



SWEDCHAM.CHINA  
中国瑞典商会

## Annual Report 2017

*Annual General Meeting*

2018-04-20

“风向转变时,有人筑墙,有人造风车。”

“When the winds of change blow, Some build walls, Some build windmills.”

## Table of Contents

What's new.....	3
Membership.....	4
Finances.....	5
Events.....	6
Media Presence.....	7

## What's new

### Member Value & Business Model

- Global strategy for consistent event quality (see further in Events, p.6)
- Emerging Leaders, training program for Chinese middle management
- Return of Swedish class in Shanghai
- Group insurance for members
- Articles, position papers, surveys, etc.
- Revised value proposition for Dragon Partners, new Dragon Partners
- Improved collaboration with Embassy, Consulate General, Business Sweden
- Member Value Survey, Member Visits

### Image & Communication

- New website
- New logo and branding, uniform use across channels
- New platform for events, registrations, membership, CRM (Eventbank)
- New branding and clarified definition for events
- New communication channels (see further in Media Presence, p.7)
- Coordinated communication (see further in Media Presence, p.7)
- New format for Newsletter
- Starting digitalization of Dragon News

### Organization & Staffing

- Strengthened coordination between offices
- Strengthened coordination between boards
- Clarified distribution of responsibilities
- New office manager in Beijing, separation of General Manager role
- Chamber-wide Strategy Day and team-building
- New routines and clear responsibilities in offices
- Board Charter and General Manager Instruction
- Common storage and sharing of all files between offices
- Coordinated event planning, common planning tools
- Structured weekly meetings

