

The 2007 Annual CEO Survey



IN COLLABORATION WITH:
ITELOGY PARTNERS – Corporate Member of Swedcham Brasil
MARCH, 2007



Executive Summary

Our yearly CEO Survey among Swedish subsidiaries based in Brazil has just been completed and resulted in a record 40 CEO responses! Swedish businesses in Brazil are delivering strong operational figures and CEOs are confident with the country's economic outlook.

Highlights of our yearly CEO Survey include:

- **Productivity, Productivity, Productivity...** 90% of CEOs believe their level of investment, production volume, and profit level will either remain stable or increase in 2007. 53% plan to increase workforce, compared to 37% in 2006.
- **Trade is on the upswing...** 70% of CEOs believe that their export levels will increase compared to only 36% in 2006. Import levels are also on the upswing - 45% (2007), compared to 39% (2006).
- **Controlled Inflation...** 80% of CEOs believe that the inflation rate (IPCA) will either remain stable or decrease in 2007.
- **Positive Interest Rate Trends...** 70% of CEOs believe that interests rates (SELIC) will either remain stable or decrease in 2007.

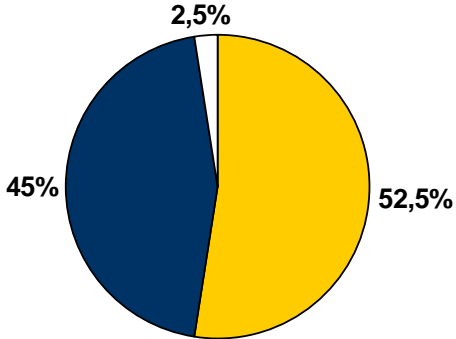
For further information on the survey, its key findings, and the Swedish outlook on business in Brazil for the coming year, please contact:

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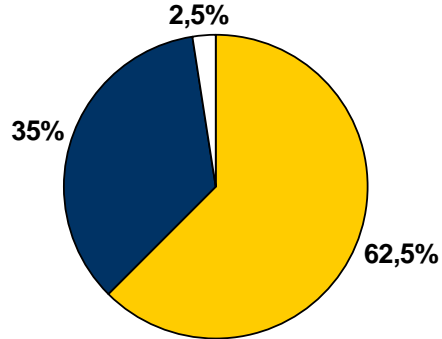


Operational Trends

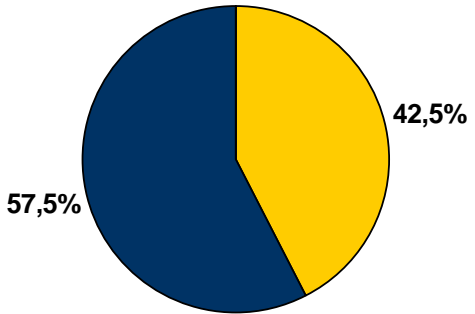
Number of employees will...



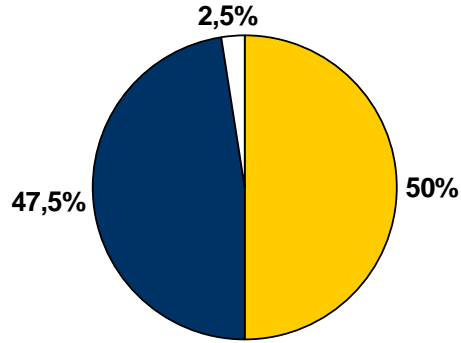
Production volume will...



Investment level will...

