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# SWEDEN NORWAY



DECEMBER 2010 - FEBRUARY 2011



**Volvo do Brasil President  
Roger Alm projects  
excellent results for 2010**



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# CONTENTS

God Jul!  
Merry Christmas!



4

**"Brazil & Sweden/Norway"** interviews Roger Alm, who took over earlier this year as the new President of Volvo do Brasil.



12

Swedcham receives a group of 18 Swedish executives for whom it arranged a full week program of activities.



22

Swedish Ambassador Annika Markovic gives an excellent presentation on Brazil and the Embassy's work.



24

Invest Sweden is officially inaugurated in Brazil at an event held at the Swedcham premises in São Paulo.



28

The Norwegian Government decides to establish a strategy for future cooperation with Brazil covering a broad spectrum of areas.



29

Studies conducted by DNV show that LNG fuel for ships is a global trend, with a great potential application in Brazil.





## Volvo do Brasil President Roger Alm projects excellent results for 2010

“BRAZIL & SWEDEN/NORWAY” RECENTLY INTERVIEWED ROGER ALM, WHO TOOK OVER EARLIER THIS YEAR AS THE NEW PRESIDENT OF VOLVO DO BRASIL VEÍCULOS LTDA., SUBSTITUTING TOMMY SVENSSON—WHO RETIRED AFTER HEADING THE COMPANY FOR MORE THAN SIX YEARS. ALM IS ALSO A MEMBER OF THE SWEDISH CHAMBER’S ADVISORY COUNCIL. THE EXECUTIVE, WHO JOINED THE VOLVO GROUP 20 YEARS AGO, WAS PREVIOUSLY EXECUTIVE DIRECTOR OF THE EASTERN REGION OF THE VOLVO TRUCK CORPORATION’S EUROPE DIVISION.

**B&S/N:** Could you tell us briefly about your activities prior to becoming President of Volvo do Brasil?

**RA:** I joined Volvo Trucks in 1990 and my entire career has been in the commercial area – in sales, services, parts and distribution network. I lived for a year in Australia and for five years in Poland. Before coming to Brazil, I was executive director for Eastern Europe, where I was responsible for 24 countries, in most of which Volvo is the market leader.

**B&S/N:** Is this your first time in Brazil and/or Latin America? What are your

impressions of this country/continent?

**RA:** I was in Brazil in 1998 when I participated in a professional development project. Since then, I have had a very good impression of Brazil—a beautiful country, with a lot of wealth, major potential and countless possibilities. And on my return to this country for the second time this year, to head our operations here, I must say that I like the country even more.

**B&S/N:** What can you tell us about your challenges during the first months as head of Volvo in Brazil?

**RA:** Since I became President of Volvo do Brasil, I’ve had some priorities. One of these is to achieve maximum communication with people. I have already visited all our dealerships in Brazil, as well as the Group businesses in the neighboring countries. I have visited many customers from North to South in Brazil and I use every possible opportunity to meet and to exchange ideas with our staff. And, of course, I want to contribute to reinforcing our position in Brazil and in the other markets under our responsibility.

**B&S/N:** What is the outlook for



Volvo do Brasil production line in Curitiba, Paraná State.

**Volvo in Brazil in 2010? Could you give us a forecast for the end of the year?**

**RA:** The Brazilian economy continues to grow at a good pace, in particular because of the strong internal market and exports of commodities: 2010 is going to be an excellent year for Volvo do Brasil, for all our businesses. We expect that this year will see an historic sales record, above the results for 2008, which was the best year in Volvo history.

**B&S/M:** Has Volvo do Brasil felt any effects of the world economic crisis? If so, has the company adopted any measures in Brazil as a result of the crisis?

**RA:** Every company, regardless of its sector of activity, has been hit, one way or another, by the world financial crisis. We, at Volvo, have taken the necessary austerity measures for that moment and have felt little impact on our business. However we have reinforced our brand and business position in South American markets.

**B&S/N:** Volvo do Brasil once again was elected among the 10 best companies to work for in 2010. Could you comment about this?

**RA:** Volvo do Brasil is a reference company in the Volvo Group. We have been doing excellent work in all business areas. We have a strong product and service offering, an excellent brand image, a very professional distribution network and very competent and committed people. What differentiates us is the daily practice of The Volvo Way, based on energy, passion and respect for people. All we do is based on respect for our staff. I am extremely satisfied to be part of this organization.

**B&S/N:** Could you talk to us a bit about Volvo do Brasil's social responsibility/sustainability projects? Is there any news in these areas you would like to highlight?

**RA:** Volvo is a company with a major concern with sustainability based on our core values: quality, safety and respect for the environment. More than 20 years ago, we created the Volvo Traffic Safety Program and we have endeavored to help society in mobilizing around the importance of a safer and more humane traffic. We also have the Environmental Center in our plant premises which is a space for environmental education open to the community. And there are many other actions that make Volvo a true corporate citizen such as the Volvo Safety Program, which performs many actions—among them "*Transformar*", a driver training program based on behavioral issues that we carry out together with the dealer network. This program has just won the greatest recognition of the Volvo Group in Sweden due to its major contribution to the transport sector. Another important contribution to the Brazilian society is the Solidarity Foundation, an initiative of Volvo and staff to shelter children and adolescents at risk.

**B&S/N:** What advantages do you see in being a member of Swedcham? Any comments you would like to make about the Chamber?

**RA:** Being part of an entity that brings together companies with common features or origins may generate benefits for its members, as well as for Brazil. It is important to promote trade and exchange of information between Brazil and Sweden. It is also very important to be part of this network to work together and take advantage of business opportunities and work cooperatively.

**BS&N:** On a personal note, what do you like to do in your spare time? Where do you like to travel and do you have any particular hobbies?

**RA:** I've tried to use my free time and holidays to get to know Brazil better with my family. I really liked Rio de Janeiro very much and I enjoyed the beaches of Santa Catarina State. When I can, I like to play golf and to walk. Curitiba [where Volvo is based] has several very beautiful parks and a lot of green areas.

**B&S/N:** Is there anything you would like to add?

**RA:** Brazil is a fantastic country and the people here are very open and receptive. During my trips, I have noticed a very positive energy in everyone I meet—a willingness and a desire to do better. I am very proud to be here in Brazil! ■





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# EDITORIALS



Jonas Lindström | Johnar Olsen

Another year is coming to its end and it is with great satisfaction that we can hail 2010 as an extraordinary one for Swedcham. We have an ever increasing number of members (today 252) and for them we have organized 45 events (please see page 38) over the year. As this magazine is going to press, we are organizing a big Christmas party to close 2010 and celebrate, at our premises in São Paulo. You will read more about this and see photos in the next edition.

When the next magazine comes out Brazil will be under a new presidency. Our first female president ever, Dilma Rousseff, will then be in charge. The interest from Swedish media during the election campaign was intensive and we were happy to see that the Swedish Foreign Minister Carl Bildt, who visited us in February, put a link to our website when commenting on Dilma's victory on his blog.

Our Member Directory 2010/2011, full of useful information and complete member lists, has been sent out and we hope that you will use it as a source whenever looking for a specific service or product.

In October, we received a group of 18 Swedish executives for whom we had arranged a full week program with company visits, workshops, dinners etc (page 12). The evaluation from the group was very positive and encouraging for us, so this is a service which we would like to expand.

As a member, you have direct access to our exclusive network but also other benefits such as this magazine and the directory. We cannot always trust technology and mail services, so I kindly ask you get in touch with us if you have not received our emails accordingly (around one per week) or the four magazines and our Member Directory.

Last but not least, I must extend my warmest gratitude to our 20 sponsors (page 7) who have helped us maintain the high quality of this magazine. We have an excellent operating team in Laura Reid (editor) 2:d (graphic design) and Elanders (printing), but without your support in terms of advertising this magazine would not be the same.

I wish all members and sponsors a Merry Christmas and I hope to see all of you at many of our events in 2011!

**Jonas Lindström**

*Executive Secretary, Swedish-Brazilian Chamber of Commerce*

*The NBCC was founded in 1995. During these 15 years we've had great moments but also some difficult days. Today, I am comfortable to say that 2010 was the best year ever of this new moment for the Chamber.*

*The number of members is increasing substantially and our financial situation allows us to promote events that were not possible before such as the last event with Dora Kramer, an important Brazilian journalist. It was a special event due to the fact we could raise sensitive topics that we normally don't do it in our day-to-day. I can easily say that I know the political scenario and the political influence in the Brazilian market much better after this event.*

*Our 2010 events included:*

*January 28 – Luncheon with Mayor Sevland of Stavanger*

*March 30 – Annual General Meeting & Event with Embraer – Luncheon with Horácio Forjaz, Executive Vice President of Corporate Affairs at Embraer*

*April 6 – Breakfast meeting with Dag Terje Andersen, President of the Norwegian Parliament (the Storting)*

*May 17 – Norway Day*

*Seminar on "Local Content in Brazilian Oil & Gas Segment"*

*September 15 – NBCC Rio Oil & Gas Networking Dinner at the Itanhangá Golf Club*

*October 7 – Presentation and cocktail with Leif Teksum, Head of Large Corporates & International and Group Executive Vice President at DnB NOR*

*October 25 – Presentation and cocktail with Board of GIEK at the Copacabana Palace Hotel*

*November 25 – Breakfast with Dora Kramer – Political journalist, on "The Brazilian Political Scenario after the Presidential Elections"*

*Brief introduction on "Competitive Intelligence", by Robson Sheeny*

*December 11 – Year-end Celebration at Mansão das Heras*

*We would never have achieved such a fantastic year without the proactive support of our board members and I want to take this opportunity to thank them for their individual contribution in specific events. We will improve even more in 2011!*

*The NBCC wishes you a Merry Christmas and a fantastic 2011 !*

**Johnar Olsen**

*Chairman, Norwegian-Brazilian Chamber of Commerce*





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# Road Show promotes business opportunities in Latin America

By Annika Markovic  
Swedish Ambassador

Photo: Drasko Markovic

**D**ear friends and colleagues, as this article was being written I had just returned from Sweden where there was already snow on the ground. Winter started early this year, which made it even more of a pleasure to return to sunny and warm Brazil.

