



SACC -TX Newsletter

Vol. 15 Number 2 • November/December 2007



Planning to launch your products in Sweden?

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Per Ericsson +46 709 96 95 50
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The Swedish American Chamber of Commerce - Texas (SACC-TX), has the unique opportunity to offer your company a Swedish College Graduate for a 6 to 18 month long internship at a very reasonable cost.

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LETTER FROM THE PRESIDENT

Fellow Texans,

In August this year, the E-days event attracted over 900 participants with more than 200 people traveling from the U.S. representing 26 different states. The program also attracted delegations from Belgium, Denmark, Germany, China, Argentina, England, and Finland. The business matchmaking program also included Venture Capital companies for the first time.

The more than 1,150 pre-scheduled business matchmaking meetings have already led to new partnerships between Sweden and the U.S. (in both directions). Take a look at the list of companies in this newsletter that SACC-Texas met with and see if there is anything of interest to you and your business.

The next E-days event will take place in San Diego, California, April 7-9, 2008. It will focus on Wireless/Telecom, Life Sciences, Clean-tech, Defense and Entertaining/Gaming. With the obvious similarities in industries represented in Sweden and California our SACC-office in San Diego is already looking forward to making this event the most successful ever.

As the year 2007 draws to an end we can summarize another successful year for SACC-Texas. Our office manager Anna Lundgren has been a great help to us and all of you that have had a chance to talk to Anna know what a dedicated person she is. However, Anna will leave us before Christmas this year and we are currently looking for a new intern.

The last few interns have worked part time for SACC-Texas (20%) and part time for a member company (80%). Through SACC-USA we can organize the needed J1 visa as well as find the perfect candidate for your organization. If your company could use a bright Swedish graduate in 2008 please contact the SACC-Texas office as soon as possible.

Finally, we have decided to print this issue of the SACC-Texas Newsletter entirely in color. I hope you like it. I think that our Newsletter is one of our most valuable marketing tools. If you have a friend that you think would be interested in becoming a member of SACC-Texas, give us a call at the office and we will send them a Newsletter free of charge, or even better, when you are finished with this issue, give it away to somebody else...

I guess we can expect a lot of visitors from Sweden over the next few months. As I write this, one US dollar can be bought for SEK 6.43, the lowest price I have seen in a very long time. Let us use this autumn to show our Swedish guests what a great place Texas is, as well as help some Texas companies export their products to Sweden at today's rock bottom dollar prices – right? The Swedish American Chamber of Commerce in Texas promise to be fixin' to help y'all in this endeavor.

Bertil Fredstrom

SACC-TX OFFICES

Administrative Office
Central Texas
P.O. Box 10657
Austin, Texas 78766
512.921.9431
info@sacctx.com

North Texas
3832 Kimbrough Lane
Plano, Texas 75025
469.644.2309
tlindqvist@comcast.net

Central Texas
1221 South Congress Ave. #911
Austin, Texas 78704
512.945.1282
aswedishamerican@aol.com

South Texas
830 Silvergate Drive
Houston, Texas 77079
713.914.0015

SACC-TX NEWSLETTER STAFF

Editor:
Helene Honeybone

Assistant Editor:
Anna Lundgren

Design & Layout:
Practical Advertising

Writers:
Colin Clarke, Bertil Fredstrom,
Tina Klintmalm, Tomas Lindqvist,
Anna Lundgren, Marlene
McLane,
Elise Peters

Photographers:
Colin Clarke, Bertil Fredstrom,
Tomas Lindqvist, Astrid Marklund,
Marlene McLane

CALENDAR OF EVENTS

Austin

Date: October 25

"Swedish Minister Meeting - Claes Hammar"

Time: 6.30

Location: Westwood Country Club

Date: November

"Round Rock Higher Education Center"

Time: TBD

Date: December 2

"Christmas Bazaar including Lucia Parade"

This event is held together with SWEA Austin

Time: 1 – 5 pm

Location: Gethsemane Lutheran Church,
200 West Anderson Lane

Dallas

Date: December 1

"Christmas Bazaar with Swedish food and products between 12 pm and 4 pm, Lucia celebration at 2 pm."

This event is held together with SWEA Dallas

Location: King of Glory Lutheran Church

Date: December 12

"GLÖGGAFTON with traditional St. Lucia celebration"

Time: TBD

Location: TBD

Houston

Date: October 24

"Euro Cocktail Networking Bash"

Time: 6.30 pm - 8.30 pm

Location: 13 Celsius, 3000 Caroline

Date: November 17

"Renaissance Festival Day"

Time: All day

Location: The area is located between Plantersville and Magnolia, northwest of Houston. For more information, please visit: <http://www.texrenfest.com>

Date: TBD

Dinner meeting on the topic of "Managing HR in the U.S."

