



SWEDEN

A GULF NEWS SPONSORED SUPPLEMENT

Tuesday, June 6, 2023


WHERE GREAT IDEAS FLOW



Being the home of the Nobel Prize and global innovations such as the adjustable wrench, the ball bearing and the zipper, Sweden is one of the world's top-ranking nations in innovation, creativity and registered patents per capita.

Over the past century Sweden has fostered a culture of innovation, entrepreneurship and global enterprises.

Sweden is the country of open skies and open minds. Millions of hearts around the world beat with the help of the pacemaker. Candles are lit with the help of safety matches. And innumerable lives have been saved with the help of the three-point seatbelt. These are just a few examples of Swedish innovations that have made a difference.



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UAE President His Highness Shaikh Mohammad Bin Zayed Al Nahyan met Sweden's King Carl XVI Gustaf during his visit to the UAE in 2021

GULF NEWS ARCHIVES

Partners in progress

Liselott Andersson, Ambassador of Sweden to the UAE, talks about opportunities to further increase collaboration and bilateral trade between Sweden and the UAE

How would you best describe the special bond that Sweden has built with the UAE over more than four decades of partnership and trust? Please elaborate while referencing diplomatic relations and bilateral trade between Sweden and the UAE.

Relations between the UAE and Sweden stretch back to even before the inception of the UAE as a country. The first Swedish companies set up their businesses in the 1960s. Ever since we established diplomatic relations in 1972, our bilateral relations with the UAE have been excellent and have enhanced and deepened continuously in various areas. Sweden had an embassy in Abu Dhabi, with its Head acting as Chargé d'Affaires under the Embassy in Kuwait 1983–92, and then a fully-fledged embassy since 2002. The Swedish Trade and Invest Council, Business Sweden, has an office in Dubai since 2007. The UAE has an embassy in Stockholm since 2005.

There is a substantial Swedish community here which is growing, and today we have approximately 5,000 Swedish citizens working and living in the UAE, which is a high number for Sweden!

Swedish-UAE trade relations have a long-standing history, with leading Swedish companies such as IKEA, Ericsson, ABB and Volvo being present for many years. In recent years, the trade ties have grown even stronger. Today, the UAE is one of Sweden's most important trading partners in the Middle East, Africa and South Asia region – 30 per cent of the Swedish exports to the region go to the UAE. Swedish exports increased with impressive 27 per cent last year and reached more than three billion Dirhams.



Liselott Andersson

Overall, I would say that the Swedish – UAE business relations are strong, and they keep growing stronger. The UAE's favourable business environment and success as an investment destination has had an impact on Swedish corporate decision makers. Swedish business has a substantial presence in the UAE with more than 200 Sweden-related companies already here and many more that are considering the UAE when establishing their business set-up in the region. So, the UAE also works as a regional hub for Swedish companies serving neighbouring countries. UAE's business presence in Sweden is not yet at the same level but has the potential to grow as we see an increase in investments from the Gulf region in Sweden.

Recently, Abu Dhabi's M42 acquired Swe-

den's dialysis provider Diaverum which makes M42 the largest healthcare company in the Middle East. This investment is perhaps a testament to Sweden being a leading innovation country and a frontrunner in R&D, green transition, sustainability and life sciences. There are many interesting developments happening in Swedish business and industry with regard to climate impact, such as sustainable battery production, fossil free steel, green energy, advanced digital technologies, and new materials are being reinvented by entrepreneurial start-ups, international heavy-hitters, and research and academia.

Among the Swedish companies present here you will find well-known MNCs like Volvo, Scania, Saab, Ericsson, Electrolux, ABB, H&M, IKEA, AstraZeneca and many more, as well as interesting start-ups, many within the area of innovation and sustainability. Gulf Rock and GAC are examples of companies that have been here before 1971. Swedish companies are providing and supporting more than 15,000 jobs directly or indirectly on the local job market. Swedish companies have invested more than Dh1 billion in the UAE since the first establishment.

We see great opportunities to further increase collaboration and bilateral trade between Sweden and the UAE. In the UAE, we see opportunities for Swedish companies in areas such as healthcare, transport, IT, telecommunications and energy sectors. Swedish companies are famous for being frontrunners in providing innovative and sustainable solutions and services. We also see increasing opportunities for Emirati companies to ▶

We see great opportunities to further increase collaboration and bilateral trade between Sweden and the UAE."

invest and expand in Sweden. Sweden has a long-standing industrial and manufacturing history, which has created some of our most well-known companies and there is a strong knowledge base within advanced manufacturing practices. Additionally, Sweden is the 'Silicon Valley' of Europe, having the most start-up unicorns after the Silicon Valley in the USA. There is a booming tech and digital industry, particularly in Stockholm, and it is expected to continue growing in the coming years.

What were the key milestones in Sweden and the UAE's bilateral relations and what are your focus areas now when it comes to strengthening relationships with the UAE?

The obvious first milestone was the establishment of diplomatic relations in 1972 and now, since many years, we have embassies in each other's country working actively to further our relations. Over the years, we have entered several cooperation agreements such as on investment protection, environmental technology, innovation, SMEs, R&D, aviation and space. There are regular political high-level exchanges. Just recently the Swedish Government had the pleasure to welcome Minister of State Noura Al Kaabi who participated in the EU Indo-Pacific Ministerial Forum in Stockholm. Expo 2020 in Dubai was a major milestone in our bilateral relations with several high-level visits from Sweden. The highlight of Expo 2020 Dubai to us was of course the celebration of Sweden Day and when we had the honour to receive King Carl XVI Gustaf of Sweden.

I believe that both our countries have a lot to gain from working ever more closely together, and especially in the area of the green transition. With the upcoming COP28, we see great opportunities to further expand our cooperation and join forces with the UAE in combatting the climate challenge, but also in finding new opportunities within the green transition to create growth and new business opportunities. Sweden is very much looking forward to the COP28 in Dubai and we will do our utmost to make the summit a success with concrete results.

Sweden is a global leader in building a low-carbon economy. How could Sweden contribute to the UAE's energy transition? Please share details on Sweden's participation at COP28 later this year.

Let me start by stating the obvious. Global warming is the single most pressing matter that we must tackle and the responsibility to reduce greenhouse gas emissions is something that we all have in common. Sweden's goal is to be one of the world's first fossil-free welfare nations. We are aiming to have zero net greenhouse gas emissions by 2045 at the latest – this is our long-term target – and to achieve negative net emissions after that.

Sweden is taking the global challenges we face this decade very seriously. We need bold and progressive solutions; with the actions we take today set to shape the future for generations to come. Sweden believes



Noura Bint Mohammad Al Kaabi, Minister of State, (first row, third from left) participated in the European Union's Ministerial Forum for Cooperation in the Indo-Pacific in Stockholm last month

global changemakers – are key to success. Sweden is leading the green and digital transition in mobility, green energy, smart manufacturing, life sciences, and emerging technologies, which are pivotal for sustainable growth.

Let me also take this opportunity to mention some high-profile industrial projects taking place in the north of Sweden. Two projects involve carbon-free iron and steel production making Sweden not only the first country in the world to produce fossil-free steel, but also the first country to export fossil-free iron to the whole world. Iron metal is produced by using hydrogen gas as the main reductant which means a lot of green hydrogen will be required

Another industrial project under the fossil-free initiative worth taking a closer look at is the Northvolt project which will manufacture green batteries mainly for the transport sector. In the northern Swedish town Skellefteå, two lithium-ion battery gigafactories are under construction. Northvolt will soon be a European supplier of sustainable, high-quality battery cells and systems. These projects will of course require stable and renewable electricity, which is a challenge that needs to be addressed.

