



**NORDCHAM**

NORDIC CHAMBER OF COMMERCE VIETNAM

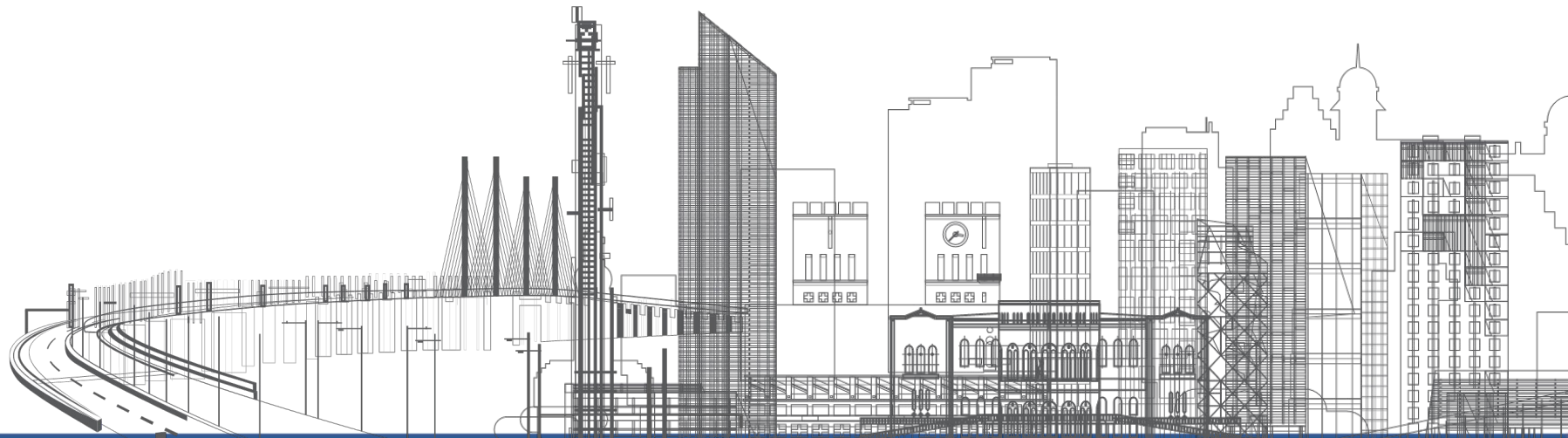
# ANNUAL GENERAL MEETING 2023

## BOARD OF DIRECTORS NOMINATIONS

1<sup>st</sup>

March

2023



# NORDCHAM BOARD OF DIRECTORS 2023 NOMINATIONS



**Anita H. Holgersen**  
Norwegian | Equinor



**Christer H. af Åminne**  
Swedish | H&M Group



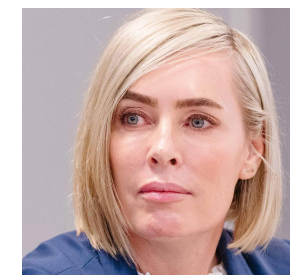
**Christian Vohnsen**  
Danish | ScanCom International



**Dorte Bjørn Reland**  
Danish | Reland Advisory



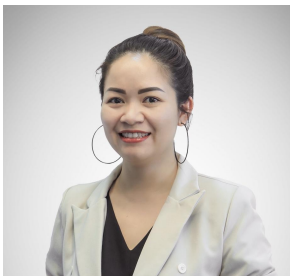
**Duy Anh Nguyen**  
Vietnamese | Mundo Group



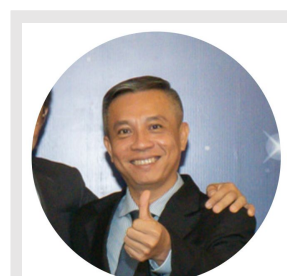
**Eva Maria Hansen**  
Danish | LEGO Manufacturing Vietnam



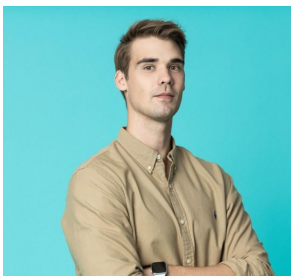
**Giafar Safaverdi**  
Swedish | IKEA



**Linda Pham**  
Vietnamese | AK Interior



**Long Tran**  
Vietnamese | Eimskip



**Mads Werner**  
Danish | Ecotek



**Marcus Sohlberg**  
Swedish | Asia Perspective



**Robert Ameln**  
Swedish | Food Source Vietnam



**Sivert Skarn**  
Norwegian | VARD Vung Tau



**Soren Pedersen**  
Danish | Julie Sandlau Vietnam



**Stuart Livesey**  
Danish | COP



**Thue Thomasen**  
Danish | YouGov DecisionLab



# ANITA H. HOLGERSEN



## Norwegian | Equinor Vietnam

Senior Director Business  
Development & Country  
Representative Vietnam

### Background at a glance

Moved to Vietnam in August 2022 to establish the Equinor country office (May 2022) with a focus on offshore wind and sustainability.

