



Annual Report 2013

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Annual General Meeting

The Annual Meeting will take place at 18.00, Tuesday April 29 at Swedcham, Rua Oscar Freire, 379, 12th floor – Jardins.

Attendance

Members that wish to attend the Annual Meeting must confirm their presence after receiving the invitation.

This year's General Assembly will be held Tuesday 29 April, 18:00hs at the Swedcham premises at Oscar Freire 379, 12th floor. After the meeting, around 19 00, you are cordially invited to attend a Happy Hour.

A Word from the Chairman

Dear members,

2013 Swedcham celebrated its 60th anniversary. We did that in the spirit of a healthy Chamber with more members than ever, more yearly events than ever and, if I may say so, better service to its members than ever. On top of that, we have a sound financial base for our activities which guarantees a sustainable development of our Chamber.

Although satisfied, especially with the performance of our staff, we are looking for further improvements and challenges. The different committees are expanding, both in the number of people attending, but also by adding new committees – as requested by our members.

We are a Chamber for major as well as minor companies: Swedish as well as Brazilian related. During the last year we have strengthened our communication with our members but this is one task that I specifically want to develop further during this year. We believe we have a fairly good view on how the Chamber can serve its members but I am convinced that we can do more. Our sponsors have a special forum for meetings, the Advisory Council, and this forum comprises mostly of major companies. I believe we also need to create a separate forum to catch up issues that are specific for minor companies, often lacking the recourses of the major ones. To this, I want to revert during the year.

2014 has started well, income is in line with expectations. 2014 will be a special year in Brazil with the World Cup coming up in June. We all hope that the World Cup will be a success and, as Sweden unfortunately did not qualify, we wish the Brazilian team all the best of luck. Had Sweden qualified, I would have wished the Brazilian team a reasonable success.

My best regards,

Nils Grafström

Chairman of the Board

SwedchamBrasil in Brief

The Swedish-Brazilian Chamber of Commerce (SwedchamBrasil) was founded in 1953. We are headquartered in São Paulo and have representatives in Rio de Janeiro - Mr. Björn Salén, Curitiba - Mr. Hans Kastendal, Salvador - Mr. John Brusell, Fortaleza - Folke Åsell. A sister chamber is also currently operating in Sweden, The Brazilian Chamber of Commerce in Sweden (Brasilianska Handelskammaren i Sverige) which is run by Mr. Hugo Oljemark.

Swedcham Brasil is an independent non-profit organization aimed at stimulating commercial activity and networking between Brazil and Sweden. It is owned by its members, and works closely together with them. Swedcham also operates in close co-operation with both the Swedish diplomatic corps in Brazil and its Brazilian equivalent in Sweden, and maintains good contacts with a number of government agencies and private associations in both countries.

The Chamber has five employees, one intern and two outsourced collaborators offering our members the much sought after Business Center with top modern conference facilities, first class networking events, to both Swedish and Brazilian companies upon request. Our goal is to become a reference point for business networking and offer top class value added services for our members. Our services can be divided into two main areas: Member Services and Rental Services.

Operations Overview

ADMINISTRATIVE AND FINANCIAL DEPARTMENT

Swedcham has been maintaining a positive and steady evolution. Its conquests are in line with its constant quest for linking Brazilian and Swedish companies and institutions in their common interests.

Economic, social and environmental values are an integral part of our conduct.

Our philosophy, based on the quest for quality in all our relations, has been shared by an increasingly larger number of people.

We are very enthusiastic with the power of transformation of our network of relations.

In 2013, we improved our processes, and maintained our accounting, fiscal and administrative records in perfect order and transparency.

We count on the commitment of Swedcham's Treasury and Financial Group, which are becoming more and more involved in actions that guarantee our overall efficiency in our financial administration.

We seek financial success with social responsibility and operational excellence.

Member Services

The mission of the Member Services department is to maximize value added service for the annual member fee. To its member companies, Swedcham is an important platform for the coordination and exchange of contacts and knowledge. Swedcham always listens to its members, helps them capture new clients, acts as a reference, recommends members' products, and gives advice.

