

YOUR SALESFORCE JOURNEY IN SAFE HANDS



Welcome to SSCC Connect

Dear Members.

As we live in more complex times with several challenges in many areas, I believe that the Swedish Chamber of Commerce in Switzerland can continue to provide the right platform for you, our members, to meet and make more business and social contacts.

The diversity of our activities in 2023 in several locations in Switzerland, reflects the various interests of our membership.

Our objective is to listen to you and meet your needs whenever possible.

This year I am very happy that we have been able to gain several new members, from Astra Zeneca to smaller companies, that hopefully will grow to become larger companies in time.

I would like to thank my colleagues, the members of the Board of Directors of SSCC for your dedicated work and sound advice throughout the year. I would like to thank particularly Eva Fiorenzoni and Anette Österholm for their hard work and for always delivering an excellent service.

And finally, I would like to thank you, dear members for your long-term commitment and for entrusting us with the running of the Chamber.

Beatrice Engström-Bondy Chair



Dear Members.

As the business landscape is constantly changing, we at the Chamber also have to adapt to the new normal. This is something we do on a continuous basis to ensure that our offering and programme is always relevant to our members

One of the milestones this year is the creation of a committee consisting of six member representatives in the Western part of Switzerland to help us drive the agenda in Geneva and Lausanne and to grow our activities and member network in this region. I would like to extend a sincere thanks to everyone in this group for their continuous engagement and support to SSCC.

Another milestone is the creation of a Swiss-Swedish Parliamentary Group in Bern, with the purpose of promoting contacts between the two countries regarding economic policy interests and bilateral relations in relevant areas

We are very pleased to see a growing membership base year on year reaching almost 300 members companies, and an increased participation in our 30+ events across the country this year.

Anette and I would like to extend a sincere thanks to all of you for your continuous engagement and support to SSCC.

Eva Fiorenzoni Managing Director

SSCC Team

Eva Fiorenzoni, Managing Director **Anette Österholm**, Event & Business Manager

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Swedish Swiss Chamber of Commerce

Connect, Engage and Create Business Opportunities

Founded in 2008, the Swedish Swiss Chamber of in Zurich, Geneva, Lugano and Bern, providing Commerce - SSCC, is a networking organisation for companies and individuals, all of whom are interested, or engaged in, business within the Swedish-Swiss community in Switzerland.

ideas, and ultimately create or strengthen business opportunities. We organise 30+ business events and webinars per year taking place across Switzerland

professional networking opportunities. All our events are in English.

SSCC has a member network of more than 290 corporations and individual members representing The Chamber's main role is to provide a plat- around 1'100 member contacts and a total network form for members to meet, connect, exchange of 4'000+ people. Our members range across all sectors and industries, from large corporations to SMEs and entrepreneurs, located in Switzerland, Sweden and neighbouring countries.



and branches.

Mission Statement

For the benefit of our members. the Swedish Swiss Chamber of Commerce shall create and facilitate contact and communication between corporations and organisations with the common goal of expanding Swedish-Swiss business extending commercial relations between Sweden and Switzerland.

Membership Fees

CHF 7000 Patron

CHF 3000 Gold

100+ employees

CHF 1500 Silver

11-100 employees

CHF 500 Bronze 1-10 employees

Individual CHF 250

Membership fees valid for 2024.

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IMPRESSUM

Edition: Issue 14 of the SSCC Yearbook - SSCC Connect 2023/2024

Editor in Chief: Eva Fiorenzoni, Managing Director, SSCC

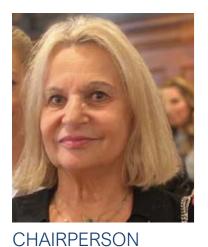
Concept and Design: Eva Fiorenzoni

Cover: Adolfo Orive, Tetra Pak President & CEO

Photo: ©Tetra Pak

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SSCC Board of Directors



Dr Beatrice Engström-BondySenior Advisor to Jacob Wallenberg,
Office of the Chairman, Investor AB



Ulrika Hagle Partner Caldwell Partners



Anders Jonsson
Investor and adviser to private equity



Ole Hamre
Head of International Private Wealth
Management & Family Office Division
SEB



Karin Lepasoon Chief Communications and Sustainability Officer, Member of Group Executive Committee, ABB Ltd



Adolfo Orive President & CEO Tetra Pak Group



Björn Wettergren Chairman Cagson AG Board Member Vontobel



Katarina Lif Burren Founding Partner adills AG



Inge Schütz
Managing Director Bern Office,
The Business Harbour



Jasmin StaiblinFounder & CEO of Condir Ltd



Torbjörn Törnqvist CEO & Founder Gunvor Group



Birgitta Arve
Founder of the Chamber
LL.M Legal Adviser, Birgitta Arve Consulting
& Swedish Consul Zurich



Anne Brennwald

Managing Director, Swiss Chamber of
Commerce in Sweden



Per FalkPresident
Ferring Pharmaceuticals



Jacob Wallenberg Chairman Investor AB

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SSCC Advisors



Carl Magnus Nesser Ambassador of Sweden to Switzerland and Liechtenstein



Dr François Voeffray-PeyroAmbassador of Switzerland to Sweden

SSCC Team



Eva Fiorenzoni Managing Director



Anette Österholm Event & Business Manager

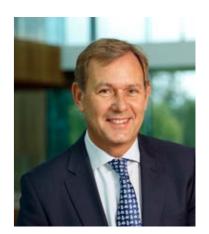
SSCC Western Switzerland Committee



Charles Brand
Executive Vice President for Processing
Solutions & Equipment
Tetra Pak



Maria Hamilton



Alan Harris Senior VP Global R&D LCM Ferring International Center



Suzanne Lauritzen Partner, Private Tax Ernst & Young Ltd.



Ulf Snellman CEO Auris Wealth Management Swedish Consul Geneva

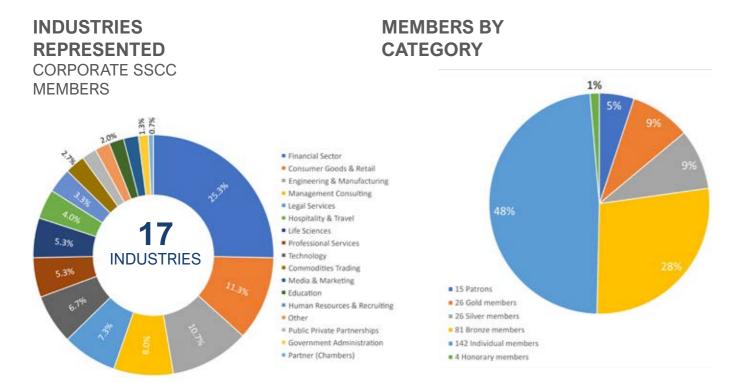


Finn ToennessenManaging Director Switzerland & Nordics
Director Business Development Europe
Microshare

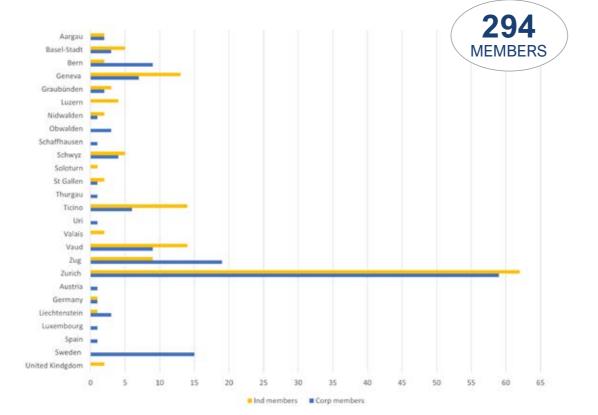
About SSCC

SSCC has a member network of more than 290 corporations and individual members representing around 1'100 member contacts and a total network of 4'000+ people. Our members range across all sectors and industries, from large corporations to SMEs and entrepreneurs, located in Switzerland, Sweden and neighbouring countries.

Our high profile membership base across more than 17 industries, includes Swedish and Swiss multinational corporations, top level financial and management consultancy firms as well as SMEs.



