



## Dear Member of Swisscham,

We are delighted to present to you the very first edition of our Swisscham Newsletter – SWISS MADE. From now on you will receive information on a regular basis about our members, benefits, events and other news.

We have, within the board, recently agreed on a new Strategy in order to serve our members better. More information about that will follow within short.

In this first edition, we proudly welcome **SWISS**, as the first member to be presented more in detail. Don't miss their **member benefit program**.

Happy reading,

Yours,

Board of Directors, Swisscham

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## Presentation of the Board of Directors

Let us introduce to you the members of the Swisscham board.

Our aim is to create as much value for you as possible.



**Christian de Loës**  
*President*

*Board member since: 2014*

**Connection to Switzerland:**

Born in Switzerland. Living in Stockholm since 2001. Double citizenship.

**Motto:**

Nothing is impossible!

**Why I am a Board Member:**

Develop/modify Swisscham to create value for our members. Contribute to increased trade between Switzerland and Sweden and vice versa.

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**Pia Elster**  
*Vice President,  
responsible for Marketing/Communication.*

*Board member since: 2014*

**Connection to Switzerland:**

Lived and studied in Switzerland for 10 years. Working for a Swiss/French company.

**Motto:**

Nothing ventured, nothing gained.

**Why I am a Board member:**

Being part of a platform where companies with Swiss connections want to take part because it's no choice not to.



**Henrik Söderström**  
*Responsible for PMO and Governance.*

*Board Member since: 2013*

**Connection to Switzerland:**

Working for a Swiss Bank.

**Motto:**

Never underestimate the power of simplicity.

**Why I am a Board member:**

In short, to create value. My first thought when I was asked if I wanted to join the board was to expand my network and find out how I, with my background and experience, could use this and existing networks to create member value. This is still my driving force, and with the change process now under way, I am convinced that we will create additional value for our

members.

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**Torbjörn Thalínsson**

*Responsible Treasuring/Finance*

*Board member since: 2005*

**Connection to Switzerland:**

Relatives and friends in Switzerland, Swiss network and clients in my law firm.

**Motto:**

It is usually better to take many small steps rather than a large!

**Why I am a Board Member:**

I want the member to understand the value of using Switzerland as a brand in its business/achieve a successful and open-minded board.



**Alain Lennquist**

*Responsible Membership & Business innovation*

*Board member since: 2015*

**Connection to Switzerland:**

Born in Sweden, my father is Swedish and my mother Swiss and we still have relatives in Switzerland. Since 1990 I work with mechanical components with Swiss and other international companies.

**Motto:**

My motto is really a local proverb from the county of Värmland (where I live) and the essential meaning behind it is that "to do a job and then having to do it again is as if you had not done it at all!"

**Why I am a Board Member:**

I want to assist and have a role in turning Swisscham into a more attractive organisation for our members and the goal is to create a platform or arena where companies from different lines of business can meet, present themselves and obtain increased business opportunities.



**Roland-Philippe Kretschmar**

*Responsible PR, IT and Social Media*



**Anne Brennwald**

*Responsible for events*

*Board member since: 2015*

**Connection to Switzerland:**

Born in Lausanne, Switzerland, lived in Sweden most of life. Double citizenship.

**Motto:**

"The secret of happiness, you see, is not found in seeking more, but in developing the capacity to enjoy less"  
- Socrates.

**Why I am a Board Member:**

Many people have an idea of what Switzerland stands for that doesn't necessarily correspond with reality. In Swisscham I can contribute to changing this by encouraging our members to show a more diversified picture of Switzerland and through our own work inspire all our stakeholders.



**Gustav Henriksson**

*Adjunct board member,  
Swiss Embassy.*

*Board member since: 2015*

**Connection to Switzerland:**

For thirteen years I worked for a Swiss engineering company that sold Swiss made industrial components in the Nordics. I'm currently Head of Trade section at the Embassy of Switzerland.

**Motto:**

Nike - Just do it!

**Why I am a Board Member:**

For me it is important to maintain the good working relationship between the Embassy and Swisscham. Furthermore I see

*Board member since: 2009*

**Connection to Switzerland:**

Swiss father, Swedish mother, with double citizenship. Born and raised in Stockholm.

**Motto:**

Each new day brings new opportunities.

**Why I am a Board Member:**

Through well-thought meeting opportunities create good conditions for more business relations between Switzerland and Sweden.



**Alexander Hornickel**

*Adjunct board member*

*Board member since: 1997*

**Connection to Switzerland:**

Swiss citizen.

**Motto:**

"You miss 100 percent of the shots you never take" - Wayne Gretzky.

**Why I am a Board Member:**

Discussion partner for members interested in business in Switzerland and the board's liaison to government agencies, associations and companies in Switzerland.



Swisscham as the natural partner in many of my (Swiss) promoting projects.

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## We welcome SWISS on stage

We are proud to introduce to you one of our members – SWISS. We had a little chat with Urs Limacher, Head of SWISS Nordic and The Baltic States

### **So Urs, could you tell us briefly about your operations in Sweden?**

Currently we offer 26 weekly flights from Stockholm to Zurich and Geneva and 6 weekly flights from Gothenburg to Zurich. As mid of December, the seasonal Gothenburg Geneva flights will be added on Saturday's. The routes from Sweden develop above expectation and more and more Swedish passengers fly with SWISS to Switzerland and the world. The SWISS quality product and the modern, convenient airport Zurich with its short transfer connections are highly appreciated.

