

JULY - DECEMBER 2020

NordicLight

A JOINT SWEDCHAM / NBCC PUBLICATION



**The first Brazilian Gripen
has arrived!**



WWW.SWEDCHAM.COM.BR
WWW.NBCC.COM.BR



DRIVING THE SHIFT

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

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

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



Respeite os limites de velocidade

NordicLight

NordicLight is a publication of Swedcham and the Norwegian-Brazilian Chamber of Commerce



4. The first Brazilian Gripen arrives in Brasília, where it is officially presented on Aviator's Day. (Cover and Contents photos courtesy of FAB)



6. Ambassador Johanna Brismar Skoog talks about the pandemic, the arrival of the first Brazilian Gripen, and Innovation Weeks



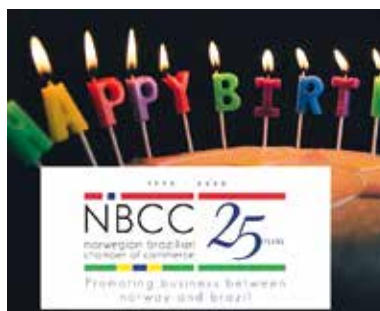
25. Swedcham's Swedish Footprint shows positive lessons from companies during pandemic



Centerfold. The Chamber has become a member of the UN Global Compact Network Brazil.



32. Interview with Ricardo Cons, CEO of Electrolux Latin America.



39. NBCC turns 25 in a year marked by the pandemic, when it had to reorganize its agenda and reinvent the way it works.



42. Adonis launches South American operations in Brazil to better serve local customers.

Others

14. Business Sweden >> 18. Sweden in São Paulo >> 22. Tribute to Friedrich Hayek >> 23. World Trade Day
27. Partnership with GS1 >> 28. Brazilcham News >> 39. NBCC pages >> 52. Swedcham News >> 61. Member News
64. Human Capital Committee >> 66. Finance Committee >> 68. Legal Framework for Business Development

The first Brazilian Gripen has arrived!



The Gripen on Aviator's Day.

*By Cristiana Pontual**

When it comes to the Gripen programme, there are many reasons which make the year 2020 memorable.

The first Brazilian Gripen arrived in the country on September 20 at the Navegantes harbour, in Santa Catarina, on board the vessel *Elke*, to continue the test flight campaign in Brazil.

The fighter came almost fully assembled. The only parts missing were the wheels of the main landing gear and the ejection seat. After preparations at the harbour, at dawn on the 22nd, the fighter was transported through the city, under a strong military escort, to the Navegantes airport, followed by paparazzi and curious residents, despite the late hour.

In the following two days, the aircraft underwent a series of ground tests and preparation for take-off at the airport. On September 24, around 2 p.m., the aircraft headed to the Gripen Flight Test Center (GFTC) at Embraer's facilities in Gavião Peixoto (SP), escorted by two Brazilian Air Force (FAB) F-5 fighters.

The official presentation

One month after the arrival, on October 23, the Gripen participated in an event in celebration of the Aviator's Day and the Brazilian Air Force Day at

Wing 1, in Brasília. During the ceremony, the fighter was officially presented to the authorities.

Among the ones present were the President of Brazil Jair Bolsonaro; Vice-President Hamilton Mourão; the Brazilian Minister of Defense Fernando Azevedo e Silva; the Swedish Ambassador to Brazil, Johanna Brismar Skoog; the Commander of the Brazilian Air Force, Air Lieutenant Brigadier Antonio Carlos Moretti Bermudez; the Commander of the Swedish Air Force, Major General Carl-Johan Edström; the Chairman of the Board of Directors of Saab, Marcus Wallenberg; and the President and CEO of Saab, Micael Johansson.

Lt. Brig. Bermudez officially presented the Gripen with the words "The future has arrived!" At this moment, you could hear the loud noise of the turbines and watch the Gripen crossing over the audiences' heads. Marcus Wandt, chief test pilot at Saab, did an impressive flight over the air base after the presentation of FAB's Smoke Squadron. Upon landing, he was greeted by President Bolsonaro. Following the tradition, the President and the Air

Force Commander baptized the first Brazilian Gripen with champagne.

Besides the official presentation of the Gripen in Brasília, other important events took place there between October 22 and 27.

Bilateral event at the Swedish Embassy

The Swedish Ambassador to Brazil, Johanna Brismar Skoog, hosted a dinner for Swedish and Brazilian Air Force officials and Saab executives the night before Aviator's Day, at the Swedish Embassy in Brasília. Maj. Gen. Carl-Johan Edström, Commander of the Swedish Air Force, was awarded with the Order of Aeronautical Merit and received a medal from Lt. Brig. Bermudez, Commander of the Brazilian Air Force, during the event.

"I am personally very honoured, proud and humbled by this award. I see it not only as a recognition for me personally, but also a recognition for the entire Swedish Air Force and our close and far-reaching cooperation with the Brazilian Air Force," said Maj. Gen. Edström.

Gripen Operational Symposium

The FAB held, on Monday October 26, an Operational Symposium about the Gripen for pilots and generals. The event was organized by the Preparation Command (COMPREP), at Wing 1, together with Saab, to discuss the implementation plans of the Gripen at the FAB as well as the main characteristics of the aircraft from a user point of view, to pilots and members of the Fighter Aviation Air Units.

Gripen fighter presented to authorities

On the 27th, the Coordinating Committee of the Combat Aircraft Program (COPAC) organized a workshop to inform the Brazilian authorities and the society about the development and results of the F-X2 project. President Bolsonaro, Vice President Mourão, ministers and commanders of the three armed forces, among others, attended the event. COPAC's President Brig. Malta, Embraer Security and Defense CEO Jackson Schneider as well as Saab's President and CEO Micael Johansson all made brief presentations.



Lt. Brig. Bermudez (Commander of the Brazilian Air Force), President Jair Bolsonaro, Marcus Wandt (Saab Chief Test Pilot) and Gen. Edström (Commander of the Swedish Air Force).

"We commend the mutual respect between Brazil and Sweden, friendly nations that have established a mutual interest in maintaining an industrial and technological partnership in matters of defense that will contribute to the strengthening of a policy of strategic alliances to enable a modern, versatile and innovative project," declared Lt. Brig. Bermudez.

The President of Saab, Micael Johansson, said during his presentation that he considered Brazil to be a strategic market for the company because, in the future, Brazilian industry may sell aircraft to other countries. He pointed out that the agreement with Brazil represented the biggest effort to transfer technology to another country made by Saab.

"It is an important collaboration. We are not only talking about delivering 36 aircraft to Brazil, but about a collaboration between industries, between Air Forces and countries, to strengthen the collaboration between Brazil and Sweden for a long time yet. I can guarantee that, as a country, our commitment to the programme is long-lasting", said Johansson.

This partnership started in 2014, with the signing of the contract for the development and production of 36 Gripen E/F aircraft for the FAB, including systems, training, support and equipment. The broad technology transfer programme, which will take place for a period of 10 years, drives the development of the local aeronautical industry through partner companies' participation in the Brazilian Gripen Programme.

This whole process has generated one of the largest technology transfer programs ever carried out to the FAB, and certainly the largest ever made by Saab for another country. The success of this partnership represents a great opportunity to further strengthen ties between the two countries.

***Cristiana Pontual** is the Communications Director for the Brazilian Gripen Programme at Saab.

Embassy Update



Ambassador Johanna Brismar Skoog during the opening of Sweden-Brazil Innovation Weeks 2020.

Ambassador's greeting

The year 2020 evolved in ways few had anticipated; plans were shattered, many lives lost, and we had to develop new ways of relating to the world. As it is coming to an end, however, there are some signs that the worst could soon be behind us.

Several new vaccines with a high degree of protection have been developed in record time – hopefully allowing for mass vaccinations during 2021, and the medical profession has learnt important lessons on treating the seriously ill and more lives are saved now. Despite a second wave in many countries, we see a quicker and stronger economic recovery in many parts of the world than expected, including here in Brazil. For 2021, maybe life could start returning to something resembling a pre-Covid normalcy, even if slowly.

The most important event for the Swedish-Brazilian relations during this year took place on October 23, the Aviator's Day, when the first Brazilian Gripen fighter jet was formally presented to the Brazilian Government, in the presence of the Swedish Air Force Commander. I was also there, and it was a truly emotional moment to see the Gripen flying in over the tarmac, with the Brazilian flag on its tail. This is an important and deep partnership between our countries, with Brazilian and Swedish companies and universities sharing technology and working jointly with production and research – of the 36 aircraft, 23 will be produced in Brazil – and it brings Brazilian and Swedish professionals together at an individual level,

strengthening the bonds between us.

The Gripen presentation was one of the few “live” events we participated in these past months. Most of the Embassy's and Team Sweden's activities were adapted to a digital reality.

We have just concluded the Innovation Weeks, which this year consisted of around 35 digital events under the overarching theme of Sustainable Innovation, and with three particular focus areas – Sustainable Mobility, Sustainable, Smart

and Safe Mining and Smart and Green Cities, with biogas as a huge opportunity. You can read more about the Innovation Weeks in the following article.

We also celebrated the Swedish National Day online and arranged many webinars on a range of subjects – from democracy and freedom of the press, corporate social responsibility, to gender equality during the Covid crisis and marine littering. The new format has allowed us to reach a larger and at the same time more targeted audience simultaneously and all over this enormous country.

In many events, we have had high-level participation from Sweden, with leading personalities who would have had a hard time making the trip over the Atlantic during normal circumstances.

In the Nordic Dialogues, a cooperation initiative between

Presentation of the first Brazilian Gripen.



the Nordic embassies in Brazil, we have focused on Sustainability and the Nordic model, combining sustainable economic growth, innovation and ambitious climate goals. Green Recovery is a recurring theme in discussions on new and sustainable solutions when rebuilding societies after the pandemic. You will see more of this collaboration in 2021.

After a long period of work from home, we have taken steps to slowly return to more normal working conditions at the Embassy. It is good to meet our colleagues over a – distanced – coffee again.

I look forward to the time when I can start traveling throughout Brazil again and meet members of the Swedish Business community and other Swedes. There is much for us to talk about. The Embassy is here for you, and my colleagues and I are eager to hear how we can support you in the post-Covid landscape. How can Team Sweden assist you to be even more successful here than before the crisis? Are there new bureaucratic or trade related barriers and could the Embassy play a part in finding a solution? How are you affected by the restructuring of certain parts of the economy and by macroeconomic and political trends?

These are examples of things I hope we can discuss when we meet next. Until then, I wish you a good end of the year with bright prospects for the year to come, and happy holidays!

Innovation Weeks 2020

On November 9-19, the 9th annual edition of the Sweden-Brazil Innovation Weeks took place, with Sustainable Innovation as the main theme. Or rather, they showed the wide scope of Swedish-Brazilian cooperation online this year.

All in all, the Innovation Weeks included around 35 digital events on many topics: aeronautics, sustainable transport and mining, opportunities in biogas production and innovative agritech solutions. But also on the importance of diversity for a successful innovation process and opportunities with 5G. Many of them were webinars open to the public while some were official meetings in the bilateral innovation partnership. The main opening event was done in coopera-

tion with Curitiba and the state of Paraná and focused on the ambitious local development projects in transports and the opportunities for cooperation with Swedish actors.

The official bilateral partnership in innovation was also highlighted. Special events were held for each one of the four areas identified in the bilateral working plan: Smart Cities, Bioeconomy, Sustainable Mining and Health.

In a number of events, Swedcham member companies used the opportunity to showcase innovative solutions. For the Innovation Weeks, this was great since it is the Swedish companies that really can demonstrate what the leading Swedish position in innovation can create. And we hope that this exposure can also be useful for the participating companies. Many thanks to all Swedcham members who contributed or joined the audience!

The recordings from many of these events are now available on our webpage.

Promotion in 2021: we want to cooperate with you

The New Year is coming, and with it a restart of the promotional calendar. The Embassy's basic priorities are the same: we want to continue showing innovative solutions created by Swedish companies, continue to stress the importance of sustainability, equality and human rights, highlight Sweden and Swedish culture as exciting and attractive, and continue to assist in solving various trade barriers or unfair bureaucratic hurdles that are encountered by Swedish companies.

To do this, we want to go hand in hand with the Swedish companies present in Brazil. All of you have stories to tell. By telling them together, we support each other in fortifying strong brands.

Together with our Team Sweden partners, we will continue ➔



to work with certain thematic programs. One example is the Mobility by Sweden platform that was inaugurated in connection to the Innovation Weeks 2020. It includes alternate fuels such as biogas and electrification, autonomous vehicles, smart solutions for traffic control and traffic safety, within the Vision Zero concept.

In this area, we see fantastic potential, not only for the Swedish companies to continue to grow on the Brazilian market, but also to help improve the transport system, protect the environment and save lives. The Swedish Embassy and the Brazilian Ministry of Infrastructure signed a letter of intent on cooperation in traffic safety in September and we plan for several activities during the next year.

Another major theme is the Swedish Mining Alliance, hand in hand with the bilateral cooperation in sustainable mining. This is particularly relevant in a time when there is a strong trend of change within the whole industry, and leading Swedish companies in the sector have joined forces

to create fossil free steel and are right now doing huge investments to make this happen.

A third area of interest is what could be called Swedish high tech: it is a wide family of different sectors in fintech, edutech, agritech and other ICT/IOT applications. Health and Life Science are also areas of major interest. In these fields we are already doing many activities but are still examining how to best proceed on a conceptual basis.

In all these areas, we are eager to show examples on how sustainability, inclusion and high CSR standards are helpful for doing good business.

We expect that a large part of the promotion will happen online also in 2021. This brings some advantages – not only that it is easier for us to reach audiences who were previously hard to access due to geography, but also that it is easier than any time before to reach us for any Swedish company that would like to cooperate on promotional activities, or to discuss possible solutions to trade barriers with us. ■

Connecting people and things
is more important than ever

Thankfully, that's
our specialty.

And, when we combine security,
connectivity and innovation,
we unite people, we support
sustainable development and
we transform the society.

5G

The 5G switch made easy.



ericsson.com/5g

Soluções Saab para Gestão de Aeroportos

Colaborativas.
Integradas.
Evolutivas.



As soluções para gestão de aeroportos da Saab envolvem os conceitos de gestão aeroportuária e de A-CDM e oferecem uma plataforma abrangente para gerenciar toda a sua operação, seja qual for a situação.

Saiba mais em: saab.com/security/#air-traffic-management



SAAB



We are getting close to the New Year, and there are many memes out there about considering 2020 a "blank and lost period", but I do not agree, for two reasons: in respect for all those who have suffered and lost loved ones, and because lessons learned can help us create a better future.

Governments and corporations are seriously reconsidering their values of "financial growth at any cost", and are now implementing new structures in which sustainability and ethics are much more prioritized. The global crisis has shown us that, at the end of the day, what matters are people.

For the Chamber, the first semester was a lesson in transformation and adaptation, and we really managed to maintain a firm and tight collaboration and dialogue with all members.

We organized 55 member events this year (mostly webinars) and the average number of participants has been much higher than the "real life" events we hosted at our premises before the pandemic.

The Strategy Plan elaborated in our Board, before Covid-19, has served as a guideline also during the pandemic. The KPIs "Financials", "Swedish Experience", "Governance" and "Business Support" are more relevant than ever and, considering the circumstances, we are doing very well in reaching the targets.

I would like to thank all members for your faithful support. Most of you are under high pressure to cut costs, but apparently you consider the membership an investment with a relevant return.

We look forward to seeing you at our premises again, but we will wait until it's safe, and not rush things. I have no doubt that we will ride out this storm together – and come out of it stronger than ever, well prepared for the famous New (Sustainable) Normal!

Jonas Lindström
Managing Director,
Swedish-Brazilian
Chamber of Commerce



Dear Community,

This year is already marked by the colossal challenges imposed on humanity. The Covid-19 pandemic at the time of this writing claimed around 1.4 million lives globally and 170,000 lives in Brazil. We should never lose sight of that. Millions of people had to stay in isolation, and businesses were decimated. We have seen political and social turmoil and, sadly, a lack of global leadership and cooperation amongst nations. In such an extreme scenario, we should ask, what is our role as business leaders and citizens?

