



SCCI NEWSLETTER

11 09 2015



COMMUNITY-NEW MEMBERS

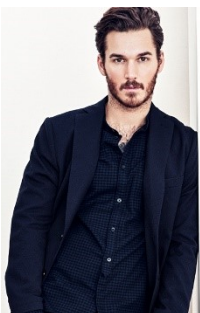


Safegate Airport Systems Pvt. Ltd. offers a complete range of solutions for increased safety, efficiency and environmental benefits to airports worldwide. Safegate has their office in Delhi.



CUE DEE develops and supplies masts, towers and support for antennas and measurement equipment to customers globally in the telecom and wind industries. Now with office in Delhi!

WELCOME!



OCTOBER 2

**FIRST STORE IN INDIA! DOORS OPEN @11 AM.
SELECT CITYWALK, NEW DELHI**

UPCOMING EVENTS

Labour Laws: What are your challenges?

Tuesday, Oct 6
Business Sweden, Kheny Chambers, 4/2 Cunningham Road, Bengaluru

Knowledge Session: Taxes and Taxation

Wednesday, Oct 7
Embassy of Finland, Nyaya Marg, Chanakyapuri, New Delhi

Interactive Session with Swedish Minister Mehmet Kaplan

Thursday, Oct 15
SCCI Office, Embassy of Sweden, Nyaya Marg, Chanakyapuri, New Delhi

Nobel Dinner

Monday, Oct 19
Westin, Koregaon, Pune, by invitation

AND MORE, CHECK OUT
[All Upcoming Events](#)

RELEASE OF THE QUESTIONNAIRE ON OCTOBER 9!

BUSINESS CLIMATE SURVEY 2015/16

110 Swedish companies participated last year.
9 out of 10 considered the investments climate favorable

SHARE YOUR VIEW!

BHARAT FORGE



camfil
CLEAN AIR SOLUTIONS

Handelsbanken

NYNAS

SAAB
Defence and Security

SANDVIK

SCANIA



VOLVO

VOLVO



HUMAN RESOURCES ENLARGE

SWEDISH CHAMBER OF COMMERCE INDIA
LEADER'S FORUM

"Let's be strong and focused, if gender diversity happens it is because of us. If it does not happen it is also because of us"

Juvencio Maeztu, Managing Director, IKEA India.

GENDER DIVERSITY is a crucial quest for the future and imperative to take seriously to build and develop successful and sustainable companies as well as societies. Diversity encompasses mutual acceptance, respect and equality. It means to understand and value that each individual is unique, intrinsically connected with one another in the context of community and relationship. Race, ethnicity, gender, culture, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies are some dimensions of diversity. The fundamental one is gender.

With the Swedish Chamber of Commerce India as the platform, the Swedish companies are this season taking up diversity as a strategic work. The focus is gender equality in our cultural context and we recognize the opportunity to catalyze change beyond organizational boundaries and stand united for equality as a human right and an essential factor for societal growth and prosperity.

The hub within SCCI spearheading this program is the HR Leader's Forum, gathering the Heads of Human Resources and team from the different Swedish companies.

On Sept 11, we met in IKEA's office in Gurgaon, Delhi for a kick-off. The IKEA team, with Juvencio, Anna-Carin Månsson (Country HR Manager) and Sunita Raut (HR Manager) shared with passion and commitment their journey of internalization of gender equality as a non-negotiable right and therefore, you do "what it takes" to reach the goal keeping a long term perspective in mind with commitment, willpower and humility at the core.

After setting the bar high, the Forum proceeded under Sameer Khanna's guidance (Head HR, Ericsson) to discuss what areas of collaboration we should prioritize and action-plan for the months to come. **Mindset, attitudes & behavior, policies & practices and cross-functional and organizational learning are the first focus areas** and workgroups consisting of HR Managers from the different participating companies have been formed (and are already meeting) to discuss and work out the content of each.

STAY TUNED FOR MORE ON THIS STRATEGIC WORK AND MAKE SURE YOU GET IN TOUCH WITH US TO JOIN IN AND ALSO TAKE PART OF THE DETAILS OF THE DISCUSSION FROM THE MEETING.



The Swedish Chamber of Commerce India facilitates Business Leaders Forums in different strategic areas. These forums meet with an ambition to bring Swedish companies together to discuss their best practices, successes and challenges, share experiences, learn from others and create synergies along with extending professional networks through a common platform.

The Communication Leader's Forum is one of these platforms that over the years have engaged and inspired Communication Managers from different companies.

The aim of the Forum is to provoke in-depth analysis and discussion on the future development of communications, its role in business, society and politics and in interaction between stakeholders in business, media and the state. The focus is also to share, seek and distribute best practices in different scenarios such as crisis communication, investor relations, government lobbying and employee motivation. And lastly, to foresee and understand trends and creatively work with communication to leverage and build upon the Sweden brand.

