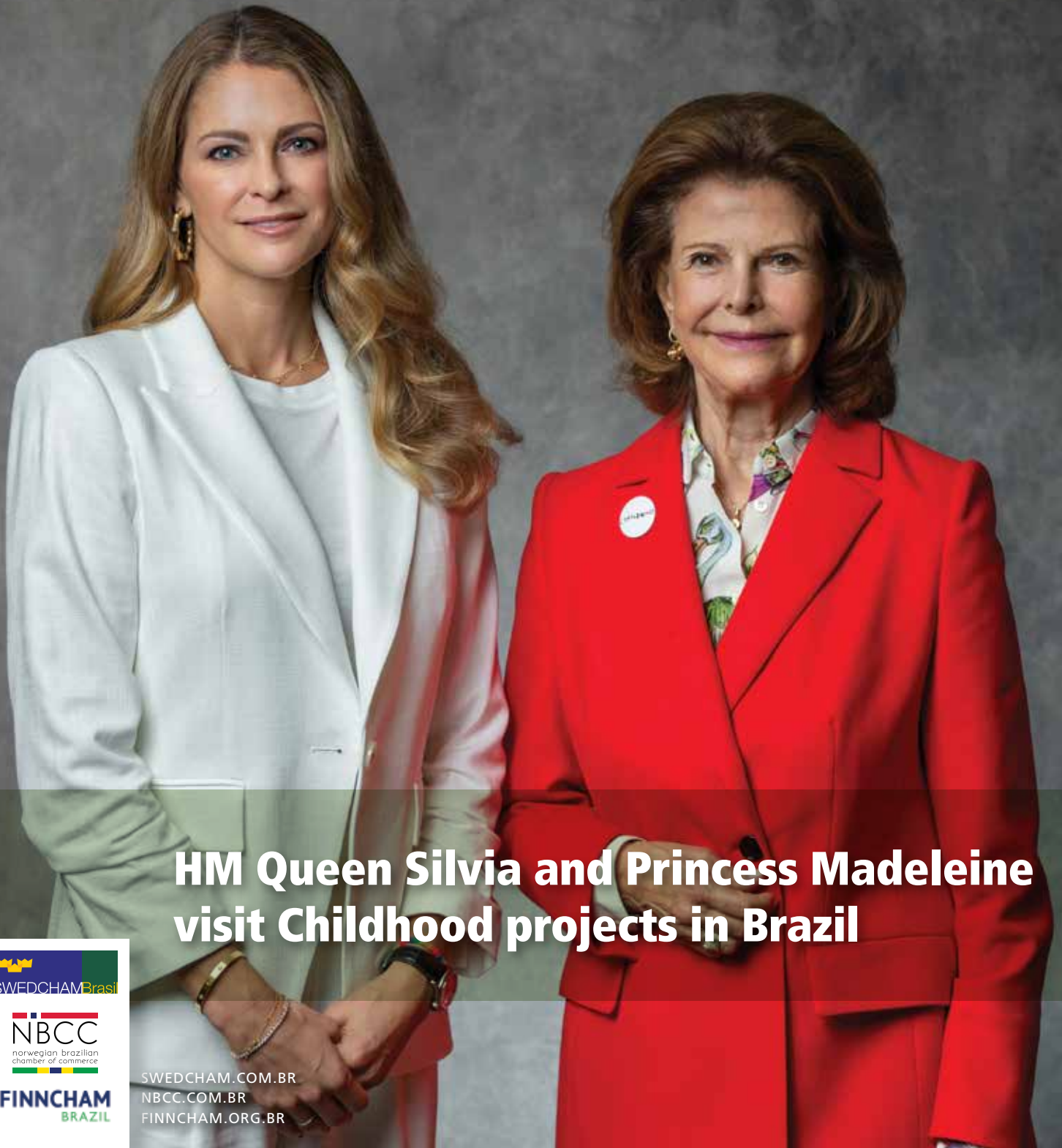


JULY – DECEMBER 2022

# NordicLight

A JOINT SWEDCHAM / NBCC / FINNCHAM PUBLICATION



**HM Queen Silvia and Princess Madeleine  
visit Childhood projects in Brazil**



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# NordicLight

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# Busy program for the King, the Queen and Princess Madeleine in Brazil



Photos on this page: Hugo Batista Nascimento / Prefeitura de Vitória da Conquista.

In the beginning of November, Princess Madeleine, Queen Silvia and King Carl Gustaf of Sweden visited the Queen's country of upbringing, Brazil. In connection with the visit, the King, Queen and Princess carried out activities with the World Childhood foundation in Bahia and São Paulo.

Queen Silvia's mother was Brazilian Alice Soares de Toledo and from 1947 to 1957, the Queen, born Silvia Renate Sommerlath, and her family lived in São Paulo.

In Bahia, the Royal Couple visited the *Complexo de Escuta Protegida* (Center for protected listening). At the newly opened center, made possible by Childhood, children and adolescents who are victims or witnesses of violence can report to qualified professionals in a safe and welcoming environment.

Inaugurated in 2021, the Center is the result of a technical cooperation between Childhood Brasil and the municipal government.

"I am very pleased because today I had the opportunity to see and hear from the professionals everything that has been developed in favor of each of the children. I understood here that it is possible for the public policy, security and justice systems to act as a single system, fully protecting children and young people", said the Queen in her speech in Vitória da Conquista.

In São Paulo, the Royal Couple and Princess Madeleine began their visit to *Na Mão Certa* (On the Right Track), a project that has been running for 16 years and targets truck drivers with the aim of bringing about changes in attitude and behavior regarding sexual abuse of children along the roads in Brazil.

Held at the headquarters of FIESP, in São Paulo, the *Na Mão Certa* meeting celebrated the achievements of the program, Childhood Brasil's main initiative with the private sector. For 16 years, the





Photo: Joel Silva.

program has been transforming the reality of sexual exploitation on Brazil's highways and waterways.

In addition to the speech by Queen Silvia, the event featured four different panels and recognition from partner companies and truck drivers.

King Carl Gustaf and Princess Madeleine participated in the event, together with Josué Gomes da Silva, president of FIESP, advisors of Childhood Brasil, representatives of partner companies, truck drivers and many others.

In São Paulo, the Royal Couple and Princess Madeleine also visited the *Resgatando Vidas* Center (Rescuing Lives Center) in the north zone of São Paulo. The Institute promotes citizenship and social transformation for children and young people through cultural and sports workshops and professional training offering activities in, for example, dance, music, sports and computer science.

The Gerando Falcões (Generating Hawks) network, of which the *Resgatando Vidas* Institute is a part, was one of the organizations that benefited from the donation from the "Care About the Children" Foundation, by Queen Silvia. The donation focused on distributing rechargeable cards for the purchase of hygiene products and food during the COVID-19 pandemic.



Princess Madeleine.  
(Photo Marina Malheiros)



From left, Princess Madeleine, Marcelo Condé, Elisa Camargo de Arruda Botelho Condé.  
(Photo Marina Malheiros)

## Other activities during the visit

### Dinner Event promoting Child Protection

With the aim of raising funds for programs and projects, a Dinner for Child Protection was held on November 10. The event was attended by King Carl XVI Gustaf, Queen Silvia, Princess Madeleine, and several advisors from Childhood Brasil. During the dinner, there was a charity raffle, a wine auction and an important speech by Supreme Court Minister Dias Tóffoli on children's rights. One of



Vandermir Francesconi Junior - First Director and Secretary at FIESP, Queen Silvia and Josué Gomes - Presidente of FIESP.  
(Foto: Joel Silva)



From left, Caio Alfaia (Childhood Brasil volunteer), Arthur José de Abreu Pereira (Childhood Brasil counsellor), Queen Silvia and Paulo Malzoni (Childhood Brasil counsellor). (Photo: Marina Malheiros)

the highlights of the dinner was the panel on child sexual violence, with the participation of activist Luciana Temer, from Instituto Liberta.

### Queen Silvia Nursing Award

Queen Silvia visited ViBe Saúde's office in São Paulo, emphasizing the importance of the partnership between the company and Queen Silvia Nursing Award International.

Vibe is a telehealth start-up bringing affordable, and accessible high-quality care to millions of people in Brazil. Vibe is the official organizer in Brazil of the Queen Silvia Nursing Award, recognizing international nursing talent.

HM Queen Silvia and Princess Madeleine visit Resgatando Vidas Institute. (Photo: Joel Silva)



Photo: Joel Silva.

The Queen Silvia Nursing Award is an international competition for nurses and nursing students, engaging the brightest minds and their most creative ideas to raise the nursing profession. Under the patronage of Her Majesty Queen Silvia of Sweden.

### The King visits the International Road Cargo Transport Trade Show - Fenatran

The King stopped by the Volvo Trucks and the Scania stands at the Fenatran International Road Cargo Transport Trade Show in Sao Paulo. Latin America is an important and growing market for many Swedish companies within the transport sector.

### About Childhood

The Queen founded Childhood in 1999 with the aim of safeguarding children's right to a safe and loving childhood, and especially working to improve the living conditions of children who are at risk of being exposed to violence or sexual abuse.

The Queen is the organization's honorary chairman and Princess Madeleine is honorary vice chairperson of Childhood. ■



Lais Peretto, Executive Director of Childhood Brasil.



A young girl with curly brown hair, wearing a red shirt and blue overalls, is holding a small white and green Tetra Pak carton. She is looking slightly upwards and to the right with a gentle smile. The background is a soft-focus outdoor scene with green foliage and a clear sky.

# Tetra Pak e Brasil: uma parceria de 65 anos

Inovação para a indústria de alimentos e bebidas com sustentabilidade e compromisso de proteger o que é bom: **os alimentos, as pessoas e o planeta.**

# Embassy Update



Photos on this page : Embaixada da Suécia/Divulgação.



## Sweden Brazil Innovation Week 2022

The 11th edition of the Sweden Brazil Innovation Week started out in Salvador, Bahia, on Monday the 7th of November 2022. For the first time since the pandemic, it was possible to arrange presentational events and seminars. From Sweden came a delegation of more than fifty people, eager to participate in the first presentational meetings in three years as the earlier two years all meetings of the Innovation Weeks had to be arranged online. Leading the Swedish delegation was the State Secretary, Ms. Sara Modig, representing the Ministry of Enterprise and Innovation. In the delegation were

also representatives from the Ministry for Foreign Affairs and the Ministry of Defense, SISP, Ignite, IVL, RISE, Vinnova, the Swedish Defense Materiel Administration, the Swedish Air Force and the company Saab. Among the events and meetings organized in Salvador were the High-Level Group on Aeronautics presenting the progress of the year within the bilateral cooperation, also a signing of a new Mobility Program took place. Most of the delegates visited the impressive Cimatec research center, an Embraer/Senai Innovation Institute, which presented the latest of its inventions on industry 4.0 as well as 3D-printing. The opening event was dedicated to AI in the Health sector with an impressive panel of speakers representing various areas of research and applied science within the field. Among the panelists, Ericsson presented how AI could be used for remote surgery. The panel also had representatives from SISP/Ignite, Linköping University, Fiocruz and Cimatec. However, the opening formally started with a signing of an MoU between Swedish SISP and Brazilian Anprotec for a further coopera-







Photo: Embaixada da Suécia/Divulgação.

tion with start-ups. The official opening key speeches were held by Sérgio de Freitas de Almeida, Deputy Vice-Minister from the Brazilian MCTI and the Swedish State Secretary Sara Modig. They talked about the great bilateral cooperation within science, innovation and business and promoted the continuation of the collaboration. During the program in Salvador yet another High-Level Meeting took place, on the Cooperation on Innovation (SGI). The action plan was presented for the bilateral cooperation on the four themati-



Photo: Saab/Divulgação.

cal areas Bio Economy, Health/Life Science, Sustainable Mining and Smart Cities. The State Secretary later concluded her stay in Salvador inaugurating the Swedish Institute Exposition, Re:Waste, at the Universidade Federal da Bahia. Thereafter she continued to São Paulo in order to visit the Saab factory in São Bernardo do Campo and participated at the Expo FENATRAN, one of the largest mobility fairs in LATAM. Before returning to Sweden, she participated in a CISB seminar at SWEDCHAM. ■



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**GETINGE** 



## *IKEA in South America – what happens next?*

*One of the most common questions I get as Trade Commissioner for Sweden is when will IKEA come to Brazil. Since IKEA have now opened their first store in South America, in Santiago, I thought it would be interesting to share with you where IKEA stand on possible further expansion in the region*

**By Andreas Rentner**

Let me start by introducing you to the IKEA International Sales department. It's part of Inter IKEA Systems B.V., the worldwide franchisor and owner of the IKEA concept based in Delft, the Netherlands. The team is furnishing and offering IKEA products to customers in countries that don't have IKEA stores, like Brazil. I met with Sabine Markert from the IKEA International Sales team and asked her to share a bit more about the development of the IKEA brand in South America, their expansion plans for the region, and how the International sales team can support Brazilian customers wanting to purchase IKEA products for their own use today.

***Congratulations, you have recently expanded your global footprint of physical stores by opening your first ever store in South America. Please tell us all about it.***

We are excited to now be in South America with Falabella, our newest franchisee and one of the largest retailers in the region. Chile is the first market we have entered, and the plan is to continue in Colombia next year. We opened our first IKEA store in Santiago on the 10th of August this year, as well as an e-commerce offer and pick-up points where

customers can collect their products. This store is located in a mall called Open Kennedy. We have many IKEA co-workers meeting all our excited new customers each day. Our next store in Chile opened on the 14th of December, and this is a traditional IKEA store. These new stores have been important milestones for IKEA and our starting point in South America.

***What are your plans for South America for the coming years?***

Colombia will be the next market we open in South America. The plan is to have the first store in the capital city Bogota in Autumn 2023, and two more

Sabine Markert from the  
IKEA International Sales







stores are planned to follow in 2024.

