



2019

MEMBER DIRECTORY



YOUR BRIDGE TO THE BRAZILIAN MARKET – SINCE 1953



DRIVING THE SHIFT

To us at Scania, it is evident that innovation, profitability and sustainability should go hand in hand. On our journey towards becoming the leading provider of sustainable transport systems, we focus on Energy efficiency, Alternative fuels and Electrification, as well as Smart and safe transport. These factors must work in parallel and in combination with each other to create a truly sustainable transport system.

We believe in the strength of cooperation and are convinced that partnership equals leadership.

Together with our customers, and their customers, we are determined to accelerate the shift towards a future of sustainable transport solutions.



Respeite os limites de velocidade



2019

MEMBER DIRECTORY

YOUR BRIDGE TO THE BRAZILIAN MARKET - SINCE 1953



**Movendo
vidas para
transformar
o futuro.**



No trânsito, dê sentido à vida.



40
A N O S
VOLVO NO BRASIL

As pessoas estão no centro de tudo o que fazemos.
Há 40 anos, a Volvo trabalha com paixão e inovação
para desenvolver soluções seguras e de qualidade.
São 4 décadas transformando o futuro do nosso país.

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A woman wearing AR glasses is shown in profile, looking towards a futuristic digital interface. Her hand is raised, interacting with a large, glowing circular graphic that features a stylized arrow. The background is a blurred cityscape. The overall theme is industrial innovation and technology.

Atlas Copco

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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LinkedIn



Instagram



Facebook

MESSAGE FROM THE MANAGING DIRECTOR



Dear members,

I am very pleased to again confirm that the Swedish Chamber of Commerce in Brazil is standing on firm and solid ground.

We are living in turbulent times, not only here in Brazil, and you might think that a Chamber would lose its importance when priority must be given to keeping the business afloat and sustainable. However, as it seems, it is rather the contrary, meaning that, in stormy periods companies tend to seek for cooperation and thus appreciate even more the role of the Chambers. Our main asset is the unique network of people who have a long and deep knowledge of doing business in Brazil.

We hope that this electronic Member Directory always will be accessible on your devices and that you use it as your first source whenever you look for a new service or product.

The Board elected by the members in April this year consists of 15 men and women from small and large companies, and we have already had many creative and inspiring meetings discussing the Chamber's future. We have developed a new Strategy Plan in which we clearly define values, mission and vision and we must always be attentive to what is happening in the society and that is one reason for us to continue our journey on going digital and investing in social media and live transfers of events etc.

However, in the process of renewal we continue to protect and cherish our cultural business heritage and all good things that come with the "Swedish Experience". The Board has worked on a swot analysis where we discuss strengths and opportunities but also weak-

nesses and threats, with that, we have created our strategy for the next years.

On page 18 you will find a list on this year's events and as you can see we have worked hard to offer a variety of topics such as taxes, football coaching, trade agreements and sailing under extreme conditions. Some recent projects worth mentioning a little extra are, the Career Fair, the Business Climate Survey, the documentary on CSR, and the brand-new mentoring program we have launched for some of our major company members.

We are extremely happy that the Team Sweden concept still very strong in Brazil and we have a tight cooperation with the other players which are the Embassy, the Consulates and Business Sweden. CISB - Centro de Inovação Suecia Brasil is another important partner and since they moved into our building in the middle of the year we have seen many synergies.

This year we have launched a new and unique cooperation activity which is the Mentorship Program. There are 14 couples of mentor/mentee creating value to people and companies. We consider this a great initiative that connect people from different companies but with similar profiles.

Of course, we are very keen on listening to your ideas and suggestions for the Chamber, both for the short and long run so do not hesitate to enter in contact. Finally, thanks to all supporting partners that make the chamber to what it is today: the small but efficient staff, the experienced and heterogeneous Board of Directors and the faithful and encouraging members!

SWEDCHAM ORGANIZATION



HONORARY MEMBERS

FIRST HONORARY MEMBER
H. M. Queen Silvia of Sweden



BOARD OF DIRECTORS

CHAIRMAN



Sérgio Quiroga da Cunha
Independent Consultant

VICE CHAIRMAN



Anders Norinder
CCO 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
Human Resources
Consultant

DIRECTORS



Kenneth Cehlin
CFO Scania Latin America



Nils Grafström
CEO Paracel S.A.



