



***Annual Report 2010***

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

The Annual meeting will take place at 18.00, Thursday April 28 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 Thursday 28 April, 18hs at the Swedcham premises at Oscar Freire 379, 12th floor. After the meeting, around 20 00, you are cordially invited to attend a Happy Hour.*

## **A Word from the Chairman**

### A year of consolidation

Time to summarize 2010 but also to look ahead.

2010 started with the aftermath of the financial crises of 2009. Two important facts helped us to come out of the crises fairly undamaged: the continued support of our members and a very cost conscious organization. With the improved business climate during 2010, we have benefitted from an increased interest in our activities and an increase of members.

Our financials are in a reasonably good shape. For the second year in a row we are not proposing any increase in the membership fees. But there is no time to rest; on the contrary: we must further improve our activities and membership services to better serve our members and sponsors.

During 2010 we said that our vision, our goal for the future, should be that the Chamber should become the natural hub in Brazil for business related to Sweden and Brazil. I dare to say that we are on a very steadily way to accomplish our vision. More members than ever and a number of activities every month confirm my assumption. During 2010, more than two thousand people participated in different events. But I want to see more people participating and I want to see more young professionals.

Our cooperation with the “official” Sweden, the Swedish Embassy, Swedish Consulates in Brazil, the Swedish Trade Council and Invest Sweden, has broaden during the year. We see also a continued interest amongst Swedish companies to enter the Brazilian market and an increased interest from Brazil and Sweden to broaden the cooperation between the two countries.

2011 has started in a satisfactory way and I feel confident that it will continue that way.

To all of you that support the activities of the Chamber: a very big Thank You! The continued support of our members and sponsors is fundamental to our activities.

Thank you colleagues in the Board for your devoted work.

During 2010 we established an Advisory Council with representatives from major companies and sponsors for exchange of views and information. Also to you, thank you for all the valuable support.

Last but not least, thank you Jonas, our Executive Secretary, and all personnel for great performance during the year.

Nils Grafström  
Chairman of the Board

## **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, Salvador- Mr. John Brusell, and since 2009, Fortaleza- Folke Åhsell. 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. One trainee and two outsourced collaborators offering our members the much sought after Business Center with top modern conference facilities, first class networking events, 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 two main areas: Member Services and Rental Services.

## **Operations Overview**

### ADMINISTRATIVE AND FINANCIAL DEPARTMENT

Last year was a post-crisis year, when we adjusted our activities to the needs of the new market and resumed projects that had been suspended in 2009.

Swedcham kept firmly and solidly on track, showing once again that it is a serious and well-structured entity, meeting its members' needs in a satisfactory manner and achieving results never seen before from an administrative and financial standpoint. The Chamber always seeks to improve the quality of its services, adapting to the dynamics of the constant changes in our members' requirements.

**Administration:** each day we adjust Swedcham's administration, with an eye on the future and the aim of always improving and managing financial and human resources, the work environment and equipment in an objective, practical and successive manner.

**Personnel:** our team's main concern is to serve members well and work as a whole although each with his/her own autonomy and synergy, tirelessly seeking to improve the work logistics in order to surpass our members' expectations and needs, both internally and externally.

**Accounting:** our accounting registers are checked on a monthly basis by the administrative and financial department and annually by external auditors. All of Swedcham's documents are legally accurate and updated.

**Finances:** we count on experienced professionals from various areas who are part of both our Financial Group and Board of Directors, working on a voluntary and continuous basis with the objective of controlling and allocating financial resources for the optimum development and use of funds, always concerned with the entity's sustainability.

### ***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.

Listed below are all the current focus groups and their respective coordinators in 2010:

**Human Capital Committee** – Coordinator Mrs. Therese Otterbeck

**Legal & Business Committee** – Coordinator Mr. Renato Pacheco Neto

**Financial Committee** – Coordinators Rolf Risan and Rudolf Moesmang

## **Swedcham Events 2010:**

The year of 2010 was certainly a busy and eventful year for the Chamber as we witnessed a record number of events.

We organized high-quality events, spanning economic, political, and general interest themes, providing members and contacts with the opportunity to exchange views and share in the opinions of influential persons and organizations. We organized various luncheons, Happy Hours, Afternoon Gatherings and other cultural and social events.

