden."

**THE SWEDISH CHAMBER** of Commerce's office will be located in Newcastle-upon-Tyne but hopes to be serving the whole north east region. "Newcastle has geographical and historical ties to Sweden and Scandinavia," says Annika Wahlberg, Managing Director, Swedish Chamber of Commerce. "Two international airports and three main ports establish the area as a large exporting hub, and it is already the home to Swedish businesses".

To mark the launch of the new Chapter, the Chamber hosted a trade seminar on internationalism and technology in Newcastle on 7 October, addressing doing business in north east England as well as in Sweden and including representatives from various British and Swedish companies, organisations and authorities.

David Wilkinson, a partner at Deloitte in Newcastle, the main sponsor of the seminar, said: "Deloitte is delighted to be involved in the launch of the North East Chapter of the Swedish Chamber of Commerce. It is an excellent opportunity for businesses across the north



**Caroline Theobald is Chairman of the new Chapter in Newcastle-upon-Tyne**

east to learn more about developing links with Sweden and for Swedish companies to do the same here. This initiative will strengthen Anglo-Swedish trade relations – creating new business contacts, building networks and facilitating new business opportunities, which in the current climate is important for all businesses."



# Anders Walls Stiftelser och Investor AB utlyser stipendier till London

Anders Walls Stiftelser och Investor AB lämnar till Svenska Handelskammaren i Storbritannien stipendier för att **utbilda unga, kreativa affärsbegåvningar** inom internationell handel och industri.

Som stipendiat kommer du att involveras i kontaktskapande aktiviteter och seminarier och du kommer bli att vara organisatör av The Junior Chamber Club for Young Professionals (JCC). Inom ramarna för JCC bedrivs både entreprenörskaps- och ledarskapsserier med syftet att utbilda unga karriärsinriktade genom erfarenhetsutbyten och nätverkande. Du som söker skall vara initiativrik och helst ha visat prov på entreprenörsanda. Du bör nyligen ha avslutat en ekonomisk utbildning, gärna med inriktning på marknadsföring, på högskola eller universitet och måste besitta mycket goda kunskaper i både engelska och svenska. Förmåga att formulera sig i tal och skrift i båda språken är ett krav.

Stipendiesumman uppgår till **150.000 kronor** för respektive stipendium och tillträde sker i maj 2011 för tolv månaders tjänstgöring på Handelskammaren i London. Ansökningarna ska vara Handelskammaren tillhanda **senast den 12 december 2010**.

**Läs mer om stipendierna, ansökningsförfarande och om Handelskammaren på [www.scc.org.uk](http://www.scc.org.uk)** eller kontakta Peter Sandberg, kommunikationschef på telefon +44 (0)20 7224 8001 eller via e-mail [sandberg@scc.org.uk](mailto:sandberg@scc.org.uk)

*Anders Walls Stiftelse*

Anders Walls Stiftelser lämnar till Svenska Handelskammaren i London stipendier för att utbilda unga, kreativa affärsbegåvningar inom internationell handel och industri. Hittills har 28 stipendiater genomgått denna utbildning.

investor

Investor AB, norra Europas största börsnoterade investmentbolag, ger stipendier till unga kreativa svenskar för utbildning och praktik vid Svenska Handelskammaren i London. Elva stipendiater har hittills genomgått denna utbildning.

# Swedish Comedian Carl-Einar Häckner in London



Carl-Einar Häckner has previously performed at The Roundhouse in London as a part of the ensemble of La Clique, an award-winning cabaret/variety show with Australian roots.

WORDS: ELIN HELLSTRÖM

**Carl-Einar Häckner has wowed audiences worldwide with his unique and crazy blend of comedy, magic, music and illusion. Following success in Australia, the Swedish comedian performs his new show Big in Sweden at The Roundhouse 2-22 December.**

## What is your show about?

Big in Sweden is an intensive comedy show, adapted to an English-speaking audience. I use a lot of different techniques to be funny: songs, stand up comedy, seriousness and magic. The idea was born when I was touring in Australia with La Clique. Big in Sweden was a success above my expectations and I performed the show 33 times in Melbourne, Adelaide and Sydney, where it sold out. The Australians was a really good audience to start with.

## Do Brits and Swedes have the same sense of humour?

Yes! Swedes grow up with imported British comedy shows, we speak really good English and we are eager to understand the British humour. We are proud to be able to laugh at jokes in English. I think there is a lot of British humour in our blood.

## What are your expectations?

The scene at The Roundhouse is very cool and to perform there with my own show during almost a month during the high season in December is fantastic! It is one of the best locations in London, it can not get better!

## You play with Swedish stereotypes in your show, how did you come up with that idea?

Big in Sweden is about a Swede, me, performing in the UK. I can not be a perfectly verbal stand-up comedian from New York, but I use what I have and tell my story. I have performed in Sweden, Australia, Hungary, UK, Germany and Switzerland, but who I am never changes. I am a comedian on stage, trying to find simple ways of making people recognise themselves in me.



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# THE ART OF BALANCING

Discussions arise as Swedish government presents its Budget Bill for 2011

WORDS: HILMA GUSTAVSSON

**After the newly elected Swedish government presented its Budget Bill for 2011 to Parliament on 12 October, a debate has arisen whether the government is being too cautious about its plans ahead.**

The Swedish economy is expanding at a high rate at present. According to the Swedish Ministry of Finance, the economy will grow by 4.8 per cent in 2010. "The quick recovery of the Swedish economy is to a large extent due to the rapidly increasing world demand meaning Swedish exports are escalating," says Ann Öberg at National Institute of Economic



**Ann Öberg, National Institute of Economic Research**

Research, NIER (Konjunkturinstitutet). Ann Öberg also highlights that domestic demand plays a more important role compared to previous times of economic recovery, and that increased household spending and private sector investments are also supporting the economic recuperation. The revival of the global economy is still hesitant, and the Swedish economy is still at risk of being negatively impacted by this according to the Swedish government, which also highlights that the Swedish economy is still striving with low resource utilisation and a relatively high unemployment rate (regeringen.se\*, 18 October). "Despite strong growth, unemployment is likely to remain high during the coming years," says Ann Öberg. There is no doubt such an ambiguous situation

requires careful manoeuvring by the Swedish government.

**THE PRESENT PROMISING** economic development is increasingly filling up the government's reserves. However, the government has currently chosen to elevate the budget surplus target from 1 to 2 per cent of GDP. Minister of Finance Anders Borg defended the cautious Budget Bill by claiming that the Swedish economy is vulnerable as it is still recovering from the 2008 crisis and the progress of the world economy is uncertain (Dow Jones Newswires 12 October). Throughout the recent debt crisis, Sweden has been standing strong with stable debt levels meaning that the country has not been forced to impose dramatic fiscal measures such as the UK. In light of this, Anders Borg highlights the importance of Sweden maintaining the advantage obtained from this going forward: "We usually have five years between economic crises, and in order to handle the next crisis, we shall aim to have a significant budget surplus," Anders Borg claimed in Dagens Industri on 13 October.