MEMBERS BY GEOGRAPHY



Meet our members

From the outset of the SSCC in May 2008, we have had the privilege of being supported by patron companies securing the long-term growth of the chamber. Currently, the Swedish Swiss Chamber of Commerce has 16 patron members.





















































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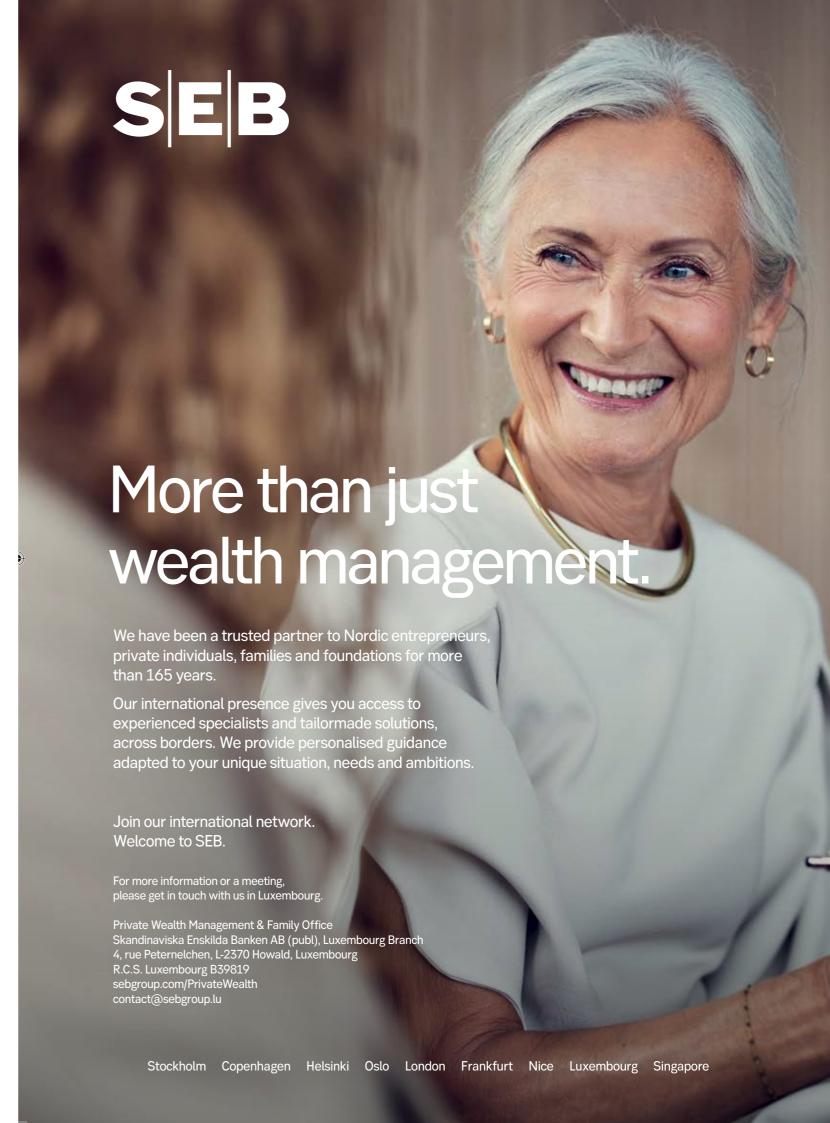












BRONZE MEMBERS

adills AG

Advokatfirman Carler TT
Advokatfirman Per Edholm

Advokatur Bernhard

Alektum Group

Amplia Co AG

Atos Medical Schweiz

Auris Wealth Management

Beauty Disrupted AG

Beck Klöti AG Law Firm & Notary's Office

Belmot AG

BHA Partners AG

Birgitta Arve Consulting

Blackbird Talent Solutions

Bodegas Virtus S.L.

Brand Treuhand

Brennwalds Business Development AB

Burkhart & Partners AG

Business Sweden

Capital Rewards Partners

Caveo AG

Chevrolet Consulting GmbH

Citadel Finance SA

CLASINE GENEVE Sarl

Conda.ch GmbH

Dagsmejan Ventures AG

DELTASTEEL SA

EMC Advisors AG/ Novita Group Ab

Europeiska Försäkringsmäklarna SA

Executive Life Design

Fiduciaria Mega SA

Fingerprint Card AG

Fischer & Partner

Flexiject Invent GmbH

FORSBERG ARCHITEKTEN AG

Forum ILS AB

Frankofon Förlag

GrapeFactory GmbH

Greater Geneva Bern area

Happy at Work SARL

Holm AG

Hotel Schweizerhof Bern & THE SPA

HTC High-Tech-Center AG

Imagine A Concept GmbH

Interogo Foundation

IPscreener

Katalysen & Partners AB

KG FRIDMAN AB

Klarna

Lagom+ GmbH

Mercuri Urval AG

Njorden Sàrl

Nordea Asset Management Schweiz GmbH

Nyfikna Investerare

OneWell AB

Perfect Way GmbH

PRO Services GmbH

Rent a PR AG

RETAIL Experts

Ski Lodge Engelberg

Sky Capital AG

Sourcing + Service GmbH

Steimle & Partners Consulting SA

Stena (Switzerland) AG

Sulzer Consulting IT Services

Svea Finans AG

Svenska Klubben Lausanne-Genève

Svenska Kyrkan Lausanne-Genève-Bern

Svenska Kyrkan Zürich-Basel

Swedish Consulate Lugano

Swedish Embassy

Swedish International School of Geneva

SwedSwiss-Consulting GmbH

Swiss Chamber of Commerce in Sweden

Swiss Embassy

SWISS HEALTH & NUTRITION AG

TalkPool AG

Tareno AG

The Q. Brands House Ltd

Torsten Svensson Consulting

Treuhandzentrum Zürich AG

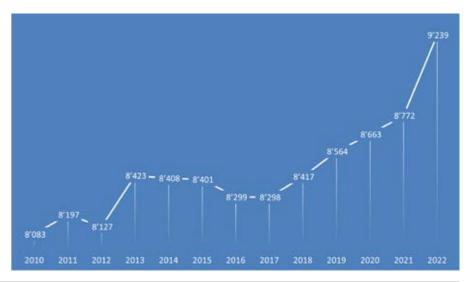
Trunk AG

Ubby Productions

Facts and Figures

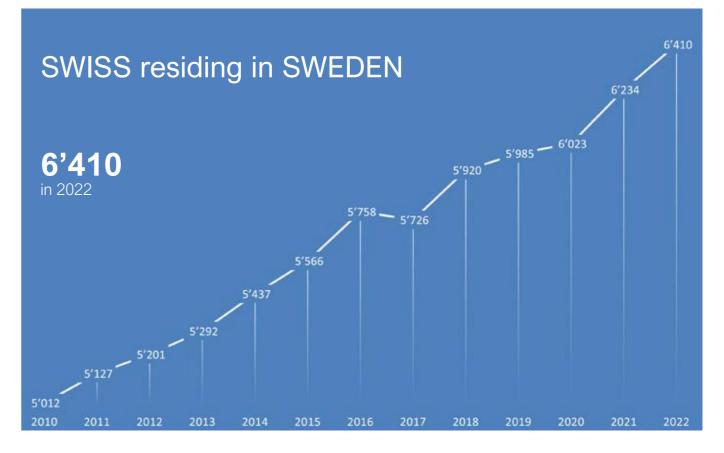
SWEDES residing in SWITZERLAND

9'239 in 2022



ZH VD GE AG ZG VS BE BS	Zürich Vaud Genève Aargau Zug Valais Bern Basel-Stadt	2'711 (+162) 1'141 (-4) 890 (+33) 527 (+25) 529 (+31) 488 (+54) 440 (+20) 354 (+27)	BL SZ SG TI OW GR FR TG	Basel-Land Schwyz St. Gallen Ticino Obwalden Graubünden Fribourg Thurgau	291 (+14) 275 (+10) 229 (+21) 200 (+1) 140 (+19) 130 (+9) 131 (+16) 118 (+13)	SH NE NW UR JU AR GL AI	Schaffhausen Neuchâtel Nidwalden Uri Jura Appenzell A. Glarus Appenzell I.	70 (-5) 71 (+8) 40 (+5) 24 (+6) 16 (0) 18 (+3) 11 (+7) 3 (0)
BS LU	Basel-Stadt Luzern	354 (+27) 301 (-10)	TG SO	Thurgau Solothurn	118 (+13) 91 (+2)	Al	Appenzell I.	3 (0)

Source: Bundesamt für Statistik, Switzerland



INDIVIDUAL MEMBERS

Aargau

Hanspeter Fässler Lukas Zehnder

Basel-Stadt

Ole Geving Richard Hillbert Jesse Ng Olof Strand

Bern

Stephan Kocher Inge Schütz

Geneva

Anna Louise Agerup
Helen Agerup
Åsa Bittel-Pettersson
Mia Carlsson
Kerstin zu Dohna
Helena Frick
Helena Harless
Bo Hjelt
Paola Hjelt
Amélie lacconi
Karl-Olof Lövblad
Rolf Olsen
Audrey Tasso
Maria Åkesson Pevrot

Graubünden

Marianne Bergengren Mikael Hansson Peter Leupp

Luzern

Lars Bengtsson Johan Bjärneman Lisse-Lotte Hermansson Christina Lütolf-Aecherli

Nidwalden

R. Max Behesht Jörg Ihrig

Schwyz

Manfred Ebling Fredrik Edström Oscar Falkman Anders Jonsson Anna Stenbeck

Solothurn

Christina Johansson

St. Gallen

David Dixon Marcus Wenestam

<u>Ticino</u>

Berit Abt

Ticino

Laurent Belet
Massimo Borella
Peter Brandel
Franco Brusa
Pasquale Francesco Fiore
Charlotte Krantz
Viveka Linde
Georg Ragnar Lundmark
Stefano Pelli
Magnus Roth
Bengt Wahlqvist
Stefan Widegren
Mikael Wirén

