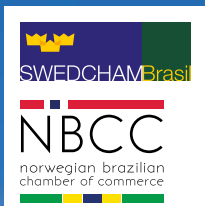


# NordicLight

A JOINT SWEDCHAM / NBCC PUBLICATION

## Four Swedish companies celebrate long-term commitment to Brazil





# THE LONGEST JOURNEY

– WITH THE GREENEST TRUCK

For the third year in a row Scania has won the VerkehrsRundschau and Trucker Magazine “Green Truck” award in the most comprehensive test of fuel consumption and CO<sub>2</sub> emissions in the industry.

And while we are incredibly proud of this accomplishment, that doesn't mean we've arrived at our destination. Because while continuously lowering fuel consumption is a constant strive for Scania – building a sustainable transport industry is more than an individual achievement. We all need to keep pushing forward. This is a celebration of that continued journey. Together.



Respeite os limites de velocidade



2019  
GREEN TRUCK AWARD  
SCANIA R 450-SERIES

2018 WINNER SCANIA R 500-SERIES  
2017 WINNER SCANIA R 450-SERIES

**SCANIA**

# NordicLight

is the quarterly publication of Swedcham and NBCC



**4. Four major Swedish companies and members of Swedcham** celebrate long-term commitment to Brazil.  
(Cover Steve Allen Photo)



**6. Electrolux marks 100<sup>th</sup> anniversary in Sweden** with Better Living Program for more sustainable living.



**8. Ambassador Per-Arne Hjelmborn** bids farewell after five years in Brazil.



**28. Saab has been active** in defense and security market for more than 80 years.



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# Swedish companies celebrate long-term commitment to Brazil

*Four major Swedish companies and long-standing members of Swedcham are celebrating their anniversaries in Brazil. NordicLight hereby wishes to congratulate them for their many years in this country and with Swedcham: Sandvik (70 years), Alfa Laval (60 years), Volvo (40 years) and Höganas (20 years).*

## **Sandvik**

Sandvik is celebrating its 70th anniversary in Brazil this year. An engineering group in mining and rock excavation, metal-cutting and materials technology, Sandvik arrived in Brazil in 1949 with the name Aços Sandvik Ltda.

Sandvik's world history dates back to 1858 in Sweden, with Göran Frederik Göransson, pioneer in the production of steel through the Bessemer process. In 1862, Göran built a steel factory that was called Sandvik.

In 1949, Brazil didn't have a defined industrial base and people were just beginning to dream about large refineries and the automotive industry. Nevertheless, in an evident demonstration of entrepreneurial insight and confidence in this country, Swedish executives decided to start up the company's activities as an importer and distributor of rock drills--a product of major importance at the time as mining and civil construction companies were starting to develop in this country.

Sandvik has become the market leader in Brazil in the areas in which it operates as a main supplier of products and services in several industrial segments--with subsidiaries/divisions, production units, training centers, sales representatives, specialists and distributors based in Brazil's major cities.



The first Sandvik office and warehouse in São Paulo State in 1949.



Sandvik DO4221, Sandvik Mining and Rock Technology.



Alfa Laval's HQ in Petropolis in Rio de Janeiro State in the 1960s.

## **Alfa Laval**

In December, Alfa Laval will be celebrating the 60th anniversary since the foundation of its first headquarters in Brazil, with units in São Paulo and Rio de Janeiro for the sale of its products.

In 1962, Alfa Laval acquired a factory in São Paulo, where it began local production in 1966. In order to meet the rising demand from its clients in Brazil, Alfa Laval kept on growing and innovating in the nationalization and diversity of products for the most varied market segments--such as fruit juice, vegetable oil, naval, industrial automation, petrochemicals, etc.

In order to meet growing demand, Alfa Laval moved to a new, larger headquarters in São Paulo in 2008 and in 2011 it acquired Aalborg in Denmark, which completed its portfolio for the oil and gas and naval sectors

Currently, Alfa Laval Brasil has three units that are located in São Paulo, and Rio das Ostras and Petropolis in Rio de Janeiro State.

## **Volvo**

A synonym of high technology, security and innovations, Volvo has throughout the last four decades built a history of constant evolution in Brazil, a trajectory that has revolutionized cargo and passenger transport here.

Every day, more than 3,700 employees build the future of commercial transport at Volvo's factories in Brazil. Based in Curitiba in the state of Paraná (where it produces heavy and semi-heavy trucks, engines and bus chassis), Volvo also has units in Pederneiras/SP (construction equipment produc-



tion) and São José dos Pinhais/PR (parts distribution center).

Celebrating its 40th anniversary in Brazil, Volvo has for several consecutive years been appointed one of the best companies to work for in Brazil by the prestigious ranking *Você S/A* of Editora Abril.

"Without a doubt, Volvo do Brasil has become a reference not only on the local market, but also in our global organization and throughout the world," says Wilson Lirmann, President of Grupo Volvo América Latina.

It was Volvo do Brasil that launched (way back in 1992) the first bi-articulated bus in the world! The project was developed in Curitiba but today the BRTs (Bus Rapid Transits as they are known) are seen in Bogotá (Colombia), Rio, Goiania and Belo Horizonte, among other cities.





Höganäs plant in São Paulo State.

## Höganäs

Founded in 1797, Höganäs is the largest company in the world dedicated exclusively to the development and production of metal powders, with clients in 75 countries.

The Swedish company has been meeting demands for all of South America for 20 years in Mogi das Cruzes, State of São Paulo, with a production and distribution of around 60,000 tons per year.

“Our 20th anniversary celebration in Brazil has a special meaning for us,” says Adriano Machado, President of Höganäs in South America.

Brazil accounts for more than 95% of South American business and is expected to be one of the three economies with the largest growth by 2030. ■

## *Electrolux celebrates 100 years in Sweden with action plan for sustainable living*



(From the left) Leif Johansson, Michael Treschow, Hans Stråberg, Jonas Samuelson and Anders Scharp, all global CEOs along these 100 years.

At its headquarters in Sweden on August 29, Electrolux introduced the **Better Living Program**, a plan to enable better and more sustainable living for consumers around the world through 2030. The program was launched to coincide with the company’s 100-year anniversary.

With bold targets focusing on better eating, better garment care and a better home environment, the initiative widens the scope of Electrolux commitment to sustainability and enables the company and its brands to contribute in a meaningful way on key global challenges.

“At Electrolux, we take a lot of pride in the way our appliances have helped shape hundreds of millions of people’s home

lives for the better over the last 100 years,” said Jonas Samuelson, CEO at Electrolux. “At the same time, the way all of us live our lives today also poses a great challenge for a sustainable future. As a global leader in home appliances, Electrolux has a tremendous opportunity to eliminate barriers that are keeping customers and the industry from making sustainable choices.”

“That’s where the Better Living Program comes in: it’s a to-do list which sets the direction of our company on a global level. Everything from product development to the way we do business and communicate with consumers will be impacted by this”.

Four new 2030 targets have been defined, aligned with the United Nations Sustainable Development Goals and integrated with Electrolux overall sustainability strategy:

- Make sustainable eating the preferred choice
- Make clothes last twice as long with half the environmental impact
- Make homes free from harmful allergens and pollutants.
- Make our business circular and climate neutral.

As a first action, the company intends to annually fund the **Electrolux Food Foundation** until 2030, with an expected total of SEK 100 million. The additional funding will contribute to making sustainable eating the preferred choice as the foundation supports employee and partner initiatives. For example, by 2030 the Food Foundation seeks to offer education for children and culinary training programs for unemployed and professionals to at least 300,000 people, and support millions of people in need through global and local programs and partners. ■

The Atlas Copco logo is positioned in the top right corner of the advertisement. It consists of the company name "Atlas Copco" in a white, serif font, centered between two horizontal white bars. The logo is set against a solid blue rectangular background.

*Atlas Copco*

A large, semi-transparent blue graphic element in the bottom left corner features a white technical drawing of a mechanical part. The drawing includes various lines, circles, and alphanumeric labels such as "390", "13307 (P4-3)", and "13307 (P4-2)".

## Home of industrial ideas.

Nosso espírito é inovador, nossas ações buscam fazer melhor sempre. Trabalhamos e existimos para ajudar a indústria a criar um mundo melhor, com qualidade de vida, sustentabilidade e produtividade.

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# Embassy Update

## *As I leave Brazil after five fantastic years, I feel very grateful!*

*By Per-Arne Hjelmhorn*

Grateful for having had the opportunity to get to know this fascinating country, the beautiful landscape, the culture, the language and not least its warm and welcoming people.

Grateful to the colleagues and friends of Team Sweden – Swedcham, the Consulates, Business Sweden and CISB – for the excellent cooperation. We have prepared many projects, events and visits together with a clear objective to promote bilateral relations between Sweden and Brazil and the interests and values of Sweden, our citizens, companies and academia.

Grateful also for all the support from and good cooperation with the CEOs and other leading representatives of Swedish companies in Brazil. The Swedish industrial footprint in Brazil is impressive and many of our companies are global market leaders and world references in terms of technology and sustainability. When the Embassy and Team Sweden join hands with Swedish industry, we have shown that we can accomplish a lot in Brazil.

My period here in Brazil has been quite a unique experience. After all Brazil is not a monotonous country. A lot of things happened during the Dilma and Temer administrations and the initial months with President Bolsonaro have certainly also been very eventful.

We welcome the new reform agenda which could help unlock the growth potential, increase competitiveness and integrate Brazil in the world economy after decades of protectionism. This is very good for Brazil, but also for Sweden-Brazil trade and investment relations. On the other hand, we have serious difficulties with some of the new positions on important issues such as climate change, human rights, multilateralism and choice of foreign policy priorities.

Despite these challenges, our strategy is very clear. The Swedish government will continue to work closely with the current administration and pursue a policy of active and constructive engagement. Brazil is our biggest market in Latin America and an important strategic partner. We will therefore strive for good relations based on common interests.

The policy of active and constructive engagement has been my guiding star and I am happy that it has been quite successful. Even though Brazil has gone through a quite difficult period, we have been able to deepen and broaden the Sweden-Brazil relations. Here are some examples.

First, on the basis of the strategic partnership we have launched a number of important cooperation initiatives like the Joint Commission for



Economic, Industrial and Scientific Cooperation, the Brazil-Sweden Business Leaders Forum, the High Level Group on Aeronautics, the Strategic Group on Innovation and the strategic talks on foreign and security policy. We have also recently signed the updated double taxation treaty which will benefit trade between our countries.

Secondly, we have managed to strengthen the Swedish government's focus on Brazil, which has resulted in a number of high-level visits including the Prime Minister, various important ministers and several visits by Their Majesties the King and Queen.

Thirdly, we have provided support to Saab who managed to secure the strategic FX2 contract. The Gripen project is a game changer that is transforming our bilateral dynamics. It is unique in terms of its size, innovative co-creation format and long-term perspective that guarantees a close cooperation for the next 30 to 40 years.

Thanks to all new initiatives and projects, our strong country brand and our impressive industrial presence, Sweden related topics are now much higher on the Brazilian political agenda than they used to be. We have become true strategic partners with huge possibilities of increasing cooperation in many areas.

The key to success is to continue to work strategically and to further strengthen the Team Sweden cooperation. I can assure you that you can count on full support from the Embassy and my successor Ms Johanna Brismar Skoog in this endeavor.





Photo by Ola Ericson / imagebank.sweden.se.

## ***Cooperation and conceptualization: the way to successful promotion***

***By Nils Hedberg Grimlund***

When I took up my post about a year ago, as responsible for the Embassy's promotion team, I was thrilled with my task to further push Sweden's already strong reputation in Brazil, and to work together with Swedish companies to open new business opportunities. However, the question was how it should best be done.

One year down the road, I would describe the promotion strategy for the Embassy and the joint activities by Team Sweden Brazil as based on strong concepts which are gradually developed through close partnerships.

The best example of how the conceptualization through partnerships works in practice is shown during the annual Swedish-Brazilian Innovation Weeks, which this year take place during the two last weeks of September with dozens of events all over Brazil.

The project is coordinated by the Embassy, but the vast majority of the events are planned and created by various Team Sweden organizations, companies and other partners. In this way, the Innovation Weeks is a kind of showroom for the multitude of ties and ongoing projects between our countries. Quite a number of the events are planned and managed by Brazilian partners who wish to engage with Sweden and do it through events during the Innovation Weeks.

The reaction from fellow diplomats when hearing about the Innovation Weeks is often fascination on how a small country such as Sweden has managed to get such a thing in motion and developed it over almost a decade, and on how government, organizations, universities and companies find ways to share the burden of arranging events and to invest in closer ties.

Apart from this, various Team Sweden partners take steps all the time to work even closer together. As an example, the Embassy's promotion team has introduced regular video meetings with the Consulates in Rio de Janeiro and São Paulo. These are our largest consulates and located in cities with many Sweden-related activities. This has already proven a good complement

to already existing coordination between the Team Sweden partners.

Another very positive step is the recent co-localization of the CISB office together with Swedcham. Seeing each other daily over morning coffee is a great way to further increase cooperation between the organizations. Congratulations to both on receiving such excellent office neighbors!

Other important steps are directly linked to concepts of common interest, such as sustainable mining, industry 4.0 or creating value from waste. Many of these initiatives have in common that they have a clear connection to Sweden's political priorities, the UN development goals, that they bring something needed and useful to Brazilian partners, and that they create business opportunities for Swedish companies.

There are several examples on how the Team Sweden core organizations team up with other partners to create exciting conceptualizations, among them is the long-term cooperation between the City of São Paulo and several Team Sweden partners. It was initiated in 2017, when João Doria was mayor, and has through reoccurring meetings on topics of joint interest led to two cooperation projects, one on traffic safety and the other on development of a value chain for biogas. These areas have great potential to improve life quality for citizens and could open new business opportunities for Swedish companies.