We are exploring and evaluating other potential markets in South America, but nothing has been decided yet. We need to make sure we are prepared with the best possible offer in each market, so we're going to focus on developing our concept in existing markets.

### ***How come IKEA hasn't entered Brazil yet? Can Brazilians still get access to the IKEA assortment today?***

Brazil is of course an interesting market, and one day we might be there as well, but at the moment we are focusing on Chile and Colombia. Meanwhile, we at IKEA International Sales are more than happy to support anyone in Brazil that would like to make an online purchase.

We want to reach as many people as possible with our range, and that includes countries that don't have an IKEA store. The IKEA International sales department can help consumers furnish their office, their house,

and more with the IKEA range. We carefully prepare and ship IKEA products from the Netherlands to private customers in bulk quantities. For example, if a customer is planning to renovate their home or if they have any project that needs to be furnished, they can reach out to us and our team in Delft will make sure they receive personalised service. We offer support from selecting the right products for their needs and organising shipping, to preparing the required export documents. Also, we work with external and expert internal interior designers to add a personalised touch to their space.

### ***Can you please describe how the order process actually works?***

First, we'd like to invite consumers to get inspired by our product range online at [IKEA.nl](https://www.ikea.nl), to get a feel for the style suitable for their hotel, office, or home. There are so many products to explore, as well as lots of inspiration for how to put it all together, so we invite consumers to have fun browsing and get creative! Once there is a clear idea of what to order and the size of the order, we would discuss together how to support depending on the needs.

Then, a shipping and goods quote is shared so the customer can calculate the estimated costs. Once approved, we'll start packing the order in our warehouse. When it's ready and the payment is approved, the container will be loaded by our logistics team and delivered to the customer with all the export documentation.

### ***How can an interested party reach out to you?***

You can visit our webpage where you can find all the detailed information about our offer or send an email to [international.sales@inter.ikea.com](mailto:international.sales@inter.ikea.com). We'll prepare a customised offer depending on the customers' preferences and the characteristics of their project. We'll stay in contact personally to make sure everything goes smoothly. Then all that's left to do for them is enjoy their new space!

### ***Finally, what do you believe will be the best selling Christmas gift from IKEA this year?***

This season at IKEA is special. This year we have a new winter collection inspired by Scandinavian handicraft, it has everything you need to turn your home into a holiday wonderland. I think our traditional cork Dhala horse can be the best seller. It is made from furniture manufacturing waste instead of the traditional red-painted wood. We want to make sustainable products a reality to as many as possible. The warmest wishes to all of you and yours this holiday season!

...Thank you Sabine for taking your time to share with me, and the readers of Nordic Light, the latest status on IKEA's expansion and offering for Brazil and the region. Many of us look forward to the day you decide to enter Brazil, until then, we meet you through the International Sales department. ■



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It is a true privilege having Her Majesty Queen Silvia as Honorary Member of our Board of Directors. In November, the Queen came to Brazil to visit several projects run by our partner organisation *Childhood Brasil*, and it was really impressive to see how much the King and the Queen are engaged in social and cultural projects of different kinds. Running a non-for-profit member organization has never been easy and it is not getting easier in our increasing VUCA reality full with: Volatility, Uncertainty, Complexity and Ambiguity, but the Chamber still stands on firm ground, also after the terrible pandemic. We depend on networking, relations and competence development and are now happy to see people present at our events In *Real Life* again.

A word that frequently comes up when talking about Nordic culture and values is **collaboration**, and I am really pleased that the Finnish Chamber and Team Finland in Brazil have contributed with many interesting articles to this magazine. Recently we hosted a hybrid event on how Nordic companies in Brazil work with ESG, and it was fantastic to see how similar we think and act. As from January 1st, Brazil will have a new president and government, and the political, financial and social challenges are many, but our country has always had its ups and downs and we are convinced that the nation will continue going in the right direction, preserving the pillars of democracy and a free press. This is the place to be, the country of the future, and the future is coming closer and closer day by day, that is undeniable...

In 2023 the Chamber will celebrate its 70th anniversary, and we plan to make a "lot of noise" around that fact with physical events and in traditional and digital media. Finally, I would like to wish all members and partners, old and new – a Merry Christmas and a Happy and Healthy New Year!



**Jonas Lindström**  
Managing Director,  
Swedish-Brazilian  
Chamber of Commerce



This has been an outstanding year for NBCC which was marked with many great events, strong collaboration amongst our members and celebration of new partnerships and new members.

In April, together with ABRAN we were able to bring a big Brazilian delegation to Nor-Shipping in Oslo, to strengthen the relationship between Norway and Brazil after a few years with travel restrictions during the pandemic - this was a success and there is no doubt that Norway and Brazil works hand in hand towards business promotion, energy transition and ESG.

In Brazil we started of the year with the Climate Change Event with Bjørn Otto Sverdrup and Viviana Coelho with very inspiring debates about climate warming and actions to tackle the challenge of emissions reduction and securing affordable and reliable source of energy to all.

In collaboration with the Norwegian Consulate, in May we share learnings and best practices of the ESG agenda of Norwegian companies in Brazil and we also reinforced important topics for our companies, such as the new Norwegian Transparency law.

We also had a great joint event of the working committees in August with great discussion within ESG. In September NBCC hosted our traditional ROG Dinner for over 700 people in pouring rain at the Sugar Loaf - a great success. In October we held an event in São Paulo in collaboration with Swedcam, showing a Nordic point of view of the ESG agenda in Brazil.

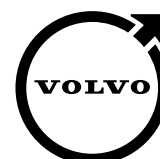
Looking forward to continue and enhance even further the collaboration in 2023 with many events in planning already, such as The role of RD&I in the energy transition, Nor-Shipping, El-ferries and many others.



**Volmir Korzeniewski**  
Chairman,  
Norwegian-Brazilian  
Chamber of Commerce.

## >> *Our Gold, Silver and Bronze Members*

### *Gold Members*





## Silver Members



## Bronze Members



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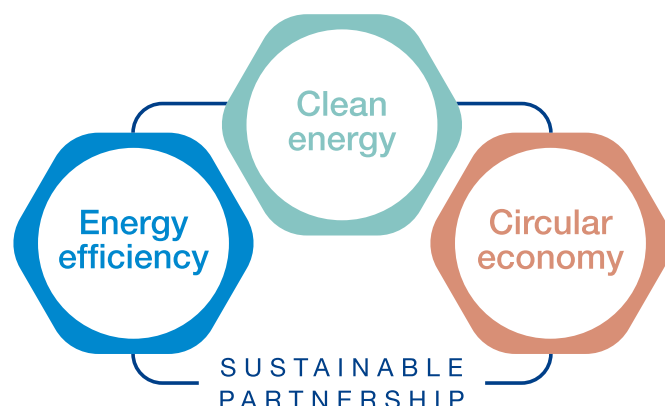


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# Sweden *in* São Paulo

By Peter Johansson  
Honorary Vice-Consul

*For this edition of Sweden in São Paulo we bring two interviews with important personalities from recent projects the Consulate General participated in.*

***Interview with Ian Bonde, CEO of health tech startup Vibe Saúde, who is responsible for the organization of the Queen Silvia Nursing Award in Brazil.***

***Please tell us a bit about the background to the Queen Silva Nursing Award and why Vibe Saúde choose to bring the award to Brazil?***

The Queen Silva Nursing Award, founded in 2012, is an international health competition for nurses and nursing students, under the patronage of Her Majesty Queen Silvia of Sweden, with the objective to engage the brightest minds and their most creative ideas to raise the nursing profession. The award aims to encourage these professionals and students to raise awareness of new and progressive ideas/projects that can help tackle our society's most pressing health issues, particularly within elderly and dementia care. It helps nurses uncover their innovative ideas and boost their opportunities around the world.

Vibe's purpose in representing the "Queen Silvia Nursing Award" in Brazil is to celebrate the impact of nurses' daily work, honoring these very important professionals, and in addition, to stimulate and attract new talent to the Sector.

***How has the response to the award offered in Brazil been during the first two editions, according to your opinion?***

Vibe and the Award had a substantial repercussion in the market, with over 50 press publications of the award, as well as the involvement of several important contributors in both the private and public sector – adding to the visibility of the Award and well as the importance of elderly care and dementia. The 2022 edition began in the third quarter of year, and on December 23rd new finalists will be announced.

***How is the winner to the award selected? What does the award consist of and who was the winner in the first edition?***

The submissions can be made by nurses and/or nursing students from all the countries partners between September 1st and November 1st at <https://qsna.awardsplatform.com/>. The candidate must be a scholar in Nursing at a University or work as a nurse or assistant nurse, including internship. In Brazil, for example, the theme of the Award for 2022 cycle was the humanized care for dementia and the elderly population in the Public Health System. The candidates selected had to have high standard projects with high scalability and applicable in SUS.

After Vibe collects and selects all the submissions received in the platform, an experienced Jury Committee is selected to evaluate the applications. Ideally, the Jury will have complementary backgrounds and skill sets such as nursing care, education, health-tech innovation, MedTech solutions, the public healthcare system, or even influential personalities within the healthcare sector.

The finalists present their ideas to the committee that then grade and vote on each of the presentations based on the following criteria: impact & social impact, challenges, focus on dementia and comparisons with similar projects.

***What are the plans for the future in Brazil?***

Our plans for Brazil are to continue supporting this wonderful initiative and continuously create valuable partnerships with private and governmental institutions that can provide knowledge, experience, influence and funding to scale not only the award, but serious an impactful initiatives focussed on elderly care and dementia.







### ***What kind of support and collaboration are you looking for?***

We are looking for further collaboration and contributions from players within and outside the healthcare market - partners, that like Vibe, believe in the social impact and value creation opportunities within the elderly and dementia care segment in Brazil.

### ***Interview with Camilla Larsson, Fund Manager and International Programmer at the Göteborg Film Fund.***

#### ***Please tell us a bit about the background to the Göteborg Film Fund and why Brazil was selected as a focus country in 2020?***

Göteborg Film Fund 2021 was an initiative by Göteborg Film Festival, to strengthen the film industry and contribute to a diversified culture and media landscape, with increased artistic freedom and freedom of speech.

It started as a pilot project 2021 and targeted a group of countries/regions with different challenges and preconditions. These are: Brazil, Kurdistan (the Kurdish areas in Iraq, Iran, Syria and Turkey), Sudan and Ukraine. Brazil was a natural choice since it was the focus country of Göteborg Film Festival 2020, when several Brazilian filmmakers visited the festival, and it became even more obvious than before that the Bolsonaro regime was a disaster for the Brazilian film industry, with financing cut and attempts to influence the content of the films and the voices of the filmmakers.

#### ***How was the response to the fund offered in Brazil, according to your opinion?***

The response was massive. Over 800 applications were submitted from Brazil, from all parts of the country. It was fantastic and overwhelming at the same time. We got a lot of interest and attention from media.



### ***How was the fund set up in Brazil? Why was this particular local partner chosen?***

After recommendations I contacted Rafael Sampaio at BRLab to ask if he wanted to join as an "ambassador" to spread the message and to make sure everybody knew about the fund, and if he was available for the selection committee. Luckily Rafael was more than enthusiastic and when we realised the amount of applications we were receiving he quickly recruited three more selection committee members in Brazil.

#### ***What projects were selected in Brazil?***

Five projects were supported with post-production support. "Alien Nights", by Sérgio de Carvalho, "Between the Colony and the Stars" by Lorrán Dias. "Rule 24" by Julia Murat, "Aunt Virginia" by Fabio Meira and "A Landless Woman" by Auritha Tabajara and Débora McDowell. Additionally five projects received development support: 2019, by Affonso Uchôa; "As novas severinas" by Eliza Capai; "Babado" by Camilla Freitas and João Vieira Torres; "Germano Black Society" by Everlane Moraes; "Laguna", by Maurilio Martins. Last but not least, two Innovative Distribution projects were selected for support: Vitrine Lab - "Expanded" and Chuvisco project - "A Bruddha's Mind".

#### ***What are the plans for the future in Brazil?***

Since the pilot project we have worked on the financing of a permanent fund. Right now, during 2022 and the first half of 2023 we are engaged in a support programme for Ukrainian filmmakers, with financing from The Postcode Foundation, the Swedish Institute and Region Västra Götaland, containing development grants for filmmakers working in Ukraine, promotion support to reach international audiences and residencies for filmmakers in Gothenburg. For Brazil (possibly extended to more countries in Latin America) we really would like to find a way to continue what we started. Why not in cooperation with for example BRLab, Ponte Nordica and Swedish companies in the country and region. We are thinking that there are Swedish and Nordic companies out there that would be interested in investing in being part of strengthening the Brazilian film culture and the diversity within it, together with us.

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.