**FROM THE PREVIOUS** economic downturn, it is apparent that Sweden has had an advantage from maintaining stable government finances. However, not all agree on caution being the way forward.

The suggested spending by the government in 2011 is SEK 13 billion. The main goals for the planned spending are to support further economic recovery, aim towards



**SUGGESTED ACTIONS 2011****Increasing employment and reducing exclusion**

Adaptation of labour market policy to economic growth prospects  
 Measures for increased integration to reduce exclusion  
 Measures for improved conditions for entrepreneurs as well as a strengthened innovation climate

**Increasing knowledge**

Creation of more apprentice posts  
 School grades from sixth grade and more national exams  
 In-job training for teachers  
 Increased term-time for mathematics in primary school

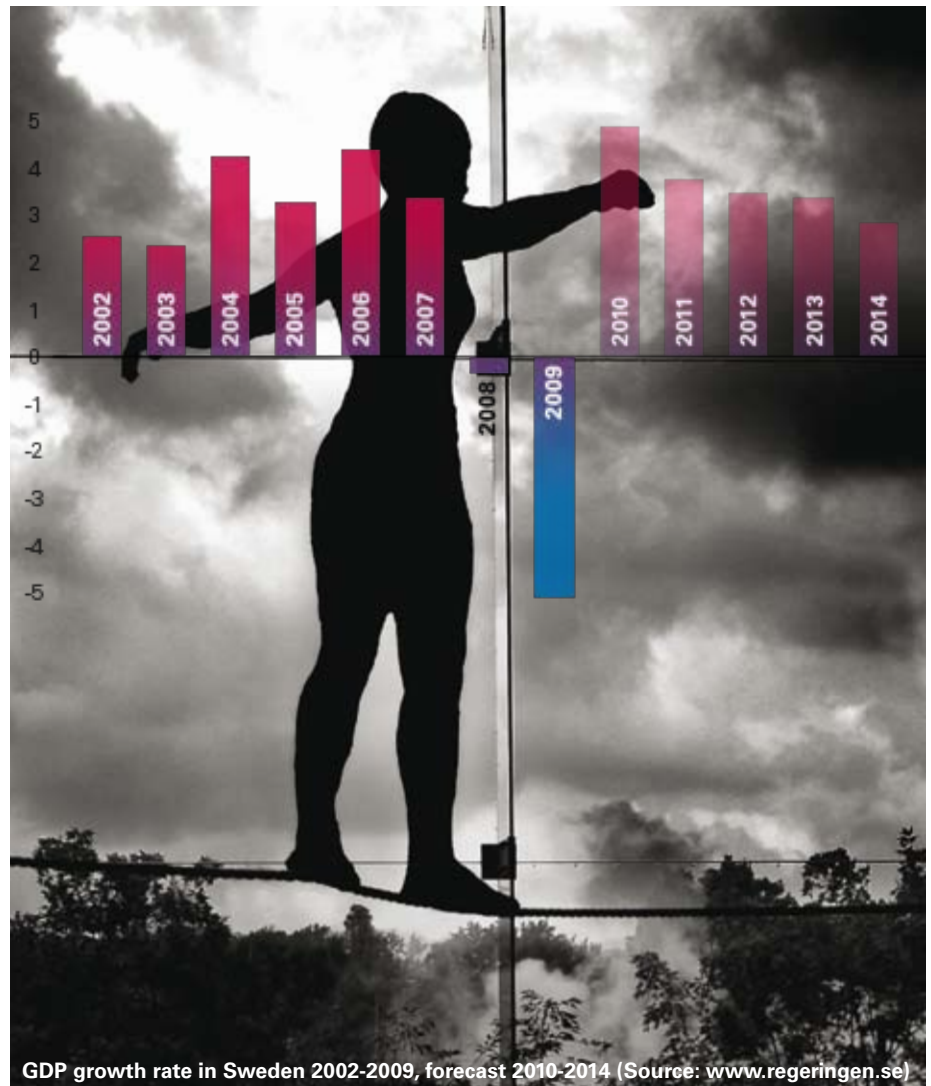
**Supporting welfare and reducing the effects of the crisis**

Temporarily increased government subsidies to municipalities  
 Decreased tax for pensioners  
 Measures within equality- and elderly politics  
 Measures to increase accessibility and quality within the health care sector

**Reducing carbon emissions and the climate impact**

Introduction of premium to increase demand for environmentally friendly cars  
 Additional measures to develop and stimulate green technology, renewable energy, and energy research

Source: [www.regeringen.se](http://www.regeringen.se)



full employment, and reduce exclusion. Examples of measures planned are creation of apprentice posts and spending on education ([regeringen.se](http://regeringen.se), 18 October).

The Confederation of Swedish Enterprise (Svenskt Näringsliv) requested more reforms from the government in order to stimulate the private sector. "The new budget is so strong that there is room for spending on reforms," Stefan Fölster, Chief Economist at The Confederation of Swedish Enterprise, told Dagens Industri (12 October). Measures presented by the government within this field include additional employment tax allowance, reduced VAT for restaurants, and compulsory unemployment benefit schemes. These reforms are said to be prioritised, but not until 2012-2014, and the reforms will only become reality if the public finances allow ([regeringen.se](http://regeringen.se), 18 October). According to Bloomberg, Anders Borg said when presenting the Budget Bill: "We will have lobby groups saying that we should do more, that we have money and that taxes should be

cut and that spending should be increased. But you cannot plan for much-better-than expected development. We have to assume that when we reach 2013 the economic recovery will be living on borrowed time, and then we must be able to handle a new hit."

“ The new budget is so strong that there is room for spending on reforms. ”

**THE DISCUSSION PROVIDES** evidence that the government faces a constant battle of balancing actions and expectations, and continuously weighting current and anticipated future events against each other. At present, forecasting future developments appears particularly difficult. Voices are being raised in favour of further interventions by the

government at this time in order to provide better conditions ahead, a future that we know little about, which again sheds light on complexity of the government's task: "NIER estimates that there is room for additional unfinanced reforms during 2011. This would alleviate the negative effects of the recession to some extent" says Ann Öberg, highlighting that "the need for fiscal policy measures is highest in the short term when resource utilisation is low and unemployment is high, and it is therefore worse to wait with imposing fiscal stimulation until the economy is in balance."

The Swedish economy provides a promising outlook right now. However, it will be interesting to see the developments going forward as the balancing continues. ●

\* Swedish government's website



# ÅRE – SCAND INTERNATION

With world class skiing, entrepreneurship on the rise and spectacular nature, Åre is the obvious place for international winter guests in Scandinavia. Discover the little village of Jämtland with the pulse of a large city.

WORDS: SKISTAR ÅRE

**W**ild, beautiful and unpredictable are words that describe Åre. The location midway between two international airports, one in Swedish Östersund and another in Norwegian Trondheim, makes the small village an easily accessible getaway. Several airline companies fly you directly from London, Manchester, Amsterdam and Copenhagen to Östersund or Trondheim.