For NBCC, our focus has been on communication and on creating a positive impact where we are present. We believe that, by disseminating constructive messages and by encouraging debates, we gave our small but meaningful contribution. We need to remain vigilant and constantly remind ourselves that dialogue is more important than ever to preserve life, wellbeing and democracy.

The year to come remains as an open book. However, we can and should hope and work for a smoother journey in 2021. We can hope for effective vaccines to fight the pandemic, for the resumption of economic activities, for an increased focus on the environment and for a more cooperative global community.

NBCC wants to be part of that and continue the healthy promotion of businesses and exchange of knowledge and ideas. Ultimately, everything we do should create value to our members and to society.

I conclude by wishing you a nice and restoring holiday season. I sincerely hope you are all able to be close, physically and/or emotionally, to your beloved ones.

May 2021 bring renewed energy, opportunities, wisdom, and good health to all of us.

José Carlos Elias
Chairman, Norwegian-Brazilian
Chamber of Commerce





CUIDAR DO PRESENTE É PROTEGER O FUTURO.

Estar em casa é uma oportunidade para cuidarmos de nós mesmos e do nosso planeta, porque o melhor para todos começa em cada um. Separar corretamente os resíduos que geramos é um hábito capaz de transformar o mundo em que vivemos.

Faça a sua parte e colabore com a reciclagem das embalagens.



EU SEPARO, VOCÊ SEPARA,
NÓS RECICLAMOS.



>> *Our Gold, Silver and Bronze Members*

Gold Members



Alfa Laval is a leading global provider of first-rate products in the areas of heat transfer, separation and fluid handling to help enhance the productivity and competitiveness of its customers in various industries worldwide, mainly in the energy, food and marine markets.



AstraZeneca is a science-led biopharmaceutical company that focuses on the discovery and development of medicines for the treatment of Oncology, Cardiovascular, Renal & Metabolism and Respiratory diseases, with operations in more than 100 countries.



Atlas Copco is a world-leading provider of sustainable productivity solutions. The Group serves customers through its innovative compressors, vacuum solutions, generators, pumps, power tools and assembly systems. Atlas Copco develops products and services focused on productivity, energy efficiency, safety and ergonomics.



Electrolux shapes living for the better by reinventing taste, care and wellbeing experiences, making life more enjoyable and sustainable for millions of people. As a leading global appliance company, we place the consumer at the heart of everything we do.



Saab serves the global market with world-leading products, services and solutions from military defence to civil security. With operations on every continent, Saab continuously develops, adapts and improves new technology to meet customers' changing needs. Of its total annual sales about 25 per cent are re-invested in research and development.



A worldwide reference in sustainable transport solutions, the company has a simple philosophy: every innovation it introduces, every little change it makes, must have a real effect for its customers and at the same time create value for its employees and society. That's how we do it!



This leading bearing and seal maker is focused on helping its customers achieve even more success in their business by delivering a full offer around the rotating shaft, where the bearing is the core component, complementing with technologies such as sealing, lubrication and condition monitoring.



Stora Enso is a leading provider of renewable solutions in packaging, biomaterials (wood pulp and bio-chemicals), wooden constructions and paper on global markets. Our aim is to replace fossil-based materials by innovating and developing new products and services based on wood and other renewable materials.



The world's number one food processing and packaging solutions company works closely with its customers and suppliers, providing safe, innovative and environmentally sound products that meet the needs of hundreds of millions of people around the world.



Since 1927, Volvo Cars' Swedish heritage and human-centric focus have shaped who they are—passionate about helping people stay safe and enjoy their journeys. And the urge to make people's lives better has led the company to create many innovations and technological advances, and it will continue to do so.

Silver Members

ABB

ASSA ABLOY

Atos
Breathing-Speaking-Living

Autoliv

BUSINESS SWEDEN
THE SWEDISH TRADE & INVEST COUNCIL

DNB

ERICSSON

essity

Höganäs

Husqvarna

investor

Mentor
MEMBER OF ELANDERS GROUP

Munters
Your Perfect Climate

PN
ST Pacheco Neto
Sanden Teisseire
Advogados

SANDVIK

SEB

VEIRANO
ADVOGADOS

VOLVO

Bronze Members



AXIS
COMMUNICATIONS

CoSafe

DIAVERUM

Elektro

Epiroc

FinanZero

GETINGE

GUNNEBO
Industries

Haldex
Innovative Vehicle Solutions

LLYC

MSL

Nordea

PÖYRY

QUANT

semcon

Southpartner

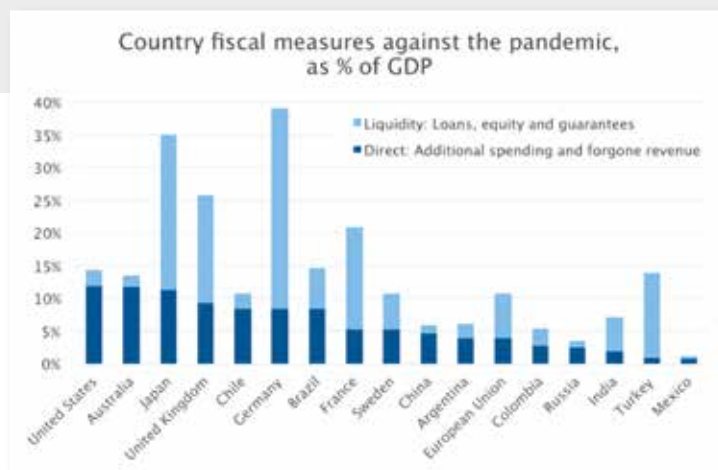
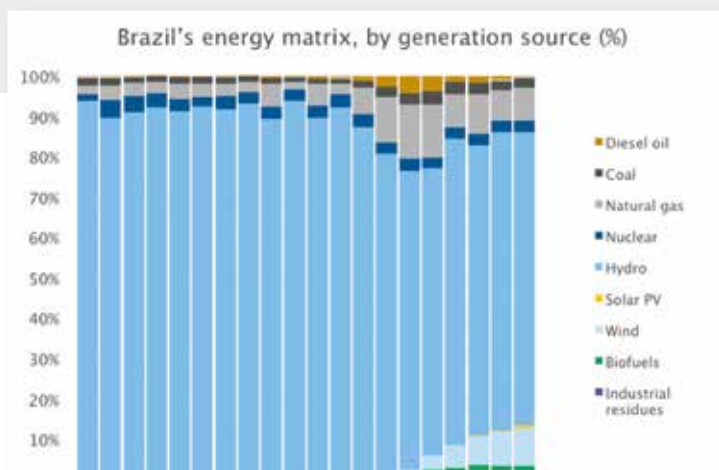
SSAB

stefanini
GROUP

Swedish Match.

TRELLEBORG

Roadmap to Recovery in Brazil 2021 – what to expect



Since the start of the Covid-19 pandemic, Business Sweden started to track down its development in main markets in order to keep Swedish companies informed about travel restrictions and local lockdown measures which could affect general business. This is performed through Business Sweden's Global Executive Brief, distributed to the management team of hundreds of Swedish companies.

But more than that, Business Sweden is now interested in how companies will be able to achieve growth in 2021. As vaccination plans are being set for Q1 and governments are pushing their recovery packages, it becomes essential for businesses to capture the opportunities early on. For that, Business Sweden in Brazil will soon be launching the Roadmap to Recovery Brazil 2021, so stay tuned for further activities.

What we can say already is that Brazil will be ahead of many markets in the post-pandemic recovery race. To start with, Brazil's emergency support during the pandemic was on a par with developed markets as spending proportional to GDP, which prevented a worse scenario. IMF's GDP forecast for Brazil improved from -9.1% to -5.8% in October, while local economic results show that Brazil is on the right track. Much is yet to come, so read below some of the main topics that will propel growth in the country throughout 2021:

Infrastructure investments

- The government will continue to promote its privatization agenda, seeking private investors in more than 150 key infrastructure projects within rail, roads, ports and airports.
- Despite current environmental challenges, Brazilian companies are

increasingly investing in sustainable solutions and renewable sources.

Institutional change

- Structural reforms pushed by the government such as the tax system revision will potentially eliminate one of Brazil's main bottlenecks.
- Regulatory updates are expected to stimulate and bring security to Brazilian business in the new decade, ramping up investments in key economic sectors, e.g. natural gas, rail and sanitation.

New industry trends

- The pandemic has only accelerated digitalization in Brazil, with more individuals now having access to online banking and digital products.
- With a devaluated currency, opportunities of local investments and M&A will grow for foreign companies, while large Brazilian exporters expand due beneficial conditions.

More information about the recovery plan and the opportunities it can bring for Swedish companies will be presented in a series of industry webinars/workshops by the beginning of 2021. If you are interested in participating please send an email to marcelo.juc@business-sweden.se. ■

Mobility, biogas and mining in focus for IW 2020

When it comes to our industry promotion programs, 2020 has been both challenging and rewarding. Areas in extra focus during the year included; mining, biogas, e-commerce/retail, health care and FinTech. Mining and biogas were also prioritized topics for the 9th edition of Sweden-Brazil Innovation Weeks (IW) held in November. A new initiative named “Mobility by Sweden” was also presented during the opening of the IW. Mobility by Sweden is a platform where we will gather Swedish companies, research centers and industry experts to jointly approach mobility opportunities in Brazil, with cities as main targets.

The initiative will facilitate for creation of new partnerships, both between Swedish actors as well as with Brazilian stakeholders. Curitiba has been identified as a good city to start with given its ambition to (re-) take a position as a leading mobility city in world. Thus, it was good to have Curitiba and the state of Paraná as official partners for the opening of IW 2020.

When it comes to biogas, we have seen some positive developments in the advancement and increased investments in biogas during 2020. The feasibility study, financed by Swedfund, has however taken a bit longer to initiate this due to the pandemic. As presented during the IW webinar on Biogas, the feasibility study can be expected to start by mid/end of the first quarter in 2021.

New for 2021 is that we will, as part of a governmental program called “fossil-free by Sweden”, initiate dialogues and partnership on the development of a national gas grid and we will also map the Swedish offering for the full value-chain.

As we wrote in the last edition of **NordicLight**, we were just able to launch the Swedish Mining Alliance, back in March, before the pandemic broke out. The mining alliance has developed well during



SSAB



Epiroc

Two of the Swedish keynote speakers during the Mining session of IW 2020.


the year with knowledge exchange sessions between the Swedish mining suppliers to get a better and deeper understanding of each other's offering. During the Sweden-Brazil Innovation Weeks, Business Sweden, together with the Embassy of Sweden, also arranged three webinars on the topic of “Smart, Safe and Sustainable” mining in Brazil.

These sessions were well attended and speakers from both governments and industry associations shared and discussed their view on mining, with the Swedish suppliers SSAB, Epiroc, Ericsson, LOTS Group, Mobilis, Quant Service and Gunnebo Industries presenting their perspectives and innovative solutions. The attendees also had the opportunity to ask questions to the speakers, which was much appreciated and opened for business opportunities and conversation beyond the sessions.

It remains clear that increased collaboration between Sweden and Brazil in the area of mining can bring clear benefits to both nations. The vast and varied opportunities and the appetite for smart and sustainable solutions in Brazil, combined with the cutting edge offers of the Swedish suppliers, make the future for further collaborative efforts extra interesting.

To learn more about our ongoing industry programs, be it mining, biogas, mobility & traffic safety or health care, please contact Trade Commissioner Andreas Rentner (andreas.rentner@business-sweden.se), and he, or someone from the Business Sweden team, will get back to you for a more in-depth discussion.

Finally, we at Business Sweden Brazil would like to thank our fellow Team Sweden partners and all the Swedish companies for a good collaboration during this challenging year. We wish you all a very Merry (and healthy) Christmas followed by a good (better) start of the New Year in 2021. ■



*Nós existimos para acelerar o
sucesso para os nossos clientes,
pessoas e para o planeta.*

A **Alfa Laval Brasil** completou 60 anos e hoje, mais do que nunca, está próxima de seus clientes para vencer todos os desafios com inovação, conectividade e sustentabilidade.

Nossos especialistas e a assistência técnica buscam constantemente otimizar os processos e garantir a máxima disponibilidade dos equipamentos dos nossos clientes.



www.alfalaval.com.br



Rotate more with SKF

For SKF, sustainability is smart consumption, especially bearings

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

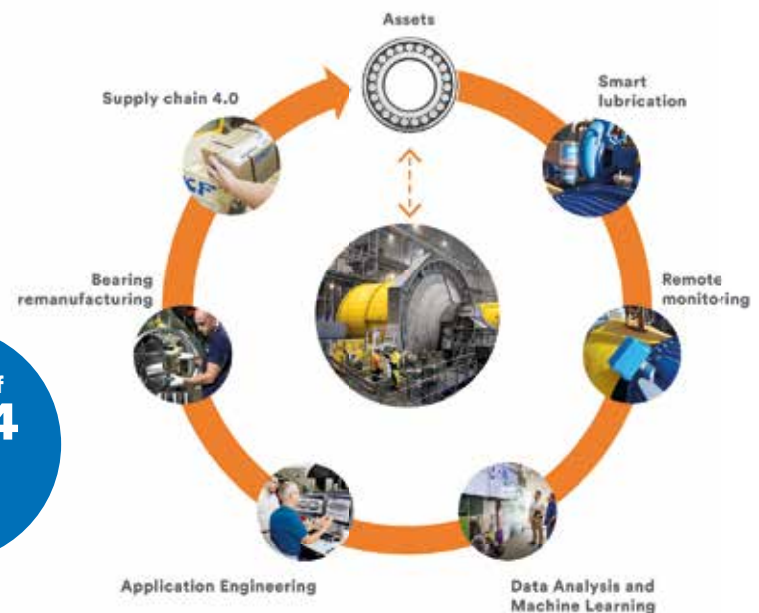
By remanufacturing 735 tons of bearings from 2018 to September 2020, SKF Latin America contributed to the environment and achieved economic gains.

1.249
ton CO₂
emission
reduction*

Savings of
33.04
million
liters
of water

*Numbers calculated with a new methodology, defined in January 2020.

Circular Economy



SKF for over 100 years taking care of the Brazilian industry



0800 014 11 52



(11) 99269-6623



Chat CompreSKF



carisma@SKF.com



www.skf.com/br



linkedin.com/company/skf

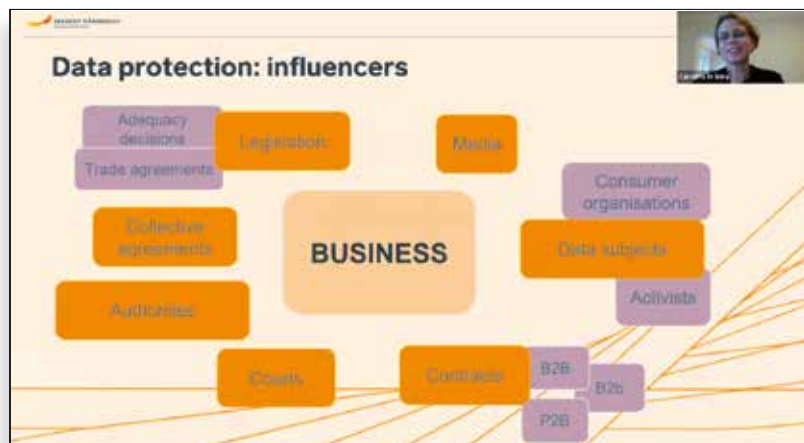
When writing this column last time, we were reporting on how the pandemic had led to all the Consulate's events having to be converted into webinars. Currently this is still the case, but gradually we are almost getting the feeling that we are turning into a TV studio, since the webinars are always being streamed live on the internet and for every event it takes more and more effort in order to maintain the viewers' interest. Who knows - in a year or so we might have started TV Suécia-Brasil!

On the very positive side, the almost exclusive use of virtual events has led to an increased acceptance among overseas speakers to accept invitations to be part of them and the Consulate has been very lucky in being able to engage a series of top speakers in its latest events. Should you have missed any of them - don't worry! You can watch them anytime you want on youtube.com/swedeninsp.