Prior to Vietnam, Anita has several years' experience in offshore wind farm development; worked as Infrastructure, Facility & Procurement manager in the pre-operation phase for Sheringham Shoal, Equinor's first offshore windfarm; responsible for business development for offshore wind in Japan and Ireland; held several management positions across the value chain in Equinor before working with renewables.

### Education

Master in Science in business & strategy from BI Norwegian Business School

### Personal sharing

Exercise and explore the country; enjoy the Vietnamese cuisine and wine; keeping up with the family and friends; married and have three grown up children.

### Nordcham experience

Joined the Nordic Business Chamber in Vietnam in 2022 as a Board Member and focused on green transition; member of the EuroCham board and was involved in GEFE and have represented EuroCham in meetings in Hanoi.



# ANITA H. HOLGERSEN



## Why vote for me?

### **Expansion, Relevance, Collaboration & Opportunity**

My initial focus as a Board member is the green transition in Vietnam. Vietnam has a clear, very ambiguous goal towards 2050 in order to be net zero. I think it is important to include our members in how to engage in supporting Vietnam. This should be a win-win situation for our members regarding business opportunities. I think it is important to collaborate with EuroCham on this topic and I believe the Nordic business can contribute a lot. We need to build on this and establish a strategy and actions.

### **'Best Foreign Chamber in Vietnam'**

I want to focus on this. Looking at the diversity of the Nordic Businesses in Vietnam, it covers a wide variety, and this should be reflected in the board. We need diversity, both in light of competence, diversity in business we represents, gender, representing countries and location (Hanoi vs Ho Chi Minh). We should be a winning team who includes, engage and support our members.

### **Continuity & Energy to Build**

I have to admit I have carefully considered running for a re-election as last year was very busy, especially in light of establishment of the new company. However, I have a strong motivation and energy and want to build on the experience from both Boards. I want to be a part of the team in continue developing NordCham. Be a part of developing a strategy and plans to reach the goal we are setting for the coming years.

I want to continue marketing NordCham and have the last year recommended some new members and we have upgraded the membership and partnership of Equinor. We are also a sponsor at the Ambassador Roundtable and will look into sponsorships going forward.

Thank you for your potential support and look forward to the opportunity to carry championing the Nordic community and its Chamber in the year ahead.



# CHRISTER HORN AF ÅMINNE



**Swedish | H&M Group**

**Country Manager Production for Vietnam and Cambodia**



## Background at a glance

Relocated to Vietnam in August 2022, but have commuted to Vietnam since 2016; lived in Cambodia for 9 years; Worked and lived in Sweden, Germany/Dusseldorf, Denmark/Copenhagen, Finland/Helsinki, China/Beijing, Cambodia/Phnom Penh and now Vietnam/Saigon

Circular & Renewable, Fair & Equal and Leading the Change; Stakeholder engagement and public affairs with a sustainability agenda been big part of our work in Vietnam and Cambodia, in collaboration with other major brands in the industry.

Prior to H&M Group, Christer has been managing director and media director across Havas Riverorchid, Nokia Mobile Phones, and WPP Mediacom.

Common to all the industries is that the consumer is the decision maker

Today focus is Made in Vietnam as a brand and needs to be strengthened & protected.

## Personal sharing

In the spare time, Christer tries to play golf; married and have two teenagers at home



# CHRISTER HORN AF ÅMINNE



## Why vote for me?

### **H&M Group – Garment Industry representation**

Garment, Textile and Footwear 20% 2021 of total exports (2<sup>nd</sup> & 3<sup>rd</sup> largest industries)

### **Leverage H&M Group strong Sustainability agenda - focus on Environment**

H&M Group social and environment agenda is ambitious, and we have publicly communicated our targets towards net zero. Drive joint efforts within NordCham, towards EuroCham, towards Government

### **EuroCham Cambodia experience - advocacy**

Previous board member of EuroCham Cambodia 2021/22, where adidas and I initiated the Green Energy agenda together with EuroCham to minister levels and transformed legislation. Pushing urgency and lack of business case for industry to transition from fossil fuel to renewable energy

### **Collaboration** within and beyond

Key success factor for impact and change is collaboration. By representing the large garment and footwear industry, contribute further advocacy of industry standards, social and environment agenda and overall country attraction

### **Diversity and International experience**

Bringing experience from Denmark, Finland, China, Cambodia and Vietnam from communication agency, mobile phone industry, and now garment.