In Sweden, we did a Road Show to promote business opportunities in Latin America for small and medium-sized enterprises. We included three stops on our tour: Linköping, Jönköping and Göteborg. And the "Show" consisted of me and my colleague Per Persson from the Swedish Trade Council in São Paulo as well as the Swedish Ambassador from Colombia and the Deputy Head of Mission from Mexico.

We also brought along representatives from the two Export Financing Institutions: Export Credit Guarantee Agency and Swedish Export Credit Corporation. At each location, we met with small and medium-sized Swedish enterprises interested in the Latin American market. The companies either already had exported to one or several countries in Latin America or had the intention to focus on this market in the future and wanted to know more about how it works.

We discussed a lot about political and economic stability in the respective countries as well as challenges for the future. We presented business opportunities in the infrastructure sector, in mining and in the environmental sector. I talked specifically about the possibilities for doing business in Rio de Janeiro state and presented the investment plan focusing on four different geographical areas—the oil and gas sector, the nuclear power plant in the south, the harbour at Sepetiba and of course the

Soccer World Cup in 2014 and the Olympic Games in 2016.

In the next year and half, there are investment plans for over USD 60 billion. Petrobras alone is planning investments totaling USD 230 billion until the year 2014. That translates into one billion Swedish kronor per day. It would be a pity if the Swedish business sector does not participate in this enormous development in the State of Rio. And that is only in Rio de Janeiro. There is no doubt that Brazil is an attractive partner for both trade and investments during the next five years.

Now in December, we are doing another Road Show. This one will take us to three states and cities in the Northeast of Brazil: Salvador (Bahia), Fortaleza (Ceara) and Recife (Pernambuco). We will present the platform SymbioCity, sustainability by Sweden and talk about possible partnerships for sustainable urban development.

Participating Swedish companies will present solutions for environmentally friendly urban investments including waste management, water management, green electricity, green construction and buildings as well as green communications. The Road Show will provide a stage for a dialogue between Brazilian and Swedish partners. I strongly believe that this is an area where Brazil and Sweden could cooperate much much more.

Then it will be time for Christmas and summer break. For the first time in many years, I am planning to celebrate a white Christmas back home. Merry Christmas and a Happy and Prosperous New Year to all of you and see you around the corner in 2011! ■





# SKF do Brasil

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# Swedcham organizes visit by 18 Swedish executives to Brazil

Swedcham organized a visit by 18 Swedish executives from October 12 to 18. "Previous Forum Novare groups have visited China, India, Japan, Russia, South Africa and only once before, Brazil," said Ellika Gabriellson, Novare Program Director.

Novare, which was founded in 2001 and is partly owned by Investor AB, offers professional services in the Human Resources field and consists of eight companies, each with its own staff of specialists in a specific area of expertise.

"The purpose of the field trip was to experience and comprehend the Brazilian business life and to meet academics. It was also to gain knowledge of the latest trends in Brazil and for the participants to broaden their network. To fulfill this purpose we chose the Swedish Chamber of Commerce as our partner."

According to Ellika, the Forum Novare group had less experience about Brazil compared to the other BRIC countries. "When the group started to discuss Brazil they realized there was no option, that we were very curious and wanted to understand more about Brazil.

"We started our journey in São Paulo



Sven Eggefalk - SEB

and then traveled to Paraty to relax and finished the week in Rio de Janeiro. During this week we visited 14 companies and met over 40 business leaders and diplomats," she said. "We learned a lot during our week in Brazil. Swedcham acted as our host and partner – thank you for all the knowledge you shared and opportunities you gave us! Your business knowledge and know-how about Brazil and also your network were extremely valuable to us."

Sven Eggefalk, Head of Development & Sales at SEB Retail Sweden, noted that "Brazil has been and will continue being an important market for Sweden, Europe and the rest of the world. It is one of the fastest growing countries with enormous potential and resources. It was, in other words, an easy choice.

"My experience of Brazil, before Novare, was a world leading soccer nation, samba, Carnival, the Amazon and the rise of a new economic and political power. From a business perspective, it was obvious that economic growth was on the agenda. With that came the concern of a strong currency and the ambition to maintain long-term growth in order to

secure stability. Even though the future is hard to predict I'm certain that Brazil has the potential of becoming a major player on the world arena."

"If I would describe Brazil in one phrase it would be 'A country full of passion, ambition and potential! I will definitely come back--hopefully soon with my family, and if the opportunity arises maybe also for work,'" said Sven.

"As a member of the Novare group, I would like to thank Swedcham for an interesting and valuable week. The agenda with meetings with both senior managers and politicians, in combination with company visits, gave us an incredible insight."

According to Karin Svenske Nyberg, Senior Vice President HR Sweden – Stora Enso, Brazil was a natural choice for a visit. "I work at Stora Enso and Latin America is one of our future growth areas. This was a great opportunity for me to get a deeper understanding of the country. My vision of Brazil before the trip was that it is a fast growing country with a big potential for further growth, a beautiful country with nice beaches, a famous soccer nation, Carnival and friendly people."

"In terms of business, I am very impressed about the professionalism, competence and drive for growth and innovation we saw among the people we met. I was also happy to see so many competent women in executive management positions. Here Brazil can serve as a role model for other countries. After my trip to Brazil I am convinced that this country will become an important player on the global market in the future."

With regard to leisure/tourism, "we had a very tight schedule so the time for this was very limited, but the beautiful landscape and the friendly optimistic people is something that I bring home with me." Karin said she would

*Continued on page 46*

Karin Svenske Nyberg - Stora Enso





# Recruitment company Youngbird seeks stronger presence in the Americas

Vanessa Tönsfeldt



Earlier this year the recruitment company Youngbird became a member of Swedcham in order to get more exposure on the Brazilian market. The company's business took off in Sweden some two years ago and it is now hoping to establish a stronger presence in the Americas.

What started out as a service for internship placement unexpectedly turned into a recruitment company. Youngbird targeted top talent from Scandinavia's leading universities and specialized within the field of technology and business.

"It became apparent to us that big leading companies were keen on attracting top talent and tying them to their business at an early stage," says one of the company's founders, Van-

essa Tönsfeldt. "Most of our clients want to build relationships with future employees during their first and second year at university," she continues. "We help companies make that connection by offering internships for highly qualified students."

Since its startup the business has expanded to become a full service provider for companies interested in new graduates. "Nowadays we tailor-make solutions to fit the different needs our clients have. For instance we arrange in-company events and invite specific target groups that the company is trying to reach. We even handpick students for company specific mentor programs," says Youngbird's second co-founder, Jacqueline Högberg.

"The long history of Swedish indus-

trial companies based in Brazil made it a natural choice for an international expansion," explains Vanessa. "Many of our clients have some Swedish roots but are now operating on a global market". These companies seem particularly interested in touching base with their Scandinavian heritage.

It also makes sense from an economical perspective – relocating staff after a few years on the job enables knowledge transfer across the organization. Youngbird visited São Paulo earlier this year and according to Jacqueline the initial response was positive.

"We met a few multinational companies and they were very interested in the service we provide. We have great hopes for a larger expansion in the region over the next couple of years," she concludes. ■

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# Sony Ericsson boosts operations in Brazil with Xperia line

**C**reated in 2001, Sony Ericsson is a 50-50 joint venture between Sony and Ericsson. With global business based in London and operations in the main markets worldwide, the company's mission is to become the leader in mobile communication and entertainment, in view of the new form of communication of users that increasingly employ the Internet and social networks.

Presided by Magnus Anseklev of Sweden, the Brazilian subsidiary of Sony Ericsson (based in São Paulo with approximately 50 employees) today has as its main objective a growth in market value, and no longer in sales volume. Thus, the company's target in Brazil this year was to increase the sales revenue by 15%, and for this purpose it introduced in 2010 a portfolio focused on smartphones, 100% produced in this country.

Within its product launches, Sony Ericsson brought to Brazil the Xperia line, comprising three cell phones: Xperia X10, X10 mini and X10 mini pro, all with Google's Android 2.1 operating system, which offers a wide range of advantages if compared to other smartphones with their own operating systems. For 2011, the company plans to continue investing in this segment and its objective is to become the major Android player in the world.

Sony Ericsson is also investing heavily in content. Since 2004, the company has a partnership with the Venturus Innovation & Technology Center, located in Campinas, which has around 100 engineers working exclusively for Sony Ericsson. This demonstrates an expressive growth of investment in the team in Brazil, due to the importance of the Brazilian market on the world scenario.

Therefore, the Brazil operation has great influence in the development of new technologies taking into account the needs of the Brazilian consumer. Since the beginning of the partnership, applications of worldwide success have been de-



Magnus Anseklev

veloped, such as the TrackID™ and Walkmate.

Furthermore, the large increase in sales of cell phones on commemorative dates led Sony Ericsson to also create a strategy to boost sales for Children's Day—the personalization of phones with child characters. The strategy, which until then had not been explored by any manufacturer in the country, led the phones, covered with Barbie and HotWheels characters, to sell three times more than the company had planned.

The idea, genuinely Brazilian, was exported to other company units in the world, and also resulted in an award for Sony Ericsson in Brazil. Last year, the company used the same strategy with a launch focused on a phone with drawings of Hello Kitty characters.

Brazil is definitely a very important market for Sony Ericsson and, globally, it ranks among the company's 10 principal markets. That is why it has a complete, hand-picked portfolio, with products of unique characteristics, such as the Xperia line of smartphones, which truly stand out among all the others introduced on the Brazilian market. ■



# Chamber welcomes new Pastor at Scandinavian Church

**S**wedcham wishes to extend a warm welcome to Lena Brolin, the new Pastor of the Scandinavian Church in São Paulo, and her assistant, Ann-Katrin Bosbach, who arrived here in September.

The new Pastor is from Uppsala in Sweden, and has been involved with the Swedish Church most of her life, starting with the youth movement. "To begin with, I was trained to be a church youth leader working full time in a parish outside Uppsala. But in the long run I realized that it was not what I wanted to do. So I started my studies at the University of Uppsala in religion and Swedish language with the aim of becoming a teacher. During my studies, however, I changed my mind. I felt that God was calling me to work as a pastor, and even if that made me tremble in the begin-

ning I continued my studies in this direction and was ordained in June 2000."

Pastor Brolin, who worked for the last 10 years at a small parish between Uppsala and Märsta most of the time, was ready for something new. "Last year, Swedish Church Abroad gave us a hint that the work in São Paulo as Pastor and Assistant was to be applied for. We discussed this a lot before we applied! And then we got the job!"

