

**Video Message**  
**Indian Association in Sweden (IAS), Malmö**  
October 2022

**Video Message by Ambassador**  
**Tanmaya Lal**

Namaskar,

I very much wanted to join you in person today but regret that this has not been possible.

Our warmest greetings to all of you on the Indian Association in Sweden in Malmö reaching the milestone of ten years.

I understand that you and your three Clubs – Cultural, Family and Corporate Clubs - have been very active in undertaking various initiatives for your members since 2011. Our complements for that.

Your activities help nurture the connect not only of yourselves with Indian festivals and culture but also of your younger generation with their cultural roots in India.

Friends,

This period of ten years of also marks a period when the Indian Diaspora in Sweden has seen an estimated three-fold increase in its size.

Today it is estimated that there are more than 40,000 Indian nationals residing in Sweden. There are another around 20,000 people of Indian origin here.

Most of the persons who have arrived in the past decade or so are young IT professionals, engineering consultants and the like; some who have started work after completing higher studies here. Many are young entrepreneurs.

Many are working for a number of Swedish multinationals such as Volvo, Ericsson, ABB, SKF, IKEA and others.

A growing number of Indian engineers are joining new major companies such as H2 Steel or Northvolt, who are shaping the future of cleaner technologies.

A large number of Indian professionals are also working for Indian majors in IT and other fields, such as HCL, TCS, Infosys, Tech Mahindra, L&T and companies of Tata group, Aditya Birla group, Bharat Forge, Kalpataru to name a few.

This change in the size and profile of Indians in Sweden is fairly recent dating back 10-12 years.

This also reflects two broad trends – one the massive transformation underway in India itself, a much more confident India; and Indian companies expanding their footprint in Nordics and second the Swedish majors relying on Indian talent increasingly.

The contribution of Indian professionals to the Swedish economy and competitiveness is clearly acknowledged and appreciated by the Swedish Government and leaders.

For instance, the Swedish Foreign Minister in a special message on the occasion of India's Republic Day earlier this year, made a special mention about the significant contribution of Indian Diaspora in Sweden.

At the India Sweden Innovation Day yesterday in Stockholm, the Hon. Deputy Prime Minister and Minister for Energy, Business and Industry also spoke of the active contribution of Indian Diaspora especially in the field of Innovation.

India Sweden partnership is rapidly intensifying and you are an important aspect of this engagement.

Friends,

As I often say, the Indian Diaspora, all of you, are India's ambassadors.

India becomes better known through your daily interaction with your co-workers, friends, neighbours and others whom you may not even know personally.

You help shape the popular perception, especially among those who have not travelled to India, about India's immense diversity, talent, professionalism and dynamism and modern outlook that is also rooted in our civilisational heritage.

I hope that your Association also engages with your Swedish friends and colleagues actively to share with them India's vibrant culture, arts, music & dance and cuisine and the rapid transformation underway in India.

You are bridges between not only businesses but also cultures and an important part of people-to-people contacts.

Friends,

While I could not join you this time, I very much look forward to meeting you in person at an early opportunity.

Once again our best wishes to all of you and your Association.

Thank you.