The principal components within the Member services department are the Focus Committees as they play a major role of giving added value for the membership.

Focus Committees:

Our committees continued their much appreciated meetings.

Listed below are all the current focus groups and their respective coordinators in 2013:

Human Capital Committee – Coordinator - Giselle Welter

Legal & Business Committee – Coordinator - Renato Pacheco Neto

Finance Committee – Coordinators: Carl-Gustav Moberg and Marcelo Pires

Innovation & Sustainability Committee – Coordinator Felipe Christiansen

Swedcham Events 2013:

The year of 2013 was certainly a busy and eventful year for the Chamber as we witnessed a record number of events.

We organized high-quality events, spanning economic, political, and general interest themes, providing members and contacts with the opportunity to exchange views and share in the opinions of influential persons and organizations. We organized various luncheons, Happy Hours, Afternoon Gatherings and other cultural and social events. We also celebrated Swedchams 60 year's anniversary with a Gala Dinner with more than 200 seated guests.

SWEDCHAM EVENTS 2013

23 January	Workshop – <i>The Art of Making People Want to Listen to You!</i> Speaker: Elaine Eksvärd
07 February	<i>Networking Luncheon</i> – Bistrô Crêpe di Paris
20 February	<i>"Tributação de Pessoa Física/Expatriados"</i> - Speaker: Adahel G Almeida/ Assistere
21 February	<i>Wine Tasting- evinhosdaespanha.</i> Speaker: Carlos Calderon Sund
27 February	<i>Swedish National Olympic Committee and Advisory Council</i>
07 March	<i>Young Professionals event together with Chalmers University at Stora Enso</i>
11 March	<i>Visit by Nordic Venture Capital Group</i>
13 March	Human Capital Committee- <i>“O Impacto do RH Estratégico no Sucesso de uma Empresa”</i> Speaker: Ugo Franco Barbieri
13 March	<i>Doing business in Brazil</i> - Joint event with LinkLaters and Veirano Advogados
14 March	<i>After work – Ärtsoppa och Punsch at the Scandinavian Church</i>
19 March	<i>Joint Happy Hour Young Professionals - Alumni FGV</i>
21 March	<i>Heal Your Investments.</i> Speaker: Alexandre Arnbäck and Trevor Pavitt
28 March	Young Professionals- Workshop: <i>Working on Cross Cultural Environments - Are you Ready?</i> Speaker: José Aquino
10 April	<i>Preço não é um Problema - Lidando com Objeções em Processos de Venda.</i> Speakers Jose Aquino and Mats Lundkvist - Agera Sales

- 11 April After work – Ärtsoppa och Punsch at the Scandinavian Church
- 12 April Innovation & Sustainability Committee - *Política Nacional de Resíduos Sólidos*. Speaker: Ricardo Lopes Garcia/Fiesp
- 16 April *Happy Hour - Young Professionals with FGV Alumnis*
- 18 April *Maintenance Work Group - Meeting at Scania*
- 18 April *Student Competition and Alumni Event with SI and the Swedish Embassy*
- 24 April *General Assembly with following cocktail*
- 7 May *Business Networking Event at FIESP*
- 7 May *Breakfast Meeting with Swedish Minister for Enterprise - Annie Lööf*
- 8 May *Joint Swedcham/World Nurture Foundation Beneficial concert in Rio with Eagle-Eye Cherry, Celso Fonseca and Vanessa da Mata*
- 10 May *Startup and boost your business by working with processes!*
Speaker: Nicklas Fredriksson
- 14 May *The Hidden Story of Competitiveness and Inflation*. Speaker: Cristiano Ricardo Siqueira De Souza- Santander's Chief Economist
- 15 May *"Efficient dispute resolution in international trade and investment"*.
Speaker: Annette Magnusson - Secretary General - Arbitration Institute of the Stockholm Chamber of Commerce
- 16 May *After Work - Ärtsoppa och Punsch at the Scandinavian Church*
- 21 May *Accelerate Oil & Gas - Rio de Janeiro*
- 28-29 May *Visit to the Congress in Brasilia*. Joint event with the Norwegian Brazilian Chamber of Commerce in Rio de Janeiro
- 06 June Finance Committee event: *Transfer Pricing Rules - Intercompany Loans* – KPMG. Speakers: Evandro Tiba and Hélio Hanada
- 12 June *Young Professionals visit to Tetra Pak's factory in Monte Mor*
- 18 June *Networking Luncheon- Restaurant Italy*
- 20 June *Swedish Midsummer Buffet at Swedcham*
- 20 June *Midsummer Happy Hour at Mozza - Young Professionals*
- 01 August *Maintenance group visit to SKF- Cajamar*
- 15 August *Com Qual Cultura Você se Identifica Mais?* Speaker: Regina Lúcia Gagliardi Assumpção- Shagal

