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## SKF do Brasil is one of Group's most prominent units

Donizete Santos, CEO  
of the Brazilian operation



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**Cover photo: Mario Henrique**



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## SKF's Brazilian unit is one of the most prominent within the Group

SKF do Brasil CEO Donizete Santos shows some of the equipment used at the Ixion Solution Factory. (Photo by Mario Henrique)

THE BRAZILIAN UNIT OF SKF—THE LEADING GLOBAL SUPPLIER OF PRODUCTS, CUSTOMER SOLUTIONS AND SERVICES IN THE AREA OF ROLLER BEARINGS AND SEALS—HAS BECOME ONE OF THE MOST PROMINENT OF THE GROUP, NOT ONLY IN TERMS OF MANUFACTURING BUT ALSO DUE TO ITS COMMERCIAL OPERATIONS AND HUMAN RESOURCES, AMONG OTHER FACTORS. “WE SAIL ON THE FAIR WINDS OF THE EXPANSION OF THE BRAZILIAN ECONOMY AND THE WORK OF A BRILLIANT TEAM OF LEADERS AND COLLABORATORS,” NOTED SKF DO BRASIL CEO DONIZETE SANTOS IN A RECENT INTERVIEW FOR THIS MAGAZINE.

Indeed, SKF do Brasil ended 2010 with a BRL 800 million revenue, up 25% from the year before, and expects to reach close to BRL 1 billion by the end of this year. Participation in the Group's global sales increased from 3% to 4% in the period, and the target is to reach 10% by 2015.

Furthermore, for the first time since SKF started operating here back in 1915 (it was one of the very first Swedish companies to set up shop in Brazil), the Group's annual board meeting will be held in this country.

“The main reason we were chosen to host this important meeting is that Brazil, as one of the BRIC countries, has been a focus of investments for the Group and also it is one of the world's major economies,” said Santos. The BRICs already account for one third of the SKF Group's sales, compared to one fifth five years ago. “Brazil today has a 20% slice of BRIC sales and we have all the conditions to increase further,” he added.

“In October last year, our Group CEO Tom Johnstone was in Brazil for the Technical Press Day, a get-together with the specialized media in various segments of industry, and he praised SKF do Brasil's

successive years of good performance,” Santos said. “He reiterated his confidence in Brazil as a very promising market and stated that SKF is committed to giving support to the country's ambitious expansion plans with regard to infrastructure and industry in general. We at SKF will support this growth with our technological platforms and engineering know-how.”

Santos took over the helm of SKF do Brasil in July 2003, being the first Brazilian to head the unit. “Aside from the personal commitment to consolidate the unit as one of the Group's most competitive operations, I had to succeed, otherwise I might jeopardize the line of action of the company in having Brazilian personnel in command positions. This was, therefore, a challenge with a twofold responsibility. Fortunately, things have been going very well,” said Santos, noting that SKF do Brasil has grown 2 to 3 times more than the GDP in the last 10 years and the target is to double sales over the next 5 years.

In the automotive area, the company reported a 28% sales increase last year compared to 2009. Exports for the auto industry also grew, up 30% in the period.

"Our exports represent around 30% of local production and our main markets are Latin America, the United States and Europe. For SKF, as well as for many Brazilian companies, the US dollar devaluation has been a challenge, but our goal is to keep 1/3 of our production for export, ensuring for the Brazilian unit a fundamental role as a global supplier," Santos observed.

### BRL 13.5 million in new facility

The company's steady growth has led it to invest BRL 13.5 million in the construction of a new manufacturing facility to produce second generation bearings for wheel applications. This new production channel is scheduled to start operating by the end of 2011 and will add 40 new working positions, both direct and indirect.

According to Santos, SKF announced investments in the local production of bearings for trucks and buses with the aim of giving support to the development forecast for Brazil over the next few years. "In the meantime, we are doubling the capacity of the facilities at our Ixion Solution Factory in Cajamar. Brazil has pioneered the implementation of the concept of Solution Factory, the center of engineering services for our main



platforms. In the beginning, the Solution Factory focused solely on reworking of bearings for industry. Later on we added further services, such as spindles repair, condition monitoring products and lubrication systems, among others."

With regard to projections of domestic market sales and exports for 2011, Santos noted that "the assessment of the local market contemplates the automotive segment, whose products are manufactured mainly in SKF's Cajamar plant, and the industrial segment, which is supplied by means of imports from other plants of the SKF Group. We believe that the automotive market will grow by approximately 8% and our aim is to optimize the local production which is already close to its production capacity, in order to meet at least the increase in demand. In the industrial market, we expect a growth in the order of two digits, especially in the segments of pulp & paper, mining, steel and sugar & alcohol. In the case of exports, we shall maintain the average of 30%, with a more intensive growth in volumes destined for Germany and the United States."

### Exceptional team of collaborators

Asked to which factors he attributes the Brazilian unit's growth, Santos replied: "In the first place, we owe our success to the exceptional team of collaborators. Our goal is to have the right person happy in the right place. With the right persons, we have better opportunities of developing our business with focus on technology and processes. During recent years, we have developed in Brazil all the SKF technological platforms, which encompass roller bearings, products for power transmission, sealing

solutions, lubrication systems, mechatronics and engineering solutions."

For the executive, "the proper combination of these platforms has allowed us to develop and supply our clients from the various segments of industry with solutions that add value to their operations, both reducing maintenance costs and increasing productivity. In short, the trademark of our solutions is the focus on helping clients to be more competitive."

In addition to people and technology, SKF has focused on the constant improvement of processes. "By that we don't mean only the adequation of processes in line with new technologies, but mainly the improvement of existing processes, reducing cycles and minimizing variations that can compromise results," Santos said. "The main tool for improving our processes is the Six Sigma methodology, which allowed our Cajamar plant to reach the position of world class factory, among the best manufacturing operations in the world. Furthermore, Six Sigma has improved the processes in all of our operations and already extends to the processes of our clients, distributors and suppliers as well."

### Sustainability is a priority

Sustainability, for SKF, means to look after the business and take care of the collaborators, the community and the environment. "To this end, we have developed activities and programs that focus on these four columns to ensure the sustainable growth of our operations. For instance, with regard to collaborators, our goal is to keep SKF do Brasil as one of the best companies to work for. That is why the work atmosphere must be inspiring, innovative, challenging and

SKF employee at work. (Photo by Sérgio Zacchi)





Photo by Mario Henrique

pleasant. We do our best to treat our collaborators with courtesy and respect, believing in the human potential to meet the biggest challenges and grow together with the company."

SKF also focuses on the community, stimulating, for instance, the voluntary work carried out in partnership with Junior Achievement, a non-governmental agency dedicated to further education. "Through this entity, our volunteer collaborators are trained as teachers in elementary school in our region and teach the students subjects in addition to the school syllabus. The results of this pro-

gram have been gratifying for the collaborators, students, school and community. Aside from this educational program, we have been a reference in our community for programs for elderly people and children with special needs," Santos said.

Complementing the basis for sustainable growth, SKF do Brasil has a comprehensive program for the reduction of water and energy consumption as well as CO2 emissions in the Cajamar plant.

The company is today considered one of SKF Care's role models within the Group. SKF Cajamar has shown one of the lowest accident rates throughout the Group, for example. Santos noted that the Group has developed a model to manage factories worldwide. "This is called Bridge for Manufacturing Excellence and is based on the following principles: Standardized way of working; Right from me; We care; Demand driven flow; and Continuous improvement.

"The Cajamar factory is very advanced in the implementation of this global program. Some noteworthy achievements include Zero Accidents

for more than 2.5 years (more than 1.3 million working hours) and no customer complaint in the last 2 years. During this period, we delivered to the market more than 62 million bearings."

Concluding the interview, Santos observed that for many years SKF has been developing a close partnership with the Swedish Chamber. In all of Swedcham's history, SKF has played an active role not only as a sponsor but also by participating in the Board of Directors, work groups and committees in areas such as Human Resources, Legal & Business and Finance, among other activities. "Personally, I have had the privilege of participating for many years as a member and vice-chairman of the Board. Currently, I have the pleasure of participating in the Advisory Council. Working as a partner of Swedcham has been an enriching experience not only for the executives of our company, but for SKF itself, whose image is intimately related to Sweden and leading Swedish companies which as a rule are a reference for the Brazilian market." ■

## Scania offers complete public transport solutions

SCANIA ENSURES COLLECTIVE TRANSPORT SOLUTIONS FOR MOBILITY IN LARGE CITIES, WITH SUSTAINABLE TECHNOLOGY AND EXPERIENCE ACQUIRED IN MORE THAN 100 YEARS OF EXISTENCE.

In 1911, Scania produced its first bus at the factory in Södertälje, Sweden. This bus was the beginning of a long trajectory of vanguard technology, which raised Scania to the position of one of the main passenger vehicle manufacturers in the world. At the time, the concept of reducing distances between people and places contributed to the formation of a new society which benefitted from the evolution of collective transport.

