



## PINK RIBBON MONACO Get involved

**UNLEASH THE SUPER HERO** in you and join the walk on 15th March to help raise awareness and funds in the fight against breast cancer. Organised by Pink Ribbon Monaco, the event has been growing in popularity since it was launched in 2012. Breast cancer is the most common form of cancer for women, but it can be beaten. When detected early, there is a strong chance of it being cured. So grab something pink – a hat, a wig, a tutu – and join the hundreds of men and women taking part this year. Participation costs 30€ and the 5km course loops around the Port Hercule. For details and registration, visit: [www.pinkribbon.mc](http://www.pinkribbon.mc).

## MISSING IN MONACO Brit vanishes

### A MASSIVE MANHUNT WAS LAUNCHED

at the end of February following the disappearance of British man Michael Graydon in Monaco. Graydon, a boxer and promoter from Bristol in the United Kingdom, travelled to the Riviera with his friend to attend a boxing match in Monaco. On Thursday 26th February, the 29-year-old was involved in an incident in Nice with a number of local men and was forced to hide under a carnival grandstand for several hours before returning to his hotel. The following night the pair went to La Rascasse in Monaco where they became involved in an argument and left separately. CCTV captured Graydon running from the bar along Port Hercule. That is the last known sighting of the father of one. Graydon failed to turn up to the title boxing match on Saturday night, but the alarm was only raised when he didn't make his flight home on the Sunday. A 'Missing in Monaco' social media campaign launched by friends and family received enormous support, but authorities were unable to shed any light on the circumstances surrounding Graydon's disappearance. Note: this story is accurate at the time of going to print.

## Game, set, match

The countdown is on for the most beautiful tennis tournament in the world.

BY AILA STOECKMANN

**I**t's the finest tournament on the globe, says Zeljko Franulovic - and not just because he won a title here in 1970. "The world's best players agree to participate well before deadline, the boxes are sold out weeks in advance, and attendance records keep getting broken," says the long-time tournament director to *RT Magazine*.

Despite its size and popularity, the Monte Carlo Rolex Masters remains quite a down-to-earth affair - everyone is one big happy family. Celebrities like boxing legend Johnny Muller eat side by side Monaco's high society and tennis-crazed fans. On the courts, audiences can experience the tennis stars up close and personal. More than that, the Rolex Masters is one of the nine most important competitions of the tennis world and dishes out prize money of more than three million euros. April 2015 marks the 109th edition, and the event is still going strong. "Our only weakness is the limited space. All other aspects are in our favour – its history, the support of players, etc." says Franulovic.

The tournament is undoubtedly a favourite among players. Novak Djokovic and Rafael Nadal were among the first to confirm their participation this year. They are all accommo-

dated in the luxurious Monte Carlo Bay Hotel, walking distance from the tennis courts; during the Grande Nuit du Tennis gala they are treated to the finest cuisine and entertainment; and last year, 8-time Monte Carlo winner Nadal was invited to spend the day on board Tuiga, Monaco Yacht Club's famous gaff cutter.

As every year, US Open champion Marin Cilic will be organising the 'Marin & Friends' charity event on 11th April, with money raised going to two Monaco-based organisations: Fight Aids Monaco, founded by Princess Stéphanie, and Special Olympics Monaco, whose patron is Princess Charlène. Marin will be supported by top ATP players including Novak Djokovic, Milos Raonic and Grigor Dimitrov and legend coaches Ivan Ljubicic and Goran Ivanisevic. Players will compete in two short singles matches as well as doubles featuring two Special Olympics athletes. Fans will then be invited onto the court to interact with the stars. "I want to give a little something back," says Marin Cilic, an extremely modest and likeable guy who last year won the US Open and climbed eight places in the world rankings. For 5.5 years the Croatian (theoretically) has lived in the Principality, like several of his fellow players.

## WE ARE THE VIKINGS! Sweden's assertive attitude serves France well

This year marks the 100th anniversary of the first Swedish Chamber of Commerce in France. BY CASSANDRA TANTI

**T**he Swedish Chamber of Commerce (CCSF) was founded in Paris in 1915 to facilitate business relations between France and Sweden: World War One was in full swing. In 2008 the chamber opened a branch in Nice: it was amidst the worst economic environment the world had seen since the Great Depression. Call them crazy, but these Swedes certainly aren't put off by adversity.

"We are the Vikings, and we love challenges!" laughs Ewa Ybring-Diot, president of the south department of the Swedish Chamber of Commerce. "We want to conquer, and when it is too easy, it is not interesting for us."

It is this assertive attitude that has strengthened Sweden's corporate presence in France over the past century, and vice versa. Around 100,000 jobs in France now depend on Swedish companies, and 50,000 jobs in Sweden depend on French companies. While Paris has historically claimed a large portion of investment, the French Riviera is now starting to stand its own.

"Some people wanted to start a branch of the CCSF in the south of France 10 years ago - but it was too early then," reveals Mrs. Ybring-Diot. "The region wasn't really developed, business-wise. Companies preferred to invest in Paris, or Lyon if they were in the area of industry and production. But a lot has happened since then."

The south of France, particularly the Provence Alpes Côte d'Azur, offers exciting prospects for today's international entrepreneurs: Sophia Antipolis - the Silicon Valley of the French Riviera, Nice's Eco-Valley with its hallmark tenant - Swedish furniture giant IKEA. And then there's Monaco and its emphasis on sustainable development. It is all in keeping with the philosophies of Sweden and its people.

"Sweden has a robust, innovation-oriented economy," says a recent OECD Environmental Performance review, "it is among the most innovative OECD countries when it comes to environment-related technology."

In fact, the characteristically Swedish industrial mix of engineering, mining, steel and pulp industries has given way in recent years to a flourishing creative industry. "The former government focused on doubling the turnover of all creative industries within a five-year



*The Executive Committee of the CCSF Sud, from left to right: Alain du Petit Thouars, Ewa Ybring-Diot (president), Håkan Skoglund, Alexandra Jönsson-Leclerc, Henrik Tauson, Mike Hällerström (vice-president)*

period: fashion, music, design, etc," says Mrs Ybring-Diot. "Do you know that Candy Crush (the hugely popular puzzle video game) is Swedish? In these industries, Sweden really has cutting edge knowledge." In attracting investment to the French Riviera, however, the chamber has the unenviable position of changing perceptions about doing business in this country.

"There is a lot of negative PR coming out of France," reveals Michael Hallerstrom, vice president of CCFC Sud. "Industries know about the costs, that it is expensive, and they know about the difficulties with unions. So we show the positives – the universities are high standard, there's the geographical location – it is close to Italy, Spain, countries across the Mediterranean."

"And on a personal level there is the lifestyle," adds Mrs. Ybring-Diot. "Your children can go to good schools and you can live in a beautiful area."

The chamber's office in Nice, situated on the Cours Saleya, was inaugurated last year and the group organises regular networking events involving high profile industries.

"Recently we hosted an event on intercultural management and the challenges of Swedish-French alliances, involving the biggest recruitment company in France," says Alexandra Jönsson-Leclerc, an executive committee member. "We organised something similar with Scandinavia airlines talking about mobility for enterprises and individuals. We talk about financial markets, investment strategies, real estate markets, all the things that interest our members and French and Swedish businesses on the Riviera."

Various events will be held throughout the year to mark the 100th anniversary, culminating in a prestigious 'Prix d'Excellence' in Paris in November.