I believe that with my diverse experience, I can provide valuable input and experience to further strengthening the success and impact of NordCham





# CHRISTIAN VOHNSEN



**Danish | ScanCom International**  
Group CFO

## **Background at a glance**

Working as Group CFO for ScanCom international – a company with more than 20 years of onsite experience in Vietnam and with own factories in primarily Binh Duong and Long An

Experience from several larger Danish production companies prior to ScanCom such as Nilfisk and Pandora

Strong toolbox within Finance and IT

## **Personal sharing**

Living in Saigon/HCMC with the family  
Runner and Chess player when time allows



# CHRISTIAN VOHNSEN

## Why vote for me?



Highly energized by continuously improving and optimizing status quo. This through the close interaction between people and organizations

A true International team player with great experience working with many different cultures

I bring a proactive and Business partner mindset which together with the rest of the Board will move our Chamber forward

I value diplomacy and I see a great potential in helping each other improve our businesses by working closely together and interacting with local authorities

I strongly focus on win-win situations for all of us by sharing info and experiences within many different and exciting business areas. When said, this also with foundation in a social and very likeably environment, where we have fun in a professional context







# DORTE BJØRN RELAND



**Danish | Reland Advisory**  
Founder and Owner

## **Background at a glance**

Have worked as a leader and executive with global outreach for many years and the last three years, Dorte has worked out of Hanoi and HCMC both in the private sector and at Nordic embassies.

Dorte aims to enable individuals and companies to be high performers within their areas of expertise.

## **Education**

M.Sc. in Engineering; eMBA; leadership courses



# DORTE BJØRN RELAND

## Why vote for me?



I am running for election to NordCham's Board, because I would like to put my skills, experience and strong network into play with the aim of supporting Nordic companies and individuals on their efforts to achieve success in Vietnam.

Green transition, digital transformation, Nordic way of leadership and a new normal are some of the areas where Nordic companies and individuals can make a change in Vietnam by doing it, being the examples and by walking the talk.

I bring to the table a strong network from working in the private sector in Vietnam, in the diplomatic world and from my eMBA with mainly Vietnamese executives.

I have worked in Hanoi as well as in HCMC and I understand the strengths and weaknesses of doing business in two such different places.





# DUY ANH NGUYEN



**Vietnamese | Mundo Group**

**CEO**

## **Background at a glance**

November 2021- now: CEO & Founder of Mundo International Trade Joint Stock Company

June 2020 - December 2021: Operations Manager at Casa Espana, Hanoi Vietnam

## **Education**

Finnish alumni, graduated from Satakunta University of Applied Sciences



# DUY ANH NGUYEN

## Why vote for me?



Nguyen Duy Anh, and I am CEO at Mundo Group, located in Hanoi. The opportunity to join the Board Member of Nordcham is very appealing to me. I would appreciate the opportunity to be considered as a candidate for the position of Board Member. I am a Finnish alumni, graduated from Satakunta University of Applied Sciences.

Since returning Vietnam in 2020, I always bear in mind that I will contribute to any projects among Vietnam and Nordic countries. Having experience for 10 years in FnB field, I am now 30 years of age, eager to accept new tasks and highly motivated. My strong point is hosting event, networking and connecting people. I believe that it is a necessary skill to improve the activities of Nordcham in Hanoi. I am confident that I will perform my duties in a professional manner. It would be my pleasure to have the opportunity to contribute my expertise to Nordcham.





# EVA MARIA HANSEN



**Danish | LEGO Manufacturing  
Vietnam**

**Head of Partnering and Operations**

## **Background at a glance**

### **LEGO Group A/S**

2021 – Now, Head of People, Organization & Development, Asia Manufacturing

2017 – 21, Global Process Director

### **Saxo Bank A/S**

2015 – 17, Director & Global Head of Business Management 2015 - 16, Global Head of Onboarding & KYC

2014 - 15, Senior HR Business Partner, Head of HR India & Head of Talent Acquisition

