

Speakers Autumn 2014



Sir Alan Parker
Founder and Chairman of Brunswick Group, Chairman of Save the Children UK and UKTI Business Ambassador, continue p. 8



The Rt Hon Lord Robertson of Port Ellen
Former Director General of NATO and Former Minister of Defense, continue p. 8



Sir Roger Gifford
SEB and Former Lord Mayor of the City of London, continue p. 6



H.E. Ambassador Paul Johnston
continue p. 6



Katharine Braddick
Director for Financial Services at HM Treasury continue p. 7



Robert Szabo
CEO at Matrisen continue p. 5



Jan Johansson
President and CEO at SCA, continue p. 6



Jan-Olof Jacke
Executive Vice President at Astra Zeneca AB continue p. 4

The BSCC wishes you a Merry Christmas and a Happy New Year!



Change of Chairman



We would like to thank Pär Boman for his commitment to the British-Swedish Chamber of Commerce as its Chairman 2011-2014. We would also like to welcome Tom Johnstone as new BSCC Chairman from 1 January 2015.

The Chamber

The BSCC and MINI Bavaria

MINI Bavaria has been very generous to the Chamber and its members during the year. They have sponsored prizes in the form of five chauffeur driven MINI Coopers after the Gala Dinner at the 60th Anniversary for the Grand Raffle and also the use of one MINI Cooper for a month. The use of a MINI Cooper was also awarded the longest drive at the annual Golf Tournament together with the French Chamber in September.

The Secretariat is also test-driving a sponsored brand new MINI Cooper at the moment – we hope to see you out on town or in the suburbs. Would you like to test-drive?

Either let us know, or contact Johan Silfwerplatz at johan.silfwerplatz@bavariastockholm.se or visit www.bavariastockholm.se.

See below Instagram— where we are!



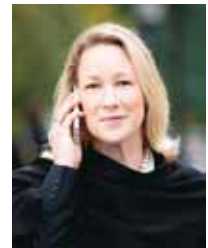
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BSCCSWE



Dear Members,

It has been a great pleasure meeting all of you during this very hectic autumn. It has been very rewarding to have arranged such well-attended activities during 2014.



We have during the year organized 24 events and have had big focus on the BSCC 60th Anniversary. On 3 November we celebrated the past 60 years with focus on the future with a very topical panel discussion with Robert Bergquist, SEB, Jan Häggström, Handelsbanken, Anna Felländer, Swedbank, Geoff Lunt, HSBC, and Pär Magnusson, RBS. The key note speakers for the Gala Dinner were Sir Alan Parker, Brunswick Group and UKTI Business Ambassador, and Lord Robertson, former Director General of Nato and former UK Defense Minister.

I would like to thank you all for your support, sponsorship and attendance. The event would not have been so successful without the involvement of our members. I would also like to express a special thanks to the involved Chamber Patrons, Sophie by Sophie and MINI Bavaria, continue page 8.

At the Extra AGM, the Chamber thanked the Chairman of the Board Pär Boman, Handelsbanken, for his commitment and support to the Chamber as he will be stepping down as Chairman from 31 December 2014. We look forward to welcoming Tom Johnstone, SKF, as new Chairman from 1 January 2015.

I wish you all a Merry Christmas and look forward to seeing you in the New Year.

Kind regards,

Christina Liljeström
christina.liljestrom@bscc.info

BSCC Patrons 2014



Bsmart Legal is a law firm specialising in business law. We have unique competence in working with international company commercial law. As the founder Nina Barzey LL.M became a solicitor in 2003 (and now applying for "Advokat" in Sweden) the area of expertise lies within commercial agreements in English and other international matters.

Since 1 November 2014, Alexander Lindgren also works in the law firm as a lawyer. The advantage in going with us instead of the bigger law firms is first and foremost our personal service and high availability.

Welcome to contact us on:

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INGEMAN STENQVIST KB, representatives in Scandinavia of foreign trade fairs.

