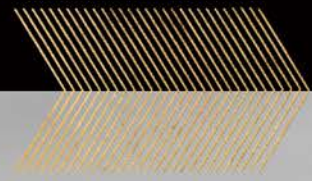




SWEDCHAM.CHINA
中国瑞典商会



2022 ANNUAL REPORT





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SUMMARY OF THE YEAR

2022

2022 was an extremely challenging year operating on the Chinese market. Due to Zero Covid Policy, strict lockdowns, travel restrictions and bans on most physical events were put in place during the large part of the year. In spite of this, SwedCham still managed to turn the year to a success in many aspects;

During the year we held 140 events attracting more than 5300 attendees. Online/Hybrid events represent for over half of the events.

We launched SwedCham Culture, produced 3 new Podcasts, created 2 new Network groups, published 2 new White Papers, and made 5 surveys.

We are especially proud over the new initiative ; Swedish Film Festival, that was a 3-day Film Festival held in Beijing and hosted together with Embassy of Sweden in Beijing.

We also managed to hold 2 physical Career Fairs, one in Beijing and one in Shanghai, as well as 2 Crayfish Parties & 1 Christmas Party.

We gained 6 new Corporate Partners, and 24 new Corporate Members in 2022, and managed to attain budget for the year.

The largest investment done by SwedCham in 2022 was a Simultaneous translation platform , enabling us to hold the majority of our online events in both English and Chinese. This was a very popular initiative amongst our members, and can explain the increase of 70 more attendees compared to 2021, although we did 10 less events compared with previous year.

We also continued to leverage on our focus on Sustainability with 4 new CSR events hosted together with the Embassy of Sweden in Beijing.

MEMBER INFORMATION 2022

24 new members and 14 cancelled memberships

205 Corporate Members contributing a total of 1.408,503 RMB

12 SwedCham YP members contributing a total of 2700 RMB

7 Associate members contributing a total of 14720 RMB

Corporate members by city

Beijing: 52

Shanghai: 98

Others: 55

FINANCE

BALANCE SHEET

Balance Sheet 2022

| | | | | | |
|---------------------------|--------------|---------------------------------|------------------|--------------|----|
| Cash | 0 | Trade payables | 4 | 0 | |
| Bank and deposit | 1 306 | Receipted in advance | 5 | 1 090 | |
| Receivables | 1 | 30 | Payable tax | 6 | 15 |
| Other Receivables | 2 | 65 | Accrued payroll | 7 | 32 |
| Advance payment | 3 | 95 | Other payables | 8 | 30 |
| Prepaid expenses | | | Accrues expenses | | |
| Fixed Assets | 390 | Net profits from previous years | | 1 333 | |
| Accum Dep. - Fixed Assets | -373 | Net profits (Dec.2022) | | -987 | |
| Total Assets | 1 514 | Total Equity | | 1 514 | |

FINANCE

Income Statement 2022

| | | | |
|----------------------|-------------------|--------------------|--------------|
| Membership fees | 582 | | |
| Gold/Silver partners | 367 | Event costs | 577 |
| Event income | 908 | YP event costs | 3 |
| YP event income | 1 | Other costs | 0 |
| Services total | 1 858 | Service total. | 580 |
| Other income | 5 | Admin expenses | 2 251 |
| Total income | 1 863 | Financial items | 19 |
| | | Total costs | 2 850 |
| | Net Profit | | -987 |

Comments:

Revenue

- Events: 0.9M (1.3M), down 31% YoY, mainly due to Covid restrictions
- 24 (31) new members recruited – net increase of 74,3K RMB in membership fee y/y
- 4 new silver partner gained – 100K RMB

Cost

- Admin expenses increased by 2% from 2 200 KCNY
- New Bonus program approved by the Board 144 KCNY/ (87 KCNY)

Profitability

- Net Result -987 (149 KCNY), due to technical change of accounting principle in 2022 with no material change on cash balance

ACTIVITY RECAP



SwedCham China has organized 140 events this year.



**53 webinars,
19 trainings,
12 seminars,
3 traditional parties,
2 career fairs,
a 3-day Swedish Film Festival.**



5348 attendees came to our events in total

73 people more compared with the number of 2021

773 people more compared with 2020



Contact Updates:

8720 WeChat followers

5613 LinkedIn followers

8254 E-mail contacts

Publications and Network Groups



5 Surveys:

China Business Climate Survey

2 COVID-19 Flash Surveys

2 Salary Surveys



2 white Papers:

Journey To The East - How Swedish
Companies Conduct Communication
In China

Commercial & Industrial Rooftop Solar
in Mainland China White Paper



3 Podcasts -Guest of the Year:

Peter Ling-Vannerus

Alec Van Gelder

Eva Biorck



2 New Network Groups:

Finance

Intellectual Property

HOW WE WORK



1 OFFICE
BEIJING

1 OFFICE
SHANGHAI

MEMBERSHIP FEES & EVENTS

Membership fees account for 31% of the Chambers income. There are different levels of membership fees, depending on the size of the member company worldwide.

Corporate Partners account for 19,5% of the Chambers income.

We have 6 Gold Partners and 12 Silver Partners.

Events & Courses accounts for 39% of the Chambers income. We held 140 events during 2022, attracting 5348 attendees.

Member meetings are a very important part of our organization. In 2022 we conducted 141 member meetings

PLAN FORWARD

2023

2023 is the year that will be inspired by new trust in the market, future, and rebound.

As we can now start operating again in a Chinese market that is similar to pre-covid times, we will finally be able to materialize some of those ideas that were on hold.

The most important one is to launch our new innovative project; Style by Sweden. This Lifestyle Pop-Up fair that will be held in Shanghai, will give 20 Swedish Lifestyle brands the opportunities to showcase their products, in a warm and trendy atmosphere.

As we launched the Swedish Film Festival for first time ever last year in 2022, we plan to continue this also for 2023 but this time in Shanghai at the end of the year.

We will continue our very popular CSR events every quarter of 2023, together with the Embassy of Sweden in Beijing.

We will also have two Career Fairs during the year, both of them will be held in Shanghai. These Career Fair are unique of its kind, and extremely popular for both visitors and exhibitors.

We will continue to promote Culture, both Chinese and Swedish, through different events that are of cultural kind.

2022 we launched for the first time a cooperation with University of Gothenburg, offering online executive Management courses. We will continue this cooperation also in 2023.

We also found a good collaboration with the other Nordic Chambers on different online courses, in order to enhance Member value for our members.

We are very happy to finally welcome a new Scholar to SwedCham Shanghai office during early summer 2023, for the first time in over 3 years. The Scholar takes on an important role within the Chambers organization, and is well needed help in all aspects.

CORPORATE GOLD PARTNERS

Polestar WIKBORG|REIN

SEB VOLVO



White Peak
中瑞鼎峰



Stey

CORPORATE SILVER PARTNERS

ASSA ABLOY

THE ORIGINAL
OATLY!

LESJÖFORS
SPRINGS & PRESSINGS

Greenfield.绿丰



PSU
御安行

Atlas Copco

Alibaba Cloud

Swedbank



storaenso

Electrolux
Group

Nordea

Alleima

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