### **Carlsberg Group A/S**

2012 – 13, Global Head of Talent Acquisition

### **Mærsk Line A/S**

2012, Consultant

### **SAM Headhunting A/S**

2008 – 12, Senior Partner and Headhunter

2007 – 08, Partner and Headhunter

2004 – 07, Executive Assistant

### **EDUCATION**

2012, Strategic Human Resource Management, Århus Universitet

2008, MBA, Syddansk Universitet

2006, International Commercial Communication, Syddansk Universitet

1999, Student, Ringkøbing Amts Gymnasium

### **ADVOCACY & BOARD MEMBERSHIP**

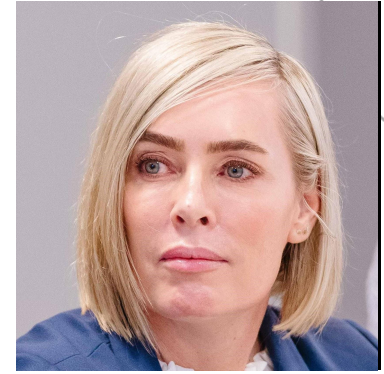
Board Member Nordic Chamber of Commerce Vietnam, 2022

Member of HR & Training Sub-Committee European Chamber of Commerce Vietnam, 2022



# EVA MARIA HANSEN

## Why vote for me?



Globalization, polarization, pandemic, growing operational and regulatory complexity and many more factors have made it a hard-earned competency to be able to solve the inherent business challenges in a VUCA world.

I am a skilled professional driven by the challenge of identifying and unlocking the key drivers that support the individual business in transforming operating models, procedures, systems and renewing their ability to deliver value and stay compliant in an ever-changing landscape.

I bring 20+ years of formal and informal leadership experience of large teams spanning multiple locations.

I hope to contribute to the Nordic Business community through sharing of my personal experience and insights. I would actively seek to represent the Nordic business community when establishing and solidifying relationships with relevant organizations and stakeholders to support collaboration and influence market conditions. As an individual that have spent majority of my professional life in global roles, I have a true passion for exploring market practices and cultures, making an effort to contribute to and enhance a shared understanding to bridge the gaps.







# GIAFAR SAFAVERDI



**Swedish | IKEA**  
Managing Director

## Background at a glance

Experienced Senior Manager with a track record on delivering results and leading people. Capable to identify and deliver profit and efficiency in the Procurement, Supply Chain and Business Development Operations. Strong knowledge of multinational contest and experience in the retail , consumer goods industry, and telecom industry.

Skilled in Leadership, Negotiation, People Management, Business Development and P&L. Intuitive, optimistic and open-minded with a preference for international and cross-cultural context. I have lived and worked in China, UK, France, Italy and Sweden.

## Education

Università degli Studi di Modena e Reggio Emilia  
Master's degree, Biotechnology in International Business



# GIAFAR SAFAVERDI



## Why vote for me?

I would like to apply for the position of Board Member with the NORDCHAM. After being a member of NORDCHAM for more than one year since I move to Vietnam, I can say I am very much aligned with the goals and focus of the organization and I would like to use the skills gained in my time as General Director of IKEA Purchasing and Logistic Services to help community projects such as stated as objectives of NORDCHAM.

I have been a Board Member for some of the IKEA constellation companies where I worked for more than 14 years. I have experience in chairing meetings and strategic solutions. My Range of Development, Sourcing and Stakeholder relationship experience and proven leadership skills will prove useful to our Association.

Vietnam is a fascinating place to be from a business perspective and enhancing cooperation between this country and the Scandinavian region is a goal that I would be glad to contribute with my performance and resourcefulness in my strengths. I get along well with others as I fully believe in multilateralism and common approach solution. I like the culture in Scandinavia and the thrive on finding resolutions to problems. I am confident that these qualities together with my commitment to work will be an asset to our organization.

Some of my personal achievements in my professional capacity I can bring to your organization are as follows:

- Represent the organization and serve as a spokesperson. Take an active part in the budget planning process.
- Offer a broad knowledge of programs, policies, and implementation strategies.
- Good networking Experience in working with the local business community

My enclosed resume will provide you with more details regarding my qualifications and experience. I know that I can bring many benefits with my experience, educational qualifications, and skills and I look forward to putting these towards a good cause. I look forward to hearing from you and thank you for your time.





# MADS WERNER



**Danish | Ecotek**

CEO

## Background at a glance

Mads has lived in Hanoi for nine years, including studying at Unis Hanoi International School from 6th to 10th grade; he founded a non-profit organization called Student Talks; worked as an analyst at a venture capital firm in Singapore investing in SEA; including Vietnam.

When Mads returned to Hanoi in 2018 he Co-founded Ecotek and started working at Ecopark Group as a business development advisor.

In 2021, Mads launched Ekko, a fintech platform.

