

An aerial photograph of a city skyline, likely Singapore, with a large green park in the foreground. The park has a winding path and a small lake. The city buildings are visible in the background under a blue sky with some clouds.

# **SWECHAM MEMBERSHIP AND PARTNERSHIP 2024**

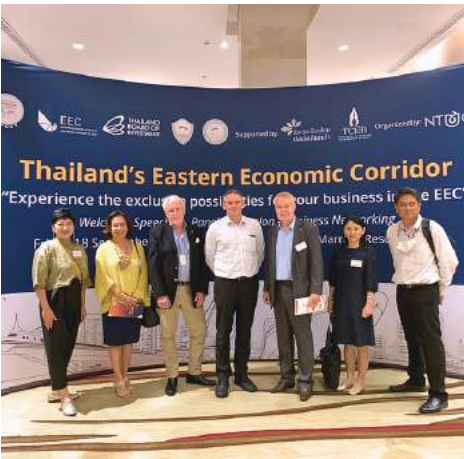
**CONNECTING BUSINESSES  
SINCE 1989**

# GROW YOUR BUSINESS THROUGH SWECHAM

“ **SweCham** serves as a forum and a voice for the Thai-Swedish Business Community promoting trade, investments and business between our countries. When becoming a member you will have access to the advocacy results by JFCCT and EABC and the knowledge sharing and networking between our members. You can also promote your business and get exposure. We are welcoming members in all our categories: Premium, Large, and Regular Corporates as well as Individual, Startups and Students. ”



**PETER BJÖRK**  
President of SweCham



## Gain invaluable access to the most relevant business information and networks

SweCham members and partners obtain direct access to a network of highly progressive companies from a wide range of sectors and industries. Through SweCham's collaboration with the Royal Thai Government and local authorities, as well as with business associations and trade organisations, such as the Joint Foreign Chambers of Commerce and European Association for Business and Commerce, SweCham provides invaluable access to the most relevant business information, advocacy groups, key decision brokers and government officials.



## Make your voice heard and gain opportunities to promote and grow your business

SweCham is fully self-funded meaning that members' fees directly support the Chamber and the variety of events and activities organised by it. This means that SweCham is dedicated to serving the needs and interests of its members. Throughout the year, SweCham organises events according to topics that matters to our members - gathering key decision-makers, experts and business professionals in order to facilitate meaningful exchange, and improve the business climate. Join SweCham to make your voice heard, while gaining a unique opportunity to promote and grow your business. For more information about previous SweCham events, please visit [our event recaps](#).





# SweCham Company Members



# Member Benefits

## CREDIBILITY AND ADVOCACY

Established for 35 years, with over 90 members, SweCham is a highly recognised organisation, bringing credibility to your business in both local and international business communities in Thailand. Being the voice of its members, through collaborating closely with local trade associations such as JFCCT and EABC, **SweCham will help ensure your voice is heard to local authorities and the Thai government.**



## EXPOSURE

Gain access to premier business and social events, such as seminars, exhibitions and trade fairs, monthly networking events, company visits, Swedish National Day and Christmas celebrations, as well as JFCCT, EABC and other foreign chambers' events. With our year-round events and activities, you also have the opportunity to **expose your business to a high number of potential partners and customers.**

## PROMOTION

SweCham offers a range of **cost-effective and efficient marketing opportunities** that increase your brand visibility and reach. Our newsletter, website, social media channels, events, Membership Directory and other channels, provide outstanding opportunities to promote your business directly towards a great number of high-level Swedish, Thai and international professionals.



## NETWORK AND KNOWLEDGE SHARING

SweCham is dedicated to foster relationships, building networks, and facilitating opportunities for its members. Joining SweCham allows companies to **develop and maintain relationships with key players in their business community.** Learn from experienced members, internationally renowned speakers and experts, and stay up to date with current commercial issues -all while gaining new valuable business contacts.

# Become our Partner to Further Enhance Your Exposure



## GAIN MORE VISIBILITY AND LONG-TERM EXPOSURE

With the chamber's year-round activities and promotional projects, Partners obtain visibility and exposure towards executives of the Thai-Swedish community along with their international peers. Partners have the ability to reach a wide circle of professionals and enterprises through the Chamber's extensive network of members and partners, including other foreign chambers of commerce, trade associations, and embassies.