Are you expecting any high-profile visits from Sweden later this year?

As COP28 is of great importance to Sweden, we are expecting several high-level official visits. Additionally, we know there is a very strong interest for COP28 from a broad range of sectors; so I expect we will have a very busy time receiving several high-level delegations participating at COP28!

Finally, 2023 is a double jubilee year for Sweden as it marks both King Carl XVI Gustaf's 50th jubilee as Sweden's current monarch and the 500th anniversary of Gustav Vasa's election as King of Sweden. How does the embassy in the UAE plan to mark the occasions?

Let me share a brief history lesson why the double jubilee year is so important to Sweden. In 1523, on June 6, Gustav Vasa was elected King of Sweden. That is why Sweden

is celebrating its National Day on June 6. With Gustav Vasa elected, Sweden left the Kalmar Union with Denmark and Norway, and once again became independent. Under King Gustav Vasa, the Protestant Reformation was introduced, and the church was nationalised. During King Gustav Vasa's reign, Sweden would also lay the foundations of the strong central governance it would develop over centuries to come.

So, this 500th anniversary as well as the King of Sweden's 50th jubilee deserve to be celebrated and the most obvious day to do so is on our National Day, June 6, when we have a big celebration with our Emirati friends, Swedish companies, and many others. Apart from a taste of Swedish food and music, we have a manifestation of Sweden's impressive achievements in innovation. Sweden is known for leading-edge technology, renewable energy, sustainable transportation, high quality healthcare, and innovation culture, among others. Being the home of the Nobel Prize and a top-ranking nation in innovation – and creativity indexes and registered patents per capita, Sweden has fostered a culture of innovation.

As part of the National Day celebrations to commemorate these important milestones, we have the 'Pioneer the Possible' photo exhibition, taking the audience on a journey through the timeline of Swedish innovations– from the safety match, the zipper, the pacemaker, dynamite, the ball bearing and the adjustable wrench, to many Swedish multinational companies started as a result of innovation such as ABB, Astra-Zeneca, Electrolux, Elekta, Ericsson, IKEA, SAAB, Scania, Tetra Pak and Volvo.

The UAE is a country with a strong vision when it comes to technological development and innovation. We share the ambitions for innovation and development and have similar challenges in this endeavour. We hope to learn more from each other in this regard.

It's a great privilege to celebrate Sweden's double jubilee this year in Abu Dhabi.

The National Day celebration is a wonderful opportunity to highlight the amazing history of Sweden as well as the modern nation of today! ■

“The UAE is a country with a strong vision when it comes to technological development and innovation.”

Saab: A Swedish legacy deep-rooted in the UAE’s Safety and Security landscape



Saab, a trusted name in the field of defence and security solutions since 1937, is dedicated to providing world-class platforms, systems and services to help safeguard communities it operates within. With an unwavering commitment to making the world a safer place through innovative technology,



Saab has solidified its reputation as a reliable partner in today’s evolving defence and security landscape – here in the UAE and across the globe.

Renowned for its long-standing international partnerships, Saab boasts a proven track record that spans decades. The company’s strong research and development capabilities have enabled it to cultivate technological expertise in the industry. While Saab’s legacy originates in Sweden, it takes great pride in its partnership with the UAE, where it has played a vital role in fortifying the nation’s defence and security sector since the 1980s. Today, Saab’s GlobalEye – a multi-domain Airborne Early Warning & Control (AEW&C) solution, supports the UAE

Air Force and Air Defence (AFAD) by providing long-range detection and identification of objects in air, at sea and over land.

Building on a decades-long legacy to the UAE’s defence apparatus, Saab established its development and production centre in Abu Dhabi’s Tawazun Industrial Park (TIP) in 2018. As a local, home-grown entity, the company is committed to developing advanced technologies, growing its local supply chain, and increasing the number of its Emirati employees.



Furthermore, Saab has also collaborated with Tawazun Council to launch DeployNet—a locally developed ruggedized 5G/LTE communication system for military and crisis operations. More recently, the two parties have signed an agreement to ensure sovereign 3D printing (additive manufacturing) capabilities for the UAE AFAD, aimed at efficient design and production of spare parts.

In the domain of Air Traffic Management, Saab’s Integrated Air Traffic Control Suite was selected by Dubai Aviation Engineering Projects for implementation at Dubai International

Airport and Al Maktoum International Airport. Another notable solution in Saab’s Air Traffic Management portfolio is the comprehensive Digital Tower, featuring exceptional video processing and visual presentation capabilities that provide a clear view regardless of weather and operating conditions.

“We believe that driving meaningful change and building a high-tech defence ecosystem is closely intertwined with fostering strong strategic partnerships among government, defence and security organizations, as well as academic institutions,” said Anna-Karin Rosén, Managing Director of Saab in the UAE. “With our extensive presence in the UAE and deep understanding of the region, we are well-positioned to deliver customized solutions that meet the country’s defence requirements, both now and in the future.”

Beyond developing cutting-edge products and solutions, Saab actively contributes to the development of engineering skills and the creation of high-tech jobs in the UAE, empowering local talent. With over 150 em-



“With our extensive presence in the UAE and deep understanding of the region, we are well-positioned to deliver customized solutions that meet the country’s defence requirements, both now and in the future.”

ANNA-KARIN ROSÉN,
MANAGING DIRECTOR OF SAAB IN THE UAE

ployees in the UAE, Saab is a proud and active partner in mentorship and training programs such as the Young Emirati Women for Success (YES) and the Tawazun Council’s Emirati Global Acceleration Program (EGAP).

Saab’s continuous innovation is fuelled by similar collaborations and partnerships across the globe. With customers in over 100 countries and employees representing more than 60 nationalities, Saab remains steadfast in its mission to enhance safety and security in society.

Learn more at www.saab.com

SHAPING THE FUTURE OF SUSTAINABLE DEVELOPMENT

Message from **Massoud Biouki**, Trade Commissioner of Sweden to the UAE

As a global leader in innovation and the green transition, Sweden is leveraging its strengths in various aspects. Sweden boasts a culture of innovation and a highly skilled workforce. The country places great emphasis on research and development, with significant investments in science and technology. This has fostered a vibrant innovation ecosystem, supported by world-class universities, research institutes, and collaborations between academia, government and industry, called the Triple Helix Model. These factors position Sweden as a global leader in developing and implementing innovative solutions for a sustainable future.

The UAE's vision to become a competitive knowledge-based economy promoting innovation and research and development; strengthening the regulatory framework for key sectors; and encouraging high value-adding sectors, has a natural partner in Sweden. I am convinced that, this firm and long-lasting partnership will only become greater and stronger, as the UAE economy is transforming.



King Carl XVI Gustaf of Sweden marks 50 years on the throne in 2023

Sweden 500

A year of celebrations

2023 is the Swedish double jubilee year. Here we explore two momentous milestones in its journey that shaped modern Sweden

On June 6, 1523, Gustav Vasa ascended to the throne marking the beginning of modern Sweden. When Gustav Vasa was crowned king in 1523, Sweden left the Kalmar Union with Denmark and Norway, and once again became independent. The historic place where Gustav Vasa was ascended to the throne is in Strängnäs, 59 kilometres west of Stockholm.

2023 also marks 50 years on the throne for King Carl XVI Gustaf, Sweden's current monarch.

As head of state, King Carl XVI Gustaf is the country's foremost unifying symbol. According to the constitution, he has no political affinity or formal powers, and his duties are mainly of a ceremonial and representative nature.