Webinar on LGPD and GDPR breaks records

In 2019, the Consulate had the pleasure of paying a courtesy visit to the São Paulo Magistrature School, discussing possible future collaborations between Sweden and Brazil. As a result of this dialogue and the fact that the new Brazilian legislation around data protection came into effect on August 27, it was decided to organize a first joint event with this thematic. After all, the Brazilian legislation (LGPD) was inspired

Elisabet Jilderyd



by the EU's GDPR, from which Sweden now has experience since 2018.

In order to promote the experience exchange, the Consulate invited Sweden's Data Protection Authority's international coordinator, Elisabet Jilderyd, who took close part in the preparations of the implementation of GDPR in Sweden. In order to also get the private sector's perspective, the leading expert on the matter from the Confederation of Swedish Enterprise, Carolina Brånby, was brought in.



Ricardo Cueva

This set-up led to a record interest from the Brazilian side: two ministers from the Supreme Court of Justice, Ricardo Cueva and Paulo de Tarso Sanseverino, participated along with representatives from Ericsson, Foxconn and the Hospital das Clínicas. The skillful moderation was done by judges Christine Santini and Marcos Onodera, from the Magistrature School. The presentations and discussions were so successful that the webinar went on for almost four full hours!

It was also decided that the webinar should be a part of the official course offering from the Magistrature School, which all in all led to a record interest for the event: over 400 people registered for the webinar and some 300 watched the discussion, besides hundreds more who have accessed the content over Youtube. ■

Paulo de Tarso Sanseverino



Diversity webinar brought different angle to Innovation Weeks


For nine years now, innovation has been the focus for the yearly series of events organized by Team Sweden in Brazil. It can be said that innovation is on all countries' and companies' minds these days, but this year the Consulate wanted to bring a slightly different perspective to the discussions: diversity.

As many are aware of, Sweden was the first country in the world to declare it has a feminist foreign policy, so gender diversity naturally had to be a part of the event. Considering the challenges with migrant integration into the Swedish society and the racial as well as social differences in Brazil, it was deemed interesting for both sides to also discuss racial and social diversion.

The basic question asked by the organizers was: what importance does racial, social and gender diversity have for the innovation process? To open the discussion and bring in an academic and research perspective, Professor Sofia Ritzén from the Royal Institute of Technology in Stockholm held a very fascinating presentation, showing that there is actually scientific evidence that diversity has a positive impact on the innovation process and consequently the business results.


So much so that a McKinsey study from 2015 showed an increase of 25% in "diverse companies" profit. When asked why all companies aren't promoting diversity considering these results, Ritzén was emphatic in her reply: "It is due to incompetence!"

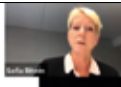
Ritzén's presentation was followed by a series of fascinating personalities such as the Stockholm Chamber of Commerce policy expert and founder of the Järva Political Week,



Diversity and teams

- From the cross-functional teams to a globalized world with a plurality of differences
- Groups are both heterogenous and homogenous
- Diversity is a key issue in managing teams – both related to innovation and to efficiency
- Not clear how individual properties relate to innovation and efficiency







Ahmed Abdirahman

Ahmed Abdirahman, and the principal of the University Zumbi dos Palmares, José Vicente.

Vicente brought the recent Brazilian discussion around Magalu's trainee program for only black people onto the table and also commented on the importance of racial quotas in universities in order to give incentives to minorities to pursue academic studies. Both he and other participants highlighted the negative effect the pandemic has had on the promotion of diversity.

Jorge Abrahão from the NGO Cidades Sustentáveis and Ana Lucia Melo from the important Ethos Institute as well as Maria Sylvia Aparecida de Oliveira from the Geledés Institute also gave much appreciated speeches. The concluding panel discussion was coordinated by Mariana Ferreira dos Santos from Grupo Mulheres do Brasil. ■

Water and telemedicine round off webinar series

The Stockholm Junior Water Price has been organized since 1997 promoting research from students aged 15 to 20 years in the area of water and sanitation management. Its Brazilian edition started 20 years later and will reach the age of 4 in 2021. In order to support the Brazilian organizers and promote the award even further, the Consulate invited the Swedish researcher Christian Baresel from the Swedish Environmental Institute IVL, who talked on the topic of "The



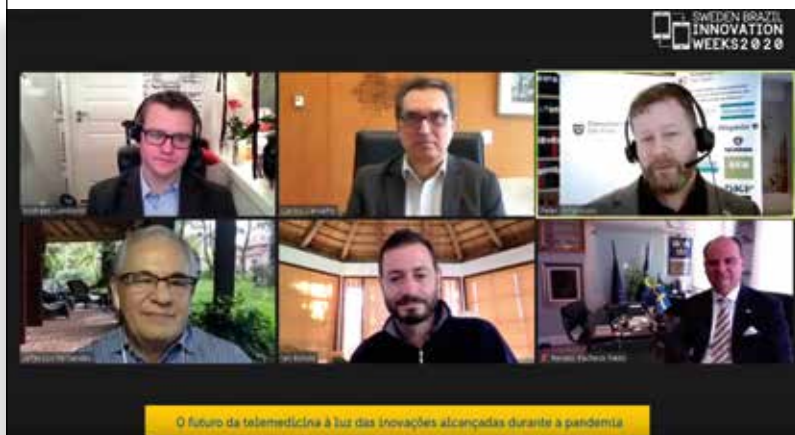
municipal wastewater treatment plant of the future –A water reuse facility".

Despite the technical theme, Christian's inspiring and humoristic approach made the Brazilian previous winners engage in just the type of experience exchange aimed at by the organizers. The superintendent Samanta Salvador from the São Paulo State sanitary company SABESP also made her much appreciated contribution talking about entrepreneurship and innovation platforms.

Closing the circle of webinars was the all too current topic "Telemedicine", an area which has been propelled by the pandemic and where Brazil and Sweden face similar challenges, considering their large and scarcely populated regions, combined with a shortage of health professionals.

For this webinar, the Consulate again collaborated with the Hospital das Clínicas, but also with the Swedish Centre for Distance Medicine in Storuman, the Swedish-Brazilian startup Vi.be Saúde and the Brazilian Association of Telemedicine. ■

Telemedicine



A woman wearing AR glasses is shown in profile, looking at a futuristic digital interface. The interface features various circular gauges, data points, and a hand interacting with a large circular element. The background is a blurred cityscape. The Atlas Copco logo is in the top right corner.

Atlas Copco

Home of industrial ideas.

Nosso espírito é inovador, nossas ações buscam fazer melhor sempre. Trabalhamos e existimos para ajudar a indústria a criar um mundo melhor, com qualidade de vida, sustentabilidade e produtividade.

www.atlascopco.com.br



LinkedIn



Instagram



Facebook

Tribute to Friedrich Hayek, Champion of Market Economy and Freedom

By Andras Dobroy*

Friedrich Hayek's book, *"The Road to Serfdom"*, was the most treasured read, during the long years of the Cold War, by East European dissidents and refugees of Communism (including this writer, born in Hungary, who grew up as a free man in Brazil). At the heart of Hayek's philosophy is his prophecy that no society could have political freedom without economic freedom. This overarching prophetic thesis was set forth in his book, which was published in 1944 and became a best seller.

Whenever I read about prophecies, particularly those by the stellar leaders of humanity, the statement below by the sophisticated Chinese leader Zhou Enlai (who studied in Japan and France - and had a great sense of humor), jumps to my mind: *"To make prophecies is a risky endeavor – especially when the future is involved"*.

The Austrian-born British economist and philosopher Hayek (1899-1992) was one of the rare prophets who had the pleasure of seeing the revolution they helped to set in motion accomplished during their lifetimes. Hayek was fortunate enough to spend his final years experiencing the satisfaction of having been right.

"If the ideologists and propagandists of communism were ordered to single out the book that ought to be locked up at any price and strictly forbidden its dissemination and lecture, carrying the most severe punishment, they would surely point to 'The Road to Serfdom'", said Tomas Jezek, Czech Minister of Privatization in the Nineties, who had the guts to translate an underground edition in the 1970s, at the peak of Soviet oppression.

Hayek was a classical European liberal, whose primary goal was to see the role of the state in society minimized to the benefit of the greatest possible individual freedom. Born in Vienna, the son of a biology professor, Hayek studied in Austria and moved to Britain in 1931 to teach at the University of London. Later, during World War II, while the guns were still speaking, he saw the coming danger of growing state control over the economy.

As the postwar boom began going flat in the 70s, economists and politicians increasingly turned to Hayek. Margaret Thatcher was one of his biggest fans and implemented a massive, highly successful privatization program. Ronald Reagan embraced the core concept of Hayek's philosophy that the unfortunate but inevitable consequences of *socialist planning* cre-



Friedrich Hayek receiving the Nobel Prize from the King of Sweden in 1974.

ate a state of affairs in which, if the policy is to be pursued, totalitarian forces will get the upper hand.

And then occurred the implosion of the inhuman, corrupt and inefficient Soviet Russian economy, described by Gorbachev (the most relevant game changer of our era) with this succinct statement: *"Our system was doomed – our workers pretended they were working, and we pretended we were paying them"*.

Hayek received, in 1974, the Nobel Prize, but he deserves not only this honor, but all honors that we can bestow upon him. The most relevant tribute we can grant Hayek is to dedicate our energies to the reversal of the statist wave and move toward freedom and prosperity for mankind.

*Andras Dobroy is Managing Director and Co-Founder at Dobroy & Partners International

World Trade Day and launch of Global Swedish Business Survey



Andreas Hatzigeorgiou, Chairman of Swedish Chambers International.

This year's World Trade Day focused on the launch of the newly revised Global Business Climate Survey, a Team Sweden project built upon a unique partnership between Swedish Chambers International (SCI), Business Sweden and Swedish Embassies

A global comparative analysis of these surveys was presented at the World Trade Day on August 25, providing an overview of the opportunities and challenges covering a wide array of different global markets. Moreover, guests got valuable insights surrounding the effects the Covid-19 pandemic has had on Swedish businesses abroad—1300 companies in 24 countries participated in the survey.

The speakers were: Andreas Hatzigeorgiou (CEO, Stockholm Chamber of Commerce), Ylva Berg (CEO, Business Sweden), Krister Nilsson (State Secretary to

Minister for Foreign Trade and Nordic Affairs Anna Hallberg), and Lena Sellgren (Chief Economist, Business Sweden).

Panelists included: Susanna Zeko (Secretary General, ICC Sweden), Jonas Lindström (Managing Director, Swedcham Brazil), David Hallgren (Vice President Asia-Pacific, Business Sweden), Ingemar Eriksson (General Manager & Global Head of Supply Chain, CabinAir Tech - Shenzhen), and Christopher Podgorski (President & CEO, Scania Latin America).

Podgorski commented on the surprising fact that most companies do not see digitalization as a key factor to stay competitive, instead they rate sales competence and cost efficiency much higher.

Lindström elaborated on how "Brand Sweden" contributes to the business success. It is a fact that Sweden's brand identity is synonymous with innovation, equality and sustainability, among other positive values and many companies use the Swedish origin to communicate these brand features.

Read the complete report *Ready for the Challenge – Perspectives from Swedish companies on doing business abroad* on Swedcham's website. ■

Componentes Sinterizados Tecnologia mundial na indústria nacional

A Höganäs produz, **aqui mesmo no Brasil**, o que existe de mais avançado no mundo para a produção de componentes sinterizados.

Componentes fabricados com pó de ferro e aço são hoje uma das soluções mais competitivas e eficientes do mercado para uma grande variedade de aplicações, especialmente em peças com geometria complexa.

Com os componentes sinterizados **menos é mais**:

- Reduz etapas de processamento;
- Menos ou sem usinagem;
- 97% de aproveitamento de matéria-prima e energia; e
- Resultado direto em custo

Fale com um especialista e saiba mais.

contato.br@hoganass.com

Höganäs 
www.hoganass.com





USE. REUSE. REPEAT. THAT'S SUSTAINABLE.

For us, a sustainable steel process means that we re-use the steel over and over again. In fact, 84% of our steel is made from secondary raw material, and we're aiming for 90%. We also rely on highly efficient manufacturing processes, powered by a mix of fossil-free, carbon-reduced or our own residual energy sources. Our aim is to cut CO₂ emissions in half by 2030. Why do we mention this?

MATERIALS.SANDVIK



Because if you work in Brazilian industry, it can be good to know that your sustainability goals are our goals, too. For 70 years we've been teaming up with Brazilian companies to innovate safer, more productive and climate-smart solutions. Whether it's premium stainless-steel tube, strip, heat-resistant wire (Kanthal®), Sandvik Coromant cutting tools or mining or rock excavation equipment, you'll find sustainable thinking across our entire value chain. How can we help you make the shift to sustainable?



Atos
Breathing-Speaking-Living

NÓS OUVIMOS,
NÓS INSPIRAMOS,
NÓS FOCAMOS,
NÓS ENGAJAMOS



Swedish Footprint: positive lessons from Swedish companies during pandemic

By Karin Vecchiatti*

How has the pandemic changed the routine in companies? What strategies were adopted to face the challenges of social isolation and changes in production? How are they acting in the face of the crisis that permeated the communities around them? These are questions that the Swedish Footprint Project (created by Swedcham in partnership with the Swedish Embassy and carried out by Estudio Anadarco) sought to answer.

By interviewing 10 Swedish companies operating in Brazil, the project's result features a series of eight videos available on the Swedcham website that address topics such as employees' well-being, collaboration,

mobility, technological and social innovation, care to humanize business strategies and the importance of digital and telecommunications as infrastructure.

These are themes that end up being related to concepts such as Sustainability, Innovation, Trust and Responsibility, ideas that are deeply rooted in Swedish culture and that, at this moment, end up reinforcing the companies' commitment to Brazil in the long run.

Looking at people as the companies' main resource has been a feature of many Swedish organizations for a long time. Even so, the pandemic underscored the idea that people are indeed extremely important to business resilience. For this reason, guaranteeing the well-being of employees - both those who started working in home office and those who remained in manufacturing operations - proved to be one of the main fronts of action.

The importance of the relationship between companies and the community was also revealed throughout the project: from repairing of respirators (Scania) to helping out with minimum income to those who need it most (Tetra Pak) and lending cars to facilitate the mobility of health professionals and delivering donations to needy communities (Volvo Cars), are some actions that place companies not as organizations separate from their surroundings, but as citizens.

Finally, if before the pandemic digital technology already proved to be a driving force for innovation, in the period during and post-pandemic, the presence of digital technology will be more and more crucial for the maintenance of businesses. It is digital technology and telecommunications that have enabled, across the country, different economic activities to reinvent themselves, regardless of their scope or size. This reveals a double challenge for the country as a whole: first, it shows the need for telecommunications to be faced as infrastructure and not "just" as a service provision. Second, it shows the need for Brazil to invest in labor, research and technology development compatible with the strong presence of digital technology in the most diverse productive sectors.

Be sure to watch Swedish Footprint on Swedcham's website. Each participating company reveals key insights about current and future economic, social and technological issues.



* **Karin Vecchiatti** is a communication and culture researcher, head of Estúdio Anadarco (www.anadarco.com.br)

O que a ciência pode fazer



Na AstraZeneca, acreditamos no poder do que a ciência pode fazer para transformar doenças graves como câncer, doenças cardíacas, diabetes, DPOC e asma. Também sabemos que a ciência transformadora não acontece isoladamente. Acontece em parceria.

Criamos a plataforma Open Innovation para nos ajudar a estabelecer parcerias que irão levar à descoberta e desenvolvimento de novos medicamentos. Esses programas estão encorajando cientistas da indústria e da academia a compartilhar suas ideias e conhecimentos para levar medicamentos que mudam vidas dos pacientes - juntos.

Essas colaborações podem ocorrer em qualquer estágio da descoberta dos medicamentos - desde a ideia inicial até o desenvolvimento clínico inicial.

Para saber como enviar uma proposta sobre sua ideia, visite openinnovation.astrazeneca.com



Produtos biológicos em doenças respiratórias

Os eosinófilos são glóbulos brancos que podem piorar a inflamação nos pulmões de pessoas com asma, contribuindo para o controle deficiente da asma e mais ataques da doença. Nos últimos anos, grandes avanços na compreensão das doenças respiratórias nos impulsionaram para uma nova era de desenvolvimento de medicamentos que oferecem avanços científicos para atender às necessidades não atendidas dos pacientes com asma e DPOC (Doença Pulmonar Obstrutiva Crônica).

