



# Swedish Chamber of Commerce in China Election Committee

2021 Proposal

# 2021

Nominee	Representing	Position	Location	Gender	Industry
<b>Ludvig Nilsson</b>	Jade Invest	<b>Chairman</b>	Shanghai	Male	Service
<b>Sinisa Krajnovic</b>	Ericsson	<b>V. Chairman Beijing</b>	Beijing	Male	Industry
<b>Per Lindén</b>	Scandic Food	<b>V. Chairman Shanghai</b>	Shanghai	Male	Trade
<b>Christian Ulloa</b>	ICA Global Sourcing	<b>Treasurer</b>	Shanghai	Male	Trade
<b>Felicia Lindoff</b>	Beijing Beigen Beigen Cultural	Director	Beijing	Female	Service
<b>ZZ Zhang</b>	ABB	Director	Beijing	Male	Industry
<b>Peter Ling-Vannerus</b>	SEB	Director	Beijing	Male	Service
<b>Edith Wang</b>	Bulten	Director	Beijing	Female	Industry
<b>Andreas Björk</b>	AQ Group	Director	Shanghai	Male	Industry
<b>Wang Rui</b>	IVL Swedish Environmental Research Institute	Director	Beijing	Male	Service
<b>Tony Wang</b>	Nordic Match	Director	Shanghai	Male	Service
<b>Michel Qin Zhao</b>	Volvo Cars	Director	Shanghai	Female	Industry
<b>Daniela Ling-Vannerus</b>	Swedcham	GM	Beijing	Female	Service
// 13		4 Office Bearers 8 Directors 1 General Manager //13	6 Shanghai 7 Beijing //13	4 Female 9 Male //13	6 Service 5 Industry 2 Trade //13



### **Background**

Ludvig co-founded the private equity firm Jade Invest in 2005 in Shanghai. In his current capacity, Ludvig is responsible for overseeing day-to-day activities of the firm’s Shanghai office, including investment management, investor relations and internal operations, as well as several board directorships in Jade’s investments. Ludvig’s previous experience includes PwC Transaction Services Strategy Group (London), Roland Berger Strategy Consultants (Shanghai) and Longshine Technology (Beijing & Shanghai).

Ludvig holds a BA in Chinese and Management from The School of Oriental and African Studies (SOAS), University of London, and is a fluent Mandarin speaker.

### **Ludvig Nilsson**

Managing Partner & Co-Founder  
Jade Invest

### **Mission Statement**

I first arrived in China 25 years ago and have lived in China for over 20 years. For most of my time here, I have focused on gaining a deep understanding of the local market and how Chinese companies are developing. I would like to bring this experience to Swedish companies, to help them develop better in China. This means finding ways to sharpen the tools to compete effectively with leading local companies in China, as well as finding win-win partnerships with Chinese companies for the Chinese and international markets.

I also think the chamber has an important role in helping Chinese employees in Swedish companies to understand Swedish culture, communication and leadership style as well as values. This is important to help Swedish companies attract and motivate the best talent as well as building support for the Sweden brand

Years in Board	Position	Previous Position
New	Suggesting election as Chairman of the Board	-



## Dr. Sinisa Krajnovic

Executive Vice President and Head of  
Digital Services, Market Area North  
East Asia  
Ericsson

### Background

Sinisa Krajnovic is Executive Vice President and Head of Digital Services in Market Area North East Asia at Ericsson. He is responsible for Ericsson Digital Services business in Mainland China, Hong Kong, Macau, Taiwan, Japan, and South Korea. Since 2018 he lives and works in Beijing, China.

He is an experienced Board Member, including both Chairman of the Board role and Board Director role, on various Ericsson local companies and joint ventures boards, as well as on chamber of commerce and business school boards.

Previously, Krajnovic served as Vice President and Head of Development Unit Networks in Ericsson, living and working in Stockholm, Sweden. He led more than 15,000 engineers in the global R&D organization that focuses on technology leadership of Ericsson's hardware and software Radio Access Network products.

### Mission Statement

I'm excited about contributing to the SwedCham China's Main Board of Directors. I'm committed to take an active and engaged role in the development of the business of the Swedish Chamber of Commerce in China.