Åre is a member of the global partnership "Leading Mountain Resorts of the World" which brings together six of the world's top rated and award winning alpine resorts. Each member of this exclusive group is internationally known for its stunning alpine surroundings, wide range of year-round activities and attractions, as well as for its tourism infrastructure.

**THE BLEND OF PEOPLE** creates a dynamic atmosphere that gives Åre its specific character. You can find the serious skiers, businessman at conference, groups of partying young, seasonal adrenaline junkies and holidaying families. The ski system is divided into three main areas and it is easy to find your skiing of choice. Åre offers everything from difficult pistes and staggering off piste skiing, to wide and groomed beginners' slopes. In the Tege/Duved slope the pace is a bit slower and the lift queues are rarely crowded and families with children love the Bear slope with its family-friendly skiing and tranquil surroundings.

Unlike the Alps, Åre's ski system is large enough not to bore you after a week of skiing,

but small enough to exploit to the outmost. And Åre has something which the Alps do not have – Sami people. Sweden's indigenous people have bred reindeer in the Jämtland mountains from time immemorial and their culture is constantly present. Sometimes you can even get a glimpse of reindeer roaming freely across the mountains in majestic numbers. Sami handicrafts and jewelry can be purchased anywhere in the village and reindeer meat can be found both in restaurants and supermarkets.

**THERE ARE A WIDE** variety of restaurants in Åre and the surrounding area. Internationally renowned chefs Melker Andersson, Marcus Adjuley and Jonas Dahlbom run successful restaurants with cuisines from around the world, even though Swedish food culture and local products dominate the menus. The food is an exotic experience for foreign visitors as well as for Swedes living in the country's southern part.

"The first time I ate smoked reindeer heart, I felt a bit hesitant. But now I think nothing beats flatbread with reindeer heart and horseradish after a long day of skiing, while overlooking the lake and the mountains," says Helen Engelbrecht from Skistar Åre.

Skistar owns and operates the alpine destinations in Åre, Sälen and Vemdalen in Sweden, as well as Hemsedal and Trysil in Norway. Skistar is Åre's largest private employer, with around 100 full-time

employees and approximately 500 seasonal employees for the lifts, ski school, ski rental and lodging services.

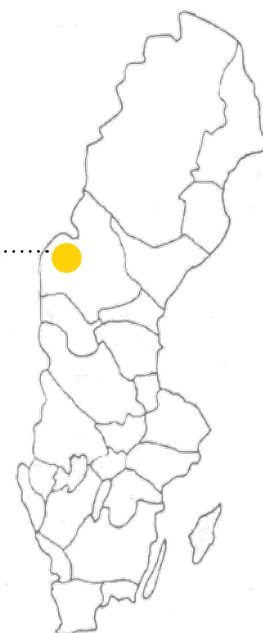
The company is investing in the foreign tourist market. However, as a destination for long distance tourists, Åre is not a new phenomenon: it emerged as a tourist destination during the late 19th century. Back then it was primarily the clear and fresh air that attracted visitors.

**INVESTMENTS FOR** the Alpine World Championships 2007 were the onset of a boom tourism development in Åre. Since tourism is Åre's largest industry, the village knows how to be a good host to its visitors. Entrepreneurship is increasing and the municipality has a large amount of new business start-ups and a demonstrably thriving entrepreneurial climate with over 200 companies registered in the area. This is why the municipality was elected "Entrepreneurship Municipality of the Year" in 2009. In addition, the Alpine companies Head, Interski and Hestra have showrooms on site.



The 2009 "Entrepreneurship Municipality of the Year" by night

# INAVIA'S AL SKIING CAPITAL



**THE VILLAGE ALSO HOSTS** Peak Innovation, a campaign aimed at stimulating research and business development within the fields of tourism, sports and outdoor activities. The aim is to enhance growth in new and established businesses to create more commercially

interesting research results, and to attract investments. The campaign's purpose is also to strengthen the region's trade mark and competitiveness. Peak Innovation is currently establishing a center for testing technologies and materials in the alpine sports in Åre.

The level of entrepreneurship in this small village comes as a surprise to many. But to the vast majority, Åre is still primarily famous for its spectacular nature experiences, authentic atmosphere and fantastic skiing.

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# What's In?

WORDS: ELIN HELLSTRÖM, MALIN BERG. PHOTO: ANDREAS LEMANS

## Multimedia Center in Your Living Room

**TECHNOLOGY** Svensk Filmindustri (SF), a Swedish film production company, in cooperation with LG, is launching a new service that enables customers to rent movies through SF Anytime without leaving the sofa. The latest TV technology turns your living room into a full-fledged multimedia centre through the latest Plex software. The Plex platform technology, developed to fulfill the promise of a seamless digital media lifestyle is integrated in all new LG TVs and accessible for download to all other LG TVs with an internet connection. Plex makes media accessible through a whole range of applications. Currently, there are nearly 200 plug-ins available, including iTunes, Netflix, CNN, Revision3, YouTube, and many others.



## Low-Energy Light Bulb Recycling Project

**ENVIRONMENT** An army of volunteers have taken responsibility of collecting low-energy light bulbs for recycling in the UK. They are called "recycling champions" and will be responsible for collecting all low-energy light bulbs and recycling them in their local area. The initiative was founded by Recolight and CoBRA. Recolight and CoBRA argue that low-energy light bulbs will be sold in larger quantities and by not taking care of them, they will damage the environment. Recolight CEO Nigel Harvey says that the containers, which will be collecting the bulbs, will be specially designed so that communities can easily use them. Mark David Hatwood, creator of CoBRA, hopes that this project will be as successful as the battery scheme.



Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening.

Coco Chanel

## Bike-sharing by Texting

**TRANSPORT** WhipBikes has launched a bike-sharing program which is now available at Newcastle University, with 150 bikes scattered all across the campus. The registration fee is a one-off cost, and customers then pay £0.50 every time they want to use a bike by sending a text message. Users have 30 minutes to ride wherever he or she needs to go and then relock the bike at one of the racks e.g. similar to the Boris's bikes in London. Advertising for display on the rear wheel cover of its bikes enables advertisers to reach tens of thousands of students throughout the course of the day. WhipBikes are now looking for partnerships with more universities across the world.

## When Geek Meets Chic on the Internet

**FASHION** Fashion is all about new ideas and being on the hotbed of innovation, and the latest trend is to combine fashion with technology. One company which has been successful with this concept is Fits.me. Fits.me has launched a shape-shifting robotic mannequin which replicates the customer's body shape to make it possible to see how the cloths fit on your body, before buying them over the Internet. Another company combining fashion with technology is Levi's, which has collaborated with Korean technology center i-Fashion to promote a new jeans model called Curve ID. It is made in three fits, inspired by research into body shape rather than just size. In a store in Seoul Levi's takes combining IT with fashion one step further, offering customers a 3D body scan and a report about their body shape by creating an onscreen avatar of the shopper. The avatar is used to quickly and conveniently model combinations of clothes on sale in the store.

