

Business with Intention

Dear all,

Summer is upon us, and with it, the first half of 2025 has already given us much to tackle and reflect on.

I've borrowed the headline from our upcoming project "*Colleague with Intention*", which focuses on safety and safety culture—but also on a serious and taboo topic in our society: the high suicide rate. Last year, my son lost three acquaintances to suicide. All were young men between 19 and 22 years old. Some were in education, others in the workforce. Some lacked a stable home, while others had a good foundation. Sometimes, more is needed. I am proud that, as an employers' association, we have the courage to take part in this work and contribute to open conversations and efforts to combat this issue.

Because of – Not despite

We often say that Greenland should have a business community *because of* our economic conditions—not *despite* them. Unfortunately, many still experience the opposite. But we are entering a time when businesses, investors, and the international community demand change and direction. Our new Prime Minister faces great expectations, and much rests on his shoulders. This is also reflected in the coalition agreement, which clearly aims to strengthen business.

We've already had good discussions with several new members of Naalakkersuisut, and more meetings are planned in the coming months. Our goal is clear: to strengthen the bond between civil society and politics so we can achieve concrete results together. We must advocate for our members and keep the focus on the strength of our business sector, which is ultimately crucial to the economic foundation that supports us. We will continue to emphasize this in every possible way.

The Future Demands Strategy – and Relationships

The board is currently working on a next-generation strategy, expected to be completed by the end of the year. It will set a strategic direction for our organization in response to a changing society. This involves confronting many questions. The strategy must resonate with the times we live in and a labour market in transition, while still addressing the immediate concerns of our businesses.

We are seeing significant international interest in Greenland while also facing domestic economic challenges. Most recently, French President Macron has voiced clear support for stronger EU engagement in Greenland. Our strength lies in relationships—both internal and external. Never before have we been in a better position to shape our future in collaboration with the world around us.

Education is the Foundation of Society

Education is the key to the future—especially in Greenland. I read with concern about considerations to lower academic standards in early education in favour of mother tongue instruction. While the mother tongue is important, it must not come at the cost of academic content. I wish that instead of lowering expectations, we would aim high and work constructively to offer our children and youth solid instruction in subjects that pave the way for higher education throughout their schooling.

Greenlandic is a given. We must protect and nurture it. But it should not come at the expense of core subjects that form the base of our education system. I can't understand why one must exclude the other.

The mother tongue should not be the goal—but the tool. A tool for acquiring knowledge, developing culturally, and participating in relationships. We need children and youth who can contribute to society and the labour market. That's why early social and academic intervention is essential. Language and academic content are not opposites—they complement each other.

A Small Society Requires Strong Communities

We are a small population in a changing society. This requires people, skills, and resources. Many choose Greenland as their home and workplace—even without being born here. I believe we should warmly welcome those who choose to contribute to our society.

Unfortunately, we hear troubling stories about the experiences of some foreign colleagues—especially from Asia. These stories make an impression. As an employers' association, we are proud of the foundation our members stand on: collective agreements, cooperation, and humanity.

Many of our member companies have shown great responsibility in integrating both local and international labour. We must maintain that—and clearly distance ourselves from the incidents that sometimes make headlines. I also know several encourage their employees to join SIK. I support and recommend that. We need strong unions and organized frameworks—for the benefit of all. The collaboration between SIK and GBA is strong, and much can be solved together.

Strong Networks – Strong Results

I'm pleased that GBA continues to be a key meeting place for politicians, businesspeople, NGOs, and civil servants. We provide insights and perspectives in multiple languages and from various angles. This spring, I participated in a meeting with Denmark's Prime Minister Mette Frederiksen, and it became clear: our voice and perspective make a difference.

As we often say: *“A strong business community equals a strong society—and without society, there is no business.”*

Summer – Between Concern and Hope

Summer brings warm days and bright nights—but also concern, especially regarding the new fisheries law. Lost income and jobs, divestments, and fewer funds for the welfare state are real challenges.

There's also much to be hopeful about. The tourist season is in full swing, and businesses across the country are welcoming visitors from around the world. The mood is positive—you can feel a new vibe. A vibe that we hope will spread for the benefit of everyone, everywhere in Greenland.

I hope for better conditions for the construction sector in the coming quarters. Better planning and more thought-out tenders are necessary to keep development going and safeguard the jobs created by the construction industry.

GE will continue to contribute ideas on how we can focus more on developing as a strong society—and less on limiting our ability to move forward and grow.

Wishing you all a wonderful late summer.

Warm regards,

Krissie Winberg

Chair, Greenland Business Association (Grønlands Erhverv)