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Global Competence for Global Clients

Swedish consulting company Cybercom recruits foreign engineers in numbers both large and small since too few are being trained in Sweden. This is why Cybercom's CEO Niklas Flyborg is at the UN headquarters in New York this week to attend meetings on issues such as labour migration.

SVD IN NEW YORK

In May this year, consulting company Cybercom's CEO Niklas Flyborg was visited by Prime Minister Fredrik Reinfeldt and UN chief Ban Ki-Moon.

"The UN held a meeting on migration in Stockholm in May, and we recruit a lot of engineers from other countries simply because we cannot find enough people in Sweden," says Niklas Flyborg to SvD Näringsliv.

The UN chief was so impressed by the consulting company's recruitment of international expertise, and by its CSR work such as with SOS Children's Villages in Rwanda, where Cybercom has built mobile networks, that he invited Flyborg to the UN in September.

"One of the UN's major projects is for the business community to become committed to creating prosperity. When he heard that we are working on this, he became interested. I'll be joining the major climate summit on Tuesday, as well as a lunch discussion with roundtable talks on sustainable development and a connected world," says Cybercom's CEO.

Cybercom has for many years had difficulty in finding enough graduates in Sweden. The company has also become increasingly good at recruiting abroad, both through local offices in Bombay (Mumbai) in India, Singapore and Dubai, where applications flood in, and through social media.

"Ban Ki-Moon said the UN's perspective is that a good way to create prosperity is for people to move to where the jobs are. That's how we work at Cybercom, quite simply because we cannot find the skills we need in Sweden. Although we are a Swedish company, our projects are highly global, and we find it easy to make use of global expertise," says Niklas Flyborg.

Around 140 heads of state and government will arrive at the UN this week in conjunction with the annual opening of the General Assembly. The UN chief has also convened a major climate conference that will be attended by delegates including US President Barack Obama.

Niklas Flyborg will attend the environmental conference, and also participate in a lunch meeting with politicians and people from industry. There will be roundtable talks on issues such as CSR and the opportunities to create a sustainable society using new technology.

"But another objective for me of going to the UN is to make connections with some existing clients that we have, and also with new ones. For example, I was in Rwanda two weeks ago, where we have been running major telecoms projects for a number of years. African countries are of course very interested in being involved with the UN and in talking about how they make use of "connectivity" and how Cybercom has helped them to set up mobile payment solutions and suchlike," says Niklas Flyborg.

Cybercom has some 70 percent of sales in Sweden, according to Flyborg, but many of its projects and clients are global. Labour migration has not only provided the company with the

necessary skills, but has also created an international environment at the company that Cybercom is careful to preserve.

"It would be great for Sweden if we could train more engineers, but from Cybercom's perspective we have to recruit talented employees from around the world," he says.

Any problems arising are instead practical.

"What is a challenge is the processing time for every engineer we bring to Sweden, where it can sometimes take several months. We've even had cases where a person has moved here, but not received the papers and has had to move back home again for a time before getting things sorted out," he says.

At the UN this week, Niklas Flyborg will talk about examples of the company's experience of how mobile technology can reinforce a social structure in, for instance, an impoverished African country.

When you work with a particular new technology in countries, especially in Africa, that have a lot of challenges in different areas, are you an optimist or a pessimist?

"That's a good question. I have to say that it makes me a real optimist. I think it was great to be in Rwanda and to meet our client and the team that we have in place there. I was also at an SOS Children's Village that we sponsor. And it was really striking the potential that has been created in a poor country by investing in sustainable business, in telecoms and opportunities for connectivity. But also things like the fact that they have a completely gender-balanced parliament there," says Niklas Flyborg.

ERIK BERGIN

+46 8 13 56 89 erik.bergin@svd.se