

## Swedish delegation to Iran 14<sup>th</sup> April to 19<sup>th</sup> April 2018

**Cecilia Seddigh**

**Passport no: 90819030**

**Fintech entrepreneur**

**Board professional**

[Cecilia.seddigh@outlook.com](mailto:Cecilia.seddigh@outlook.com)

P +46 (0)708571431

Founder of Sparplatsen, a fintech/insuretech company in the forefront of the transformation of the life assurance industry. Authorisation by the Financial Supervisory Authority in Sweden in Dec 2016, commercial launch and proof of concept in March 2017. The company is bought by Movestic Life and Pension, subsidiary to Chesnara Plc listed on LSE.

Intra- and entrepreneur in the life assurance and fund management industry since 25 years with expertise in financial products and services, cross boarder business development, and sustainable finance (ESG). Board member at Tundra Fund Management a leading frontier market asset manager, Member of the board at Styrelsekraft Alumni Stockholm a membership organisation for participants in the national leadership program Styrelsekraft assigned by the Swedish Government during 2009-2014.

Previous positions incl Chair of the board and Owner at Sparplatsen Sverige AB. Head of International Business Development and Sustainable Finance at ODIN Fund Management with approx. 5 Bn Euro in assets under management, Chair of the board and Partner at UpHigh AB an advisory firm for corporate sustainability and purpose-led business for SME and Private Equity, Business owner at Skandia Life Assurance Company one of the largest in its field in the Nordic region, operative board member at Sweden Sustainable Investment Forum a membership organisation for asset owners and asset managers engaged in sustainable finance.

**Eva Wetterstrand Wickbers**

**Passport no: 90935732**

**Municipality of Norrtälje, Stockholm County**

**Director & Head of Department, Education Sector**

[eva.wetterstrand-wickbers@norrtalje.se](mailto:eva.wetterstrand-wickbers@norrtalje.se)

[www.norrtalje.se](http://www.norrtalje.se)

P +46702086058

The Department of Education offers services from nursing school to higher education. Number of employees 1500, yearly turnover 100 million USD. Chairman of the board of Aleva Omsorg AB senior care [www.alevaomsorg.se](http://www.alevaomsorg.se). Previous positions include Head of Proaros, fully owned by the City of Vasteras, Sweden. Proaros offers services to the city within the field of education, senior care and support to families. Proaros had 9000 employees and a yearly turnover of 400 million USD. Proaros operates in competition with privately owned companies. Revenue is to 100% generated from the public sector, as consumers pay for the services through the tax system.

Previous experience: 14 years with Scandinavian Airlines System (SAS) in various management positions within passenger and cargo including Head of Intercontinental Routes. Other experiences include management positions within Thomas Cook Travel/Ving AB,

Telenor A/S, SAP AG, Proffice Outsourcing AB and MD Aleris Omsorg AB. Executive MBA Stockholm School of Economics (General Management).

**Ewa Björling**  
**Passport no: 92008748**  
**Former Minister of Trade and Nordic Cooperation**  
**PhD, Associate professor**  
**Board professional**

Ewa Björling serve today as a professional board member in several different companies; Essity AB (former SCA AB) (publ), Biogaia AB (publ), Mobilaris AB and SPBI AB (Swedish Petroleum and Bioenergy institute) together with several advisory boards in and outside Sweden.

She served as Minister for Trade (2007-2014) and Minister for Nordic cooperation (2010-2014) in the Swedish government. Some concrete political results are a European patent, initiation of TTIP (trade agreement EU-USA), trade agreement EU-South Korea, measures to strengthen export financing, the ability to support SMEs and changes in the public promotion of Sweden. She has also been a Member of Parliament between 2002 and 2014, and served as a Member of Committee on Foreign Affairs. In her academic career, Ewa held a position as DDs, PhD and Associate professor at Karolinska Institute together with her own research group within HIV.

**Johan Elmquist**  
**Passport no: 90585573**  
**Didner & Gerge**  
**Head of Marketing and Sales**  
lj.elmquist@gmail.com  
P +46 (0)703390550

Didner & Gerge is one of Sweden's most recognised active fund management companies with approx. 9,4 Bn USD in assets under management. Founder and partner at Tundra Fund Management a Swedish asset manager specialising in frontier markets incl countries such as Vietnam, Bangladesh, Pakistan, Sri Lanka, Egypt, Nigeria and Kenya. Tundra has two local research offices in Asia and one of the most sizeable investment teams dedicated to frontier markets. Tundra integrates ESG (sustainable finance) into the investment process.

Previous positions include i.a. Portfolio manager at Swedbank Robur the largest mutual fund manager in the Nordic region managing 2 Bn USD in four different Russian equity funds of which one was solely for the Japanese market, Equity sales at HQ Bank, Business development at T. Rowe Price with institutional clients - Nobel Foundation and several large Swedish life companies, Risk management and investment consultant at KMPG including i.a. research for AP2 and SEB Life, and 10 years as Equity analyst and portfolio manager at Alfred Berg.

