

# BRAZIL

WWW.SWEDCHAM.COM.BR

# &

# SWEDEN NORWAY

DECEMBER 2008 - FEBRUARY 2009



## Saab to submit Gripen tender for Brazil

Bengt Janér, Campaign  
Director, Gripen Brasil

# Saab to submit Gripen multi-role fighter aircraft tender for Brazil

“BRAZIL & SWEDEN/NORWAY” RECENTLY INTERVIEWED BENGT JANÉR, CAMPAIGN DIRECTOR OF GRIPEN BRASIL, ESTABLISHED BY GRIPEN INTERNATIONAL—THE SWEDISH COMPANY WHICH ACTS AS A PRIME CONTRACTING ORGANIZATION, RESPONSIBLE FOR MARKETING, SELLING AND SUPPORTING THE GRIPEN MULTI-ROLE FIGHTER AIRCRAFT WORLDWIDE. GRIPEN INTERNATIONAL WAS SET UP BY SAAB AND BAE SYSTEMS TO MARKET THE GRIPEN FOR EXPORT MARKETS. BAE SYSTEMS IS BUILDING THE MAIN LANDING GEAR UNIT AND WING ATTACHMENT UNIT.



Bengt Janér, Campaign Director of Gripen Brasil (photo: Alexandre Socci), with the Gripen fighter in the background (photo: Gripen International).

**G**ripen International combines the strength of its international industrial partners, which are among the world's most experienced and respected manufacturers of aerospace and defense equipment. The Gripen International team is committed to establishing long-term industrial partnerships with all Gripen customers. These relationships cover a wide spectrum of industry and are not limited to the defense and aerospace business sectors.

At the beginning of October, Saab welcomed the formal Request for Proposal (RFP) for the supply of new fighter aircraft for Brazil. “Saab will submit a bid including 36 Gripen NG (Next Generation) to meet the requirement for future multi-role fighter aircraft for the Brazilian Air Force. We are convinced that the Gripen NG is the perfect fit for Brazil's future needs,” said Lennart Sindahl, Executive Vice President of Saab. The company serves the global market with world-leading products, services and solutions ranging from military defense to civil security. Saab has operations and employees on all continents and constantly develops, adopts and improves new tech-

nology to meet customers' changing needs.

Saab also offers transfer of technology with unrivalled access, enabling autonomy and increased national security, as well as an outstanding industrial participation package that will generate partnerships and long lasting business opportunities. The Gripen NG offer from Saab is supported by the Swedish Government.

## Next year

On October 1, the Gripen fighter was announced to be on the short list as one alternative to equip the Brazilian Air Force. The issue of the formal RFP, which Saab will hand in the answer to in the beginning of February 2009, is the next step in the process. Brazil is expected to make a decision during next year.

The Gripen NG has been selected as one of the three candidates under consideration for the Brazilian Air Force, the others being the Boeing F/A-18E/F Super Hornet and Dassault's Rafale. The fighter jets excluded from the tender were Lockheed Martin's F-35 Lightning II, Eurofighter's Typhoon and the Russian Sukhoi SU-35, which neighboring Venezuela bought recently.

The Brazilian Air Force wants a next-generation multi-role fighter jet to replace its entire fleet over the next 15 years. Its initial requirement is for a batch of 36 fighters, although the total program is for 120 aircraft to be delivered from 2014 until post-2020.

## New office

On October 22, Gripen International inaugurated its Brazilian office in Brasília, where Janér is responsible for coordinating efforts for the sale of the Gripen NG for the Air Force's F-X2 contest.

Present for the occasion was Bob Kemp, Senior Vice President for International Sales & Marketing at Gripen International, who gave a presentation about the Gripen NG and the current status of the Gripen program in the world, its delivery to clients and excellent sales prospects.

"We are today in a comfortable position. But in a while we will be in a dominating position in the world fighter market," Kemp said at the end of his presentation. Also present were Swedish Ambassador Annika Markovic, Christer Olsson, the Swedish Military and Aviation Attaché in Brasília, and Mats Warstedt, Group Senior Vice President



Inauguration of the Gripen office in Brasília (from left to right): Bob Kemp, Senior Vice President for International Sales & Marketing at Gripen International, Christer Olsson, the Swedish Military and Aviation Attaché in Brasília, Swedish Ambassador Annika Markovic, Mats Warstedt, Group Senior Vice President of Marketing at Saab, and Bengt Janér. (Photo: Di Souza)

of Marketing at Saab.

According to Janér, "the Brasília office opening shows that Saab is committed to the Brazilian government in enhancing its relationship with Brazilian institutions, specifically the Ministry of Defense, the Brazilian Air Force, Army and Navy, as well as the Ministry of Industry and Trade."

Janér granted us the following interview:

**B&S/N: First of all, could you give a brief background of yourself? What were your activities when you were appointed director of Gripen Brasil?**

**BJ** – I was born in Sweden and moved to Rio de Janeiro with my parents at an early age. I am very happy my parents chose to live in Brazil, and they provided me with the best of both worlds. We used to travel to Sweden every other year which gave me the opportunity to maintain the language and culture close to my heart. After university I joined Cia T Janér and worked with Bofors, then Ericsson Microwave and Saab until 1990 when, together with my father Anders, and other partners, I started Quadricon. We focused on the defense market. Last year, I was asked by Saab if I would be interested in joining Gripen International as the Campaign Director for Brazil. It was an honor to accept that position to represent a fascinating high-tech product and hopefully join my two favorite countries even closer together.

**B&S/N: Brazil has revived its delayed search for a next-generation combat aircraft, having in June issued requests for information to six bidders for its new F-X2 contest, including Saab's Gripen NG. At the end of September, the latter was selected among the three finalists picked by the Brazilian Air Force, with a decision expected next year for 36 aircraft to be delivered beginning in 2014. Could you make some comments about this?**

**BJ** – Brazil is seeking a long-term partner to increase its capabilities in operational and industrial areas. My primary challenge is to convince the Brazilian Government that Saab and Sweden are the best technological partner for Brazil. Sweden is the only country outside the UN Security Council that develops and manufactures latest generation fighter aircraft. It is the independent choice. I believe our strength lies in three key words: excellence, reliability and affordability – this is after all the trademark for Swedish products in general. The Swedish Air Force is known for its operational capabilities. It was the fourth largest air force in the world during the 60s with approximately 50 squadrons! It is a world leader in operational capability, even though it has been reduced in size dramatically in the past years. Finally, Brazil has an extremely capable aerospace industrial base. We have a lot in common. →

**B&S/N:** Could you give us some details about the Gripen Demonstrator, which made its maiden flight in Sweden in May and is a flying test platform for the next generation of Gripen aircraft?

**BJ** – It is important to reinforce that the Gripen Demo program is just a stepping stone to the Gripen NG (Next Generation) design. The Gripen Demo aircraft will test and develop many of the essential systems and capabilities that will be applied to the Gripen NG. The latter will have a GE F414G engine, an Active Electronically Scanned Array (AESA) radar, carry 40% more internal fuel, and have an approximate 50% increased range compared to the previous model. The NG also features a repositioned landing gear, increased maximum take-off weight, new avionics, communications and electronic warfare, as well as a very advanced datalink.

**B&S/N:** How would you compare the Gripen fighter to its competitors in terms of the Brazilian market? Do you believe Brazil will have the financial conditions to acquire such an advanced aircraft?