Time: TBD

Location: TDB

For more information on upcoming events, please visit our website: www.sacctx.com

NEW MEMBERS

Corporate

IKEA Round Rock, Austin

IKEA Round Rock is filled with smart and affordable ideas to furnish your dream home. IKEA offers a wide range of well-designed, functional Scandinavian modern style furniture and accessories at prices so low that as many people as possible will be able to afford them. The store is located off I-35, exit 256, University Boulevard on 1 IKEA Way. Store hours are 10:00 am to 9:00 pm every day.

Business

Tehuacana Creek Vineyards and Winery

We are a small family owned boutique winery located in Waco, Texas. In 1981 we came to the US from Sweden and in 1995 we moved to Texas to plant our first vineyards. TCV Winery produces about a dozen different wines, but we specialize in Port wines. Our Harrison Plantation Port has been considered one of the best Port wines in Texas by both our customers and wine critics. However, of more interest to people with Swedish connections may be our Glögg. We produce a cognac based traditional glögg using an old Swedish family recipe. Last year was the first year we had the glögg available for sale to the public and we sold out our entire stock in 2 weeks. This year we will make a lot more... For information about our business, or if you want to contact us, please visit our web site at www.wacowinery.com or see our ad in this newsletter.

Individual

Peter Holmertz, Austin



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IMPORTANT INFORMATION

from the Honorary Consulate of Sweden in Dallas and Houston

Please be aware of the new passport routines that took place on March 1, 2007.

In order for you to renew your Swedish regular/5year/ passport, you will have to travel to the Consulate General of Sweden in New York or Los Angeles. The application process time is about 4-6 weeks. **Read more at www.swedennewyork.com/pass or [passport.se](http://www.passport.se).**

You may also apply for a new Swedish passport while visiting Sweden. If you can't wait for your passport, usually six working days, you can ask to have your passport sent to the Honorary Consulate closest to you. Read more at www.polisen.se.

If you have **lost your passport** and need an EMERGENCY/PROVISORISK Passport. The application process takes about three days and the passport is valid for four - six months. You are welcome to contact the Consulate of Sweden in Houston or Dallas for more information. Houston: 713. 825. 1417, houston@consulateofsweden.org Dallas: 214.521.2312 or 972.991.8013, dallas@consulateofsweden.org, or viceconsul.dallas@gmail.com

Change of name: please make sure that you apply for the name change before you apply for a new passport. Read more at www.skatteverket.se or call + 46 2 707 34 00.

If you have a newborn baby or an older child who is not registered in the Swedish population registry; then you need to do a name registration/samordningsnummer application before you can apply for a passport for your child. You can apply in person with your family at the Honorary Consulates in Houston or Dallas. Read more at www.swedennewyork.com/pass.

Automatic Loss of Swedish Citizenship

You lose your Swedish citizenship when you turn 22, through statutory limitation, IF you are a Swedish citizen who (1) was born outside Sweden (2) has never lived in Sweden and (3) has not stayed in Sweden under circumstances indicating an attachment to the country. To avoid losing your Swedish citizenship if you were born and still living abroad, you can apply to keep it. You must do so before the age of 22. (Apply between the age 18 -22) You do NOT need to file an application if you have lived in Sweden during any period of your life or if you visit Sweden regularly. Download the application and find more information at www.migrationsverket.se or Email: migrationsverket@migrationsverket.se

We wish you all happy and safe traveling! Keep your passport expiration date in mind!
Greetings from The Honorary Consulate of Sweden in Dallas and Houston

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Waco, Texas*

INTERVIEW WITH AMBASSADOR MICHAEL WOOD, UNITED STATES AMBASSADOR TO SWEDEN

By Elise Peters

On a recent spring day, Swedish Council of America Executive Director Elise Peters had the opportunity to meet and interview the United States Ambassador to Sweden, The Honorable Michael Wood, during his tour throughout the United States including stops in Minneapolis, Chicago, San Francisco, and Denver. Ambassador Wood hails originally from Flint, Michigan, but spent much of his youth on the East Coast and his adult life in Washington, D.C. Ambassador Wood has served in this position since the summer of 2006.

ELISE: Do you have memory from your childhood about anything related to Sweden?

AMBASSADOR WOOD: Yes, my first memory relates to Dag Hammarskjöld. My mother talked enthusiastically about Dag Hammarskjöld as a hero in his relations with the diffusion of the Suez Canal. However, my mother had already found him through his poetry, including Markings. She felt that he was sensitive, sad, and driven to make the world a better place. I find it coincidental that I now get to work on Dag Hammarskjöld Vägen every day.