The Pastor had never been to São Paulo or elsewhere in Latin America before, but her Assistant was in São Paulo in November 2009 for a conference. "I like Brazil a lot, or maybe I should say that I like what I have seen so far! São Paulo as a city interests me, and I want to see more of it and the whole country! We hope to get the opportunity to travel a lot while we are here!"



Pastor Lena Brolin

About her first months as Pastor in São Paulo, Lena noted that "we have been very well received and taken care of. And my first months have of course been filled with a lot of new experiences and work, just getting to know everybody and seeing how everything at the church works. Not to mention the struggles with Portuguese!"

*Continued on page 46*



Otimizando a performance dos nossos clientes.  
Hoje, amanhã e sempre.

# EF Language Learning Solutions prepares Brazil to receive millions of tourists

By Therese Otterbeck\*

EF LANGUAGE LEARNING SOLUTIONS IS PREPARING BRAZIL TO RECEIVE MILLIONS OF TOURISTS AT MAJOR UPCOMING SPORTS EVENT AS WELL AS TO EXPAND TRADE WITH THE REST OF THE WORLD!

The project "*Olá, Turista!*" is a partnership between the Fundação Roberto Marinho and the Ministry of Tourism and was created to prepare Brazilians involved in tourism for the World Cup 2014. A total of 80,000 students, from all the 12 states that will host the games during the World Cup, enrolled in the program when it was launched in January 2010 and some have already concluded the course. These students are professionals that will have direct contact with tourists visiting Brazil during the World Cup, such as receptionists, taxi drivers and waiters, among others.

The fact that EF was the Official Language Training Supplier for the Beijing Olympics 2008 was one of the reasons why the Fundação Roberto Marinho chose EF Language Learning Solutions as the supplier for the "*Olá, Turista!*" project.

For the Beijing Olympics, EF mobilized teachers and staff to help train key Olympic staff in English, and significant resources and minds were dedicated to making it a success. For the "*Olá, Turista!*" project, EF has developed a pedagogic platform as well as an online methodology for English and Spanish. The course content is developed specifically for this project with vocabulary from areas such as tourism, commerce, gastronomy, hospitality, health, security and transport.

In mid-November, EF Language Learning Solutions signed a very important new contract with CIAP, an Educational Institution located in Imperatriz, Maranhão State. CIAP has partnerships with the majority of the companies established in the North and Northeast areas of Brazil and the main objective is to offer Master and Doctorate programs to the employees of these companies.

Most of the material for these programs is



in English and the purpose of the partnership with EF is to provide language training to the students so that they can participate fully in these courses. The President of CIAP, Sergio Sousa, personally came down to São Paulo to close this strategic, very important partnership. Now EF and CIAP have a common objective for the coming years—to develop a second language in the North and Northeast regions of Brazil.

EF Language Learning Solutions is the world's premier provider of language training services for companies. Since its founding in 1965 in Sweden, EF has worked with more than 1,200 companies and helped more than 15 million students learn a new language. The product offer includes a full range of tailor-made solutions: in-company, online, or abroad. EF has been present in Latin America and Brazil since 1979, and has offices in São Paulo, Rio de Janeiro, Brasília, Recife, Fortaleza, Vitória and Campinas.

*\*Therese Otterbeck is the Country Manager of EF Language Learning Solutions.*





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# From roughneck to Tiradentes Medal winner

HOW A SWEDISH CHILD'S DREAM BECAME REALITY IN THE HEAT OF RIO DE JANEIRO

By Rob Dinham

Watching Brazil win the World Cup in Stockholm in 1958 fired the imagination of eight-year old Swede Eddy Hedstrom, who dreamed one day of visiting Brazil to witness at first hand the happiness he saw in the people appearing on his black and white TV screen. Little may he have dreamed that one day he would not only visit Brazil but also become a leading light in the business community in the state of Rio de Janeiro.

Hedstrom first started working in the oil and gas industry in 1977, initially as a roughneck but working his way up via driller to rig superintendent, rig manager and country manager (Brazil). In 1989, the rig he was then working on, West Alpha, was moved to Brazil on a two-year contract and Hedstrom was only too happy to move with it to the land of his dreams.

Eddy Hedstrom



Five Star Services facilities in Macaé

The initial harsh reality and culture shock of arriving in a place (Macaé) where so few people spoke English was no deterrent to either Hedstrom or his family, who armed with nothing more than a handful of nouns in Portuguese and the goodwill and helpfulness of the local Brazilians, started learning the language and adapting his way of life to fit in with the pace of life in Brazil's oil and gas industry.

Deciding to stay in Brazil because of his love for the country and its people, Hedstrom cemented his ties even further when he set up his own company, Five Star Services, in 1997—offering operational, maintenance and upgrade services to both the onshore and offshore oil and gas industry.

The company went from strength to strength and today not only employs 500 people in the state of Rio but also has two other bases in Rio, one in Bahia and one in Espírito Santo, in addition to offices in Nigeria.

Hedstrom's vision of the future is very upbeat in terms not only of Brazil, the country he says he's lucky to be able to live in because it's "the best

country in the world", but also of the oil industry. His advice to Swedish companies that work in the oil and gas sector is that they "should immediately make a decision and come down and start to develop their business, since we are only at the beginning of the boom". He says that there is a place for such companies in Brazil because Swedish products and services are known for their excellent quality worldwide.

Certainly for Hedstrom, the land of samba and football seems to have lived up to all he dreamed it would those many years ago. The company's participation in the Rio Oil & Gas event and Brazil Offshore Fair in Macaé proved to be profitable for Five Star. Valuable contacts were made with foreign companies at both fairs and the company's order books are looking very healthy, with a large contract in November and another, even bigger one coming up in January 2011 and a bid in on a project that Hedstrom is very hopeful of winning and that will swell company revenues by a highly respectable USD 70 million. He noted that during the Brazil

*Continued on page 46*

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# Ambassador Markovic talks about Brazil and the Embassy's work

Photos: Ulisses Matandos



▲ Ambassador Annika Markovic's presentation attracted a large audience.

(Left to right) Christer Manhusen, Vice-Chairman of Swedcham's Board and Chairman of the Advisory Council, Anders Ferbe, Vice President of IF Metall, and Luiz Manetti, CEO of Sandvik do Brasil.



Swedcham Executive Secretary Jonas Lindström presents Ambassador Annika Markovic with the Chamber's new Member Directory 2010/2011, which had just arrived.



Sweden's Ambassador to Brazil Annika Markovic gave an excellent presentation at Swedcham on November 9 on "Brazil: An Upcoming Superpower? What is Sweden's relation to Brazil, as Brazil is transferring its growing economic power into being more and more influential also on the global political stage?"

Ambassador Markovic has now been in Brazil for more than three years. Chamber members had a unique opportunity to hear her reflect on Brazil's growth and the efforts to build a more strategic relationship between our two countries.

She talked about Brazil as a country with all its opportunities and challenges, but also about the Embassy's work and objectives. The event, attended by over 50 people, was followed by a Happy Hour offered by both the Embassy and Swedcham. ■





Craig Aszkler, President and CEO of Gunnebo Johnson Corporation, and Stefan Lundkvist, Swedcham Treasurer and Senior Adviser of Gunnebo Industries in Brazil.



Ferike Pasthy (Scania), Rolf Risan (Nordea Brazil) and Marica Bixo (Nordea Sweden).



Per-Erik Sandlund, President and Director-General of Invest Sweden, and Ambassador Annika Markovic.



(Left to right) Renato Simon, Managing Director of Trelleborg Automotive in Brazil, Swedcham Board Member Peter Hultén, and Bengt-Ake Ljuden, Vice President International Operations at Invest Sweden.



Swedcham Chairman Nils Grafström and Bengt Janér, Director of Gripen Brazil.



Peter Gossas, World President of Sandvik Materials Technology, and Bengt Bryngelsson, President for South America of the Non-Violence Project.



## An eye for opportunities

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**SEB**



◀ Invest Sweden President and Director-General Per-Erik Sandlund, Nils Grafström, Invest Sweden Representative in Brazil, and Ambassador Annika Markovic.

Photos: Ulisses Matandos

# Invest Sweden opens up in Brazil

On November 10, Invest Sweden was officially inaugurated in Brazil at an event held at the Swedcham premises. Invest Sweden has offices in Japan, China, India and the US, in addition to the Head Office in Stockholm and an extensive regional network throughout Sweden. The global network has now been extended to Brazil, where from now on Invest Sweden has its own representation in São Paulo.

Invest Sweden is a government agency under the Ministry for Foreign Affairs. Since starting its

activities in 1995, the agency has been offering expert insight on doing business in Sweden to companies worldwide. Invest Sweden helps to identify potential opportunities in Sweden and will assist Brazilian entities in various ways when considering doing business in Sweden.

Ambassador Annika Markovic said in her opening speech that Invest Sweden is yet one more sign of how strong the Swedish presence in Brazil is and how Brazil is considered a priority by the Swedish government. She also congratulated Invest Sweden President and Director-General Per-Erik Sandlund on the choice of Nils Grafström as the Country Representative with his vast experience of the Swedish-Brazilian business community.

In his speech, Grafström said that he is thrilled by this new challenge and also by the confidence in receiving this task, and he also made a plea to all present to come up with ideas and input on how we can increase Brazilian investments in Sweden.

Sandlund also addressed Chamber members and guests, stating that experience shows that foreign investments in Sweden are very much to the benefit of both the foreign investors and Sweden. He also hoped that the very many Swedish companies in Brazil and the, so far, very few Brazilian companies in Sweden, in the future may result in more Brazilian companies doing business in Sweden. ■







Bengt-Ake Ljuden, Vice President ▶  
International Operations at  
Invest Sweden, Swedcham  
Board Member Peter Hultén,  
and Swedish Consul General  
Barry Bystedt.



▶ Swedish Consul General Barry Bystedt,  
Ambassador Annika Markovic, and  
Swedcham Executive Secretary Jonas  
Lindström.



▶ Anders Norinder, Volvo Cars President  
for Latin America, Nils Grafström, and  
Lex Kerrsemakers, President of Volvo  
Cars Overseas Corporation.



