

JUNE - AUGUST 2016

NordicLight

A JOINT SWEDCHAM / NBCC PUBLICATION

Countdown to Rio 2016 Olympic Games

**Lars Björkström, Olympic Gold
Medalist and Swede of the Year**



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Countdown to *Rio 2016* *Olympic Games* in August

King Carl XVI Gustaf and Queen Silvia of Sweden will be in Brazil for the Rio 2016 Summer Olympics. Their Majesties actually met during the 1972 Summer Olympics in Munich, Germany.

Rio's Maracanã Stadium will be the site of the opening and closing ceremonies, in addition to the football finals.



People are counting the days to the Rio Olympic Games, which will take place from August 5 to 21 in what is considered one of the most beautiful cities in the world, and is also known as *Cidade Maravilhosa*.

In spite of the somewhat turbulent political and economic scenario, and the fact that some works for the Games in Rio are behind schedule, a record number of countries are participating in a record number of sports. More than 10,500 athletes from 206 National Olympic Committees (NOCs), including first time entrants Kosovo and South Sudan, will take part.

With 306 sets of medals, the Games will feature 28 Olympic sports — including rugby sevens and golf, which were added by the International Olympic Committee in 2009. These sporting events will take place at 33 venues in the host city and at 5 venues in the cities of São Paulo (Brazil's largest city), Belo Horizonte, Salvador, Brasília (Brazil's capital), and Manaus.

These will be the first Summer Olympic Games under the IOC presidency of Thomas Bach. Rio will be the first South American city to host the Summer Olympics. These will be the first games to be held in a Portuguese-speaking country, in the host country's winter season, the second city in Latin America to host the event after Mexico City in 1968, and the first since 2000 to be held in the Southern Hemisphere.



The district of Barra da Tijuca will host most of the venues of the Olympic and Paralympic Games (these will be held from September 7 to 18) in 2016. The rest will be located in three other zones of the host city: Copacabana Beach, Maracanã (the stadium will be the site of the opening and closing ceremonies, in addition to the football finals) and Deodoro. Barra da Tijuca will also house the Olympic Village.

Many illustrious visitors are expected for the Games, including Their Majesties King Carl XVI Gustaf and Queen Silvia, who have officially confirmed their presence. There will be a dinner reception in their honor on August 18 at the Rio de Janeiro Yacht Club, with the presence of Ambassador Per-Arne Hjelmbo and other Swedish dignitaries. The King and Queen met at the 1972 Summer Olympics, after which His Majesty said in a later interview how the couple immediately "clicked" when they met.

In Sweden on June 16, the Brazilian Chamber of

Commerce (Brazilcham) and the Swedish Olympic and Paralympic Committees organized a Rio 2016 Pre-Olympic Ceremony and the release of the Swedish Paralympic Theme Song (please see article on page 8).

Rio 2016 mascots

The Rio 2016 Olympic and Paralympic mascots were respectively named Vinicius and Tom, in honor of famous Brazilian musicians Vinicius de Moraes and Tom Jobim.

The Olympic mascot Vinicius is a mix of different Brazilian animals. His design takes inspiration from pop culture, as well as video game and animation characters. Alongside his Paralympic Games colleague, Vinicius represents the diversity of the Brazilian people and culture, as well as its exuberant nature.

According to the President of the Organizing Committee of the Rio 2016 Olympic and Paralympic Games, Carlos Arthur Nuzman, the people who voted definitely made the right choice as "Vinicius and Tom are world famous names that are synonymous with excellence, well in tune with the mark we wish to make with the Rio 2016 Games." ■



The Rio 2016 Olympic mascot Vinicius, named after famous Brazilian musician Vinicius de Moraes.

Peter Reinebo, CEO for the Swedish Olympic Committee, during the Rio 2016 Pre-Olympic ceremony in Stockholm on June 16. (Photo by Renata Benite)





Most likely, you expect me to mention the ongoing political and financial crisis already in the introduction of this editorial? Maybe I should dwell on this and confirm that things are really bad and we see no light at the end of the tunnel. Even though I am known for being an optimist in all situations and at all times, it is difficult to find any positive sides in the current scenario, but still there are some.

To start with, it is very important that all wrongdoings, especially political ones, have come up to the surface and to the people's awareness, a change for something new and better must start with knowledge about what was wrong in the past. Secondly, in times of crises people tend to become more creative and innovative and look for positive examples around the world.