The concept of shortening distances is still very much alive in society, but the problems of urban mobility and the emission of pollutants caused by the excessive number of vehicles on the streets are challenges that large cities need to face. In order to resolve problems such as these, last year Scania created a division focused on transport systems.

Scania's objective is to promote solutions with quality and efficiency for a faster and more sustainable public transport. Claudio de Senna Frederico, Consultant for BRT (Bus Rapid Transit) and Alternative Fuels at Scania Latin America, stresses the benefits of transport systems for the population's mobility: "trips can be faster and, more importantly, with frequent passages through bus stops and with a strictly predictable destination arrival time."

Scania's initiatives go beyond offering the best buses, the company also offers complete solutions for the public transport of major cities. In this respect, it has acquired and proven experiences with its participation in the transport systems of Curitiba in Southern Brazil and Bogotá in Colombia, among others.

Another contribution in terms of sus-

tainability in passenger transport is Scania's development of clean technologies, such as its ethanol-powered bus which reduces CO2 emissions by up to 80%. "The technology used in the ethanol bus contributes to the reduction of the emission of pollutant gases, thereby directly helping to improve people's health and protect the environment, that is, providing quality of life to the population," says Marcelo Montanha, Bus & Coach Manager at Scania Latin America.

Scania's experience with ethanol-powered buses dates back to more than 15 years ago, with around 600 vehicles in circulation in Stockholm. In May, the first ethanol-powered buses will be delivered to the city of São Paulo in a pioneer project in Latin America that will bring immediate improvements in the quality of the air of the regions where these vehicles will circulate.



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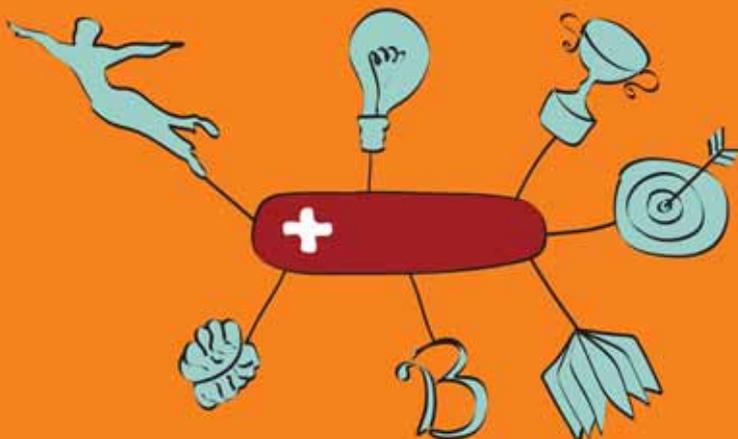
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# EDITORIALS



Jonas Lindström | Johnar Olsen

In my last editorial of 2010, I stated that last year was an extraordinary one for us in terms of events, member recruitment, etc. That really is something to celebrate, but it does not mean that we now should relax and just stay on the same track. Renewal is important and we are happy to see that we have many new young members, Swedes and Brazilians, all with high expectations regarding the Chamber but also with their own creative ideas on how to improve our services.

As you can see in this edition, we have organized quite a few events already this year and we are happy and proud that some have been arranged together with the Embassy, the Consulate, the Swedish Trade Council and Invest:Sweden. These days another Swedish authority is opening up here in Brazil which is the Swedish Agency for Growth Policy Analysis. Its head is Mikael Román whom we met at our premises at their inauguration in March. All of us in the Swedish-Brazilian community wish you welcome to Brazil Mikael!

Another clear sign that Brazil continues as a high priority country in Sweden is the fact that Saab AB is investing in a Swedish-Brazilian research center in São Bernardo de Campo. We believe that this can develop into something very useful for all our corporate members.

Please do not forget to frequently open our website not to miss information on coming events. For March and April we have events planned also in Curitiba (March 24) and Rio de Janeiro (April 27) where some of our members reside.

Here in São Paulo our Legal & Business and Human Capital Committees already have workshops scheduled. If you are a golf player, you should mark May 21 in your agenda as we are planning a golf tournament in Campinas. A very important date for all of you to remember is April 28 when we plan to have our General Assembly.

Our cover story about SKF is yet another success story about one of our corporate members. Hard work and caring for its human resources, among many other factors, have made the SKF plant here an example for many other SKF plants around the world. I hope you enjoy reading about this and everything else this edition has to offer!

**Jonas Lindström**

*Executive Secretary, Swedish-Brazilian Chamber of Commerce*

*This is my last editorial as chairman of the Norwegian-Brazilian Chamber of Commerce and for this reason I want to remind you of the developments we've achieved during the last few years.*

*In May 2007, the NBCC had 26 members (10 Gold, 12 Corporate and 4 Individual members) and a R\$ 873,23 positive balance in the bank account when I received the "books" as the new treasurer.*

*During the last four years, the Chamber has more than tripled the number of members, having a very comfortable positive balance in our bank account.*

*The NBCC also increased the cooperation with our sister chambers in Oslo and São Paulo and needless to say we are proud of the great partnership we have with the Norwegian Embassy, Norwegian Consulate General and Innovation Norway. Last but not least, we would like to mention our partnership with the Swedish Chamber related to this traditional magazine.*

*Nowadays, the NBCC is providing our members with a unique combination of high-level events, networking, update of Norwegian authorities' visits to Brazil and update of the 2011 Norwegian Government Strategy Plan for Brazil, as well as always challenging the Brazilian and Norwegian authorities regarding our members' main difficulties of doing business in Brazil.*

*During this period, we have also received the visit of the Norwegian prime minister, Norwegian ministers and several business delegations. In the first quarter of 2011 alone, we will have had four Norwegian ministers visiting Rio de Janeiro.*

*Brazil is on top of the agenda for Norway and this Chamber has the seniority, knowledge and experience through our board to guide our members, learning with past mistakes, and maintaining Norway as one of the best partners for Brazil especially in the Oil & Gas sector.*

*As you may know, the vice-chairman will become the Chamber's new chairman, and I wish my friend Tor-Ove Horstad all the best to take the captain's position of this Norwegian ship in Brazil. Tor-Ove is the current President of Norsk Hydro Brazil and one of the people responsible for the biggest ever acquisition/operation of a Norwegian company abroad (US\$ 5.27 billion).*

**Johnar Olsen**

*Chairman, Norwegian-Brazilian Chamber of Commerce*



President Dilma Rousseff waves to the crowd after leaving the Planalto Palace following her inauguration ceremony on January 1. (Photo: Roberto Stuckert Filho/PR)

# Another eventful year ahead

By Annika Markovic  
Swedish Ambassador

Dear all, I hope you are well rested after the Christmas and New Year's break. If you visited Sweden during that time, you know we have had an absolutely fabulous winter with loads of snow and cold weather. Perfect for a winter holiday as long as you know that the sun in Brazil is waiting for you when you return!

This year, Brazil has had its share of effects of climate change. We are at the time of writing this column experiencing the most devastating natural calamities in Rio de Janeiro state with lots of rain and horrifying news about the victims of landslides.

Both Their Majesties King Carl Gustaf XVI and Queen Silvia as well as the Prime Minister Fredrik Reinfeldt have expressed their condolences directly to the President and our thoughts are with the families of the victims. The Swedish Government has expressed its will to assist, should the Brazilian Government decide that international assistance would be of value and we stand ready to send equipment or material as needed.

Brazil now has its first woman president. During the presidential inaugura-

tion ceremonies in January, the Swedish Government was represented by the Minister for Migration and Asylum Tobias Billström. We had very fruitful discussions with Brazil on possible future collaboration on issues related to migration, including settlement procedures and the Global Forum on Migration that will be arranged in Sweden in 2012.

For the Embassy, this year will bring about a major change since we will be taking over the handling of all immigration applications to Sweden. All applications for permanent residence, work and student permits will be handled by the Embassy in Brasília. This will start at the beginning of May and more information will be posted on the embassy website at [www.swedenabroad.com/brasilia](http://www.swedenabroad.com/brasilia).

But the Embassy will also be very busy with events promoting Sweden and Swedish businesses. During the first few months our activities will give priority to Rio de Janeiro. There will be several events organized in conjunction with the defence exhibition LAAD in April and with regard to the investment plans for the state in infrastructure. We also plan to bring to Rio de Janeiro and São Paulo a Swedish food and music week. Look

out for more news on our website.

We are of course continuing our work to promote Swedish products and technologies with the platform SymbioCity on sustainable urban development. This year we will once again focus on São Paulo, Rio de Janeiro and the Northeast. We are thereby organizing a visit tour to Sweden for local representatives to see in real life how we work with sustainable planning and implementation. And in February we welcomed a new colleague to the Embassy, our science and technology attaché Mikael Román who heads the office of Growth Analysis at the Embassy. Mikael will focus on his role as a catalyst on Brazil-Sweden collaboration in the areas of high technology and innovation as well as bioenergy, climate and the environment.

