

From: SCCT CEO Fredrik Boye fredrik@swedchamtw.org
Subject: Fwd: FW: SCCT Newsletter - July
Date: April 16, 2021 at 12:42 PM
To: Boye 博雅 Fredrik 福瑞 fred@boye.org



Dear members and friends of the SCCT,



It's with humbled pride that I write this newsletter during my first day as the CEO for Swedish Chamber of Commerce Taipei.

By way of introduction, I arrived in Taipei from Sweden with my wife and three teenage children in December 2019. My wife Michaela (柏明希) is the Managing Director for Scania / Griffin Automotive Ltd. in Taiwan and after having spent my first 6 month in Taiwan supporting our children with the transition to new schools I am now ready to work closely with you to hone your business in Taiwan.

As for my professional background, I've spent the past 20 years in leadership positions in the IS/IT industry, most recently with IBM and DXC.technology where I was in charge of outsourcing services delivery. The CEO-role which I've now entered might seem different to some but I view it as very much the same, you are a client of mine whom has paid a fee and you expect a return on that investment and I'm here to do my utmost to make sure we meet your expectations.

To start off, I'd like to extend my thanks to those of you whom have already completed the 2020 Business Climate Survey and to very kindly ask those of you whom have yet to complete it, to set aside 10 minutes to respond. The survey provides us with a top-level view of what we have to work with but the proof is always in the pudding so my top priority right off the bat is to meet 1-2-1 with you all to ensure that I understand your long-term business strategies in Taiwan, and that the Chamber has clearly interpreted your needs and wishes for the coming year.

I will therefore reach out to you to see to see if you are able to accommodate time for a brief first meeting during July/August.

We have a list of educational online seminars in the pipeline for autumn, which takes into account our continued application of social distancing and we also plan to host our traditional social events once restrictions ease up and our members are ok with attending those.

Until we meet, I wish you a soothing vacation and a happy return to the office.

Fredrik Boye 柏宜德, CEO

Invitation to our Webinar on 30th July



Join us for a webinar with [Renzo Pellandini](#), lead coach in CELISO.

Taiwanese teams tend to struggle when making decisions due to a culturally biased avoidance of conflicts. The challenge increased due to the exclusive use of digital media. With the “Consent” Decision-making process, we suggest a decision making strategy that works both for local teams and over digital media when handling oversea.

Time: 30th July 10:00

Venue: Microsoft Teams

RSVP: Email Julia Bergström at admin@swedchamtaipei.org before 28th of July.

Join us at the All Chamber Summer Happy Hour



Mark your calendars for a dynamic night as the All-Chamber Group celebrates summer with a true Australian/New Zealand style summer poolside BBQ! Hosted this year by our friends at the Australia New Zealand Chamber of Commerce Taipei at W Hotel's Wet Bar, this annual mixer is well-attended and a great opportunity to network and connect with the Taipei Chamber community. We warmly invite you to join us!

Time: 24th August 18:30-21:00

Venue: [W Hotel Wet Bar](#)

Cost: NTD 1,100 for registered, NTD 1,300 for walk-ins

Entry fee includes 3 drinks and a buffet dinner

[Click here to sign up for the event.](#)

NOTE: Planning of multi-organization events involves co-operation from all parties and guests. Your registration allows us to give the venue appropriate attendance numbers that help with catering. All the Chambers thank you in advance for this consideration.

Other News



YOUNG PROFESSIONALS
SWEDISH CHAMBER OF COMMERCE TAIPEI

Young Professionals is a part of the Swedish Chamber of Commerce in Taipei and aims to function as a meeting group for young people interested in Swedish business and culture, provide opportunities for personal development, and connect our members with people in the business sector.

This year, we will work more towards creating opportunities for recent graduates who wish to gain work experience in Taipei, as well as create a young, vibrant community connected to Sweden and aim to serve as a platform connecting businesses with young talents.

If you are interested in connecting your company to this platform, or just want to find out more about the Young Professionals committee, please email admin@swedchamtaipei.org.



New Project Coordinator

We've had many changes at the chamber in the past month, and one of them is a new project coordinator. I'm very excited to be spending the upcoming year working with our members as well as university students and recent graduates in Taipei and working to expand on Arvid's excellent work during the past year.

As well as being project coordinator, I am also the chairman of the Swedish Young Professionals committee at the Chamber. I arrived in Taipei with my husband, Yu-Wei, a year ago to study Chinese at National Taiwan University as a Huayu Enrichment Scholarship recipient. In Sweden, I was involved in civic society and founded the East Asia Student Association in Lund.

If you have any questions, thoughts, don't hesitate to contact me at admin@swedchamtw.org.

Update regarding our Annual General Meeting

The Swedish Chamber of Commerce Taipei informs you that due to restrictions imposed due to Covid-19 our **Annual General Meeting** has been postponed to a later date in August. We will get back to you all with a set date for the AGM as soon as possible.

Please do not respond to this email. If you would like to get in touch with us, kindly see our contact info below:

Fredrik Boye, CEO, at fredrik@swedchamtw.org

Julia Bergström, Project Coordinator, at admin@swedchamtw.org



Swedish Chamber of Commerce Taipei

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