WE are representatives in the Nordic area for chosen foreign trade fairs Also in the UK and we have principles such as Allworld Exhibitions, Clarion Events, Oliver Kinross and Reed Exhibitions, all with head offices in London.

We wish to come in contact with Scandinavian companies who think the trade fairs Are good forum to meet new and old customers. WE send information and can help to reserve and book stands at "our" shows. NO extra costs for our services.

Please do give us a ring or send an email if you need help.

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As part of Bavaria Nordic, we are representing one of the biggest BMW- and MINI-dealers in the Nordic region.

Bavaria was founded in Stavanger in 1996. The car owners did not find that they got good enough customer service when buying a BMW. They wanted to be received with enthusiasm and attentive salespeople and alert mechanics. They expected more from their dealers – much more. That is why they started Bavaria.

We are situated in a few more countries apart from Sweden. And, during 2014 we will pass a total turnover of 5 billion NOK.

We have four car dealerships in Stockholm; Solna, Danderyd, Tyresö and Vällingby. The meeting with Bavaria shall be - irrespective of if it is in regards to new cars, formerly used cars, service or spare parts - surprisingly different and noticeable better!

Bavaria Stockholm Bil AB

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www.bavariastockholm.se



Stockholm University

The Centre for Executive Education at Stockholm Business School (SBS) is focused on providing top quality education to local and international executives in Sweden. We are a part of Stockholm University, one of Europe's leading universities and ranked in the top 100 globally.

The core of our business is the Executive MBA programme which has seen considerable growth in recent years. As if to emphasize the success of the programme, it is currently ranked "Best Executive MBA in Sweden" by Eduniversal for the third year running in 2014.

With an increasingly multi-cultural demographic, the Centre for Executive Education is aiming to launch an international version of its Executive MBA in 2015, along with an extensive short-course programme, for businesses and executives in the Stockholm region. Contact us for further information on the business benefits of working with the Business School at Stockholm University.

Stockholm Business School

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Kräftriket 3A
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www.sbs.su.se/mba

Previous Events

Gothenburg Reception

Together with the British Embassy we organised a summer reception at Långedrag's Båttvarv in Gothenburg on 18 August.

Guest of Honor and Speaker was H.E. Ambassador Paul Johnston who spoke on the topic *The Autumn Agenda: Scotland, the*

UK, Europe and International Challenges.

After the presentation there was a drinks reception where Epoca Yachts showcased their beautiful boats.



Olof Persson, Volvo, and H.E. Ambassador Paul Johnston



Lars Wiklund, Honorary British Consul in Gothenburg, and H.E. Ambassador

Jan-Olof Jacke, Astra Zeneca



The guest listening to Jan-Olof Jacke, Executive Vice President at Astra Zeneca AB.

On 19 November we listened to Jan-Olof Jacke, Executive Vice President at Astra Zeneca AB in Gothenburg.

Jan-Olof Jacke spoke on the topic *Astra Zeneca from a Nordic perspective—How do we foster a vibrant environment for science?*

After the presentation there was an interesting Q&A session and drinks reception.



The British-French Golf Tournament

The BSCC held its Annual Golf Tournament in cooperation with the French Chamber of Commerce at Djursholms Golf Club on 8 September.

It was a lovely day with many excited golfers.

The prizes were sponsored by Hotel Diplomat, Handelsbanken, Sephora, MINI Bavaria, Pernod Ricard and Lloyd's.

Best player of the day was Sander Graft from Sodexo Nordics.



