



SACC-USA EXECUTIVE FORUM 2023

OUTLOOK AND INSIGHTS

*FROM SECURITY TO TECHNOLOGY WUNDER
BY THE FOREMOST THOUGHTLEADERS AND EXPERTS*

MAY 3

6:00–8:00 PM NETWORKING AND COCKTAIL RECEPTION

Welcome to an Executive Forum warm-up cocktail generously sponsored by [IOWN Renewable Energy](#) on the rooftop terraces of [Foley&Lardner](#) law offices on the Potomac River waterfront in Georgetown. The evening includes a sommelier-led wine-in-glass tasting generously sponsored by [Orrefors](#) and [Sjoebloom Winery](#); an opportunity to mingle with fellow executives, thought-leaders, and industry influencers while enjoying delectable food and drinks.

MAY 4

8:30 BREAKFAST AND REGISTRATION

9:00 INTRODUCTION AND WELCOMING REMARKS

Signhild Arnegård Hansen, Chairman, Swedish American Chambers of Commerce, Inc.
Karin Olofsdotter, Ambassador of Sweden to the United States

All segments include the opportunity for the audience to ask questions.

9:15 TRANSATLANTIC SECURITY OUTLOOK

As Sweden awaits final approval and ratifications to join NATO, President Joe Biden has welcomed them to join the alliance and told leaders that Sweden has “the full, total, complete backing of the United States of America.” With his words, Biden threw the weight of the bloc’s largest military power behind Sweden’s inclusion as Europe’s post-Cold War security landscape is being re-shaped. In this conversation, Sweden’s Ask and Amb. Taylor share reflections, as moderated by Bloomberg’s McBride.

William Taylor, Former U.S. Ambassador to Ukraine, USIP Vice President for Russia and Europe
Ingrid Ask, Deputy Chief of Mission, Embassy of Sweden

Courtney McBride, Diplomacy and National Security Correspondent, Bloomberg News

10:00 ENERGY SECURITY: FRIENDLY AND RELIABLE ON A GOOD DAY...

Access to cheaper energy has become essential to the functioning of modern economies. As Europe has experienced an unprecedented energy crisis, EU countries have worked together to secure energy supply and ensure affordable prices for consumers. One year ago, the US and the EU launched a joint taskforce on energy security which has made progress on reducing the EU's reliance on Russian energy, including by diversifying its natural gas supplies in alignment with its climate objectives and reducing its overall demand for natural gas. This talk explores energy security, the association between national security and the availability of natural resources for energy consumption, at the backdrop of geopolitics.

Blair Pasalic, Director, Office of European and Eurasian Affairs, U.S. Department of Energy
Stephen Jordan, CEO, Institute of Sustainable Development

10:45 LEG STRETCHER

11:00 INSIGHTS FROM SILICON PRAIRIE ON SMARTER CITIES WITH 5G, IoT AND AI
The integration of 5G, Internet of Things (IoT) and Artificial Intelligence (AI) is revolutionizing industries and enabling smarter cities. 5G and IoT facilities data collection and transfer of large data sets at a quantum new level and AI is leveraged to drive insights, automation and improved decision making.

This panel will share insights from "Silicon Prairie", a vibrant ecosystem in the forefront of developing innovative solutions for creating smarter cities leveraging emerging technologies in Dallas Fort Worth area, which is spearheaded by the City of Richardson and its living lab in the Innovation Quarter (the IQ) and home of the Telecom Corridor.

Paul Voelker, Mayor of Richardson, TX
Patrik Melander, Founder and CEO, Connect 5G

11:30 SACC-USA BUSINESS AWARD ANNOUNCEMENT

The SACC-USA Business Award is bestowed on a Swedish company exceptionally successful on the US market. The winner will be invited to chat onstage with Peter Fellman, Editor-in-Chief and CEO of Swedish business daily Dagens Industri.

11:45 THE FUTURE OF MICROMOBILITY

Don't miss this opportunity to testdrive the cleanest dirtbike, the lightweight and high performance CAKE electric motorbike. Challenging the status quo of urban transportation, CAKE pushes micromobility to the next level and is transforming L.A. and other major cities with a new mode of transportation. We invite you to get in on the future of urban transportation and test-drive a CAKE during your lunch break!

Eric Asmussen, Managing Director North America, CAKE

12:15–1:00 LUNCH

1:00 GROUND TRANSPORTATION: WHO'S AT THE WHEEL?

Wanted: future-proof resilient and cost-effective freight to, again, undergird our lifestyle. If the transportation system was a factory, we would all be fired, said the CEO of an important player in that system. Indeed, the US and Europe appear to lag Asia and China when it comes to electrification and autonomous modes of transportation. We do have the technology to increase efficiency and significantly reduce CO2 emissions, so what is lacking? This panel takes a broad look at the transportation system as a whole and who offers what in the value chain to leverage capacity. It also looks at desired sourcing footprint and regionalization of value chains and the “future-proofing” of jobs. *“The autonomous and electric technology will not only revolutionize transportation but also create thousands of jobs and help America stay competitive,”* says Robert Falck, CEO and Founder at Einride.