## Education

Bachelor degree in IT & Economics at Danish Technical University

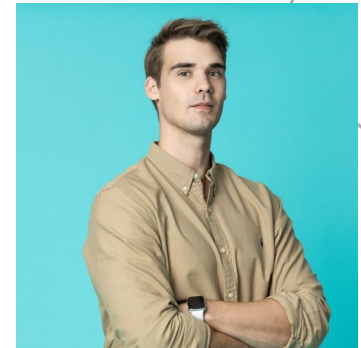
## Personal sharing

Mads serves as a board member and active fundraiser for a charity organization called Center II. On an annual basis, Center II collaborates with eight northern provinces in Vietnam to identify children residing in remote villages who require specialized medical attention. With a primary focus on surgical interventions, the program provides financial support to approximately 700 children each year. We are always looking for support!



# MADS WERNER

## Why vote for me?



As someone who considers Hanoi a second home, I hold a deep appreciation for the city and its people. I am excited about the potential opportunity to serve as a liaison between Nordcham and the Vietnamese business community, leveraging my experiences and strong ties to the local private sector to create new opportunities for business and commerce between the Nordics and Vietnam.

In my current role as a business development advisor at Ecopark, I have had the privilege of supporting international companies in piloting and launching their products and services in Vietnam, including several Danish companies. This has given me a unique understanding of the business environment in Vietnam and extensive experience in implementing complex digital transformation and ESG-focused programs for SOE's and enterprises of all sizes.

As a young and diverse member, I am confident in my ability to bring fresh energy to our Hanoi division, open up new opportunities for our members and take Nordcham to new heights.

Thank you for considering me as a candidate..





# MARCUS SOHLBERG



**Swedish | Asia Perspective**  
Business Development Director

## Background at a glance

Originally from Sweden, Marcus has resided in Vietnam for almost 6 years. Marcus previously lived in China but moved to Vietnam as he got increasingly aware of the many business opportunities and future growth prospects. The quality of life is also a major reason why he plans to stay here for a long time to come.

Asia Perspective is a management consultancy that helps Nordic companies in four key areas: Sourcing & Supply chain, Market Entry & Expansion, M&A, and Transformation & Restructuring. Marcus is responsible for growth and strategy, working operatively in Vietnam and across other Asian markets.

Before moving to Vietnam in 2017, he worked in Shanghai where he was the Technical Sales Manager at a large Japanese supplier to Volvo Cars. He has spent most of his career in international sales, working in Sweden, China, and Vietnam.

## Personal sharing

Marcus is married to a wonderful Vietnamese wife and like to spend his time traveling, reading, and on the padel court.

## Nordcham experience

Joined the NordCham Board in Vietnam in 2022 and run for re-election in 2023



# MARCUS SOHLBERG



## Why vote for me?

**Strengthen the community:** Through increased awareness of the Chamber's work and by having a close relationship with all the members - both small and large companies – we can build a stronger Chamber. Both through relationship building, information sharing, and increased collaboration between members. I would gladly sit down with every member to understand your activities and goals.

**Growth:** NordCham Vietnam recently surpassed NordCham Philippines as the largest Nordic Chamber in Southeast Asia. Together we are strong, and NordCham has a great impact in the discussions and decisions taken by EuroCham, and in making ourselves heard to local authorities. A priority will be to continue growing the Chamber, particularly as more Nordic companies enter the market.

**Cross-border collaboration with other Chambers:** Traveling frequently to other East/Southeast Asian countries, I try to meet other Chambers as often as I can for updates on key trends in the region. Through the collaboration with other Chambers, we can provide value to the members by providing information covering other markets, as well as by co-organizing events.

**Familiarity of the Chamber:** Having worked with the Chamber since 2022, I am well familiar of how its run and can apply this knowledge for the continuation of my work in the Chamber.







# LINDA PHAM



**Vietnamese | AK Interior**  
AKI Design's Business Relationship

## Background at a glance

Linda works with clients from various industries, including technology, logistics, M&A, Finance services, pharmaceutical, etc ..., to bring their ideas, core value, and vision to the workplace.

Linda and AKI Design's team consists of highly skilled and experienced designers who bring a wealth of knowledge and expertise to each project. Their attention to detail and commitment to quality has earned them a reputation as one of Vietnam's top workplace design companies



# LINDA PHAM

## Why vote for me?



In 2020, AKI Design became a Nordcham, Eurocham member. In 2022, AKI design was Nordcham's Marketing Partner and supported Nordic members to do and enhance their business in Vietnam such as DSV, and Novo Nordisk.

With experience working with various industries/ countries and knowledge of doing business/ understanding local culture in Vietnam (Ha Noi, Da Nang, HCMC), Linda will strongly contribute to and support Nordcham's members in Vietnam.





