

2021 MEMBER DIRECTORY



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Ivan Luis Camargo vice-presidente da IC Transportes

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2021 MEMBER DIRECTORY

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MESSAGE FROM THE MANAGING DIRECTOR7

SECTION 1 Board of Directors Auditors **Advisory Council** Swedcham Team Partners Swedcham Committees Swedcham Representatives Young Professionals Swedish Business Climate Survey The Brazilian Chamber of Commerce - Brazilcham Sweden Swedcham Organization **Our Business Center** Events 2021 Events by Partners promoted by Swedcham 2021

SECTION 2

SECTION 3



Nossas ideias industriais contribuem para o crescimento de nossos clientes e o avanço da sociedade. É assim que criamos um futuro melhor.

Home of Industrial Ideas

A WORD FROM THE MANAGING DIRECTOR



The process of producing a Member Directory is very much about reflecting on the year that has passed, but also looking ahead setting new plans and goals. The covid-19 virus hit Brazil hard in different waves and we have experienced a real tragedy with so many deaths. On behalf of my Board and my team I would like to send our deepest condolences to all those who lost near and dear ones this year. We cannot yet relax and ignore the virus, but it is very good news that the Brazilian people are so positive to the vaccine, and the numbers are steadily going in the right direction.

Many Swedish companies follow the "Safety First" motto and that goes for the Chamber too, and that is why we have decided to resume the physical events at our premises only in 2022. During 2021 we have organized 60 webinars, and we are really pleased with the attendance, in fact, in average we have more participants at the webinars than the maximum capacity of our auditorium. Difficult times makes us think "out of the box" and we have launched some really interesting new projects under the pandemic, such as the ESG and Gender Awards, the Public Affairs Group and the *Friday Fikas*. On page 20 you will find a list of all webinars this year and as you can see it contains many interesting guest speakers, such as Pia Sundhage, Luiza Helena Trajano, Marcos Lisboa, Torben Grael, Mario Mesquita and many others.

We have become much more active on our YouTube channel and the average number of visualizations is far more than we could ever host here at our physical premises.

The Team Sweden cooperation has grown even stronger in its digital format, and the Innovation Weeks we just closed were yet another successful joint event.

The Digital CareerFair was another mile stone this year, with support from the Embassy, the Swedish Institute and with attendance of hundreds of students from all over Brazil.

The terrible pandemic took much longer time than any of us had expected and would have liked, but from a Chamber point of view we can really say that we are riding out the storm well. We have shown that it is possible to 100% digitally practice networking, competence development and sharing of good practices. We started the strategy discussions about a "Virtual Chamber" already five years ago, and that made us better prepared than many others. However, we all hope that we soon will be able to re-open our mini-auditorium on Oscar Freire again and receive you members In Real Life for workshops, presentations, hugs and parties!







BOARD OF DIRECTORS

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Sérgio Quiroga da Cunha Independent Consultant

VICE CHAIRMAN



Anders Norinder Senior Advisor at Business Sweden

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LEGAL DIRECTOR



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DIRECTORS



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Nils Grafström CEO Paracel



Luciano Nassif Country Holding Officer ABB Brasil



Juliana Barbiero Managing Director Lexly Brazil



Hans Sjögren Strategy Director Ericsson



Tarcisio Triviño Managing Director Latin America & Caribbean Importers at Volvo Cars.



Olle Widén CEO and Co-Founder FinanZero



Andreza Rodrigues Communication Manager, Tetra Pak



Alessandra Sellmer Corporate Communications Manager – Atlas Copco – Latin America