The Swedish Embassy, the Consulates and the Chamber all receive frequent requests to talk about the "Swedish system" in media but also to organizations and institutions. Sweden is not free from problems but there are definitely some things that Brazil can learn from the historical process that led Sweden to create the welfare state it is today. Brazil is going through a very tough phase but now is the time to learn from the mistakes and create conditions for a sustainable long-term growth.

We are now looking forward to the opening of the Olympic Games in Rio on August 5. There are still tickets available so do not miss this unique opportunity to cheer for our Swedish (and Norwegian) heroes!

The Swedcham Board has grown and we are very fortunate to have such a diverse and qualified group of experienced business people who support my team and myself and always think some steps ahead!

Wishing you all a great Swedish summer or Brazilian winter and hope to see you in Rio in August!

Jonas Lindström
Managing Director,
Swedish-Brazilian
Chamber of Commerce



In my first editorial, I would like to send a special thanks to my predecessor Camila Mendes Vianna Cardoso, who has made valuable contributions to the strengthening of NBCC, especially during her last year as Chairman.

We have had a very interesting start of my term, finally reaching the milestone of joining the São Paulo and Rio de Janeiro chambers into one, national NBCC. It will strengthen us, and we will work hard to create content and interesting events for members and friends in São Paulo.

Our Norway Day event with Jorge Camargo, President of IBP, received very good feedback, and provided us with useful information on the current situation and future perspective of the Brazilian oil and gas industry. Camargo's clear and positive messages were well received, and gave valuable input on the ongoing political processes involving the main Norwegian industry segment in Brazil. In today's turbulent political landscape, we hope that we soon will see concrete measures to create stable framework conditions, which will enable us to get a sustainable perspective on future business opportunities.

In Rio, we are looking forward to the Olympic and Paralympic Games. It will be a privilege for Brazil to host the games, and receive all these great athletes. We hope for peaceful and successful games—and maybe a few Norwegian medals!

We at NBCC will continue to provide a dynamic networking arena for our 120 members, to increase understanding of important issues that affect us, and to create dialogue between our members.

Erik Hannisdal
Chairman, Norwegian-Brazilian
Chamber of Commerce





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Pre-Olympic Ceremony in Stockholm

By Julia Ferreira

The Brazilian Chamber of Commerce in Stockholm (Brazilcham), in cooperation with the Embassy of Brazil and the Swedish Olympic and Paralympic Committees, organized a Rio 2016 Pre-Olympic Ceremony and the release of the Swedish Paralympic Theme Song. The event took place in Stockholm on June 16 and had the presence of 15 Ambassadors from all over the world and more than 70 VIP guests. One of them was Jun Yamazaki, the Ambassador of Japan, representing the hosts of the 2020 Olympics.

The evening was moderated by Elisa Sohlman, Brazilcham's CEO, and among the speakers were Marcos Pinta Gama, Ambassador of Brazil; Minister Counsellor Pernilla Josefsson Lazo, of the Embassy of Sweden in Brasília; Peter Reinebo, CEO of the Swedish Olympic Committee; Johan Strid, SG for the Swedish Paralympic Committee; Anders Pettersson, Vice President of the Brazilian Snow Sports Federation, and Hans Säfström, Sports Director at the Swedish Paralympic Committee.

"The Embassy of Brazil in Stockholm is delighted to join the Swedish Olympic Committee, the Swedish Paralympic Committee and Brazilcham in this important and timely initiative to celebrate the Rio 2016 Olympic and Paralympic Games – the first to take place in South America –, on June 16, 2016, exactly 50 days from the Olympic Games. We hope that the Swedish athletes, authorities and tourists can enjoy the Games, as well as the Brazilian hospitality during their visit to Rio de Janeiro," said Ambassador Pinta Gama.

From the left (standing) Hans Säfström (Paralympics), Mikael Antell (Embassy of Finland), Miguel Pinto (Consulate of Cape Verde), Morina Muuondjo (Embassy of Namibia), Fatma Omrani Chargui (Embassy of Tunisia), Baker Fattah Hussen (Embassy of Iraq), Hala Husni Fariz (Embassy of Palestine), Jun Yamazaki and Junko Yamazaki (Embassy of Japan), Pernilla Josefsson Lazo (Embassy of Sweden in Brazil); (sitting) Elisa Sohlman (Brazilcham), Dimitrios Touloupas (Embassy of Greece), Ali Ajami (Embassy of Lebanon), Marcos Pinta Gama (Embassy of Brazil) and Johan Strid (Paralympics). (Photo by Renata Benite)

Mrs. Lazo gave a brief but enlightening update on the current Brazilian political crisis and informed us about the work and plans of the Embassy of Sweden in Brasília for Rio 2016.