I'm dedicated to enhancing business opportunities for our member companies. As a senior executive in Ericsson, I'm particularly interested to drive industry and technology topics. Through my experience as a professor in business schools in China and Europe, I will actively support chapter's activities in the educational field. I will use my current and previous board director's experience to contribute to developing the chamber itself.

Years in Board	Position	Previous Position
New	Suggesting election as Vice Chairman Beijing	-



## Christian Ulloa

COO Asia

GM China

Ica Global Sourcing

### Background

Christian Ulloa is an FMCG executive with wide experience in establishing strategic partnerships, developing new business within international trade, global sourcing, supply chain and private label product development. Since 2015 he has been leading ICA operations within sourcing and trading for China and Asia in various roles such as CFO, GM, and COO. He has also volunteered within both business and social networks during his time in China, including as the Chair of the Nordic CFO Network in China.

### Mission Statement

As an active member of our Chamber's community, I would like to foster a pro-business climate and to promote synergies among our members so we could together champion sustainable collaborations and economic growth.

Years in Board	Position	Previous Position
New	Suggesting election as Treasurer	-



## Per Lindén

Scandic Foods Asia

Per Linden is the founder and CEO of the Scandic Far East Group of companies.

He started to do business with China in 1991 and has been living in China since 2002. After a 20 year international career in the Sandvik group, having been based in Sweden, USA, Singapore, Japan and China, Per founded Scandic Sourcing in Shanghai in 2006, and later Scandic Foods Asia and iQubator.

Per enjoy the complex, but entrepreneurial environment in China and believe Swedish businesses has a lot to learn from each other, that the chamber is an ideal platform where we all can share our experience and that active engagement and alignment with Swedish and Chinese government organizations is beneficial for our members.

Years in Board	Position	Previous Position
5	Suggesting election as Vice Chairman Shanghai	Director



## ZZ Zhang

ABB

My goal by taking up the board membership is to increase the value of Swedish Chamber of Commerce to all member companies.

As the business environment is changing rapidly, our chamber needs to adjust our value to the members accordingly. I see the following opportunities and is willing to offer my contribution: 1. Most of the MNCs are being challenged with local competition. We need to jointly find an new model to grow. 2. More and more Swedish companies are headed by Chinese managers and the Chamber needs to offer valuable business support to them. 3. We have many small and medium sized Swedish companies, our Chamber can offer a lot of best practice sharing and coaching with them and help them to grow business in China.

Years in Board	Position	Previous Position
3	Suggesting re-election as Director	Director



## Edith Wang

Bulten Fasteners

Ms. Wang started her career in the international hotel chain Accor, and was hired as Office Manager Shanghai at Swedish security consultancy PSU in 2009. In 2013 she was recruited as the HR & Admin Manager for Bulten Fasteners in Beijing, and was subsequently promoted to the Managing Director in 2017, a role she has held since then.

Years in Board	Position	Previous Position
2	Suggesting re-election as Director	Director



## Peter Ling-Vannerus

Skandinaviska Enskilda Banken

Peter is an inquisitive person who enjoys working with people and with new challenges establishing strategies and working jointly towards agreed goals. He has an international experience from different markets, where he has lived and worked. In his work Peter has often developed products and services adapted to different markets and standards, always with the client in focus and using the most efficient channels and platforms

Years in Board	Position	Previous Position
4	Suggesting re-election as Director	Director



## Andreas Björk

AQ Components  
AQ Electric

Andreas started as an engineer at Habia Cables in Sweden and was in 2000 tasked with setting up their manufacturing unit in China, as well as that of sister company Lesjöfors. In 2007 he was recruited as MD to AQ Electric in Suzhou, and he has remained in management roles within the group since, both in China but also India. Since 2019 Andreas is the MD of both AQ Components and AQ Electric in China. “With the experience of nearly 19 years in Asia working for Swedish manufacturing companies it would be an honor to be a part of the Swedish Chamber of Commerce to share my experiences and contribute to the future success of the Chamber and its members.”