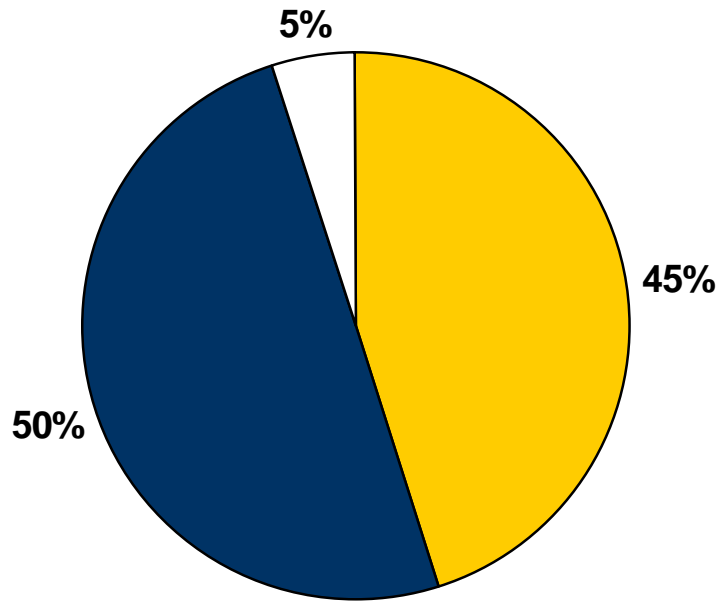


Profit level will...

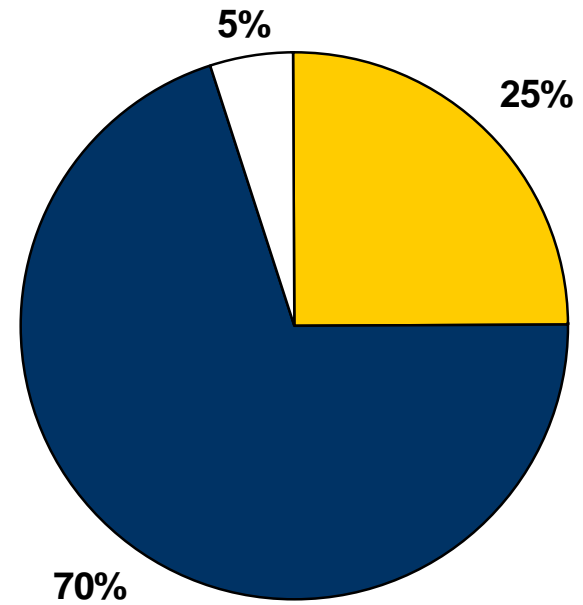


Trade Balance

Importing levels will...



Exporting levels will...

