



SWEDCHAM.CHINA  
中国瑞典商会

# STRATEGY PLAN 2023

DANIELA LING-VANNERUS CASSMER  
GENERAL MANAGER SWEDCHAM CHINA

14 NOVEMBER 2022

# SWEDCHAM CHINA WORD CLOUD



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# INTRODUCTION

# OUR ORGANIZATION AT A GLANCE

THE INFORMATION, NETWORKING, AND FACILITATOR PLATFORM



ORGANIZATION FOUNDED

1998



# OF EMPLOYEES

5+ 3 INTERN



MEMBERS

242 ACTIVE  
MEMBERS



OFFICES

BEIJING AND  
SHANGHAI





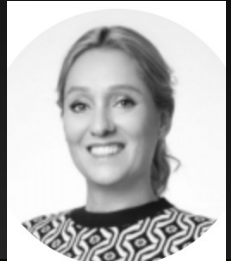
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# OUR TEAM

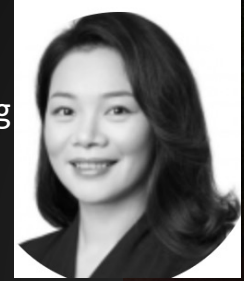
# TEAM WORK MAKES THE DREAM WORK!

**DANIELA LING-VANNERUS CASSMER**  
General Manager Swedcham China



**SIMON FORSGREN**  
Communications Intern  
(in Sweden)

**JAYCEE YANG**  
Area Manager Beijing



**JONATAN CHANG**  
Area Manager Shanghai

**JONAH WANG**  
Communications Intern



**WEI ZI**  
Project & Member Success  
Manager

**YILING TIAN**  
Financial Assistant



**LUCY LU**  
Communications Intern





# A TEAM THAT DELIVERS



31

## 140-150 EVENTS PER YEAR

Divided between Shanghai, Beijing, Suzhou, Chengdu, Hangzhou, Tianjin. Including 1 career fair and 6 traditional parties.

