

# NEWSLETTER OCTOBER 2017

## SWITZERLAND LANDED ON NORRMAMLSTORG 18-22 OCTOBER 2017

The Swiss Igloo, October 18th – 22th, 2017



Win a Weekend in Switzerland.

Give your winter an upgrade and travel for free to Switzerland! Our partners want to offer you this upgrade and invite you to discover their place, enjoy their amazing playgrounds and taste their great gastronomy.

They really mean it, we will have 7 weekends to win for two persons. All prizes include flights with SWISS, train transfers, 2-days ski passes and half board in one of the ski resorts mentioned below.

[Read more](#)

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## ORANGE TABLES - Creating agile & innovative leadership 26 OCTOBER 2017



At this year's first Stockholm Orange Tables event, the **Regional Director Sari van Poelje** of INTACT will give a keynote to share some of her extensive knowledge and international experience on **how to create agile and innovative leadership teams**.

The key note is relevant for leaders, start ups, coaches and consultants and its purpose is to help you accelerate agility and innovation in your business.

[Read more](#)

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## GO.INNOVATION LABS 2 NOVEMBER 2017 GOTHENBURG



On Thursday **2 November 2017** we will have our next **Innovation Lab**, an event co-organised by the Dutch Chamber in Gothenburg and initiated by Sari van Poelje.

During this event **Joris Huijsmans, VP Group Strategy, Carlsberg Breweries A/S**, will discuss the **challenges and opportunities** around **implementing innovations** in the market.

Through the leadership talks, group discussion and the sharing of experiences with innovation we want to come to fundamental insights about change in business today.

Enjoy a good glass of wine, while you meet and greet other thinkers, doers and dreamers.

[Read more](#)

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## EXPORTDAGEN ELMIA SUBCONTRACTOR 16 NOVEMBER 2017



Under one roof you will find companies from almost every corner of the subcontracting industry. You can get updates on news in the industry, find new business partners and interesting contacts.

Elmia Subcontractors in Jönköping, Sweden, is a good opportunity to get an overview of the industry.

DATE: 16 November 2017

TIME: 14.30

LOCATION: Elmia, Jönköping

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## CHRISTMAS NETWORKING LUNCH - 5 DECEMBER 2017



[Save the Date](#)

## NEWS

WELCOME TO OUR NEW MEMBERS



PHILIP MORRIS AB





## NEW MEMBER IN THE SPOTLIGHT

Midland AB has two business areas: Midland lubricants and Midman IT services which is an automated tool integrated with the dealer management systems. It builds higher loyalty among service consumers and towards the service intervals with higher profitability among car dealers and workshops.

Midland is a small, independent and growing oil brand in Europe. Founder Oel-Brack AG, started the business in 1880 and later produced the American brand Quaker State on license till 2004, for the European market. In 2003, Shell bought Quaker State and Pennzoil. When these brands were dismantled in Europe, Oel-Brack developed the Midland brand.

Beside a wide range of lubricants for different automotive segments, the Swedish branch, Midland AB has focused on leading the development within the areas of consumer added values including engine warranty and road assistance, Midman IT services and environmental services including re-generation of waste oils. These unique selling points, added values and earning power have created partners such as Isuzu, Subaru and Suzuki on the Swedish market. The daughter company Midland AB develops two business areas – Midland lubricants consumer added values and Midman IT services for customers. The mother company Oel-Brack AG is leading the product development from its new production facility in Hunzenschwil, Aarau in Switzerland.

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## NEW WEBSITE



Welcome to the new website of the Swiss Chamber of Commerce in Sweden.

We are pleased to launch our new website along with our new logo in order to start 2017 in a new fresh way! The aim of the new website is to present who we are and what the Swiss Chamber of Commerce is offering in a clearer ...

## PAST EVENTS

### SEPTEMBER 2017 - Digital transformation - The end of the beginning



Disruptive trends reshaping the business and society. Digital technology is rapidly reshaping the way we live, the way we work, and the way we do business. But how will it play out over the coming years? Are we close to the end or only in the end of the beginning? What are the major changes in the marketplace that shape tomorrow's business life? What challenges and opportunities will they bring to those who are or want to be active in the international markets in the

future? And, finally, are companies and business leaders ready for the challenges ahead? Are, perhaps, business executives onto something when they predict that their business models will work for only four years?

Thanks for a very informative and inspiring seminar with Mats Lindgren, Founder and CEO of Kairos Future and Erik Ekudden, CTO at Ericsson. Your enthusiasm, interest and dedication contributed to making this event a great success.

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### AUGUST 2017 - International Chambers Regatta

On the 5th September the International Chamber Regatta took place at beautiful Bullandö Marina, Värmdö.



## MAY 2017 - Networking Lunch in Gothenburg



The business lunch in Gothenburg was held on the Xth May at The Royal Bachelors' Club with guest speakers from Zenuity, Volvo Trucks and Ascom.

## MEMBERSHIP BENEFITS PROGRAMME



Don't forget our membership benefits programme. Please login to our member pages to take part of the benefits [here](#) or look at our members [here](#).

