

Ordinary General Assembly - April 2006



Strategic Plan 2006-2010

**Swedish-Brazilian Chamber of
Commerce**

**São Paulo - Brazil
April 27th, 2006**



Agenda

- **Introduction**
- SWOT (Strengths, Weaknesses, Opportunities, Threats)
- Vision, Mission and Objectives
- Key Strategies
- Major Goals
- Organization
- Action Plan



Introduction

- **Since November 2005 the Swedish Brazilian Chamber of Commerce, hereinafter called Swedcham, staff has, together with member volunteers, worked intensely with the aim to evaluate the results from the Member Survey conducted Nov. 2005, create new member services and improve old ones.**
- **This strategic plan is based upon this work.**



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SWOT – Swedcham Strengths

1. **Well established name and reputation**
2. **Focused Management and Staff**
3. **Attractive and well-known location**
4. **New and improved member service area**
5. **Member support from Swedish multinationals established in Brazil**
6. **Good financial situation**
7. **Long experience in, and good knowledge of the market**



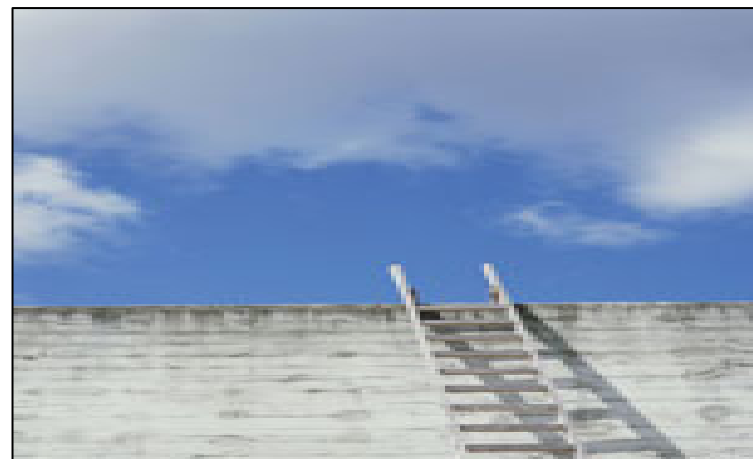
SWOT – Swedcham Weaknesses

1. Reduced workforce
2. Heavily dependant on member fees as main source of income
3. Relatively few Swedish corporate members
4. Few participants at events and general activities



SWOT – Swedcham Opportunities

1. Create a new Swedcham that the members want!
2. Make Swedcham the main hub for all members and Swedish expatriates
3. Set up a Swedcham Showroom at the premises to demonstrate tourism, environment, social responsibility, education, and innovation etc.
4. Opening up of new segments and functions with chance of increased involvement, support and substantial earnings
5. Encourage Swedcham members to actively participate in the shaping of the new Chamber



6. Make use of the new Swedcham Board; its knowledge, input, and network
7. Explore cooperation possibilities with other Nordic companies in Brazil
8. Take advantage of the Swedcham “New Start” to get attention from press and public and better the recruitment

SWOT – Swedcham Threats

1. Low member participation in new activities
2. Low, or no membership growth

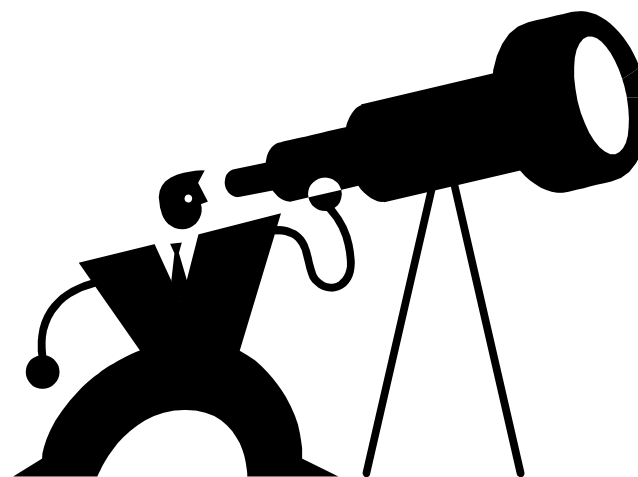


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Vision, Mission and Objectives

Vision



Swedcham will be operating from a top modern business center with a highly competent staff. Our office will have become a reference point and meeting place for members and newcomers, where members' benefits will be the core business. Swedcham will have successfully started and implemented its cultural and social integrated activities.