ELISE: What are your goals during your tenure as ambassador from the United States to Sweden?

AMBASSADOR WOOD: When I arrived in Sweden, I wanted to have "one big thing" which was strategic and measurable at the end and along the way. I didn't know at the time what the one thing was. After much discussion, the staff of the embassy and I settled on a list of three priorities for which I then sought counsel of individuals, scholars, business officials, and government officials throughout the United States and Sweden. President Bush ultimately chose by saying to me "What can you do for me regarding alternative energy?" Many people do not know that President Bush was active in the development of wind energy during his tenure as Governor of Texas. The mission of the "One Big Thing" is the collaboration with Sweden to achieve a breakthrough in alternative energy.

ELISE: Tell me more about this "One Big Thing"?

AMBASSADOR WOOD: The 29 goals of the "One Big Thing" are divided into four sub areas: Technology/Research & Development, Financing and Investment, Public Awareness, and Policy. I am proud to announce that to date, we have accomplished ten of the 29 goals. One of these accomplishments is the development and funding of a Fulbright Distinguished Chair in Alternative Energy Technology at Chalmers University in Sweden.

ELISE: Does this current United States tour support this strategic priority?

AMBASSADOR WOOD: I have organized all of my speaking engagements and travels around the "One Big Thing" priority. For me, the primary goal of this trip is to learn more about alternative energy plans and projects in the areas I am visiting. The secondary goal is to share the "One Big Thing" to enable individuals to understand the priority of the U.S. Embassy in Stockholm.

ELISE: Thank you so much for this opportunity; one final question. What have you found the most gratifying of your term as U.S. Ambassador to Sweden?

AMBASSADOR WOOD: The reaction of Swedish society and government – it has been amazing actually. One time in a conversation with Fred Smith, founder and CEO of FedEx, I asked him what his secret to success was. He replied that the trick to success was to find a big parade and get in front of it. I have put myself in front of a big parade. The "One Big Thing" has led to unprecedented media, government, and business community access.

For additional information about the "One Big Thing" and the many other facets of the Embassy of The United States of America in Stockholm, Sweden, please visit www.usemb.se.



Elise Peters and United States Ambassador to Sweden, Michael Wood.



GINGER OIL COMPANY

Hans G. Blixt
Chief Executive Officer

1400 Woodloch Forest Dr., Suite 425 (281) 681-8600
The Woodlands, Texas 77380 Fax: (281) 681-8604
e-mail: hblixt@gingeroil.com
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(512) 482-8682
FAX 482-8612
DEE@ERICKSONCPA.COM

Margareta Aronson



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Coldwell Banker United, Realtors
DIRECT: (281) 655 2084
Fax: (281) 655 6000
CELL: (713) 582 0638
Mormor11@hotmail.com

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Happily it is very seldom that our transits are put to the test. They are included as part of advanced systems, however when an accident does occur they are invaluable, considering the enormous value and human life they protect.

Our products are tested and certified by a long list of customers, laboratories and certification organizations.

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MCT Brattberg Inc.
P.O. Box 374 Spring Tx 77383 USA
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E-mail: info@brattberginc.com

STOCKHOLM KRYSTAL VODKA IN TEXAS

By Marlene McLane

In 1836, Sven Magnus Svensson, later known as Swante Swenson, arrived in Texas. Mr. Swenson is the earliest recorded Swede in Texas. He settled in Brazoria County and in 1838 he moved to Houston, only two years after the Allen brothers founded the city. Within a year he moved to Austin and became a prosperous and successful business man. He became a friend and admirer of Sam Houston. As part of Sam Houston's advertising campaign to increase population in the sparsely occupied interior of Texas, Swenson agreed to help. Through Swenson's efforts, 25 Swedes came to Texas to settle in 1848, leaving their homeland for economic promises.

Today, new and established companies and product lines seek out Texas because of its diverse economic opportunities; wide ranging from information technology to food and beverage. The opportunity for Swedish companies and products to succeed in Texas is strongly supported by not only the flourishing and diverse economic sectors of Texas; but also, by government institutions with formal programs to promote International Commerce. This is a story of one company that recently made it to the Texas market:



On the annual family trip back to Sweden 10 years ago, Chet Swenson, Co-Founder and Chairman of Stockholm Krystal™ Vodka, an American of Swedish descent, would embark on a creative and lucrative journey. Mr. Swenson is also the President and CEO of M & FM, a pioneer in the development of corporate marketing programs designed to access the lifestyle interests and activities of targeted consumer segments. After many years of branding for other companies; he was standing in front of an opportunity to build his own brand.