15 August	<i>After Work - Ärtsoppa och Punsch at the Scandinavian Church</i>
21 August	Legal & Business Committee - ICMS - <i>Novas Perspectivas Sobre Os Problemas Enfrentados Pelas Empresas De Comércio Exterior.</i> Speaker: Daniel Miotto – PNST Advogados
02 September	<i>Eurocâmaras Business Luncheon with Luciano Coutinho- Presidente - BNDES</i>
06 September	<i>Networking Luncheon at Restaurant Italy</i>
11 September	<i>Human Capital Committee/ Young Professionals- Visit to SKF</i>
17 September	Finance Committee- <i>Brazil - No Reforms, No Recovery.</i> Speaker; André Loes, HSBC'S Chief Economist
17 September	<i>Happy Hour- Young Professionals at MYK Jardins</i>
19 September	<i>After Work - Ärtsoppa och Punsch at the Scandinavian Church</i>
27 September	<i>Mega Sports Events in Brazil - Social and Economic Legacies.</i> Speaker: Sofia Sunden
02 October	<i>Finance Committee- Workshop with EKN - The Swedish Export Credits Guarantee Board</i>
10 October	<i>After Work - Ärtsoppa och Punsch at the Scandinavian Church</i>
11 October	Young Professionals- <i>Workshop - What is compliance & why is it so challenging?</i> Speaker: Lovisa Curman- Sandvik
16 October	<i>Presentation of survey Socio-Environmental Overview.</i> Speaker: Karin Thrall
17 October	<i>Swedcham's 60 Years Anniversary - Gala Dinner at Espaço Nobre</i>
07 November	<i>Maintenance Work Group - Meeting at Sandvik</i>
08 November	Meeting about CSR in Brazil with Swedish Minister for Children and the Elderly - Maria Larsson
12 November	<i>Nobel Exhibition at FIESP- Opening of Ideas that Changed the World</i>
13 November	<i>SwedenBrazil Alumni Fair at hotel Tivoli</i>
21 November	<i>After Work - Ärtsoppa och Punsch at the Scandinavian Church</i>
27 November	Book Launch "Fabrica de Aço Paulista S.A. (Faço), by Nils Paues and Carlos Aurélio Dompieri
12 Dec	<i>Swedish Christmas party at Swedcham</i>

Partnerships:

We had many partnerships during 2013 that included either added value or incentives for members.



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A Advanced Câmbio Turismo está oferecendo aos associados Swedcham desconto de 3% sob o valor das taxas de venda balcão divulgadas diariamente em seu boletim enviado por e-mail.

Este valor equivale a **50% de desconto sobre o resultado financeiro da Advanced Câmbio Turismo**, garantindo assim preços sempre abaixo da concorrência.

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Sendo **especialista em desenvolvimento de liderança e de pessoal em ambientes internacionais** ofereço soluções customizadas para apoiar empresas atuantes em mercados globais. Com meu perfil profissional e multicultural, que se baseia em uma experiência de mais de 20 anos em organizações multinacionais e também em uma formação em consultoria sistêmica e comunicação intercultural, o meu trabalho se encaixa exatamente lá, onde soluções internacionalmente e culturalmente adequadas são necessárias.

