



***Annual Report 2008***

## TABLE OF CONTENTS

A WORD FROM THE CHAIRMAN.....	3,4
SWEDCHAM BRASIL IN BRIEF .....	5
OPERATIONS OVERVIEW .....	6
Administration.....	6,7
Member Services.....	8
Committees.....	8
Events.....	8,9
Magazine.....	10
Website.....	11
Sponsorships.....	11,12
Rental Services.....	13
Consulting and Business Services.....	18
OTHER ACTIVITIES.....	18
STATISTICS.....	20
OUR TEAM PLAYERS.....	21
FIRST HONORARY MEMBER, BOARD MEMBERS, HONORARY MEMBERS AND AUDITORS.....	22
First Honorary Member.....	22
Board.....	22
Honorary Members.....	23
Auditors.....	23
SWEDCHAM CONTACT INFORMATION:.....	23,24

### ***Annual General Meeting***

The Annual meeting will take place at 16.00, Tuesday April 29 at Swedcham, Rua Oscar Freire, 379, 12<sup>th</sup> floor – Jardins.

### ***Attendance***

Members that wish to attend the Annual meeting must confirm their presence after receiving the invitation.

*This year's General Assembly will be held Wednesday 29 April, 16hs at the Swedcham premises at Oscar Freire 379, 12th floor. After the meeting, around 18 00, you are cordially invited to attend a presentation by Mailson Nobrega, former finance minister and today a senior consultant and a well known columnist in different newspapers and magazines. **A Happy Hour will follow the presentation but note that we have limited space so please make your reservation on our website by no later than April 27.***



## A Word from the Chairman

Dear Member,

At the meeting, our new Executive Secretary Jonas Lindström will present his report, the results and the balance sheet, and the auditors will present their accounts, all for the approval of the General Assembly.,

I will present the composition of the Board of Directors for approval.

The Chamber has gone through major transformations since January 2006, but we still have a few miles to go. The Board's vision is to have these transformations completed as soon as possible. Your support as a member is vital.

The Board's vision, in accordance with our Statutes and translated into Board decisions, is to take the Chamber some steps further than where we are today. Broadened consultancy is one, engage in a social project another, and an ever closer cooperation with the Embassy, the Consulate-General in Sao Paulo, and the Trade Council a third one.

The objective for our consultancy is to make it available for Swedish and Brazilian companies and assist them in making good business. The Chamber has in-house resources, an agreement with Brazilian Business Partners as a complement, and also a network of other professional consultants that can be involved.

The Chamber is a non-profit organization, and its statutes stipulate also non-business activities. A proposal will be presented to the General Assembly for a donation to Queen Silvia's World Childhood Foundation in Brazil that celebrates its 10<sup>th</sup> anniversary. Let me kindly remind you, that Queen Silvia is the Chamber's First Honorary Member – no other Swedish Chamber has gained this distinction.



It is vital for Swedish business activities that the four main Swedish entities – the Embassy, the Consulate General, the Trade Council and the Chamber – all work in tandem to deepen and expand Swedish commercial and industrial interests in Brazil. Ideas and proposals of how to cooperate in an even closer relationship are therefore being explored.

The crisis of 2009 will certainly also affect the Chamber. So far however, I can announce with satisfaction and gratitude that all the vital sponsorships were maintained during 2008. The Chamber has today 1 Diamond sponsor, 12 Gold sponsors, and 5 Silver sponsors. As regards memberships, we finished the year with 109 member companies compared to 102 in 2007 but from 95 individual members in 2007 we finished 2008 with 80.

It cannot be said too often, that your support as a member of the Chamber is of greatest importance, by taking part as often as possible in our activities, and sponsor them when you are able to. The times are difficult, and we may not yet have seen the worst. But, the role of the Chamber is undiminished: the Chamber remains the pillar of the Swedish-Brazilian business community. So it has been for more than 56 years, and so it will remain with your support.

Last but by no means least, I want to warmly thank our new Jonas and his team for continuing their hard work for the Chamber. My deep appreciation also goes to my fellow Board Members, who give so much of their time and energy to the Chamber. No chairman could ask for better support.

