

CONFERENCE PROGRAM

WOMEN ~

Swedish-American
Executive Women's
Conference 2008

LEADERS IN THE 21ST CENTURY

NOVEMBER 6, 2008

NEW YORK



Women Leaders, it is my pleasure to welcome you to the Seventh Annual Swedish-American Executive Women's Conference. In 2003, we launched this annual forum in order to bring together women who have reached the senior executive level in their fields. Five years later, I am proud that our Conference, which takes place in Stockholm and New York during alternate years, has grown in significance and participation on both sides of the Atlantic. Even during a moment of profound economic uncertainty, I am pleased to report that again we have a wide number of delegates in attendance at this year's Conference, where over 60 guests have come all the way from Sweden.

Our ongoing goal is to create, support, and encourage valuable long-term business relationships that are essential to the success of young women embarking on their careers. At the same time, we hope the forum provides an opportunity for seasoned executives to expand their opportunities, and help each other understand how to overcome impediments that can stand in the path of a woman's success at the top echelons of the corporate world.

During our panel discussion entitled "Women & Power – The Leader who Connects and Commits," we will hear from powerful women who have established their names in spheres previously dominated by men. Six impressive entrepreneurs will also discuss how to take an idea from the brain to the bank during our afternoon panel discussion. Perhaps most timely for the economic situation today, we will wrap up the afternoon with top business leaders weighing in on how to take charge in a crisis and keep your company on track.

The accomplishments of these women are impressive, to say the least. Individually, our panelists represent some of the leading authorities in their fields. Together, they make up a strong network that we hope you will rely on throughout your careers. It is an enormous opportunity for all of us to spend the day together sharing our professional experiences in a conductive and supportive atmosphere.

The Chamber is also pleased to announce its Third Annual Mentor of the Year Award. Each year, we single out a man who has provided support and encouragement to women in business and entrepreneurship. This year we are pleased to present the award to Dr. Percy Barnevik, Chairman of Hand in Hand International.

Again, it is with great pleasure that we welcome our guests from Sweden and from the U.S. We are particularly grateful to our generous sponsors, Accenture, IBM, PricewaterhouseCoopers, SAS, and Svenska Handelsbanken, for making it possible for us to host such a special event. We hope that you find the Conference enlightening and enjoyable, and we look forward to spending the day with all of you.

Sincerely,

Renée Lundholm
President

The Swedish-American Executive Women's Conference

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For 102 years, the Swedish-American Chamber of Commerce in New York has served as an indispensable resource for fostering business relationships and identifying new areas of opportunity for the Swedish-American business community. The Annual Swedish-American Executive Women's Conference, a 5-year-old initiative, provides a unique forum that further enhances free trade between Sweden and the U.S.

The Conference brings together leading women executives from diverse business backgrounds in order to:

- Support and mentor the next generation of women business leaders as they pursue senior leadership positions
- Expand opportunities at the senior corporate level for Swedish and American business women
- Discuss and dissect the unique challenges that women face in achieving top corporate positions
- Strengthen the management and leadership capabilities of women in business
- Provide an opportunity for Swedish and American business women to network and exchange professional ideas in a supportive environment

CONFERENCE PROGRAM

8.00 am	Registration & Coffee	12.45 pm	Networking Luncheon Presentation of the Third Annual Mentor of the Year Award
8.30 am	Welcoming Remarks Renée Lundholm, President The Swedish-American Chamber of Commerce in New York		Special Presentation Charlotte Brandin , Executive Director, World Childhood Foundation USA
	Conference Introduction Joanna Heimbold , Master of Ceremonies	Session 3	KEEPING YOUR COMPANY ON TRACK – Taking Charge in a Crisis
Session 1	WOMEN & POWER – The Leader who Connects and Commits		Panelists: Pia Gideon , Partner, Wikman Gideon & Partner Asuncion C. Hostin , Managing Director, Kroll, Inc. Sarah McPhee , EVP, Storebrand ASA & Managing Director, SPP AB Christine Rankin-Johansson Partner, PricewaterhouseCoopers Sweden Cathinka Wahlström , Managing Partner, Accenture Harriet Wallberg-Henriksson President, Karolinska Institutet
	Panelists: Hélène Biström , Vice Head, Vattenfall Nordic Elizabeth Heider , Senior VP, Skanska USA Building Anita Karlsson-Dion , VP, Finance & Operations, IBM Sanna Lindberg , Country Manager, H&M Pernille Spiers-Lopez , President, IKEA North America		Moderator: Helena Stålnert , EVP Communications, SSAB
	Moderator: Unni Jerndal Head of Human Resources & Information, Aktualitet TV4		Special Presentation Barbara Annis , Founder, Barbara Annis & Associates, Inc.
	Coffee Break	4.00 pm	Concluding Remarks Beatrice Engström-Bondy , Senior Advisor, Investor AB
	Special Presentation Ewa Björling , Swedish Minister for Trade	5.00-7.00 pm	Cocktail Reception Residence of the Consul General of Sweden Ambassador Ulf Hjertonsson
Session 2	TAKING THE IDEA FROM BRAIN TO BANK – How to Stay Focused as an Entrepreneur	<hr/>	
	Panelists: Martina Arfwidson , Co-Founder, FACE Stockholm Signhild Arnegård Hansen , Chairman Confederation of Swedish Enterprise Kristina Lindhe , Founder & CEO, The Lexington Company Margareta Leijonhufvud , Former Chief of Taxes, Nordea Nina McLemore , Founder & CEO, Nina McLemore, Inc. Susanna Norelid , Partner, Lawfirm NorelidHolm KB	November 5	PRE-CONFERENCE WORKSHOP
	Moderator: Susan J. Kohlman , Partner, Jenner & Block LLP	3.00-5.00 pm	Featuring Dr. Dagmar O'Connor HOW TO BALANCE IT ALL – Relationships at Work and Home New York Athletic Club, 180 Central Park South