I hope you all follow us on facebook? "Swedish Embassy in Brazil" — lots of news and updates concerning the work of the Embassy.

As usual, I am looking forward to seeing many of you in the months to come, including at events already in the planning for Swedcham. In the meantime, you can always find me at the Embassy at [ambas-saden.brasilia@foreign.ministry.se](mailto:ambas-saden.brasilia@foreign.ministry.se). ■

# Saab presents Swedish-Brazilian Research and Innovation Center

Photos by Mario Henrique



▲ Magnus Ahlström, Saab AB Director of Industrial Cooperation and Project Manager for the Swedish-Brazilian Research and Innovation Center.

Saab AB offered a cocktail reception at Swedcham on February 17, when the company presented ideas and visions for the Swedish-Brazilian Research and Innovation Center that will be established in São Bernardo do Campo in São Paulo State.

The presentation was made by Magnus Ahlström, Director of Industrial Cooperation and Project Manager for the development of the Center. In the form of a bridgehead between the two countries, the Center will be a hub to identify, develop and support high-tech bilateral cooperation supporting a sustainable society.

According to Ahlström, the Center will be open for partnerships and networking to both Brazilian and Swedish governmental, academic and industry entities with an interest in extending cooperation between the two countries.

The Center and its activities will support the ambitions laid down in the bilateral government agreement from 2009 to extend innovative high-tech industrial cooperation between Brazil and Sweden. ■



▲ (Left to right) Swedcham Executive Secretary Jonas Lindström with Amadeo Comin (SKF) and Nelson Branco (Skanska).

Per Persson of the Swedish Trade Council and Christer Manhusen, Vice Chairman of Swedcham's Board. ▶



◀ Carlos Roberto Hohl (ABB) and Swedish Consul General Barry Bystedt.



◀ Jacob Stjernfalt (EF) and Silvio Bandini (Husqvarna)

Claes Backlund (Atlas Copco), Peter Hultén (Swedcham Board member) and Fredrik Töörn (Sony Ericsson).



# Scandinavian auto parts makers attracted by fast expanding Brazilian market

A BUSINESS DELEGATION OF 11 SCANDINAVIAN TIER ONE SUPPLIERS VISITED BRAZIL TO EXPLORE OPPORTUNITIES IN CONNECTION WITH FORDONS KOMPLEMENT GRUPPEN'S "GO GLOBAL BRAZIL 2010".

**The Brazilian automotive market** — The international recession seems very distant in Brazil today. With the economy growing at almost 8% last year, one of the main beneficiaries of the bonanza has been the automotive industry. Production volumes surpassed 3.6 million units in 2010, making it the fourth largest market in the world behind China, Japan and the USA. The prospects for the coming years are also positive as the main players have

Go Global VIP dinner in São Paulo (left to right): Svenåke Berglie, Managing Director of FKG, Swedish Ambassador Annika Markovic, and SouthPartner's Svante Hjorth and Peter Munck.



announced plans to invest nearly USD 25 billion to increase production levels to 5 million units by 2015.

**Go Global Brazil** — The fast growing automotive industry in Brazil has not been overlooked by Scandinavian auto parts makers, quite on the contrary. A delegation of 16 executives representing 11 suppliers spent a week in the country at the end of November when taking part in "Go Global Brazil 2010". Promoted by Fordons Komponent Gruppen (FKG), the trade association representing Scandinavian suppliers to the automotive industry, Go Global is an ongoing initiative to support its members in their internationalization efforts. With focus on the commercial vehicle segment, the program consisted of a one-day seminar with industry speakers followed by visits to Scania, Volvo, Mercedes Benz, MAN and Fiat. The event was organized by SouthPartner, a Scandinavian-Brazilian company specialized in helping foreign companies within the Automotive, ICT, Green Tech and Energy

sectors to enter South America.

"The objective of Go Global Brazil 2010 was to give the delegates an overview of the Brazilian economy and insights into the specificities of the Brazilian automotive industry with emphasis on the commercial vehicle segment as well as open the doors to the most important OEMs located in Brazil," says Svenåke Berglie, Managing Director of FKG. By visiting the OEMs, the participants, besides making important business contacts, obtained a firsthand impression of their needs. For the companies already supplying to the OEMs on their "home turf" (Sweden or Europe), managing to get similar orders from the same OEMs in Brazil is not that complicated since they are already approved suppliers. A major hurdle of the Brazilian sales equation is thus partially solved for these companies.

"We want to have more of our current suppliers in Scandinavia install themselves here since we know they are technically and operationally up to the challenge to attend our needs in Brazil. It's a win-win situation," says Erodes Berbetz, Purchase Director of powertrain

## SouthPartner

Founded in 2001 and headquartered in São Paulo, SouthPartner is a company whose objective is to be the natural business partner for foreign companies wanting to successfully establish, develop and grow their business in South America. The company recently opened an office in Rio de Janeiro, and has representatives in Europe and the USA.

SouthPartner, which initiated its activities in the ITC sector, has moved into new markets such as the Automotive, Consumer Goods, Energy and Clean Tech industries. On top of its operational and commercial expertise, legal support by in-house lawyers has always been a part of its portfolio, facilitating any start-up process.

Due to its extensive knowledge of the Brazilian automotive indus-

try together with its expertise in helping foreign companies enter the booming Brazilian market, SouthPartner was chosen by FKG to organize the Go Global Brazil event for the delegation of Scandinavian executives last year. SouthPartner is now FKG's partner in Brazil.

SouthPartner's team has executed various projects for European and Brazilian auto parts makers and can help your company in a variety of ways to enter the strategically important Brazilian automotive market.

Over the last decade, SouthPartner has supported, represented and partnered with many foreign companies in South America in all the sectors in which it operates.

For more info, visit [www.southpartner.com](http://www.southpartner.com)



Banco Santander Economist Cristiano Souza, who talked about prospects for the Brazilian economy in São Paulo and Jönköping.

components for Volvo do Brasil.

Besides being an interesting market due to the sharp rising volumes, Brazil is attractive for another important reason. Being highly diversified with the strong presence of nearly all the leading OEMs, Brazil offers new entrants the possibility of penetrating new, potential clients in their "home" markets. By winning an order from an OEM in Brazil, the door is already "halfway open" to supply to the same OEM in Europe. "There are various cases of suppliers entering the 'home turf' of the OEMs through the Brazilian side door," notes Peter Munck, Director of SouthPartner's automotive business practice.

The common message from the OEMs to the delegation was very clear: Local

presence is a prerequisite in order to supply to the OEMs. Aside from logistical reasons and to avoid import duties, a relatively high local (Brazilian) content is necessary in order to obtain advantageous financing for the buyers of the vehicles. Only vehicles with at least 60% local content can receive the government subsidized financing lines which alone account for over 80% of sales of commercial vehicles. "Presence in Brazil is of strategic importance for any Tier One supplier with ambitions to be a global player," Munck concludes.

**Strong interest by foreign companies to enter the Brazilian market**—Given the overall sluggish economic situation elsewhere, Brazil, with its strong growth coupled with economic and political stability, is clearly a bright spot, offering interesting opportunities for new entrants. "We have seen a significant rise in the number of foreign companies wanting to enter and establish themselves on the Brazilian market," says Svante Hjorth, CEO of SouthPartner. "As the Brazilian middle class has increased from some 27% to almost 50% over the

last decade, and another 20 million people are expected to join the middle class in the next 10 years, a lot of auto components will be needed when these individuals decide to buy their own cars," adds Hjorth.

Due to the high interest in the Brazilian market by Scandinavian auto parts makers, SouthPartner gave an additional one-day seminar in Jönköping, Sweden, in February 2011 to the companies that could not take part in the Go Global Brazil event in 2010. The seminar in Sweden included presentations on the Brazilian economy, the automotive industry as well as information on how to best get established in Brazil. ■

Go Global delegation visit to Volvo do Brasil.



## An eye for opportunities

SEB is a Northern European financial group with a strong focus on Corporate and Investment Banking. SEB is presented in some 20 countries around the world and has a staff of 20.000. For nearly 40 years SEB has been the leading Nordic bank in

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# GVA: in the right city at the right time

THE WORLD LEADING MARINE AND OFFSHORE DESIGN COMPANY FOR SEMI-SUBMERSIBLES AND OTHER FLOATING UNITS HAS SET UP OPERATIONS IN BRAZIL, WHOSE OIL & GAS MARKET IS ON THE UP AND UP.

It comes as no surprise that the state of Rio de Janeiro is full of Norwegian companies operating in the oil & gas industry—which one could say is Norway's main foothold in this country.

