

Thailand and Sweden

A truly sustainable relationship!



Thai-Swedish
Chamber of Commerce



Photo credit: Ragunda Kommun

Featuring an interview with
Sweden's Trade Minister ANNA HALLBERG
on Sweden and achieving environmental goals.

A special publication of the **Bangkok Post**



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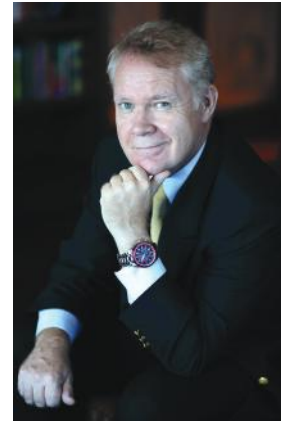
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Sawasdee Sustainability: Thailand, Sweden and Trade



Photo credit: Kristian Pohl

**H.E. Mr. Jon Åström
Gröndahl**



Mr. Peter Björk

30 years ago, HM King Carl XVI Gustaf and HM Queen Silvia inaugurated the Thai-Swedish Chamber of Commerce here in Bangkok. Since its start, the Thai-Swedish Chamber of Commerce, together with the Embassy of Sweden, have continuously focused on creating activities and opportunities to empower the growing Thai-Swedish business community.

There is a strong and successful tradition of industrial and technological cooperation between Sweden and Thailand, manifested by approximately 70 Swedish companies being present here. Among them are many renowned global brands like ABB, AstraZeneca, IKEA, Saab, Scania and Volvo. Swedish multinational companies will continue to develop trade and invest in Thailand as illustrated by recent investments such as new factory plants opened by

Scania and Tetra Pak as well as a new IKEA outlet in 2018.

Swedish companies contribute to innovation, technical development and sustainability on a global scale. One current development area is Smart Cities, including developing city resilience against disruptions like the COVID-19 pandemic. COVID-19 has already significantly impacted urban life in many ways.

Swedish companies are in the forefront in the sustainability field, offering effective and relevant solutions for Thailand's ambitious smart cities, contributing to job opportunities and strengthening Thailand's position as a leading business hub in the Southeast Asian region.

Increasing demands for smart city applications and technologies in areas such as mobility, data security, 5G, digital

technologies, circular economy and medical and health services help further the trade and collaboration opportunities between our countries. We welcome Swedish companies, start-ups and entrepreneurs to expand their business in Thailand and Southeast Asia.

A handwritten signature in blue ink, appearing to read 'Jon Åström'.

Ambassador-Designate
H.E. Mr. Jon Åström Gröndahl

A handwritten signature in blue ink, appearing to read 'Peter Björk'.

President of Thai-Swedish
Chamber of Commerce
Mr. Peter Björk



The Thai pavilion in Utanede, Ragunda municipality, Sweden, is a magnificent and exotic sight to see and admire.

It stands there thanks to a Thai dance troupe that went to see King Chulalongkorn Road in 1992, built by power generation company Vattenfall in the late 1940s.

It was a simple, narrow gravel road – but with this magical road sign in Thai as well as Swedish, the only evidence of King Rama V's visit on 19 July, 95 years before, in the community.



Photo credit: Ragunda Kommun

It was then that the dancers conceived the idea to make a memorial to honour His Majesty.

Planning to build a Thai pavilion began in earnest in 1993. A few years later, it was decided where the building should be erected.

Seven years after the dance troupe saw the simple road sign, the pavilion was completed and inaugurated thanks to generous fundraising and building expertise in Thailand and Sweden.

IKEA Flat-Packed Fight Against Covid

As the country, communities and corporations were facing the growing Covid challenge, IKEA co-workers, partners and authorities discussed in what manner IKEA could offer proactive and meaningful support to the communities in which IKEA operates.

In coordination with Thai Health and Prison Authorities, IKEA donated and supported the assembly of 50 IKEA flat packed shelters that were distributed to hospitals and prisons around Thailand. The shelters are used as quarantine areas, clinics, resting areas for first responders or waiting rooms as decided by the receiving institution and the situational need.