## Microsoft Gets a Social Lift From Facebook

**IT AND SOCIAL MEDIA** Microsoft and Facebook have embarked on a venture capital partnership that will give the results on Microsoft's Bing search engine a social twist which could help both companies compete against the common rival Google. The new feature allows Facebook users to see Bing search results that incorporate information from their friends. When a user searches on Bing for something like a movie or a restaurant, information about how many friends have "liked" that item on Facebook will appear alongside the results.



# The Stockholm Syndrome

[ðə stɒk'həʊm 'sɪndrəʊm] "A psychological condition in which hostages or kidnap victims become sympathetic towards their captors. After Stockholm, where a hostage in a bank robbery became emotionally attached to one of her captors."

WORDS: ELIN HELLSTRÖM

**1** 0 a.m. on a late summer day in 1973 a man with sunglasses, a machine gun and a wig walks in to a bank in central Stockholm, fires four shoots into the ceiling and shouts: "Everybody get down, the party has started".

This was the beginning of one of the most spectacular dramas in Swedish criminal history, and a seemingly ordinary robbery developed into a weeklong hostage crisis which was followed all over the world.

**THE DRAMA** took place at Kreditbanken, now part of Nordea, located in the central square Norrmalmstorg in Stockholm. Instead of taking the money and escape, the man seized four people of the staff as hostages and demanded that Sweden's most notorious bank robber Clark Olofsson be brought to the bank from prison, along with 3 million Swedish kronor, £280,000, within two and a half hours. The hostages consisted of three women in their twenties and early thirties, and a man aged 24. One of the women, Kristin Enmark, would play a central role in what would afterwards be called Norrmalmstorgsdramat — The Norrmalmstorg Drama.

**OUTSIDE THE BANK**, a large group of policemen quickly gathered. When they tried to enter, the robber opened fire and one policeman was injured. The police saw no other solution than letting Clark Olofsson walk into the bank, a convict who had spent his entire adult life going back and forth to prison after first being sentenced to jail at the age of 18, when he was involved in a bank robbery in which a policeman was shot dead. He was now given certain promises if he could manage the hostage situation at Kreditbanken.

The Stockholm police force was heavily stressed by the situation, which took place long before modern hostage negotiation techniques were developed.

**AFTER SEVERAL GUESSES** that proved to be wrong, the police managed to identify the man who requested Clark Olofsson. His

name was Jan-Erik "Janne" Olsson, a burglar and married father-of-two, who Clark Olofsson had met in prison where they had planned his rescue. The hostage situation, which by now captivated the whole country, took a new dramatic turn when Kristin Enmark called Swedish Radio and Prime Minister Olof Palme from inside the bank. There had been early signs of hostages sympathising with the robbers. In a live radio interview Kristin Enmark stated that she was not afraid of her captivators, in fact she said they were having quite a nice time inside the bank. "The only thing I am terrified of is that the police and snipers will attack," she continued on air.

The only thing I am terrified of is that the police and snipers will attack.

Recordings of the phone call to Olof Palme were later released. Kristin Enmark said she was disappointed in the Prime Minister and appealed for him to let

her, one of the other girls and the robbers leave the bank in a car, together with weapons and money. It was now proved that the hostages, particularly Kristin Enmark and one other girl, had taken the captivators' side.

## THE TERM STOCKHOLM SYNDROME

was coined by the criminologist and psychiatrist Nils Bejerot, who assisted the police during the robbery, and referred to the syndrome in a news broadcast. It has later been used as a generic term to define loyalty to a more powerful abuser — in spite of the danger that this loyalty puts the victim in. In a situation of disadvantage, victims choose to remain loyal to their abuser as a survival strategy. By way of example, this condition characterised a few of the the relationships between victims and victimisers in the Second World War concentration camps, and it is also common among victims of domestic and child abuse. In The Norrmalmstorg Drama, the victims kept defending their captors after they were freed from their six-day ordeal. The drama finally came to a halt when the police used gas and Olsson and Olofsson surrendered. No permanent damage was done to the hostages. Olsson later met hostage Kristin Enmark several times, and it is said their families became friends. ●



Former Kreditbanken at Norrmalmstorg, where four people were held hostage 23-28 August in 1973.



Olof Palme, Prime Minister at the time, talked on the phone to one of the hostages who said she was dissatisfied with him.



In 1974, the 19-year-old American millionaire daughter Patricia Hearst was kidnapped by a left-wing urban guerrilla group called the Symbionese Liberation Army. She is a world-famous example of the Stockholm Syndrome as she joined her captors in furthering their cause and took part in a bank robbery with the other guerrilla members.



PHOTO: OVE KÄLLSTRÖM, WWW.IMAGEBANKSWEDEN.COM

The elk weighs up to 550 kilos and can reach height at the withers of two meters. It can be seen in the whole of Sweden, except on the island of Gotland in the Baltic Sea.

# The King of the Forest

Elk hunting is a popular sport in Sweden, where 250,000 hunters head for the woods every autumn in search of the king of the forest.

WORDS: ELIN HELLSTRÖM

**T**he majestic elk is a national symbol and one of the strongest brands of Sweden.

The elk is also the protagonist in a popular movement with an annual turnover of somewhere between SEK 1.5 and 2 billion (approximately £140-190 million). Shooting elk is the most extensive and regulated hunt in the country and 250,000 of Sweden's estimated 300,000 hunters engage in the sport, an impressive three per cent of

the Swedish population. While hunting and shooting still remains a status symbol among the affluent in the UK, hunting elk does not

have the same prestige in Sweden.

"Elk hunting is not a rare luxury, it is a popular movement and your shooting skills is what matters, nothing else" says Per Zakariasson at

the Swedish Association for Hunting and Wildlife Management.

"It is a way of life and many Swedes live in

It is a way of life and many Swedes live in the countryside just because of the elk hunt.



the countryside just because of the elk hunt. Life is divided into two periods: before and after the elk shooting season”, he continues.

**MANY HUNTERS ARE** also landowners but more than half lease shooting rights or belong to co-operative associations. The countryside comes to life during the shooting season, as this form of rural tourism brings people back to the villages in the countryside. But the popular sport also has a Royal splendor. In October each year, the Swedish king His Majesty King Carl XVI Gustaf invites prominent guests from around the world to the prestigious Royal Elk Hunt.

During the summer, 300-400,000 elk walk about in the Swedish woods and each autumn one third of them are shot, a number closely regulated by the authorities. The elk quickly recover in number from season to season. The shooting season starts at the beginning of September and continues until the last of January. Local variations apply, and they vary from year to year.

**GUNNAR BJÖRK IS A RETIRED** Army Major who, while not hunting, manages the family’s forest in Tornedalen close to the Finnish border in Swedish Lapland. He is a hunting entrepreneur, with many foreign guests among his clients. He says there are three ways to organise the hunt.

