

## **Swedish Winter Challenge 2019**

### **-Partnership for growth**

A couple of years we got this crazy idea about inviting African business leaders to Sweden in January, the coldest month in Sweden... The response was overwhelming and we believe that the Swedish Winter Challenge (SWC) has made a difference for all of us who took the challenge.

We see some positive outcome such as:

- Leaders with new skills and insights
- Business partnerships ongoing
- New businesses inspired by the trip to Sweden
- Business growth

We would like to welcome you to the fifth Sweden Winter Challenge in January 2019. The purpose is to develop you as business owner and empower the community of business leaders from Africa and Sweden, to develop an eye for opportunities for their businesses to grow to the next level by exploring new markets, products and new business relationships.

The program will include a combination of training in leadership skills, business visits for exposure, developing enabling business relationships, exposure to best practice (which Sweden is known for), interaction and sightseeing (program attached below).

Dates: 12-20 of January 2019

Price: USD 1400, if you register before October 15<sup>th</sup> 2018  
USD 1600, if registration after October 15<sup>th</sup>  
The price includes training and documentation, business visits, sightseeing, transport to and from the airport.  
Payment at registration, instructions will be given in an email.  
Most of the meals are included, but it will be wise to calculate USD 12 per day in additional expenses.

Accommodation: At the conference centre, 210-340 USD (4 nights), three nights in homes (free) and in a hotel near the airport before departure one night (40-170 USD).  
Additional information below.

Visa: Will be needed. You will need an individual invitation. We send it at registration. Starting the application process quickly is crucial.

Registration: [jenny@adlignum.se](mailto:jenny@adlignum.se), closing at November 1<sup>st</sup> 2018

Travel agent: We suggest Tranas Resebyra, [rickard.carlsson@tranas-resebyra.se](mailto:rickard.carlsson@tranas-resebyra.se)  
The earlier you book your flight, the better the price!

Don't hesitate to contact us for any reason! The International team welcomes you!

**Jenny Jakobsson, Nils Lindh, Charles White, Manpan Wungak,  
Peter Kangamba, Sofia Ganslandt, Håkan Sandberg**

<b>From sept</b> Preparation for the SWC	<ul style="list-style-type: none"> <li>We will ask for you personal and business profile.</li> <li>Skype meetings</li> <li>Get to know the other participants</li> </ul>	
<b>Date Jan 2019</b>	<b>Activity</b>	<b>Lodging</b>
<b>12</b>	Arrival at Landvetter Airport, <b>Gothenburg</b> transport to Jonkoping	Conference center
<b>13</b>	Church visit Lunch Shopping Dinner and	Conference center
<b>14-16</b>	Training Facilitative Leadership Development, FLD: <ul style="list-style-type: none"> <li>Coaching and mentoring</li> <li>Being a facilitative leader</li> <li>Leading efficient team</li> </ul>	Conference center till jan 16th
<b>17-18</b>	Customized program for the participants, aligned to their sectors and needs. Encounters with Swedish businesses and business leaders. Matchmaking and exploration partnerships.	Families
<b>19</b>	Business conference - exposure, presentation of your companies, networking at Chalmers Entrepreneurship Center, Gothenburg	Hotel near airport
<b>20</b>	Departure	

The program will be more detailed and changes may occur.

### **Accommodation**

Accommodation will be at the conference center for 4 nights. Staying in private homes is free of charge. We have managed to negotiate very good prices at the conference facility:

***The price is for five nights including breakfast***

#### **Per person in:**

Single room hotel standard

SEK 3000/USD 340

Double room hotel standard

SEK1800 /USD 210

The prices can be adjusted by the conference center

The last night will be spent at own expense

*Checkout what some of the participants from earlier SWC have to say about the event:*

“I've been a lecturer as well as a consultant for quite some years. Being able to spend 4 full days looking into the facilitative leadership characteristics was valuable, encouraging and challenging. To do this together with business people from the African continent added more dimensions to it as cultural perspectives gave depth and width to the discussions and workshops. I can highly recommend this course”

**Peter Kammensjö, Mentor and Lecturer at University of Borås, Sweden**

“The Swedish Winter Challenge was a great eye opener and exposure for me personally. I came back with the long range vision of starting small and let business grow from the exposure to the farms with Sophia.

An organic chicken farm is being set up at my farm village in Malawi as a result of the exposure we had on other organic farms in Sweden”

**Dina Kachaje, Botswana and Malawi, company owner and entrepreneur**

“The MBCI mentoring training was great. The training held high quality, given by an international team of instructors where the training had a good mix of theory and exercise where we practiced what we just learned by mentoring each other in role-plays. The training gave me a set of "tools" to use as a mentor, useful "tools" regardless if mentoring at work, among family and friends or else-where. Of course, I need to practice more to become a good mentor. As a true mentor, you are supposed to help/facilitate the mentee to find the solution by him/her-self. This is challenging for me since I am so used to work as a consultant in my profession and proposing solutions to my clients, but even then I can use part of the mentoring tool-set. I am confident that I will get the chance to also act as a true mentor in other situations but even in my current assignments, this will be useful and could use the mentoring tool-set to facilitate the clients to express their true needs instead of me assuming that solution worked out by me always is the best fit.”

**Anders Bergenholtz, Sweden, Senior Solution Architect at Ericsson**

“The Swedish winter challenge meant a strong foundation for a stable 100 plus storey building” to our business and life particularly in area of mentoring and coaching that will unlock individual potentials to add value in everything we do.”

**Newton Waniba, Board of Directors, Goshen group South Sudan**

“For me the winter challenge was great. Before then, I was really not exposed to Business Mentoring/Coaching even after my 14 years working experience in a marketing company. For the first time, I started to see things differently through the principles of Mentoring & Coaching. Thank you Jenny & Co, thank you MBCI.”

**Rahila Majam, Nigeria, Environmental solutions**

The SWC gave me

- An opportunity to interact with a different culture and better appreciate the Swedish people.
- An opportunity to enjoy snow.
- An opportunity to learn, connect and be challenged.
- An opportunity to wear a new set of glasses that better my sight and rekindle hope and the privilege to dream again like a child, limitless, knowing only possibilities. To believe again.

**Craig Chongwe, Unstolic car service, Zambia/Malawi.**

“To me SWC is a life-changing experience. It is more than a mentoring training, it is more than a training to develop business leading skills, it is more a place to meet skilled people who might help one develop her/his skills, it is more than a place where you connect with people and are offered new opportunities, ... it is all that and also a melting-pot for different cultures for a constructive purpose. It is a place where the weak feels lifted up not to emphasize her/his weakness and her/his differences but to feel equally accepted and appreciated by the strong. It is a good place to be!”

**Nabintu Mujambere, Future Hope Africa  
Democratic Republic Of Congo**