

Join the high-growth markets

To live and work in a foreign country is an experience of a lifetime.



New countries, new challenges

Dear colleagues! We estimate that about 35 percent of Ericsson's growth will come from high-growth markets in a few years, which translates into about 80 percent of subscriber growth. That is why it will be increasingly important to have first-hand experience of working in a high-growth market for those aspiring for higher management positions in the future. Do you have such aspirations? If so, this is something for you to read and be inspired by.

Matching the right competence with the right assignment at the right time is one of Human Resources & Organization's main missions. Our high-growth markets have

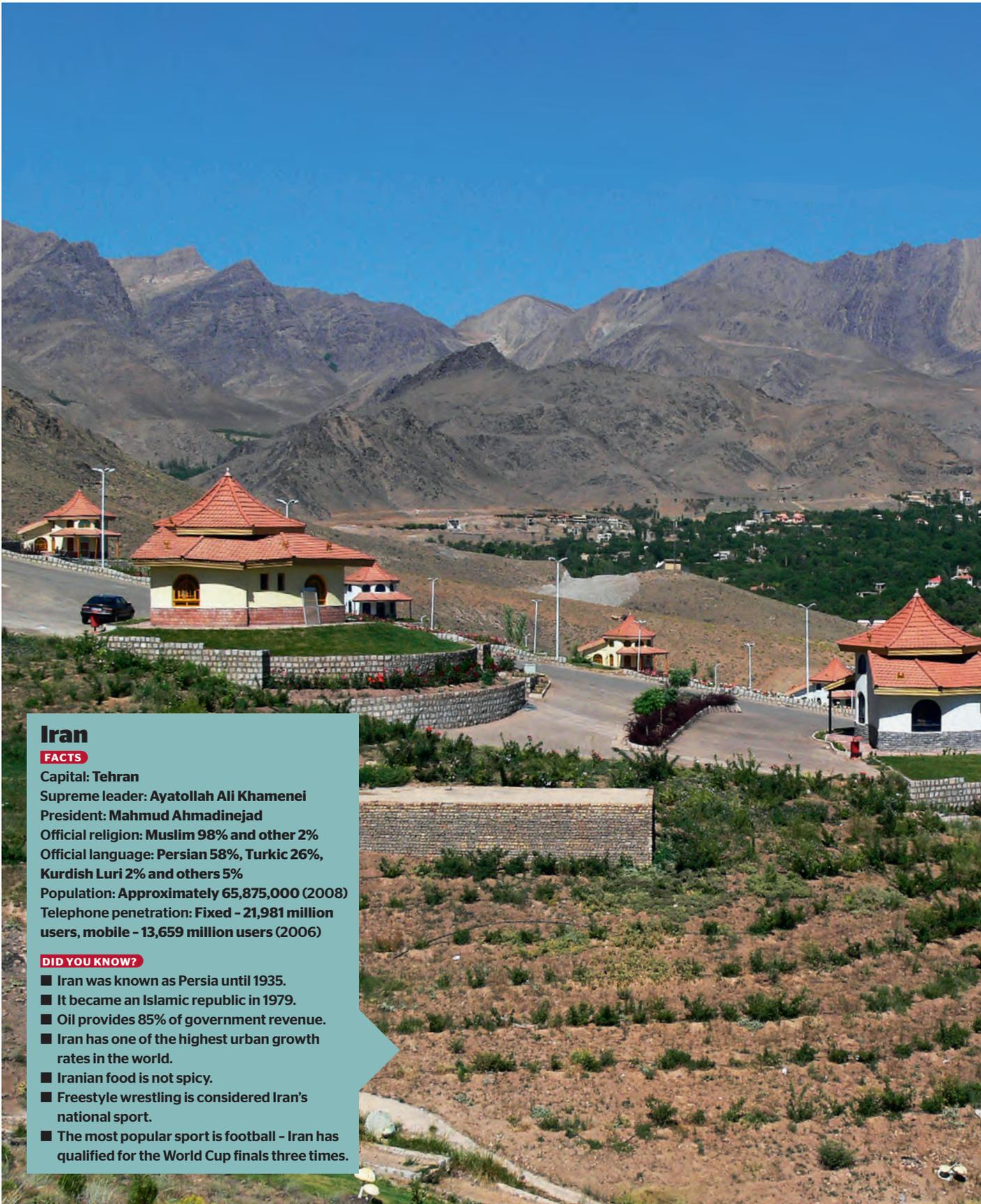
interesting business challenges to meet and due to radical expansions in some areas, opportunities are available for our employees interested in developing in strategic and important positions. While building local resources, including regional competence centers, we also offer long-term assignments to a selected few. Are you a potential candidate? This insert will give you a glimpse of what is offered, and I hope it will spark an interest for some of you considering an assignment abroad.