Best regards,

Christer Manhusen



## **Swedcham Brasil in Brief**

The Swedish-Brazilian Chamber of Commerce (Swedcham Brasil) was founded in 1953. We are headquartered in São Paulo and have as of three years ago representatives in Rio de Janeiro- Mr. Björn Salén, Curitiba- Mr. Hans Kastendahl, and Salvador- Mr. John Brusell. A sister chamber is also currently operating in Sweden, The Brazilian Chamber of Commerce in Sweden (Brasilianska Handelskammaren i Sverige) which is run by Mr. Hugo Oljemark.

Swedcham Brasil is an independent non-profit organization aimed at stimulating commercial activity and networking between Brazil and Sweden. It is owned by its members, and works closely together with them. Swedcham Brasil also operates in close co-operation with both the Swedish diplomatic corps in Brazil and its Brazilian equivalent in Sweden, and maintains good contacts with a number of government agencies and private associations in both countries. The Chamber has four employees and two outsourced collaborators offering our members the much sought after Business Center with top modern conference facilities, first class networking events, and consulting services to both Swedish and Brazilian companies upon request. Our goal is to become a reference point for business networking and offer top class value added services for our members. Our services can be divided into three main areas: Member Services, Rental Services and Consulting.



## Operations Overview

### ***Administration***

In 2008 we improved and regularized procedures, making changes for a better development of the Administrative and Financial Department. We strengthened inter-department relations aiming at the good performance and synergy of the association as a whole.

We have listed below a small summary of each segment:

*Administration:* The new company called Swedbrazil Assessoria Internacional has met very well all the needs for small to major services to large investors in Swedish companies in Brazil, in a regulated and efficient way, bringing new members to the Chamber through its new clients.

*Documents:* We totally reviewed and updated our documents, in accordance with the Brazilian legislation. Transparently registered, and idoneously preserved.

*Control:* It is necessary, in a documentary form, that we follow the standards of fiscal, accounting and financial auditing, being able to identify the origin and the end of all the payments and financial operations of each department and cost center.

*IT:* The integrated system of accounting and management is ideal to store accumulated information of previous and current fiscal years, the results per department, service, cost center, suppliers, clients, accountables, cash flow, invoicing, etc... Having the conditions to measure results, to improve, to suppress and/or correct the administration of the aforementioned.

*Personnel:* We had alterations in our staff. Our new Executive Secretary is Mr. Jonas V. Lindström. Our staff is small but efficient, few people perform multiple functions.



We have a team that is synchronized to serve members and a market that is undergoing constant changes.

Revenue: Our revenue is processed on a regular and continuous basis, personalized in accordance with each company and service, in accordance with the Brazilian laws and synchronized to the financial and accounting departments through the integrated system.

Accounts receivable: This area is dynamic, personalized and punctual, there are no major delays, mainly because our members and clients are committed to fulfilling their obligations.

Accounts payable: Our employees, service providers, suppliers and collaborators send us documents that are duly filled in and signed by the persons responsible, meeting the requirements of Brazilian legislation, and they always receive the amounts due on time.

Accounting: We count on the assistance of highly qualified professionals in order to always guarantee the integrity inherent to Swedish-Brazilian citizens.

Finances: This department keeps the board of directors and statutory audit committee informed, through monthly financial and accounting reports, objectifying the analysis of the use of resources raised through associations and services. We are working towards reducing costs and expenditures, keeping abreast of rates, fees, financial investments, etc., being careful how we invest our resources and direct our expenses, reducing bank rates, restructuring service contracts, cancelling non-essential services and aiming at a higher liquidity of results.



### **Member Services**

The mission of the Member services department is to maximize value added service for the annual member fee. To its member companies Swedcham is an important platform for the coordination and exchange of contacts and knowledge. Swedcham always listens to its members, helps them capture new clients, acts as a referral, recommends members products, and gives advice.

The principal components within the Member services department are the Focus Committees as they play a major role of giving added value for the membership.

#### **Focus Committees:**

Our committees continued their much appreciated meetings and the Financial committee was reinitiated with its new coordinator Rolf Risan.