Johan Lehander, Managing Director of Gripen International, and Bengt Janér. (Photo: Per Kustvit)

**BJ** – Compared to our closest competitor, the Rafale carries 8 tons of payload with two engines while the Gripen carries 6 tons with one engine, saving a lot of fuel, spare parts and money. The Gripen NG is extremely advanced, with newer electronics compared to the competition. Saab is open to discuss technology transfer and work-sharing in development and production. The Gripen NG program drives the development of new technologies for existing and potential customers. The aircraft's 30-40 year lifecycle will enable Brazil to have a state-of-the-art aircraft and still make significant savings. Another important aspect to consider is the Brazilian aerospace industry. Saab offers a complete technology partnership with Brazilian companies. By partnering with Saab, Brazilian aerospace companies like Embraer, Atech and Aeroeletronica will be able to configure the aircraft to Brazilian requirements and increase its technical capabilities in systems integration, among other areas.

**B&S/N:** What are Saab's plans for Brazil and what are your main challenges as head of Gripen here?

**BJ** – As many Swedish industries Saab has been present in Brazil for a long time, ever since our Saab Scandia commuter aircraft flew here in the fifties. Naturally we see Brazil, a regional superpower, as a big potential market in the future. Not only in regards to the Gripen fighter but also other defense equipment in our portfolio. In Brazil we can learn a lot from other successful Swedish companies, especially through our close ties with our main shareholder, Investor. Through Swedcham and the Swedish Trade Council we hope to get a better understanding of which areas can be developed to support the campaign. We see Sweden and everything it stands for as a good selling point in Brazil, as in many other markets.

**B&S/N:** Does the company plan, if necessary, to develop a new generation fighter aircraft specifically aimed at the Brazilian market?

**BJ** – We always work very close to our customers to give them a product that is tailor made for their needs. I can give South Africa as an example since we are delivering 26 aircraft to them at this moment. They have, in their Gripen aircraft, South African components and electronics and will inte-

grate their own missiles that are, by the way, being developed together with Brazil.

**B&S/N:** The Norwegian-Brazilian Chamber of Commerce is a partner in this magazine. How is Saab's Gripen offer to Norway coming along?

**BJ** – Norway is now finalizing the process of procuring a future fighter to replace their old American F-16s. Now there are just the Gripen NG and the American F-35 left. The F-35 is a fighter under development by Lockheed Martin to replace their old workhorse F-16. Norway has always used American fighters and the personnel in the Norwegian Air Force are all trained in the US so it is a big surprise for a lot of people that the Gripen is seen as a serious alternative by the Norwegian Government. The interesting thing is that Norway is investing in the Gripen Demonstrator program. There are two factors behind our strong position in Norway. First of all cost. Governments today must be really careful how they spend the taxpayers' money. It is hard to explain the reason to buy an expensive product just because it is made in America when you can get the same or better for a much lower price somewhere else. Secondly, Sweden offers true partnerships—both when it comes to the product and, not less important, industrial cooperation. After we started marketing the Gripen NG in Norway, there have been a tremendous number of entrepreneurs and industrialists traveling back and forth between Norway and Sweden finding new ways of cooperating in all sectors of the society. I'm hoping that this will be the case here as well now when we have started marketing the Gripen NG in Brazil.

**B&S/N:** Is there anything you would like to add?

**BJ** – Having worked with Brazilian-Swedish business relations my entire life I'm looking forward to continue doing this in the future now as a director for Saab and Gripen in Brazil. I'm quite confident that the Gripen program will be a success especially since I have two very strong pillars to lean on for support in the form of Investor and the Swedish Government, which are both actively supporting Gripen exports all over the world. And with the support from the Swedish community in Brazil, I am confident we can make this happen. ■

# Swedish presence in Brazil yesterday and today

By Annika Markovic  
Swedish Ambassador

A few weeks ago I met two old ladies in a very small city in a remote part of Rio Grande do Sul. They were poor and used to walking long distances although they were past 80 years of age. They did not know each other even though they had many things in common and lived only a couple of kilometers apart. What made these two ladies interesting is that they speak good Swedish. They were born of Swedish immigrants and they have kept their language although they never had the means to visit Sweden....

This article will be about the Swedish presence in Brazil yesterday and today. Yesterday because I just visited the Swedish descendants of immigrants from Sweden in Rio Grande do Sul and today because I would like to spend some time on events at the Embassy.

In the Northeast of Rio Grande do Sul there are two small cities that were founded by Swedish immigrants a hundred years ago. Still today, there are several descendant families living in the same area. I recently visited Rio Grande do Sul to take part in the festival of ethnicities in the city of Ijuí. And I also took this opportunity to visit the small Swedish-founded cities of Guarani das Missões and Porto Lucena to meet with the Swedish descendants there.

It was an amazing experience meeting old ladies speaking a sort of old fashioned Swedish, but who had never visited Sweden. To meet with Brazilian families with the names of Nilsson, Persson, Hammarström and Bäckman. The last two with the names Brazilianized during the times to Hammarstron and Beckmann.

Guarani das Missões is nowadays presented as the Polish city of Rio Grande do Sul. The very friendly mayor, a Polish descen-



Ambassador Annika Markovic (center, in dark jacket) receives a warm reception at the Centro Cultural Sueco of Ijuí. (Photo: Drasko Markovic)

dant, spent a whole day with us and the group of Swedes that took care of us there. A special mention is warranted of Vilmar Persson, a self-appointed representative and Ambassador of the Swedish descendants in Guarani. He had organized the visit program but also made the day unforgettable with the inauguration of a 2 times 2-meter large plaque in the Casa Cultural with all the names, birthdates and birthplaces of the 200 plus Swedes that founded Guarani das Missões. If you decide to visit this Swedish immigrant area, don't miss calling on Vilmar. He works in the city hall as the human resources manager.

In Porto Lucena, we had a fantastic buffet lunch organized by the group of Swedish descendants there together with the city hall. Then we got to visit the Swedish cemetery, just near the river. The Swedish immigrants had found it a beautiful place, well suited as the final resting place of their beloved ones. But when the river rose higher than normal, the cemetery was flooded and the tombstones (many of them beautifully carved) moved downstream never to be found again.

For many years the cemetery was forgotten and overgrown with grass and bushes. Several years ago an effort was made to restore the cemetery. Today there are about

15 original tombstones still standing. The other graves have been symbolically marked with white painted wooden crosses. And there is now a plaque with all the names of the descendants buried there. Again it has become the beautiful resting place it was always meant to be.

In Ijuí, we participated in the yearly festival of the ethnicities. The Swedish group of descendants has built a Swedish house—red with white corners, where a Swedish smörgåsbord with all kind of delicacies were served to the enjoyment of the Swedes as well as their Brazilian friends. I found myself at home very fast, surrounded by the blue and yellow Swedish colors as well as the wonderful aroma of pancakes, red beet salad, and other Swedishified Brazilian dishes such as pancake chicken lasagna and pancakes with white cheese and red wine (quite delicious but not very Swedish). The dessert was the show of the Swedish folk dance group Swenska Danser. A group of some 20 Swedish descendant teenagers engaging in hambo and schottis with the energy and happiness only teenagers can muster.

After three intensive days in Rio Grande do Sul, we are looking forward to the next opportunity to visit. Many thanks also to

*Continued on page 50*

# Chamber hosts preparatory meeting for Sustainability Congress

By J. F. Thrall

THE EVENT—HELD ON OCTOBER 20 AND ORGANIZED BY THE SWEDISH EMBASSY IN BRASÍLIA IN COOPERATION WITH THE SWEDISH TRADE COUNCIL, THE SWEDISH CONSULATE-GENERAL IN SÃO PAULO, SWEDCHAM BRASIL AND THE MUNICIPAL GOVERNMENT OF SÃO PAULO—WAS FOLLOWED BY A PRESENTATION BY DR. WILLIAM LEE BURNQUIST, DIRECTOR OF STRATEGIC DEVELOPMENT AND BIOTECHNOLOGY COORDINATOR OF THE CTC (CENTER FOR SUGARCANE TECHNOLOGY).