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Master of Ceremonies



Joanna Heimbold is Founder of Third Eye Design, a Greenwich, CT-based firm providing interior and product design services, as well as creative content for the performing arts and childhood education.

In the children's sector, Ms. Heimbold has designed children's products manufactured in Finland, China, Sweden, and England for the high-end designer David Netto. Ms. Heimbold was the interior stylist for the children's book "Baby's Room," published by Chronicle Books.

Ms. Heimbold is best-known for her acting and creative role with the dance/theater group Instant Girl, which won high acclaim. In her television and motion picture roles she has appeared on The Jon Stewart Show, MTV, PBS City Arts, and The Tracey Ullman Show. She has also been seen with Scarlett Johansson in 'The Nanny Diaries' a 2007 Miramax film. Ms. Heimbold received her master's degree in Early Childhood Education from Sara Lawrence College and lives in Connecticut with her two sons.

Speakers & Moderators



Barbara Annis is Founder of Barbara Annis & Associates. The company has over the last years facilitated over 3,000 corporate workshops and coaching sessions on Gender Intelligent Leadership to Fortune 500 Corporations. Ms. Annis is a recognized expert in Inclusive Leadership and Gender Initiatives.

Ms. Annis is the Chair-elect of the Women's Leadership Board at Harvard's Kennedy School of Government. Her studies have included work with exceptional thinkers such as neuroscientist Ruben Gur at the University of Pennsylvania, psychologist Virginia Satir, and Dr. Willis Harman, Founder of the Noetic Sciences Foundation and The World Business Academy.

Prior to establishing Barbara Annis & Associates, Ms. Annis was the first female sales manager of the Sony Corporation, where she received 14 Outstanding Achievement Awards. She is also a recognized author – her first book, "Same Words, Different Language," uncovers tools for creating powerful win-win relationships between the genders. Her new book, "Leadership and the Sexes" reveals the latest brain-based research on gender differences in leadership.



Signhild Arnegård Hansen is President of the Confederation of Swedish Enterprise. Prior to gaining this position in 2007, Ms. Arnegård Hansen was Vice President as well as Chairman of the SME-Committee within the Confederation of Swedish Enterprise. She is also Chairman of the Board and owner of Svenska LantChips AB, Utah Chips Corporation, Les Artisans du Goût Sprl, and a number of SMEs in different countries.

Ms. Arnegård Hansen has at present a number of professional and representative functions in Sweden, e.g. Chairman of Young Enterprise Sweden as well as Member of the Boards of the King Carl XVI Foundation for Young Leadership, the Stockholm School of Economics, Executive Education, the Entrepreneurship and Small Business Research Institute, and the Research Institute of Industrial Economics of Sweden. In 2007, she was awarded the prize "Ruter Dam of the Year." Ms. Arnegård Hansen is married to Mr. Michael Hansen, and they have six children.



Martina Arfwidson is Co-Founder of FACE Stockholm. By the age of fifteen, Ms. Arfwidson was hosting a national TV series in Sweden, and after completing school she went directly to New York to study performing arts. In the fall of 1989, she joined her mother in opening the first FACE Stockholm shop in New York.

Together with her mother, Ms. Arfwidson has been the proud recipient of many awards including Female Economist of the Year, Entrepreneur of the Year from the Independent Cosmetic Manufacturers American Division, and the prestigious Ruter Dam 2005 Business Women Inspiration Award. With an e-commerce website and stores in the U.S., Sweden, Norway, Dubai, and New Zealand, the brand has expanded to include an eyewear collection, amenities line, and even a magazine.

As the company spokesperson, Ms. Arfwidson's goal is to train and inspire not only the FACE Stockholm makeup artists, but also women throughout the world, to always value the greater intentions of business. Ms. Arfwidson lives with her husband David Weiss and son Theodore in Germantown, NY.



H el ene Bistr om is Vice Head of Vattenfall Nordic. After some years in power industry, working in Sweden, USA, and Finland, she took her M.Sc. in Mechanical Engineering at Royal Institute of Technology in Stockholm in 1993. She held various positions at Vattenfall AB until 2004, when she was appointed first female manager of one of Vattenfall's business units, Nordic Heat.

