

nådigalundtan

LUNDAEKONOMERNA #125

CANDY ON CREDIT

THE eee-DAYS!

FASTER, HIGHER,
STRONGER



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Editorial

Studying JÖKEN at the moment, I find that many people are telling me how relaxing the course is. Even if they have not taken it themselves, how much time I should be having on my hands. They smile at me and say: Wow, you can sleep ALL DAY! This is due to the layout of the course. It is a 2,5 month course, one test in the end, no assignments at all. Therefore, it is very easy to postpone studying for next week or next monday.

I have accidentally taken advantage of this to the fullest, but now it is time to get back to the books. Although, I find this rather difficult. How do you find the energy it takes to sit still in a study hall for eight hours straight, reading sometimes pretty boring material? I know I have done it before, but I do not understand how. It feels like the person who was capable of that, is not me. At least not any more. Last week, I went to school at eight in the morning and fell asleep in the library at Lux an hour later.

I do not know where I am going with this but if you have any suggestions of a solution for this problem, please contact me!

This is the last issue of the semester and the last one for me as editor-in-chief. I have been part of Nådiga Lundtan for a little over a year now. I started as a writer in the fall of 2014, continued as editor in the spring, and became editor-in-chief this fall. Now, Amez Arazu is taking over and I feel extremely confident that she will do an extraordinary job. I will go on studying Economics on the B-level and then hopefully, I will be going on an exchange semester next fall or spring. I realize that is exactly what my predecessor Philip Wrangberg did, although, I will not be going to Singapore (as you can read about in a previous issue of Lundtan - #123). So, Amez, if you had any doubts of what to study, now you know.

I know I will miss working with LundaEkonomerna. It is self developing to take much responsibility, and the organization offers many possibilities for personal growth. Just think about all the breakfast- and lunch lectures, courses, parties, seminars, you can attend. If you are dedicated enough, you can do whatever you want if you can just pitch your ideas well enough (something you also can take lessons in through LundaEkonomerna!).

I am proud of what I have accomplished here and I will always remember this time in my life. Many people have done this before me, and many people will do the same thing after. Still, for me, it was something special.



Axel Schennings, Editor-in-Chief

Candy On Credit

This autumn, I started to consume increasingly more and more sweets, something that soon escalated into a full-blown sugar addiction. Generally, I allow myself significantly more treats than I did before my time in Lund, in spite of indebting myself. Through all these treats, I spend money that I have not earned, but rather loaned. Basically, I consume my chocolate and candy on credit.

Giving some thought to this, I find it ironic that in a time when a sugar-tax is being frequently discussed in Swedish politics, my candy and entertainment consumption is being financed through taxpayers' hard-earned money. In fact, a very significant portion of Lund's economy relies on the student consumption made possible by our beloved CSN (National Board of Student Aid). Student consumption finances jobs and revenue that create new tax revenue for

the state and eventually more loaned consumption. All in a strange cycle of government-fuelled consumption.

Though, the cost of a degree is steadily rising in Sweden, one can still argue that students should be able to make it on less than the amount paid by CSN today. One might even say that the government is encouraging consumerism in student cities, artificially expanding their economies.

What are the gains and losses?

On one hand, I believe it is a good thing to help student cities such as Lund to create job opportunities and to help grow their economies. On the other hand, this is questionable both ethically and from an environmental perspective, since most of this consumption can be considered excessive and constitutes yet another strain on the planet. Rampant consumerism is definitely one of the first things that need to disappear in order to slow down global warming.

It is more important now than ever to think about the way our lifestyle affects the planet and the generous amount, paid by CSN, will probably not help us change our habits in the right direction.

Besides the environmental aspect, the tax revenue spent on maybe 1500 kr extra CSN per student could surely be spent on something else, for instance teacher salaries. Alternatively, this amount could be kept in the taxpayers' pockets and allow them to use it in whatever way they see fit.

Or perhaps many of us students would simply not make it through our degrees without allowing us these frequent treats.

There are certainly many implications of generous student loans, and how they affect attitudes and habits, that are worth thinking about. Though, regardless of whether the benefits can justify drawbacks, I still have to take my journey back to the state where I can write a decent text without a Snickers bar in my hand.

Text: Nino Merckling
Graphics: Carl De Geer

On the Road

Many students might recognize themselves standing at the end of the month with no money left on the bank account, (or something like 32, 92 :-), and Ramen noodles become an increasingly reoccurring dinner. The problem of getting your financials to add up is something most of us struggle with, yet, few people are willing to cut back on one of their largest expenses, liquor. Many have found a solution to this problem by looking abroad to buy their precious liquids. Gathering some friends and taking a trip to Germany is becoming rather common.

Doing a quick Google search, one can find that a bottled Carlsberg beer in Sweden costs 337:- for a set of 24, whilst you can get it for 127:- in Puttgarden and save yourself about 42 noodle dinners. Quite a difference, huh? Unfortunately, the trip to Germany is not free. Unless walking over the ice, like Charles X Gustav of Sweden once did, you will have to buy a ticket for the ferry and pay the fee at the Øresund Bridge, which will set you back around 2000:- (around 400 noodle dinners). This will force you to buy 10 sets of beer in order to break-even, which will result in tying up capital. But, fear not my fellow students. You can avoid this by taking your car further out west, to glorious Sassnitz.

You can reach Sassnitz by taking the Stena Line ferry from Trelleborg, thus avoiding the heavy ferry and bridge costs. As a result of supply and demand, you can find the cheapest tickets around 300:- on Mondays and Tuesdays, since all the responsible people are working on weekdays. The problem with Sassnitz is the lack of offered brands, but moving away from the Stena Line border shop, you will find yourself in liquor heaven, by the Viking Shop. Sassnitz downtown also offers many possibilities alcohol wise.

If you are in the market for classics such as Tuborg, Absolut, or Tre Apor, then Sassnitz is the place for you. However, if you are looking for more adventurous shopping, or if you want that special IPA from Spain, you will need to reach Puttgarden. Their border shop is reaching four floors, with 8 000 square meters of sheer joy, relative to the feeling of gazing at the stars. Both cities have similarities, but what is important for you as a rather broke student is to search for the special offers. Last but not least, do not forget to level it up with one or two glasses of water!