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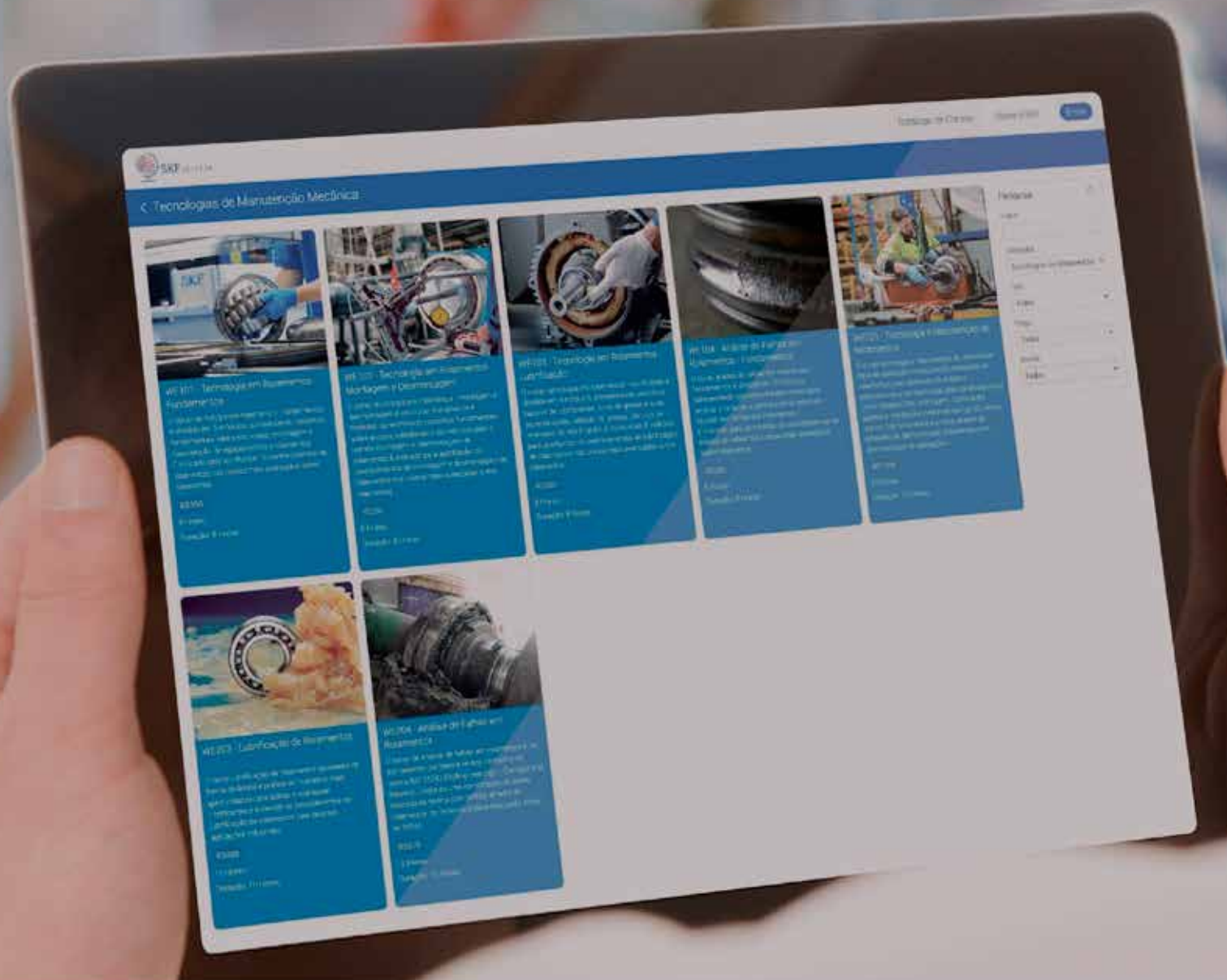
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# Sweden *in* Rio

By Jan Lomholdt  
Honorary Consul General

This year marked a special and exciting time for the Swedish Consulate in Rio de Janeiro. Besides the restart of its presential activities and engagement with partners, 2022 celebrated the 50th anniversary of the Conference on the Human Environment in Stockholm and the 30th anniversary of the United Nations Conference on Environment and Development in Rio de Janeiro. These global gatherings were a pivotal moment in asserting that climate change is one of our biggest challenges and that sustainability is the way forward to a prosperous future. After hosting the first UN conference on the environment in 1972, Sweden continued to work towards developing sustainable practices and is today an environmental pioneer. It is with great enthusiasm that the sustainability flag has been the leading compass to the activities of Sweden in Rio de Janeiro, and building a bridge between Brazil and Sweden

## Consulate celebrates the Swedish National Day

It was a outstanding moment for the Consulate to celebrate Sweden's national day during the opening of Environment week and the Stockholm Junior Water Prize Awards Ceremony in Museum of Tomorrow on June 6<sup>th</sup> (More details about the Junior Water Prize can be found on page 26 of this magazine). Sustainability and waste management were at the heart of the celebration with the inauguration of the Re-waste exhibition and discussions about Stockholm +50 and Rio +30. The highlight of the national day celebrations was the award of Swede of the Year given to Pia Sundhage and the illumination of Brazil's most famous landmark: Christ the Redeemer.



## Swede of the Year

We had the honor to award Pia Sundhage as the Swede of the year 2022 for her outstanding contribution to Rio de Janeiro. The Award in Rio de Janeiro recognizes and values Swedish citizens who make a significant contribution to bilateral relations between Sweden and Brazil. Pia Sundhage is a Swedish former professional footballer and current coach of the Brazilian women's national football team, with 146 caps and 71 goals scored for Sweden. Pia is a reference in the world of football and recently won the title of *2022 Copa América Feminina* with Brazil's women's national football team.

## Stockholm +50 and Rio +30

The State department of environment and the Rio 2030 initiative held sessions on the connections between Rio and Sweden as the hosts of the global environment conferences in Stockholm in 1972 and Rio in 1992.







### ***The opening of “Re-waste: How Sweden is rethinking resource” in Museu do Amanha***

The Consulate in Rio inaugurated for the first time the exhibition: “Re-waste: How Sweden is rethinking resource” designed by the Swedish Institute. The opening ceremony was hosted by the interim ambassador Anders Wollter and Consul General Honorary Jan Lomholdt. The sample addresses waste management, circular economy, and the ways Sweden has found to minimize the impact of waste. The exhibition was displayed for seven days at the Museum of tomorrow – The largest museum in Brazil.

### ***The historic Christ the Redeemer is illuminated with Swedish Flag colors***

On the Swedish national day, the lights of Christ the Redeemer became blue and yellow, the colors of the Swedish flag. This gesture is an unprecedented tribute organized by the Consulate in honor of the Swedish people and values as well as to all friends of Sweden in Brazil. With great joy, Ambassador Anders Wollter was present during the illumination of the monument and sent a message of celebration through social media: “Today we celebrate what Sweden is and what we Swedes are all about. We celebrate our democracy, our values, and respect for all. But we also celebrate the strong ties between Sweden and Brazil. When Brazilians and Swedes unite, they achieve great things together, this is not just a diplomatic speech. It is a fact. A fact proved by our partnerships over 200 years of bilateral relations.”



### ***Consulate continues to forward sustainability and waste management***

During 2022, the Swedish Consulate has participated in and supported different activities around the 2030 Agenda on both state and municipal levels. These initiatives have an emphasis on prioritizing the green agenda, which is a rather new shared value between Sweden and Brazil. The state of Rio has shown its commitment to sustainability and leading position on the green Brazilian agenda. This position has strengthened the ties between Sweden and Brazil, as sustainability has fundamental importance to Sweden. One example is the commitment of the state of Rio de Janeiro in cooperation with BNDES to the reforestation of the Atlantic Forest through the planting of seedlings of endemic species of the biome in the territories of Rio de Janeiro.

The Consulate has also been invited to participate in honoring the municipal public school initiative in Rio on the green agenda by addressing waste management. The second sample of the Re-waste exhibition was inaugurated at Cidades das Artes during the II Children and Youth Municipal Conference for the Environment Sustainable Rio. The conference received around 3000 elementary students who presented over 30 projects on sustainability and the environment. Consul General Honorary, Jan Lomholdt had the honor to hand over a prize to the participants at the closing ceremony. Once again, the youth play a vital role in the future and prosperity.



Finally, the Consulate has introduced Plogging in different events about waste management and beach cleaning. For a city like Rio de Janeiro, such initiatives are crucial, especially when we look at the importance of the ocean and beaches for our overall health and economy.

# Innovation and Sustainability Committee launches ESG Handbook

By Karin Vecchiatti\*



Gisele Lamas from Alfa Laval, Georgia Silva from Epiroc, Flavia Benedicto from Getinge and Karin Vecchiatti present main topics covered by the ESG Handbook on the November 10 event.

ability within organizations generate positive impacts that end up resonating in society. But the Award also showed that there is still much to be learned and done: companies are diverse, contexts and sectors are very different from each other and, above all, a lot of attention and time are needed for changes to take place.

Medium and small organizations face great challenges while implementing strategies focused on sustainability. This does not mean that large companies are necessarily more efficient or that creating a culture for sustainability is easier in large organizations. But they certainly can find greater opportunities assigning budget, staff, and accessing new technology or information. Smaller organizations or smaller teams, on the other hand, often need to face these challenges with an extra dose of creativity when adapting budget or adjusting teams. All, however, need a lot of sense of purpose.

Based on these challenges, Swedcham's Innova-

Between August and October 2022, employees from seven Swedish companies<sup>1</sup> operating in Brazil met with Swedcham's Innovation and Sustainability Committee to discuss environmental, social and governance (ESG) issues that have been drawing much attention from various organizations around the world.

The impulse behind these meetings began with Swedcham's 2021 ESG Award promoted by the Swedish Embassy in Brazil. Since then, it certainly became important to broaden the debate about ESG practices, seeking to share ideas and improve actions.

The award's objective was to acknowledge Swedish companies in Brazil in two categories: Sustainability Awareness and Performance, and Gender Equality. The Sustainability category focused on projects that contribute to the transition towards a low-carbon economy, highlighting those able to transform supply chains. The Gender Equality category sought to acknowledge projects that encourage women's performance in the corporate world.

This experience brought together very interesting cases that could certainly inspire other companies. It showed how fundamental ingredients such as training leaders and investing in creating a culture for sustain-



Work in progress: the ESG Handbook project is presented to Ambassador Karin Wallensteen in October 2022.



Semcon, Ferring, Epiroc and Husqvarna participate in the project's kick off meeting with Jonas Lindström and Karin Vecchiatti in August 2022.

tion and Sustainability Committee decided this year to bring together a group of employees from Swedish companies in Brazil to discuss issues related to the reduction of carbon emissions, and related to diversity and inclusion. Through a series of round table talks, the project aimed to identify topics that could help spread these important themes on the ESG agenda, mainly among medium and small companies. The result presented in the **ESG Handbook** is useful for fostering learning and debate in various organizations. Cases presented are from Swedish companies of different sizes and sectors and focus on strategies for a low-carbon economy and actions for diversity and inclusion.

Several examples in this Handbook suggest a change in administrative strategies and a review of the role of organizations in different contexts. They show how these changes are often associated with technological innovation, as well as with innovation in the business culture. After all, companies are



increasingly given the task of solving problems caused by production and management methods that are currently out of step with contemporary needs. In the not-too-long term, paying attention to these solutions may be one of the best investments organizations can and should make.

*<sup>1</sup> Alfa Laval, Epiroc, Ferring, Getinge, Höganäs, Husqvarna, Semcon*

*\*Karin Vecchiatti is Project Leader and Coordinator for Swedcham's Committee for Innovation & Sustainability.*

# PRODUCT DEVELOPMENT BASED ON HUMAN BEHAVIOUR.

## Stockholm Junior Water Prize Brazil: The Brazilian Youth Science Journey to the Global Podium in Stockholm

*By Witan Silva*



Finalists, teachers, and organizing team in the Brazilian Final of the Stockholm Junior Water Prize Award at Tomorrow Museum in RJ.

Promoted by the Brazilian Association of Sanitary and Environmental Engineering (ABES) through the program Young Professionals of Sanitation (JPS) and the Brazilian Chamber of Commerce in Sweden (Brazilcham Sweden), the last editions of the SJWP in Brazil have achieved remarkable milestones and shown the power of the Brazilian youth science.

As a result of relentless volunteer work, the award has become a powerful channel for social mobilization, scientific dissemination, and appreciation of education. Against

a backdrop of a lack of investment and language barriers, the Brazilian organizers saw in mentoring of teachers and students a way to empower and transform teenagers into proper authorities when the subject is water.

In the 2021 edition, Brazil, through the Project: "Development of a Microplastic Retention Mechanism in Water Treatment Plants (WTPs)" by student Gabriel Fernandes, under the guidance of Professor Fernanda Poleza from Colégio São José - Itajaí / Santa Catarina - reached more than 56 thousand votes that guaranteed the People's Choice Award. This unprecedented achievement put





from left to right: Witan Pereira Silva, National Coordinator of the Stockholm Junior Water Prize, Elisa Sohlman, CEO of Brazilcham Sweden, Laura Drebes, winning student, Flávia Twardowski, mentoring professor, Camilly Pereira, winning student, José Ricardo Ferreira de Brito, State Secretary for Environment and Sustainability, and Miguel Fernández y Fernández, President of ABES-Rio.

Brazil, for the first time, on the worldwide SJWP podium.

The year 2022, by itself, represented for all humanity a historical moment, either by the resumption of face-to-face events, after one of the greatest health crises, and for the 50th anniversary of the Stockholm Conference - an event that resulted in the first document of international law to recognize the human right to a quality environment - and 30 years of Eco 92 - an event that generated Agenda 21 and the Earth Charter. With this, the 2022 edition proposed a bold agenda establishing the Award as a bridge between the Stockholm+50 and Rio2030 Conferences (Rio+30) on June 6, at the Museum of Tomorrow, in Rio de Janeiro city.

The event brought together the academic community, representatives of national and international governments, companies, the third sector, and civil society in panels that discussed: the legacy of international conferences, the green economy, the role of youth in achieving the SDGs, the Amazon, and sustainable fashion through a Blue Carpet - a fashion show that proposed action beyond discourse, leading guests at the awards ceremony to wear pieces with materials, concepts, and biomimetic uses related to circular economy and sustainability.

Considered the climax of the conference, the SJWP finalists presentation enchanted an audience of more than 300 people who followed the event in person at the museum of tomorrow auditorium and more than 700

participants who followed it virtually on YouTube.

The chosen ones of the night to represent Brazil in the international final were the students of the Federal Institute of Education, Science and Technology of Rio Grande do Sul (IFRS) - Osório Campus, Camilly Pereira dos Santos and Laura Nedel Drebes, authors of the Project: "Sustainpads: Sustainable And Accessible Absorbents From Industrial Sub-Products" under the guidance of Professor Flávia Santos Twardowski Pinto.

