



SWEDCHAM.CHINA  
中国瑞典商会

## Annual Report 2018

*Annual General Meeting*

2019-05-10

“风向转变时,有人筑墙,有人造风车。”

“When the winds of change blow, some build walls, some build windmills.”

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## Summary

In 2018, the pace of activities picked up: the total event count was up 30% year-on-year, and the highest since 2013, and the participation average was stable at 20 participants per event. Membership grew again for the first time since since 2015, up to 258 corporate members, and finances set to stabilize.

During the year, SwedCham China continued on a path of increased importance as a bearer of knowledge and constructive player among its closest partners as well as in the public debate. Various white papers and reports offering unique insights received widespread attention.

Internally, 2018 saw a continued focus on process improvements and strategic business development (event formats, trainings, etc.). A structural review was also put in motion, empowering the regional offices with more autonomy and responsibilities, including for their own profits and losses from events.

The year was also marked with 20 year anniversary celebrations culminating with a Gala Ball on October 20 in Beijing.

## What's new

### Member Value & Business Model

- Systematic member visits
- New network groups (SME CEO in Beijing)
- Boosted event offering, in number and diversity

### Image & Communication

- Dragon News online ([www.dragonnews.se](http://www.dragonnews.se))
- Work ongoing on refined social media strategy
- No Plastic! campaign

### Organization & Staffing

- In-house Finance Assistant (part-time)
- New, more accessible office in Beijing
- Revised time frame for Anders Wall scholar

## KPI Review

During 2018 the Board worked on introducing KPIs to measure and follow up on the Chamber's performance. Overall, these KPIs have been met or surpassed. Member visits stands out as an outlying value at 30% of members visited. In absolute terms, this still means 76 individual visits since the KPIs we adopted in the late spring of '18. Proactive initiatives such as member hotspot and phone interviews have been developed to increase that percentage.

KPI	Sub-level	Goal(s) in B.P.	Acc. Target	Year to Date	% of target
<b>1. Member Satisfaction</b>		1.1			
	Member satisfaction in Survey	1.1	75%	84%	112%
<b>2. Media Presence &amp; Representation</b>		2.2			
	One public article per month	2.2.3	10	8	80%
	One report for each visiting official	2.2.4	100%	50%	50%
<b>3. Events &amp; Attendance</b>		1.1.2, 1.1.4			
	Number of events in Beijing	1.1.2, 1.1.4	35	41	117%
	Number of events in Shanghai	1.1.2, 1.1.4	45	45	100%
	Average number of attendees in Beijing	1.1.2, 1.1.4	20	19.7	99%
	Average number of attendees in Shanghai	1.1.2, 1.1.4	20	20.2	101%
<b>4. Member Contact &amp; Follow-Up</b>		1.1.3			
	Total members visited	1.1.3	90%	30%	34%
	Exit interviews carried out	n/a	100%	100%	100%
<b>5. Membership Recruitment &amp; Retention</b>		1.1.5, 1.2.2, 1.2.3			
	Half of identified Swedish companies as member:	1.1.5, 1.2.2, 1.2.3	50%	68%	136%

