



Swedish American Chambers of Commerce of the USA, Inc.

e-Currents
October 2025

This newsletter contains news, updates and relevant information from the Swedish American Chambers of Commerce Inc.

WORDS FROM OUR CEO



Dear friends,

We hope that your week is off to a great start. For the Capital and Congress, not so much so...

Senate Majority Leader John Thune said on Fox News that *"we are at a stalemate"* while the Director of the White House National Economic Council Kevin Hassett thought on CNN's State of the Union that mass federal layoffs could still be avoided and therefore the \$15 billion a week harm to GDP. By mid-October, federal workers, including military, will start to miss paychecks, affecting consumer spending and economic growth. By the same token, this could bring an end to the deadlock. Meanwhile, hundreds of thousands of federal workers have been furloughed, and others are working without pay. To

learn the latest, don't miss White House Correspondent Jon Decker's unrivalled "*straight-from-the-briefing-room*" podcast ([here](#)).

Of note from Washington DC today Monday October 6 is that the Supreme Court begins its new term. A key case in November concerns President Trump's use of emergency powers to justify global tariffs on trading partners. The outcome could impact his entire economic agenda.

On the SACC docket we look forward to SACC Summit gathering our regional chambers, members and the business community at large in San Diego on November 12 for a day of exchange on cross-country insights, collaborations and expert panels. Mayor Todd Gloria will open the day; you can view the program in its entirety [here](#) and reserve your seat [here](#).

Also, remember to sign-up for the Q1 trade delegations to Washington DC to get the skinny on US economic policy initiatives in the pipeline and what the mid-term elections stand to generate. Please drop me a line at +1 (202) 415-1899, also for other questions and topics, your input is valuable and much appreciated.

Warm regards,

Karin Hammar
CEO
Swedish American Chambers of Commerce USA, Inc.



The White House Briefing Room with John Decker

15 minutes a day, non-partisan, factual update from inside the White House, along with thoughtful analysis and a preview of what lies ahead. By Jon — a veteran White House correspondent — *The White House Briefing Room* with **Jon Decker**.

October 6, 2025 • 12 minutes

WH Briefing Room: Government Shutdown Fallout, Hamas Talks, and Major Supreme Court Battles Ahead.

In this episode, White House correspondent Jon Decker breaks down the latest from Washington and beyond. He covers the escalating federal government shutdown and its economic fallout, the fragile prospects for a Middle East peace deal involving Hamas, and the high-stakes cases set to dominate the new U.S. Supreme Court term. Decker explores how congressional gridlock, global diplomacy, and looming judicial decisions could shape the political landscape and test the



limits of presidential power. Read more & listen [here](#) (or anywhere you get your podcasts).

Interested in becoming a SACC-USA member?

Read more about our membership benefits and connect with us [here](#)!

NEWS FROM SACC-USA

Welcome to SACC-Summit 2025 - Reaching Beyond the Summit



Get your tickets now!

**SACC SUMMIT
2025**

November 11-13

San Diego, California



Join Us for an Unforgettable Experience!

Welcome to this year's SACC-Summit 2025, hosted by the Swedish-American Chamber of Commerce in San Diego. This key event is an opportunity to gather all the 19th Swedish-American Chambers of Commerce across the United States, bringing together hundreds of business leaders, innovators and decision-makers from both sides of the Atlantic for three days of cross-country insights, collaborations and premium networking.

Expert Panels: Attend five high-level panels, including:

- Cleantech: The Future of Renewable Energy
- Life Science: What's Next in Life Science
- Communication: Past, Present and Future
- Defense: US-Sweden Collaboration of Security and Resilience
- Beyond Borders: Driving San Diego's Global Competitiveness

Networking Events:

November 11th:

Our sponsor, Skapa by Saab, is hosting a welcoming reception/networking event at their beautiful facilities, located at [2805 Dickens Street, Point Loma](#). This will be an exceptional chance to engage with fellow participants over refreshments and food.

November 12th:

The Summit conference will be held at Carté Hotel, [401 West Ash Street](#). Following the Summit conference at the Carté Hotel, an exclusive networking event will take place on a Hornblower boat tour of our breathtaking skyline. This will be a unique opportunity to connect with fellow participants over refreshments, food and live entertainment.

November 13th

SACC USA Internal day at Carté Hotel, [401 West Ash Street](#).