Malin Håkansson Teles
Office & Communications
Manager, EGG5 Design



Andreza Rodrigues
Communication Manager,
Tetra Pak



Alessandra Sellmer
Corporate Communications
Manager



Marianna Silva
Country Manager for Brazil,
Saab



Hans Sjögren
Strategy Director Ericsson



Tarcisio Triviño
Customer Service Director -
Volvo Cars



Olle Widén
Managing Director,
FinanZero



ADVISORY COUNCIL

THE MEMBERS OF SWEDCHAM'S ADVISORY COUNCIL ARE:

HONORARY COUNCILLORS

Swedish Ambassador
in Brasilia



Johanna Brismar –
Skoog

Brazilian Ambassador
in Stockholm



Nelson Antônio
Tabajara de Oliveira

Swedish Consul General
in São Paulo



Renato Pacheco

Trade Commissioner,
Business Sweden



Andreas Rentner

Chairman of the
Advisory Council



Sergio Quiroga da
Cunha

ADVISORY COUNCIL CHAIRMAN – **Sergio Quiroga da Cunha**

COUNCILLORS

Paulo Andreoli – President and CEO MSL group

Maximiliano Aqueveque – General Manager Quant Service

José Luiz Arruda – Financial Director, Trelleborg Group

Rubens Bulgarelli Filho – Managing Director Gunnebo Security

Luiz Buzzo – President Assa Abloy Brazil

Carlos Caicedo – General Manager Epiroc

Fabricio Campos – CEO Semcon do Brasil

Andre Carrion – Managing Director Gunnebo Industries

Agnaldo Colucci – Country Manager Haldex

Ricardo Cons – President Electrolux Latin America

Alessandra Faria – Managing Director Axis

Mauro Favero – Managing Director Husqvarna do Brasil

Kevin Fox – Vice President Operations Brazil Autoliv

Claudio Goulart – Chief Representative DNB

Fredrik Gustafson – Head of Market Area Latin America Saab

Fraser Hall – CEO AstraZeneca do Brasil



> COUNCILLORS

Victor Hernandez – Managing Director Essity do Brasil

Svante Hjorth – CEO Southpartner

Jens Karlsson – CEO Swedish Match do Brasil

Wilson Lirmann – President Volvo Group Latin America

Adriano Machado – CEO Högabärs Brasil

Luiz Manetti – CEO Sandvik do Brasil

Jean Marincamp – Vice President Atlas Copco Holding/South America

Cleber Martins – Partner and General Director Brazil – LLYC – LLORENTE Y CUENCA

Juliana Meyer – Founding Partner of Pacheco Neto Sanden Teisseire Law Firm

Luiz Monegatto – General Manager SSAB South Atlantic

Fábio Muniz – CEO Alfa Laval do Brasil

Pupo Neto – CEO CoApps Brasil

Alexandre Nicolini – Senior Vice President Sales and Supply Chain – Stora Enso

Rafael Paniagua – CEO ABB do Brasil

Christopher Podgorski – President Scania Latin America

Antonio Ponce – Vice President Elekta Latin America

Marcelo Queiroz – President Tetra Pak Brasil

Claudinei Reche – CEO SKF do Brasil

Christian Meyer de Rezende – Chief Representative SEB

Luis Rezende – President Volvo Cars Latin America

Eduardo Ricotta – President Ericsson Latam Sul

Fernando Rodrigues – Operations Manager Mentor Supply Chain

Rafael Romanini – Country Manager Brasil Diaverum

Magnus Schöldtz – Senior Advisor to the Chairman of Investor

Ronaldo Veirano – Senior Partner Veirano Advogados

AUDITORS

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Daniel Villar Giaculo – Pereira Neto | Macedo

Francisco Antonio Rodrigues Filho – Gunnebo Industries

Rogério Tatulli – Previ Ericsson



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Máquina de Cuidar Electrolux (LPE16)

Exclusiva Tecnologia Jatos Poderosos:
Lava profundamente, cuida perfeitamente.