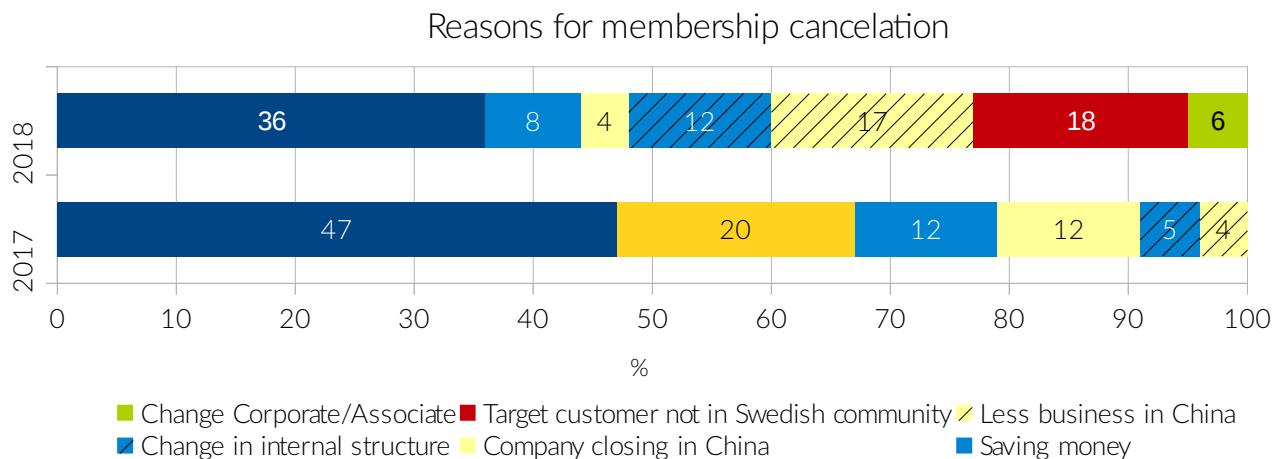
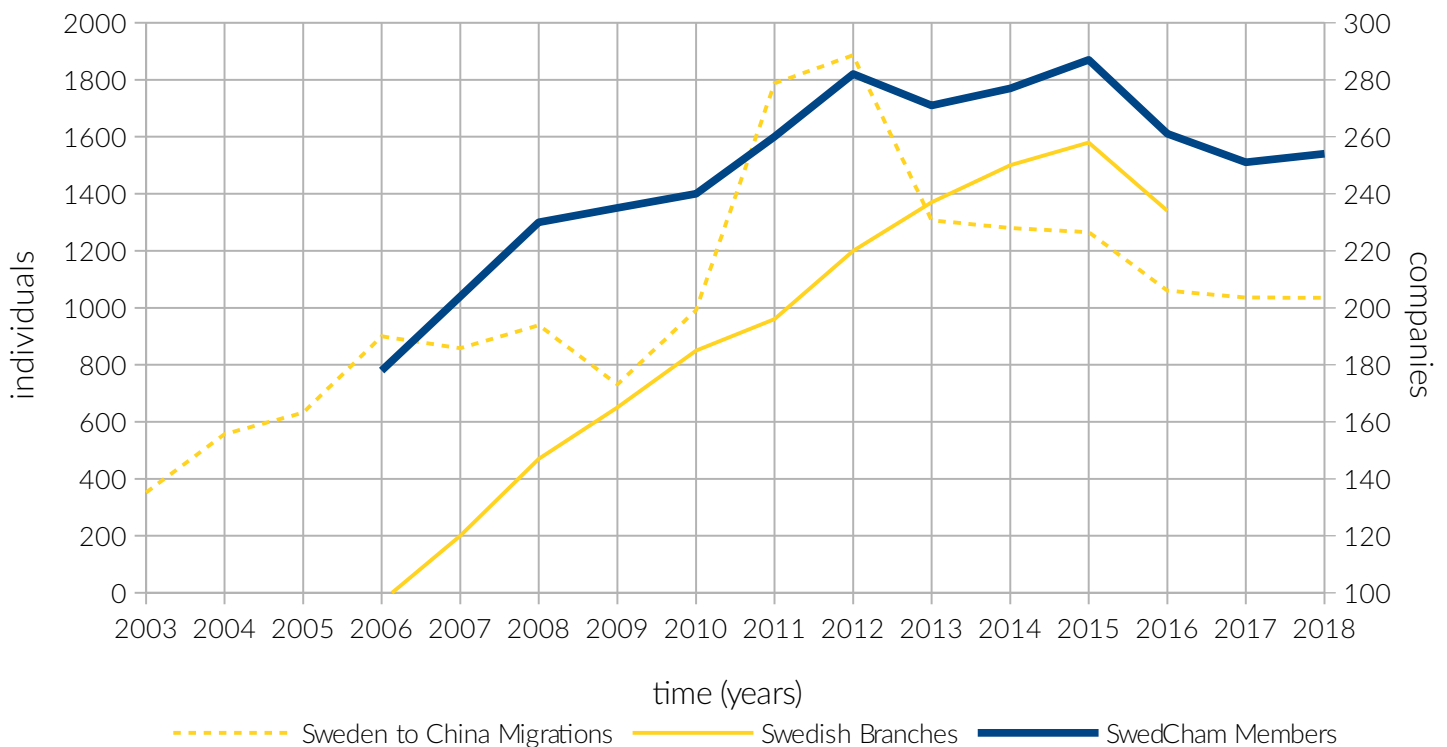
## Membership

In 2018, membership count picked up and increased to 254, the first increase since 2015.

The geographical distribution remained unchanged overall (BJ: ~30%; SH: ~60%; Others: ~10%). The number of associate members was on the increase again.