He became King of Sweden on September 15, 1973, following the death of his



King Gustav Vasa's portrait at National Museum in Stockholm

grandfather King Gustaf VI Adolf.

Fast-forward to today, and King Carl XVI Gustaf can boast the title as the longest reigning monarch in Swedish history, with more than 80 state visits abroad.

All set to follow in his footsteps is Crown Princess Victoria. In 1980, the Succession Act was made gender-neutral, which turned Princess Victoria – the oldest of Carl Gustaf's three children – into Crown Princess Victoria.

To celebrate 50 years on the throne, King Carl XVI Gustaf is paying visit to all 21 of Sweden's regions during the course of the year, together with Queen Silvia. Hosted by the respective governors, these visits are an opportunity to meet with the people.

For more information on Sweden 500, visit [Sweden.se](https://www.sweden.se)


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Delivering your strategy.

Swedish expertise powers UAE's key economic sectors

With an ecosystem of innovative enterprises and knowledge institutions, Sweden is well positioned to play a leading role in driving the UAE's economic diversification agenda and long-term development

By Chiranti Sengupta
Senior Editor

Whether it's in mobility solutions, industrial production and clean energy or design and high-tech manufacturing, Sweden's capabilities in top sectors are among the world's best. The UAE has leveraged Swedish expertise and know-how for the last five decades, initially to consolidate its key industries and more recently, to drive its innovation-driven economy.

Sweden and the UAE have a long history of partnerships and cooperation. With more than 200 companies operating in a range of sectors, Swedish brands contribute significantly to the UAE's diversification agenda by fuelling innovation, creating jobs and driving industrial competitiveness.

"Trade relations are often evaluated based on the trade volume between countries, overlooking aspects that indirectly have a significant impact on the local economies. But it is also important to look beyond trade volume figures. Several Swedish companies have invested in new factories, built R&D facilities, and provided thousands of job opportunities in the UAE and will continue to do so," says Liselott Andersson, Sweden's Ambassador to the UAE.

Major Swedish companies, such as Volvo, Scania, Saab, Ericsson, Electrolux, ABB, H&M, IKEA, AstraZeneca and many more, as well as several start-ups, have made sizeable investments in principal sectors of the UAE economy, including energy, retail, engineering, technology, defence and security, life science, healthcare, consulting and infrastructure. With the UAE pushing forward with its economic diversification agenda and charting a new path towards a more resilient future, Swedish companies are set to play a more significant role. They are looking ahead to foster growth of new talent and capabilities, create more employment opportunities, and enhance domestic production.

"Saab is dedicated to utilise its expertise and spearhead innovation and foster growth within the UAE's defence and security sector. We are strongly committed to nurturing Emirati talent, while also delivering cutting-edge technology solutions and expanding our local supply chain," says Anna-Karin Rosén, Managing Director of Saab in the UAE.



SHUTTERSTOCK



Anna-Karin Rosén
Managing Director,
Saab UAE



Ronald Lichtenecker
Managing Director,
GAC Dubai

Expanding local production capacity

Development and production in the UAE are part of Saab's strategy to increase its sustainable growth and enhance market reach. "We seek to provide national and global markets with world-class Emirati defence and security solutions locally made in the UAE," Rosén says.

Since the 1980s, Saab has built a robust partnership with the UAE. Saab's GlobalEye, a multi-domain Airborne Early Warning & Control (AEW&C) solution, supports the UAE Air Force and Air Defence (AFAD) by providing long-range detection and identification of objects in air, at sea and over land. Moreover, in cooperation with Tawazun Council, Saab has launched DeployNet, a locally developed communications system.

"We are also establishing the first sovereign 3D printing capability for the UAE AFAD," she adds.

Another contributor to the UAE's growth trajectory is Gulf Agency Company (GAC). Founded by Swedish entrepreneur, Bengt Lindwall, GAC has been driving the UAE's maritime and shipping sector since 1967.

"We were one of the first companies to initiate a Ship Supply Service (SSS) providing essential assistance to ships arriving in the UAE by enabling them to unload their cargo while at anchorage. GAC played a crucial role in that venture," says Ronald Lichtenecker, Managing Director, GAC Dubai.

GAC Dubai opened its distribution centre in the Jebel Ali Free Zone in 1993. "The establishment of dedicated warehouses capable of handling the increasing volumes of imports was crucial for the expansion of imports into the UAE. What was a new and innovative business model at the time has experienced remarkable growth ever since, with GAC still a leader in the field," says Lichtenecker.

Growth driver

GAC has consistently pursued expansion and business growth in the UAE. "We have continuously expanded our warehousing capacity through the acquisition or construction of additional warehouses. In 2018, we opened our new purpose-built warehouse with a capacity of 40,000 pallet positions

Continued on page 10

PARTNER CONTENT

From Sweden with love - Elli Junior is here



Elli Junior features sustainably produced, high-quality, premium baby products

SAY HELLO TO ELLI JUNIOR

Elli Junior was founded in 2017 by mum-of-two Elli Kasbi, who believes that every child deserves the best start in life. Elli is from Sweden and a huge fan of Scandinavian design. She wanted to bring her favourite Swedish brands to this part of the world, with an emphasis on sustainably produced, high-quality, premium baby products. Since then the brand has grown tenfold, and is now an award-winning, home-grown high-end children's retailer that's fast taking over the GCC with its commitment to giving the best to new generations.

A NEW FLAGSHIP STORE

The brand has gone from strength to strength and has now opened its very own flagship store at Dubai Mall, featuring over 4,000 kids' products, sourced from exclusive global brands. As the newest destination for gorgeous, sustainable handpicked brands, this beautifully designed outlet is a dream for parents, with everything from high-quality toys to kids fashion, furniture, gear, gifting items and even interiors. CEO and Founder, Elli Kasbi calls the launch "a dream come true and a tremendous achievement for our home-grown brand."



Elli Junior's store at Dubai Mall



Elli Kasbi, founder

Located on the mall's second floor, this new store comes to life in a minimal, contemporary space that reflects the brand's Scandinavian aesthetics, giving parents the ultimate shopping experience with products sourced from around the world.

PUTTING YOU FIRST

Elli Junior is currently the exclusive distributor for Swedish brands Elodie Details, Kids Concept, JaBaDabaDo, Geggamoja, Teddykompaniet. In addition to offering such an exciting array of brands and products, Elli Junior's experienced team offers unparalleled customer service, always going above and beyond to support their customers in making the best decision for their kids.

THE ELLI JUNIOR BRAND

Visitors to the new store can also discover Elli Junior's in-house high-quality, organic brand, which aims to provide great value, without compromising on quality or their sustainable ethos. With an environmental approach to design, the brand features functional and innovative baby products, alongside a full interior design service, for those looking to design or rejuvenate their home nursery or children's rooms, to make your parenting journey easier.

For more information, please visit www.ellijunior.com or follow @ellijunior on Instagram.



SHUTTERSTOCK

Continued from page 8

divided into two air-conditioned chambers, at Dubai South. Our market share in the UAE is exceptionally strong, primarily attributed to the fact that we were among the early companies to establish operations in this region," Lichtenecker explains.

Drawing Swedish entrepreneurs

The UAE's strategic location, backed by a liberal trade and visa regime, world-class infrastructure, and supportive legal framework, makes it extremely attractive for Swedish businesses looking to enter the region. As a leading player in the automotive sector, Eveons Mobility Systems has made significant contributions to the development of new capabilities in the UAE's electric vehicle (EV) and electric mobility sector.