Another example is the close cooperation between Senai and several organizations within Team Sweden. Senai has for several years hosted many events in cooperation with Swedish partners during the Innovation Weeks. Naturally, with such a solid cooperation in place, the prospects for expanding the joint activities to other areas of common interests are excellent.

In the joint efforts to develop these and other projects, the Embassy and other Team Sweden organizations are always ready to discuss opportunities together with Swedish companies, and to include additional Swedish companies or organizations in already ongoing efforts. Please feel free to reach out to me or to other Team Sweden colleagues to talk about how we can work together.

***\*nils.hedberg.grimlund@gov.se***



It is really a privilege to write editorials in magazines such as **NordicLight**. I can reflect and analyze different happenings without stress and without any need of using shocking headlines.

Unfortunately, not only social media, but also TV and printed newspapers and magazines are under such a tough pressure that sources and facts too often are not verified. This magazine is a Lighthouse for all our members in the ocean of fake news and I am pleased to again reconfirm that Sweden and Swedish business are well established in Brazil and intend to remain so.

At the Chamber we continue to invite inspiring speakers and recently Fernando Gabeira spoke to the Advisory Council. He lived in exile in Sweden in the 70s and is now one of Brazil's most respected journalists. It is important to look back to understand the present, and regarding Brazil the country has developed a lot over the last decades, a little too slow, many of us think, BUT in the right direction.

The government's current reform agenda is positive and might boost the economy significantly with regained confidence from national and international investors. The Swedish model shows that it is possible to do successful business and production using sustainable methods and attitudes regarding the environment and human rights.

For the coming generations also here in Brazil this is obvious and for that reason we continue to invest in our Young Professionals and the Career Fair on September 13 was the biggest and most successful ever. We also very much look forward to the Innovation Weeks in late September with events all over Brazil. Finally, thank you Per-Arne Hjelm born for your five years here in Brazil and welcome Johanna Brismar Skoog—all of us in Team Sweden look forward to working with you!

**Jonas Lindström**  
Managing Director,  
Swedish-Brazilian  
Chamber of Commerce



In this first edition of **NordicLight** since I took over as chairman of the Norwegian-Brazilian Chamber of Commerce, we present some initiatives and invite members and partners to take an active part in refining our strategies aimed to improve the business environment in Brazil.

In a recent NBCC event in São Paulo, the recovery of the Brazilian economy was addressed by Ouroinvest economists and other invited speakers. The ongoing US-China trade war is affecting the global economy, requiring business to remain vigilant. Domestic measures like the social security and tax reforms are therefore of great importance to increase investor confidence. We need to join efforts and promote initiatives that can accelerate new growth. NBCC is proactively interacting with the private and public sectors to promote the necessary changes, attracting investment, generating economic growth and employment. The activities promoted by our working committees play a central role here.

Among the new global dynamics, the energy transition towards a low carbon and sustainable economy can however not be neglected in this process. NBCC is partnering with strategic institutions to foment the theme and in October, we will promote an Energy Transition Seminar, with institutional support from IBP and EPE, to further the discussions with important players in the market stakeholders.

NBCC is also very pleased to welcome the new Norwegian Consul General in Rio de Janeiro to Brazil. Ms. Marianne Fosland is an experienced Norwegian diplomat, and promoting bilateral trade is one of the foreign service's main tasks. We look very much forward to working closely with her and the rest of Team Norway in the years to come.

To conclude, I'd like to thank all our members for the continuous support and welcome our new members.

**Alex Imperial**  
Chairman, Norwegian-Brazilian  
Chamber of Commerce



# TRANSFORMANDO TENDÊNCIAS EM OPORTUNIDADES



Nos nossos Centros de Inovação ao Cliente, reunimos nosso time de especialistas em alimentos e bebidas, competências de marketing e uma gama de pesquisas de consumo e mercado com uma abordagem completamente nova. Ajudamos as empresas a descobrirem oportunidades de crescimento de seus negócios, a criarem as melhores ideias e testar novas formulações.

Quando se trata de soluções para alimentos e bebidas, nós estamos ainda mais rápidos e melhor equipados para ajudá-lo a dar os primeiros passos. O sucesso de nossos clientes é a base de tudo o que fazemos. Fale conosco em: [grow@tetrapak.com](mailto:grow@tetrapak.com)



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# >> *Our Gold, Silver and Bronze Members*

## Gold Members



AstraZeneca is a science-led biopharmaceutical company that focuses on the discovery and development of medicines for the treatment of Oncology, Cardiovascular, Renal & Metabolism and Respiratory diseases, with operations in more than 100 countries.



Atlas Copco is a world-leading provider of sustainable productivity solutions. The Group serves customers through its innovative compressors, vacuum solutions, generators, pumps, power tools and assembly systems. Atlas Copco develops products and services focused on productivity, energy efficiency, safety and ergonomics.



Electrolux shapes living for the better by reinventing taste, care and wellbeing experiences, making life more enjoyable and sustainable for millions of people. As a leading global appliance company, we place the consumer at the heart of everything we do.



Mentor Media is a global supplier of integrated solutions in the areas supply chain management, print & packaging and e-commerce. The Group operates in more than 18 countries on four continents.



Saab serves the global market with world-leading products, services and solutions from military defence to civil security. With operations on every continent, Saab continuously develops, adapts and improves new technology to meet customers' changing needs. Of its total annual sales about 25 per cent are re-invested in research and development.



A worldwide reference in sustainable transport solutions, the company has a simple philosophy: every innovation it introduces, every little change it makes, must have a real effect for its customers and at the same time create value for its employees and society. That's how we do it!



This leading bearing and seal maker is focused on helping its customers achieve even more success in their business by delivering a full offer around the rotating shaft, where the bearing is the core component, complementing with technologies such as sealing, lubrication and condition monitoring.



Stora Enso is a leading provider of renewable solutions in packaging, biomaterials (wood pulp and biochemicals), wooden constructions and paper on global markets. Our aim is to replace fossil-based materials by innovating and developing new products and services based on wood and other renewable materials.



The world's number one food processing and packaging solutions company works closely with its customers and suppliers, providing safe, innovative and environmentally sound products that meet the needs of hundreds of millions of people around the world.



One of the world's leading manufacturers of trucks, buses, construction equipment, and marine and industrial engines, the company also provides financing and transport related services. In Brazil, Volvo is the heavy-duty truck market leader and a reference in bus transport systems.



Since 1927, Volvo Cars' Swedish heritage and human-centric focus have shaped who they are—passionate about helping people stay safe and enjoy their journeys. And the urge to make people's lives better has led the company to create many innovations and technological advances, and it will continue to do so.

## Silver Members

**ABB**



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**DNB**

**Elekta**

**English Live**

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Exclusiva Tecnologia Jatos Poderosos:  
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O caça multimissão mais avançado do mundo, o Gripen E, está sendo desenvolvido por meio de uma parceria entre o Brasil e a Suécia.

O resultado é mais do que o aumento da capacidade operacional da Força Aérea Brasileira. A aquisição representa um enorme salto tecnológico para a indústria brasileira, através de um extenso programa de transferência de tecnologia, que vai permitir que aviões supersônicos sejam desenvolvidos, produzidos e mantidos também aqui no Brasil.

Leia mais em [Saab.com/br](http://Saab.com/br)



**SAAB**

# *Increased interest from Sweden to grow business in Brazil*

## **Reflection on first half of 2019**

The inauguration of the new Brazilian President together with his government, in the beginning of the year, unleashed strong emotions both in and outside of the country. The start of 2019 was met with high expectations on the market development; however, it is yet to be decided how Brazil will be affected by the new direction in its political setting.

The high demand on the Swedish Trade and Invest office (Business Sweden) for market information requested by Swedish entities suggests that Swedes are optimistic and with expectations of a positive development of the Brazilian economy.

Due to the economic crisis and corruption scandals over the recent years, many Swedish companies became reluctant to engage with Brazil. This year's development, however, might be an indicator that the country's image is changing and is turning to a market with good growth potential (again).

The recently agreed upon trade agreement between the EU and Mercosur will further be a factor that encourages operations in Brazil. Below is a brief overview of the scope of the agreement and status of it.

## **EU-Mercosur Trade Agreement**

On June 28, a trade agreement was reached between the EU and Mercosur. This is a major breakthrough and game changer, as the negotiations have been ongoing for more than 20 years. It is the largest trade deal the EU ever concluded and is part of a larger association agree-

ment, with the goal to create more opportunities for collaboration, including areas of migration and environmental protection.

This trade agreement is the first between Mercosur and one of its major trading partners. It covers a trade in goods of about EUR 88 billion and services of EUR 34 billion. Furthermore, this deal will lead to a tariff saving for EU companies of over EUR 4 billion and will cover topics such as trade barriers, rules of origin, government procurement, sustainable development etc.

Before the deal is fully concluded by the members, both Mercosur and the EU must perform a legal revision of the trade agreement. After that all member states need to submit their approval. Until that point, the agreement may experience further adjustments and changes. However, it may already be a major opportunity for Swedish actors and for their planning for the upcoming years. We, Business Sweden, stay in the forefront to evaluate the implications of the agreement and support in the development of new and increased Swedish operations in Brazil.

## **Swedish-Brazilian Smart Industry School**

One of the main points brought up during the Business Leaders' Forum in São Paulo, in the beginning of the year, was the demand for an educational collaboration program between Sweden and Brazil. Business Sweden and SENAI, backed up by some of the leading Swedish companies, decided to take action upon the request and in June the educational initiative took off with a first visit to the Swiss-Brazilian school in São Paulo.

The idea of the Smart Industry School is to prepare the manufacturing workforce of Brazil for the Smart Factory, which will revolutionize the industry and make tech skills inevitable for the workers.



Smart Industry School start-up meeting between Business Sweden, SENAI São Paulo and SKF.



Today there is a lack of skilled labor on the Brazilian market, however it is an essential factor for a prosperous future and to support the development and growth of Swedish operations in Brazil.

The development and establishment of a Swedish Smart Industry school in collaboration with SENAI will be one of the top priorities for the Trade Council (Business Sweden) for the coming months, and a new cornerstone to the strategic partnership between Sweden and Brazil.



Swedish participants at LAAD: Systecon, FMV and Swedish Space Corporation.

## ***LAAD – the largest Defense and Security fair in Latin America***

The Swedish Pavilion attracted great attention at the 2019th version of LAAD – the largest defense and security fair in Latin America—195 official delegations from 80 different countries participated, with nearly 40,000 highly qualified visitors.

The fair is held biannually and the exhibitors put great efforts into their booths, demonstrating their products such as arms, combat vehicles and security systems. Sweden held a strong position at the fair, with FMV, Swedish Space Corporation and Systecon in the Swedish pavilion, and with Saab nearby. Saab bringing a real size JAS Gripen aircraft and simulator to the fair ensured a good number of visitors passing by and lining up to test the aircraft.

During the second day of the fair, Business Sweden held a cocktail at the pavilion with nearly

a hundred participants. A success story with many new opportunities created for Swedish companies working within the defense sector.

We are already planning and looking forward to the next edition of the LAAD fair in Rio de Janeiro in 2021, and we are excited to support and further enhance the Swedish presence in the defense industry in Brazil!

## ***Innovation Weeks & SweNest IKEA showroom***

From September 16 to 27 (as this magazine was at the printers), the annual Swedish-Brazilian Innovation Weeks were to be held. We at Business Sweden will this year focus on areas such as smart industry, mining and biogas. We hope to engage and make both Swedes and Brazilians enthusiastic about innovative cooperations!

Finally, do not hesitate to contact us to discuss business growth opportunities. If in Itaim Bibi, we welcome you to drop by to see our newly renovated office, which also serves as the first showroom for IKEA in Brazil. Our 'SweNest' office space, co-working and conference concept, will also facilitate for you to stay to work and/or set up meetings at our office.

We help to grow Swedish business in Brazil!

## ***//Andreas Rentner, Trade Commissioner for Sweden to Brazil, Business Sweden***

SweNest – an IKEA-designed co-working concept at Business Sweden.



# Amendment to the *Brazil-Sweden DDT*

By *Otávio Lucchese\**



**O**n March 19, as already reported in the last edition of *NordicLight* (May-July 2019), an amendment protocol to the avoidance of double taxation treaty between Brazil and Sweden (DTT) was signed. There are undeniable improvements in the new text, both the evolution of bilateral relations and Brazil's increasing interest in seeking means of improving its participation on the international stage are very positive, making Brazil more attractive and safer for foreign investments.

One of the positive aspects of the new terms of the treaty is undoubtedly the reduction of the maximum rate of withholding income tax on remittances for the payment of royalties, interest and dividends. The maximum rates in effect today are 25% and 15% (although such limits are not applied in Brazil

given that the domestic rates are established at 15% for royalties and interest, and the remittance of dividends is – currently – not subject to withholding income tax).

With the advent of the amendment, the maximum rates will be reduced to 15% and 10%, according to the classification listed for each type of payment. The adoption of the most favoured nation (MFN) clause was also a significant development, assuring the same conditions to Swedish companies when or if Brazil executes more favourable agreements with countries outside Latin America.

The efficiency with which the Swedish Embassy conducted and accelerated the signing of the amendment to the DTT with the Brazilian authorities also deserves recognition and praise. Several other countries are negotiating similar agreements with Brazil, with no estimate as to when they will be signed.

The negotiations were positive and favourable but the main step has yet to be taken. The entry into force of the amendments to the DTT still depends on internal approval by Brazilian authorities. It is not even possible to forecast how long it will take to obtain the approval of Congress and the sanction of the President.

According to Ambassador Per-Arne Hjelmhorn, the Swedish diplomatic corps envisages a scenario of final approval within 2/3 years, which is possible. However, it would not be surprising or uncommon if it took much longer. Once more the excellent relationship that the Swedish Embassy managed to build with the Brazilian authorities could make a difference to shorten the process.

In any event, in view of the uncertainty as to the effective date of the amendment to the DTT, one must point out to what extent this delay could benefit Swedish companies. This effectively hap-

pens when one compares the current DTT with specific aspects of the amendment. Unlike several other conventions signed between Brazil and other countries, the Brazil-Sweden DTT does not currently equate technical services to royalties, which does not allow the taxation of revenue in the country of the source of revenue (i.e. Brazil).