A former business associate informed him that for the first time in 90 years, the Swedish Government was about to deregulate the spirits industry and allow for another Swedish Vodka to be produced in Sweden and exported to the U.S. Swenson knew that with his U.S. marketing knowledge and love for Sweden this was meant to be. Erica Swenson-Ingebrigtsen, his daughter, had just recently completed her studies with the University of San Diego, focusing on communications with a Mass Media emphasis. Seeing her father's vision and dream, she full-heartedly decided to support the new company and together with her father created Stockholm Krystal™ Vodka – a family company.

In an exclusive interview with Erica we unfold the success story of Stockholm Krystal™ Vodka:

Marlene: "Erica, tell me about how your Vodka spirit is made?"

Erica: "It is the result of old-world craftsmanship enhanced by the refinements of modern technology. We are proud to say it is a 100 year old family recipe. It is made from the finest premium wheat, then distilled

and polished through our unique processes, finally married with the pristine waters of the natural northern region of Sweden. As we say at Stockholm Crystal™, one taste of its smooth, velvety quality on your palate and you too will say, How Swede it is!™

Marlene: "You have been in the Texas Market for a while now. How would you describe your reputation and communications with the retail markets?"

Erica: "Stockholm Krystal (SK) has been in the Texas market a little over a year now. We decided to launch in Houston. Spec's Liquors are representing us exclusively in the direct retail line as well as whole sale needs by restaurants. Spec's Liquors share our value system, it is family owned and operated by the same family since 1962 and well known. Spec's is a premier wine and spirits retail outlet, the marriage was natural. We are simply both family companies with a commitment to excellence and find Spec's, to be a perfect home for SK. Also, interestingly enough, John Rydman, one of the owners, is of Swedish ancestry. There is something to be said about family companies, we have a way of understanding each other and support each other – this is a competitive business, those who stay on top never forget where they came from and the support of each other runs deep."

Marlene: "Tell me about your operations and employees in Sweden."

Erica: "SK is manufactured by Saturnus AB in Sweden. Saturnus AB is licensed under the authority of the Swedish government and has been manufacturing beverage flavoring and liquor spirits since 1893. The "stolt" or pride of the vodka is reflected on the bottle. The names of our employees are etched onto every cork – signed by all the employees at the distillery. This translates as a sense of pride is tapped on every bottle."

Marlene: "Erica, you have been recognized as one of the top 40 business executives under 40, you're running sales and marketing at SK and you're currently pursuing your MBA, what drives you?"

Erica: "My Father is my hero and inspiration". I was at the young age of seven when I began to understand the word, "entrepreneur." My father was an entrepreneur by career and

by personality; his heart was always at the center of business and vice versa. I loved and embraced that my father involved my siblings and I in every step that he took. From the L.A. Bicentennial to ski trips with K2, I was a part of his work and heard my father talk endlessly about opportunities and possibilities. His eyes saw where no one else could see. As I grew up and found my independence, I knew in my heart that I was blessed with the same dreams to bring my imagination to life. I too had the eyes to see. I am very proud of my success. Six years ago, I took on the challenging role of Director of Sales and Marketing of SK. I asked people to believe in our product and in me. Through multiple trials, determination and grassroots marketing, we have built a positive, unique consumer relationships that we enjoy today. My father and I challenge each other daily; to improve our selves as individuals and our company. Together, we move mountains; we give each other relentlessness and feed each others passion for life and entrepreneurship."

Marlene: "What would be your best piece of advice for a Swedish company wanting to do business in Texas?"

Erica: "I believe that Sweden itself is a brand. When people think of Sweden they think of a beautiful country filled with beautiful people – there is a special innocence and mystique about Sweden. This positive imagery offers a halo effect to the brand, which allows the consumer to trust and believe in the product. Very few countries have this capability, and I believe American's have a strong affinity towards Swedish products."

Marlene: "I appreciate the time you have taken for this interview, what's next for Erica and SK?"

Erica: "We want to grow the business but still maintain the closeness of a family-owned and operated boutique vodka company rather than a mass-produced brand. SK is more of a novelty brand. The investment that SK has made in its expanded executive team and sales force combined with the impressive list of distributors who represent the Company in our top states have enabled SK to build a very scalable platform for growth. SK's three objectives are to maintain impeccable quality, offer a real difference, and empathize on an emotional dimension with the consumer."

Welcome to Wistrand

Since its foundation in 1915 Wistrand has advised on the complexities of business law. We work with corporate clients in a large number of industry sectors as well as with clients in the public sector.