Text & Graphics: Carl De-Geer

–Where can I make a difference?

Fotograf: Håkan Målbäck

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LE Band

Adrian Schmidt! Tell me about the band, how come you started it?

"Well, it was actually during welcome week at last year's novice period when Malin Mörk, by that time working with the Social Committee, said they wanted to start a band and needed someone to pull it through. It sounded good to me since I am very interested in music and have been for a long time."

How has your career in music been?

"I have always been singing, ever since I learned to talk. At the age of eleven, I started singing in musicals and took lessons from a vocal coach. In high school, I started a programme in art education, which focused on music. I have been per-

forming in almost all talent shows in school. Music has constantly been a major part of my life."

Which instruments do you play?

"Mostly, I sing. But I play the guitar, piano (self-thought), and tuba."

At what events have LE Band played?

"We have played at all big events that LundaEkonomerna has hosted so far: Pytten, the Novice Party, the Master's Ball, LE20, Visboken, and the Winter Ball."

What kind of songs do you play?

"Pop/Rock. A Sing-a-long friendly repertoar. For the



The LE-band at the novice party



Winter Ball, we had 15 new songs!"

Which stage is the best?

"It has got to be Stora salen at AF-borgen, if the place is full! But Lilla salen is also great. More intimate."

Who else is a part of the band?

"Malin Norrby - Vocals
Love Löfvin Rosén - Guitar/Bass
Erik Steen - Drums
Fredrik Ekbohm - Piano
Marcus Lundström - Guitar

Fredrik Söndegård - Bass"

How are you recruiting?

"We became a committee about a month ago, although, we do not really recruit the same way as other committees. If you join the band, you can play for as long as you want. If you are interested, contact me."

So what is next?

"We are trying to reach out to other

people and organizations outside of LundaEkonomerna. Everyone is able to book us now, and we are almost always available to play!"

Thanks! Good luck in the future!





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nåldigalundtan



Faster - Higher - Stronger!

We all know about the Olympics, the world's biggest sporting event. What we do not know is that the Olympic games, not so long ago, was on the brink of existence. This is a story about how commercial forces saved the party and about the hangover that comes with it.

the Olympic brand and the 2012 London campaign. In total, the International Olympic Committee raised over \$2 billion in sponsorship deals for the London games, a significant contrast from the times when the athletes were prohibited to be associated with commercial brands and professional athletes were banned from participating in the games.

The turnaround came in 1980 when IOC president, Juan Anto-

the time heavily afflicted with a financial collapse of the Montreal games in 1976, and massive boycotts in the games following the 1972 Munich games.

The Olympic burden on the city of Montreal has been heavy. In 2006, 30 years after the games, the city had finally managed to repay its debts on the Olympic stadium. *The big O*, locally called *the big owe*, is standing as a monument ever reminding the people of Montreal



The main stadium for the London olympics which was heavily advertised.

The Olympic games with its Olympic rings, one of the world's best known brands, is today considered a hot target for large corporations to be associated with, and sponsorship deals worth billions of dollars are heavily sought after. Coca Cola paid \$100 million for the sponsorship rights to

nio Samaranch, decided to allow centralized commercial financing of the games and participation of professional athletes. A bold decision, claimed to be in contrast to the Olympic spirit of an event and free from commercial and political interests. The move was criticized, but it was a decision that had to be made. The Olympics were at

of the financially mismanaged event. The political controversies at the time, were further drawing a shadow over the games. In 1976, many African countries boycotted the games as a response to apartheid, and the western countries led by the US refused to participate in the 1980 Moscow games. In many senses, the Olympic spirit

was already lost at the time, where the games, or non-participation in the games, was used as a political mean, and the cost had become unbearable for host cities. The result was that when the 1984 Olympic games host city where to be elected, only one official bid was put forward and the Olympic movement was at an all-time low.

Enter commercialism. As a knight in shiny armour, Los Angeles announced their interest in arranging the games. However, on the conditions that it had to be commercially financed through more extensive and exclusive sponsorship deals and professional athletes had to be allowed in the games. As there were few other options, the commercial forces were allowed into the Olympic world, making it into the kind of games we see today. In fact, the Los Angeles 1984 games were the first games to be commercially

2012 London campaign and is expected to increase further for next year's Rio de Janeiro games.

Where is this going to end?

As the revenue has spiked so has the costs. Hosting the Olympic games is more lucrative than ever, but also more expensive than ever. New stadiums, facilities, and infrastructure has to be built for an event lasting for four weeks. The 2012 London games cost about £9 billion, more than three times the original budget. May it be that the increasing commercialism of the games has created a monster of the Olympics, growing too much for itself to bear. In financially unstable times and growing global inequalities, is it viable to put public resources into a short-lived event like the Olympics rather than investing in education or poverty reduction?

in hosting the Olympic games in a country like Brazil?

Few studies, if any, show that benefits exceed costs in hosting the Olympic games. There is rather significant opportunity costs subject to hosting an event like the Olympics. Thus, there is an evident risk of an economic hangover for the hosting city and country, especially in economically more vulnerable countries, like Brazil, and as we have seen in Greece. Since it is the IOC that reaps most of the profits from the commercial rights associated with the games, where is the incentive for cities to host the games?

Still, it is undoubtedly a prestigious showcase event for governments showing political strength and the benefits of hosting the Olympics have to be measured in soft rather than hard values. The same kind of reasoning as when Coca cola spends hundreds of millions to be able to use the Olympic logo associated to its products. After all, the Olympic spirit is something we cannot measure or value and some decades ago commercialism saved its existence. Today, the picture is rather the opposite. The commercial magnitude of the games has grown to test the limits of what the Olympics can hold and it calls for some sustainability measures or else the hangover will be heavier than the fun of the party.