"The UAE is a vital contributor to Eveons' business due to its thriving market for electric mobility solutions, support for innovation, strategic location, and favourable business environment. The country's commitment to sustainability and clean transportation, along with its infrastructure and logistics networks, make it an ideal choice for our company's establishment and growth," says Feri Zekisson, CEO, Eveons Mobility Systems – Middle East Office, adding, "The UAE's infrastructure and start-up ecosystem are instrumental in driving Eveons' growth. The well-developed infrastructure, including charging networks and smart city initiatives, supports the adoption of electric mobility. Additionally, the supportive start-up ecosystem provides opportunities for collaboration, funding, and access to resources, accelerating our expansion," he says.



Feri Zekisson
CEO,
Eveons Mobility
Systems, ME Office



Sergio Hicke
Cluster President, India,
Middle East & Africa,
Alfa Laval

A business climate survey of Swedish companies in the UAE, published by Business Sweden and the Embassy of Sweden in the UAE, also echoes the same, highlighting the UAE's favourable business environment as the biggest draw for Swedish brands. Despite challenges during the pandemic, most Swedish companies in the UAE (about 61 per cent) reported profitability from their UAE operations and 67 per cent of Swedish companies described the business climate in the UAE as good or very good, indicating increased ease of doing business such as improved regulations, infrastructure, and security.

Innovation and exchange of expertise

Knowledge sharing and technology transfer is crucial to Swedish-UAE ties and Swedish industrial majors undertake various initiatives – including R&D collaborations with local institutions and businesses, training and workshops – to stimulate innovation and enhance competitiveness in key industrial sectors.

"There are many opportunities that exist for Swedish-Emirati cooperation, including technical and exchanges in various areas, including those that are connected to the green transition. Student exchanges are also important on so many levels, even for building personal relationships that last a long time. I would be very happy to see more Emirati students choosing Sweden as their study destination and Swedish students coming to the UAE," says Andersson, Sweden's Ambassador to the UAE.

Together with the other Nordic embassies, Swedish embassy in the UAE has launched a mentorship programme, connecting prominent Nordic business leaders with young successful Emirati women.

"This has been a very rewarding cooperation which has provided a valuable exchange of experience in management and business culture, and also a way to build closer relationships between our cultures," says Andersson.

Among key Swedish companies operating in the UAE, Saab is committed to nurturing Emirati talent in the defence sector through strategic investments in training initiatives. "We actively collaborate with local programmes such as Tawazun's Emirati Global Acceleration Programme (EGAP) to empower UAE nationals and enable them to make significant contributions to their country's thriving economy," says Rosén. ■



DRIVING THE UAE'S GREEN AGENDA

As the first country in the world to pass an environmental protection act in 1967, Sweden has been a pioneer in integrating business and sustainability. With efforts being increasingly made in the UAE to drive transition to a circular economy by harnessing the power of technology, Swedish companies have taken the lead in fuelling innovation across the value chain.

"Embracing sustainability and renewable energy sources is our top priority. In February 2022, we successfully concluded the construction of our third 2.87 MW solar rooftop project in Dubai's Jebel Ali Free Zone," says Ronald Lichtenecker, Managing Director, GAC Dubai. "This new addition complements two existing solar-powered plants that supply clean energy to various contract logistics facilities in Dubai. By integrating clean energy into our operations, we actively contribute to a sustainable future while ensuring the provision of dependable and efficient services to our valued customers," adds Lichtenecker.

Leading innovator of products in the areas of heat transfer, separation and fluid handling, Alfa Laval provides customers with solutions that enable them to reuse and protect natural resources, such as energy and water, in their industrial processes.

"The company's technologies are constantly improved and refined to optimise its customers' processes, reduce their environmental impact, and help them reach their sustainability goals. The company has a sustainable partnership with customers by helping them achieve circularity, energy efficiency, and shift towards clean energy," says Sergio Hicke, Cluster President, India, Middle East & Africa, Alfa Laval.

In fact, Alfa Laval will deliver compact heat exchangers to the world's largest green hydrogen plant, which is to be constructed in the Middle East, says Hicke. "When completed, the facility is expected to produce 650 tons of hydrogen per day, while being powered by renewable energy."

— C.S.





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Swedish artist
Jacob Dahlgren at the
A.R.M. Holding Children's
Programme, organised in
partnership with Art Dubai

UAE inspires Swedish creatives

From plate to palette, the UAE stimulates the imagination of Swedish expats in many ways

By Keith J Fernandez

From its environment to the generosity of its famously multicultural society, the UAE inspires resident Swedish creative professionals in many ways – often alongside nods to their native country.

“The fantastic mix of Emirati people and expats amazes me. Nature and wildlife are also very different from where I come from,” says contemporary artist Madeleine Kurtsdotter. “Moving to Dubai has made me expand my artistic palette to more bold colours and more local motives, all while keeping my own signature style which is clean distinct colours, dots, patterns, golden details and clear lines.”

The Dubai-based Swedish national has exhibited her work around the world, including at the storied Salon d'Automne in Paris. While UAE residents may be familiar with her Drama Queen Camels series, it is her response to the climate emergency that has won her several commissions. One painting on the subject, commissioned by the incubator ZeeArts, now hangs at the UN's Abu Dhabi office.

The theme also echoes through her Mother Earth collection. Her newest painting in the series is dedicated to the 500th anniversary of Sweden's founding, and to the Scandinavian

nation's efforts in building a more sustainable future. “To the next 500 years!”

Kurtsdotter is one of just a handful of Swedish creatives living in and visiting the UAE. With around 5,000 expats in total, cultural events are typically organised by the Swedish Embassy in Abu Dhabi and the Swedish Business Council, usually around holidays and traditions such as Midsummer, the Lucia feast each December, and Swedish National Day on June 6 annually.

For Swedish-born soprano Luiza Formenius, who grew up in the UAE, it was these cultural events that exposed her to the traditions of her birth country.

“When I was younger, I attended the Swedish school which took place once a week and exposed me to Swedish culture as well as developing my reading and writing skills in the Swedish language. As part of that we used to put on a Lucia concert and dinner every year, which I believe is still taking place,” she says.

A third-culture child of Indian and Romanian parents, Formenius was immersed in the UAE's diverse society early on. “Living in the UAE has an impact on both the music I create and listen to. Living here for so many years I've had the privilege to be exposed to both local music and artists, as well as the many artists who visit and perform in the UAE. The UAE's

vibrant music scene has played a huge part in my development as an artist, whether it's the nuances of the voices heard here or the beautiful beat and sound of the tabla.”

That experience certainly echoes in her work. Formenius records contemporary versions and remixes of classical tracks to endear them to new audiences, often adding Swedish touches.

Cultural exchange stimulates creativity

For visiting artist Jacob Dahlgren, the UAE's long-standing openness to the world finds echoes in its cultural scene, something he feels offers Swedish art a platform that may not always be possible in other countries. He has visited the UAE on two occasions as part of A.R.M. Holding Children's Programme, a cultural initiative of educational activities for school students organised by the multinational company together with Art Dubai.

“Dubai is a cultural hub that embraces a fusion of diverse customs. Swedish art has been warmly welcomed through various cultural events such as Art Dubai. This kind of cultural exchange does more than just bridge gaps between nations. It does not only strengthen the bond between two nations but also contributes to the growth of the creative scene,” he says.

For a more tangible taste of how Swedish culture interacts with the UAE, residents might want to head over to Ella's Eatery and The Strand Craft Kitchen, where chef and restaurateur Christian Jansson works hard to showcase his home country's flavours. Traditional Swedish favourites, including meatballs, will be on the menu at Ella's Eatery this National Day.