Marianna Silva Country Manager for Brazil, Saab



AUDITORS

Cvntia Peluso



Senior Corporate Counsel -Atlas Copco

Daniel Villar Giaculo



Finance & Administrative Director

Francisco Rodrigues



Finance and Administration Director - Gunnebo Industries/ The Crosby Group

Rogerio Tatulli



CIO - Chief Investment Officer - Previ-Ericsson

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

in São Paulo



Renato Pacheco

Swedish Consul General Trade Commissioner, **Business Sweden**



Andreas Rentner

Chairman of the Advisory Council



Sergio Quiroga da Cunha

COUNCILLORS

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> COUNCILLORS

Rodrigo Dienstmann - President Ericsson, Latam South Mauro Favero - Managing Director Husqvarna do Brasil Fábio Bellotti da Fonseca - President PÖYRY Latin America Kamshat Galiyeva – General Manager Epiroc Eduardo Gondo - Head of Office Stora Enso Brasil Claudio Goulart - Chief Representative DNB Victor Hernandez – Managing Director Essity do Brasil Svante Hjorth – CEO Southpartner Wilson Lirmann - President Volvo Group Latin America Adriano Machado - CEO Höganäs Brasil Carlos Maia - Vice President Atlas Copco Holding Latin America Luiz Manetti – CEO Sandvik do Brasil Thyago Mathias- Managing Director Brazil - LLYC - LLORENTE Y CUENCA Marcio Mazon - President Latam Getinge Juliana Meyer - Founding Partner of Pacheco Neto Sanden Teisseire Law Firm Luiz Monegatto - General Manager SSAB South Atlantic Wilson Monteiro- Division Manager para ABB América do Sul de Processos Industriais Fábio Muniz - CEO Alfa Laval do Brasil Alexandre Nakashato - Regional Director of Gunnebo Brazil Eric Paes - Managing Director - ATOS Medical Cesar Palmieri - Managing Director Nexer Magnus Pereira - Vice President Operations Brazil Autoliv Christopher Podgorski – President Scania Latin America Marcelo Queiroz - President Tetra Pak Brazil Claudinei Reche – President SKF Latin America Christian Meyer de Rezende- Chief Representative SEB Luis Rezende – President Volvo Cars Latin America Fernando Rodrigues - Operations Manager Mentor Supply Chain Rafael Romanini - Country Manager Brasil Diaverum Leopoldo Ruiz – Managing Director – Axis Communications Carlos Sanchez-Luis - President AstraZeneca do Brasil Magnus Schöldtz - Senior Advisor to the Chairman of Investor Marianna Silva - Country Manager Saab Mariovaldo Silva - Managing Director Munters Brasil Marco Stefanini - CEO and founder - Stefanini Deborah Telesio - Senior Vice President South America - Elekta Ronaldo Veirano – Senior Partner Veirano Advogados Olle Widén - CFO & Co-Founder at FinanZero

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SWEDISH CLASSES

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SWEDCHAM COMMITTEES

Communication and Marketing - Coordinators: Alessandra Sellmer, Corporate Communications Manager, Atlas Copco Latin America and Andreza Rodrigues, Communications Manager, Tetra Pak

Finance - Coordinator: Marcio Zanetti - Country Leader for Brazil at the Economist Intelligence Unit (EIU)

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>SWEDCHAM COMMITTEES

Human Capital – Coordinator: Carol Böttcher – Managing Partner of BrainKapital Executive Search & Intercultural Coaching

Innovation & Sustainability – Coordinator: Edvaldo Santos, Director of Research, Development and Innovation at Ericsson Latam South

Legal & Business – Coordinator: Renato Pacheco Neto – H. Consul General of Sweden, Partner of Pacheco Neto, Sanden, Teisseire Advogados

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YOUNG PROFESSIONALS

Swedcham Young Professionals (YP) 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 establish possibilities for young professionals to enhance their professional career. Swed-cham YP 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 YP 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 business community in Brazil.

The chamber's main event for 2021 was the Sweden-Brazil Career Fair. Unfortunately it was canceled last year due to the Covid-19 situation. But for 2021 we decided to take a new grip over the situation. This led to a completely free and online based Career Fair that took place on the 18th of November. Since the fair was online this year we managed to reach out to students all over Brazil and not only the São Paulo area. This also made it possible for us to receive more students than ever before.

It was not only the large number of students that made this Career Fair a success. We also had 20 different Universities and companies attending the fair. Among the participants you could find many of the biggest and most prestigious companies and universities from Sweden. For example we had companies such as Alfa Laval, Atlas Copco, SAAB and Scania attending the fair. Also the university turnout was very good with universities like Chalmers, KTH, Lund and Linköping attending the fair.