But there are Swedish companies as well, and their number is on the upswing. One of the growing major Swedish players here is GVA Consultants, which has gained experience with more than 100 projects carried out in over 20 countries. In Rio, the company is led since 2009 by Business Development Manager Lars Magnusson of Sweden.

GVA is the world leading marine and offshore design company for semi-submersibles and other floating units. Its products and services allow the company to assist its customers with turn-key support from the earliest stages, throughout the project's duration and during operation or even later when upgrade or conversion work is required. GVA is accustomed to following its designs throughout all phases, and it has

considerable experience of major vessel conversion projects where semi-submersibles or FPSOs have been successfully delivered.

The company's range of products and services includes: conceptual designs; basic designs for the GVA Series of semi-submersibles; basic designs for other vessels; basic designs for conversions or upgrades; consultation and project management support; and R&D.

Born in Gothenburg, with an MBA in International Business, Magnusson worked eight years in the paper industry Stora Mölndal. His mother was a singer, her band was called Anne-Marie Frykholm & The Rhythmic Boys. "We always had a lot of music in the house, she sang and played the *bossa nova* in the Sixties, and I dreamt of Brazil," he says. Magnusson is no newcomer to Brazil, having first arrived here in the 1980s. "Three of my best friends met a guy from São Paulo while on holiday in Estoril, Portugal. Probably homesick, he 'sold' Brazil to my friends and invited them to visit him the next year. They came back home and shouted 'we are going to Brazil!' I said 'I'll join you,'" he recalls. "I fell in love with Brazil and with Helena, who lived in Rio and became my wife."

Magnusson returned to Brazil in 1997, working as Project Leader for Swedetech Consulting in Curitiba, Paraná State, until 1999. Neither is he a newcomer to the Swedish Chamber, where he worked as branch manager and senior project leader at the Rio office from 1999 to 2005 (today he is one of the Chamber's many members). Magnusson then worked as Country Manager in São Paulo and Rio for the Swedish Trade Council (2006-2007), after which he joined Quadricon/VDM in 2008,



GVA 7500 Ultra Deepwater Drilling Rig

conducting consultancy services.

According to Magnusson, business is on the upswing in Brazil, where GVA has several projects underway with oil giant Petrobras. "Working for Swedcham and the STC, I had the opportunity to follow Brazil's development businesswise. The country has become more integrated internationally although there is still a lot to improve such as red tape and the tax system. Import taxes are still quite high," he says.

Petrobras was partially privatized in 1997, the year Magnusson arrived, and the oil sector was opened up to foreign investments. "Petrobras has expanded tremendously since then, and today IOCs such as the BG Group, Repsol, Statoil and Chevron are present here and investing heavily. The new Brazilian private oil company OGX has huge development plans and will be a major player."

"There is plenty of room for expansion for Swedish companies, and that is what is happening," notes Magnusson. "Sweden is already present in the oil & gas market here with big companies such as Sandvik, Alfa Laval, Skanska, Atlas Copco and ABB. Sweden also has a good number of small and medium-size suppliers to this industry, many of them dating back to the Swedish shipyard era. Either they are already operating here through Brazilian partners, or they are considering how to enter the market."

"Gothenburg-based companies like GVA, Berg Propulsion and Floatel have

*Continued on page 46*



Lars Magnusson

# Scandinavian companies in Brazil invest in their human resources

There is a growing trend among Scandinavian companies operating in Brazil, to seek office furniture suppliers from their homeland rather than local products when it comes down to reforming or setting up offices.

The main reason is that Brazil's leading producers of office furniture tend to have less focus on ergonomic standards and quality while still being quite expensive for Scandinavian standards. Scandinavian furniture is of the highest quality and the region's long-time emphasis on health and safety pays off in the form of state-of-the-art ergonomic qualities, improving efficiency and performance as well as reducing sick-leave absence.

Kinnarps, the leading supplier of office furnishing solutions in Scandinavia and the second largest in Europe, is well aware of this trend. The company is witnessing a growing interest in its products from locally established Scandinavian companies, according to Borje Jerner, Managing Director at Kinnarps do Brasil.

As a matter of fact, all the furniture at the offices of Swedcham Brasil and Exportradet in São Paulo are from Kinnarps. More recently, the company has been furnishing the new offices of Volvo Cars, Aker Solutions and Inventure Management, among others.

Anders Norinder in Volvo Cars' brand new office furnished by Kinnarps,



Anders Norinder, President of Volvo Cars for Latin America and the Caribbean, noted that reforming his São Paulo office was part of the company's commitment to guarantee employee satisfaction by providing a stimulating work environment. "I wanted my crew to feel that they are part of a company of Scandinavian origin," he said. "That's why we chose good furniture of solid design and quality as well as high ergonomic standards, and we decided that Kinnarps fit the desired standards better. Analyzing the cost/benefit ratio, it was the best option."

Per Atle Gustafson, Regional Manager of Aker Solutions' Drilling Lifecycle Services Division in Brazil, explains: "For our recent facility expansion we wanted to focus on a good working environment, at the same time as it had to be a price effective option with a sturdy quality. Kinnarps fulfilled these expectations 100%, and we now have an office with many innovative solutions, for instance the high meeting tables for quick or spontaneous meetings by the side of the work stations."

Training Manager Morten Normann commented that when he joined Aker Solutions in Brazil he suffered from a severe back pain. "So, I brought a Kinnarps chair down from Kristiansand, and it worked wonders, a week after I received it here I felt no more pain!" he assured. Kinnarps furnished the company's new three-story building with offices, meeting rooms and training centers in Rio das Ostras.

Erik Hannisdal and Jan Ramberg, partners of Rio-based Inventure Management, couldn't agree more with Gustafson, Normann and Norinder. Inventure Management is one of Brazil's leading companies for the establishment and development of foreign ven-



(Left to right), Gustavo Tognetta, Per Atle Gustafson, Henrique Roque and Flavia Rebello during a meeting at the new Aker Solutions office.



Erik Hannisdal (left) and Jan Ramberg at their new sit/stand table at Inventure Management.

tures in the Brazilian oil, offshore and maritime sectors.

"We wanted to create a truly Scandinavian environment with beautifully-designed furniture as Norwegian companies are our target group of clients," said Hannisdal. "In the end, for us it was a pure cost/benefit issue," he adds. "We needed a top quality work environment with anatomically designed furniture to offer maximum comfort to clients and staff," Ramberg added.

Both Hannisdal and Ramberg made a point of bringing in the famous Kinnarps tables that can be lowered and raised, the so-called "sit/stand" tables. "People who are afflicted with back problems can choose to spend part or even most of the day working while standing instead of sitting," said Kinnarps' Jerner. Hannisdal himself is a big fan of working standing up. "I like to spend a large part of the day standing," he said. ■

# Non-Violence Project kicks off in Brazil

**T**he Non-Violence Project Foundation, a successful international youth education and leadership initiative promoting social change, is organizing the **Non-Violence Football for Peace Tour** in Brazil, in cooperation with Base Brasil and IBISS.

Both the foundation and the tour were presented by Bengt Bryngelsson, president of the Non-Violence Project Brazil, at Swedcham's first Happy Hour of the year, held on February 10 at the Hillman Bistrô near the Chamber's facilities in São Paulo. Bryngelsson told Swedcham

members and guests how their companies may participate in this global movement for peace and education.

The Tour, featuring fiberglass Non-Violence sculptures interpreted and painted by local children and role models, i.e. famous football player Kaká (among others), as well as by internationally renowned individuals, will be displayed in several cities around Brazil. The Tour starts in September in Rio de Janeiro's famous Copacabana district, during the Rock in Rio Event, and will continue in São Paulo, starting in December and ending with the Fashion Week in January.

## The 50 sculptures are to be exhibited as follows:

2011: Rio de Janeiro - São Paulo

2012: Curitiba - Cuiabá - Brasília - Manaus - Fortaleza

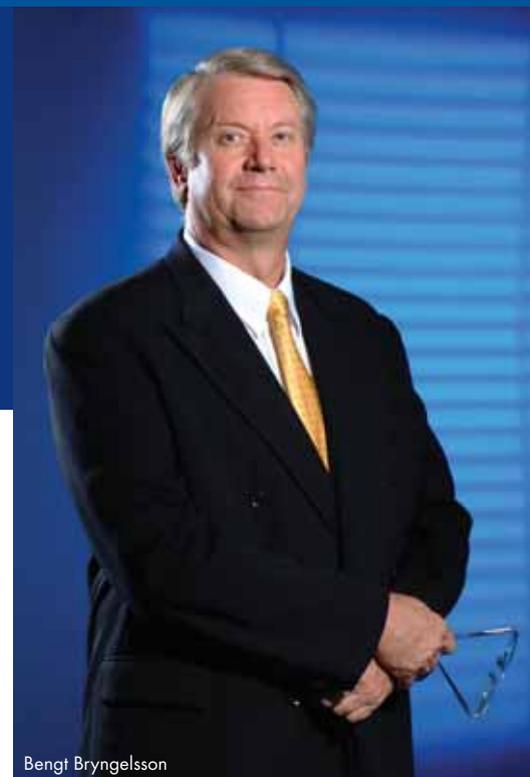
2013: Natal - Recife - Salvador - Belo Horizonte - Porto Alegre

2014: 5 sculptures in each football arena during the World Cup games. (1+1 month)

Exhibition time in each city will be 5 weeks (2011-2012-2013). The price for Rio and São Paulo is 35,000 BRL, and 10,000 BRL for any additional city. The sponsor gets to keep the sculpture when the tour is over.