	2013	2014	2015	2016	2017	2018
Corporate Members in Beijing	91	90	87	80	79	71
Corporate Members in Shanghai	161	167	175	157	153	129
Corporate Members in other cities	19	20	25	24	20	54
<b>Total Corporate Members</b>	<b>271</b>	<b>277</b>	<b>287</b>	<b>261</b>	<b>252</b>	<b>254</b>
Total Associate Members	27	12	12	6	8	13

SwedCham's Evolution Throughout the Years



## Events

The number of events in 2018 was up from the previous two years, thanks to better routines, more experienced colleagues and better member engagement. At the same time, focus was kept on sharpening the Chamber's offering, reviewing routines for organization and formats.

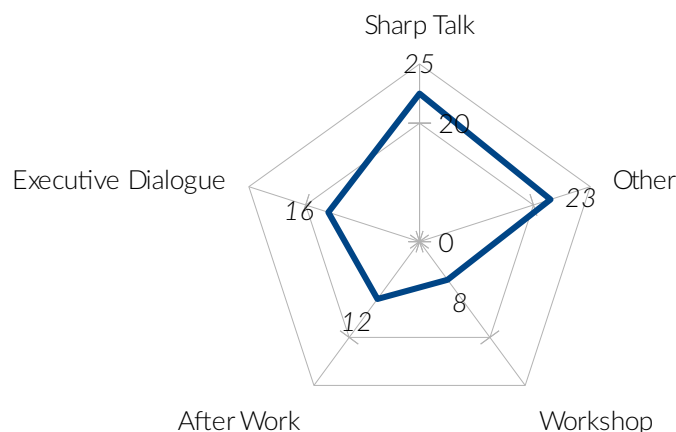
The year 2018 also saw the organization of the first Nordic Dragon Boat Tournament in Beijing, SwedCham China's 20-year Anniversary Ball in Beijing on October 20. The event was attended by 200 guests, with Swedish chef Benny Adler and Swedish band Movits! flown in from Sweden for the occasion.

Historical evolution of event distribution:

	2013	2014	2015	2016	2017	2018
Events in Beijing	45	29	34	39	27*	41
Events in Shanghai	61	47	43	41	32*	45
Events in other cities	3	0	3	1	1	2
<b>Total Events</b>	<b>109</b>	<b>56</b>	<b>80</b>	<b>81</b>	<b>60</b>	<b>88</b>