To live and work in a foreign country is an experience of a lifetime. It is a very rewarding professional adventure, but I think the

insights that you gain personally stretch far beyond the benefits of an extensive CV. Ericsson has a long history of offering expatriate assignments across the globe and vast experience in managing global job rotation. All open positions are posted on the Ericsson job site (jobs.ericsson.se). This supplement gives you just a glimpse of available positions. Seize the opportunity, join the expat community and make new Ericsson friends for life. I have done it, and I can give it my highest recommendation.

Marita Hellberg
Head of Human
Resources & Organization





Iran

FACTS

Capital: Tehran

Supreme leader: Ayatollah Ali Khamenei

President: Mahmud Ahmadinejad

Official religion: Muslim 98% and other 2%

Official language: Persian 58%, Turkic 26%,
Kurdish Luri 2% and others 5%

Population: Approximately 65,875,000 (2008)

Telephone penetration: Fixed - 21,981 million
users, mobile - 13,659 million users (2006)

DID YOU KNOW?

- Iran was known as Persia until 1935.
- It became an Islamic republic in 1979.
- Oil provides 85% of government revenue.
- Iran has one of the highest urban growth rates in the world.
- Iranian food is not spicy.
- Freestyle wrestling is considered Iran's national sport.
- The most popular sport is football – Iran has qualified for the World Cup finals three times.

Persian possibilities

Every new overseas posting brings **new challenges and opportunities**. For Joakim Bergström, who today is on his third contract abroad, it meant that he was given the opportunity to **meet his wife** while working in China.

Joakim Bergström is very much the veteran when it comes to life as an expat. He has been with Ericsson for over 17 years and is now on his third overseas posting. Currently working in Iran, he finds his latest position as director of Business Function (BF) Networks at Customer Solutions and Sales Support, both challenging and rewarding.

Joakim believes the biggest challenge this time was for his family. “Working in a high-growth market is always a challenge, especially when you have a family. And of course every country is different. But when we moved to Tehran in late 2005, it was the extreme culture differences we found hardest to adjust to, both from a business and social perspective,” he says.

“In business terms you have more direct contact with the customer and feel you are contributing more, which is very rewarding. But culturally it has been more difficult. My wife and daughter have found the local rules for women especially challenging.”

Ericsson’s support has been crucial in making this transition work for Joakim and his family. “Ericsson has been very helpful right from the outset. My colleagues have helped us overcome obstacles and deal with issues such as the cultural and social system, and the language,” he says.

Joakim is taking his position as director of BF Networks in his stride. “My main challenge today is learning and adapting to how business is done in Iran. It is very different from

Sweden, meaning very often you have to take a step back to make things work. This is not a negative factor but merely a different approach to doing business. It works here.”

Joakim’s first contract was with Ericsson Components in China, where he worked as a sales support engineer between 1996 and 1998. He took the plunge again in 2001 when he worked in Taiwan as a 3G champion. Now he heads CSSS in Tehran.

“Working abroad has definitely helped my career. It has given me the opportunity to take on more challenging and diverse roles – roles that I probably would not have considered in the past,” he says.