On Sept 10 Communication Managers from ESK, Geodis, Tetra Pak, SAAB, SKP, Sandvik, Volvo and Business Sweden met in Delhi to agree on the direction for the Forums and to discuss communication's role as a strategic tool for business. Aticka Chona from Six Year Plan facilitated the meeting.

Such a discussion between communicators is bound to be creative, well articulated and passionate and so it was. That collaboration is vital was a conclusion of the day, how else will you detect blind-spots, broaden your perspective and enjoy the benefits of synergy? The next Forum will be held in end of Oct with focus on Internal Communication-"Intranet, to be or not to be"?

The Communication Leader's Forum is open to all member companies. In the expansion of the Forums we will also see industrial experts, representatives from cutting edge businesses as well as generation millennial to take the stage.



OTHER RECENT EVENTS

[Exclusive tour of IKEA's new office followed by AW](#)

We were there, were you?

[A Swedish midsummer](#)

Salmon, herring and cheese brought yum to this evening!

[Struggling to effectively manage cash flow?](#)

A discussion on receivables management.

**GURGAON
DELHI
MUMBAI**



MAQUET

GETINGE GROUP

MAQUET MEDICAL INAUGURATES SECOND ACADEMY

The Maquet medical academy which was first started in Mumbai, opened its second academy in Chennai, Tamil Nadu on July 18, 2015. Maquet aims to provide clinicians and bio-medical engineers on-site educational program which can help maximize their workflow efficiency. Both the academies by Maquet are international knowledge hubs, they provide education programs ranging from product training courses to advanced workshops and symposia where Maquet can help the clinician stay updated on latest methodologies and best practices. The academy displays a mock state-of-the-art digital operating room VARIOP with Laminar Flow. It also houses advanced anesthesia delivery system *Flow-I* and heart lung machine. Dr. Suneel Pooboni, HOD-Critical Care, Pediatrics and ECMO, KIMS, Hyderabad, said, "We need more learning platforms of this design to facilitate learning, I am sure this is the way to go forward."



SKP SSKP PROMOTES DOING BUSINESS IN INDIA

SKP has started the Doing Business in India campaign, as part of which on June 2015, a seminar was held at Tricor in Singapore. The main speakers from SKP at this seminar were, Mr. Manoj Gidwani, Partner, SKP and Mr. Pushkar Bagmar, Managing Director, SKP Tricor. They spoke about the changing business and regulatory environment in India. The document on [Doing Business in India](#) is also available for download.

SKP is a rapidly growing professional service group located in six major cities across India that specializes in providing sound business and tax guidance and accounting services to international companies that are currently conducting or initiating business in India as well as those expanding overseas. For more information on how SKP can help your business please visit www.skpgroup.com.



SCANIA

SCANIA INDIA SHARES ITS COMMITMENT AND ACHIEVEMENTS IN INDIA SINCE MARCH 2015


In March 2015, Scania inaugurated its bus manufacturing facility in Narasapura, Bangalore - committing itself as an active participant and enabler of the "Make in India" campaign. The new facility which will produce about 1,000 units per year is likely to employ 300 people in its first year. At the inauguration, the Honourable Minister of Road Transport and Highways of India, Shri. Nitin Gadkari congratulated the company on setting up its second manufacturing facility.

April: Showcase of ethanol engines for the 1st time in India at Bus-world 2015 Expo. Metrolink Bus tested on Inter-state route between Vijayawada and Hyderabad.

June: 35 premium Metrolink buses branded as "Airavat Diamond Class" buses delivered to KSRTC Bangalore. Scania's on-road puller R-580 6x4 receive certification from Automotive Research Association of India.

July: Metrolink coaches delivered to KGL which manages buses for UPSRTC.. Ethanol powered green bus taken for homologation test. 1st Scania Bus dealership and service workshop opened in Bidadi, Karnataka.

August: Ethanol Green bus and two other variants of inter-city Metrolink bus showcased at ICEPT 2015 hosted by ASRTU. Premium Metrolink bus delivered to Kerala State Transport corporation for test run.



H&M SET TO OPEN ITS FIRST OUTLET IN INDIA

H&M, Hennes & Mauritz AB, the Swedish international retailer, known for its fashion and quality at the best price in a sustainable way, will open its first flagship store in India on Friday, October 2nd, 2015. Located at Select CITYWALK and spread across more than 25,000 sq. ft, the store will extend over two floors.

Presenting a wide selection of latest trends and timeless classics, H&M will offer women's, men's, teenagers' and children's apparel & accessories including the H&M Studio AW'15 women's collection that was showcased at Paris Fashion week. Later in the year, the brand will also bring its globally celebrated lines such as the recently announced Balmain x H&M designer collaboration followed by the Holiday collection, starring pop icon Katy Perry.

"This is the best time to be in India, it is H&M's 60th and highly anticipated market with so much potential in retail. We hope to exceed customer expectations with our varied range of inspiring fashion that lets them explore their personal style." elaborated Janne Einola, Country Manager, H&M Hennes & Mauritz Retail Pvt. Ltd. India

To celebrate the first store opening on October 2nd, 2015, there will be a DJ and performances along with a limited edition H&M India tote bag for the first 1000 customers in queue! The first three fashionistas in queue on opening day will be rewarded with gift cards of INR 15,000, INR 10,000 and INR 7,500 respectively.