\*estimated from data 2017-04-01 – 2017-12-31

Distribution of SwedCham events by event type in 2018



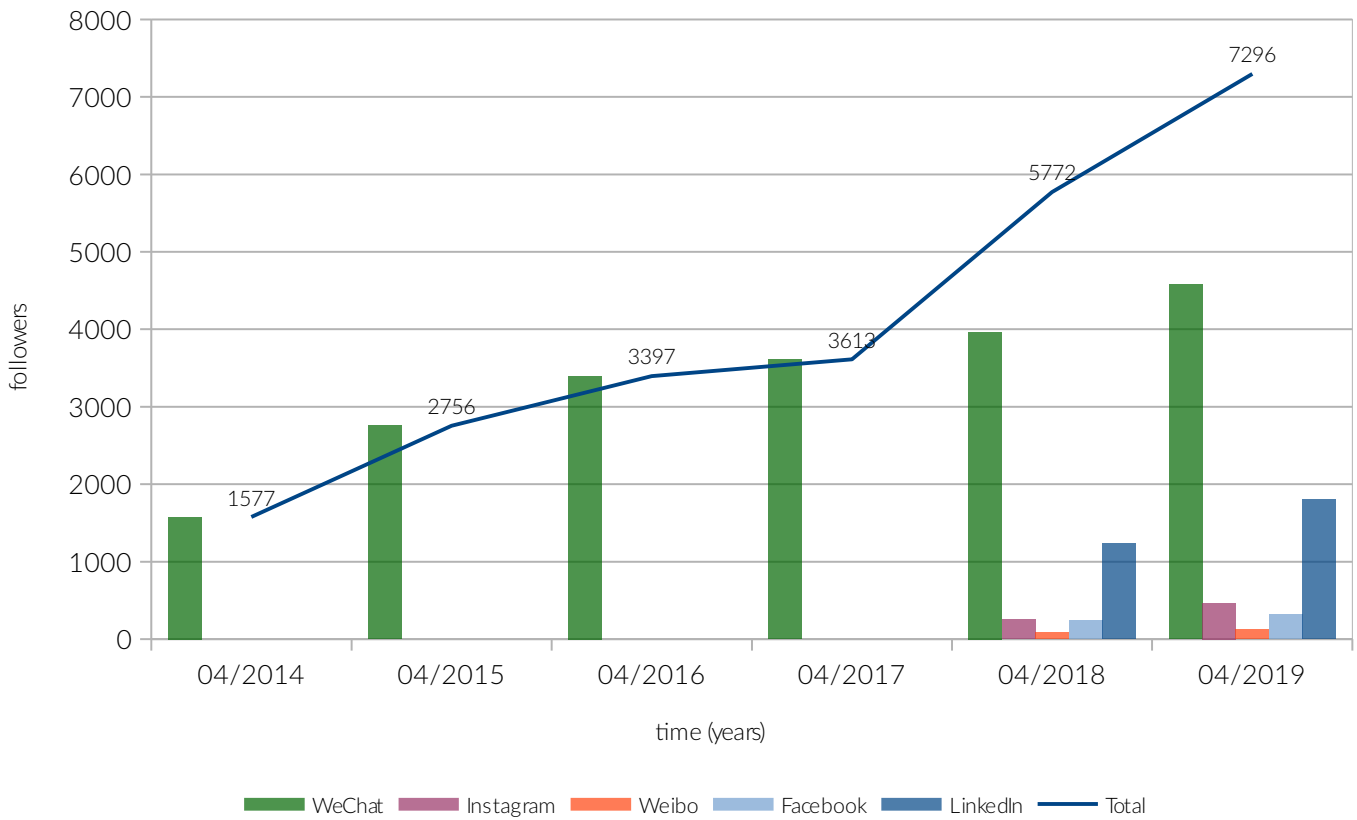
## Media Presence

During 2018, further focus was put on increasing the reach of SwedCham's social media channels as well as SwedCham's presence in other media. Of all channels, WeChat, LinkedIn and Instagram were the most successful in terms of follower growth and engagement.

The process of tailoring content for each channel began during 2018, with LinkedIn specializing in professional content, updates and sharing reports, WeChat being used mainly for event communication and Instagram sharing the day-to-day life of SwedCham's offices and events.

Special attention was also given to developing SwedCham's relevance in the public debate and other channels, with reports and insights. Examples of media presence include Sveriges Radio, TT, Ingenjören, ScandAsia and other Chambers' channels.

SwedCham's Communication Outreach (followers, non-consolidated)