Towards the final stretch of the Award, the Brazilian delegation embarked for Stockholm carrying in their luggage dreams and a powerful purpose: to discuss menstrual dignity and the urgent need for access to low-cost hygiene supplies, produced with zero environmental impact and minimal water consumption.

The Brazilian women's project generated frisson among the judges by bringing an innovative perspective to the traditional discussions by dealing with menstrual poverty directly related to water, either in the production



Crown Princess Victoria of Sweden, Laura Drebes and Camilly Pereira, winners of the SJWP Diploma of Excellence 2022.



Sabrina Sato Rahal, TV Globo host and actress, Laura Drebes student winner of the SJWP Diploma of Excellence 2022, Isis Valverde, TV Globo actress, Camilly Pereira student winner of the SJWP Diploma of Excellence 2022, Linn da Quebrada, singer, songwriter, actress and trans activist.

or in the impact of the disposal of absorbents.

The result was the achievement of the Diploma of Excellence, considered the second place in the international competition. The Award guaranteed Brazil, for the second year in a row, the highest recognition of the science produced by young people worldwide.

Back in Brazil, students Laura Drebes and Camilly Pereira and teacher Flávia Twardowski received several honors and awards, as well as participating in newspaper interviews on several national television channels.

The Brazilian performance is the result of the investment of companies such as CEDAE, SCANIA, XYLEM and SABESP, which invest in Brazilian youth science and made possible the continuity of the Award in the country. In addition, the effort of partners such as Compactor (Cia de Canetas Compactor), BOCOM BBM Bank, ABES Rio de Janeiro State Section, Swedish General Consulate in Rio de Janeiro, Fersan Assessoria Jurídica and FIB Assessoria ensured that all Brazilian finalists could live one of the most significant experiences.

Finally, it is fundamental to highlight the support role provided by the Government of the State of Rio de Janeiro, through the State Secretariat of Environment and Sustainability - SEAS and the State Institute of Environment - INEA, the City Hall of Rio de Janeiro, through its Municipal Secretariat of Environment - SMAC, the Women of Brazil Group, the Bandeirantes Group, the Brazilian Foreign Trade Association - AEB the Iguá Institute, the Brazil-Portugal Midwest Chamber of Commerce,



Flávia Twardowski, supervising teacher, Camilly Pereira Laura Drebes, winning students

FECOMEX, the Brazilian Support Service to Micro and Small Enterprises - SEBRAE Brasília, and the Brazilian Association of Professionals for Sustainable Development - ABRAPS, which through the mentoring program contributed in a unique way to the high-level training of students. ■



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From the left, Viviane Ringback (Swedcham), Alexandra from EVCOM, Jonas Lindström (Swedcham), Thiago and Carol from EVCOM).



## *Xmas Luncheon and Football Game!*

Swedcham hosted its annual Christmas Luncheon on the 9th of December at the Scandinavian Lutheran Church in São Paulo, being the first Christmas event since 2019 due to the pandemic. The event offered lots of music, drinks, and customary delicious Swedish Christmas food (julbord) including gravad lax (classic marinated salmon), rökt lax (smoked salmon), sill (marinated herring), prinskorv (mini sausages), Janssons frestelse (grated potatoes with anchovies), rödbetssallad (beetroot salad) and much more.

It was not only a day to celebrate Christmas and the end of the year, - Brazil was also playing the quarterfinal in the World Cup against Croatia. Therefore, we made sure to have a well-stocked open bar containing beer, caipirinhas, different types of wines, and schnapps, which was perhaps needed when Brazil ended up losing to Croatia on penalties.

Even though Brazil lost, we kept the Christmas spirit alive by raffling off prizes such as **Thule** backpacks, a dinner at **Hotel Emiliano**, wines from **Urban Wines**, table decorations from the restaurant **O Escandinavo** and kitchen appliances such as a refrigerator and wine cooler from **Electrolux**. Swedcham wishes to give special thanks to the sponsors – you saved the party!

The Managing Director Jonas Lindström gave a speech in which he thanked the Board of Directors, all members, staff, and committee coordinators, as well as Buffet Cicareli for the terrific food and drinks that were served throughout the event, and DJ Vagão for the Christmas music.

Hopefully both Brazil and Sweden will make it to the next World Cup in 2026. If so, the Chamber will organize more blue, yellow and green events like this!





Adriano Machado (in yellow shirt), President at Höganäs Brasil with parts of his team.

Swedcham's Chairman Sergio Quiroga (with the microphone) and parts of the Chamber's Board of Directors.



São Paulo Consul Renato Pacheco with colleagues and friends at the Pacheco Neto, Sanden and Teisseire Law Firm.



GRIPEN BRASILEIRO

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Formas inteligentes de trabalho, tecnologias inovadoras e uma estreita cooperação com a Força Aérea Brasileira (FAB) são fundamentais para o sucesso do Programa Gripen. Mais do que aumentar a capacidade operacional da FAB, o processo de transferência de tecnologia gera conhecimento para as empresas brasileiras realizarem o desenvolvimento, produção e manutenção do caça no Brasil.

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## FinnCham Brazil completes its first 10 years

*An interview with the founder and Chairman of FinnCham Brazil, Jan R. E. Jarne*

### How big is the Finnish business community?

There are around 60 concerns with investments in the country in addition to several hundred companies that have commercial representations.

Our Chamber has a good cross section of companies representative of the Finnish economy. Finland has a strong base in technology industries, with several of the global players present in Brazil; such as in telecom and mobility, mining equipment, forestry equipment, materials handling, and engineering. We also have leading tech companies in education, health, security, to name a few.

### As a person with a financial background, what led you to found FinnCham?

I had already been Honorary Consul General of Finland for several years seeing Finland as the only Nordic Country without a Chamber of Commerce. Frankly, it began to bother me as a Finn, which eventually led me to undertake an initiative and a personal mission.

### How was the beginning?

The first steps were challenging. In the absence of sponsors within the business community, I opted for a lighter version of establishing a Business Council instead of a Chamber of Commerce of higher administrative costs.

I sought out Renato Pacheco, a prominent lawyer in the European Union business community, to jointly take on the challenge and to draft bylaws to mirror those of a future Chamber.

The Business Council had an elected governing body with working committees created to attract the interest and participation of associates and new members.

The next institutional move was the unanimous approval of the Brazil-Finland Business Council as full member of Eurocâmaras (Association of Chambers of Commerce of the European Union in Brazil).

Having been re-elected for second term in office, my first motion approved by the Executive Board was the change of status from Business

Council to Brazil Finland Chamber of Commerce and Industry ("FinnCham Brazil").

Regional offices were opened in Rio, Belo Horizonte and Curitiba, more than doubling the number of associated members.

In terms of international expansion, FinnCham Brazil joined the international network of The Chamber of Commerce of Finland, which includes 19 regional Chambers in Finland and 37 Bilateral Finnish Chambers/Business Councils abroad. We are the first officially accredited in Latin America.

Also in this period, the Finnish government's Team Finland initiative for the formulation of strategic international trade and investment policies became active in Brazil. The two core members of the program are the Embassy of Finland and Consulates, and Business Finland. FinnCham Brazil, as a local representative body for Finnish business interests in Brazil, entered as an extended member.

### How do you see the next 10 years?

Finland has become more widely known in Brazil and frequently present in the media. Finland is highly export-oriented and is advancing a model of platform economy of digital transformation. Similarly, Brazil has also grown in importance opening the market for Finnish digital industries in new areas such as: circular economy, renewable energy, health, mining, aerospace, defense and security. The bilateral commercial relations are very promising and that also augurs well in the next ten years for FinnCham Brazil. ■

[www.finncham.org.br/portal/](http://www.finncham.org.br/portal/)

# Finland: The Best-Kept Secret in Healthcare

*By Heidi Virta*



**W**hat is behind a sound medical decision? In Finland, we would answer, "teamwork." Medical science is more akin to the launch of rockets than most people think. We remember the first steps on the moon more often than the crowds of scientists who strived to make that possible. In medicine, new possibilities are making the work of doctors easier, more reliable, and more efficient, and the number of supporting people behind our front-facing doctors is growing. Doctors are now the tip of the iceberg of modern health management.

Twenty years ago, genomic medicine was closer to the science fiction section of a bookshop than to our hospitals; today, many exciting building blocks for medicine are readily and affordably available commercially and many more are being commercially developed.

In one decade, computing power costs decreased, our laws on patient data anonymization evolved, acceptance by citizens to be part of big data health analysis became commonplace, the costs and the quality of connectivity made constant monitoring available. Monitoring devices have become cheaper and their functionalities unimaginably vast. The cost of genomic analysis also decreased in the last 10 years.

In Finland, we have been following all these developments and Business Finland has financed the development of technology and the creation of public-private partnerships with groups of companies to make the

world a healthier place in a cost-effective and ethical manner.

Our engineers are developing sensors to monitor the daily functioning of our bodies. Many companies are very active in this field: Oura has developed a ring to keep track of well-being, BrainCare offers a device to monitor epilepsy, Kamu portable tools monitor asthma and Heart2Save tools monitor cardiac arrhythmia.

Computer science and image processing are key in the health sector, too. Some of our companies are trying to ease the work of surgeons and health practitioners: Adesante provides a virtual reality tool for surgery planning, while Varjo offers virtual reality goggles for clinical training and surgery planning.

We believe in the power of statistical significance and have created together with the world's major pharmaceutical companies the FINNGEN project, where a growing genetic data bank of 500,000 individuals is used to perform genetic analysis to unlock the mechanisms behind various diseases and many of the processes behind aging.

I should also mention our digital precision cancer medicine project iCan, where we do research on molecular cellular profiling to analyze tumors, ex-vivo drug screening, single-cell RNA sequencing, T-Cell in-depth immune profiling, and much more. It is exciting to see how arrangements of atoms in molecules can uncover the secret of sickness and health, and how science gives us hope in our relentless fight against cancer.

Health and happiness are the pillars of human dignity. We have taken healthcare very seriously. Our health system is considered one of the most efficient in the world, and our country has ranked as the happiest in the world for four straight years. We would love all countries to be just as

healthy and happy. We would like to encourage Brazil's healthcare professionals to partner with Finland, to share Brazil's great wealth of medical expertise with us and be part of a collective effort to enhance global health. ■



Heidi Virta, Senior Director,  
Head of Region Latin America -  
Business Finland.





# Brazil on the way to be the next New Space power

By Ana Paula Cordeiro

Shall we talk about Brazil's potential in the New Space segment? Whenever the historic achievements of the space industry are mentioned, the main associations revolve around the great traditional space programs started in the 1960s or the more recent pro-science programs like NASA's Mars exploration mission and the James Webb Space Telescope between NASA, the European Space Agency (ESA) and the Canadian Space Agency (CSA). The technological achievements of these missions and joint projects in the *Traditional Space* area are undeniable, but I would like to reflect on the paradigm shift with the advent of the *New Space* segment and the opportunities that Brazil currently has in the sector.

Unlike the traditional space industry, the demand met by the New Space Sector is primarily generated by, and funded by, the private market. Today we talk about commercial use of space, which includes *Space-for-Earth* economies (telecommunications, internet, Earth observation, satellite launches, etc.) and *Space-for-Space* (space tourism, moon or asteroid mining, colonization on Mars, etc.). Thirty years ago, the entry of private equity companies such as SpaceX, Blue Origin and Virgin Orbit into the space sector would be seen with suspicion, but in today's reality such companies play an important role in the global space ecosystem.

This new dynamic, with the presence of private capital in the New Space segment, not only creates new players in the sector, but also directs and accelerates R&D towards areas of high commercial demand for a quick return. And for this technological innovation ecosystem to be perfectly sustainable, in addition to being in tune with commercial demands, New Space companies need to be in constant interaction with Govern-

ments, Universities and R&D Institutes.

ICEYE is an example of the success of the interaction between all these actors. Since ICEYE started serving the Brazilian market in 2019, the number of customers and the demand for applications of its constellation's SAR data has increased exponentially. Due to meteorological conditions in Brazil, with up to eight months of high cloudiness during the year, the use of SAR imaging becomes essential for all these applications.

For ICEYE, in addition to being a very important market, Brazil also has great potential for establishing strategic partnerships to meet the current and future demands of its customers. There are several reasons: the Brazilian aerospace industry is internationally recognized for its technology and resilience; the intellectual capital and R&D quality of Brazilian universities and institutions such as INPE are references for several countries; existence of government support for the sector; and the possibility of launching from the Alcântara Launch Center, in Maranhão.

Brazil is one of the few countries that meet all the conditions for end-to-end performance in the space market, in a commercially viable way. As ICEYE continues to grow worldwide, opportunities for Brazilian partners to participate in this ecosystem will increase. Software development, subsystems, applications, manufacturing, testing, release. The sky is the limit.

Our work in Brazil is already being written and will have important consequences. I invite everyone to follow the scenes of the next chapters. ■



Ana Paula Cordeiro, Vice President LATAM at ICEYE.

# Wireless Cellular Networks and Nordic countries

*By Wilson Cardoso,  
Nokia's CTO for Latin America*

In 1986, the European Commission proposed reserving the 900 MHz spectrum band for GSM. It was long believed that the former Finnish prime minister Harri Holkeri made the world's first GSM call on 1 July 1991, calling Kaarina Suonio (deputy mayor of the city of Tampere) using a network built by Nokia and Siemens and operated by Radiolinja. The following year saw the sending of the first short messaging service (SMS or "text message") message, and Vodafone UK and Telecom Finland signed the first international roaming agreement.

After 30 years of continuous development, now we can with 5G connect people with speeds that make use of Internet at every moment, helping us with our daily activities from banking to education, from entertainment to healthcare based on technology and solutions developed by the Nordic countries. Take a second and try to remember your first data connections with 3G with low speed data and limited coverage.