In her current position, she is responsible for internal efficiency in all operations. Vattenfall Nordic has 9,500 employees and a turnover of 48 billion SEK. Ms. Bistr om was nominated Sweden's most powerful business woman 2008 by one of the leading Swedish business magazines, *Veckans Aff arer*. Today, she is living in the vicinity of Stockholm with her husband and three children. Her priorities besides work and family is mainly to spend time outside, biking, skiing, or hiking.



Ewa Bj rling is the Swedish Minister for Trade. She has a Ph.D. in Medicine from Karolinska Institutet, where she holds the title of Associate Professor. Ewa Bj rling has several Board Member and Deputy Board Member assignments in a variety of associations, crossing many fields such as domestic politics, foreign affairs, development and aid, gene technology, HIV prevention, and education.

Ewa Bj rling was also Member of the Advisory Board for Global Philanthropy Hudson Institute 2005-2007 and Member of the Board for Sida (Swedish International Development Authority) 2003-2007, until she achieved her political appointment as Swedish Minister for Trade.



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Charlotte Brandin is Executive Director of the World Childhood Foundation USA. Ms. Brandin has led the operations at Childhood USA since 2002, principally responsible for administration, fundraising and operations, including project management and development. The U.S. foundation currently supports 14 projects in the country. Childhood was founded in 1999 by H.M. Queen Silvia of Sweden together with 14 co-founding corporations, family foundations, and individuals. Today, Childhood supports over 120 programs in 14 countries, with funding and expertise to help children at risk for sexual abuse and exploitation.

Ms. Brandin pursued undergraduate and graduate studies at Lund University, focusing on women and sports, as well as HIV/Aids research and policy. She held research positions at Lund University and moved to the U.S. in 1989. She has a background in PR, editing, and translation, and has co-founded the National Welfare Made a Difference Campaign. Ms. Brandin has degrees in Sociology from Lund University and UC Berkeley. She is a Board Member of World of Hope International, USA/Ghana/ Sweden. Ms. Brandin lives in NJ with her two daughters.



Beatrice Engström-Bondy is Senior Advisor to Jacob Wallenberg, Chairman of the Board of Investor AB. Prior to her work at Investor AB, Ms. Engström-Bondy was Managing Partner at Kreab London, where she worked 2000-2005. 1995-2000, she was Head of Information at Enskilda and Advisor to the Chairman of the Board at SEB in Stockholm.

Ms. Engström-Bondy started her career in the 1980s working for UBS in Zurich. She is now Member of the Board of the Swedish Chamber of Commerce for the UK and the British-Swedish Chamber of Commerce in Stockholm. She is a founding Trustee of MyBnk, a UK charity. She wrote a book on Swiss banking in 1991 and was Chairman of the International School of Stockholm in 1994-1995.

Ms. Engström-Bondy was educated in Paris, Zurich, London, and Cologne. She received a Ph.D. from the University of Cologne, Germany, one M.Sc. from the London School of Economics in political science, and a second M.Sc. from the University of Zurich, in economics.



Pia Gideon is a consultant and partner of Wikman Gideon & Partner in Stockholm. She has experience from international marketing and communication. She worked for Ericsson 1998-2008, where she was responsible for their communication during a critical period.

Ms. Gideon has been involved in crisis management and change management on a global scale. She has held the titles of Vice President of Global Corporate Marketing and External Communications as well as Vice President of Global External Communication at Ericsson. She served as Vice President of Marketing and Communications at Ericsson North America 2005 to 2007. Besides her proven track record in North America and in global management, Ms. Gideon began her career in banking as a financial analyst and then spent 10 years as a financial journalist, where she was a business reporter and editor of her own column.

Ms. Gideon received her post-graduate degree in Economics from the Stockholm School of Economics and Executive Training from Columbia University and Wharton University. She has served on the Boards of Cision and Semcom, and has also been Board Member of SACC New York.



Elizabeth Heider is Senior Vice President of Skanska USA Building. Her 29 years of professional experience include all phases of design and construction from master planning through project closeout as architect, construction manager, cost manager, and value engineering facilitator. She has completed value analysis studies of more than 100 projects and specialty studies covering a range of Federal policy issues including workplace productivity, security, and the cost of LEED. Ms. Heider has presented papers on cost, value, eco-efficient building, and program management at some 40 international conferences and events including five with SACC New York.

Ms. Heider has founded and chairs Skanska USA Building's Green Council which marshals all of Skanska's sustainable preconstruction and construction capabilities nationwide. She remains involved at the project level recently facilitating value management work at the United Nations.

Ms. Heider serves on the U.S. Green Building Council's Board of Directors and is Vice President of the Board of Directors of the Construction Sciences Research Foundation. She graduated with a B.S. in Architecture from the University of Virginia and their Architectural Graduate Program in Venice, Italy.



Asuncion C. Hostin is Managing Director of Kroll's Business Intelligence and Investigations division. A former Assistant U.S. Attorney for the District of Columbia, Ms. Hostin has noteworthy expertise in the investigation and prosecution of complex criminal matters. She also has experience in labor and employment, antitrust, civil and criminal securities enforcement, securities fraud, and internal and external investigations, and she is fluent in Spanish.