Vision, Mission and Objectives

Mission



Swedcham enhances members' businesses and network by providing high quality networking opportunities and member services. Swedcham also promotes and protects commercial, industrial, cultural and social relations, investments and trade between Sweden and Brazil and other countries where members have interest.

Vision, Mission and Objectives

Objectives



1. *To become a "center of intelligence", a reference point and offer only high quality activities to members.*
2. *To establish Swedcham as one of the top three largest Swedish Chambers of Commerce abroad.*
3. *To be benchmarking within the European Chambers of Commerce in Brazil.*



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Key Strategies

The following critical strategies will be implemented:

1. Reform Swedcham premises
2. Reinforce member recruitment
3. Introduce three value-added services to members:
 - *Training Workshops & Seminars*
 - *Business Networking Events*
 - *Videoconference/Meeting rooms for rent*
4. Create an intelligence center data base
5. Implement activities with a cultural and social character in Brazil and Sweden
6. Strengthen Swedcham representation and reputation in Brazil and Sweden



Key Strategies (cont)

The following important strategies will also be pursued on a continuous basis and improved:

8. Implement new communication design, especially new Logotype and Corporate Profile
9. Improve Member Magazine
“Brazil & Sweden | Norway”
10. Set up new Focus Committees
11. Reinvent Website and introduce new Login area and Online register
12. Release a Yearbook
13. Introduce an E-newsletter
14. Strengthen and develop Financial area
15. Revise and optimize internal processes
16. Develop agreements with other organizations in benefit of the members (national or international)





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Major Goals

The following key targets will be achieved by the end of 2010:

1. A total of 300+ members
2. A profit level of minimum BRL 300K/year
3. A reinforced staff in order to meet increased demand from members
4. A yearly participation of 2000 people in the events promoted by Swedcham
5. Have Swedcham representation offices in Stockholm, Curitiba, Rio de Janeiro, and Salvador