Listed below are all the current focus groups and their respective coordinators:

Human Capital Committee – Coordinator Mr. Dieter Kelber, email: [dkelber@insadi.org.br](mailto:dkelber@insadi.org.br)

Legal & Business Committee – Coordinator Mr. Renato Pacheco Neto, email: [rpacheco@fblaw.com.br](mailto:rpacheco@fblaw.com.br)

Financial Committee – Coordinator Rolf Risan, email: [rolf.risan@nordea.com](mailto:rolf.risan@nordea.com)

#### **Events:**

Swedcham promotes and provides support for high level visits and delegations with Swedish-Brazilian relations. Different representatives of government bodies, ambassadors and CEOs of large multinational companies are frequent guests and speakers. These events provide meetings between businessmen and also opportunities

to hear prominent guest-presentations from widely diversified sectors of business and government. Our luncheons are an ideal forum for networking and business contacts. The chamber also offers other types of meeting opportunities with cultural and social objectives.

During 2008, we had the pleasure to receive many of our members in our premises. Overall we had over 30 internal events.



### **Significant networking events 2008:**

- KTH – Visit from Sweden
- Breakfast with Ari Kokko From the Swedish Government
- Breakfast with The Speaker of the Swedish Parliament (Riksdag) - Per Westerberg
- Football match between Sweden x Brasil
- Annual Visit to Brasília and National Congress
- Breakfast with Mr. Gunnar Wieslander, Secretário de Estado do Ministério das Relações Exteriores da Suécia
- Workshop & Cocktail with Michel de Lambert – Scania
- Workshop with chamber member Gisele Welter – GW Consultoria
- Business Luncheon with João Doria Junior
- Breakfast with Dr.Fernando Reis - CETESB
- Formula truck, Interlagos
- Afternoon gathering with the Committee on Transport and Communications of the Swedish Parliament, Riksdag
- Vernissage with Maju
- Film Mamma Mia
- 1st Brazilian-Swedish Sustainability Congress: Sustainable Urban Development for São Paulo – Preparatory meeting
- Afternoon Gathering – Peter Nilsson, CEO for Trelleborg
- Visit to the Volvo cars stand at the “International Automobile Trade Show”
- Swedcham Christmas party at Sofitel

### **Partnerships:**

We had six partnerships during 2008 that included either added value or incentives for members.



**Admix** – Contact the Chamber if you would like to better manage your company's health insurance and even make it more cost efficient.

**Umbria** - Contact the Chamber if you would like to better manage your company's health insurance and even make it more cost efficient.

**Air France** – We offer good rates on International flights from Brazil to the Nordic countries. Contact us for more information.

**Hotel Royal Jardins** – A new Hotel located near Av. Paulista that offers a very good discount to all the members.

**Electrolux** – Electrolux has a program called “quem indica amigo é” that offers up to 25% discount to all the chamber members in their White line.

**Ponto Link** – is a company that hires technical equipments, and other solutions. In special cases, they do offer a good discount to the chambers members.

We urge more members to initiate partnerships with Swedcham.

#### **Magazine Brazil & Sweden:**

The magazine is a joint publication with the Norwegian Chamber of Commerce, which distributes copies to Norwegian companies and clients in Brazil and Norway. The Magazine Brazil & Sweden/Norway is a quarterly magazine, focusing on existing and potential Swedish-Brazilian trade relations, but also incorporates social and cultural aspects between the two countries. Among the topics found in the magazine one will find Swedish-Brazilian operations and how economic and market changes can affect trade between the two countries, as well as other news of interest to Swedcham members. The magazine is an efficient marketing tool being distributed to a substantial number of companies, authorities, government agencies, etc., over three continents. Each issue is estimated to be read by approximately 10,000 readers, 70% of which in Brazil.

All articles are written exclusively for this magazine which is financed through ad sales and the well known and much appreciated sponsorships. These sponsorships are financing the magazine, but also our website and Yearbook.

**Website ([www.swedcham.com.br](http://www.swedcham.com.br)):**

Our website is very much appreciated among our members, not only because of its pleasant design but also for continuously being up-dated with newsletters, reports from past events and calendar for coming events. Through ad-words, a service offered by google we can closely follow the movements on our site. One thing we have noticed is that many people find us, looking for specific services on the internet and then become our Swedish students, users of our Business center or visitors to events.

**Sponsorships:**

These are financing the magazine, but also our website and Yearbook. To be a sponsor not only gives advertising value but also brings benefits such as invitations to special events.