5000

## 5000 PARTICIPANTS PER YEAR

Both online and offline

CREATIVITY

## “CREATIVITY” IS OUR MIDDLE NAME

NEW PRODUCTS AND CONCEPTS ARE CREATED THROUGHOUT THE YEAR





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# PRODUCTS & SERVICES

THE TRUE WORTH IS DETERMINED

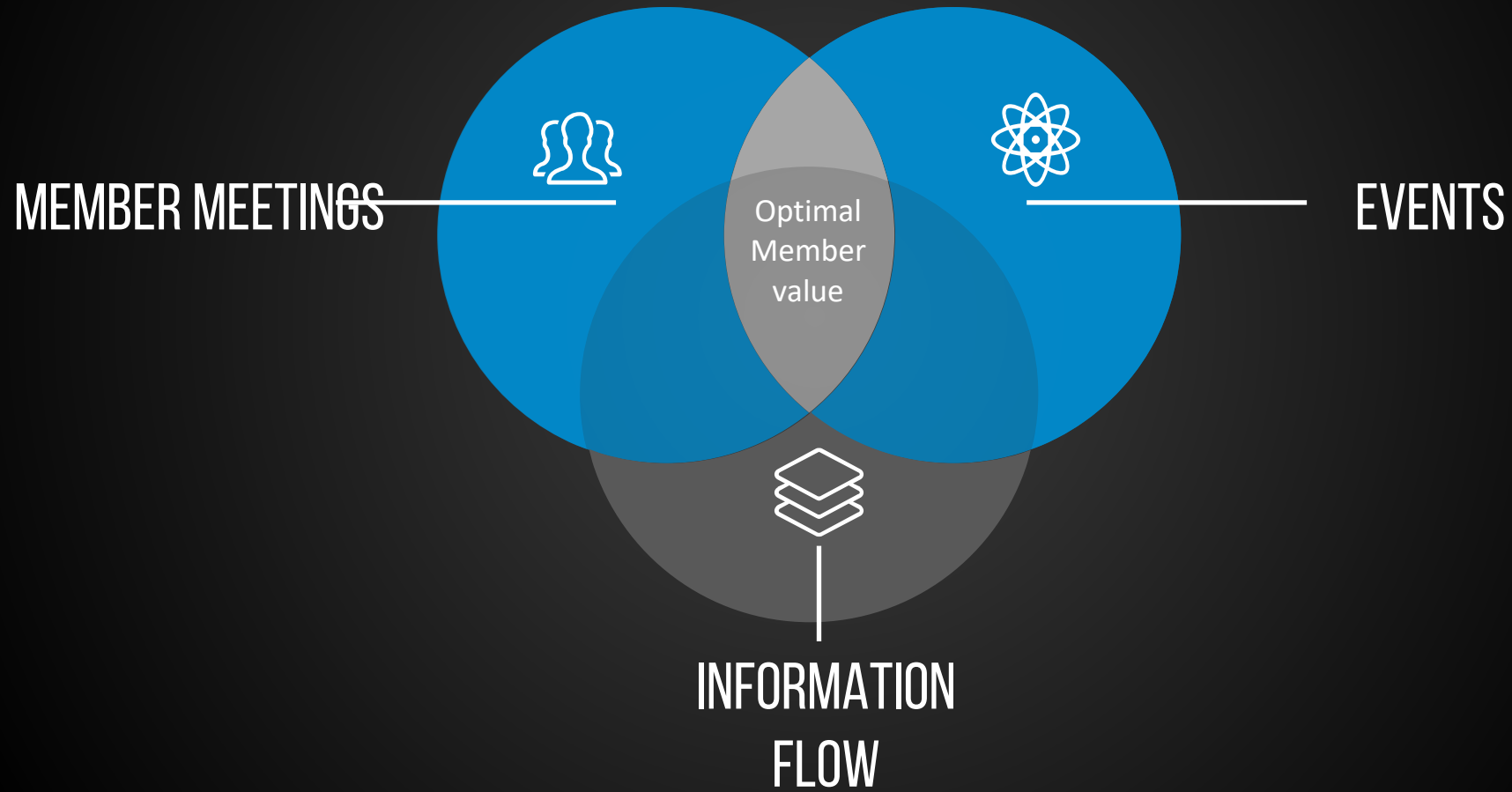
BY HOW MUCH MORE ONE IS

GIVING IN VALUE

THAN IS TAKEN IN MONEY



# THREE WAY STREAM





# OUR REASON FOR BEING



## INFORMATION PLATFORM

Through our different platforms, we facilitate the access to information through our homepage, LinkedIn account, Wechat account, Video Channel, and Emails. Sharp Talks, China Insights, China News Flash, White Papers, and SwedPod are our main information sources.



## NETWORK PLATFORM

SwedCham has an important role in helping member companies network with relevant stakeholders. Over 5000 participants gather on our 150 + events throughout China