During his speech, Reinebo shared his enthusiasm about Sweden's contribution: "We look forward to the Olympics in Rio, as we believe that it will be a colorful sports festival, and that the Swedish team will be well prepared and aiming for even better results than in 2012."

The Swedish and Brazilian Paralympic Committees working together

The Secretary General of the Swedish Paralympic Committee, Johan Strid, and his Brazilian counterpart initiated a unique collaboration in 2015, which is intended to improve and develop the conditions for Paralympic sports both nationally and internationally.

"We collaborate because we have a great deal of overlap in our activities, we are good at the same sports and we have a common interest in creating good conditions. Brazil is a very strong Paralympic country, which offers us some good opposition. It's a mutual exchange, because we're also very strong in many disciplines. Today, the Paralympic Games are the world's number one sporting event for driving social inclusion. As representative for our NPC I'm proud to be part of the Paralympic movement that around the world continuously thrives to develop the possibilities for all – in many fields of societies," says Mr. Strid.

During the event, the Swedish Paralympic Theme song "Willpower – Road to Rio" by Paula Noel, was released and performed on a stage for the first time. The guests could also enjoy some typical Brazilian food and music after the presentations.

Special thanks to United Spaces, Dona Doceira, Paula Noel and Jakob Machuca Law Firm for sponsoring this beautiful occasion. ■



Rio 2016 and Childhood Brasil: *working together to protect children*

The Rio 2016 Organizing Committee and Childhood Brasil are partners in support of a noble cause: the protection of children and adolescents in Brazil—using the exposure of the Olympic and Paralympic Games to put this cause on everyone's agenda.

Since 2013, the Organizing Committee and Childhood Brasil have formed a solid partnership that has achieved significant results to include this most important theme in the Rio 2016 Olympic Games.

Day by day, this work consists in including qualified content about the subject into the many communication channels of the Rio 2016 Games and in the organization of "Discussion Rounds". The rounds are a means to frequently promote, in a volunteer manner, meetings with other experienced organizations in the field and strengthen the role of the Committee for the Comprehensive Protection of

Children's and Adolescents' Rights in Rio de Janeiro during Major Events.

This committee works locally to bring together a host of interested parties in an effort to ensure the rights of children and adolescents during the course of major events and to discuss legacy public policies. The Local Committee has created a broad-based protection network involving government and public safety agencies, the courts, civil society, and international organizations.

At the invitation of the Organizing Committee, Childhood Brasil agreed to organize the Discussion Round on the Protection of Children and Adolescents, where participants were able to share information and hear suggestions with all those involved so that the actions of the Comprehensive Protection Committee be aligned with the population's communication and engagement to protect children and adolescents during the Rio 2016 Games.

The Olympic Games are a tremendous opportunity for Brazil to showcase itself for the world, which is why Rio 2016 and Childhood Brasil have partnered to use the Games as a powerful vehicle to implement the actions of its childhood protection plan. ■

Learn more about Childhood Brasil at www.childhood.org.br

Project Management courses in Brazil

During the second half of this year, **TwentyEighty** Strategy Execution, in a partnership with The George Washington University, will hold several project management courses with Portuguese materials and Brazilian instructors, with an international certificate to be granted by this renowned institution.

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- **Project Risk Management** – October 18-20, São Paulo.
- **Project Leadership, Management and Communication** – October 24-26 Rio de Janeiro and November 28-30, São Paulo.
- **Agile Project Management** – December 7-9, São Paulo.

* These courses are also part of "The George Washington University Master's Certificate in Project Management" and offered by Strategy Execution in Brazil.

For more information and registration, check out www.strategyex.com.br or call +55 11 2157 5507.



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National Day celebration with “Swede of the Year”

Photos by Mario Henrique

This year's celebration of the Swedish National Day in São Paulo took place Sunday June 5, one day before the actual National Day. According to the tradition the festivities took place in the beautiful Scandinavian Church with Reverend Roberto from the Lutheran Church “Igreja da Paz” as well as with the pianist Glaucia. After the service the celebration continued at the nearby Skandinavium hall. The weather was a bit rainy, but this didn't limit the smiling faces of the about 200 people present, including many children.

The traditional service at the Scandinavian Church.