In practice, this means that, currently, remittances abroad for the payment of, for instance, technical services shared by the Swedish head office with its Brazilian subsidiary are not subject to withholding tax (WHT), given that they are identified in article 7 of the conventions (*Business Profits*) and taxed only in the country of residence (i.e. Sweden).

As is usual in tax matters in Brazil, despite a solid understanding of the matter, eventually acknowledged by the Federal Tax Authority itself, there were controversies on this point until fairly recently. In 2018, the tax authorities (i.e. "Solução de Consulta COSIT nº 65/2018") confirmed that WHT is not leviable on remittances

for the payment of technical services.

This will be the legal understanding until the new protocol enters into force. Afterwards, due to the new DTT dispositions, which equate technical services with royalties, remittances for the payment of technical services, currently not taxed in Brazil, will be subject to a 10% tax rate in respect of WHT.

It is worth mentioning that every now and then one still finds Swedish companies that are unaware of the Solução de Consulta COSIT nº 65/2018 and therefore continue to pay a WHT of 15% on certain remittances that should not be taxed in Brazil. For these companies, there is still time to take advantage of the benefit before the DTT changes are implemented.

\***Otávio Lucchese** is a lawyer, international consultant at Rolim, Viotti e Leite Campos Advogados, partner at Törngren Magnell's Brazil Desk and representative of Swedcham in Curitiba.

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# 1ª GUITARRA DO MUNDO IMPRESSA EM 3D, INQUEBRÁVEL

Para demonstrar seu amplo conhecimento em tecnologia de materiais e impressão 3D, a Sandvik – Grupo global de engenharia, líder mundial em inovação de materiais - decidiu testar sua tecnologia de ponta mais recente, a manufatura aditiva, criando a primeira guitarra do mundo totalmente metálica, inquebrável.

Convidamos Yngwie Malmsteen, nomeado pela revista TIME como um dos dez maiores guitarristas do mundo, conhecido por suas performances virtuosas e a fúria que libera em suas apresentações, para testar nossa guitarra.

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The seminars were held at the Royal Armory and were opened by Nelson Tabajara, Ambassador of Brazil in Sweden. (Photo by Mateus Wilkerd)



David Sonnek, CEO of Industrifonden, was one of the speakers at the seminars. From left to right: David Sonnek, Nelson Tabajara (Ambassador of Brazil in Sweden) and Elisa Sohlman (Brazilcham). (Photo by Mateus Wilkerd).

## Brazilcham and the Embassy of Brazil in Sweden organize the 1<sup>st</sup> Brazilian Day Business in Stockholm

*By Livia Fetal Jezek*

On June 28–29, the Brazilian Chamber of Commerce in Sweden in cooperation with the Embassy of Brazil and the Brazilian Institute for International Business Development (IBREI) promoted the 1st Brazilian Day Business in Stockholm.

The initiative, which was connected to the Brazilian Day Culture Festival (in its 10th edition), highlighted investment opportunities in strategic sectors of the Brazilian economy, such as mining, infrastructure, agribusiness, technology and innovation, offered an exclusive opportunity to discuss progresses in the business environment in Brazil.

The event was inaugurated by the Ambassador of Brazil Mr. Nelson Antônio Tabajara and was attended by representatives from Linköping Municipality, FIEMG, FIESP, Industrifonden, SABESP, SVEMIN, Brazilian Mining Agency, Council of Innovation of the city of Porto Alegre, SBP Nor-

dic, Vreta Kluster, and AWAX Blockchain Banking Solutions, among others.

“The first issue of Brazilian Day Business was successfully launched as one more front to bring together Brazilian and Swedish entrepreneurs and governmental entities that promote private business. It is our intention that this new front becomes a channel for direct interaction and that it opens concrete opportunities for present and future partnerships in business and cooperation,” said Ambassador Tabajara. The seminars offered debates concerning business, innovation, especially in fields like mining and agribusiness, finance cooperation, strategic partnerships and the companies were offered an opportunity to attend B2B meetings. The participants also had a special moment for business networking both at the social event and business lounge.



The city of Linköping participated with a significant delegation led by Mayor Lars Vikinge. Here Mr. Vikinge meets Brazilian Ambassador Nelson Tabajara and representatives of SABESP, a Brazilian state-owned enterprise and one of the world's largest water and sewage companies.



At the dinner, the speakers of the seminars of infrastructure, mining and agribusiness could share their impressions of the day. (From left to right) Marcio José (Aquapolo Ambiental S/A), Magnus Börjeson (AgroÖst/Vreta Kluster), José Balbino Maia de Figueiredo (FIEMG), Tasso Mendonça (Brazilian Mining Agency - ANM), Pierre Ribeiro de Siqueira (SABESP), and Magnus Anseklev (Indentive).



Teppo Tauriainen, director-general for Trade at the Ministry for Foreign Affairs of Sweden, addresses the audience at the social event.



At the dinner, the speakers of the investment and innovation sectors shared their impressions of the day and spoke about next steps. (From the left) Robert William Velasquez Salvador (FIESP), Jean-Claude Ngaboyisonga (INTL FCStone), Mikael Román, Pablo Waldman (INTL FCStone), Walker Massa (UFO Space), Robertson Emerenciano (IBREI) and Elisa Sohlman (Brazilcham). (Photo by José Balbino Figueiredo).

The social event was held on the evening of the 28th at the Royal Armory situated in the Royal Palace in Stockholm. Besides the Ambassador Tabajara, the dinner was also opened by Lars Vikinge, Mayor of Linköping, and Teppo Tauriainen, director-general for Trade at the Ministry for Foreign Affairs of Sweden. The Business Lounge was held on the 29th at the Brazilian Day Culture Festival, at Kungsträdgården. We would like to thank the Embassy of Brazil, IBREI, INTL FC Stone and all our partners for the support and we look forward to the continuous dialogues until the next edition!

The Brazilian Day Business Lounge was held at Kungsträdgården in June and offered another opportunity for B2B meetings. (From the left): Tiago Souza (INTL FCStone), Lars Nyström (SAAB), Ambassado Nelson Tabajara, Jean-Claude Ngaboyisonga (INTL FCStone), Philippe Schindler (INTL FCStone) and Pablo Waldman (INTL FCStone). (Photo by Ricardo Vanderlei).



## Stockholm Junior Water Prize Brazil: building bridges over water

*By Ana Carolina Deveza*



The authors received a boarding pass, symbolizing the all-included trip to Stockholm, certificates from Brazilcham, as well as a trophy. The prizes were handled by representatives from the sponsoring organizations. (From the left) Renata Moraes, (President of Instituto Iguá), Jorge Werneck (Director of Adasa), Márcia Freitas (teacher), Victor Marotta and Livia Pinaso (authors).

### ***Brazilcham promotes 3rd edition of Stockholm Junior Water Prize Brazil***

On June 4, 2019, the Brazilian Chamber of Commerce in Sweden, in cooperation with the Brazilian Institute of International Business Relations Development (IBREI), organized the final stage and award ceremony of the 3rd edition of the Stockholm Junior Water Prize Brazil (SJWP Brazil). Held at the headquarters of the São Paulo State Environmental Protection Agency (CETESB), the event counted, during its opening ceremony, with the presence of: Patrícia Iglesias, President of CETESB; Peter Johansson, Vice-Consul of Sweden in São Paulo; Maurício Prazak, President of IBREI; and Ana Carolina Deveza, Manager of SJWP Brazil.

The SJWP, which has Crown Princess Victoria of Sweden

as its Patron, gathers imaginative young minds from all over the world, encouraging their continued interest in water and sustainability issues. Organized globally by the Stockholm International Water Institute (SIWI), the competition draws annually more than 10,000 entries from 35 countries.

The 3rd edition of the Brazilian stage received 27 projects from 10 states. The winning project, from ETEC Irmã Agostina in São Paulo, developed methods to remove metallic ions and dyes from water. The authors, Livia Pinaso and Victor Marotta, advised by teacher Márcia Freitas, represent Brazil at the international final of the SJWP, during the World Water Week in Stockholm.

They received a boarding pass, symbolizing the all-included trip to Stockholm, certificates from Brazilcham, as well as a trophy. The prizes were handled by representatives from the sponsoring organizations: Agência Reguladora de Águas, Energia e Saneamento Básico do Distrito Federal (Adasa), Iguá Saneamento, Instituto Iguá and Xylem Brasil, which we wish to thank.

### ***New strategies for youth engagement and development***

The 2019 contest had the goals to strengthen contact with schools and provide continuous guidance to all projects that made it to the final stage. Thus, a partnership was established with the Youth Sanitation Professionals (JPS), a branch of the Brazilian Sanitary and Environmental Engineering Association (ABES). The *SJWP Brazil Ambassadors* visited nine schools in three states, spreading the word on SJWP and the role of youth in active contribution to achieving the SDGs.

Additionally, a mentorship program was started up. In the coming months, professionals and collaborators of Iguá Saneamento will support the finalists in technical improvements of their projects. The action has strong con-





Seven of the nine finalists were women. The role of women and entrepreneurship was stressed as a way to change current water figures. (From the left): Marisa Cesar (CEO Grupo Mulheres do Brasil) and Sônia Hess (former CEO Dudalina and co-founder Grupo Mulheres do Brasil).

nection with the company's goal of changing the future perspectives of young Brazilians. From the human point of view, Sonata Brasil will offer mentorship for development of leadership skills.

The jury for the Brazilian stage of the SJWP mixed an intergenerational approach and experience in the educational and water fields. It was formed by: Vladimir Caramori - ABRHidro and UFAL (President of the Jury); Renata Maranhão – ANA; Álvaro Teixeira - JPS and ABES; Mario Ramacciotti – Xylem; and Péricles Weber - Iguá Saneamento.

### *The program*

The event intended to present water projects and programs currently in implementation in different areas, such as the private sector, research institutions, regulatory bodies and civil society. Additionally, the role of entrepreneurship was stressed as a way to change current water figures. Other presenters in the event were: Beatriz Kiss - FGVCes; Jorge Werneck - Adasa; Guilherme Catharino - Winner of SJWP Brazil 2018; Sônia Hess – Former CEO of Dudalina and Co-founder of Grupo Mulheres do Brasil.

### *Technical visit*

In order to witness the use of water efficient technologies, the Consulate General of Sweden in São Paulo arranged a visit to the Scania Factory in São Bernardo do Campo. The company has been investing in new methods to reduce water consumption. During the visit, the students could observe how the concepts learnt at school may gain scale and solve real problems.

### *The end of a cycle and a new beginning*

The success of the 3rd edition of SJWP Brazil points to the importance of building bridges among institutions. The 2017-2019 cycle, the first in which a Portuguese-speaking country spotted on the map of SIWI, was made possible because of the commitment of several institutions and passionate individuals whom we thank. As for the new cycle, we look forward to the establishment of new and solid alliances for water.

Scania has been investing in new methods to reduce water consumption. The finalists could witness these technologies in action during the field visit. The Vice-Consul of Sweden in São Paulo, Peter Johansson, SJWP 2019 finalists, teachers and the organizing committee visited the Scania factory in São Bernardo do Campo.



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# 20 years of Höganäs in Brazil

The Swedish multinational company has been in Brazil since 1999 with a modern industrial site located in Mogi das Cruzes, where its administrative headquarters also operates to serve all of the South American markets. With production and distribution of about 60 thousand tons of metal powders per year, both for Brazil as well as abroad, Höganäs contributes to the economic activity of the Alto Tietê region.

Almost all of our co-workers are local citizens, who have opportunities for qualification and professional development. At Höganäs, we seek to maintain a creative environment where individuals and teams thrive, collaborate and have fun; a place where everyone can make a difference.

A multinacional sueca está no Brasil desde 1999 com um moderno parque industrial localizado em Mogi das Cruzes, onde sua sede administrativa também opera para atender a todos os mercados da América do Sul. Com produção e distribuição de cerca de 60 mil toneladas de pós metálicos por ano, tanto para o Brasil quanto para o exterior, a Höganäs contribui para a atividade econômica da região do Alto Tietê.

Quase todos os nossos colaboradores são cidadãos locais, que têm oportunidades de qualificação e desenvolvimento profissional. Na Höganäs, procuramos manter um ambiente criativo onde os indivíduos e as equipes prosperam, colaboram e se divertem; um lugar onde todos podem fazer a diferença.

# *Saab: investments in innovation to anticipate the needs of tomorrow*



it is possible to predict new production technologies that will provide interesting opportunities. The Gripen fighter, for example, is highly advanced in terms of data collection and merging, as well as in support to the pilot's decision-making.

During the 8th Brazilian Industry Innovation Summit, held on June 10 and 11 in São Paulo, Lisa explained that inside the fighter the different platforms share information among each other, promoting greater situational awareness. Saab anticipates the future, enabling ground, naval and air systems to collect information and share it with each other.

"We are talking about a 'system of systems' in which the Gripen could be flying with other aircraft, including unmanned platforms. We accept the challenge of always presenting new trends, considering a context in which we need to be more competitive with the production costs and more agile in the time between the development and availability of new solutions for the market."

These technologies are already embedded in the new generation of Gripen E fighters. Three Swedish aircraft have already begun the flight test processes and the first Brazilian aircraft is in the final assembly stage to perform its first flight in the second semester of 2019. This process is part of the development and validation of the innovations brought by this new generation. It is during the first flights that the pilot is able to check the aircraft's systems, interfaces, gear and engine.

To stay on the cutting-edge of technology, Saab also develops the best technology available through the triple helix model, in which the government, industry and academy work together to develop technologies. With this cooperation, Saab closely monitors the trends that may influence the development of its solutions for the civil, naval, ground and air markets, delivering to its clients the most appropriate and technological solutions the world has ever seen. ■

**S**aab has been active in the defense and security market for more than 80 years and since the beginning it seeks to develop innovative solutions to keep people and society safe.