The Football for Peace Campaign was launched during the 2010 FIFA World Cup in South Africa, endorsed by the World Cup Organizing Committee. The Non-Violence Ambassador Gianluigi Buffon, the icon of the Italian world champion soccer team, presented his own decorated "Knot Violence" sculpture to the world press.

More than 50 representatives from international media were present and



Bengt Bryngelsson

during the first 24 hours the Non-Violence Project received 250 phone calls from other media around the world as well as almost a million articles and comments on the Internet!

The England goalkeeper David James and German star Michael Ballack are also backing the Non-Violence Tour, along with Wilson Palacios (Honduras), Alex Song (Cameroon), Ryan Babel (Netherlands) and Gustavo Poyet (Uruguay).

The designs are symbolic and demonstrate the players' commitment to inspire young people in Brazil and around the globe by sending a positive message and a global vision of peace and non-violence.

## Base Brasil

The Non-Violence Project's mission is to educate 250,000 teachers and coaches and reach out to 5 million children during the next six years. The Project will be a part of the Base Brasil organization that will train players and coaches in football schools around Brazil during the coming years, focusing on the 2014 FIFA World Cup in this country.

The Non-Violence Project will be responsible for the violence prevention, conflict resolution and self-esteem parts of the overall ambitious and important program headed by Markus Schruf and former Brazilian football star (FC Ever-

*Continued on page 46*



# Floorball: the next favorite Brazilian sport?

*n*obody, a popular sport in Sweden, is growing fast in Brazil. Floorball, a type of floor hockey, is an indoor team sport which was developed in the 1970s. It is played indoors on a gym floor, making it a year-round sport at the amateur and professional levels. There are professional leagues, such as Sweden's Svenska Superligan and Finland's Salibandyliiga.

Floorball, how the sport is known in Brazil and in other countries, is kept alive by the Brazilian Floorball Association (ABF), which is celebrating the opportunity to take the sport to a next level of awareness and adoption in the country.

The sport's worldwide governing body, the International Floorball Federation (IFF), has confirmed the Brazilian National Team in the next World Floorball Championship that will take place in Decem-

ber 2012, in Switzerland. "In the country of football, a sport so dynamic and with relatively low-cost equipment has a huge potential for growth," said the President of ABF, Adriano Serafim.

ABF has been organizing floorball matches during the last five years, in private and public spaces, mainly in São Paulo, but it also carries out a project to teach kids and teenagers in courts in São Paulo state, such as in Santos and Ribeirão Preto. "Our objective is to make it more well known and therefore to bring more players and contributors to support it," Serafim said.

"We were in touch with IFF for 10 years waiting for this moment, and since they made some changes in the rules of the World Championship that allowed us to participate, we felt that we should apply for the competition and make floorball a real sport in Brazil," said ABF Vice President Emilio Bugs. The Brazilian National Team will play in February 2012 against Canada and USA, for the America Qualifiers, where two teams will qualify for the finals in Switzerland.

To achieve both objectives of more players and contributors, ABF is investing



Shot taken during one of the weekly training sessions organized by ABF. (Photo by Marcelo Pasqua)

in developing its communication channels and being legally eligible to receive donations. ABF invites the Scandinavian community and businesses to join it in the quest of developing floorball in Brazil, with new players or by contributing financially and/or with human resources.

ABF's official website is [www.floorball.com.br](http://www.floorball.com.br), but it can also be found at Facebook at Floorball Brasil 2012 | Rumo ao Mundial, or directly at the email [abrasfloorball@yahoo.com.br](mailto:abrasfloorball@yahoo.com.br)

**Contacts:** President Adriano Serafim—[adriano.serafim.lira@gmail.com](mailto:adriano.serafim.lira@gmail.com) (55) 11 9792-2089; Vice President Emilio Bugs—[edbugs@gmail.com](mailto:edbugs@gmail.com) (55) 11 8931-1673; and Communications Advisor Rafael Pasqua—[pasquacosta@gmail.com](mailto:pasquacosta@gmail.com) (55) 11 9482-3053. ■



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▲ Filipe Silva (Nefab) and Aranka Cserép with hand-painted boxes that are part of Nefab's Corporate Social Responsibility Project

▼ Henrik Gistren (Fibria) and his wife Joss.



▲ (Left to right) Luciana Serra, Christophe Muyliaert, Laura Mullyaert and Renata Moura from Mercuri Urval.

▼ Swedish student Vinicius Guirado and Angélica Paranhos



▲ Christian Eider (Bloomberg) and Thais Alves.



# Xmas Party a huge

Photos: Douglas Hamilton

Sweden's always much appreciated traditional Christmas Party, held on December 8, attracted around 120 people, a record for an event at the Chamber, only surpassed by the reinauguration of its revamped facilities in 2006! The evening was the crowning touch to a very active year with many events for our members.

The Xmas evening began with Glögg (a traditional hot Swedish Christmas drink) served at the entrance and an Absolut bar, where thirsty members and friends could pick among a wide variety of tasty "caipiroskas" (vodka mixed with fruits such as lemons, strawberries, pineapple, grapes, etc.), among other beverages. There was a delicious buffet catered by Buffet Cicareli featuring typical Swedish food, such as salmon, herring, meatballs, "Janssons Frestelse" (a traditional potato and anchovy dish), caviar and much more.

This special occasion also included a Karaoke show and Christmas music performed by Marcello Jönsson and members themselves, who ended up dancing merrily into the night. People also participated in the Swedish "long dance", holding hands and walking/running and singing. To make the evening even more special, our sponsors gave us many prizes to be raffled!

We would like to take this opportunity to extend our warmest thanks to our sponsors for the evening: Absolut, Buffet Cicareli, EF, Electrolux, Gant, Hillman, Kinnarps, Kuehne + Nagel, Laeder, Nespresso, Pontolink, Quality Inn, Scandinavia Designs, Scandinavian Steel AB, Sony Ericsson, Thule and Volvo Cars. ■



◀ Christmas tree with raffle prizes in Swedcham's lounge.



▲ Magnus Anseklev (Sony Ericsson) and his wife Robervania with Swedcham Executive Secretary Jonas Lindström (right).



▲ Pastor Lena Brolin of the Scandinavian Church (center) and her assistant Ann-Katrin Bosbach with Swedish Consul General Barry Bystedt.



(Left to right) Fatima Fonseca (Nordea), Denise De la Reza, Johan Fager (BBP), Therese Otterbeck (EF) and Claudia Fager.

(Left to right) Swedcham Vice Chairman Christer Manhusen, Bo Falk and Nils Bonde (Swedcham Board Member). ▼



Ana Lena Glucksman receives the coffee machine raffled by Nespresso from Swedcham Executive Secretary Jonas Lindström. ▼

▲ Peter Rowland (BBP) and Per Persson (Swedish Trade Council).

# success!



Isabella Schéle, Fernanda Fanucchi and Börje Jerner (Kinnarps).



Swedcham Chairman Nils Grafström and Anders Petterson, General Manager South America of SPX Flow Technology.



People join in the traditional Swedish long dance ("långdans"), passing by the beautiful buffet spread prepared by Buffet Cicareli.



## Inauguration of "Tillväxtanalys" in Brazil

The Swedish Agency for Growth Policy Analysis ("Tillväxtanalys") has decided to open up an office in Brazil. Swedcham members were invited to meet the Direc-



(Left to right), Swedcham Executive Secretary Jonas Lindström, Swedish Consul General Barry Bystedt, Mans Höglund (SEK), Swedish Ambassador Annika Markovic, Mikael Román, Dan Hjalmarsson, Defense Attaché Christer Olsson and Enrico Deraco of Tillväxtanalys. (Photo by Mario Henrique)

tor-General Dan Hjalmarsson at an After Work event followed by a cocktail reception at the Chamber's premises on March 14, when he talked about what this investment in Brazil means. The new head of the Brazilian office, Mikael Román, was also present and introduced himself.

The Swedish Agency is entrusted by the Government to shed light on the areas most significant to growth. The Agency's overriding objective is to strengthen Swedish competitiveness and create the conditions for more jobs in more companies throughout the country. It conducts evaluations, analyses and statistical studies with a broad Swedish and international perspective. The Agency's work relies on science and reliable experience, and its knowledge base will form the basis of political decisions in the Government and the



The Tillväxtanalys event attracted a large audience. (Photo by Mario Henrique)

Swedish Parliament.