But moving back to Sweden is often on Joakim’s mind. He knows that finding the right position back home can pose a problem. “Ericsson is very helpful when returning home, but finding a job that matches your competence can be difficult,” he says.

“When my first contract in China finished, I found it hard returning to Sweden. I had no definite position to come back to and felt disappointed that the experience I had gained was not being utilized as it should. However, when I completed my second contract the situation was more positive. The company found me a very interesting and suitable role, so I was very happy to return.”

Joakim feels it is important that expats make arrangements well in advance of returning home, so they don’t find themselves in an unrewarding situation. “It is important for your morale that you feel welcome when



Now on his third contract abroad, Joakim Bergström has taken Tehran in his stride.

you return home. And more importantly that you feel part of a team and can contribute the knowledge you gained while working abroad,” he says.

Working as an expat has many advantages and Joakim is happy he made the decision to move abroad. He met his Chinese wife Rose while working in Shanghai, which, he admits, was a definite plus for the posting. Rose is by now well used to life as the wife of an Ericsson expat.

In Iran, Ericsson has also helped the Bergström family settle in by providing a comfortable house and finding a good school for nine-year-old Regina. “My daughter, whose first language is Swedish, speaks better English than me already and she definitely has a much better social life,” Joakim says. “I think the experience has been good for Regina – and she has adapted to the changes much quicker than her parents.”

Text: Hazel Sundkvist Photo: Joakim Bergström

Algeria

FACTS

Capital: Algiers

President: Abdelaziz Bouteflika

Prime Minister: Abdelaziz Belkhadem

Religion: Sunni Muslim 99%, Christian and Jewish 1%

Official language: Arabic (official),

French, Berber dialects

Population: 33,769,669 (2008)

Telephone penetration: fixed - 2.8 million users, mobile - 21 million users (2006)

DID YOU KNOW?

- Algeria is Africa's second largest country.
- Gained independence on July 5, 1962 from France.
- Ericsson's Algerian branch started in 1974.
- Women make up 70 percent of Algeria's lawyers and 60 percent of its judges. Women dominate medicine. Increasingly, women are contributing more to household income than men.



Anna-Kristina Mikkelsen will be sad to leave life in Algiers.

A good life for the better halves

When deciding whether to take on the challenge of working abroad for Ericsson, your family's opinion makes all the difference. Anna-Kristina Mikkelsen and Delphine Chauvet are both married to Ericsson employees at the Algerian branch, and they have found that there are upsides as well as downsides to taking the step.

ALGERIA Delphine from France, her Argentinean husband Ignacio Gelso and their three-year-old son Liam have lived in Algiers for about 18 months. They are about to relocate as Ignacio has found a new Ericsson challenge in Dakar, Senegal.

Being based in Algeria has been the couple's first experience of living and working abroad as adults. But they both spent part of their childhood abroad, which made the decision to move easier for Del-

phine. "You are more open to the opportunity," she says. "We were not actually looking for it, but when we got the chance, we saw the possibilities rather than the problems that it would create."

And Swedish Anna-Kristina, who speaks fluent French, stresses that you can cope alright, even without knowing the language. "My husband Sven doesn't speak French, and he has no problems at work or even in town. People are very helpful here." Just like Delphine, Anna-Kristina spent part of her childhood abroad, but for the past 11 years the family has lived in Sweden. So when the Algerian opportunity came up, it meant Anna-Kristina's daughter Annika, 16, had to change from a normal Swedish secondary school to a boarding school.

Delphine took a job doing process audits at the lo-

cal Siemens office – a highly unusual step for an "Ericsson spouse." She says: "They were very happy to find someone with education and international experience, to not have to pay an expatriate salary, just a higher-than-normal local salary." Still, not many of the Ericsson spouses in Algeria try finding a job. So Delphine is an exception. "It was a bit odd doing this, but I thought, why shouldn't I? I have an education and I used to work, and you really have to make an effort to get involved here."