The speed of upgrades in systems and technologies makes Saab seek ways to stay ahead of current and future challenges. To maintain its solutions at the state of the art, Saab invests around 25% of its revenue in Innovation, Research & Development.

"Investing and promoting innovation is part of our culture. It is something many Swedish companies have in common. It is also for this reason that we have thousands of engineers and experts anticipating the future to keep society safer," says Lisa Åbom, Vice President and Chief Technology Officer at Saab Aeronautics.

Due to the accelerated technological development, combined with the threats that are also constantly evolving, it is vital that the solutions are constantly adaptable to the scenarios. "Our main market demands are the long-term vision, cutting-edge technology and flexibility. And we can say that we have this proficiency at Saab", says Lisa Åbom.

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# Sweden *in* São Paulo

*By Peter Johansson  
Honorary Vice-Consul*



The Consul of Cyprus Cesar Aguiar visits the new premises of the Swedish Consulate with Consul General Renato Pacheco Neto and Vice Consul Peter Johansson.

## **Consulate General moves to new premises**

The last few months have been intense with activities within the Swedish Consulate's jurisdiction, as I hope should be clear from this edition's article. In early July, the Consulate also made a physical move of its office to a new and more adequate office – although continuing within the same building on Alameda Franca, 1050.

We hope you will like our new structure, which offers more space and modern installations in order to better serve our community and receive Brazilian and Swedish dignitaries. Why not pay us a visit when you are in the area next time? ■

## **Controversial labor law basis for debate during event**

Attentive readers will remember that Judge Fernando da Silva Borges, president of the Regional Labor Court in Campinas during 2016-2018, visited Sweden last year for meetings with the Swedish Labor Court and participation

in the Global Child Forum, among others.

On May 16, the Consulate had the pleasure to receive Borges for a presentation of his impressions from the trip as well as a very stimulating debate with Scandinavian companies about the new Brazilian labor law. Some of the interesting remarks made by Judge Borges concerned the number of labor unions in Sweden compared to Brazil. "In Brazil we have about 17,000 unions... and 350,000 processes at the Regional Labor Court of Campinas. In Sweden they have about 300 processes annually. The maturity and importance of the negotiations [outside the court] are noteworthy," Borges observed.

The event counted on the participation of about 60 people. ■



During the opening ceremony of the Book Fair in Ribeirão Preto.

## **Sweden was focus country during 19<sup>th</sup> Book Fair in Ribeirão Preto**

Considered one of the most important book fairs in Brazil, the 19th edition of the Ribeirão Preto book fair was organized June 9-16 and this year Sweden had the honor to be the focus country.

Sweden was seen in various forms throughout the fair, among others an artificial "forest" with short versions of

the biographies of famous Swedish authors was one of the main attractions in the main square in front of the well-known theatre Dom Pedro II. Other attractions consisted of a presentation of an opera by 1909 Swedish Nobel Prize of Literature laureate Selma Lagerlöf and an exhibition of Swedish literature for children.



Consul General Renato Pacheco Neto and his wife Julia von Maltzan Pacheco during the ceremony at the Royal Palace in Stockholm.

## ***Consul General Renato Pacheco Neto receives royal decoration***

Honorary Consul General since 2012, Renato Pacheco Neto was awarded the Order of the Polar Star during a ceremony at the Royal Palace in Stockholm on May 27. HM King Carl XVI Gustav accompanied by HR Queen Silvia, together with all of Sweden's honorary consuls in Brazil and Ambassador Per-Arne Hjelmhorn, were present during the event. Pacheco Neto was accompanied by his wife Julia von Maltzan Pacheco. ■

## ***Vice Consul Johansson pays long-awaited visit in Southern Brazil***

During the Easter holiday, Vice Consul Peter Johansson visited the western parts of the State of Rio Grande do Sul,



Vice-Consul Peter Johansson was well received by the Mayor of Guarani das Missões.

including the cities of Ijuí, Porto Lucena and Guarani das Missões. The visit was part of the efforts made to increase the knowledge about the Swedish migration to Brazil during the late 19th and early 20th century.

The aim is to support the production of material documenting the fairly considerable migration as a way of celebrating the 200th anniversary of diplomatic relations between the two countries, which will occur in 2026.

Despite the Easter holiday, Johansson was received by the Mayors of Porto Lucena, Jair Miguel Wagner, and Guarani das Missões, Jerônimo Jaskulski, as well as the Finance Secretary and Swedish descendant, Vilmar Person. Guarani das Missões is known as the Polish Capital of the South, but actually hosted around 200 Swedish families of different sizes in the late 19th century. Porto Lucena even has an all-Swedish cemetery, located on the banks of the Rio Uruguay, something not even São Paulo has.

In Ijuí, Johansson visited the Swedish Cultural Center, which consists of a beautifully decorated building inside the Ijuí Exposition Center and has a Viking ship hanging from the ceiling, besides numerous activities such as a Swedish dance group.

"It is absolutely amazing how much the Swedish descendants in this region have been able to maintain when it comes to traditions and proudness over their family's origin. The Consulate in São Paulo certainly will seek to develop the contacts with this region as a way of supporting their efforts and promoting Sweden as well as Swedish history in Brazil," Johansson remarks enthusiastically.

By coincidence, two Swedish journalists, Fredrik Mellgren



Swedish Cultural Center in Ijuí-RS

and Eva Jacobsson, from the newspaper Svenska Dagbladet, also visited the region during the same period. Mellgren and Jacobsson have previously written articles about the Swedish migration to South America and are now planning to write a book about the same topic. ■

## ***Evolving Scandinavian-Brazilian tradition at the Scandinavian Church***

The construction of the Scandinavian Church in São Paulo started during the 60s, with important support from the Scandinavian Fair, but the Church was officially inaugurated only in the early 70s. Since then, the beautifully green and luscious compound in the southern part of São Paulo has been an important meeting point for Scandinavians.

Currently, however, the Church unfortunately has no resident pastor but counts on frequent visits from the Swedish Church Abroad as well as Danish, Norwegian and Finnish pastors. During the last couple of years, the Church has been focusing on adding new activities to its traditional ones in order to attract the modern members of the Scandinavian community as well as others interested in the culture.

As part of these efforts, the Church recently inaugurated

a completely new library with literature from the Scandinavian countries in their native languages, but also in Portuguese. The “Adam von Bülow Library” was inaugurated on June 1 and is now open for business, lending out books to the interested community. With time the Church also plans to publish its catalogue of books online through its new website [www.scandinavianchurch.org.br](http://www.scandinavianchurch.org.br).

Another newly established tradition at the Church is the joint celebration of Midsummer, Sankt Hans and Festa Junina, which started last year. On June 23, a massive crowd took part in the festivities mixing the Nordic traditions welcoming the Sun during the brightest night of the year (Midsummer in Sweden as well as parts of Finland and Sankt Hans in Denmark and Norway). Of course in Brazil it’s the other way around – some of the darkest and coldest nights are welcomed during the Festa Junina. ■

## ***Höganäs supports new Polo Digital in Mogi das Cruzes***

A digital startup hub is slowly evolving in the city of Mogi das Cruzes, greater São Paulo area, and Swedish company Höganäs has been taking a lead in supporting the creation of the Polo Digital center, which was inaugurated with the presence of Mayor Marcos Melo, Höganäs Latin American CEO Adriano Machado and Vice Consul Peter Johansson. ■

Mayor Marcos Melo of Mogi das Cruzes greets Vice-Consul Johansson.





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Swedish dance group "Svenska Danser" from the Swedish cultural center in Ijuí-RS.

# Swedish National Day in SP

Photos by Lucca Messer

By Peter Johansson

The celebration of the Swedish National Day is by far the biggest yearly event within the Swedish community in São Paulo. It reunites members not only from the community, but also fellow consulates, Brazilian and Swedish authorities as well as the interested public. This year's celebration, which occurred on June 2, was no different in these aspects, but was nonetheless special in many ways.

Ambassador Per-Arne Hjelm born has now completed his five-year mission in Brazil and is returning to Sweden assuming the position as Counsellor of Foreign Trade at the Ministry of Foreign Affairs in Stockholm.

Due to this, his participation and speech during the celebration, in a way the event became his farewell show to Brazil.

According to tradition, the celebration started in the beautiful Church, where Pastor Åsa Ström Broman held a service in Swedish with translation into Portuguese, so that all family members could follow the message. Well-known psalms were sung by the crowd, which was so big that a fair amount of the visitors had to stand throughout the service.

For the first time in history, we also had the opportunity to listen to the Nordic Choir, a new entity within the Scandinavian Church, but also see a couple of dances of the Swedish dance group "Svenska Danser" from the Swedish Cultural Center in Ijuí-RS.

Unfortunately, the rain impeded the hoisting of the flags together with the children on the way from the Chapel to the rest of the festivities in Skandinavium, but that didn't dampen the good spirits in any way. All were welcomed by speeches by Consul General Renato Pacheco Neto and Vice-Consul Peter



Consul General Renato Pacheco Neto and Vice-Consul Peter Johansson together with Rodrigo Massi, chief of staff of the international secretariat of the city of São Paulo.



(From the left) Danish Consul General Nikolaj Fredsted, Swedish Ambassador Per-Arne Hjelmhorn, Consul General Renato Pacheco Neto, Honorary Consul General of Finland Jan Jarne and Danielle van Tongeran (assistant to Renato).



Vice-Consul Johansson together with Swede of the Year 2019 Vilmar Person and his sister Semilda Person.

Johansson, which were followed by the Ambassador's and Rodrigo Massi's speeches.

Rodrigo Massi represented the City Hall of São Paulo and is chief-of-staff for the city's international secretariat. Both underlined the very eventful year having the biggest Nordic company conference ever held in the city, organized by the bank SEB, as well as a series of other positive activities.

The fifth "Swede of the Year" award was presented by the Vice-Consul and this year the Swedish "Paulistanos" definitely had a hard time guessing who was the elected one. Since the Consulate's jurisdiction also covers other states, the awarded person in 2019 comes from Rio Grande do Sul and the city of Guarani das Missões: Vilmar Person.

Vilmar actually isn't per se a Swedish national but is of Swedish descent – his family came from Norrköping – but, he has made more to promote Sweden in Brazil than many Swedes living in this country. He is rewarded especially due to his tire-

less work of recovering the history of the Swedish migrants in Brazil in the late 19th and early 20th century. His help has led to the production of various books on the topic and a new one is actually in the pipeline by two Swedish journalists, so it is fair to say that Vilmar's work continues until this day.

Swedish food also this year came from the Svanen restaurant, but when it came to the beverages there was a pleasant surprise in the newly reopened micro-brewery "Cervejaria Ulson", also of Swedish descent, serving their tasty beers, apparently very appreciated by all guests.

Swedish and international music was again provided by Marcelo Jönsson, whose timbre and perfect mix of oldies with more modern music animated the already happy crowd.

The Consulate General would like to thank all who came and made the National Day 2019 unforgettable and of course all our company sponsors and collaborators, who made the event possible! ■





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## “Rio de Janeiro was my number 1 choice”

By Runa Hestmann

**A**s of June 11, 2019, Norway has a new Consul General in Rio de Janeiro. Meet Marianne Fosland, anthropologist and career diplomat with postings in Washington and Helsinki on her curriculum.

“I am very happy to be here! The Rio station was on top of my list,” says M. Fosland.

Marianne holds a Cand. Polit. in Social Anthropology from the University of Oslo, and comes from a position as Director for the data and analytics section in the Norwegian Ministry of Foreign Affairs. She was also the Director of the Section for Information Management in the Ministry, and served as Deputy Head of Mission at the Embassy in Helsinki from 2009-2013 and First Secretary in the Embassy in Washington DC from 2006-2009.

### Road trip

Marianne and her Danish husband Lars arrived in Rio de Janeiro in the beginning of June, and the warm Brazilian winter immediately amazed her. But when **Nordic Light** sat down for a chat with Ms. Fosland in mid-July, it was actually the low temperatures that had taken her by surprise, she admits.

Maintaining a solid relationship with the Norwegian companies in Brazil is a priority for the new Consul General, and she has already started a “road trip”, visiting the huge number of companies and institutions present in Brazil.

“Promoting Norwegian commercial interests abroad is one of the foreign service’s main tasks. In order to do so, it is vital that the official Norway join forces with relevant companies and business sectors. Brazil is a very important market for Norway, and my main objective is to be as well informed as possible on all the activities going on, on opportunities and challenges, and to discuss how we can be of mutual benefit in our different roles,” she says.



“I have been in Brazil several times as a tourist. Now I look forward to spending the next four years here,” says Marianne Fosland.

### Synergies

The new Consul General is convinced that both Norway and Brazil have a lot to benefit from an even closer relationship in the coming years.

“Brazil is going through political and economic changes that are very interesting to follow. I would like to continue the good work that my predecessors and brilliant co-workers at the Consulate have been doing, working in close relationship with Team Norway and Norwegian companies on issues that are important to Norway.”

Marianne Fosland lists several examples, such as developing and exchanging technical expertise in the oil, gas and energy sectors.

“Brazil and Norway have a lot of synergies when it comes to offshore technologies and a strong record of cooperation that dates back to the beginning of offshore exploration in Brazil. Both countries have a lot to contribute with each other when it comes to subsea and deepwater technologies, mature fields, resource and data management, digitalization, renewable energy and, of course, safety and the environment. A safety culture and greener operations is in Norway’s DNA and there is a lot of room for both countries to exchange best practices,” she says.

Partnerships within R&D and the exchange of students between the two countries are other areas of collaboration. ■



The Offshore Technical Guidance No. 22 is based on DNV GL's interpretation of the local Brazilian requirements and is available for download at the DNV GL website.