Buy your tickets [here](#).





New York & Washington D.C. | September 15-19

The Swedish Chambers International (SCI) Board gathered in the U.S. this September for a strategic visit to New York City and Washington D.C., focused on strengthening international collaboration across the global Swedish chamber network.

SCI is a global platform that connects Swedish chambers in key international markets. Its mission is to strengthen the collective capacity of the chamber network by promoting shared priorities, enabling collaboration, and supporting knowledge exchange across regions. The Board brings together representatives from strategic markets, working to strengthen ties within the network and ensure long-term value for its members.



Board Members:

- Daniella Waldfogel, Stockholm, (Chair)
- Jonas Lindström, Brazil
- Gita Paterson, France
- Sara Larsson, India
- Fredrik Warneryd, United Kingdom
- Karin Hammar, United States
- Kerstin Gerlagh, The Netherlands
- Lisa Ferraton, Singapore
- Martin Koos, Japan
- Helen Hoffmann, Germany
- Malin Hammarén, China

The visit began in New York, hosted by Barbara Wennerholm, President of SACCNy, and continued in Washington D.C., hosted by Karin Hammar, CEO of SACC-USA.



Throughout the week, the board engaged in high-level meetings, company visits, and policy briefings on topics including geopolitics, sustainability, transatlantic business, and urban development. Highlights included a meeting with White House correspondent Jon Decker, visits to the U.S. Capitol and House of Representatives, and sessions with policy experts Nancy Fischer and Fran Burwell at Pillsbury Law in D.C.

The visit also created valuable space for internal discussions on how chambers can work more closely across regions and time zones. This includes sharing knowledge, aligning efforts, and addressing common challenges in an increasingly complex global environment.



As active members of SCI, we see continued value in collaboration, knowledge sharing, and coordinated efforts to support Swedish business around the world.



NEWS & INTERESTING READS

A Meeting with National Board of Trade Sweden



Kommerskollegium, the Swedish National Board of Trade, monitors and analyzes how recent U.S. trade policy decisions affect Swedish and EU exporters. Kommerskollegium provides information, analysis, and a customs help desk to support companies in understanding the changing trade landscape. The agency also publishes regular updates and Q&A materials to help Swedish businesses navigate the implications of U.S. trade measures. To read more about the recent tariffs and other updates, visit the Kommerskollegium website [here](#) (in Swedish).

We are pleased to feature an article by **Anders Ahnlid**, Director-General at the National Board of Trade Sweden, who will share more about his work at the agency along with some reflections from his recent trip to Washington, D.C.

The Trump Administration has so far provided a bumpy ride for Swedish companies trading with the United States.

The challenges were confirmed when I met Swedish companies and SACC-USA at the Embassy of Sweden in Washington, D.C., in early September, together with colleagues from National Board of Trade Sweden.

The questions were many, far from all could be fully answered. Sufficiently detailed information from the US Customs and Border Protection Agency is still lacking.

President Trump's proclaimed "Liberation Day" on April 2, the "reciprocal tariffs" and ensuing tariff deals mark a new era in global trade policy. Gone is the collaborative approach to international trade regulation that the US championed during most of the post-World War II period.

Now, the "America First" trade policy neglects the interests of US trading partners and views trade as a transactional zero-sum game, despite strong economic evidence showing that free trade is a win-win for all parties involved. For European Union and Swedish companies, the months following 2 April

were marked by threats of tariff hikes over and above the 20 percent “reciprocal tariff” randomly assigned to the EU. Reigning insecurity delayed and frustrated trade and investment decisions.

The “Turnberry deal”, struck between President Trump and European Commission President Ursula von der Leyen on July 27, and the following joint statement on a “framework on an agreement on reciprocal, fair and balanced trade”, provide more — but far from sufficient — predictability. According to the deal, US tariffs on most industrial goods imported from the EU are set at 15 percent, while the EU commits to abolish all tariffs on industrial goods from the US. That is quite straight forward.