Swedcham and GS1 strengthen partnership in digital times

Virginia Vaamonde,
CEO of GS1 Brasil.



The relationship between GS1 and Swedcham started in 2018 when the Chamber's Innovation & Sustainability Committee visited GS1's Center for Innovation and Technology (CIT). After that, we participated in some major GS1 events, such as *Brazil in Code* and the *Automation Award*.

GS1 Brasil, the Brazilian Automation Association, is a neutral, nonprofit, multisectoral organization that develops and maintains the most used global standards for efficient business communication. It is best known for the barcode, named by the BBC as one of the "50 things that made the world economy".

In order to establish an even stronger link with the market at this challenging moment in which companies

needed to digitize and faced a series of unexpected changes due to the crisis generated by Covid-19, GS1 Brasil launched *Conexão Tech*, a digital event with innovative format with discussions and new perspectives, considering a flexible mindset to innovation and transformation.

In September, GS1's media team published an article and video with the title *Swedish companies in Brazil prioritize sustainable business with a long-term vision*.

GS1 Brasil is also a member of the UN Global Compact and has sustainability as a strategic action through the Sustainability in Code program.

The CEO of GS1 Brasil, Virginia Vaamonde, highlights the importance and the results obtained by the partnership between Swedcham and GS1. "Since the first contact with Swedcham, we have seen strong synergy and common purposes, with the aim of generating value for the members of the two institutions. Since then, we have built a solid and collaborative relationship that only tends to grow," she says. ■



Tornando-se CO₂ neutro até 2025

Na Getinge, somos apaixonados pela vida e comprometidos em contribuir para uma assistência à saúde e uma sociedade mais sustentáveis. Por isso, a Getinge pretende tornar-se neutra na emissão de CO₂ até 2025. Nosso trabalho é guiado pela convicção de que uma empresa responsável contribui para aumentar o valor de nossos clientes e da sociedade em geral.

www.getinge.com/br



GETINGE 

Stockholm Junior Water Prize Brazil

ABES and JPS promote the 4th edition of the Stockholm Junior Water Prize Brazil: water and sanitation were in evidence in the middle of the pandemic.

By Álvaro Diogo Sobral Teixeira



Chemistry laboratory of ETEC Irmã Agostina.

On June 5, 2020, World Environment Day, the Brazilian Association of Sanitary and Environmental Engineering (ABES), through its program - Young Water Professionals (JPS), organized the final stage and award ceremony from the 4th edition of the Stockholm Junior Water Prize Brazil (SJWP Brazil).

Due to the Covid-19 pandemic and the distance measures, the event was held online and counted with the participation of the following authorities at the opening of the award ceremony: Roberval Tavares (President of ABES), Benedito Braga (President of SABESP), Gustavo Bonini (Director of Institutional and Governmental Relations for Scania Latin America), Elisa Sohlman (Executive Director of the Brazilian Chamber of Commerce in Sweden), Fabiano Rangel (President of ABRAPS), Victor Wünsch Filho (former director of the Faculty of Public Health at USP) and Renata Moraes (Chief Executive Officer of the Iguá Institute). Álvaro Diogo Sobral Teixeira, national coordinator of Young Water Professionals

(JPS) and general coordinator of the organizing committee of the SJWP Brazil, presented the ceremony. The SJWP, which has Crown Princess Victoria of Sweden as its Patron, gathers imaginative young minds from all over the world, encouraging their continued interest in water and sustainability issues. Organized globally by the Stockholm International Water Institute (SIWI), the competition draws annually more than 10,000 entries from 35 countries.

The 4th edition of the SJWP Brazil had 57 students enrolled, however only 33 students have had their project approved. Unfortunately, the other 24 students have not been able to complete the research due to the closure of schools because of social isolation—39 papers were submitted, but for the competition only 20 were approved, from 16 different Brazilian states.

The winning project, for the second consecutive year, came from ETEC Irmã Agostina in São Paulo, with the theme: "Bio flocculant pectin activity extracted



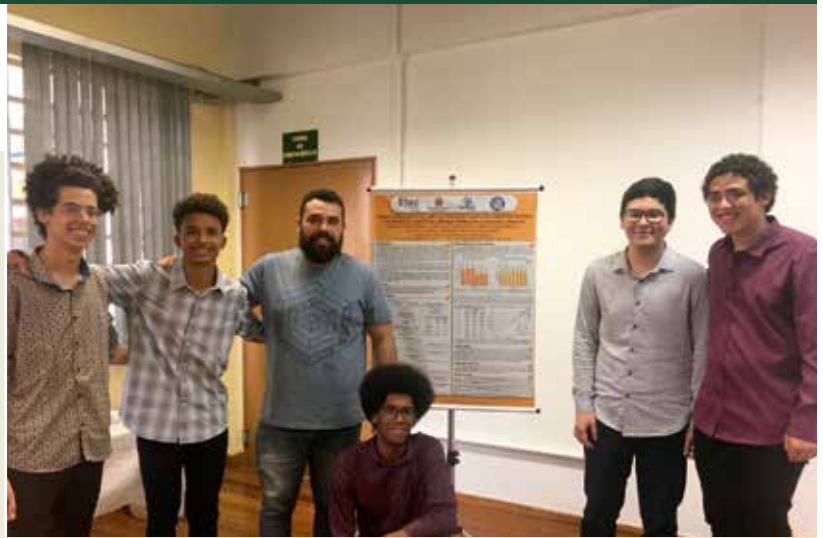
Daniel Victor Santos, member of the duo that won the Brazilian Edition of the Stockholm Junior Water Prize.

Advisor professor, Alexandre Barros, and students at ETEC Irmã Agostina.

from the orange peel (*Citrus sinensis* (L.) Osbeck) for wastewater treatment". The authors, Daniel Victor Santos Silva and Iago Martins Felipe, advised by Dr. Alexandre de Jesus Barros, represented Brazil at the international final of the SJWP, during the SIWI World Water Week (WWW), also promoted in a virtual format.

They received a boarding pass, symbolizing the all-included trip to Stockholm to participate in the World Water Week 2021, if it takes place as an in-person format. The prize was handled by the sponsoring organizations' representatives: SABESP, Scania Latin America, and Xylem Brazil, to whom SJWP Brazil is very thankful! It is also necessary to register the efforts of our supporters which contributed for the success of the initiative: Brazilcham, ABRAPS, USP School of Public Health and Instituto Iguá.

The Brazilian jury for the SJWP National phase had a mix of intergenerational representatives with various experience within the educational and water fields and it was composed by: Dawn Felming (Waterlution), Edgard Gouveia Jr. (Primavera X), Josivan Cardoso Moreno (ABES), Manuella Curti de Souza (Europa Purificadores), Mario Ramacciotti (Xylem), Monica Ferreira do Amaral Porto (USP/SABESP), Thomas Ribeiro de Aquino Ficarelli (JPS) and Paulo



Hilario Nascimento Saldiva (USP medical school).

Once again, we would like to thank SIWI and all the partners who made this SJWP Brazil edition possible, but we would like to leave a special word of gratitude to the students and teachers who, in spite all the challenges faced during 2020, were resilient and delivered great projects! Hope to see you again in 2021!

Brazilcham's New Digital Era

by Sharif Pakzad

2020 was marked by twists and challenges. One of the changes we had to face was to be physically apart of each other for a long period of time. Therefore, many people and companies had to quickly adapt to digital interactions and solutions.

Brazilcham, following this intense flow of changes, felt the need to improve and develop new tools of work.

With that came the idea of recreating our visual identity: from the logo, passing through social media to the development of a new website. We also needed to reactivate our online events and webinars, so partners and members could continue to interact regularly. This gave them the access to a quality content, with the possibility of networking even by distance.

"It was needed to reorganize our way of work and use digital tools, which before wasn't a priority, since, even from a cultural perspective, face-to-face events were the preference. All stages of the restructuring have been thought through to maintain the or- ➔



Iago Martins Felipe, member of the winning duo at the Stockholm Junior Water Prize Brazil 2020.

>> *Brazilcham News*

ganization's roots and essence." says Elisa Sohlman, CEO of Brazilcham Sweden.

The development of the social media and online events were led by Bruna Sefrin:

"We designed social media strategies and content agenda in a way which made Brazilcham more relevant in the digital world. Besides that, we started to focus also on webinars and online events. As a lawyer, I always took in consideration the General Data Protection Regulation (GDPR) in every step of the process. We had the concern of act preventively and protect our audience.

"I am confident that this online remodeling will continue to be part of the organization and it will be in constant improvement so Brazilcham can continue its important mission of narrowing the distance between Brazil and Sweden" says Bruna Sefrin.

The active work developed on social media, pointed out the necessity of having a fresher and modern look, and that asked for a remake of our logo and website.

"From colors to images, everything was thought strategically

Bruna Sefrin highlights the importance of the colors used in the social media, creating an harmonious aspect integrating Brazilcham's logo colors.



Carolina Moraes showing the new website preview, to be launched in 2021, together with the new logo.

focusing on our ties and relation between Brazil and Sweden. We recycled features from our old logo so we could modernize it without losing our roots. The green represents the Brazilian flag while blue and yellow also refers to the Swedish one. The stars above the word Brazilcham alludes to the Southern Cross constellation, in Portuguese "Cruzeiro do Sul", strategically positioned to give a lighter and harmonious air to our identity," says Carolina Moraes, who has a background on IT and business management and answered for coordination of the work with the logo and the new website, which will be launched in January 2021.

The arrival of 2020 marked the beginning of a new decade. For Brazilcham, it is also the milestone of a new era: all these adaptations and transformations culminate with the celebration of Brazilcham's 15th birthday next year and we will be ready to celebrate it together with you, either virtually or face-to-face!

We wish you all a Great Holiday Season and do not forget to follow us on our social medias. Happy New Year!

Facebook: @brazilianchamberofcommerce

Instagram: @brazilchamsweden

Twitter: @brazilchamswe

LinkedIn: <https://www.linkedin.com/company/brazilcham/>



Brazilcham's new logo, which will be launched in January 2021 in celebration of the organization's 15th anniversary.



Adding new dimensions to your world

Ao combinar tecnologia inteligente e imaginação humana, a Axis adiciona novas dimensões de percepção, oportunidade e valor à vida das pessoas. Hoje, nossa oferta vai muito além das câmeras de rede, cobrindo um novo mundo de áreas de aplicação. E aqui está muito mais por vir na jornada em direção a um mundo mais inteligente e seguro.

www.axis.com/about-axis

AXIS[®]
COMMUNICATIONS

**Plataforma digital para
Business Continuity,
Segurança e Gestão de Crises.**



CoSafe



www.cosafe.com.br

Better Living, even better!

By Otavio Lucchese*

Can something positive come out of a global sanitary crisis? What will the aftermath of the Covid-19 pandemic look like? What lessons has the pandemic taught us? Despite so many questions and uncertainties, the pandemic has also served to provoke timely and important reflections.

At Electrolux, besides these reflections, the pandemic has also provoked a sense of accomplishment in 2020. That is not to say that the worst is behind us. The fog that shrouds our future is far from being lifted but, at least, there is the certainty that the company has chosen the right path: Shape Living for the Better! The purpose of the global home appliance giant before the pandemic, proved to be the perfect interpretation of the wish of millions of people for after the pandemic.

We talked (by video call) with **Ricardo Cons, CEO of Electrolux Latin America**, who told us how the company's purpose served as an inspiration in dealing with the pandemic. After all, who would contest that we all desire Better Living?

Electrolux has thousands of employees, what was it like to lead so many people at such a difficult moment as this pandemic?

At the beginning of 2020, the news arriving from Asia, Europe and later from North America already outlined a challenging scenario, and one that was very different to previous crises. We had more doubts than certainties. There were no minimally reliable prognoses. At this early stage, the only certainty was that our team was working tirelessly to devise and implement an emergency plan to face the pandemic. Confronted with the human suffering caused by Covid-19, it was comforting to know that at least we could do our share to improve people's safety and well-being.



Ricardo Cons

How did Electrolux confront the pandemic?

I think the essence of Electrolux mission Shape Living for the Better was inspiring. We defined our priorities in this order: peoples' welfare, the preservation of jobs and, evidently, safeguarding the company's cashflow. The definition of these priorities proved to be correct.

How did they prove to be correct?

By focusing on people, we managed to foster a high degree of commitment. We adopted all the health protection measures and were, often, even more scrupulous than the authorities. There were no mass dismissals and, thus, we made our commitment to doing everything within our reach to make them clear to our employees. This commitment was reciprocated. Just to exemplify, after activities were resumed, the production indicators in some factories surpassed previous productivity records. People spared no effort to overcome the difficulties faced.

What lessons has the pandemic taught Electrolux?

Our experience during the pandemic has taught

us that prioritizing people is paramount. It is even striking that we also faced some adversity for that very reason. People in home confinement, recommended by specialists, could face other serious headaches should they be unable to get technical support for their cookers or refrigerators. In order to provide this service, in our view essential, we employed our best efforts to keep the technical support services network open, even in places where the authorities wanted to shut them down.

We could not fail to support our consumers at such a critical moment. We managed to overcome this challenge, and many others, thanks to the commitment established and to the efficient communication of our decisions. Indeed, another valuable lesson learnt was that of the importance of communication. In troubled times, it is essential to improve the communication channels to reach out to people. We succeeded in creating commitment precisely because we managed to communicate our own commitments well and effectively.

What are the expectations for 2021?

We are cautious, but perfectly confident that we are ready to face whatever comes our way. In Brazil, after an unprecedented drop in activity in the first semester of 2020, there was a strong rebound in the second semester. The chain of production was rather disarrayed, facing a shortage of materials, but we managed to preserve our workforce and are working to resume the pre-pandemic pace.

I am happy to say that we also managed to maintain our product launches. We are willing to come out of this pandemic stronger than before because we are doing our homework. Our purpose serves our people, our consumers and society at large. We are also committed with Better Living Program targets 2030, in order to provide a better living for people, society and planet around us.

***Otavio Lucchese** is Swedcham's representative in Curitiba.

DNB

DNB – a Norwegian Bank, well positioned in Brazil

Doing business in Brazil for more than
40 years, with the best blend of Nordic
flavor and local expertise.

Rio de Janeiro
brazil@dnb.no
+ 55 21 2137 1650

Santiago
dnb.santiago@dnb.no
+ 56 2 923 0100



Two large, overlapping teal shapes on the left side of the page. The top shape is a rounded rectangle, and the bottom shape is a rounded triangle pointing upwards, partially overlapping the bottom of the top shape.

**Building best-in-class
companies since 1916**

investor

www.investorab.com

Grupo Stefanini.

Atuação global orientada para soluções de Transformação, Inovação e TI.

Cocriamos soluções para um futuro melhor, e somos aliados do negócio dos nossos clientes. Juntos conseguimos identificar e desenvolver novas lógicas e resultados a partir de um processo colaborativo e de alto valor.

Contamos com uma diversidade de empresas em nosso ecossistema, que nos permite gerar inovação em diferentes setores do mercado a partir de aceleradores tecnológicos.

Oferecemos soluções em diferentes áreas, entre elas:

- **TECHNOLOGY • BANKING •**
- **ANALYTICS & AI • INDUSTRY**
- **DIGITAL MARKETING**

Acesse nosso site e saiba mais:
www.stefanini.com

Scaneie o QR Code
e acesse nossos Trends:



stefanini
GROUP

LLYC

EMBRACE THE NEW NORMAL

ANTECIPE-SE



llorenteycuenca.com

The Chamber becomes a member of the *UN Global Compact Network Brazil*



Johan Rockström, Director of the Potsdam Institute for Climate Impact.

Launched in 2000, the UN Global Compact is a voluntary initiative based on CEO commitments to implement 10 universal sustainability principles in the areas of Human Rights, Labor, Environment and Anticorruption, and to develop actions that contribute to dealing with the challenges of society. Today it is the largest corporate sustainability initiative in the world, with around 14,000 members in 70 local networks, which cover 160 countries.