Text: Axel Wijk Tegenrot
Photo: Stuart Lee



profitable, creating a view of the Olympic games as a commercially lucrative event and as a potential investment. The interest in, and the economics of the games, has indeed exploded since then; the revenue from the broadcasting rights has increased from \$287 million to \$2.5 billion between the 1984 Los Angeles games and the

We have seen Athens and Greece struggle in the aftermath of the 2004 Olympic games with overdimensioned facilities and a vulnerable economy. Protests are loud in next year's host city Rio de Janeiro, Brazil, a city and a country with large problems concerning inequality and poverty. Are public funds really best invested

Do you want to get an overview of

SOCIAL Committees & Projects



The Social Committee



Light



Sexmästeriet



Vinterbalen



The Master Committee



The Novice Committee



Lund International
Week



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EDUCATION Committees & Projects



The Education
Committee



Case Academy



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Öresund Linking
Minds



The Entrepreneurship
Committee



The IT Project



Quartermaster

of our student union? Here it is!

CAREER

Committees & Projects



The Corporate Relations Committee



Women In Lund Mentor Association



eee - Business, Economics and IT Career Fair



Samday



Lund European Business Tour



Lund Stockholm Economics Tour



Corporate Challenge

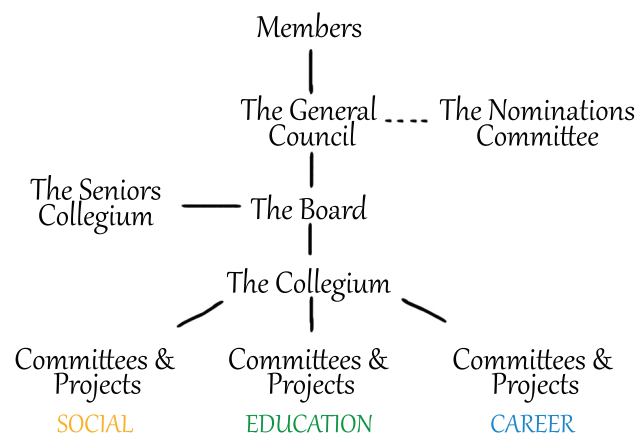


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Is Ignorance Really a Bliss?

It is around 2:32 AM and as I light my late night cigarette after a hard nights studying for an upcoming exam, hearing the tobacco crackle as I inhale, I can not help but catching myself genuinely complaining about school and how sick and tired of it I am. I inhale an extra big whiff, unconsciously hoping it will moderate my emotional state. As I exhale the toxic smoke and watch it paint the night sky, while leaning in on my balcony parapet, I remember how I earlier, during a break in the dreadful study session, found myself in the midst of

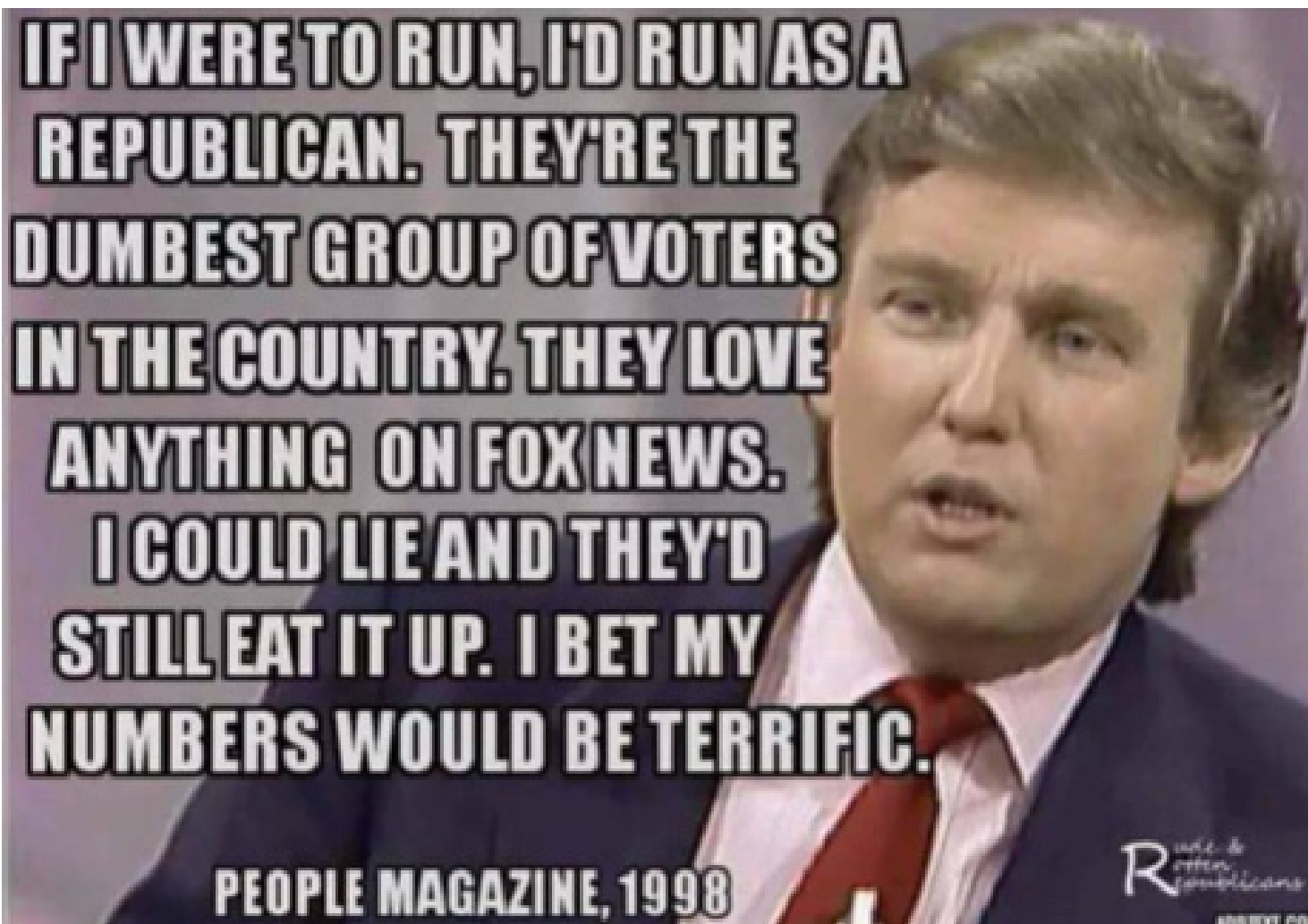
articles regarding refugees.