However, difficulties persist for products such as steel and aluminum, which face a 50 percent tariff in the US. Obscure rules on how to treat so-called derivatives add to uncertainty, as do unclear provisions on rules of origin. In addition, more products – including industrial machinery and trucks – risk becoming subject to future tariff hikes due to ongoing “232 investigations”. The Turnberry deal has been criticized for being one-sided in favor of the US. However, our assessment is that it was the best deal available for the EU. The EU also acted responsibly by avoiding to implement countermeasures against the US. In addition, the deal provides new opportunities for EU importing companies since US industrial goods will enter the EU market tariff free. Even if considerable uncertainties persist, it seems likely that the Turnberry deal will provide the basis for EU-US trade in the years to come.

During our visit to Washington, D.C., we discussed future EU-US trade relations with colleagues in the US Department of Commerce and at the United States Trade Representative (USTR). These conversations did not shed much additional light on Transatlantic trading prospects beyond the content of the joint statement. Neither did they provide additional information on the cooperative aspects of the joint statement, which foresees future joint work on mutual recognition of goods and standardization. If progress could be made in these areas, the new EU-US trade policy era would bring at least some benefits...

While US trade will continue to be important to EU and Swedish companies, the increased tariffs and continued uncertainty are likely to reduce the attractiveness of the US market as a destination for Swedish exports. Therefore, the EU has to find alternatives to US trade. As a starting point the EU should safeguard rules-based conditions for the 85–90 percent of world trade that is not with the US. That means continued support for the World Trade Organization, even if the US no longer follows its rules. In addition, the EU should take the lead in forming a “coalition of the willing” of countries that still support rule-based trade.

Furthermore, the EU should increase its efforts to conclude free trade agreements with trusted partners. Steps in this direction are under way. Hopefully, the EU will soon have new agreements in place with the Mercosur countries (Argentina, Brazil, Paraguay and Uruguay), Indonesia, India and Australia.

Finally, while harsh conditions prevail for global trade, the EU should put its own house in order by finally finalizing its internal market. It is still underperforming due to lax enforcement, overly burdensome regulation, and

lack of harmonized rules in key areas.

We do not know if or when the United States might come back to a cooperative approach to international trade. Meanwhile, the National Board of Trade Sweden stands ready to assist Swedish companies. We welcome questions to our “US Tariff Task Force” and we seek to assist companies that meet trade barriers when exporting from or importing to Sweden. Please visit our web-site for further information ([Here!](#))

Thank you Anders for your incisive article!

Europe is not pulling its weight in paying for drug development, says Tomas Philipson.



By: Tomas Philipson
September 16, 2025

After imposing tariffs on European drug exports this summer, Donald Trump wrote to the heads of 17 big pharmaceutical firms, demanding that American prices be brought into line with the lower prices paid abroad. He pledged to use “every tool” to stop Americans from paying more than patients elsewhere.

An incisive article written by our SACC colleague Tomas Philipson. Read the full article [here](#).

Illustration by: Dan Williams

From Sweden to Hollywood

Interview with Agnes-Nicole Winter, founder of Stråla Skincare.

Agnes-Nicole Winter is a Swedish-American

entrepreneur, author, model, actress, TV personality, and founder of [Stråla Skincare](#). Her new books, *Formulating Timeless Swedish Beauty* and *So You Really Think You Can Make It in Hollywood*, are available worldwide.



Hi Agnes-Nicole! You've had a remarkable journey — from Sweden to Hollywood. Can you share what inspired your career path?

I grew up in Sweden and always carried with me a love for culture, beauty, and storytelling. Moving to the United States as an immigrant was both exciting and challenging, but it opened doors to an incredible career. I worked as a model, actress, and later as a writer and producer in Hollywood. That journey taught me resilience, creativity, and the importance of building your own opportunities.

Many know you as a Hollywood personality, but you're also recognized for your seven-season participation in the hit Scandinavian TV show, *Svenska Hollywoodfruar* (Swedish Hollywood Wives). What was that experience like?

Being part of *Svenska Hollywoodfruar* for seven seasons was an extraordinary experience. The show became a huge success in Scandinavia, and it allowed viewers to see not just the glamour of Hollywood, but also the challenges and realities of building a life and career in such a competitive environment. For me, it was important to show strength, independence, and the ability to reinvent oneself.

The series gave me a platform to connect with audiences in Sweden on a personal level, and I'm grateful for the opportunity it created. It also reminded me of how important it is to embrace your identity — as a Swedish woman, as an immigrant, as a single mom — and to show that resilience and determination are universal.

You've also ventured into business and writing. Tell us about that side of your work.