- **February 5**  
Afternoon Gathering – Speaker: Swedish Foreign Minister Carl Bildt
- **February 19**  
Breakfast Meeting: “**Green Solutions from Sweden**”. Speaker: Lars Ling ,  
CleanTech Region – Sweden
- **March 4**  
After Work, Happy Hour – Royal Jardins
- **March 11**  
After Work – Pea soup and punch at Scandinavian Church
- **March 24**  
Coffee tasting event at Nespresso
- **March 31**  
Networking Luncheon at Marcel
- **April 6**  
Legal & Business Committee: “**How to comply with foreign and domestic anti-corruption laws**”. Speaker: João Geraldo Piquet Carneiro – Veirano & Piquet Carneiro Advogados
- **April 8**  
After Work – Pea soup and punch at Scandinavian Church
- **April 15**  
Financial Committee: “**Subsidiary Financing - Options & Taxes**”.  
Speakers: Daniel Brandão de Castro – Husqvarna, and Fernando Hirata Muramatsu – Fraga, Bekierman e Pacheco Neto Advogados

- **April 29**  
General Assembly
- **May 11**  
Trip to Congress and Supreme Court in Brasilia
- **May 13**  
Breakfast Meeting: Mazars – “**Intellectual Capital**”. Speaker:  
Alexandro Oliveira – Mazars Brasil
- **May 15-16**  
Swedcham/Trelleborg Golf Championship in Avaré
- **May 18**  
Trip to Rio de Janeiro – Visit to Firjan
- **May 20**  
After Work – Pea soup and punch at Scandinavian Church
- **May 25**  
Networking Luncheon at Hillman Bistro
- **May 27**  
Breakfast Meeting: Eurochambers – “**International Arbitration Improvement Trends**”. Speakers: Christer Söderlund – Vinge, and Harry Burnett –  
Crowell & Moring
- **June 1**  
Afternoon Gathering – “**Food for Thought**”. Speaker: Professor Bolivar  
Lamounier
- **June 24**  
General Assembly – Eurohambers
- **June 24**  
After Work, Happy Hour – Hillman Bistrô
- **June 25**  
Brazil vs. Portugal World Cup event at the Chamber
- **July 29**  
Networking Luncheon at Hillman Bistro
- **August 4**  
Event with Crivelli Advogados - Alternative procedures in Labor Legislation
- **August 17**  
“Taster Workshop” – “Leading Teams”. Therese Otterbeck
- **August 17**  
Networking Luncheon with the Swedish Institute of Technology (KTH) at Hillman  
Bistro

- **August 18**  
“Taster Workshop” – “Managing Performance”. Therese Otterbeck
- **September 14-15**  
Participation in Rio Oil & Gas Expo
- **September 16**  
Presentation: Trout Fishing, and Happy Hour. Speaker: Nils Bonde
- **September 29**  
Business Luncheon
- **October 1**  
Legal & Business Committee. “**20 years of the Civil Defense Code’s Existence**”. Speaker: Valdirene Laginski.
- **October 5**  
Marketing Course 8.30 – 18.00 (SEO Marketing, Max2, EVcom)
- **October 12-18**  
Visit Novare/Investor Group
- **October 28**  
International Automobile Trade Show –Volvo’s VIP Lounge
- **October 28**  
After Work – Pea soup and punch at Scandinavian Church
- **November 6**  
Family Day at Scandinavian Church
- **November-9**  
After Work with Ambassador Annika Markovic
- **November 10-11**  
Scandinavian Fair
- **November 16-17**  
Sales Performance Course (Agera Sales)
- **November 22-23**  
Negotiation Techniques Course (Agera Sales)
- **November 25**  
After work – Pea soup and punch at Scandinavian Church

"Morgonrodnandens stad" ("City of the Rising Sun", in a free translation) filmed in 1958 by Sweden’s Torgny Anderberg about the creation of Brasília.

"Brasilia inte längre en dröm" ("Brasília No Longer a Dream") filmed in 2009 by Drasko Markovic and Johannes Borgegard.

- **November 27**  
Kart Race – Granja Viana 500 Miles – Racing Team Sweden
- **November 30**  
Business Luncheon with Prof. Mailson da Nóbrega – Host: Stora Enso
- **December 2**  
Legal & Business Committee – “**Buy Brazilian Act – Limitations or possibilities?**” – Speaker: Marcos V. Freitas
- **December 7**  
Finance Committee – “**Perspectives & Challenges for the Brazilian Economy in 2011**”. Speaker: Alexandre Schwartzman, Chief Economist at Santander
- **December 8**  
Christmas Party at Swedcham

### **Partnerships:**

We had many partnerships during 2010 that included either added value or incentives for members.