Soon the bewailing transforms into self loathing, and I feel a wave of culpability washing over me as if someone poured a bucket of firing heat over my head. I realized that while I am standing here, consciously rendering myself liable to cancer and all kinds of bad health while being a spoiled brat, tens of thousands of children less than half my age are struggling to stay alive. Some are alone, some have lost everything and others are carrying their siblings over their

little shoulders with barely enough energy to put one foot in front of the other.

I would like to quote an article by Brandon Stanton in which he interviewed a man who fled to Turkey, with his two remaining children, from Syria about two years ago:

"I was overseeing a project outside the city when the missile hit my house. Nobody was around to help, so my son had to carry the pieces of his mother and sister out of the house. He was fourteen at the time.





Donald Trump holding a speech during his presidential campaign.

He was so smart. He was the top of his class. He is not the same. Right after it happened, he would write "mom" in his notebook over and over. He would cry all night long. Two years have passed but he is still suffering very much. It is very hard for him to focus. He gets tired very easily. My daughter was in the house too. She still has shrapnel in her neck. We survived but we are dead psychologically. Everything ended for us that day. That was our destiny. That was our share in life." (Istanbul, Turkey)

The man talking in this interview is a scientist from Syria who also has a PhD. He has been involved in several scientific innovations. One of them being currently used in the Istanbul metro system, and generates electricity from the moving trains. Apart from this, one of his books is being used in classes in a

university in Istanbul. Despite all of the above, he is not allowed to work without a residency permit. He only makes money from selling his ideas to Turkish workers, and mentions how he makes about 1 % of what he would otherwise make if he was, in fact, a resident. The downhearted story does not stop here though; the man later reveals how he has cancer in his stomach, causing internal bleeding in his abdomen.

Now, the self-loathing is starting to turn into guilt and the words from this man are turning my gut inside out. I take another deep whiff and close my eyes to keep myself from tearing up. I feel guilty for those, such as the man above, who have done absolutely nothing to deserve the life they are given and I feel guilty for having a better one. I feel guilty towards my parents who

fled the war between Iraq and Iran in the mid 80's, giving my brother and me the great chance of being born in a peaceful country. Although the war in the middle east is not my fault, I feel guilty for being spoiled and taking my life, and the possibilities that are thrown at me each and everyday, for granted.

I am eagerly trying to ask myself why the hell I do this, and the only answer I can come up with is ignorance, or rather, as Steven Hawking puts it, *the illusion of knowledge*. As if ignorance is not enough, the rest of us, who think of ourselves as not ignorant, are walking around believing we are well-informed, clever and independent. Truth be told, if we are not ignorant we are probably delusional. Because, honestly, we are not as "smart" as we think, sorry people. Most of our consciousness is ruled by dogma.

It comes to me as a revelation how ignorance and the illusion of knowledge is an infectious virus working as a never-ending epidemic circulating the world. We can see this in the growing condemnation of those seeking refuge, not least in America where Donald, Mr. Smarty-pants, Trump came with the ludicrous idea to coerce Muslims into wearing ID badges. I am sorry Don, but it is not 1939 anymore. As if that was not enough, Trump even wanted to close the borders to all Muslims trying to enter the States. Well, I mean, obviously a man with a PhD in science suffering from internal bleeding due to his cancer and two children suffering from PTSD, has a hidden agenda.

However, Trump is not the stupid one here. As a matter of fact he is a genius. First off, the man has found himself an undeserving demographic portion of the American population, which mainly consists of older, white, low-income earners. Being well aware of the fact that only one mainstream candidate can win the election, Trump is searching through his pockets for "card tricks", in order to manipulate both media and the public. Now, (ironically) the goal for Trump is not to become Mr. Prez. All he wants is just more authority and money.

He is well aware of the fact that money talks in business and it will not hurt himself, nor his trademark, by making rather stupid remarks. So basically, he has absolutely nothing to lose, now, does he? He can only benefit from it. His books are selling like wildfire and he barely spends time on campaigning since the world is doing that for him already. All he does is just sit back and collect money and power while spreading his dynasty simply by utilizing the ignorance of the people. Genius.

But, enough about Trump. Xe-

nophobia is not only propagated in America. It is also becoming a bigger problem in Sweden, the fantastic country my parents came to in order to find peace, and other European countries. Not only do we see this in the horrific actions of Breivik, but also the similar situation occurred in Trollhättan last month, causing the death of three innocent lives.

Both events were led by xenophobic motives, and it makes me wonder what it takes for people to be so incredibly filled with hate towards other human beings that they are actually capable of killing. How can one consider himself being in righteous control of another mans life and think they have the power and license to take it away?

Again, ignorance, and the delusion of thinking that they are cognizant. No, they are not psychologically ill. These people function in the society just like you and me. The only difference is their lack of knowledge.

Simple as that: Ignorance is prejudice. Both ignorance and prejudice, then, become a part of a chain reaction, where ignorance leads to prejudice, prejudice leads to xenophobia, xenophobia leads to racism, racism leads to inequality and it all continues down a vicious circle where nothing good can come out of it.

I look up at the night sky and take a third poisonous whiff of my cigarette. As I breathe out and taste the bitterness of the smoke while glaring at the stars, I wish I could as easily blow out the bitterness from the world. I begin to sense how the guilt and self loathing starts to turn into a compelling gratitude for my life and a compassion for the less privileged people on this planet.

It is important that we realize to what extent we are dogmatized, and how incredibly illogical it is that some of us condemn those who are trying to escape from the

same thing, which we are trying to protect ourselves from. We cannot stop helping those who otherwise has to live with fear of losing their mother, sister, brother or father day and night. We cannot blame the man and his two kids, who I mentioned earlier, for "ruining" western countries and for being "potential terrorists". What we have to realise is that we were born in this part of the world by chance; it is not "ours". We do not own it. The country of Sweden does not belong to any of us.

Most importantly we have to do whatever we can to make people feel psychologically alive again. For someone who spent 50 years building up his life and in the matter of seconds lost everything he ever lived for, our malicious attitude will only make him feel more dejected. All we have to do is reach out our hand, just like the *Light* committee of Lundaekonomerna and their events for refugee children, helping those in need.