¹ Até 100% de diluição
do sabão e do amaciante



² 50% menos desgaste



³ 35% menos
desbotamento



⁴ Economiza até 50L
de água

Disclaimers Finais: 1 - **Jet & Clean:** Conforme testes internos comparativos da Electrolux com o modelo LT10B que não possui Jet&Clean vs. LAC11 que possui o sistema Jet&Clean, considerando a distribuição de insumos líquidos na carga localizada no fundo do cesto após o ciclo de lavagem. Esta avaliação foi realizada considerando a diluição de amaciante líquido (150ml) com 8kg de carga padrão e com pressão de água de 240kPa. Condição próxima à perfeita diluição, com área atingida pelo amaciante de 99,99% e desvio padrão 0,01. 2 - **Desgaste (50% menos desgaste):** Considerando nível médio de água, com ativação da função "Perfect Wash" no programa Normal, comparada com a LAC16. Resultado obtido através de procedimentos internos da Electrolux, baseados em normas padrões para teste de desgaste de tecidos normalizados. 3 - **Desbotamento (35% menos desbotamento):** Resultado obtido através de procedimentos internos da Electrolux, baseados em normas padrões para teste de desbotamento de tecidos normalizados de coloração vermelha. 4 - **Economiza até 50L de água:** Considerando a ativação da função "Perfect Wash" no programa Normal, comparada com a LAC16.



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YOUNG PROFESSIONALS

Swedcham Young Professionals creates a link between young students and professionals, who have just entered (or are about to enter) the Brazilian workforce, and Swedish companies located in Brazil, and hence, establish possibilities for young professionals to enhance their professional career.

Swedcham Young Professionals aims to improve the relationship between the major Swedish universities and the Swedish companies in Brazil. Furthermore, it also serves as a social and professional networking platform for young professionals already working at Swedish companies in Brazil.

Swedcham Young Professionals provides the basic information about arriving in Brazil in order to help newly arrived Swedes to easily integrate in society, and simultaneously help them to interact with the large Swedish community in Brazil.

The main event is the Sweden-Brazil Career Fair which this year was organized at a Hotel in São Paulo on September 13, joining almost 300 students, universities and companies under one roof.

SWEDISH BUSINESS CLIMATE SURVEY

Every year, Swedcham carries out a survey among Swedish companies in Brazil in order to better understand the business climate and the direction of the business in general. This year the survey, which consists of 31 questions on topics such as market barriers, CSR and business forecasts, was sent out in mid october.

The report will be launched in late November together with the rest of Team Sweden (Embassy, Consulate, Business Sweden) which give strong support during the whole project. You can read the complete report from 2018 on Swedcham's website.