**Admix** – Manages your company’s health insurance and makes it more cost efficient.

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

**Hotel Quality Suite Imperial Hall**- A Hotel located a few blocks from the chamber that offers a special rate to all 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.

**Umbria** – Manages your company’s health insurance and makes it more cost efficient.

**Transworld** – Moving Company with International services

**First Personal Studio** – A gym in Jardins offering excellent discounts to Swedcham members

We urge more members to initiate partnerships with Swedcham.

**"Brazil & Sweden/Norway" Magazine:**

The magazine is a joint publication with the Norwegian Chamber of Commerce, which distributes copies to Norwegian companies and clients in Brazil and Norway. "Brazil & Sweden/Norway" is a quarterly magazine, focusing on existing and potential Swedish-Brazilian trade relations as well as news from our corporate members, but also including 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.

Over the years the size of the magazine has more than doubled.

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 not only the magazine, but also our website and Yearbook.

**Member Directory**

During 2009 Swedcham began to offer members and those interested in Brazil and Sweden the first edition of its yearbook that consolidates a variety of useful information for doing business in Brazil and Sweden, as well as listings of Chamber members, Swedish companies in Brazil, information for tourists and listing of private and government entities. The publication had a distribution comparable to the Chamber magazine and is also available at our offices in São Paulo and Stockholm. Many of our members already use the book as a reference when looking for any kind of purchase or service. The project was totally financed by sold ads.

### 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. The website has more than 10,000 visitors per month.

### Sponsorships:

These are financing not only 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 21 sponsors. There are three different levels of sponsorship: Gold, Silver and Bronze.

## OUR SPONSORS

The Swedish-Brazilian Chamber of Commerce would like to thank its sponsors for their contributions to its magazine. If you are also interested in becoming a sponsor of "Brazil & Sweden", please check out our website [www.swedcham.com.br](http://www.swedcham.com.br) or contact Jonas Lindström ([jonas@swedcham.com.br](mailto:jonas@swedcham.com.br)) or Laura Reid ([laura@swedcham.com.br](mailto:laura@swedcham.com.br)) or call + 55 11 3066-2550

GOLD	SILVER	BRONZE
       	       	   

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

**Number of members:**

The distribution of members at the end of the fiscal year of 2010 was as follows:

	<b>Total</b>
Member companies	141
Individual members	111
<b>TOTAL NUMBER OF MEMBERS</b>	<b>252</b>

**Swedish classes at Swedcham:**

Since 2006 Swedcham has offered Swedish courses in São Paulo and Curitiba. The courses have been part of our member service to people working in Swedish companies or who are just interested in the language.

If you are interested in learning the language, please do not hesitate to contact us.

***Rental Services***

Under 2010 there was an increased demand for rental services and specially videoconferences offered by the Swedish Chamber. 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 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

## **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.

During 2010, we rented out our premises 153 times, and had 18 internal events and many other major events outside the chambers premises.

From the 153 times that we rented the space, 108 times were used for videoconference. This was more than a half of all rental service. We believe that our videoconference service will continue to grow.

### **Members\* and companies that used our Rental Services during 2010 were:**

- ACALANTIS
- AGERA SALES\*
- ALFA LAVAL\*
- APS
- AREVA BRASIL
- B2B TURISMO
- BAVARIA
- BRIPEX
- CESCE DO BRASIL
- CONDOMINIO GRANJA JULIETA
- CONSULADO DA FINLANDIA
- CRIVELLI
- DUALTEC
- EDSON OTANI
- EF EDUCATION\*
- ELANDERS\*
- EYE NETWORK
- GERA EVENTOS
- GRUPO LACAN
- HALDEX\*
- HCL
- HKT ADVOGADOS
- HUDSON\*

- HUSQVARNA\*
- HÖGANÄS\*
- IDS
- INAPLAN
- INVEST IN SWEDEN
- ITAPEVA
- JOSÉ MAURO
- LORENE
- LVMH
- MPM PROPAGANDA
- NESPRESSO\*
- NOVARE
- NUNES & SAWAYA
- OREGON
- POLISHOP
- PROCINT
- RCI DO BRASIL
- RECKITT BENCKISER
- ROYAL SEGUROS
- S/A COMUNICAÇÃO\*
- SANDVIK\*
- SIKA
- SODÉCA
- SOUTH PARTNER\*
- SWEDISH TRADE COUNCIL\*
- STORA ENSO\*
- SWISS RE
- VERANO ENGENHARIA
- VOLVO\*

**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 pleasant and efficient 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. After a decision taken by the Board of Directors, based on a Member Survey, Swedcham today recommends highly qualified consultants and others within the network to render consulting services.

