



## SACC USA Value Proposition: Business Development and Giving Back

Joining a chamber of commerce is joining a community collaborating on trade and business. It means different things for different individuals and entities. If you are a start-up, it means a leg up; if you are a maturing company, it means business development, and if you are an established company, it often means maintaining institutional relationships and “passing it on”. No matter your “why”, being part of a larger context is rewarding.

**The SACC business community of more than 1,000 members across 20 chambers and offices<sup>1</sup>** is a network of reach and depth whose presence and collective voice represent business interests at the local and regional levels in the US. As a Swedish company, SACC USA is your door into the regional chambers and their members. In our business advocacy, we represent and convey the views and values of our members, and as our member, we will help convey yours. We identify opportunities in the US market in a timely manner so members may capitalize on these at the first window of opportunity. Through our member acquainting and listening tours, we identify their unique needs and concerns to furnish them with pertinent information and timely analysis.

**SACC-USA Leadership** consists of our Board of Directors, made up of one representative per regional chamber and 12 representatives from the corporate sector. Our Executive Director leads the day-to-day work, aided by a team consisting of consultants working on discrete and specialized projects. The 20 regional chambers are largely volunteer organizations, led by their own working boards and, in some instances, trainees, and a part-time remunerated staff. All chambers operate as not-for-profit entities under IRS code; SACC-USA Inc. sorts under the trade association 501(c)6 category.

At a competitive trade association price, as a member, you can access a host of benefits and programs such as **trade delegations** identifying synergies and forging partnerships in a wide variety of industries and subjects. The curated programs incorporate introductions, specialized briefs, and networking in custom-tailored groups. Trade delegations, often initiated by member demand, are executed in-person or virtually and are offered in all our locations and beyond; our umbrella office in the nation’s capital means unique familiarity with and access to lobbyists, Congressional leaders and staffers and other policy and decision-makers. Dialogue between politicians/policy makers and business is a prerequisite for well-anchored decisions in both the political and economic realm. Such dialogue is further developed in the context of **Team Sweden** which under the Ambassador’s lead groups all government funded agencies and organizations promoting Sweden. SACC-USA and SACC regional chambers are consistently invited to partake in Team Sweden events and projects.

Similarly, as important segments of corporate Sweden invest large sums in R&D the dialogue between business and academia becomes paramount. Universities constitute an important part of the SACC-USA membership. Topics such as research and innovation and their role in entrepreneurship take center stage in the **SACC-USA SIREUS program** which forges strong partnerships between Swedish and US academia and the business sector. As a member, you get the first opportunity on marketing prospects, sponsor/speaker roles, signage, and other showcase opportunities in connection with recurring **SACC flagship events** and premier business development platforms. These include the annual Executive Forum in Washington D.C., the Transatlantic Day in Sweden, SACC

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<sup>1</sup> The regional chambers are SACC Arizona, SACC Carolinas, SACC Chicago, SACC Colorado, SACC Detroit, SACC Florida, SACC Georgia, SACC Los Angeles, SACC Minnesota, SACC New England, SACC Ohio, SACC Philadelphia, SACC San Diego, SACC San Francisco & Silicon Valley, SACC Seattle, SACC Texas, SACC Washington DC, SACC-USA Office in Washington DC SACC USA



Annual Meetings and Summit and the Green and Blue Economy roundtables in various locations, as well as academic and R&D collaborations through the SIREUS program.

**Executive Forum** gathers up to 100 senior executives, policymakers, and other thought-leaders for a day of TED-style talks, panels, and networking in collaboration with the Embassy of Sweden. The program covers a range of topical themes, from security and political outlook to trade policy and economic outlook via tech, green business, and retail. Executive Forum has become a renowned for business development and customer discovery in the Swedish American business community and beyond.

The **Transatlantic Day** is a triple-helix themed day-program held in Sweden every or every other year with the participation of representatives of Swedish government, the US Embassy, Swedish universities, and companies. The program welcomes a broad audience and is known for its SACC trainee alumni panel.

The SACC-USA annual meetings, aka **SACC Summit**, rotates between regions where internal deliberations are complemented with an external business networking segment typically in collaboration with regional business organizations. It is an excellent chance for members to meet with engaged members from the regional chambers across the U.S., and offers opportunities to present to this group, as well as to network.

The **Green and Blue Economy initiative** pairs Swedish start-ups with American capital and markets by showcasing innovation supporting the green transition and water ecology, sometimes in the form of pitching to venture capital in a shark-tank setting. The initiative was developed with and is executed together with the Institute for Sustainable Development.

**SACC regional chapters host another 100 regional events annually.** SACC events have proven a robust platform for business development and knowledge exchange for executives, from the C-suite to the new practitioner, via the investor. SACC also extends its convening power to members to host conferences and other networking events under our banner, in our venues and with our assistance (at cost). Members are regularly featured in our social media channels and in our **e-Current newsletter** reaching 7,000 verified email recipients staying abreast through SACC. SACC-USA is in the process of developing a **membership directory** encompassing the regional membership and to be available to all members to facilitate networking.

SACC-USA is a by the U.S. Department of State **designated J-1 visa sponsor** which allows us to place Swedish trainees in the US; a much-appreciated program which thus far has allowed 1,200 trainees and future leaders to come to the US through SACC and learn at regional chambers and member and non-member companies.

SACC-USA members enjoy discounts on all SACC events and on certain goods and services from other members such as SAS and KostaBoda Orrefors. No matter your original “why”, your your main benefit on a SACC-USA membership is always being part of a larger community.