# LONG TRAN



**Vietnamese | Eimskip Vietnam**  
Managing Director

## **Background at a glance**

Experienced Managing Director with a demonstrated history of working in the total supply chain industry - warehousing / transportation/ customs clearance. Skilled in Inbound Logistics, Inventory Management, Freight, Rail Road Transportation, and Business Development.

## **Education**

Global Strategic Management, MBA at Maastricht School of Management, Netherlands

## **Nordcham experience**

Board Observer from 2021 to 2022, responsible for Icelandic Business Community



# LONG TRAN



## Why vote for me?

I am writing to express my exciting interest in the position of Board Member in NordCham for 2023, mainly responsible for the Icelandic Business Community in Vietnam in particular, as well as supporting to other activities of NordCham. I am confident that my experience, skills, and knowledge make me a strong candidate for this role.

As a business professional with a background in international trade and commerce, I have had the opportunity to work with individuals and companies from diverse cultures and backgrounds. My experience has equipped me with the ability to navigate the complexities of international business and build relationships with stakeholders from different parts of the world.

In addition, I have had the privilege of working with individuals and companies from Iceland, and I have developed a strong interest in the country's culture and business practices. I believe that my passion for Iceland and its business community in Vietnam, combined with my professional experience, would make me an asset to the Nordic Chamber of Commerce Vietnam. Moreover, with role of observer in Nordcham in 2022, I have more understanding and work how to support to Nordic community better.

I am excited about the opportunity to serve on the board of NordCham for 2023 and to represent the Icelandic business community in Vietnam in particular, as well as supporting to other activities of NordCham in general. I believe that my contributions to the board would include my ability to bring fresh perspectives, my strategic thinking, and my commitment to excellence.

I am aware of the challenges that come with serving as a board member, and I am ready to commit the time and resources necessary to fulfill the responsibilities of this role. I am confident that I have the skills, knowledge, and passion necessary to make meaningful contributions to the Nordic Chamber of Commerce Vietnam.

Thank you for considering my application. I look forward to the opportunity to further discuss and represent further on my application. I attach herewith my profile for your more references. Thank you!

Thanks and looking forwards to cooperation with you.





# ROBERT AMELN



**Swedish | Food Source Vietnam**  
Managing Director

## Background at a glance

With over 7 years in Ho Chi Minh City, Robert has seen the city and the space develop at a rapid pace. It has been daunting at times but definitely always exciting.

Robert came to Vietnam to set up an Australian-owned food distribution company called Food Source and have overseen its start-up phase to the business it is today.

Prior to Vietnam, Robert spent 9 years with Lavazza Nordics, based out of Stockholm. Starting as Head of Sales to General Manager Sweden and finally Managing Director Nordics.

Before the Food & Beverage years, his career was in Hospitality with roles with recognizable hotel chains from Hyatt to Scandinavian sport resorts.

## Personal sharing

Maximize time with family and friends; married to Christina and have two children; enjoy traveling and discovering the region as well as indulging in good food. Sometimes too much... 😊

## Nordcham experience

Joined the Nordic Business Chamber in Vietnam in 2018 as a Board Member and last year supported as Vice-Chairman based in HCMC.



# ROBERT AMELN



## Why vote for me?

### Expansion, Relevance, Collaboration & Opportunity

My initial focus as Board member was the expansion of the Chamber and the Nordic business in Vietnam. I feel that the Nordic values and business have an important space in Vietnam and that this opportunity, collaboration and knowledge-sharing will continue to be key ingredients in the coming years.

To continue to build, the chamber will want to carry on with engaging with its members on both quality and quantity:

We need to continuously to be relevant for the members by keeping abreast with the Vietnamese market; external influences; and strengthening the connections. By doubling up our efforts, we can ensure choice activities; engaging forums and platforms; valuable and time-sensitive content; and more.

Size matters. Why? It gives us more influence and a louder voice at the table in this community as well within the EuroCham and governmental institutions. This ensures that Nordic Chamber values and topics carry more weight in these conversations and actions taken will make it easier for the Nordic community to operate in a Vietnamese landscape.

### 'Best Foreign Chamber in Vietnam'

These items have been a focus for me and will continue to be. While we have made big progress in the last years, we can continue to strive to be an even stronger chamber.

With these above points and some personal reflections, I want to continue to bring energy and my 'building' background to assemble the best foreign chamber in Vietnam together with you and all Nordic companies from SMEs to multinationals.

### Continuity & Energy to Build

I feel that having continuity on the Board allows internal knowledge sharing to be transmitted another year until processes continue to be even more firmly in place.