Prior to becoming an Assistant U.S. Attorney, Ms. Hostin was a staff attorney for the Antitrust Division of the Department of Justice where she investigated and litigated anticompetitive mergers and acquisitions. She served as counsel to a large New York law firm where she handled white-collar crime and labor and employment law matters, and was also of counsel at a securities litigation boutique. She has lectured extensively on labor and employment and white-collar crime issues, and instructed on evidence at Pace School of Law. Ms. Hostin is also the legal contributor for CNN's flagship morning show "American Morning."



Unni Jerndal works as Head of Human Resources and Information, Department of Current Affairs at TV4, the largest commercial television channel in Sweden.

Ms. Jerndal has been with TV4 since 1996, holding several leading positions such as business news editor, news anchor, and host of specialty shows on economic issues. During the first half of the 1990s, she covered financial and political issues at Aktuellt, the evening news of the national public broadcasting company, Swedish Television.

Ms. Jerndal has also served as a Member of the Board of the National Organization of Swedish Authors and Journalists (Publicistklubben). She has a degree in journalism from the School of Journalism in Gothenburg, Sweden, and has studied TV production at the University of Texas in Austin.

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Anita Karlsson-Dion is Vice President, Finance and Operations, Integrated Managed Business Process Delivery at IBM. IMBPD is the delivery organization for the Business Process Services unit and leveraging strategic Delivery centers globally, including Philippines, India, Argentina, Hungary and Poland. Before this position she was the STG Manufacturing Controller at IBM. Responsibilities there included cost accounting, planning, and inventory management at all Systems IBM manufacturing locations world wide.

Ms. Karlsson-Dion has held executive positions in the Software Group division and in corporate headquarters. She joined IBM in Stockholm in 1988 after graduating from Stockholm School of Economics. Before she moved to the U.S. in 1999, she held management positions at the European Headquarters in Paris, France. Ms Karlsson-Dion was a member of the Swedish Sport Shooting National Team for 12 years, and finishing 8th at the Olympic Games in Seoul, Korea in 1988. During four years, she was also the Treasurer and Board Member of the Swedish Sport Shooting Federation. Ms. Karlsson-Dion lives in LaGrangeville, NY with her husband and two children.



Susan J. Kohlmann is Partner at Jenner & Block LLP. She specializes in intellectual property litigation and arbitration, involving copyrights, trademarks, patents, domain names, cybersquatting, reverse domain name hijacking, and metatags. She recently won a copyright victory for the heirs of novelist John Steinbeck's widow. In a much-anticipated decision, the U.S. Court of Appeals for the Second Circuit held that the rights to many of the author's best-known early works, including *Of Mice and Men*, *The Grapes of Wrath*, and *Tortilla Flat*, should remain with the heirs of Elaine Steinbeck and the novelist's publisher, the Penguin Group.

Ms. Kohlmann advises clients on a variety of property and e-commerce matters, such as content licensing, joint venture and co-branding agreements, and Internet issues. She enjoys counseling clients on the development of their trademark portfolios and prosecuting trademark applications.

Ms. Kohlmann received a B.A. from Yale University in 1979. She received her J.D. from Columbia in 1982, where she was the Casenote and Comment Editor of the *Columbia Journal of Transnational Law*, and where she also received the Jane Marks Murphy Prize. She is admitted to practice in the State of New York.



Margareta Leijonhufvud, was until July 2007 the Group Chief Tax Officer/Senior Vice President at Nordea Bank AB. She was responsible for group taxation issues, regardless of domicile. Nordea Bank AB is the parent company in the Nordea Group. Nordea is the largest Nordic banking corporation, having banking subsidiaries in Finland, Norway, Denmark, Poland, and branches in the Baltic region.

Ms. Leijonhufvud has for the past 36 years worked as a tax lawyer starting at the National Tax Board after obtaining her university degree. She worked there for 14 years before advancing to Head of Tax Department for the last six years. In 1983, she joined the former PK-Banken, which through acquisitions and mergers today consists of the Nordea Banking Group. Since 1986 Ms. Leijonhufvud has held the position as Head of Tax Department.

Ms. Leijonhufvud, a native of Finland, graduated with a Master of Laws from the Stockholm Law University in 1971 and has an almost completed master's degree in business and economics from the Stockholm University in 1982.



Sanna Lindberg serves as President of U.S. operations of H&M, Hennes & Mauritz. She joined H&M in 1987 as a part-time sales associate and has held an impressive variety of head office and country-level management roles during her 18-year career at the company.

As an experienced and versatile international employee, Ms. Lindberg has held management positions in Germany, England, and France. In the fall of 2002, Ms. Lindberg moved to New York City where she became the head of U.S. operations. It is in this role that she currently works to cultivate a core team of experts who can continue

to expand the H&M brand within the U.S. Since her arrival, H&M has grown from 40 stores on the East Coast to 170 stores, with presence in the Midwest and on the West Coast.

A native of Jönköping, Sweden, Ms. Lindberg studied sports education and managed a youth sports league with the notion that she would use her skills in sports to eventually work with special needs children. Ms. Lindberg's tenure with H&M, as well as her travels, has made her fluent in five languages: Swedish, English, German, French, and Danish. She currently resides outside of New York City in suburban Connecticut.