It is now 2:35 and without hesitation I put out my cigarette without finishing it, shrugging my head and sigh deeply for the glaring injustice that characterizes the world we live in today. I tell myself that if not for myself, then for those who want to but can not, if not for myself, then for those who should have but never got the chance to, if not for myself then for my parents who endured war for me to be here today, if not for myself, then for those who are struggling for their lives day by day to be given the same opportunity. I would also like to thank *Light* committee for helping me realise the power of gratitude and compassion.

Text: Amez "Bulle" Arazu
Photo: Trump Campaign

Everything is Relative - Part II

In the previous issue, Nådiga Lundtan #124, I wrote about change and the difference between absolute and relative gains. If you measure your well-being in comparison to your neighbor, rather than looking at your own progress in isolation, you are looking at relative gains. This point of view can be extended to society, companies and governments. One could make the claim that individuals are the constituents that make up these organizations. Psychology and history have shown us that individuals are prone to biases and other human misjudgments. Thus, organizations or groups of people will also be fallible to human errors. That is one reason why change may not be properly visualized in society; people compare their group, country or society to a competitor or peer and thus loses track of the absolute gains in society's development. This causes distress and paints a narrative that is unjustifiably gloomy. In fact, we are much better off as a whole than ever before.

So what causes this? People's tendency to look at relative gains might be biological. The reliance on frames and reference points may be a solution to the biological constraint that is the limited sensitivity of our subjective utility scale or, in a less academic language, that our ability to experience pleasure and pain is not infinitely sensitive. This is the reason for the declining marginal utility, which students of economics are well aware of. The concept states that the billionth unit we receive will not be as pleasurable — it will not give us as much utility — as the hundredth or thousandth unit.

This forces us to adjust our focus to higher highs. If we did not, and we reached the maximum of our utility scale, what would motivate us to continue to work harder? Nothing could ever make us happier. But, if we get used to current

levels of well-being and see that our (possibly new) peers are better off, we will strive for more, believing that it is going to make us happier. This comes with the peculiar requirement that we acustom ourselves to the new highs, while not anticipating ourselves getting used to it. Research shows that people do adjust themselves to new conditions with significant speed and that they also forget that they did so. Thus, we might be on a hedonic treadmill with the end constantly a little bit too far away.

Also affecting our perceived happiness is what psychologists call the focusing illusion. One example of this bias is found in one study where Californians and Midwesterners attributed their own overall well-being as being similar. Still, both groups rated Californians as being the group with highest life satisfaction. Why? Climate. Both groups thought that living in the Californian climate would greatly improve their life satisfaction. However, both groups neglected to take other happenings into account and solely focus on climate as the sole factor for a good life, hence the focusing illusion.

Imagine that you are on a shopping, looking to buy a new apartment. It is only natural to imagine yourself throwing good dinner parties, but focusing on this makes you a subject to the illusion above; most of the time in your new home will not be spent around the dinner table with friends on a good Saturday evening. This bias might cause our decisions to be based on factors just because we were focusing on



The Californian weather that many believe will make them happy.

a particular thing at the time.

This is also seen in earlier happiness studies. A person's response to a researcher's question, "How happy are you?" are heavily dependent on what preceded the question. Did the researcher invoke a happy mindset on the subject before the "happiness question"? If so, the persons are more likely to report a higher level of happiness than if their minds were filled with everyday worries. Again, the focusing illusion.

So now we know about the difficulties of measuring happiness. Because of its relative nature and our limited working memory, we also know about the difficulty of appreciating change.

With all this in mind, how do we get an objective measure on happiness? The jury is out. But look at life in the 1950's or 1960's. By most objective measures, we are better off.

For now, let us take comfort in society's progress over the last decades and let us look forward, be it absolutely or relatively.

Text: Niklas Lövgren
Photo: Jessica



"eee is an amazing opportunity for you to experience the future, today. So, what are you waiting for?"



Jesper Sundström introducing a speaker at eee 2015

Tell me about eee!

"This year is the 32nd edition of the eee-days - as you might know, significantly older than LundaEkonomerna! It is the largest career fair for business, economics and IT-students in the Nordic region! We host about 80 companies that are coming to EC to meet our 4 000 students."

What is the main idea of eee?

"The idea is to allow companies the opportunity to meet our students, and we give students a chance to meet the companies they later might want to work with. We bring both groups together."

What will happen during the days?

"During the main event, February 24th-25th, there will be a lot of activities taking place. We will have inspirational lectures, student lounges with free food and merchandise, ongoing 1-on-1 interviews where students apply with their CV to meet company representatives on a more personal level, the so called Career Interviews. We will also have at least one

workshop, although, the concept is yet kept secret! This will all happen at the same time as people are mingling and meeting people from many of their favorite companies. The place will be buzzing!

There are a few important things to remember: The companies will be showcasing just one out of two days, so be sure to attend both days to get the full experience. Also, apply for the career interviews and the workshop by submitting your CV and personal letter. More info about where to send it will be posted in time."

I have heard rumors about other events linked to eee, what can you tell me about that?

"Correct! We want to arrange a few activities before the eee-days to prepare students for meeting companies and also to get them excited for this amazing opportunity."

Firstly, we have the eee-boost which was held last year for the first time. It is an event designed to prepare students for what is ahead. It focuses on how to be your best at the fair. We talk about the layout of a

CV, what to do at an interview, what an employer is interested in finding out about you, and many other things.

On Wednesday the 17th before the fair, we will have lectures at EC during daytime, and you will also get the opportunity to try doing career interviews. SEB and PWC will teach you how to do a great performance. Among other things, here you can also buy tickets for Pytten, the banquet after the eee-days. The day before the fair, on the 24th, we will have the eeeConnect. It is sort of a mini version of Corporate Challenge. We will have ten companies representing one team each, and about eight students per team. There will not be too much physical activities, but rather solving different exercises in group. The idea is to hang out with company representatives in a more relaxed way.