Usually the celebration of the National Day of many other countries involves quite strict traditions and is frequented almost exclusively by diplomats and business people. The Swedish Consulate in São Paulo desires to organize a celebration for the whole family, young and old. Therefore, the Consulate last year changed the format of the celebration slightly and organized a cocktail party, but with available seats for the elderly and disabled. This way the format facilitates the interaction between the participants in a more relaxed manner than a seated lunch does.

For the first year in history, the National Day was also open for the general public, including non-Swedish citizens that are not related to a Swedish citizen. After all, one of the objectives is to promote the image of Sweden to all interested. We also counted on the presence of the Consulates General from Norway, Finland, Portugal, Russia and South Africa.

Another tradition, which was also started in 2015, is the election of the “Swede of the Year”. The person elected should be well-known within the Swedish-Brazilian community and have made a special accomplishment for the benefit of the relations between the two countries. 2016 being an Olympic year, it was more than suitable to elect Lars Björkström, Olympic gold medalist in the 1980 Moscow Games (please see article on pages 32 and 33), as the Swede of the Year. Björkström was



(From left) Anette Hjelmborn, Renato Pacheco Neto and his wife Julia, Lars Björkström, and Ambassador Per-Arne Hjelmborn.



Fred Hasselquist, Juliana Abdias, Rodrigo Teles and Malin Hakansson Teles with their daughter Nora.



Francisco Rodrigues (Gunnebo Industries), Anders Jansson (ABB) and Alex Monteiro (Fnac).



Recently retired Swedcham Board Member Peter Hultén and his wife Cristina.

announced through a collection of video clips from TV interviews made at the time, which were highly appreciated by the participants.

The Consulate General in São Paulo wishes to extend its gratitude towards all the 16 sponsors for their funding of the event: Atlas Copco, Banco Original, Handelsbanken, Gunnebo Industries, Höganäs, S/A Llorente y Cuenca, Munksjö, Nordea, PNST-Advogados, Scania, SEB, Semcon, SKF, South-partner, Stora Enso and Volvo Cars.

And to all the eight supporters who kindly contributed either with goods or gifts for the raffle: ABB, Elanders, Electrolux, Fnac, Fareva, Lacoste, Pernod Ricard and Tetra Pak.

We would also like to extend our gratitude for

the participation of the President of the Scandinavian Church, the Scandinavian Association "Nordlyset", the Managing Director of Swedcham as well as of the Trade Commissioner from Business Sweden. Special thanks also to HM Queen Silvia who had sent a nice message to the Swedish Community in São Paulo and also for the Swedish Ambassador Per-Arne Hjelm born and his wife Anette for honoring the festivities with their presence and of course to all the people present for making this such a positive and joyful event!

The celebration ended with a special lottery, where many winners could bring home some nice gifts from the companies who supported the event. We hope to see you there next year again! ■