The best part of this kind of event is that it has a world-wide range, so literally anyone from anywhere could participate. We believe that we could manage the new normal very well, but our hopes are high for 2022. We want to host IRL (In Real Life) events, because the exchange of experience in person is so valuable and enriching, especially for people in the beginning of their careers.

Albin Frick - Swedish Intern

SWEDISH BUSINESS CLIMATE SURVEY

In June this year, Team Sweden – formed by the Embassy and its Consulates, Swedcham and Business Sweden – launched the latest version of the Business Climate Survey, part of a global initiative aiming to measure market conditions for Swedish businesses worldwide. With this year's 51 respondents representing the largest Swedish companies in Brazil, the survey assessed the participants' performance during a difficult pandemic year, while asking about their plans and expectations for business in Brazil. The survey also addressed topics such as challenges, opportunities and sustainability action in Brazil. Some of the main takeaways were:

- 1. Despite the Covid-19 pandemic, Swedish companies were mostly profitable in 2020.
- 2. The companies expect sales growth and increased investments already in 2021.
- 3. Old challenges related to government inefficiency remain as Brazil's main bottlenecks.
- 4. The pandemic has accelerated digital transformation.
- 5. Corruption and environmental issues still have an impact on Swedish business locally.

This year's **Global Business Climate Survey** continues to provide a unique opportunity to understand Swedish companies' views on a global scale and compare results across markets and regions. In all, more than 1,400 representatives of Swedish companies in 22 markets responded to the survey and the report was launched on September 1. This is probably the most extensive survey ever done among Swedish companies doing business abroad. Both reports can be found on our website: www.swedcham.com.br

THE BRAZILIAN CHAMBER OF COMMERCE -BRAZILCHAM SWEDEN

The Brazilian Chamber of Commerce in Sweden (Brazilcham) is a non-profit organization, founded in 2006 as a sister chamber to Swedcham in Brazil. It is funded by member's contributions and revenues generated from a number of activities and projects organized and run by the Chamber. Our mission is to promote and develop bilateral links between Brazil and Sweden.

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SWEDCHAM ORGANIZATION



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OUR BUSINESS CENTER

Our modern Business Center is at our members disposal:

MINI AUDITORIUM

28 m²

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.

STARTUP OFFICE

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

AUDITORIUM

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.









2021 MEMBER DIRECTORY

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EVENTS 2021

FEBRUARY

24 Kick off - *Team Sweden in Brazil 2021* what lies ahead? Ambassador Johanna Brismar Skoog, Consul Renato Pacheco, Trade Commissioner Andreas Rentner, Swedcham Chairman Sergio Quiroga

MARCH

- 02 *The New Normal* LLYC. Eduardo Almeida/ Indra, Ana Paula Ferreira/Boeing, Georgia Sbrana/Ericsson
- 08 Joint event Swedcham and NBCC
 Brazilian economy outlook 2021 –
 Economist Marcos Lisboa, president at Insper.
- 09 *Communicate to Change and Inspire!* Christina Rickardsson and Elaine Eksvärd
- 25 Joint event Swedcham and NBCC O novo sistema de insolvência brasileiro - Ana Carolina Reis/Kincaid | Mendes Vianna Advogados, Lívia Gavioli Machado/Veritá, Marcelo Moraes Santiago/Jive, Sergio Savi/ BMA Advogados

APRIL

- 14 Webinar Bate papo com o *Jornalista* Paulo Galvão/CBN
- 22 Human Capital Committee *Mulheres na Liderança Executiva* Deborah Telesio –

Elekta e Silvana Kalckmann - Le Pain Quotidien

- 27 General Assembly
- 29 Comitê de Inovação e Sustentabilidade: Estratégia Nacional para Inteligência Artificial José Gontijo, Diretor do Departamento de Ciência, Tecnologia e Inovação Digital do MCTI

