



Annual Report 2015

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Annual General Meeting

The Annual Meeting will take place at 18.00, Wednesday April 28 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 Thursday 28 April, 18:00hs 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,

I am writing this in the midst of a political turmoil where politicians opposed to President Dilma Rousseff have been lobbying for her impeachment for over a year, now culminating in a formal process that could change the political path for Brazil. The impeachment process is taking place as Brazil enters its second year of economic recession. The economic policy of the ruling Government has collapsed, with inflation well above set targets, unemployment figures increasing dramatically, and purchasing power going down. Whatever the outcome of the impeachment process will be, the country will still have its recession to overcome in the next few years. With lower commodity prices abroad than during Brazil's China-driven economic boom, growth will remain slower than in previous years.

It is impossible to predict when a change for the better will come, but Brazilian agribusiness exports have risen and foreign direct investments have continued, stimulated by the weak Brazilian currency. Also, Brazil has recently been more successful in finding new markets for non-commodity exports. So, despite the severe economic difficulties, there is hope for Brazil on the horizon. But changes require political skills, courage and parliamentary support.

In view of the Brazilian crisis, I am happy to perceive that Swedcham's 2015 result was quite satisfactory. This was achieved thanks to the devoted work of our staff, managed by Jonas Lindström, fulfilling the tasks of Swedcham, but also thanks to all our faithful members, of which our special members play a vital role. My appreciation to all of you for your continued support! I know, from my past in the Swedish industry that, in difficult times, companies look through what savings can be done and cost-cutting measures typically hit travelling, fairs, study trips and membership fees. I am glad to see that, in spite of difficult times amongst many of our members in Brazil, basically no cancellations of memberships have occurred. This gives us the possibility to work with a long-term view.

2016 will also be a challenging year for most of our members. From our side we will do our utmost to continue to support all of you, making your membership valuable, offering value for money. We strongly believe that we are well equipped to fulfill our undertakings.

São Paulo, April 18, 2016

Kind 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. 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

The year 2015 brought many challenges, especially for companies established in Brazil. Things were no different for Swedcham, which in spite of the challenges managed to obtain good results, always counting on the loyalty of its members and Board of Directors.

Our administrative and financial department closely followed the process of meeting objectives in order to maintain a sustainable and politically and legally correct structure.

Regardless of the situation, Swedcham kept focused and organized, always observing the legality of its administrative, accounting and fiscal processes, in which the role of its collaborators and the finance group were crucial.

In 2015, once again, the department presented accounts and records in perfect order.

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 2015:

Human Capital Committee – Coordinator - Giselle Welter

Legal & Business Committee – Coordinator - Renato Pacheco Neto

Finance Committee – Coordinator: 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 8 events in 2015, like Happy Hours, Company Visits and the second edition of the Career Fair giving 14 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 they are indeed the Chamber's future."

SWEDCHAM EVENTS - 2015

03 Jan	Breakfast Meeting with Swedish Prime Minister Stefan Löfven
03 Feb	Visit by Novare - Investor: <i>Sustainable Business through Diversity</i>
11 Feb	Maintenance Group meeting at Tetra Pak and Presentation: <i>Total Productive Maintenance</i>
26 Feb	Ärtsoppa och Punsch
26 Feb	Human Capital Committee – Internal meeting – Member Survey
27 Feb	Business Luncheon at Restaurant Trebbiano
05 Mar	Visit to Munters in Curitiba
12 Mar	Young Professionals Happy Hour at TonTon
18 Mar	<i>Trade Facilitation Revolution of Brazil Import and Export</i> – Lars Karlsson - KGH Customs
19 Mar	Innovation & Sustainability Committee - <i>Supply Chain and Compliance</i> with Veirano Advogados, Sandvik and Husqvarna
26 Mar	Ärtsoppa och Punsch