This co-created project supporting local communities together with Thai authorities serves as a reminder of the power and need of togetherness when facing difficult times.

To create a better everyday life for the many we need to take on the



challenges that face us together. Sustainability is achieved together.

Leading by example

Throughout our business and value-chain, IKEA has both an opportunity and obligation to lead the way by being good example for positive change in society.

That means being both self-critical

while taking active part in the debate and at the same time enable customers, co-workers, and partners to take action and contribute.

To have a positive impact and make real difference, good ideas must be nurtured and magnified to reach as many people as possible. And part of IKEA's job is to use our size, creativity, and passion for life at home to scale

Better Life

The IKEA vision, to create a better everyday life for the many people, is our inspiration. We want to have a positive impact on people, society and the planet through our business by balancing economic growth and positive social impact with environmental protection and regeneration. We think long term – to meet the needs of people today without compromising the needs of future generations.

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Our business is continually growing and so is our partners. Whether you supply products, components, raw materials, services or solutions, we want you to grow with us. To get in touch, please visit <https://about.ikea.com/en/contact> for more information.

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GLOBAL BRANDING

— “Our customers’ success is our success.”

EQHO (pronounced /'eko/) was founded in 1996. We started out with translating business correspondence into Thai, and today, we have expert linguists in 65 languages to provide strategic globalization advice to many of the world’s most well-known firms across Asia-Pacific, Europe, and the US.



CEO of EQHO Group
Phanitanan Sanitprachakorn

WHAT ARE EQHO'S SECRETS FOR SUCCESSFUL GLOBAL BRANDING?

EQHO is the behind-the-scenes resource for many big-name brands; we support their growth into many international markets. We've been working with the top 5 gaming companies in the world toward their successful release in Thailand, generating the highest revenues ever seen, and continue doing so today. And there's a good chance that the electronic devices you use in your daily lives have EQHO to thank as the resource behind their multilingual user interface.

EQHO'S MODEL FOR SUCCESS

We know our niche market, and we understand the challenges in crossing language barriers and associated cultures, so here we are, behind the scenes, to ensure that our clients' world-wide release of products and services into new markets meets with a high level of success. Just name the brand, and we can say... **YES — THAT'S OUR WORK!**

WHERE IS EQHO HEADED OVER THE NEXT 10 YEARS?

We transformed from a small Thai translation start-up to a top 40 multilingual localization company in Asia. EQHO will continue offering new services to other firms in this digital transformation era, such as brand communication, content writing, website and eCommerce development, eLearning development, and so much more.



The future is unknown, but we believe that over the next 10 years, EQHO will still be helping others to cross language barriers and become ever more successful in new markets. Our business is not a spectacular fireworks display, like a flash in the pan, but more like the moon that is always there, whether you can see it or not. And as the world gets smaller, our services will be even more in demand.

WHAT DO YOU THINK ABOUT THE FUTURE OF EQHO IN RELATION TO THE TSCC IN GENERAL, AND TO THAI - SWEDISH BUSINESSES IN PARTICULAR?

EQHO is a Swedish owned company, so it's natural for us to be a member of the TSCC; we have clients today who are members of the Chamber. Both Swedish and other multinational companies are still using some of our competitors based in their home countries, but what many are not aware of is that when material is being localized into Asian languages, such work very often lands on our table as their subcontractor.

By making EQHO's range of services known to Swedish companies in the region, we hope they will come to know that there is a capable service provider on their doorstep, along with all the advantages this will bring.



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Making the cities and industries smarter and more efficient

In our rapidly changing world, the electrification market is increasingly driven by the demands of urbanization and digitalization, and more voices are calling for solutions to address climate change. With expanding consumer energy demands and increasingly complex transport networks, the need for safe, smart and sustainable electrification has never been greater.

For more than 130 years, ABB has created technologies that stimulate economic growth and improve people's lives. Today, we remain focused on delivering leading-edge products, services and solutions for our customers and we are working to further enhance the eco-efficiency of these offerings to support the fight against climate change and conserving non-renewable resources.

