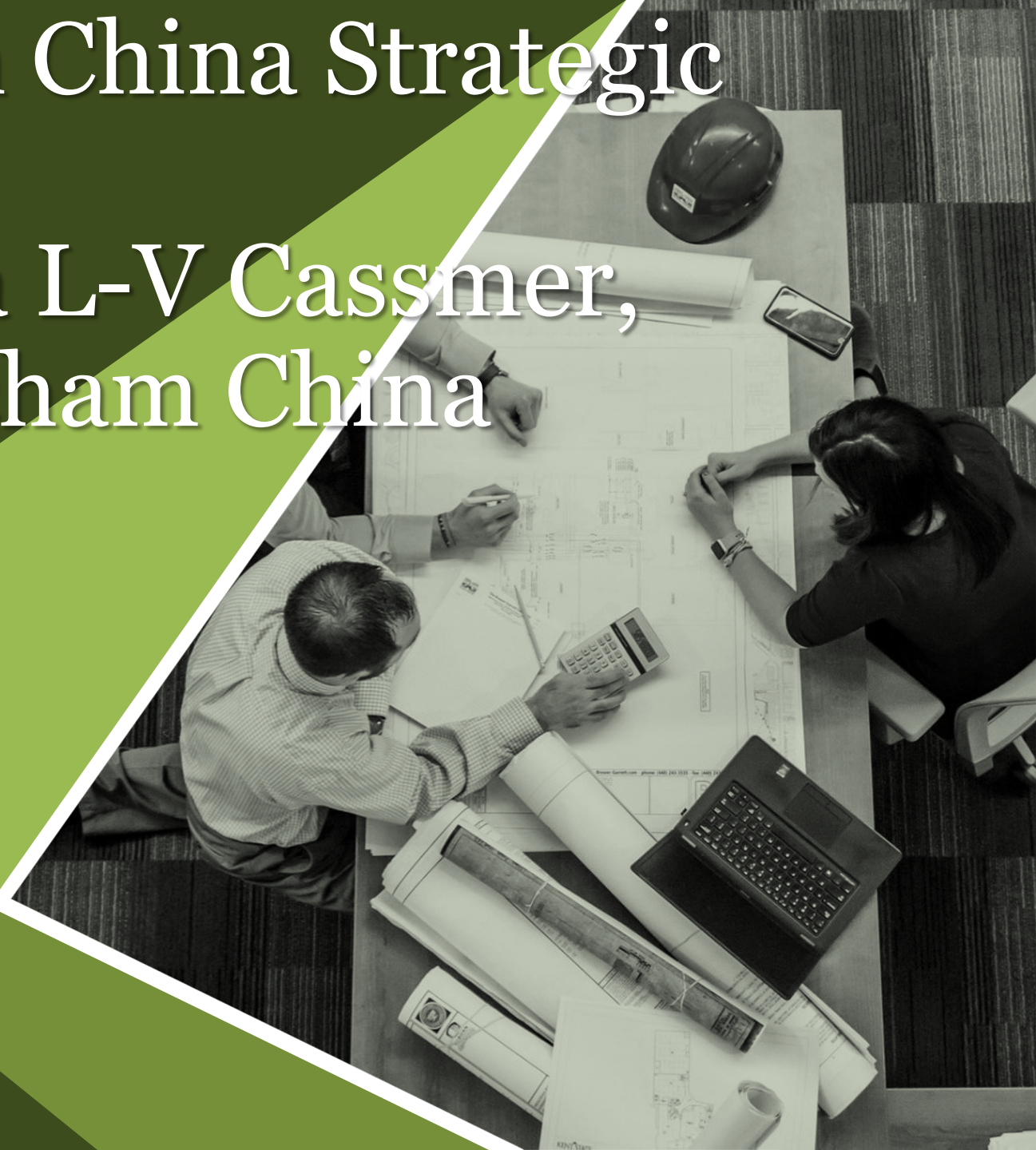


# Swedcham China Strategic Plan 2021

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SWEDCHAM.CHINA  
中国瑞典商会

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# 2021 STRATEGIC PLAN

## Purpose

Swedcham China to become the reference in terms of information, networking, and as a facilitator platform.