- 15 Apr Swedcham Participation at LAAD - *Security and Defense Fair* - in Rio de Janeiro
- 16 Apr Finance Committee - *The New Economic Team and the Forecasts and Challenges for the Brazilian Economy*. André Loes - Chief Economist HSBC Latam
- 16 Apr Ärtsoppa, Punsch and Jazz Concert with Swedish musician Peter Knudsen
- 17 Apr Event with the Swedish Paralympics Committee and Swedish Paralympics Athletes
- 18 Apr Swedcham Participation at Volvo Ocean Race – Stopover in Itajaí, Santa Catarina
- 24 Apr Young Professionals Company Visit to Ericsson
- 28 Apr Joint Seminar with Stockholm Arbitration Center at AmCham
- 29 Apr General Assembly
- 13 May Human Capital Committee - *Motivação e Sinergia de Equipes* - Gisele Welter- GW Vocaçào & Relações Humanas
- 18 May *To Live to Experience Your Dreams* - Peter Åberg – Alfa Laval
- 26 May A Importância da Comunicação Estratégica no Âmbito Organizacional - *Marco Antonio Sabino – Kreab*
- 28 May Ärtsoppa och Punsch
- 02 Jun Advisory Council Meeting at Veirano Advogados – Host: Ronaldo Veirano
- 09 Jun 1º. Encontro do Grupo de Comunicação Empresarial – *Comunicação de Produtos e Marketing, Redes Sociais e Web Analytics* – Alessandra Sellmer – Atlas Copco
- 11 Jun Business Luncheon at Restaurant Picchi
- 17 Jun Maintenance Group Visit to ABB Plant in Guarulhos
- 17 Jun Wine Tasting - Carlos Calderon Sund - evinhosdaespanha
- 18 Jun Young Professionals Happy Hour at Restaurant Obá
- 04 Aug Matrix of SWOT Analysis - *Da Análise Estratégica à Execução de Ações*- Maximiliano Tozzini Bavaresco – Sonne Branding
- 04 Aug Encontro do Grupo de Comunicação Empresarial na Tetra Pak – *A Evolução do Digital* – Ivo Pedro Rezende
- 11 Aug Swedcham Participation in Worldskills Competition - Anhembi
- 12 Aug World Skills Seminar - *Professional Education in Sweden* - Roger Mörtvik - State Secretary, Ministry of Education
- 18 Aug e-Social, *Como se Preparar para Atender a essa Obrigação* - Abdias Melo - ABM&C
- 09 Sep Business Luncheon at Restaurant Picchi
- 16 Sept Young Professionals Company Visit to iZettle

- 23 Sept *Innovation & Sustainability Committee - Innovation - Synergy between Sweden and Brazil - Alessandra Holmo – CISB*
- 24 Sep *Legal & Business Committee – Mediação: Novas Leis e seus Impactos – CAE, Eurocâmaras*
- 24 Sept *Ärtsoppa, Punsch and Presentantion: The Importance of Sleep - Prof. Dr. Monica Levy*
- 08 Oct *Sweden-Brazil Career Fair with Participation of Swedish Companies and Swedish Universities*
- 20 Oct *1º Encontro do Grupo de Compliance - Programa de Compliance na Prática - Elizabeth Amore - ABB*
- 22 Oct *Como Obter Retorno em Mídias Sociais para o Mercado B2B - Thiago Costa - Evcom*
- 23 Oct *Business Luncheon at Restaurant Italy*
- 29 Oct *Ärtsoppa, Punsch och Allsång*
- 05 Nov *Young Professionals - Mash-Up Innovation Workshop – Renata Minicucci - Hyper Island*
- 11 Nov *Maintenance Group Workshop at Scania - Prof. Diego Galar - Luleå University*
- 13 Nov *CSR Projects at Swedish Companies in Brazil - Mala Chackraborti - Atlas Copco*
- 17 Nov *Lunch Meeting with Swedish Minister for Infrastructure - Anna Johansson*
- 18 Nov *Maintenance Group Workshop at Volvo in Curitiba – Peças de Reposição: Políticas, Métodos, Problemas e Práticas – Marcos Oliveira - Volvo*
- 18 Nov *Member Event at Volvo in Curitiba with visit to the factory – Patricia Bem - Volvo*
- 19 Nov *Encontro do Grupo de Comunicação - Construir Marca ou Ativar Negócios? O Novo Momento da Comunicação – Luiz Buono*
- 26 Nov *Ärtsoppa, Punsch och Konst - The Art Market and Collecting - Fred Von Bülow Ulson*
- 02 Dec *Advisory Council meeting at Twitter – Host: Guilherme Ribenboim – CEO Twitter. Guest speaker Mailson da Nobrega*
- 03 Dec *Finance Committee - Moody's and the Brazilian Banking System Outlook - Ceres Lisboa*
- 11 Dec *Swedish Christmas (Julbord) at the Scandinavian Church*
- 17 Dec *Nordic Young Professionals Christmas Party*

Swedish Chambers International

SwedchamBrasil is a proud member of the *Swedish Chambers International (SCI)*

The network represents a significant part of the Swedish business community globally. The SCI consists of Swedish Chambers of Commerce in 24 countries around the world where companies with Swedish connections do business. Our partner in Sweden is the Stockholm Chamber of Commerce and Swedcham Brasil's Managing Director, Jonas Lindström is a SCI Board member.