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www.wistrand.se

E-DAYS IN SOUTH SWEDEN AUGUST 19-23, 2007

By Bertil Fredstrom

This years E-days was another great success and the initial hesitation about holding the event in four different cities over four days proved to be unfounded and E-days 2007 did run smooth as usual. SACC-Texas was represented in the information booth by Fred Swartling and Bertil Fredstrom. As an example of our impact on the event it was for instance Fred that through strong negotiation tactics put the American flag on the flag pole outside of the Hilton hotel in Malmö - although his first choice was the Texas flag, a proposition that unfortunately was rejected...

Fred and Bertil had eleven matchmaking sessions with companies/organizations interested in doing business with Texas. We have listed them all, in alphabetical order, in this article, please feel free to contact any of them if you think that you can be of any help to them in their endeavor.

Besthand Group / Säljtrön **www.besthand.se**

Main Activities/Products: Besthand Group offers, as an independent full service agency, a broad range of nationwide services for sales - merchandising - events/demos in Swedish retail units. They work with strategic and tactical solutions for suppliers and retailers. Their range of services support all customers field sales strategies. The group works nationwide (800 persons) in Sweden and in a Nordic network.

Assistance Needed: Finding partners. The Besthand Group/Säljtrön searches for new suppliers that have innovative products to launch in the nordic retail market like: Food & Drinks, Consumer goods, Home electronics etc. Their wanted position is to be the natural selling partner for instore activities in Swedish and Nordic retail stores.

Blue Chip Café & Business Center **www.bluechipcafe.se**

Main Activities/Products: The Blue Chip Café & Business Center provide business services, e.g., post office boxes, package and shipping services, telephone services, and office space. They also have a coffee house & tea lounge, library and conference area. The meeting place is wired with WLAN for laptop computers and mobile smart phones, and a section with personal computers with Internet connection. They also arrange courses, work shops and meetings for entrepreneurs and business-minded individuals. Blue Chip Café & Business Center is located in central Gothenburg.

Assistance Needed: Information on how to set up a franchise business. Information on US geopolitical data and statistics. The Blue Chip Café & Business Center want to become a leader and innovator regarding a new type of business meeting place and online network in major cities and business areas in Sweden and the U.S., e.g. Gothenburg, Stockholm, Malmö, New York City, Los Angeles, Chicago, Houston, Dallas and Boston.

Breeze Solutions AB **www.breeze.se**

Main Activities/Products: Breeze Solutions is a small, dynamic company specializing in international trade and consultancy. Their main role is carrying out market and trade development projects, but they are also involved in direct product distribution. They work for US based clients wishing to develop their trade links either to the Nordic (Scandinavian) region and other parts of Northern Europe, or for Swedish clients wanting to expand into the US or other global markets.

Assistance Needed: Contact and networking with US manufacturer wanting to enter the Swedish and other Nordic markets, and similarly with Swedish companies wishing to develop their links with the states.

Insipio **www.insipio.com**

Main Activities/Products: Insipio is a company that supplies products and services in the area of information access to electronically stored information, especially on the Internet and via mobile tools. The number one product is "Speak IT", a software product that makes it possible for all companies, organizations and private users to increase the accessibility to their web information. With the SpeakIT software installed, all visitors to their web pages can get the text on the pages read to them via synthesized speech.

Assistance needed: Contact and networking with US distributors interested in selling the speakIT software. Please feel free to go to the Insipio home page for a free download of the program.

Karlskrona Kommun **www.karlskrona.se**

Main Activities/Products: Founded by Karl XI, Karlskrona is on the UNESCO World Heritage list as an outstanding example of a late 17th-century European planned naval city. Shipbuilding, architecture and town planning have attracted attention in Europe since the 18th century and the naval base and shipyard are still in use today. Karlskrona is also the home of TelecomCity, a network consisting of a continuously growing number of member companies, organizations and the university, interested in IT, wireless and telecom.

Assistance Needed: Finding US companies willing to partner with TelecomCity and possibly locate some company functions in Karlskrona.

POPab **www.popab.com**

Main Activities/Products: POPab was formed in 1998 resulting from an invention to dealing with the problem of a family member's canes and crutches falling to the ground when put aside. The result is the INGRID cane/crutch holder, a unique combination of elegance and function suitable for canes and crutches with various dimensions. INGRID cane/crutch holders accessorize hundreds of thousands of canes and crutches around the world and are sold through distributors in 30 different countries. The cane-and crutch holder is patented in the US. POPab's products belong by definition to Durable Medical Equipment DME, POPab's targeted

end users are people +70. Target end users are found in highly populated States such as California, Florida, New York, Texas and Pennsylvania as well as in the all the major cities in the U.S.