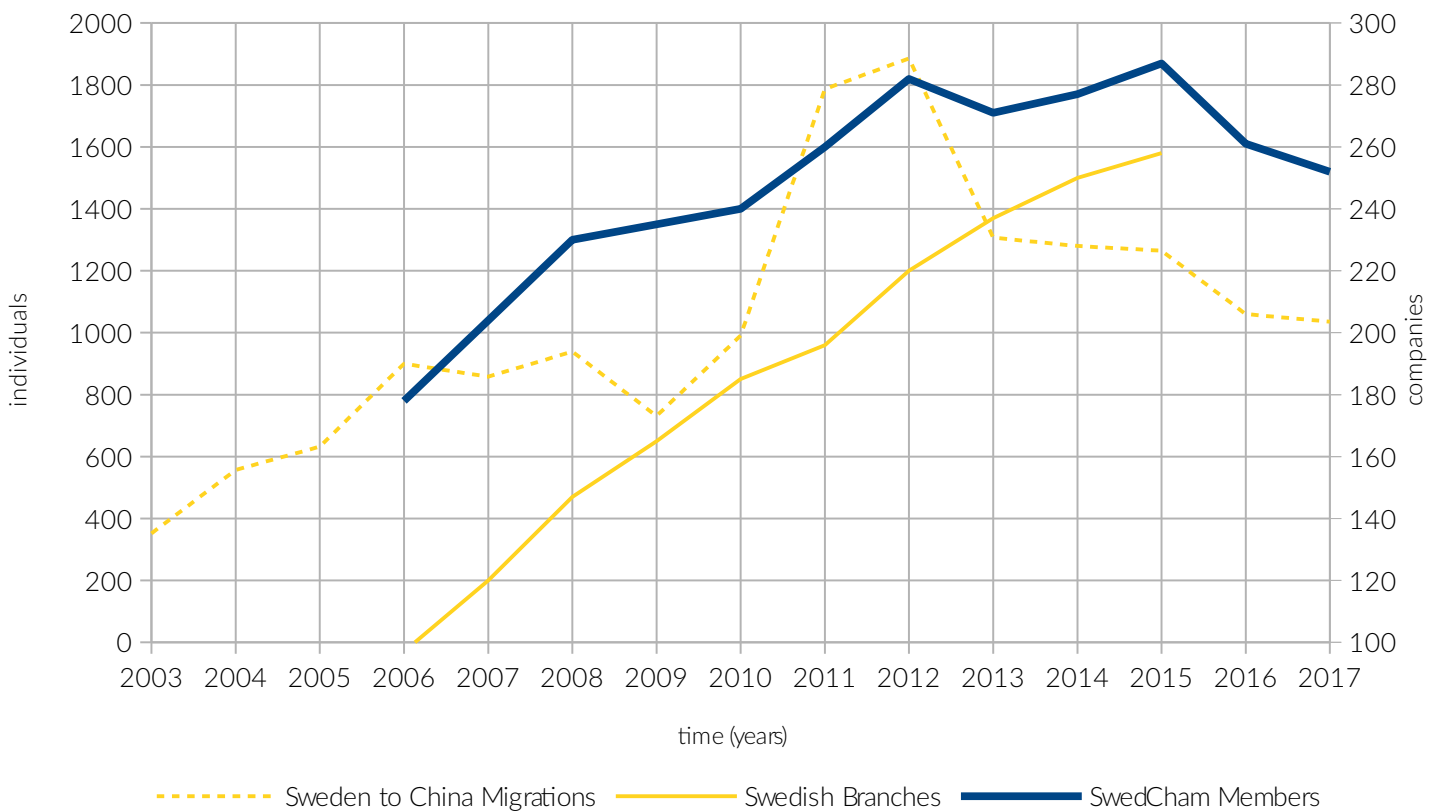
## Membership

In 2017, membership continued its downwards evolution, although less abruptly than the previous year-on-year decrease. 25 corporate members left and 16 new joined.

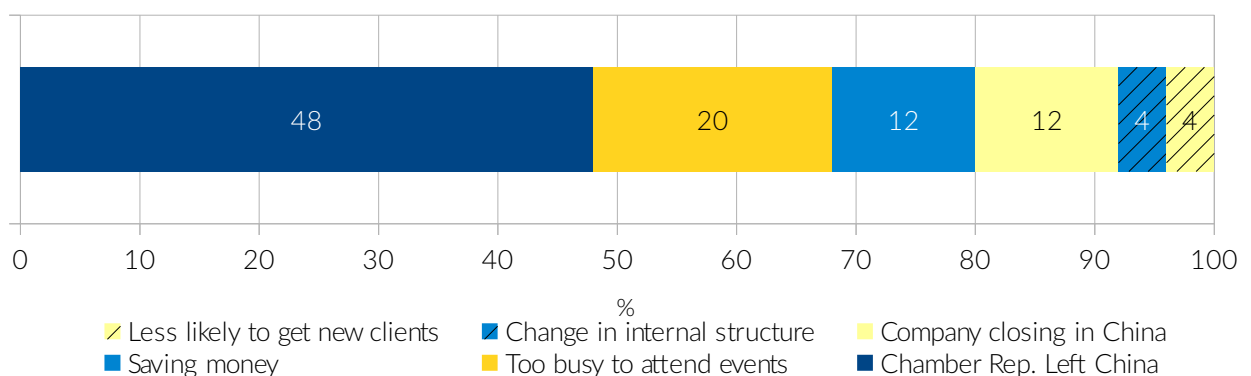
The geographical distribution remained unchanged overall (BJ: ~30%; SH: ~60%; Others: ~10%). The number of associate members was on the increase again.

	2013	2014	2015	2016	2017
Corporate Members in Beijing	91	90	87	80	79
Corporate Members in Shanghai	161	167	175	157	153
Corporate Members in other cities	19	20	25	24	20
<b>Total Corporate Members</b>	<b>271</b>	<b>277</b>	<b>287</b>	<b>261</b>	<b>252</b>
Total Associate Members	27	12	12	6	8