### **How does the brand image of Switzerland influence your market position?**

As the airline of Switzerland, SWISS embodies the country's traditional values, and is committed to deliver the highest product and service quality. For us it's the small details which make the difference – if it's the cordial smile of our crew members or a piece of chocolate on every flight. Switzerland itself is very popular among Scandinavians and has a strong and positive image worldwide. We clearly benefit from that image and are proud about our origin. The SWISS flag which is integrated in our logotype and visible on all our aircraft is clearly a sign for our promise! However, products from SWISS brands are still often perceived as costly, therefore we aim to raise awareness for the fact that our customers can expect good value for money if they book a SWISS flight.

### **What are the most dominant trends in business travel today?**

Currently we see an even stronger shift from traditional travel agent to online distribution channels. Companies are keen on cost-efficient, rewarding and individualized travel solutions. With the 'PartnerPlusBenefit Program' for example, SWISS and the partner airlines offer an attractive loyalty program for SME's. However, it is a real challenge for the whole industry to keep pace with digital innovations and the technical developments in the distribution. Thus it's even more important for companies to have a strong brand, a clear brand message and relevant products.

### **And how do you think the market will evolve in the future?**

Driven by a very competitive market situation and increased seat capacities, Swedish passengers will benefit from even lower air fares. Passengers will be able to choose and 'tailor' their individual travel experience with more ancillary products/services. This will lead as well to new and innovative ways to distribute an airline ticket.

### **How long have you been a member of SwissCham?**

As far as I know, since the SWISS 'take-off' in 2001.

### **What is your goal being a member of Swisscham?**

We see the Chamber of Commerce as an excellent forum to present our offer, to foster exchange and cooperation with other Swedish and Swiss companies in the market.

**Thanks a lot, Urs. We are glad to have SWISS onboard. Good luck in the years to come.**



# Benefit Program from SWISS

We are proud to introduce it to you as below. More member benefits will soon be presented.



Whether your business relies on daily air travel or you only need to fly once a year - PartnerPlusBenefit membership is free of charge and cuts your company travel costs from the very first flight. Your company earns BenefitPoints when you or any of your colleagues fly with one of the 11 airlines in the programme. We can offer you a huge worldwide network as we fly to more than 400 destinations worldwide. You and your colleagues gain double benefits by collecting BenefitPoints and personal Miles & More miles at the same time. The BenefitPoints can be redeemed for attractive awards such as free flights, upgrades and more.

[Read more](#)

## Upcoming Events

### NOVEMBER

**23**

NOV

**NETWORKING LUNCH WITH PRESENTATION OF NEW MEMBER COMPANY  
BRANDIT LEGAL**

🕒 11:30 am - 1:30 pm 📍 Stadsgården 6, Stockholm 📍 Restaurant Gondolen

**23**

NOV

***KULTURHUSET INTERNATIONELLA FÖRFATTARSCEN  
[GÖTEBORG] PETER STAMM SAMTALAR MED INGRID ELAM***

🕒 6:00 pm

**24**

NOV

***KULTURHUSET INTERNATIONELLA FÖRFATTARSCEN  
[STOCKHOLM] PETER STAMM SAMTALAR MED INGRID ELAM***

🕒 7:30 pm

## JANUARY

**21**

JAN

### *AFTER WORK IN SWISSCHAMS NEW OFFICE*

🕒 5:00 pm - 8:00 pm 📍 Klara Norra Kyrkogata 31, Stockholm 📍 SINF

## MARCH

**15**

MAR

### *ANNUAL MEETING HOTEL DIPLOMAT*

🕒 5:00 pm - 8:30 pm 📍 Strandvägen 7C, Stockholm 📍 Hotel Diplomat

## APRIL

**6**

APR

### *NORDBYGG 2016 SEMINAR ON THE SWEDISH BUILDING MARKET / TIME TBA*

🕒 (All Day: Wednesday) 📍 Stockholmsmässan 📍 Stockholmsmässan

## JUNE

**22**

JUN

### *WEALTH OF HEALTH TIME TBA*

🕒 (All Day: Wednesday) 📍 Kungsträdgården, Stockholm 📍 Kungsträdgården

## NOVEMBER

**8 - 11**

NOV

### *ELMIA SUBCONTRACTOR 2016*

🕒 (All Day) 📍 Elmia, Jönköping 📍 Elmia

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## Recent Events

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**SWISS behind the scene at Arlanda**  
September 23rd



SWISS and Swedavia invited the Swisscham members to a very interesting event, where we could learn that getting an Airbus A321 from Zürich to Arlanda and back involves quite some logistics in order to ensure that customers and their baggage arrive safely on time.

The evening event at Arlanda began with Urs Limacher, Head of Sales for SWISS in the Nordic countries and Johan Backlund, Key Account Manager at Swedavia welcoming us and giving some brief information about current and future developments.

After that, Uwe Teichmann, Station Manager for SWISS, brought us face to face with an aircraft and told us all about the turnaround process. For many of the participants it was the first time to be outside the aircraft when taking off. It was really exiting to come so close to this big happening.

Thanks a lot to SWISS and Swedavia for having us!



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## Fondue get-together in Luma Restaurang och Konferens, Hammarby Sjöstad.

**October 15th**

On October 15th, Swisscham organized a fondue evening for new and old members. The setting was perfect, in Glaskupan at the top of the restaurant. We could enjoy a stunning sunset over Stockholm, networking, nice chats and of course cheese fondue from Switzerland at its best. Thank you all members for a great evening.





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**Upcoming  
Events**

**Previous Events.**

**Members of  
Swisscham**

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