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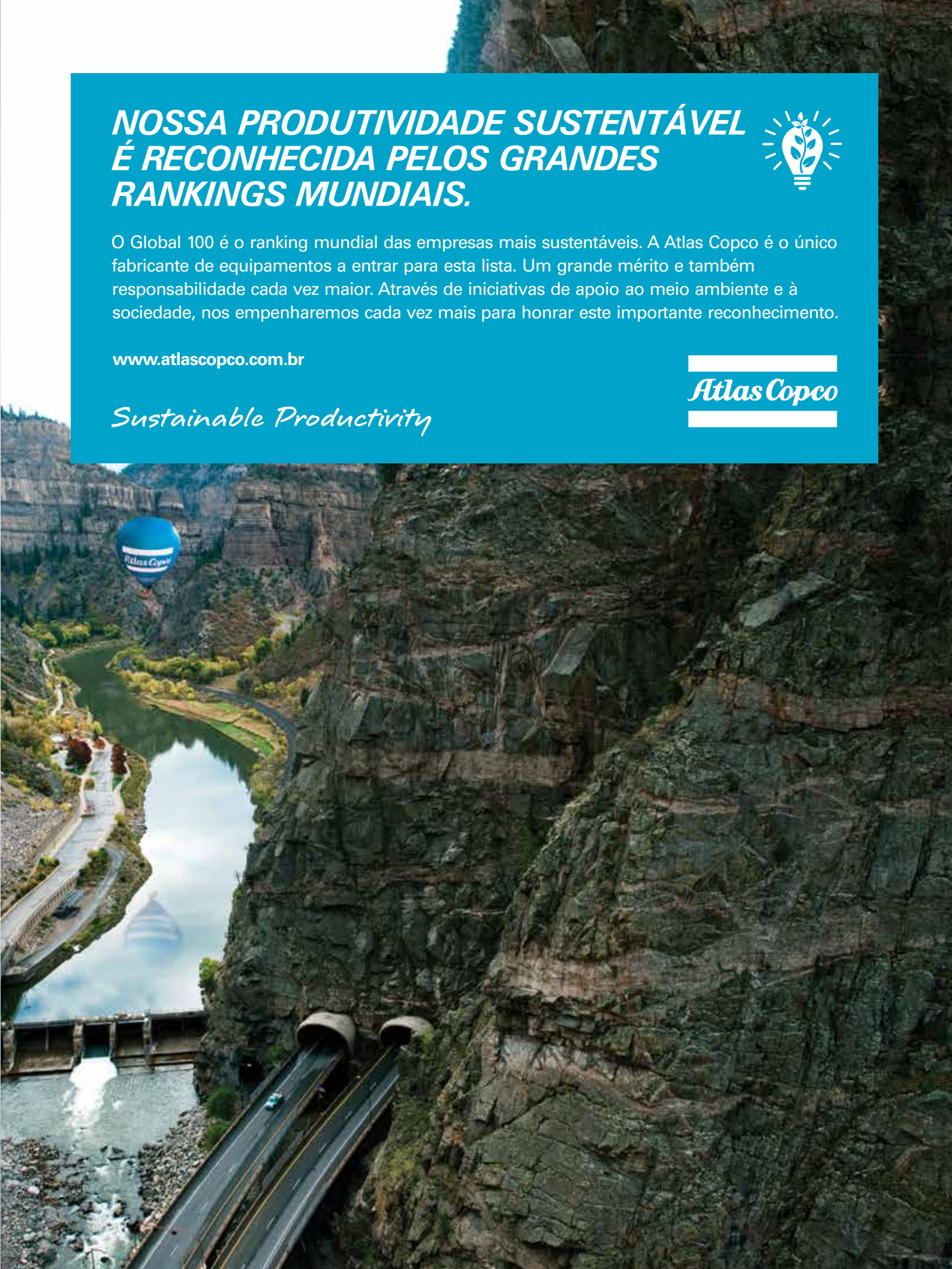


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Knowledge on Road Safety

shared during three days in Rio

The 17th RS5C (Road Safety on Five Continents) conference was held in Rio de Janeiro, from May 17 to 19. More than 100 papers were presented by speakers from 25 different countries. The conference was organized by The Swedish National Road and Transport Research Institute (VTI) together with The Brazilian National Association for Transportation Research and Education (ANPET).

RS5C is an international conference aiming at increasing road safety globally by providing a platform for this essential knowledge exchange and helping the participating countries to find a good balance between road safety and mobility. Road traffic injuries and loss of life is one of the major global health problems today with 1.24 million people killed annually. Many countries have learnt to mitigate the problems associated with road traffic crashes but there is still much more to be done.

As an example, keynote speaker Dr. Hilda Maria Gomez of CAF (the Development Bank of Latin America) mentioned in her speech that as much as 100,000 people in Latin America are killed in traffic every year and in half of the Latin countries the numbers are increasing. Most deaths are among pedestrians in urban areas. Only in Rio de Janeiro more than 1,000 people die because of traffic accidents each year.

Measures are taken but some Latin countries do not yet have a road safety plan. The goal of CAF is that deaths and injuries in traffic shall decrease by 50 percent from 2010 until the year 2020, which will require a lot of effort especially regarding safety for vulnerable road users like pedestrians, bicyclists and motorcyclists.

There is a great necessity for global cooperation to stop the growth of traffic fatalities. These three days during RS5C the 150 participants exchanged knowledge, information and experience from success stories and good practice regarding road safety and had the opportunity to create new



The closing remarks were made by Erik Bromander, State Secretary to the Swedish Minister for Infrastructure.

contacts for further cooperation.

The topics for this year's conference were road safety plans, policies and strategies, safety management and accident analysis, vulnerable road users, road user education, vehicle innovations, autonomous driving and ITS applications, infrastructure, driver state, safety modelling and evaluation techniques, road user behavioural issues and risk perception, and safety aspects of public transport.