Seafood and hearty dishes are common to both countries, but Jansson is a convert to another aspect of the UAE's culinary culture.

“One of the parts I have grown to love about meals in the UAE is the concept of traditional communal dining and sharing a meal with others,” he says. “I love weaving this into my own dishes that I create so that many are designed to share with others – which really brings an Arabic influence of hospitality to a Swedish table.” ■



Madeleine Kurtsdotter
Artist



Luiza Formenius
Vocalist



Christian Jansson
Restaurateur

SWEDISH CULTURE 101

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• PHILOSOPHY

Lagom, a Viking concept of balance that has shaped Swedes' moderation, social awareness, and sustainability
– Christian Jansson, restaurateur

• MUSIC

20th-century classical soprano Birgit Nilsson, best known for her renditions of Wagner and Strauss
– Luiza Formenius, vocalist

• ART

Olle Baertling, seminal abstract painter and sculptor during the post-war period
– Jacob Dahlgren, visual artist

Carl Larsson, 18th-century painter of idyllic family scenes representative of the Arts & Crafts movement
– Madeleine Kurtsdotter, artist



KVISTEN

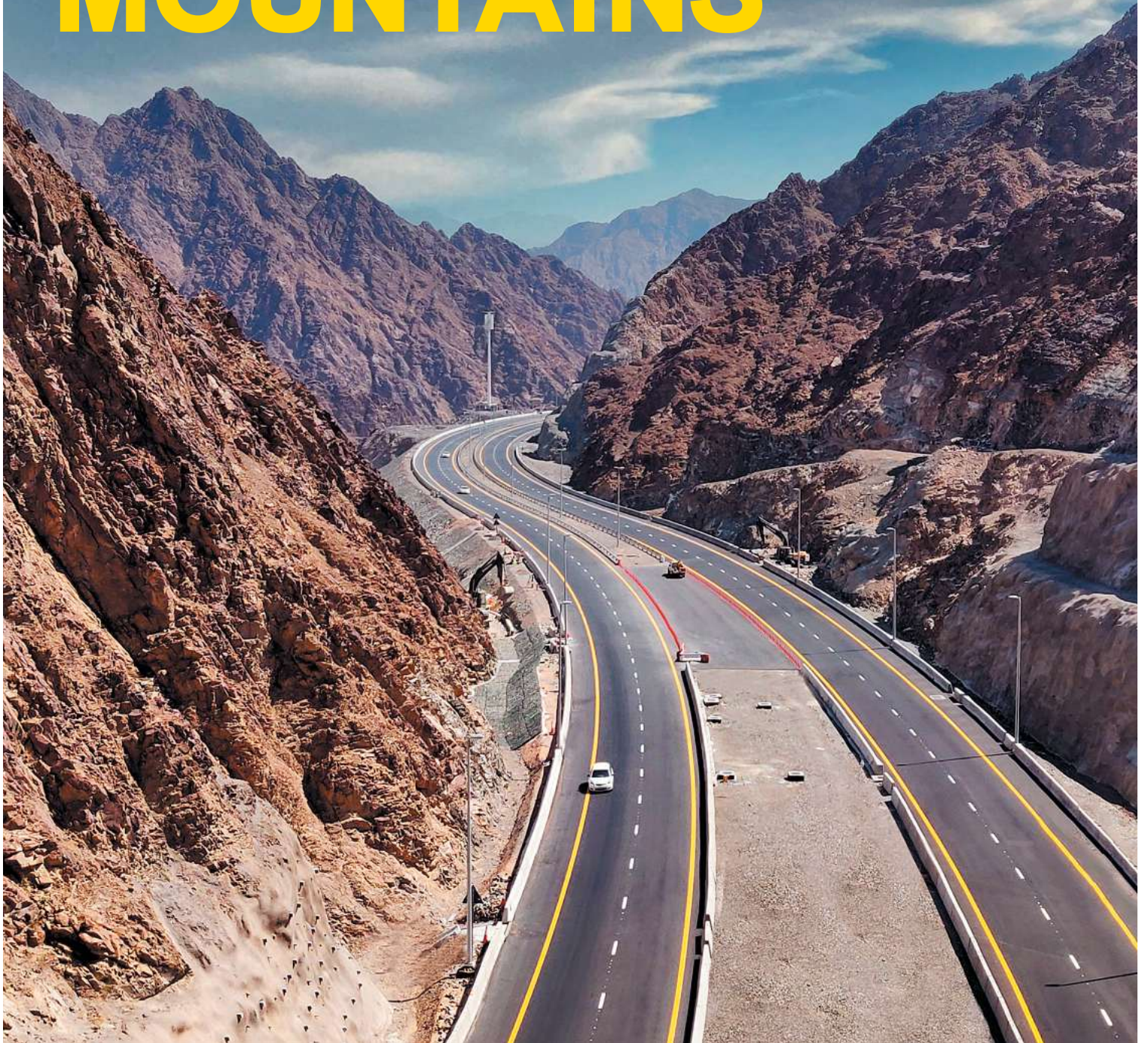
Reduced climate impact, more light.

Kvisten is a unique luminaire where many smaller steps became a big leap towards new, sustainable solutions. With a wooden housing and well-thought-out details throughout, it provides a visually natural feel and a promise of a brighter future – without compromising with either energy efficiency or light quality. Kvisten is of course available with the lighting control system Organic Response, which provides the right amount of light where it is needed and at the same time saves energy.

FAGERHULT

fagerhult.com

WE MOVE MOUNTAINS



As rock engineers, our determination and expertise have helped communities connect, cities expand, and put our region on the global map. We are committed to delivering the best results for our clients, and their visions are at the core of our performance and drive.

Join us in building a brighter future for our communities. Contact us today to see how we can help your vision become a reality



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الإمارات العربية
المتحدة

سلطنة
عمان

المملكة العربية
السعودية



Breaking new ground: unleashing greener growth across the region.

Gulf Rock's regional expansion is characterised by its legacy in the Gulf region and its Swedish-inspired strategy emphasising strict safety and sustainability requirements.



Gulf Rock surface earthworks are visible all over the Gulf Region, with numerous major infrastructure projects completed.



Gulf Rock is well-positioned to continue its growth and success in the years to come with its focus on expanding across the region, developing its sustainable practices, and building solid relationships with its clients,

A DECADES-LONG LEGACY OF CONNECTING COMMUNITIES

Working in the region since 1985, Gulf Rock continues to evolve and adapt its Swedish methodology with essential learnings of the Gulf's geography, geology, and specific requirements to deliver successful projects.

It has completed hundreds of projects for public and private sector partners, including over 20 Km of underground tunnels in the region. Its team is unsurpassed, boasting decades of loyalty and hard work. They exemplify the company's world-class standards and proven expertise.

EXPANSION ACROSS THE REGION

Gulf Rock continues to build solid relationships with clients with its expansion into the Kingdom of Saudi Arabia and the Sultanate of Oman. As Gulf Rock continues to grow, it is expanding its reach across various industries, including major construction companies, infrastructure developers, and mining companies.

SOLID AMBITION FOR GREENER OPERATIONS

With rock engineering comes challenges unique to the Gulf landscape. Gulf Rock is constantly learning from its experiences and study of best global practices to offer its clients better and more sustainable engineering solutions.