Sustainability is an issue that has become part of the daily lives of more and more people on the planet. It has become an issue for governments, corporations and individuals and the need to think in terms of sustainability is no longer just the concern of environmentalists. School children are learning about recycling, industries are managing their waste, cities are becoming aware of the need for sustainable growth and sustainability has become an integral part of both urban and rural planning and development.

The sustainability issue is already reaching across national borders and spanning continents, and as part of this growing consensus Swedcham hosted a preparatory meeting at its facilities in São Paulo for the 1st Brazil-Sweden Sustainability Congress to take a close look at sustainable urban development for São Paulo. The purpose of this initial encounter was to define the areas to be discussed at the SymbioCity congress that is scheduled to be held at the end of March 2009. The participants were experts in the area from government, the academic community and NGOs concerned with discussing a sustainability model for São Paulo, one of the world's largest

(Left to right) Lars Bergea of the Swedish Consulate-General in São Paulo, Swedish Consul General Barry Bystedt, William Lee Burnquist, Elin Kronqvist, First Secretary at the Swedish Embassy in Brasília, and Swedcham Chairman Christer Manhusen.

Photos: Alexandre Soci



Swedcham Chairman Christer Manhusen, William Lee Burnquist, and Chamber Executive Secretary Jonas Sjöbom.



William Lee Burnquist's presentation was followed by a cocktail and buffet prepared by Buffet Cicarelli.

Swedcham Executive Secretary Jonas Sjöbom makes an introductory speech to the presentation.



William Lee Burnquist addresses participants of the October 20 sustainability event and Chamber members and guests on "Sustainable Production of Biofuels from Sugarcane".



cities, and defining the parameters for the upcoming congress.

The preparatory meeting was opened by Swedish Ambassador Annika Markovic, whose speech was followed by a presentation of the SymbioCity concept by Jacob Wedin, the Trade Commissioner for the Swedish Trade Council in São Paulo. And the entire day was given to presentations on various sustainability issues by both Swedish and Brazilian academics and representatives from the São Paulo city government. At the end of the day there was an open discussion to allow participants to voice their opinions as to the agenda and format of the congress to be held in 2009, and what clearly earmarked the discussion was the enthusiasm of all of the participants regarding the cooperation between Brazil and Sweden.

Many participants stressed the importance of including in the format of the congress crosscutting issues such as governance, social integration and community participation in all aspects of the themes. One of the discussion points was the need for a long-term vision as a base for the conference in March and while the exact format of the event was not established it will include the participation of academics, students, municipalities, companies and other decision makers.

At the end of the day's discussions, the participants were given a presentation on the "Sustainable Production of Biofuels from Sugarcane" by Dr. William Lee Burnquist, Director of Strategic Development and

Biotechnology Coordinator of the CTC - Center for Sugarcane Technology.

Swedish researchers from the Blekinge Institute of Technology (BTH), Chalmers University of Technology (KTH), the Royal Institute of Technology (SLU) and the Swedish University of Agricultural Sciences made direct contact with academics from Brazil's Getúlio Vargas Foundation (FGV), the University of São Paulo (USP), and UNICAMP and Mackenzie Universities to open lines of communication in preparation for the coming event. The Swedish researchers were also taken on guided trips by the São Paulo municipal government to take a look at the slum upgrading project that is taking place in the *favela* of Paraisópolis and visited a recycling station of the Cooperativa de Coleta Seletiva da Capela do Socorro (Copercaps).

The objective of the October 20 event at Swedcham was to promote the reflection and debate of projects to solve urban problems, to improve initiatives of public policies and other urban strategic interventions in São Paulo and begin long-term cooperation on sustainable urban development between Brazil and Sweden on academic, institutional and commercial levels.

The SymbioCity congress scheduled for March 2009 will continue the ongoing process between Brazil and Sweden, further binding the two countries in a sphere of commitment for the exchange of ideas, culture and technology for the betterment of both societies. ■



Peter Rowland (BBP consultant), Christer Manhusen and Johan Fager (BBP consultant and former Chamber MD).



Jonas Sjöbom presents William Lee Burnquist with a token of the Chamber's appreciation following the presentation.



# Queen Silvia and Minister Göran Hägglund attend congress in Rio

By Annika Markovic  
Swedish Ambassador

THE SEXUAL EXPLOITATION OF CHILDREN WAS THE MAIN TOPIC OF THE VISIT TO BRAZIL OF HER MAJESTY QUEEN SILVIA AND MINISTER FOR HEALTH AND SOCIAL AFFAIRS GÖRAN HÄGGLUND.

Her Majesty Queen Silvia is personally taking a great interest in the worldwide work against sexual exploitation of children, not the least through her World Childhood Foundation that runs several projects helping vulnerable children and adolescents also here in Brazil.

Queen Silvia and Minister for Health and Social Affairs Göran Hägglund participated in the opening of the Third World Congress Against Sexual Exploitation of Children and Adolescents held in Rio de Janeiro from November 25 to 28, together with President Lula, Dona Marisa and all Brazilian Cabinet ministers involved in this important work.

Her Majesty also visited, together with HRH Princess Madeleine and the Social Affairs Minister, the shelter home Abrigo Rainha Silvia run by Pastor Stefan Martinsson with the sup-

port of the Swedish and Norwegian communities in Rio de Janeiro and in Brazil.

It was heartening to see how much of a difference a small contribution can make for these affected girls and young mothers who are given so much more than just a shelter. They are given respect, support and are guided to a new start in their lives.

Minister Hägglund also made a courtesy call to Rio Governor Sergio Cabral as well as to the Ministers of Social Development, Health and Human Rights. Hägglund brought with him a small delegation of representatives from companies that are recently established or on the way to establishing themselves in Brazil. During his visit, he also inaugurated the office of the Swedish company Elekta in São Paulo. Congratulations! It is good to see that the Swedish business presence in Brazil is growing in spite of the financial crisis. ■

Pastor Stefan Martinsson from the Abrigo Rainha Silvia in Rio talks with Louise Gottlieb, Swedish Ambassador Annika Markovic, Her Majesty Queen Silvia and Princess Madeleine. (Photo: Drasko Markovic)



## Maud Olofsson focuses on strategic partnership with Brazil

Maud Olofsson, Minister for Enterprise and Energy as well as Deputy Prime Minister of Sweden, visited Brazil from November 17 to 21. She headed the delegation to the International Conference on Biofuels organized by the Brazilian Government in São Paulo. She also had bilateral meetings with President Lula, Vice President José Alencar, Trade Minister Miguel Jorge, Foreign Minister Celso Amorim and Energy Minister Edison Lobão. The strategic partnership between Brazil and Sweden was the main focus of the visit.

Deputy Prime Minister Olofsson and President Lula agreed to work together on sustainable urban development as well as on sustainable forestry. Return visits to Sweden are also in the planning in the areas of bioenergy and forestry. The focus is on concrete projects for mutual benefit.

Olofsson also visited a sugar cane plantation and mill in Ribeirão Preto, Santelise Vale, where the Swedish Government has contributed to make the energy production more effective. This has been done through the Clean Development Mechanism. The Deputy Prime Minister also met with Marcos Jank, president of UNICA (the Brazilian Sugarcane Industry Association), and representatives from Brazilian ministries working with biofuels and bioenergy. Sweden and Brazil have signed a bilateral cooperation agreement on bioenergy. ■

Deputy Prime Minister and Minister for Enterprise and Energy Maud Olofsson talks with President Lula during her visit to Brazil. (Photo: Drasko Markovic)





# SSHL: a school with a difference



from Sigtuna and surrounding districts.