Opening session speakers were:

- Dr. Magnus Hjälm Dahl, Chairman for RS5C Organizing Committee, VTI, Sweden
- Jonas Bjelfvenstam, Director General VTI, Sweden
- Prof. Marcio de Almeida D'Agosto, President ANPET, Brazil
- Valter Casimiro, Director General DNIT, Brazil
- Corina Puppo, Technical Secretary, OISEVI, Argentina

For the closing session Erik Bromander, State Secretary to the Swedish Minister for Infrastructure, made remarks together with Prof. Flavio Cunto, Federal University of Ceará in Brazil and Dr. Magnus Hjälm Dahl, Chairman for RS5C Organizing Committee, VTI, Sweden.

The next RS5C conference will be arranged in South Korea in 2018 by VTI in close cooperation with the Korea Transportation Safety Authority (KOTSA). ■



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Walpurgis celebration and farewell service at the Scandinavian Church

The year 2016 is already well underway in Brazil, but in Sweden from one point of view it has just started. Only now the arrival of spring has been celebrated and summer is getting closer.

Traditionally the arrival of spring is celebrated on April 30 during the Walpurgis Night (Valborg in Swedish). Walpurgis, or Saint Walburga, was an eighth-century English missionary abbess to Francia in Germany, who lived from 710 to around 779. Her relics were transferred to their final rest on May 1st and a tradition to commemorate the night before therefore arose. One possible explanation for the festivities on April 30 is also that the administrative year used to end this date during the Middle Ages. Walpurgis bonfires are part of a Swedish tradition dating back to the early 18th century.

This year a new tradition was started at the Scandinavian Church, when a record small bonfire was lit accompanied by the joyful singing of the participants from the community. Since the night was



Pastor Lasse Svedberg during his farewell at the Scandinavian Church.

rather chilly in São Paulo as well, imagining how the celebrations must have been back in Sweden was not all that difficult.

Maybe the motivation for the beautiful singing was also brought from the fact that this was the farewell service for Pastor Lasse Svedberg, who will now give retirement an honest chance. The community may now welcome our new Pastor Åsa Ström Broman, who is portrayed in an article in this edition of the magazine. ■

Registration as a Swedish citizen at the Consulate

As you might have noticed when visiting the Consulate, we have started a reregistration campaign and are asking all our visitors, especially those who are Swedish citizens, to register themselves. There are various reasons for this and also two types of lists we maintain.

First of all, we want to be able to maintain correct statistics over how many Swedes live in Brazil, where they live, etc. Among other reasons, this is important in order to justify the type of services we can provide to the community, but also for the Embassy and Consulate to be able to contact Swedish citizens in the event of a crisis. Since people's contact data change frequently and in some cases



people move away from Brazil, the data in this registry has to be renewed once a year.

This registration is done either on a paper form provided by the Consulate or on an online form provided by the Foreign Ministry ("Svensklistan"). People who leave their data on the paper form will be entered into the online system by the Consulate and will therefore receive a confirmation e-mail once this has been done.

There is also an internal list maintained by the Consulate mainly in order to collect contact data so that we can send invitations to special events and our new electronic newsletter. If you choose to register on the first list we will automatically add you also to this internal list, which doesn't expire, should you not wish to erase your data from it for some reason. As always we appreciate your help in understanding in providing us with your personal details.

Swedish book donation—The Consulate has received a donation of children's books and also has a smaller supply of novels and other books available free of charge. Feel welcome to pick your free copy upon your next visit! ■

RedeTV covers Sweden's political model for fighting corruption

The Brazilian channel RedeTV has recently produced a series of stories covering political corruption (or should we say, lack of corruption) in Sweden—a highly current topic, considering the development of the political situation in Brazil with the impeachment process of President Dilma Rousseff and the "Lava Jato" investigation. Sweden, on the other hand, consistently appears among the least corrupt countries in the world in various international rankings.

RedeTV sent one of its correspondents to Sweden in order to investigate how members of parliament live, how they are audited and what rights they acquire through their position. No need to say, the reality is quite different to the one in Brazil. Members of parliament have the right to a small apartment of about 29 sqm if they live more than 50 km away from Stockholm, have no secretary or official car and do their own cleaning.

Some might remember that the scandals around political corruption are of a different magnitude. For instance, some years ago the Deputy Prime Minister,



Luis Fernando Baracho, professor of international relations, Renato Pacheco Neto and Celso Zucatelli of the "Melhor Pra Você" program on RedeTV.

Mrs. Mona Sahlin, had to leave her position due to a scandal involving the payment of a Toblerone chocolate bar with her government credit card. At one point there was also a similar scandal involving former Prime Minister Göran Persson, who was caught on photo when trying out some sweets in a supermarket – without paying for them.