On the night of the 25th, eee is finished by Pytten, a grand banquet at AF-Borgen with 500 seated guests. There will be an artist performing, sexa and after party, for both company representatives and students. It is similar to a ball but dress code is not white tie. The reason it is called Pytten is because we serve Pytt-i-panna - it is tradition."

What are you looking forward to the most about the eee-days?

"To welcome all companies and to feel pride over all the great students. It feels nice to be able to offer companies the best students in Sweden. I will enjoy going to lectures, maybe applying for an interview, and finish the whole thing off with Pytten."

A final advice?

"Keep a look-out for dates and deadlines on our Facebook-page and website, so you do not miss anything. Apply for the career interviews and eeeConnect, there will not be any school lectures or exams during the eee-days so you will have time. Try everything!"

Text: Axel Schennings

Photos: Erik Månsson, Axel Reinholdz, Bojan Najdenov

Vi ses på eee 2016!

På Moore Stephens Malmö får du som medarbetare jobba med både små och stora kunder i olika branscher.

Vi söker Dig med krav på variation i vardagen och har ett intresse för kundrelationer och så klart revision! Moore Stephens Malmö biträder näringslivet i den expansiva Öresundsregionen med revision och värdeskapande rådgivning. Vårt huvudfokus är ägarledda företag och vårt arbetssätt präglas av personlig service och innovationskraft.

Vi ses på eee-dagarna, gärna på ett karriärsamtal!

Vår förhoppning är att kunna ge dig den bästa starten och den bästa utvecklingen för din karriär!

För mer information:

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MOORE STEPHENS

China & Their New Two-Children Policy

Followed by the closing of the senior Communist-party in Beijing on October 29th 2015, a very important policy has caught the attention of the whole nation. China has decided to abandon the one-child policy, allowing couples to have two children due to the issue of the aging population. The country will uphold the basic national policy of population control and continue to improve its strategy on population development, and implement the two children policy in order to deal with an aging population.

This new policy will not only influence the fate of hundreds of millions of families, but it has also made a profound implication on the stock market recently. There are usually three different ways to analyze the stock market: technical analysis, evolutionary analysis, and fundamental analysis. The latter will simply be used because it takes the factor, which in the future could affect the stock market, into consideration. It has been estimated that, after the implement of the two-child policy, the population will grow by approximately 3 million every year. In China, the average expenses of raising a child is 700.000 RMB (approximately 900.000 Swedish Krona), see the table below.

Age	Period	Total expense in RMB
0-0	Pregnant - born	20000
0-3	Infant	150000
3-6	Kindergarten	100000
6-12	Elementary school	100000
12-15	Middle school	80000
15-18	High school	100000

Let us do a simple calculation as follows (1 RMB = approx. 0.154754 U.S. dollars):

Total expenses on extra 3 million new infants:

$$700.000 * 3\text{million} = 2.100.000\text{million RMB}$$

Total school fee on extra 3 million new infants:

$$100.000 * 3\text{million} = 300.000\text{million RMB}$$

Total money flowing into the market:

$$2.100.000 - 300.000 = 1.800.000\text{million RMB}$$



Upper graph: Xinjiang Yilite Industry Co.,Ltd

Lower graph: Zhejiang Weixing Shihua Co.,Ltd

It means that there will be an increase in consumption with 1.800.000million RMB per year because of the two-child policy. As has been listed on the table, the money will mostly flow into several baby-related branches and bring huge profits to the companies. Examples of these are medicine, milk powder, toys, private education, children's apparel companies. Thus, the related stock will surge due to the expected outstanding performance of those companies.

The candlestick charts above, significantly shows that the stock of milk powder company, Xinjiang Yilite Industry Co. Ltd, and the stock of baby-related commodity, Weixing Shihua surged at the end of October. More precisely, these two stocks have jumped 4.18 % (Xinjiang Yilite Industry Co., Ltd) and 9.3 % (Zhejiang Weixing Shihua Co.,Ltd).

However, even though it is highly expected that the stocks are valuable for investing, it is still suggested that investors should pay attention to the companies' stocks in the long run, especially after the release of the real data on baby boom, and make a wise investment.

Text & Graphs: Sandra Sichao Fang

UNION PAGES



Alumni

Name:
Björn Hellqvist

Program:
Civilekonomprogrammet, with a B.A. in Strategic Management and a
M.Sc. in International Marketing and Brand Management.

Graduation year:
June 2015

Current city:
Stockholm

Current work:
Commercial Graduate within Sales & Marketing, Coca-Cola
Enterprises

Past involvment with LundaEkonomerna:
Sexmästeriet, Club Karneval, LE Sales Team and the General Council.

What did your student life look like?

"When I came to Lund, I was quite frankly overwhelmed by the amount of people that wanted to be involved in all of Lund's organizations. Being involved in everything during my high school years, I decided to slow down and only played a minor part in Göteborgs Nation's spexmästeri. However, after a year, I ended up getting an extra spot in LundaEkonomerna's Sexmästeri and I have never looked back since. Throughout my years, I was involved in Club Karneval, LE Sales Team, and the General Council, apart from Sexmästeriet of course. "

How did the road from graduation to your first job look like?

"Well, as for most students getting closer to graduation, my final semester was swamped in trying to balance job applications, my master thesis and the task to make the most out of the last months in Lund. However, I was fortunate enough to receive an offer before the semester came to an end, with the result that I was able to take the summer off. I got to fully enjoy the amazing concept of Swedish summer, which usually does not turn out as great as it sounds..."

How has your involvement in Lundaekonomerna helped you in your professional career?

"I have always looked upon LundaEkonomerna as a "try-out company", where you get to try all sorts of things that are comparable to what you could do in the future. Sexmästeriet taught me things about organizational challenges and how to stay awake and

positive, even though you have worked for 12 hours straight. LE Sales Team gave me leadership and sales opportunities, and the General Council taught me how to run an organization. So, my advice is to try everything you can before it matters too much!"

What is your favorite memory from Lundaekonomerna?