Many pupils have parents who are stationed overseas, that are often civil servants, company executives, diplomats, engineers and others who for a number of years are required to work abroad. As SSHL has an international focus and programs are offered with either English or Swedish as the working language, the school is also an alternative for non-Swedish pupils whose parents live or work temporarily in Sweden. Some 150 students usually choose English as the medium of instruction.

ings overlook Lake Mälaren from a hillside vantage point. Since the first buildings were erected in the 1920s, the school has expanded and stage by stage developed into a school of high international class.

SSHL, which one might describe as a school village, is a comfortable juxtaposition of old and modern architecture with its own system of streets, squares, pathways and open green areas. Everything is close at hand and in these surroundings people grow to know each other in a very natural way.

The school sees its main responsibility as being to give pupils the opportunity to grow as individuals. Accordingly pupils are given personal support and encouragement during the whole of their stay at school. This should not be surprising as it is in the nature of a boarding school to take a responsibility for pupils, which would normally rest with parents. This responsibility stretches far beyond school work to include free time, cultural development and the necessary training to live together with many people from a wide variety of backgrounds. SSHL is quite simply a school for the whole person.

Readers interested in finding out more details about this school with a difference should access [www.sshl.se](http://www.sshl.se)

It is with great satisfaction that Swedcham informs readers that Sigtunaskolan Humanistiska Läroverket (SSHL) has joined the ranks of our members and sponsors. SSHL, which has become our first institutional sponsor, is Sweden's largest and leading boarding school and one of Europe's most modern and successful boarding schools.

SSHL is located in Sigtuna, a traditional boarding school town. In the 1920s, there were in fact two schools – Sigtunastiftelsens Humanistiska Läroverk, founded by Bishop Manfred Björkquist, and Sigtunaskolan, founded by Harry Cullberg, the theologian. The two schools merged in 1980 to form SSHL.

Around two-thirds of the 580 pupils at the school are boarders, who live at the school throughout their education. The remainder are day pupils primarily drawn

## Holistic principles

The work of the school is built on humanist principles, with the emphasis on a holistic approach, that is, the belief that all knowledge is inter-related, irrespective of whether it is drawn from classical teaching, sports, the creative arts or leisure time activities. All knowledge is in one way or another connected, rather like the human circulatory system. Accordingly all education is significant and meaningful for the whole.

The holistic approach also provides teachers with excellent opportunities to stimulate the development of each and every pupil's personal talents and goals. This involves giving every pupil the greatest freedom to follow a course of learning firmly based upon their individual profiles.

SSHL is one of Sweden's most beautifully situated schools. The original school build-



# Elanders Artcopy combines Swedish and Brazilian know-how

By J. F. Thrall



process can be significantly reduced with a more efficient work flow," states Mello. "This efficiency in conjunction with advanced technology and an in-depth knowledge of quality printing processes can provide client added value, all from a single firm, making Elanders Artcopy a strategic partner rather than just a supplier."

The managing director of Elanders Artcopy is part of the Artcopy family and assumed the leadership of the Brazilian operation when the company was formed. His background is in business administration and he studied for his MBA in Spain. His experience includes a tour as entertainment product manager for Disney, which he left to complete his MBA studies. Returning to the family business, he worked for four years at Artcopy and was instrumental in arranging the fusion with Elanders. Negotiations began in 2006 and the deal was closed in 2007. Today, Elanders Artcopy hosts a list of clients that include Scania, Volvo, Editora Abril, Banco Real, C&A, McDonald's, Citibank and Microsoft.

"Actually we have been implementing our philosophy for providing individual solutions for our clients for these last two years," commented Mello. "It is a philosophy that is somewhat different from that of a traditional printing house and that of course takes time. Today, Elanders Artcopy represents just 1% of the sales for the Elanders Group but I have little doubt that this figure will increase in the future."

According to Mello, "digital printing is of course the new standard of the industry and is the perfect media for the printing of manuals that require an emphasis on individual units where the content varies depending on the product. For example, Scania prints manuals for individual truck models instead of a single large manual that contains information on every model and is therefore more difficult to read."

"We have created a software we call 'web base' which works much like a database in that it accesses information from company portals and is used to organize and create the information that goes into manuals, managing that info to cover every aspect of the printing and distribution process," said Mello. "Manuals are our core business but we can even produce books – on-demand or a simple folder for a client. All this is the result of a company that is quality based where good work brings more work, and that is how Elanders Artcopy will grow and increase its client base." ■

those needs with a wide variety of products. We call it Infologistics."

In Sweden, Elanders is a global infomedia and printing group with local presence in 11 countries on four continents. The company provides a wide spectrum of services that include printing, packaging, manuals and personalized information products for customers that need to communicate internally or externally, on one or several markets simultaneously. This service approach allows the company to structure, produce, diversify and distribute information, locally and globally, for a range of clients.

Artcopy began as a family business in the early 70s, providing a copy service, and expanded into a well-known and respected digital printing house that soon attracted the attention of the Swedish Elanders group.

After initially working with other companies, Elanders and Artcopy officially joined forces, with the Swedish group Elanders AB Group purchasing Artcopy and establishing the company's commitment to the Brazilian market using the latest technology to provide clients with information in any media form.

"The number of suppliers in an editing

Tucked away in the São Paulo suburb of Ipiranga are the facilities of Elanders Artcopy, a printing house that is more than just a print shop in the traditional sense. The firm is a fusion of the Elanders group of Sweden and a Brazilian family-owned printing business called Artcopy, creating a digital hybrid that the managing director Todor Pedrasolli de Mello defines as "not a printing house and not a software house. It is a company that uses 'know how' to provide print, organizational and technological solutions by closely examining the needs of its clients and meeting

(Left to right) Peter Sommer, Managing Director of Elanders Germany, Patrick Holm, CEO of Elanders AB, Todor Mello, Managing Director of Elanders Artcopy, Sonia Mello, Operations Director of Elanders Artcopy, and Jimmy Lundbeck, Head of Infologistics.



# New Höganäs Brasil plant doubles atomized iron powder production

**H**öganäs Brasil, the subsidiary of the Swedish metal powder technology group, inaugurated on September 16 a new manufacturing plant at Mogi das Cruzes in Greater São Paulo that will double the manufacturing capacity of atomized iron powder in Brazil.

The new plant was built within Hoganas' existing manufacturing complex in Mogi das Cruzes, and will enable the group to continue to serve the market with customized solutions and reinforce its position in South America, according to Claudinei Reche, Managing Director of Höganäs Brasil.

The group, based at Höganäs in Sweden, was founded in 1797 and is today a leading manufacturer of iron and metal powders for use in the automotive and home appliances industries, and lawn, garden and hand-tools sectors. Höganäs is listed on the Nordic Exchange in Stockholm.

The inauguration of the new facilities—which now occupy two buildings of some 2,500 square meters each in a total 50,000-square-meter area in Mogi das Cruzes' Cesar de Souza District—will boost the company's production capacity of atomized iron powder to 60,000 tons per year. The expansion required a BRL 31 million investment.

The expansion project for Höganäs Brasil—which supplies the South American markets and also exports to Asia and South Africa—involved the acquisition of a neighboring area to its former plant, which was deactivated and transferred to Mogi das Cruzes. The new facilities incorporate two major operations which

The new Höganäs Brasil plant.



result in the production of atomized iron powder: a steelworks and reduction plant.

The consolidation of Höganäs Brasil's activities in Mogi das Cruzes is aimed at improving efficiency, and reducing costs and capital employed. The decision to expand production was due to an increase in demand, which has been growing at a rate of 8% per year.

Present for the inauguration ceremony on September 16, among many others, was Höganäs AB CEO Alrik Danielson, who noted that "we decided to invest in Mogi das Cruzes because we believe in the country's future and because we have deep respect for our Brazilian team's professionalism and ability to create results. The good infrastructure and long-term support of local authorities have also been important factors." He stressed that "Höganäs Brasil has now become one of the group's most important production and development centers."

