



Message from the Ambassador

Fika: coffee and something sweet is a social institution in Sweden. So ingrained in Swedish culture, that most companies add a clause to contracts, stating that employees are entitled to full paid "Fika-breaks". Sweden ranks as one of the most competitive countries in the world, with top grades for innovation, sustainability, equality, happiness, and well-being. So don't underestimate the importance of a "Fika-break", a pleasant moment for social interaction and creativity.

"We have a true friend whose name is Sweden." Words of President Nelson Mandela, visiting Sweden four weeks after his release from prison. I was there when he said those words in The Swedish Parliament. The relation between the people of Sweden and the people of South Africa grow strong on the principles of shared values; democracy, human rights, gender equality. Values that today are challenged by authoritarian regimes and political parties, all over the world. Sweden's ambition is to be a capable, present and attractive partner to different sectors of South African society.

Hakan Juhelt

A QUICK READ DURING FIKA

SWEDISH WORKPLACE PROGRAMME



Swedish Workplace Programme is a unique project to achieve common knowledge, understanding and building trust at workplaces. In partnership with companies and unions, the programme develops best practice to support businesses and trade unions to manage the transition towards a sustainable future.

To be able to be among countries first into the new, not last out of the old, social dialogue at workplaces are crucial. The programme is a multi-step approach to facilitate dialogues between managers and employees with the aim to find solutions to company specific challenges.

Link: [Swedish Workplace Programme | NIR](#)

STEEL SECTOR DECARBONIZATION



Sweden is partner at the first "Steel Sector Decarbonization Roadmap Workshop", in Johannesburg, co-creating a vision and roadmap for a clean and prosperous South African steel sector. Bringing together companies, investors, experts and government representatives.

Sweden has produced the world's first fossil free steel, 2030 more than 5 million tons of green steel will be produced in the Swedish city of Boden.

Link: https://www.youtube.com/watch?v=T4su_1Vo8no

SWEDEN/SA CHURCH LEADERS SUMMIT



Hosting Swedish-South African church leader summit. Straightforward discussions on common values, human rights, moral leadership, democracy, gender equality and the importance for civil society to organize service delivery and promoting trust in society.

With Frank Chikane and colleagues to him who all are working hard strengthening the relation between Sweden and South Africa.

ATLAS COPCO 150 YEARS

Celebrating Swedish company Atlas Copco 150 years. Together with Wendy Buffa-Pace, Managing Director and her team. The history of Atlas Copco is integrated with the story of how Sweden developed from one of the poorest countries in the world, to one of the wealthiest. Founded 1873 on the brink between first and second Industrial Revolution and now a leader of the fourth, in a world of artificial intelligence, robotics and connected products. 150 years of innovation and playing a crucial role in the transformation to a low-carbon society.



SUSTAINABLE MINING

Sustainable mining is a Swedish priority. Sweden and Finland provide approximately 80 % of the technology used in underground mines worldwide.

We are in the forefront of innovative technological solutions in environmental protection and the use of renewables. Seminar on sustainable mining and talks with different stakeholders from the region, together with Helena Hedblom, CEO Epiroc and Emad Zand, President Battery Systems Northvolt.



WORLD SCIENCE FORUM

The Swedish showcase at World Science Forum in CapeTown attracted media from all over the country.

A team effort on highlighting "Her City" an interactive, innovative tool for urban development and city planning, focusing on the demands and need of girls and young women, who today are excluded both from city centres and from urban planning. Together with UN Habitat.



INT. WOMEN'S DAY

The Embassy held a truly Team Sweden event in celebration of International Women's Day on 08 March 2023.

Lisa Arlbrandt and Laurenz Fürst, gender and cultural advisors to the European Union Training Mission in Mozambique (EUTM-MOZ), respectively, travelled to South Africa to give first-hand, practical, examples of issues affecting women in Mozambique and the region.