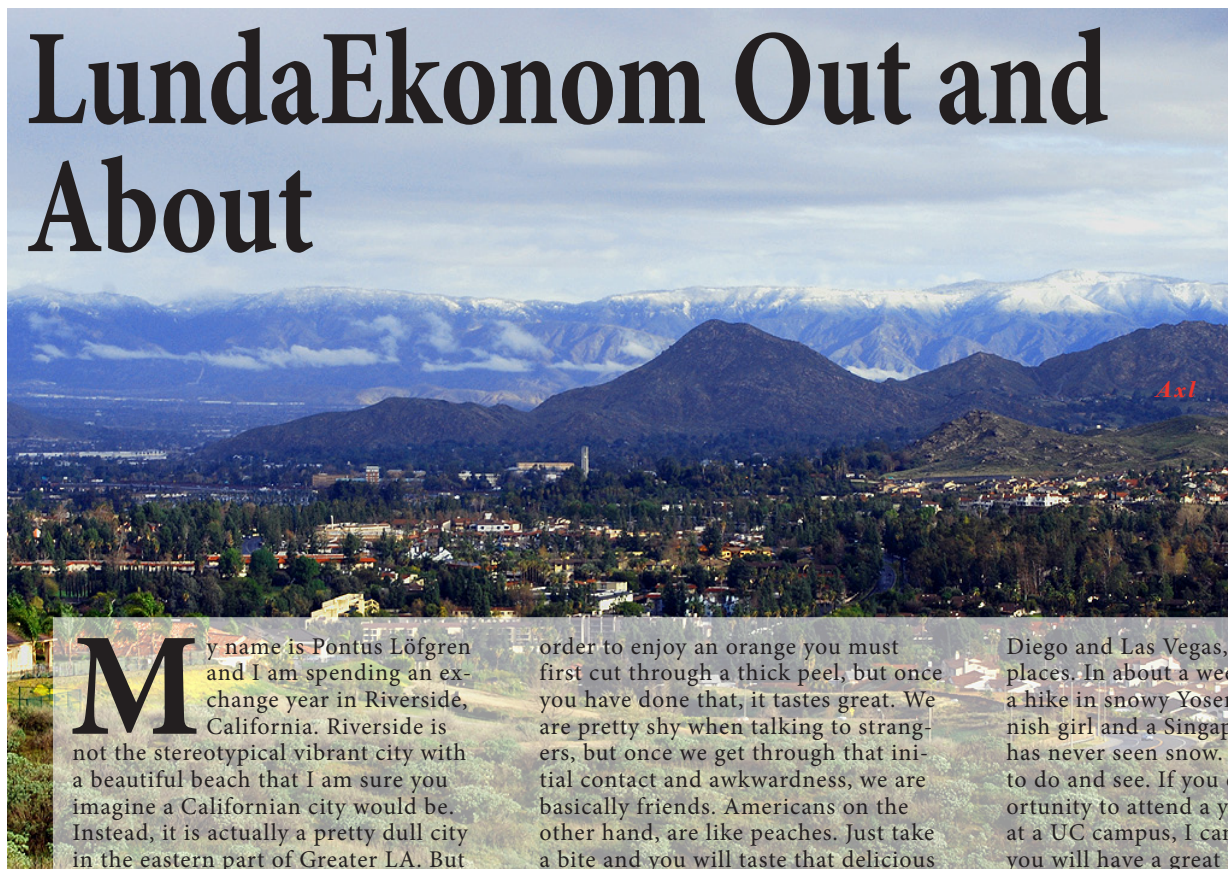
"Oh, that is a tough one... I want to say all the endless nights with Sexmästeriet in the sacred place of Skånis, combined with all the crazy things we got to do with Club Karneval. NATTFESTEN is definitely one that is going to stick for a very long time, together with Pink Party and the Carnival itself. So, to conclude, I guess a lot of things connected to Skånis is a safe bet."

What does the future hold?

I am part of the University Talent Program at Coca-Cola Enterprises, a position I actually found through LundaEkonomerna a couple of years before graduation. This means that I will be going through three rotations in three years before I might know what I want to do in my future career... However, in this moment my focus is also on the Aeternum network in Stockholm where Helena Dolfe and I will try to make the most Lund out of Stockholm as we possibly can!



LundaEkonom Out and About



My name is Pontus Löfgren and I am spending an exchange year in Riverside, California. Riverside is not the stereotypical vibrant city with a beautiful beach that I am sure you imagine a Californian city would be. Instead, it is actually a pretty dull city in the eastern part of Greater LA. But that does not really matter; being in a state that has so much to offer is just fantastic!

When you are 9000 km away from home, things can be quite different. One such thing is culture. To me, us Swedes are analogous to oranges: in

order to enjoy an orange you must first cut through a thick peel, but once you have done that, it tastes great. We are pretty shy when talking to strangers, but once we get through that initial contact and awkwardness, we are basically friends. Americans on the other hand, are like peaches. Just take a bite and you will taste that delicious fruit right away. But in the middle there is a super hard pit that you really cannot crack. The Americans are generally easy-going and enjoy making conversation with strangers. However, when it comes to becoming real friends, you need to be patient and work hard to crack that pit!

Also, when you are 9000 km away from home you start to realize how fantastic home – Sweden and Lund – is. For example, I miss the ease of moving around in Sweden with public transportation. Before I bought my car, I felt imprisoned in this city because of its poor public transportation system. But with a car, you really feel free to explore all of California and its vicinity. Secondly, I miss Lund's generous student-life with our lovely banquets and our unique traditions, like softball at Parran. Most of all, I miss the lovely taste of *sill* and *besk*, and being with my friends.

So far, I have been to Los Angeles, San

Diego and Las Vegas, among other places. In about a week, I am going for a hike in snowy Yosemite with a Spanish girl and a Singaporean guy who has never seen snow. There is so much to do and see. If you ever get the opportunity to attend a year of exchange at a UC campus, I can guarantee that you will have a great time. But owning a car is really important, so save some money during the summer before you leave.

And by the way, my visa allows me to work as an intern for as long as I have been studying here. If you know anyone who is looking for a hard-working business-student, please let me know!

Text: Pontus Löfgren
Photo: Daniel Orth

Riverside, CA

Population:

322 000

Language:

English

Coordinates:

33°56'53"N 117°23'46"W

City area:

255 km² (136% of Stockholm)

Time of Terror

So many people have suffered this autumn, and so few have done anything really effective to help. There have been worse times in history, but it has been a while since leadership was so needed and yet so absent.