▶ Per-Erik Sandlund, Ana Paula  
Bernardino Paschoini of the  
Brazilian Development Bank  
(BNDES) and Ambassador  
Annika Markovic.

Swedcham Board Member Peter Hultén and  
Anders Eliasson, Head of Material Science  
at Invest Sweden.

▶ Daniel Barros of SKF, and Mikael Stahl,  
First Secretary at the Swedish Embassy in  
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## GIEK at NBCC event

NBCC Chairman Johnar Olsen and Wenche Nistad.  
(Photo: Doug Gray)

Wenche Nistad, Managing Director of the Norwegian Guarantee Institute for Export Credits - GIEK, was in Rio's Copacabana Palace Hotel on Monday October 25 to address assembled leaders of Brazilian and Brazil-based Norwegian industry, spelling out her company's aspirations and intentions for the local market and for the stimulation of Norwegian exports.

GIEK provides long-term guarantees, rather than loans, issued on behalf of the Norwegian state, and has already provided some US\$ 6-8 billion of these in Brazil to cover commercial and political risk. This has been a long-term operation supporting the codfish ("*bacalhau*") industry, but will be superseded by the boom in offshore oil, with 80% of what they guarantee today being in the mar-

itime sector.

Chairman Bjorn Kaldhol, himself former Managing Director of former shipping company Troms Fylkes Dampskibsselskap, spoke of the gap in investment financing available since the BNDES development bank cut its loans for overseas products, suggesting that it should be plugged by GIEK's financial support. "I guarantee that we will look into this and see if with the banks we can come up with an answer to help the exporters by seeing that the buyer has the financing."

What became clear from the panel is that GIEK must work with other commercial banks as they have before and prioritize this important sector. According to Mrs. Nistad, Brazil has been "spoiled" with the provision of very fa-



vorable credit rates and long terms, and GIEK's future lies in working together with both BNDES and the large commercial banks to help Norwegian companies.

"If a Norwegian shipbuilder has for example a five-year contract to do work for Petrobras, then Petrobras could have that partly financed through GIEK, this is what we are exploring", concluded Kaldhol. ■

## New NBCC Gold Members



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Through our local office in Rio de

Janeiro, the Ulstein Group also offers a broad range of ship designs for demanding operations within Offshore, Heavy Offshore and Shortsea segments for the Brazilian market. [www.ulsteingroup.com](http://www.ulsteingroup.com)

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## Norway – a strategy for future cooperation with Brazil

By Vibeke Lilloe, Norwegian Consul General in Rio,  
and Turid Eusebio, Norwegian Ambassador

Cooperation between Brazil and Norway started around 170 years ago – when Norwegian sailing ships came to Brazil and traded codfish (or “*bacalhau*”) against Brazilian coffee. To be precise, it was the Norwegian ship “Nordstjernen” from Kristiansund which started this trade in 1842. *Bacalhau*, by the way, still is a very important export commodity to Brazil, and Norwegians drink a lot of Brazilian coffee.

The relations between Brazil and Norway have developed in a positive direction over the years to where we are today – in a situation with excellent relations between our two countries. There is close cooperation in many fields, such as climate and environment policy, peace and reconciliation work internationally, human rights questions, global

health issues, social dialogue, development assistance in Africa, reconstruction of Haiti, gender issues, the business sector – especially the sector of oil and gas, and mining and alumina production – and much, much more.

To even further enhance these very good relations, the Norwegian Government has decided to make a strategy for the future cooperation with Brazil. Such strategies on a governmental level only exist for China and India, so this decision is a true sign of the emphasis the Norwegian Government puts on the future cooperation with Brazil. This country will become an increasingly important player on the global stage and of increasing importance also to Norway.

The strategy for the future cooperation shall cover a broad spectrum of areas, and shall of course also build on

fields where excellent cooperation already exists, such as mentioned above. Promotion of Norwegian business will also have a very central role in the new strategy to be made. The intention is to be visionary – to look up and ahead. It is intended to strengthen and deepen the areas where we already have excellent cooperation, and to lift up new areas where more can be done to the benefit of both, such as research, technological cooperation, education, oil spill preparedness, fisheries and fish management. The strategy is not written yet, so there may come new ideas and still a lot of input.

The Norwegian business communities in Norway – and in Brazil – are also involved in the strategy work and invited to come up with input.

The Working Group for the Brazil Strategy recently visited Brazil, from October 4 to 8. They visited Santos, São Paulo, Brasília and Rio de Janeiro – and had meetings with lots of representatives for various authorities and institutions in Brazil, as well as representatives of Norwegian interests. They have just gone back to Norway, and their visit – and the impressions from Brazil, like a snapshot of Brazil of today, and of Norwegian interests – will form the basis of the first draft of the Strategy. The final version will be presented sometime early next year. ■

Sleipner offshore platform (Photo: Statoil)





# LNG fuel for ships: global trend with potential application in Brazil



OSV powered by LNG fuel operating since 2003

**N**owadays, corporate responsibility with the environment is a reality in most businesses worldwide. For DNV, whose vision is to have "Global impact for a sustainable future", the topic has been integrated at a corporate level long ago and presently addresses the maritime industry's most innovative trend, the LNG as fuel.

With the objective of assessing ways for reducing emissions from shipping, DNV conducted studies by the end of 2009 to verify, among existing and under development technologies, the impact of each one on the emission reduction volume. LNG as fuel was the alternative which presented the best cost/benefit relation.

LNG has been used as fuel on ferries and OSVs for over a decade in Norway, with more than 20 vessels operating and a similar number on order, and growing. Several other countries are performing feasibility studies for such application, with plans for implementation in the near future.

In Brazil, with the pre-salt discoveries, the associated expectation of gas extraction from its reserves, plus the necessary new infrastructure needed for the related exploration and production, the ingredients for the use of LNG as a source of energy for the ships becomes very favorable.

"The expected doubling of the 250 Offshore Support fleet operating in Brazilian waters over the next years is another variable which makes the present moment even more attractive," says Sérgio Garcia, Business Development Manager – DNV Energy South America. A new generation of vessels operating on the liquefied natural gas makes sense, since it is a cleaner source, abundant and cheaper from the energy viewpoint when compared to petroleum derivatives.

The technology exists and is proven. There are several designers with specific projects for offshore support vessels configured for the use of LNG as fuel, some engine manufacturers with products for pure LNG or dual fuel (LNG/diesel) application, and the storage tanks are being modified to adjust to the vessel's structure and purpose. However, in most cases the bottleneck for the concept to be feasible resides in establishing a proper logistic infrastructure. Even in this aspect, the present Brazilian reality contributes positively. With the operation of the Baía de Guanabara Floating Storage and Regasification Unit since 2009, the construction of small LNG bunker vessels utilizing the existing LNG chain would be a smaller investment with aggregated benefits.

History has shown that through governments and governmental companies engaged with the environmental commitment, the use of LNG as fuel for vessels can become a reality contributing significantly to the ships' emissions reduction. On top of that, this application allows more flexibility on the LNG total chain. LNG fuel for ships is technically feasible, economically beneficial and environmentally unbeatable.

Brazil is facing a unique moment with a huge opportunity ahead, which is not found in any other place around the world, with the growing local availability of natural gas, the program for doubling the local OSV fleet, and an existing LNG logistic. DNV is pioneer in verifying safety and feasibility of LNG as fuel for ships. The First Classification Society to have dedicated rules for the subject, it has class on all vessels (other than LNG tankers) running with this fuel for more than 10 years, including Viking Energy and Stril Pioneer, PSVs operating safely since 2003.

DNV's goal is to continue leading worldwide the LNG fuel related technical solutions as well as advising on risk assessment and feasibility studies for this application. We're ready to assist in Brazil to turn this opportunity into reality. ■

## First FSSC 22000 certificate in Brazil

**D**NV Business Assurance in Brazil has issued in August 2010 the first FSSC 22000 (Food Safety System Certification). The certificate was awarded to Ducoco Alimentos for their production of coconut water.

"It is rewarding to be the first certification body to issue FSSC 22000 in Brazil, which demonstrates DNV's focus on the food sector and that we are aligned and committed to food safety

standards improvement," says Juliani Kitakawa, Food and Beverage Manager South America, for DNV Business Assurance in Brazil.

Ducoco Alimentos is one of the main coconut processors in Brazil. The certification audit was carried out at their plant in Itapipoca which has a monthly capacity of more than 1, 3 millions of liters of coconut water.

Says Marco Túlio Bertolino, Quality Assurance Manager Ducoco Alimentos,

"We chose DNV because of its independence and reputation which provides us with credibility and international recognition. The added value for our process was the Risk Based Certification™ methodology, where our focus area was process control management. Additionally, we looked for a certification body with a good commercial and technical approach. We have a good communication with DNV and have received good assistance." ■

# Panoro Energy ASA: a newly listed independent E&P company



Listing of Panoro Energy on Oslo Stock Exchange on June 8 this year.

**P**anoro Energy ASA ("PEN") is a newly listed independent company involved in exploration and production of oil and natural gas offshore Brazil, as well as onshore and offshore in West Africa. The company has offices in London, Rio de Janeiro and Oslo and was listed on the Oslo Stock Exchange under the ticker "PEN" on June 8, 2010.

Panoro Energy ASA is the result of a spin-off of Norse Energy Corp. ASA's former Brazilian operation in June 2010. Subsequently, the company merged with Pan Petroleum, creating a strong oil & gas independent company with a reserve and resource base of approximately 175 million barrels of oil equivalent (MMBOE), leveraging global experience to focus on both sides of the South Atlantic.

## Brazil

The company was one of the first to take advantage of the enactment of the Petroleum Law in 1997, which deregulated the Brazilian upstream oil and gas industry and allowed private companies to enter the exploration and production

market. Since starting its activities in Brazil in 1999, the company has created a diversified portfolio of assets in exploration, development and production of oil and natural gas in the Camamu-Almada and Santos Basins offshore Brazil, both as partner and operator.

In 2010, the company expects to produce approximately 4,000 barrels of oil equivalent per day from the Manati gas field offshore Brazil, a production level

which is expected to last until 2016. The company's certified proven and probable (2P) oil and gas reserves in Brazil represent 35.7 MMBOE, which is both the reserves in the Manati field, and the reserves in the BS-3 area.

