

SACC-USA TRANSATLANTIC DAY IN STOCKHOLM, FEBRUARY 7, 2023

This day will highlight the robust business ties and 400 years of friendship between Sweden and the United States; a vibrant relationship which continues to create opportunities between and in each of the two countries. We will explore and showcase success stories stemming from ideas, research, and innovative solutions generated at the intersections of public service, academia, and business. The Transatlantic Day is arranged by SACC-USA in collaboration with the SACC Alumni Association, AmCham and Vinnova for a business, academia, and government audience.

8:00–8:30 Registration, light breakfast, and introduction to the Day

8:30–8:45 Opening of the Day by SACC-USA Chairman Signhild Arnegård Hansen

8:45–9:15 Opening remarks by H.E. Erik Ramanathan, U.S. Ambassador to Sweden

On advancing the US–Sweden partnership: trade, investment, and business development at the backdrop of political and economic events such as recent and upcoming elections and Sweden’s NATO application; inflation and interest and employment rates; climate change and public health challenges, and other considerations.

9:15–9:45 Outlook and Q&A with Ambassador Charlotte Sammelin, Head of Department for International Trade and EU Single Market, Ministry for Foreign Affairs of Sweden

On priorities and target outcomes during the Swedish EU Presidency as regards Trade, including the EU – US Trade and Technology Council, and EU Single Market.

9:45–10:15 Armchair conversation: Tom Erixon, President & CEO, Alfa Laval, and Deputy Chairman, Svenskt Näringsliv, and Sofia Arkelsten, Executive Director, Hallvarsson & Halvarsson

On competitiveness through transatlantic trade and investments in emerging technologies: how I navigate the headwinds of the Russian aggression, energy security, Covid-19 outbreaks, and supply chain bottlenecks, guided by the EU rules book.

10:15–10:45 Networking and coffee break hosted by Movenet Global Mobility Program

10:45–11:30 Panel: Christoph Friedrich, Country General Manager Sweden, the Coca-Cola Company, Claes Peyron, Managing Director, Universum, and Beata Wickbom, Moderator of the Year, Senior Advisor and more...

On branding: shifting image from “bad” to “good,” shaping and implementing a global brand for local presence and success. On company culture, team development and new ways of collaborating.

11:30–12:00 Armchair conversation: Christoffer Svanberg, CEO, Node Pole and Björn Frössevi, Partner at Truepoint Innovation in Management

On energy intensive investments and industrial establishment for a new industrial era; on venturing out of the comfort zone and on heading North.

12:00–13:00 Lunch, Vinnova and Swedish Institute showcase, and networking

13:00–13:15 Keynote by Jenny Lindqvist, Head of Northern and Central Europe, Ericsson

On how digitalization and 5G offer a once-in-a-generation opportunity to secure sustainable economic growth for us and future generations in the United States, Sweden and globally.

13:30–14:15 Panel: Peter Strömbäck, Director-General, Swedish Patent & Registration Office; Susan Meyer, Intellectual Property Attorney, Greensfelder, Hemker & Gale, P.C.; Oscar Björkman Possne, Partner, Mannheimer Swartling, Hanna Olofsson, Project Manager Swedish Security & Defense Industry Association, Henric Johnson, Global Head of Science & Innovation, Business Sweden

On a Ukraine drone collecting something in enemy land... And the implications from different vantage points weighing in on the case. On navigating intellectual assets, from policy to a practitioner's perspectives.

14:15–15:00 Panel: Christofer Laurell, Senior Vice President, Research and Public Affairs, Einride; Dennis Pamlin, Executive Director, Mission Innovation NIC; Malin Berg, Chair of the SACC-USA Alumni Association, moderated by Christina Murray, Advisor to the President at KTH Royal Institute of Technology

On building triple helix transatlantic infrastructure for talent and innovation; the skills and knowledge required and acquired in 5-10 years. On balancing the new generation's approach and learning curve with old school.

15:00–15:15 Presentation by Gustav Hasselskog, Founder and CEO, Candela Technology

On reducing the carbon footprint of waterborne transportation. Cleaner, quieter, more energy efficient boats (with almost no wake) unlocking the full potential of waterways and affordable, convenient transportation.

15:15–15:45 Armchair conversation: Anko van det Werff, President & CEO, SAS, and Beata Krakus, Attorney at Law, Greensfelder, Hemker & Gale, P.C.

On aviation and travelling rebound after the pandemic; from new routes to destination Future via Chapter 11

15:45–16:00 Leg stretcher x Viaplay: The Scandinavian offer streamed

16:00–16:15 Presentation by Jens Magnusson, Chief Economist, SEB

On the economy in 2023; the foremost prediction.

16:15–16:30 Outlook and Q&A with Niklas Nordström, Senior Advisor, Milton Public Affairs –

On identifying and interpreting the most impactful trends which shape the US and Swedish landscapes; from the bi-cameral and bi-partisan to uniting values.

16:30–18:00 Cocktails and hors d'oeuvres