Kristina Lindhe is Founder, Partner, CEO, and Creative Director of The Lexington Company. Lexington is an international trademark, founded in 1997 and represented in 17 markets in Europe, among others in Sweden, Norway, UK, Germany, and Spain, and outside Europe in South Africa, Australia, and New Zealand. Lexington is among others represented at Harrods in London and El Corte Ingles in Spain.

Lexington offers design and quality minded consumers a complete range of bed and bath products and other textile products in classic New England inspired design and unique quality. During 2008, a new fashion line, Lexington Clothing, has been launched in Sweden, Norway, and Finland. Ms. Lindhe has a teaching degree from the Stockholm Institute of Education at Stockholm University. The career as teacher became quite short, as she is a true entrepreneur. Ms. Lindhe lives in Stockholm with her husband, who also works in the company, and their three children.



Nina McLemore is Founder and CEO of Nina McLemore, Inc. She is an executive with a keen fashion sense, a wealth of business experience, and the determination to become a leader in her market segment. A critical part of the company's strategy is to provide an opportunity for other women to build their businesses as a sales representative for the Nina McLemore collection.

Ms. McLemore has worked in the fashion industry and in private equity for over 30 years, before starting her own business. She founded Liz Claiborne Accessories in 1980. She also founded Regent Capital, a private equity firm, and was previously VP GMM for May Department Stores International. Ms. McLemore is a founding member of the Committee of 200 and Women Corporate Directors. She is a member of the International Women's Forum, World President's Organization, Women's President's Organization, and the Financial Women's Association.

She earned her MBA from the Columbia University Graduate School of Business and has been featured in Business Week, Fortune Small Business, Crain's New York, and numerous other newspapers, magazines, and television shows. She received the Fashion Accessories Industry Lifetime Achievement Award, the Highest Leaf Award, and the Office Depot Entrepreneurial Visionary Award. She is member of the Board of Santa Monica Amusements and the Girl Scout Council of Greater New York. Ms. McLemore divides her time between New York and Washington, DC, where she lives with her husband Don Baker, an attorney.



Sarah McPhee is Executive Vice President of Storebrand ASA and Managing Director of SPP AB. SPP is Storebrand's Swedish life insurance operation, with 600 employees and approximately 14 billion USD in assets under management. Storebrand is a listed insurance company on the Norwegian stock exchange, with 38 billion USD in assets under management and 2,200 employees, including SPP.

Ms. McPhee worked previously as CIO of AMF Pension, with 42 billion USD assets under management. Previous to AMF, Ms. McPhee was responsible for Risk Management and ALM at the Fourth Swedish AP Fund. She has served as Nordic credit manager for a GE Capital company and was also Chief Risk Officer for Svenska Handelsbanken. In the 1980s, she was a treasury consultant with PWC. Sarah McPhee has a B.A. from Wesleyan University, CT, an M.A. from Stanford University, and a B.Sc. from Stockholm School of Economics.



Susanna Norelid is Co-Founder of Advokatfirman NorelidHolm in Stockholm. Ms. Norelid was previously a partner with one of Sweden's largest law firms but decided in 2005 to set up a new law firm. The business idea is to provide top quality legal work and services to both national and international enterprises. This is to be done through excellent legal skills, knowledge, and understanding of the clients' businesses and a great portion of a personal engagement and care of both the clients and the employees of the firm.

Advokatfirman NorelidHolm practices Swedish and international corporate and commercial law. The firm is internationally top ranked in several areas of law. Ms. Norelid herself is specialised in corporate and commercial law, insurance law, and marketing law. She is also Managing Partner of the firm.

Ms. Norelid has a Swedish Master of Laws from University of Lund, Sweden, and a Master in International Business Law from University of London. She is a member of the Swedish and International Bar Associations, ICC Commission on Competition, ICC Commission on Marketing and Advertising, ICC Commission on Financial Services and Insurance, and The American Club of Sweden. Ms. Norelid was also part of the SACC New York Mentor Program serving as one of the mentors in 2007.



Dagmar O'Connor, Ph.D. is the Swedish-born psychologist who causes a sensation at the World Economic Forum in Davos by teaching world leaders about "Relationships." In May she was also a featured speaker at the World Economic Forum on the Middle East in Egypt with President George W. Bush and Envoy Tony Blair.

Dr. O'Connor was the first therapist trained by Masters and Johnson in New York City. She is also a lecturer in Psychiatry at Columbia University in New York City. Her book "How To Make Love to the Same Person for the Rest of Your Life and Still Love It" in 1985 became instant bestseller and was translated into 16 languages.

Dr. O'Connor's "Sex Therapy Vacation for Couples" held in the Caribbean and "Sexual Self-Esteem Workshops" are among the most sought after. She also has designed videos for home use on her workshops.



Christine Rankin-Johansson is Partner at PricewaterhouseCoopers Sweden (PWC). She joined PWC in 1988 and became an audit partner in 2001. Ms. Rankin-Johansson has throughout her career worked with the audits of large multinational companies, the last 10 years specialising in companies with relationships with the U.S., assisting in U.S. listing processes for Swedish companies and helping Swedish companies that have been acquired by U.S. companies to report in accordance with U.S. financial reporting standards.