Assistance Needed: Finding distributors. POPab want to have several smaller partners. They have a broad assortment, not just the stick-and crutchholder (sold in 75 000 pieces in US), but also 15 different unique tips, two unique products for handling of medication /tablets and a new unique crutch.

Possio AB
www.possio.com

Main Activities/Products: Possio has been developing and marketing wireless products globally for 26 years. They have a genuine track record of turning customer problems into easy to use communication products for international markets. With Possio GRETA GSM Fax & Printer, people can bring a complete office since it is a all in one wireless fax, printer, copier, scanner and phone. GRETA will arrive in Q3, 2007.

Assistance Needed: Contact and networking with US distributors interested in selling the new GRETA wireless Fax/Printer/Copier/ Phone.

Setterwalls Advokatbyrå AB
www.setterwalls.se

Main Activities/Products: Setterwalls is one of the major law firms in Sweden. The firm has 130 lawyers who provide legal advice in all fields of commercial law. A substantial part of our clients are foreign companies and law firms.

Assistance Needed: Finding clients. Primarily, we are interested in meeting with US companies needing Swedsh legal advice. Secondly, to the extent that Swedish participants have such a need, we are also interested in meeting with them.

STIXY
www.stixy.com

Main Activities/Products: Stixy helps users organize their world on flexible, shareable Web-based bulletin boards called "Stixyboards". Unlike most personal productivity or project management software, Stixy doesn't dictate how users should organize their information. Users can create tasks, appointments, files, photos, notes and bookmarks on their Stixyboards, organized in whatever way make sense to them. Then they can share Stixyboards with friends, family, and colleagues.

Assistance Needed: Contact and networking with US distributors interested in selling the Stixyboard software. Please feel free to go to the Stixy home page for a free download of the program.

SACC-Texas President Bertil Fredstrom and SACC-Texas member Fred Swartling behind the SACC-USA information desk at the first day of the E-days event in Växjö.

UC AB Market/Creditinformation
www.webselect.com

Main Activities/Products: UC (Upplysningcentralen) is the leading company in Sweden when it comes to business information. The top banks in Sweden are the owners of UC since 1977. UC offers both credit information about companies and private persons and market information concerning Swedish companies. The product we primarily will present is webSelect, a monthly updated internet-database comprising all Swedish 870 000 companies in different legal forms and even branches and grouprelationships. An annual subscription enables unlimited searches for company reports and selections for specific groups out of a hundred criterias like geography, net sales, number of employees and principal activity. A large number of addresses could also be printed for marketing purposes without extra costs.

Assistance Needed: Since 2007, WebSelect has existed in both Swedish and English versions and there is already a couple of English and American subscribers. UC AB need help to find US companies in need of Swedish market - /creditinformation.

Wistrand Lawfirm
www.wistrand.se

Main Activities/Products: Wistrand is a full service business law firm with offices in Stockholm, Göteborg and Malmö. Since its foundation in 1915 Wistrand has advised on the complexities of business law. We work corporate clients in a large number of industry sectors as well as with clients in the public sector.

Assistance Needed: Finding partners. The Wistrand Lawfirm is looking for contacts/networks in the US to help US corporations with legal matters in the Nordic countries, with establishments of subsidiaries etc. We also like to broaden our network of legal experts within the US to help our clients in legal matters in the USA.



LOCAL CHAPTER NEWS

Sold Out Euro Cocktail

The last Euro Cocktail took place at Restaurant Bice in Dallas and was completely sold out. Dr Thomas Howe, Coordinator General of the Restoring Ancient Stabiae Foundation made a presentation on "In Stablano: Exploring the Ancient Seaside Villas of the Romas Elite", an exhibit on view at the Dallas Museum of Art. Stablano was considered the most exclusive of the Roman cities that was destroyed when Vesuvius erupted in AD79. The city was at this time a resort town with grand palaces and was particularly famous for its view overlooking the bay of Naples. The archeological remains were originally discovered in 1749 but were then rediscovered in 1950.

Crayfish Party in Austin

This year's crayfish party was hosted at President Bertil Fredstrom's residence on Saturday September 29. We enjoyed pickled herring, boiled potatoes and hard bread followed by tons of perfectly salty crayfish and of course the customary snaps (Bertil had even made his own concoction to everybody's delight). The evening was full of good food and nice conversations interrupted only by.

SACC-TX in Austin visits IKEA Round Rock

On April 26, IKEA in Round Rock, Texas, invited members and friends of SACC-TX in Austin to the new store that opened November 15, 2006. The Store Manager, Jeff O'Shaughnessy, and the Marketing Manager, Cecilia Camp, had prepared an excellent evening of information and delicious Swedish food that ended with a drawing for \$250 in gift cards. This is the 19th IKEA store in the US, and the third in Texas. IKEA makes you proud to be Swedish!