The Agency is a worldwide, cross-border organization. The head office is located in Östersund, Sweden, but activities are also conducted in Stockholm, Brussels, New Delhi, Beijing, Tokyo, Washington and now Brasília.

## Chamber on Facebook

Forgot to exchange business cards at the latest Swedcham event? Don't worry, find the people you are looking for on our new Facebook page!

Just press the "like-button" and you will receive information about our upcoming events, workshops, luncheons, etc. You can also find photos of our available spaces for rent at our business center located at Rua Oscar Freire 379 in São Paulo's swanky Jardins area.

## Notice from Member Services

If you have recently not received emails from Swedcham (invitations to events and such), or if you regularly do not receive them, please send an email to [brazil@swedcham.com.br](mailto:brazil@swedcham.com.br) requesting

to be included in our mailing list, or access the events page at [www.swedcham.com.br](http://www.swedcham.com.br) and register with the online form. Any doubts please call 3066-2550 and ask for Gisleine. Your participation in our events is very important to us!

## Past events

Among the events held during the first quarter, we would like to mention our first Happy Hour of the year at the Hillman Bistrô, featuring a presentation about the Non-Violence Project Foundation by Bengt Bryngelsson (February 10); a cocktail reception offered at Swedcham by Saab AB to present the Swedish-Brazilian Research and Innovation Center that will be established in São Bernardo do Campo (February 17); our popular After Work event with Swedish pea soup and punch at the Scandinavian Church (February 24 and March 17); and our Networking Luncheon at the Hillman Bistrô (March 11).

## Coming events

The following events were being planned as this magazine was going to press:

**March 24** – Visiting program of Swedish companies in Curitiba, beginning with Electrolux in March. This is a new initiative which is open to all members.

**April 1** – Human Resources Committee meeting at Swedcham. Subject: Expatriation: cultural aspects and fiscal obligations, with speakers from Assistere and Shagal.

**April 7** – Full-day Integrated Marketing Course at Swedcham.

**April 27** – Oil & gas event at the Rio de Janeiro State Federation of Industries (FIRJAN).

**April 28** – General Assembly followed by cocktail reception at Swedcham.

**May 21** – Golf Tournament at Campinas Golf Club.

Invitations will be sent out. For more information, please contact the Chamber or check out our website!

## In memory of Gunnar Vikberg

Since the late 1960s back in Sweden, I've had the great pleasure of working on different occasions with Gunnar Vikberg. Gunnar was a visionary, who naturally and with conviction overcame obstacles and led big projects. He was a man of principles, who stood up for what was right.

He was a hard working and demanding though also understanding and thoughtful leader, one of the key pillars for Ericsson's and Xerox's huge success in Brazil. He loved this country, and took

on challenges for development and social justice.

Gunnar will always be remembered for his unfaltering optimism, steady determination and good humor. He had courage, intelligence and sharpness. He was fair, considerate and warm.

His company was always joyful. He was a very good friend and will be missed.

**His friend  
Barry Bystedt**



The Chamber wishes to congratulate trainee Gisleine Uehara on the occasion of her marriage with Ivan Gusmão on January 29 at the Nossa Senhora do Rosário de Fátima Church in São Paulo's Sumaré district. The newlyweds spent their honeymoon in Buenos Aires. (Photo by Edu Feijó)

## New Members

The Chamber wishes to welcome the following new members up to March 4:

### CORPORATE:

- **Assistere**

This is an advisory firm focused on assisting companies and individuals in need of practical and customized solutions for taxes, expatriation, immigration, international transfers, tax planning for individuals and in-company trainings.

- **Autoliv**

The company is a world leader in automotive safety, a pioneer in both seatbelts and airbags, and a technology leader with the widest product offering for automotive safety. All the leading automobile manufacturers in the world are our customers. We service them from 80 subsidiaries and joint ventures in 30 countries.

- **BTS**

BTS is the global leader in accelerating strategic alignment and execution, innovating how organizations learn, change

and improve. We add value to our clients through three practice areas: 1) Strategic Alignment and Business Acumen, 2) Leadership & Management and 3) Sales Force Transformation. BTS serves over 400 clients, including 40 of the US Fortune 100 companies and 25 of the Global Fortune 100 world's largest corporations.

- **Comexport**

Comexport is Brazil's leading provider of integrated foreign trade solutions, a private trading company that has been ensuring performance maximization in all modalities of international transactions for over 30 years, adding innovation to the pursuit of new products, processes and markets.

- **PQR Consult**

PQR Consult AB is a complete installation, design and consulting firm. We are the leading mechanical, electrical, plumbing and engineering consulting company that specializes in many fields including but not limited to green buildings, solar energy, lighting, telecommunication, fire deterrent systems, elevators, electrical, plumbing and quality inspections. We provide global ingenuity combined with creativity and experi-

ence to find solutions for your complete installation needs.

- **Roxtec Latin America Ltda.**

At Roxtec, we develop, manufacture and sell complete sealing solutions for cables and pipes. Our headquarters are situated in Karlskrona, Sweden. We support customers locally in more than 70 markets. Our subsidiaries are found in Brazil, China, Finland, Germany, India, Italy, Japan, South Korea, Spain, Sweden, United Arab Emirates, United Kingdom, and the USA.

- **SMartins Management**

Is a business consulting firm, focused on review of work processes and policies; profitability analysis; start-up of operation (Health Care sector); analysis of trade finance transactions, management of imported products, analysis and control of stock level x sales forecast and cost analysis of international purchases.

### INDIVIDUAL

Carlos Alberto Luzzi de Barros  
Håkan Nydén  
Jan Anders Svensson  
Jackson Scaevola Jr.

# Member News

Swedcham Members are more than welcome to submit their news for publication in our magazine. All you need to do is send your news items to the editor, Laura Reid, at [laura@swedcham.com.br](mailto:laura@swedcham.com.br). The Chamber reserves the right to select, edit and/or cut submitted items.

## Volvo Cars' new S60 sedan



Volvo Cars' all-new S60 sedan was officially presented at the São Paulo International Auto Show held at the Anhembi Exhibition Pavilion from October 27 to November 7 last year.

The new S60 is sportier and more dynamic than any previous Volvo, but it is still an unmistakable representative of Scandinavian design at its best. "The S60 has been sculpted to move you. Every single line of its design is there to transport you both physically and emotionally," says Volvo Cars' Design Director Peter Horbury. "Its profile radiates so much coupé feeling that the rear doors come as something of a pleasant surprise when you examine the car close-up."

The sedan is equipped with Volvo's City Safety pedestrian avoidance system, which actually stops the S60 from speeds up to 35 km/h if it detects a pedestrian on the road if the driver does not react in time. At higher speeds, the focus is on slowing down the car as much as possible prior to the impact.

## Alfa Laval launches PureBallast 2.0

PureBallast, Alfa Laval's unique and chemical-free system for ballast water treatment, has entered its second generation with the unveiling of PureBallast 2.0.

The recently launched updated system, which boasts a substantial reduction in power consumption among a range of other improvements, will also be available in an Ex version, PureBallast 2.0 EX.

Alfa Laval's PureBallast has clearly established itself as the commercial leader in ballast water treatment. Over 100 PureBallast systems have been sold since the system was first launched in 2006, and today more than 25 PureBallasts are already operating at sea.

Alfa Laval is a leading global provider of specialized products and engineering solutions based on its key technologies of heat transfer, separation and fluid handling.

The 127-year-old company sells its products in some 100 countries and has 26 plants around the world, including one in São Paulo, since 1959.

## Autoliv Brasil expands to meet future demand

Autoliv Brasil is expanding its manufacturing and development base at its facilities in Taubaté in the state of São Paulo.

Autoliv Brasil is the South American arm of Autoliv Inc. (Stockholm), a global leader in the development and produc-

*Continued on page 46*

## Comments from a new member

"We recently became a member of Swedcham, where we have been very well received from the beginning. The attention given to members, the friendly staff and the large variety of events it offers makes the Chamber stand out. This is why today it is one of our main business partners," says Cristiane Junqueira F. Wahle of Assistere, one of Swedcham's new members.



(Left to right) Cristiane Junqueira F. Wahle, Alessandra Leite and Ana Paula Bottarini of Assistere.



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## Final thesis in Taboão da Serra

The Brazilian Chamber of Commerce in Stockholm started a cooperation with Taboão da Serra in São Paulo State in 2008 and in autumn last year Anna Bäcklund, a student from the Royal Institute of Technology (KTH), made her final thesis in Taboão da Serra with financial support from the Swedish International Development Cooperation Agency (SIDA).

