



SWEDCHAM.CHINA
中国瑞典商会

ANNUAL

REPORT

2020



TABLE OF CONTENTS

2020

03

SUMMARY OF THE YEAR

04

THE
CHAMBERS
MEMBERSHIP

05

FINANCES

06

EVENTS

07

COMMUNICATION
CHANNELS

09

PLAN FORWARD



SUMMARY OF THE YEAR 2020

Year of 2020 will always be remembered as the year of Covid 19, with all the tragedy and hardship it spread over the world. Thanks to China's fast response to the pandemic, most of our member companies in China made a good financial year overall, in the midst of a growing and steady Chinese economy. 2020 also became the year of All Time High for SwedCham China in the following aspects; Revenue, number of Events, number of Member Meetings, as well as following new initiatives; launch of new website, launch of SwedPod Podcasts, and the creation of the new membership type - SwedCham YP. With the combination of dramatic cost cuts and increased revenue, we made a profit of 250 000 RMB at end of 2020. This is to be compared with 2019, where SwedCham China carried a loss of 450 000 RMB.

Together with Team Sweden, we launched the Business Climate Survey 2020, as well as a survey on the HR situation in China.

The major learning we made from 2020 is the digitalization of the Chamber and to make webinars as an attractive form of event. Out of the total 152 events we organized, 67 of them were webinars and we feel confident that we have found an efficient new way to communicate and connect with our members all over China.



MEMBER INFORMATION 2020

PAID MEMBERSHIPS

186 corporate members for a total of 1,326,700 RMB

22 SwedCham YP members = 8080 RMB

8 associates members = 16000 RMB

Corporate members by city:

Beijing: 54

Shanghai: 78

Others: 54

17 cancelled memberships and 17 new members



SWEDCHAM CHINA
中国瑞典商会

FINANCE 2020

BALANCE SHEET

Swedish Chamber of Commerce in China Balance Sheet December 2020

Cash		0.00	Trade payables	4	0.00
Bank		903,773.60	Receipted in advance	5	0.00
Receivables	1	187,636.34	Payable tax	6	10,300.43
Other Receivables	2	63,068.84	Accrued payroll	7	0.00
Advance payment	3	30,466.90	Other payables	8	18,337.66
Prepaid expenses			Accrues expenses		
Fixed Assets		369,354.07	Net profits from previous years		932,585.52
Accum Dep. - Fixed Assets		(341,956.93)	Net profits (December 2020)		251,119.21
Total Assets		1,212,342.82	Total Equity		1,212,342.82

OUR ACTIVITIES

127 TOPIC EVENTS

67 webinars

51 physical events

These events are treating highly relevant topics within the economy, supply chain, production, and the environment. In 2020 we had a majority of these events in the form of Webinars.

SwedPod PODCASTS

2 from Beijing

2 from Shanghai

SwedPod is a new feature published every second month. We had so far as

interviewees:

Shpetim Arifi,

Fredrikssons

Michelle Zhao,

Volvo Cars

Tom Grimmer,

KREAB

Tom Xiong,

Moving Shanghai

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.

5 TRADITIONAL PARTIES

2 in Beijing

3 in Shanghai

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

25 COURSES & WORK SHOPS

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

Newfeature; 4 FACTORY TOURS

2 in Beijing

2 in Shanghai

These factory tours to our member companies are increasing in interest, where the Chamber organizes all from transportation to lunch or AW linked to the tour.

COMMUNICATION CHANNELS



LINKEDIN ACCOUNT

3600 followers in 2020



WECHAT ACCOUNT

2020 we got 554 more followers,
reaching 5809 followers

HOMEPAGE

450 visitors per week on the
homepage



NEWSLETTERS

we send monthly newsletter to our
8000 contacts in our database

9 859
online
followers/
week

HOW WE WORK

1 OFFICE in Beijing
1 OFFICE in Shanghai

Membership fees & Events

MEMBERSHIP FEES is the main source of income for the Chamber that will account for about 51% of the Chambers income. We have several levels of fees, depending on the size of the member company.

COROPRATE PARTNERS account for 14% of the Chamber's income.

Our Corporate partners in 2020 were:

Gold Partners: Volvo Cars, Volvo Group, White Peak/Stey, SEB, Mannheimer Swartling, Atlas Copco, and Handelsbanken.

Silver Partners: Scandic Foods

EVENTS & COURSES account for 34% of the Chamber's income. We had a total of 152 events in 2020, attracting 4603 attendees

MEMBER MEETINGS are a very important part of our organization. In 2020 we conducted 188 member meetings.



PLAN GOING FORWARD 2021

HIGHLIGHTS

- Launch of SwedCham Academy
- Developing and expanding the Factory Tour concept
- Developing a Chamber presence in GBA(Greater Bay Area)
- Launch of Team Swedens support package following BCS: Human Resources seminars, Corporate Social Credit System workshops, B2B Online sales seminars.
- Launch of "China Insights" weekly editorial content, in cooperation with KREAB.

-



SWEDCHAM.CHINA
中国瑞典商会



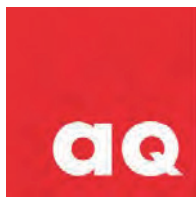
Corporate Gold Partners

WIKBORG|REIN

S|E|B



Corporate Silver Partners



 Alibaba Cloud

SCANDIC SOURCING
YOUR CONSULTING PARTNER IN CHINA

 Scandic Foods Asia
Delicious Healthy Scandinavian

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





SWEDCHAM.CHINA
中国瑞典商会

CONTACT US:

Beijing office:

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

Shanghai office:

The Center, 989 Changle Road, 20F,
Xuhui District

上海市徐汇区，长乐路 989号，
世纪商贸广场，20楼

www.swedcham.cn