## *DNV GL expands portfolio for offshore operations in Brazil*

Since 2017, auctions prompted by the government of Brazil have drawn the attention of many international operators and have resulted in a boom of opportunity in the oil and gas market. Seeing an increased interest in this market from FPSO operators, and the challenges they faced while seeking compliance with the local Brazilian regulations, DNV GL has published the Offshore Technical Guidance (OTG) No. 22, with guidelines for compliance with Brazilian shelf state regulations.

The objective of this guidance paper is to clarify the main aspects related to regulatory requirements in Brazil, and the key requirements relevant for FPSOs and other types of offshore production units.

The document outlines the main requirements of the Brazilian regulators and how many of these can be met through the application of class systematics. Furthermore, the document stipulates requirements related to notations for Oil Production Unit (BRA), Oil Production Installation (BRA), Oil Storage Unit (BRA), Oil Storage Installation (BRA), and PROD (BRA) for hydrocarbon processing facilities onboard assets intended to operate within the Brazilian continental shelf.

Technical requirements applicable to specific topics like machinery, electrical installations, accommodation, helidecks and others, are also linked to relevant national regulations within OTG-22 to support designers and production unit owners.

"The regulatory framework of this market can be complex and difficult to navigate. OTG-22 offers a view that will help operators to approach compliance in a more structured and efficient way," said Marcelo Mazzaroppi, Regional Offshore Manager for South America at DNV GL Maritime.

### **DP Training Center Certification now available from DNV GL**

DNV GL recently achieved a new milestone in the portfolio of services in Brazil, that will reinforce its strong position not only as a leading classification society, but also as a competent body enabling the training and certification of crew.

The Brazilian Maritime Authority has updated its rules and regulations (*Normas da Autoridade Marítima/NORMAM-13DPC*) and now recognizes DNV GL as an accreditation body for the certification of training and test centers in Brazil for Dynamic Position Operators (DPOs) certification.

The list of competence certification available from DNV GL SeaSkill™ includes the Standards for Learning Programs, Competence of DPOs, Competence of Maritime Teaching Professionals, Competence of Maritime Simulator Instructors, Maritime Training Providers and Test Center for Certification of Personnel.

According to DNV GL Maritime Technical Support Manager, Eduardo Pillar, "Training centers certified by DNV GL will be able to provide local competence for DP operators using simulators that reflect the expected conditions in Brazilian waters. This will be beneficial for training purposes, increasing the expertise of DPOs that operate offshore supply vessels, shuttle tankers, MOUs, and other assets, and thus reduce the risks in such sensitive operations." ■

# Corporate Crisis Management

By *Ciro Dias Reis, President of Imagem Corporativa*

*In the age of digital transformation, crisis management has become even more challenging.*

**N**owadays, communication is faster and escalates immediately. Every organization may be affected by negative situations, but the way the organization reacts makes a lot of difference and can help (or not) to protect both credibility and business.

Studies around the world show that more than 2/3 of all the crises faced by companies and organizations in general could have been avoided. If not avoidable, the crises could have been limited in terms of damages - if the company had a crisis prevention program in place.

## Avoidable

According to the Institute for Crisis Management (ICM), in the USA, during 2018 the traditional and online press reported 792,336 crisis situations of different degrees. Among those, 67 percent could have been avoided due to existing signs of potential risks they carried which were neglected by the management of the organizations involved. Only 33 percent of the crises were sudden and unforeseen enough to make it difficult to mobilize the organizations involved in advance.

Once again in 2018, the most common source of crises, according to the ICM, was management and administration problems like questionable or inappropriate practices. Examples are misconduct; neglect, unethical posture and collusion; 22 percent of all mapped corporate crises in the world were caused by management and administration problems.

## Communication is key

Consumer dissatisfaction and complaints; product recalls; environmental problems; corruption and fraud cases; legal disputes.

No matter the cause of a crisis, the fact is that communication plays an important role when it comes to facing negative situations.

That's why it is important to prepare the best spokespersons, to create key messages and previously approve them and to prepare and produce consistent narratives to explain what happened and what will happen next.

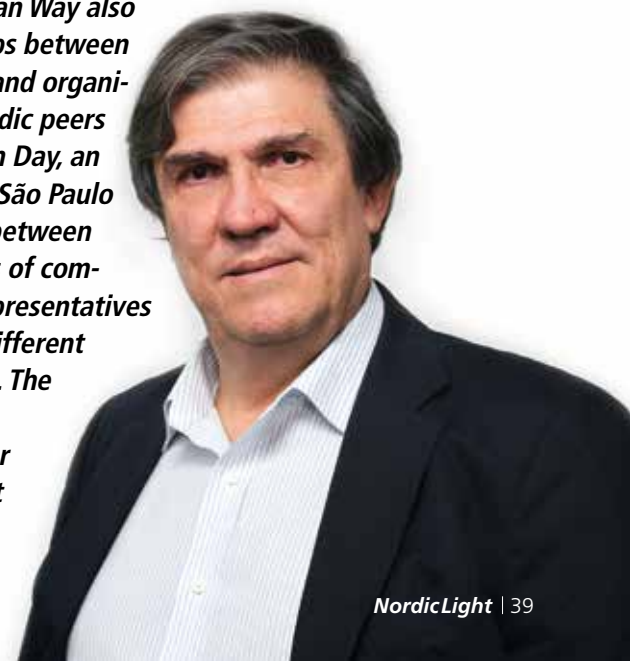
After all, the maintenance of credibility, image and competitiveness may depend on the attitude of those affected by a crisis. The better the preparation and agility shown to all the stakeholders involved, the better the reputation protection and the recovery of trust in the market.

## NOTE:

### *Scandinavian Way gains ground*

***Launched in December 2018, Scandinavian Way has been gaining ground in informing Brazilian audiences about the Nordic countries. Technology, sustainability, innovation, society and public management are some of the web portal's coverage themes.***

***Produced by Imagem Corporativa, a Brazilian Communication and PR consulting company, Scandinavian Way also promotes partnerships between Brazilian companies and organizations and their Nordic peers through Scandinavian Day, an annual event held in São Paulo that brings debates between companies, chambers of commerce, diplomatic representatives and researchers on different Nordic-related topics. The second edition of the event is confirmed for November 6, 2019, at Renaissance Hotel.***



# Teekay FPSO “Cidade de Itajaí” tops Petrobras ranking



In June, FPSO Cidade de Itajaí was ranked as the Top 1 unit in Petrobras’ Perfect Days program. The ranking takes into consideration days in operation with the absence of production shutdown, recordable accidents, hydrocarbons leakage to the sea, high potential incidents, loss of primary contention, critical deviation, fire or start of fire and lack of leadership daily inspection of critical activity.

“The commitment and dedication of FPSO Cidade de Itajaí crew to ensure safety every day is one of our strengths in delivering high standard operational results. Safety is everyone’s business and we will continue improving to keep this high standard,” says Operation Manager Nathalia Teixeira.

The FPSO is located in the Bauná field in the Santos Basin in Brazil producing for Petrobras, since 2013. ■

## New Members | NBCC wishes to welcome the following new members:

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**MDE**—Since 2006 MDE Group has been involved in the provision and management of specialist engineering, technical and support personnel to major clients around the world. MDE Group specializes in the flexible contracting of both expatriate and national personnel, and can provide fully integrated technical service teams or the provision of project service support whenever required to supplement project teams. In addition to international recruitment, MDE also provide global mobility and in-country support to all major oil & gas fabrication destinations.

### CORPORATE

**Nicomex Group**, founded in 1926, is a well-known company in Brazil providing high-level freight forwarding and customs clearance services to the oil & gas market. Known for its integrity

and business ethics, the Nicomex Group provides door to door import and export operations, freight forwarding, customs clearance and logistics consultancy.

**NORMOD AS**—The company was established in 1986 and is a developer of the future drilling rig concept based on newest technology and digitalization solutions. NORMOD specializes in contract negotiations for charters & project management for drilling rig newbuilds and fixed installations, and also delivers turnkey living quarters/accommodation and service modules to oil companies, rig and ship owners.

**Cabo Frio Airport**—More than an international airport, Cabo Frio Airport is a multimodal logistics complex, with a strategic location, near the main freight routes of the country, with vast area and expertise to serve all types of operations. Cabo Frio Airport is also the closest logistics complex for the oil and gas industry, integrating air, road and marine/port modalities.





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# Two major improvements in the industrial property area in Brazil

By Magnus Aspeby

**T**he sorely tried Brazilian people are really not spoiled with good news. Foreign investors are well aware of the hurdles of Brazilian bureaucracy. So all the more welcome then are some good news for a change! These two improvements relate to the area of industrial property, i.e., such matters as patents and trademarks:

## Patents

The National Institute for Industrial Property (INPI) in Rio de Janeiro is the so-called "Brazilian Patent Office" which primarily handles patent, trademark and design applications. It receives about 30,000 patent applications per year, and about 80 percent of these come from abroad. Moreover, the INPI receives about 180,000 trademark applications per year, and here the origin is the contrary: The vast majority is filed by Brazilian entities. The main task of the INPI is to substantively examine these applications, to see if they fulfill the criteria of patentability or registrability.

Over the years, the INPI has simply not been able to keep track of all incoming applications, in particular for patent applications. The result has become a huge accumulation of pending applications (the so-called

backlog), waiting for their turn to be examined. The applicants have had to wait for about 10-14 years, depending on the technical field, for the first office action by the INPI. About 230.000 applications were collecting dust. The situation was getting so out of control that several foreign companies simply stopped filing patent applications in Brazil, simply because "you file and nothing happens".

Well, there are now some refreshing signs that the situa-

tion is finally improving.

Since about two years, the INPI has been sending out to all applicants a standard office action, asking the applicant to present the examination results from other countries which have examined the same invention, and to restrict the requested scope of patent protection (the patent claims) in accordance with the closest known technology.

Most applicants obey this request and then the INPI usually grants a patent without raising any objections. Thanks to this new routine, you can already notice that the backlog is diminishing. Nowadays, you often get a grant after some 8-9 years, which means a great improvement! Up to now, this procedure has been more on a probationary basis, but it has worked out so well that at the beginning of July this year, it was officially sanctioned by the Federal Government.

## Trademarks

Presently for Brazilians, it is slow and costly to file trademark applications around the world, because with few exceptions, they have to file a separate application for each country in which they want to register their trademark. And for foreigners wanting to file in Brazil, those have to file one or even several separate Brazilian applications. This is now going to change, because Brazil has just ratified the so-called *Madrid Protocol*, resulting in a *win-win* situation: From October 2019, it will become easier and less costly for foreigners living in a member country of the *Madrid Protocol* to file trademark applications in Brazil, and it will be easier for Brazilians to file trademark applications in these M.P. countries. By one sole application you can presently cover more than 100 countries, among which are all the major ones, such as the US, most European countries, Russia, China, India, Japan, etc. ■



Magnus Aspeby is a Swedish Patent Attorney and Partner at Montaury Pimenta Machado & Vieira de Mello Montaury Pimenta Machado & Vieira de Mello, Rio de Janeiro, Brazil.

# Brazil on the move to ratify the Maritime Labour Convention

By *Rodrigo Marquett Carvalho da Cruz*  
and *Luiz Calixto Sandes*



Rodrigo Marquett Carvalho da Cruz and Luiz Calixto Sandes are respectively associate lawyer and partner at Kincaid / Mendes Vianna Advogados.

In Brazil, the ordinary labour legislation is the cornerstone for all labour relations. However, for some types of employment contracts, common rules may be insufficient to fully regulate the labour relationship, thus requiring specific rules, collective bargaining agreements and other provisions to be applied. Maritime work is a classic example, given its peculiarities.

The International Labour Organization (ILO) was founded in 1919 and has been particularly concerned with maritime work since its creation. The analysis of Convention 7, enacted in 1920, concerning minimum age for employment at sea provides a relevant illustration.

Over the years, 40 ILO Conventions directly related to maritime labour have been enacted, thus demonstrating a global concern for this category of work.

In 2006, ILO drafted a convention aiming to consolidate the standards contained in previous maritime labour conventions and other rules. This instrument is known as the 2006 Maritime Labour Convention (MLC).

This international convention entered into force on August 20, 2013 and has already been ratified by 93 countries, including Norway and Sweden. Although Brazil signed the Convention in 2006, it has not formally ratified it yet.

Nonetheless, it seems that the Brazilian legislative process is moving forward towards the ratification of the MLC, considering that in 2017

the Executive Branch sent messages to the National Congress with the intention of proceeding with the ratification.

In November 2018, the Committee on Foreign Affairs and National Defense of the Congress' House of Representatives approved the messages favorable to the Convention and converted them into a Legislative Bill (no. 1.101/2018). The Bill was given a regime of urgency and sent to the Committee on Labour, Administration and Public Service, and the Committee of Constitution and Justice and Citizenship of the House of Representatives.

More recently, in July 2019, the Project Rapporteur in the Committee of Constitution and Justice and Citizenship issued a favorable opinion. This means that the ratification process is moving forward.

After an approval by the National Congress, the Bill will be forwarded to the President of the Republic for ratification. When these procedures are completed, Brazil will have formally ratified the Convention.

The ratification of the MLC is also in line with the Government's agenda to stimulate maritime transportation, aiming, through a cabotage incentive program called "Br do mar", to improve the number of Brazilian and foreign flag vessels operating in Brazilian waters.

The Convention has already been adopted by several countries and aims to give special protection to maritime workers around the globe, establishing minimum requirements for seafarers' work conditions, accommodation, health, safety conditions and others. Vessels from countries that have not adopted the MLC may be subject to port state inspections when sailing to other countries, for the purpose of certifying that the work conditions on board meet the minimum standards.

The MLC 2006 is considered the fourth pillar among the most important maritime conventions, together with SOLAS, MARPOL and STCW Conventions. ■



Mario Fuzetti

## Mario Fuzetti is new EVP of Norskan Offshore and DOF Subsea Brasil

Since June 1 this year, Mario Fuzetti is the new EVP of DOF Brazil, taking over the leadership of Norskan Offshore, as well as the current responsibilities he holds at DOF Subsea Brasil. Mario joined DOF Subsea Brasil as EVP in 2014. He has over 40 years of global experience in the oil and gas industry and has held several senior management, commercial and project management positions. ■

## DOF Brasil extends contracts with Petrobras

In June, Norskan announced that the company has been granted a one-year extension for the vessels "Skandi Hav" and "Skandi Botafogo" with Petrobras, applicable from June 2019.

