



Annual Report 2014

Table of contents

A Word from the Chairman	03
SwedchamBrasil in Brief	04
Operations Overview	05
Administration	05
Member Services	05
Committees	05
Young Professionals	05
Events	06
Partnerships	09
Magazine - NordicLight	13
Yearbook 2014	13
Website	14
Our Gold, Silver and Bronze Members	15
Rental Services	16
Business Services	16
Other activities	18
Our team players	19

First Honorary Member, Board Members, Honorary Members, Auditors and Advisory Council

First Honorary Member	20
Honorary Members	20
Board of Directors	20
Auditors	20
Advisory Council	21
Swedcham Contact Information	23

Annual General Meeting

The Annual Meeting will take place at 17.30, Wednesday 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 Wednesday 29 April, 17:30hs at the Swedcham premises at Oscar Freire 379, 12th floor. After the meeting, around 19:00hs, you are cordially invited to attend a Happy Hour.

A Word from the Chairman

Dear Members,

We closed Swedcham's 2014 accounts with solid figures and a stable development. We continued to increase the number of members and we reached our targeted operating result. During 2014, we also held more events than any year before and we also had more participants than ever. Our working groups and committees are developing positively with active involvement from our members. The Young Professionals had several get-togethers. We believe that all this shows that we bring value to our members and that we fulfill our mission to be a hub and a networking platform for the Swedish-Brazilian business community. Our Managing Director is giving more details on our 2014 activities in this annual report.

Brazil as a country is presently going through a wave of deep pessimism with poor economic development, inflation well above both the Government's target and upper limit (now over 8% for 12 months), very high interest rates (12,75%) and on the edge of losing its investment grade rating. On top of that, Brazil will probably experience a technical recession also in 2015, as it did in 2014.

The confidence in the political leadership is at an all-time low, not only due to the economic situation but also to the biggest corruption scandal ever in Brazil with links to the state-controlled oil giant Petrobras, high-level politicians and construction companies.

It will probably take years to recover from the present situation. However, Brazil has, no doubt, the strength to recover – but it will require changes in the political governance, economic policy and, not least, attitude against corruption.

In Swedcham's Board, we follow the impact of the Brazilian situation on our members. The picture is mixed, with some benefitting from a weak local currency and a strong USD, others suffering from a weakening local market. We hope, from the Chamber's point of view, that we can count on continued support from our members and, hopefully, we can also contribute to understanding the financial and political situation and development through many of our seminars. I am confident that we are very well equipped at Swedcham to confront the present difficulties in Brazil.

I want express my gratitude to the Chamber's staff for its excellent performance and also to my colleagues on the Board of Directors. Our Board members devote a lot of their time to the Board meetings and are extremely active. I also want to thank especially the members of our Finance Group for their great job and support to the Board. A special thanks also to our auditors for their work: seldom recognized but extremely valuable!

São Paulo, April 12, 2015

Kind regards,

Nils Grafström

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 (as from 2015 Otavio Lucchese), 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 and Mrs. Elisa Sohlman.

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 & Financial Department

Swedcham has closed its 2014 accounts with a good performance in spite of the economic challenges Brazil has been facing lately.

Our Treasurer, Financial Group and Auditors have been able to improve upon our control tools and accounting methods.

Swedcham's Administration has excelled in following developments in Brazil with regard to fiscal and accounting legislation, adapting to the country's current reality and assessing the level of connection between fiscal norms and accounting practices.

Every year our innovations and commitment to our members have undergone constant improvement by Swedcham leaders and collaborators.

In 2014, we overcame all expectations, improved all our processes and presented our accounts and records in perfect order and in total accordance with the law.

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 2014:

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

Young Professionals:

The Young Professionals is a project which aims to connect students, young professionals and Swedish companies with similar interests in Brazil and Sweden through both social and professional events.

Student interns and full-time administrative regular staff are in charge of the day-to-day work of the project.

Swedcham Young Professionals organized 5 events in 2014, like Happy Hours, Company Visits and second edition of the Career Fair which was held at Swedcham's premises in that year giving 12 Swedish companies the chance to meet with students and Young Professionals to discuss career opportunities as well as steps to success.

Swedcham Young Professionals is a truly international and lively group and it is important to highlight that they are indeed the Chamber's future."

Swedcham Events 2014:

The year of 2014 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.

