

to control that the use of chainsaws is only for the good of the country and the environment.

"There is a large market potential in the renewable forest industry and for forest conservation which, under the new regulations, will enable use of chainsaws rather than manual equipment. We are convinced that Husqvarna will be the leading brand in Thailand," says Jan Eriksson.

A chainsaw from Husqvarna costs from 15,000-50,000 baht depending on the size. Jan's company is now selling some 100 small chainsaws every month, expected to grow to 1,000 when the large chainsaws are available. He expects to have 30 per cent of the total market share in the future. Some of the biggest competitors are ironically poor quality Husqvarna copies from China.

"Spica's company policy is to provide after sales service second to none. This is the foundation to build a long term sustainable and viable business. Whilst the Husqvarna chainsaw business is expected to be the largest part of Spica's operation, sales of lawnmowers, brush cutters, tractors, diamond tools and Husqvarna Construction products will also form an important part of Spica's business," he states.



Life changing Asia

Selling chainsaws and lawnmowers to Thais is a business that no one would have predicted Jan Eriksson to be doing. On the other hand it makes perfect sense. The Swedish connection to business in Asia has always been in his life from a very early age.

He is an accountant by profession and started his amazing career in Gothenburg in Sweden with Volvo in his early twenties.

"It is the only job I have ever applied for in my whole life," as he says.

When he was 24 years old and www.swecham.com

still working for Volvo, something life changing happened in his life.

"My boss came and said to me 'Why don't you move to Hong Kong to work in Volvo's new regional headquarters?' I had never been to Asia before, so I packed my suitcase – and I never moved back," Jan Eriksson remembers.

Asia changed his life forever. It was not only the vibrant change in lifestyle to live in Hong Kong but it was also here that Jan met his future wife, an English woman who had escaped the London climate to enjoy the excitement of the East. 34 years and three children later they live happily in Bangkok. Job wise Asia was also extremely exciting from the start. He and his colleagues were pioneers and Volvo had great plans to expand its business in Asia. Factories were built in Malaysia, Indonesia and Thailand and Volvo was well ahead of its competitors at that time. Jan was travelling 250 days a year during his time in the Hong Kong office. His next posting was Malaysia and also where his twin sons were born. After three years in Malaysia, Thailand was the next stop and where his daughter was born.

Centralizing its operation to the Singapore HQ handed the Eriksson family a three year stint in the garden city. Then it was time to go back to Thailand for a second time. This time for an extended period of 8 years during which time Volvo saw an unprecedented increase in its sales and profitability in Thailand.

After all this excitement in Asia a dream was fulfilled as Volvo offered Jan the job as President for Volvo Car Australia in Sydney. The next stop was Taiwan to set up a new importer company for Volvo Cars. At the end of the contract in Taiwan and at the age of 55 retirement as a corporate executive was a very attractive option.

"After over 30 years as an executive for Volvo in Asia/Australia, it was time to do something on my own. The Volvo time had been a fantastic experience for me and my family and we cherish our good memories. Starting the Husqvarna business in Thailand is back to where I started in Asia, building new business for expansion in an entrepreneurial environment representing the great brand of Husqvarna" say Jan Eriksson. Not less a Swede

Like father like children. Jan's twin sons are 31 years old and living and working in Shanghai and

Singapore respectively. His 28 year old daughter works in London as an accountant – just like her father started out.

"I have always encouraged my children to just do it, move out in the world, like I did when I was young. I'm proud of my children who are now very international with great education and positive attitudes. My biggest nightmare is thinking about if I had been staying in Gothenburg and never moved away. I'm not less a Swede because I have been living around the world. But to have lived outside the safe Sweden makes you humble as a person and also makes you appreciate a lot about your home country," he tells with a smile.

And personally he is happy and satisfied with his own achievements.

"As an international corporate executive you sometimes have to deal with people and systems you don't like. Now I have my own company together with my Swedish business partner and it is great to have that exuberant feeling of independence. Now, I only deal with things I really like. That is luxury," says Jan Eriksson.



Facts about Spica Co., Ltd.:

Joint venture between Jan Eriksson and Staffan Anaker (Husqvarna importer in Vietnam)
Capital investment Baht 20 million
20 employees and expanding
400 m² showroom, office, workshop and storage facilities

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Spica Co., Ltd. is exclusive importer for Husqvarna in Thailand. Spica is providing the full range of Husqvarna Forest and Garden products as well as Husqvarna Construction Products with complete after sales service for all products

Husqvarna is one of the largest manufacture of chainsaws and lawn mowers in the world.

- Husqvarna Forest and Garden product
- Husqvarna Construction Product



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