Gulf Rock is committed to reducing its environmental impact and promoting sustainable strategies, such as:

Reduced Fuel Consumption: Gulf Rock has implemented a fuel management program that tracks and reduces fuel consumption across its fleet of machinery and vehicles. The company is reducing

"While it's a long road ahead, we see that we have a social responsibility to those who live and work near our projects. Our work seeks to improve their lives and those of the next generation."

WILHELM LIDÉN, EXECUTIVE DIRECTOR GULF ROCK



Gulf Rock performs rock placement to protect land embankments and build marine structures.

its carbon footprint by optimising routes, minimising idling time, and implementing other fuel-saving measures.

Energy Efficiency: Gulf Rock has invested in energy-efficient equipment and technologies that reduce energy consumption and minimise greenhouse gas emissions.

Recycling and Waste

Reduction: The company has implemented a recycling and waste reduction program that includes properly disposing of hazardous materials and recycling construction and demolition waste.

By implementing these initiatives, the company is reducing its environmental impact and setting an example for others in the industry.

EVEONS MOBILITY SYSTEMS

Contributing to a cleaner environment

Eveons Mobility Systems is a company that is passionate about providing sustainable and reliable mobility solutions for individuals and businesses alike. Its commitment to sustainability is reflected in its use of electric power in all of its products, which significantly reduces emissions and contributes to a cleaner environment.

In addition to being a UKAS ISO 9001, 14001, and 45001-certified company, it has a team of highly skilled and experienced engineers



Feri Zekisson, CEO, Eveons Mobility Systems, Middle East office



and designers who work tirelessly to create products that are not only aesthetically pleasing but also highly functional and reliable. Eveons' products are rigorously tested to ensure that they meet our high standards of performance, safety, and durability.

"At Eveons Mobility Systems, we understand that transportation needs vary from person to person and from business to business. That's why we offer a wide range of products, from electric scooters and bikes to larger vehicles such as electric cars and vans," says Feri Zekisson, CEO, Eveons Mobility Systems Middle East office. "Our products are designed to meet different needs and preferences, whether you're looking for a personal vehicle or a fleet of vehicles for your business."

As a company that values innovation, Eveons is constantly exploring new ways to improve its products and services. "We collaborate with our partners to integrate the latest technologies into our products, such as smart features that enhance safety and convenience for our customers. We also invest in research and development to stay ahead of the curve and to continue providing cutting-edge solutions to our customers," Zekisson says.

"With our focus on quality, sustainability, and innovation, we are confident that we can meet the transportation needs of individuals and businesses in the Middle East and beyond." ■

ASSA ABLOY

Streamlining operations with a new facility in the UAE

ASSA ABLOY is set to make a significant move in the third quarter of 2023, consolidating all offices in the UAE into one single facility. The move is part of the company's continued efforts to streamline its operations and enhance its customer value proposition.

According to Mauro Felice, SVP & Head of MEIA, "This marks a significant milestone for our company, and we are excited about the opportunities it presents for our business and customers. Our new facility will bring together all our brands and divisions, including Opening Solutions, HID, Global Solutions and Entrance Systems under one roof, which will facilitate greater collaboration, communication, and innovation."

With ASSA ABLOY's shared commitment to sustainability, the new facility has been designed with energy efficiency and eco-friendliness in mind. It features the latest in green building technologies and will reduce its carbon footprint, demonstrating the commitment to the environment and the communities it serves. Furthermore, the new facility will also house one of the largest door factories in the region, allowing the company to manufacture products on site and provide customers with an even faster and more efficient service.

Mauro Felice
SVP & Head of
MEIA



ASSA ABLOY uses the latest technology and materials to create doors that are not only functional and secure but also aesthetically pleasing, complementing the design of any building.

In addition to its eco-friendly design, the new facility will feature a state-of-the-art showroom showcasing all of ASSA ABLOY's products, from digital door locks to access control systems and security doors. The showroom has been designed to provide customers with the ultimate experience when it comes to security solutions. The showroom has been designed to provide customers with the ultimate experience when it comes to security solutions. ASSA ABLOY's team of experts will be on hand to answer any questions customers may have and provide expert advice on how to secure their property.

"We would like to invite everyone to come and experience our new showroom firsthand. Our team is excited to showcase our products and help customers understand how they can benefit their homes or businesses," says Felice.

The exact date of the move is yet to be communicated, but the company anticipates that it will take place in the coming months. ASSA ABLOY is committed to providing its customers with the best possible service and experience, and this move represents a significant step towards achieving that goal. ■



Accelerating sustainable solutions



Alfa Laval is a world-leading, global provider of first-rate products in the areas of heat transfer, separation and fluid handling. With these as its base, Alfa Laval aims to help enhance the productivity and competitiveness of its customers in various industries throughout the world. We define their challenges and deliver sustainable products and solutions that meet their requirements – mainly in energy, food and the marine industry.



Scan the QR Code

Alfa Laval Middle East LTD. Building No.13, Street No. 6. Community No. 364,
Al Quoz Industrial Area. Dubai. Phone: +971 4372 0800.

GULF AGENCY COMPANY

GAC offers a comprehensive range of shipping and logistics services

Gulf Agency Company (GAC) is a global provider of integrated shipping, logistics, and marine services with a rich history dating back to its establishment in 1956. Founded by the late Swedish entrepreneur Bengt Lindwall, GAC started its operations in Kuwait, initially focusing on ship agency services. Over the years, the company expanded its portfolio and

geographical presence, emerging as one of the leading industry players.

Headquartered in Dubai, UAE, the GAC Group now has over 7,500 professionals working from 300 offices in 50 countries, and partnerships covering 1,000 locations worldwide. Its Middle East offices located in Bahrain, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, Yemen, and the

UAE (Abu Dhabi, Dubai, Fujairah, Sharjah, and Ras Al Khaimah), act as the gateway to the local market.

That robust global network offers a comprehensive range of shipping and logistics services, such as ship agency, husbandry services, launch services, freight services, contract logistics, supply chain management, project logistics, offshore support and more.

Around the world, GAC's experienced professionals' in-depth knowledge of local regulations, customs procedures and market dynamics enable them to provide customers with tailored solutions that ensure compliance, efficiency, and cost-effectiveness.

GAC has earned a reputation as a trusted partner, thanks to its world-class performance, commitment to operational excellence, sustainability, reliability and customer satisfaction. It draws on its global network, technological capabilities and expertise to deliver innovative solutions that support its clients' growth and success.

As the Middle East remains a vital hub for global trade, GAC's presence in the region positions it as a key facilitator of seamless operations. With its strong heritage, extensive network, and customer-centric approach, GAC is poised to continue its legacy of excellence and contribute to the development of the maritime and logistics industry in the Middle East and beyond. ■



FAGERHULT

Sustainable lighting for a brighter future

Fagerhult has been creating lighting solutions for people since 1945. As a company originating from the dark Swedish forests, Fagerhult understands the importance of light and how it affects us visually, biologically, and emotionally. Lighting knowledge is cherished and something to pass on. Through the years, what started as a small-scale business with solutions for people's homes has evolved into a global operation that meets the needs of public environments, still aligning with the founder Bertil Svensson's vision – to make people's everyday life easier.

"Today, we operate globally by offering premium lighting solutions that enhance human well-being with in office, education, retail, healthcare, and outdoor applications," says Mohammad Darwish, Sales Director at Fagerhult Middle East.



Mohammad Darwish, Sales Director at Fagerhult Middle East

Responsible in action

At Fagerhult, sustainability has always been part of their DNA. There is a clear strive to take responsibility for minimising the climate impact to protect the environment and the prospects of future generations. Therefore, clear goals have been formed in accordance with the UN

Global Goals for sustainable development, and the company has committed to the Science Based Targets Initiative (SBTi). By committing to SBTi, they aim to achieve net-zero emissions from the entire operation.