Höganäs has been in Brazil since 1999, when it acquired 100% of Belgo Brasileira, a company which had been founded in 1962.

## Powder technology

Metal powders have been used as engineering material in the manufacturing of components and consumables for well over 50 years. Today, the material is employed in a large number of industry segments.

The growth in the usage of metal powder is due to a combination of GNP growth and successful substitution of other technologies. The global market is currently in excess of one million tons per year and about 80% of output is used in component manufacturing.

Expansion into different applications has also led to the development of a wide range of products with different chemical compositions, particle sizes and particle shapes. Höganäs has taken a leading position in these advances and offers a larger and more comprehensive product portfolio than any other metal powder producer.

For further information, please visit the group's website [www.hoganas.com](http://www.hoganas.com) ■



(Left to right) Donizete Santos, President of SKF do Brasil, Swedcham Vice Chairman Børje Jerner, Alrik Danielson, CEO of Höganäs AB, Swedcham Chairman Christer Manhusen, Claudinei Reche, Managing Director of Höganäs Brasil, and Swedcham Board Member Peter Hultén.



Ribbon-cutting ceremony: Höganäs AB CEO Alrik Danielson, Höganäs Brasil Managing Director Claudinei Reche and Mogi das Cruzes Mayor Junji Abe.



Børje Jerner, Alrik Danielson and Christer Manhusen during the inauguration.



Geir Olsen (left) and Thomas Valantin.

# Tandberg steps up investments in booming Brazilian market

By Laura Reid

**T**andberg, a leading global provider of telepresence, high-definition videoconferencing and mobile video products and services, is expanding operations in Brazil, where it has been present since 2001. The company, which has dual headquarters in Oslo and New York, designs, develops and markets systems and software for video, voice and data communication.

The company offers sales, support and value-added services in more than 90 countries around the world, with major offices in Norway, the United States, the United Kingdom, Sweden, Italy, Canada, China and Japan. Tandberg shares are publicly traded on the Oslo Stock Exchange under the TAA symbol. In South America, besides Brazil, the company operates in Venezuela, Argentina, Chile, Colombia and Peru.

Tandberg started to seriously invest in the Brazilian market by working out of Oslo in March 2001. Daniel Johansson, at the time the area manager for South America (and now President for Northern Asia), commuted between Oslo and Brazil, analyzing and developing new and potential distribution channels, based on the company's selective

distribution program that has been the key to its success. The company has had a physical presence in Brazil since 2003 and has been renting workstations at Swedcham since 2006.

The company decided to step up operations in Brazil due to the country's strong economy, market size and growth potential in all sectors that are looking for productivity and efficiency tools. "We believe that Brazil has a very strong potential for the kind of technology we provide," said Geir Olsen, President for Europe, the Middle East, Africa and South America, during his visit to Brazil in October. "It is an immense country and traveling from one place to another takes time so videoconferencing is the ideal solution."

Tandberg's strong confidence in the Brazilian market led to a reorganization that began in May this year and consisted in "taking some of our best resources from Europe and the knowledge we achieved in similar types of markets there to attend to the South American market," Olsen noted. "We are stepping up our investments in Brazil, we are continuing to expand both in terms of role and physical presence as well as in terms of partnerships here."

"The aim of the reorganization is to build a better base in Brazil and the purpose of my visit here is to better understand how we as a company can more efficiently address the Brazilian market and its particular characteristics. South America overall has a tremendous potential but I would say that Brazil is the single individual market with the biggest potential."

As part of the reorganization, the new man in charge here is Thomas Valantin, Regional Manager for South America, who hails from Paris and officially took over in Brazil in August.

"I have been in South America for three months now," he said, "and I really feel that Brazil has tremendous potential, plus the fact that it is very much like Europe in terms of communication, you have IT networks everywhere, there is a big need for interconnecting as it is a big country and it is definitely worthwhile speeding up investments in this country," he said.

According to Valantin, the restructuring process is aimed at linking South America to Spain and Portugal, turning the area into a platform for interconnection since Tandberg has many customers that operate at the



same time in these three regions. "We are already seeing some strong results with this interconnection and this is totally in line with our global account strategy."

Both Olsen and Valantin stressed that there is no major difference between clients in Brazil and the rest of the world. "We have the same profile of clients here as the economy is strong, and you find all the big companies you have globally," Valantin observed. "Normally our two main segments are big enterprises and governments, this is really where we are strong, and we have this here in Brazil."

"If you look at our global customers," Olsen said, "I believe we have just more than half of the some 14,500 large corporations in the world, 21 out of the 25 biggest banks are our customers, and we are very strong in the public sector. The federal government in the U.S. is one of our biggest customers and we have many local governments around the world as our clients. These are the types of customers we also see in Brazil—both global companies with a presence in this market and also local companies with a significant geographical presence in Brazil and South America, and of course the federal government."

Valantin noted that Tandberg clients in Brazil include the Receita Federal (Brazil's Federal Revenue Service), SERPRO (the Federal Data Processing Service), the São Paulo State Education Secretariat, Braskem, Santander and HSBC, to mention but a few.

For Tandberg, Brazil accounts for 50% of the videoconferencing market in South America. "Globally, we are the leader with a market share of more than 40%," said Olsen. "South America is where we have a shorter history so our market share is much lower.

We are therefore working on raising our market share up to number one. Actually we want to be number one in every market we operate in."

Olsen pointed out that "the technology is still very new here, it is not widespread. There are many clients out there we still have not talked to and who have not realized yet that what they really need is technology, and it is our job to convey this message."

"We have all the necessary elements to make this operation here a success," said Valantin. "We have the economy which is strong, the large accounts, a good network, and the size of the country. If you take São Paulo alone, it can take some three hours to go from one location to the other so you can more than justify acquiring videoconferencing equipment to talk from one office to another."

With regard to business trips, there are no overall statistics but it is a fact that videoconferencing has certainly reduced travel time and expenses. With the current world economic crisis, this trend is likely to become even more pronounced.

According to Olsen, around 28% of all flights in the world are either delayed or cancelled and research has estimated that the resulting loss of productivity amounts to some USD 50 billion per year. "This is our main focus," Valantin observed. "We have to make people aware of the technology and how it works to resolve their problems. Once you get there, once you can demonstrate this, you have done 70% of the sale."

"There is a growing acceptance on the user side that videoconferencing is a very natural way of communicating," concurred Olsen. "Also, as business has become more global, you need to be much more productive and have a unified organization around the world, you need to be more effective and essentially spend less time on travelling. In this respect, there is also the green angle, as people are now seeing videoconferencing as a very good way of reducing CO2 emissions in the atmosphere and this is part of corporate social responsibility." Tandberg has in fact a green-focused site ([www.see-greennow.com](http://www.see-greennow.com)) where it offers a number of resources to companies seeking ways of being more environmentally friendly.

"Our technology has a very high return on investment. One of the first things people are cutting down on is travel but you can't stop doing business," the executive said. "During a turbulent world economy,

people need an alternative to travel and they need to build up the technology that enables them to do business. Usually, you can pay back the investment you made in a year or a year and a half. In spite of the economic crisis, we are still seeing solid growth in the VC market."

Valantin sees Tandberg's main challenges in Brazil as the red tape involved in importing products and also the cost of importing. "Overall, South America is complex in this area, you do not have the free circulation of goods so this is a stumbling-block for business." Olsen commented that another hampering factor is the delay. "We want to offer a very good service to our customers. This does not happen often but if something should go wrong we need to be quick to respond."

Tandberg plans to eventually move into its own offices in Brazil. "We believe that in order to show the market that we are here to stay, this requires investments and long-term investments go through local offices, local personnel, local stocks, etc." said Valantin.