The Manati Field (10% ownership), located in the offshore Camamu-Almada Basin outside Bahia state, is currently Brazil's largest producing non-associated natural gas field. The field was discovered in 2000 and the development was carried out through drilling of six development wells, the construction of a natural gas processing plant located in São Francisco do Conde and the construction of an approximately 120 km long 24" pipeline to connect the offshore platform and the natural gas processing plant.

The field started production in January 2007 and reached its total contracted capacity at the end of 2007, when all six drilled wells were fully connected and operational, producing around 6 million cubic meters per day (100% basis). The Manati field is Panoro Energy's main producing asset and secures a long-term cash flow under a take-or-pay contract with Petrobras.

In the offshore Santos Basin, Panoro Energy has an interest in three oil discov-

Manati platform at Camamu-Almada Basin in Brazil.







eries in what is referred to as the BS-3 area. The company has defined the BS-3 Integrated Project to include the Cavalão Marinho (50% interest), Estrela do Mar (65% interest), Coral re-development (35% interest), Caravela (100% Petrobras) and a pipeline to shore, and potentially other fields in the area. The Coral field produced approximately 12 MMBOE from 2003-2008. Caravela produced around 20 MMBOE from 1994-2002.

The map displays the coastal region of the Congo and Cabinda. The MBR block is highlighted in green. Key locations labeled include Pointe Indienne, Canel, Pointe Noire, DRC, and Cabinda. An inset map in the top right corner shows the location of the study area within the African continent.



cally fractured using modern techniques and put on a long term test in 2010 to demonstrate the viability of a re-development project. Panoro Energy has several personnel seconded into the project team which are assisting the operator in executing the approved work program.



# Farstad Shipping is awarded several charter contracts

Far Sagaris, new AHTS (UT 731 CD, 22.000 BHP)

**F**arstad Shipping ASA is a major international supplier of large, modern offshore support vessels. The company's headquarter is located in Aalesund on the northwest coast of Norway. In addition, it has offices in Aberdeen in Scotland, Melbourne in Australia, Singapore and Macaé in Brazil. Through a joint venture, the company is also present in Angola. The total number of shore personnel is 170 and the number of sailors is approximately 1,650.

Farstad Shipping has a fleet of 58 vessels and four newbuilds. In 2009, the freight income was earned in the following markets: 24.9% in North West Europe, 47.5% in the Far East/Australia, 24.1% in Brazil and 3.4% in other regions.

The company has been listed on the Oslo Stock Exchange since 1988 and has over the years given the shareholders a competitive return on their investment. The number of outstanding shares is 39 million out of which approximately 46% is owned by the Farstad family.

Farstad Shipping has a strong focus on health, safety, environment and quality throughout the company's entire range of activities. This is fundamental to maintaining and strengthening its competitive position.

Recently, the company was awarded the following charter contracts:

- Far Scotia (PSV, 2001, UT 755, 3000 DWT) has been awarded a 5-year firm contract by Brazil's Petrobras, as a ROV Support Vessel. There is an option for an additional 5 years. The contract has been achieved in cooperation with Fugro Brasil, which will be the ROV service provider. The contract is expected to take effect in the second half of 2011, when the vessel has been upgraded in accordance with the Charter Requirements. The contract is important for Farstad Shipping's further development within the Subsea segment and is awarded at satisfactory terms. The total value of the 5-year firm period is ap-

proximately NOK 335 million.

- AHTS Far Santana (2000, UT 730, 19.200 BHP) was awarded a 4-year contract by Petrobras, commencing in second half 2010. Petrobras has also contracted AHTS Far Sovereign (1999, UT 741, 27.400 BHP) for a period of 4 years with start-up second half of 2010. The contracts include a possible 4-year extension. The total value of the contracts is approximately NOK 870 million.

- Petrobras awarded one of the large new AHTS (UT 731 CD, 22.000 BHP) a 2-year contract that began February 25 this year. AHTS Far Santana (2000, UT 730, 19.200 BHP), already located in Brazilian waters, serviced as a front runner until June 2010. Total value of the contracts is approx. NOK 390 million.

The company's strategy is to be a major international supplier of large, modern offshore service vessels to the oil industry. For more information, please visit the website [www.farstad.com](http://www.farstad.com) ■

Far Sovereign



Far Santana





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# Disputed amounts on delivery

By Maria Pia Bastos-Tigre Buchheim  
Of Bastos-Tigre, Coelho da Rocha e Lopes Advogados



**M**ost shipbuilding contracts have contract price adjustment clauses that identify the final amount to be settled by the buyer on delivery of the vessel.

Normally, the buyer and the builder succeed in amicably agreeing on the final amount due on delivery but differences in opinion as to what figure that is may result in the builder exercising its right to retain the vessel until full payment is made notwithstanding the buyer's demand to have the vessel delivered for the adjusted contract price.

To facilitate delivery in circumstances where the parties are not able to agree, the Norwegian Ship 2000 standard shipbuilding contract includes a provision entitling either party to require delivery to take place if a guarantee that sufficiently covers the disputed amount is provided by the other party. The parties may thus avoid various consequential losses that may arise if the vessel is not delivered until a dispute concerning the final contract price is resolved.

Guarantee as a response to disputed claims – the provision of a guarantee to cover the disputed amounts due on delivery is a sensible solution that permits a vessel to be delivered while a dispute is pending. There are important issues that need to be carefully considered if delivery is to be made against such a guarantee.

Each party may have motives which influence their decision not to agree to a delivery against a guarantee. The builder may for instance consider itself to have the upper hand in any negotiation by having the vessel in its possession. For a builder it will often be more advanta-

geous to finally settle the disputed issues at delivery and so may resist the provision of a guarantee given the potential for a subsequent legal battle.

The contract provision in Ship 2000 does not provide for the amounts claimed by either party to be reasonable and realistic. There are examples of cases where a party has been forced to put up a guarantee for totally unrealistic claims in order to see the delivery through. As such, the financial strength of the buyer or the builder may limit the possibility to deliver the vessel against a guarantee.

Unless the buyer can demonstrate its ability to guarantee the full amount claimed by the builder it is unlikely that an interim injunction from the courts can be obtained other than in the clearest of cases. This is because the courts will not be in position to decide on what is the correct amount due. Thus, to avoid being squeezed, and to increase the chances for a delivery to take place with the assistance of the courts, buyers are recommended to include a specific take out clause in the contract. It should, however, be noted that such party takes the risk of their position and may be exposed to later claims for damages if undue pressure was applied during the delivery negotiations.

Guarantee wording—if the parties agree on delivery against a guarantee for the disputed amounts, attention needs to be paid to the wording of the guarantee.

Usually the shipbuilding contract sets out the requirements of the guarantee. The guarantee itself will be drafted at the time of delivery unless

an agreed template is attached as an exhibit to the contract.

The parties must consider the requirements of the guarantee to ensure that the shipbuilding contract does not prevent a proper execution of the guarantee if a dispute arises. Ideally the guarantee should guarantee all amounts required to place the parties in the same financial position as if delivery had been made in accordance with a subsequent arbitration award. This way does not follow directly from the shipbuilding contract. Ship 2000 requires the guarantee to cover the dispute amount, but it is not evident from the wording that the guarantee shall include interest and costs in addition to the amount in dispute.

Where there is a major dispute interest and costs may be considerable, the beneficiary of the guarantee could arguably be without security if the contract does not require the guarantee to also cover interest and costs. As the guarantee debtor and its financiers will seek to limit the exposure under the guarantee, it is beneficial for both parties to ensure that all relevant requirements are incorporated into the shipbuilding contract.

Disputed deliveries often occur in combination with a weak financial position of one of the parties. It may also be necessary to obtain an arbitration award against the opponent party in order to claim a payment under the guarantee. It is important to ascertain that an arbitration award may be obtained in the relevant jurisdiction, even if the opponent party is declared bankrupt before an arbitration award is made. ■



# Seadrill Brazil participates in "Race for the Cure"



On October 24 this year, Seadrill Brazil personnel participated in the largest running and fast walking race of the world—"Race for the Cure"—which has had over 1.5 million participants per year.

The first run took place in Dallas in 1983, when 800 runners and walkers took part. Years passed by, and the Race for the Cure grew big. In 1999, 500,000 participants in 99 cities in the US took part of this event, and in 2000 it became global, as competitions also took place in Rome, Italy, and Frankfurt, Germany.

In 2003, about 1.3 million people participated worldwide. Nowadays, 141 cities around the globe take part in this event. This is the largest and most successful campaign of the world on building awareness of breast cancer, and on money raising

for the fight against the disease. Scientific studies have demonstrated that the development of breast cancer is considerably lower in women who exercise regularly. Besides that, exercising is recommended for women with the disease, during and after the therapy.

The practice of physical exercises and sports has positive effects over physical development, mental health, and quality of life on patients with cancer. In 2010, for the first time the Race for the Cure happened in South America, and on October 24 it was time for Rio de Janeiro.

Seadrill Brazil is proud to have provided means for its personnel to participate in such a noteworthy effort, and sees the value of engaging its personnel in exercising for the best of their health and performance. ■

## GOLD MEMBERS

The Norwegian Brazilian Chamber of Commerce would like to extend a warm thank you to its Gold Members. If you have any doubts about membership in the NBCC, please contact Executive Manager Ana Luisa Ulsig Leite at [info@nbcc.com.br](mailto:info@nbcc.com.br)



## Chamber's CEO invited to CRBE conference in Rio

Elisa Sohlman, CEO of the Brazilian Chamber of Commerce in Sweden, was invited by the Brazilian government to participate in the III Conference of the Council of Representatives for Brazilians Abroad (Conselho de Representantes Brasileiros no Exterior – CRBE).

Representatives of the Council are elected by Brazilians living outside Brazil. The high number of votes that Elisa received from her countrymen in Sweden shows the recognition of her role as CEO of the Brazilian Chamber in Stockholm.

"I feel honored by the confidence that I have received from my country-

men in Sweden to represent them in such an important meeting. Sweden is an important trade partner to Brazil and I will use this occasion to highlight the importance of the Brazilian group. Increased trade between Sweden and Brazil will also create new opportunities for entrepreneurship among Brazilians in Sweden," says Elisa.

