



**SWEDCHAM**  
Swedish Chamber of Commerce in Hong Kong

Below please find the presentations for the vacant posts as Directors of the Board, to be elected at Swedcham HK's Annual General Meeting on 27 May 2021. This year there are five candidates for the four vacant posts as Directors. Four of the candidates are new (Maria Cruz, Torbjörn Magnusson, Venessa Wong & Jason Yung) while Katarina Ivarsson is up for re-election.

Hong Kong, 24 May 2021  
By order of the Board

## CANDIDATES FOR DIRECTORS OF THE BOARD



**Maria Cruz, General Manager for Runsvan Ltd Sourcing operations Asia**

Sourcing Executive with long experience from global Retailers IKEA, H&M, Bestseller and Etam. Living and working in Asia since 2003, specifically Jakarta, Ho Chi Minh City and Shanghai.

Arrived to Hong Kong 2017 and worked 3 years for TAL Apparel as VP Material Sourcing. Currently General Manager for Runsvan Ltd Sourcing operations in Asia (Retailer ÖoB.).

Live with my French husband and 2 daughters outside Stanley.

Believe I can contribute to the Chamber with my broad business, corporate and cultural experiences.



**Katarina Ivarsson, Manyone | Boris Design Studio Ltd**

Managing Director Manyone Asia

Until just a few years ago, companies came to Hong Kong to set up subsidiaries. Lately that pattern has changed, we have seen a clear increase in the number of people who come to the region to set up new businesses, to build and develop with Hong Kong as their base.

When I was first elected as a member of the board in 2015. I saw a need for SwedCham to adjust in order to better cater to the needs of these new era start-ups and entrepreneurs.

One of my focus points was to lower the threshold for small and/or new companies to join the chamber. After the approved change to the Articles of Association in 2017 in terms of membership fees we see more start-ups and entrepreneurs joining the chamber and contributing to Hong Kong and our Chamber!

I myself arrived to Hong Kong in 2005 to obtain my Masters in Design at Hong Kong Polytechnic University. After graduation I worked for a Taiwanese manufacturer as head designer, a position that took me on an adventure in China where I worked and lived at a factory.

In 2009 I started my journey as an entrepreneur by founding Boris Design Studio together with Anna Karlsson here in Hong Kong. Today we are part of the global strategic design agency Manyone.

My passion to enable knowledge sharing still drives my community engagement and I believe that the knowledge shared between members is one of the most valuable things we have as a chamber.

A lot has happened over the six years that I have been engaged in the board and we are still in the middle of a great transformation. I vow to continue the hard work and to offer my vision of potential growth areas for SwedCham as a board member. I'd like to think that I have contributed to the change we are seeing and I believe my skills and experience will continue to contribute a fresh and optimistic point of view to the board.



**Torbjörn Magnusson, Area Director at HL Display**

Since 2017 I am responsible for the sales and marketing organization of HL Display in APAC. HL Display is a Swedish manufacturer of in store equipment for grocery retailers and our customers are all the large retailers in Asia with a focus on Hong Kong and South China. Before starting at HL I have also lived, studied and worked in both Manila and Singapore.

My contribution to the work of the board and SwedCham will primarily focus on the role of Hong Kong as a gateway to China and as the international finance HUB of the Greater Bay Area. HL Display moved our Asian HQ from Shanghai to Hong Kong since we believe that the greater bay Area will be a pivotal, dynamic and important area for Asia in the decades to come. I want to engage in supporting the Greater Bay Area vision and promote this to other Swedish companies.

Since I came to Hong Kong I have been particularly engaged in the work of the Sustainability committee since I believe this is an area where Swedish Enterprise can contribute and play an important role in the development of Asia in general and Greater China in particular.

Personally I am born and raised on a farm in the middle of Sweden. Before moving to Shanghai in 2017 I lived in Stockholm. From 2017 until 2020 I lived in Shanghai with my family and now since February 2020 we live in the Wu Kai Sha area of Hong Kong.



**Venessa Wong, Regional Director for Scania South China**

Hi, my name is Venessa Wong and currently the Regional Director for Scania South China , my responsible areas includes Hong Kong, The Greater Bay, Fujian and Jiangxi province. I have been working with this fantastic brand for almost 10 years now, every single day I work with passion, drive, and just having a lot of fun with my team and my customers on this journey to drive the shift of transportation towards a sustainable future.

**How can I contribute to the Chamber?**

- My long experience in being the provider of sustainable transportation commercially.
- Experience in people management, sales, marketing, working internationally and with government.

**Thank you!**

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**Jason Yung, co-founder and CEO of F-STEM Solution Limited**

Good day everyone, this is Jason Yung, the co-founder of a start-up company F-STEM solution, which provides technology solution to tackle new generation problems, such as fake news, inspired by Northern European Media literacy education framework, we pair up local university for innovating NLP solution & research to tackle fake news spread-out. For public financial and investment, we are building a FinTech portfolio management solution for managing people asset and pension. We innovate for a purpose, that's liberating people for a better quality of life with a sustainable way of company growth.

I have over 16 years' experience in asset management, software development and financial innovation, working for corporate banking, investment banking and asset management firm globally. I obtained CFA, FRM and PMP and graduated from HKUST in computer engineering. We joined SwedCham based on friends' referral, we have a strong connection of start-up companies incubated by HKSTP and Cyberport, those talents have ideas and executions to deliver innovated products like next gogovan or Bowtie. They are willing to share the latest technology in blockchain, data analytics or AI aspect and we hope that with the help of sharing and collaboration, we would help the Chamber to gain more exposure in digitization, information evolution and obtain the new energy source from the start-up buddies.

Mobile phone only took 20 years to change people behavior, but nowadays the world runs even faster, the COVID-19 changes people lifestyle in 2 years which beyond expert imagination, from e-commerce to remote office, digital marketing, and customer behavior analytics, we do hope that we can connect each other in the chamber and help everyone here to get access to the opportunities of the information breakthrough and latest development of technology.

Thank you.