In 2015, the 193 UN member nations approved by consensus the Agenda 2030, the main pillar of which are the 17 Sustainable Development Goals, the SDGs.

The Chamber has chosen two SDGs to initiate this project: 5 (gender equality) and 9 (industry, innovation and infrastructure).

"Becoming a member was a milestone event for the Chamber this year," says Managing Director Jonas Lindström. As a Swedish Chamber, it feels natural and important to take the most active role possible in this uttermost important endeavor to save mankind and the planet we all share.

In 2021, we want to develop actions, projects, events to highlight the project and for this we are counting on the support from Team Sweden in Brazil and participation of our members. Suggestions of topics, projects or guest speakers that may add to this discussion will be most welcome. We are very fortunate to have support from some members in the dialogue with Pacto Global and they are Alessandra Sellmer (Atlas Copco) and Andreza Rodrigues (Tetra Pak), who are both active in the action platform "communicate to engage", and Daniela Fukino (Paracel) and Paula Nauhardt (Saab), who are engaged in the action platform SDGs.

High-level event with Scania

On September 9, we had our first event with Global Compact Brazil – the 2020 Action4Climate High-Level Talk and Meeting. Pacto Global together with Scania made it a successful webinar with great guest speakers and audience participation.

In view of the pandemic scenario, the event's objective was to shed a light on the role of business in the world's economic recovery after Covid-19. It was an occasion to discuss barriers and opportunities that emerge in building a new paradigm of development, addressing major issues such as climate change and global sustainability.

Following an introduction on "Action4Climate: the role of the Global Compact Network Brazil in the Brazilian Climate agenda", the first part had two most interesting presentations on The Climate

The two SDGs Swedcham has chosen to begin the project.

5 IGUALDADE DE GÊNERO



9 INDÚSTRIA, INOVAÇÃO E INFRAESTRUTURA





"Não Volte" campaign

In spite of a constantly changing world where "progress" can often be a synonym of damage, there is a safety zone in which humanity can manage to promote economic development without altering the planet's geological profile. All humanity needs to do is make certain adjustments, such as eliminating the use of fossil fuels and reducing the use of plastics as much as possible, among other "green" initiatives. A group of more than 30 CEOs and dozens of executives and representatives of social organizations worldwide are committed to making this happen.

Part of this group has joined the campaign #Não Volte (Don't Go Back) developed by the AlmapBBDO agency for the Global Compact Network Brazil. What they ask is that the world never goes back to what used to be considered normal.

"We are talking a lot about recovery. But this word refers to a place where you have been. Only this was not a good place," says Carlo Pereira, Executive Director of Global Compact Network Brazil.

"The Covid crisis is an environmental issue, which has become a health crisis and now it is becoming a humanitarian and economic problem. We cannot go back to using nature in such an improper way," he emphasizes. ■

Agenda in a Post- Covid World - "Global Trends" with special guest speaker Prof. Dr. Johan Rockström, Director of the Potsdam Institute for Climate Impact, and Pavan Sukhdev, CEO at GIST Advisory. The pertinent closing remarks of the first part were made by Henrik Henriksson, President & CEO at Scania Group.

Then an exclusive meeting on Zoom for 50 CEOs began with a welcome speech by Rodolfo Sirol, Global Compact Network Brazil President, and opened by Christopher Podgorski, President & CEO at Scania Latin America. The meeting involved a debate on "The role of the Brazilian businesses – ways to recover better", moderated by Guilherme Weege, CEO at Malwee Group.

Welcome greeting from Carlo Pereira

It is of extreme importance to see the Chamber of a European country in Brazil engaged with the 10 Principles of the Global Compact and the SDGs, showing that it seeks to use its power of mobilization and influence to contribute towards the advance of the Agenda 2030 in this country. I hope that as a result of this partnership we are able to bring to the Global Compact many organizations that are still not part of this initiative. May this awareness generate effective actions, at the necessary speed, so that in 2030 Brazil and the world resolve many latent and pressing challenges, such as climate change and the alarming social inequality. ■



Carlo Pereira, Executive Director of the UN Global Compact Network Brazil.

Gripen has landed

The biggest export contract from Sweden.
The largest collaboration between Sweden and Brazil.
A major step for the Brazilian Defence industry.
The safest lifting solution.

Gripen has landed in Brazil 130 years after the first contingents of Swedish immigrants arrival in 1890.

Gunnebo Industries is proud to participate in this historical moment, when Gripen touched Brazilian soil for the first time. Gunnebo Industries also celebrates the centenary influences of Swedish culture, and all Swedish companies with a long-term commitment and presence in Brazil.

NBCC turns 25 in a year marked by pandemic

By NBCC Team/RJ

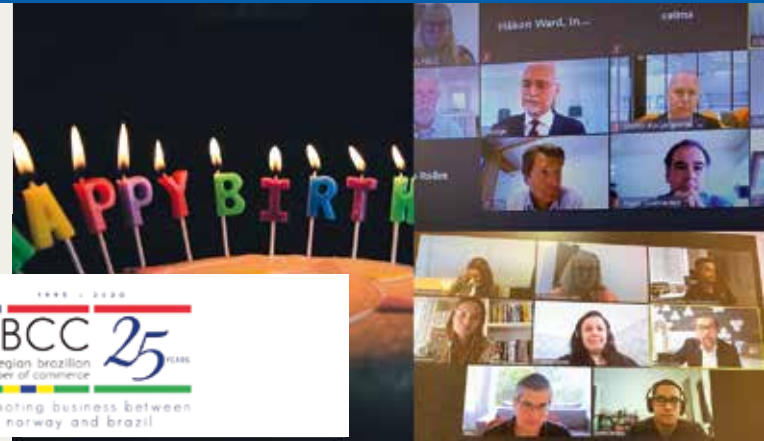


Image: Pixabay/NBCC

The year that NBCC had great commemorative events planned, a tiny virus forced us to reorganize our agenda and completely reinvent the way we work.

To maintain the interaction with our members, avoiding unnecessary exposure, we were obliged to think and act differently. All events since mid-March have been virtual encounters. And record participation in our events this year is certainly the best gift that our members could give us!

By November 1, NBCC had organized 18 events and webinars and 25 working committee meetings, gathering an impressive 1,500 participants.

Our different webinars featured high-level speakers like Petrobras CFO Andrea Almeida, ANP director general Rafael Moura, decommissioning expert Mauro Destri, CBIE founder Adriano Pires and journalist Augusto Nunes.

We have talked about decommissioning, the volatility of the real, the oil price, about LGPD, about law proposals and reforms, about diversity and gender bias - and obviously - about Covid, and the consequences of Covid.

A closer relation with our sister chamber BNCC in Norway is also something we have conquered this year, and we would like to take the opportunity to thank our partners and friends in BNCC, Swedcham, Dream Learn Work and Team Norway for co-organizing several events with us this year.

What was a new normal back in March and April, is now becoming routine and we look forward to 2021, a year we expect to promote events of relevance, both virtually and in person.

New followers

In addition to adopting an all-virtual agenda, NBCC has also looked for other ways to add value to our

members. As we were not able to gather physically, NBCC decided to focus on the sharing of relevant information with our members.

Our LinkedIn page now has 4,000 followers, meaning we have gained 1,000 followers over the last year. We have had daily updates on LinkedIn in 2020, and weekly updates on our website nbcc.com.br.

Unfortunately, we have had only two editions of **NordicLight** in 2020, but we now also have effective online tools to communicate with and on behalf of our members.

New members

We have welcomed 8 new companies to our chamber this year and now count on a total of 125 members. A warm welcome to Gunnebo, Tracsense, StoneX, Huber+Suhner, Adonis, Boreal, Link Languages and TietoEVRY.

New committees

NBCC also created two new working committees in 2020, on Communication and on Technology and Trends. The working committees are forums where our members can come together and discuss relevant topics of their interest or concern.

The HR committee had a lot on its plate this year and gathered 16 times. Again, the covid-19 pandemic is to blame, or to thank, depending on your point of view. Whatsapp groups have been created for all the working committees, facilitating communication between members, and currently, the different groups have a total of 183 participants.

What a year!

NBCC wishes all associates and friends a Happy New Year, and look forward to seeing you all participating actively in NBCC events and initiatives in 2021. ■

Business & Human Rights in Brazil:

A necessary step towards ESG practices in line with Responsible Business Conduct

By Clara Serva, Tozzini Freire Advogados

During the pandemic, ESG became a popular and frequent around the globe. It refers to enterprises' environmental, social and corporate governance practices. Other terms and initiatives lead us towards the same direction, consolidating companies' duty to conduct effective due diligence to identify their actual and potential positive and negative impacts, as well as the responsibility to take the necessary measures to remedy, avoid or mitigate the direct and indirect damaging impacts.

The European Union (EU), International Labour Organization (ILO), the Organization for Economic Cooperation and Development (OECD) and the United Nations Office of the High Commissioner for Human Rights (OHCHR) are behind the program "Responsible Business Conduct in Latin America and the Caribbean", aiming to promote inclusive, smart and sustainable growth by supporting responsible business practices in line with international standards.

The program is based on three instruments: ILO Tripartite Declaration of Principles concerning Multinational Enterprises and Social Policy; OECD Guidelines for Multinational Enterprises; and the UN Guiding Principles on Business and Human Rights. They all provide for the companies duty to conduct due diligence to identify, prevent and mitigate actual and potential negative impacts, including the supply chain. It connects human rights, labour, anti-corruption, sus-

tainability, competition and other relevant impacts of enterprises.

Although discussions may be held on its sufficiency, most of those perspectives are at least partially encompassed in the Brazilian legislation. What stands out is the lack of regulation on human rights due diligence, leaving room for companies to wrongfully believe not have any legal or reputational risks.

Instruments such as the UN Guiding Principles on Business & Human Rights already provide for relevant standards on how to assess and measure the firms' impacts on Human Rights and how to deal with them. International jurisprudence also composes the soft law framework, being worth highlighting the recent condemnation of Brazil, on October 26, by the Inter-American Court of Human Rights for 64 deaths at a fireworks factory in the city of Santo Antônio de Jesus, State of Bahia.

National precedents such as Vale dam burst or scandals with modern slavery reinforce companies' pressing need to anticipate, measure and repair actual and potential human rights negative impacts. However, a catastrophe is not necessary to evince it.

Impacts are identifiable at all stages of business activity in four dimensions: in the internal public (employees and service providers); in the community in which enterprises operate and its surroundings; by the core activity (service or product provided); and the production and supply chain.

A commitment to Responsible Business requires effective due diligence, internal policies, and a commitment to a comprehensive approach to potential violations in line with the concept of integral reparation. Facing Human Rights issues is, thus, an unavoidable step for a coherent ESG approach and towards business responsibility. ■



Clara Pacce Pinto Serva



**GRUPO
PLANUS**
SOLUÇÕES EMPRESARIAIS

Business solutions for outsourcing processes related to accounting, taxes, labor, payroll obligations, auditing and strategic HR services.

grupoplanus.com.br

ACCOUNTING
LABOR
TAXES

AUDIT AND DUE DILIGENCES

STRATEGIC HR
DIGITAL ARCHIVES

FINANCIAL MANAGEMENT

PRICE FORMATION
SYSTEMS

TAXATION OF EXPATRIATES

TAX PLANNING
CORPORATE SERVICES

FOREIGN TRADE
IMMIGRATION
EXCHANGE |
CENTRAL BANK

INTERNATIONAL PERFORMANCE



TRADITION - EXPERIENCE - CONFIDENCE

Member TIAG™, a global alliance of accounting and auditing offices present in more than 60 countries, enabling professional performance anywhere in the world.

Adonis launches South American Operations in Brazil

To better serve customers with operations in South America, Adonis recently established an office in Brazil and engaged a local representative.

The Norwegian company Adonis is a leading provider of human resource and payroll solutions for the global shipping and maritime industry, and South America will be an important market for Adonis software solutions. With interface available in Portuguese and Spanish, as well as English and Norwegian, Adonis should be a compelling choice for maritime industries.

"We are excited to become part of the Scandinavian community in Rio de Janeiro," says Per Ove Kviteberg, Adonis Founder and Director of Sales. With the Brazilian offshore market opening up to more international operators, Adonis brings streamlined solutions to global companies that need to act locally.

Family firm

Adonis is an international software house which has established itself as a leading supplier of integrated solutions to the offshore industries. The company is headquartered in Norway, with offices in Europe, the Far East and the Americas. Adonis is privately owned, family managed, and has been in the market for more than 30 years. It is unique in the industry that for so many years Adonis has managed to keep its family structure, and many of the customers have been with Adonis for a long time.

Bente Kviteberg and Camilla Emmerhoff



Per Ove Kviteberg

"Our hallmark has always been a high degree of customer loyalty," says CEO Camilla Emmerhoff.

Single system solution

The Adonis Solution enables companies with operations in several countries to manage all their HR processes in a single system. Adonis utilizes a sophisticated replicator solution so ships and other floating installations with restricted internet access can work seamlessly with their shore-based departments, local offices and agents.

Alongside ordinary licensed systems which are installed by customers on their networks and on board ships, Adonis offers cloud hosting services based on Microsoft Azure. This allows users, who can be located all over the world, to run its systems via the internet from a cloud data center in their local region.

With a solid base in Scandinavia, Adonis serves more than 70 ferry, cruise, and offshore companies around the world. Increasingly more and more companies are discovering Adonis solutions for digitalization, automatization, and elimination of manual routines.

With the opening of the Brazil office, Adonis increases its global presence even further.

"Adonis is in the right place at the right time," says Kviteberg. ■

New Brazilian *gas market*

**By Juliana Pizzolato Senna and Carolina Fonseca,
Kincaid Mendes Vianna Advogados**

The new Brazilian gas regulations could be the starting point for a new gas market, unlocking the opportunities that the country's size and gas reserves offer.

The Brazilian natural gas market is currently changing from a model in which Petrobras is the predominant company to a more competitive system. At the same time, the natural gas production in Brazil is expected to double its current volumes by 2030. Those factors create a great opportunity for the development of local gas demands, but also require a new regulatory framework.

The New Gas Regulation (Bill No. 4,476/2020) is currently waiting to be voted by the Federal Senate* and has obtained consensus in most of its subjects, having as its main driver the creation of grounds for a more competitive market. To this end, we would like to highlight two points of the bill: (i) the authorization regime for the construction of new gas pipelines, (ii) the facilitation of access to existing and future infrastructure.

The replacement of the concession regime to the authorization regime provided in the bill aims to reduce bureaucracy and, thus, encourage the construction of new gas transportation pipelines, which are necessary to expand the current network from the coast to inland. However, the reduction of red tape would not be sufficient to motivate new, capital-intensive constructions if there is not a clear unattended demand that justifies the investment.

In this context, the development of gas demand by new and large-scale consumers, especially industries and power plants, is essential. To those buyers, guarantee of delivery is not negotiable and security could also be granted by a flexibility of suppliers.

Another proposal of the bill is the adoption of the input and output contracting model for the transportation pipelines. This model allows for buyers to



Juliana Senna



Carolina Fonseca

purchase gas from sellers in different points of the pipeline and vice-versa, granting more flexibility to market and hopefully fostering the participation of more players. Even before the bill has passed, the "Transportadora Brasileira Gasoduto Bolívia-Brasil" (TBG) has taken the lead, suggesting this contractual model in its latest public offer.

In addition, the bill includes a provision for third party access to essential infrastructures, such as gas processing units, LNG terminals and storage facilities. Currently the sharing of some strategic infrastructure is a desire of the market players, as is exemplified by current agreement between Shell, Petrobras, Petrogal and Sinopec to jointly use production pipelines and processing units. However, the sharing of some infrastructure, such as LNG terminals, demands further legislative and regulatory improvements.

As shown, the New Gas Regulation aim to foster the competitiveness among agents by delivering a regulatory framework suitable to current market demands. This could be the starting point for a new gas market, unlocking the opportunities that our Country size and gas reserves offer. ■

****This article was written in November 2020***

Subsea recovery on the horizon

By Ricardo de Luca*

The success of the most recent Oil auctions has reinforced Brazil's position as one of the main players for E&P investments, with capacity to double its production in the short term. Therefore, the number of subsea projects is expected to double, which include the demand for new Subsea technologies, equipment, and services.

