



2023

ANNUAL REPORT
SWEDCHAM CHINA



SWEDCHAM.CHINA
中国瑞典商会



TABLE OF CONTENTS

SUMMARY OF THE YEAR **3**

MEMBER INFORMATION 2023 **4**

FINANCIAL STATEMENTS **5-6**

ACTIVITY RECAP **7**

HOW WE WORK **8**

FUTURE OUTLOOK **9**

CORPORATE PARTNERS **10-11**

CONTACT INFORMATION **12**

SUMMARY OF 2023



**BY DANIELA L-V CASSMER
GENERAL MANAGER**

2023 was the year when China opened up again after the Zero Covid Policy. For most part of the Chinese Economy, it was still a challenging year for many companies. For SwedCham, this year meant we could go back to host physical events as pre-covid times.

2023 was defined by growth and success for SwedCham, exceeding the previous 3 successful years, where we not only met budget but exceeded it with almost 150 000 RMB.

We hosted 149 events, of which 20% were in form of Webinars, and in total they were attended by 5300 attendees. We launched 2 new Network groups, published 3 White Papers, made 2 surveys, and produced 3 podcasts throughout the year.

We are especially proud of our new initiative in 2023;

“Style by Sweden”, a brand new Concept Pop-Up Fair within Fashion, Design, and Lifestyle. This half day fair attracted over 900 visitors, and 20 exhibitors.

Another important milestone was the 25-year Anniversary of SwedCham China. This was celebrated in Beijing with a beautiful party for 125 ppl.

We gained 7 new Corporate Partners during the year; 1 Gold Partner and 6 Silver Partners.

31 new Corporate Members joined SwedCham during the year.

SwedChams geographical footprint was extended during 2023, as we held events in no less than 19 cities throughout the year.

Factory tours and Company Visits remain one of our most popular events, and we held 26 of them in 2023.

Sustainability remained a focus area, with a continuation for a second year of the CSR events series with Embassy of Sweden in Beijing, a White Paper on Cross-Sector Collaboration for Sustainable Supply Chains, as well as workshops for a greener organization.

As another part of SwedChams CSR efforts, We also donated items and money (collected from the three Swedcham culture events) to the Charity organizations : The youth Impact



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MEMBER INFORMATION

NEW MEMBERS AND LOST MEMBERS 2023

We ended the year with total of **31 new Company members** and **21 lost Company members**.

A **net growth of 10 Company members** year/year, giving a **total of 214 Corporate Members**. We had an additional **20 Individual members** (including Young Professionals)

The total value of Corporate + Individual Memberships amounts to 1.458,000 RMB, this is a 2% increase Year/Year.

Corporate Members by city:

Beijing: 41

Shanghai: 95

Tianjin: 4

Suzhou: 8

Shenzhen: 3

Qingdao: 1

Other: 62

FINANCIAL HIGHLIGHTS



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Income Statement 2023

(In CNY '000)

Membership fees	1,458		
Gold/Silver partners	692	Event costs	1,103
Events income	1,568	YP event costs	2
YP income	7	Other costs	0
Services total	3,724	Service total	1,105
		Admin expenses	2,471
Other income	2	Financial items	-9
Total income	3,726	Total costs	3,567

Net Profit 159

Comments:

Income

- Total income: 3.73M (2022:1.88M), net increase of 98% YoY
- Events: 1.57M (2022:0.91M), net increase of 73% YoY
- 31 new members recruited, i.e. net increase of 151% in membership fee
- 1 new Gold Partner gained and low base of 2022 due to changes in accounting approach, resulting in CNY211K additional income
- 6 new silver partner gained, i.e. CNY114K additional income

Costs

- Admin expenses increased by 14%
- New Bonus program approved by the Board CNY214K (2022:CNY144K)

Profitability

- Net Result 159K (2022: -987K)



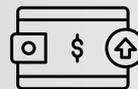
Revenue

3,726M RMB



Expenses

3,567M RMB



Profit

159K RMB

FINANCIAL HIGHLIGHTS



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Balance Sheet 2023

(In CNY '000)

Cash	0	Trade payables	0
Bank and deposit	1,400	Received in advance	1,147
Receivables	169	Payable tax	35
Other Receivables	56	Accrued payroll	0
Advance payment	82	Other payables	32
Prepaid expenses	0	Accrues expenses	0
Fixed Assets	57	Net profits from previous years	346
Accum Dep. - Fixed Assets	(45)	Net profits (Dec.2023)	159
Total Assets	1,719	Total Equity	1,719

Comments:

- Solid cash position of 1.4M, up 8% YoY
- Receivables of CNY 169K from event bank
- Other receivables of CNY56K, primarily the office rental deposits
- Advance Payments CNY82K: primarily the office rent, health insurance and software
- Receipted in advance of CNY1.1M, including membership fees, gold/silver partners



Bank & deposit

1,4M RMB



Net profit from prior years

346K RMB

ACTIVITY RECAP 2023

**149
events**

SwedCham
China has
organized
149 events
this year.

32 webinars
26 factory tours
22 seminars
11 trainings
4 traditional
parties

- Style by Sweden
- Career Fair
- 25-year
Anniversary Party

**5298
attendees**

5298
attendees
came to our
events in
total.

**Number of
Followers**

WeChat: 10,928
LinkedIn: 5,972
E-mail
contacts: 9,871

2 Surveys

Survey of Nordic
Companies
Marketing in
China 2023

Business Climate
Survey 2023

3 White Papers

- How to boost sales and
win Chinese customers –
a white paper on digital
marketing in China

- Small fish in a great sea:
white paper on Swedish
and European SMEs in
China

- Sustainability in supply-
chains: White paper on
Cross-Sector Partnerships
and other strategies

3 Podcasts

Guest of the Year 2023:

Aiying Wang

Martin Poxton

Lars-Åke Severin

**New Network
Groups**

Government Affairs

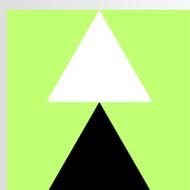
Intellectual Property

MARKET ANALYSIS

* There has been a 26% increase in Wechat followers, a 6% increase in LinkedIn followers, and a 20% increase in email contacts Y/Y compared to 2022.