Ms. Rankin-Johansson heads PWC's group in Sweden for U.S. Capital Markets and SEC reporting matters. At present, she is leading the audit of one listed company on the Large Cap List for Nasdaq OMX Nordic Stock Exchange.

Ms. Rankin-Johansson has a bachelor's degree in Business Administration from Stockholm School of Economics.



Pernille Spiers-Lopez is President of IKEA North America. Under her leadership, IKEA N.A. has grown from a small niche retailer with 15 stores to a nationally recognized major player with 35 stores.

A native of Denmark, Pernille Spiers-Lopez has lived in the U.S. for 24 years. Prior to joining IKEA, she worked with several smaller retail operations, and oversaw 24 Door Store furniture locations. Ms. Spiers-Lopez came to IKEA N.A. in 1990 as Marketplace Manager for the West Coast stores, and she later moved on to become store manager in Pittsburgh. Having held responsibilities from sales, to retail management, to human resources, she brought a wealth of

home furnishings experience to her role as President. Under her leadership, IKEA has been named Working Mother magazine's list of 100 Best Companies for 2003, 2004, and 2005 and FORTUNE'S 2004 and 2005 "100 Best Companies to Work For"® List.

Ms. Spiers-Lopez serves on the Boards of American Forests, Save the Children U.S., Harvard Women's Leadership Board of the John F Kennedy School of Government, and on the Board of SACC New York. Ms. Spiers-Lopez and her family live in a suburb of Philadelphia.



Helena Stålnert is the Director of Communications and Executive Vice President at the Swedish steel producer SSAB. Previously, she held the same position at the defense- and aircraft company Saab, where she served until June 2005.

Ms. Stålnert brings many years of media experience to SSAB, with experience in journalism in Sweden and abroad. She has been Editor-in-Chief of the leading Swedish news program Aktuellt, the anchor of the 9 o'clock news and has served as a foreign correspondent based in Brussels. Earlier Ms. Stålnert was also head of

the news department for the Swedish business weekly, Veckans Affärer, and a business correspondent for the Swedish daily Svenska Dagbladet.



Cathinka Wahlström is Managing Partner of Accenture's New York Office. She also leads one of the firm's largest client account teams – a global financial services firm.

Ms. Wahlström's work focuses on supporting mergers and acquisitions, business change and transformational programs, and technology initiatives. She has built deep client relationships among capital markets, stock exchanges, and banking clients. Ms. Wahlström is a member of Accenture's CEO Advisory Council, a group of 20 partners who provide counsel and advice to the CEO of Accenture. She also leads a number of asset and product

development work streams in areas such as Wholesale Banking, Finance and Performance Management, and Organizational Strategy & Change.

Ms. Wahlström leads various mentoring, diversity, and citizenship initiatives and is actively involved in recruiting activities. She serves as Member of the Board of SACC New York. She holds a B.A. in Economics and Journalism and an MBA from the University of California. Ms. Wahlström lives in Manhattan with her husband and two young children.



Professor Harriet Wallberg-Henriksson is President of Karolinska Institutet (KI). She has held the position since 2004 and is a member of KI's Nobel Assembly, which selects each year's winner of the Nobel Prize in Physiology or Medicine.

Professor Wallberg-Henriksson earned her medical and doctoral degrees at KI. In 1998, she was appointed Professor in Physiology and from 1999 to 2001 served as KI's Dean of Research. She has authored more than 130 scientific articles. She has served as the Secretary General of the Swedish Research Council's Scientific Council for Medicine. Since 2004, she has been a member of the

Tokyo-based International Science and Technology Forum and a member of the International Scientific Advisory Council to the government of Singapore.

Professor Wallberg-Henriksson has been appointed by the government to lead Swedish delegations to the UN and to represent Sweden on the boards of the European Science Foundation and the World Health Organization's Agency for Cancer Research.

Dr. Percy Barnevik **Recipient of the 2008 Mentor of the Year Award**



It is with utmost delight that The Swedish-American Chamber of Commerce in New York presents this year's Mentor Award to Dr. Percy Barnevik, Chairman of Hand in Hand, for his relentless efforts in promoting women entrepreneurship in India, Afghanistan, and South Africa.

The concept of Hand in Hand is to utilize microfinance and education to encourage women to start their own businesses. Thus far, over 300,000 women in the province of Tamil Nadu have received backing from Hand in Hand. It has generated more than 180,000 companies, which is the equivalent of 500 businesses being created daily.

"We are delighted to present the 2008 Mentor of the Year Award to our long-standing Board Member, Dr. Percy Barnevik, who has done a tremendous job promoting women entrepreneurs in developing countries," says Renée Lundholm, President of SACC New York.

In addition, Dr. Barnevik serves as Director of the Board of General Motors. Dr. Barnevik has previously enjoyed the positions of President and CEO of such companies as Sandvik, Skanska, Investor, ABB, AstraZeneca, and DuPont. As a result of Dr. Barnevik's vast experience, he is frequently approached by national governments to provide advice.

Each year, the Mentor of the Year Award is presented to a man who has encouraged and supported women in business throughout his career. Previous winners are Rune Borg, Rune Borg AB and Christian W. Jansson, Managing Director of KappAhl. The Award itself is an intriguing glass vase by famous Swedish artist, Peter Åström, who has designed this unique piece especially for this occasion.