Associados da Câmara Sueca tem **20%** de desconto no treinamento '**Excelência nos negócios internacionais**'. Este treinamento pode ser oferecido em português ou em inglês.

Para obter mais informações favor entrar em contato com: hanna@helstela.com
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A STREAM Eventos atua na organização e coordenação de eventos de qualquer tipo ou porte, oferecendo soluções completas e integradas, cuidando de todos os detalhes do seu evento, da logística à cenografia, das contratações à comunicação visual.

Agora, membros e associados da Câmara Sueca têm **20% de desconto sobre a taxa administrativa para eventos fechados até 30/12/2013**, para qualquer tipo de evento como Festa Corporativa de Final de Ano, Palestras, Workshop, Estandes em Feiras e muito mais.

Com responsabilidade, confiabilidade e comprometimento, transformamos suas idéias em realidade.

Contato: Márcia Bellon / Tel. 11 3192-3913 / Cel. 11 98111-1570 / e-mail:
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Oferecemos **salas de treinamento com 25% de desconto** em cima do valor para associados.

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www.swedcham.com.br



Associados da Swedcham, tem **100% de desconto** na taxa de ativação e ainda podem adquirir:

1. **Número Mágico 24h/dia:** De 350,00, por R\$ 300,00/mês, para garantir o atendimento do seu fixo ou celular, em nome da sua empresa.
2. **Secretária Virtual:** de R\$ 250,00, por R\$ 225,00/mês (inclui um Número Mágico® 10h/dia), para concierge e tarefas administrativas.
3. **Programas de Concierge para funcionários e clientes:** com descontos especiais e Secretárias Virtuais encantando seus funcionários e seus clientes mais fiéis, em nome de sua empresa.

Ligue agora para (11) 4063-4079 e fale com a Camila, da área de parcerias.

www.prestus.com.br

“NordicLight” Magazine

Swedcham’s magazine, previously called “**Brazil & Sweden/Norway**”, gained a new name and look in 2012. “**NordicLight**” is a joint publication with the Norwegian-Brazilian Chamber of Commerce, which distributes copies to Norwegian companies and clients in Brazil and Norway.

“**NordicLight**” is a quarterly magazine, focusing on existing and potential Swedish-Brazilian trade relations as well as news from our members, but also including social and cultural aspects between the two countries. Among the topics found in the magazine one will find Swedish-Brazilian operations and how economic and market changes can affect trade between the two countries, as well as other news of interest to Swedcham members.

The magazine is an efficient marketing tool being distributed to a substantial number of companies, authorities, government agencies, etc., over three continents. Each issue is estimated to be read by approximately 10,000 readers, 70% of which in Brazil.

Over the years the size of the magazine has nearly tripled.

All articles are written exclusively for this magazine or provided by our sponsors and corporate members. “**NordicLight**” is financed through ad sales and our well-known and much appreciated sponsorships. These sponsorships are financing not only the magazine, but also our Yearbook and Website.

Yearbook

Swedcham offers members and those interested in Brazil and Sweden its Yearbook that consolidates a variety of useful information for doing business in Brazil and Sweden, as well as listings of Chamber members, Swedish companies in Brazil, information for tourists and listing of private and government entities. The publication had a distribution comparable to the Chamber magazine and is also available at our offices in São Paulo

and Stockholm. In 2013 it was published in a book format and many of our members already use the Member Directory as a reference when looking for any kind of purchase or service.

Website (www.swedcham.com.br):

Our website is very much appreciated among our members, not only because of its pleasant design but also for continuously being up-dated with newsletters, reports from past events, photos and calendar for coming events. Through ad-words, a service offered by Google, we can closely follow the movements on our site. One thing we have noticed is that many people find us, looking for specific services on the internet and then become our Swedish students, users of our Business Center, or visitors to events. The website has more than 10,000 visitors per month.

Facebook (www.facebook.com/SwedchamBrasil)

Swedcham has its own Facebook page which already has had many visitors and become yet another tool to promote our events and services and to facilitate communication between members and the Chamber.