SwedCham's Evolution Throughout the Years



Reasons for cancelation in 2017



## Finances

	<b>Result 2015</b>	<b>Result 2016</b>	<b>Budget 2017</b>	<b>Result 2017</b>
<b>Income</b>				
Membership fees	1,848,184	1,704,058	1,550,000	1,873,518
AGM Income	141,040	52,141	75,000	
BJ Events Income	377,995	277,364	230,000	203,950
SH Events Income	542,102	686,303	450,000	260,854
20-Year Anniversary Income				
Suzhou Events Income	11,456			
Dragon Partner	297,087	408,495	380,000	291,262
YP Beijing Income	46,602	76,550		81,117
YP Shanghai Income	42,842	179,211		48,466
Member Directory Advertisement	61,165	50,485	40,000	10,194
Dragon News Advertisement	234,401	233,052	180,000	190,380
Web and newsletter Advertisement	5,825	5,825	5,000	
Interest income	28,422	18,069	17,000	2,501
Non-operating Income	330	113		2,033
<b>Total Income</b>	<b>3,637,454</b>	<b>3,691,665</b>	<b>2,927,000</b>	<b>2,964,275</b>
<b>Cost of Activities</b>				
AGM costs	177,263	51,909	80,000	
BJ Events costs	261,557	207,144	180,000	181,056
SH Events costs	347,042	563,360	300,000	246,016
20-Year Anniversary Costs				
Suzhou Events costs	7,067			
Meet&Greet costs			24,000	
YP Beijing events cost	56,602	76,550		75,950
YP Shanghai events costs	61,123	179,211		156,711
Dragon News Costs	217,409	256,914	250,000	202,288
Member Directory Costs	41,810	39,282	35,200	34,549
Events Income BT	13,364	14,741	12,000	9,595
<b>Total Cost of Activities</b>	<b>1,183,236</b>	<b>1,389,111</b>	<b>881,200</b>	<b>906,165</b>
<b>Gross Profit</b>	<b>2,454,217</b>	<b>2,302,553</b>	<b>2,045,800</b>	<b>2,058,109</b>
<b>Expenses</b>				
Local staff	268,658	280,365	170,000	170,017
NCO Service Fee	25,000	22,644	95,000	93,814
Foreign staff	1,416,206	927,807	880,000	729,962
<b>Total staff expenses</b>	<b>1,709,864</b>	<b>1,230,816</b>	<b>1,145,000</b>	<b>993,793</b>
Website, technology			80,000	65,410
Image, communication			40,000	16,197
Media presence			10,000	
Intern project	6,180	3,070	8,500	
Board/Chapter meeting costs	4,543	5,355	15,000	318
Travel costs	96,438	50,427	70,000	83,440
Local transportation	13,685	13,175	13,000	8,723
Entertainment	15,149	12,216	17,000	30,419
Member Visits		4,730	15,000	
Dragon Partners Care			10,000	
Office rental	377,134	297,375	387,900	402,128
Telephone & Internet	83,781	72,365	70,000	54,146
Stationary	28,316	28,150	20,000	33,305
Postage/Express Service	14,983	16,353	12,000	25,463
Translation fees	838	1,279	2,000	1,964
Trainings fees, teambuilding	14,618	9,144	18,000	11,552
Gifts, sponsored marketing material	1,628	3,228	5,000	
Membership fee	3,039	3,003	3,000	3,565
Depreciation fixed assets	20,783	12,883	18,000	20,331
Bank charges	8,115	4,632	8,000	4,352
CIIC fees	18,792	28,768	24,000	13,652
Auditing Fee	14,200	29,544	10,000	10,300
Others	18,724	6,180	10,000	6,756
Event Bank costs				5,975
Exchange rate differences	102	1,191	1,200	280
Stamp duty		223	300	328
Non-operating expenses		21,625	20,000	
<b>Total non-staff expenses</b>	<b>741,046</b>	<b>624,915</b>	<b>887,900</b>	<b>798,605</b>
<b>Total Expenses</b>	<b>2,450,910</b>	<b>1,855,732</b>	<b>2,032,900</b>	<b>1,792,398</b>
<b>Total Costs</b>	<b>3,634,146</b>	<b>3,243,182</b>	<b>3,243,183</b>	<b>2,698,564</b>
<b>Net Profit for the Year</b>	<b>3,307</b>	<b>446,822</b>	<b>12,900</b>	<b>265,711</b>

## Events

The number of events in 2017 was down from the previous two years, mostly due to overall lack of staff throughout the Chamber. At the same time, special focus was put on sharpening the Chamber's offering, reviewing routines for organization and formats.