# SIVERT SKÅRN



**Norwegian | VARD Vung Tau**  
General Director

## Background at a glance

With extensive experience in shipbuilding and management, Sivert currently serves as the General Director of Vard Vung Tau, a world leading shipyard delivering highly advanced and specialized vessels for the offshore market, including renewable offshore energy, fishing vessels, heavy lift vessels, and cruise expedition vessels.

## Education

BSc in Ship Design from Ålesund University College in Norway and MSc in Naval Architecture from Newcastle University in UK.



# SIVERT SKÅRN

## Why vote for me?



Having been a board member for the last two years and seeing the way Nordcham has developed and increased in size, I wish to continue on the board and keep contributing to the benefit of the Nordic companies and the Nordic community in Vietnam.

That includes continue promoting Nordic values and Nordic ways of working to the Vietnamese market, as well as supporting companies.

As a business chamber I will work on continue focusing on staying relevant for our members through information sharing, establishing connections, supporting with challenges, and being available for all, whether it is for small or large companies, newly established companies or companies who have operated in Vietnam for many years.

I want to continue to contribute to the journey of Nordcham, and having continuity on the Board is beneficial for continuing to work for the Nordics.





# SOREN PEDERSEN



**Danish | Julie Sandlau Vietnam**  
CEO

## **Background at a glance**

CEO of Julie Sandlau Vietnam, an SME with 350 staffs making high end jewelry in Vietnam since 2006.

Julie Sandlau Vietnam are award winning and first movers in Vietnam on ESG and UN's sustainable development goals, Science Based Target Initiatives and Women Empowerment Principles.

## **Personal sharing**

Live in Hanoi with my wife and two beautiful girls

## **Nordcham experience**

2015 took chair role: Turnaround NordCham, Include North and South, and strong participation on Eurocham board and thus big Nordic influence.

2020 handover chairmanship to Thue Thomasen, Nordcham now stronger than ever financially and staffed with great people



# SOREN PEDERSEN



## Why vote for me?

Many years of experience in chamber activities and coordination as both board and chair

Elected by Eurocham members to Exco for 5 years straight

Been a part of the international community's largest advocacy event VBF for since 2020, and is currently serving as Eurocham's co-chair in 2022/23

Strong passion for advocacy, creating real and measurable differences for Nordic businesses

I will ensure Nordic interest at government level

Through my advocacy work, we are giving NordCham members quick and reliable updates on latest movements and regulations giving businesses the best tools to make decisions and be successful in Vietnam

With NordCham's ambitious agenda for 2023 and beyond, we need experienced board members to ensure we are at the table and can make differences, I represent that.

In 2021 I was awarded Finland's Lion's medal of honor by the Finnish President for my contributions to Nordic collaboration and values in Vietnam.

So count on me to work for your interest and success in your businesses as a member of NordChams board.





# STUART LIVESEY



**Danish | COP & La Gan Wind**  
CEO

## Background at a glance

- CEO, Copenhagen Offshore Partners (COP) Vietnam, and CEO of La Gan Wind. Responsible for managing & maturing 3.5GW La Gan Wind Project and a pipeline of >10GW fixed-bottom and floating offshore wind projects in north and south Vietnam.
- Particular focus on strategic market entry, early-stage site identification, project development, stakeholder engagement, and instigating execution (EPC) of individual project and portfolio growth in both developed and emerging offshore wind markets.
- 20 years of development, market and consent experience focused offshore renewable energy in Europe and Asia Pacific.
- 2019 – 2021: Head of Project Development Japan, Tokyo (Ørsted); Leading early stage development projects for Japan's 1st round of offshore wind projects (R1 auction) and complex partnership negotiations and joint ventures.
- 2015 – 2019: Senior Project Development Director, UK (Ørsted); leading early stage project development including consents/local supply chain plan/bid submission.
- 2010 – 2015: Consents Manager, UK (Ørsted); leading on all aspect of consent and permitting requirements for offshore wind projects.
- 2003 – 2010: Senior Environmental Consultant, UK & Middle East (RSK Environment Ltd), ESIA production for offshore wind, coastal real estate, and other energy generation & transmission projects.



# STUART LIVESEY

## Why vote for me?



For over two decades, from higher education to my current position, my interest in the environment has matured to a passion for sustainability and supporting responsible renewable energy in the marine environment. My career has focused on understanding and driving forward the role for renewable energy in supporting the ever increasing and ever-demanding energy needs of a global population.

