

Candidates for SCCT's Board of Director



Celia Yu



Jacki Tsai 



Schuanchuan Shuai



Tony Aronsson



Louise Wikström



Celia Yu

Representing: Electrolux Taiwan

Self Introduction and Resume Summary

Celia is General Manager of Electrolux Taiwan, the Swedish home appliance company whose mission it is to reinvent taste, care and wellbeing experiences for more enjoyable and sustainable living around the world. Under her leadership, Electrolux Taiwan expanded its business to include major appliance in 2021 and grew three folds in the past 5 years.

Celia was awarded MVP Manager of the year by Manager Today Magazine in 2019. She has a background in Marketing and has served in key positions in well-known companies such as Samsung, Yahoo, Nokia and Unilever.

What specific skills would you bring to the board?

Celia's diverse experience working in home appliances, digital business, mobile industry and FMCG enables her to understand the complexities across industries and contribute to the dialogue to facilitate improvement. She is passionate about promoting sustainability and environmental wellbeing that is a core part of the Swedish experience.



Why is the Chamber important to you and your company?

The Chamber plays an important role in bringing together the Swedish business community in Taiwan. We have a common interest in promoting the Swedish business and culture, as well as the belief in sustainable living. We can gather much strength working as a group to make our voices heard and influence decisions that benefit the Swedish business in Taiwan.

How can the Chamber work better for you company needs?

The Chamber has done a good job in bringing the Swedish business community closer together. In the past three years it has also doubled the number of its members. Looking forward to fostering even greater collaboration between the members and friends of the Chamber.

Jacki Tsai

Representing: Jacobi Group

Self Introduction and Resume Summary

A positive, proactive and demonstrative professional combining a strong academic background in engineering and business administration with extensive operational and financial management experience acquired from a diverse and rewarding career spanning a range of industries.

What specific skills would you bring to the board?

Utilises excellent communication and negotiation skills to develop mutually beneficial internal and external relationships, adopting a confident approach to stakeholder management. Enjoys working to a high level of autonomy and thrives in pressurised and challenging working environments.



Why is the Chamber important to you and your company?

As a Swedish origin enterprise, it is always good to stay close contact with the Chamber as a family in case there is any help needed. SCCT gives the access to resources bring networking opportunities between the local businesses and the government. Increase the visibility that create business opportunities and bring credibility to the company. Interact with the members/industries and share the challenges faced and how it was overcome. Also, SCCT does organize seminars/events for professional development opportunities.

How can the Chamber work better for you company needs?

As the youngest member of the SCCT, I look forward to meet and interact with our members and the government authorities to get to know each other well to support each other on the growth of the business in Taiwan. Also hoping that we could have events that bring people from other chambers together.

Tony Aronsson

Representing: Jacobi Group

Self Introduction and Resume Summary

I'm 64 years old. In the base I'm an electrical engineer. I have been working for Sivertell, (Bruks Siwertell), for 27 years. In the beginning I was working as 'commissioning engineer' for our equipment delivered globally. 2008 Feb I moved to Taiwan for commissioning of four units for coal unloading to TPC. My position during that time, Feb 2008 to Aug 2011, was site manager. Sep 2011 I got a new position at Siwertell as Area Manager for APAC region, Services. My responsibility areas contains, apart from Taiwan, Philippines, S. Korea, China, Singapore, Indonesia and Thailand. Previously I also worked as site manager for Siwertell during 3,5 years, stationed in Mailiao, Taiwan, for various Siwertell projects. I'm a devoted technical diver with specialty's in Deep, Wreck and Cave diving.

What specific skills would you bring to the board?

Good connections/relations with many companies in Taiwan, among them the two of the largest FPG and TPC. I have lived in Taiwan for more than 18 years and I am well familiar with Taiwanese culture and traditions. I find it very easy and rewarding to connect to other people/ companies. I have a creative and solution based mindset and I see possibilities, not problems nor obstacles.



Why is the Chamber important to you and your company?