Valais

Åsa Blidegård Henrik Ekelund

Vaud

Madeleine Adamsson
Thomas Berman
Ulrika Björklund
Hélène Carendi
Jan Carendi
Karin Dahlman
Nina Giustiniani
Michiel Hamberg
Maria Hamilton
Eric Johnsson
Filip Nilsson
Jan-Eric Nilsson
Dag Richter
Federico Scolari
Finn Toennessen

Zug

Juhani Anttila
Thomas Enholm
Ivar Günther
Charlotte Hagelin
Ulf Hoof
Peter Liden
Marijana Mladenovic
Lars B. Stigemar
Patrik Westermark

Zürich

Marie Ahrnstein-Peters
Susanne Andersson
Michael Augsberger
Ulrika Axius
Helena Banér
Otto Bengtsson
Marcus A. Bergagård
Stefan Bergerham
Towa Christina Birgersdotter Gräfin von Bismark
Peter Bodlund
Jorrit de Boer
John Cook
Anna Demarmels

Zürich

Börje Denter Susanne Di Cristo Carl Magnus Ehrnrooth Marie Enhörning Malin Flükiger Mark Furger Stefan Gerlach Sara Gorbani Björn Greiff Jonathan Haddon Olof Henricsson Tuula Hirvelä Aloys Hirzel Ivo Hungerbühler Carl Jung Anna C. Kammenhuber Göran Kinell Laura Kiviharju Urs Lichtsteiner Anders Lindh **Emelie Mahler Fabian Martens** Jürg Martin Mark Meili Anders Tobias Mészáros Hans Ulrich Märki Jennie Nilsson Gustaf Nordbäck Jesper Olsen Jennie Gertun Olsson Enna Pariset Tor Peters Olof G. Poëll Johanna Samrud Christoph Schmid Jasmin Staiblin Jago Svensson Carl Fredrik Sverdrup Joacim Söderlund Louise Tamm Kinberg Björn Thielcke Anne Thorstvedt Sjöberg Erik Tjernström Maija Vihma Malin Wadström Christina Wennestam Björn Wettergren Mark Anthony Wisskirchen **Thomas Wobmann**

Germany

Marinel Walfridsson

Liechtenstein

Daniela Imhof

United Kingdom

Bennt Bengtsson Arne Jan Opsahl





How does a company like Tetra Pak stay relevant after 70 years?

I would say it is by having passion for three important elements. The first is our purpose. We commit to making food safe and available everywhere, and we promise to protect what's good: food, people and the planet. This is what drives us. It's what personally motivates me every single day. It is at the heart of every decision we make and is the reason we come to work every day.

Second, focusing on customers. Working closely together, building understanding and relationships, listening to their voice, and adapting to meet their needs. That's key. We never forget our customers come to us by choice. We must always ensure everything we do creates value for them, every day. We must never stand still.

And third, it's about our own people. It's about delivering a great employee experience and workplace, to ensure our company remains one where all colleagues can learn,



The company started in Lund, Sweden, with the invention of the carton package. Today more than 190 billion are sold every year. The company is also a leading food processing company.

Adolfo Orive has been President & CEO of Tetra Pak since April 2019, and has worked for the company for over 30 years.

grow and develop their careers and their capabilities. That's how we build an effective long-term platform for delivering customer value.

Where is your company's focus today?

We are focused on four strategic pillars to ensure we meet the needs of our customers this decade with our Strategy 2030. The first is quality. As the industry leader, we need to deliver the best product quality and the best customer experience at every touchpoint. The second is sustainability. Our goal is to lead the sustainability transformation of our industry, and we're doing this in multiple ways, developing next generation sustainable packaging solutions, increasing collection and recycling rates, and taking action to mitigate climate change, while also protecting and restoring nature.

Third is the integration and optimisation of our customers' operations, delivering end-to-end solutions and enabling new data-driven business opportunities, such as leveraging connectivity to optimise productivity and supply chain transparency.

And fourth is innovation - continuing to pursue the most exciting new opportunities to help our customers grow. We're focused on the high growth opportunities across focus areas such as: geographies, like India and China to name just two; categories, such as plant-based and novel

Photos: ©Tetra Pak

Tetra Pak at a glance

In parallel to these four pillars, we are also focused on

ensuring that we as a company are the best Tetra Pak we can be. A dynamic, productive and capable organisation –

more aware, more effective and efficient, faster at making

and acting on decisions etc. A company that's ready for

foods; and channels, notably e-commerce.

In 1952, Dr. Ruben Rausing together with Swedish engineer Erik Wallenberg developed a tetrahedron-shaped paper packaging carton in Lund, Sweden, as an alternative to the heavy glass bottles used for packaging and distributing milk. This inspired the name Tetra Pak, which is today a world-leading food processing and packaging solutions company headquartered in Lausanne, Switzerland.

- Net sales: €12.5 billion
- Employees: 23,000

whatever the future may bring.

- Countries with operations: >160
- Packages sold: 193 billion
- Machines in operation: 8,959 carton fillers, 103,322 food processing units, and 22,757 downstream equipment worldwide.

Figures at end 2022.

As a food packaging and processing company, what is your sustainability role?

The world today is facing profound challenges, including climate change and an uncertain macro-economic outlook, with continued supply chain disruption and inflationary pressures that are driving the cost of living up, resulting in food insecurity in many parts of the world. Against this backdrop, the role of the food industry in feeding a growing population sustainably is more important than ever.

Being a food processing and packaging solutions company, we are strongly committed to enabling our customers to keep food supply chains running, supporting the well-being and welfare of our employees and the communities we operate in, while protecting the planet on which we all live.

The current operating environment has emphasised the need for integrated, systemic solutions. This is the only way we can meet the scale and speed of change required to strengthen food access while reducing environmental impact, in a way that leaves no one behind. This is why we have taken a holistic approach across five interconnected areas where we can contribute the most: food systems, circularity, climate, nature and social sustainability. To give you an idea of our recent efforts, we have been investing heavily to significantly enhance the sustainability profile of our packaging and processing solutions. We are investing €100 million annually to develop packages that are made with a simplified material structure, to strengthen recyclability and increase renewable content, without compromising on food safety. We have already

tested a new fibre-based barrier to replace the aluminium foil layer – a first within food carton packages distributed under ambient conditions. We're also investing up to €40 million annually to increase the collection and recycling of carton packages and support the ambition of upcoming regulations to enable a step change in the industry's transformation.

How does a globally diverse company create a shared culture?

As I mentioned earlier, everyone at Tetra Pak shares a strong common purpose to protect food, people and the planet. That's a great starting point. We also live the same core company values: customer focus and long-term view; freedom and responsibility; quality and innovation; and partnership and fun. These values are both true to our heritage and an aspiration for the future. They are vital to forming and shaping our company culture, guiding our actions, keeping our team together around what our company stands for globally, and giving us a true competitive advantage.

Promoting the right leadership behaviours is key too. This also helps us to shape the company that we want to be, creating dynamism, driving productivity, building capability, and generally helping to ensure that everyone is working to the same goals.

But at the same time, we celebrate difference. We're proud of our diversity at Tetra Pak. Operating across more than 160 countries worldwide, our workforce embraces many different nationalities, ethnicities and cultures, and we constantly strive to create a work environment that is inclusive and fair. Everyone's voice deserves to be heard and development opportunities should be offered to all. This is fundamental. They make good business sense, too, giving us a competitive advantage, matching the evolving needs of our customers and consumers, widening our appeal and our access to talent, and leveraging the power of diverse perspectives and experiences to unlock creativity and performance.

What is your own personal leadership style?

Good question. It's still a work in progress, I would say. Developing as a leader is a lifelong journey, and we can all always learn more and evolve further. But over the years, I've developed my own ABCD of leadership.

A is for authenticity, being true to ourselves as both individuals and leaders at all times. It is about being open and genuine, even if it puts you in an uncomfortable



The headquarters of Tetra Pak are in Lausanne, Switzerland.

position, for instance when acknowledging your failures or when making difficult, unpopular decisions.

B is for balance. Leadership is a balancing act, requiring us to find the right equilibrium amongst multiple variables. That can mean following your heart as well as your head, which I think is vital. Focusing on people as well as outcomes, and balancing business with purpose, making sure that we perform our role in society.

C is for collaboration, which is more relevant and powerful today than ever. Given the complexity of business issues and the speed at which our internal and external environments are changing, a successful leader needs to be able to drive collaborative ecosystems – going beyond conventional borders and expected alliances.

Finally, D is for dialogue, the glue that binds all the other things together. We have to be able to communicate our vision and expectations, and at the same time be able to effectively listen to our teams. Lack of dialogue will not let us attain the desired speed, or even worse, lead us in the wrong direction.

How do you relax away from work?