The stories on RedeTV were followed up by an interview with Consul General Renato Pacheco Neto on the morning show "Melhor Pra Você" providing some insights around the auditing institutions in place, controlling the politicians and public officers, but also discussing the history leading up to today's public opinion on corruption.

Worth mentioning is a current research program performed at the Criminology Institution at the University of Stockholm lead by Monika Sellgren Karlsson studying the institutional history in Sweden and how it may have affected the current situation. ■

Institutional visits

Over the last few months, our Consular district has received visits from the University of Jönköping for a presentation held at Swedcham Brasil together with its partner university Universidade de São Paulo (USP). We have also had the honor of receiving official visits from the State Secretary to the Minister for Infrastructure, Erik Bromander, as well as the International Secretary of the Social Democratic Party Andrine Winther, and member of the Swedish Parliament Mathias Tegnér. ■

Sweden *in* Rio

By Louise Anderson
Swedish Consul General



Ambassador Per Arne Hjelmhorn and Pernilla Josefsson Lazo visit the Olympic Park with Renata Kroeff (center), Institutional Relations Advisor at the Municipal Olympic Company.

Escola Municipal Suécia

A while back I paid a visit to a public elementary school called Escola Municipal Suécia. Apparently, there are many municipal schools that carry the names of countries. The school was given this name a few years after the 1958 World Cup.

I was moved by the warm reception I received, and pleasantly surprised by how proud the students were of studying at the "Swedish School". Children waving Swedish flags, and Swedish phrases on the walls of all the classrooms greeted me. It is located in Pílares in Rio, and is quite easy to access. Most of the students come from unprivileged backgrounds, and any donations or support would be greatly appreciated, as well as visits. ■

New addition to Consulate

We are pleased to announce that we have a new employee at the Consul General's Office, who also assists at the Consulate. Alexandra Ek studied International Economics & Politics with a special interest in Sustainable Development at Lund University. After backpacking through South America and Brazil in 2013, she knew she wanted to return. In 2014 she interned at the Swedish Embassy in Brasília, and we are now very glad to have her onboard in Rio. Welcome to Team Sweden! ■

Alexandra Ek.



Waiting for the Games

With the Olympics upon us, Rio de Janeiro is counting down the days to the Games. The Olympic torch is travelling throughout the country, and the building projects continue throughout the city. Despite the economic and political crisis Brazil is currently facing, I believe the Games will be a success, and leave a permanent legacy for the country and the city.

The improved infrastructure, especially the metro line being extended from the South Zone to Barra da Tijuca, is in and of itself a great improvement to the urban transport system. The new downtown port area is beautiful, and I highly recommend a visit to the area and the Museu do Amanhã if you find yourself in the *Cidade Maravilhosa*.

Around 500,000 visitors from abroad are expected during the Olympics and various pavilions are being constructed around Rio. Much like during the World Cup in 2014, I expect the excitement will be tangible for those of us lucky enough to be here.

From Sweden, we are expecting approximately 100 athletes, in addition to our Sports Minister and Royal Family members, who are avid in their support for the Swedish Olympic "troupe" as we call them in Swedish. The Consulate has been working together with the Swedish Embassy, Swedcham and the Swedish Church to plan for the Games. We will be getting extra personnel from the Foreign Ministry, and everything from security to crisis planning has been prepared: We are ready, and we are excited!

There are still tickets available for many games, and for those of you who find yourselves in the city and would like to connect with other Swedes, the Swedish and Norwegian Churches Abroad have come together and rented a bar/restaurant in Copacabana where we can cheer on our athletes together. A Facebook page organized by the Swedish Church (Svenska kyrkan OS Rio 2016) will post games and schedules. ■



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Swedish-Brazilian dialogue on traffic safety solutions

**By Elsa Stefenson
and Marcelo Juc**



Kenneth Svensson, Analyst of Traffic Safety at the Swedish National Road and Transport Research Institute, during the seminar.

On May 16, Business Sweden – the Swedish Trade and Invest Council –, with support from the Embassy of Sweden in Brazil, organized the seminar “Vision Zero: the Swedish experience in road traffic & safety” in Rio de Janeiro. The event was held in partnership with the Swedish National Road and Transport Research Institute (VTI) and approached the challenges in road traffic & safety faced in Sweden and Brazil.