The first is the typical Swedish method known as driving. Half of the team is waiting on stands while the other half walk through the forest in a long line of beaters, driving the elk towards the shooters. Hunters and beaters take turns, and everyone helps out in every step of the hunt, including taking care of the pray afterwards.

This is the hunting style used by His Majesty King Carl XVI Gustaf. During the traditional King’s Hunt, public volunteers form the line of beaters while His Majesty allocates the stands among his shooting guests.

The second way to organise the elk hunt is similar to the first one, except for that trained dogs are used to drive the game instead of people in the shooting team. In the old days, the elk were driven into pits, a method which is now prohibited.

“Whole villages usually go together to arrange the shooting, and afterwards it is important that everyone gets their share of the meat,” Gunnar Björk says. In these types of hunts a hunter often gets 50-80 kilos of elk meat during a hunting season. The value of each elk is estimated to about SEK 20,000 (£1,900).

“The elk hunting is very democratic in

Sweden. I have had foreign guests reacting to that, since they are used to hiring people to drive and to do the ‘dirty work’. That would be difficult to arrange in Sweden as we are not mentally prepared for that,” Gunnar Björk says.



**One of the more common Swedish road signs.** Since many are stolen, the Transport Administration Authority has started selling replicas.

**THE THIRD AND LAST WAY** to hunt elk is more similar to what the foreign guests might expect. This is the most exclusive and difficult method which requires vast hunting grounds where a maximum of three hunters search the forest for elk by the help of a specially trained dog. When the dog discovers an elk it indicates this to the hunters who silently sneak up to the pray.

Larger forest companies increasingly lease grounds to local entrepreneurs in the shooting industry who do not possess land of their own. Svea Skog, the largest land owner in Sweden, has an affiliated company exclusively dedicated to hunting and fishing on their premises.

But as Gunnar Björk points out, there is an inherent conflict between the elk hunters and the forest owners:

“The elk eat and destroy forest worth SEK 1 billion per year (£96 million). So the forest owners want as few elk as possible and the elk hunters as many as possible. And if you are both you need to find the balance.”

**THE ELK IS A VITAL PART** of the Swedish landscape and soul and there are other ways, except for hunting, to come close to the

**ELK HUNTING**

- There are few opportunities to lease shooting rights in Sweden. Therefore, the best alternative is to arrange an exchange. Under this scheme a foreign hunter can invite a Swede to hunt in his own country and is invited, in return, to hunt in Sweden. Another popular option is to shoot elk in Sweden as a paying guest.
- Foreigners must acquire a state permit and carry the permit with them.
- There are special permissions for bringing firearms, to be applied for at the local police authorities.
- Foreigners must have a hunting license and be able to use the required rifle.
- Inexperienced elk hunters should, through their host, seek to arrange special test shootings at a life-seize elk replica before going into the woods.
- Other animals you can hunt in Sweden are wolf, bear, lynx, hare, wild boar and a variety of small game, to name but a few.

**Read more: [www.jagareforbundet.se](http://www.jagareforbundet.se)**

majestic animal. Elk safaris attract a growing number of tourists, and the more patient visitor can make use of Sweden’s Right of Public Access to explore the countryside in search for an encounter with the King of the forest. ●



**A hunting team in Rättvik, Dalarna. The elk is a symbol of the Swedish forest landscape and has created a tourist industry of its own, attracting both hunters and hikers to the woods.**

PHOTO: SÖREN WISMAR



The recession made the organic sector arrive at the conclusion that it needed better marketing. As a result, an industry funded £2 million campaign will be launched in January 2011.

# The Future of Organic Food

After many years of uninterrupted growth, consumption of organic foods has been **heavily reduced** by the economic downturn. The UK organic industry is now trying to get back on its feet by approaching the consumers in **new ways**.

WORDS: ELIN HELLSTRÖM, PHOTO: HILMA GUSTAVSSON, BEN HOSKING

“The recession made people question why they were buying organic food, and in many cases they did not understand why — so they stopped,” says Simon Wright, consultant in sustainable food and leading expert on both the British and international organic market. He works closely with brand-holders, retailers, certifying bodies and manufacturers.

“There has been a failure in communication since not enough case has been made to explain the benefits of organic foods. It was made too complicated,” Simon Wright continues.

To change this, the UK organic industry is about to launch a £2 million marketing campaign next year to communicate what organic actually means. The industry has come together to raise

£1 million and the EU has contributed another million. This is the first time an industry has put up the money to promote organic products.

**FOR CENTURIES** food was produced organically without intensive industrial methods and artificial chemicals. It was in the late 20th century that farmers started regularly using new, and often untested, synthetic chemicals to increase crop yields. In the 1980s, public disquiet started to grow over animal welfare and the use of fertilisers, and demands grew for a return to a more ecological style of farming. In the following years, organic food production increased by an average of 20 per cent a year, far ahead of the rest of the food industry. In the years 2003-2008,

sales of organic food in Britain almost doubled. UK is now the fourth largest organic food market in the world. The European market for organic foods and drinks was the largest in the world until it was overtaken by North America in 2005.

“America is still doing very well on organics and I think we will see increased growth, not least because the mainstream food industry is worse in the U.S. than in the UK and when people find out about how their food is being produced it gives them more incentives to go organic,” Simon Wright says.

The U.S. now accounts for half of the world’s organic food retail market, while Europe makes up the second half. Germany is the largest market in Europe, followed by France. However,



Scandinavian and Alpine countries have Europe's largest organic consumption per capita. Organic food accounts for just over 4 per cent of all food sales in Sweden, compared to about 2 per cent in the UK and 3 per cent in the U.S.

2008 was a record year in Sweden and, with sales increasing by 38 per cent, the country had the highest rate of organic food market growth in Europe. In spite of the economic downturn, last year's organic food sales grew by 18 per cent in Sweden.

**THE RECESSION HIT**

the UK market harder, where organic foods sales slowed significantly after many years of double-digit percentage growth. The only food categories that resisted the downward trend in sales were baby food, home cooking ingredients, and organic milk.

After a 13 per cent decline in 2009, the organic food certifying body Soil Association predicts a market expansion of 2-5 per cent in 2010.

"The goal of the Soil Association is quite ambitious, but the market is less in decline than it was a year ago and there are some sub-sectors like dairy and baby food which are in growth," Simon Wright says.

Any product sold as organic must comply with strict rules set at national, European and international levels. Each country has their own

bodies who certify products according to these standards. KRAV is the leading body in Sweden, and in the UK the Soil Association is the largest certifier of organic products.

**TODAY, NINE OUT OF TEN** UK households buy organic products to a smaller or larger extent, which shows that organic foods is consumed

by all income groups. Just like in Sweden, women are more prone to buy organic food in Britain. In a comparative market study, the Swedish certifier KRAV remarks that the main driving forces for buying organic foods differs among British and

Swedish consumers.