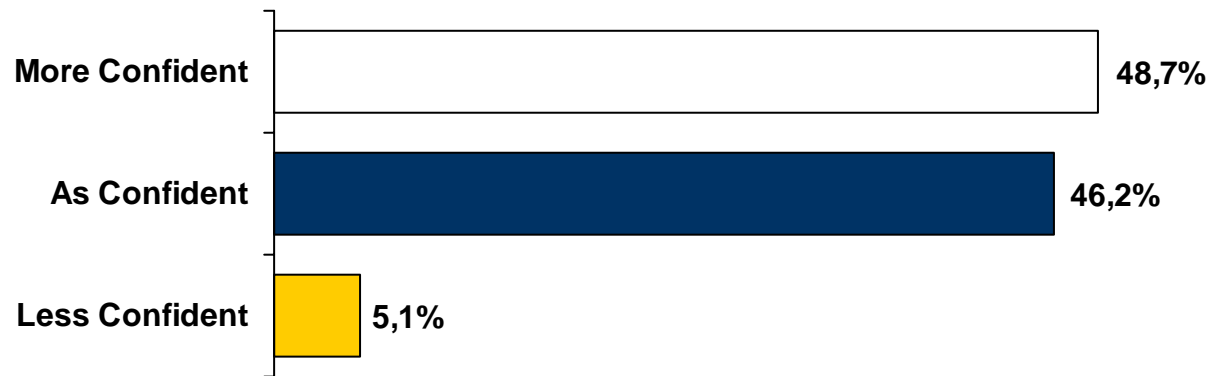


Source: Itegy Partners
40 Company Surveys

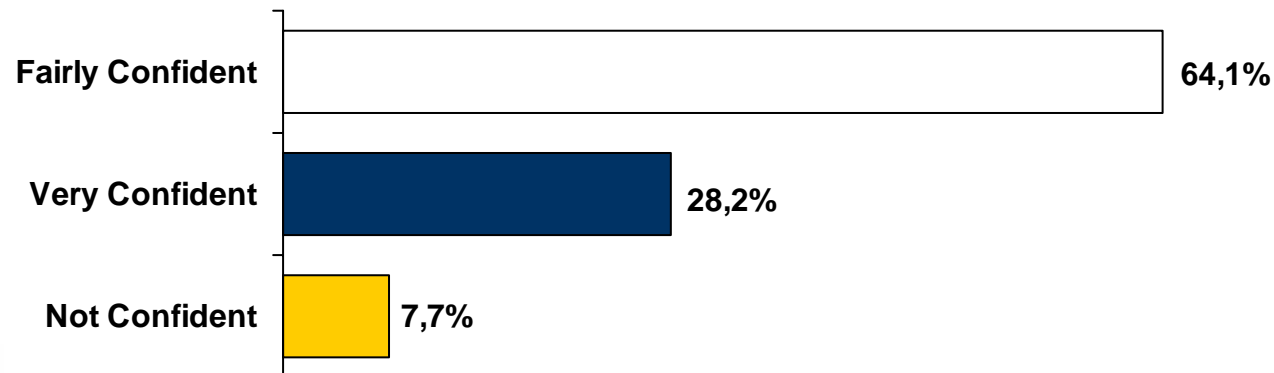
 Increase  Remain Stable  Decrease

Revenue Growth Potential

Short-term: Compared to 12 months ago, how confident are you now about revenue growth prospects for this year?

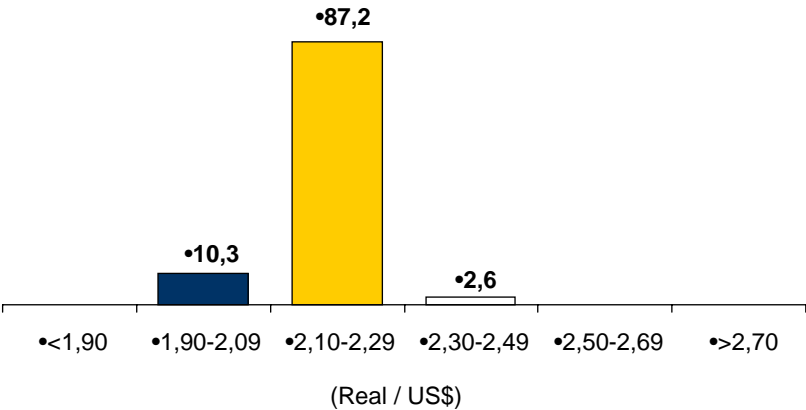


Long-term: How would you assess your current level of confidence in revenue growth potential for the next 5 years?