## Finances

	Result 2015	Result 2016	Result 2017	Budget 2018	Result 2018
<b>Income</b>					
Membership fees	1,848,184	1,704,058	1,873,518	1,650,000	<b>1,787,142</b>
AGM Income	141,040	52,141	0	40,000	<b>5,667</b>
BJ Events income	377,995	277,364	203,950	130,000	<b>193,669</b>
SH Events income	542,102	686,303	260,854	250,000	<b>167,822</b>
SZ Events income	0	0	0	0	<b>0</b>
20-Year Anniversary Income	0	0	0	260,000	<b>245,757</b>
Member insurance	0	0	0	0	<b>365,443</b>
Suzhou Events Income	11,456	0	0	0	<b>0</b>
Dragon Partner	297,087	408,495	291,262	354,000	<b>415,777</b>
YP Beijing income	46,602	76,550	81,117	0	<b>220,816</b>
YP Shanghai income	42,842	179,211	48,466	0	<b>140,107</b>
Member Directory Advertisement	61,165	50,485	10,194	20,000	<b>0</b>
Dragon News Advertisement	234,401	233,052	190,380	150,000	<b>75,703</b>
Web Advertisement	5,825	5,825	0	0	<b>0</b>
Interest income	28,422	18,069	2,501	0	<b>23,755</b>
Non-operating income	330	113	2,033	0	<b>2,115</b>
<b>Total Income</b>	<b>3,637,454</b>	<b>3,691,665</b>	<b>2,964,275</b>	<b>2,854,000</b>	<b>3,643,772</b>
<b>Cost of Activities</b>					
AGM costs	177,263	51,909	0	50,000	<b>35,107</b>
BJ Events costs	261,557	207,144	181,056	100,000	<b>170,498</b>
SH Events costs	347,042	563,360	246,016	200,000	<b>170,131</b>
SZ Event costs	0	0	0	0	<b>0</b>
20-Year Anniversary Costs	0	0	0	310,000	<b>382,722</b>
Member insurance				0	<b>335,526</b>
Suzhou Events costs	7,067	0	0	0	<b>0</b>
Meet & Greet Event				24,000	<b>8,397</b>
YP Beijing events cost	56,602	76,550	75,950	0	<b>154,818</b>
YP Shanghai events costs	61,123	179,211	156,711	0	<b>189,413</b>
Dragon News Costs	217,409	256,914	202,288	200,000	<b>195,252</b>
Member Directory Costs	41,810	39,282	34,549	15,000	<b>0</b>
Events Income Business Tax	13,364	14,741	9,595	10,000	<b>16,658</b>
<b>Total Cost of Activities</b>	<b>1,183,236</b>	<b>1,389,111</b>	<b>906,165</b>	<b>909,000</b>	<b>1,658,521</b>
<b>Gross Profit</b>	<b>2,454,217</b>	<b>2,302,553</b>	<b>2,058,109</b>	<b>1,945,000</b>	<b>1,985,251</b>
<b>Expenses</b>					
Local staff	268,658	280,365	170,017	250,000	<b>227,553</b>
CIIC Service Fee	25,000	22,644	93,814	24,000	<b>17,287</b>
Foreign staff	1,416,206	927,807	729,962	880,000	<b>936,099</b>
<b>Total staff expenses</b>	<b>1,709,864</b>	<b>1,230,816</b>	<b>993,793</b>	<b>1,154,000</b>	<b>1,180,939</b>
Website, technology			65,410	20,000	<b>12,509</b>
Image, communication			16,197	20,000	<b>14,325</b>
Media presence (subscriptions etc.)			0	10,000	<b>11,862</b>
Anders Wall project	6,180	3,070	0	10,000	<b>8,349</b>
Board/Chapter meeting costs	4,543	5,355	318	10,000	<b>5,425</b>
Travel costs	96,438	50,427	83,440	80,000	<b>86,720</b>
Local transportation	13,685	13,175	8,723	10,000	<b>10,575</b>
Entertainment	15,149	12,216	30,419	25,000	<b>26,088</b>
Member Visits		4,730	0	10,000	<b>638</b>
Dragon Partners Care		0	0	10,000	<b>2,538</b>
Office rental	377,134	297,375	402,128	390,000	<b>358,873</b>
Telephone & Internet	83,781	72,365	54,146	55,000	<b>29,069</b>
Stationary	28,316	28,150	33,305	30,000	<b>25,396</b>
Postage Express Service	14,983	16,353	25,463	15,000	<b>22,099</b>
Translation fees	838	1,279	1,964	2,000	<b>0</b>
Trainings fees, teambuilding	14,618	9,144	11,552	18,000	<b>21,122</b>
Gifts, sponsored marketing material	1,628	3,228	0	10,000	<b>10,725</b>
Membership fee	3,039	3,003	3,565	3,500	<b>3,192</b>
Depreciation fixed assets	20,783	12,883	20,331	20,000	<b>11,205</b>
Bank charges	8,115	4,632	4,352	8,000	<b>3,593</b>
Accounting Service Fee	18,792	28,768	13,652	23,000	<b>34,155</b>
Auditing Fee	14,200	29,544	10,300	10,000	<b>10,003</b>
Visa costs	0	0	0	0	<b>4,837</b>
Event Bank costs	0	0	5,975	11,000	<b>39,388</b>
Exchange rate differences	102	1,191	280	1,200	<b>0</b>
Stamp duty & other taxes		223	328	300	<b>4,387</b>
Debt write-off		0	0	0	<b>0</b>
Non-operating expenses		21,625	0	20,000	<b>28,431</b>
Others	18,724	6,180	6,756	10,000	<b>11,670</b>
<b>Total non-staff expenses</b>	<b>741,046</b>	<b>624,915</b>	<b>798,605</b>	<b>832,000</b>	<b>797,173</b>
<b>Total Expenses</b>	<b>2,450,910</b>	<b>1,855,732</b>	<b>1,792,398</b>	<b>1,986,000</b>	<b>1,978,112</b>
<b>Total Costs</b>	<b>3,634,146</b>	<b>3,243,182</b>	<b>2,698,564</b>	<b>2,895,000</b>	<b>3,636,634</b>
<b>Net Profit for the Year</b>	<b>3,307</b>	<b>446,822</b>	<b>265,711</b>	<b>-41,000.00</b>	<b>7,139</b>