Apart from finding a new school for her daughter, Anna-Kristina faced a professional problem. She has been running an internet-based company selling chocolate gifts, something she now has to put on hold. "I tried to run the company from Algiers, but I really could not ship from here," she says. "I do not feel completely

awful about having to cancel it – I mostly sold wedding favors, so my customers were not coming back for more services that often... I will look for something else to do in Algeria." Anna-Kristina describes herself as an entrepreneurial type, and she already has a few ideas for an export business that could be run from her new home.

Delphine's experience has been mixed. The Ericsson administration did not work as well as she had hoped before moving to Algeria. On the other hand, the company organizes fun activities and provides all long-term assignment families with membership at the Sheraton hotel, which means access to the best beach in Algiers. "To be able to spend a day at the beach in January is amazing, and I am a bit sad to be leaving now," she says. "We have been happy here."

▣ Andreas Andersson

Kenya: mixing old and new

Some might think that moving from South Africa to Kenya would not need much reorientation. But if you are a woman and the sole breadwinner of your family, Kenyan labor and immigration laws could take you by surprise.

KENYA Nadia Cooper has been working in Kenya for the past 18 months as regional HR manager for Africa East and Central. South African by birth, she moved to Kenya from her home country after eight years as Human Resources manager for the continent's southern countries.

"The great thing about being relocated within the continent is that I still belong to the same home unit organizationally," Nadia says. "That means I am really familiar with how it works, who does what and have the same set of colleagues as my main point of contact."

"But what took me by surprise is how labor and immigration laws in Kenya perceive a woman who can support her partner/husband during the transition."

Nadia explains that when applying for a dependent visa for her husband, she discovered that Kenyan law doesn't recognize a woman as a family's main or only breadwinner.

"But I must emphasize that we did not at any point face unpleasantness in connection with this rule but had to abide by it because it is enshrined in Kenya's national law," she says. "I therefore obtained another kind of visa for my husband."

Moving to Kenya and being part of the initiative to set up a new Ericsson office there helped



PHOTO: JOSEPH VAN OS / GETTY IMAGES

Modern Kenya is a mix of the traditional life and high-tech progressiveness.

make up for the initial cause of surprise and unfamiliarity.

"Ericsson is looked up to so much by Kenyans as a reputed international company that we have been flooded by applications whenever we have advertised jobs," Nadia says. "That is always a good thing as is the enthusiasm with which my col-

leagues pursue their work.

"And from an HR point of view, it's relatively easier in terms of labor legislation because labor laws are less rigid than in South Africa. Kenya is a relatively older democracy and less anxious about what it should legislate upon."

✉ Rajya Sjunnesson Rao

Hospitality makes Ulf's life easy

LEBANON Ulf Bjurö moved to Lebanon in late 2006 to be in charge of setting up a new Global Service Delivery Center as Global Service Delivery Center manager.

Living outside Sweden since the mid 90s, he says his current posting confirms what he has learnt as a voluntary immigrant: that you find helpful and friendly people wherever you go.



Ulf Bjurö

"I know this sounds like a cliché but what moves me here is how keen

people are to help out and be friendly and hospitable. Nearly everybody involved in starting this new center has been so positive and keen to make things work. And it was only over time I realized that work was considered in such a different way than what I am used to," he says.

Another facet of being in Lebanon, he says, is getting used to how service minded people are.

"As a private person and as a Swede, it is much appreciated to be looked after in shops and restaurants. I have never expected it but in receiving it you wish that more of us could learn from their example."

Ulf also says that living abroad makes him see his home country in a different, slightly more critical light. "Now when I return to Sweden on work trips or to see family and friends I find the Swedish way less "normal". It seems less people-centric than the Middle East and I wish those visiting Sweden from the more hospitable cultures were given as warm a welcome as I receive at their hands!"

✉ Rajya Sjunnesson Rao



Life is hectic in Ho Chi Minh City, very often the family share one moped.