We now we are facing a new edge, with 2G we can count with voice and messages, with 3G we started the first data transmission, with 4G we have the internet on our hands, and with 5G with high speeds, low latency and connecting much more devices per antenna we started a new level of digitalization. Digitalization enabling a new level of productivity in ports, mining fields, manufacturing, etc with the connection of machines, sensors and cameras. In a nut shell, we are expanding our human capability to a next level, and this is the idea basic for 6G, by 2030 our networks will have the sensing capabilities among other functionalities. A traffic monitoring scenario is a concrete use case for future sensing, where not only the positioning capabilities would be valuable, but also

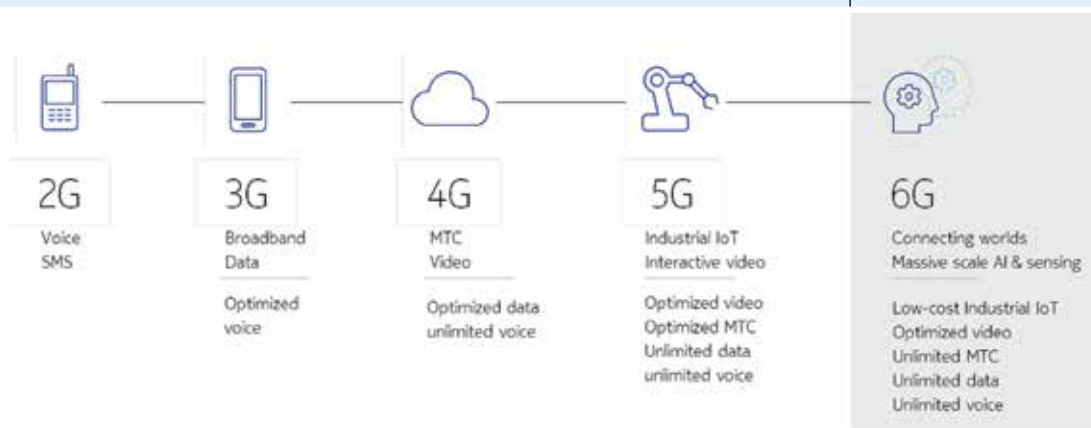
the ability to measure the speed of objects.

Looking towards 2030, we can expect 5G will have successfully transformed society for ten years through many new and impactful applications and services in the dimension of eMBB, as well as mission critical and massive machine connectivity. At this point there will be a need to go beyond what the 5G evolution of networks can offer and provide new capabilities.

The time has come to start exploring elements of a bold vision for the 6G era and formulate the associated key challenges of research. We see that the importance of key values such as trustworthiness, sustainable development, and digital inclusion will continue to grow and that we should define and build future networks starting from these principles. The great potential of Artificial Intelligence (AI) and Machine Learning (ML) should be fully used to optimize networks, enable new services, and in the end, be used to make our lives better. Future networks should deliver the immersive communication and cyber-physical systems we foresee coming and should have an extreme versatility and flexibility to serve the high number of use cases

We can realize how the wireless networks (2G, 3G, 4G and 5G) contribute

a lot to our evolution and how necessary they are for our modern life, but now we are bringing this capability to the moon! With the project Artemis a cellular network will be deployed at moon surface enabling the communication of astronauts and research projects, and again developed by a Nordic Company. ■







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## *Interview with Ambassador Johanna Karanko*

***Thank you so much for granting us this interview with NordicLight. Could you first tell us a little about who you are and what you have been doing before becoming the Finnish Ambassador to Brazil?***

It is my pleasure to connect with the Nordic community and friends of the Nordics in Brazil. I began my work as the Ambassador of Finland to Brazil in September. Before, I worked as the Consul-General of Finland to Hong Kong and Macao, and prior to that as Director of Sustainable Development and Climate Change at the Ministry for Foreign Affairs in Helsinki. I am a career diplomat with 27 years of experience in various positions around the world.

It has been very busy due to the period of political change, but also the large trade opportunities in areas such as digitalization and connectivity, secure societies, energy, mining, the bioeconomy, health, and education. The increased mutual interest in advancing and deepening the good relations between our countries has impressed me. This is not the first time I am working in Brazil. I was here on a temporary posting in 1997. Knowing the country a bit and especially it's friendly and talented people, I really wanted to come here and contribute to furthering our relations as we share the same values.

***Could you mention some highlights from your first semester in Brazil, in terms of events, meetings or projects?***

The bicentenary of the Independence of Brazil was a highlight. As a gift to the Brazilian people, we are co-creating a Finnish Garden at Jardim Botânico in Brasília. I should also mention the presentation on my credentials to the Vice-President Mourão in November. On the Economic front, the cooperation between Finland and the CNI- MEI Programme is a success story. In October, over 40 C-level executives and entrepreneurs visited

Finland to learn about our innovation ecosystem. Finally, I was very happy to bring the Girls take over Programme to Brazil, and be replaced by a talented, local young lady for a day.

***How is Team Finland in Brazil organized?***

Team Finland is the name for the Finnish Government organizations promoting trade, investment, tourism, and talent circulation. I head the Team here that consists of our Business Finland Office in São Paulo, the Embassy in Brasília and the Consulates in São Paulo and Rio de Janeiro. Our Team works in close cooperation with our honorary Consuls and the Finnish Chamber of Commerce.

Team Finland also works to facilitate exports and international growth of Finnish

companies as well as offering support to potential Brazilian investors. In addition, we promote Finland as a dynamic and innovative country of high-level expertise to increase collaboration in higher education, research and innovation. From time to time, the team gathers companies together to events such as LAAD Defense and Security trade fair next April.

Furthermore, the embassy carries out its work both bilaterally and as a part of the European Union that has mechanisms such as Team Europe Initiatives and a Human Rights Dialogue. An essential element is the multilateral work. As an example, both Brazil and Finland currently have seats in the UN Human Rights Council.

***How do you rate the current interest for Brazil in Finland, in terms of investments and business expansion?***

Brazil is Finland's most important trading partner in South America, and interest is increasing as companies search for new markets and aim at diversifying their supply chains. The Brazilian investments to Finnish technology companies are also growing. Our companies provide solutions for Brazilian companies that make them more competitive. It is a win-win trade relationship. I hope that the EU-Mercosur agreement will be concluded soon. This would certainly increase interest in the Brazilian market.

***When it comes to education, from elementary school up to university level, Finland has become an international show case. What has Finland done, which most countries have not, and what could be implemented here in Brazil?***

Finnish education aims to provide equal opportunities for all citizens. Education is free of charge and students have free school meals in basic and upper secondary education. We have also invested in affordable, public early childhood education guaranteed by law for all children. Finnish teachers are highly educated, having a master degrees from university and an understanding of scientific research. Last but not least education requires continuous investment in new methods and technologies, such as phenomena-based learning and new applications Brazil has already formed some partnerships with Finnish educational companies. We believe that Brazil and Finland could form further collaboration in teacher training, vocational training and technology in teaching. ■





# *Interview with Ambassador Karin Wallensteen*

## **Karin, you are new in town. Any first impressions?**

I think you could say that I am in love and still on my honeymoon! Being the Ambassador of Sweden in Brasilia is a dream job. I have had the perfect arrival, with the hand over from Anders Wollter, the warm welcome of the Embassy staff and the open arms of our Consulates and all members of Team Sweden Brazil. I am privileged to have been able to visit both Swedcham and Business Sweden as well as several Swedish companies already.

I am not brand new to Brazil. I worked in Brasilia between 2004 and 2006, as my first job at an Embassy after the Diplomatic Training Programme. I am happy to be back with my family!

## **How would you describe Sweden's relationship to Brazil?**

I think the best summary is this: Sweden and Brazil together create growth, innovation, and security. The strategic partnership remains strong. Our countries are like-minded in many ways.

Add to that the increasing opportunities created by the green transition and the urge by society and companies to become sustainable. Swedish companies are in the forefront to produce sustainable solutions for Brazil, in areas such as mining, agriculture, transportation and forestry. The beauty of research, development, science, and technology is that they are in constant change and movement. Who would have thought just a handful of years ago that Swedish companies would be able to produce fossil free steel, to be used in electrically charged trucks?

## **What will be your main priority as an ambassador?**

With a country the size of Brazil, it is impossible to have just one priority. The changes of governments in both Stockholm and Brasilia provides an opportunity for new meetings and new strands of cooperation. Strengthening the bilateral political ties will be one priority.

The presence of Swedish business and supporting trade and investments in both directions is another priority. Cooperation within defence and innovation go hand-in-hand with the promotion of Swedish companies. The Saab Gripen program is a corner stone of course, as is the innovation cooperation, through the Office of Science and Innovation and Swedish-Brazilian Research and Innovation Centre (CISB). But the business presence also is strongly synchronized with the Swedish emphasis on green transition. Many Swedish companies in Brazil have made

sustainability their top priority – and we want to be part of that from the Embassy's side.

Last, but in no way least, I want to mention Sweden's Presidency of the European Council, which begins on 1 January. Among the matters I want to give priority is addressing organized crime and the illicit links between Brazil and Europe which it creates. It is a menace we need to battle together.

## **During the pandemic, the Sweden Brazil Innovation Weeks had to be adjusted to a digital format. But this year it was back to normal, wasn't it? Which were the highlights for SBIW 2022?**

The Innovation Week took place on 7-11 of November, starting in Salvador, but with events also in Brasilia, Rio de Janeiro as well as in and around São Paulo. Some events took place in real life, and many were hybrid and could also be attended digitally. I think this will be the new normal, where both options are available.

We were honoured to have the very recently appointed state secretary Sara Modig, from the Ministry of Enterprise and Innovation in Stockholm, join us. She met with counterparts and got to see first-hand, for instance at Cimatec in Bahia, at Saab in São Bernardo do Campos, as well as with Volvo and Scania at Fenatran, how much of innovation that is taking place in Brazil.

Meanwhile, the Office for Science and Innovation organized several meetings in Salvador, São Paulo and Rio de Janeiro for Swedish stakeholders to meet Brazilian counterparts. Such meetings open up opportunities for further and future cooperation.

## **Where do you see the Brazilian-Swedish relationship is going? What will be the highlights of the cooperation?**

For 2023, I am particularly excited about the Sweden-Brazilian Business Leaders' Forum which will take place in São Paulo adjacent to the Nobel Prize Outreach, the celebrations of Swedcham's 70 years and SEB's 50 years in Brazil.

In the years to come, we will also celebrate 200 years of diplomatic relations. Brazil and Sweden are partners of the past, the present and the future. We are here and here to stay. Seven out of ten Swedish companies are looking to invest in Brazil in the coming year, according to the Global Business Climate Survey. This shows the potential our countries have, to work jointly to co-create and to help build a new future. ■



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Juntos salvamos vidas.



## *The success of NBCC's Rio Oil and Gas Networking Dinner with more than 700 pax*

Not even the storm was able to take away the beauty of the 8th edition of the NBCC's Rio Oil and Gas Networking dinner, which was a historical moment for all that were present.

With the theme "Time to renew your energy" NBCC certainly renewed the energy of all the guests that were together with us at the post card of Rio, we had the presentation of the Norwegian Tenor Are Hembre, the Brazilian lyric singer Sophia Dornellas and the Cameratas Laranjeiras orchestra. This edition had 31 sponsors and approx 700 people to celebrate and make connections.

Thank you all that were with us even with the insistent rain we faced, no doubts that this edition entered history, it was an unforgettable night. ■



Brazilian lyric singer Sophia Dornellas and Norwegian Tenor Are Hembre



From the left: Johnar Olsen - NBCC's Treasurer, Alex Imperial - DNV, Jeanette Lorvik - NBCC's General Manager, Cristiane DeLamare - NBCC's Vice President and Volmir Korzeniewski - NBCC's President.

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With this partnership at NBCC we hope to be closer to the Norwegian community and provide better quality products to all our new partners. ■



Learn more about our work on the website [www.portellacabos.com.br](http://www.portellacabos.com.br)

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

### GOLD



### CORPORATE





## *Salomão: excellence, innovation and strategy*



**S**alomão, Kaiuca, Abrahão, Raposo e Cotta Advogados was founded in 2022 from the union of the firm Salomão, Kaiuca & Abrahão (SKA), with over 10 years in the market through the work of Paulo César Salomão Filho, Bernardo Kaiuca, Eduardo Abrahão and Rodrigo Salomão, with Rodrigo Raposo of Raposo Advogados and Rodrigo Cotta, Luis Felipe Salomão Filho, Livia Sancio and their team of lawyers from a traditional law firm.

Among the firm's various practice areas are strategic litigation, arbitration and maritime law, along with the sectors infrastructure, O&G, energy and transportation.

In the maritime area, the firm has extensive experience in representing clients in judicial and arbitral disputes, in particular in the area of offshore support, in cases involving contractual and extra-contractual liability, attachment of vessels and maritime mortgages, among others. In its consultation and contractual practice, the firm helps companies in the drafting and revision of typical contracts in the sector, along with broad experience in preparing legal opinions regarding maritime legislation governing port operations and navigation on the high seas, including international conventions.

The firm has lawyers and naval engineers with ample experience in resolving disputes, supported by a team prepared to address any situation in the maritime and port sector, both through consulting and litigation.

With offices in Rio de Janeiro, São Paulo, Brasília and Vitoria and activities with national and international scope, Salomão, Kaiuca, Abrahão, Raposo e Cotta counts on expertise in other areas of law and economic sectors, such as commodities, real estate, health, regulation, insurance, elections and sports, assuring to its clients highly efficient multidisciplinary services.

As a result of its strong dedication and commitment, in the brief interval since its founding, Salomão, Kaiuca, Abrahão, Raposo e Cotta Advogados has been recognized as among the best Brazilian law firms. In particular, the maritime law practice was listed in the Shipping area by the publication Transactions & Deals 2023 from Leaders League Brazil, a reference survey in the national and international legal market. The firm was also recognized as having a Valuable Practice and the partners Rodrigo Cotta, Luis Felipe Salomão Filho and Livia Sancio received recognition as admired lawyers.