MAY

- 05 Neutralização de carbono: a Floresta Amazônica e o papel das empresas - Marcio Mazon Getinge e Janaina Dallan – Carbonext
- 13 Human Capital Committee A Conquista do Equilíbrio Mental e Físico - Daniel Martins de Barros, Psiquiatria da Faculdade de Medicina da USP, Vitorio Maddarena Júnior, Especialista em Cirurgia Plástica, Tiago Camilo, Seleção Brasileira de Judô
- 19 Neuro Magic Personal Growth Business Performance – Desmistificando! – Rufus Wiena
- 21 Friday FIKA com Jonas Lindström convidados:
 Denise Guerschman e Thiago Maziero O
 Escandinavo
- 27 Comitê de Comunicação e Marketing Um panorama sobre as estratégias de SEO 360 no contexto das multinacionais - Chris Marin - CEO da Elos Comunicação, Luiz Bill Nascimento - CEO da Newid e Talita Bats -Gerente de Contas da Elos Comunicação.
- 28 *Friday FIKA com Jonas* convidado: Sérgio Quiroga da Cunha – Swedcham's chairman

EVENTS 2021

JUNE

- 04 Friday FIKA com Jonas convidada: Roberta Perez – Diretora e Fundadora – Nordic Ways
- 09 Comitê Jurídico A Inovação no acesso ao direito no pós pandemia: como a tecnologia e comunicação efetiva podem apoiar os brasileiros. - Luiz Paulo Pinho - Co-fundador do Jusbrasil, Juliana Barbiero - CEO da Lexly Brasil e Mônica Vac Lourenci - VP Operações e Planejamento na MSL Brasil.
- 09 Advisory Council meeting with Luiza Helena Trajano
- 11 Friday FIKA com Jonas convidada: Camilla Prando – São Paulo FC
- 17 Joint event Swedcham and NBCC –
 Futurismo e tendências Monica Magalhães
 She loves future
- 18 *Friday FIKA com Jonas* convidados: Equipe do Consulado da Suécia
- 22 Comitê de Capital Humano *LLYC Estudo de Talentos 2021* Adélia Chagas

JULY

- 02 Friday FIKA com Jonas convidado: Luis Resende – CEO Volvo Cars
- 07 Swedcham Public Affairs Group kick off
- 23 Friday FIKA com Christina Rickardsson author of the book "Never stop walking"

30 Friday FIKA com Otavio Lucchece – representante da Swedcham em Curitiba

AUGUST

- 06 Friday FIKA com Thiago Costa EVCom
- 14 Friday FIKA com Felipe Rodrigues Chef Estrela Michelin
- 20 Friday FIKA com Torben Grael o maior esportista olímpico brasileiro

SEPTEMBER

- 01 Launch of Swedish Global Business Climate Report
- 10 Friday FIKA com Vanderlei Külzer CEO Oksebra
- 15 Comitê Financeiro O cenário Macroeconômico Brasileiro - Mário Mesquita - Economista-chefe
 Itaú Unibanco
- 15 Public Affairs Group meeting with Ambassador Johanna Brismar Skoog
- 16 Comitê de Comunicação e Marketing -Tendências em Comunicação 2021 - Hamilton dos Santos – ABERJE
- 16 Fiscal Group Tax Transformation with Rodrigo La Rosa and Paola Doliveira/KPMG
- 17 Friday FIKA com Olle Widén CEO and Co-Founder of FinanZero

EVENTS 2021

- 21 Comitê Jurídico *Retomada pós Pandemia, aspectos trabalhistas e obrigatoriedade da vacina* - Dra. Raissa Tokunaga
- 24 Friday FIKA com Jovane Medina Professor na Universidade do Estado de Santa Catarina

OCTOBER

- 01 *Friday FIKA com Pia Sundhage* técnica da seleção brasileira de futebol feminino.
- 06 Tendências de Sustentabilidade empresarial no outro normal - Ricardo Voltolini -Consultoria Ideia Sustentável
- 08 Friday FIKA com Renan Borba Sebratec
- 14 Transformação digital por meio de plataformas - como se reinventar usando o marketplace como estratégia - Paulo Moreira – Omnik
- 15 Friday FIKA com Claudinei Reche Presidente SKF America Latina
- 22 Friday FIKA com Deborah Telesio Carpe Diem o que tem valor de verdade?
- 26 Aplicação do 5G na Transformação Digital
 Vanessa Vieira/Ericsson e Robison Souza,
 Fabio Perna, Renata Purger Brasil/Hexagon
- 29 Friday FIKA com Laura Sprechmann CEO da Nobel Prize Outreach

