



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

8:00–8:30

Registration and light breakfast hosted by Node Pole

8:30–8:50

Introduction to the Day and opening remarks by SACC-USA Chairman Signhild Arnegård Hansen

8:50–9:10

Opening remarks by H.E. Erik D. Ramanathan, U.S. Ambassador to Sweden

On advancing the US–Sweden partnership and collaboration: trade, investment, and business development at the backdrop of political and economic events, climate change, 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, from the Inflation Reduction Act and the EU rules book to investments in emerging technologies. Navigating uncertainty and hanging conditions such as supply chain bottlenecks and energy security.

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

On branding: shaping and implementing a global brand for local presence and success; a broad outlook on brand navigation.

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

Networking and lunch hosted by Coca-Cola

**13:00–13:15**

Keynote by Jenny Lindqvist, Senior Vice President, and Head of Market Area Europe & Latin America, 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. Moderated by Henric Johnson, Global Head of Science & Innovation, Business Sweden

On navigating intellectual assets cross border for joint research, government cooperation, joint ventures, and business cooperation. From policy to a practitioner's perspective.

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

Keynote 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 der 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

16:00–16:15

Keynote 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 hosted by Universum