PHOTO: JOHAN KVICKSTRÖM

The Söderbloms hear Vietnam calling

Life is hectic just now in the Söderblom household. Jan and his family are preparing to bid Sweden farewell and start a new life in Vietnam. The family is relocating to Vietnam in June so that Jan may take up his new position as Manager for Ericsson's Branch Office in Ho Chi Minh City.

VIETNAM Vietnam is quickly gaining a reputation as one of the jewels in the South East Asian crown and Jan is excited about his imminent move.

"Vietnam is very different to Sweden. It is going to be a big culture change but I am very much looking forward to it," Jan says. "Change is good!"

Jan has been to Vietnam once before so it's not a complete leap into the unknown. He has also taken time out to read up on Vietnamese culture and way of life. He generally anticipates a smooth transition from his old life into the new.

This is not the first time for Jan and his family to have lived abroad. Previously he worked for Ericsson in the United States and his family followed him there also.

Jan's wife Encarni and two of his three children – Marcus (13) and Oscar (11) will follow him to Ho Chi Minh City. They had



Jan Söderblom

no reservations at all when told about their father's new job offer in a distant land.

"We thought they might think it was not such a good idea, that they would prefer to stay in Sweden," Jan says. "But they were very positive and that in turn made my wife and I feel very positive about the move."

The children have been enrolled at the International School in Ho Chi Minh City and Jan has no concerns about the standard of education there. He has talked to other expats who have children attending the school and they have reported no problems.

Jan is eagerly looking forward to discovering more about Vietnamese culture and says

that, from a professional perspective, his new work environment will be very interesting.

"The majority of people I will be working with are Vietnamese," he says. "There are a few expats there but I will be the only Swede in the Ho Chi Minh City office."

As they prepare for their departure, the Söderbloms are keeping an open mind about how long they intend to stay in Vietnam.

"Our initial plan is to stay for two years and we will certainly give it at least a year before reviewing our situation," he says. "We will take one step at a time."

Adam Long

Socialist Republic of Vietnam

FACTS

Capital: Hanoi
President:
Nguyen Minh Triet
Prime Minister:
Nguyen Tan Dung
Religion: None 80.8%, Buddhism 9.3%, Catholicism 6.7%, Hoa Hao 1.5%, Cao daism 1.1%, remainder 0.6%
Official language: Vietnamese. Minority languages include French, Chinese and Khmer. English is becoming popular as a second language
Population: 86,116,559 (2008)
Telephone penetration: fixed - 10.8 million users, mobile - 33.2 million users (2007)

DID YOU KNOW?

- Vietnam was under Chinese control for 1,000 years before it became a nation-state in the 10th century.
- Vietnam declared independence from France on September 2, 1945.
- After French was expelled, Vietnam was divided politically - hence the Vietnam War, which resulted in a communist victory in 1975.
- The Socialist Republic of Vietnam is a single-party state.
- Vietnam is the 13th most populous country in the world.
- Viet is the name of the largest ethnic group in Vietnam, and nam means the south.
- Vietnam's natural resources were exploited by the Japanese for their military campaigns into the British Indochinese colonies of Burma, the Malay Peninsula and India.



PHOTO: ERICSSON ARCHIVES

Abu Dhabi is the capital of the United Arab Emirates. The city has a population of around one million, of which up to 80 percent are expats. One of them is Rafiah Ibrahim.

Working in a challenging city

Malaysian-born Rafiah Ibrahim is head of Ericsson's multi-customer account Warid, in Abu Dhabi, United Arab Emirates.

UNITED ARAB EMIRATES Living and working in the Middle East means being located at the heart of high-growth markets. Rafiah says: "It is an exciting period with strong growth in infrastructure including telecoms. They are not only looking at mobiles but also intelligent cities and this provides Ericsson with a lot of new opportunities for expansion."

Rafiah says that one of the key factors Ericsson needs to keep in mind is the prevailing competitive environment.

"Given the growth potential of the region, there is keen competition. But we must not let this hurt our business. We must instead get stronger in

key areas and prove ourselves," she says.