"Our leading technologies are developed to enable sustainable growth for our partners and customers. We strive for our technologies to have a positive impact. Each of ABB's businesses works to move society away from outmoded products and toward smart solutions that leverage the power of digitalization, incorporating sustainability as a central feature. The result will be smarter buildings, cities, industry and transport that help the world achieve a better future" said Mr. Gianandrea Bruzzone, Country Managing Director, ABB Thailand.



ABB is a pioneering technology leader with deep sector knowledge acquired over decades. We have long been experts at integrating digital components into our customers' control systems. These include sensors, software and digital networks. Now with the ABB Ability™, we are connecting our customers to the power of the Internet of Things.

"We are ready to support Thailand transitioning into the industry 4.0. We are making power more competitive, which has the potential to improve the energy efficiency, productivity and reliability of almost any operation. ABB is taking this approach to equip utilities, industries, transport and infrastructure, and buildings for the energy challenges of tomorrow." Mr. Bruzzone said.

Helping shape the future of E-Mobility

In the effort to be more sustainable, cities today are looking for ways to get polluting internal combustion engines off the streets without disrupting the daily flow of people and goods. More and more car manufacturers are converting their range to hybrid and electric vehicles – and the charging infrastructure is becoming the main topic of discussion regarding the feasibility of new mobility concepts. Efficient systems such as charging stations from compact, high quality AC wallboxes to reliable DC superfast charging station offer flexible, high-performance solutions – whether in the public and private sectors, or in one's own home – for a future that combines individual freedom with a more sustainable lifestyle.

"Going forward, e-mobility is the clear and clean choice. That is why ABB is active across the entire e-mobility value chain. We offer a complete range of solutions for the electrification of buses, commercial vehicles, trucks, autonomous vehicles, automobiles, ships and railways." Mr. Bruzzone said.

ABB's solutions for cities and infrastructure leverage the latest digital technologies to maximise operations for industry and deliver unprecedented levels of resource efficiency.

Learn more about the safe, smart and sustainable solutions that can contribute to the design of a comprehensive 'smart city'.



Mr. Gianandrea Bruzzone,
Country Managing Director, ABB Thailand



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Photo credit: Ninni Andersson/Regeringskansliet

SAWASDEE SUSTAINABILITY: INTERVIEW WITH SWEDEN'S TRADE MINISTER **ANNA HALLBERG**

Please tell us more about your role as Minister for Foreign Trade and Nordic Affairs. What are Sweden's aspirations in the Southeast Asian region? What is the biggest challenge?

The Swedish Government has recently adopted a new ambitious trade and investment strategy aimed at increasing trade and boosting the participation of Swedish companies in the global economy. Increasing trade and investment flows with Southeast Asia – a key growth engine for the world – forms an important part of this aim. Facing up to global trade tensions,

it is more important than ever for staunch supporters of free and fair trade like Thailand and Sweden to jointly stand up for the open, rules-based and fair global trade regime that the wellbeing of our nations depends on. Sweden also supports resumed FTA negotiations between the EU and Thailand, a key step in broadening our relations.

Sweden is often considered a leader in sustainable development – which factors do you think account for Sweden's success?

First of all, free education for everyone has played an important role in raising awareness of the importance of sustainability among decision makers, the public and among the business community. Second, strong democratic institutions and a vibrant civil society have played a key role in fostering dialogue, support and solutions for sustainable development and also social dialogue. The third contributing factor is strong political leadership for equality and commitment to adopt economic instruments to foster the market incentives necessary to achieve results.

What is more crucial for success – technological innovation or policy innovation?

The Government can put regulations in place, but if they are developed in isolation without the proper input from industry, you risk ending up with something counterproductive that does not spur competition and innovation.

Sustainability provides comparative advantages for companies and policy innovation can support development, but the technological innovation must be run by companies. The Swedish climate policy framework, which

stretches until 2045, aims to provide clarity and support so that businesses can adapt and become more competitive in a green economy.

What would you consider to be the biggest environmental challenge in this day and age?