Kenneth Arnström, Magnus Wigren, Hays, and Göran Johansson



Lena Johansson, BTR, Jörgen Ingemarsson, Crown, and Leif Knutas, Visma



Magnus Toftgård, Törngren Magnell, and Felix Jondal, Villa Pauli



Nils Gorton, Svenska Sjö AB, Sören Jespersen and Erik Börjesson, Lloyd's



Jan-Carl De Geer, Geerinvest, and Per Sonden, SEB



Christopher Heybroek, Erik Penser Bank, Sander Graft, Sodexo Nordics, and Mattias Larsson, Setterwalls



Erik Wikström and Philip Sheppard from SHB, and Dan Lim



Oscar Svedberg, Hotel Diplomat, and Bo Lindqvist, Baker & McKenzie

Stella McCartney Store Reception



Sanna Nathanson, Panea, and Madeleine Barck, Grand Hotel



Patrik Krook and Erik Börjesson, Lloyd's



Eva Fägerblad, Maria Smith and Therese Hammarsten from Nordea



Emilia Ivarsson, EFFSO, and Alicia Paredes Morel

In cooperation with MN Retail we visited the Stella McCartney Store in Stockholm.

We listened to Stephanie Laraignou Blom, PR/Marketing Manager at MN Retail, who spoke about the Stella McCartney story and brand, and showed us the current collection, Autumn 2014.

After the presentation drinks and canapés were served and the guests had the exclusive opportunity to mingle in the store. The guests were offered a 20% discount when shopping.



Ruta Kajokaite and Hughes Carlo-Paillard, SEB



Elahe Horvath and Amanda Boix from Hays



Philip Sheppard, SHB, and Eva Hammarlund Sheppard

Robert Szabo, Matrisen



Hans von Schreeb, Executive.se, Anna Eckerström, Widforss, and Pär Boman, SHB



Johan Näs, Nordea, and Anders Kuikka, EIM



Johan Silfverplatz, MINI Bavaria, and Pia Djupmark, Grand Hotel



Carl Fläring, Foyen Advokatfirma, and Felix Jondal, Villa Pauli

On 24 September, Robert Szabo, CEO and skipper of Matrisen, spoke on the topic Entrepreneurship vs. Sailing at Villa Pauli in Djursholm.

After the presentation Callisma showcased a Aston Martin, MINI presented their latest car models and Widforss showed their latest British hunting fashion.

Hosted by:



Sponsors:



Robert Szabo, Matrisen, and John Thompson



Peter Dyer, Sophie Leifland and Amela Balijaj from Foyen Advokatfirma

Previous Events

Sir Roger Gifford and H.E. Ambassador Paul Johnston

On 9 December we had the honor of listening to Sir Roger Gifford, SEB and Former Lord Mayor of the City of London, and H.E. Ambassador Paul Johnston on the topic *Implications of the referendum and the upcoming British election.*

The presentation was followed by an interesting Q&A session and a drinks reception.



Sir Roger Gifford, SEB, and H.E. Ambassador Paul Johnston



Peter Melbi, Private member, Björn Åkerblom, Alexander Hughes Executive Search, and Helena Trygg, SHB



Elizabeth Sinclair, Therese Nyberg, Hilda Hellgren, EKN, and Magnus McNeill, SEB



Monica Lagercrantz, Advokatfirman Westermarck Anjou, and Bo Lind, MVI



Bertil Hult, Erneholt Haskel, and Ulrik Swedrup, CV Search



Mats Bergquist, Former Ambassador to the UK, and Annika Goodwille, Goodwille Limited

Jan Johansson, SCA

In cooperation with SCA we listed to key note speaker Jan Johansson, President and CEO at SCA, on the topic *SCA—A company in change.*

Following the presentation there was a drinks reception.



The guests saw the film about the SCA sponsored boat— with the team SCA crew; empowering women.



Christina Liljeström, BSCC, and Jan Johansson, SCA



Mats Berencreutz, SCA, Jonas Ronngren and Anders Ohlsson, Deutsche Bank, and Ulrik Swedrup, CV Search



Carin Stowe, Stora Enso, and Johan Wiklund and David Stråberg, Erneholt Haskel



Tom Bennet and Eric Kindblom from RBS



Elahe Horvath, Hays, and Mats Torén, Swedbank



Thomas Westin, Bank of America Merrill Lynch, and Peter Dyer, Foyen

Katherine Braddick

In the beginning of October, we had the honor to present Katharine Braddick, Director for Financial Services at HM Treasury, as our speaker at a breakfast seminar.