Moderated by Amanda Lucey (Senior Project Leader: Violent Extremism) from the Institute for Justice and Reconciliation (IJR) and attended by wide spectrum of participants, from civil society and NGOs to the South African National Defence Force, this seminar engaged participant in a discussion of what is happening on the ground – combining the Embassy's Political and Economic, Defence, and Development sections in a truly Team Sweden effort.



PYPA

PYPA is a Swedish funded program for young politicians in Africa. Youth, representing four countries and ten political parties, interact in inspiring discussions on values, democracy, social dialogue, trust, education, sustainability and more.



With respect of political differences, focus is on how to collaborate in the interests of youth and country. Young politicians supported by Sweden in their ambition to build trust and common understanding.

LINK: <https://pypaprogram.org/>

TAX AUTHORITIES

Collaborative seminar with Swedish and South African Tax Authorities as part of "The international Capability program" - ICBP, funded by SIDA, Swedish International Development Cooperation Agency, with aim to increase trust in Tax Authorities and strengthen their efficiency.



The ICBP seeks to tackle tax reforms by using the philosophy of voluntary compliance and through problem driven approach. ICBP is now in its third year with most successfully results.



SWEDISH SCHOLARSHIPS

Annually the Swedish Institute (SI) offers a Scholarship for full-time master's studies in Sweden. The SI Scholarship focuses on students who will contribute to the United Nations 2030 Agenda for Sustainable Development as global leaders in their respective capacities. Six South Africans have been selected for the SI Scholarship for Global Professionals, among 250 other students globally.

Also, in addition to an existing exchange between Sweden and South Africa on Defence, it is the first time that the SI Scholarship has been awarded for studies at the Swedish Defence University – building the foundations of future collaboration.



BUSINESS BREAKFAST MEETING

Putting collaboration to practice! Business Sweden in Johannesburg hosted a Business Breakfast Meeting with the Swedish Ambassadors from the region at our newly inaugurated offices in Sandton.

We had the pleasure of hosting Ambassador Mette Sunnergren from Mozambique, Ambassador Lennart Killander Larsson from Angola, Ambassador Johan Hallenborg from Zambia who shared political and economic insights from their respective markets. The Swedish companies operating in the region in attendance, found the morning informative and they also had the opportunity to engage in individual meetings with the Ambassadors.



SIBANYE STILLWATER

On invite from Sibanye Stillwater, our Sustainable Mining Program's collaboration journey took us to Marikana, a mining precinct in the Northwest region of South Africa. Discussions held throughout the visit shed light on the local community's innovative practices and initiatives focused on creating sustainable and just transitions to futureproof their community. Sibanye Stillwater, together with the local community, have successfully implemented various sustainability strategies, focusing on agriculture and effective land rehabilitation programs. The efforts in the rehabilitation of the Marikana precinct exemplifies how the mining industry can prioritize sustainability and contribute positively to both the environment and local communities.



OPENING OF NEW OFFICE OF BUSINESS SWEDEN

Inauguration of Business Sweden's new office at 138 West St, Sandown, Sandton. There is a long history of bilateral relations between Sweden and South Africa, both in terms of sustainable business partnerships and development cooperation.



Moreover, Swedish companies have a strong reputation for delivering high-quality products and services, especially in industries as electrical equipment, mining, and ICT. Sweden exports many different products to South Africa, including vehicles, electric and ICT equipment, and heavy machinery for mining, but also high volumes of pharmaceuticals and processed food.

The move from Fourways to Sandton enables Business Sweden to continue expanding its presence in Southern Africa. This new office signifies the commitment to supporting Swedish businesses in exploring the vast opportunities within the dynamic South African market and beyond.

With Sandton being the bustling economic hub of Johannesburg and a gateway to the continent, we are strategically positioned to provide comprehensive hands-on trade and investment support to both Swedish companies and local partners in the Southern African market.

The dedicated team in South Africa is ready to facilitate collaborations, forge new partnerships, and unlock the immense potential that Africa offers.