In the last 3 years, the bids for exploratory blocks have attracted more than US\$ 10 billion, representing more than 75 percent of the capital volume the IOCs have invested in exploratory fields in this period worldwide.

One example is Petrobras, which, for the first time in 8 years, has approved the tender for 2 new FPSOs and the leasing of a third one for the Búzios Oil Field, in addition to drilling rigs, well services and subsea systems.

With the production increasing, the order of at least 2 FPSOs per year is expected in the next 10 years. The Brazilian industry is experiencing a ramp up, implying a number of opportunities for the subsea segment.

To leverage from the sector rebound, companies have invested heavily in operational safety and business efficiency. These also happen to be some of the key differentials provided at Port of Açu, located near the main O&G basins. Together

with its available area for growth and the expertise of the leading O&G companies already installed, it represents a perfect combination that consolidates the port as a subsea hub.

The pandemic confirmed risk intelligence is a key factor for sustainable business continuity. Port of Açu's priority at this stage is to show the O&G service market that operating at Açu means being accompanied by the best players in the sector, mitigating risks and preparing for a promising future.

The port offers a unique one-stop-shop concept, as various players already installed operate in synergy to meet different client demands. The first success case is B-Port, the world's largest offshore support base.

TechnipFMC and NOV manufacture flexible pipes for oil exploration. Dome handles oversized structures and houses the new TechnipFMC's spoolbase for rigid lines. InterMoor and OceanPact offer their know-how in mooring and emergency services. The Multicargo terminal T-Mult handles O&G project cargo and also offers services such as mooring and maintenance. The Oil Transshipment Terminal T-Oil is responsible for handling more than 25% of the Brazilian oil exports. All these companies contribute with their expertise to Açu's status as a one-stop-shop.

In terms of multimodality, Açu has partnered up with Cabo Frio Airport allowing for integrated logistics services. In addition, Açu's heliport will provide a key solution for the transport of offshore personnel. Last but not least, the newly launched feeder service in partnership with carrier Norsul now transports containers and project cargo from Rio de Janeiro to Açu.

The fertile environment at Açu is there to support the rising subsea and offshore business. As an example, many Norwegian companies have already chosen Açu as their partner, e.g. Equinor, DOF, Seadrill and BW and they are ready to welcome many more in the near future.

*Ricardo de Luca is Oil & Gas Director – Porto do Açu Operações.



Realize your ambitions in Brazil



The opportunities in Brazil are vast and varied. As the leading Nordic corporate bank in the area we understand the unique challenges you face when looking for investment opportunities. As your partner, we will use our decades of experience in the Americas to craft specific advice based on your goals and find the optimal financial solution for you. Let us realize your ambitions.

christian.rezende@seb.se
+55 11 3035 3795
sebgroupp.com/corporates-and-institutions

Care for ambition

SEB

Fragomen enriches technology offerings through acquisition of SimpleCitizen

The acquisition enables Fragomen to integrate revolutionary workflow management capabilities.

Continuing to increase its client-facing technology offerings, leading global immigration firm Fragomen recently acquired SimpleCitizen, a dynamic provider of immigration technology solutions. The acquisition of SimpleCitizen will be the cornerstone within the newly created Fragomen Technologies Inc., a Fragomen subsidiary.

Among the benefits to clients will be an enhanced workflow software offering, which provides a superior technology-based user experience, moving cases seamlessly through the entire immigration process using artificial intelligence. It will also enable Fragomen to collect and store information in a more efficient manner and significantly decrease the time it takes to put cases together.

"Fragomen leads the way in the digitization of the immigration journey," said Fragomen Chairman Austin T. Fragomen, Jr. "We are always seeking new opportunities to integrate advanced user-friendly technology into our system to help simplify the process. This acquisition underscores our commitment to our clients who rely on us every day."

Founded in 2015, Salt Lake City-based SimpleCitizen began by focusing on individual clients involved in U.S. immigration processes, with a technology-based user experience that is intuitive and easy to follow. As the company's direct-to-consumer visa and immigration solutions gained traction, they caught the attention of global companies seeking its ease-of-use for employer-sponsored visas for companies around the globe.

"This partnership unlocks synergies that will enable both organizations to build on each other's strengths. It's an outstanding fit," said Sam Stoddard, SimpleCitizen CEO. ■

New Members | NBCC wishes to welcome the following new members:

GOLD

HUBER+SUHNER Huber+Suhner develops and manufactures components and system solutions for electrical and optical connectivity.

CORPORATE

TRACSENSE Tracsense has developed a novel sensor system for the automotive and aviation sectors, and also offers software solutions development.



Adonis is the leading provider of human resource and payroll solutions for the global maritime industry.



Link Languages is specialized in developing language programs for the oil & gas and maritime industries.



Boreal Consultoria Empresarial is an internationally experienced Project Manager/Business Development Manager/Engineer with a demonstrated history of working in several industries, including O&G, particularly in the Brazilian market.



TietoEVRY is a leading digital services and software company, serving customers in over 90 countries

The Norwegian Brazilian Chamber of Commerce would like to extend a warm thank you to its Platinum and Gold Members. If you have any questions about membership in the NBCC, please contact Runa Hestmann: runa.hestmann@nbcc.com.br

PLATINUM MEMBERS



GOLD MEMBERS



Tax, financial, labor and social security measures help businesses in their resumption

*By Rita Araujo**

Once the economic activities are returned, the companies must invest in **fiscal, financial, labor and social security** initiatives that play a strategic role at this moment of recovery.

Here are some aspects to consider:

Financial Management

Staying in control of finances, given the economic instability and declining sales that affect most of businesses, is particularly important. Simple measures should be the focus: strictly tracking the cash flow; plan for the short term; cut expenses.



Tax Management

A number of legal acts were published to extend deadlines for paying taxes and providing information, and this made it possible to insure the strong moment of the crisis. With the resumption, it is important to follow other changes, including the revocation of benefits and the increase of tax burden announced by some tax entities. Planning for the 2021 tax year is also necessary.

Labor and Social Security Management

Throughout the pandemic, the employer had the option to take advantage of a series of benefits established by the Government, limited to the duration of the state of public calamity, such as: extension of payment of labor taxes, suspension and reduction of employment contract, which greatly contributed to preserving jobs and business.

Expert advice to overcome challenges

For all topics, a tax, financial, labor, and social security advice has many to offer at the current situation. From an integrated perspective, this solution provides well-grounded and up-to-date information to managers, which supports the decision-making process and helps in identifying new opportunities.

***Rita Araújo** is a director at Domingues e Pinho Contadores.

The Global Mobility *digital transformation path*

By Bernardo Mira, BR VISA

There is a lot of misunderstanding about the meaning of digital transformation. Some people will say that it is the use of better tools, systems or to insert technology into company's process. The Global Mobility digital transformation path will be a new business model and mindset that will grant more effectiveness, less cost and customer centricity to the expatriation journey.

First, business operation models will be optimized for digital, becoming more synchronized and less siloed. Also, advanced changes must occur to customer interface models.

The key to the transformation is not the system itself but the importance of valuing the person that will develop the digital transformation mindset. Digital governance and design thinking will be largely applicable to carry out this phase. Moreover, the training of agile method-based teams must be considered.

The idea is to prioritize effectiveness over efficiency identifying contexts of organizations to understand the best method to be used in each scenario.

There are some

risks along this path regarding data protection, like the possibility of cyber-attacks, customer data loss, expatriate's data leak and wrong use of the customer's data.

General data protection regulation will be a mandatory aspect to be complied. Most of the employee's information that are used at the expatriation process, like taxation, financial and labor, are vital.

In order to mitigate those risks it will be necessary to develop an improved cyber security and a strict policy of data protection and control with manual and procedures to be followed by the Global Mobility companies and international personal logistics and HR experts.

Big data will be used in order to learn more about the expatriates' behaviors, migration tendencies, more effective tax and labor systems for hiring and payroll procedures, international treaties to be used based on the expatriate and the sponsor's company background, and will help the Global Mobility companies to better personalize their services and to promote data-driven solutions by information collection and management.

It is impossible to predict the future of global mobility but we can foresee that the digital transformation will bring as consequence risk reduction, process optimization, global mobility services integration, expatriation cost reduction and continuous improvement of the customer centric experience. ■



e-Business

**Looking for a global partner
for your e-commerce needs?
(customization, configuration and fulfilment)**

Mentor has a chain of warehouses strategically located in countries and regions that connect manufacturing and consumption centers around the world.

We provide our customers with flexible, fast and economical alternatives, with accurate and on-line information.

The Mentor Order Management System is a single source that can be used to process all orders, view inventory levels, outgoing order shipments, product returns, generate dynamic reports and more – all in real-time.



Mentor Media, a wholly-owned subsidiary of the Elanders group, designs and implements comprehensive supply chain services that are customized to meet each client's requirements. Our goal is to collaborate with each client to play a vital role and become a contributing factor to increase revenues, reduce cost, maintain sustainability and enhance customer experience. Mentor is a trusted vendor and partner to the world's leading companies in consumer electronics, communications, computing, medical devices, software and retail. Mentor and Elanders operations are supported by sites across America, Europe, and the Asia/Pacific region.



Fale conosco
AMERSales@mentormedia.com
+55 11 3195 3430



Saving More Lives around the world

Safety with you in mind

Autoliv develops products for leading automakers worldwide to save 30,000 lives every year. Our Research and Development team keeps reinventing new solutions to make the journey safer to anyone's destination.

One of the most important parts of our culture is treating everyone with respect, striving to have a positive and diverse working environment. Also, we are proud of take care of our people, contributing to the wellbeing of the communities in which we live and work.

Autoliv Brazil is proudly part of the Global Autoliv family and Swedcham, Saving More Lives every day.

Autoliv

Advisory Council meets with **Murillo de Aragão**

On December 10, some 40 executives, Advisory Council members and Chamber Board members had the opportunity to listen to the professor, lawyer, lecturer, journalist and political scientist Murillo de Aragão, who gave a very interesting presentation on the Political and Financial Outlook for Brazil. Murillo is the founder and CEO of Arko Advice - Political Analysis and Research and a founding member of Instituto Brasília and the Brazilian Institute of Legislative Law since 2018. He has written several books and is an adjunct professor at Columbia University in New York. During the meeting, the participants could also listen to Team Sweden in Brazil who reported on all activities the second semester. The speakers were: Sergio Quiroga, Advisory Council



Murillo de Aragão

Chairman, Johanna Brismar Skoog, Ambassador of Sweden to Brazil, Jonas Lindström, Swedcham, Andreas Rentner, Business Sweden and Consul General Renato Pacheco Neto.

The special guest was Nelson Antônio Tabajara de Oliveira, Ambassador of Brazil to Sweden.

To Innovate is to Co-create Webinar with Tetra Pak



Valeria Michel

To act isolated is no longer possible and innovation implies collaborating and thinking together in new ways, based on trends and knowing about the interlocutor or target audience.

Based on this premise Tetra Pak participated in the Sweden-Brazil Innovation Weeks 2020 with a webinar entitled "To Innovate is to Co-create". The speakers were Valeria Michel, Director of Sustainability of Tetra Pak for Brazil and the Southern Cone, and Julia Sotera, Director of Marketing Services for the Americas. They showed how Tetra Pak has been operating, even during the pandemic, to continue supporting industry in its innovation and maintaining close collaboration with its chain of recycling and suppliers in search of a circular economy.



Julia Sotera



Pedro Venceslau

Journalist talks about **Brazil's Political Scenario**

The Chamber had the pleasure of receiving well-known journalist Pedro Venceslau for a webinar on "Brazil's Political Scenario".

The main topics broached were: the result and analysis of the municipal election, what will be the Brazilian political scenario as of 2021, and prospects for the federal government and the elections in 2022.

Venceslau is a political reporter for the newspaper *Estado* and columnist for *Radio Eldorado*, and has covered all the Brazilian elections since 2002.



Preparing to travel when possible: Sweden from other angles

Roberta Perez of Nordic Ways was invited to provide a virtual tour of Sweden to participants in an online event held on September 10.

She broached many angles, giving a fascinating overview of this innovative culture from the Viking times to modern day. Roberta, who has been working in the tourism segment since 1989, is head of Nordic Ways, a travel reference company for trips through the Nordic countries. She believes a destination has more to offer than what you see. Culture, history, facts, language, cuisine, etc. are all part of the travel experience.



Webinar with São Paulo State Governor João Doria

Swedcham participated in the webinar "Roadshow Europe – Reset 21-22" on December 15, organized by the São Paulo State Government.

In addition to Governor João Doria, participants in the event included Ignacio Ibanez, Ambassador of the European Union in Brazil, Swedish Ambassador Johanna Brismar Skoog, and Chamber Chairman Sergio Quiroga.

There was also a presentation of the "2021-2022 Plan" by Henrique Meirelles, State Finance and Planning Secretary, which was followed by a Q&A session.

The impact of leadership in digital transformation

Digital technology has changed organizations in an irreversible way. Digitalization is shaping organizations, the work environment and processes, creating new challenges for corporations and their business development. In a highly technological and innovative scenario, leadership makes all the difference!

The Chamber organized a highly successful webinar on this subject with three acknowledgeable guest speakers who exchanged experiences and insights: Adriano Machado (President of Höganas for South America), Mauro Favero (Vice-President for Latin America of Husqvarna Forest & Garden), and Nils Radsak (Head of Digitalization, CDO and CIO of Audi do Brasil). The panel was moderated by Carol Böttcher, Director of BrainKapital Executive Search and Coordinator of Swedcham's Human Capital Committee.



Adriano Machado



Nils Radsak



Mauro Favero

The race against time for the most awaited vaccine

Swedcham had the privilege of receiving Dr. Maria Augusta Bernardini, medical director at AstraZeneca do Brasil, for an online event to inform us firsthand about the whole process involving the vaccine against the new coronavirus being developed in partnership with Oxford University. Another speaker was Jorge Mazzei, Corporate, Regulatory and Market Access Executive Director at Astra Zeneca. AstraZeneca is a global pharmaceutical company focused mainly on the discovery, development and commercialization of prescription drugs, mainly for the treatment of diseases in three main therapeutic areas: Oncology, Cardiovascular & Metabolic and Respiratory. The company also operates in the areas of autoimmunity, neuroscience and infection. It is active in more than 100 countries and its medicines are used by millions of people throughout the world.



Maria Augusta Bernardini



Jorge Mazzei

The acceleration of digitalization in the 5G era



Hans Sjögren



Edvaldo Santos



Urgel Augustin

Professionals from Ericsson, SimilarWeb and Bexs Banco shared their insights into the technological scenario with the entry of 5G technology and the new behavior of online consumption. The guest speakers were: Hans Sjögren, Strategy Director at Ericsson focused on the introduction of 5G and IoT with telecom operators in Scandinavia; Edvaldo Santos, Ericsson's Director of Research, Development and Innovation for the Southern Cone; and Urgel Augustin, CEO of Alpha, a company specialized in business expansion which operates in the expansion of Israeli intelligence company SimilarWeb in Latin America, where he is Director of Sales and Customer Success.

Legal Group's "Amicus Curiae" project

Swedcham's Legal Group has engaged in an important discussion with our major corporate members on supporting an "Amicus Curiae" representation by the Chamber before the Brazilian Highest Court in Brasilia. This is an instrument of a higher policy level to defend our members' interests from an institutional standpoint of view, without any member's exposure.

After reporting and discussing with its Board of Directors, Swedcham decided to move forward with its preparation for such a performance in cooperation with other organizations such as Firjan and Amcham.

In the current discussion, some challenged court decisions have authorized the summoning of foreign companies through their subsidiaries in Brazil which can jeopardize their self standing own defense, especially because they are located in another jurisdiction and are certainly independent legal entities. Different companies should be given the right of due process and legal security to properly become aware of lawsuits and defend their interests. Renato Pacheco Neto, as the Legal Group coordinator, is currently in contact with the other partners involved in the matter and will address in the next edition the upcoming milestones after Higher Courts confirm the expected scheduling of dates.