18.5%

Increase in followers
and contacts Y/Y
compared to 2022



* The new initiative "Style by Sweden" positioned SwedCham China as forward leaning, organizing a hip new concept event. This attracted more than 900 visitors, and delivered on high member value.

HOW WE WORK



OFFICES

Swedcham is operating with two offices, one in Beijing and one in Shanghai.

4 Employees
2 Interns
1 Scholar

REVENUE STREAMS

we have 3 main revenue streams;

- Membership
- Corporate Partners
- Events/Courses

39.2%

of total revenue comes from
Membership Fees

18.5%

of total revenue comes from
Corporate Partners

42.3%

of total revenue comes from
Events/Courses

MEMBER MEETINGS

To meet our members is a very important part of our operations, and in 2023 we conducted

160 member meetings

FUTURE OUTLOOK

FUTURE PLAN 2024

After a very fruitful and successful year for SwedCham in 2023, we will continue to leverage on the strong Brand and Infrastructure that has been built up the last years. 2024 is expected to become another successful year for SwedCham China on the Mainland China market, with a continued growth of Membership and Corporate Partners.

Swedish Film Festival will take place in Shanghai in 2024, a 2 1/2 day event of swedish movie screenings at Fotografiska Museum.

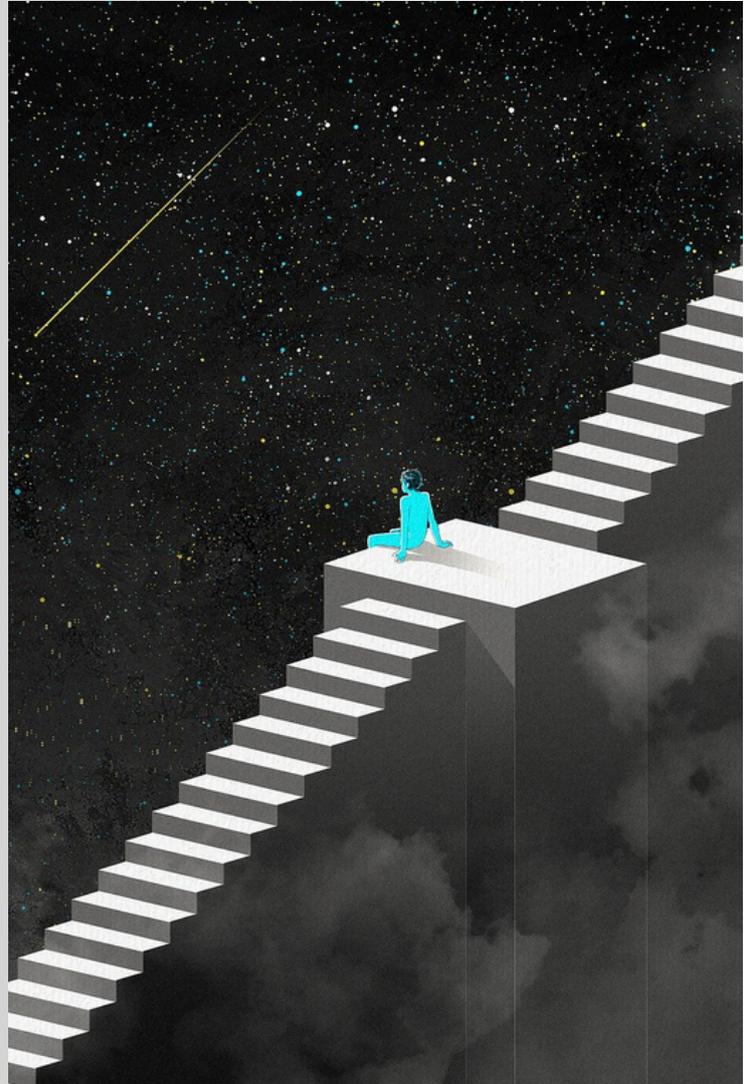
SwedCham Career Fair will be held once during 2024, this time only in Shanghai.

We will also hold for the second year in a row in Shanghai, the popular "Style by Sweden" pop-up Fair.

We plan to publish 4 White Papers throughout the year, as well as 4 Podcasts.

The Group Insurance package program, that has been serving employees of member companies for 7 consecutive years, will be complemented in 2024 with an EAP program.

We will also emphasis on helping to bridge the information gap between Head Quarters and Subsidiaries in China, through a survey with a subsequent report and event on the subject. We also will collaborate with Embassy of China in Sweden on different events to help bridging this gap.



As we already have increased tremendously our Geographical footprint in China, we plan to continue this development by adding another 2 cities during the year, where we will hold events and meetings.

We plan to continue with same amount of workforce for the year, as well as amount of events (150), member meetings, and continuous innovation to increase Member Value!

Gold Partners



WIKBORG | REIN



V O L V O

SEB

Polestar 极星

Silver Partners

Absolent AIR CARE GROUP

ALEIDO
MAKING THE ADVANCED SIMPLY UNDERSTOOD

 Alibaba Cloud

 Alleima

ASSA ABLOY

Atlas Copco Group

 **Electrolux Group**



 **Epiroc**

Greenfield 绿丰

 **HILDING ANDERS**

LESJÖFORS **Nordea**
Springs & Pressings

THE ORIGINAL
OATLY!

 **PSU**
御安行


storaenso

Swedbank 

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