Concluding the interview, Valantin pointed out the untapped business potential of operating out of the Swedcham facilities alone. "All Swedcham corporate members could be Tandberg customers elsewhere as far as we know, so being a member of Swedcham and demonstrating our technology at its facilities here provides an excellent opportunity. Also being a Norwegian company, we can reinforce a natural link by talking with local Swedish companies. Our technology can serve any of Swedcham's members." Olsen added that there are also a large number of Norwegian companies in Brazil, primarily in Rio—"Statoil is one of our biggest customers globally and we should definitely talk with them here." ■



## Goodbye to one Jonas and welcome to another!

Dear Members,

As you know, our Executive Secretary Jonas Sjöbom is leaving us and returning to Sweden. On behalf of all members, I want to warmly thank him for a great job done in a difficult period for the Chamber. It has been a three-year transition with all the difficulties that come with a profound, not to say radical, change. It has certainly been a challenge, but a challenge that Jonas has lived up to both enthusiastically and forcefully.

Today Swedcham, with a smoothly running team with Johan at the helm, has managed to become what was promised two years ago, namely a Chamber for the members and by the members.

For me personally it has been a joy to work with Jonas, and on behalf of all members I wish him and his family all the best in their Swedish adventure. I count on Jonas to stay in touch with us at Swedcham!

I also want to warmly welcome another Jonas, namely Jonas Lindström, who is taking over the job as our new Executive Secretary. With his background and experience, I am confident that our "new" Jonas will ably steer the Chamber across whatever waters that lie ahead.

**Christer Manhusen**  
Swedcham Chairman

## Chamber wishes Sjöbom Godspeed

After more than four years at Swedcham (three as Executive Secretary), Jonas Sjöbom has accepted a new professional challenge as vice-director of the "Oestsvenska Handelskammaren", one of the largest regional chambers of commerce in Sweden. Jonas is moving with his Brazilian wife Juliana and their two-year-old son Joakim on December 16.

The Chamber warmly thanks Jonas for his good work during a difficult transition period and wishes him and his family Godspeed in their new venture!

Jonas granted us the following interview before his departure:

**B&S/N: How and when did you first join Swedcham?**

**JS:** I was in Sweden for the summer in 2004, working with my father, and I saw an ad on the Chamber website and decided to call Johan Fager, who was MD at the time. The funny thing was that the application time had run out but he still hired me as Member Services coordinator, and I started on October 1 that same year.

**B&S/N: How was it to all of a sudden become head of the Chamber after the split-up with the Swedish Trade Council (STC), which set up its own office in São Paulo?**

**JS:** In November 2005, Johan started asking me if I would like to go with the STC or

stay with the Chamber. It was a natural choice for me because I was working with Member Services. It all happened very fast. I had a long talk with Chamber Chairman Christer Manhusen, was formally accepted by the Board, and took over in January 2006.

**B&S/N: What was your biggest challenge in the transition period between the Chamber-STC split-up and the inauguration of the new Swedcham facilities?**

**JS:** On a personal note it was a huge challenge as I new big changes would have to be made. A major chunk of our revenue, consulting services, left with the STC. So we had to find ways of bringing in money and my idea was to bring the Chamber back to its members. The biggest change came with the Member Survey we conducted in early 2006, when we put down 16 services on paper and asked members to rank them. The top item was networking events, both business and social. Based on the survey, I presented a suggestion to the Board to reform the facilities in order to tend to the results of the survey. At the time, what we mainly had was office space and a bunch of desks and we needed to transform our facilities into an area where members and non-members alike would feel like getting together and doing business or mingling socially. It was definitely the right decision.

**B&S/N: What made you decide to leave the Chamber and Brazil?**

**JS:** I believe that, today, the Chamber is ready to enter Phase 2. All the services are here and in operation, we have workstations for rent, room rental services, networking events, etc. The time has come to fine-tune the services and seek constant improvement. Therefore I felt it was time for me to meet new challenges. Coincidentally, one of my contacts in Sweden mentioned an opportunity there, I applied, and was appointed! From a personal standpoint, my family and I are ready for new challenges. We have been away for seven years and my Brazilian wife Juliana and I (and our two-year old son Joakim!) feel that we need to spend some time in Sweden, so it was a joint decision.

**B&S/N: What exactly will you be doing in Sweden and what will be your main challenge there?**

**JS:** I will be vice-director of the "Oestsvenska Handelskammaren", one of the largest regional chambers of commerce in Sweden, covering the eastern provinces of Oestergoetland, Soermland and Gotland. I believe my main challenge will be to also take that Chamber back to its members. I am also interested in the area of international affairs. Another big challenge will be to live a

*Continued on page 41*

# New Executive Secretary takes over

Jonas Lindström has been appointed as the new Executive Secretary of Swedcham in São Paulo. He started working at the Chamber on December 1 (as this magazine was going to press) in close collaboration with outgoing Executive Secretary Jonas Sjöbom.

Lindström graduated from the University of Karlstad in 1996 with a degree of Bachelor of Education, and has additional University courses in areas such as Political Philosophy, Commercial Law and Intercultural Relations. In São Paulo he has mainly been working with education, teaching subjects such as History, Geography and English Literature. In parallel with his work as a teacher, he has been an active member of Swedcham and taken great interest in business relations between Sweden and Brazil. He has also been participating as a paralegal at the law firm Fraga, Bekierman & Pacheco Neto in São Paulo. There he developed the Nordic Desk project, which is a newsletter service sending recent information from Swedish media to a large number of interested people all over the world.

The new head of the Chamber granted the following interview to this magazine:

**B&S/N: How did you first come to Brazil?**

**JL:** In July 2000, I was travelling in the US, and in a hotel reception in Boston I met this enchanting Brazilian girl who was there attending a conference. The year after, I decided to come here to get to know her, and Brazil, better. I had the chance to visit Pantanal, Rio, Bahia, Foz de Iguaçu and other fantastic places, so of course I decided to come back. Said and done: in 2002, I decided to leave everything in Sweden and give my relationship and Brazil a try. Today I'm happily married to this girl and we have a son, and now I have a more interesting job than ever, as Swedcham's Executive Secretary. In hindsight all my decisions couldn't have been better, and I do believe that all things happen for a reason.

**B&S/N: When and why did you decide to become a member of Swedcham?**

**JL:** As soon as I moved to São Paulo I



New Chamber Executive Secretary Jonas Lindström shakes hands with Jonas Sjöbom, who was at the helm of Swedcham for three years.

started to look for the Swedish Community. I went to the Scandinavian Church, the Consulate, the Scandinavian Christmas Fair, etc. My first contact at the Chamber was the then Managing Director, Johan Fager. He invited me to one of their events and I really liked what I saw and the way I was welcomed, so soon I decided to become a member. That's a decision I haven't regretted since my membership has given me great opportunities of networking, a closer relationship with Sweden, new friends and many interesting lectures.

**B&S/N: How did you become a candidate to the post of Executive Secretary? Had you ever thought of the possibility of heading the Chamber?**

**JL:** When I received the news that Jonas Sjöbom was leaving his position, the thought came to me. The idea of working for Swedcham wasn't new but I can't say I had this all planned because everything happened very fast. I sent my CV, went to interviews and finally got the good news, all

in less than a month's time!