Yes, I've always believed in reinvention. Beyond Hollywood, I've worked in medicine in Sweden and combined that knowledge with beauty innovation to create *Stråla Skincare*, a Swedish-inspired luxury brand manufactured in the USA. Beauty has always been both a passion and a science for me.

What are you most proud of in your career so far?

Honestly, it's not one single achievement — it's the combination. Working in Hollywood taught me storytelling, building *Stråla Skincare* turned my vision into a global brand, and writing my two books allowed me to share wisdom that could help others. If my journey can empower even one young woman or immigrant to believe that they can succeed against the odds, then I've done something meaningful.

Thank you, Agnes-Nicole, for this Q&A!

USA stänger ned – detta händer nu

By: Helena Wande

Published: October 1 2025, 9:52 AM

Den amerikanska statsapparaten stänger ned sedan republikanerna och demokraterna i senaten inte lyckats nå en budgetöverenskommelse. Det här är vad nedstängningen innebär.

Read the full article (in Swedish) [here](#).



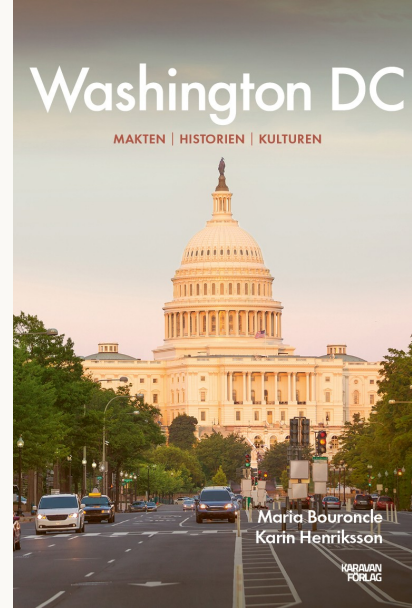
Washington D.C. Through Swedish Eyes: An Interview with Maria Bouroncle and Karin Henriksson



**Tell us about your journey to the US!
What brought you here?**

Maria: I moved to Washington, DC in 2002 when I was offered a position at the Inter-American Development Bank. The family plan was to stay just a few years, but I've never regretted making this vibrant, multicultural city our home, with its rich mix of culture and nature. In 2019, I retired from my career as an economist and decided to pursue my passion for writing professionally. Karin's and my book is a testament to a city we both love.

Karin: The short version – love. I met an American, in Paris (and Brussels), and we moved here together. I was so lucky that I could continue work for my newspaper Svenska Dagbladet, as their US correspondent for 25 years. Then I continued to report for other Swedish news outlets – and to write books. (I may add that I have translated the Constitution into Swedish, Vi, folket...). Not a boring minute.



You describe Washington DC as a center of power, culture, and research – which of these three sides most often surprises first-time visitors?

Karin: I would say that when my friends and relatives have come to visit, they have been incredibly impressed, by the grandeur of the city, as well as by the smaller things, like all the beautiful villa gardens near where I live in the Cleveland Park neighborhood.

Maria: Swedes hear about the US capital in the news almost every day, but the focus is almost always on politics. What most first-time visitors don't expect is the city's cultural abundance — music, architecture, libraries, theater, and more — combined with the fact that over 20 world-class museums across every field of interest are free of charge.

The book is filled with personal reflections and encounters – was there any everyday moment in Washington that, for you, truly captures the city's spirit?

Maria: One spring day I was walking home from work in my new flowery jeans when a young woman suddenly shouted from her garden. Startled, I asked her to repeat herself, and she called back: "You rock in those pants, ma'am." Moments like that — spontaneous acts of kindness from strangers, a smile from passersby, a friendly bus driver, or a cashier who stops to chat — speak volumes about DC's spirit.

Karin: The friendliness, of basically everyone, the international touches, the volunteerism, and the very varied religious landscape.

You have both lived in the city for many years. If you could give just one "insider" tip to a Swede planning their first trip to DC – what would it be?

Maria: If your trip happens to coincide with one of DC's many charity races, make sure to sign up! Whether you walk or run — from 1K to a full marathon — you'll pass some of the city's most famous monuments, enjoy great

company and music along the way, and support a good cause at the same time.