Sponsorships:

These are financing not only the magazine, but also our website and Member Directory. To be a sponsor not only gives advertising value but also brings benefits such as invitations to special events. We finished the year with 33 sponsors. There are three different levels of sponsorship: Gold, Silver and Bronze.

Our *Sponsors*



Gold



Silver



Bronze



Number of members:

The distribution of members at the end of the fiscal year of 2013 was as follows:

	Total
Company members	514
Individual members	121
TOTAL NUMBER OF MEMBERS	635

Swedish classes at Swedcham:

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

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

Rental Services

Below some information about the Swedcham Business Center

THEATER

28 m²

20 chairs, Wi-Fi and cable access to the internet, integrated sound system, projector and big screen. For presentations, courses and speeches, the Theater offers accommodations for up to 28 people, when seated, and offers all the necessary equipment.

VIDEOCONFERENCE ROOM

22 m²

9 chairs, 1 table with plugs and cable access.

Complete audio-, video- and webconference system.

Tandberg 990 MXP, integrated sound system, Wi-Fi and cable internet access and two 40-inch flat screen plasma monitors. This room can be used for audio-, video- or webconference and has the capacity to host up to 11 people seated.

WORKSTATIONS

9 m²

1 table with plug and cable access.

Wi-Fi and cable internet access

Telephone and Fax access

You can rent per hour, day or full time

COMBINATION

95 m²

Three combined rooms. Ideal for presentations, courses and speeches, the Combination Area, which combines the Lounge, Theater and the Videoconference Room, is an auditorium for up to 50 people seated.

Besides the nearly 200 m² events area, Swedcham also has 5 workstations that were set up to be rented out to businesses and others in need of a work desk.

Due to the remodeling of the exterior of the building we had an expected decrease for our rental services.

During 2013, we rented out our premises 70 times, and had 26 internal events and many other major events outside the chambers premises.

From the 70 times that we rented the space, 36 times were used for videoconference.

Members* and companies that used our Rental Services during 2013 were:

AGERA SALES *
 ANDERS NORINDER*
 BRAZILIAN FINISH COUNCIL
 BUSINESS SWEDEN*
 ELEKTA*
 EMBAIXADA DA SUÉCIA*
 EYENETWORK
 FINNPRO
 GRUPO RUBAYAT
 HIG BRASIL
 HÖGANÄS*
 HUSQVARNA AB*
 IMOBILIÁRIA IBITIRAMA
 INNOVATION NORWAY
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 LEAX DO BRASIL*
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 MAMMOET BRASIL
 MOVIE ARTS
 NORDEA*
 NORDIC VENTURE NETWORK
 ROCCOVIDAL P+W
 SCA DO BRASIL*
 SEPHORA
 SNACKA SNYGGT*
 TALENT GROUP*
 TRANSEARCH*

WE WARMLY THANK ALL THESE COMPANIES!

We invite all members that have not used our space yet to give us the chance to show you how pleasant and efficient your meeting and conference can be!

Business Services

Swedcham has always been a natural partner for Swedish companies interested in Brazil, and Brazilian companies looking to expand their markets to Sweden. After a decision taken by the Board of Directors, based on a Member Survey, Swedcham today recommends highly qualified consultants and others within the network to render consulting services.

Other activities

Authorities, universities, and organizations:

Swedcham Brasil has close contacts with Swedish and Brazilian authorities, official institutions and agencies, organizations, embassies, universities, Chambers of Commerce, etc., providing information and support, and also receiving information.

Marketing:

The marketing activities consist of four main items.

- - to inform the Swedish and Brazilian marketplace about Swedcham Brasil and its activities; members, companies, expatriates and other foreign people are encouraged to contact Swedcham to develop not only business contacts but also to enhance their social and cultural network.

- - to establish Swedcham as a reference center and a door opener for all kinds of business in Brazil – network, information, market, products, events and opportunities.

- - further develop the Brazilian Chamber of Commerce in Sweden about the Swedish marketplace and to inform Brazilian company members of Swedish products and suppliers.