Fortunately, I love my job so I get a lot of energy from my colleagues, from our customers, from others I get to interact with through Tetra Pak. And then when I need to relax, it's about spending time with friends and family; being with those closest to me. Maybe watching football or enjoying nature and the outdoors, somewhere with a great view. Fortunately, I live in Switzerland at the moment, so there are a lot of those!



what we do

We are a Multi Family Office & Swiss Fiduciary Firm that offers a high level of expertise to our clients in various fields and assists our families, individuals and corporate structures in their distinct endeavours. We have the aim being comprehensively and profoundly active for the individuals and companies we advise. We offer a "holistic" approach meaning that our services go beyond pure advice, which are geared to the long term and are characterized by a close, trusting co-operation. adills.com





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SSCC Activities

January

- SSCC Business Talk with Tyler Brûlé at Monocle Zurich
- Nordic Chambers' Event: Car(re)volution Zurich

February

- Meet & Connect at Café Fika Geneva
- SSCC Business Luncheon with Christian Sinding, EQT Zurich

March

- SSCC AGM & SSCC Business Talk with Stefan Brupbacher, Swissmem Zurich
- AICC Gala Dinner Geneva
- Nordix Drink at Dagsmejan Zurich

April

- Partner Event: Redeye Energy Seminar Webinar
- Partner Event: Andermatt Swiss Alps Classics Zurich

May

- SSCC Business Talk with Tetra Pak and IMD Lausanne
- UBS Economic Outlook Webinar
- SSCC D&I Forum Zurich

June

- Nordic Chambers' Event at Olympic Museum Lausanne
- VIP Event: Inauguration of the Swiss-Swedish Parliamentary Group Bern
- Seafood Dinner at Café Fika Geneva

August

• Seafood Dinner at Zunfthaus zur Schmieden - Zurich

September

- VIP Event: Jacob Wallenberg "Churchill Speech" at University of Zurich
- Meet the Swedish Ambassador Zurich
- Business Talk with Anders Borg Geneva

October

- Meet the Swedish Ambassador Geneva
- Anniversary Gala Dinner Swiss Chamber of Commerce Stockholm
- Meet the Swedish Ambassador Lugano
- Nordix Drink at Bolia Zurich

November

- Partner Event: Al & Human Rights with Flynn Coleman Zurich
- SSCC Business Luncheon with Christian Cederholm, Patricia Industries (Investor AB), and Fred Wallenberg, Navigare Ventures (Wallenberg Investments AB) - Zurich
- SSCC Entrepreneur Talk with three Swedish entrepreneurs: Stefan Ytterborn, Cake, Ellen Berg, NonStop Gym, and Svante Holm, Beauty Disrupted - Geneva
- Whisky Tasting Evening Lugano
- Christmas Drink at Holm Zurich
- SCI Event: The changing global business landscape Webinar

December

- Partner Event: Polestar x Bcomp: Material innovation Zurich
- Christmas & Lucia Reception at Tetra Pak Lausanne



SSCC Business Talk at Monocle - Zurich Discussions with Nina Müller, CEO Jelmoli, Jessica Anderen, CEO & CSO IKEA Switzerland, by Tyler Brûlé, Journalist, Entrepreneur, and Editorial Director Monocle.

> Meet & Connect - Geneva Networking event at Café Fika.



SSCC Business Luncheon - Zurich Luncheon with Christian Sinding, CEO & Managing Partner EQT Group spoke about Scandinavian Capitalism and their approach to sustainability and value creation.









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SSCC AGM & SSCC Business Talk - Zurich Annual General Meeting for all members followed by a presentation by Stefan Brupbacher, CEO Swissmem.















Nordix Drink at Dagsmejan - Zurich Networking event in collaboration with the Nordic Chambers of Commerce.

No. 112

Seafood Dinner - Zurich Crayfish dinner with a modern twist at Zunfthaus zur Schmieden.



AICC Gala Dinner - Geneva

Joint event with 15+ bilateral chambers of commerce.



Seafood Dinner at Café Fika - Geneva Informal dinner and networking event for members and friends of the Nordic chambers and clubs.









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Meet the Swedish Ambassador Zurich - Lugano - Geneva

Networking opportunities for our members to meet the new Swedish Ambassador to Switzerland and Liechtenstein, Carl Magnus Nesser, in three cities across Switzerland.























Nordix Drink at Bolia - Zurich
Informal networking event for members and friends of the Nordic chambers.











SSCC Milestones 2023

Creation of a Western Switzerland Committee

SSCC are active all-around Switzerland with activities. In order to grow the Western part of Switzerland and create relevant business-related events, we decided to create a local working group. In January 2023, we created SSCC Western Switzerland Committee with 6 representatives from member companies and individual members in the Western part of Switzerland.

The purpose of this committee is to:

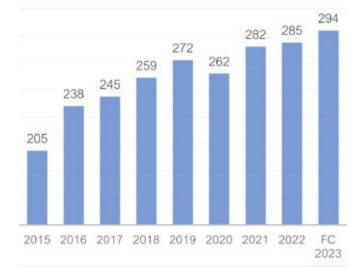
- be a local presence in Geneva and Lausanne
- work on the programme offering in the region
- engage with their respective networks to grow the SSCC network.

We are very grateful and proud to introduce you to the group members:

- Charles Brand, Tetra Pak
- Maria Hamilton
- Alan Harris, Ferring Pharmaceuticals
- Suzanne Lauritzen, EY
- Ulf Snellman, Swedish Consul in Geneva
- Finn Toennessen, Microshare

See page 9 for full team.

Continued growth of member companies and individuals



Inauguration of a Swiss-Swedish Parliamentary Group

On 13 June 2023, we had the great pleasure of inaugurating the Swiss-Swedish Parliamentary Group in Bern. Mr Martin Candinas, President of the National Council, and Mrs Irène Kälin, Member of the National Council, are Co-Presidents of this group.

The purpose of the group is to promote contacts between the two countries regarding economic policy interests, as well as bilateral relations in relevant areas. Specifically, an exchange with members of the Swiss Parliament and representatives of Swedish organisations in Switzerland. The goal is mutual understanding and regular dialogue and thereby the development of bilateral relationships.

Read more about this initiative on page 35.

Strengthened collaborations with partner organisations

Team Sweden

SSCC is part of Team Sweden in Switzerland where we collaborate with the Swedish Embassy and Business Sweden around common projects promoting trade between our two countries.

Nordic Chambers in Switzerland

We are collaborating since 2017 with the Nordic Chambers in Switzerland, creating two Nordic Chambers' events as well as two social networking events per year.

AICC Association for International Chambers of Commerce

SSCC is part of AICC founded in 2019. Consisting of 19 bilateral chambers in Geneva with the objective to provide greater networking opportunities for its respective members.

Swiss Chamber of Commerce in Sweden

Co-organised events with our "sister chamber" in Sweden.

SCI Swedish Chambers International

SSCC is a member of Swedish Chambers International, a platform for Swedish Chambers all over the world.

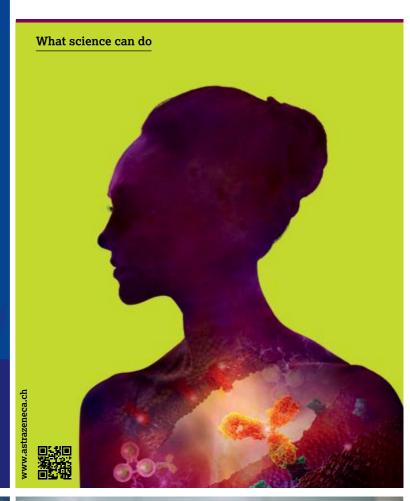
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Inauguration of the Swiss-Swedish Parliamentary Group

Clients who come to us, stay with us,

On 13 June 2023, we had the great pleasure of inaugurating the Swiss-Swedish Parliamentary Group in Bern. Mr Martin Candinas, President of the National Council, and Mrs Irène Kälin, Member of the National Council, are Co-Presidents of the Swiss-Swedish Parliamentary Group. At this occasion, a group of 30 members of the Swedish Swiss Chamber of Commerce, representing patron and gold members, attended a guided tour of the Parliament in Bern, followed by a presentation by Mr Martin Candinas and Mrs Irène Kälin.

We also had the honour of the presence of the Swedish Ambassador to Switzerland and Liechtenstein, Carl Magnus Nesser, who gave an address in three languages where he welcomed the great cooperation between the two countries. The ambassador had taken office the day before, so it was a great start to his term in Switzerland. The event was organised in partnership with Ericsson.

The purpose of the group is to promote contacts between the two countries regarding economic policy interests, as well as bilateral relations in relevant areas. Specifically, an exchange with members of the Swiss Parliament and representatives of Swedish organisations in Switzerland. The goal is mutual understanding and regular dialogue and thereby the development of bilateral relationships.

Eva Fiorenzoni and the Swedish Swiss Chamber of Commerce is the secretarial office of this group. Together with the Swedish Embassy, we drive the agenda for the group with one to two activities per year where representatives of Swedish organisations in Switzerland can exchange with members of the Swiss Parliament.

Left to right: Elisabeth Borella, Swedish Honorary Consul Lugano; Eva Fiorenzoni, SSCC; Martin Bürki, Ericsson; Beatrice Bondy, SSCC; Martin Candinas, President of the National Council; Anne Brennwald, Swiss Chamber of Commerce; Carl Magnus Nesser, Birgitta Arve, Swedish lonorary Consul Zürich; rène Kälin, Member of the Vational Council.