The conference began on November 29 in Rio de Janeiro and ran until December 3 (as this magazine was going to press), when participants in the conference met with outgoing Brazilian President, Luiz Inácio Lula da Silva. ■



Participating in the Slow Food event are (left to right) Sharif Pakzad, Danielly Fagern, Hugo Oljemarm, Elisa Sohlman, Sten Hedbäck, Delaine Basso and Nathalia Duarte

## Chamber promotes *cachaça* in Sweden

The Pernambuco Association of Sugarcane Alcohol Producers (APAR), together with its supporters, held from November 25 to 27 the IV International Cachaça Salon at the Pernambuco Convention Center. The event was attended by more than 100 exhibitors and attracted an estimated 9,000 visitors.

The event provided export opportunities for producers of *cachaça* (the local

firewater made with sugarcane) from around the country through the Business Roundtable with importers/consultants in Europe. The Chamber was represented by Danielly Fagern, also Managing Director of DanRos Consulting. Danielly met with more than 15 *cachaça* producers interested in exporting to Sweden and there are already ongoing business negotiations. ■

(Left to right) José Miguel Feliú (Chile), Beppe Bonazzoli (Italy), Alfonso Martinez (Belgium), Matías Feliú (Chile), Margareth Rezende (President of APAR, Brazil), Andrea Batazzi (Italy) and Danielly Fagern (Sweden) during the Business Roundtable of the IV International Cachaça Salon in Pernambuco.



## Cultural Department and Slow Food event

The Brazilian Chamber in Sweden has opened a cultural department as the cultural part of Brazil has had a significant impact on the tourism industry. The new department will serve as an information channel for Brazilian culture, but also as a meeting place for Brazilian companies and cultural entrepreneurs in Sweden.

As a first step the Chamber organized an event with the focus on "Slow Food", which is a movement around the world to eat more nutritious food that is well prepared and with better ingredients. More than 70 persons participated in this popular event where Anemilia Klasson (Bazaar Food) and Christer Söderberg (Open World Café) presented their Brazilian Food and Coffee.

The Slow Food organization in Sweden explained what the movement is all about. The trend of eating healthier food is big in Sweden and the participants requested that we organize other similar events in the future to learn more about Brazilian food.

The event took place in the office of the law firm Törngren & Magnell, which also sponsored the excellent wine which contributed to the successful get-together. ■



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## 2010 Chamber events beat 2009 record

THIS YEAR WAS YET ANOTHER VERY BUSY YEAR FOR THE CHAMBER, WITH THE NUMBER OF EVENTS BEATING THE PREVIOUS ALL-TIME RECORD OF 2009! ONCE AGAIN, SWEDCHAM HOSTED AND ORGANIZED FOR ITS MEMBERS EVENTS OF THE MOST VARIED KINDS, INCLUDING BUSINESS DELEGATIONS, EXCELLENT PRESENTATIONS, LUNCHEONS, WORKSHOPS, HAPPY HOURS, ETC.

**February 5** - Afternoon Gathering – Speaker: Swedish Foreign Minister Carl Bildt

**February 19** - Breakfast Meeting: "Green Solutions from Sweden". Speaker: Lars Ling, CleanTech Region – Sweden

**March 4** - After Work, Happy Hour – Royal Jardins

**March 11** - After Work – Pea soup and punch at Scandinavian Church

**March 24** - Coffee tasting event at Nespresso

**March 31** - Networking Luncheon at Marcel

**April 6** - Legal & Business Committee: "How to comply with foreign and domestic anti-corruption laws". Speaker: João Geraldo Piquet Carneiro – Veirano & Piquet Carneiro Advogados

**April 8** - After Work – Pea soup and punch at Scandinavian Church

**April 15** - Financial Committee: "Subsidiary Financing - Options & Taxes". Speakers: Daniel Brandão de Castro – Husqvärna, and Fernando Hirata Muramatsu – Fraga, Bekierman e Pacheco Neto Advogados

**April 29** - General Assembly

**May 11** - Trip to Congress and Supreme Court in Brasília

**May 13** - Breakfast Meeting: Mazars – "Intellectual Capital". Speaker: Alexandro Oliveira – Mazars Brasil

**May 15-16** - Swedcham/Trelleborg Golf Championship in Avaré

**May 18** - Trip to Rio de Janeiro – Visit to Firjan

**May 20** - After Work – Pea soup and punch at Scandinavian Church

**May 25** - Networking Luncheon at Hillman Bistro

**May 27** - Breakfast Meeting: Eurochambers – "International Arbitration Improvement Trends". Speakers: Christer Söderlund – Vinge, and Harry Burnett – Crowell & Moring

**June 1** - Afternoon Gathering – "Food for Thought". Speaker: Professor Bolívar Lamounier

**June 24** - General Assembly – Eurochambers

**June 24** - After Work, Happy Hour – Hillman Bistrô

**June 25** - Brazil vs. Portugal World Cup event at the Chamber

**July 29** - Networking Luncheon at Hillman Bistro

**August 4** - Event with Crivelli Advogados - Alternative Procedures in Labor Legislation

**August 17** - "Taster Workshop" – "Leading Teams". Therese Otterbeck

**August 17** - Networking Luncheon with the Swedish Institute of Technology (KTH) at Hillman Bistro

**August 18** - "Taster Workshop" – "Managing Performance". Therese Otterbeck

**September 14-15** - Participation in Rio Oil & Gas Expo

**September 16** - Presentation: Trout Fishing, and Happy Hour. Speaker: Nils Bonde

**September 29** - Business Luncheon

**October 1** - Legal & Business Committee. "20 years of the Civil Defense Code's Existence". Speaker: Valdirene Laginski.

**October 5** - Marketing Course (SEO Marketing, Max2, EVcom)

**October 12-18** - Visit Novare/Investor Group



The Novare/Investor group during their visit to Natura on October 13.

**October 28** - International Automobile Trade Show – Volvo's VIP Lounge

**October 28** - After Work – Pea soup and punch at Scandinavian Church

**November 6** - Family Day at Scandinavian Church

**November-9** - After Work with Ambassador Annika Markovic

**November 10-11** - Scandinavian Fair

**November 16-17** - Sales Performance Course (Agera Sales)

**November 22-23** - Negotiation Techniques Course (Agera Sales)





Ambassador Annika Markovic addresses Chamber members and guests on November 9. (Photo: Ulisses Matandos)

**November 25** - After work – Pea soup and punch at Scandinavian Church

“Morgonrodnandens stad” (“City of the Rising Sun”, in a free translation) filmed in 1958 by Sweden’s Torgny Anderberg about the creation of Brasília.

“Brasilia inte längre en dröm” (“Brasília No Longer a Dream”) filmed in 2009 by Drasko Markovic and Johannes Borgestad.

**November 27** - Kart Race – Granja Viana 500 Miles – Racing Team Sweden

**November 30** - Business Luncheon with Prof. Mailson da Nóbrega – Host: Stora Enso

**December 2** - Legal & Business Committee – “Buy Brazilian Act – Limitations or Possibilities?” – Speaker: Marcos V. Freitas

**December 7** - Finance Committee – “Perspectives & Challenges for the Brazilian Economy in 2011”. Speaker: Alexandre Schwartzman, Chief Economist at Santander

**December 8** - Christmas Party at Swedcham

## Good News!

It is with great satisfaction that Swedcham informs everyone that, for the second year in a row, we will not increase our membership and sponsorship fees!

## Volvo Cars at 2010 Auto Show

In conjunction with Volvo Cars in Brazil, the Swedish Chamber invited members to visit the 26th edition of the International Auto Show, held from October 27 to November 7 at the Anhembi Pavilion in São Paulo.

During the event, President Luiz Inácio Lula da Silva visited Volvo Cars’ stand and met with Anders Norinder, President of Volvo Cars for Latin America and member of the Swedcham Board of Directors.

“It was the first time I met President Lula (I had met former President Fernando Henrique Cardoso on a few occasions). He was genuinely a nice guy,” said Norinder. “I presented our safety innovations Pedestrian Detection and Volvo on Call. To the latter he said that



President Lula and Anders Norinder at the 26th International Auto Show in São Paulo.

only Swedes could come up with something like that.”

According to Norinder, the Auto Show was a great success for Volvo Cars. “We launched the all new S60, the Pedestrian Detection, Volvo on Call and our R-Design models, and for all four news items I was joined at the press conference by our Chief Designer Peter Horbury. ■

## Event at Scandinavia Designs

Annette and Soren Priess Gade, owners of Swedcham member Scandinavia Designs, received Anders Norinder and Peter Horbury at their Concept Store in São Paulo’s Jardins district on October 25.

During a breakfast meeting, Horbury received guests of Scandinavia Designs and Volvo Cars Brazil and talked a bit about his extensive experience in automotive design.

A post-graduate in automotive design at The Royal College of Art in London, Horbury began his career at Volvo Cars in 1979, as a design consultant in Sweden. After seven years at The Ford Motor Company, he went back to Volvo Cars in 2009 to head the project of the new S60, considered “the most dynamic car ever produced by Volvo. ■

Volvo Cars Chief Designer Peter Horbury at Scandinavia Designs. (Photo: Mario Henrique)





(Left to right) Rubens Barrichello, Felipe Giaffone, Tony Kanaan, Frans Bergman, Davide Forè, Thiago Parazinho and Diogo Broka



Swedish Consul General in São Paulo Barry Bystedt, Frans Bergman, Diogo Broka, and Swedish Ambassador Annika Markovic.

## 500 Miles of Granja Viana Kart Race a big success

The 14th edition of the famous 500 Miles of Granja Viana Kart Race, held annually in Cotia near São Paulo, took place on November 27 and was a big success.

The race was held for the first time in 1997 as a seasonal closure for various world drivers, and the race generally runs for up to 12 hours, with driver changes just like in Le Mans. This year the Racing Team Sweden (RTS), formed by four participants, was sponsored by Elanders, Gripen, Scania, SKF, Stora Enso and Volvo Cars.

This year's winners were:

- 1) C&L Motorsport – Luiz Cordeiro Filho, Yann Cunha and Lu Boesel—644 laps in 10h54min15s556
- 2) Fittipaldi Pitstop – Christian Fittipaldi, Nelson Piquet and Vitor Meira.
- 3) Head & Shoulders/Caras – Rafael Suzuki, Felipe Fraga, Eduardo Banzoli and Carlos Barrichello.
- 4) Hanier Especialidade Quim – Beto Cavaleiro, Eduardo Leite and Lucas Finger.
- 5) Barrichello/Heads & Shoulders – Rubens Barrichello, Tony Kanaan, Felipe Giaffone and Antonio Pizzonia.
- 6) Racing Team Sweden – Frans Bergman, Diogo Broka, Thiago Parazinho and Davide Forè.