In the ranking of *Análise Advocacia*, the firm was recognized in the areas of arbitration, business and civil contracts, as well as in the transportation and logistics sector, and was considered one of the most admired firms in the state of Rio de Janeiro, with highlight on its partners Bernardo Kaiuca in the health sector, Luis Felipe Salomão in the arbitration area and Rodrigo Salomão and Rodrigo Cotta in the transportation and logistics sector (all among the most admired lawyers in the state of Rio de Janeiro).

Through our partnership with the Norway-Brazil Chamber of Commerce (NBCC), we aim to support companies in a wide range of business areas in Norway and Brazil, strengthening the commercial ties between these two countries, by offering outstanding services that are personalized and innovative, in cases that go beyond the conventional, challenging the accepted wisdom and enabling solutions that aggregate value to our clients' business activities. ■

# Argeo brings next generation offshore services to Brazil



**A**rgeo is an offshore service company providing full lifecycle services using advanced robotics and digital solutions for oil and gas, renewables, offshore installations, and marine minerals. Equipped with unique sensors and advanced digital imaging technology, the Autonomous Underwater Vehicles (AUVs) will significantly increase efficiency and imaging quality while reducing CO2 emissions.

## **Full lifecycle service provider for O&G and renewables**

Argeo's O&G services range from survey and inspection to maintenance, repair, and decommissioning. - We can do this by combining AUV's, ROVs and purpose built subsea/survey vessels, says Trond Crantz, CEO of Argeo.

Argeo also provide a complete renewables value chain with a wide range of survey and inspection services from pre operation through planning and construction, all the way to maintenance and decommissioning. - Access to high quality data at an early stage acquired with robotics and uncrewed solutions, will save our customers planning time, money, and risk, says Crantz.

## **Close to our customers – Argeo do Brasil Ltda**

It is important for Argeo to be close the customers, and for this reason Argeo do Brasil Ltda was established earlier this year and is up and running. The country office is based in Rio de Janeiro and the entity will be fully licensed to import vessels with AUV spread and acquire data in Brazilian waters. "It is important to be part of and support the Norwegian business community which enjoys a great reputation in the Brazilian off-

shore market, and for this reason we are excited and honoured to become a member of the NBCC", says Crantz.

## **High capability robotics solutions**

Argeo currently has four high specification AUV's, two of which are being installed on Argeo's first in-house research vessel – the Argeo Searcher. The vessel will be ready for mobilization to any offshore location in Q1 2023 for rapid deployment serving our global customers with state-of-the-art technology and data. Brazil is an attractive market with high demand for

this type of spread.

All data collected is processed onboard the AUVs using onboard-postprocessing and mosaicking software to allow quick turnaround during missions and improved decision making for the customer.

## **Unique patented Electro Magnetic sensor technology**

Argeo has developed a portfolio of patented electromagnetic source and receiver systems for AUVs, Underwater Intervention Drones and ROVs. "Argeo Whisper" is a system developed for localizing and tracking buried pipelines as well as detecting buried objects in a decommissioning survey. It can also be used for detecting unexploded ordnances. "Argeo Discover" is an application for detecting, delineating, and characterizing deep sea mineral deposits or other conductive objects below the seafloor utilizing an electromagnetic source.

## **Fast 3D visualization**

Our customers can increase the value of their data through our 3D visualization tool, Argeo SCOPE. The cloud-based platform integrates data from various sources and provides advanced and adaptable 2D & 3D visualization, supporting effective and collaborative data sharing and interpretation workflow. ■





# *Star Information Systems: Safety and costs matter*

*Star Information Systems has proudly served the maritime industry for 25 years as a global provider of a world-class maritime Enterprise Asset Management System (EAM), continuously digitalizing the industries operations.*

## **STAR Mobility Concept**

STAR is introducing a new generation of software, the STAR Suite, on a new technological platform.

### **True Mobility**

STAR Mobility Concept enables true mobility on board and simplifies onboard operations wherever the crew member is. The STAR Suite applications are all web-based, scalable for any digital device, and give the users options to work offline.

### **Online and Offline**

While online, the users have access to the entire STAR Suite, even on their mobile devices. The applications made for offline use are designed to support users in their daily operations and not only as an alternative to online reporting.

### **STAR Apps**

The series of mobile applications comprises all functionality to support in-the-field operations within the EAM System.

## **Sustainable operations**

The STAR Maritime EAM system supports sustainable operations. We focus on developing solutions that can turn possibility into profit, transform challenges into solutions, and contribute to a better tomorrow today.

### **Functionality rich and User friendly**

The STAR EAM System has several functions embedded to measure, control, and secure sustainable procedures within Asset Management, Maintenance, Supply & Logistics, and Projects & Docking.

The STAR software architecture enables flexible design and processes to support our customer's needs.

With our Analytics service, customers can understand their business from new perspectives. Transparent data offers enhanced insights across the organization and enables them to identify focus areas and get high-quality decision support for greener growth.



# Fiven has pledged to reach net-zero emissions by 2050

Fiven, the world market leader for silicon carbide, has developed several solutions that help reduce the environmental impact of many industries. Silicon carbide finds applications in batteries, charging stations for electric vehicles, power converters in electric cars, filters for exhaust gases, and many more.

Fiven is the first and only silicon carbide manufacturer worldwide to commit to achieving net zero emissions by 2050.

In 2020 Fiven created an environmental roadmap focusing on three key areas: emissions to air, water withdrawal, and waste (see figure 1). To create an even more vital link between the company's financial success and the impact of its operations on the environment, Fiven has entered a Sustainability Link Bond financing for 2021.

In addition, the Fiven Group received the Ecovadis sustainability certification in silver in 2021. The rating underscores the ambition to improve Fiven's sustainability program. The company has received a lot of positive feedback from its customers and believes this type of third-party review is a good tool to provide unbiased feedback on a company's actions.

In July 2022, Fiven in Brazil completed the planting of 116,000 tree seedlings among native species of the Atlantic Forest and eucalyptus. This was one of the most ambitious environmental projects in the Minas Gerais region for many years and a cornerstone of Fiven's sustainability roadmap.

The result is an environmental refugium on land belonging to Fiven that creates an area for the growth and multiplication of the native fauna. The project also increases carbon capture from the air, reducing the greenhouse effect.

Fiven also founded a new tree nursery in the city of Barbacena. The objective is to cultivate 10,000/year seedlings of native and ornamental trees, which will be carefully distributed to the urban and rural population of Barbacena.

Moreover, the project provides environmental education for people to whom the seedlings will be donated, promoting environmental awareness among the population. After the donations, there will be actions to monitor the planting to ensure the healthy growth of the trees.

"The new nursery is an important step for Fiven to further engage with the local community for a greener and healthier environment," said Thiago Barros, General Manager of Fiven in Brazil.

To reduce water withdrawals from groundwater, Fiven has installed a rainwater collection system at its Barbacena plant. All rainwater canals are directed to decantation lagoons, where the water is stored and can be reused as industrial water. The collected water is used to cool the furnaces and to reduce dust emissions when the furnaces are unloaded.

Fiven's mission of shaping industries can only be achieved through a continued commitment to delivering sustainable, high-quality products for its global customer base. As a worldwide leader within its industry, Fiven aims to utilize its global reach and manufacturing experience to drive change across the value chain. ■





# How Brazilian Subsidiaries should care about the Norwegian Transparency Act

**Camila Mendes Vianna Cardoso**

**Patricia de Albuquerque de Azevedo**



Camila Mendes Vianna Cardoso



Patricia de Albuquerque de Azevedo

Following ESG European framework and in alignment with the OECD Due Diligence Guide for Responsible Business and the United Nations Guiding Principles on Business and Human Rights ("UNGP"), the Transparency Act become enforced in Norway on July 1st, 2022.

Around 9,000 Norwegian entities shall be required to comply with the Transparency Act and demonstrate their social sustainability. Even though the relevant compliance is directed to such companies, it may encompass the information on their activities in Brazil, as well as those carried out by their Brazilian subsidiaries. So, how should Brazilian companies care?

As per the Transparency Act, larger enterprises that are resident in Norway and that offer goods and services in or outside Norway, as well as larger foreign enterprises that offer goods and services in Norway, are required to safeguard employees throughout the supply chain on:

- Fundamental human rights,
- Health, safety and environment in the workplace, and
- Decent living wage.

Larger enterprises are those that exceed the threshold in at least two of the tree conditions: (i) sales revenues of NOK 70 million; (ii) balance sheet total of NOK 35 million; and (v) average number of employees of 50 full-time equivalent in the financial year. These conditions shall be considered by the parent companies and the subsidiaries as a whole.

Among other requirements, these enterprises will be required to carry out due diligence throughout their supply chain to assure respect for fundamental human rights and decent working conditions for individuals employed by them, by their group companies and suppliers.

The companies are expected not only to be aware and comply with the UNGP and OECD Guidelines, but also have a duty to identify the actual or potential negative impact and to act accordingly. This due diligence assessment must be performed on a regular basis, following a risk-based approach.

Thus, Brazilian subsidiaries and/or Brazilian suppliers of Norwegian large enterprises may also be under the due diligence scope and will be required to provide information on their policy, systems, and routines to meet the requirements of the Transparency Act.

Let us highlight that compliance will be carried out by the Norwegian entities following the international framework.

Brazilian legislation does not have similar due diligence rules on social sustainability. Although Brazilian Government enacted the Decree 9,571/2018 with national guidance on corporation and human rights protections, they are of voluntary compliance. A more robust guidance on the matter, including the due diligence requirement, is being discussed in the Brazilian Congress through the Bill of Law 572/2022.

First reporting deadline is scheduled for June 2023. In the beginning, the Norwegian authorities are mainly focusing on providing guidance and supervising enterprises; but lack of compliance upon order and/or repeated violations may expose the companies to penalties, which can be discretionally set depending on the nature and relevance of the infringement. Companies, however, should also consider their reputational risk with the lack of compliance.

**\*Camila Mendes Vianna Cardoso** is Partner at Kincaid | Mendes Vianna Advogados and **Patricia de Albuquerque de Azevedo** is Senior Lawyer

# How to shape the future?

## Fractal Metaverse has the answer.



Four insights we're taking into 2022/23 according to WebSummit 2022: web3/metaverse & digital life; crypto, AI, bots; reinvent sustainability - ESG-Tech; Gen Z, the narrative owners.

According to PWC, 33% of Gen Z & Y consider the classic industry 'very unattractive' and believe the industry causes problems rather than solves them. 81% expect brands connected to innovation and purpose causes. 61% of Brazilians want to enter the metaverse and agree that it will impact different areas of their lives in the next decade.

Founded by Daniel Michilini Carocha, former KPMG partner and Chevron executive and Joao Edgar Sallay, Innovator and blockchain pioneer, Fractal aims to demystify metaverse/web3 for businesses and go beyond the 3D construction, building a journey of results & ESG impact within a hyper-connected virtual ecosystem of businesses, startups, social organizations, academia and events.

"Fractal was born to take the maximum advantage of network effect via physical-virtual spaces. We create brands inside the game, inside the metaverse for our clients and connect with Gen Z & Y and society expectations" says Daniel Carocha, Co-founder and Chief Strategy Officer.

At NBCC, Fractal is the new member and has designed a strategy to bring Norway and Brazil closer in a physical/virtual world (phygital), creating an environment with a true and rich journey of engagement, meetings, business, collaboration, innovation & ESG impact.

"The Cámara Oficial Española de Comercio en Brasil (Camara Espanhola) successfully launched its metaverse environment to the market few weeks ago generating a very positive impact for its members", says João Sallay, Chief Executive Officer.

The NBCC Metaverse features multiple constructions.

1) NBCC Building with floors & rooms for committee meetings, networking, events and communications;

2) Norway Space with sculptures, arts, photos & videos bringing the Norwegian culture and natural beauties to the public;

3) ESG Impact Space with high-impact social projects (DLW & KARAMBA) bringing the reality of Rio de Janeiro communities.

According to Carocha, the partnership is expecting for 2023:

- Improve business & innovation: Enabling people & business connection, cooperation, virtual events, innovation & knowledge;
- Increase Norway & Brazil Awareness: Showcasing Norway, its history, science, nature and main cities, NBCC and its members businesses;
- Increase ESG impact: Decentralizing impact-driven initiatives, knowledge & funding opportunities by connecting curated projects & NGO teams to business leaders & visitors;
- Increase ESG Awareness: Leveraging events & collaboration without barriers: physical or geographic, social, racial or gender;
- Increase new customers & talent attraction: Connecting industry & members with true narratives to engage new generations (Gen Z & Millennial).

Your business can shape this future with Fractal and NBCC members.

The NBCC metaverse will be launched in early 2023. E-mail to [contact@fractalmetaverse.io](mailto:contact@fractalmetaverse.io) or access [www.fratcalmetaverse.io](http://www.fratcalmetaverse.io) and be part of the journey.



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# *Expatriates: workers and companies may benefit from tax and social security treaties*

*International agreements should be examined when planning for relocations abroad*

**By Augusto Andrade\***

**A**nalyzing tax and social security treaties signed between countries is a key part of expatriate management. Planning the process well in advance contributes to the implementation of the most favorable legal practices for workers and companies alike.

When undergoing expatriation, employees are often unsure about how their earnings will be taxed and how their contribution time will be factored in for retirement purposes.

But there are a few ways to assist those workers while ensuring benefits for the business.

## **Tax treaties**

Typically, international agreements on fiscal matters set out the rules for tax residence of an individual to determine how each type of income will be taxed.

In order to achieve the desired results, an assessment must be thoroughly planned and carried out well before the employee enters the country. The goal is to identify the country where each type of income will be taxed. Then, tax offset will provide relief from double taxation should any conflict arise between taxing powers.