Taboão da Serra is involved in an exchange program with Sundbyberg in Sweden and Anna's thesis was part of this friendly exchange with the support of the Brazilian Chamber. A large part of the exchange between the two municipalities involves sustainable development issues. The thesis focused on local action to create a more sustainable development in the "favelas" (shantytowns), in terms of social, economic and environmental aspects.

"Favelas" were formed during the mid-1900s when urbanization and industrialization took place at a furious pace. People, most of whom with scarce resources, moved to the cities in the hope of finding a job. The cities were not prepared for this rapid increase in population, which led to lack of housing and infrastructure, among other things. People then began spontaneously and illegally to build their own shacks. These areas are still standing today and are outside much of the municipal services that exist in other parts of the cities.

Deficiencies in infrastructure often lead to a lot of problems. The lack of good drainage, the increase in solid waste and overcrowding lead to the spread of diseases. Overcrowding also leads to a lack of areas for play and recreation. According to one municipal official Anna talked to, lack of space to play is often a bigger problem for children in the "favelas" than the fact that they cannot afford to buy toys.

Many people in these areas lack jobs, which of course leads to both economic and social problems. Many men are involved in drug trafficking and as a result many of them are in prison due to drug-



"Favela" in Taboão da Serra.

related crimes. Women are thus the only ones to take care of family and security. Many women work from home and have no formal jobs. The absence of a formal labor market makes it difficult to obtain loans to buy an apartment.

There are huge opportunities for creating smart and environmentally friendly solutions. As mentioned earlier, there are major problems with garbage collection—something that complicates the situation is that the streets are too nar-

row for refuse trucks to drive into these areas. One solution they are looking into is the "Vakuumsugsystem", like the one used in Hammarby in Stockholm. The trash is sucked into underground pipes to a collection point which may be outside the area.

According to Anna, it was incredibly interesting to see what involvement there was with the staff of the municipality. "The time in Taboão da Serra was very informative and I received incredible support from the municipality staff," she says.

## International Women's Day and SwedBrawo

By Clarice Goulart de Oliveira Costa

The International Women's Day 2011 was celebrated by the Brazilian Chamber of Commerce in Sweden on March 11 at the Diplomat Hotel in Stockholm. The main attraction of this year's celebration was the launching of SwedBrawo, the first network for Brazilian women professionals in Sweden.

Elisa Sohlman, the Brazilian Chamber's CEO, is the main person behind this remarkable project, which aims at integrating, assisting and providing women with a collaborative platform where different experiences, innovative knowledge and concepts of entrepreneurship can be exchanged.

"During the past years in Sweden, I have come across brilliant Brazilian female minds and I became deeply inspired

by the potential that these women have, and how much they want to contribute to the development of today's business world," explains Elisa. "That is why SwedBrawo's main goal is to enrich and encourage this great competent workforce to take advantage of the growing trade opportunities between the Brazilian and Swedish markets."

Special guests, inspiring lectures and live music were among the many highlights of the evening. This special event was open to all members of the Brazilian Chamber of Commerce in Sweden and all of those who wished to pay homage to the amazing female characters who have been substantially contributing to the empowerment of women in all spheres of today's globalized world.

# Curitiba welcomes Ambassador with pomp and ceremony

By Hans Kastendal

(Left to right) Mikael Ståhl, First Secretary at the Swedish Embassy (in the background), Hans Kastendal, Swedcham representative in Curitiba, Ambassador Annika Markovic, ACP President Edson Ramon, Odone Fortes Martins, Coordinator of Concex-RI, and Secretary of International Relations Eduardo Guimarães at the flag array outside the ACP building.



Ambassador Annika Markovic presents a gift to Paraná State Governor Beto Richa.



When Swedish Ambassador to Brazil Annika Markovic set foot on Rua XV in the very center of Paraná State capital Curitiba, she was welcomed by the Swedish national anthem, "Du gamla, Du fria" ("Thou ancient, Thou free"), played by an orchestra of about 20 musicians.

Alongside the façade of the building of the Paraná Commercial Association (ACP), a flag array had been placed consisting of the flags of the State of Paraná and the City of Curitiba together with the national symbols of Sweden and Brazil.

The solemnities were organized by the presidency of the ACP and its foreign trade department, Conselho de Comércio Exterior e Relações Internacionais (Concex-RI) in order to welcome the Ambassador to a well prepared Breakfast Meeting.

About 50 people representing commercial institutions and Swedish companies as well as authorities from both the city and State of Paraná were welcomed by the president of the ACP, Edson Ramon. Ambassador Markovic underlined the interest of Sweden in increasing trade and bilateral relations

and also in intensifying business with Curitiba and Paraná on both corporate and government levels.

The Ambassador also made an informative presentation about the development of the Swedish industry from the 1950s up to today, emphasizing the many innovations Sweden has succeeded in carrying out within several areas over the years and especially within the environmental area.

The visit to the ACP was one of several items on the agenda of the Ambassador's first official visit to Paraná on February 10-11. The overall program in Curitiba consisted of meetings with the Governor of Paraná and the Curitiba City Council, as well as visits to Volvo do Brasil, Electrolux and the local Swedcham office. During the Ambassador's meeting with the new Governor of Paraná Beto Richa, he confirmed his interest in visiting Sweden with a business delegation this year.

Ambassador Markovic also hosted a dinner at the Business Club in Curitiba for invited guests from commercial organizations as well as representatives from the city, state, Swedcham and Swedish companies in Curitiba.

In her welcome speech at the dinner,



Secretary Guimarães, Ambassador Markovic and the president of Jucepar, Ardisson Naim Akel, enjoy each other's company at the Business Club dinner.



Carl Hörnestam of Volvo Financial Services, João Edison Camargo e Gomes, Vice President of ACP, and Hansi Kruger, President of Munters do Brasil at the dinner table.

the Ambassador stressed the importance of expanding both business and trade relations between Sweden and Paraná and as evidence in this direction talked about plans to establish a Swedish Consulate in Curitiba, which should have been done years ago, a message which was received by acclamation. ■

# Foreign ownership of Brazilian land – Restrictions

By Marcus Freitas and Renée de Leeuw\*



Marcus Freitas

Before we start to develop this issue, we would like to make a short introduction of first restrictions for foreign ownership in our country. During the Cold War, Brazil was under a military government and enacted Law 5,709/71. It based its Homeland Security on National Defense, on the ground of limitation of activities within border areas. It established some limitations for foreign individuals and foreign legal entities, i.e. Brazilian corporations with foreign ownership, for example 10 km from border areas and islands under Brazilian jurisdiction.

We had some changes in 1988 as the New Constitution was enacted. The concept of Brazilian company of national capital that was created was later revoked by a Constitutional Amendment. Foreigners were allowed to buy land, according to a 1994 Legal Opinion issued by the Federal Attorney's Office (AGU).

On August 23, 2010, AGU Opinion nº LA-01 imposed new restrictions for the acquisition of rural properties by foreigners. It was signed by former President Lula and published in the Official Gazette in December 2010, making it a binding instrument. This binding study enhanced protection of Brazilian natural

Renée de Leeuw



resources based on the following values: growth of population and demand for food, and food security.

As a background for this, one has to take into account a huge demand for territory, especially from China. Due to increased prices of farms and the threat of dependence on other countries, the new analysis should also help Brazil to preserve control over national properties—protect the national sovereignty, economy and development.

With regard to the new restrictions, we verify that the total rural area owned by foreigners shall not exceed 25% of the area where the Municipalities are located. Only 40% of those lands can be owned by foreign individuals with the same nationality. It is interesting to observe that the purpose of companies must be bound to the project: Foreigners may only purchase rural real properties for the implementation of agricultural, cattle raising, industrial or colonization projects, bound to their corporate purposes.

Apart from that, there are also some area limitations: Companies may purchase rural real properties up to the limit of 100 modules of indeterminate exploration (*"módulos de exploração indefinida"*) in a continuous or discontinuous area. They can only exceed this limit upon authorization by the Brazilian National Congress.

Individuals may acquire rural real properties up to the limit of 50 modules of indeterminate exploration in a continuous or discontinuous area. They can only exceed this limit upon authorization by the National Institute of Colonization and Land Reform (INCRA). Border Strip Area: 150-km wide internal strip parallel to the land border line of the Brazilian territory--exception: authorization by the National Security Council is required.

It is also important to recall that all limits, restrictions and conditions applicable to the acquisition of rural real properties by foreigners are also applicable to land lease. The restrictions are not retroactive.

Properties already acquired by foreigners shall be respected. Restrictions do not seek to exclude foreign participation in Brazilian agricultural production. The main reason is to recover "national control" over the land ownership.

