



SWEDCHAM.CHINA
中国瑞典商会

ANNUAL

REPORT

2019



TABLE OF CONTENT

2019

03

SUMMARY OF THE YEAR

04

THE CHAMBERS
MEMBERSHIP

05

FINANCES

06

EVENTS

07

COMMUNICATION
CHANNELS

09

PLAN FORWARD



SUMMARY OF THE YEAR 2019

2019 was a complicated year in terms of revenue as the Chamber made a loss of 445,000 RMB. This loss was mainly due to unpaid membership fees during the year. There were also high costs related to Dragon News Magazine with no advertising revenue balancing it out. A major change during the year was the shift of General Manager on September 1st, from Martin Vercouter to Daniela Ling-Vannerus Cassmer. The year has been very active with 39 events in Beijing and 56 events in Shanghai. The events are a mix of Sharp Talks, After Works, Traditional parties, Courses of different kinds, and joint. We have reinforced the collaboration with Team Sweden during the year with a quarterly joint News letter, travel to the Guangdong province, and joint Business Climate Survey. We have also offered the Swedish language Course, Online training with BenCham, and collaboration with University in Beijing for our yearly Career Fair.

MEMBER INFORMATION 2019

PAID MEMBERSHIPS

In **2018**: 243 corporate members total 1,864,000 RMB

In **2019**: 200 corporate members for a total of 1,471,000 RMB

CITY	CORPORATE MEMBERS	ASSOCIATE MEMBERS
BEIJING	65	3
SHANGHAI	100	10
OTHER	35	3

13 cancelled memberships and 17 new members



SWEDCHAM.CHINA
中国瑞典商会

FINANCE 2019

BALANCE SHEET

CASH	0	TRADE PAYABLES	0
BANK	963,992	RECEIPTED IN ADVANCE	138,600
RECEIVABLES	41,906	PAYABLE TAX	28,873
OTHER RECEIVABLES	104,605	ACCRUED PAYROLL	0
ADVANCE PAYMENT	23,872	OTHER PAYABLES	37,221
PREPAYED EXPENSES	0	ACRRUED EXPENSES	0
FIXED ASSETS	339,558	NET PROFITS FROM PERVIOUS YEARS	1,377,669
ACCUM. DEP.	- 334,662	NET PROFITS	- 443,091
TOTAL ASSETS	1,139,273	TOTAL EQUITY	1,139,273

OUR EVENTS

SHARP TALKS

16 in Beijing
31 in Shanghai

These events are highly relevant Topics within the economy, supply chain, production, and the environment with a purpose to ensure that members receive the latest information within these areas.

AFTER WORK

8 in Beijing
7 in Shanghai

These evening activities are either sponsored by a company or just pure Swedcham AW.

FACILITATOR ROLE

SwedCham China carries the role as facilitator for our members and stakeholders as we serve as a platform to get to the right information, courses, and networking through our events and courses.

TRADITIONAL PARTIES

2 in Beijing
4 in Shanghai

We have every year traditional parties in both Beijing and Shanghai. These include Crayfish parties, Christmas parties, and Spring parties.

COURSES & WORKSHOPS

11 in Beijing
9 in Shanghai

These courses have different shapes and contents; Swedish language course, Management courses, Supply Chain workshops

Joint Chamber Events with Nordic Chambers

2 in Beijing
4 in Shanghai

COMMUNICATION CHANNELS



LINKEDIN ACCOUNT

2660 followers in 2019



WECHAT ACCOUNT

During 2019 we got 757 more wechat followers, reaching 5255 followers

HOMEPAGE

Start 1 september 2019 to 31 december. We had approx 450 visitors per week on the homepage



NEWSLETTERS

We send monthly newsletters to our 8000 contacts in our database.



8,360
online
followers/
week

1 OFFICE in Beijing 1 OFFICE in Shanghai

SwedCham China works with two active offices covering all of China. We have three main sources of income:

Membership fees, Corporate partners & Events income

MEMBERSHIP FEES is the main source of income for the Chamber that will count for about 65% of the Chambers income. We have several levels of fees, depending on the size of the member company.