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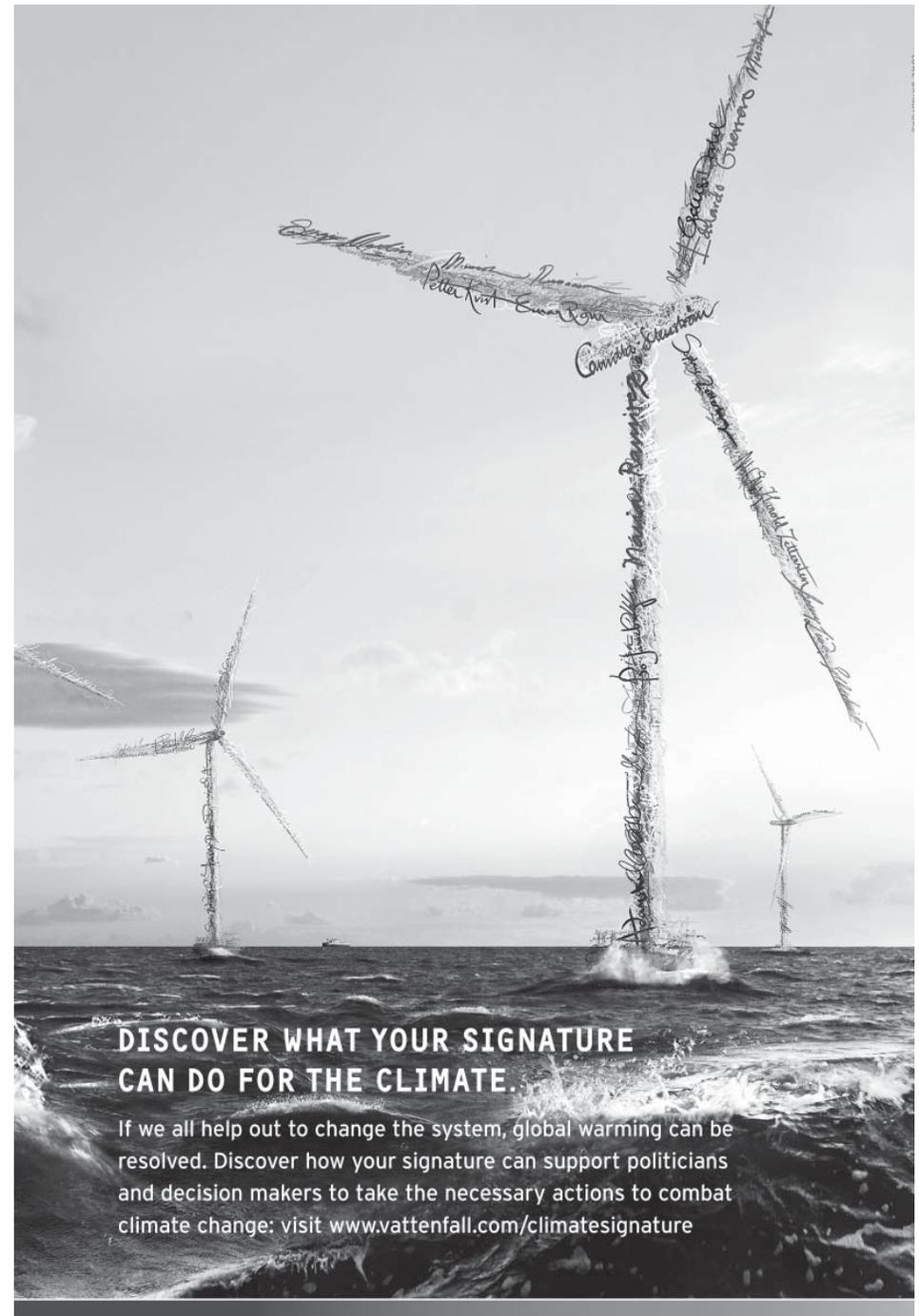
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Welcome to join the 2009 Mentor Program

In 2007, the Swedish-American Chamber of Commerce in New York embarked on a close relationship with Thunell, Odhnoff Sundström & Partners. The merging of our resources enabled us to launch a mentor program exclusively designed for women in business (age 28-38). As a result of the great demand, we will expand our program in New York City by opening it up to participants of both genders, while the program in Stockholm will retain its emphasis on business women.

Since the inception of the program in 2007, it has expanded from 38 to 53 participants. The mentors are carefully selected from SACC New York's extensive base of contacts, while the mentees are young business leaders who seek to further develop their leadership skills. The year-long program entails regular events featuring special seminars focusing on international leadership issues. The program also includes exercises that offer opportunities to share experiences, trade insights and advice. The personal meetings between the mentors and mentees constitute the very core of the program. Each designated mentor-mentee couple agrees on a schedule that is convenient for both parties with the aim of meeting every six weeks.

The Mentor Program has proven to be a success not merely among the mentees, but also among the mentors. The latter have expressed great satisfaction of being able to contribute and shape future business leaders, as well as getting enhanced perspectives on their own personal leadership.