Skandi Hav completed a conversion in 2009 and has since then operated as a field support vessel for Petrobras. Skandi Botafogo is an AHTS (UT 722 L) built in 2006, and in operation for Petrobras since 2018. "We are pleased with the contracts which further confirm our strong market position in Brazil," says DOF ASA CEO Mons S. Aase. ■



Skandi Rio

## DOF Brasil wins 3 new contracts for its fleet in the country

Norskan Offshore has been awarded a contract from Total in Brazil for the AHTS "Skandi Rio".

The vessel will perform anchor handling and supply activities supporting Total's growing operations in Brazil. The contract will commence shortly and has a maturity of 13 months firm and 2 x 6 months option.

DOF Subsea Brasil and the vessel "Skandi Seven" has been awarded a contract from Sapura Energy do Brasil in the Northeast of Brazil for final Client CELSE (Centrais Elétricas de Sergipe S.A.). Skandi Seven will be utilized for this project and will perform a riser and umbilical installation for a Floating Storage and Regasification Unit (FSRU) for natural gas supply to Celse's power plant. The project is 20 days firm and 4 x 5 days options that commenced in the last week of May.

The PLSV "Skandi Niterói" has been committed with TechnipFMC for the Peregrino Phase II SURF Project of Equinor in Brazil. It will start operations in the next few months on this project, announced by TechnipFMC on September 28, 2017. The Skandi Niterói, a Brazilian flagged flexible lay and construction vessel, was built in Brazil and is owned by a Joint-Venture formed by DOF (50 percent) and TechnipFMC (50 percent).

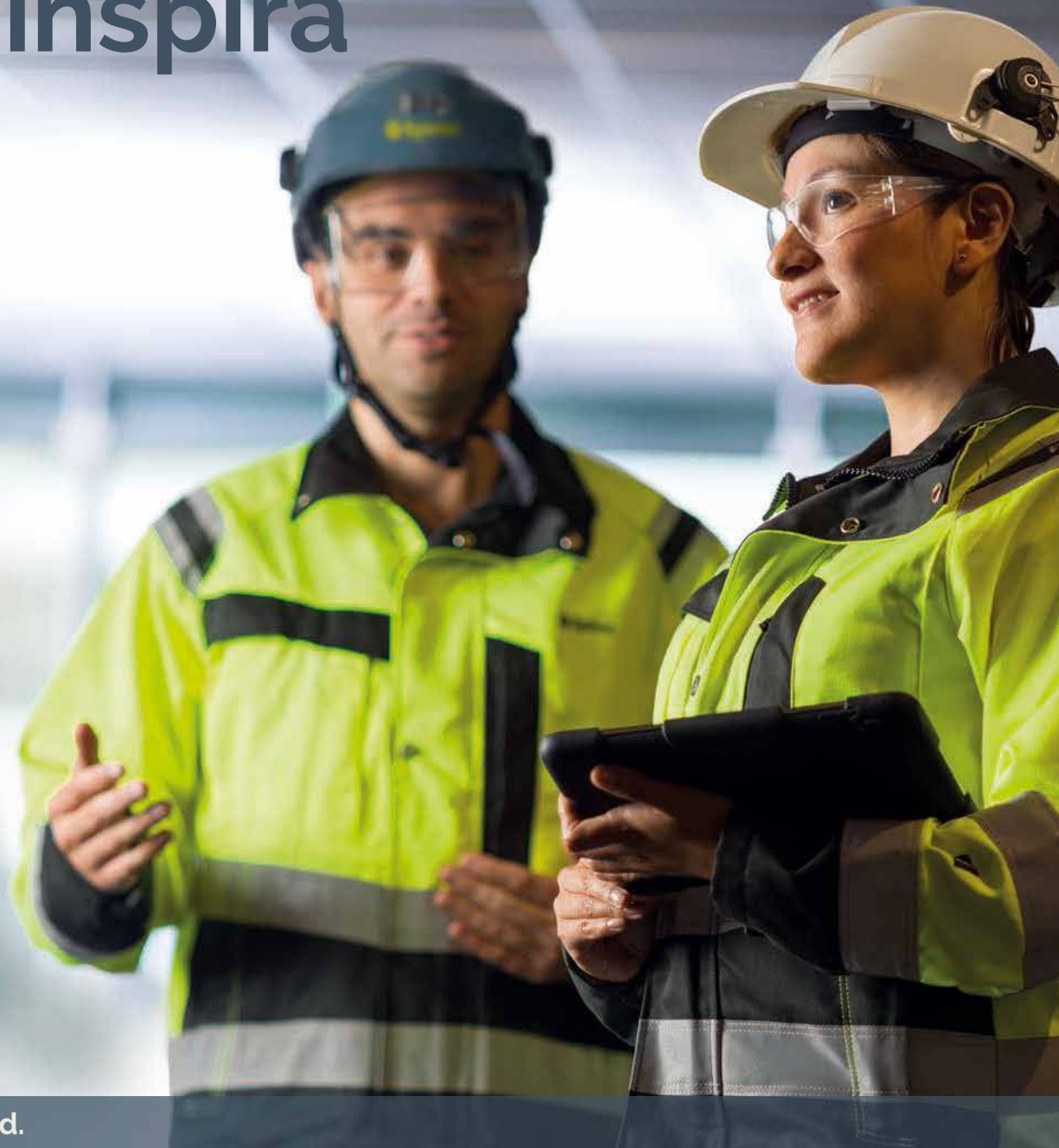
CEO Mons S. Aase states that he is very pleased with this contract awards, which confirms the DOF Group's strong position in the South America region. ■

Source: DOF BRAZIL



Skandi Hav

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# *Reserve Based Lending: New regulation facilitates oil production financing*

*By Rafael Baleroni*



Rafael Baleroni is a Partner at Cescon, Barriau, Flesch & Barreto Advogados.

**B**razilian oil production does not often use project financing structures to fund its activities when compared with other Brazilian capital-intensive sectors or other oil markets (Ex: Onshore USA). Regardless of the causes, this affects capital returns and the ability of small and medium independent oil companies to leverage their equity. Recent regulation will now facilitate new financings.

In May 2019, ANP passed Resolution 785, regulating the assignment of E&P concession contracts, after years of discussions. As Brazilian law does not allow reserves in the ground to be granted as collateral, Brazilian reserve based lending (RBL) transactions rely on liens over the concession interest or the concessionaire shares – which require ANP approval to change hands.

The Resolution confirms that concession rights, including the contractual position itself (undivided contractual interest), may be given as collateral and that security documents do not require prior notice to or consent from ANP. However, security documents must not allow lenders to influence, in any way, the management or operation of the concession nor restrict concessionaire's voting rights in the management or operation of the concession.

ANP's concern is that compliance with concession obligations is not

jeopardized and that the management and operation of the concession remain with the oil company. In short, before foreclosing on the collateral, lenders may only monitor the performance of the concession, to take measures to protect its credit.

The extent of such limitation is uncertain. Typical financing instruments such as negative covenants will require case-by-case analysis to ensure compliance with the regulation.

However, such restrictions are lifted once lenders commence enforcement. From then on, restrictions do not apply if measures are necessary to preserve the assets, guarantee the fulfillment of the concessionaire's obligations or conclude the assignment and transfer of operations.

ANP also granted actual means to transfer the concession interest. If the lender has a power of attorney on its favor, states to ANP that a default occurred and, if applicable, obtains consent from other consortium members, the lender may act on behalf of the debtor towards ANP and effect an out-of-court assignment. If the lender acts, the debtor loses its standing towards ANP. As in other out-of-court foreclosures, lenders have to be careful not to abuse their rights on such procedures.

Security over concessionaire shares is also an option. In this case, the change in control from the foreclosure is subject to ANP approval if the concessionaire benefits from parent guarantee that has to be replaced. Parent guarantees are required if the concessionaire relies on the technical and/or economic capacity of its parent or affiliates and must be replaced if a corporate change breaks the link of corporate control between concessionaire and parent. If there is no parent guarantee, notice to ANP suffices.

Despite the few restrictions, the Resolution has improved the landscape. The reduction of regulatory uncertainties will substantially contribute for RBL structures to finance oil companies in Brazil. ■

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# Reforms and simplification measures indicate resumption of investments in Brazil

By João Henrique Brum,  
Director Domingues e Pinho Contadores

*Measures open the path to a more favorable economic environment for investors, but long-term policies are fundamental to ensure legal certainty.*

**D**ata in the 2019 edition of Doing Business, an annual publication of the World Bank Group, show that Brazil needs to leverage its competitiveness, simplify laws, regulations and processes that hamper its development. Brazil appears in 109th place, among 190 economies, as to the ease level of doing business.

Reforms and other simplification measures are considered fundamental and urgent for the expansion of investments (both public and private) in Brazil and, consequently, for economic growth.

The business community has been following the social security reform process in Congress closely, and the reform is expected to contribute to a return to growth, mainly due to the probable cash float that the government will have.

In the sequence, it is expected that the tax reform will also progress and that its approval will put Brazil in a better competitive position. The central point of the proposal is the creation of a non-cumulative federal tax, the Tax on Goods and Services (IBS)—replacing five current taxes (IPI, contributions to PIS/Pasep and Cofins, ICMS and ISS).

The possibility of a more friendly scenario has increased the perspective of foreign investors to Brazil. Foreign companies, especially in the

oil and gas sector, are interested in a less complex situation as far as taxes are concerned, at a time when a large number of assets are offered for sale in Brazil.

In addition to the structuring reforms, the federal government has been conducting a series of actions aimed at simplifying business activity, including measures to increase competitiveness, to eliminate bureaucracies, to encourage entrepreneurship and to stimulate the return of investments by companies.

It is up to the business community to carefully monitor all this movement, in particular actions such as the Mercosur-EU agreement, the intention of the government to privatize state-owned enterprises, the initiatives to facilitate the acquisition of credit, to reduce energy costs for the industry, among others.

Although the business community is already responding positively to the proposals, the economy has reacted slowly, and the transition phase will be long, especially in the case of the reforms.

Simplification is necessary and it will provide a more favorable business environment, to both domestic and foreign players. The country does however need to adopt long-term policies, essential to ensure legal certainty for investors.

Tax and accounting planning should continue to receive the attention of companies, even signaling that changes would simplify the tax system and facilitate the provision of information in this area. The realization of what is being currently proposed may take a few years.

It is also important to consider that the exchange of information by the Treasury should not take steps backwards. Instead, the use of technology should be improved, as there is an interest in tightening the circle against inconsistent data and even omissions, in order to increase collection.

At this point, it is important that companies find advice on current patterns and on a possible transition to maintain efficient tax management. ■







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## Renowned Swedish coach Pia Sundhage addresses Chamber after her debut with the Brazilian team



(From the left) Swedish Consul General Renato Pacheco Neto, Swedcham Chairman Sergio Quiroga, and Pia Sundhage.

Swedcham was very pleased and honored to have **Pia Sundhage** as its guest speaker on August 30! The event was attended by nearly 50 people. Pia was appointed the new head coach of the Brazilian women's national football team after this summer's World Cup in France. She has signed an initial two-year contract with the Brazilian Football Federation (CBF), which will see her take charge of the South American champions at the Women's Olympic Football Tournament in Tokyo in 2020. The renowned coach reached the last three Olympic Gold Medal matches--winning gold as coach of the USA in 2008

and 2012, as well as reaching the final of the 2011 World Cup before leading her home nation to silver at Rio 2016. At the 2016 Olympics, Sundhage recorded a shock defeat over the USA in the quarter-finals of the competition, as Sweden won the silver medal.

"Ola Brazil! I just want to tell you how excited I am to be coaching the country of football, Brazil, to bring out the best performance in each other together," Pia said in a video posted on the CBF's official social media platforms. "Let's go, Brazil!" Pia visited the Chamber the day after her first game with the team against Argentina at the Pacaembu Stadium in São Paulo.

One of the most successful football coaches in the world, Pia told Chamber members, friends and sports fans about her career and expectations for the Brazilian team and shared her first impressions of living in Brazil.



# A word from Swedcham's new chairman

**NordicLight** recently interviewed its new Chairman, Sergio Quiroga, an independent consultant who made his whole career within Ericsson, where he held various positions until he left the company in July 2018.

"I am a telecom engineer who joined Ericsson immediately after university, spent 28 years there, lived in many countries, learned a lot of cultures, and made friends in all places," he says. "Now I am in a new phase of my life. I give a lot more value to the family quality time with my wife and two daughters. I am also trying to learn a new sport (tennis), enjoying every single moment in business, privately and, for sure, leading Swedcham keeps me close to my 'Swedish roots'."

Sergio's first ambition at Swedcham is "to ensure that all members know exactly what they can expect from us. In order to do that, we have reviewed the strategic plan and adjusted to the current reality. Going forward, I want to make sure that the sustainable culture of Sweden remains at the Chamber. It is actually the most diverse board of directors I have worked with—this is an awesome, multi-company/gender/nationality/age board and this is really cool and productive. I have been involved in the Chamber for a long time and it is really nice to work daily with the team."

Sergio stressed that as a non-profit organization, "Swedcham wants its members to make the best use of its capabilities. We are really active on Facebook and LinkedIn, and I love the response we are having there, we will keep on and digitalize even more. The Chamber is proud to connect people and companies, and now universities."

"The mentorship program Swedcham is starting will be definitely different and it is the first result of such a competent board working together. We will keep increasing the number of members but we need tools for that, then we go to the digital transformation of Swedcham. We will be faster, smarter and more effective because we will keep attracting more members, keeping the current members even more pleased with what they see," Sergio said enthusiastically.