SACC Austin visiting with IBM

In this case, IBM was not the famous company but the "International Brotherhood of Magicians". This was a joint event between SACC-Austin and IBM Austin as Bertil Fredstrom, the president of SACC-TX happened to be appointed President of IBM in Austin for 2007. The Sunday February 28 afternoon included a dinner and a one-hour magic show.

The Mayor of Houston comments on Houston

SACC-TX has aligned itself with several governmental institutions, one of those being the astute Executive Office of Houston, Texas. Mayor Bill White and his staff are strong supporters of International commerce. During one of our conversations with the Executive office surrounding commerce with Sweden, Mayor White recently commented: "During the last several years Houston has enjoyed the highest percentage of job growth of any major city in our country. We have one of the busiest airport systems in the world and the number one U.S. seaport in foreign tonnage. Houston is behind only New York City in the number of foreign consulates and the number of Fortune 500 company headquarters located here." "One in every five Houstonians is foreign born and a large percentage of our economy is tied directly to foreign trade. Houston has more than 3,000 international firms and there are almost 800 foreign owned companies, including 21 foreign banks, operating here. The European market accounts for more than 30% of our \$40 billion-plus export trade," said Mayor Bill White. "My point is that doing business around the world is what Houston knows and what Houston does. We make every effort to keep those business ties strong and growing," Mayor White concluded.



top: Thomas Howe and Tomas Lindqvist at the Euro Cocktail.

middle: The IKEA store manager Jeff O'Shaughnessy leading the 35 SACC- Austin visitors through the new store.

bottom: Bertil Fredstrom and Elisabeth Kihlberg with her son and his family watching the magic show.

OTC - FROM A SWEDISH VIEWPOINT

By Colin Clarke

The Offshore Oil and Gas Industry continues to be a major market for many Swedish and European companies. This is demonstrated at the Offshore Technology Conference (OTC), held annually during the first week of May in Houston, Texas. In the heady days of the 70's OTC was famously nicknamed "On The Company," as it became a week long session of company sponsored parties, dinners and general debauchery. Today, it has become an exchange mechanism for introducing new products and new companies, for networking and for an unsurpassed opportunity to market products and services to Oil and Gas professionals from all over the world.

This year included the usual large contingent of Swedish companies housed in or near the Swedish pavilion. This was however, the first year that the exhibitors were assisted by Mattias Karls and Thomas Norling of the Swedish Trades Council. Both gentlemen did an incredible job to fill the enormous void left by the OTC legend, Göran Hamne. The Swedish Pavilion may sometimes feel like an annual reunion, however, there are constantly new and interesting companies coming "onboard" to change the dynamic of the attendees. What is unique about the OTC experience is the networking, not only with the attendees of the show but between the Swedes who are exhibiting. Since we are all in the same general market place, the exchange of ideas, information, contacts and upcoming projects is second to none. A new company entering the fray will find a friendly face, some valuable information and a chance to meet and talk to members of SACC-Texas about establishing business and/or a company in the United States. There is something uniquely Swedish about a group of exhibitors helping each other lay their IKEA wooden floors in each other's exhibition booths!

The evenings saw the Swedes come together at the annual Swedish Reception. Customers, clients and the exhibitors mingled whilst sampling fine Swedish food. Whilst being serenaded by a country band,

many fell prey to the temptations of A quavit- turning even the most Texan of Texans into an honorary Swede and an expert on vocal renditions of fine old songs.

With the price of oil claiming towards \$70 per barrel and the "day rate," for a drilling platform approaching \$500k per day, these are indeed profitable times in this counter-cyclical marketplace. Companies, such as the almost 250 year old MCT Brattberg, who have weathered the ups of outrageous fortune and taken arms against the seas of troubles in the bad times, know that these are the times when companies can capitalize on the enormous opportunities which the offshore industry presents.

There is no better vehicle for promotion of products and services to the world's oil and gas industry than joining with fellow Swedes at the Offshore Technology Conference each year in Houston.



The Swedish booth at the OTC.