We finished the year with 18 sponsors. There are three different levels of sponsorship; Diamond, Gold and Silver.



**Diamond Sponsors:**

FRAGA,  
BEKIERMAN &  
PACHECO NETO  
ADVOGADOS

**Gold Sponsors:**



**Silver Sponsors:**



**Institutional**



**SWEDCHAM THANKS ALL SPONSORS FOR THEIR SUPPORT!**



### **Number of members:**

The distribution of members at the end of the fiscal year of 2008 was as follows:

	<b>Total</b>
Member companies	109
Individual members	80
<b>TOTAL NUMBER OF MEMBERS</b>	<b>189</b>

### **Swedish classes at Swedcham:**

In 2006 Swedcham started a new, successful activity with its Swedish courses in São Paulo and Curitiba. Since then the courses have been part of our member service to people working in Swedish companies or who are just interested in the language. Since the start many students have come and gone, but on average we receive around 50 different students per year.

As there is a shortage of this kind of courses on the open market, Swedcham had during 2008 around 30 students in São Paulo (from beginners to advanced level) and around 10 students at the Chamber's office or in-company and in Curitiba.

### ***Rental Services***

Under 2008 there was a visible increase demand for rental services and specially videoconferences offered by the SBCC. We believe, and have noticed evidence to that effect, that our Business Service has proved its quality and many of the clients that once rented our premises keep coming back, as well as many new clients are finding their way to the chamber.



*Below are pictures and some information about the Swedcham Business Center*



### **THEATER**

28 m<sup>2</sup>

20 chairs, Wi-Fi and cable access to the internet, integrated sound system, projector and big screen. For presentations, courses and speeches, the Theater offers accommodations for up to 28 people, when seated, and offers all the necessary equipment.



### **VIDEOCONFERENCE ROOM**

22 m<sup>2</sup>

10 chairs, 1 table with plugs and cable access.

Complete audio-, video- and webconference system.

Tandberg 990 MXP, integrated sound system, Wi-Fi and cable internet access and two 42-inch flat screen plasma monitors. This room can be used for audio-, video- or webconference and has the capacity to host up to 12 people seated.



### **WORKSTATIONS**



9 m<sup>2</sup>

1 table with plug and cable access.

Wi-Fi and cable internet access

Telephone and Fax access

You can rent per hour, day or full time



### **THE NORDEA ROOM**

22 m<sup>2</sup>

8 chairs, 1 table with plugs and cable access.

Wi-Fi and cable internet access.

Complete audio, video and webconference system.

Tandberg 990 MXP, 2 monitors with flat, 42-inch plasma screens.

Ideal for board and business meetings, the Nordea Room possesses a structure for audio-, video- or web conferences and a comfortable space for up to 10 people seated.



### **COMBINATION**

95 m<sup>2</sup>

Three combined rooms. Ideal for presentations, courses and speeches, the Combination Area, which combines the Lounge, Theater and the Videoconference Room, is an auditorium for up to 50 people seated.



Besides the nearly 200 m<sup>2</sup> events area, Swedcham also has 5 workstations that were set up to be rented out to businesses and others in need of a work desk.

In 2008 our workstations were occupied the whole year. The videoconference company Tandberg rented 4 workstations, the Swedish company Absolut Vodka rented two, and at the end of the year, when Absolut moved out, the company Agenda-se started to rent a place with us.

During 2008, we rented out our premises 172 times, and had 30 internal events and many other major events outside the chambers premises. Comparing with 2007 we doubled the numbers, and consider it a success!

From the 172 times that we rented the space, 61 times were used for videoconference. This was an increase of more than 200% in the videoconference search. We believe that especially now during the crises our videoconference service will continue to grow.

During September/October 2008 we closed the Business Center exclusively to a mobile phone company, which rented all the rooms for one whole month.