**B&S/N: What do you believe are your main challenges at Swedcham?**

**JL:** I think there are many, but that is a great feeling since I enjoy challenges and wouldn't like to have a job without them. Firstly, I need to convince our members and sponsors that now is the time to invest in Swedcham's activities, more than ever. And what about the crisis, you may ask? That's exactly why. Most of us know the influential British economist J.M. Keynes, who said that recession means time to construct new roads and find unexplored paths. I totally agree, and I can add that if you start shrinking your investments and networking activities too much, the only way is down. I'm not the only one who believes that the crisis will affect the US and Europe harder than Brazil and the other BRIC countries, and here Swedish companies have the chance to recover losses made in other parts of the world. In fact, business is about trust, and my

*Continued on page 41*



## Christmas Party at Hotel Sofitel

As this magazine was going to press, the Chamber was busy getting ready for its annual "Julbord" Christmas Party, scheduled for December 4 at the Hotel Sofitel São Paulo in the Ibirapuera district.

Around 150 members and friends were expected to show up for this event, in which participants were to compete for several prizes, including a round-trip ticket to Paris and Electrolux appliances.

The party was also to bid farewell to outgoing Executive Secretary Jonas Sjöbom and welcome incoming Executive Secretary Jonas Lindström.

Sponsors of the event included Air France, Elanders Artcopy, Electrolux, Maxtravel, Nespresso, Hotel Royal Jardins, Scandinavia Designs, Stora Enso, and Universal Pictures.

## Swedish Industry Survey 2008

Swedcham recently conducted another survey on Swedish Industry in Brazil which showed that the total annual revenue reached more than BRL 27 billion in 2007, showing an impressive 17.6% Compound Annual Growth Rate (CAGR) since 2004.

The Swedish Industry Survey is conducted yearly in order to obtain an overview of Swedish business in Brazil as a whole. The 2008 survey, containing 28 questions, was conducted by the Chamber between August 15 and October 1 (just after the beginning of the international financial crisis).

Other highlights of the survey include:

- Companies believe in Brazil: Confidence is at a four-year high, with planned investments at BRL 1.8 billion, up BRL 0.3 billion from 2006.
- Trade is on the increase: Total imports and exports by Swedish companies in Brazil increased by 36% and 16% respectively compared to 2006.
- Workforce is stronger than ever: Swedish Industry in Brazil now has 50.000 employees, up 2.000 employees from 2006.

For further details, please visit our website [www.swedcham.com.br](http://www.swedcham.com.br)



Ericsson 4 team celebrates arrival at Cochin, India, after winning the second leg of the Volvo Ocean Race. (Photo: Dave Kneale/Volvo Ocean Race)

## Volvo Cars at Auto Show

Volvo Cars and Swedcham invited members to the 25th edition of the International Automobile Show in São Paulo. The most important event in Latin America's automotive industry was held at Anhembi from October 30 to November 9.

On November 4, members were given exclusive access to the Auto Show from noon to 2 p.m., before gates were opened to the general public, participating in the stand of Volvo Car Brasil.

During the Auto Show, the company presented the XC90 Volvo Ocean Race Special Edition, in honor of the 2008/2009 Volvo Ocean Race currently taking place.

Speaking of which, Swedcham is pleased to note that the Ericsson 4 yacht, skippered by Brazil's Torben Grael, arrived in Cochin, India, in the early hours of November 30 to win the second leg of the Volvo Ocean Race. The team had already won the first leg!

## Special thanks for space rental events

The Chamber wishes once again to thank the following companies/institutions for renting our facilities for meetings and events recently:

- Nokia (September 9-October 11)
- LVMH (October 3, 15, 22, 31, November 7, 25 and 27)
- Adidas (October 21)
- Tandberg (October 23 and 24)
- Nunes & Sawaya (October 29)
- O2 Filmes (November 4)
- Nobel Biocare (November 10)
- Sandvik (November 11)
- Outspan (November 24)
- Nespresso (November 26 and 28)
- Swedish Trade Council (November 27)



(Left to right) Helena Backlund, Silvia Cunha, Monica Nunes, Vera Orleans and Johan Fager were some of the former Chamber employees who showed up for the November 13 Happy Hour.

## Happy Hour in São Paulo

Helena Backlund, a former member of the Chamber's staff in São Paulo, organized a Happy Hour for former and present employees on November 13 at the Swedcham premises on Rua Oscar Freire in the Jardins district.

Helena had previously organized a similar event in Stockholm on August 21, after a lot of detective work.

Like in Stockholm, the event that gathered some 20 former (and present!) staff members was a big success and continued in a neighboring bar until after midnight as people had much news to catch up on!

## New Members

Swedcham wishes to welcome the following new members:

### Corporate:

ARS Serviços de Comunicação

Activity: translation services

Cisa Trading S/A

Activity: Cisa Trading is an outsource provider for the import/export needs of firms of varying sizes and activities. It is one of the best equipped international trade companies in terms of logistics infrastructure.

Sigtunaskolan Humanistiska Läroverket (SSHL)

Activity: today, the establishment is the largest boarding school in Sweden.

Scandinavia Designs Com. Imp. e Exp. Ltda

Activity: Scandinavia Designs has a 40-year history rooted in the true spirit of quality European design.

Vasconcelos & Vasconcelos S/C Ltda. Activity:

Activity: oral rehabilitation clinic specializing in Branemark implants

Michael Page

Activity: head hunter

Transearch Brasil

Activity: head hunter

### Individual:

Nelson Findeiss

Vinícius Monteiro de Paula Guirado

Célia Regina de Moura Alves Tottoli e Silva

## ...Godspeed!

*Continued from page 38*

day-to-day life in the dark, cold and snow! Needless to say the climate and way of doing business are much different. I will probably have to slow down a bit as I will be going from a megalopolis of some 20 million inhabitants to a city of 150,000!

**B&S/N: What would be your main advice/tips to the new incoming Executive Secretary?**

JS: The key factor is to communicate with members as much as possible and meet their needs and demands. Besides communication, I would say patience as well since we are a member organization and they all have different needs and points of view.

**B&S/N: What message would you like to leave to Swedcham members?**

JS: First, I would like to thank everyone for supporting the Chamber since I have been at the helm since 2006. I would also like them to be patient with the new Executive Secretary in this new transition phase. I believe nobody really knows what lies ahead in 2009, but I am convinced that Jonas Lindström will have a good chance of applying his own ideas and leading the Chamber smoothly through its new phase. I wish all members and my replacement the very best of luck for 2009! I will most certainly be a Chamber member myself and keep in touch with everyone!

## ...New Executive Secretary

*Continued from page 39*

challenge is making sure that the trust Swedish industry always has had in Brazil remains. Other challenges are to continue offering good services to our members and to make sure that Swedcham continues being a harmonious place of work, as it has been under Sjöbom's leadership.

**B&S/N: Do you have any specific ideas or plans already?**

JL: I don't know if all our members have come to see the facilities after the great reform that was completed in 2006, so, first of all, I'd like all members to really come and visit to see what we have to offer. I'm going to work hard to promote the Chamber as a business and meeting center. We have modern meeting rooms with videoconferencing equipment, and I'd like to see them used as much as possible. Small and large companies are discovering how cost and time saving it is to arrange videoconferencing instead of sending employees all over the world to make decisions. I'm also going to continue working and developing the same activities that have been successful so far, such as the luncheons, evening workshops and Swedish classes.

**B&S/N: As the new Executive Secretary, is there any message you would like to convey to members?**

JL: As I just said, there are many possibilities at Swedcham that some members might not even be aware of. I'd like to welcome old

and new members to see me and discuss what we can offer. We are a small Chamber and in many cases we can literally offer "tailor-made" events and activities. However, in these times of elections, I'd like to quote (with a small adaption) JFK's inaugural presidential speech: "Ask not only what Swedcham can do for you but also what you can do for Swedcham." I'm convinced that there are still many unexplored areas for the Chamber to work within and hopefully with help and support from its members we can develop even more and meet the needs of the 21st century.