2021 focus = Continue high number of offerings both on- offline, keeping an ear to the market.

### KEY OBJECTIVES

Market development	Process Improvement	People Development	Product Development
<b>INITIATIVES</b>			
<ul style="list-style-type: none"> <li>▪ Create expert groups on (finance, IT, HR)</li> <li>▪ Develop south China region with Swedcham HK.</li> <li>▪ Talent retention and recruitment surveys</li> <li>▪ Explore remote membership in Sweden and elsewhere in China</li> <li>▪ Industry specific related events.</li> <li>▪ Create more and deeper Cultural diff. events.</li> <li>▪ Workshops</li> </ul>	<ul style="list-style-type: none"> <li>• Use “Best Practices” between offices in Beijing and Shanghai</li> <li>• Increase number of Primary members from one to at least 2 per company if possible.</li> <li>• Make sure more people in each member company knows about SwedCham and that they can participate in events as well – not a management club.</li> <li>• Increase nr of Primary members</li> </ul>	<ul style="list-style-type: none"> <li>• Use internal resources within member companies that are part of the boards, for all kinds of training of SwedCham personnel.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Specific Sharp Talk topics within; Regulations, Government Affairs, Culture/Arts, Management..</li> <li>▪ SwedCham Academy</li> <li>▪ Networking within industries.</li> <li>▪ Cross companies HR Group and best practice sharing.</li> <li>▪ Social Corporate Credit System workshops.</li> </ul>

### KEY PERFORMANCE INDICATORS

<ul style="list-style-type: none"> <li>▪ Increase visitors on swedcham.cn and Podcast</li> <li>▪ Keep same number of members as 2020.</li> </ul>	<ul style="list-style-type: none"> <li>* More individuals from each company to participate in our events and courses.</li> </ul>	<ul style="list-style-type: none"> <li>• No turnover in personnel during 2021</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increase nr of participants with 10% year /year</li> </ul>
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# Executive Summary

## About Us



*Swedcham China is a non-profit, non-governmental organization with about 210 member companies, officially recongnized as foreign chamber by PRC. 4 persons on payroll, 1 scholar, 1 trainees spread over 2 offices; Beijing & Shanghai*

## Our Mission & Vision



*The Chamber will be the natural point of contact and voice for the businesses with a Swedish connection in China. This will be done through Networking, Events, and information.*

## Our Net profit 2020



**CNY 150K**

## Our Target Net Profit 2021



**CNY -60K**

## Marketing Plan



- Work actively through our Homepage
- Work actively with Linkedin and Wechat accounts for Swedcham to spread information.
- Continue mailings, both targeted and general.
- Invest in our homepage

## Operating Plan



- Meet 80-90% of all Swedcham members.
- SwedCham Academy -Increase number of educational courses.
- Workshops on HR, CSCS, IT
- Developing articles on homepage

# Swedcham China's Reason for being

01

## We make people meet

*Swedcham has an important role in helping member companies **network** with relevant stakeholders.*

