

A wide range of events

SSCC Events August 2011 to June 2012

24 August Traditional Swedish Crayfish Party - Zurich	21 November After Work Zurich	15 April Private Equity Seminar "Investing to build better businesses in a flat to difficult macro environment" Peder Prihl, Co-founder Triton - Zurich
10 September Presentation by Kerstin Ekholm, Deputy Governor of the Swedish National Bank - Zurich	28 November After Work Geneva	17 April After Work Zurich
19 September After Work Zurich	6 December Swedish Après Ski - Outdoor Event In cooperation with Business Sweden and the Embassy of Sweden - Zurich	24 April After Work Geneva
20 September Kendris Tax Seminar, Tax advice for Swedish citizens living in Switzerland - Geneva	14 December Lucia Celebration - Lugano	24 April Swiss Real Estate Market Seminar In cooperation with Bank Julius Baer - Zurich
21 September "Sweden- an economic success story?" Prof. Andreas Bergh - Lugano	19 December After Work Zurich	25 April After Work at Kristrom Advokatbyrå Stockholm
26 September After Work Geneva	23 January After Work Zurich	26 April "Lessons from some of the major turn-arounds in the world" Michael Grindfors - Lugano
4 October Kendris Tax Seminar Tax advice for Swedish Citizens living in Switzerland - Zurich	24 January Tax advice for Swedish Citizens living in Switzerland - Lugano	22 May After Work Zurich
18 October Classical concert - Lugano	30 January After Work Geneva	23 May Visit Swiss Centre of Scientific Computing (SCSC) - Lugano
24 October After Work Zurich	20 February After Work Zurich	29 May After Work Geneva
24 October "Diamonds as an Investment" Dr. Daniel Nyfeler, Managing Director of Gübelin Gem Lab Ltd. - Zurich	27 February After Work Geneva	29/30 May Stockholm - The Growth Hub in the Baltic Region Marta Ranka, Managing Director Stockholm's Chamber of Commerce Zurich/Geneva
31 October After Work Geneva	6 March SSCC AGM - Bern	4 June "Past and future challenges" Eric Iveter, CEO upc cablecom In cooperation with NorgesKlubben - Zurich
7 November "Lifestyle: Just a style?" Dr. Mikael Rabaeus, Clinique la Prairie - Zurich	8 March Geneva Motor Show 2013 with Volvo Cars	13 June Swedish Light and Design In cooperation with Business Sweden and the Embassy of Sweden
14 November "How do we respond to a changing Middle East" - Dr. Tova Noriken - Zurich	16 March SSCC Ski competition in cooperation with SEB - Klosters	
20 November Swedish Swiss Business Forum "Innovations - Key to Success" - Zurich	20 March After Work Zurich	
	27 March After Work Geneva	
	10 April Illicit Trade Seminar Karl Lallerstedt - Geneva	



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SSCC Classical Concert in Lugano

18th October 2012 in Lugano

The SSCC, in cooperation with Cavotec SA and UBS, had the pleasure to invite to a classical concert with some of Europe's best soloists in the Villa Principe Leopoldo Hotel & SPA in Lugano. The soloists; Madelaine Wibom, soprano, Björn Larsson, baryton, Maristella Patuzzi, violin and Katalin Falvai, piano performed a much acclaimed program which also continued at the dinner following the concert.



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Swedish Swiss Business Forum in Zurich

20th November 2012 in Zurich

Some 180 people joined the Swedish Swiss Business Forum 2012 where the topic "Innovations - Key to Success" was discussed during a two hour session by the prominent panel consisting of Ewa Björling, Mister for Trade Sweden, Charlotte Brogren, Director General Vinnova, Joe Hogan, CEO & President ABB, Riet Cadonau, CEO & President Kaba, Andrei Postoaca, CEO and Founder Clintelica AB. Moderator was Hansuelli Märki, Chairman SSCC. Sponsors of the event were: ABB, Cash Back VAT Reclaim AG, Du Pont International Operations Sarl, IKEA AG, Nexell GmbH, Protectas SA and Saab AB.



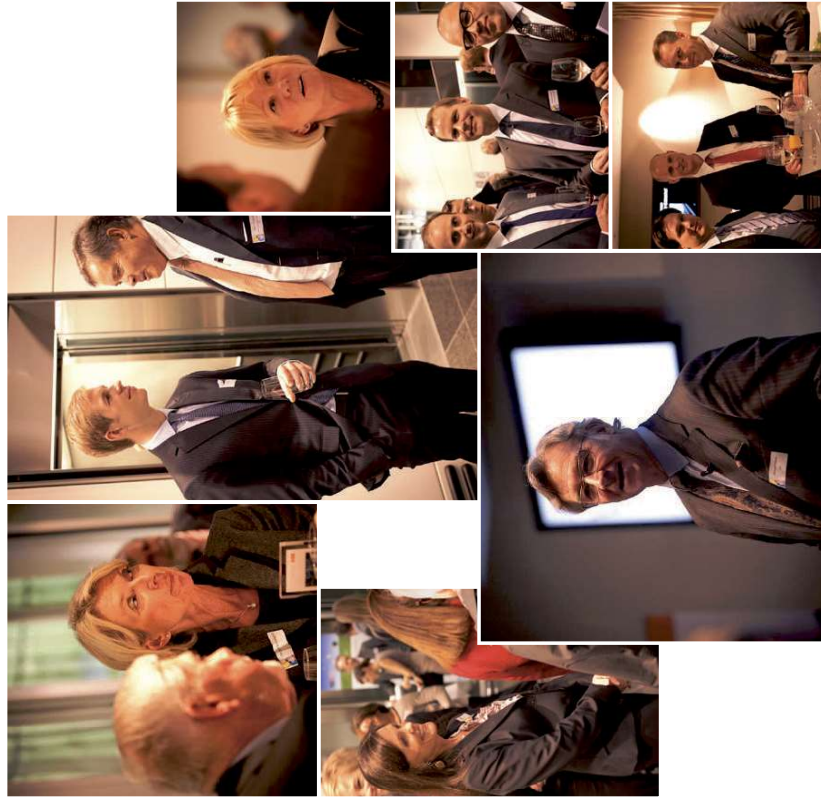
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Swedish Swiss Business Forum in Zurich



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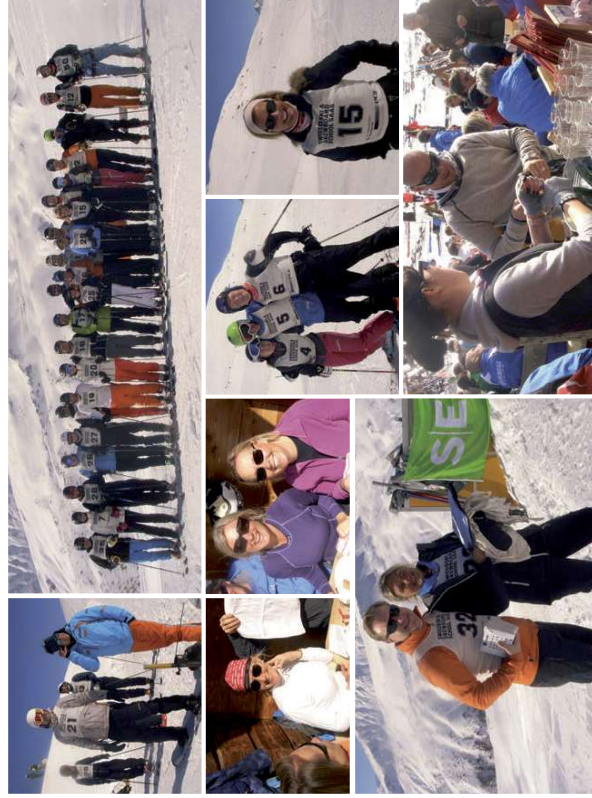
Swedish Swiss Business Forum in Zurich



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SSCC Ski competition in Klosters 16th March 2013 in Klosters

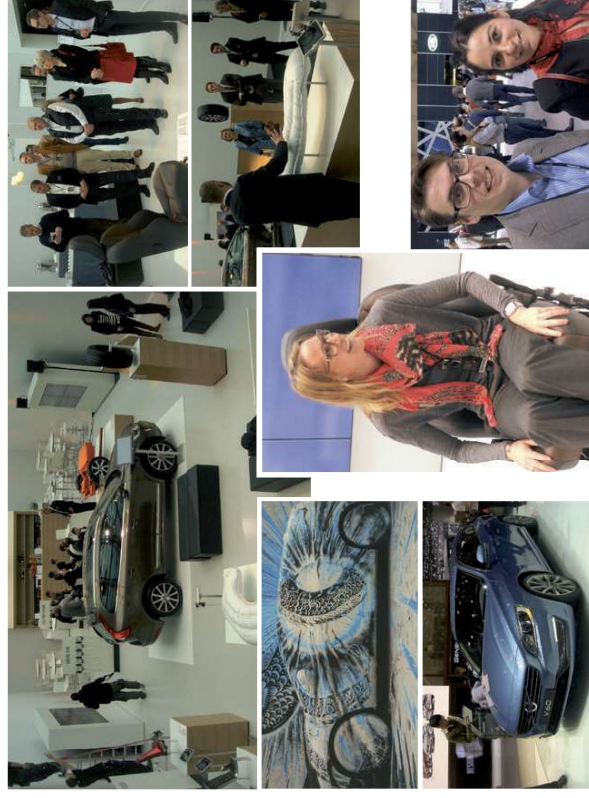
For the 3rd year running, the SSCC, this year in cooperation with SEB, had the pleasure to invite members and friends to the annual ski-competition in Klosters. The competition was followed by a lunch at Alte Schwendi and in the evening a three course dinner was served at Chesa Grischna in Klosters.



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Geneva Motor Show 2013 with Volvo Cars 8th March 2013 in Geneva

For the second year in a row, SSCC member company Volvo Cars Switzerland invited SSCC members to the Geneva Motorshow 2013. The day started with a special tour around the Volvo Cars' VIP Lounge where a generous buffet lunch was served followed by free time at the Geneva Motorshow exhibition area.



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Private Equity seminar with Peder Prahll, Co-founder Triton 15th April 2013 in Zurich

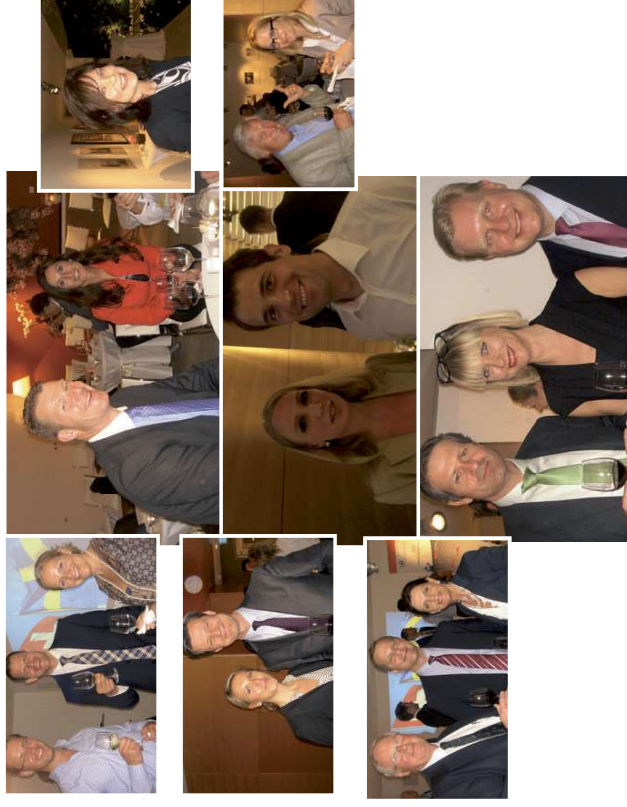
On the 15th of April 2013, Peder Prahll held a presentation in Zurich with the title: "Investing to build better businesses in a flat to difficult macro environment". Peder Prahll is the co-founder of Triton, a private equity firm focused on the German speaking and Nordic countries. A buffet followed the presentation which attracted participants from near and far.



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Swiss Real Estate Market Seminar with Bank Julius Baer 24th April 2013 in Zurich

The SSCC in cooperation with Bank Julius Baer hosted a real estate seminar in Zurich on the 24th April 2013. The participants learnt about the Swiss real-estate market, its development and also real estate finance. The presentations were followed by mix and mingle.



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Presentation by Eric Tveter, CEO upc cablecom in Zurich 4th June 2013 in Zürich

The Swedish Swiss Chamber of Commerce (SSCC) and Norgesklubben had the pleasure of inviting its members and friends to a presentation with Mr. Eric Tveter, CEO upc cablecom, with the title: "Past and future challenges". The event gathered some 70 participants and was hosted by HSBC in their conference facilities on Gartenstrasse in Zurich.



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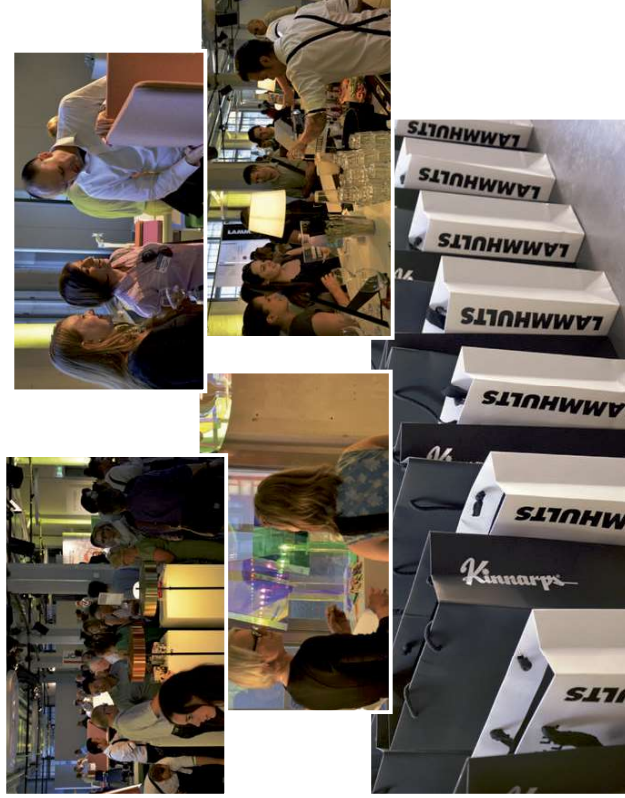
Presentation by Eric Tveter, CEO upc cablecom in Zurich



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Swedish Light and Design 13th June 2013 in Zurich

For the third year in a row, Business Sweden (former Exportrådet) organised the popular Swedish Light and Design. Several Swedish furniture corporations exhibited their products, including the SSCC member Kinnarps Möbler.



7 Questions to H.E. Ambassador Per Thöresson

1. How come you went into a career within the Ministry for Foreign Affairs?

That was actually more or less by coincidence. In 1990, I applied for a time limited job as international analyst in the Foreign Ministry Trade Department. It was about how a possible EU membership would affect Sweden, but my application landed in the wrong department, so instead I was invited to join the Diplomatic Trainee Programme.

2. What was your background before you joined the Ministry for Foreign Affairs?

After finishing my studies at the Stockholm School of Economics in 1986, I worked for two years in the Finance Department of Daimler Benz AG in Stuttgart. A very good thing, because there I met my wife, Dorkas. In 1988, we moved back to Stockholm where I worked for two years as a consultant for Andersen Consulting – nowadays Accenture.

3. Which posts have you been to?

After three years at the Ministry in Stockholm, my first posting abroad was to the OSCE Mission in Vienna 1993-95. The highlight there was the mediation, led by Jan Eliasson, in the Nagorno Karabakh conflict. From Vienna, we moved to New York in 1995 and stayed until 1999. I worked in the Swedish UN Mission, which turned out to be an exciting time, not least because Sweden became a member of the Security Council in 1997-98. After New York, I worked as Chief of

supporting Swedish companies in different ways. Not least the planned procurement by Switzerland of 22 Gripen E aircraft from Sweden takes a lot of my time.

On the gratifying side is the pleasure of our excellent bilateral relations. It simply feels good to be a Swede in Switzerland!

6. Considering your seven years of experience as Ambassador to Switzerland; what would you say are the similarities/differences between Swedes and Swiss, and what can we learn from each other?

There are clearly more similarities than differences! To me, it is no wonder that other countries cannot tell the difference between us. That being said, we can still learn from each other. One concrete example is the vocational training system in Switzerland, which Sweden has been studying carefully for the last few years and trying to “copy”, the best parts. Another example is day-care centres for children, where Switzerland shows a big interest in the Swedish system.

7. You initiated the idea to set up a Swedish Chamber of Commerce here in Switzerland. Are you pleased with the development?

Yes, when I prepared to move to Switzerland in 2006, I was very surprised that there was no Chamber. I am extremely pleased with the Swedish Swiss Chamber of Commerce which, in a very short time, has become one of the most active Chambers of Commerce in Switzerland. Keep up the good work! ■

Staff for Foreign Minister Anna Lindh 1999-2002, and then as Director-General for Administrative Affairs in the Foreign Ministry 2002-06.

4. What part of the role as Ambassador interests you the most?

The most fascinating part of my job is no doubt all the fantastic people I get to meet! And working for and with our great Swedish companies is always very stimulating.



5. What is the most challenging/gratifying part of your job?

The challenge is really to cover the full width of Swedish interests in Switzerland. We are a small Embassy, and always try to give the best service possible – whether it is for passports, visas, tourism information, incoming and outgoing ministerial visits, or