"My passion for Sweden makes me feel proud of sharing the Swedish experience with all members and even with the Brazilian society that is in contact with us via social media. Needless to say, we will measure some indicators (new members, satisfaction, events, and others). My ultimate expectation is that we attract Brazilian companies and take them to Sweden."



## Board Members 2019

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**Sérgio Quiroga da Cunha** – Independent Consultant

### VICE CHAIRMAN:

**Anders Norinder** – Head of Business Development - Bexs Banco

### TREASURER:

**Stefan Lundkvist** – Managing Director, BM Optimus Consultoria Ltda

### LEGAL DIRECTOR:

**Juliana G. Meyer Gottardi** - Founding partner of Pacheco Neto Sanden Teisseire Law Firm

### ETHICS DIRECTOR:

**Daniela Fukino** – Leadership & Development Consultant



Juliana B. Meyer Gottardi and Andrezza Rodrigues were elected at the Annual General Assembly held in April.

### DIRECTORS:

**Kenneth Cehlin** – CFO, Scania Latin America

**Nils Grafström** – Consultant

**Malin Håkansson Teles** – Office and Communications Manager, Eggs Design

**Ana Lundberg** – HR Director, ABB

**Andrezza Rodrigues** – Communication Manager, Tetra Pak

**Alessandra Sellmer** – Corporate Communications Manager, Atlas Copco

**Marianna Silva** – Country Manager for Brazil, Saab

**Hans Sjögren** – Head of Planning & Analysis, Ericsson

**Olle Widén** – Managing Director, FinanZero

## New Members *Swedcham would like to welcome the following new members:*

### CORPORATE:

**Arkley Holding AB** – represents Vironova - a Swedish Biotech company that supplies unique solutions for quality control of pharmaceuticals. Customers use Vironova's services and instruments to cost effectively ensure safety and reliability in pharmaceutical development and production. The instruments are also used for medical diagnosis. Since the founding of the company in 2005, Vironova has developed drug candidates and supplied nano-characterization services with aid of the proprietary technology.

**Assa Abloy Brasil** – the ASSA ABLOY Group is the global leader in access solutions. Its offering covers products and services related to openings, such as locks, doors, accessories and padlocks.

**Banco Topázio** – is part of the Correa da Silva group, formed by large national companies operating in the financial market since 2005. Acting on a business model without physical branches, the firm is genuinely a digital bank providing financial services to merchants and consumers and The Bank as a Service, its open banking initiative that works directly with Fintechs and other partners, providing banking services in a business co-ordination model, helping to transform the financial sector in an innovative and agile environment.

**Bozzil do Brasil Comércio Importação e Exportação Ltda** – The company operates in the import and export and retail trade of beauty products and accessories, eyeglasses and costume jewelry.

**CoApps** – is a SecTech, a startup technology company for the security segment with indispensable solutions for communication in moments of crisis—reducing the distance between someone seeing an accident and doing something about it.

CoSafe is a unique opportunity to create a Security Culture that involves the entire organization, helping in times of crisis, with less losses and a quick business continuity.

**Dobroy & Partners International** – Human Capital focused consulting firm, founded in 1989 by two former senior SpencerStuart professionals. Its services span Executive Search, Leadership Assessment, Succession Planning, Board Development (design of effective Advisory Boards), Director Selection (oxygenation of existing boards), Culture Shaping and Change Management.

**Finatel** – The National Institute of Telecommunications Foundation is a private, non-profit law institution that maintains Inatel—which is a center of excellence in teaching and research in the area of Engineering, and has been increasingly consolidated in Brazil and abroad. In addition to a college, Inatel also operates as an extension of the areas of Research, Development & Innovation, of companies and transfers all academia knowledge through a service center—Inatel Competence Center – ICC.

**FindOut Startups** – is a company that supplies a digital platform for connections between companies, startups and services involved in business consulting of process and innovation.

**Fragomen Brasil Serviços de Imigração** – Specialized in Immigration Services, such as Resident and Work Visa, Brazilian documents, legalization of documents and Consular Services in Brazil.

**Horton International** – Executive/Professional Search and Management Consulting for industrial, life sciences, infrastructure, agribusiness, IT/Digitalization, consumer markets and other sectors. We are a global company. Our São Paulo/Brazil office may also assist you in other South American countries.

**Nordic Ways** – In 2011, Nordic Ways began its activities in the corporate events and leisure travels market. Based in Sweden, NOW works with all the logistics for events. In the congresses/events department, we provide services in Europe, Canada and USA. Within Incentives and Leisure, we offer exclusive services in the Nordic countries.

**Ofi Tecnologia** – is a multinational committed to providing technology solutions for companies. We have certified experts to help your company grow, focused on generating results, operational efficiencies and generating business value.

**SwedBrasil Import & Export AB** – provides since 2011 solutions to various global companies around the world, in their needs for purchasing industrial materials and in their import and export processes.

**Tortoro, Madureira & Ragazzi Advogados** – is a full service law firm, being distinguished in the Civil, Credit Recovery and Labour litigation areas, as well as in the Administrative and Corporate Law, advising national and multinational companies operating in the most varied sectors of the economy.

**Verticore Consultoria Controlling & Accounting** – is a Verticore Group company specializing in corporate services, using high technology to provide practical solutions involving the structuring of foreign investments in the Brazilian market.

### INDIVIDUAL:

Christian Eider  
José Pedro da Conceição Lopes Ribeiro  
Marta dos Santos Vieira  
Milena da Rosa Mota  
Roberto de Almeida Nunes Martinho  
Vitor Guilherme Coutinho de Barros Junior  
Zoran Ovuka

# CSR defines business strategies among Swedish companies in Brazil

By **Karin Vecchiatti\***  
2019 CSR Survey Coordinator

During the first half of 2019, twelve Swedish companies<sup>1</sup> operating in Brazil participated in a Corporate Social Responsibility survey conducted by Estúdio Anadarco. The survey's main goal was to know how challenges related to social responsibility and sustainability currently influence the companies' business strategies. Results will soon be made available on video and in the form of a digital report on Swedcham's website.

This year's survey clearly noted that for interviewed companies there is no controversy between producing and preserving, generating profit, innovating and acting responsibly. As leading organizations in a number of productive sectors, Swedish companies recognize that the path towards sustainable development brings forth significant business opportunities generated by responsible social and environmental practices.

Working for more sustainable practices in any productive sector requires engaging different stakeholders: government, suppliers, customers, shareholders, the community... This means seeing that the problems are not restricted to a single company or region, but rather that there is a shared responsibility between business, government and society in creating problems as well as in designing solutions.

In this sense, interviewed companies reveal that the transition to a more responsible economy requires intense review of production processes and, thus, innovation becomes a key part. Whether innovations in a more efficient use of energy or a reduction in the emission of polluting gases, new business is generated from the challenge of seeking increased productivity, consuming less but delivering more.

In addition, having a new sustainable business model is an



Georgia Silva – SHEQ Coordinator at Epiroc.



Julio Carmazen – Industrial Director at Högånäs

important development driven by the challenge of creating more responsible economic practices. And change (as well as business opportunities) has mainly come through a circular view of the economy, where companies not only sell products, but become responsible for the life cycle of what they produce and thus ensure that they are maintained properly discarded. A major driver of this strategy is the fact that many companies take global agreements as their guideline (such as the UN's 17 sustainable development goals, for example), which encourages them to see themselves as part of global problems, as well as part of solutions.

Truly inclusive business practices are another relevant point raised by this year's survey. There are several projects that somehow interact with local communities, supporting from economic activities, as well as offering courses, environmental education projects, mentoring and school reinforcement. Such activities show that companies see responsibility well beyond jobs; it's more about caring about who and what is around them.

Swedish companies see community involvement as part of strategies that keep them productive and resilient, while generating benefits for all stakeholders. They also envision leaving a better world for future generations. And in a culturally and environmentally complex country like Brazil, this becomes a challenge of the utmost importance.

<sup>1</sup>The Survey counted on the participation of Högånäs, SKF, Tetra Pak, Electrolux, ABB, Semcon, SAM-Saab, Volvo, Scania, Sandvik, Epiroc and Stora Enso.

\***Karin Vecchiatti** has a PhD in Communication by the Catholic University of São Paulo (PUC-SP) and a Master's Degree in Environmental Science by the University of São Paulo (USP). She currently teaches at FMU University in São Paulo.



Valéria Michel – Director of Circular Economy for the Americas at Tetra Pak



Gustavo Larrubia – Human Capital Executive Manager LAM at SKF

## Managing Director meets with key partners in Sweden



(From the left) Jonas Lindström, Brazilian Ambassador Nelson Antonio Tabajara, Semida Silveira (KTH), Swedish Ambassador Johanna Brismar Skoog and Stefan Östlund (KTH).

During the last week of August it is a tradition that international representatives from the Ministry of Foreign Affairs, Business Sweden and the Chambers of Commerce meet in Stockholm with their respective organizations.

Swedcham's Managing Director Jonas Lindström represented Brazil and Swedcham during events at the Stockholm Chamber of Commerce, the Brazilian Embassy, KTH – Royal Institute of Technology and Konserthuset during the World Trade Day. "These days are always very inspiring," says Jonas. "It is very important to regularly meet with people from all over the world who also work with promoting Sweden. We already work with different projects which have international links such as the Business Climate Surveys and the mentoring program we are now implementing in Brazil."

### **World Trade Day**

The World Trade Day was held on August 28, with the topic being "AI, Automation and Advanced Technologies that will

shape the future." The speakers were Ibrahim Baylan, Minister for Business, Industry and Innovation, Helene Nicklasson, Volvo Group, Elena Fersman, Ericsson, and Anna Åsberg, Astra Zeneca. "It was another interesting day, and especially in times like these when free trade is being questioned on many markets, it is of uttermost importance that Sweden stands out and keeps sending the message that closing borders is not the way to go. Brazil has been one of the most protected markets over the last decades and we all see the consequences with low productivity, unemployment and high costs in general," says Jonas.

### **KTH event**

The KTH event on August 29 was entitled "New Challenges on science and innovation." The guest speakers were Ambassador Nelson Antonio Tabajara, KTH vice rector for global relations Stefan Östlund, Regina Summers from Vinnova, and Swedcham's managing director.

The new Swedish Ambassador to Brazil Johanna Brismar Skoog was there to introduce herself and the moderator was Semida Silveira, Professor in Energy Systems Planning, and director of international affairs with Brazil at KTH.

### **Chalmers**

Lindström also visited Chalmers University in Gothenburg together with representatives from China, Indonesia, India and Thailand, looking at different opportunities on how to increase and strengthen cooperation even more.



Minister Ibrahim Baylan during the World Trade Day.  
(Photo by Adam af Ekenstam).



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## The Brazilian Tax Reform – which will it be?

Swedcham's Finance Committee held a presentation on September 6 about "The Tax Reform: Proposals and Main Challenges", with guest speaker Dr. Eduardo Maneira--president of the Tax Law Committee of the Federal Council of the Brazilian Bar Association (OAB).

Dr. Maneira noted that one of the main characteristics of the tax system in Brazil is its complexity--due to a large extent to the tripartite consumption tax model conceived in the 1960s, which drives away foreign investment and impairs national development. He presented the main points of each Tax Reform project existing today, their economic and political challenges and the most relevant criticisms they have been receiving.



## The Challenges of Corporate Communication in a VUCA World



Our Communication & Marketing Committee organized a breakfast meeting and debate on August 28 with José Antonio Llorente, founding partner and president of LLYC (Llorente y Cuenca), one of the main reputation management consultants in the world. In his exchange with communication executives from Swedcham members, Llorente talked about the challenges of corporate communication of multinational companies in Latin America in a VUCA world (Volatility, Uncertainty, Complexity and Ambiguity).

## Maintenance Group Visits Dormer - Sandvik

The Chamber's Maintenance Group paid a visit to Dormer - Sandvik on August 15 that included the participation of several members with production in Brazil such as ABB, Assa Abloy, Alfa Laval, Höganäs, Trelleborg, Mentor Media, Scania and Quant.

The Maintenance Group was invited by Sandvik - Dormer Pramet and the main topic discussed was *Lean Manufacturing and how to manage maintenance in a factory with older equipment through the mini-factory concept*. The Chamber would like to extend a special thanks to the hosts: Francisco Campos, Alexandra Freitas and Wagner Cirilo.





# Changes in the Brazil-Sweden Treaty on Double Taxation

The Brazilian and Swedish governments signed a treaty at the beginning of 2019 to alter the Double Taxation Convention in force since the 1970s. Swedcham's Legal & Business Committee presentation on June 19 was aimed at elaborating on such changes and their impacts for Swedish companies operating in Brazil and Brazilian firms operating in Sweden. The main conclusion from the presentation was that the companies should stay alert but wait for the treaty to be ratified by both countries' parliaments, before doing any changes in their tax procedures.

The guest speakers were Marco Monteiro, partner at Veirano Advogados, with a vast experience in advising Brazilian and international clients, and Luis Felipe de Campos, tax consultant partner at Rolim, Viotti & Leite Campos Advogados.



Marco Monteiro and Luis Felipe de Campos at the June 19 event.

## Farewell to Ambassador Per-Arne Hjelm born

Swedcham's Advisory Council met at the Chamber on June 10, when Team Sweden bid farewell to and thanked Per-Arne Hjelm born for his five years as Swedish Ambassador to Brazil and Council member. (Please see his article on page 8)

On the occasion, the guest speaker was the renowned journalist, writer and politician Fernando Gabeira, who spent some years in Stockholm in exile during the 70s where he studied anthropology and worked as a journalist as well as a subway conductor. Gabeira gave a brilliant presentation on "Brazil and its prospects for the near future".

Fernando Gabeira



(From the left) Andreas Rentner (Business Sweden), Renato Pacheco Neto (Swedish Consul General), Ambassador Per-Arne Hjelm born, Jonas Lindström, Nils Grafström and Sergio Quiroga (Swedcham).