Renato Pacheco Neto



How to optimize your high-performance leadership

A dynamic online webinar was organized on October 6 featuring the renowned international business coach Rufus Wiena.

The topics broached were "Unleash your hidden abilities, skills and strengths in order to become an efficient and inspiring leader"; "Increase your self-confidence, self-esteem and take control over your internal and external conversation"; "Manage and structure your time in the most efficient and productive way possible"; and "Create a high-performance team through the 'Three-block System' and emotional intelligence".

In recent years, Wiena has devoted his time to educative and training seminars where he teaches remarkable memory techniques, NLP (Neuro-Linguistic Programming), mind control, and how to read body language.

In Memoriam: Ingrid Kalborg



The Swedish community has sadly lost one of its longest and most vibrant members, when Mrs. Ingrid Kalborg passed away on October 10 at the age of 93.

She was a Swedcham member and for many years an active participant in our events. She will be missed!

Mrs. Kalborg came to Brazil in 1952 together with her husband and previous Honorary Consul-General of Sweden in São Paulo, Mr. Per-Gunnar Kalborg, to open a subsidiary to Perstorp AB, a Swedish multinational within the chemical industry. She leaves her children Ted, Monika and Maud as well as 5 grandchildren and 4 great-grandchildren.

>> Swedcham News

Chamber welcomes ASM Bio

ASM Bio, our new member, is responsible for Swedcham's biosafety plan. Aware of the pandemic situation and the need to preserve the lives of our members and collaborators, we believe that this was an excellent partnership that began in 2020.

On a weekly basis, our facilities are sprayed with a sanitizing product certified by Brazil's National Health Agency (Anvisa) and specified by a chemical engineer taking into consideration the environment and the conditions of usage.

The elimination of pathogenic microorganisms is essential to mitigate not only the Covid-19 virus and its mutations, but also measles, H1N1 and H1N2, fungi, bacteria, protozoa and worms. We are able to continue operating because the whole ASM Bio process is safe and harmless to people and the environment.



Ricardo Salles, Director of ASM Bio, Swedcham MD Jonas Lindström, and Rickard Schäfer of ASM Renova Energia.

>> Young Professionals

In the second half of 2020, Swedcham promoted some interesting online events for its Young Professionals, which attracted great interest and many participants.



Viviane Nishimura



Manoel Brasil



Veronica Magariños

Hack the Culture

On October 15, Swedcham member Hyper Island held an interactive digital workshop called "Hack the Culture", in which all were able to participate in an organized fashion, exchanging ideas and voicing opinions.

Founded in Sweden in 1994, Hyper Island is a creative business school which empowers individuals and organizations to lead and adapt in a world of constant change.

Guest speakers Viviane Nishimura, Manoel Brasil e Veronica Magariños talked about how it is important to accompany changes in the market in a dynamic way, as it is changing daily.

Living, studying and working in Sweden



Abhilash Ram

On October 22, Swedcham's Young Professionals counted on the presence of Abhilash Ram in an event during which he talked about his academic and professional trajectory in Sweden, in order to inspire young Brazilians to make their way in Sweden.

During the event "Living, studying and working in Sweden", Abhilash Ram (Project Manager and International Student Recruiter at Chalmers University of Technology) told Young Professionals about his experiences as a foreigner in Sweden.

He talked a bit about his history before going to Scandinavia and how he decided to dedicate his life to Chalmers University. Abhilash entertained all participants with his stories about how he adapted to the cold weather, the culture, the language and the Swedish people.

Study in Sweden Virtual Fair

And finally, Swedcham's Young Professionals supported the "Study in Sweden Virtual Fair", organized by the Swedish Institute – Study in Sweden, and the Swedish Embassy on November 7.

The fair, which counted with the participation of more than 20 Swedish universities, was a big success, with several visits to our virtual "Team Sweden in Brazil" stand. Many students expressed interest in joining Swedish universities in 2021, and we all hope that as from the second semester of 2021 many classes will go back to being presential again.

INOVAÇÃO E TECNOLOGIA

PARA UM MUNDO MAIS
SEGURO E ABERTO



A ASSA ABLOY é líder mundial no desenvolvimento e fabricação de soluções de segurança e aberturas de portas. No Brasil, o Grupo é representado por marcas de grande importância nacional e internacional: La Fonte, Yale, Papaiz, Silvana, Metalika, Vault e Udinese, que disponibilizam produtos inovadores e de qualidade reconhecida.

ASSA ABLOY



Curta nossas páginas! | www.assaabloy.com.br

Experience a safer
and more open world

Swedish Match.

AGORA A **SUA COZINHA**
FICOU MAIS COMPLETA!


FIAT LUX
Muito mais que fósforos!

**PROTECTOR PARA
FOGÃO**

100% reciclável, reutilizável.

**FILME DE
POLIÉSTER
PARA
CHURRASCO**

Ideal para carnes,
aves e peixes.
Assa por completo
deixando a carne
mais saborosa
e macia.



**SACOS PARA ASSAR
FORNO**

Assa mais rápido e por igual.
Dispensa regar o alimento e
mantém o forno limpo.



**PAPEL
MANTEIGA
FORNO,
MICROONDAS
E FREEZER**

Evita que os
alimentos grudem
na geladeira.
Ideal para forrar
formas de bolo.

**SACOS PLÁSTICOS PARA ALIMENTOS
FREEZER, GELADEIRA E MICROONDAS**

Conserva melhor os alimentos e inibe odores.

**SIGAM NOSSAS
REDES SOCIAIS**

 @FIATLUX_BRASIL
 SOMOSFIATLUX

WWW.SWEDISHMATCH.COM.BR

**PRODUCT
DEVELOPMENT
BASED ON
HUMAN
BEHAVIOUR.**

semcon

New Members

Swedcham would like to welcome the following new members:

CORPORATE:

AM3 Assessoria e Consultoria –

provides strategic business management consulting services, such as the implementation of strategic plans, improvements in processes and results, management and execution of projects, and allocation of qualified project managers and professionals with vast experience in agile project management methods.

Anglo Americana Imóveis –

the company has been in the real estate market since 1941 providing its clients with the best and personalized services. We sell, rent and manage luxury real estate always looking ahead. Our highly-trained and hard-working team of agents are all certified and multilingual. We are well known in the market and a reference when it comes to welcoming clients from all over the world.

ASM Renova Energia Ltda –

The company operates in the diversification of the energy matrix with renewable sources, such as biogas and photovoltaic. Biodigestion is an excellent solution to achieve the best rates in the circular economy.

Comprendas Consulting – is a supply chain and procurement consultancy with a focus on Brazil, with local representative.

It'sSeg Corretora de Seguros –

is an insurance company that operates as a consultant, broker and administrator for individuals and companies of all sizes.

Lexly – offers an innovative digital platform with services for individuals, companies and lawyers to solve legal needs completely online. Our service

allows anyone to write their own personalized agreements, assuring they are legally correct, efficient and customized to individual needs, making law accessible and easy to anyone.

Moving Floor – is a Swedish innovative company within the agribusiness sector providing automatic cleaning for pig and dairy farms. The patented technology helps farms to reduce carbon footprint by 19% and antibiotic usage. Moving Floor aims to disrupt the animal husbandry industry by bringing a completely automatic and digital cleaning solution for farm buildings allowing for improved farm profitability.

Pacwire AB – is one of the world's leading manufacturers of galvanized baling wire. The company also offers a variety of auxiliary equipment. Its customers are in the pulp, textile fiber and recycling industries.

Pöyry Tecnologia – is a Brazilian company, in the field of providing consulting engineering services, project development and enterprise management.

Sigma IT Group – is a strong and fast growing IT consulting company, helping its customers with innovative solutions every day. We have done this work since the Internet's infancy. On the way, we have built a dynamic and passionate corporate culture, based on the vision of a better tomorrow. Something we are very proud of! In Brazil our main focus are specialists in delivering business systems based on Microsoft Dynamics.

ViBe Saúde – is a leading Brazilian Digital Health company focused on

telemedicine and digital therapeutics. ViBe provides on-demand and scheduled clinical and mental health consultations, as well chronic disease programs. The company works with companies by way of an exclusive partnership with Rede D'Or, Brazil's largest private hospital group, as well as the direct-to-consumer market. ViBe offers a B2C freemium model, and focuses on bringing the best digital primary care to 160 million Brazilians that depend on public health (SUS) for access to care. ViBe has a technology partnership with Doktor.se, a leading Swedish telemedicine company, and had over 500,000 downloads in December 2020 - with plans to reach 5 million downloads by December 2021.

Xylem (XYL) – is a leading global water technology company committed to solving critical water and infrastructure challenges with technological innovation. Its more than 16,000 diverse employees delivered a revenue of \$5.25 billion in 2019. The company is creating a more sustainable world by enabling its customers to optimize water and resource management, and helping communities in more than 150 countries become water-secure.

INDIVIDUAL

Cris Fernandez

Flavio Cesar de Carvalho Bastos

Jose Alencar Galvão de França

Geir Biledt

Esbjörn Larsson

Börje Jerner

The QUANT logo is positioned in the top left corner. It features the word "QUANT" in a bold, white, sans-serif font, followed by a small trademark symbol. To the right of the text is a circular icon containing a stylized smartphone with a signal tower above it. The background of the top half of the advertisement is a dark, industrial scene with a worker in an orange safety vest and a hard hat. Overlaid on this background is a network of white lines connecting various circular icons that represent different aspects of industrial maintenance and technology, such as a cloud download, a bar chart, a gear, a Wi-Fi signal, a battery level, a share symbol, a clock, a monitor, and a laptop. The overall aesthetic is high-tech and professional.

The global leader in industrial maintenance

SMART SERVICES FOR A SUSTAINABLE WORLD

From embedding superior safety practices and building a true maintenance culture, to implementing state of the art digital tools to optimise cost and productivity, our people make the difference.

We have extensive knowledge in various industries and actively share our best practices around the world.

Our experience covers more than 300 sites, in which we have changed the role of maintaining a cost center to a value generator for our customers.

www.quantservice.com

A inovação nos inspira

United. Inspired.

Não medimos esforços quando o assunto é inovação.
Desenvolvemos equipamentos com tecnologia de ponta para a mineração e construção, além de peças, serviços e consumíveis de classe mundial.

 **Epiroc**

www.epiroc.com/pt-br

Quant increases presence in Brazil with new maintenance contract at Mosaic

The company of Swedish origin will begin a new contract with operations in five cities in Brazil in the coming weeks. The challenging contract will involve more than 50 people.



Quant, the global leader in industrial maintenance based in Stockholm, has announced that it will start fulfilling a new contract at Mosaic in the coming weeks. Mosaic is a company dedicated to the production and distribution of fertilizers in major world markets.

The main objective of this challenge, which in its first stage contemplates a three-year duration, will focus on the building maintenance of administrative installations, including electric, civil, refrigeration and air conditioning maintenance in the

States of Minas Gerais, Goiás, São Paulo and Sergipe.

Maximiliano Aqueveque, regional manager of Quant Americas, said that "they will start operating at the Mosaic factories in Brazil with a team of highly trained professionals, who will lead the execution of our asset management plan. The objective is to develop work with the highest level of safety and optimize the operating costs of our new partner."

Aqueveque added that "they are currently implementing the program for the training and integration of new collaborators so that they become acquainted with Quants work model and methodology, in order to attain the operational objectives of clients."

The company, known for its high security standards with a history of more than 15 years without accidents in the industry of hydrocarbons and mining, also has a long history of good practices, success stories recognized by industry and governments, as well as ISO certifications that guarantee its management.

It is worth mentioning here that Quant operates various contracts in Brazil, as well as in the United States, Chile, Argentina and Mexico, as well as Europe, Asia and the Middle East. ■

Alfa Laval: Mining without dams

Alfa Laval exists to accelerate the success of its clients in different markets, especially in mining.

With the aim of providing more sustainable mining, Alfa Laval has been developing pioneer work in the introduction of the decanter technology in order to separate tailings, minimizing the need for dams.

The technology is known in other markets and more recently with promising references in our territory.

The process consists in submitting the mud of the mining process (water and minerals) to a force up to 3,000 times the force of gravity, which accelerates the separation of minerals and enables the return of clean water to the environment, minimizing environmental impacts and possible accidents.

More information can be found on this site: <https://www.alfalaval.com.br/industrias/mineracao-minerais-e-pigmentos/minerais-base-e-mineracao/>

Alfa Laval, which started in the separation of solutions, now deals in the production of specialized products and solutions for heavy industry. The products are used to heat, cool, separate and transport such products as oil, water, chemicals, beverages, foodstuffs, starch and pharmaceuticals. ■

ALDEC decanter



Apresentamos Tork PeakServe®.

Tork PeakServe® está disponível no tamanho standard, permitindo atender às necessidades de toda a instalação do seu cliente com o mesmo refil.



Tork PeakServe®
SKU. 0801552500



Tork PeakServe® Refil
SKU. 0805100585



Principais atributos:

- **Alta capacidade** – acima de 2100 toalhas
- **Recarga em uso** – reabasteça quando quiser
- **Rápido e fácil de abastecer** – 2x mais rápido
- **Distribuição rápida** – folhas saem em 3 segundos
- **Toalhas contínuas** – conectadas entre pacotes
- **Pacotes comprimidos** – mais papel em menos espaço



Prepare-se para momentos críticos com Tork PeakServe®

A maior capacidade do mercado* com pacotes que são compactados em

50%

O sistema Contínuo™ de toalhas Tork PeakServe® usa pacotes comprimidos para oferecer a **maior capacidade do mercado**, evitando assim o desabastecimento em horários de pico. Combinado à facilidade de uso, o sistema contínuo de Tork PeakServe® permite:



Otimizar o tempo das equipes de limpeza



Agilizar o fluxo nos ambientes



Reduzir espaço de armazenagem

*Comparado à maior toalha rolo do concorrente na Europa e América do Norte.

GO GLOBAL!

Turn Your Global Potential into Reality

We support and represent local companies that want to go global, and international companies that want to enter the South American market.

f in   /southpartner

+55 11 3887 5000
southpartner.com



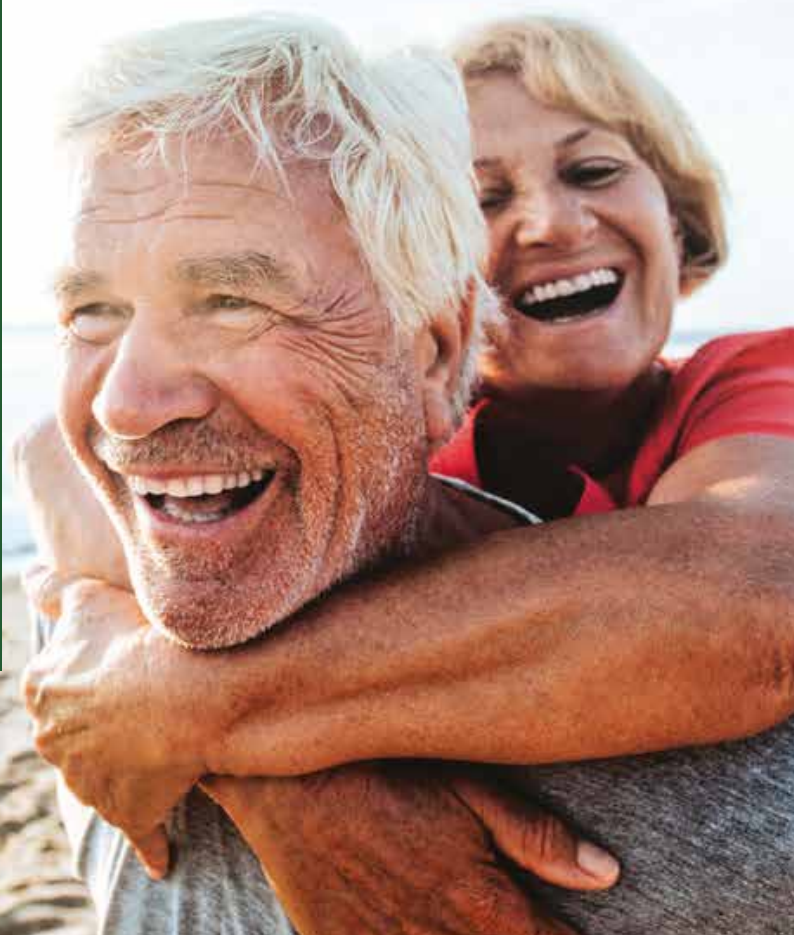
Southpartner



Cuidados renais que melhoram vidas

R. do Rocio, 291 – cj 92 – São Paulo – SP – Brasil
CEP 04552-000 – Tel.: +55 11 2137-4408

www.diaverum.com



2020: Another year or a universal chameleon?