## ***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 had until June 2010 the Chairmanship in the *EuroChambers* and also its side chapter "*The EuroChambers of Arbitration*" – CAE.

### **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.

### **Press contacts:**

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

### 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”)

### 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

<b>Nils Grafström</b> Chairman of the Board	<b>Jonas Lindström</b> Executive Secretary	<b>Elaine Silene</b> Administrative & Financial Manager
<b>Viviane Ringbäck</b> Events Manager	<b>Gisleine Uehara</b> Administrative Assistant	
<b>Laura Reid</b> Editor	<b>David Ringbäck</b> Teacher	<b>Cicera Martins</b> Office Assistant

### Swedcham Representatives

<b>Björn Salén</b> Representative, Rio de Janeiro – Rio de Janeiro	<b>Hans Kastendal</b> Representative, Curitiba – Paraná
<b>John Didrik Brusell</b> Representative, Salvador – Bahia and Sergipe State	<b>Hugo Oljemark</b> Representative, Brazilian Chamber of Commerce in Sweden
<b>Folke Åhsell</b> Representative, Fortaleza- Ceará	

## ***First Honorary Member, 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

### ***Executive Board***

Nils Grafström—Chairman, Head of Stora Enso Latin America

Christer Manhusen—Vice Chairman, Former Swedish Ambassador to Brazil

Stefan Lundkvist—Treasurer, Managing Director Gunnebo Industries

Renato Pacheco Neto—Legal Director, Managing Partner Fraga, Bekierman & Pacheco Neto Advogados

Stefan Bengtsson—CFO Kuehne + Nagel

Nils Bonde—Former President Fadamac Brasil

Jonas Brännerud— President Elanders in Brazil

Peter Hultén—Former Director Banco Mercantil de São Paulo

Anders Norinder—President Volvo Cars for Latin America

Therese Otterbeck—Managing Director EF Corporate Language Training

### ***Auditors***

Raul Zanatto                      Kuehne+Nagel Ltda

Jens Lagergren                      Ayla Assessoria e Consultoria

## ***Advisory Council***

The members of Swedcham's Advisory Council are:

### **Honorary Councillors:**

Swedish Embassy in Brasilia  
Brazilian Embassy in Stockholm  
Swedish Consulate General in São Paulo  
Swedish Trade Council in São Paulo

### **Councillors:**

Christer Manhusen – Chairman, former Swedish Ambassador to Brazil

Roger Alm – CEO Volvo do Brasil Veículos Ltda.

Sven Antonsson – CEO Scania Latin America Ltda.

Magnus Anseklev – Managing Director Sony Ericsson

Claes Backlund – Vice President Atlas Copco /Holding

João Henrique Botelho – CEO Haldex do Brasil Ltda.

Alfredo Collado – CEO Skanska Brasil Ltda.

Sergio Gomes – CEO ABB Ltda.

Nils Grafström – Head of Stora Enso Latin America

Peter Hedlund – CEO Swedish Match do Brasil S.A.

Ruy Hirschheimer – President Electrolux do Brasil S.A.

Kent Jonsson – CFO EF Languages

Reginaldo Macedo – CEO Alfa Laval Ltda.

Luiz Manetti – CEO Sandvik do Brasil S.A.

Rudolf Moesmang – Chief Representative SEB in Brazil

Paulo Nigro – CEO Tetra Pak Ltda.

Anders Norinder – President Volvo Cars Latin America

Rubens Pedrosa – CEO AstraZeneca do Brasil Ltda.

Vladimir Ranevsky – CEO Relacom Latin America

Claudinei Reche – CEO Höganäs Brasil Ltda.

Rolf Risan – Chief Representative Nordea do Brasil

Donizete Santos – CEO SKF do Brasil Ltda.

Renato Simon – CEO Trelleborg Automotive do Brasil

Ronaldo Veirano – Senior Partner Veirano Advogados

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