Looking ahead

The company strives to replace



Kvisten showcases traditional craftsmanship

virgin and fossil-based materials. By 2030, the goal is that at least 80 per cent of all new products shall consist of renewable or recycled materials. The latest innovation, Kvisten, is made of certified wood sourced from sustainable forestry and reused reflectors from worn-out TV sets. Through carefully bal-

anced long-term decisions and clear sustainable goals, Fagerhult provides light today while enabling a brighter future. ■

FAGERHULT



BUILD BETTER

For over 40 years, Terraco has been developing innovative and class-leading sustainable solutions for the construction industry. We believe in working closely with customers to accomplish projects together. We are committed to helping customers build better structures and better buildings.

TERRACO GROUP

ESTABLISHED IN **1980** PRESENCE IN **75** COUNTRIES **20** FACTORIES



www.terraco.com

**Terraco.
Build Better.**

TETRA PAK

Pioneering sustainability in the region's packaging industry

Tetra Pak has been making significant strides in supporting the sustainability agenda in Arabia Area. With a focus on reducing environmental impact and fostering a circular economy, the company has embarked on several noteworthy initiatives in partnership with local organisations. These efforts come aligned with Go Carton Go Nature, Tetra Pak's journey to developing the most sustainable food package ever, manufactured solely with renewable and recycled materials, fully recyclable, and carbon-neutral. One such collaboration is the strategic partnership between Tetra Pak, Obeikan Paper Industries (OPI) and Saudi Top Plastics Factory (STP), in Saudi Arabia.

Through this partnership, a new recycling value chain has been created, enhancing the recycling infrastructure for used beverage cartons. This joint effort comes in line with Saudi Arabia's Vision 2030 and its ambitions of diverting waste from landfill and promoting a circular economy, conserving



valuable resources. In the UAE, Tetra Pak has taken a major step towards establishing a sustainable packaging ecosystem through a Memorandum of Understanding (MOU) with United Paper Mills (UPM).

This partnership focuses on developing the collection and re-



Niels Hougaard, Managing Director at Tetra Pak Arabia & Tetra Pak Export

cycling of used beverage cartons in the UAE. Through the MoU, Tetra Pak and UPM aim to invest in the establishment of a local recycling solution for Tetra Pak cartons, engage with collection and sorting entities and raise awareness about the importance of recycling, encouraging consumers to participate active-

ly. Tetra Pak's sustainability efforts go beyond recycling initiatives.

The company is committed to reducing its carbon footprint and promoting renewable energy sources. It has made substantial investments in energy efficient technologies and renewable energy projects. By optimising manufacturing processes and utilising renewable energy, Tetra Pak aims to minimise greenhouse gas emissions associated with its operations.

The company's sustainability efforts in Arabia Area demonstrate its commitment to environmental stewardship and to the establishment of a circular economy. Through partnerships with organisations like STP, OPI, and UPM, Tetra Pak has been able to enhance recycling infrastructure and promote responsible waste management. By investing in renewable energy and responsible sourcing, the world's leading food processing and packaging company sets a strong example for other entities in the region, inspiring them to prioritise sustainability and contribute to a greener future. ■

TERRACO GROUP

Advertorial

SHAPING THE FUTURE OF A SUSTAINABLE AND RESILIENT CONSTRUCTION INDUSTRY

For over 40 years, the Terraco Group has been a pioneering force in the construction industry, developing innovative, class-leading solutions. With a strong belief in collaboration and customer-centricity, Terraco works closely with its customers to achieve success. Committed to helping customers build better structures and buildings, Terraco's core values of innovation, excellence, and life shape its thought process.

Established in 1980, Terraco has emerged as a global leader in the formulation and production of environmentally-friendly finishing materials, with products present in over 75 countries. Sustainability lies at the heart of Terraco's operations, evident in its commitment to producing water-based, low or ultra-low VOC products that comply with international standards. By prioritizing sustainability, Terraco ensures its solutions contribute to a greener, more sustainable future for the construction industry.

Terraco has significantly strengthened its presence in the Middle East over the years. The region's booming construction industry and focus on sustainable initiatives make it a natural fit for Terraco's innovative solutions. Terraco has a Regional Technical Centre in the UAE, acting as a knowledge hub for research, development, and technical expertise. This



Eric Widstrom, CEO, Terraco

center enables Terraco to closely collaborate with local stakeholders to tailor its solutions to the unique requirements of the Middle East.

Terraco's commitment to the Middle East extends beyond knowledge-sharing. The company operates advanced manufacturing facilities in the UAE, Egypt, Jordan, and Algeria, strategically positioned to meet the growing demands of the region's construction sector. These facilities adhere to rigorous quality control measures, ensuring the production of high-performance, environmentally friendly materials.

Terraco actively supports the sustainable initiatives undertaken by

countries in the Middle East, contributing to their sustainability goals. By offering innovative solutions, Terraco empowers construction professionals to achieve their sustainability objectives without compromising on quality or performance.

Terraco's unwavering commitment to innovation, excellence, and life has positioned the company as an industry leader in several segments. With a clear purpose of helping customers build better, Terraco continues to strive for solutions that are both innovative and sustainable. By leveraging its expertise and global presence, Terraco is paving the way for a more sustainable and resilient construction industry.



On the momentous occasion of King Carl XVI Gustaf's Golden Jubilee, we extend our heartfelt congratulations and warmest wishes. As His Majesty celebrates 50 remarkable years as the

monarch of Sweden, may this milestone be filled with joy, pride, and reflections on a reign marked by grace and dedication. We also acknowledge the commemoration of the 500th anniversary of Gustav Vasa's election, a landmark on which to celebrate the enduring legacy of an independent Sweden. Long live the King and may this Jubilee Year bring continued prosperity and happiness to the Kingdom of Sweden.

Discover a new perspective on your business with Várri Consultancy

Thriving amid transformation: navigating the Middle East in uncertain times

The rapidly evolving Middle Eastern region is ripe with opportunities. Recent administrative, social, and legislative reforms and a continued strive for further economic diversification provide opportunities for existing and new businesses.

However, the region is not immune to the global uncertainty that has become a part of the new normal, including U.S. and European bank failures, inflation, and geopolitical and climate-related risks. Organisations need a fresh perspective to navigate this context of permanent uncertainty.

Transforming perspectives: shaping risk management for the future

After a decade in the UAE banking sector, Johnny Kollin identified a need for specialised governance and risk management expertise. In 2020, he founded Várri Consultancy, a UAE-based boutique firm offering strategy, risk, and governance advisory services.

"Business executives have realised returns are only one part of the investment equation. Risk is the other," says Kollin. "We help organisations make informed decisions and improve their risk profiles by revealing and reducing risk, thereby improving their risk-adjusted returns on capital."



"Business executives have realised returns are only one part of the investment equation. Risk is the other."

JOHNNY KOLLIN
Founder of Várri Consultancy

Earning acclaim: clients validate the expertise of Várri Consultancy

Client feedback has earned Várri Consultancy top rankings on the review platform Clutch. Kollin says: "We provide new perspectives and a comprehensive view of our clients' risks. The feedback testifies to the value our clients place on our perspective."

Karim Dakki, the CEO of health-care technology platform KLAIM, affirms: "The advisory services provided by Várri Consultancy have positively impacted our business. They're experts in their field."

Discover how risk management can elevate your organisation at varri.com.