**B&S/N: Could you tell us a bit about your Nordic Desk project?**

JL: I've been fortunate to become a friend of Swedcham's Legal Director Dr. Renato Pacheco Neto. He masters more than ten languages, of which one is Swedish. Together we used to read news in Swedish media about Brazilian and Swedish trade, and one day we had the idea of spreading this to a wider public. We had some e-mail addresses from Swedcham and others from Renato's Law Firm. It started on a small scale but the interest grew and today I have approximately 400 people who weekly receive this Swedish news clipping, reporting what's going on between Sweden and Brazil, mainly focusing on trade, but also culture and sports.

**B&S/N: On a more personal note, we hear you like to explore new places. Could you mention some of them?**

JL: When I said this I meant it both literally and figuratively. The former meaning going to new geographic places. I love travelling and I have been fortunate to visit many countries all over the world and also a number of marvelous places in Brazil but the world is big and I definitely don't want to stop. The latter meaning exploring places I'm not simply used to going to. A Polish psychologist called Alice Miller says that people need to "live in a dialogue with their own horizons". This means that we shouldn't close doors to places, experiences or people we think we wouldn't like. In order to grow as a person you must confront people you might not like, watch strange films, or read awkward books. I try to be an open-minded person and thanks to that I consider myself a very rich person, maybe not in material assets but definitely in interesting experiences and good memories.

# CEO Peter Nilsson presents overview of Trelleborg Group to Chamber members

By J. F. Thrall

**O**n October 30, Swedcham Brasil hosted a get-together with Peter Nilsson, the CEO of the Trelleborg Group, who presented Chamber members with an overview of the Trelleborg Group. Trelleborg, a global industrial group whose leading positions are based on advanced polymer technology and in-depth applications know-how, develops numerous high-performance solutions that seal, damp and protect in demanding industrial environments. The group has annual sales of approximately SEK 31 billion and employs some 25,000 employees in over 40 countries worldwide.

"Many people still think that Trelleborg is just a tire manufacturer and, while we still produce a variety of tires for offroad applications like farm tractors and harvesters, this represents today a very small portion of our business applications," emphasized Nilsson to a group of Chamber members who attended his presentation and the cocktail and buffet that was held afterwards. "Our group operates and provides solutions for agriculture, construction, the offshore oil & gas sector, aerospace industry – any application that requires products that seal, damp and protect."

The Trelleborg CEO outlined the structure of the group and clearly stated that it was not simply a holding company but rather a group that purchased participation in other companies whose technology or product applications provided added value to existing business applications already in place or represented an expansion into a market that showed a potential for growth.

"Actually, we see Latin America and especially Brazil as one of the regions where we would really like to expand our operations," said Nilsson. "Presently just 3% of our group sales are generated in Latin America and there is a tremendous growth potential for the area. We will concentrate on Brazil but just how that growth will be implemented due to the present global financial crisis remains to be seen. We will of course continue operations in our facilities in São Jose dos Campos and São Paulo, and we are very interested in providing products for the offshore oil & gas operations of



Photos: Alexandre Soca

Trelleborg Group CEO Peter Nilsson addresses Chamber members.

Petrobras. We also welcome the expansion in Brazil's ship-building and maritime fields, not only for the sale of ship fenders used in harbor docking but for those vessels that require sealing protection for the transport of petroleum products."

Trelleborg has a tradition of generating its group company operations based on excellence with emphasis on the operational, commercial and financial aspects of each individual business in the group. Companies are administered by directors who assume total responsibility for the planning, operations and financial structures of their companies and they report to the Trelleborg Group directors using corporate systems which maximize all operational aspects of each company within the corporate infrastructure. This means that corporate directors are not only directly responsible for their company's operational results but active in the firm's expansion and position in the world market.

"Trelleborg has a total of 120 manufacturing sites and has been on the stock market since 1964," concluded Nilsson. "Our automotive sector represents one third of our sales but our mission as a group is based on a vision that relies on excellence, not only of our products by our operational methodology. We manufacture some 90 products in 12 fields and we will continue to have an eye for new technologies, business opportunities and markets throughout the world where we can not only sell and interact with the local economies but also play an active role in the communities where we live and work. Brazil is one of those economies where we will not only closely examine the possibilities for providing viable solutions for the internal market, but become providers of solutions using the latest technologies to benefit both the country and its industries." ■

(Left to right) Swedcham Board Member Nils Bonde, Chairman Christer Manhusen, Trelleborg Group CEO Peter Nilsson, and Chamber Executive Secretary Jonas Sjöbom



# Paraná-Sweden business opportunities

By Hans Kastendal

The State of Paraná in the south of Brazil has the ambition to increase its trade and business relations with Sweden. It is also most keen on having more Swedish companies set up operations in the state.

Paraná sees Sweden as a growing business partner with great potential to buy locally-made products and services, but also to import Swedish products, technology and know-how in several areas. The state is likewise interested in building up the exchange of knowledge between Swedish and Brazilian companies, educational institutions, authorities and municipalities.

There are more than 20 Swedish companies already well established in the state and among the biggest are Volvo do Brasil Veículos Ltda., Electrolux, Swedish Match and Munters do Brasil Ltda. Last year, Volvo celebrated its 30 years of presence in Paraná and Brazil. Several other Swedish companies are on the way to getting established in the state.

"But there are room and business opportunities for many more, and we are well prepared and welcome further international investments," said the Paraná State Secretary of Industry, Trade and Mercosur Affairs, Virgilio Moreira Filho.

"Paraná is continuously developing and already offers high-standard infrastructure, having today modern airports and harbors of international dimensions," he noted. "The port of Paranaguá has moreover the first ter-

minal in the country for shipping ethanol."

Paraná exports to Sweden increased by 42.63% from January to September this year compared to the same period in 2007. Imports from Sweden also increased, by 47.39% in the period, which resulted in a negative trade balance for Paraná. A balance the state government would like to level out to start with, but to increase overall trade considerably is the main objective.

The main products Sweden imports from Paraná are ethanol, vegetable oils, coffee beans, furniture components, and parts for the automotive industry. But there are many other products that Sweden could import from the State of Paraná, and vice-versa, but in order to do that closer contacts have to be established between the two parties on different levels and such activities are under discussion between the State Secretariat of Industry, Trade & Mercosur Affairs (SEIM) and the Swedcham office in Curitiba.

Plans and ideas on how to bring Paraná and Sweden closer together have been discussed during a period of time by SEIM and Swedcham Curitiba. One idea is to make Paraná and the county of Västra Götaland regions of companionship, and to establish fellowship between the capitals of the two regions, Curitiba and Gothenburg.

The first step in this process was taken on November 12, when SEIM and Swedcham Curitiba arranged a Breakfast Meeting at the Hotel Sheraton Four Seasons. More than 70



Photos: Roberto Corradini

(Left to right) Swedcham's Hans Kastendal, Maria do Socorro de Oliveira, Coordinator SEIM, Björn Rasmusson Asora and Dr. Júlio Cezar Sá Ferreira, Dental Spa & Beauty.



More than 70 people participated in the Breakfast Meeting, much more than expected by the organizers.

participants showed up interested in finding out about business opportunities between Paraná and Sweden and how to increase these opportunities.

Virgilio Moreira Filho talked about Paraná's point of view concerning Paraná-Sweden business opportunities, what the state has to offer Sweden in terms of products as well as its intention to motivate more Swedish companies to invest in the state.

Swedcham representative Hans Kastendal talked about the good social and commercial relations between the two countries and gave a briefing on Swedish industry both in Sweden and Brazil. He noted that Swedcham has been present in Brazil for 55 years and has vast experience in linking Swedish companies and institutions to their Brazilian counterparts. "As Swedcham has had a local office in Curitiba for three years, we also

*Continued on page 46*

Virgilio Moreira Filho.



Sergio Pepino of Munters.