The objective of SCI is to give its members an opportunity to exchange ideas and deepen the cooperation between the Swedish Chambers of Commerce abroad. The objective is also to ensure that all Swedish Chambers of Commerce around the world are maintaining and executing the work of the chambers on a high-quality level and with a similar value proposition.”

· Online exposure on the SCI official website. <http://www.swedishchambers.se/swedish-chambers-of-commerce-abroad.htm>

Partnerships:

We had many partnerships during 2015 that included 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

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



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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 2015 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. 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



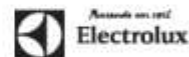
Gold



Silver



Bronze



Number of members:

The distribution of members at the end of the fiscal year of 2015 was as follows:

	Total
Company members	401
Individual members	99
TOTAL NUMBER OF MEMBERS	500

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 4 workstations that were set up to be rented out to businesses and others in need of a work desk.

During 2015, we rented out our premises 75 times, and had 23 internal events held at chamber and many other major events outside the chambers premises.

Members* and companies that used our Rental Services during 2015 were:

ABB*
ABRE
ARCADIS LOGOS S/A
CAE
CONSULADO DA DINAMARCA*
EMBAIXADA DA FINLÂNDIA
EYENETWORK
FINPRO
GABRIELA PATERLINI
GUNNEBO*
HIG
HUSQVARNA*
KATE SPADE
KINNARPS*
KREAB*
LUND UNIVERSITY*
MOBILE INTELLIGENCE
NEVE
NEWSNET JORNAIS ELETRONICOS
NILS GRAFSTRÖM*
NORTHSTAR
SANDVIK*
SCA*
STOCKHOLM SCHOOL OF ECONOMICS*
VIDEOCONFERENCIA BRASIL
VOLVO CARS*

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 Business Sweden and other highly qualified consultants 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
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Swedcham Representatives

Björn Salén Representative, Rio de Janeiro – Rio de Janeiro	Otávio Lucchese 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

Daniella Fukino – Leadership & Development Director, Stora Enso

Peter Hultén - Former Director Banco Mercantil de São Paulo

Frederick Johansson – Chief Representative, SEB

Christer Manhusen - Former Swedish Ambassador to Brazil

Marianna Silva - Business Support Director, Saab

Nathalie Trutmann – Managing Director Latin America, Hyper Island

Auditors

Francisco Rodrigues Gunnebo Industries

Thyana Otsuka Sayuri Volvo Cars

Monica Rodrigues Husqvarna

Advisory Council – 2015

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

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 – Managing Director Husqvarna do Brasil

Antonio Francisco – President AkzoNobel Pulp & Performance Chemicals – Brazil

Arne Christian Haukeland – Chief Representative - DNB

Peter Hedlund – CEO Swedish Match do Brasil

Ruy Hirschheimer – President Electrolux Latin America

Svante Hjorth – Managing Director Southpartner

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

Frederick Johansson - Chief Representative SEB

Scott Latta - Business Manager Linde Gases (Former AGA)

Reginaldo Macedo – CEO Alfa Laval do Brasil

Adriano Machado - CEO Höganäs Brasil

Luiz Manetti – CEO Sandvik do Brasil

Andrea Mansano - Country Manager EF Corporate Solutions

Jean Marincamp – Vice President Atlas Copco Holding/South America

Claes Nilsson – CEO Volvo Latin America

Rafael Paniagua – CEO ABB do Brasil

Fernando Pereira – CEO Seco Tools do Brasil

Valmir Piton – Managing Director Munksjö do Brasil

Antonio Ponce – Vice President Elekta Latin America

Marcelo Queiroz - President Tetra Pak Latin America

Sergio Quiroga – President Ericsson Latin America

Claudinei Reche – CEO SKF do Brasil

Eduardo Recoder– CEO AstraZeneca do Brasil

Pedro Lopes Ribeiro- Managing Director Slidelog (Weland)

Luis Rezende – President Volvo Cars Latin America

Marco Sabino – Managing Director Kreab – Brazil

Magnus Schöldtz - Senior Advisor to the Chairman of Investor

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

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