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MEDIA & ECONOMIC JOURNALISTS RANKING 2010

Media event and personality in economics and on the stock market 2010

The financial crisis put its stamp on the passed twelve months. The Swedish Minister of Finance Anders Borg were voted the Man of the year in Economics and the Greek financial crisis was voted the event of the year.

The voters were the Swedish financial elite among investors, analysts and CEOs.

Man of the year in Economics in Sweden

Minister of finance Anders Borg is ranked first, with votes from four out of five electors. He dominated the scene for the fourth year! The financial crisis also put its picture on number two and three. Bo Lundgren, head of the National Debt Office, had his revival. 15 years ago he was responsible for solving the Swedish financial and real estate crisis, as Minister for Financial Markets. He also had an important rôle in the takeover of the investment bank Carnegie. Stefan Ingves, now Governor for Sveriges Riksbank, then was heading the Agency for supporting the banks. Now both have travelled to the US, telling officials of the Swedish experience! As one respondent says: "Bo Lundgren is the man that came out from his snail shell and dealt with the financial crisis with great honour".

Jan-Åke Jonsson, CEO for Saab Automobile was voted the most prominent from the business community, together with Michael Wolf, new CEO for Swedbank.

Rank	Personality	Share
1	Anders Borg, Minister of finance	79%
2	Bo Lundgren, Director General of the National Debt Office	10%
3	Stefan Ingves, Governor for the Riksbank	8%
4	Jan-Åke Jonsson, CEO for Saab Automobile	7%
4	Michael Wolf, CEO for Swedbank	7%
6	Günther Mårder, CEO for Aktiespararna	4%
6	Mats Odell, Minister for Financial Markets	4%
8	Leif Johansson, CEO for Volvo AB	3%
8	Maud Olofsson, Minister for Enterprise and Energy	3%
10	Viktor Muller, CEO for Spyker Car	3%
11	Carl-Henric Svanberg, former CEO for Ericsson, now Chairman in BP	2%
11	Hans Vestberg, new CEO for Ericsson	2%
13	Anders Sundström, CEO, Folksam and in Swedbank	1%
13	Urban Bäckström, CEO for Svenskt Näringsliv	1%
	Other	2%

The economic event of the year in Swedish media

The respondents also voted for the most important economic event or course of events during the last twelve months, from the Summer of 2009 to June 2010. 15 events were listed. Topping the list are the Greek financial crisis and budgetary problems in a number of EU countries following last year's Global financial crisis and the sub-prime problems the year before.

Spyker's prolonged takeover of Saab Automobile was the dominant domestic event last year.

Rank	Event	Share
1	Greece crisis and budgetary problems in Portugal, Spain etc	61%
2	The comeback for the share market after the financial crisis 2008	32%
3	Spyker aquired Saab Automobile from GM	17%
4	Extreme low interest rates	14%
5	The oil disaster in the Gulf of Mexico (BP)	10%
6	SAS problems + volcanic ash stopping flights all over Europe	7%
7	Chinese Geely buying Volvo Car from Ford Motor	6%
8	Carnegie - the legal battle around the Government's takeover	5%
9	The Government's antibonus activities in Nordea Bank and TeliaSonera	4%
10	Sweden's chairmanship for the EU, 2nd half of 2009	4%
10	The affairs around Vattenfall and the resignation of CEO Lars G Josefsson	4%
12	The power shift in the UK in the election in May 2010	2%
12	The upturn of prices for raw materials like minerals and oil	2%
14	The approval of the gas pipeline Nordstream in the Baltic Sea	1%
14	The hubris around the coming wedding of Victoria & Daniel June 19th 2010	1%
16	Other	2%

The ranking is based on 177 responses from CEOs, analysts, investors and information and IR officers. They gave votes on the five best journalists and voted for best media in seven categories.

The survey was made for the fourteenth year, by the communication consultancy Hallvarsson & Halvarsson in cooperation with Svensk Image.

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