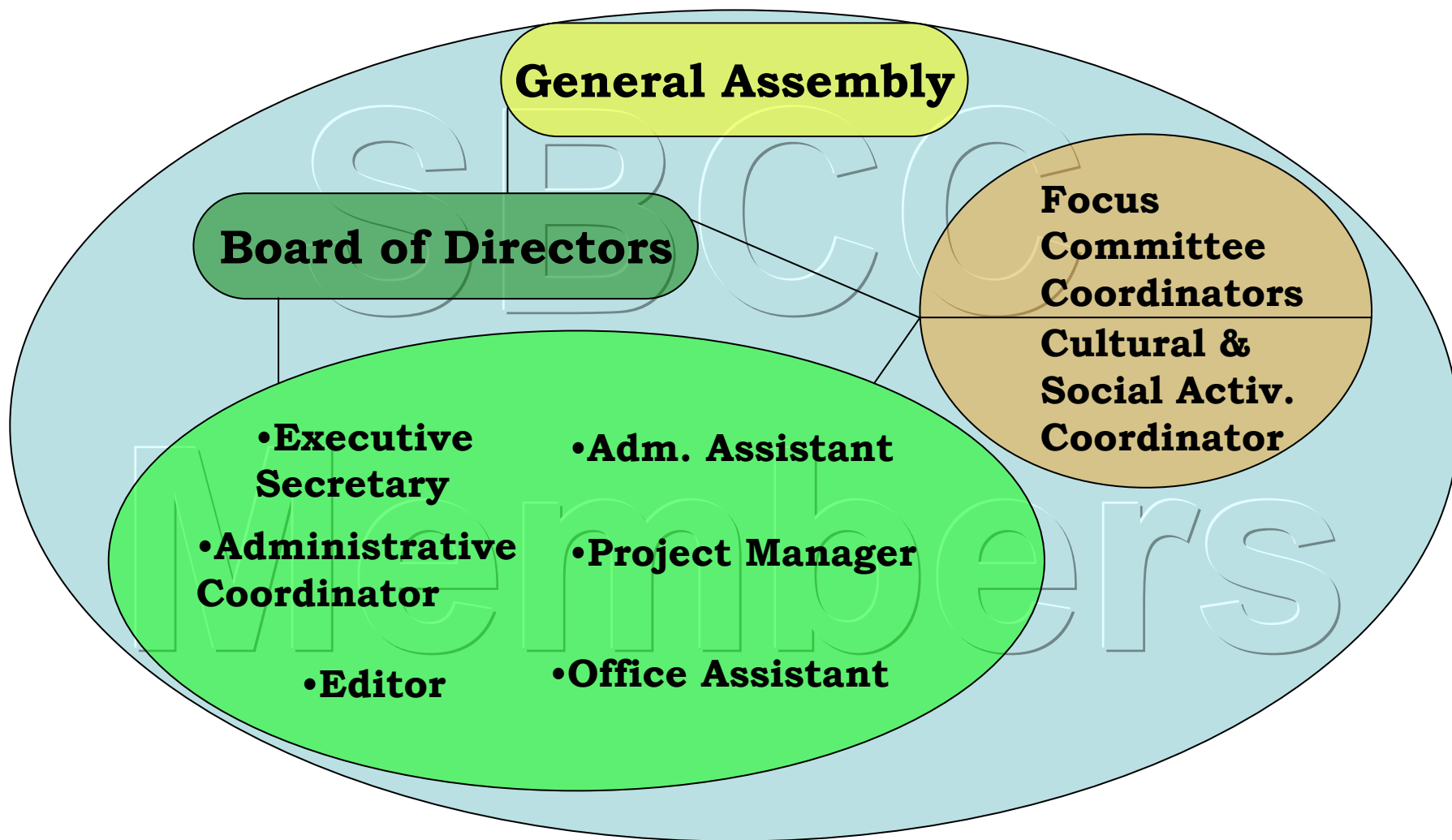




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Organization - Chart



Organization - Board

Name:	Term ends:
1. Börje Jerner	31/12 2006
2. Stefan Lundkvist	31/12 2006
3. Christer Manhusen	31/12 2006
4. Otávio Pontes	31/12 2006
5. Donizete Santos	31/12 2007
6. Ronaldo Veirano	31/12 2007
7. Nils Bonde	31/12 2008
8. Leif Duwel	31/12 2008
9. Johan Fager	31/12 2008
10. Nils Grafström	31/12 2008
11. Peter Hultén	31/12 2008
12. Michel de Lambert	31/12 2008
13. Therése Otterbeck	31/12 2008
14. Renato Pacheco Neto	31/12 2008
15. Tommy Svensson	31/12 2008



Organization - Honorary Members of the Board

Name:

1. Erik Svedelius
2. Per-Gunnar Kalborg
3. Swedish Embassy in Brasília
4. Brazilian Embassy in Sweden
5. Consulate General in São Paulo
6. The Scandinavian Church in São Paulo
7. Scandinavian Club in São Paulo



Organization – Committee Coordinators, Social & Cultural Activities Coordinator

Interest Group:

Coordinator:

The Legal & Business Committee



Mr. Renato Pacheco Neto

The Human Capital Committee



Mr. Dieter Kelber

**Sustainability & Infrastructure
Committee**



Mr. José Valverde
Substitute: Mr. Felipe Christiansen

Social & Cultural Activities Coordinator



Mr. Lars Nyh



Organization – Swedcham staff



*Jonas Sjöbom
Executive Secretary*



*Fabiana Cerqueira
Administrative Coordinator*



*Peter Johansson
Project Manager
(Trainee status)*



*Tatiara Oliveira
Administrative Assistant*



*Cicera Martins
Office Assistant*



*Laura Reid
Editor*

Organization - The location remains the same



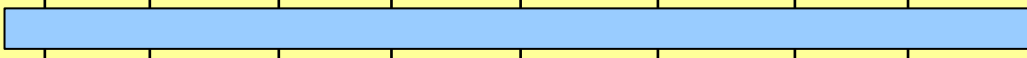
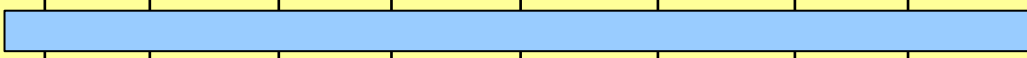
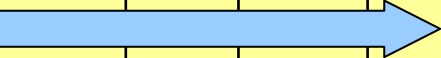
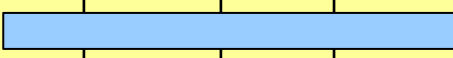




- Rua Oscar Freire 379 – Jardins
- Low Cost
- Great location
- Good infrastructure
- Same address and same telephone number



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SBCC Action Plan

ACTION PLAN 2006	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
- Continue with ongoing quality activities – committees, luncheons etc.									
Implement new key strategies									
- Reinforce member recruitment									
- Reform Swedcham office									
- Inauguration of new premises - Sept						★			
- Implementation of 3 new services									
- Execute Swedcham’s Cultural and Social activities									
- Create an Intelligent database									
Implement other strategies									
- Implement new communication design – logotype, material etc.									
- Introduce E-newsletter			★						
- Set up new focus committees									
- Reinvent website		