



SWEDCHAM.CHINA  
中国瑞典商会

ANNUAL

REPORT

2020





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## SUMMARY OF THE YEAR 2020

Year of 2020 will always be remembered as the year of Covid 19, with all the tragedy and hardship it spread over the world. Thanks to China's fast response to the pandemic, most of our member companies in China made a good financial year overall, in the midst of a growing and steady Chinese economy. 2020 also became the year of All Time High for SwedCham China in the following aspects; Revenue, number of Events, number of Member Meetings, as well as following new initiatives; launch of new website, launch of SwedPod Podcasts, and the creation of the new membership type - SwedCham YP. With the combination of dramatic cost cuts and increased revenue, we made a profit of 250 000 RMB at end of 2020. This is to be compared with 2019, where SwedCham China carried a loss of 450 000 RMB.

Together with Team Sweden, we launched the Business Climate Survey 2020, as well as a survey on the HR situation in China.

The major learning we made from 2020 is the digitalization of the Chamber and to make webinars as an attractive form of event. Out of the total 152 events we organized, 67 of them were webinars and we feel confident that we have found an efficient new way to communicate and connect with our members all over China.





# MEMBER INFORMATION 2020

## PAID MEMBERSHIPS

186 corporatemembers for a total of 1.326,700RMB

22 SwedCham YP members = 8080 RMB

8 associates members = 16000 RMB

Corporate members by city:

Beijing: 54

Shanghai: 78

Others: 54

17 cancelled memberships and 17 new members





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# FINANCE 2020

## BALANCE SHEET

### Swedish Chamber of Commerce in China Balance Sheet December 2020

Cash		0.00	Trade payables	4	0.00
Bank		903,773.60	Receipted in advance	5	0.00
Receivables	1	187,636.34	Payable tax	6	10,300.43
Other Receivables	2	63,068.84	Accrued payroll	7	0.00
Advance payment	3	30,466.90	Other payables	8	18,337.66
Prepaid expenses			Accrues expenses		
Fixed Assets		369,354.07	Net profits from previous years		932,585.52
Accum Dep. - Fixed Assets		(341,956.93)	Net profits (December 2020)		251,119.21
<b>Total Assets</b>		<b>1,212,342.82</b>	<b>Total Equity</b>		<b>1,212,342.82</b>

# OUR ACTIVITIES

## 127 TOPIC EVENTS

67 webinars

51 physical events

These events are treating highly relevant topics within the economy, supply chain, production, and the environment. In 2020 we had a majority of these events in the form of Webinars.

## SwedPod PODCASTS

2 from Beijing

2 from Shanghai

SwedPod is a new feature published every second month. We had so far as

interviewees:

Shpetim Arifi,

Fredrikssons

Michelle Zhao,

Volvo Cars

Tom Grimmer,

KREAB

Tom Xiong,

Moving Shanghai

## FACILITATOR ROLE

SwedCham China carries the role as facilitator for our members and stakeholders as we serve as a platform to get to the right information, courses, and networking through our events and courses.

## 5 TRADITIONAL PARTIES

2 in Beijing

3 in Shanghai

We have every year traditional parties in both Beijing and Shanghai. These include Crayfish parties, Christmas parties, Spring parties and Midsummer parties

## 25 COURSES & WORK SHOPS

These courses have different shapes and contents; Swedish language course, Management courses, Supply Chain workshops, etc

## Newfeature; 4 FACTORY TOURS

2 in Beijing

2 in Shanghai

These factory tours to our member companies are increasing in interest, where the Chamber organizes all from transportation to lunch or AW linked to the tour.



# COMMUNICATION CHANNELS



## LINKEDIN ACCOUNT

3600 followers in 2020



## WECHAT ACCOUNT

2020 we got 554 more followers,  
reaching 5809 followers

## HOMEPAGE

450 visitors per week on the  
homepage



## NEWSLETTERS

we send monthly newsletter to our  
8000 contacts in our database

9 859  
online  
followers/  
week



# HOW WE WORK

1 OFFICE in Beijing  
1 OFFICE in Shanghai

## Membership fees & Events

MEMBERSHIP FEES is the main source of income for the Chamber that will account for about 51% of the Chamber's income. We have several levels of fees, depending on the size of the member company.

CORPORATE PARTNERS account for 14% of the Chamber's income.

Our Corporate partners in 2020 were:

*Gold Partners:* Volvo Cars, Volvo Group, White Peak/Steyr, SEB, Mannheimer Swartling, Atlas Copco, and Handelsbanken.

*Silver Partners:* Scandic Foods

EVENTS & COURSES account for 34% of the Chamber's income. We had a total of 152 events in 2020, attracting 4603 attendees

MEMBER MEETINGS are a very important part of our organization. In 2020 we conducted 188 member meetings.





# PLAN GOING FORWARD 2021

## HIGHLIGHTS

- Launch of SwedCham Academy
- Developing and expanding the Factory Tour concept
- Developing a Chamber presence in GBA(Greater Bay Area)
- Launch of Team Swedens support package following BCS: Human Resources seminars, Corporate Social Credit System workshops, B2B Online sales seminars.
- Launch of "China Insights" weekly editorial content, in cooperation with KREAB.

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# Corporate Gold Partners

WIKBORG|REIN

**S|E|B**



## Corporate Silver Partners



A special thanks to our Corporate Partners for supporting the Swedish business community in China.





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