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Photo: Kristian Pohl/Regeringskansliet

Carl Magnus Nesser, Swedish Ambassador to Switzerland and Liechtenstein

• How has your first semester in Switzerland been?

Very nice! Being Sweden's ambassador to Switzerland is a great honour. I was previously head of legal affairs at the Foreign Ministry, but prior to this I was ambassador to Israel and Iraq, so I have been able to gain useful experience of leading an Embassy, sometimes during challenging times, I might add. Sweden and Switzerland have enjoyed warm diplomatic relations for a long time, extensive trade and cultural exchanges as well as a great flow of travellers between them. Many of the big Swedish companies are located here and in addition to this we have a significant group of Swedes living in Switzerland with whom we interact in various ways. Both countries play a significant role in international contexts.

On a personal level, it is of course great to come to Switzerland, which is fantastic in every way. The embassy is located in Bern, a city which may not be so well known in Sweden, but which has a rich history, many fine characteristics and a friendly charm. We have been able to visit many places in Switzerland already and have had the privilege of meeting and interacting with Swiss representatives, most of our diplomatic colleagues and many Swedes who live here - everyone has been very welcoming and that certainly is very positive!

• What do you want to achieve during your time in Switzerland?

My mission is to represent Sweden in Switzerland, an important part of that is to nurture the dialogue on the

political level. My goal is for the Swedish embassy in Bern to be one of the best embassies in the areas that are important to us, within the framework of our resources. We need to have a good network to be able to promote Swedish interests and to be able to keep the Ministry for Foreign Affairs and other governmental offices informed about things that are happening here that are important to us. Promoting Swedish business and industry are of utmost importance, as is the work with the image of Sweden, including promoting Swedish culture. We have a task of providing service to citizens, including processing passport applications. This is of great importance and we want to maintain a high level of service.

Of course, we don't have the resources to do everything we would like, so we must prioritise well, in dialogue with Stockholm. We must not forget that we enjoy great support from our honorary consulates in Zurich, Geneva and Lugano. We should also not forget that there are many other organisations that we work closely with that have the same goals as us, including the Swedish Swiss Chamber of Commerce here, the Swiss Chamber of Commerce in Sweden, Business Sweden and many others. Together can we do much more than what the embassy could do on its own. It's a team effort!

Finally, I would like to mention that my assignment also covers Liechtenstein. We have an honorary consulate in Vaduz that can help us on locally with various things.

• Similarities and differences between Sweden and Switzerland - what can we build on in the relationship between our countries - develop - or add?

There are so many things to highlight, but I would like to settle for mentioning that Switzerland is the most innovative country in the world according to WIPO, with Sweden in second place. Therefore, it is natural that we collaborate and there are many successful examples in this domain. And we should of course develop this further. I get many questions from the Swiss I meet about the Swedish security policy journey, from neutrality to NATO, and I think there is an interest in the assessments that have led us down this path, even though the context here is different. There is also generally a positive image of Sweden in Switzerland, which we can build on, despite the challenges that exist.

What is the secret behind being a good ambassador in Switzerland?

Very good question! I actually asked the same one to the Swiss President Alain Berset, when I handed over letters of credence to him in June of this year. He replied that it is not possible to get to know and understand Switzerland unless you leave Bern and visit the cantons and meet people from different parts of the society and listen to them. Thanks to the consulates and the cooperation with the Swedish Swiss Chamber of Commerce and other important associations, I have already had the opportunity to visit Zurich, Geneva and Lugano, with excellent conversations with mainly Swedes living in Switzerland and learn about issues they are interested in, that they think the embassy should be aware of. Really appreciated! And we will of course continue with this.

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Soeder: Pioneering Sustainability in Personal Care

At Soeder, the Zurich-based sustainable personal care company co-founded by my husband and I, we have wholeheartedly striven to create a business model that embodies genuine sustainability, circularity, and transparency.

Within the intricate tapestry of Soeder, we've interwoven threads of creativity, fervour, and our shared vision of sustainable entrepreneurship, all with the purpose of making an enduring mark on the personal care industry.

Soeder's mission is to create personal care products made out of 100% natural ingredients and are refillable. Starting off with creating a humble soap, we now offer a huge range of refillable products available in over 500 stores across Europe and the US.

How we got there was unconventional.

I pursued architectural studies at the Swiss Federal Institute of Technology in Zürich, and it was during this phase of my life that the foundation for Soeder's future was unknowingly laid. Post-academia, I chose to stay in Switzerland and immersed myself in the architecture field. I worked with two architectural offices, quickly ascending to the management board and taking on the role of Project Lead.



It was during this professional journey in Switzerland that I met Johan, my partner and co-founder of Soeder. Johan worked at Freitag, the company that produces bags and accessories from recycled truck tarps. Here, he gained extensive experience in the circular economy and saw the potential to provide sustainable consumer products to a broader audience.

Together, the idea for Soeder was born.

In 2013, we couldn't find any care products that satisfied us completely. The lack of products anywhere on the market that were truly high quality, locally produced, and toxin-free fuelled the creation of our first soap. Just two years later, we opened a soap manufacturer in the centre of Zurich. Here, we were able to oversee production to ensure that our products stayed true to our mission.

We started off in an old garage in the Zurich borough of Kreis 6. Those days, virtually everything was done by hand. We sold the first batch of soap in the freezing cold around the city. Demand was huge, and soon we realised that we would need a bigger production ground. In 2016, we left the city centre and moved to the nearby town of Schwerzenbach. Over the years, the soap that started it all has grown into a huge range of products including shampoos, conditioners, lotions, sanitizers, and more.

The period spanning from 2013 to 2017 was marked by a dual role for me. I continued to pursue my architectural career while simultaneously fulfilling my duties as the Creative Director at Soeder. In 2017, I made the bold decision to commit fully to Soeder, taking on the roles of co-CEO and Creative Director. This transition allowed me to fully embrace the growth and expansion of Soeder into new markets, an endeavour I continue to lead.

Looking back, I realise that starting with a small garage operation was a blessing in disguise. We were bootstrapped, with no big investments, and it forced us to take things one step at a time. Those early days were filled with challenges and mistakes, but we wouldn't change a thing. We learned the value of patience and the significance of slow, organic growth.

Soeder's future is bright. We are currently building a factory in Zurich in the former SBB warehouse, where people will be able to view our methods transparently. Our goal is to be energy-positive by 2026. Our new flagship store is due to open in Zurich's main train station, bringing our natural and refillable toiletries to many more people. We are also announcing new collaborations all over the world, learning from other creative visions, and working together to innovate sustainably.

Soeder is more than a brand; it's a testament to our shared values and our belief in the potential to do things differently. Our focus on quality, transparency, and building strong customer relationships has been integral to our business strategy. Our journey may be unconventional, but it reflects our dedication to making a significant impact, step by step, within the personal care industry.

by Hanna Olzon Åkerström, Co-Founder, Co-CEO, Creative Director, Soeder



Welcome to our New Gold Members

Andermatt

ANDERMATT SWISS ALPS

Since 2005 Andermatt Swiss Alps AG has been transforming the beautiful Swiss Alpine village of Andermatt into a fully-integrated leading year-round destination. As a result of the project today Andermatt boasts the largest and most modern ski area in central Switzerland, a multi-award-winning championship golf course, a stunning concert hall and the world-renowned Chedi and Radisson Blu hotels. As part of the project Andermatt Swiss Alps is delivering a new village quarter with high end retail and gastronomy, an additional four hotels and a range of luxury new Alpine homes which are available to purchase by domestic and international buyers without restriction. Sustainability sits at the heart of the project with all Andermatt Swiss Alps real estate delivered to Minergie standards and powered 100% from sustainable sources. Andermatt Swiss Alps AG is working in partnership with Vail Resorts, the largest operator of ski resorts in the world, to make Andermatt the prime Alpine destination. Andermatt Swiss Alps is part of Orascom Development Holdings a multi-national organisation with a track record of over 30 years of creating leading destinations around the world.

https://andermatt-realestate.ch/



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AstraZeneca AG

AstraZeneca is a British pharmaceutical company and has been active in Switzerland for almost 50 years. The company is among the ten largest pharmaceutical firms in Switzerland and is involved in the following therapy areas: oncology, respiratory diseases and immunology, cardiovascular, renal and metabolic diseases, as well as vaccines and immunotherapy, which also includes medications to combat Covid 19. The primary aim of the over 250 staff members is to make new medicines available to patients as rapidly as possible. In Switzerland, more than 240,000 individuals are under treatment with an AstraZeneca medication. By 2025, the firm anticipates licensing over 35 new therapies. AstraZeneca is committed to the goal of making the Swiss health care system more sustainable and resilient. In order to honour its commitment to a healthy planet and a healthy population, the company is working tirelessly to reduce CO2 emissions and waste products. Thus, it has set a target for itself to come carbon-negative by 2030.