The event was generously hosted by the law firm Törngren Magnell in Stockholm. Katharine Braddick talked about the future of financial services in Europe, the financial crises and the

importance in protecting the economy. The moderator was Philip Sheppard, Handelsbanken, and in the end of the presentation the audience, including for example the big Swedish banks and H.E. Ambassador Paul Johnston, asked questions in the following interesting discussion session.

TÖRNGREN MAGNELL



Sara Göthlin, Törngren Magnell, Philip Sheppard, Handelsbanken, and Thobias Brandell, Törngren Magnell

Stockholm City Hall

The Annual Stockholm Business Networking event was held at the Golden Hall in the City Hall of Stockholm in cooperation with the City of Stockholm and the Chambers from the UK, Canada, France, Germany, Italy, Switzerland, USA and Netherlands.

Key note speaker was Knut Faremo, a Norwegian businessman with years of experience in retail. He spoke

about his experience of Sweden and Stockholm.

After the presentation the participants at the event had the opportunity to share their opinion on potential improvements for Stockholm in a round-up activity.

Moderator was Beata Wickbom.



The participants

Christmas Drinks

On 12 December the British Ambassador H.E. Mr Paul Johnston and Mrs Nicola Johnston invited all members of the BSCC to the Annual Christmas Drinks at the British Residence. Many thanks for hosting us.



Pär Boman, SHB, and Tony Edser, Societe Generale



Mats Bergquist, Former Ambassador to the UK, Anna Belfrage, Kreab, and H.E. Ambassador



Cecilia Kragsterman, CKCC, and Britt Ehrling, Navigera



Anders Kuikka, EIM, and Bo Lind, MVI



Nathalie Kalivas Jönsson and Nicole Torbiörnsson, Grand Hotel, Paul Rapacioli, The Local



Jan-Olof Hansson Liljeström, Peter Melbi, Private member, and Robert Hansson, Lindskog Malmström



Niclas Högström, Törngren Magnell, and Tommy Borglund, Stora Enso

Previous Events

BSCC 60th Anniversary Afternoon Seminar and Gala Dinner

On 3 November the BSCC celebrated its 60th Anniversary with an Afternoon seminar and Gala Dinner at Grand Hotel in Stockholm.

The day began with an afternoon seminar consisting of a panel with Chief Economists representing banks from Sweden and the UK. The seminar was moderated by Pontus Herin.

The evening continued with a Gala Dinner and Award Ceremony. Guest of Honor and Speakers were Sir Alan Parker, Founder and Chairman of Brunswick

Group, Chairman of Save the Children UK and UKTI Business Ambassador, and The Rt Hon Lord Robertson of Port Ellen, Former Director General of NATO and Former Minister of Defense.

The BSCC awarded the 2014 Award to Peter Jöback for his work, promoting the special relationship between Sweden and the UK.

Almost 300 people celebrated the BSCC's anniversary on 3 November. We would like to thank all of our guests, Table and Raffle Sponsors for making this a wonderful and memorable evening!



The guests listening to the panel in "Stockholm" at Grand Hotel



The Panel: Robert Bergquist, SEB, Anna Felländer, Swedbank, Jan Häggström, SHB, Geoff Lunt, HSBC, and Pär Magnusson, RBS



Sir Alan Parker, H.E. Ambassador and the Rt Hon Lord Robertson of Port Ellen



Claes Berglund, Stena, with guests



Cecilia Stråberg, Peter Jöback, BSCC 2014 Award winner, Christina Liljeström and Elsa Trygg



The BSCC MINI in cooperation with Bavaria Stockholm



The BSCC Raffle—Thank you to all of our Raffle Sponsors

Raffle Sponsors:



Bavaria

Table Sponsors:



Half-table Sponsors:

