

# A wide range of events

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## SSCC Events June 2014 till June 2015

- 13 June**  
Luncheon Featuring Simona Scarpaleggia,  
CEO IKEA Switzerland  
Geneva
- 5 September**  
SSCC Traditional Crayfish Party 2014  
Zurich
- 17 September**  
Presentation by Michael Wolf, President and  
CEO Swedbank  
Lugano
- After Work Zurich**
- 18 September**  
Swedish Cleantech Tour, Meeting in Zurich  
Zurich
- 24 September**  
After Work Geneva
- 24 September**  
Presentation with Dr. Percy Barnevik,  
Hand in Hand  
Zurich
- 2 October**  
Presentation by Margareta van den Bosch  
Lugano
- 7 October**  
Setting up a business in Switzerland –  
Seminar on legal forms,  
formation procedures and tax aspects  
Geneva
- 16 October**  
Presentation by Ambassador  
Magnus Hartog-Holm  
Geneva
- 21 October**  
Presentation by Ambassador  
Magnus Hartog-Holm  
Zurich
- 22 October**  
Philanthropy day 2014  
Lugano
- 22 October**  
After Work in Zurich
- 29 October**  
After Work in Geneva
- 17 November**  
Presentation by Countess Bettina Bernadotte  
Zurich
- 19 November**  
After Work in Zurich
- 26 November**  
After Work in Geneva
- 13 December**  
Lucia Celebration  
Lugano
- 17 December**  
After Work in the “Ruinart Lounge”  
at Widder Hotel  
Zurich
- 15 January**  
Investment seminar for 2015  
organized by Nordea S.A.  
Zurich
- 21 January**  
After Work in Zurich
- 3 February**  
Presentation by Yves Daccord, Director-  
General of the  
International Committee of the Red Cross  
(ICRC)  
Geneva
- 4-5 February**  
Swedish Chambers International,  
Boardmeeting  
Zurich, Liechtenstein
- 5 February**  
Presentation by Corine Mauch, Mayor of the  
city of Zurich  
Zurich
- 25 February**  
After Work in Geneva
- 27 February**  
Presentation by Ambassador  
Magnus Hartog-Holm  
Lugano
- 4 March**  
SSCC AGM  
Bern
- 6 March**  
Motor show with Volvo Cars at the Palexpo  
Geneva
- 14 March**  
SEB Annual Skiing Competition  
Klosters
- 22 April**  
After Work in Zurich
- 29 April**  
After Work in Geneva
- 5 May**  
Russian comeback? Presentation by Marcus  
Svedberg,  
Chief Economist East Capital  
Zurich
- 19 May**  
Tove Lifvendahl - “The wonderland facing  
global competition –  
Sweden’s challenges ahead”  
Zurich
- 20 May**  
After Work in Zurich
- 20 May**  
Tove Lifvendahl - “The wonderland facing  
global competition –  
Sweden’s challenges ahead”  
Geneva
- 26 May**  
Presentation by Simona Scarpaleggia, CEO  
IKEA Switzerland  
Lugano
- 27 May**  
After Work in Geneva
- 12-13 June**  
Volvo Art Session 2015  
Zurich
- 16 June**  
Tax Seminar: An Update of Swiss and Canton  
Ticino Taxation: Threats and Opportunities  
Lugano

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## Ambassador Magnus Hartog-Holm

in Zurich, Geneva and Lugano  
October 2014, and February 2015

The SSCC welcomed the new Swedish Ambassador to Switzerland and Lichtenstein; Magnus Hartog-Holm who gave presentations in Zurich, Geneva and Lugano on how to best strengthen the cooperation between our countries. The events were fully booked and members and friends of the Chamber took the opportunity to meet the new Ambassador in person. Prior to serving in Switzerland, Ambassador Hartog-Holm has held posts at the Swedish Embassies in Tokyo, Berlin and Tallinn, and has also been an exchange diplomat at the French Ministry of Foreign Affairs (Quai d'Orsay). Most recently, Ambassador Hartog-Holm was serving as the Ambassador for Nordic cooperation in Sweden.



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## Margareta van den Bosch

in Lugano 2 October 2014

Margareta van den Bosch, Creative Advisor at H&M gave a talk in Lugano to SSCC's members and friends on the topic "10 Years of successful cooperation with celebrity designers". Margareta van den Bosch studied fashion at Beckmans Fashion School in Stockholm and for 21 years was the design director at H&M, heading a team of more than 100 designers in Stockholm. Since 2009, Margareta van den Bosch is Creative Director at H&M, collaborating with some of the most successful fashion designers in the world. Margareta van den Bosch received the Illis Quorum by H. M. the King of Sweden in 2013.



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## Countess Bettina Bernadotte in Zurich

17 November 2014

On the 17th of Nov 2014 the SSCC had the pleasure of welcoming Countess Bettina Bernadotte for a presentation with the title “Mainau, the flower island in between family tradition and modern tourism”. Countess Bernadotte gave us an insight into the history of the castle and how Mainau is managed as a modern company in the tourism sector today.

Countess Bettina Bernadotte, born 1974 in Scherzingen, Switzerland, is the oldest daughter of Countess Sonja and Count Lennart Bernadotte and assumed leadership of Mainau GmbH in 2007, with the goal of leading the family business into a successful future with secure jobs in both tourism and in the new segments of Quality Management and Continuing Education.





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## Motor show with Volvo Cars in Geneva

6 March 2015

For the fourth year running, the SSCC in cooperation with our patron member Volvo Cars had the pleasure of inviting members to the International Motor Show in Geneva. Volvo Car generously invited everyone for a light meal and drinks followed by a tour of the Volvo Cars' VIP Area and free time at the Geneva Motor show Exhibition area where the guests had the opportunity to check out the brand new Volvo XC90.



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## SEB Annual Ski Competition in Klosters

14 March 2015

For the fifth year running, the SSCC in cooperation with SEB had the pleasure of inviting members and friends to its annual skiing competition! Like before, the event took place in Klosters with ski-competition with instructions by Nina Öqvist from Skiers Accredited, followed by the race and lunch at the restaurant Alte Schwendi.



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## Tove Lifvendahl in Zurich and Geneva

19 and 20 May 2015

The SSCC, in cooperation with Lombard International Assurance, organized a presentation followed by a buffet dinner with Tove Lifvendahl, Political Editor in Chief at Svenska Dagbladet in Zurich and Geneva.

Tove spoke on the topic “The wonderland facing global competition – Sweden’s challenges ahead” where she addressed Sweden in many ways looked upon as a perfect country, but if so, why do expats find it difficult to return and how come immigrants have difficulties entering the labor market?