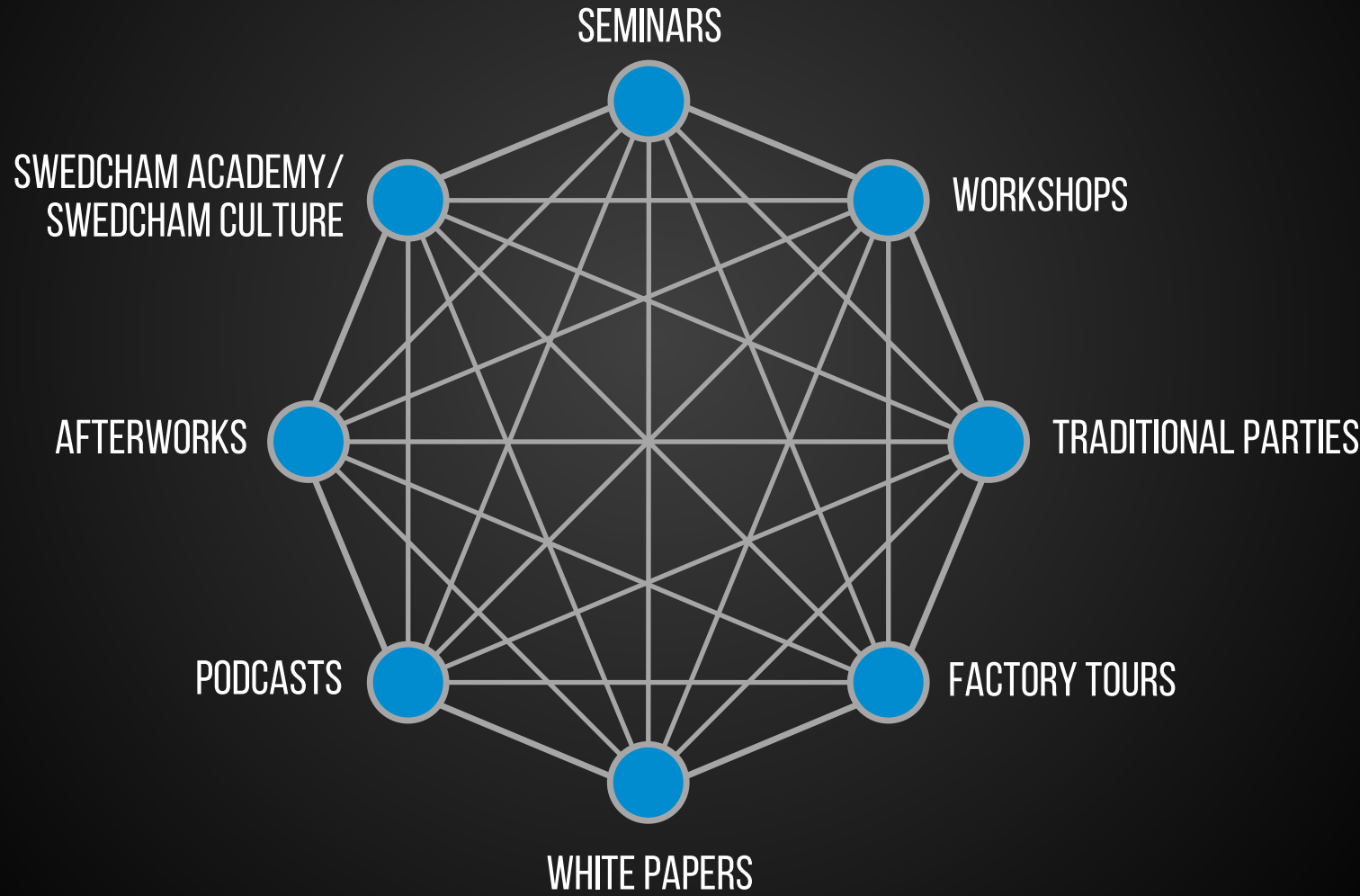


## FACILITATION PLATFORM

We facilitate offering educational courses, factory tours, Job Portal, Cultural events, Group Insurance, Team Sweden collaboration, APAC Chambers collaboration, Nordic Chamber collaboration and European Chamber Collaboration. Chinese culture



# OUR SERVICES WITHIN THE DIFFERENT PLATFORMS



# WEBSITE FEATURES



*SwedPod: A Podcast from the Swedish Chamber of Commerce in China*

## **SWEDPOD EPISODE 10: From Peru to China – Peter Ling-Vannerus: 16 years of the Exotic Expat Journey with SEB**

In the 10th SwedPod episode, we meet Mr. Peter Ling-Vannerus, the Chief Representative at SEB Beijing office. Started his career in Peru, Peter has more than 16 years exotic and

[See All Episodes →](#)

[Listen →](#)

## **ENVIRONMENTAL FOOTPRINT**

CONSUMER GOODS | TRANSPORTATION |  
FINANCE | MANUFACTURING | CSR EVENT

## **CAREER**

CAREER FAIR | JOB PORTAL | INTERNSHIP

*SwedCham China Insights*

## **SwedCham China Insights for the Week of October 31 – November 4, 2022**

Top news of the week: The loans from the Export-Import Bank of China increased by nearly 30% October 31, 2022 Up to the end of September, the Export-Import Bank of China has the balance of foreign trade loans stood at 2.83 trillion yuan, a year-on-year increase of 20.07%. From January to September, a total of 1.5 trillion yuan of foreign trade loans were invested, a year-on-year increase of 29.83%. SAFE: China's foreign-related economic activities have remained active November 1,...