Further information about AstraZeneca Switzerland: www.astrazeneca.ch



SWISSCOM

Swisscom, Switzerland's leading telecoms company and one of its leading IT companies, is headquartered in Ittigen, close to the capital city Berne. Outside Switzerland, Swisscom has a presence on the Italian market in the guise of Fastweb. 2022 over 19,000 employees generated sales of CHF 11,112 million. It is 51% Confederation-owned and is one of Switzerland's most sustainable and innovative companies. Swisscom believes that we are stronger when we face the challenges of our time together. Together, we are discovering and taking advantage of the opportunities of the digital world. We are there for one another, to support one another and to motivate one another. Together, we are ready. That's why Swisscom has been connecting Switzerland. For 170 years.

www.swisscom.ch

Welcome to our New Silver Members

Baker McKenzie.

Baker McKenzie

Baker McKenzie is one of the largest law firms in Switzerland and in Sweden. Our offices in Geneva and Zurich have been an integral part of the Swiss legal landscape for more than half a century, firmly establishing us as a prominent force for our domestic and foreign clients. Our vast, experienced team of experts, composed of more than 130 lawyers, is providing Swiss and multinational industry players, financial institutions, private equity houses and insurance companies with top-tier legal advice. Our office in Stockholm is one of the leading Swedish law firms with 95 lawyers. Together we have a strong track record for domestic and cross-border advice in all areas of business law, in particular in matters and projects involving Swiss and Swedish companies. The dedication to providing clients with practical and innovative solutions, along with the quality of our work, has been consistently recognized with top rankings by Chambers and Partners and Legal 500.

As global citizens, industry savvy, diverse and with a thirst for innovation, our horizon does not end in Switzerland or in Sweden. Our unique global footprint with 78 offices in 46 countries allows us to bring the right talent at the right time to every client issue, regardless of where the client is. And since our clients want lawyers who are prepared to lead, differentiate, and adapt in a constantly changing world, we have built on our strengths and abilities to adopt a new type of thinking and use cutting-edge legal technologies to help clients overcome the challenges of competing in today's new world economic order.

https://www.bakermckenzie.com/en/



SOFDER

Hi there! We're Soeder. We are Hanna Johan and a couple of like-minded people. Our story goes all the way back to 2013. Initially we sold everyday goods. It took a little while and some detours until we set the foundation for what we're doing today. In 2015 we made our first soap. We didn't have an elaborate business plan for that. We simply couldn't find a soap that satisfied our needs so we decided to produce one ourselves. Basically we followed our instincts: We made the first batch in our kitchen sold it at a local Christmas market – and people loved it. Fast forward to 2023: What started off as a family affair has become a company. Today we produce our soap in a wide variety of scents. And our product range has grown even broader. From soap to face cream from deodorant to massage oil at Soeder you will find many Natural Care products. We produce and distribute all of them keeping a sharp eye on sustainability. And we use ingredients that nature holds in store. We wash our hands five times a day so we should handle them with care. Our NaturalSoap is made with focus on just that. It's a true soap meaning it is made following the centuries-old method of saponification. It comes without any artificial additives. Instead we use the best cold-pressed oils and ingredients like wheat protein and honey. This sets our products apart from average shower gels or handwashs. Your skin will love it and so will your nose: All our scents are developed in our laboratory just a few steps away from the production using only natural essential oils.

https://www.soeder.ch/



BOLTONSHIELD

Founded by serial entrepreneurs, investors, seasoned ethical hackers and security engineers, Boltonshield AG is headquartered in Switzerland boosted with international presence, focusing on Cybersecurity as a Service. Boltonshield undertakes the security of your company's IT infrastructure under one shield. Their holistic approach ensures the effective security management of organisational and individual cyber threats, within a cost-effective and affordable range of plans. Shielding total businesses through their fundamentally unique approach to cyber defense to protect corporate assets wherever they are vulnerable or exposed to the threat of an attack. They serve their clients with both offensive and defensive services ensuring a holistic cyber-resilient approach. Boltonshield's offensive services include penetration testing, automated vulnerability assessment, red teaming and more. Their defensive services include managed security services and Security Operations Center as a Service, CISO as a Service and more.

https://boltonshield.com/en/





Small yet mighty: the fully electric Volvo EX30 small SUV

As a small SUV that does big Volvo things, the new fully electric EX30 is designed to be as safe as you would expect from Volvo. It is created to have the smallest CO2 footprint of any Volvo car to date, and to make people's lives safer, more convenient, and more enjoyable through cutting-edge technology and Scandinavian design.

The EX30 is Volvo's first small premium SUV and expands the constantly growing, all-electric offering of the Swedish car-manufacturer to four models. As the market is rapidly moving towards full electrification, the EX30 will help Volvo to capture growing demand for fully electric cars in a fast-growing segment.

The small SUV embodies all of Volvo's design values in a smaller format. A long wheelbase, large wheels and equal overhangs bring balance and refinement to the exterior. It's distinctly electric, with a confident face, closed shield, and a digital rendition of the Thor's Hammer headlights. Five vibrant exterior colours, from stylish Cloud Blue to bright and expressive Moss Yellow – the latter inspired by lichen growing on rocks along the Swedish west coast – give it character and personality.

Battery tech that suits your needs

Talking about powertrains, there is no such thing as «simply a battery». Instead, Volvo is giving customers the freedom to choose the battery technology that best suits their needs, offering the EX30 with three powertrain options and two different battery types.

For those who spend most of their time in the city or tend to travel shorter distances between charges, Volvo offers a single-motor option with an LFP battery. Customers who prefer to maximise range, the Single Motor Extended Range variant with an NMC extended-range battery is the EX30 of choice. Finally, if performance is a priority, the Twin Motor Performance variant pairs the NMC battery with an additional second electric motor. This all-wheel-drive variant of the EX30 provides 315kW (428hp) and takes the vehicle from 0-100 km/h in 3.6 seconds – it's officially Volvo's fastest-accelerating car ever.

Another thing the EX30 does fast is charging. The extended-range Twin Motor variant has a charging capacity of up to 153kW, while the standard-range car has a capacity of 134kW. This means users can charge the battery from 10 to 80 per cent in a little over 25 minutes. Through the car's centre display and app, users can set the amperage, maximum charging level, and when they want to start charging.

To support the best possible driving experience, Volvo adjusted the chassis of the EX30 to make the most of the car's compact dimensions. Its low centre of gravity, as well as its relatively low and evenly distributed weight are complemented by ease of driving and nimbleness in the city and beyond.

A smaller carbon footprint, yet a big safety impact

The new EX30 is designed to have the lowest carbon footprint of any Volvo car to date and represents an important step forward for Volvo's sustainability ambitions. By tackling emissions across the entire production and lifecycle, as well as a considerate use of materials inside and out, Volvo managed to reduce its total carbon footprint over 200'000 kms of driving massively.

The small SUV is also designed to be as safe as one would expect from a Volvo and aims to protect both drivers and others in hectic urban environments. For example, it includes as standard a special safety feature for bikes that helps to prevent so-called 'dooring' accidents, by alerting the driver when they are about to open their door in front of a cyclist, scooter, or runner.

The EX30 also aims to make a driver's life more convenient, more relaxing, and more enjoyable inside the car through cutting-edge tech and considerate Scandinavian interior design. Customers can choose from four distinct interior rooms, each with their own expression, while there are smart storage options throughout the cabin.

A sense of calm

Of course, the EX30 will also come with a digital key functionality which is both convenient for you and makes it easy to share the car with others. Built on the advanced UWB and CCC industry standards, our technology will be compatible with a wide range of phone brands and models.

The car's dedicated app contains all relevant services related to the car, from charging to finding your car on a busy parking lot, locking it and heating it on a cold winter day. The EX30 is also prepared to receive software updates over the air that will make it better over time.

As if that wasn't enough, the Volvo EX30 also comes with a choice of five different ambient lighting themes. Each is inspired by a different Scandinavian landscape and subtly shifting in colour, adding a sense of calm to the interior.

Whether you prefer the warm sunlight falling through the leaves of a Scandinavian Forest, a sunset on the Swedish west coast, the world famous northern lights, the golden summer skies of Swedish midsummer or the bright mood of an urban sunset, your EX30 will be filled with the colours of your choice. For extra immersion, you can pair each lighting theme with an ambient soundscape.

Find out more about the Volvo EX30 at volvocars.ch/ex30.

by Volvo Car Switzerland





5 Questions for Helen Hu, Managing Director of Volvo Car Switzerland

1 Helen Hu, you have been in Switzerland since the beginning of the year. How have you settled in? So, my first months in Switzerland were very exciting. Of course, any change is difficult at first. After all, I had to get used to the many small but subtle differences in everyday life. But I feel very much at home here and already fell in love with the breathtaking Swiss nature. My family and I spend time outdoors in the beautiful mountains whenever possible.

