

SwedCham China

Activity plan 2025

Our Vision & Purpose

Vision: The Chamber will be the natural point of contact and voice for businesses with a Swedish connection in China.

Purpose: The Swedish Chamber of Commerce in China (the “Chamber”) engages in activities that enhance its members’ business interests in China and that can not easily be undertaken by the members themselves.

The SwedCham Team - 2025



Malin Hammarén
General Manager



Jaycee Yang
Area Manager, Beijing



Jonatan J. Chang
**Area Manager,
Shanghai**



Lucy Lu
**Member Success
Lead**



Yiling Tian
Financial Assistant



Johan Chou Chen
Scholar, Shanghai



Zahed Elhassen
**Communications &
Administrative
Assistant, Shanghai**



Xiya Zhang
**Communications &
Administrative
Assistant, Beijing**



Filip Tendal Kanold
Scholar, Beijing



Key Performance Indicators (KPIs) for 2025

DEFINING SUCCESS AND ACCOUNTABILITY

	KPI 100% STRETCH TARGET (2025)
1) MEMBER MEETINGS	160
2) NUMBER OF NEW MEMBERS	18
3) NUMBER OF EVENTS	110
4) NUMBER NEW EVENT INITIATIVES	3
5) CORPORATE PARTNER REVENUE (GOLD & SILVER)	100% of 2024
6) EVENTS WITH SWEDISH HEADQUARTERS	4



Building Deeper Relationships with Chinese Government stakeholders

SwedCham's Role in Enhancing
Sweden-China Business Relations

MOFCOM (Ministry of Commerce)
Roundtable 2024

CIE (China International Import Expo)
Participation 2024

Presence at the **Auto Shanghai
2025**, and other trade shows

Enhanced engagement with
Shanghai Government to promote
Sweidsh business agendas

New Homepage & Visuals – A Digital Transformation

Modernizing Our Digital Presence to Enhance Member Engagement and A New Look for SwedCham China

Redesigned homepage to improve user experience

Updated visual identity for cohesive branding

Focus on member-centric content and user-friendly navigation

New Swedish Government funding initiatives

Unlocking New Revenue Streams
with Government Support

Swedish Institute - Pioneer the Possible: Aligning with Sweden's Strategic Business Interests

Engaging with **Vinnova** for innovation-focused initiatives and funding opportunities

What is Pioneer the Possible?

A communications platform initiated by the Swedish Institute (SI) to promote Swedish trade, innovation, and sustainability globally.

Helps position Sweden as a leading country in the green and digital transition.

Built on values of openness, sustainability, inclusion, and innovation.
"The Swedish Brand"

How Can Chambers of Commerce Use It?

Chambers have long sought government support for their activities, as their work directly promotes Sweden and Swedish interests abroad

The Swedish Institute and Swedish Chambers International (SCI) have entered an agreement that gives all Swedish chambers within the SCI network access to the material and the opportunity to apply for funding

Eligible costs include translation, printing, speaker fees, staff time, overhead, etc.

Using Pioneer the Possible material to strengthen Sweden's brand in connection with exhibitions and events

Possibility to apply for financial support (up to 100,000 SEK), we received for 40,000 SEK for the 75 year gala.

Communication Strategy - LinkedIn & Success Stories

Amplifying SwedCham's Reach
with Compelling Stories and
Strengthening Our Voice on Social
Media

Share success stories of Swedish
businesses in China

Engage with the broader community
to enhance visibility and thought
leadership

Success stories: Holmen,
Superdryers, Pettersson & Munthe
etc

Celebrating 75 Years of Swedish Business in China

Honoring Our Legacy and Building
for the Future

The event emerged as a result of inactivity of Team Sweden to promote this milestone

A member-driven decision, following a survey highlighting a interest to do something with it

Focus on showcasing Swedish businesses and their contributions to China

Expanding Corporate Partnerships (18- 22 Silver)

Building Stronger Ties with Our
Corporate Partners

Targeted growth in silver partnerships
by **20%**

More collaborative initiatives to foster
long-term relationships

New Special Initiatives to reward our
Gold and Silver partners

WeChat advertisements to increase
visibility for Gold partners

GOLD PARTNERS



WIKBORG | REIN



SILVER PARTNERS



Upcoming Silver Partners

- Beckers
- Hexagon
- Elekta

Strengthening Relations with Livat (IKEA)

Leveraging Local Relationships for
Greater Impact

SwedCham Shanghai - Office
Relocation

Pippi Event: A unique collaboration
between Livat and SwedCham to
foster engagement

Final Thoughts

“Let’s not just serve members, Let’s shape the landscape they navigate.”
