

The Swedish Chamber of Commerce Taipei during 2021

(This annual report covers Swedish Chamber of Commerce Taipei's (SCCT) fiscal year, meaning January 1st 2021 - December 31st 2021)



Events

As expected, Covid-19 variants kept SCCT on its toes also during 2021, ready to have everyone change course on short notice. Although SCCT received kind event planning support from pro bono resources, the limited effective bandwidth of SCCT (1.5 FTEs) meant that SCCT continued to focus on events and activities SCCT would be able to go through with.

During 2021 SCCT hosted 24 events (of which 12 were physical) with a grand total of 648 attendees. In addition, SCCT hosted eight activities directed towards specific segments of SCCT's member base, such as Young Professionals, Golf lessons, dedicated member events etc.

Notable mentions are:

Crayfish party (57 participants)
Swedish BBQ (69)
S:t Lucia celebrations (62)
Easter celebrations with Swedish School Taipei (60)
Golf Tournament (14)
Stocks & Dinner (47)
Swedish Semla (1100)

which have all become Signature Events defining SCCT's approach to *Social Business Networking*.

Other notable activities during 2021 was:

- Finalizing the Mentorship program (unfortunately during level 3)
- Launch of the Bi-monthly Macroeconomic Digest
- Launch of the new graphic profile/logo
- Heli-lifting Christmas gifts to workers at Taiwan Central Weather Bureau's Yushan weather station (thank you Electrolux, Ericsson, Rockland, Fjällräven, Vana Living, Mackmyra and IKEA).
- Launch of SCCT's membership sponsoring packages.



Collaborations

SCCT remains a member of the umbrella organization Swedish Chambers International (SCI), which represents a significant part of the Swedish business community outside of Sweden. The SCI consists of Swedish Chambers of Commerce in 40 key locations where companies with Swedish connections do business.

SCCT is also part of a very active community of 16 Swedish Chambers of Commerce across APAC, meetings between CEO's are held monthly where events, experiences and lessons learned are shared.

SCCT continued to build relations between *existing* corporate members, arranging business meetings where SCCT had identified opportunities for collaboration, which would benefit both corporate members.

SCCT is a member of the General Chamber of Commerce of R.O.C where we regularly attend meetings to lobby and deliver speeches on behalf of our members' interests.

Finances

Main source of income during 2021 was membership fees (TWD1.168.000) which includes Gold level (Atlas Copco, Ericsson and IKEA during 2021) and Silver level memberships (Höganäs, Scania and Vana Living during 2021)

Sale of Swedish merchandise such as facemasks meant approximately TWD20.000 in profit.

Main cost elements were:
CEO salary (TWD669.500)
IT-cost (TWD90.000)

A slight downturn on number of active corporate memberships (Climeon & IKEA Purchasing and Logistics left Taiwan, FLIR and YES Logistics did not renew) paired with an uncertain Covid-19 situation meant that SCCT took a frugal approach. This meant cancelling the office rental contract with Business Sweden to work from home during most of 2021.

At the end of the fiscal year, SCCT reported TWD474.192 on the Megabank account and TWD96.000 in outstanding claims towards Huashan 1914 Creative Park in a down payment for Sweden Day 2020, an event which never materialized due to Covid-19. (And as a reminder, this down payment is being offered with 25% discount to any member company interested in arranging an event themselves at this location).

In closing, SCCT believes that cost should not deter anyone from signing up for our events, SCCT therefore continues to offer events either free of charge or at self-cost.

Business Climate Survey

SCCT published the annual Business Climate Survey for the 4th year running and in parallel with AmCham, ANZCham and ECCT, SCCT continues to be the only Chamber of Commerce in Taiwan publishing such an extensive business survey based exclusively on input from member companies.

40 physical copies, accompanied by a letter in Mandarin detailing our findings and recommendations were distributed to senior stakeholders and Taiwan Ministers.

As a reminder SCCT pushed for three areas to speed up reforms, exchange, and investments during 2021:

1. We call on the Swedish government to establish an official Sweden Representation Office in Taiwan.
2. Encourage the Taiwanese governing bodies to work with the EU to mutually recognize and adhere to common standards and test requirements, shortening time to market and cost of entry into Taiwan.
3. Introduction of direct flights between Taiwan and Sweden in combination with relaxed Taiwanese border controls

We are happy to report that we made very good progress on #1 with the official announcement of an upgrade of our representation to 'House of Sweden.'