2 And how were your first months as the new Managing Director of Volvo Car Switzerland?

To be honest, I could hardly have had a better start at Volvo Car Switzerland. We have an excellent and competent team here and I was warmly welcomed from the first day. I joined at a very thrilling time, the reveal of the Volvo EX30 was of course one of our main topics this year. We were able to celebrate a very successful launch in Switzerland and have already been able to present the vehicle to our customers and dealers at various locations throughout Switzerland. Now we are looking forward to finally bringing the EX30 onto Swiss roads at the beginning of next year.

3 Speaking about the Volvo EX30: What significance does Volvo's smallest SUV have for the Swiss market?

Well, the Volvo EX30 is already enjoying great popularity here. It is small, safe, and born-electric - combined with an attractive starting price. Switzerland is an important market for us and specially for the EX30 because there is a lot of innovative spirit here and it is one of the most progressive countries in Europe when it comes to the growth of electromobility. From my point of view, the EX30 is an ideal vehicle for Swiss people. Small and safe, ideal for urban environments and yet with enough performance and optional all-wheel drive for trips into the Swiss Alps. We are registering great interest in the vehicle, especially among new customers.

4 How does the Volvo EX30 fit into your overall sustainability strategy?

The EX30 is designed to have the smallest carbon footprint of any Volvo car to date. In terms of climate action, it is fully electric and represents an important step towards our goal of becoming a fully electric car company by 2030. Also, we have made significant efforts to reduce emissions across the value chain to help make progress towards our ambition to be a climate neutral company by 2040. This already includes commitments from 95% of our tier-1 suppliers to utilise 100% renewable energy by 2025. In short, the EX30 is a distillation of what makes a Volvo a Volvo – into a smaller, fully electric and more sustainable package.

Now that the launch of the Volvo EX30 is underway, what can we expect next from Volvo Cars? First things first, we are looking forward to delivering the first Volvo EX30 to our customers and our dealer network in early 2024. I am also very excited that our customers will be able to experience the Volvo EX30 for the first time at our Winter Driving Experience in Gstaad at the end of January. Having already talked so much about the car, I can't wait to see the first live reactions to our new Volvo family member. What comes next, I can't reveal yet. But I can say this: Volvo will launch a new all-electric vehicle every year until we become an all-electric car manufacturer in 2030. So, stay tuned for what's in store.



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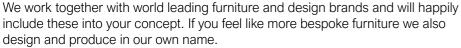
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The company develops biometric systems comprising fingerprint- and iris recognition sensors, algorithms, software, and packaging technologies. Fingerprints' products are used in, for example, smartphones, PCs, door locks, access cards and payment cards.

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Welcome to Njørden, a Nordic gastronomic experience nestled in the heights of Aubonne in the canton of Vaud. In the heart of the picturesque vineyards of La Côte, Njørden invites you to cultivate your senses in an immersive experience that considers every, sounds, smell and touch.



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www.rentapr.ch



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Ubby Productions, a production company with over a decade of experience with photography, video marketing and film making.

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IKEA 80th anniversary – Assembling a better future, together

80 years ago, Ingvar Kamprad founded IKEA in the small town of Älmhult in Småland, Sweden. IKEA is celebrating eight decades of entrepreneurial spirit, innovation, and co-creation – and an important milestone taken in Switzerland 50 years ago.

In the beginning, IKEA was a small mail-order business where orders were filled by a teenage Ingvar on his bicycle. The brand is now represented in 62 markets with 462 IKEA touchpoints, 700 million physical customer visits, 2.6 billion online visits, and more than 20 million IKEA app downloads*. The team of 231,000 IKEA coworkers worldwide help create a better everyday life for the many people.

To the next 80 years

IKEA's vision is to create a better everyday life for many people: What founder Ingvar Kamprad once defined is what around 231,000 IKEA employees around the world still bring to life today. For 80 years, the company has made it its mission to support its customers with their wishes, dreams and needs for a better life at home – at prices that are affordable for as many people as possible.

Assembling a better future, together

Curiosity about people's lives, needs, and dreams at home has always been the starting point at IKEA. IKEA has a unique heritage of innovation, iconic products, solutions, and commitments to people and the planet. To



honour this heritage, IKEA is constantly trying to do things better, by staying close to the ever-evolving needs and desires of the many people.

*According to figures for FY22 (1 September 2021 - 31 August 2022)

Nytillverkad – a new collection to celebrate the design heritage of IKEA

The success of IKEA would have never been possible without its customers and co-workers. To celebrate 80 years of design, the IKEA team has returned to their archives to rediscover customers' favourite designs. These iconic products will be reimagined in fresh, joyful colours and new materials in a collection called Nytillverkad. IKEA would like to thank every customer for the first 80 years and is now looking forward to the next exciting 80 years and beyond.

Not only is IKEA looking back at a success story of 80 years worldwide: 50 years ago, it was no coincidence that the first IKEA store to open its doors outside of Scandinavia was in Switzerland. "If it works in Switzerland, it'll work anywhere", said Ingvar Kamprad at the time. And it worked well!

The very first Swiss IKEA store opened its doors in the autumn in 1973 in Spreitenbach in the canton of Aargau.

Spreitenbach was selected as the best location because it is easily accessible and there is plenty of land available.

Today, IKEA Switzerland offers an omnichannel shopping experience for the many people in Switzerland with including nine stores and two planning studios (plan and order points) at different locations, an online shop and the IKEA App including the Al-feature "IKEA Kreativ". The company is employing around 3,300 people across the country.



IKEA Switzerland is still working towards its goal of using renewable and recycled materials exclusively and becoming climate positive by 2030. Today's IKEA products are tomorrow's supply of materials. IKEA also wants to make things even more convenient for its customers in Switzerland by expanding in the digital world and in the real world with a new store opening in Valais in spring 2024. Our homes are only going to get smarter – and IKEA intends to keep up. This is the start of a journey towards better and more sustainable living at home.

by IKEA Switzerland

Some important milestones along the IKEA journey

1943: Ingvar Kamprad, only 17 years old, registers a company in Sweden on 28 July 1943, which he names IKEA: an acronym of Ingvar Kamprad from Elmtaryd (the family farm), Agunnaryd (the local parish).

1948: Furniture is introduced into the IKEA range. In a brochure, Ingvar explains how the prices can be so low: "Our prices — without a doubt the lowest in the country — are made possible due to high turnover, direct delivery from the suppliers, and very low costs"

1950: A future icon, the IKEA Catalogue makes its debut.

1956: Ingvar and designer Gillis Lundgren solve the issue of damaged goods in transportation by removing the legs from the LÖVET table, and the revolutionary self-assembly concept and flat packs were born. Saving space and costs – then and now!

1958: The first IKEA store opens in Älmhult, Sweden.

1960: IKEA Älmhult introduces the first IKEA Restaurant & Café.

1963: The first IKEA store outside Sweden opens in Norway.

1973: The first IKEA store outside Scandinavia opens in Spreitenbach, Switzerland.

1983: Ingvar seeks an ownership structure to create the best possible conditions for total independence and a long-term business perspective. He describes this as trying to give IKEA "eternal life". His solution is to separate the ownership of the retail operation from the IKEA concept and the IKEA brand.

1995: The first PS collection was launched at the Milan Furniture Fair. The furniture line called Democratic Design is developed using a three-dimensional design, good function, good quality and low prices. Later, Democratic design also includes Sustainability.

2018: IKEA commits to becoming a climate-positive business by 2030.

2018: Ingvar Kamprad passes away at the age of 91, leaving a strong legacy to continue to love and cherish.

2023: 462 touchpoints in 62 countries and 231,000 IKEA co-workers

290+
members

1'100+ members contacts

20+
industries

SSCC contacts

30+ events

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IN NUMBERS

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Now is the time: the defence sector must become greener

Even if the media focus is on other issues right now – climate change is not taking a break and combating it must remain at the top of everyone's list of priorities. In recent years, the defence industry has also recognised that the growing challenges can only be met in the long term with sustainable solutions. There is still a lot to do along the way, but experts are optimistic about the future.

Historically, the defence industry has been a pioneer of technological progress in many areas. It is therefore all the more surprising that it is lagging behind the commercial sector when it comes to climate innovations. Less stringent requirements in product development are one factor, says Patrik Johansson, Climate Strategist at Swedish defence company Saab since 2020: 'The defence sector, like the space industry, has always been heavily funded by governments. Competitive advantages were not forced, and research and development were much freer and unregulated. While there were good reasons for this, it also meant there was little external pressure to design products more sustainably or to have climate change on the agenda.' Now, as operating conditions become tougher, along with the demands for products to continue to be functional and perform in certain environments, an industry-wide shift in thinking is taking place.

For some time now, alliances such as NATO have been issuing urgent warnings about the dangers of climate change and the associated dependencies, particularly in the energy sector. However, it is not only increasingly extreme conditions on the battlefield and dwindling resources that have been forcing the industry to finally get its act together when it comes to climate protection; the financial market is also exerting pressure and demanding transformation. The European Union's social taxonomy proposals, for example, would enforce stricter conditions for defence companies in the financial market, and more

and more governments are demanding clear commitments and action on the part of the industry. Experts agree that defence is one aspect of security and that security is a basic condition for sustainability efforts but how the defence sector can function in an ESG (Environmental, Social and Governance) context is still unclear. The Ministry of Defence in the UK already only awards contracts to companies that can demonstrate a long-term plan to reduce carbon emissions. The U.S., Sweden and other European countries are following similar paths, and the EU also supports these ambitions.