As of next year, however, the race will leave São Paulo and move to the

Beto Carrero World amusement park in Penha in the State of Santa Catarina.

Sweden will be present once again, and next year promises to attract major celebrities. Stay tuned to this magazine and we will tell you all about it! ■



The Racing Team Sweden (RCS) car



General overview before the race.



Alexandre Schwartzman, Chief Economist at Santander, and Rolf Risan, Nordea Chief Representative in Brazil and coordinator of Swedcham's Finance Committee.

## Finance Committee Presentation at Santander

Swedcham and its Finance Committee, coordinated by Nordea Chief Representative in Brazil Rolf Risan, organized a presentation by Alexandre Schwartzman, Chief Economist at Santander, on December 7.

The presentation was held at Santander's HQ in São Paulo, a fantastic building on the Marginal Pinheiros and in fact the largest workplace in Latin America, with some 6,700 people working there!

Entitled "Perspectives and challenges for the Brazilian economy in 2011," the presentation was much appreciated by the more than 20 Swedish executives present for the occasion. ■





The Swedcham Board of Directors and its Advisory Council held this year's last meeting at Scania on November 26. After the meeting, the group was offered a tour around the factory at São Bernardo do Campo in São Paulo State and each one also got the opportunity to drive a truck! During the meeting, the 2011 budget was approved and new ideas for the future were exchanged. Consul General in São Paulo Barry Bystedt and Ambassador Annika Markovic were also present.

## Advisory Council

The members of Swedcham's Advisory Council are:

### HONORARY COUNCILLORS:

- Swedish Embassy in Brasília
- Brazilian Embassy in Stockholm
- Swedish Consulate General in São Paulo
- Swedish Trade Council in São Paulo

### COUNCILLORS:

**Christer Manhusen** – Chairman, former Swedish Ambassador to Brazil  
**Roger Alm** – CEO Volvo do Brasil Veículos Ltda.  
**Sven Antonsson** – CEO Scania Latin America Ltda.  
**Magnus Anseklev** – Managing Director Sony Ericsson  
**Claes Backlund** – Vice President Atlas Copco / Holding  
**João Henrique Botelho** – CEO Haldex do Brasil Ltda.  
**Alfredo Collado** – CEO Skanska Brasil Ltda.  
**Sergio Gomes** – CEO ABB Ltda.  
**Nils Grafström** – Head of Stora Enso Latin America

**Peter Hedlund** – CEO Swedish Match do Brasil S.A.

**Ruy Hirschheimer** – President Electrolux do Brasil S.A.

**Kent Jonsson** – CFO EF Languages

**Reginaldo Macedo** – CEO Alfa Laval Ltda.

**Luiz Manetti** – CEO Sandvik do Brasil S.A.

**Rudolf Moesmang** – Chief Representative SEB in Brazil

**Paulo Nigro** – CEO Tetra Pak Ltda.

**Anders Norinder** – President Volvo Cars Latin America

**Rubens Pedrosa** – CEO AstraZeneca do Brasil Ltda.

**Vladimir Ranevsky** – CEO Relacom Latin America

**Claudinei Reche** – CEO Höganas Brasil Ltda.

**Rolf Risan** – Chief Representative Nordea do Brasil

**Donizete Santos** – CEO SKF do Brasil Ltda.

**Renato Simon** – CEO Trelleborg Automotive do Brasil

**Ronaldo Veirano** – Senior Partner Veirano Advogados

## Swedcham Board

### FIRST HONORARY MEMBER:

HM Queen Silvia

### EXECUTIVE BOARD:

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Chairman, Head of Stora Enso Latin America

**Christer Manhusen**

Vice Chairman, Former Swedish Ambassador to Brazil

**Stefan Lundkvist**

Treasurer, Senior Adviser Gunnebo Industries

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Legal Director, Managing Partner Fraga, Bekierman & Pacheco Neto Advogados

**Stefan Bengtsson**

CFO Kuehne + Nagel

**Nils Bonde**

Former President Fadamac Brasil

**Jonas Brännerud**

President Elanders in Brazil

**Peter Hultén**

Former Director Banco Mercantil de São Paulo

**Anders Norinder**

President Volvo Cars for Latin America

**Therese Otterbeck**

Managing Director EF Language Learning Solutions

## Scandinavian Fair

The traditional Scandinavian Fair took place November 10 and 11 at the Esporte Clube Pinheiros in São Paulo, as has been the custom for more than 20 years!

As usual, Chamber members and friends were able to purchase the most assorted goods from Sweden, Norway, Denmark, Finland and Iceland.

All proceeds from the Scandinavian Fair went to support some 8,000 needy children in São Paulo City and State, through 20 institutions. ■



## Christmas Party at Swedcham

As this magazine was going to press, the Chamber was literally busy making the last preparations for its yearly Christmas Party—which this year was going to be held at Swedcham's very own facilities on Rua Oscar Freire.

As usual, this was to be a very special night with lots of entertainment, typical Swedish food and drinks (in-

cluding a much disputed Absolut bar!), a Karaoke show and Christmas music. To make the evening even more special, our sponsors gave us many gifts to be raffled!

All the details and photos will be published in the March edition of our magazine. Merry Christmas and Happy New Year everybody! ■

## New Members

The Chamber wishes to welcome the following new members up to November 25:

### CORPORATE:

- **Atec Com Imp. Exp. Ltda.**

Atec Original Design is a certified Herman Miller distributor for office furniture. The company is also the distributor for Lees Carpets in Brazil. Atec Original Design has a customer-oriented service and values original design, commitment to the environment, and respect for human beings in the work place.

- **Ayla Assessoria e Consultoria Empresarial Ltda.**

Ayla Assessoria e Consultoria Empresarial Ltda. was founded in 2010 by Buket and Jens Lagergren. The company's primary focus is consultancy within the areas of finance, administration and business control for mainly Swedish and Turkish companies with business in Brazil. The company also works with business development between Turkey and Brazil, both as a facilitator as well as a representative of Turkish products in Brazil.

- **Berg Propulsion**

Berg Propulsion is one of the world's leading designers and producers of

Controllable Pitch Propellers and propulsion equipment. The company started to build propellers in 1929. Superior craftsmanship, expert knowledge of materials and engineering are deeply rooted traditions carried on by generations of skilled employees. Today we operate out of state-of-the-art production facilities in Sweden and Singapore, with sales and service offices located in Shanghai, Istanbul, Dubai, Singapore, Bremen, San Sebastian, Rio de Janeiro and the Swedish west coast.

- **BM Optimus Consultoria Ltda.**

BM Optimus Consultoria Ltda. is a business consulting firm that focuses on services related to management of three main areas: Start-ups, performance and change.

- **Camfil Farr**

The Camfil Farr Group is a world leader in the production and development of air filters and clean air solutions. It is also one of the most global air filtration specialists in the world, with 23 production units and R&D centers in four countries in the Americas, Europe and the Asia-Pacific region. The company's business concept is to provide customers with best-in-class air filtration products and services within four main segments: Comfort Air, Clean Processes, Power Systems and Safety & Protection.

- **Mercuri Urval Brazil**

Mercuri Urval is a business and HR consultancy partner dedicated to international companies. With a global network of over 500 international business consultants operating from 25 sites in the Americas, Asia-Pacific and Europe, it offers best practice and international consistency in Strategic Recruitment, Talent Management, Business Transformation and Executive Board Services.

- **Nynäs do Brasil Ltda.**

Nynas AB, incorporated in Sweden, is the parent company of an international group specializing in producing and marketing specialty oil products. Nynas is a business-to-business operation, based on non-commodity specialty oil products including technical service and application know-how. The production is largely based on heavy crude oil, which is upgraded to produce bitumen and naphthenic specialty oils.

### INDIVIDUAL:

- Cristina Ceder
- Rita de Cássia Cobbe Bonkoski
- Stefan Martinsson
- Irlene do Socorro Souza Vale
- Gecimar de Souza
- Stephan Gottlieb
- Nils Erik Nerback
- Thobias Cortez Furtado
- José Eduardo Bozicanin



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# ANÚNCIO ELANDERS

# New Brazilian government procurement rules: “Buy Brazil Act”

By Marcus Freitas\*



BRAZIL, WHICH IS NOT A MEMBER OF THE WORLD TRADE ORGANIZATION'S GOVERNMENT PROCUREMENT AGREEMENT, HAS SET UP NEW RULES TO USE THE PROCUREMENT OF GOODS AND SERVICES TO PROMOTE LOCAL INDUSTRY AND SERVICE SECTORS.

**A**s a result of the financial crisis of 2007/9, the Brazilian government enacted Provisional Measure (PM) Nº 495 on July 19, 2010, in order to promote local industry and service sectors by setting up rules stimulating the acquisition of goods and services made in Brazil. The Federal Government – the largest buyer in the country with purchases of more than US\$ 35 billion in 2009 – perceives this measure as a new incentive to induce more development.

The new statute (PM) has altered public procurement rules currently in place since 1993 (Law No. 8666). This legal instrument – a statute issued by the Brazilian Executive Branch with immediate legal force – has yet to be ratified by Congress within a period of 60 days and may be renewed for 60 more days. If not approved by Congress, such piece of legislation is no longer valid and the previous situation is restored, although the effects remain valid.

This regulation comes as a direct result of the deterioration of Brazil's terms of trade and the aggressiveness adopted by certain countries in expanding their business activities throughout the world. Based on the legislation applied in other markets, such as the Buy American Act of 1933 and the American Recovery and Reinvestment Act of 2009, among others, the purpose of PM 495 is to expand the government's multiplying effect on the economy, with the generation of jobs and increase in income, particularly considering investments taking place in the near future due to the FIFA 2014

World Cup, the 2016 Olympics in Rio and the exploration of the pre-salt oil layer starting in 2015.

A preferential legal limit of up to 25% is established, if goods and services are produced by local companies or with certain minimum local content. This regulation changes the rigorous equality standards previously applied to foreign and domestic bidders. Therefore, by applying such rules, the Federal Administration expects foreign companies interested in the Brazilian public procurement market to establish a presence and invest directly in the country.