## REACH OUR INTERNATIONAL PROFESSIONAL NETWORK

The large number of high-level Swedish and international professionals that are part of SweCham's network makes a partnership campaign with us an efficient way to increase your company's brand awareness and reach your target group. Through your partnership with the SweCham, you are reaching over thousands of individuals who receive and utilise our resources on a regular basis. The SweCham offers a range of communication channels to match your demand for maximum visibility, outreach, and effective targeting.



Thailand and Sweden  
**A truly sustainable relationship!**



## INCREASE BRAND VISIBILITY BY BEING FEATURED IN THAILAND'S MOST WIDELY READ NEWSPAPERS

Every year, SweCham, in cooperation with the Embassy of Sweden, publishes a special supplement in Bangkok Post, also promoted through Bangkok Post online channels. Your company advertisement can be featured in association with other high-quality Swedish brands in one of the most-read newspapers in Thailand.



# Marketing Channels

SweCham provides a variety of ways to help you market and promote your company or activities ranging from events, online platforms to printed publications.



## WWW.SWECHAM.COM

Information about SweCham can be found on our website, including important announcements, upcoming events, and member directory.



## SWECHAM BUSINESS COMMUNITY

Sponsors of SweCham Events have access to our members and guests to directly promote their company, new product launches, to meet potential new customers - or to simply grow their network.



## 3,500+ PAGE FOLLOWERS

SweCham regularly posts general and business news, event announcements and recaps, member news and press releases on our Facebook Page.



## 3,200+ PAGE FOLLOWERS

Our LinkedIn Page shares relevant business news and keeps followers up to date with Chamber- and member developments.



## >700 RECIPIENTS

SweCham sends Email Blasts of event invitations, important announcements and exclusive offers to members and subscribers. Our sending list is customisable to help your company effectively reach your target audience.



## >700 SUBSCRIBERS

SweCham publishes a Weekly Update to keep members updated on past and upcoming events, SweCham community news, and business news. We offer various advertisement opportunities for members in these send-outs.

# SweCham Tentative Events 2024

## January

- SweCham Business Connect networking

## February

- SweCham Business Connect networking
- Breakfast Seminar on IP

## March

- AGM
- Company Visit

## April

- Company visit

## May

- SweCham Business Connect networking
- Multi-Chamber Sustainability for Business Forum

## June

- Swedish National Day and Midsummer Celebration

## July

## August

## September

- SweCham Business Connect networking
- Young Professionals Networking

## October

- Sweden Pavilion at SX Sustainability Expo
- Swedish Education and Career Days

## November

- SweCham 35th anniversary gala dinner
- Company visit

## December

- Traditional Swedish Christmas Dinner



**SWECHAM**  
**MEMBERSHIP**  
**PACKAGES**  
**2024**

---



# SWECHAM MEMBERSHIP PACKAGES 2024

Benefits/ Membership Type	PREMIUM CORPORATE (more than 100 million THB in annual turnover)	LARGE CORPORATE (more than 50 million THB in annual turnover)	REGULAR CORPORATE (less than 50 million THB in annual turnover)
<b>Brand Visibility - Website and E- Publications</b>			
Promotion of corporate news and offers on SweCham Facebook, LinkedIn, website and Members E-News Updates	x6/year	x5/year	x4/year
E-Blast Service	x4/year	x2/year	x1/year
Hyperlinked logo and showcased company's products/services on first page of SweCham website	Premium Category	Large Corporate Category	Regular Corporate Category
Listing in Member Directory E-Book*	1 page + logo	1 page + logo	1/2 page + logo
<b>Events</b>			
Member discount rate for events**	All employees	All employees	All employees
Member entry rate for other co-branded chambers', JFCCT and EABC events***	✓	✓	✓
Member rate for event sponsorship****	✓	✓	✓
<b>Additional Benefits</b>			
Access to member-to-member benefits/offers	✓	✓	✓
Business referrals	✓	✓	✓
Tailor-made services (e.g. event hosting/planning, outreach to Thai universities)	✓	✓	✓
<b>Annual Membership Fee (THB)</b>	<b>36,000</b>	<b>26,000</b>	<b>16,000</b>

**ALL PRICES ARE SUBJECT TO 7% VAT and an additional registration fee of THB 1,000 (one-time cost) applies to new members.**

\*Please see our publications [here](#).

\*\*Member entry rates are applicable for company employees. Employees should be able to validate employment at the company.