Environmental concern is the main reason to most Swedes, while personal well-being and animal welfare are the other two dominating reasons. Swedes with a higher income tend to choose organic food for environmental reasons, while those with lower education and income say health is the most important aspect.

To the British consumer, on the other hand, quality, taste, no GMO (Genetically modified organisms) and restricted use of pesticides are the main incentives.

"When I worked in Denmark and Sweden, I was amazed that people bought organic food

**In the UK we buy organic for essentially selfish rather than altruistic reasons like the good of the planet.**



**WHAT IS ORGANIC?**

**Organic food is grown without most artificial fertilisers or pesticides in a way that emphasises crop rotation, making the most of natural fertilisers and ensuring that the life of the soil is maintained. By way of example, clover is grown to boost nitrogen in the soil in place of fertilisers.**

**Organically raised livestock are allowed to graze outside, are fed organic feed and are provided living conditions which minimise the need for medicines and other chemical treatments such as antibiotics and growth hormones. Genetically modified animal feed is banned.**

mainly for environmental reasons. We have never had that awareness in the UK, we buy organic for essentially selfish rather than for altruistic reasons like the good of the planet," Simon Wright says.

Many large, conventional food companies are involved in organic food production. Arla Foods, the largest dairy supplier in Europe, is the dominant supplier of organic milk in the UK and Sweden. The same applies for organic meats, where large slaughter houses such as Swedish Meats, St Marron, and Anglo Beef Processing have strong market positions across Europe.

The great majority of organic food is sold at supermarkets, roughly around 80 per cent in both Sweden and the UK. Tesco, the second







“When foreign companies come to me and say they want to start selling in the UK my immediate question is why? What are you going to bring that we do not have already? The UK is a very good market, but you need to have a product which is better tasting, more sustainable, cheaper, more convenient, has better packaging: there has to be reasons. There are some things that Scandinavia does really well like berries, Finnish oats, Swedish crisp breads and cheeses, all very good products that I think could do well in the UK but it is a question about identifying little niches which are not currently full.”

SIMON WRIGHT

largest retailer in Europe, has the largest market share for organic products in the UK, controlling almost one third of the market. Sweden’s two largest retailers, ICA and Coop, control one third of the Swedish organic market each.

“At the moment, the challenge is the perception that organic is not doing well and this does not encourage shops to stock more organic products. When the recession hit, many supermarket hugely reduced their organic sectors, and that becomes a self-fulfilling prophecy: if products are not for sale consumers can not buy them,” says Simon Wright.

To meet this challenge, the UK organic industry now aims to be clearer in their messages. The Soil Association has narrowed the message down to that organic is: more natural and unprocessed, better for health, better for the planet, tastes better, and has a restricted use of pesticides. But not all of those five reasons are going to be appropriate to everyone so the new aim of the industry is to be more specific.

“By focusing on using one or more of those arguments, I think we have better chances of getting the message across. Compare it to Fair Trade, which has not been affected notably by the recession and is in very healthy growth. This says that even if you have a really simple

message – which you really concentrate in getting across – people will still buy your products.”

**HIGHER PRICES** is a common argument why people choose not to buy organic foods. The increased costs is due to weaker economies of scale, since organic produce is generally grown on smaller farms and often needs to be transported separately. Limits on the number

of animals per acre also bump up prices, and the lack of fertilisers means yields are between 10 and 50 per cent less than conventional farming. The industry says the price gap will shrink as economies of scale improve and the cost of conventional food rises.

What made the UK organic market grow in the first place was a series of food scams, such as Mad Cow Disease and problems with pesticides that were used for carrots. If something like that happens again, it will most certainly create a more rapid growth. If not, fertilisers based on nitrogen and pesticides derived from oil are bound to become more expensive, the industry says. “And at some point agriculture needs to be more sustainable in order for the world to cope, if that will be in ten, twenty or fifty years time I do not know,” Simon Wright says. ●

**By focusing on one or more of those arguments I think we have better chances of getting the message across.**



## New Trade Commissioner

The Swedish community in London welcomes the new Trade Commissioner at the Swedish Trade Council, Fredrik Häggström from Skellefteå. Häggström was

previously the Trade Commissioner in Moscow for almost four years “I am very happy to be in London and I look forward to spending many years here,” says Fredrik Häggström.

If you are lucky, you might spot Häggström on the streets on rollerskis training for Vasaloppet.



## Do you wish to be part of the world’s first cross-border mentorship program?

Sweden needs more companies that export. The project Internationell Exportmentor has therefore been launched as a collaboration of the Chambers of Commerce and ALMI företagspartner in Sweden, and the Swedish Chambers of Commerce across the world. The program is aimed at Swedish companies looking to export to a new market.

Chambers in five countries are actively involved in the pilot scheme for 2010: the United Kingdom, France, Germany, New York/USA and Hong Kong/China. The program provides active support to those companies and entrepreneurs who wish to expand their business to one of these countries.

For further information and application forms (in Swedish as only Swedish companies are eligible for the program), please visit [www.scc.org.uk](http://www.scc.org.uk) or [www.chamber.se](http://www.chamber.se).





## CALENDAR

### 5 Nov: Late JCC After Work at Raffles

Challenge the November darkness and join the JCC for a great night out at Raffles in Chelsea on Friday 5 November.

**Time:** 21.00 until late

**Venue:** Raffles, 287 Kings Road, London SW3 5EW

**Price:** Free for JCC Members + three guests each, £5 for non-members

### 18 Nov: Reception and Swedish fashion indulgence at Älva

All SCC and JCC Members are invited to an evening of Swedish fashion indulgence, inspiration, and great discounts at Älva on Fulham Road.

**Time:** 18.00 - 20.00

**Venue:** Älva, 353 Fulham Road, London SW10 9TW

**Price:** There is no charge for this event

### 23 Nov: The Entrepreneurship Forum: From Banker to Entrepreneur

In this first seminar for the season you have the opportunity to meet two former bankers who turned entrepreneurs.

**Time:** 19.00 - 21.00

**Venue:** Kinnarps, 12 Dryden Street, London WC2E 9NA

**Price:** Free for JCC Members, £8 for non-members

### 27 Nov: The JCC & McGuireWoods Fancy Schmancy Christmas Party

Join us for a sparkling night in the Ballroom at Radisson Blu Portman Hotel in central London.

**Time:** 19.30 - 02.00

**Venue:** Radisson Blu Portman Hotel, 22 Portman Square, W1H 7BG London

**Price:** £55 for JCC Members, £75 for non-members

### 06 Dec: The Management Forum: Climbing the Ladder

More information will follow shortly.

**Time:** Evening

**Venue:** TBA

**Price:** TBA

### 10 Dec: JCC St. Lucia Party at Whisky Mist

Join the JCC for a great night out at Whisky Mist to celebrate St. Lucia on Friday 10 December.

**Time:** 22.00 until late. Complimentary drink until 22.30. Free entrance for JCC Members until 23.30 (upon presentation of membership card and personal ID) and until 23.00 for non-members.