Contents provided by:

**KREAB**  
WORLDWIDE

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## **ENVIRONMENTAL**



### **JOB PORTAL**

Job postings from member companies



### **SWEDPOD**

Bi-monthly podcasts with leaders in their fields



### **CHINA INSIGHT**

Weekly feature with latest China news



### **FOOTPRINT**

Series of webinars and seminar on sustainability

# MEDIA PLATFORM FACTS

HOMEPAGE; LINKEDIN; WECHAT; EMAIL



## LINKEDIN

5528 follower

## WECHAT &

## VIDEO

## CHANNEL

8018 followers

## HOMEPAGE

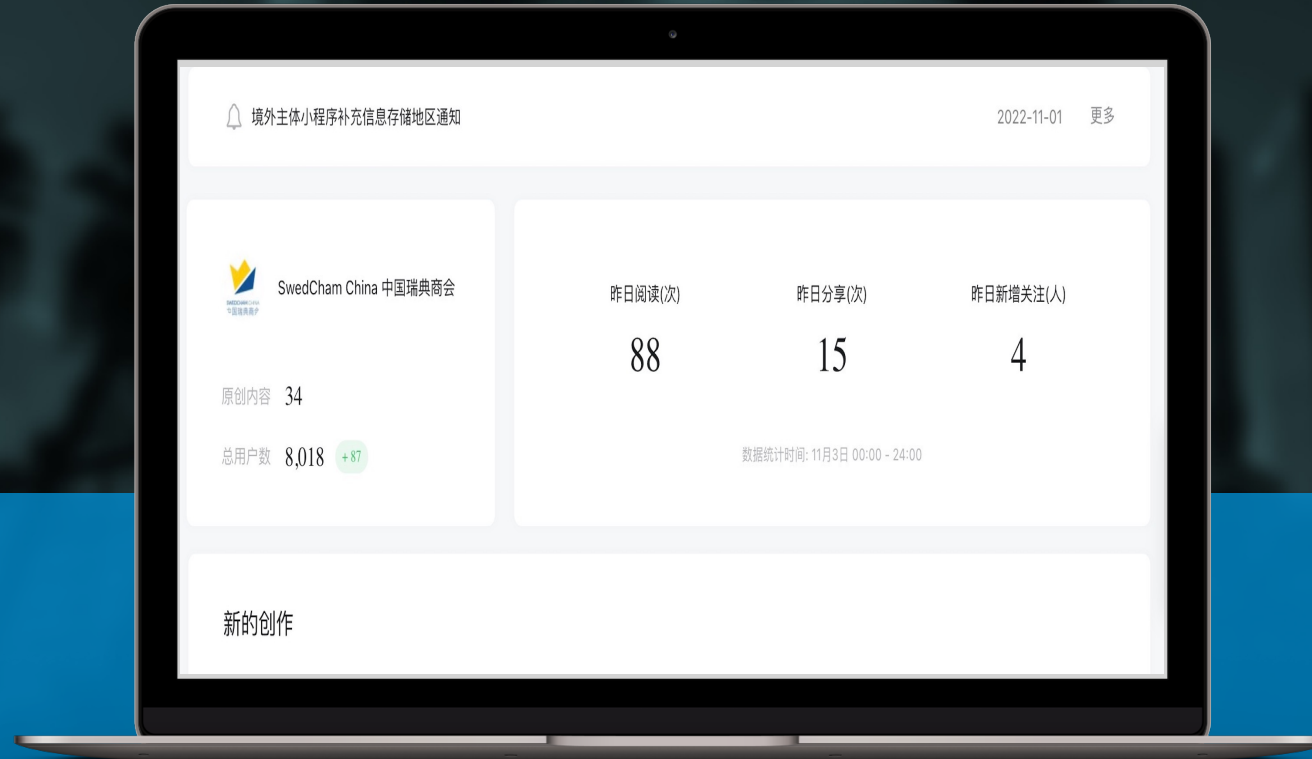
2000 visitors per month

## EMAIL

7800 contacts

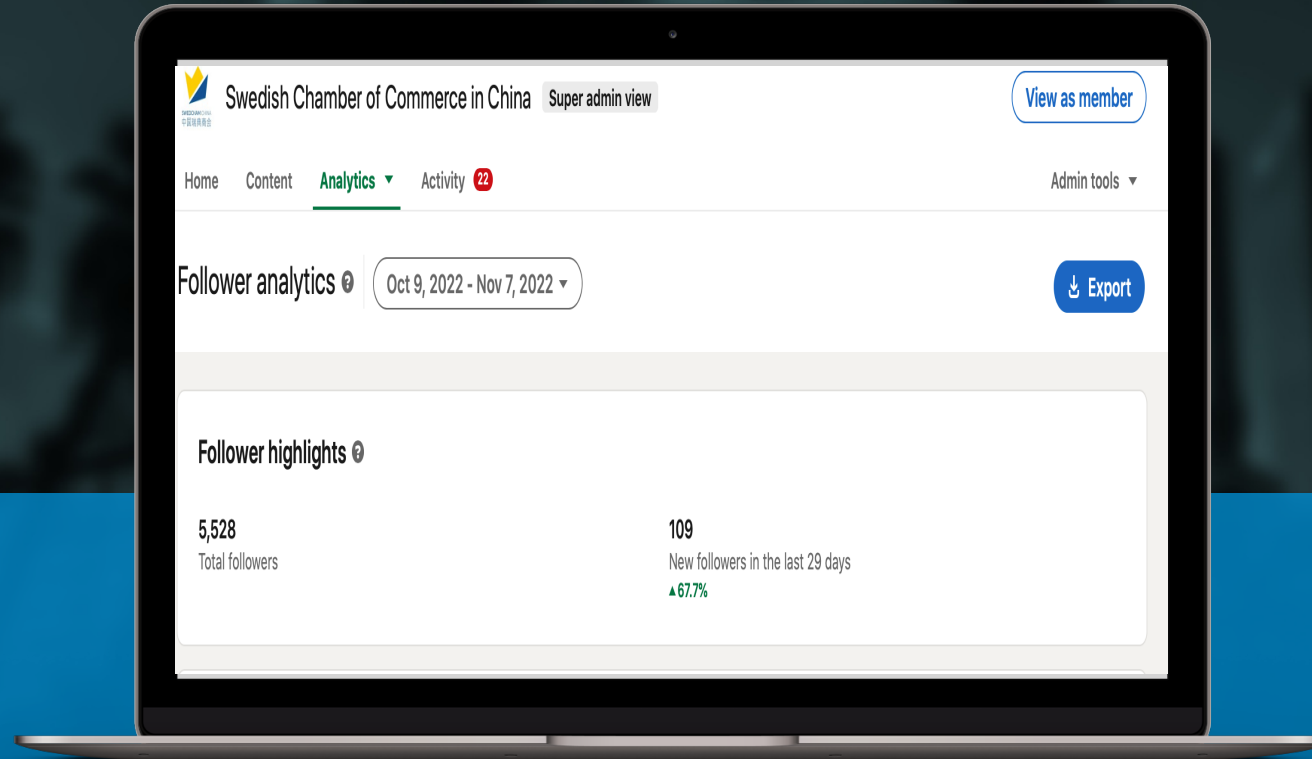


# SWEDCHAM ON WECHAT





# SWEDCHAM ON LINKEDIN



# SWEDCHAM EMAIL CONTACTS



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# BUSINESS ANALYSIS

# KEY OBJECTIVES

2023 FOCUS = CONTINUE HIGH NUMBER OF OFFERINGS BOTH ON- OFFLINE,  
GET A HIGHER REACH WITHIN MEMBER COMPANIES



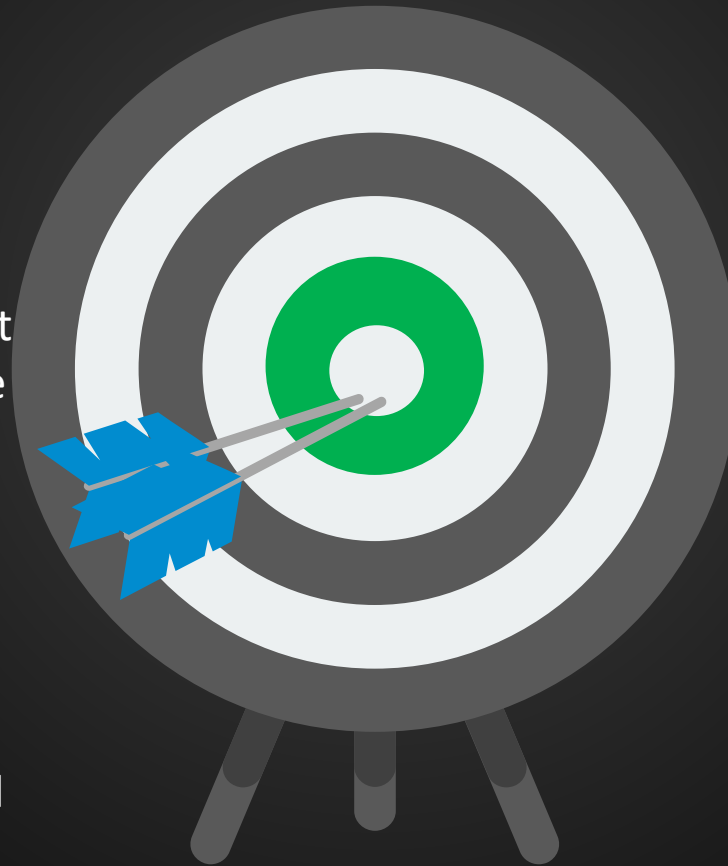
## Market development

Penetrate further into each member company with the information about SwedCham and our offerings. Create more Video content.



## People Development

Use internal resources within member companies that are part of the board and committees, for all kinds of training of SwedCham personnel.



## Process Improvement

Accelerate the use of the communication platforms. Increase Team Sweden presence



## Product Development

Further development of White Papers, China information to headquarters, Video content on wechat channel. More Cultural events





# SWEDCHAM CHINA SWOT ANALYSIS

## STRENGTHS



Network, Community builder, service minded, member value focus, active, Team Sweden, Webinars, vast events and seminars offering, Traditional parties, professional, vast amount of followers on WeChat and LinkedIn. Extensive email contact list, Focus on Sustainability, Cultural events.

## OPPORTUNITIES



Homepage, podcasts, webinars, extending to more educational courses, high profile events, Team Sweden, use resources from board and committee members



## WEAKNESSES

Difficulty to reach further into the member companies and their staff, not able to reach all our members throughout China other than by Webinars, marketing of homepage and SwedPod, not all members knows about our offerings.



## THREATS

Not being relevant and meaningful for members, Covid 19 restrictions.

Find the right educational courses with right teachers. Change of management at the member company.