30 Jan	Swedcham - NBCC Joint event in Rio de Janeiro <i>Opportunities for Oil Exploration & Production in Brazil</i> . Speaker: Roberto Ramos – CEO (Odebrecht Oil & Gas)
3 Feb	Visit by the Board of Swedish Chambers International
18 Feb	Visit by <i>Novare Academy</i> (Investor)
20 Feb	Ärtsoppa och Punsch
27 Feb	<i>O Novo Cenário da Imprensa – Rumos da Comunicação no Brasil</i> . Speaker: Thiago Costa (EVcom)
12 Mar	Inauguration of Exhibition – <i>The Nobel Prize Ideas Changing the World</i> at FGV – Rio de Janeiro
20 Mar	Meeting with Swedish companies and the Swedish Embassy Office of Science and Innovation
20 Mar	Ärtsoppa och Punsch
21 Mar	Innovation & Sustainability Committee – <i>Inovação de cadeias de valor</i> . Speaker: Renata Toledo (FGV)
25 Mar	Human Capital Committee – Visit to Ericsson. Janaina Khatchikian (HR Director)
3 Apr	Maintenance Group meeting at Scania
3 Apr	Business Seminar with EKN (<i>The Swedish Export Credits Guarantee Board</i>)
8 Apr	Launch of Swedcham IT Group
10 Apr	Legal & Business Committee - <i>Transfer Pricing na Infraestrutura - O Desafio de Investir no Brasil em 2014</i> . Speakers: Pedro Mezzetti (PNST Advogados) e Carlos Eduardo Ayub (Deloitte)
10 Apr	Ärtsoppa och Punsch
11 Apr	<i>Liderança do Negócio e de Pessoas</i> - Renato Grinberg (BTS)
17 Apr	Business Luncheon at Restaurant Italy
29 Apr	General Assembly with following cocktail
30 Apr	Swedcham-NBCC joint event in Rio de Janeiro. <i>Brazil - A Macroeconomic and Political Perspective</i> . Speaker: Fabiana D'Atri Economista Sênior (Bradesco S.A)
15 May	Ärtsoppa och Punsch
23 May	Visit by Swedcham's Young Professionals/ HCC to Atlas Copco
29 May	Human Capital Committee visits Alfa Laval
30 May	Business Luncheon at Restaurant Capim Santo

- 03 June *Desvendando os Novos Caminhos da Fiscalização Eletrônica*. Marina Carvalho (Ernst & Young)
- 05 June Happy Hour - Young Professionals at Bar Tonton
- 06 June Advisory Council meeting at Alfa Laval
- 17 June *Swedish Midsummer Buffet* followed by Brazil Vs Mexico World Cup game at Swedcham
- 24 June EuroChambers Business Luncheon with former president Lula
- 12 Aug *Foreign Corrupt Practices: Highlights on the Brazilian new legislation and Corporate Governance*. Joint event with NBCC and TN Petr lio in Rio de Janeiro
- 14 Aug  rtsoppa och Punsch
- 19 Aug Human Capital Committee visit to Stora Enso
- 21 Aug Business Luncheon at Restaurant Capim Santo
- 22 Aug First Meeting Swedcham Legal Group
- 9 Sep *Competitividade Internacional*. Speakers: S rgio Pereira (FIAUSP) and Prof. Wagner Delarovera
- 10 Sep Swedcham Maintenance Group visits Electrolux factory in Curitiba
- 11 Sep  rtsoppa och Punsch
- 16 Sep Welcome Reception for the New Swedish Ambassador to Brazil – Mr. Per-Arne Hjelmborn
- 19 Sep *The Brazilian Economic Scenario*. Speaker: Carlos Kavall, Chief Economist (Banco Safra)
- 23 Sep Business Luncheon with Arm nio Fraga - Euroc maras
- 24 Sep Innovation & Sustainability Committee. *O Setor El trico no Brasil - Panorama Atual*. Speaker: Maury S rgio Lima e Silva
- 24 Sep Happy Hour - Young Professionals at Bar Tonton
- 22 Oct Visit by *Novare Leadership Academy* (Investor)
- 28 Oct *Fazendo gest o de TI com m todos  geis*. Adriano R. de Lima (Inmetrics)
- 30 Oct Human Capital Committee – Internal Meeting
- 30 Oct  rtsoppa och Punsch
- 5 Nov Swedcham participation at *Sal o Internacional do Aut movel* with Volvo Cars
- 6 Nov Business Seminar for Swedish Design Companies participating in *S o Paulo Fashion Week*
- 7 Nov Legal Group meeting at Tetra Pak
- 12 Nov Swedcham Advisory Council meeting at Volvo Cars
- 13 Nov *Swedcham Career Fair* with participation of Swedish companies and Swedish Universities
- 14 Nov SME seminar - *From innovation to market impact: digital tools and creative solutions*
- 3 Dec Swedcham, NBCC & PNST joint event - *Responsabilidade de S cios e Administradores no Brasil*
- 4 Dec  rtsoppa och Punsch
- 12 Dec *Swedish Christmas Lunch (julbord)* at the Scandinavian Church
- 18 Dec Nordic Young Professionals Christmas Party