SCCT are very important for us. They support and offer help regarding questions and issues where we need help and access to SCCT's contacts and network. They act as a sounding board when it comes to questions and issues regarding the Taiwanese market and other questions related to living in Taiwan. The fact that there is no embassy or other official Swedish consular service in Taiwan makes SCCT, (and Business Sweden), so much more important.

How can the Chamber work better for you company needs?

I believe it's more of a collective issue. I think it's imporatr that the Chamber continue thepath its on, also after Fredrik resigns in June. Accessibility, activities and building relations between company and people working and living in Taiwan.

Schuanchuan Shuai

Representing: SKF Taiwan Co., Ltd.

Self Introduction and Resume Summary

Entrepreneurial professional, with strong technical background and people management skills across diverse geographic areas and industries. Culturally intelligent and adjustable from frequent business traveling experience. Exceptional capability in building top-producing relationships with direct reports, peers, supervisors, business partners, suppliers and customers.

What specific skills would you bring to the board?

- **Solid Taiwan industries networking.**
- **Market information for mechanical related industries.**
- **Relationship with universities and national research centers.**



Why is the Chamber important to you and your company?

The Chamber provides access to valuable resources, market information and relationships. Joining the Chamber can boost sales and significantly improve a local business' visibility and credibility.

How can the Chamber work better for you company needs?

I hope to be able to join the Board and help to develop and expand the Chamber's activities for the long term. Utilize the strength of the SCCT, learn from each other, and innovate for sustainable growth together. Let's work together and create glorious future.

Louise Wikström

Representing: Ekpac Taiwan

Self Introduction and Resume Summary

I have lived in Taipei with my family since 2011, and have been a member of the Chamber since the beginning in 2012. Education: MBA and Consumer Marketing. I represent Ekpac Taiwan Ltd, a family owned trading company of industrial machinery, established here in 1964. We have longstanding relationships with our customers and suppliers.

I am Chairperson for the Swedish School in Taiwan since 2020. We work closely with the Chamber for Swedish cultural events (St. Lucia and a spring event with the Swedish Church) bringing corporate members and families together. My 2 year term is coming to an end, and I hope to stay on as a Board member to serve another 2 years.

What specific skills would you bring to the board?

- Extensive Board Experience (Currently also board member of the PACK).
- Strategic Project ideas to grow the Chamber. I think it is important to have a long term road map that we do not change too often.
- Strong contacts in the community that can lead to interesting CSR collaborations.



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Why is the Chamber important to you and your company?

A good networking platform to explore new business ideas and meet new people.

How can the Chamber work better for you company needs?

- We hope that the chamber will help to introduce us to new companies seeking help to establish in Taiwan. We have excellent experience with distribution and service engineering for several industrial fields.
- More round table discussions with member companies
- More information from Swedish Rep office / Business Sweden

Candidates for SCCT's Board of Supervisors



Johan Skarendal

**Individual
Member**

Johan Skarendal

Representing: Individual Member



Self Introduction and Resume Summary

Taipei-based, self-employed investor in a variety of businesses. I spent 9 years in research program management working for a major Swedish investor business association in the built environment sector, at the crossroads of industry, in academia and government. I speak and write Chinese. Over the past years, I have helped our community by operating the Swedish School in Taipei as well as assisting the CEO in various consulting tasks. I also hold recurring evening sessions with the Chamber to educate members in personal finance. I am a long-term resident of Taiwan and I hope to be able to join the board and help develop and expand the Chamber's activities for the long-term.

What specific skills would you bring to the board?

I will draft and edit official correspondence for the Chamber, due to having experience from the political world (I have already helped doing this for the chamber for two years). I have managed member relations for a significantly larger business association in Sweden before so I would be able to assist with that. As an experienced treasurer, I would like to contribute to overseeing our finances.

Why is the Chamber important to you and your company?

It represents a unique community and repository of Swedish culture that is valuable. Contributing to the Chamber on an ongoing basis adds meaning to your life. A durable and well organized foundation for bilateral exchanges is a great help to all sorts of future country to country relationship building.

How can the Chamber work better for you company needs?

More informal meet-up's such as AW's would be useful to encourage networking.