(Behind Andrea Schwarz from the left) Carol Böttcher, coordinator of the Human Capital Committee; Jan Eichbaum, Consul General for Luxembourg; Julia Rosemberg, Marc Tawil, and Daniel Teixeira.

## Diversity 360 Degrees

Sweden is known for its impartial approach to gender, ethnic, racial and religious diversity so what could be a better theme when celebrating Sweden's National Day on June 6. Swedcham's Human Capital Committee received noteworthy guest speakers for a 360 Degrees discussion on various angles involving diversity. The speakers were Andrea Schwarz, a social entrepreneur specializing in Diversity & Inclusion, who has helped more than 18,000 disabled people to be hired in 800 large companies; Julia Rosemberg, co-founder of TECIDAS who has been operating for the valuation of diversity and sustainability for 17 years; Daniel Teixeira, lawyer and director at CEERT; and Marc Tawil, an entrepreneur, communicator, writer, speaker and philanthropist.

## Swedcham receives sailor and explorer Amyr Klink



Amyr Klink and Swedcham Chairman Sergio Quiroga.

Swedcham had the honor of receiving Amyr Klink, the renowned Brazilian sailor, explorer and author who became the first person ever to row across the South Atlantic Ocean. He also led a 79-day expedition through the Antarctic continent and headed other expeditions through maritime paths that never have been explored before. Amyr gave a very inspirational presentation and one message was that planning is indeed very important, but the most successful adventurers are those who just want to "do it".

The Chamber held a Swedish-Lebanese cocktail following Klink's presentation, in honor of its distinguished guest, whose mother was Swedish and father Lebanese.

## Female Empowerment - Brands and Companies

Swedcham's Women's Executive Network, in partnership with the Human Capital Committee, held a presentation about "Female Empowerment - Brands and Companies."

The guest speaker was Nana Lima, a partner at Think Eva and Head of Education at Think Olga, two important women's empowerment groups. Nana noted that several studies have shown that there is a better performance in companies where there are a balanced number of women in teams and in leadership positions--nevertheless, the number of talented women that leave the corporate world daily is still alarming. Why is this?



(From the left) Alessandra Faria, Regional Director of Axis Communications, guest speaker Nana Lima, and Georgia Sbrana - Vice President Marketing, Communications and Institutional Relations, Ericsson

## Boost your strategic creativity with the imaginative powers of LEGO®



Nicklas Fredriksson, founder and CEO of Penguin Consultants, held a workshop on "LEGO® Serious Play - Boost your strategic creativity with the imaginative powers of LEGO®"

Fredriksson has more than 20 years of experience in running workshops all over the world in different industries, and is also an accredited LSP facilitator.

According to Fredriksson. "LEGO® Serious Play is an innovative method that helps organizations, teams and individuals to better utilize their imaginative powers, to be more creative, and visualize and solve complex strategic tasks.

### Errata

Sandvik Coromant's new headquarters in Brazil, inaugurated in Jundiaí, were transferred from the Santo Amaro district of São Paulo, and not Santo André as reported in the magazine's last edition.

## Interactivity and growth: Swedcham in social networks

The months of July and August registered an intense growth--and consequently interactivity--on Swedcham's social networks. Instagram, Facebook and LinkedIn connected the Chamber to new audiences. Combining all the networks, in this period we saw a significant increase in new people who started receiving updated information about Sweden and all the events that occurred in our facilities. The content generated has turned out to be most interesting in view of the growth registered in the number of so-called organic followers (those who like and follow profiles without any commercial stimuli).

On Facebook, the post that attracted most interest and reached nearly 2,000 people talked about how Sweden is the 4th most attractive country in the world for immigrants with a good professional qualification.

On Instagram, what most caught general attention was



what presented the highlight of the Scandinavian region in the "FutureBrand Country Index" ranking, which assesses the reputation of countries and brands. More than 700 people saw this content.

And on LinkedIn, which has a more professional focus, 650 people saw and expressed interest in the invitation to the event held by the Sweden Brazil Alumni Network held at Swedcham, which discussed Sustainability.



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# Infrascopes 2019

By Marcio Zanetti\*

**W**e recently launched the 2019 edition of Infrascopes, a benchmarking index that assesses the capacity of countries to carry out sustainable public-private partnerships (PPPs) in infrastructure. The index consists of 23 indicators and 78 sub-indicators, organized in 5 domains, as shown below:

1. Regulations
2. Institutions
3. Maturity
4. Investment and business climate
5. Financing

Overall speaking, the environment for public-private partnerships (PPPs) in Latin America and the Caribbean has evolved over the past ten years as PPPs have become more commonplace in the region, and as countries have created, tested and improved the regulations, institutions and conditions that enable successful partnerships between public and private sectors.

Latin American and Caribbean countries perform strongly in the Regulations domain, with PPPs almost universally accepted as a procurement tool, widespread adoption of national infrastructure plans, and improvement on sustainability indicators. However, the region can improve on adequate staffing for PPP agencies, publishing project performance information online, and ensuring transparency and independence during renegotiations.

Brazil has one of the

most active PPP markets in the Region. PPP projects cut across a number of sectors today including roads, energy and waste management, among others. Importantly, the mature energy sector has recently diversified, and wind power projects have been implemented.

Following the creation of the Investment Partnerships Program in 2016, 124 projects—worth around US\$ 68 billion—have been completed. An additional 25 PPPs were in the pipeline for the first quarter of 2019, and the program's priority sectors are transportation and energy. An economic crisis in 2014 and corruption investigations in 2016 precipitated a restructuring of the Brazilian PPP market, favoring the entry of medium-sized construction companies and international participation as larger construction companies implicated in the scandals have exited the market.

In fact, Brazil has been gifted with a good window of opportunities, due to both global and regional economic conditions.

First of all, due to lower than expected inflation rates almost all developed economies face a reality of extremely low or negative interest rates. As a matter of fact, we expect the Federal Reserve to begin cutting its policy target range in December, reducing it to 1.5%-1.75% by end-2020 (down from our previous forecast of 1.75%-2%). We also expect the European Central Bank (ECB) to lower the deposit facility rate at its September meeting, from -0.4% currently to -0.5%.

Furthermore, Brazil's regional "competitors" in the fight for foreign investments are not doing so well.

In Mexico, investors' concerns about the policy direction will continue, as the new president has a less business-friendly attitude than his predecessor, notably towards the energy sector. Mr Andrés Manuel López Obrador's plans to increase the state participation in the oil and gas sector increase the minimum wage and federalization of the healthcare systems point to a greater state role in these sectors. Consumer confidence has begun to ease, and will continue to do so as the economy proves sluggish.

In Argentina, gradual adjustment measures put in place since Macri's election did not make the desired effect in the economy and recent primary polls shows a clear advantage of opposition leader



Antonio Fernandez, close ally to Cristina Kirshner, with negative reactions from the international investor community about a revamp in economic populism. In addition, Argentina's recent signs to FMI to renegotiate its deal bring more concerns to international investors.

However, these opportunity windows may be closing sooner than expected. Latin America faces headwinds in a period of policy uncertainty for many of the region's economies. Slowing global trade growth and idiosyncratic factors affecting several countries have contributed to disappointing GDP results so far this year. Real GDP contracted in both Brazil and Mexico in January-March on a quarter-on-quarter basis.

Against this backdrop, the trade war between the US and China has led to volatility in commodity markets, creating uncertainty for South American commodity exporters. Volatile commodity prices will prove detrimental to investment in countries such as Brazil. Although we do not expect a further escalation

of the US-China trade war, neither do we expect the tariffs to return to their pre-trade-war levels.

Lastly, after the initial excitement about a potential Mercosur-EU agreement, the international community started second guessing the real possibilities with further negotiations after the Amazon fire crisis and the Brazilian Government reactions to European criticism about its current policies to prevent increasing forest damaging and to discourage manmade deforestation.

Brazil needs to improve its regulatory environment, reform the tax system and labor regulation if it wants to effectively take advantage of the current opportunities. If the government keeps maintaining political populism as it has been doing in the last decade, this will be yet another lost one.

\***Marcio Zanetti** is coordinator of Swedcham's Finance Committee

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# The Brazilian General Data Protection Law

By *Patrícia Perinazzo C. Medeiros\**

**O**n August 14, 2018, the Brazilian Congress enacted a full-fledged data protection bill, called Brazilian General Data Protection Law (“LGPD” in Portuguese). The bill initially foresaw an 18-month adaptation period. However, the extension of such adaptation period was approved by the Brazilian Government, thus, the bill will come into effect after 24 months, in August 2020, and companies will have until then to adapt their internal procedures to LGPD standards.

Inspired by the European General Data Protection Regulation “GDPR”, the LGPD creates a new legal framework for the use of personal data in Brazil, both online and offline, in the private and public sectors. In addition to heightening the protection of individual rights, the LGPD aims to encourage the sustainable development of the economy and the businesses, based on the best international practices. By having a General Data Protection Law, Brazil enters the list of approximately 120 countries that today may be considered to have an adequate level of protection of privacy and the use of personal data.

The non-compliance with LGPD terms can lead to penalties including administrative penalties, fines, blocking or eliminating the personal data object of the breach or even publishing the breach, making it known. Fines may vary from 2% of the company’s, group’s or conglomerate’s revenue in Brazil in its last fiscal year, limited in total to BRL 50 million per infraction. There is also the possibility of a daily fine to compel the entity to cease violations.

When applying penalties, it will be assessed whether the company adopts measures aimed at processing personal data safely and adequately,



in a manner that minimizes damages and also the existence and application of good privacy practices and policies.

In this regard, companies will have to demonstrate compliance and responsibility with the laws in force, in order to increase the level of trust of all their stakeholders, suppliers, consumers, and commercial partners. The protection of personal data should be seen not as a cost, but as a market differential. Adaptation to a near future regulation is an investment and a competitive advantage.

**\*Patrícia Perinazzo C. Medeiros** is a Brazilian Corporate Attorney, with a master’s degree in contract law and an expert in intellectual property, digital law, and data protection. She is a Member of Pacheco Neto, Sanden, Teisseire Lawyers in São Paulo/SP/Brazil.

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# Unconscious bias

By *Carol Böttcher\**

*If we are to achieve a richer culture, rich in contrasting values, we must recognize the whole gamut of human potentialities, and so weave a less arbitrary social fabric, one in which each diverse human gift will find a fitting place. — Margaret Mead*

**S**weden is a global reference for its progressive approach to gender equality, inclusion, ethnic, racial and religious diversity. It is also known for pioneering initiatives on gender policy formation.

The concept of diversity addresses the **uniqueness of each human being**, acknowledging and embracing our individual differences. To explore and foster diversity, **acceptance** and **mutual respect** are key-elements to initiate a positive dialogue. Learning about qualities and experiences that are different from our own by exchanging ideas in a constructive manner can help us leverage **collaboration beyond differences to work together and eradicate discrimination**.

Sharing knowledge could be the first step to start our journey.

To address **Diversity & Inclusion (D&I)** in our Human Capital Committee, we invited a special guest and Brazilian opinion leader in the subject: **Andrea Schwarz**. Andrea is a mother, a wife and author of three books. She is also the **CEO of IIGUAL**, a consulting company specialized in Diversity & Inclusion, that has helped **placing over 18.000 professionals with disabilities in over 800 companies locally**.

From our very first contact I was fascinated by her contagious energy and passion to engage tirelessly in efforts to shape a more inclusive society. Instead of an individual presentation, she suggested inviting further colleagues to discuss D&I from different angles and explore transactional perspectives on the subject. This lady is doubtless a **most engaged and successful Amazon of our modern Brazilian society, to be very proud of!**

Celebrating **Sweden's National Day last June 6**, we had the privilege to gather this selected group of accomplished professionals with us, who donated their time and expertise to discussions on diverse aspects of D&I. Once more we express

our deepest gratitude to **Andrea Schwarz, Júlia Rosemberg, Daniel Teixeira** and **Marc Tawil**. We couldn't thank you enough for the insights and knowledge shared.

Together with our dearest audience at the Chamber and Facebook Followers, **Dr. Renato Pacheco Neto** - *Honorary Consul General for Sweden*, **Jan Eichbaum**, *Consul General for Luxembourg* and **Jens Gust**, *Deputy Consul-General of the Federal Republic of Germany*, honored our event by providing us with an international perspective regarding different D&I practices throughout different countries and cultures.

Our discussion highlighted once more how relevant and inherent the **cultural factor** is when trying to understand our **uniqueness as individuals** and the way we see things and perceive our environment. As per Nancy J. Adler's\* model e.g., the influence of culture on human behavior can be understood as the way in which people organize their personal experiences, which in turn enable them to achieve a continuous learning process and a personal structuring.

The fact is that what we learn and experience throughout life gives us a **subjective point of view**, known as **bias**. As our brain is naturally wired to categorize information, we may tend to construct **positive or negative stereotypes** to supply this need – both **conscious** and **unconsciously**. Bias and prejudices are deeply rooted within us. And allow me to emphasize: In **ALL** of us!

In this sense, diversity for diversity's sake will not be enough to achieve real change and better any society or corporation. Beyond becoming more diverse in any perspective, we need to become more sensitive and pro-active in taking the conversation to the next level, **consciously including diversity**. As we also learned last June 6, inclusion is what people feel, in the eye and perspective of the beholder, not the intender.

\* *Bowditch, J.L. and Buono, A.F. (2001) A primer on Organizational Behavior*

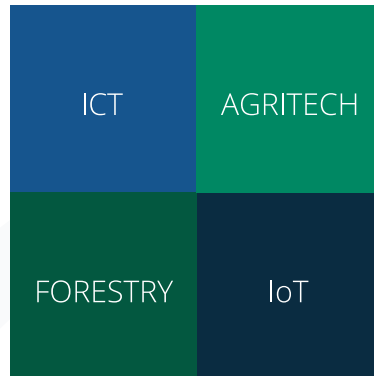
\***Carol Böttcher** is coordinator of Swedcham's Human Capital Committee.





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