Having worked previously in South Asia and Africa, and close to completing three years in the United Arab Emirates, she has acquired and honed a special ability to work in unusual or unfamiliar settings.

"I really believe that blaming an unfamiliar cultural or political setting for one's inability to deliver good results at work is unfair," Rafiah says.

"It is up to the individual to position herself in a way that is acceptable to colleagues, customers and society and from my experience so far it is always possible to do so.

"This is my first time in the Middle East, but I realize in being here that the term refers to a variety of different countries, some of which are more orthodox and less used to women in

key positions than others. Interestingly enough for me, the United Arab Emirates is not one of them," she says.



Rafiah Ibrahim

"I speak nearly all the time to customer representatives in Bangladesh, Pakistan, Uganda and the Ivory Coast, most of whom are men, and have always felt like an equal and been treated as one."

From having been one of the few women in the 80s who studied engineering in the UK and one of the few women in her native Malaysia to work within an operator organization, Rafiah has come a long way. And her experience serves as a good example for others working in unfamiliar cultural settings to forge ahead.

▣ Rajya Sjunnesson Rao

Find more information on working abroad

ASSIGNMENTS Information on International Assignments (terms, conditions, insurance, schooling, medical advice etc): [Inside](#) > [Employee Info](#) > [International Assignments](#)

COUNTRIES Country info: [International Assignments](#) > [Assignee Info](#) > [ECA Country profiles](#)

COUNTRIES More information on high-growth markets:

http://internal.ericsson.com/page/hub_inside/employee/careers_in_high_growth_markets/index.jsp

SECURITY Information on security aspects: [Inside](#) > [Support](#) > [Security support](#) > [Travel and event security](#)

Open Positions

Open Positions – a selection

Please visit the Ericsson Job Site at jobs.ericsson.se to get more details and learn more about the positions mentioned below. Also read about all the other open positions around the world.

Mgr, Core Network & IMS, Bangladesh

■ We are looking for sales specialists to ensure the provision of core network design and support to accounts and customers. Build-up of local staff technical competence is important. A Bachelor/Master in Electrical Engineering is required, and seven years experience in telecoms, product mgmt, network design and performance improvements.

For more info, contact: peter.bjorn@ericsson.com

Account Mgr, Kazakhstan

■ Do you have a Bachelor/Master, commercial understanding of sales, technical understanding of communication networks, and fluency in English and Turkish? We need a team player with advanced problem-solving and leadership skills to manage the sales and marketing of telecoms systems, solutions and services. You will secure sales through innovative and effective solutions, consultative sales and good customer relations.

For more info, contact:

cem.ersoy@ericsson.com
or ainagul.auyelbekova@ericsson.com

Key Account Mgr, Nigeria

■ Can you set up new accounts? We need someone with solid knowledge of Ericsson's products, solutions and services as well as a marketing/sales background to drive innovative sales, effective solutions and management of customer relationships. You can represent us and coordinate with MU regardless of business segment, to ensure a uniform message and build relationships and networks with customer executives. You hold a Master/Bachelor/MBA and have five years marketing experience.

For more info, contact:

adewale.jones@ericsson.com

Multimedia & SI Account Mgr, Algeria

■ The Algérie Telecom Mobil KAM team needs an experienced account mgr, within MM&SI, working with sales and commercial issues, preparing proposals and offers, and also to mentor and develop sales mgrs. You have an MSc/BSc/MBA and three years experience in telecom sales/marketing, a track record in business dev, including multimedia products and services, telecoms and/or IT industry, sales or account mgmt, consulting, solution or project-based work.

For more info, contact:

hasna.boughella@ericsson.com
or alain.maupin@ericsson.com

Head of Multimedia Strategy and Operational Excellence, Strategic Product Mgmt, India

■ Are you the right person to develop multimedia and its business models in India, to drive user experiences

and lead the market in solutions and systems integration/support for hosting/managed services when the market takes off? Strong networking is needed with other units for best practices and ways to optimize business/ways of working. Seven years experience necessary within multimedia and SI services, SW and/or IS/IT industry or strong mgmt experience/change mgmt including experience from driving large, cross-functional projects in multinational companies.