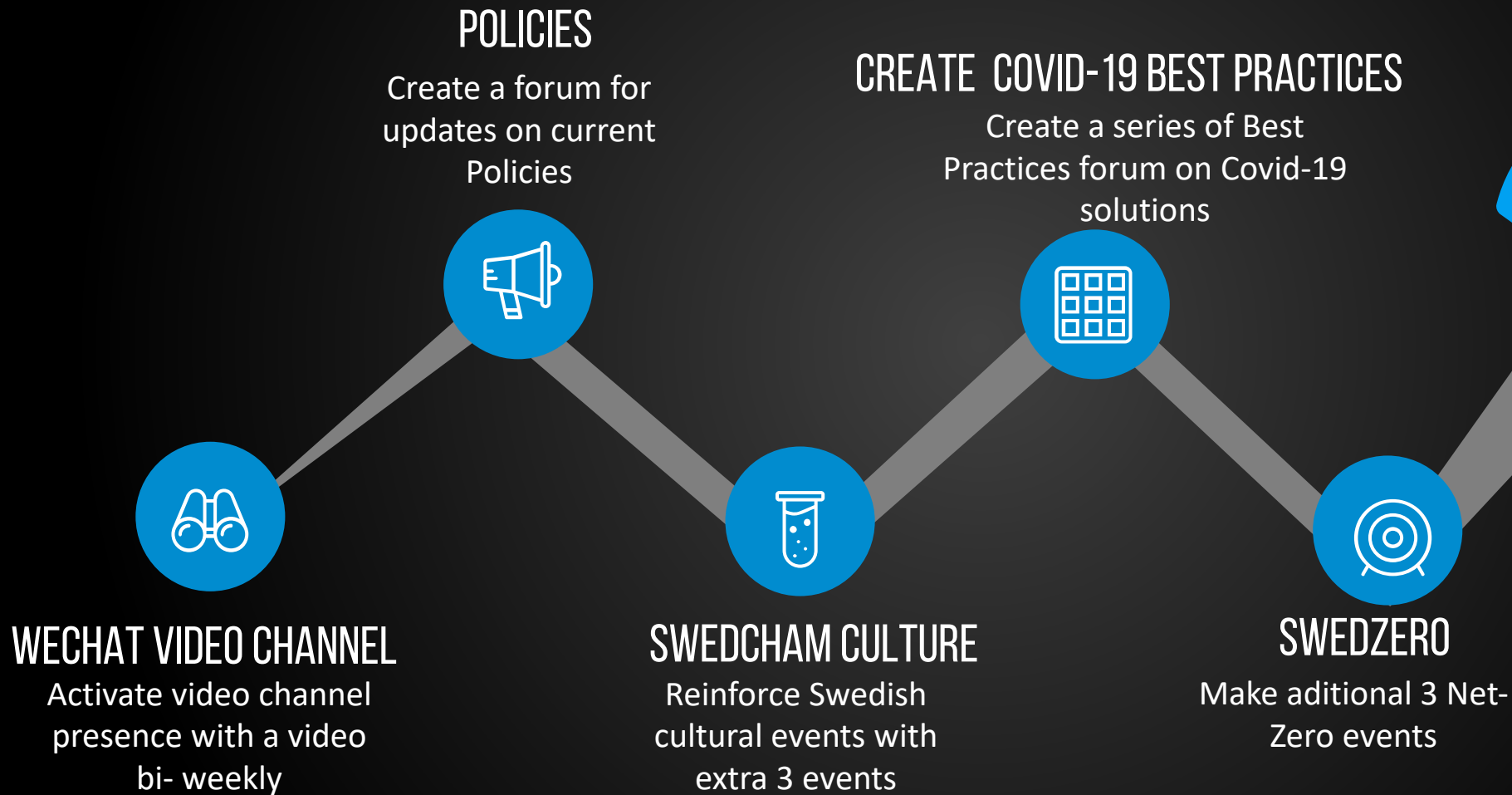
SwedCham China Strategy Plan 2023





**STRATEGY PLAN;  
RESULTING FROM OUR YEARLY STRATEGY DAY  
WITH THE BOARD AND COMMITTEES**

# PROMOTION STRATEGIES







## PROJECT 1

Create a forum for  
current Policies



## PROJECT 3

Launch a series of 2-3  
sessions of Best Practices  