Climate change and the loss of biodiversity will affect security and wellbeing, the economy, health, food security and all aspects of life on this planet. It all comes down to the way we produce and consume the goods and services we need and want. Economic incentives are of paramount importance to create a level playing field for sound competition on a global market, and especially to involve developing countries.

How can trade and globalisation help achieve environmental goals?

Free, fair and sustainable trade constitute a key enabler to disseminate common standards, facilitate technology transfers and allow sustainable enterprises to access larger markets. Increased trade in green technology can also facilitate access to renewable energy and climate-friendly solutions at a lower price, which is crucial for a green transition. Trade policies can furthermore contribute to positive environmental effects by creating conditions for a more efficient use of resources across global value chains and by generating revenues for improved environmental measures.

What would you consider to be the greatest achievement by Sweden towards global sustainable development?

I see how Swedish companies daily work with sustainability issues. For example, the reform of the EU Emissions Trading System (EU ETS) post-2020 in 2017 is a great achievement that I would like to particularly underline, championed by Sweden within the EU. The agreement from 2017 includes important measures for strengthening the EU / ETS price signal and adapting the system to the Paris Agreement.

If Sweden were to choose the top best environmental policies to export to the rest of the world, what would they be?

It is important to integrate climate into all policy areas. Removal of fossil fuel subsidies constitutes one of the most important policies to kick-start sustainable development,

reduce stress factors on the environment and promote the long-term health and competitiveness of the economy. One of the top Swedish environmental policy success

stories is the carbon tax. Our experience in Sweden shows that a carbon tax can be easy to implement and administer at low cost to authorities and operators.

How can Sweden contribute to Thailand's sustainable development?

As many countries in Southeast Asia are developing rapidly, the need for infrastructure is huge and the demand for solutions in areas such as transport, healthcare and industry is increasing. These are all areas where Swedish businesses are in the lead, and the case is strong for them to expand or start their business in Southeast Asia. The Swedish Government launched the Global Deal initiative, a partnership of governments, businesses and employers' organisations, trade unions, civil society and other organisations for social dialogue and inclusive growth. I really want to encourage more companies and organisations to join this initiative.

How did Sweden manage to give the environment such a high priority and what are the tricks for economic buy-in? Where was the turning point in the public becoming satisfied with development and turning their attention towards sustainability?

Sustainability is a matter of course, not only for policy makers and politicians but also for businesses and consumers. Sustainability is a key prerequisite for long-term prosperity which both the public and decision makers have realised, especially in light of recent issues such as heavy air pollution and increased flooding. Democratic participation and inclusive dialogues have played a key part in putting the issue at the top of the agenda, and Sweden has launched the Global Deal initiative. Highlighting the economic opportunities and how a sustainable transition unlocks new competitive advantages, increased efficiency and new job opportunities has been vital for securing a strong buy-in.

In the context of the COVID-19 crisis, many observers have suggested that the 'new normal' – working from home and the resulting lowering of carbon emissions – also presents an opportunity for the environment. What is your view on this?

As Minister for Foreign Trade, I have seen how the pandemic has affected the way we work. The main opportunity for the environment in light of the COVID-19 crisis lies in the prospect of building back better by directing the large stimulus packages to invest in competitive, innovative and sustainable solutions. This presents a unique opportunity to make a decisive shift that benefits the long-term health of the economy, the people and the environment.



Photo credit: Tatiya Chankasemsak, Plan International Thailand Communication Specialist

The AstraZeneca Young Health Programme: Working together towards a healthier future for Thailand

At AstraZeneca, our sustainability ambition is focused on using our capabilities to make the most meaningful impact where society needs it – health. A critical element of our work is to focus on non-communicable disease (NCD) prevention and empowering young people with knowledge, information and support to make healthy choices.

Today, NCDs – cancers, diabetes, heart and respiratory diseases and mental ill-health – are the number one cause of death worldwide. Here in Thailand, NCDs account for 74% of total deaths, and the probability of dying prematurely from NCDs is 14%. NCDs are sometimes called “lifestyle” diseases, because in many cases, they can be linked to risk factors that are connected to how or where we live. The main ones are tobacco use, harmful use of alcohol, physical inactivity, unhealthy diet and exposure to air pollution.