**Members\* and companies that used our Rental Services during 2008 were:**

**COMPANY**

ABSOLUT\*  
ARAM COSMÉTICOS  
ASTRAL POOL  
BAYES FORECAST  
BIOGEN  
DEMAREST ADVOGADOS  
DESTILARIA ALEXANDRE BALBO  
DMRH  
DORMER TOOL  
ESTRE  
FINANCIADORA ITAÚ  
FLIR SYSTEMS\*  
FORTIS BANK  
GAMBRO\*



HÄGGLUNDS\*  
HALDEX\*  
HALOGICA  
HÄSTENS  
HOJE PARTICIPAÇÕES  
JEAN MICHAEL  
KTH  
LUIS VUITTON/MOËT HENNESSY  
MAZARS CABRERAS\*  
METRO  
MIDIA DIGITAL  
MOODY INTERNATIONAL  
MUNTERS  
NESPRESSO\*  
NOBEL BIOCARE  
NOKIA  
NORTH TRADE  
NUNES & SAWAYA ADVOGADOS  
O2 FILMES  
OUTSPAN  
PARMALAT  
PHADIA\*  
PRANA  
SANDVIK\*  
SCANIA\*  
SCUBA LIFE  
SIGNATURE DO BRASIL  
SIMMONS CONSULTING\*  
SKF\*  
SMITHS MEDICAL  
SOUZA CRUZ  
STC\*  
SWEDISH EMBASSY\*  
TANDBERG\*  
TRELLEBORG\*

**WE WARMLY THANK ALL THESE COMPANIES!**

**We invite all members that have not used our space yet, to give us the chance to show you how good your meeting and conference can be!**



## ***Consulting and Business Services***

Swedcham has always been a natural partner for Swedish companies interested in Brazil, and Brazilian companies looking to expand its markets to Sweden. The objective for our Business Consulting Services is to make it easier for companies to do successful business.

We can help you in all traditional areas of consulting - from M&A, acquisitions, distribution partners, JV, strategic analysis to market analysis and promotion/event situations. Our unique set up is based on a tailor made solution for the customer – that is, we are not limited to the complexity of any project. The customer satisfaction is our guideline and would in-house resources not be enough then we have an agreement with Brazilian Business Partners (BBP) to complement or execute the task. If complexity, or customer's desire, still would require additional attention we have a network of other professional consultants that can be involved partly or fully.

## **Other activities**

### **Authorities, universities, and organizations:**

Swedcham Brasil has close contacts with Swedish and Brazilian authorities, official institutions and agencies, organizations, embassies, universities, Chambers of Commerce, etc., providing information and support, and also receiving information.

Swedcham takes part in the *EuroChambers* and also its side chapter "*The EuroChambers of Arbitration*".

**Marketing:**

The marketing activities consist of four main items.

- - to inform Swedish and the Brazilian marketplace about Swedcham Brasil and its activities; members, companies, expatriates and other foreign people are encouraged to contact Swedcham to develop not only business contacts but also to enhance their social and cultural network.
- - to establish Swedcham Brasil as a reference center and a door opener for all kinds of business in Brazil – network, information, market, products, events and opportunities.
- - further develop the Brazilian Chamber of Commerce in Sweden about the Swedish marketplace and to inform Brazilian company members of Swedish products and suppliers.
- - to prepare, develop and edit publications, folders and communication material.

**Trade fairs:**

A large number of trade fairs are organized in Brazil each year. Swedcham tries to visit those that are of members interests, especially in São Paulo, to obtain information on the products offered in various markets and to identify potential Swedish export products.

**Press contacts:**

The contacts with the press, both in Sweden and Brazil, are considered of vital importance and were maintained during the year.



## Statistics

### Swedish-Brazilian Trade:

Trade development between the two countries for 1999-2008; demonstrated numbers are millions in Swedish *Krona*.

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Swedish exports to Brazil, MSEK	6552	6198	6829	5091	4369	5179	5651	6749	7930	7540
Swedish imports from Brazil, MSEK	2316	2764	2566	2746	2353	4126	3695	3973	4835	2610
Surplus, MSEK	4236	3434	4263	2363	2016	1053	1956	2776	3095	4930
Total Turnover (exports and imports) MSEK	8868	8962	9395	7837	6722	9305	9346	10722	12765	10150

Source: Sveriges Statistiska Centralbyrå/The Swedish Agency for Statistics

### Historical landmarks:

- Ericsson delivers the first telephone switch to Brazil in 1891
- The Johnson line starts regular transportation between Sweden and Brazil in 1908
- ASEA supplies electric equipment to the sugar loaf cable car in Rio de Janeiro in 1912
- AGA and SKF were the first two companies to get established in Brazil in 1915
- Skånska Cement supplied cement to the Corcovado statue construction in 1931 (sometimes called "Limhamns-Jesus")

Source: Swedcham Brasil



## Our team players

The staff of Swedcham Brasil consists of its Executive Secretary, one administrative and financial manager, one events manager, one secretary, and one office assistant. Our Editor and Teacher are outsourced and work part time, a total of 8 people.