THE BRAZILIAN CHAMBER OF COMMERCE – BRAZILCHAM SWEDEN

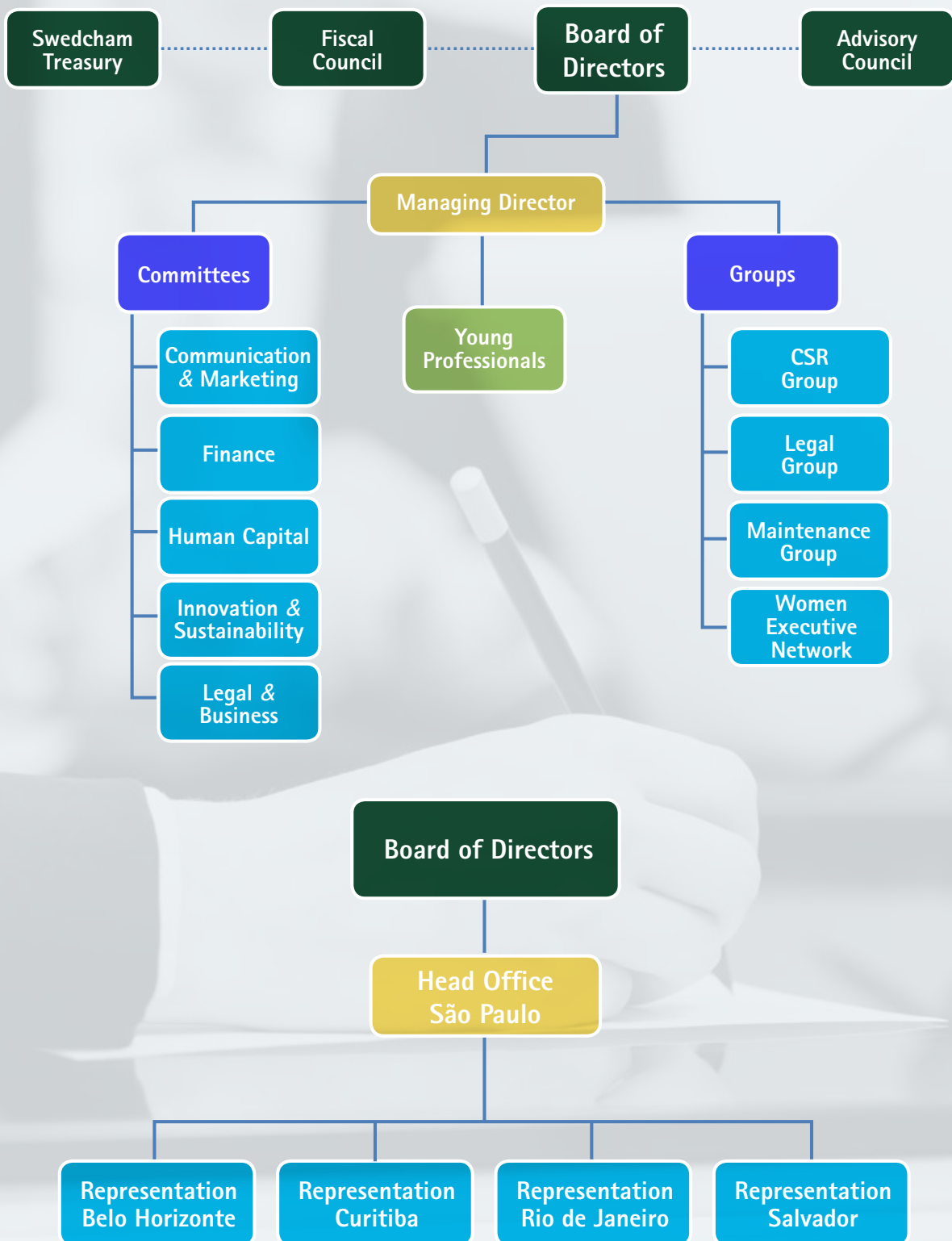
The Brazilian Chamber of Commerce in Sweden (Brazilcham) was founded in 2006 as a sister chamber to Swedcham in Brazil. It is funded by member's contributions and sporadically by funds generated from a number of activities, organized and run by the Chamber. Brazilcham promotes and develops bilateral links between Brazil and Sweden.

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SWEDCHAM ORGANIZATION



OUR BUSINESS CENTER

Swedcham Business Center offers reasonable prices for the following modern facilities at our premises:

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 20 people, when seated, and offers all the necessary equipment.

MEETING ROOM

22 m²

08 chairs, 1 table with plugs and cable access. Integrated sound system, projector and big screen, Wi-Fi and cable internet access.

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.





FEBRUARY

- 22 Networking Luncheon at Restaurant Jorge
- 28 Swedish *Ärtsoppa och Punsch* at the Scandinavian Church

MARCH

- 21 *How fossil free heavy transport can be achieved*: Åsa Pettersson, Scania
- 28 *A expansão do E-Commerce no Brasil*: Tomás Trojan – Chief Strategy Officer, Cadastra

APRIL

- 12 Easter Happy Hour
- 16 Comitê Jurídico e de Negócios – *Responsabilidade Civil – Como proteger sua empresa e dirigentes*: Marilene Novelli Siragna, PNST Advogados, Carlos Branco, Cargill, Klaus Drewes/Drewes & Partners
- 17 Luncheon – *Ärtsoppa och Punsch* at the Scandinavian Church
- 18 Comitê de Comunicação e Marketing – *Conheça as tendências do SXSW 2019*: Carolina Fullen, MSL
- 25 General Assembly followed by Cocktail