Reducing environmental impact and growing at the same time – a contradiction?

Saab has long strived to design its products sustainably. Initially, this was mainly because more efficient products were also more cost-effective, but on top of that, eliminating the substances of concern minimised health risks. So, although there is a long tradition at Saab of making products more sustainable, the driving factor has not always been climate protection. A few years ago, the company conducted a risk and opportunity analysis at Saab. Among the risks that stood out was the risk of future legislation for climate protection and its impact on the business. That was the final push Saab needed to bring the issue to the forefront.

Saab is also active in the industry and works with competitors in the ASD Europe association to identify

climate change challenges and opportunities and to share information. In 2022, it became the first major defence and security company to have its science-based emissions reduction targets approved by the Science Based Targets initiative (SBTi). The Group thus follows a global emissions reduction methodology and commits to, among other things, reducing Scope 1 and Scope 2 emissions by 42% and Scope 3 emissions by 25% by 2030 (baseline 2020). An SBTi commitment target of 50% in Scope 3 for Saab's supply chain by 2027 was also established. Scope 1 and 2 emissions include sources such as flight testing and services, heating and cooling of buildings, and electricity consumption, while Scope 3 emissions include business travel, transportation of goods, supply chain and customer use of Saab products. Once a quarter, Saab reports on its GHG emissions, and annually to the CDP (formerly known as the Carbon Disclosure Project) to ensure that the targets are based on appropriate measures.

Challenging on this path, in any case, is the current growth within the industry. Can the sector really reduce its climate impact as conflicts increase? Since targets are absolute targets and were set in the period before this current growth it will be a challenge the sector needs to overcome. Nevertheless, Saab's experts see the current situation as a short-term challenge, and firmly believe that the industry can and will succeed. There is no question that the entire industry, especially the supplier industry, will be challenged. Saab is therefore trying to make the GHG emissions from its supply chain, as well as those from the use of its products on the customer side, even more transparent and measurable. Saab can only take countermeasures if it knows where environmental impacts are happening. That's why transparency is essential when it comes to sustainability.



Modify, develop, adapt

Saab's environmental strategy focuses on three main areas: reducing greenhouse gas emissions, improving resource efficiency and the circular economy, and phasing out substances of concern. There is not one simple solution. All options must be exhausted in order to rapidly reduce emissions and adapt products to the new challenges. This starts with the use of renewable energy in production, the reduction of waste and a conscious decision in favour of renewables when purchasing electricity. Recycling also plays a major role. Even today, the company would like to use more recycled materials, but the corresponding legal framework is still lacking in some areas. In the case of aircraft, for example, certain

components must be made from virgin materials for reasons of flight safety.

It is not always easy to reduce the ecological footprint of a product range, however, experts think it is important to remain open to many avenues. At Saab, the team looks at how they can modify every existing product or make it more efficient and robust through additional functions. At the same time, the company is investing in research for new technologies, new materials with new capabilities and how it can replace fossil fuels altogether in the future.

The Armed Forces feel the growing need for action but are still acting timidly or for motives other than climate protection. Another reason is that the reliability of the products and their performance must not be impaired. The protection of one's own troops and of society in times of war, but also in times of peace, is the top priority.

Boldly into a positive future

Whether we ultimately achieve globally set sustainability goals such as the EU climate neutrality by 2050 or the UN Race to Zero depends on many factors. Armed conflicts, of which there are unfortunately too many at present, are bad for the climate. However, current geopolitical developments also show that a strong defence industry is needed to protect societies and to seriously enable sustainability efforts in the first place. It is therefore even more important that the industry quickly adapts to the new framework and applies its technological pioneering role, which it has in so many other areas, to climate protection. Otherwise, the defence industry will, at some point, be the only user of fossil fuels and will thus find itself in extreme danger and dependent.

It is clear that the battlefield of the future will look very different, not only in terms of the environment, but also in terms of technologies. But both can complement and benefit from each other, Patrik Johansson, Climate Strategist at Saab, is convinced: 'Our industry has already proven that it can grow while reducing climate emissions. We must continue on this path together. We need to become faster and bolder when it comes to investing in and integrating new technologies and processes. Green defence will not only be the future. It will make our entire sector stronger and more resilient and ultimately, everyone will benefit from this.'

https://saab.com/schweiz

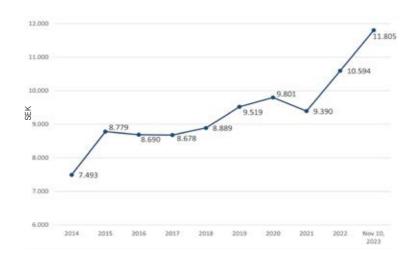
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Facts and Figures

CHF to SEK

11.8052023 Jan-Nov average rate

10.4942022 Jan-Nov average



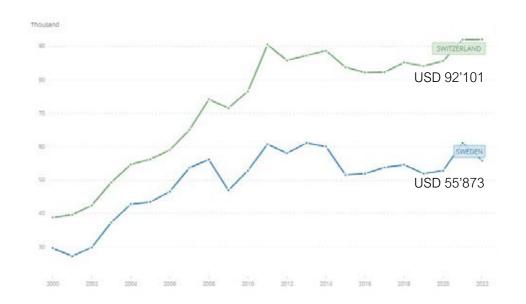
The following diagram shows the average yearly currency exchange rate for CHF to SEK from 2014 to Nov 2023. The highest rate was 12.512 on 27 Aug 2023.

Source: www.ofx.com

GDP

807.71
B USD in 2022
800.64 B USD in 2021

585.94B USD in 2022
636.86 B USD in 2021



The following diagram shows the development of the GDP per capita for Sweden and Switzerland from 2000 to 2022. The values are shown in USD.

Source: The World Bank Group

EXPORTS

from Sweden

Total Exports B SEK 3176.40

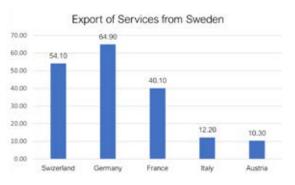
Largest export countries for goods

19. Switzerland	0.9%
5. Finland	7.2%
4. Denmark	7.3%
3. United States of Amer	rica 9.4%
2. Germany	10.1%
1. Norway	11.0%

B SEK **17.4**Export of goods to CH 2022

B SEK **54.1**Export of services to CH 2022

Export of services



IMPORTS

to Sweden

Total Imports B SEK 3000.0

Largest import countries for goods

0.7%
6.1%
6.2%
10.7%
12.9%
15.0%

B SEK **13.9**Import of goods from CH 2022

B SEK **22.5**Import of services from CH 2022



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Source: Kommerskollegium

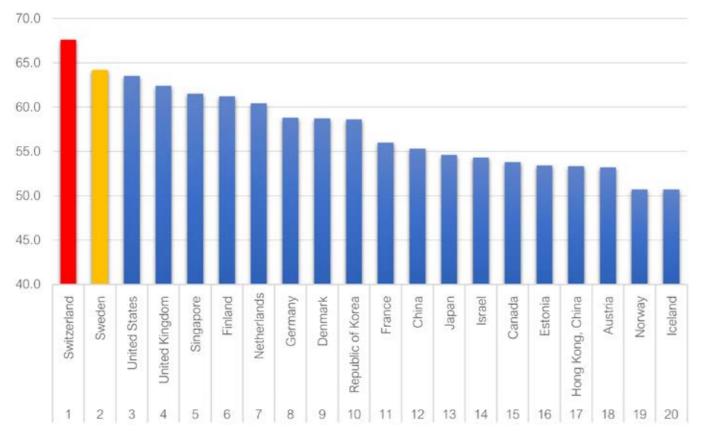
Global Innovation Index 2023

The Global Innovation Index captures the innovation ecosystem performance of 132 economies and tracks the most recent global innovation trends.

The GII 2023 tracks global innovation trends against a background of uncertainty caused by slow economic recovery from the COVID-19 pandemic, high interest rates and geopolitical conflict, but with the promise of Digital Age and Deep Science innovation waves and technological progress.

Switzerland continues to be the uncontested innovation world champion. For a 13th consecutive year, Switzerland ranks first in the GII (Figure 1). It is the global leader in innovation outputs, ranking first in both Knowledge and technology outputs and Creative outputs. Sweden overtakes the United States (US) to climb to second position. Sweden leads in Business sophistication (1st), Infrastructure (2nd) and Human capital and research (3rd). It holds top positions for its Researchers (1st) and its Knowledge-intensive employment (3rd). All eight Nordic and Baltic economies improved their ranking this year, except for Iceland, which stays at 20th spot.

Read the full report on www.wipo.int/publications



Source: ©World Intellectual Property Organization (WIPO) (2023) Global Innovation Index 2023: Innovation in the face of uncertainty. Geneva: WIPO. DOI:10.34667/tind.48220

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