Inspector's page Thomas Kalling Inspector

The terror trade has been industrious and successful during an eventful and deeply depressing autumn. Over the course of four weeks, we experienced the death of hundreds. Starting on October 31, a Metrojet aircraft with Russian tourists returning from Sharm el Sheikh was bombed over Egypt. 224 people were killed. On November 12, a suicide bomber killed 43 people in Beirut. The day after, 130 people were killed in Paris. A week later, on November 20, another 27 were killed in Bamako, Mali, at the Radisson bombings. Then we had the Tunis suicide attack on a bus, rendering 12 casualties, and two more deeds killing

in total 39 in Nigeria and Niger. We also had our own disaster in Trollhättan earlier in October.

In parallell, and very much a consequence of the above acts, we have a migrant crisis in Europe. Who wants to stay in Syria? Currently, it appears that more than one million asylum seekers have come to EU countries this year, causing both moral and logistical challenges for host countries.

Both aspects of terror have revealed the lack of organisational capabilities of the states that suffer from terrorism, and the EU countries hosting migrants. The Russian air force was *unlucky* in their raids in Syria. Turkey, too, were *unlucky* when they shot down a Russian aircraft operating too close to the Turkish border. Others have taken it easy and talked about "dialogue". In Sweden, the secret police had their own moment when they raised the threat level to "elevated", launched a nationwide alert and chased a suspect, unaware of the show, chilling in Boliden up in the north.

The way we have dealt with the migrant crisis is a fundamental failure on so many levels: we have those who will not help and look to Germany to fix the whole thing; then we have those who care so

much they do not really think straight – like Sweden. We open up entirely, assuming the others will do too, borrowing a billion dollars to be able to deal with it, but soon realising not even that is enough, just to get nervous and shut down shop completely. The deputy prime minister (apparently considered so unfit she is only deputy in title), who has just turned the whole equation upside down for prospect immigrants, breaks down and cries on national television. The real prime minister was invisible the whole autumn, occasionally surfacing with a *not okay*-statement.

So many people have suffered this autumn, and so few have really done anything effective to help. There have been worse times in history, but it has been a while since leadership was so desperately needed and yet so absent. This goes for the national level, but even more so on the multilateral level. The problems have emphasised that the individual state is too small to manage the terror and the migrant crisis. The weight of the responsibility and the expectations are significant, but it is difficult to spot any sign of progress.

Photo: Jennifer Annvik



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Do you want to be seen in Lundtan?

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nådigalundtan

Uppsalaekonomerna Visits Nådiga Lundtan

Hello beloved LundaEkonomer,

As many of you know, the relationship between LundaEkonomerna and Uppsalaekonomerna is something that is both special and unusual. Something that not even the greatest romantics are familiar with. It is a long-term relationship that not even 700 kilometers could tear apart. LundaEkonomerna without Uppsalaekonomerna is like a bird without wings, like a university city without its student life.

Because of this relationship we chose to give the big honour of writing the presidium chronicle to our dear friends.

Felicia & Linn



Commercialism: It is everywhere. From Uppsala to Lund. In fashion, in sports and in social media. It seems like you can never escape the reach of today's commercialism. Some lose hope in humanity and society, others see possibilities.

Being president of Uppsalaekonomerna, one might think that I am the number one competitor of our counterparts in Lund. One might think that the commercialism has penetrated deep into the student sphere, and that we fight over the best students and companies. You are wrong!

The vibe in Uppsala and Lund are similar. I was born and raised in Lund but moved to Uppsala in 2012 after a de-tour to Norway. Since then, I have enjoyed the Uppsala student life to a maximum. The three years have been filled with memories and moments I will never forget.

Every day, students in Uppsala and Lund work several hours in creating a great environment and experience for other students.

Most importantly, it is 100 % unpaid work, or at a CSN pay level and then sacrificing a year of studies. We do not do it for the money, nor the fame and our organizations are non-profit. There is something else behind the elemental power that the students create.

I believe it all comes down to the easy concept of having fun. A wise woman once said: "We are a student association, the only wrong we can do is to not have fun". Students in Lund and Uppsala want fun, and they forget what commercialism is all about for a period of time. A couple of weeks ago LundaEkonomerna visited Uppsala, and we created some new memories and had a lot of fun, together. It was clear that it was a weekend of fun and joy and nothing else! So to the students of LundaEkonomerna: forget money and fame – have fun!



President
Daniel Gustavsson



Vice President
Anton Jansson

Life. Rewarding, pleasant and loving or long, hard and painful? There are many ways to look upon life. My belief is that we all change our perspective depending on where in life we find ourselves at the moment. Sometimes life is cheerful and other times not as much. But no matter the present state you find yourself in you will always be heading in one direction - forward, towards the undecided and hopefully the greater future.

In a world full of golden allurements, surrounded by major companies with breathtaking commercial strategies, it can sometimes be tricky to know whether or not you are making the right decisions. Especially if you want to be prepared for that unpredictable future. However, what more can one do in order to be prepared but to live your life to the fullest, enjoy every second, cherish your peers and others and hope that life gives you the education you need. Then again there is never anything wrong with helping life give you that extra little head start...

Education is something we receive whether we want it or not. It does not only exist within the walls of EC but in every moment

of your life. Every meeting, every party at *Skånis*, every trip to the four corners of the world holds something in mind for you to learn. A new lesson to help prepare you for the greater future. Commercialism is for some to make good business decisions and thus earning a lot of money. For me it is more about making choices, and congrats, you have already made several good ones! You are studying a BSc in business and economics, or being a part of LundaEkonomerna, thus preparing yourself for greatness. So no matter what your mind tells you in the morning, whether you are tired from Vinterbalen and your shoes are missing, or you wake up singing like the hummingbird in the neon dawn sky, continue to live life to the fullest! Get experienced and educated, become the commercial perfect choice that you yourself are trying to make. Then I am sure that life surely will go from hard and painful to pleasant, loving and rewarding, faster than any other commercial strategy you can come up with, making the undecided future yet at least a little bit more decided.

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