sharing on Covid-19



## PROJECT 2

Launching of 2-3 new  
Net-Zero events



## PROJECT 4

Launching of 3  
additional Swedish  
Cultural events



## PROJECT 5

2-3 events in  
Guangdong province







## PROJECT 6

Produce bi-weekly videos for Wechat Video Channel



## PROJECT 8

Team Sweden CSR quarterly events



## PROJECT 7

2 Career Fairs in Shanghai



## PROJECT 9

Swedcham 25 year parties in Shanghai and Beijing



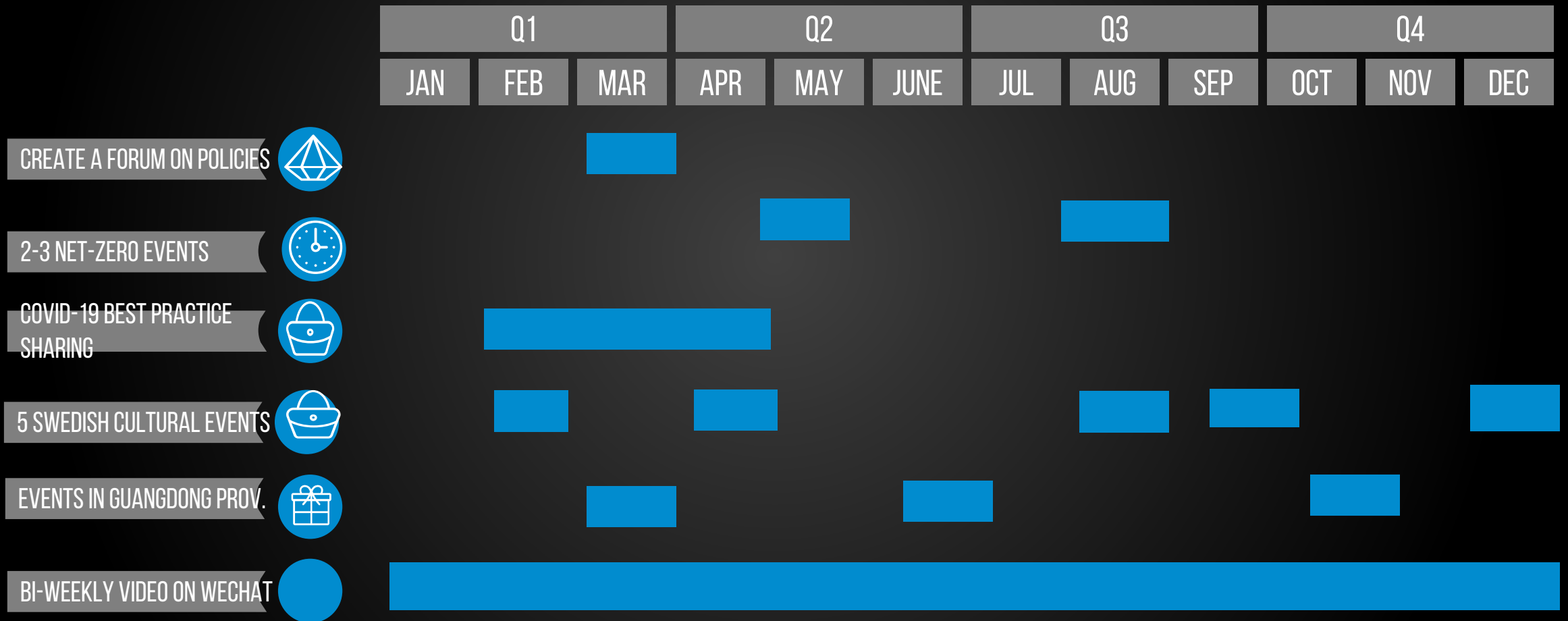
## PROJECT 10

2 additional Courses in Management, Innovation, Culture, and IT,



# PROJECT TIMELINE

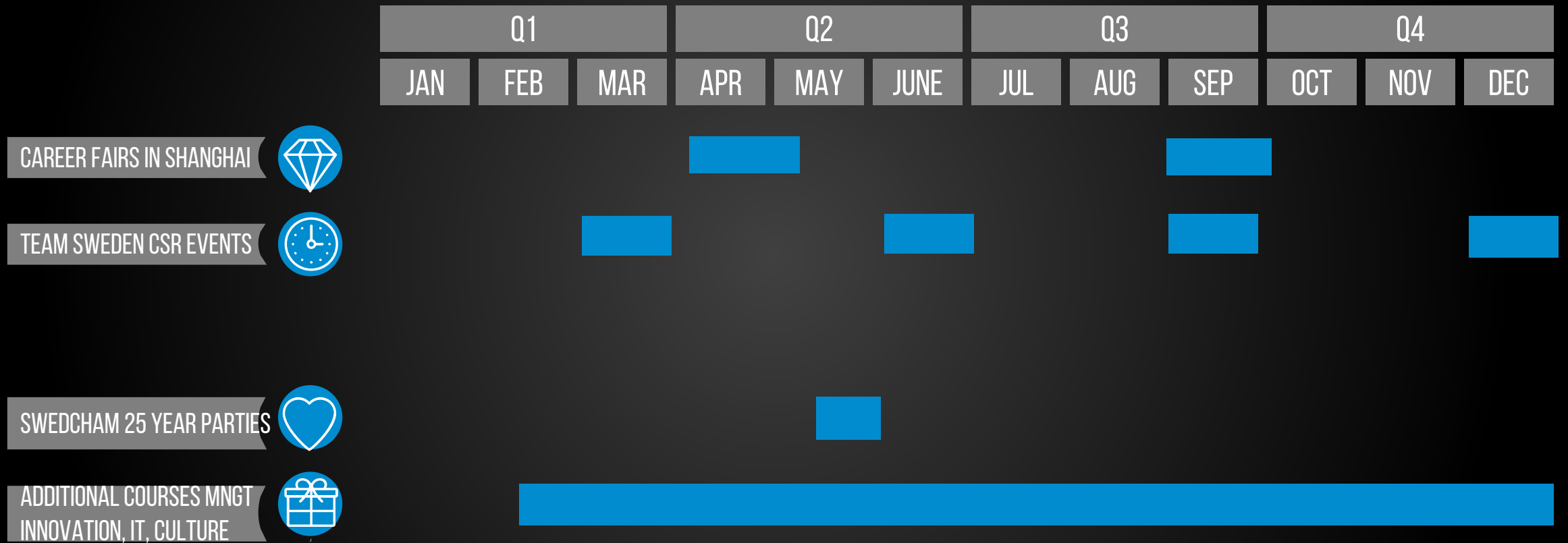
2023





# PROJECT TIMELINE

2023









THANK YOU