Years in Board	Position	Previous Position
2	Suggesting re-election as Director	Director



## Rui Wang

IVL Swedish  
Environmental  
Research Institute

At IVL, my current job is building up platform to promote Swedish cleantech in Chinese market. I have been cooperating with some Swedish companies to support them to do business in China. I have been working a lot for the promotion of Swedish national export platform Smart City Sweden, together with our Swedish colleagues. “I believe many Swedish companies sometimes meet environmental challenges in their business because China’s regulations for the environmental permit/control become more and more strict. And many Swedish companies want to be frontiers in environment protection and sustainability development. I hope that I could support them when needed. “

Years in Board	Position	Previous Position
2	Suggesting re-election as GM	GM



**Felicia Lindoff**  
Beijing Beigen Beigen

For many years, Sweden has a strong presence in China, however, I believe it is our challenge to maintain that strong presence in this land of opportunities by identifying innovative methods that allow us to continue to stay competitive in tomorrow's China. I would like to use my experiences and network to continue to support the Swedish Chamber.

Years in Board	Position	Previous Position
4	Suggesting re-election as Director	Director



**Daniela Ling-Vannerus**  
General Manager  
Swedish Chamber of  
Commerce in China

Daniela started as the General Manager of Swedcham China on September 1st 2019, and have now lived in Beijing for the last 3,5 years. Daniela has a MBA in International Business from Schiller International University in Paris, where she lived for 12 years. After an extensive experience within Media, where Daniela was working for numerous well known Newspapers and Media houses, she followed with her husband to China in 2016 as new family adventure. Daniela have used her time before joining the Chamber to learn Mandarin, reaching HSK 4 level in only 2 years, and is currently preparing for the HSK 5 level. Danielas family consists of husband, 3 children, and a Giant Schnauzer dog named Steffi and they all live in Chaoyang in Beijing.

Years in Board	Position	Previous Position
2	Suggesting re-election as GM	GM



## Tony Wang

Partner  
Nordic Match

### Background

Tony Wang is Partner and Co-Founder at Nordic Match, a boutique financial advisory firm focusing on Sino-Nordic M&A. Prior to starting Nordic Match he worked for SEB Markets as an FX Trader based first in Stockholm, and later Shanghai. He holds a B.Sc. In Economics and a M.Sc. In Finance, both from Stockholm University.

### Mission Statement

Reflecting on my background as a Swedish with Chinese roots, I have long felt a strong mission to contribute to the Sino-Swedish community. As Swedcham is an integral meeting platform and growth promoter for Swedish businesses in China, the key focus of my candidacy at the Chamber will be the following: 1) Help to increase the number of members by increasing the awareness of the Chamber both in China and Sweden 2) Engage Swedish corporate leaders to discuss and exchange strategic objectives through Swedcham network and hence secure the competitiveness of Swedish companies in China 3) Engage with the growing numbers of Swedish entrepreneurs in China and helping them to succeed.

Years in Board	Position	Previous Position
New	Suggesting election as Director	-



## Michel Qin Zhao

VP Corporate Communications  
Volvo Cars Asia-Pacific  
Chairman  
Board of Volvo China Open

### Background

Michel Zhao joined Volvo Cars in January 2017 and was appointed VP Corporate Communications, Volvo Car Asia Pacific. Her role oversees brand communications, stakeholder communications, corporate social responsibility (CSR) and internal communications. Prior to joining the company, she was the Head of Communications Centre APAC for another Swedish company, SKF, a global leader in the bearings industry for more than 100 years. Her key responsibility was to coordinate communications within the Asia Pacific region. Mrs Zhao has many years' experience in promoting Nordic culture and its brands in the Asia Pacific region, with a special focus on China.

### Mission Statement

As a Chinese working for Swedish companies for more than 10 years, I was deeply impressed by Swedish history and culture. My goal by taking up the board membership is to create a more informed and engaged environment for Swedish Chamber of Commerce and add value to it.

Given my previous experiences with Chamber of Commerce, I would suggest we can provide more value-added activities to members for best practice sharing and connect companies who wants to learn each other more proactively; we can do a better membership management by utilizing China's fast growing digital technology and making sure we know the needs from various background members and match it with the needed knowledge or activities; we shall create national initiatives given our network with government, business sector and our business nature to improve influence power of Swedish Brands in China in a more proactive and impactful way.

Years in Board	Position	Previous Position
New	Suggesting election as Director	-