Partnerships:

We had many partnerships during 2014 that included either added value for members.



Admix – Manages your company's health insurance and makes it more cost efficient.



Desconto especial para associados Swedcham . Produtos direto da fábrica, parcelamento em até 10X sem juros, frete grátis.

Visite o site: www.electrolux.com.br/associados

Login: swedchambrasil Senha: swedchambrasil

Boas compras!



Importadora Boutique & Venda Direta

Importamos e vendemos a 40-50% abaixo do que vinho espanhol de qualidade custaria no varejo ou na internet.

Oferecemos aos **associados da Swedcham 10% de desconto!**

Acesse o site: www.evinhosdaespanha.com Código para o desconto: SWEDCHAMB



O mais sofisticado conceito em café já desenvolvido, em parceria com a Swedcham Brasil, oferece a você um benefício exclusivo:

Descontos de até 20% na compra de máquinas de café Nespresso.

Acesse o site www.nespressobenefits.com.br e informe o código de acesso **sb0813**.

Adquira com **FRETE GRÁTIS** e **PARCELAMENTO EM ATÉ 6x** a máquina que melhor atende suas necessidades!

Desfrute a Experiência Suprema em Café com o Espresso perfeito, dia após dia, no conforto de sua casa.



Oferecemos **salas de treinamento com 25% de desconto** em cima do valor para associados. Equipamentos técnicos cortesia.

Contato: eventos@swedcham.com.br

www.swedcham.com.br

NordicLight Magazine

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 2014 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. In 2014 we launched a new website with a new and fresh lay out and design. 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.

Our Gold, Silver and Bronze Members:

These are financing not only the magazine, but also our website and Member Directory. To be a special member not only gives advertising value but also brings benefits such as invitations to special events. We finished the year with 36 special members.

Our Gold, Silver and Bronze Members



Gold



Silver



Bronze



Number of members:

The distribution of members at the end of the fiscal year of 2014 was as follows:

	Total
Company members	466
Individual members	99
TOTAL NUMBER OF MEMBERS	565

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

25 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 25 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 led monitors. This room can be used for video- or webconference and has the capacity to host up to 09 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 2014, we rented out our premises 66 times, and had 26 internal events and many other major events outside the chambers premises.

Members* and companies that used our Rental Services during 2014 were:

ABB*
ABRE
CIA IBITIRAMA
CONSULADO GERAL DA DINAMARCA *
EKN
EMBAIXADA DA SUÉCIA *
EYNETWORK
HIG
HUMAN GUIDE *
HUSQVARNA *
KATE SPADE
LUND UNIVERSITY *
MOBILE INTELLIGENCE
NEFAB *
NILS GRAFSTRÖM *
NUNES & SAWAYA
RTRS
SANDVIK *
SCA
SOUTH PARTNER *
SUNOL
TALENT GROUP *
TRANSEARCH *
VIDEOCONFERENCIA BRASIL

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 the Swedcham Team

Nils Grafström Chairman of the Board	Jonas Lindström Managing Director	Elaine Silene Administrative& Financial Manager
Viviane Ringbäck Events Manager	Elvis Siqueira Administrative Assistant	Fabiana Lucena Intern/receptionist
Laura Reid Editor/ out sourced	David Ringbäck Teacher/ out sourced	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

Anders Jansson - Ethics Director - Country CFO, ABB Brazil

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

Christer Manhusen - Former Swedish Ambassador to Brazil

Fredrik Wrangé - CFO at Scania Latin America ER Directory

Auditors

Francisco Rodrigues Gunnebo Industries

Thyana Otsuka Sayuri Volvo Cars

Monica Rodrigues Husqvarna

Advisory Council

The members of Swedcham's Advisory Council are:

Honorary Councillors:

Swedish Ambassador in Brasilia – Per-Arne Hjelmborn
Brazilian Ambassador in Stockholm – Marcos Pinta Gama
Swedish Consul General in São Paulo – Renato Pacheco
Trade Commissioner - Business Sweden – Johan Norén
Head of Invest Brazil – Business Sweden – Nils Grafström

Councillors:

Christer Manhusen – Chairman, former Swedish Ambassador to Brazil

Claes Backlund – Vice President Atlas Copco /Holding

Juan Carlos Bueno – Vice President Stora Enso Latin America

Rubens Bulgarelli Filho – Managing Director Gunnebo Security

Fabricio Campos – CEO Semcon do Brasil

Andre Carrion – Managing Director Gunnebo Industries

Christian Christensen – Chief Representative Nordea

Per-Magnus Egeberg Pedersen - Chief Representative Handelsbanken

Alessandra Faria- Managing Director Axis

Mauro Favero – CEO SKF do Brasil

Eloi Fernandes – Managing Director Husqvarna do Brasil

Arne Christian Haukeland – Chief Representative - DNB

Peter Hedlund – CEO Swedish Match do Brasil

Johan Henriksson - CEO and President Skanska Latinamerica

Ruy Hirschheimer – President Electrolux Latin America

Svante Hjorth – Managing Director Southpartner

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

Frederick Johansson - Chief Representative SEB

Scott Latta - Business Manager Linde Gases (Former AGA)

Reginaldo Macedo – CEO Alfa Laval do Brasil

Luiz Manetti – CEO Sandvik do Brasil

Claes Nilsson – CEO Volvo Latin America

Rafael Paniagua – CEO ABB do Brasil

Fernando Pereira – CEO Seco Tools do Brasil

Eduardo Recoder– CEO AstraZeneca do Brasil

Pedro Lopes Ribeiro- Managing Director Slidelog (Weland)

Marcelo Queiroz - President Tetra Pak Latin America

Sergio Quiroga – President Ericsson Latin America

Claudinei Reche – CEO Höganäs Brasil

Luis Rezende – President Volvo Cars Latin America

Therese Otterbeck – EF Education First

Marco Sabino – Managing Director Kreab Gavin Anderson S/A

Martin Skogmar – Operations Manager Elanders do Brasil

Per-Olov Svedlund – President Scania Latin America

Bo Torrestedt - Head of Market Area Latin America Saab AB

Gustavo Vega – Managing Director SCA do Brasil

Ronaldo Veirano – Senior Partner Veirano Advogados

Valter Zinatto - **Executive** Director, Trelleborg Oil & Marine

SWEDCHAM CONTACT INFORMATION:**HQ:**

SWEDCHAM BRASIL
Câmara de Comércio Sueco-Brasileira
Rua Oscar Freire 379 – 12th floor
01426-001 São Paulo - SP
Brazil
Phone: +55 11 3066-2550
Fax: +55 11 3066 2598
E-mail: brazil@swedcham.com.br
Web: www.swedcham.com.br

Rio de Janeiro:

Björn Salén
Rua da Assembléia, 10 / 3001
20011-901 - Centro
Rio de Janeiro - RJ - Brazil
Phone: +55 21 3233-5710
Mobile +55 21 9633-0053

Fortaleza:

Folke Åsell
Av. Hist. Raimundo Girão, 900-
Apto. 2400
60165-050 Fortaleza – CE
Tel: +55 85 3248 0473
Mobile: +55 11 9677 0150
Skype: folke900
folke@folkeasell.com

Brazilian Chamber of Commerce in Sweden:

Hugo Oljemark
Erik Dahlbergsallén 15,
3 tr. - 115 20 Stockholm
Sweden Phone: +46 8 66 05 696
Mobile: +46 733 22 06 05
Fax: +46 8 660 56 45
hugo@swedcham.com.br

Curitiba:

Hans Kastendal
Rua Voluntários da Pátria, 475

As from 2015:

Otávio Lucchese:
Phone: +55 41 4063 8980

Salvador:

John Didrik Brusell
Avenida Tancredo Neves 1632 Torre Norte
1505 Salvador BA CEP-41820020
41820-020 Salvador BA
Brazil Phone: +55 71 3336-3721
Fax: +55 71 3338-2844
brusell@terra.com.br