This is not a new approach, however. In the past, the Administration approved regulation favoring small companies when participating in public bids. This new regulation, however, does not rule out joint ventures and partnerships with Brazilian companies providing such products and services. Any advantages granted to Brazilian firms will also be extended to products and services from Mercosur countries and may be extended to products and services coming from other countries with which Brazil may execute treaties for public procurement. Foreign corporations that do not have a presence in Brazil will be penalized when participating in public tenders.

The preferential margins still need to be regulated. According to the new law, preference shall always be given to products: a) made in Brazil; b) made or provided by Brazilian corporations, and c) made or provided by corporations that have invested in research and

technology development in Brazil.

In order to determine the preferential margins, the regulation will consider the following: a) generation of jobs and income; b) impact on tax collection, and c) development and technological innovation made in Brazil. This last aspect is particularly relevant, since Brazil has registered much less patents when compared to developed countries over the last decades. Strengthening such sector, as well as the information technology segment, has become a source of strategic interest. As to defense and technology contracts with the government, the duration of such has been extended to up to 120 months (originally it was 60 months).

PM 495 will become an Ordinary Law once the Brazilian Congress resumes activities in the month of November, once the election cycle is over. Following that, a Presidential Decree will define the specific applicable preferential margins.

Foreign and local companies willing to become providers of goods and services to the Administration will need to adapt to such new regulations in order to take advantage of the ever-increasing needs of Brazil as it becomes a more relevant player in the international scenario. This is certainly a bold move. ■

*\*Marcus Freitas is Member of Counsel of Fraga, Bekierman e Pacheco Neto - Advogados, Professor of Law and International Relations at Fundação Armando Alvares Penteado, both in São Paulo – Brazil, and Expert Advisor of Frontier Strategy Group in Washington.*



# EBO World Meeting in Brussels together with CAE-Eurocâmaras

From November 15 to 17, the European Business Organizations (EBO) Worldwide Meeting took place in Brussels. This very important event was organized in the capital of the European Union and enabled the European Commission, through the Directorate General for Enterprises and Industry, to meet for the 10th time with more than 20 different EBO Organizations Worldwide representing European Business in its most important trading areas out of Europe, i.e. from Asia, the Americas and Oceania. Also Eurocâmaras-CAE attended this meeting and would like to share its main results below.

As most of our members know from prior publications, Eurocâmaras federates the leading European Chambers of Commerce in Brazil, thus creating the most representative official umbrella organization for European companies in our country. Last year, Swedcham took over the Chairmanship which has now moved over to the German Chamber. Nevertheless, Swedcham is now running a Vice-Chairmanship and further chairing its Arbitration and Commercial Mediation Chamber (CAE).

Eurocâmaras has the important mission to assist both foreign and national companies to trade and invest abroad. Indeed, Eurocâmaras is the largest multicultural network providing a business and social platform to facilitate and promote business opportunities to all Brazilian and European companies, members of our Bilateral Chambers.

The Eurocâmaras and its Arbitration and Mediation Chamber (CAE) participate very actively in this joint effort made by all European Organizations Overseas, both in the form of associated business councils or chambers of commerce. Further information may be obtained on the recently updated website: <http://ebonetwork.eu/>

During the November Brussels Worldwide Meeting, both EU officials and many business leaders discussed important ways of improving the new EU 20/20 strategy. In this regard and among other issues, the strategy for the Global Market and the Small Business Act were prioritized in order to grant access to information.

The EU expressed once again its wish to avoid through its business representatives structure overlap and competition by all the different players, thus mainly concentrating on important complementarities and cooperation forces. It was also reminded during this EU/EBO meeting that right now a very interesting impact assessment is being carried out by special Consultants. They were requested by the EU Commission to more deeply evaluate the possible synergies between the multiple players.

The main purpose of this study is to let people know not only through local newsletters and position papers but also by official statistics the results arising from the market access studies and public consultations. In order to allow better free trade agreement framework and to strengthen the sustainable network between the different EBO, the main discussions were about how to share and cross experiences, and create a larger visibility on their own feet, without separate individual member identities towards the main EU institutions. This applies to the Parliament and the Commission in a two-way street, since the focus of our interaction is to support SME investment overseas and enable more efficiency in the EU Network.

During the Brussels Meeting, the EBO member organizations worked further on the former Sri Lanka new Constitution Charter from June, which was again deeply discussed and approved by the founding EBO Countries. As a consequence thereof, a new Board of Directors had to be constituted and Brazil was elected for this Executive Board together with Australia, Russia, Taiwan, Korea and Sri Lanka.

Now Eurocâmaras is also in charge of the legal set-up of this new framework. The

*Continued on page 46*

Renato Pacheco Neto



## ...New Pastor

*Continued from page 15*

Speaking of her favorite pastimes, the Pastor said that she very much enjoys reading, mainly detective stories. "The good thing about this is that at the Church we have a small but good library! I am also fond of gardening, traveling and spending time in the kitchen, not to mention with my family and friends! In Sweden I used to sing in a choir, which I miss here!"

"I am very happy to be in Brazil and I hope more people find their way to our Church with its nice surroundings and different activities. I hope that we can make the Scandinavian Church a place where a lot of people meet and where everyone can find something that attracts them! And that we as a part of this can further develop cooperation with Swedcham and others." ■

## ...Swedish executives

*Continued from page 12*

most probably come back for work as her company has production units and in Brazil and "for tourism, absolutely, as I would love to explore this beautiful country together with my family."

"I am very grateful for the excellent support we had from Swedcham. Without this support it would never have been possible to get as deep an understanding of the country, the culture and the business opportunities in such a limited period of time." ■

## ...Swedish child's dream

*Continued from page 19*

Offshore Fair in Macaé in June 2011, the Swedish Chamber will be present at Five Star's booth.

All this success has not been just good for Hedstrom and Five Star but also for the local economy in Macaé and the wider economy of the state of Rio de Janeiro. It was this that prompted the Rio State Legislative Body to honor Hedstrom with one of its highest awards, the Tiradentes Medal for services rendered to the state and its economic development. This recognition is for the 500 plus jobs created by Hedstrom's company, which has grown to become a force to be reckoned with in the Brazilian oil-servicing sector.

In his presentation speech, State Deputy Wilson Cabral spoke of the "foreigner who adapted to the culture and concerns himself with generating jobs". On the day, Hedstrom's concern was ensuring that the ceremony was held at the headquarters of the Trade and Industrial Association of Macaé so that he could share this tribute with his team of employees, a clear sign of the love and respect he has for the land he chose and that has adopted him for its own, and for its people.

As he drives to work every day from his small farm outside Macaé, Hedstrom has time to reflect on how the eight-year old Swedish boy, who dreamed of one day visiting the exotic land that then must have seemed a world away, managed to not only realize his own dream but help make dreams come true for the 500 people his company employs. ■

## ...EBO World Meeting

*Continued from page 45*

new legal institution will be registered under Belgian law in Brussels, so that EBO can better comply with EU rules and better present itself as a structured functioning body. Its main task is to improve our network representation towards the European Parliament and the European Commission in Brussels, together with the EU Delegation in Brasília. Therefore, together with all bilateral Chambers, Eurocâmaras has to prepare its participation in both a) the Meeting in Brussels with Members of the EU Parliament in March; and b) the next EBO World Meeting in Australia in June/July next year.

We are grateful that throughout the cooperation between Swedcham's Legal & Business Committee this magazine generously gave us the chance to reproduce the main issues followed by Eurocâmaras for its members in the Brussels EBO Worldwide Meeting.

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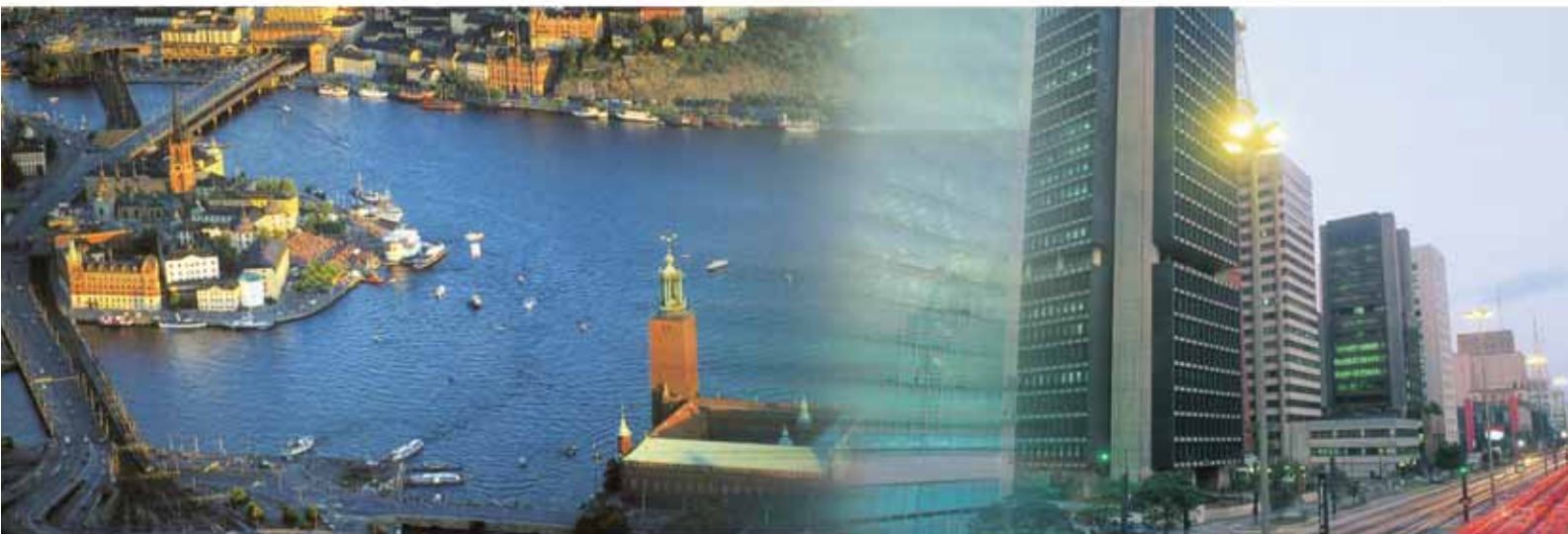
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