NOVEMBER

- 05 Friday FIKA com Ponte Nórdica
- 09 Por que investir em Pesquisa e Desenvolvimento (P&D) no Brasil? Palestrantes Edvaldo Santos/ Ericsson, Rubens Garcia/ Scania e Renato Faro/ Ferring
- 10 Public Affairs Group meeting with State Secretary Krister Nilsson
- 10 Premios ESG Swedcham. Categorias: Conhecimento e performance em sustentabilidade e Igualdade de Gênero.
 Participação da Embaixadora Johanna Brismar Skoog e da Plan International - Day of the Girl Initiative
- 12 Friday FIKA with Rebecca Randhawa Swedish TV reporter and news anchor
- 18 Sweden Brazil Digital CareerFair
- 19 Friday FIKA com estudantes brasileiros que estudaram na Suécia
- 26 Friday FIKA com Juliana e Daniel The Barracuda

DECEMBER

09 Nordic Young Professionals Christmas Party

EVENTS BY PARTNERS PROMOTED BY SWEDCHAM 2021

MARCH

- 12 1º Competição Aeroespacial SARC-BARINet

 CISB, Universities of Chalmers, KTH, Linköping and Luleå
- **16** Metlife, Mastercard, Natura and more join TARGET GENDER EQUALITY LIVE – Pacto Global
- **16** SKF Master Fórum with Gerdau, Randon and Votorantim
- **25** Webinar Mulheres na Tecnologia LLYC, Scania and Ericsson

APRIL

- 07 Os 100 termos mais utilizados em Inglês no Brasil segundo a Forbes! - English webinars with Richards Corporate English & Consulting
- **08** he Value of Science e The Future We Want Nobel Prize Dialogue
- **15** Sweden Brazil Digital Students Predeparture - The Swedish Institute, the Swedish Embassy
- **28** Os 100 termos mais utilizados em Inglês no Brasil segundo a Forbes! Parte 2 - English

webinars with Richards Corporate English & Consulting

30 The EU-Mercosur agreement supporting the EU and Brazilian companies' commitment to sustainability. Scania, Klabin, Basf, BRF, Bayer

MAY

- 12 Técnicas e ferramentas de como fazer uma boa apresentação pessoal em Inglês -English webinars with Richards Corporate English & Consulting
- **20** SGI Webinar: Circularity in critical minerals
- 24 TechWeek da Scania
- 26 Palavras, expressões e termos em inglês corporativo que você provavelmente está usando de forma equivocada. - Richards Corporate English & Consulting

JUN

 Os 20 documentos mais usados todos os dias na empresa que você precisa saber em Inglês.
 -Richards Corporate English & Consulting

EVENTS BY PARTNERS PROMOTED BY SWEDCHAM 2021

- **10** Digital Transformation Experience: Como preparar sua empresa para migrar para um ERP na nuvem! – Nexer
- 15 Childhood Brasil & Bid Invest
- 23 8 erros que você está cometendo na hora de escrever e-mails em Inglês. - Richards Corporate English & Consulting
- **30** Entenda a exploração sexual de crianças e adolescentes no Brasil - Childhood Brasil

JULY

- 07 10 gafes mais cometidas por profissionais brasileiros em calls em Inglês. - Richards Corporate English & Consulting
- **13** Como o ESG está transformando o mundo dos negócios Eurocâmaras

AUG

- 03 GS1 Talks Sustentabilidade
- **04** *5* dicas preciosas de como acelerar sua fluência em inglês sem gastar 1 centavo.
- **18** O que o profissional que fala Inglês faz que eu não faço?!

24 Cultura organizacional: Como é trabalhar em uma empresa sueca no Brasil? – Sweden Alumni Network

SEPTEMBER

- **01** 15 termos e expressões impactantes para usar em suas negociações em Inglês.
- **22** 10 dicas para se dar bem em ligações em Inglês.
- 23 SKF Fórum: O futuro do tratamento de dados e informação

OCTOBER

20 Elevator Pitch: Como apresentar sua empresa e falar dos seus produtos em Inglês.

NOVEMBER

- 10 Amazônia in Loco Eurocâmaras
- **16** United in Science The Nobel Prize Outreach

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