Currently, Brazil has treaties in place with several countries, such as Norway and Sweden.

## **Social security treaties**

International agreements on social security have also been signed by Brazil. These agreements provide coverage to Brazilian workers abroad and make it possible for foreigners working in Brazil to have access to welfare and social assistance.

As a rule, these agreements may be used to ensure that:

- An employee pays his/her social security contributions only in Brazil, while remaining entitled to social

security rights in the destination country, pursuant to the terms signed between both states.

- The period during which social contribution has been paid in the destination country is factored in when calculating the time required for the employee's retirement.

When abiding by such agreements, companies are granted the benefit of being exempted from paying the employer's social contribution when hiring foreign workers. In this case, only social security contributions pertaining to the employee's country of origin are due, thus reducing costs.

## **Planning is a must**

Tax treaties share many similarities with one another, but specifics may vary. Therefore, a thorough case-by-case analysis should be conducted taking into account each country involved in the relocation of workers.

Social security rules, in turn, are more complex and the process entails requirements and formalizations that should be carried out in advance before each country's tax authorities, prior to the worker's relocation to its destination.

At DPC, we have specialists in analyzing agreements for tax and social security purposes. Our team provides assistance to companies that resort to relocating their workers abroad as well as to employees eager to reap the countless benefits of their global mobility. ■

**\*Augusto Andrade** is a partner at Domingues e Pinho Contadores.







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# ESG: an immigration approach

## *The importance to include immigration into ESG strategies and its economic impacts*

*By Diana Quintas and Diogo Kloper\**



Diogo Kloper



Diana Quintas

Immigration permeates all areas of the economy. ESG, which stands for environment, social and governance, is an adjustment the market is proposing to a world where different people from different backgrounds aim a common goal: participate in the global economy in a fair and sustainable way. The need for a visa to visit and do business in a different country is just the top of the iceberg. These days, when we are discussing international cooperation and sustainable development, immigration must be part of the conversation.

From an Environment perspective, international cooperation leads the conversation since the discussion has no borders. Besides the environmental issues already been vastly discussed in the market, mostly with long term solutions, the world is already preparing to face refugees from climate disasters. According to the UN Refugee Agency, UNHCR, climate change and disaster displacement is the crisis of our time making entire populations vulnerable. Countries, companies and the society as a whole must be aware that soon we will be

discussing how to host and integrate thousands of environmental refugees from islands which will no longer exist for instance.

In the Social area, immigration is a key ally to promote diversity and justice. In a diverse team, with people from different countries and culture working together, it is easier to create projects and empathize with social causes from multiple individual perspectives. It turns the teams more creative, inspired and productive. Countries with high immigration rates are more developed. Immigration is an important part of the economic development and it foster foreign investment, which has also the strength to create huge impact in the community.

Due to the width of the concept of governance in connection with immigration, our focus will be the compliance aspect. In a global market, all policies need to take into consideration national and regional differences, legal norms, laws and regulations. A healthy international mobility policy is crucial to prepare for the global competition to allow professionals to work from anywhere, at the same time as it complies with the national labor and migration laws.

Although some still see immigration as a challenge to overcome, it is right to say that immigration is key and a solution for several ESG actions, facilitating talent competition and diversity, developing economies and saving lives from climate disasters. As a unity, society must be in close contact, and immigration makes that connection possible.

**\*Diana Quintas** is Partner at Fragomen and **Diogo Kloper** is Director at Fragomen in Brazil.



*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 Jeanette Lorvik Camargo: [jlc@nbcc.com.br](mailto:jlc@nbcc.com.br)*

## PLATINUM MEMBERS



## GOLD MEMBERS



The Atlas Copco logo, featuring the company name in a white serif font between two horizontal white bars, set against a blue rectangular background.

*Atlas Copco*

A background image of a woman with curly hair, wearing a light-colored blazer, smiling and looking to the side. A large blue diagonal graphic with a technical drawing pattern is overlaid on the bottom right.

## Somos uma empresa Great Place to Work!

Com índice de confiança de 83%, o Grupo Atlas Copco Brasil é certificado como uma ótima empresa para se trabalhar.

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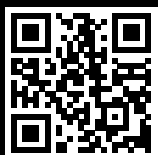
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# Matchmaking and Networking events are back!



Some of the happy participants at the networking lunch at Cocina.

On the 24th of August, we organized the first in-person networking event since the Covid-19 pandemic. The event was hosted at a restaurant named Tuy Cocina, a modern restaurant with Iberian cuisine, located in Jardins. The purpose of the networking lunch was to reconnect with both members and non-members in real life, and not only digitally. The event gave attendees a chance to create new connections and socialize amongst peers again.

To continue on the theme *reconnecting*, Swedcham hosted a hybrid matchmaking event at the end of October. The event gave several member companies the opportunity to present short pitches about their companies to each other and network. The matchmaking was hosted at the Chamber, but since it was a hybrid event it gave people who were not at the Chamber a chance to listen in on all the pitches and ask questions. The hybrid events are definitely here to stay.

Bruno Brandão, Executive Director of Transparency International.

## Working with ESG in Brazil - The Nordic experience and learnings!

On the 26th of October, Swedcham hosted yet another hybrid event focused on companies' ESG efforts (Environmental, Social, and Governance factors) and working with ESG in Brazil. Eight speakers from different companies and organizations in different fields such as Electrolux, Maersk, Yara, Valmet, International Transparency, CEBRI and others shared their ESG efforts and prospects. The event focused on sharing information about the Nordic experience working with ESG, the key takeaways of those experiences, and how one may apply them in Brazil. An inspiring evening to say the least!

From left to right: João Zeni, Sustainability Director for Electrolux Latin America, Deise Dalla Nora, Food Solution Innovation Director at Yara Brasil, Flávia Vieira, HR & HSE South AME Director at Valmet, and Volmir Korzeniewski, President of NBCC and Country Manager at Aker Solutions.



## Friday Fika with Christopher Podgorski



Christopher Podgorski and Jonas Lindström enjoying some fika.

On the 26th of August the Chamber hosted a Friday Fika event with Christopher Podgorski - CEO of Scania Latin America. Podgorski started working for Scania in 1998 and has a top-level management experience from both Scania México, Brazil, Sweden, and now Brazil again. He assumed the position as President and CEO of Scania Latin America in 2017 and since then he has been leading the company into a more sustainable transport and

logistics ecosystem path.

Swedchams Managing Director Jonas Lindström asked Christopher Podgorski about his impressive career both within and outside of Scania and what led him to his position today after having leading positions in different parts of the world. Podgorski explained that there are some notable differences between how Swedes approach challenges and projects compared to how they are approached in Latin America - but the end goal is always the same as Scania has a clear set of core values and principles that are ingrained in the company culture. Today, Scania is continually working to streamline its operations around the world while also increasing ESG performance. Podgorski provided an example of a water cleaning system that Scania Brazil installed in 2022 for reusing water to minimize water waste in the production process. There are many examples, but sustainability and ESG efforts are continually being prioritized internally and externally to drive the shift towards a more sustainable tomorrow.

## Lula wins: What next?

On the 17th of November, Swedcham had the pleasure of receiving Gustavo Ribeiro, co-founder and editor-in-chief of the **Brazilian Report**. The event was held exclusively at the Chamber in partnership with the Sweden – Brazil Alumni Network to discuss the political landscape in Brazil and the post-election landscape after such a historic election. Gustavo Ribeiro provided many insights into Brazil's political system as well as great political analyses, ending with an extensive Q&A where a lot of the attendees' "what-if questions" were answered. The message from the event was clear, there are many challenges ahead for Luiz Inácio Lula da Silva, and it will not be an easy task to unite a deeply polarized country, only time will tell! We have been very fortunate to be able to start hosting in-person events at the Chamber again, but it looks like the hybrid version is here to stay. Some of the events have been simultane-



From left to right: Victor Vallim (Alumni network), Miranda Okello (Swedcham Intern), Gustavo Ribeiro, Kelly Matias dos Santos (Alumni Network).

ously streamed through our Facebook, LinkedIn, and Youtube channel- making the events available to a larger audience. If you missed any of the events, do not worry, they are all still available on the Swedcham Youtube channel for you to watch!

# New Members

*Swedcham wishes to welcome the following new members:*

## CORPORATE MEMBERS

### Alleima do Brasil Indústria e Comércio Ltda.

As a global manufacturer of high-value-added products, Alleima has an extensive portfolio of products such as seamless steel pipes in stainless steel and special alloys, solid bars of stainless steel, steel tapes in special alloys and electrical resistance elements (Kanthal).

### Altios do Brasil Consultoria e Representações Ltda.

ALTIOS has been active since 1991, offering international market expansion solutions to companies operating and investing internationally. The company provides growth strategies, acceleration strategies, and everyday compliance administration in areas such as HR, accounting, and tax. At ALTIOS we bring 750 specialists working from a unique network of 32 offices in 25 countries to reinforce your presence in international markets such as Canada, the USA, Mexico, etc.

### Expresso Brazil

Expresso Brasil Produções is a producer of feature films, documentaries, and content for TV and social media. Other than producing, the company is also responsible for the largest film festival in the Midwest region of Brazil: The BIFF – Brasília International Film Festival.

### Konekta

Konekta finds and scales new digital business models as well as optimizes existing ones. Konekta also develops digital products & services, creates technologically advanced business solutions, and serves as a catalyst in the digital ecosystem to foster innovation and create growth & excellence.

### Korsa Insurance

Korsa Insurance started its operations with a focus on high-complexity sectors such as transportation, warehousing, logistics, and aeronautics. Today, the company is active in corporate insurance, risk management, and consulting. Korsa has been operating for 30 years and operates in all insurance branches with a high-quality service to commit to customers and their satisfaction.

### Mirow & Co. do Brasil Consultoria Ltda.

Mirow & Co. is a strategic consulting company that supports clients in solving their most critical management and operational challenges. With teams in São Paulo and Rio de Janeiro, Mirow & Co. has been serving large clients from different sectors and innovative startups for 10+ years.

### Nexer Enterprise Applications Holding S.A.

Nexer Enterprise applications Holding S.A. is a Brazilian company that was bought by Swedish IT services and consulting company called Nexer Enterprise Applications AB.

### Totaro and Rodrigues Advocacia | TORO: RIG

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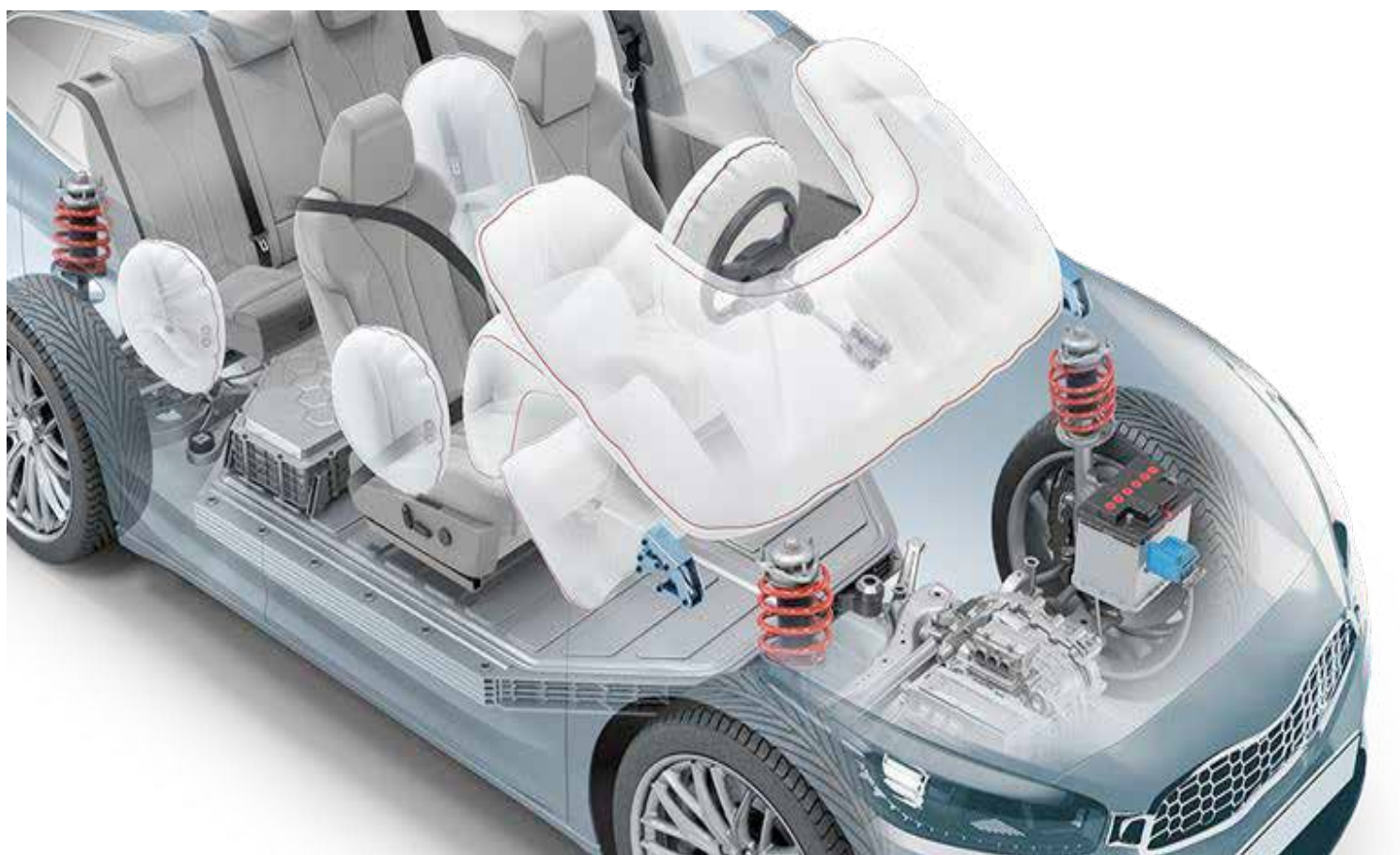
### V3rso Administadora de Hotéis Ltda

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## INDIVIDUAL MEMBERS

- André Canelas Palme
- Henrique José Mosimann Junior
- Stefan Johansson





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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 to 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 in South America.