KARNES URANIUM DISTRICT - THE GREATEST SUCCESS IN TEXAS MINING HISTORY

By Anna Lundgren

*All information, figures and illustrations are collected from: "Geology of the Karnes Uranium District, Texas, Austin Geological Society Field Guide Book 2/17/07"
– Alan J. Cherepon, Jon E. Brandt and William E. Galloway.*

My interest for geology began in geology class when we were told that the continents were once one, a single mass called Pangea surrounded by the lonely Panthalassan Sea. Subsequently the land broke apart and drifted off as asymmetrical chunks. The interactions of these has slowly formed what we today call geology, mountains were built and withered away in hundreds of millions of years, a process that is still very much going on. The fact that India is ploughing into Asia like a runaway truck into a snow-bank, pushing the Himalayas up by a millimeter or so a year, is quite fascinating if you ask me. Mining is a great part of life and work of a geologist, either you are in exploration or reclamation, and of interest to all human beings. On February 17th, my boss John Berry and I found ourselves on a much appreciated field excursion with the Austin Geological Society in the Karnes Uranium District, South Texas. During the field trip, we visited several mine sites and learned much of the history and the geology of this famous area.

History of Uranium mining in Texas

Karnes County is located about 45 miles southeast of San Antonio in the Rio Grande plain region. The discovery of the first economically interesting uranium concentration in Karnes County (and in Texas) was at the Tortilla Hill prospect in 1954. However, the initial phase of uranium mining did not start until the late 50s and continued into the early 60s, as the demand for nuclear weapons and technology grew. The rise of the nuclear power industry caused the longest boom period for uranium mining stretching from the mid 70s into the early 80s. Following the Three Mile Island incident (1979) and stricter environmental regulations the industry then experienced a decline. With the price of uranium dropping below \$10 per ton in the 2000s, production and exploration in the Karnes District had mostly shifted to reclamation. With the turmoil following 9/11, the Iraqi war and the hurricane Katrina causing gasoline prices to shoot for record levels, uranium prices soared to nearly \$60 per ton in 2006. However, by this time most of the uranium pits in South Texas had been depleted or closed down due to poor mining practises.

Environmental and health consequences

Many of the risks associated with uranium mining are better understood nowadays than they were when mining in the South Texas began in the late 1950s. At that time, benches were set up over the ores, where people would come and sit and place their feet in boxes full of the radioactive sands for medical purposes! Today, the environmental risks and problems related to mining and the subsequent processing of uranium ore are carefully analysed and fall into three main categories:

1. radioactivity and radon
 2. elevated concentrations of metals and trace elements
 3. acidity created by oxidation of sulphide minerals
- In turn, these problems may affect ground water, surface water, soils, vegetation, mammals and humans.

Reclamation

The Texas Uranium Surface Mining and Reclamation Act (passed in 1975) require reclamation of surface uranium operations. There are 64 surface mines in Texas and their footprint encompass close to 8,600 acres. To date, over \$28 million has been spent on reclamation of abandoned coal, lignite, mercury, tin, silver and uranium mines in Texas. The majority (66%) has been spent on reclaiming 14 surface uranium mines. There are six distinct components to the reclamation project:

1. Topsoil salvage,
2. disposal and burial of unsuitable soil,
3. earthwork/grading,
4. water control installation,
5. topsoil replacement,
6. re-vegetation.

Mining reclamation is ultimately the act of returning a mine to a long-term stable condition, or its original contour to ensure the safe reuse of the site by both current and future generations. The importance of reclamation, both from an environmental and a human point of view, cannot be disregarded.

The Karnes Uranium District is a fascinating area and well worth a visit if you happen to pass by. The financial, historical and environmental significance of the uranium mines has left Texas as an important spot on the international mining market.





SACC Texas Membership Application for 2007/2008

SACC Texas Membership Benefits:

- Develop contacts and participate in business opportunities between Texas and Sweden.
- Automatic membership in the Swedish-American Chamber of Commerce, USA Inc, (SACC-USA).
- Subscriptions to the SACC-Texas Newsletter; to Currents, the quarterly newsletter of SACC-USA; and to Nordic Reach, a glossy cultural magazine with commentary about the Nordic countries from a US perspective.
- Listing in the SACC-USA Directory and on a password-protected web page for SACC-Texas, available only to SACC-Texas members (optional).

Please select a membership classification and fee that corresponds to your requirements

- | | |
|--|------------------|
| <input type="checkbox"/> Corporate member (more than 20 employees) | \$500 |
| <input type="checkbox"/> Business member (less than 20 employees) | \$200 |
| <input type="checkbox"/> Individual member | \$ 50 |
| <input type="checkbox"/> Non-resident individual member | \$ 50 or SEK 400 |
| <input type="checkbox"/> Student member | \$ 25 |

Austin () Dallas () Houston () Other ()

Note: The name and address information will be made available on a password-protected web page, available only to SACC-Texas members.

Accept _____ Decline _____

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip Code: _____

Phone : _____ Fax: _____

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Please return this application with payment to:
Swedish-American Chamber of Commerce –Texas, P.O. Box 10657, Austin TX 78766.

Please make your check payable to SACC-Texas.

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