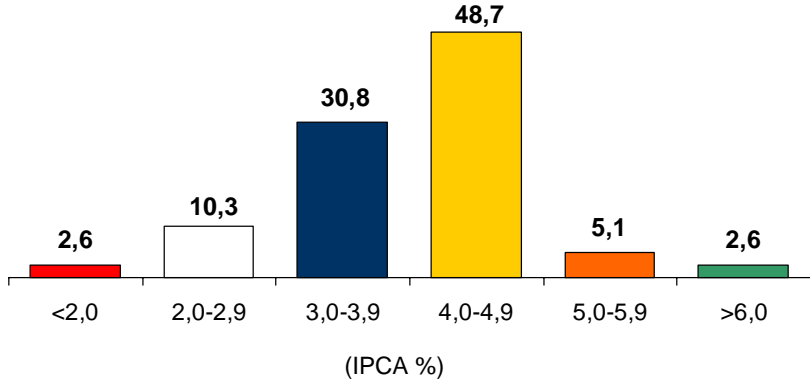


Macroeconomic Trends

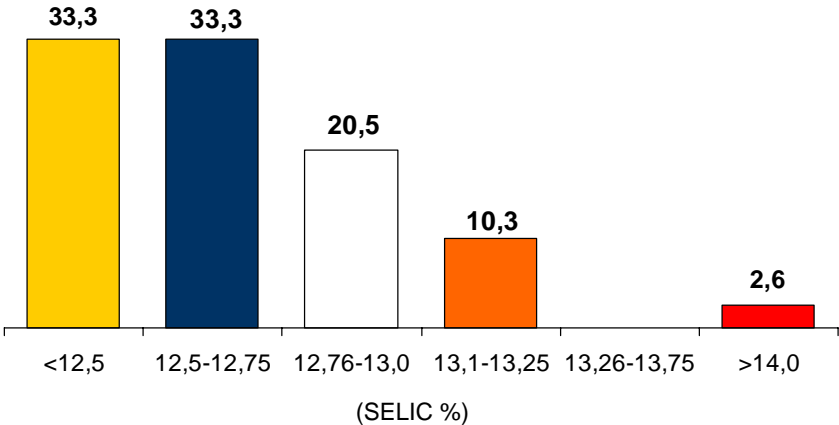
Average Real / US\$ Exchange Rate, 2007



Average Inflation (IPCA), 2007

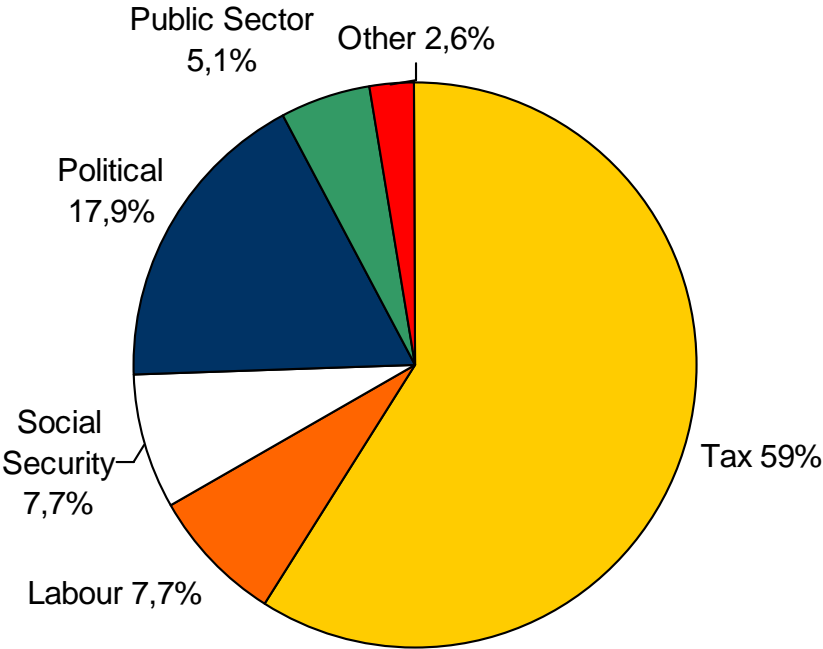


CB Interest Rate (SELIC), End-2007

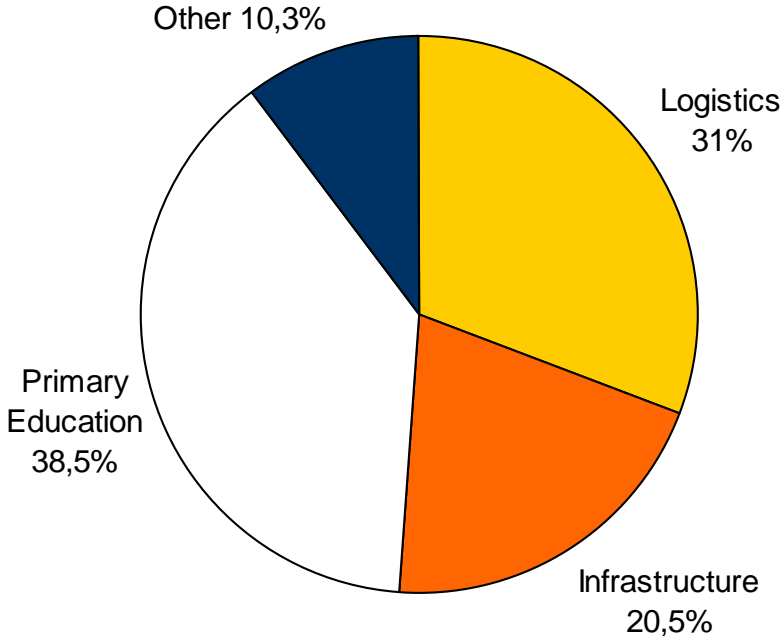


Government Priorities

Which is the most important reform the current government should approve and implement?



What should the government's investment priority be during its next mandate?



Source: Itelogy Partners
40 Company Surveys
Note: Other Q1: Education & Health Reform / Other Q2: Public Security, Telecommunications