## “Fintech with Swedish technology has already helped more than 400 thousand Brazilians since its launch”

Olle Widen CEO  
at FinanZero.



Since 2016, FinanZero has helped more than 400 thousand Brazilians get credit in Brazil. The platform, which works as an online loan search engine, offers up to 10 pre-approved credit offers to be compared, and the best option is chosen, and the money can be received within

48 hours. The company has over 60 partner banks and 80 employees who share the same desire to make loans more accessible. There were over 8 million loan requested orders in the first half of 2022 alone, and in the second half, Fintech has already received more than 4 million requests. The main reason for applying for credit is to settle debts, which is the reason that stands out the most in recent years. Own business, home renovation, investment and studies are also recurring reasons for applying for credit. FinanZero's mission is to reduce the bureaucracy of credit in Brazil "Our focus is on investing even more in our platform and in our team to continue promoting more accessible credit for Brazilians and help them achieve their goals" comments Olle Widen CEO of the company. ■

## Quant has signed a maintenance contract in Brazil

Quant Brazil has signed a two-year maintenance contract with an international mining company regarding electromechanical maintenance and scaffolding assembly services. The three sites covered by the contract, located in the north of the country, started the mobilization in August 2022. The full operations, including almost 600 people under the contract, are expected from November 2022.

"We are proud of this opportunity to perform our services

in one of the largest iron ore mines in the world. Quant will execute the maintenance following all the available safety and maintenance best practices, in order to increase productivity and pursue the target of zero accidents together with our customer", says Ricardo Perroni, Business Development Manager Quant Brazil.

This contract shows how Quant, and how the company is growing in Americas region. ■

## Sandvik introduces the Digital Trainer – TH simulator for trucks



Following the 2020 introduction of a solution for large Sandvik loaders, Sandvik is now launching a Digital Trainer (TH) for large trucks. The TH provides practice before an actual Sandvik truck arrives at a site through individually tailored training sessions with each operator in 17 different languages.

The training with the simulator improves safety as an operator gets familiar with the equipment, supervised by an experienced trainer, before entering the underground environment. The trainer can also feed unexpected situations to the simulator using a trainer interface. Furthermore, the TH features the same controls and features as in the actual truck cabin, resulting in an authentic feel of driving a truck.

"The Digital Trainer offers a sustainable training solution, as training can be carried out remotely which reduces the need for travelling and thereby decreases carbon footprint," says Shiv Kumar, Load and Haul Training Manager

at Sandvik Mining and Rock Solutions. "Further, training can be done more safely in an office environment, with a trainer easily available right next to the trainee. We are pleased to add this simulator to Sandvik's offering, and trust that it will be an effective and efficient tool for truck operators". ■

## MSL Fluency indexes more than 2 million Brazilian creators and 21.5 million globally

*The "arm" of digital influence of Publicis Groupe, created and led by MSL Andreoli, develops powerful campaigns with influencers for companies in various segments.*

**São Paulo, November 2022** – MSL Fluency, Publicis Groupe's digital influence arm, comes to market in a 3.0 version that has a twice as high base of indexed creators. There are 21.5 million globally and more than 2 million in Brazil, generating visibility of the data of influencers in major social networks such as Instagram, TikTok, YouTube, Twitter, and Facebook.

The proprietary tool created and managed by MSL Andreoli qualifies the curation of creators' profiles and provides more intelligence to create campaigns from features that promote project management with real-time reports and insights. MSL Fluency also brings inputs on relevant creators, spanning multiple social networks from heroes – with millions of followers – to nano influencers, who work in niche markets.

According to the ROI survey and Influence Marketing YouPix2021, more than 70% of companies attest that work-

ing with influencers and creators is essential for a communication and marketing strategy. MSL Fluency's essence is the integration of intelligence and strategy into its core. ■





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A warm, intimate photograph of a pregnant woman in a white t-shirt, smiling down at a baby wrapped in a white blanket. A young girl with brown hair and bangs, wearing a pink lace-trimmed top, is smiling broadly next to the baby. The background is softly blurred, showing a domestic interior.

# Ferring: committed to building healthy families around the world

---

Over 70 years of operation, Ferring's mission is to help people build healthy families and live a better life. One third of the biopharmaceutical group's investments is directed towards research on reproductive medicine and women's health, as well as medicines and therapies that improve people's birth, life and experience.

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Some Young Professionals celebrating Christmas at Taverna Medieval.

# *Young Professionals activities are back!*

**By Miranda Okello\***

**T**he Swedish Chambers' Young Professionals (YP) network aims to create links between Swedish and Brazilian professionals and students with similar interests. This is achieved by arranging social and professional activities that meet members' interests such as company visits, business and management workshops, Christmas parties and much more. With a network containing over 200 young professionals, Swedcham acts as the commonplace for making new connections to advance their careers and social lives in Brazil.

After not being able to host any YP events since March 2020, we

Young Professionals at the Scania factory in São Bernardo do Campo.



Miranda Okello, Izabella Gottzandt and Susana Wojcik at the Talent Attraction and Retention event.

kicked off the fall of 2022 with a sought-after event focused on talent attraction and retention together with HR Manager Susana Wojcik from Atlas Copco and Isabella Gottzandt, Head of Project Planning at Ericsson. Many young professionals attending the event expressed interest in Swedish companies and what it is like to work in global companies. Therefore, we decided to arrange a company visit to the Scania plant in São Bernardo do Campo. Thanks to Scania, 30 young professionals got to spend a whole day at the factories, following the entire production process of how Scania's trucks and buses are produced, providing a first-hand experience of how one of Sweden's biggest corporations works successfully in Brazil.

We closed out the year with a young professionals XMAS Happy Hour at Taverna Medieval, a bar in São Paulo with a complete medieval theme, containing a Viking ship! The young professionals, whether it be students or employees of Swedish companies, came together to celebrate the end of yet another semester as well as the end of 2022, medieval style.

We are eagerly looking forward to hosting many more YP events and to seeing you all in 2023!



**Miranda Okello**, intern at Swedcham from the School of Business, Economics and Law in Gothenburg



## *A message from Marcela Miranda,* a Young Professional from São Paulo

**M**arcela went to Sweden through the Swedish Institute (SI) master's scholarship. She was awarded the highly competitive Study Scholarship SI Future Global Leader Program in 2016 to pursue a Master of Science in Sustainable Development at Linköping University. Linköping University is known for its solid technological and scientific approach and is one of the top-ranked universities in Sweden. In total, Marcela spent six years living in Sweden.

*"After my master's, I started working at the most Swedish company ever: IKEA. I've learned so much there and got to work with so many wonderful people. Sustainability at IKEA and in Sweden, in general, is taken very seriously, and I can say I was part of that".*

Coming back to Brazil, Marcela got in contact with the Young Professionals network.

*"The initiative is a safe space for those wishing to go to Sweden and those who already lived there – like me, to exchange experiences and support one another".*



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# Ericsson celebrates 50 years of R&D in Brazil

By Edvaldo Santos



**R**ecognized globally as the main driver of 5G standardization, repeating the success story recorded in previous generations, Ericsson has strengthened over the last five decades in Brazil. As a leader in research and development in the telecommunications sector, Ericsson is actively contributing to technological advancement and the construction of an increasingly connected society.

The celebration takes place in the year in which the company reaches the milestone of 200 patent families registered in the country - developed in partnership with several Brazilian universities – as well as the engagement of hundreds of employees developing sophisticated IT systems to promote the digital transformation of Telecom operators globally.

Throughout this journey, Brazilian professionals have gained a leading position in this important chain of innovation and value generation. It all started in the heyday of fixed telephony with hardware development. In the mid-1980s, a technological transition to software development

began, which made room for the brilliance of Brazilian professionals in additional technological areas such as Mobile Telephony TDMA and CDMA standards, the core of fixed networks, multimedia systems, TV and Media, Internet of Things, Smart Cities, Public Safety, Intelligent Transport Systems, 5G networks, etc.

For Edvaldo Santos, Ericsson's Vice President of R&D&I for the Southern Cone of Latin America, the impact of 5G technology on innovation initiatives is enormous. *"We currently have a wide range of innovations, such as the use of AR for Industry 4.0 applications with robots controlled by the movement of the fingers and not by joysticks; artificial intelligence for networks to self-manage; vehicular communication for safer transfers; computer vision for making the right decision in real-time in agribusiness, among others. And we are already working on what comes after 5G. In the near future, we can expect innovation initiatives such as the Internet of Senses and Thoughts, Digital Twins and digital and programmable representations of real-world phenomena",* Edvaldo concludes.



\***Edvaldo Santos** is Coordinator for Swedcham's Committee for Innovation & Sustainability.

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# Fiscal Classification Review and OECD Harmonization System

By **Renato Pacheco Neto\***

**O**n the 2<sup>nd</sup> of June, Swedcham's Legal and Business Committee together with Belgalux and OAB/SP Brazilian Bar Association International Affairs Committee organized a hybrid webinar on reviewing fiscal classification and harmonization systems.

The event was held at the premises of the Swedish Consulate General in São Paulo with keynote speaker Dr. Paulo Ricardo de Souza Cardoso, former SRF/MF Deputy Secretary of the Brazilian Internal Revenue Systems (2015-2018). He is a graduate in Engineering (PUCRS), Accounting Sciences (FURG) and Law (UFRGS) and also specialized in Tax Law (UCB-DF).

Dra. Gabriela Tiussi represented the Belgium Luxembourg Chamber of Commerce as its Board member. She is also a lawyer specialized in Foreign Trade, graduated in Law (PUC-Camp), postgraduate in Foreign Trade (UNICAMP) and specialist in Compliance (INSAPER). She is also a Director of the Special Commission on International Relations of the OAB/SP and member of the Customs Law Commission of the OAB Campinas.

We also counted on the expertise from Dr. Ciro Cesar Soriano de Oliveira from BRATAX, leading a very prestigious law firm, who is also a member of Swedcham. He graduated in Law (USP), MBA in Economics (FIPE-USP), executive MBA from Fundação Dom Cabral, executive LLM in Business Law CEU Law School, Master's student in International Taxation at the Brazilian Institute of Tax Law, effective member of the Special Commission on Tax Law of the OAB, São Paulo Section, for the 2016-2018 period.

Last but not least the moderator Dr. Luis Carlos Szymonowicz, current Chair of the OAB/SP Foreign Affairs Committee. He graduated and earned his Master in Law from the Faculty of Law of the University of São Paulo – USP. Postgraduate in Banking and Accounting from Fundação Getúlio Vargas – FGV SP, FIA Consultant, USP and Funcex. Member of the Tax and International Relations Board at FECOMERCIO.

With such a bright panel of experts the event was opened by Renato Pacheco Neto who kindly thanked all the institutions involved and their representatives. The event was held in hybrid format and counted on 15 members in real presence and over 40 participants online, including the keynote speaker who held his presentation from his office in Brasília.

Closing remarks were made by Swedcham Executive Director Jonas Lindström who remarked the importance of Brazil aligning its fiscal practices to ensure further Swedish investment into the country, cur-



Renato Pacheco with some of the panelists and guests on the Swedish Consulate's balcony in Jardins - São Paulo.

rently involving over 200 Swedish companies already present in Brazil and many others planning to trade, export and further invest. Jonas also enhanced the OECD system as a key to enable a safe harbor for leading Swedish and Nordic business into Brazil. Swedcham was founded in 1953 and is soon completing its 70th anniversary with an extraordinary accumulated experience and know-how of doing business with and in Brazil.

**Renato Pacheco Neto, LL.M** - the Coordinator of Swedcham's Legal and Business Committee and Hon. Consul General of Sweden since 2012. He is also the Managing Partner of PNST – Pacheco Neto, Sanden, Teisseire law firm in SP.





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# Transform your employees into Brand Defenders

*By Alessandra Sellmer  
and Giovanna Caliope\**

**H**ave you ever wondered how you can strengthen your employees' relationships with the company and with other stakeholders? Felipe Thomé, CEO and founder of Peepi, a specialist and pioneer in Advocacy Marketing, discussed the topic in his lecture "Transform your employees into Brand Defenders" on September 22nd at Swedcham.

The lecture was an opportunity to reflect on how to engage employees on your social media and internal communication channels as part of the strategy. Felipe clarified that the defenders are encouraged to recommend your brand to their partners, spreading authentic messages, which can influence many people.

Employee advocacy changes the one-direction approach – where the brand is the broadcaster and there is a broad audience – to a more relevant and trustworthy peer-to-peer approach, which has the potential to spread the message even more efficiently, especially to the internal public.

## ***The Atlas Copco Case***

Atlas Copco already implemented Peppi's employee advocacy platform. The project started early this year with the objective to increase engage-



Giovanna Caliope.

ment on social media channels. However, the platform is used for more than increasing likes, shares, and comments, it is also a tool to generate content. Via Peepi, employees can also send images, stories, videos, and answers to quizzes and surveys, which are transformed into content. "With the new employee advocacy platform, we always have new, fresh, and authentic content. People feel happy and engaged to see their contributions at the company's marketing channels", says Alessandra Selmer, Communications Director.

Everyone knows that employees are a great strength for any company. Creating a relevant company and a better experience for the employees to promote your brand is not only smart but necessary. They are people that really understand and love your brand.

**Alessandra Sellmer** and **Giovanna Caliope** are respectively Corporate Communications Manager and Corporate Communications Analyst for Atlas Copco Latin America.



Alessandra Sellmer.





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