02

## We create events/facilitator

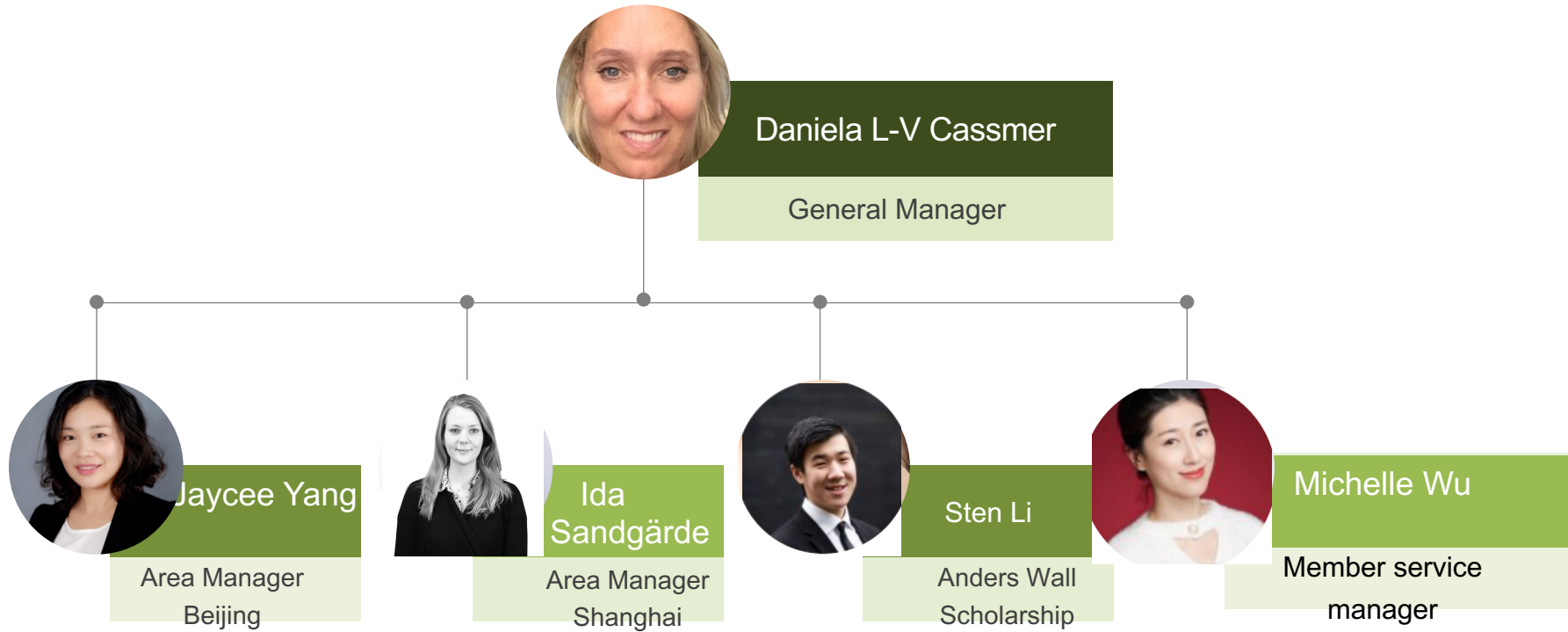
*Over 100 high qualitative events (business related and social) are initiated and executed by Swedcham in China, We **facilitate** for our members to get the right information.*

03

## We are an information platform

*Through our different platforms, we facilitate the access to **information**, mainly through our homepage.*

# Management Board- Organization Chart



# Team Introduction

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**Daniela L-V Cassmer**  
General Manager

Responsible for the overall strategy and operation of Swedcham China, including both offices in Beijing and Shanghai



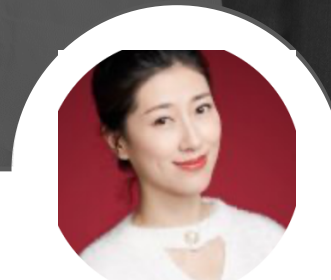
**Jaycee Yang**  
Area Manager Beijing

Responsible for all operations in the Beijing area, including office staff, events, and member relations.



**Ida Sandgärde**  
Area Manager Shanghai

Responsible for all operations in the Shanghai area, including office staff, events, and member relations



**Michelle Wu**  
Member Service Manager

Responsible for all service related matters towards our members, including following up on invoices and other financial related issues. Also responsible for recruiting new members.



# Mission Statement-Vision-Values

## 01

The Swedish Chamber of Commerce in China (the “Chamber”) engages in activities that enhance its members’ business interests in China and that can not easily be undertaken by the members themselves.



## 02

The Chamber will be the natural point of contact and voice for businesses with a Swedish connection in China.