**Venue:** Whisky Mist, 35 Hertford Street, Mayfair, London W1J 7SD

**Price:** Free for JCC Members, £5 for non-members



SIGN UP ON [SCC.ORG.UK/JCC](http://SCC.ORG.UK/JCC)



## Celebrate Christmas in style with the JCC

Do not miss this year's hottest Christmas event in London! On Saturday 27 November, the Ballroom at Radisson Blu Portman Hotel is ours, and we you promise a sparkling, fancy schmancy Christmas party.

You do not want to miss this, so sign up immediately on [www.scc.org.uk/jcc](http://www.scc.org.uk/jcc).

See you!

## Dear JCC Member,

As Christmas is approaching quickly, we are delighted to invite you all to the event of the season: **The JCC & McGuireWoods Fancy Schmancy Christmas Party** 27 November. The seats are filling up quicker than we could imagine so make sure you buy your ticket straight away! For more information, see our website [scc.org.uk/jcc](http://scc.org.uk/jcc). Do not miss this one.

We are glad to tell you that we have just received the **newly designed JCC Membership cards** that will be sent out to all of you shortly. Always remember to bring the card with you as it gives you several different discounts and benefits. For more information what offers are connected to the JCC Membership card, please see the Incentives List that you have earlier been sent from us or contact us and we will tell you more about it.

On 1 October, almost 200 JCC Members and guests joined us for a great after work party at Boujis in South Kensington. We spent a late night out together and enjoyed drinks and good company at the popular venue that quickly filled up. Now, the JCC November agenda is packed, so do not forget to sign up for all the events on our web.

We hope to see you all soon!

Best regards,  
 Hilma Gustavsson & Fredrik Hagenius



## The Entrepreneurship Forum is back

It is with great honour we would like to re-introduce the Entrepreneurship Forum, with a slightly new approach. In the upcoming seminar on 23 November, you have the opportunity to meet two former bankers, Christian Falster and Paul Kaliszewski, and take part of their stories and experiences from leaving a high income job to start their own businesses. Don't miss out.



## 29 SEPTEMBER | JOINT NORDIC EVENT WITH BJÖRN WAHLROOS, SAMPO PLC

On 29 September, Björn Wahlroos, Chairman of Europe's eight-largest insurer Sampo and Deputy Chairman of the Board of Nordea, discussed the future of European banking at this Joint Nordic event followed by drinks at the Armourers Hall.

**Pictures 1.** Björn Wahlroos, Sampo PLC **2.** Heini Heideman, IF P&C Insurance and Tapani Poytaniemi, Treston House **3.** Jukka Salo, Finpro and Pekka Huhtaniemi, Ambassador of Finland



## 07 OCTOBER | ANGLO-SWEDISH TRADE SEMINAR IN NEWCASTLE

The Swedish Chamber of Commerce commemorated and hosted the newly opened Chapter of the Chamber in Newcastle-Upon-Tyne with an Anglo-Swedish trade seminar to promote internationalism and technology, areas of interest to both north east England and Sweden.

**Pictures 1.** Stephen Blanks, Gateway North East **2.** Eric Andersson and Kevin Rogers, both Elanders **3.** Guest with H.E. Nicola Clase, Ambassador of Sweden **4.** Caroline Theobald, Chairman of Swedish Chambers of Commerce's Chapter in Newcastle **5.** Curt Luks, Pricelndx and Carolina Jönsson, Enlink





## 12 OCTOBER | MASTERCLASS: SUCCESS MADE SIMPLE

In the Masterclass “Success Made Simple” Jeremy Glyn, Founder of Pathfinders in partnership with Brian Mullis, Integrity Ltd, discussed how we can/should think to reach the goal of success.

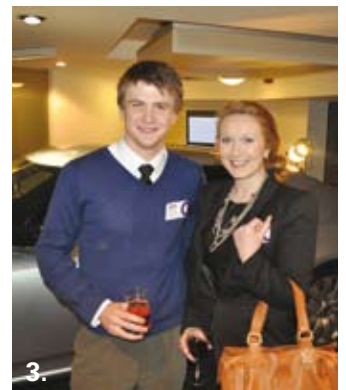
**Pictures 1.** Susanne Blomberg, Boardtalk and Peter Weltenius, Expect Move **2.** Hanna Lindqvist **3.** Speaker Jermyn Glyn, Pathfinders **4.** Timo Lukkarinen, Netjets and Greg Whittaker, Elevation Co



## 21 OCTOBER | SWEDISH RECEPTION AT SAAB CITY

The Swedish Chamber of Commerce invited all members to an exclusive Swedish reception at Saab City London, the UKs flagship dealership and the largest in the world, presenting the brand new Saab 9-5 followed by some tasting of Scandinavian food and drinks in celebration of Swedishness.

**Pictures 1.** Stig and Marianne Bengmark **2.** Andrew Hill and Simon Rosenthal, both Saab City **3.** Bronwen Vienna, Off to Work with guest **4.** Jonathan Nash, Saab GB **5.** Erik Carlsson, Rally driver



# SWEDISH CHAMBER OF COMMERCE



FOR THE UNITED KINGDOM

## Join the Chamber network

This space is dedicated to the new members of the Swedish Chamber of Commerce. Showcasing the products and services of new members is essential in growing the Anglo-Swedish network and the Swedish Chamber of Commerce takes pride in presenting numerous new members annually in LINK. The membership provides a number of opportunities to present yourself and your company. Below you find some of the benefits and services that the Chamber offers to its members. Further information can be found on our website on [www.scc.org.uk](http://www.scc.org.uk)

## Access to events

By joining the network you get access to a rich supply of business events. The Swedish Chamber hosts more events than any other foreign Chamber in the United Kingdom. These events include high profile seminars, briefings of interesting topics, speaker luncheons, networking and social gatherings, most of which are free of charge and open to all staff at member companies. In 2010 you will be able to enjoy some new events series including "Next Generation", "Get to know your country" and "Financial Forum".

## PR and Marketing

Apart from presenting new members when joining, the Chamber offers PR and marketing opportunities to a niche Anglo-Swedish business community, consisting of CEOs, Managing Directors, Line Managers and young professionals. LINK is the single most efficient way of reaching the network, 98% of the members read the magazine according to the member survey in 2009. Other communications channels include publications, and online services via the web and e-mail.



### Priceindx AB

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## Priceindx helps our customers to have the right price at the right time

It's very much the same in every business. If you know what your competitors are doing it makes it easier to take the right decisions for getting the business. This is the Priceindx concept, "Your information compared".

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The competitor situation is very dynamic and changes constantly. This is especially true in the world today with all products with prices and features transparent through the Internet.

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The consumers compare products on specification level and then they factor in the supplier reputation before making their purchase decision.

We supply today many global brands/companies who know how important it is, and the value to be aware of what their competitors are doing before they

establish the price of new products to be launched as well updating their prices on existing products in the market today.

Every company will benefit from "real time" and accurate information which can be sent either directly to their email inbox or straight into their own business system with a compatible delivery method, i.e. csv-file or similar.