For more info, contact:

rohit.kaushik@ericsson.com
or sandeep.pal@ericsson.com

SI Solution Architect, Service Delivery, Egypt, Sudan and Algeria

■ We are looking for a solution architect within fast-growing Multimedia & System Integration to be responsible for Customer Solutions in Core3 sales and delivery projects, working in close cooperation with accounts and customers. You are technically responsible for solution analysis and design, delivery, specifications and customer interface. The role is best suited for an experienced technical person with end-to-end knowledge of charging/billing plus communication and consultative skills. You will visit customer sites worldwide and will travel extensively. Interested?

Apply for this position through [Job site](#).

Program Director, Service Delivery, Saudi Arabia

■ The telecom business has undergone unprecedented business growth in the past few years; Ericsson stands out as the leading network vendor. The Program Director is senior mgr position ensuring profitability of contracts and customer satisfaction by managing multiple deliveries. You have a university degree in engineering/business admin, or substantial work experience, with six years in the telecoms industry, four years in customer project mgmt at international level, and excellent program/project mgmt skills.

For more info, contact:

bjorn.p.nykvist@ericsson.com
or tommy.fredriksson@ericsson.com

Customer Project Mgr, Millennium Villages, Service Delivery, Kenya

■ World leaders adopted the UN Millennium Declaration in September 2000, committing to reduce extreme poverty. The project is an initiative to bring voice and internet communications to more than 400,000 people. The Customer Project Mgr will coordinate implementation of telecom solutions, coordinating Core 3 teams per country, customer relations, resource planning, requirement specification. Applicants need to show initiative to work in a dynamic and challenging environment. Extensive travel within the continent.

Contact nadia.cooper@ericsson.com or katarina.schryberg@ericsson.com for more info

Sr SI Customer Project Mgr, Service Delivery, Oman

■ Account Unit GCC is part of MU Middle East; it is a sales, marketing and professional services organization responsible for Bahrain, Kuwait, Qatar, Oman and Yemen. Strong growth is projected in coming years, especially in broadband, subscriber growth, 3G services and convergence. Our customers demand rapid delivery and flexible solutions within telecoms, enterprise, data communication and IP. We need to support business innovation and business creation needs. Are you willing to take it on? The SI Customer Project Mgr is responsible for project activities during establishment, execution and conclusion. Three years of experience as project mgr requested.

For more info, contact:

klaus.middeler@ericsson.com
or subhas.maharaj@ericsson.com

Country Controller, Business Finance, Pakistan

■ The ability to handle rapid turnkey rollouts with quality and cost efficiency is key differentiator in vendor selection in the Middle East. If you have MBA or equivalent, and four years experience, you could be the person to head up Controlling in Islamabad and to be responsible for activities in legal company ECP and consolidated Ericsson Pakistan, including responsibility for sourcing/supply, admin/real estate, IS/IT, operational development and security.

For more info, contact: fahim.khan@ericsson.com
or ingemar.mellgren@ericsson.com

Customer Solutions Mgrs, Networks and Sales Support, MU Sub Saharan Africa

■ We are looking for experienced customer solutions mgrs to ensure competitive solutions are provided to customers, as solution proposals for Advise services, as sales offers or as delivered solutions as the result of a project. The positions will be as solution/technical responsible within the Core 3 team or as solution/technical mgr in a delivery project.

For more info, contact:

rita.boshoff@ericsson.com.

Senior Account Mgr, Russia

■ Do you hold a university degree or equivalent in telecom/finance/business admin; have commercial understanding of sales and technical understanding of communication networks, and fluency in English? We need a team player with advanced problem-solving and leadership skills to manage sales and marketing of telecoms systems, solutions and services. As part of the KAM team, you ensure sales through innovative and effective customer solutions, consultative selling and by maintaining good customer relations.

For more info, contact:

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