By Carol Böttcher

“In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed.”
Charles Darwin



The transformation process we are forcibly undergoing caused by the current scenario has revolutionized our lives in all hemispheres. It impacted and redefined the life of every individual in society, affecting the way we work, live, learn, exist and co-exist. Changes which were foreseen to take place within years, have been accelerated into months and weeks in several areas of different industries. And quoting Aneel Chima and Ron Gutman, *“Covid-19 and its derivatives laid bare a “new normal” of change, marked by three dimensions:*

- *It’s perpetual — occurring all the time in an ongoing way.*
- *It’s pervasive — unfolding in multiple areas of life at once.*
- *It’s exponential — accelerating at an increasingly rapid rate.” **

Concluding 2020 and reviewing the events organized by our Human Capital Committee during this second semester, I believe it’s fair to state that we can be proud of having once again accomplished our mission. If on one hand we were forced to embrace this year’s implacable and

perhaps unwanted transformation process, on the other hand we had the opportunity to reinvent ourselves: innovating and thinking outside the box; making room for possible collaboration opportunities previously unexplored.

During a September strongly hit by the pandemic, we launched our cycle with an exceptional partnership with the Dutch Brazilian Chamber of Commerce, represented by Peggy De Rop, Managing Director of Dutcham. Further exploring the digital realm of Webinars, Peggy accepted our invitation to keep innovating cross-functionally between chambers in this first collaboration. Our chambers managed to successfully synchronize alignment while organizing our first event on Global Mobility, one of the most impacted areas of Human Resources by the pandemic and digital transformation.

Sharing insightful expertise on today’s tendencies of Global Mobility, we were delighted to have Patricia Tavares, Head of Global Mobility for the Americas at Unilever Brasil and co-founder of Brazil Talks. Patricia is an accomplished HR executive with broad experience in GM covering all of the Latin American region, standing out also internationally as an opinion leader on the subject matter. With her “Human Touch”, she shared valuable insights on challenges and new trends managing international movements of expatriates. Bringing a differentiated view as a *Third Culture Kid* herself, Patricia also highlighted the role of intercultural competence and language skills for professionals on the marketplace.

Proceeding with stamina and joining forces amidst the pandemic, we had the privilege to gather a selected group of notable executives, for an enriching panel on *“The Impact of Leadership on the Digital Transformation”*, which I had the pleasure to moderate. Celebrating the *Swedish-Brazilian*

Innovation Weeks, Adriano Machado (President of Höganäs for South America), Mauro Favero (Vice President for Latin America at Husqvarna Forest & Garden) and Nils Radsak (Head of Digitization, CDO and CIO of Audi do Brasil) donated their valuable time and expertise, sharing their personal views and experiences on remote effective leadership of multicultural teams during uncertain times, while impacted by technological transformation. In a dynamic and open conversation, our Guest Speakers interacted with participants from Brazil and Europe, providing some very relatable key takeaways for the new reality.

How often have we adapted to change?

Pandemic, technological transformation, artificial intelligence, automation, analytics, interconnectivity, innovation, mobility, remote leadership, diversity and inclusion, sustainability, sanitary protocols – are some of the buzz words shaping our new world, in which we must relearn what we have learned. Difficult? Most definitely not! Adaptability and resilience shall always find a way and persevere.

The changes caused by the pandemic clearly showed the importance of humanity's interdependence. And in this changing world, commitment and collaboration are necessary to co-exist and prevail: *"Coming together is a beginning; keeping together is progress; working together is success."* Henry Ford

Our deepest gratitude to all Guest Speakers, Associates, Participants and Collaborators, who made this challenging year happen – to our Managing Director Jonas Lindström for steering the wheel in stormy waters and to our Honorable Consul General for Sweden Dr. Renato Pacheco Neto, who continuously supports and encourages us in going the extra-mile.

** Chima, Aneel and Gutman, Ron. (2020) What it Takes to Lead Through an Era of Exponential Change—Harvard Business Review, October 2020.*

Carol Böttcher is coordinator of Swedcham's Human Capital Committee.

HUSQVARNA AUTOMOWER®

The robotic lawn mower handles your garden
24 hours a day x 7 days a week, with perfect results.

WORLD
LEADER IN
ROBOTIC
MOWER



Equipments for green areas maintenance with complete and high technology solutions, that give you more efficiency and productivity.

www.husqvarna.com.br



Husqvarna

The importance of private sector participation in the Brazilian public health care system

By **Marcio Zanetti***

A recent decree issued by the Brazilian Ministry of Economy to evaluate distinct private public partnership (PPP) models in health care and put into operations around 4,000 unfinished primary care units has sparked lots of criticism among politicians, academics, health care professionals and civil society. Many accused the Federal Government of intentions to “privatize” the Public Health Care System (SUS). In light of this outcry, President Bolsonaro decided to cancel the decree after only 24 hours of its issue.

With this very sad situation we lost a good opportunity to discuss a relevant way to increase the public health care system capacity, improve the quality of treatment provided to the population and free public resources to be used for other necessary projects. In my opinion, the accusations were started from interest groups and the opposition for political purposes, rather than from an ideological purpose. However, lack of knowledge of this important investment vehicle was the reason for this “theory” to spread over the social media and even by the mainstream media.

First, it is important to say that PPPs are not a way to privatize public services. The difference between traditional privatization or procurement and a PPP arrangement is that, in the latter case, responsibilities are typically divided between public and private entities, depending on which can best manage them.

We recently issued a white paper about the importance of PPP in emerging health markets, in collaboration with the IFC (you can find the article here: https://www.ifc.org/wps/wcm/connect/5c761f35-a19e-4107-adb1-0b74a71c1b2e/EIU+Briefing+Paper_PPPs_FINAL.pdf?MOD=AJPERES&CVID=n3gnBOB).

In this paper, we point to several PPP models, their applicability for health care systems and main considerations to be evaluated when considering a PPP in public healthcare systems.

Actually, PPP in public health care systems is a common investment modality; it has been used for many decades and in several countries, many of them with universal public health care coverage such as the Brazilian SUS.

In the UK, there is one version of PPP in the NHS called private finance initiative, initiated in the 1980s, whereby a private party takes care of the upfront funding and is paid over time by the government to develop, operate and maintain infrastructure under a certain level of service quality. This allows governments to leverage private funding to achieve faster infra-



structure development, and also requires adhering to strict rules surrounding public debt levels.

Currently, there are more than 130 healthcare PPP projects worth around £12 billion in UK.

Since the UK PFI model emerged, PPP models have made up an increasing share of all partnerships between the public and private sectors globally. Different types of PPPs typically span infrastructure and equipment, services, or a combination of the two in an integrated model. They also include both public and private sector inputs such as land, expertise, and funding.

Countries such as Australia, India, Lesotho, Mexico, Moldova, Nigeria, Romania, and the Philippines have already implemented PPP projects in health care with advisory from the World Bank, in various areas from primary care to imaging, diagnostics, and tertiary services.

Brazil has already developed several PPP initiatives in health care. The city of Belo Horizonte signed a PPP agreement in 2016 to remodel 77 primary care centers and build a new laboratory and sterilization center across the municipality to

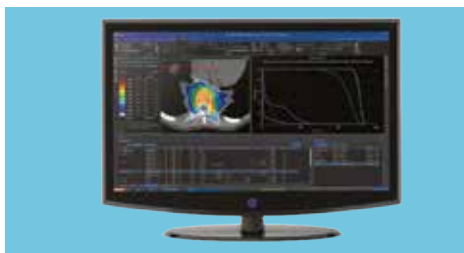
provide quality services to one million low- and middle-income residents. The winning consortium, APS BH, is expected to invest US\$ 115 million for new construction works, general infrastructure, providing low complexity medical equipment, as well as operating non-clinical services, such as cleaning, surveillance, laundry, sanitation, and maintenance.

Similarly, the State of Bahia has decided to partner with the private sector to provide people with critical imaging and telemedicine services, including radiology, mammography, resonance, tomography and hemodynamics through the State health care system. The AFP consortium, which was awarded the concession and is composed of Aliar, Phillips, and FIDI, built, operated and maintained imaging units in 12 hospitals at the State of Bahia, and will build and operate a new diagnostic center, where specialist medical staff will provide rapid diagnostic information to doctors back at the hospitals. AFP is expected to invest over US\$ 40 million in new medical equipment and infrastructure.

The Government of Bahia has also engaged in a PPP arrangement with a Brazilian regional health care company, Promedica, and the French company, Dalkia, specialized in facilities management and non-medical services to equip, maintain and operate Hospital do Suburbio. This hospital is a 298-bed hospital in one of the most underserved districts of Salvador. Hospital do Suburbio received several international awards, including one from the UN for improvement in public services.

We need to seriously discuss the participation of the private sector in public health care services if we intend to improve the quality of life of the low and middle income population in Brazil, especially now, when we face challenges of a pandemic that is draining important and scarce resources from the public health care national budget.

***Marcio Zanetti** is coordinator of Swedcham's Finance Committee.



We are Precision Radiation Medicine.

Elekta is committed to ensuring everyone in the world with cancer has access to—and benefits from—more precise, personalized radiotherapy treatments.

Focus where it matters.

elekta.com/PRM



Tax incentives for green and social bonds

By *Andreas Robert Beyersdorf**

On June 5, 2020, the Federal Government issued Decree No. 10.387, which extended certain tax benefits to sustainable debt securities, the so-called “green bonds” and “social bonds”, putting these bonds on a par with infrastructure or incentive debentures.

Green bonds are bonds generally bearing a fixed interest rate, intended for the implementation, expansion or refinancing of projects or assets that have a positive impact from an environmental point of view, while social bonds are bonds of the same kind that provide positive impacts to society.

Decree No. 10.387/20 promotes the financing of infrastructure projects with environmental and social benefits in the areas of transport, sanitation and energy, including such projects among those that can be classified as priority for the issuance of incentive debentures and thus, be entitled to the same tax benefits, namely: (i) exemption from income tax on income paid to individual investors or non-resident investors; and (ii) tax rate for legal entities resident in the country.

This should boost primary and secondary markets for these bonds in Brazil, attracting investors, both domestic and foreign, and providing funds at a lower cost to issuers. It is also of great interest for medium-sized companies because it encompasses smaller projects, which are not necessarily developed by concessionaires, permission holders or authorized companies for public services.

According to Decree No. 10.387/20, projects that provide relevant environmental or social benefits are, for instance: **(i) in the energy sector**, projects based on: (a) renewable technologies for generating solar, wind and waste energy; **(ii) in the urban mobility sector**, several non-motorized public transport and low-carbon public transport systems; **(iii) in the basic sanitation sector**, the systems of: (a) water supply; (b) sewage; (c) rainwater management and urban drainage; and (d) solid

urban waste management; and **(iv) projects in subnormal agglomerations (communities)** related to logistics and transportation, urban mobility, energy, telecommunications, broadcasting, basic sanitation and irrigation.

In 2019, green bond issuances reached a record of US\$ 255 billion worldwide. The estimate for 2020 is of US\$ 350 billion and for 2025, US\$ 1 trillion. Although, this market is quite new to Brazil, there is reportedly a huge restrained demand for Brazilian projects in the international market, where there are already dedicated funds and specific green investment policies. These investors are looking for projects with a sustainability stamp, which opens a trillion-dollar door to Brazilian companies.

At the latest UN Climate Conference, COP-25, more than 600 institutional investors, who control a total of US\$ 37 trillion in assets, signed a commitment to the goals of the Paris Agreement for transition to a low carbon economy.

The increasing figures of this market demonstrate a growing concern of investors with environment preservation and reveal the potential for the raising of private funds for social projects, in order to complement public investment. Issuers gain a reputation with the market showing that they have an environmental strategy and a social concern, while diversifying their investor base and reducing their funding costs.



***Andreas Robert Beyersdorf** has been rendering legal consulting and assistance to foreign investors in Brazil for over 20 years, as an associate with international law firms and financial institutions with a focus on mergers & acquisitions, corporate law, commercial contracts, banking & finance and capital markets. He is a member of Pacheco Neto Sanden Teisseire Advogados since 2010.

SEGURANÇA

QUE A SUA FROTA PRECISA.



Tecnologia, confiança e segurança para o seu negócio.



A Haldex fornece à indústria global de veículos comerciais sistemas de gerenciamento do ar e a melhor e mais completa linha de sistemas de freios eletrônicos e ajustadores, além de diversas outras soluções que proporcionam segurança e melhor desempenho à sua frota.

Conheça a linha de produtos Haldex e descubra as vantagens e benefícios para o seu negócio.

- ✓ Caminhões
- ✓ Ônibus
- ✓ Implementos Rodoviários
- ✓ Implementos Agrícolas
- ✓ Eixos



Saiba mais sobre nossos produtos acessando:
www.haldex.com/pt-br/brasil/
Tel.: +55 12 3935-4000



Driving our Future





NordicLight The joint-publication of the Swedish-Brazilian and the Norwegian-Brazilian Chambers of Commerce.

The opinions in this publication are those of authors or persons interviewed and, therefore, do not necessarily reflect the views of Swedcham, the NBCC, or the editor. The articles may be published as long as the source is mentioned. The information in this publication results from the most careful interviews and evaluations. Nevertheless, the use for commercial purposes is not the publisher's responsibility.

Editorial Council:

Sergio Quiroga do Cunha, Swedcham Chairman,
Jonas Lindström, Managing Director,
Laura Reid, Magazine Editor,
Peter Johansson, Swedish Consulate General,
Olle Widén, FinanZero.

Swedish-Brazilian Chamber of Commerce

Rua Oscar Freire 379, 12º andar
CEP: 01426-001 – São Paulo
Tel.: +55 11 3066 2550
Fax.: +55 11 3066 2598
www.swedcham.com.br
Managing Director: Jonas Lindström

Norwegian-Brazilian Chamber of Commerce

Rua Lauro Muller 116, sala 2401, Torre Rio Sul
CEP: 22290-160
Rio de Janeiro, Brazil
Tel.: +55 21 3544-0047 Fax: +55 21 3544-0044
info@nbcc.com.br
Executive Director: Runa Hestmann

Editor:

Laura Reid
laura@swedcham.com.br
Tel: 11 3066 2550
General Coordination and
Advertising Sales: Laura Reid

Design / Production:

Edson Borba - Graphic Design
edson@edsonborba.com
Tel.: Cel.: 11 98531-0553

Printing Company:

Elanders
Avenida Ferraz Alvim, 832 – Serraria
CEP 09980-025 Diadema – SP
Phone: +55 11 3195 3400

Business Center

Swedcham has a Business Center with all the possible infrastructure and equipment to organize events. Its adjustable rooms are an excellent option for members as well as non-members, who need a place to organize their meetings, courses and happy hours, among other events. All the environments offer internet access, WI-FI and multimedia equipment. The Swedcham Business Center includes a spacious auditorium with multimedia and a lounge to relax in and read Swedish and Brazilian newspapers and magazines or have your coffee break or happy hour. For more information, send us an e-mail at eventos@swedcham.com.br or call 11 3066-2550



Máquina de Cuidar Electrolux (LPE16)

Exclusiva Tecnologia Jatos Poderosos:
Lava profundamente, cuida perfeitamente.



¹ Até 100% de diluição
do sabão e do amaciante



³ 35% menos
desbotamento



² 50% menos desgaste



⁴ Economiza até 50L
de água

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

V O L V O

GREY Brasil

Dirija um Volvo rumo ao futuro.

Temos uma gama crescente de modelos eletrificados,
para que você dirija hoje com a eficiência e a sustentabilidade
que o futuro precisa. E vamos trabalhar toda a nossa
cadeia de valor para ter impacto neutro no clima até 2040.
Porque temos apenas um planeta.