### The Chairman and Staff of Swedcham Brasil

**Christer Manhusen**  
Chairman of the Board

**Jonas Lindström**  
Executive Secretary

**Elaine Silene**  
Administrative &  
Financial Manager

**Viviane Ringbäck**  
Events Manager

**Jessica Martins**  
Administrative Assistant

**Leandro Arroyo**  
Marketing

**Laura Reid**  
Editor

**David Ringbäck**  
Teacher

**Cicera Martins**  
Office Assistant

### Swedcham Representatives

**Björn Salén**  
Representative, Rio de Janeiro – Rio de Janeiro

**Hans Kastendal**  
Representative, Curitiba – Paraná

**John Didrik Brusell**  
Representative, Salvador – Bahia and Sergipe  
State

**Hugo Oljemark**  
Representative, Brazilian Chamber of Commerce  
in Sweden



## **The First Honorary Member, the Board & Members, Honorary Members and Auditors**

Members of the Board represent different economic sectors, connecting Swedcham to the Brazilian and the Swedish business communities.

### ***First Honorary Member***

H.M Queen Silvia of Sweden

### ***Board***

Christer Manhusen	Chairman
Börje Jerner	Vice Chairman
Donizete Santos	Vice Chairman
Nils Bonde	
Leif Duwel	
Nils Grafström	
Peter Hultén	
Michel de Lambert	
Stefan Lundkvist	Treasurer
Therese Otterbeck	
Paulo Nigro	
Renato Pacheco Neto	Legal Director
Tommy Svensson	
Ronaldo Veirano	



### ***Honorary Members***

Erik Svedelius – Founding Father of the Chamber

Swedish Embassy in Brasília – Ambassador Annika Markovic

Brazilian Embassy in Stockholm – Ambassador Antonino Lisboa Mena Gonçalves

Swedish Consulate in São Paulo – Consul General Barry Bystedt

### ***Auditors***

Stefan Bengtsson      Kuehne+Nagel Ltda

Edelsio Nisiyama      SKF Ltda

### **SWEDCHAM CONTACT INFORMATION:**

#### **HQ:**

SWEDCHAM BRASIL  
Câmara de Comércio Sueco-Brasileira  
Rua Oscar Freire 379 – 12<sup>th</sup> floor  
01426-001 São Paulo - SP  
Brazil  
Phone: +55 11 3066-2550  
Fax: +55 11 3064-3042  
E-mail: [brazil@swedcham.com.br](mailto:brazil@swedcham.com.br)  
Web: [www.swedcham.com.br](http://www.swedcham.com.br)

#### **Rio de Janeiro:**

Björn Salén  
Rua da Assembléia, 10 / 3001  
20011-901 - Centro  
Rio de Janeiro - RJ - Brazil  
Phone: +55 21 3233-5710  
Mobile +55 21 9633-0053

#### **Curitiba:**

Hans Kastendal  
Rua Voluntários da Pátria, 475  
Edifício ASA, - Cj. 805  
80020-000 Curitiba - PR  
Brazil Phone: +55 41 3015-9991  
Fax: +55 41 3335-4548  
[hans@swedcham.com.br](mailto:hans@swedcham.com.br)

#### **Salvador:**

John Didrik Brusell  
Avenida Tancredo Neves, 1632  
Torre Sul conj. 2201  
41820-020 Salvador BA  
Brazil Phone: +55 71 3338-2844  
Fax: +55 71 3338-2844  
[john@swedcham.com.br](mailto:john@swedcham.com.br)



**Brazilian Chamber of Commerce in  
Sweden:**

Hugo Oljemark  
Erik Dahlbergsallén 15,  
3 tr. - 115 20 Stockholm  
Sweden Phone: +46 8 66 05 696  
Mobile: +46 733 22 06 05  
Fax: +46 8 660 56 45  
[hugo@swedcham.com.br](mailto:hugo@swedcham.com.br)