\*\*\*Enjoy member entry rates for selected events of other Chambers, EABC and JFCCT, such as the annual JFCCT Prime Minister's Luncheon.

\*\*\*\*Non-members pay a surcharge of 25% on top of sponsorship fees.

# SWECHAM MEMBERSHIP PACKAGES 2024

Benefits/ Membership Type	START UP CORPORATE (up to 3 years old)	INDIVIDUAL	THAI ALUMNI OF SWEDISH UNIVERSITIES (up to the age of 35) / STUDENTS
<b>Brand Visibility - Website and E- Publications</b>			
Promotion of corporate news and offers on SweCham Facebook, LinkedIn, website and Members E-News Updates	x2/year	-	-
E-Blast Service	x1/year	-	-
Hyperlinked logo and showcased company's products/services on first page of SweCham website	Start-Up Category	-	-
Listing in Member Directory E-Book*	1/2 page + logo	1/8 page	1/8 page
<b>Events</b>			
Member discount rate for events**	All employees	1 ticket/event	1 ticket/event
Member entry rate for other co-branded chambers', JFCCT and EABC events***	✓	✓	✓
Member rate for event sponsorship****	✓	-	-
<b>Additional Benefits</b>			
Access to member-to-member benefits/offers	✓	✓	✓
Business referrals	✓	-	-
Tailor-made services (e.g. event hosting/planning, outreach to Thai universities)	✓	-	-
<b>Annual Membership Fee (THB)</b>	<b>10,000</b>	<b>6,000</b>	<b>1,000</b>

**ALL PRICES ARE SUBJECT TO 7% VAT and an additional registration fee of THB 1,000 (one-time cost) applies to new members.**

\*Please see our publications [here](#).

\*\*Member entry rates are applicable for company employees. Employees should be able to validate employment at the company.

\*\*\*Enjoy member entry rates for selected events of other Chambers, EABC and JFCCT, such as the annual JFCCT Prime Minister's Luncheon.

\*\*\*\*Non-members pay a surcharge of 25% on top of sponsorship fees.



**SWE**  
Unlock new horizons for your  
business and further enhance  
your exposure with the  
**SweCham Partnership Package!**  
**CHAM**



# SWECHAM PARTNERSHIP PACKAGES 2024

---



# PARTNERSHIP PACKAGES 2024

Benefits	DIAMOND	PLATINUM	GOLD
SweCham Premium Corporate Membership included	✓	✓	✓
<b>Events</b>			
Free entry to all SweCham Networking Events	3 tickets/event	2 tickets/event	-
<b>Brand Visibility - Events</b>			
Roll-up at entrance of all events + Logo at all SweCham Events	✓	✓	✓
Your corporate VDO shown at SweCham events	1.5 minutes all SweCham events	1 minute, all Swecham events	1 minute x 3 SweCham events of your choice
Complimentary Booth at all SweCham Events	✓	✓	✓
<b>Brand Visibility - Website and E- Publications</b>			
Hyperlinked logo on SweCham website	✓	✓	✓
Advertising Banner on SweCham Website	12 months	6 months	3 months
Promotion of corporate news in SweCham Newsletter	x20/year	x15/year	x10/year
Hyperlinked logo in all E-Newsletters	✓	✓	✓
E-blast Service	x6/year	x5/year	x4/year
Premium location advertisement in SweCham Directory	Diamond position, pages 1 and 2	Platinum position: one of the first pages	Gold position: one of the first 10 pages, or tailored
<b>Annual Partnership Fee (THB) Excl. 7% VAT</b>	<b>200,000</b>	<b>150,000</b>	<b>100,000</b>

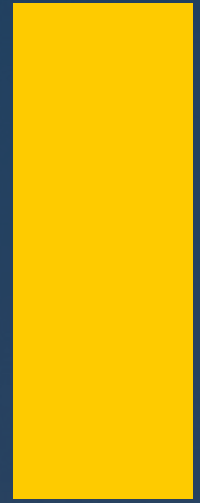


# THANK YOU!

FOR FURTHER ENQUIRIES

## CONTACT


Dr Pojanath Bhatanacharoen,  
Executive Director,  
at [director@swecham.com](mailto:director@swecham.com)  
[+66\(0\)926654741](tel:+660926654741)







Thai-Swedish  
Chamber of Commerce

---

 [www.swecham.com](http://www.swecham.com)

 +66 (0) 2007 2250

 [contact@swecham.com](mailto:contact@swecham.com)

---