My early career in environmental consultancy, enabled my exposure to the numerous environmental, physical and social interactions associated with onshore and offshore renewables, offshore oil and gas projects, coastal real estate etc and other sectors linked to marine development. In 2010 opportunities led me to offshore renewables in Europe, where Nordic countries were spear-heading this industry, fully embracing the green transition by leveraging their own strengths in offshore oil and gas exploration and extraction, to develop and construct offshore wind projects. It was at this time I worked for my first Danish company where I spent 12 enjoyable years working within a Scandinavian business, albeit based in the UK and then Japan. I found working with a Nordic mindset an extremely well-balanced approach to enabling green growth, focusing on sustainability, and supporting other nations on their transition journeys.

I have been working in Vietnam now for approximately 14 months, bringing my career in offshore renewable to over 20 years, first as a consultant and then as a developer/constructor. This experience will enable me to bring valuable perspectives to NordCham, which is why I am requesting consideration for the Board.

From the exposure I have had so far, I believe NordCham has been effectively positioned in Vietnam with many experienced and well-placed members. However, I also see the huge potential that NordCham can leverage to increase its role supporting Vietnam's green transition, and focus on a circular economy, that can be nurtured from the huge steps that Nordic countries have taken. This also aligns with the vision and goals of the Vietnam Government and will help Nordic companies showcase their support of Vietnam's energy and economic transition.





# STUART LIVESEY

## Why vote for me?

The skills and approach that Nordic countries, their industries, organizations, including the Nordic Chamber, can bring to Vietnam include a wealth of knowledge, guidance, and support, particularly in the following areas:

- The wealth of experience that Nordic countries have for renewable energy and sustainability
- The high quality and focus on a family environment (well-suited to Vietnam), with a solid basis for a stable work-life balance, and development within society that can establish a good standard of living
- A strong focus on trust and respect engrained in Nordic society for strong relationships, delivering a very open and approachable environment
- World-leading and pioneering expertise in many fields, using high quality materials, unique products, and delivering these with a good attention to detail

In summary, I would be honored to be considered for a position on the NordCham Board. I seek this role to both support and utilize the wealth of knowledge, skills and potential integration of Nordic businesses and organizations into Vietnam.

NordCham can support Vietnam's green transition and circular economy focus, and also to support and advise on how to manage the demands of new global markets, to ensure it can maximize its potential from lessons learnt by others, noting that NordCham will also need to adapt to ensure its members and the Chamber itself delivers to the needs and the will of Vietnam. The sharing and association with Nordic associations within the Chambers, and other bodies can be invaluable as Vietnam grows and expands where export to Nordic countries creates a win-win situation.

I respectfully request that my application be considered for a position on the Board and am happy to answer any questions the existing Board and members may have.







# THUE THOMASEN



**Danish | DecisionLab**  
CEO

## **Background at a glance**

Thue is an experienced entrepreneur and leader with a demonstrated history of building strong performance-oriented organization in Asia. He shares a strong passion for branding and concepts development that was spikes when he as a 9-year old tried to open his first burger joint in Hue, in Central Vietnam.

He has 20 years of experience in marketing, research, and consulting – 12 of this from Vietnam where he co-founded and grew first Epinion Vietnam, then Decision Lab.

He is a graduate of international business and politics from Copenhagen Business School and Hong Kong University of Science and Technology.

## **Nordcham experience**

Chairman of Nordcham Vietnam



# THUE THOMASEN



## Experience

I have been sitting on the Board of NordCham for six years, and four years of those with EuroCham as NordCham representative.

I was, and I am motivated by the opportunity to contribute my knowledge and experience in business development and marketing to the development of NordCham Vietnam. Being there with NordCham since its early days of establishment until now, I have gained valuable insight into how the organization is run and the challenges we face in strengthening the network in Vietnam and spreading the awareness of Nordic business interests in Vietnam.

## Commitment

Together with all board members and the team, we grew the membership of 17 members back in 2017 when I joined NordCham to nearly 150 members as of this writing, an increase of 800% percent. This expansion is a tangible and visible proof of how our commitment means as a key driver for the growth and transformation of the organization.

In addition, this growth has also been a significant part of our efforts in terms of increasing visibility of Nordic Business and the opportunity to take its role more seriously in the private sector and government leadership across different business sectors. NordCham Vietnam is now the third largest European Chamber of Commerce in Vietnam and the largest in the region.

## Actions

The Nordics are still in the shadow of bigger countries. The days where ODA opened every door are far behind us and our investments and business collaborations need to lead the way. Our members have so many good stories to tell the local business and policy makers, not only about the quantity or the size of your investment, but also and more importantly, the quality and the innovation projects you and your team are working on in daily operations.

My goal is to make our voice heard, your voice heard, regardless of how big or small your business is.