- - to prepare, develop and edit publications, folders and communication material.

Press contacts:

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

Our team players

The staff of SwedchamBrasil consists of its Managing Director, one administrative and financial manager, one events manager, one administrative assistant, one secretary, and one office assistant. Our Editor and Teacher are outsourced and work part time, a total of 8 people.

The Chairman and Staff of Swedcham Brasil

Nils Grafström Chairman of the Board	Jonas Lindström Managing Director	Elaine Silene Administrative & Financial Manager
Viviane Ringbäck Events Manager	Elvis Siqueira Administrative Assistant	Bianca Ciana Intern/receptionist
Laura Reid Editor	David Ringbäck Teacher	Cicera Martins Office Assistant

Swedcham Representatives

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

First Honorary Member, Board Members, Honorary Members and Auditors

Members of the Board represent different economic sectors, connecting Swedcham to the Brazilian and the Swedish business communities.

First Honorary Member

H.M Queen Silvia of Sweden

Executive Board

Nils Grafström - Chairman - Head of Invest Brazil (Business Sweden)

Anders Norinder- Vice Chairman - Managing Director of iZettle Brasil

Stefan Lundkvist - Treasurer - Managing Director - BM Optimus Consultoria Ltda

Renato Pacheco - Legal Director - Managing Partner - Pacheco Neto, Sanden, Teisseire Advogados and Swedish Honorary Consul General in São Paulo

Therese Otterbeck - Ethics Director - Managing Director - EF Education First

Claes Backlund - Vice President Holding Atlas Copco Brasil

Cecilia Calson - HR Consultant at RGP, Chairwoman of the Scandinavian Church in São Paulo

Peter Hultén - Former Director Banco Mercantil de São Paulo

Anders Jansson - Country CFO, ABB Brazil

Christer Manhusen - Former Swedish Ambassador to Brazil

Carl Gustav Moberg - Chief Representative Handelsbanken in Brazil

Fredrik Wrangle - CFO at Scania Latin America ER Directory

Auditors

Jacob Stjernfalt EF- Education First

Francisco Rodrigues Gunnebo Industries

Advisory Council

The members of Swedcham's Advisory Council are:

Honorary Councillors:

Swedish Embassy in Brasilia

Brazilian Embassy in Stockholm

Swedish Consulate General in São Paulo

Business Sweden

Councillors:

Christer Manhusen – Chairman, former Swedish Ambassador to Brazil

Åke Albertsson - Vice President, Country Manager, Brazil Group Marketing & Sales – SAAB

Roger Alm – CEO Volvo do Brasil

Claes Backlund – Vice President Atlas Copco /Holding

Juan Carlos Bueno – Executive Vice President of Stora Enso Latin America

Rubens Bulgarelli Filho – Managing Director Gunnebo Security

Fabricio Campos – CEO Semcon do Brasil

Christian Christensen – Chief Representative Nordea do Brasil

Alfredo Collado –President Skanska Brasil

Xavier Delineau – Managing Director Trelleborg Engineered Systems

Alessandra Faria- Managing Director Axis

Eloi Fernandes – Managing Director Husqvarna do Brasil

Peter Hedlund – CEO Swedish Match do Brasil

Ruy Hirschheimer – President Electrolux Latin America

Svante Hjorth – Managing Director Southpartner

Alessandra Holmo - Executive Director of Centro de Pesquisa e Inovação Sueco-Brasileiro – CISB

Magnus Karlson – Business Manager Linde Gases (Former AGA)

Reginaldo Macedo – CEO Alfa Laval do Brasil

Luiz Manetti – CEO Sandvik do Brasil

Carl-Gustav Moberg - Chief Representative Handelsbanken Brasil

Christophe Muyliaert - Managing Director Mercuri Urval

Paulo Nigro – CEO Tetra Pak do Brasil

Rafael Paniagua – CEO ABB do Brasil

Fernando Pereira – CEO Seco Tools do Brasil

Marcelo Pires– SEB in Brazil

Eduardo Recoder– CEO AstraZeneca do Brasil

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