	2013	2014	2015	2016	2017
Events in Beijing	45	29	34	39	27*
Events in Shanghai	61	47	43	41	32*
Events in other cities	3	0	3	1	1
<b>Total Events</b>	<b>109</b>	<b>56</b>	<b>80</b>	<b>81</b>	<b>60</b>

*\*estimated from data 2017-04-01 - 2017-12-31*

New formats were introduced to simplify and unify the planning of events:

### Swedish After Works

- Sponsored by member company
- SH: 2nd Friday; BJ: 3rd Friday
- Starting time: 18:00
- 2 free drinks for registered members
- Co-branding with sponsor on invitation, communication and at venue
- Optional: Short presentation of, or other activity by member company (20 min. max)

### Sharp Talk

- Open-door presentation, 1-2 hrs
- Specific high-value topic (score > 3)
- Can be breakfast or evening
- Price range RMB 50-150

### Executive Dialogue

- Members only presentation, 1-2 hrs
- Targeted audience: Dragon Partners, relevant Network Groups, Chamber Rep., Others
- Presentation by selected high-profile speaker (score > 5).
- Price range RMB 100-250

### Workshop

- Half- or whole-day practical training in practical business skills (score > 3).

### Others

- Joint Events, sports, culture, etc.

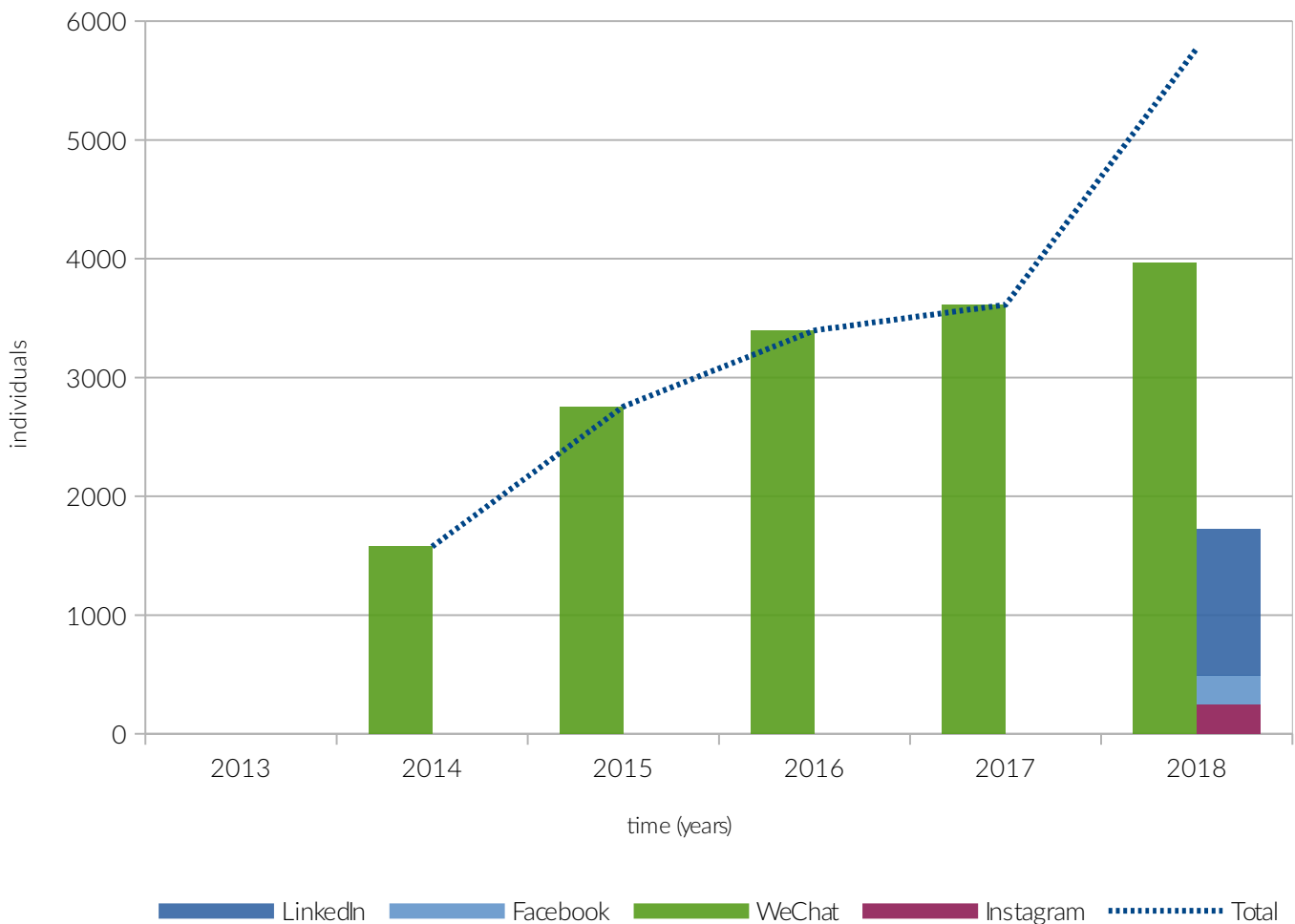
## Media Presence

During 2017, great effort was put into modernizing the Chamber's communication in- and outwards, with new channels as well as common planning across offices and platforms.

The goal of this initiative is to better spread out information about our members and better bring in relevant information to them. It also serves to improve the communication between the Chamber itself and the members.