Our viewpoint is that nothing prevents foreign investors from acquiring shares of domestic firms aiming to buy land. Time will determine whether the new law is effective or not. An effective approach before the Brazilian National Congress will modify this understanding, with the enactment of a new law. ■

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# CAE-Eurocâmaras celebrates its 10th anniversary this year



This is a very important year for CAE-Eurocâmaras, which is celebrating its 10th anniversary. It was founded in São Paulo in 2001, by the leading European Bilateral Chambers of Commerce in Brazil. Now after more than 10 years of its existence continuously supported by the European Industry, we are very proud its great services are recognized within the international settlement of disputes arising from trade and industry, allowing foreign investors to safely get to know Brazil's legal environment.

In this sense, we are going to organize under the German Chairmanship of Eurocâmaras an important event on April 1st with experts from different areas in the arbitration world. First we will count on the important support from the most prestigious German Arbitration Organization DIS (Deutsches Institut für Schiedsgerichtsbarkeit), which is supporting the event. The DIS is a registered association for the promotion of national and international arbitration. It offers administrated arbitral proceedings pursuant to the DIS Arbitration Rules and other procedures of alternative dispute resolution (ADR). The DIS regularly organizes conferences and seminars for the further training of legal practitioners and other interested persons, and publishes various publications on German and international arbitration law.

Our international guest speaker will be Josef Fröhlingsdorf, an outstanding and highly experienced German arbitrator from Madrid who has been working on Latin America issues for more than 30 years. Fröhlingsdorf was first admitted to the German Bar in 1981 and to the Spanish Bar in 1983, Madrid. He is a member of the Swiss Arbitration Association, ASA; International Bar Association, IBA; London Court of Arbitration, LCIA; Deutsche Institution für Schiedsgerichtsbarkeit,

DIS; Deutsches Forum Für Erbrecht e.V.; Deutscher Anwaltsverein; Ibero América Verein; Spanisch-Schweizer Handelskammer, Zürich; Asociacion Económica Hispano-Suiza; German Chamber of Commerce in Spain, CCA. Panel of Arbitrators: International Chamber of Commerce, ICC; Deutsche Institution Für Schiedsgerichtsbarkeit, DIS; Internationales Schiedsgericht Wirtschaftskammer Österreich, Vienna Austria; Tribunal Arbitral de Madrid.

Additionally we have confirmed the presence of other very distinguished Brazilian speakers: Carlos Roberto Fornes Mateucci, Bachelor of Laws and Specialization Course on Collective and Diffuse Law – Law School of PUC (Catholic University of São Paulo); Internship at Payne Hicks Beach-Solicitors Council Agents (London); Attorney at law in the areas: Civil Procedural Law, Civil Law, Commercial Law and Administrative Law; Board Member of OAB-SP (Brazilian Bar Association-São Paulo); President of the TED-I (Court of Ethics) of OAB-SP; Member of the Commissions of the Lawyers Association and of the Legislative follow-up of OAB-SP; Member of the directorate boards of the CESA (Study Center of Lawyers Association); Effective Member of São Paulo Lawyers Institute; Member of the International Association of Young Lawyers, having acted as the representative of Brazil, and integrated its Executive Committee; and Member of IBA. He has also acted as President of the Legislation Committee and of the Technology Law Committee of the American Chamber of Commerce.

The other guest speaker will be João Dacio Rolim, Fellow Researcher at Queen Mary University of London; PhD in Tax Law from the Federal University of Minas Gerais (UFMG) School of Law; LL.M. in International Taxation from the London School of Economics and Political Science (LSE); and LL.B. from São Paulo

University (USP) School of Law. Among other activities that he carries out, he is Professor of Tax Law at Fundação Getúlio Vargas, Founder Councilor of the Brazilian Institute of Fiscal Studies (IEFi), Member of the Consulting Board of the Brazilian Association of Financial Law (ABDF), Member of the International Fiscal Association (IFA), Member of the Brazilian Institute of Finance Executives (IBEF), Member of the Institute of Lawyers of Minas Gerais (IAMG), Member of the European American Tax Institute (EATI) and Coordinator of the International Tax Ring.

We will be more than happy to welcome you at the event. Registrations will be launched soon and Swedcham's Legal & Business Committee will inform you! Last but not least, we would like to take the opportunity to inform you that, from April 11 to 13, the European Business Organizations (EBO) Worldwide Board Meeting will take place in Brussels. This meeting will serve to discuss the establishment of the legal entity and the bidding procedures for qualifying to European Union funding for third country organizations, also for those like CAE-Eurocâmaras, specialized in arbitration and mediation. ■

*\*Renato Pacheco Neto, LL.M., alumnus of Harvard's Law School LLF, holds Executive Management Diplomas from both the Stockholm School of Economics (Handelshögskolan) and Helsinki School of Economics (Kauppakorkeakoulu). He is Chairman of the Board of the European Court of Arbitration in Brazil (Eurocâmaras-CAE), Board Member of European Business Organizations Overseas (EBO) in Brussels, and Swedcham's Legal Director. He is also Founding and Managing Partner of the international law firm Fraga, Bekierman & Pacheco Neto – Advogados, with offices in SP/Rio/Brasília and worldwide alliances.*

# ...Non Violence

Continued from page 20

ton, Botafogo, Corinthians, etc.) Rodrigo Lopes de Almeida, known as "Rodrigo Beckham".

Base Brasil was created by the Austrian company WWSA Brasil Sportmanagement GmbH with the help of some influential people of Brazilian football. The project supports young players from 11 - 17 years of age in 25 football schools in 8 states all over Brazil. The project is focused on selecting talented children, developing their sport and social skills in order to pursue a career in pro football or reach a higher education later on.

Projects like this are based on tax incentive programs of the federal and state governments, allowing companies to redirect parts of their tax liability to social causes. Based on state and federal tax incentive laws, companies are able to redirect 1% of their yearly income tax and 3% of their monthly VAT to government-approved projects.

## IBISS

The Brazilian Institute for Innovations in Social Health (IBISS) is a non-governmental organization (NGO), independent and without a goal to make profit. It has the status of "Utilidade Pública Federal" ("Federal Public Utility Institution"). This means that the figures are being approved annually by the Ministry of Justice, and payment of social charges is remitted. For a growing number of projects and programs, IBISS has agreements with the Brazilian Ministry of Health, the Ministry of Justice, and the State and Municipality of Rio the Janeiro.

For further information on how to participate in the Non-Violence Foot-

ball for Peace Tour, please contact Bengt Bryngelsson at the Non-Violence Project Brazil – Tel. +55 (21) 2011-0114 or +55 (21) 9111- 5034

E-mail: [bengt@nvpsam.org](mailto:bengt@nvpsam.org)

## ...GVA

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set up offices in Rio recently and more will come," Magnusson assures. "Speaking of Gothenburg, I would like to see Gothenburg and Rio establish a sister city cooperation, like Gothenburg has with Shanghai in China and Port Elizabeth in South Africa," he says. "The two cities have a lot in common: the salty sea, a naval and shipyard industry history and marine centers. Rio has Sugar Loaf and the statue of Christ The Redeemer, Gothenburg has Ramberget and the Mariner's Wife statue, and so on."

GVA, which had a booth at the 2010 Rio Oil & Gas Expo, will also participate in the Offshore Technology Conference (OTC) in Rio de Janeiro in October this year. This will be the first time ever that the Houston-based OTC is expanding to Brazil to create the OTC Brasil 2011 Conference and Exhibition. "This is a measure of the great demand in this industry that Rio from now on will have a yearly event—ROG is held every two years and so will OTC Brasil," Magnusson observes.

GVA is currently performing the Front End Engineering Design for the hulls of the eight FPSO that Petrobras has ordered to be built at the Rio Grande shipyard. "This is a very interesting project as it is the first series of production units for the pre-salt fields (Lula and Guará) with a high local content aiming to develop this industry – a political decision by Brazil.

The value of the eight-hull project is USD 3.5 billion and, including the topsides to be built and integrated on top of the hulls, it is one of Brazil's biggest ongoing industrial ventures," he says.

For Swedish companies wishing to enter the Brazilian market as a whole and the oil & gas sector in particular, Magnusson suggests getting to understand the market, identifying the right strategy, the right partners, being patient and having a fair budget. "Use local know-how centers such as the Chamber, the STC and other experienced Swedish consultants to get support with the above-mentioned items," he stresses.

Concluding, Magnusson points out that "there is a very optimistic feeling in Rio de Janeiro today, with the FIFA World Cup coming up in 2014, the Olympic Games in 2016, the Pacifying Police Units (known as UPPs) taking the *favelas* back from drug traffickers and giving them back to the citizens and a drop in the crime rate, to mention but a few items. We are in the right country, the right city at the right time."

## ...Member News

Continued from page 40

tion of automotive safety products.

The future growth that will support this expansion is a direct result of the mandatory implementation of frontal airbags by 2014.

This expansion includes engineering development resources for airbags, the initiation of magnesium die-casting production for steering wheel armatures and the construction and launch of South America's first manufacturing plant for airbag inflators.

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