Niklas Reinedahl, General Manager North America, Einride

Lina Ankargren, Director of Engineering, Scania Group

Linda Andrén, Executive Director, Sweden-U.S. Green Transition Initiative

1:45 ONBOARD WITH PROMISING AIR TRANSPORTATION

Wanted: resilient and affordable airtravel to undergird our lifestyle with future-proof ETA. Brand survey Sustainable Brand Index recently named SAS “best in test” for aviation industry sustainability. SAS’ streamlined operations, scaled technology, and investments in fuel-efficient aircraft in Europe's most modern fleet have paid off. The SAS aircraft fleet consists of some of the most environmentally friendly aircraft on the market with significantly lower emissions and less noise than previous-generation aircraft. *“We are growing our presence in the US and open more direct flights, such as the Newark–Gothenburg route in April,”* says Jasmin Utter, General Manager Americas. *“At the same time, we have reduced both long and short-haul emissions by 15% to 30%”.*

Jasmin Utter, General Manager Americas, SAS

Peter Fellman, Editor-in-Chief and CEO, Dagens Industri

2:30 LEG STRETCHER

2:45 INVESTING WHERE YOUR BUCK BUYS YOU MORE

Wanted: Hot investment climate and temperate weather sprinkled with transformative technologies and turn-key business solutions. Discover the promising investment opportunities in West Sweden/Gothenburg, a rapidly growing hub of start-ups ranked top sustainable European city six years in a row. The region is also a popular destination for adventure travellers and vacationers alike and according to CNN was one of the top world destinations in 2022. Join Business Region Göteborg, a leading player in the region's investment ecosystem, as they

showcase promising investments, prospects and joint ventures in the hopper, and Visit Sweden, the national destination marketing company, showcasing the increasingly popular and attractive destination Gothenburg.

Henrik Einarsson, Director of Investement Promotion, Business Region Göteborg

Charlotta Barnden Uddén, Head of Sales, Visit Sweden

Josefin Haraldsson, Country Manager USA, Visit Sweden

Gary Bruce, Managing Partner, Prosperity Developers International (moderator)

3:30 FINANCIAL AND ECONOMIC OUTLOOK: BEYOND THE AVERAGES + Q & A

Where are we at in the business cycle, is the next recession around the corner or are we keeping it at bay? Positives and negatives where the tails are almost extreme are being observed simultaneously. From a hot labor market amidst domestic migration to banking turbulence via too low inflation for too long and a constant speculation of where interest rates will end up. Add to that that US debt needs to be re-authorized in the near future, sine quo non. At the backdrop of sluggish global growth, this panel explores the best options for businesses in the US; where are the opportunities, is sustainable business here to stay, and which businesses stand to reap the most benefits at the current juncture? Should I recruit and at what salary cost or should I lay low? Add your own other pressing questions.

Peter Fellman, Editor-in-Chief and CEO, Dagens Industri

Martin Blåvarg, General Manager, Handelsbanken, New York

Alex Tanzi, Senior Editor, Bloomberg News

Petra Hansson, Counselor, Embassy of Sweden

4:15 POLITICAL OUTLOOK AND DEBATE AND Q&A

From climate change to an uncertain security as well as economic outlook, the challenges at hand are laid bare as Biden and budding Presidential candidates vye for the command. This panel explores the intersection of foreign policy and economics against the backdrop of the 2024 Presidential elections and geopolitical tensions.

Molly Ball, TIME National Political Correspondent

Jon Decker, White House Reporter, Gray Television

David Urban, CNN Political Contributor, frmly Sr. Advisor to 2016 Trump presidential campaign

Steve Scully, Senior Vice President, Bipartisan Policy Center, and host of The Briefing with Steve Scully at SiriusXM POTUS 124

5:00 WINE-IN-GLASS TASTING

Did you know that glassware makes your drink better? Once your beverage of choice is in a drinking vessel it can be warmed-up, or stay cool; spoil or bloom by the design of the glass. Indeed, correct temperatures and enhanced aromas are key to improving the drinking experience. Don't ruin that coveted vintage by the the size of the mouth of the glass; learn more with a sommelier and 260-year old exquisite crystal glassmaker Orrefors with Sjöbloms Winery Napa Valley in your glass. It's 5 o'clock.

Martin Hansson, Director, Orrefors

Mike Sjoebloom, Founder and CEO, Sjoebloom Winery

Linnea Larsdotter, Founder and CEO, Nordic International Film Festival

5:00 **GROUP PHOTO IN THE ATRIUM**

5:30-8:00 **DINNER HOSTED BY AMBASSADOR KARIN OLOFSDOTTER**