MAY

- 02 Pre departure – Brazilian students going to Sweden to study
- 09 *Superando desafios com criatividade*: Amyr Klink
- 16 Joint event – Team Sweden and NBCC – *Temas polêmicos do direito trabalhista e os impactos nas empresas*: Desembargador Fernando da Silva Borges
- 16 Lançamento – Ceará Organic Food Festival
- 23 *Boost your strategic creativity with the imaginative powers of LEGO®*: Nicklas Fredriksson, Penguin Consultants
- 24 Comitê de Capital Humano – *O líder de RH reconhecido internacionalmente como parceiro de negócios*: Salete de Araújo Beltrão, Diretora de Certificação na ABRH Brasil.
- 30 *Ärtsoppa och Punsch* at the Scandinavian Church
- 31 Young Professionals Happy Hour at *O Escandinavo*

JUNE

- 04 *Empoderamento Feminino – Marcas e Empresas*: Nana Lima, Think Eva, Think Olga
- 06 *Diversidade 360°* Comitê de Capital Humano: Andrea Schwarz, Julia Rosemberg, Daniel Teixeira, Marc Tawil
- 10 Advisory Council meeting with Fernando Gabeira and farewell to Ambassador Per-Arne Hjelmhorn
- 19 Comitê Jurídico – *O novo protocolo que altera o acordo para evitar a dupla tributação entre Suécia e Brasil*: Marco Monteiro, Veirano



Advogados e Luís Felipe de Campos, Rolim,
Viotti & Leite Campos Advogados

AUGUST

- 15 Maintenance Group visit to Dormer Pramet (Sandvik)
- 28 Comitê de Comunicação e Marketing - *Os desafios de comunicação corporativa em um mundo VUCA*: José Antonio Llorente
- 29 *Crisis Management* - Are you really prepared? Alexis Nicou, CoApps
- 30 *Meet Pia Sundhage* - Head Coach of the Brazil women's national football team

SEPTEMBER

- 06 Comitê Financeiro - *Reforma Tributária: propostas e principais desafios*: Dr. Eduardo Maneira
- 13 Sweden - Brazil Career Fair at Transamerica Prime Hotel International
- 17 *AI no mercado financeiro e Tecnologia 5G*: Paulo Bernardocki-Ericsson e Rafael Tsopanoglou Teodoro-Bovespa BM&F
- 19 *Launch of CSR film* with Swedish Ambassador Ms. Johanna Brismar- Skoog
- 25 *5G, IoT e indústria 4.1 - Inatel*: João Paulo Carvalho e Francine Cassia de Oliveira
- 26 *Ärtsoppa och Punsch* at the Scandinavian Church

OCTOBER

- 03 *Lei Geral de Proteção de Dados (LGPD)*: Clícia

Souza, Marcos Kleine e Helena Waitman -
Lengler Law e Karina Klebanovycz Suzuki Vieira
-Bexs Banco

- 18 Joint event - Team Sweden and NBCC - *O Trabalho no século XXI - novos formatos de contratação e prestação de serviços e os impactos nas empresas*: Desembargador Adalberto Martins
- 22 Comitê de Capital Humano - *Disrupção e as oportunidades para a Liderança*: Juliano Pereira

NOVEMBER

- 01 Comitê Financeiro - *Perspectivas econômicas pós reforma da Previdência e eleições presidenciais na Argentina*: Adriano Pitoli, Secretária da Indústria, Comércio, Serviço e Produtividade, Fabio Klein, Tendências Consultoria Integrada
- 04 *Da estagnação para a ação - a importância da participação na política*: Adriana Ventura, Deputada Federal
- 05 *Redução de Custo e Gestão em Telecom/TI*: Alessandro V. C. Vasques, ATIKS
- 06 Comitê de Capital Humano: *Diversity in teams is excellent, but how to ensure good Teamwork?* Rolf Kenmo, Human Guide/Sweden
- 29 Marketing and Communication Committee visit to Atlas Copco

DECEMBER

- 06 Swedcham Christmas Party



WE
SUPPLY
THE
WORLD

We are a global supplier of integrated solutions in supply chain management, print & packaging and e-commerce. In total we are close to 7,000 employees and operates in some 20 countries on four continents. Our most important markets are China, Germany, Singapore, Sweden, the United Kingdom and the USA. Our major customers are active in the branches Automotive, Electronics, Fashion & Lifestyle, Industrial and Health Care & Life Science.