If we can remove or reduce these risk factors, we can work towards reducing the growing burden of NCDs.

This will take a long time, but we are committed to staying the course.

We are addressing the NCD issue through our award-winning Young Health Programme (YHP), a disease prevention programme with a unique focus on young people. It was

launched in 2010 in partnership with Plan International and Johns Hopkins University and has reached more than 4 million youth around the world to date. Through YHP, we address NCD risk factors at the point where most of them begin to appear: when we are young. Evidence shows that 70% of premature NCD deaths are linked to behaviours such as smoking or poor diet choices that started in adolescence.

Here in Thailand, young people between the ages 10 and 24 make up 19% of the population. They are a powerful force for change and we have a great opportunity to work with Thai youth towards a strong and healthy future for Thailand.

The YHP in Thailand is a five-year programme that aims to contribute to the improved health and wellbeing of young people between 10-24 years of age in seven districts of the Greater Bangkok area. Specifically,

it aims to ensure that young people in Bangkok have increased knowledge about risk behaviours and NCD prevention, which gives them greater capacity to make informed decisions about their health, in the context of improved health services, an enabling support system and policy environment.

The Young Health Programme Thailand hopes to directly reach more than 86,000 young people with health information and NCD prevention programming. Indirectly, it is expected to reach an additional 500,000 people in the wider community through campaigns and awareness raising activities.

Together with our partner Plan International, we look forward to supporting the growth and development of young people in Thailand, to help them make better health choices and have brighter life chances. To find out more visit: www.younghealthprogrammeyhp.com

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- More productive staff that make better decisions.

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We are a Swedish / Thai company and we employ and train the local people and equip them with the skills needed to install and maintain the system. For us it is important to deliver quality, both when it comes to products as well as service. Swegon products together with experienced service and maintenance organisation ensure long technical life length of products and solutions

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H.M. King Bhumibol Adulyadej The Great met H.M. King Carl Gustaf and H.M. Queen Silvia of Sweden at Chitralada Palace on 6 February 1989

Thai-Swedish Chamber of Commerce gets down to business

The Thai-Swedish Chamber of Commerce (TSCC) was the twelfth foreign Chamber to be established in Thailand. It superseded the Thai-Swedish Business Association

inaugurated by HM King Carl XVI Gustaf of Sweden in 1989. In the three decades since its inception the TSCC has been recognised as one of the most active foreign chambers in the region, constantly evolving with the times.

Mr Anders Lundquist, former president and a founding member, said: "During the last 30 years, I believe that we really have been in the forefront when it comes to showing to the world how we can have technological development and innovation hand-in-hand with care for the environment in a profitable way."

Serving as a forum and a voice for the Thai-Swedish business community, promoting business, trade and investments between our two countries we have through three decades arranged a great variety of activities, rising to the challenges of an ever-changing political and economical landscape.

The TSCC has weathered many storms. Mr Worachai Bhicharnchitr recalled that during his presidency of the TSCC back in 1997, the Chamber had been requested by the Royal Thai army and the government to help raise funding for the building of the Thai Pavilion in Ragunda to commemorate the visit of King Rama V. It was a challenging task amid the Tom Yum Gung financial crisis. However, with the support of so many people, they were able to succeed in building this beautiful Thai pavilion in a remote, Northern part of Sweden.

After three decades, the TSCC has established itself firmly within the Swedish and international business communities in Thailand.

Mr Jan Eriksson, TSCC vice-president added "A lot of Swedish companies have been here for a long time but what is new is that we also actually have SMEs starting up in Thailand, so we're going from being virtually only multinationals to a much wider range of companies."

Today, TSCC has members ranging from well-known multinational companies to SMEs and local companies, making the Chamber an important trade association representing a range of businesses in Thailand.

Excerpts from interviews marking the TSCC's 30th anniversary conducted in 2019.



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Scania's vision is to drive the shift towards sustainable transport systems, creating a world of mobility that is better for business, society and the environment.



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Note: *calculation based on assumption from operation in Thailand
Please contact us if you have any questions or would like to have more information
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