For more information, visit us on [www.priceindx.eu](http://www.priceindx.eu) and see for yourself with our free trial.

## Innovative index engineer acting in close collaboration with Thomson Reuters for dynamic indexing.

QLAB Invest Ltd specialises in intelligent index engineering with the vision of merging active premium and risk management with the true benefits of passive management. As a co-branded activity with Thomson Reuters, the focus of the company is to translate in-house driven research into cutting edge proprietary index solutions for replication.

With core competence in quantitative methods, portfolio construction and programming, members of the LAB focus on cutting edge research across asset classes globally. The aim is to develop systematic, non-subjective models that exploit repeating tendencies in investor behaviour, irrational choice making, greed and fear.

Analytical observations and tested assumptions are converted into full scale investment models, which are stress tested using in and out of sample data sets, as well as nonlinear stochastic modelling.

Completed models are applied on the powerful platform of Thomson Reuters

and launched as dynamic index solutions suitable for a range of investment products, such as ETFs, by Thomson Reuters. The implementation, model validation and system integration is undertaken exclusively by Thomson Reuters. The specific function of the LAB is to act as an engineer of innovative solutions suitable for indexing. The collaboration between Thomson Reuters and the LAB brings integrity and independence to innovation.

The philosophy of the members is to embrace active premium, sound risk management principles, superior portfolio economics, liquidity and transparency.



### QLAB Invest Ltd

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## Mindbench - specialist recruiters for the management consultancy sector

Management consultancy is a dynamic and growing area of the UK economy with excellent opportunities for bright and ambitious professionals

Mindbench's clients include the "Big 4" management consultancy firms such as Deloitte, Ernst & Young, strategy consulting firms such as Boston Consulting Group and OC&C Strategy Consultants, an array of specialist management consulting firm boutiques. Mindbench also works for other organisations which are looking to acquire specialist consulting firm talent. These include major banks, private equity firms FTSE 100 companies and high growth entrepreneurial businesses.

Mindbench attracts the best management consultants in the industry and works with clients in the UK and internationally, including Europe, Middle East, Russia and Asia. Within Europe, several of Mindbench's clients use London as a hub for their consulting operations and foreign languages are very useful. Mindbench is always looking for management consultants who have Scandinavian languages (including Swedish, Danish,

Norwegian and Finnish) with English fluent as well. Mindbench hopes that by joining the Swedish Chamber of Commerce they will be able to engage further with Swedish people working within the area of management consultancy in London, as well as building connections with Swedish firms with are interested in recruiting or sourcing management consultants on a permanent or project basis.

Mindbench provides a high quality recruitment service, really getting to understand the candidate's particular motivations and interests and briefing them effectively on opportunities in the market. They also provide rich insights for their clients in terms of in-depth candidate interviewing and selection, market trends and salary data, and provide additional recruitment services such as psychometric and aptitude assessment.



### Mindbench

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**MEET:** RICHARD KELLY, MANAGING DIRECTOR ALFA LAVAL UK

# A Brit with Swedish Management Skills

**Fluent Swedish-speaker Richard Kelly is the Managing Director at Alfa Laval UK. The company, which has its headquarters in Lund, Sweden, was founded in 1883 and is a leading producer of specialized products and solutions used to heat, cool, separate and transport products such as oil, water, chemicals, foodstuffs and pharmaceuticals. Alfa Laval has a broad geographic coverage and sells its products in around 100 countries.**

WORDS: ANTON ASSARSSON

## **What is your role as managing director at Alfa Laval UK?**

I am a part of the representation of Alfa Laval's products in the UK and responsible for the sales company. Of course, I oversee the generation of business in the UK and Ireland. But more importantly I am managing the company and its people, which is more of a motivational and inspirational challenge: getting 160 people to strive for the same goals.

## **How did you come to be Managing Director at Alfa Laval?**

I have a long history with the company. I started at Alfa Laval in the UK in 1988 and worked there until 1994 at which point I moved to Sweden and the division in Tumba outside of Stockholm. There, among other things, I worked with the development of an oil separator. When the development was completed I moved to Monza in Italy to see the production of that device through, and when I had done so I moved back to Tumba. I came full circle when I came back to Britain as Managing Director in Camberley. I have gathered a fairly broad knowledge of the market, even though my current position is more of a leadership position. And now, there is less travelling to do.

## **What has been your inspiration going in to the corporate world?**

It is having a bigger and better overview of what is happening globally: From distribution to marketing to strategy. But also interacting with the group management within Alfa Laval and watching the company grow in profitability and innovation.

## **Is there any defining moments in your career that you would like to share?**

As a manager it is being more attuned to the Swedish way of conducting business. It has changed my outlook on life.

## **What is your most crucial advice for someone aspiring to success in your chosen field?**

To think global, act local and always provide excellent customer service. You have to be multi-skilled and a businessman as the company has

“ Here the Managing Director is supposed to make all the decisions, but we try to apply the Swedish way of thinking ”

so many products that can be applied in a wide range of applications. Our principal strength at Alfa Laval is that we are able to discuss matters and share experiences person to person, across the globe and across cultures.

## **Is there any difference between working at a Swedish company compared to a British one?**

There is no doubt more openness when it comes to problems, discussions and finding solutions. And much more shared responsibility, which can be a good and a bad thing. Sometimes it might slow things down and yet everyone is sure of the direction ahead! There is also understandably a massive change when moving from a central position to a more front line sales organisation.

## **You have lived in Sweden. In your opinion, what are the biggest cultural differences**

## **between Sweden and the UK?**

You try new things much faster in Sweden than we do in Britain. There is less caution than in the UK, which is a little bit more conservative. For instance telecommunications and systems are far more advanced and quicker in Sweden, although the UK has plans to catch up. Partly, this is due to the fact that the population in Sweden is far smaller than the UK, which is also growing at a much faster rate and that brings its own peculiar challenges.

## **What are the most interesting things that lay in the future for Alfa Laval?**

The environment. We actually have products that both help the customer and benefit the environment. Environmental issues are very important right now and will probably become more so in the future. Our products are generally classified under the term Clean Technologies or Cleantech. These are utilised in many industries and applications on the global stage. In the UK, our particular focus is on helping convert waste to energy, treating municipal and industrial waste water and the really hot topic of reducing emissions and capturing carbon from power stations.

## **What do you think are some of the more interesting things happening in the corporate world right now?**

Alfa Laval is aiming to grow organically and through acquisitions. The latter makes life very interesting because it means integrating complementary technologies into the Alfa Laval portfolio. New colleagues also bring new approaches to business and that can be very refreshing and energising. So there will always be new challenges to meet as new companies join the group. ●



A fashion advertisement featuring two models. The model on the left has long blonde hair and is wearing a dark blue and grey striped jumper with a white stripe on the sleeve. The model on the right has long brown hair and is wearing a grey textured jumper. Both are wearing grey leggings. The background is plain white.

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