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For SKF, sustainability is smart consumption, especially bearings

We deliver reliable products to the market and track their entire life cycle through intelligent lubrication services; continuous and remote monitoring; data collection and analysis; reengineering of assets, processes and products; bearing remanufacturing; and production according to the need. As a result, we contribute to the future of the planet and reduce costs associated with waste and parts in stock. These services prevent failures, anticipate contingency actions and contribute to the profitability of our customers.



By remanufacturing 468 tons of bearings from 2018 to 2019, SKF Latin America contributed to the environment and achieved economic gains.

1.817
ton CO²
emission
reduction

Savings of
20.4
million
liters
of water

90%
reduction
in power
consumption

SKF for over 100 years taking care of the Brazilian industry



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SKF®

SPECIAL 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 bio-chemicals), 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.

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SILVER MEMBERS



BRONZE MEMBERS



INDIVIDUAL MEMBERS



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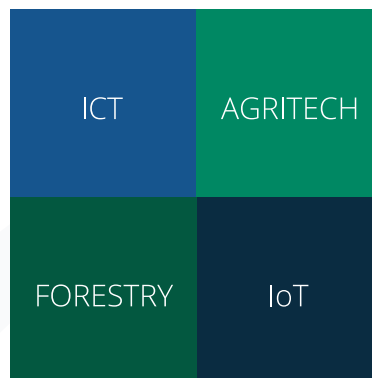
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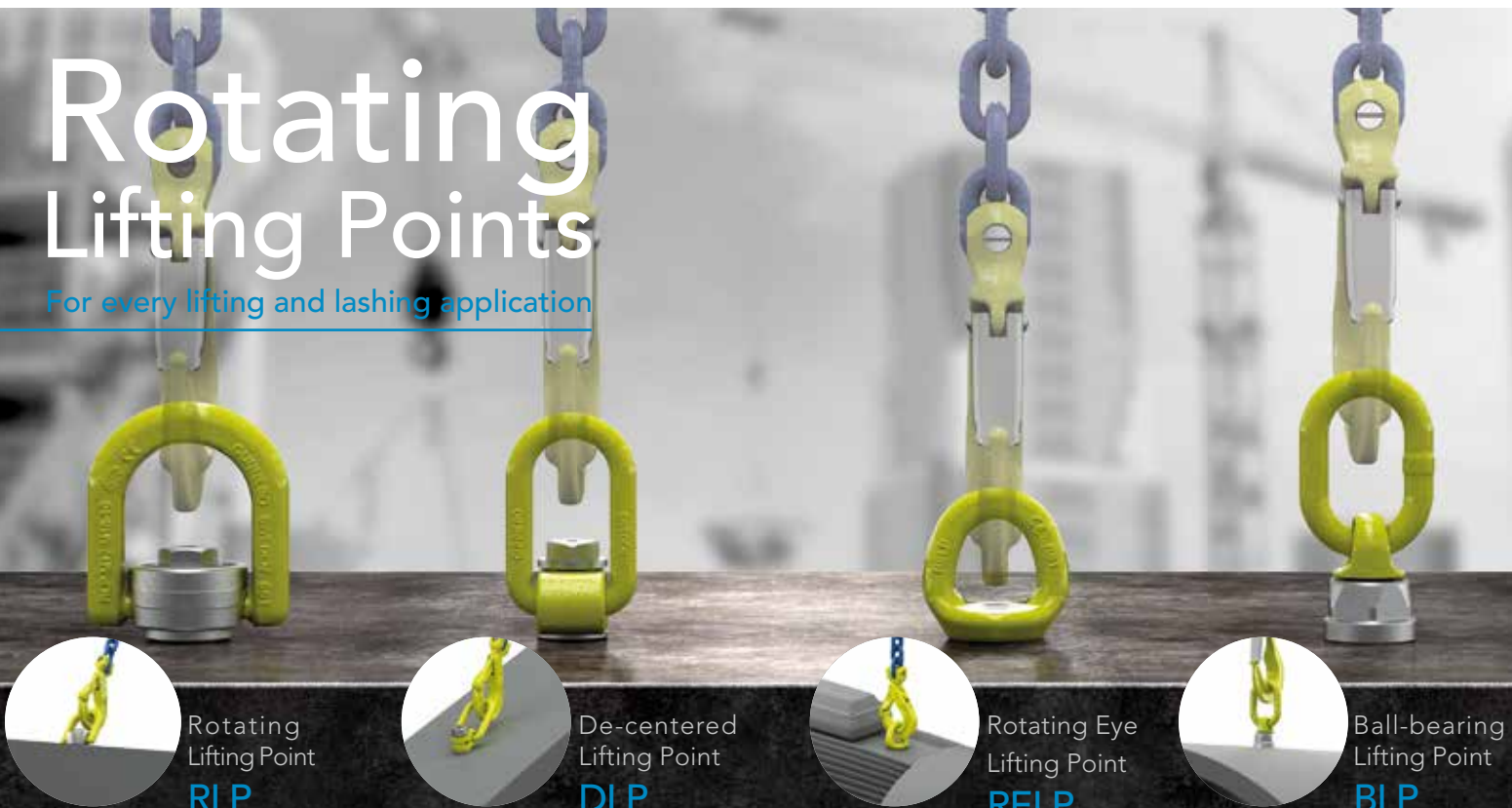
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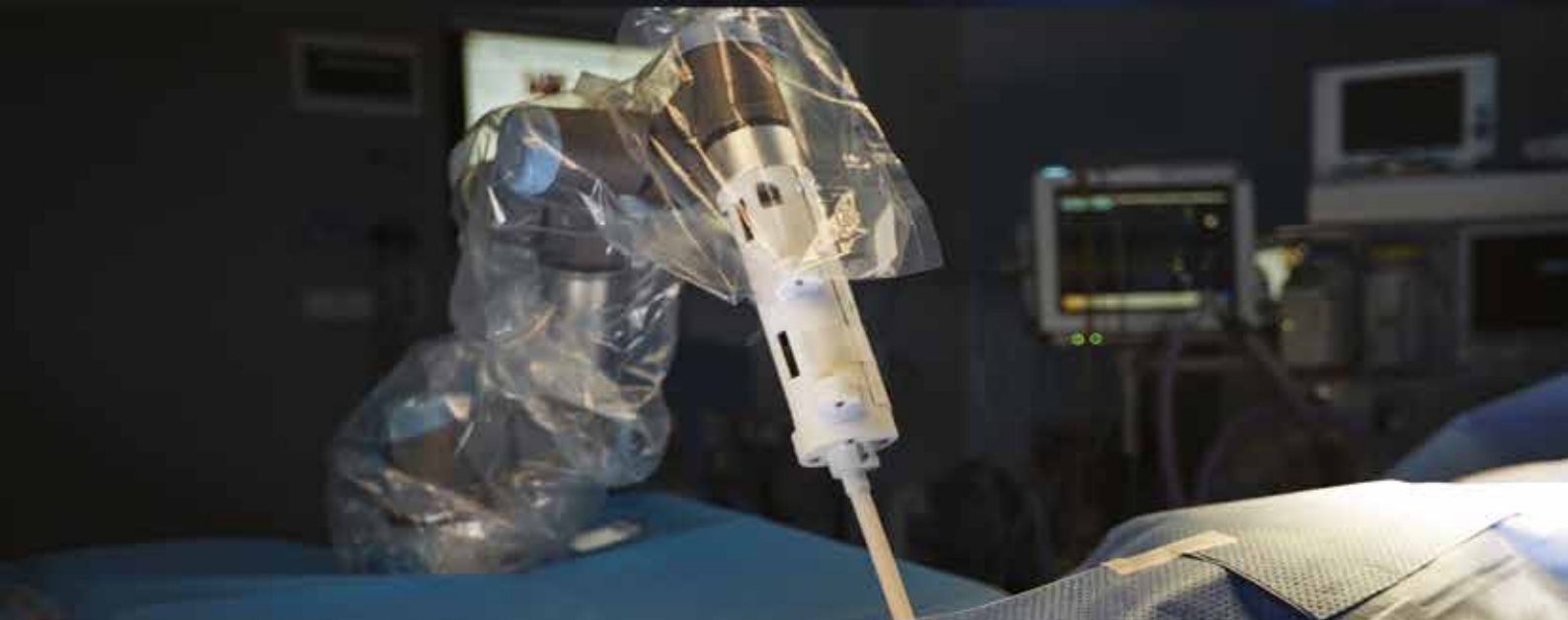
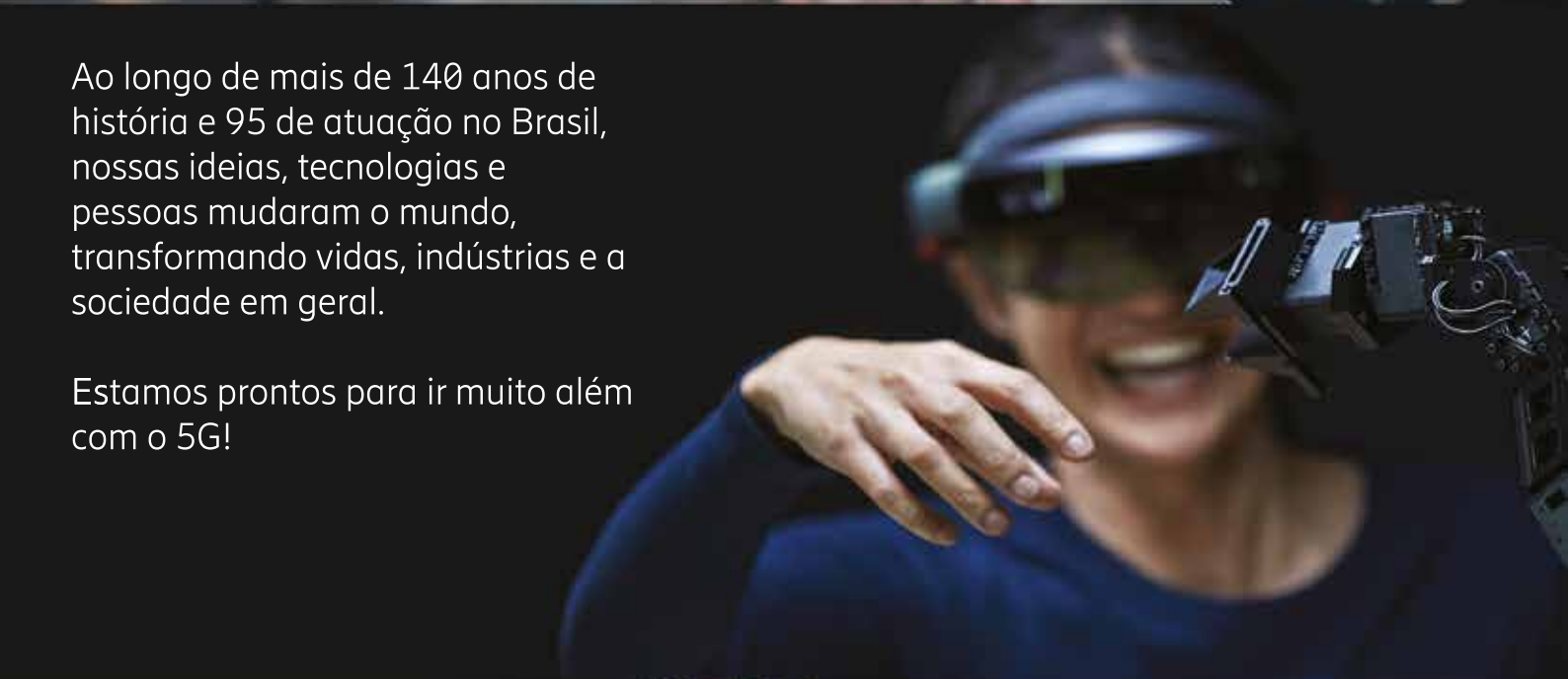
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