If you aspire to develop your leadership skills as a mentee or if you are an experienced business leader who wishes to support a future leader – sign up for the 2009 Mentor Program today.

Participating companies in Stockholm 2008 included: *Advokatfirman Vinge, Axfood, Bonver Videodata, Consafe Logistics Consulting, Dialect, Electrolux, GE Real Estate, IBM, ICA, Image Group, Inditex Scandinavia, Investor AB, JP Morgan, Kreab Stockholm, Kubi LLC, Länsförsäkringar, LFV Group, Mannheimer Swartling Advokatbyrå, MAQS Law Firm Advokatbyrå, NASDAQ/OMX, Pfizer, Scania InfoMate, SEB, Swedish Export Credit Corporation, TV8, Volvo Personbilar Sverige AB, and Öhrlings PricewaterhouseCoopers.*

New York-based companies participating in 2008 included: *BearingPoint, Canon USA, Curtis, Mallet-Prevost, Colt & Mosle, LLP, Ericson Associates LLC, Fried Frank Law Firm, H&M, IBM, KF Production, Kreab/Strategy-XXI, Mannheimer Swartling Advokatbyrå LLP, Pfizer, Skanska, Svenska Handelsbanken, Time Inc., Volvo Cars of North America, and Women's World Banking.*

This is what some of our participants say about the Mentor Program...

Mentors:

"It is incredibly rewarding to feel that one is helpful to someone else in building their career. The process also reminds you of the things you have to continue doing yourself to explore your own career. The other mentors were fascinating and interesting and I valued getting to know them. Yvonne Thunell provided the glue that made it all work despite people's very busy schedules and other commitments. Her energy, drive, and unlimited number of tools made every meeting worthwhile. I think the mixed 'mentors/mentees' meetings as well as 'mentors only' and 'mentees only' meetings were instrumental in keeping the pace and energy throughout the year. I have been part of mentoring efforts in the past that lose steam after a few months. Instead, the design of this program made the sessions get increasingly meaningful as people got to know each other better. I also value the mentoring 'education' that we got and the discussions around effective mentoring."

Cathinka Wahlström, Managing Partner, Accenture

"I've been in many mentor programs and I've learnt every time. This program has been great. I've learnt more about myself and how to tackle a difficult situation. Never give up even if it looks hard. You can always contribute. The guidelines for the whole program were very good. It has helped me to focus different questions at the meetings with my mentee. The whole program has been very well organized and Yvonne Thunell has been very important to make the program successful."

Ingrid Persson, Former Executive Vice President, Swedebank

Mentees:

"I found this experience absolutely fantastic and inspiring in so many ways. I would recommend it to anyone interested in growing professionally as well as making new connections! It was incredibly helpful to be able to discuss my transition into a team leader! I valued meeting some excellent people both mentors and mentees that I will keep in touch with for a long time even after the end of the program. It meant great discussions about career choices – I got new ideas for future job opportunities."

Marie-Louise Adlercreutz, Conference Director, IQPC

"I had the chance to talk to someone objective who is more experienced than I am and who can share her life and work experience and apply them to my challenges. Also, to have a framework for setting goals, discussing them and following up on them has been very valuable for me. I got better clarity of where I am going in my career and in which directions I can go."

Tove Leonard, Management Analyst at Bearing Point

To sign up for the Mentor Program, or to receive more information, please use the backside of this sheet.

The Swedish-American Chamber of Commerce, Inc.
Mentor Program

Please mark your choice

YES, I am interested in finding out more about the Mentor program

YES, I am interested to participate in the Mentor program
 As a Mentee
 As a Mentor

I want to participate in Stockholm New York City

Name	Phone
Company	
Address	
E-mail	
Current job position	
The reason for my interest in the program	
Personal background	
Signature	

Please fill out this form and return it to Dragana Pajovic at dragana.pajovic@saccny.org or fax it to SACC New York at +1 212 755 7953, at the latest February 29, 2008.



About The Swedish-American Chamber of Commerce, Inc.

The Swedish-American Chamber of Commerce, Inc. is a private membership organization, founded in New York 1906.

As the first and leading Swedish-American Chamber, SACC New York has a mission to promote and increase trade and investments between the U.S. and Sweden by providing member companies and clients with a wide range of transatlantic business contacts, services, and information.

One of the most important features of the Chamber is the strength derived from its unique network of members. Industry leaders, business executives, lawyers, bankers, as well as an impressive number of entrepreneurs are actively engaged in the organization. The focus is to give members a promotional platform with high visibility and to provide expert consulting services.

For more than a century, the Chamber's meetings and events have served an important role in the Swedish-American business community. Each year, SACC New York hosts a number of exclusive conferences, informal seminars, speaker luncheons, week-long delegations, traditional Swedish events, and black-tie galas.

The SACC New York Business Services consultants manage everything from a company's most challenging and complex business decisions to the most basic inquiries. Services include advice when opening a new business, finding potential partners, or simply investigating foreign business practices.

For more information regarding SACC New York's different types of membership, how to become a member, or to view our calendar of upcoming events, please visit us at www.saccny.org.



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