## 03

The Chamber provides services in three areas: information, events and courses.



## Strengths

Network, Community builder, service minded, membership value focus, active, Team Sweden, Webinars, large events and seminars offering, professional, many followers on WeChat and LinkedIn., high level of engagement and competent employees and other staff, competent and highly senior board, strong economy 2020.



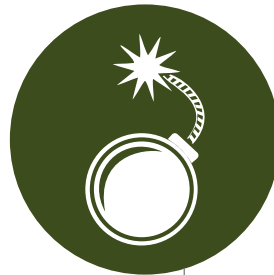
## Weaknesses

Not enough engaging ordinary members in the chamber, few reports on specific subjects, not able to reach all our members throughout China other than by Webinars, marketing of homepage and SwedPod, no member benefit for companies based in Sweden.



## Threats

Memberships drops due to less Swedish expatriation, not being relevant and meaningful for members, find the right educational courses with right teachers.



## Opportunities

Homepage, podcasts, webinars, extending to more educational courses, high profile events, Team Sweden, engage ordinary members with tasks for the chamber, use resources from board members companies.



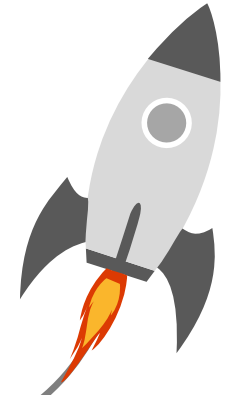
# Targets for the Next Business Quarter <sup>11</sup>

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- ✓ *Launch of SwedCham Academy, with a certain number of related courses.*
- ✓ *Update Homepage with relevant information to help spur Sweden –China sentiment; success stories and China information.*
- ✓ *Work out a attractive membership package for remote members*
- ✓ *Launch of Team Swedens solutions package following BCS: HR, CSCS, Online sales*



# Brand Promotion Strategies for Engagement



## Update The Website

Information on: Success stories of Swedish companies in China, Cultural heritage etc

## Collaborations

Work closely with Team Sweden, and EU Chamber.

## Wechat

Increase our followers with 500 during 2021.

## Member engagement

Make sure that member companies spread the information internally about Swedcham.

01

## Create press release

Make position paper following indepth interviews with 10 companies 1 time per year.

Publish relevant articles on homepage on China updates.

02

## Use LinkedIn

Reach 4000 followers in 2020 (500 more than 2020). Use LinkedIn to make all articles viral and push visitors to homepage.

03

04

## Events

Create events and workshops within IT Compliance, Cyber Security, HR, CSCS, Online sales

05

06

## Create expert groups on wechat

Create wechat groups for Finance, CEO, HR that members can be part of to meet and share experiences.

07

08

# Project Timeline for Strategic Planning

Project Name	Jan	Feb	Mars	April	May	June	July	Aug
<u>Launch Swedcham Academy</u>	→							
Create <u>expert groups</u> on wechat (HR, Finance, IT)	→							
<i>Launch of Team Swedens solutions package following BCS: HR, CSCS, Online sales</i>	→							
<i>Work out a attractive membership packages for remote members</i>	→							

# Project Timeline for Strategic Planning

Project Name	Jan	Feb	Mars	April	May	June	July	Aug
Update Homepage with relevant information to help spur Sweden – China sentiment; success stories and China information.								
<u>Position paper</u> following indepth interviews with 10 companies								
Create events and workshops within Culture differences, IT Compliance, Cyber Security, HR, CSCS, Online sales								
Campaign to members to internally inform all employees about benefits of SwedCham								

# Project Timeline for Strategic Planning

Project Name	Sept	Oct	Nov	Dec											
Create events and workshops within Culture differences, IT Compliance, Cyber Security, HR, CSCS, Online sales	▶														
Industry-specific related events	▶														
<u>Events</u> theme; Swedish/Chinese Art	▶														
Update Homepage with relevant information to help spur Sweden – China sentiment; success stories and China information.	▶														