#2 meant supporting EU's rapporteur and MEP Mr. Charlie Weimers formulating EU's official relationship stance to Taiwan while #3 still needs work (although President Tsai Ing-Wen did mention this in her speech during the Swedish Parliamentary visit.)

1. We call on the Swedish government to establish an official Sweden Representation Office in Taiwan. An office, which sends signals of a broadened relationship between Sweden and Taiwan. Active and continuous official Swedish presence in Taiwan is needed to develop the dialogue between both governmental agencies and the Swedish business community in Taiwan.

2. Make it easier to invest.

World Intellectual Property Organization's Global Innovation Index 2021 lists Sweden as number the world's 2nd most innovative country and Sweden has remained in the top three of the innovation ranking for more than a decade. While the SCCT praises recent Taiwan government measures to increase transparency and prior consultation periods, easing the way for Swedish world class innovation in Taiwan, we strongly encourage the Taiwanese governing bodies to work with the EU to mutually recognize and adhere to common standards and test requirements, shortening time to market and cost of entry into Taiwan.

3. Make it easier to work, study and travel.

The introduction of direct flights between Taiwan and Sweden in combination with relaxed Taiwanese border controls to increase inflow of professional Swedish labor, students and tourism between the locations would strengthen the long-term relationship between Taiwan and Sweden and open up for more innovative business.

SCCT Board

During 2021 the Board has consisted of nine Directors and three Supervisors. Changes to board constitution were made after the September 2021 Annual General Meeting where Ms. Louise Wikström (EKPAC), Ms. Jeanette Edman (Höganäs) and Mr. Marcus Westdahl (Scania) joined, and Mr. Kamlarp Sirikittiwatn (Volvo Trucks) left the board.

Board of directors



Hugo Asplund
Chairman



Emily Wang
Vice Chairman



Glenn Lio (劉少淨)



Louise Wikström



Jeanette Edman



Marcus Westdahl



Martin Söderberg



Robin Johansson



Thomas Shaw

Board of supervisors



Charles Chang



Pi-Song Tsai



Hank Lin

SCCT hosted six board meetings and one separate creative workshop with Directors and Supervisors during 2021.

As the Executive Director of SCCT, I appreciate their collective experience, skills, and knowledge to move our chamber forward. I thank this board for trusting in me and giving me the tools to serve our member, lead our organization and impact change in our community.

Internship

Ms. Julia Bergström exited her 12-months internship in May 2021, of course leaving a significant void in the organization, one which turned out to be difficult to fill. Strict Taiwan border controls meant that SCCT was not able to get the Swedish scholar intern Mr. Axel Leven across the border to Taiwan during 2021 and after 3 months of remote work from Hongkong he unfortunately had to be released. He was subsequently replaced with Ms. Ingrid Chow who worked very diligently with the CEO for the remainder of 2021.

External communication

During 2021 SCCT sent a number of formal letters to government agencies on behalf of our members, urging Taiwanese ministers and executive legislative Yuan representatives to relax border controls for Business & Internship visas and marketing the result of SCCT's annual Business Climate Survey.

SCCT also supported five specific member companies with government meetings and communication in the following areas:

- delays in project deliveries due to Covid-19
- stalled contract bid proposal process'
- product import & certification processes
- business visas

SCCT sent letters to, and later cooperated with a member of European Parliament; Mr. Charlie Weimers on his report on 'EU's relationship with Taiwan'.

Online presence

Social media is a cost-efficient medium when reaching out with both social, cultural and business messages and SCCT's social media presence grew exponentially during 2021, with LinkedIn, Facebook and Instagram being its main channels.

In the absence of Swedish representation from Swedish Ministry for Foreign Affairs in Taiwan, SCCT took initiative to fill the gap to celebrate and promote 'Swedishness', with National Day celebrations being the most notable with over 40.000 engagements on social media in Taiwan. Big thank You to Rockland and Vana Living for sponsoring this event with Swedish merchandise.



Special thanks

A big thank you goes out to all our active members for Your kind support and active engagement during 2021. We are especially glad to see that so many of our corporate members chose to bring their extended leadership teams to our events, the more the merrier and the better growing ground for a close-knit business community.

Special thanks to SCCT's volunteer contributors Ms. Agneta Olofsson, Mr. Johan Skarendal and Mr. Tsou Chih-Yu (鄒志宇) for their help with Crayfish and BBQ parties, Stocks & Dinner events and the bi-monthly Macroeconomic Digests.

Without our members and volunteer contributors, SCCT would not be where it is!

Yours sincerely,

Fredrik Boye
CEO