Explore the magic of Sweden

As the Scandinavian nation celebrates 500 years in 2023, there's no better time to visit Sweden than now. Here are some of its best tourist attractions for a memorable trip

STOCKHOLM, WHERE CREATIVITY THRIVES

Stockholm is an open city for different perspectives and new ideas. Offering exciting flavours and unique experiences, Stockholm is a modern hub for tech, fashion, music, film, design, gaming, and food. It is a vibrant destination where innovations in music, design, fashion and technology are born.

STOCKHOLM ARCHIPELAGO

The archipelago consists of nearly 30,000 islands and parts of it are easily accessible through public transport. Everyone can roam freely and explore Swedish nature on their own, thanks to the Swedish law *Allemansrätten*, meaning the freedom to roam. Sweden's right of public access gives everyone the right to enjoy the outdoors. *Allemansrätten*, however, comes with both rights and responsibilities.

THE CITY HALL

The City Hall is an essential landmark with many functions. It's an integral part of Stockholm's skyline, a tourist attraction, and a place of love where countless Stockholmers have tied the knot with their significant other. Primarily it's a political office building; though, this is the place where the Stockholm City Council convenes every third Monday. The City Executive Office, the city's central management, has offices there and about 300 people call the City Hall their place of work. The City Hall is also used for events and entertainment; most notably, the annual Nobel banquet in the grandiose *Blå Hallen*, literally meaning 'the blue hall'.



THE NOBEL CONNECTION

The Nobel Prize is widely considered the world's most prestigious award, honouring men and women from around the world for outstanding achievements in physics, chemistry, physiology or medicine, literature and for work in peace. It has been given to people and organisations for the greatest benefit to mankind annually since 1901 in Stockholm, Sweden. On December 10, the Nobel Prizes are awarded in the Stockholm Concert Hall. The ceremony is followed by the Nobel Banquet at City Hall. In 1968, Sveriges Riksbank (Sweden's central bank) established the prize in Economic Sciences in memory of Alfred Nobel, founder of the Nobel prize.



GOTHENBURG – SWEDEN'S SECOND LARGEST CITY

Friendly and laid-back, Gothenburg has the hip up-and-coming neighbourhoods, Michelin-starred restaurants and vibrant cultural mix you'd expect in a much bigger city. If you're looking for things to do in Gothenburg, you'll be spoiled for choice.

Situated on Sweden's scenic west coast, Gothenburg exudes an open, entrepreneurial spirit with a sustainability ethos that runs through the city's sights and attractions. Founded in 1621 by King Gustav II Adolf, Sweden's second city soon established itself as a commercial fishing and shipbuilding hub, and later as a leader in transport innovation. Gothenburg is the birthplace of Volvo Cars and home to the Volvo Museum where you can explore a unique collection of heritage vehicles.

The city continues to be fiercely proud of its fishing heritage and there's no better place to enjoy high-quality, locally sourced seafood than in one of Gothenburg's many fish restaurants.

Visit Gothenburg in the summer of 2023 and you'll catch Gothenburg City's 400th anniversary celebrations from June through August. No matter when you visit, you'll find plenty of things to do in Gothenburg, whether you're here on a city break or about to embark on your West Coast adventure.



THE NOBEL MUSEUM

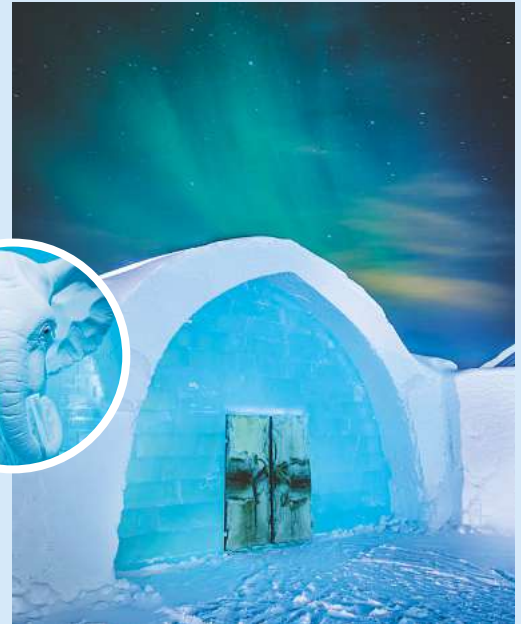
The Nobel Museum is devoted to spreading information about the Nobel Prize, Nobel laureates from 1901 to the present, and the life of Alfred Nobel (1833-1896). The museum opened in 2001 and is situated in a beautiful 18th-century building in the square Stortorget in Stockholm's Old Town.

More than 900 laureates have been awarded the Nobel Prize. Each laureate is presented in a random order with a portrait and prize citation along a unique cableway in the ceiling.

NORTHERN LIGHTS AT THE ICEHOTEL

The Icehotel, 200 kilometres north of the Arctic Circle in Sweden, offers a unique hotel experience. It is constructed entirely from ice and contains hotel rooms, a bar and art exhibitions. The world's first ice hotel was completed in 1989 in Jukkasjärvi north of the Arctic Circle in Sweden. Quite often, guests who go outside will catch the natural phenomena of northern lights.

Guests are able to take part of the experience year-round, as parts of the hotel stay open, cooled with solar power from the midnight sun.



ALFA LAVAL

ADVERTISER'S CONTENT

“We exist to accelerate the success for our customers, people, and planet”

In conversation with **Sergio Hicke**, Cluster President, India, Middle East & Africa, Alfa Laval

Can you give an overview of Alfa Laval?

Alfa Laval is a global company that develops products for industrial processes to reduce energy use, protect the environment, and improve the safety of food and pharmaceutical production. The company was founded in 1883 and is recognised as one of the world's most innovative companies. Alfa Laval products are used in a variety of industries including chemicals, starch, paper, metals, sugar, ethanol, engineering, mining, refinery, and waste water treatment.



Alfa Laval's key areas of expertise are heat transfer, separation, and fluid handling. With over 4,000 patents, Alfa Laval focuses on innovation and product development and invests heavily in R&D activities, launching 30-40 new products every year in more than 100 countries.

Alfa Laval has been providing customers with sustainable solutions that enable them to reuse and protect natural resources, such as energy and water, in their industrial processes for over a century.

Please tell us about Alfa Laval's operations in the Middle East. What industries does Alfa Laval mainly cater to within the region, and what have been its major projects?

Alfa Laval has been present in the Middle East since the 1950s and established its regional headquarters in Dubai in 1994. The company caters to 25 countries in the region,



supplying Alfa Laval's full product portfolio and aftersales support across its key sectors. The company has a broad network of more than 45 partners in the region, who help work even closer with its customers. Alfa Laval's energy-efficient heat exchangers are installed in major process plants and iconic infrastructures in the region. In fact, Alfa Laval will deliver compact heat exchangers to the world's largest green hydrogen plant, which is to be constructed in the

Middle East. When completed, the facility is expected to produce 650 tons of hydrogen per day, while being powered by renewable energy. Some of the company's major projects in the maritime industry include the installation of equipment for reducing sulphur oxides emissions and advanced ballast water treatment systems to meet environmental legislation. Alfa Laval works closely with pharma and food and beverage manufacturers to make production safer.

What are Alfa Laval's key areas of expertise, and what would you say lies behind the company's global success?



PULSE

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No batteries or external power supply



ASSA ABLOY

Wireless and battery-free electronic locking

Energy-harvesting electronic access control with PULSE

- **Flexibility** - Keys are programmed with individual access rights
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- **Software management** - access managed using Incedo Cloud software
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and more open world