COROPRATEPARTNERS count 17% of the Chamber's income. Our corporate partner in 2019 were: Volvo Car Group, Syntronic, Mannheimer Swartling, Handelsbanken, Atlas Copco & Volvo Group.

EVENTS & COURSES count 18 % of the Chamber's income. The Courses (Swedish language course, Management courses, workshops, etc) are the most profitable compared to our regular events and traditional parties.

MEMBER MEETING is an important part of our organization. We conducted 90 member meetings in total during 2019.

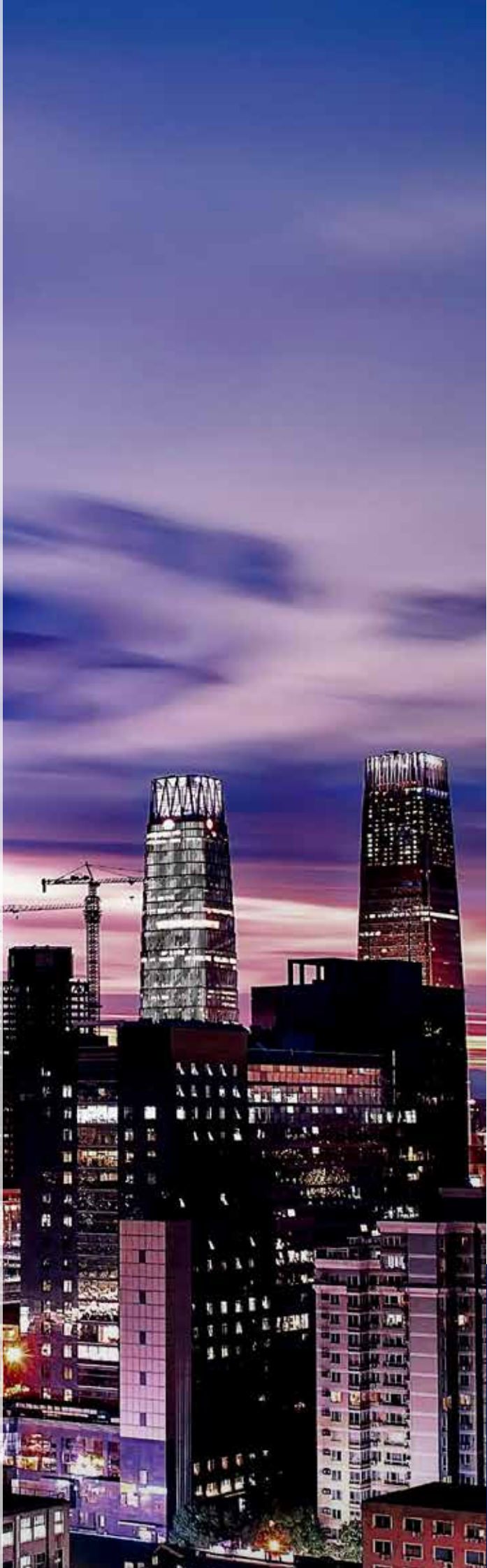


PLAN GOING FORWARD 2020 HIGHLIGHTS

- New Homepage launch Jan 2020.
- End Dragon News Magazine.
- Increase the quality of Traditional parties with high-end venues and Attention
- Young Professionals to be part of SwedCham
- Podcasts



SWEDCHAM CHINA
中国瑞典商会



Corporate Gold Partners



A special thanks to our Corporate Gold Partners
for supporting the Swedish business community
in China.





SWEDCHAM.CHINA
中国瑞典商会

CONTACT US:

Room 226, 2/F, JinShang,
#20 West Xinyuanli
Chaoyang District, Beijing ,China
北京市朝阳区新源里西20号2层226
Tel: +86 (10) 185 1347 6434
www.swedcham.cn