Karin: It may sound banal, but I like the combo bookstore/café, such as Kramers near Dupont Circle and Politics & Prose on Connecticut Avenue. There are piles of fantastic books to browse while waiting for a table or a seat at the bar. A quick trip by Metro to NoMa and Eastern Market will give you a sense of the important and positive changes that the city is experiencing.

Continue reading for an excerpt from the book (in Swedish):

Washington är en av världens mest kända städer. Varje dag fylls våra skärmar av bilder från huvudstaden i USA, den starkaste stormakten i världshistorien: Vita huset. Kapitolium. Högsta domstolen. Pampiga byggnader som de flesta svenskar vet namnet på. Beslut som fattas här påverkar människor över hela jordklotet. Många associerar nog staden till denna makt. Men Washington är så mycket mer: En grön, promenadvänlig stad med låg bebyggelse som kommer på silver- och bronsplats på listor över landets mest vältränade och välutbildade invånare.

En stad – inte mycket större än Göteborg – där kulturen blomstrar med allt från symfoniorkestrar till jazz och indieband, från gratis museer i världsklass inom konst, historia och naturvetenskap till teatrar med nyskapande repertoar och högtidliga monument med tänkvärda budskap. Men Storwashington inbegriper också förorter långt ut i delstaterna Maryland och Virginia, och som med över sex miljoner invånare är det sjunde största storstadsområdet i USA.

Read more & purchase the book [here!](#)

USA:s budgetkris riskerar att slå mot Saab-affärer

By: Emanuel Sidea

October 1, 2025 6:38 PM

NEW YORK. Om den amerikanska kongressen antar en tillfällig budgetlösning riskerar redan upphandlade statliga projekt att försenas – något som kan påverka den svenska försvarsjätten Saab.

USA:s federala myndigheter har stängts ned sedan kongressen misslyckats med att enas om finansieringen för det nya budgetåret, som inleddes den 1 oktober 2025.

Read the full article (in Swedish) [here](#).



FROM OUR FRIENDS IN CHICAGO

Learn Swedish Now

Jessica Tovesson, a native of Sweden with two decades of residency in the U.S., is the **Founder of Learn Swedish Now** and has served as a board member of SACC Chicago since 2022. She is passionate about imparting the Swedish language and its rich cultural heritage to clients across the United States. Through affiliation with the **Swedish American Chamber of Commerce in Chicago**, members gain access to a vibrant Swedish community, fostering engaging events and numerous collaborative opportunities.



Learn Swedish Now, LLC provides Swedish language educational services, including the Swedish culture. Private lessons are customized, with individual lesson plans, and the conversational group classes are offered at multiple proficiency levels. The customers are individuals, corporations, government organizations, and private industries to fit everyone's unique learning styles in order to meet the goals within the timeframe. Learn Swedish Now, LLC provides educational solutions that prepare customers for upcoming relocations, new work assignments, or improved communication with family and friends.

[Read more here!](#)



Navigating Life as a Swede in the U.S.

A Webinar with Swedes Worldwide

SAVE THE DATE

NOVEMBER 6

12:00-1:00 PM CST

10:00-11:00 AM (PT) • 11:00 AM-12:00 PM (MT) • 1:00-2:00 PM (ET)



CECILIA BORGLIN
Secretary General
Swedes Worldwide



MARIE NORDGREN
Manager, Business Support Services
Law Offices A.E. Gustafsson



TALENT MOBILITY

SACC-USA and its regional chambers are currently recruiting new trainees for the upcoming fall 2025 term. If you know someone who might be interested in an internship with SACC, please encourage them to explore all available positions [here](#).

Is your company seeking to recruit talented trainees? Click the image below to learn more about our Talent Mobility Program.

SEEKING HIGHLY QUALIFIED TRAINEES FOR YOUR COMPANY?

SACC-USA Talent Mobility Program

The SACC-USA Talent Mobility Program is pivotal to SACC-USA's mission of fostering trade, commerce, and investment between Sweden and the U.S. This program offers Swedish and American organizations the opportunity to host highly qualified and mature trainees, providing assistance throughout their entire J-1 Visa process, thereby eliminating the administrative burden for you. These trainees bring a new, international perspective to your operation, a crucial asset in today's global economy.

[CLICK HERE TO READ MORE!](#)



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Thank you for reading our e-Currents Newsletter!



You can find our previous newsletters [here](#)



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