The end of 2015 will also see another H&M store opening in the capital at Ambience Mall, Vasant Kunj,

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MEET THE NEW VICE-CHAIRPERSONS ON THE SCCI BOARD OF DIRECTORS

Mr. Parag Satpute, Managing Director, Sandvik Asia



Hi Parag! You have been on the Board of SCCI since you moved to India last year. Can you tell us a bit about what you are doing?

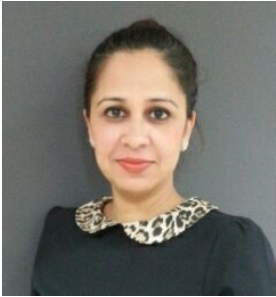
I am the Managing Director- Sandvik Asia Pvt Ltd., the Indian subsidiary of Sandvik AB. I have lived for many years in both Britain and Sweden and held leadership positions within Sandvik both within India and Europe during his over 15 years of career with the organization. India is an important part of

Sandvik's emerging market strategy and it is a good time to be here right now.

How do you see Sweden positioned in India over the next 5 years?

The Indian government led by Prime Minister Modi is setting a new vision for India with exceptional development and growth. Swedish companies are global leaders in several areas vital for India's growth. Technology and Innovation are also at the heart of the global success of many Swedish companies, including Sandvik, and I believe there is a lot that Sweden can contribute to India. I am therefore very positive about a stronger collaboration between India and Sweden over the next few years.

Ms. Mridula Dixit Lall, Country Manager, Lindex



Mridula, you are re-joining the Board of SCCI after some years and also taking up the Vice Chair role in the Chamber. What can you tell us about yourself?

I am the Country Manager of Lindex India Production Office, with headquarters in Delhi. Lindex India is the sourcing arm of AB Lindex, which is one of the leading Fashion Chains in Europe with 480 stores in over 16 countries. I have been with Lindex for 11 years now and am proud to be a part of a company

which strongly believes that Sustainability and Fashion are two sides of the same coin. I have two children, live in Delhi and love to spend my free time with family, preferably on a travel to new places!

How do you see Sweden positioned in India over the next 5 years?

Traditional Industries are evolving fast and furiously. The game is changing. The same stands true for the textile industry. There are different parameters which are exerting pressure on how we do business today, how we source... and a lot of it has to do with sustainability and the foot print we leave behind along the course of our daily business. 5 years from now, I see Swedish businesses spearheading responsible sourcing and leaving behind a positive impact in their operations here in India.

What do you think are the three key "make it or break" factors of doing business in India?

The most important factor is the vast pool of human resource available in India. The make or break it factor would be the skill level and the education level of this vast resource. The levels of efficiency and productivity have a very high impact on costs of operation and this is directly related to education, right mind-set and skill set. It is important that the right effort and intervention is put into developing this resource into an asset.

The other factor is more directly related to my industry and I am sure few other industries share the same view. It is the Free Trade Agreement with EU which has been under negotiations for many years. In order for Indian textile industry to be competitive in the global sourcing scenario.

What do you think are the three key "make it or break" factors of doing business in India?

While India offers many lucrative business opportunities, we do face some formidable challenges in operating in this country. Some of the areas that need to be addressed include:

1. Ease of doing business - Reduced red tapeism, simpler processes, single window clearances
2. Infrastructure - roads, ports, airports,
3. Simplified and consistent taxation system and strategy

I am positive about the steps being taken by the Modi Government towards this end.

How do you see the Chamber's role and contribution to the Swedish Business Community in India?

The Chamber provides a 'vital link' for Swedish companies to succeed in India. It needs to work as a think tank on several policy related issues so that the collaboration between the Swedish and Indian business communities can be strengthened.

What is your vision as the new Vice-Chairperson of the Swedish Chamber of Commerce India?

To contribute to making SCCI a value adding partner for Swedish companies and the governments of Sweden and India.

The third factor which I really believe in is the approach and the mind-set of the Indian Textile supply chain towards environmental, social and governance issues with a clear plan towards a more sustainable production in the near future. They will need to share the same vision & values vis-a-vis the impact on the environment and the footprint they leave behind.

How do you see the Chamber's role and contribution to the Swedish Business Community in India?

SCCI has a very valuable role in promoting the value proposition of the Swedish companies. Also, it provides a great platform for exchange of views and practices within Swedish companies operating in the same business climate. It gives an opportunity to build a strong network and create the right synergies where also SMEs can benefit tremendously.

What is your vision as the new Vice-Chairperson of the Swedish Chamber of Commerce India?

I see a great opportunity for small businesses and small Swedish companies to benefit from the SCCI... to learn, to take advantage of being able to collaborate and have a bigger voice when working alongside the more established or big Swedish companies. My vision is to help facilitate an environment for this opportunity to be available to the SMEs.

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