In that spirit, a number of articles have been published or handed over to relevant parties throughout the year (BRI Survey, Swedish Companies and Digitalization, Business Confidence Survey, etc.). The Chamber is also increasing the use of its channels to spread relevant news about its members ("Member News").

SwedCham's Communication Outreach



Communication Plan Example

	Grid view	Filter	Group	Sort	Color	...	Channel	Event	Office	Happenings	Publish	Date		Topic	Content
190							Instagram	AI talk	SH			3/23/2018		Pics	Yesterday we listened to Solut
191							Homepage	Member News	BJ			3/23/2018		H&M TM	H&M announced on Wednesda
192							Homepage	Economic Forum	BJ			3/26/2018			
193							Eventbank mail	Finnair	SZ			3/26/2018		Invite	Are you based in Shenzhen or C
194							Homepage	Member News	SH		16:00	3/27/2018		Finnair	<a href="http://news.cision.com/finnair/">http://news.cision.com/finnair/</a>
195							Instagram	Blockchain	SH		13:30	3/27/2018		Invite	Join us for an evening of discu
196							Eventbank mail	Emerging Leaders	BJ	SH: Member AW	11:15	3/27/2018		Reminder	Sign up today for our Young Er
197							Instagram	Member AW	SH		16:00	3/28/2018		Pics	SH: Last night's visit to Kinnarp
198							LinkedIn	BRI	BJ		13:00	3/28/2018		Invitation	BJ: SwedCham together with ti
199							Eventbank mail	Monthly News Letter	SH	BJ		3/28/2018		Monthly	-
200							Eventbank mail	KOL marketing	BJ		15:00	3/29/2018		Reminder	Stay on top of the marketing g
201							Facebook	Throw Back Thursday	BJ		11:30	3/29/2018		Fm Am Mikael ...	Let us do a #tbt to May 2008 w
202							Instagram	Wall Vision Fika	SZ	BJ: Emerging Leaders	14:30	3/30/2018		Invite	Suzhou: You're invited to join u
203							Facebook	AGM	BJ		16:00	3/30/2018		Reminder	
204							Eventbank mail	R-VISA	BJ		9:00	3/30/2018			
													307 records		