**Bertil Persson**  
**Passport no: 86951824**  
**Securum Consulting AB**  
**Founder and Chairman**  
securumconsulting@gmail.com  
P +46 (0)709 145974

Founder and Chairman of Securum Consulting AB since 2005. Securum Consulting AB is a private company supporting SME business company, focusing on corporate advisory services in the areas of project management, turn-around, finance, liquidity planning, marketing, organization and relationship-oriented strategy development as well as consultancy activities for trade in Poland, Italy and Vietnam. Conduct conference trips with a focus on corporate development. The company's target group, business leaders and management teams.

Bertil Persson is a Certified Management Consultant. Honorary Member and former Chairman of the Nomination Committee for Sweden's Association of Management Consultants.

Previous positions: Chairman, Board member and Chairman of the Nominating Committee for Collaborative Management Consultants. 12 years of experience from Start up companies, Stockholms NyföretagarCentrum, former CEO and Board member. Entered the Stockholm County Administrative Board on corporate contacts in the Baltic countries for managers in Stockholm County. Member of the Swedish delegation for the EU project "Business for Europe's outskirts countries". JuristCompaniet i Sverige AB, President and Chairman of the Board. Friends Provident Insurance Company London, Marketing Swedish Industry. Member of the Steering Group for the implementation of the merger between the four insurance companies Allmänna Brand, Skånska Brand, Valand and Vegete to Wasa Insurance.

**Marianne Dott**  
**Passport no: 90424269**  
**Stockholm Chamber of Commerce**  
**Senior Director International Trade & Affairs**  
[marianne.dott@chamber.se](mailto:marianne.dott@chamber.se)  
+46 (0)708 12 91 71

As Senior Director of the Stockholm Chamber of Commerce Marianne Dott is coordinating international trade & affairs. The tasks comprise coordination of high-profile projects and events for dignitaries and multinational corporations as a platform for strengthening political and economic ties, assist member companies in international issues, receive delegations, be the focal point for the Swedish Chambers International and collaborate with the Chamber's international network in Stockholm and abroad. The Stockholm Chamber is the leading business organisation in the capital region and voice of the private sector.

Marianne has worked with entrepreneurship since 1981 when she was responsible for building up and implementing the concept Young Enterprise in Sweden.

She has over 20 years of experience in designing, leading and implementing international projects in Sweden, Western and Eastern Europe, the Baltic States, Ethiopia, Uganda, Tanzania, Zambia, Botswana, Namibia, Rwanda and South Africa. Her expertise encompasses private sector development, trade promotion and mobilization of companies, capacity building of private member organisations including the development of member services and recruitment of members.

**Tarja Niemi**  
**Passport no: PB7541786**  
**Bankomat AB**  
**Chief Financial Officer**  
Tarja.niemi@bankomat.se

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Bankomat AB is equally owned (20 %) by the five largest banks in Sweden - Danske Bank, Handelsbanken, Nordea, SEB and Swedbank. Bankomat is gradually taking over the management and operation of its owners' ATMs in Sweden. Bankomat offers our services to all card issuers, either as a customer of the Company or by card networks Visa and MasterCard.

Previous: 15 years of experience at management level at Swedbank Group. Swedbank is Sweden's largest bank in terms of number of customers and gives them leading position in their other home markets of Estonia, Latvia and Lithuania. CFO at Swedbank Card Services, market leading card acquiring company in Sweden. Head of planning (short and midterm planning) Group cards. Swedbank Group level Card business unit. Head of analyze product unit payments: Swedbank Head of internal audit: subsidiaries Swedbank Group. BSc Uppsala University Sweden.

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**Christian Kinch**  
**Bactiguard**  
**CEO**

Christian Kinch started his career as a pharmaceutical consultant when he left the Stockholm School of Economics in 1992. Two years later, Kinch started his first enterprise, the consulting company Kinchard, which provided pharmaceutical consultants to other companies in the industry. In 2006, the company was sold to Europe's largest company in the field, Consulting Pharmexx GmbH. In 1997, Kinch started his second enterprise, Netpharma, active in parallel imports of pharmaceuticals. After two and a half years, the turnover of Netpharma had increased to SEK 350 million. Netpharma entered the market as number 10 and in 2004, it became the second largest company in the field. Kinch felt that in order to develop Netpharma further, the company needed a partner. In 2001, IVAX (then listed on Nasdaq and the fifth largest generics company in the world) purchased Netpharma and Kinch continued as CEO for the Nordic region until 2004. In the spring of 2004, Kinch came across Bactiguard and in June 2005 he acquired a majority stake in the company, together with a partner. Since then, he has been the company CEO, with a short interim period as the Chairman of the Board. Bactiguard is a Swedish medical device company with a mission to save lives by preventing healthcare associated infections, one of the biggest challenges of our time. Bactiguard has an effective and safe technology, based on a Swedish innovation, which prevents bacterial adhesion and biofilm formation on medical devices and, thus, reduces the risk of infections and the use of antibiotics. This preventive innovation also reduces patient suffering, shortens hospital stay and saves significant costs for the healthcare sector.