The seminar was held in conjunction with the Road Safety on Five Continents conference (RS5C) organized by VTI. RS5C is an international conference held approximately every two years aiming to increase road safety globally by providing a platform for knowledge exchange and helping the participating countries to improve road safety and safe mobility. While the seminar on May 16 focused on approaching the Brazilian stakeholders, the RS5C conference held from May 17 to 19 gathered stakeholders from many countries in the world. Both events occurred at the Windsor Florida Hotel in Rio de Janeiro.

The successful Swedish experience from Road Traffic & Safety is well-known among Brazilian experts from the sector. The seminar attracted representatives from both the public sector but also from private concessionaries. The agenda included an opening speech by the Swedish Ambassador, Per-Arne Hjelmborn, followed by presentations by Jonas Bjelfvenstam, from VTI, and Kenneth Svensson, from the Swedish Transport Administration Agency. Both gave an overview of the Vision Zero concept created by Sweden. Then, it was time for the Brazilian authorities from the Brazilian National Land Transport Agency (ANTT), the Brazilian National Department of Transport Infrastructure (DNIT) and the Brazilian Ministry of Health to introduce the challenges related to road traffic & safety and infrastructure, as well as the government’s programs and investments to solve these problems.

The morning session ended with presentations from Volvo, Ericsson and Axis who demonstrated the newest technology in Road Traffic & Safety Technology. Volvo presented its new concept of the intelligent self-driving car, which will decrease accidents and establish safer journeys in the future. Ericsson showed how ICT technologies can increase road safety and traffic management, through the adaptation to the Internet of Things, considered the future for this kind of technology. Finally, Axis presented how smart technologies in terms of monitoring can change road surveillance systems for the better. Other Swedish companies such as Blue Systems, Kapsch and Scania were also present.

In the afternoon, the audience was divided in two workshop groups that opened up for in-depth discussions around road traffic & safety. The first group talked about safety and efficiency increase in road infrastructure, where companies and road administrators could present their concerns and ideas for solutions. The second group discussed the influence and impact of driving behavior in road traffic.

The seminar made it clear that both countries have a lot to benefit from exchanging knowledge and experience within road traffic policy, infrastructure, technology and

safety practices. This event created a platform for discussion of a new strategy for the Brazilian road transport system in order to develop secure, efficient and sustainable roadways, while decreasing the number of accidents.

The Vision Zero seminar ended with an important remark from Enrique Luduvise, President of the Brazilian Association of the State Departments of Roads and Transport (DERs), who reminded the participants about the "Yellow May" (*Maio Amarelo*) initiative from the DERs aiming to

raise awareness about road traffic casualties, which have been dropping in Brazil in the last years due to strategic government action.

To learn more about Road Traffic & Safety activities, please contact Elsa Stefenson, at elsa.stefenson@business-sweden.se or +55 (11) 2137-4400.

The Swedish-Brazilian Business Council

By Björn Clavey and Gabriel Scisci

The Swedish-Brazilian Business Council (SBBC) is a high-level bilateral forum bringing together leaders from both countries' business sectors to exchange ideas on how to increase and diversify bilateral trade, investment and to address innovation and sustainable development. The result of the discussions is presented in the form of recommendations to both countries' governments.

The SBBC was established in conjunction with President Dilma Rousseff's official visit to Sweden in October 2015. The council consists of selected CEOs and top-level executives from Swedish and Brazilian companies. Hans Vestberg is co-chair of the Swedish side and Business Sweden holds the secretariat function.

The 2016 edition is scheduled to take place in São Paulo on October 17. The preparations for this meeting are already ongoing. On April 20, Business Sweden hosted a workshop in Stockholm bringing together representatives from the Swedish member companies of the SBBC.

During the discussion, the participating companies outlined topics that would be of interest to put on the agenda for the next meeting. This covered how to improve the business climate in Brazil, e.g. by simplifying the complicated tax system, reducing trade barriers and limitations for foreign investors. The leading question being: How much more could Swedish companies invest if Brazil were a more open and competitive economy?

Other important topics were discussed such as global value chains and how Swedish companies – many of which have local manufacturing in Brazil – could contribute to get the Brazilian economy more integrated into global trade



SBBC meeting in October 2015: Front row, from left to right: Karl-Henrik Sundström, CEO, Stora Enso; Lars Linder-Aronson, Chairman of the Board, SEK; Håkan Buskhe, CEO, Saab; and Marcus Wallenberg, Chairman of the Board, SEB.

flows. Brazil could for example become a hub for exports to Latin America or other regions. The topics sustainability and innovation were also discussed. The successful application of the *triple helix approach*, along with concrete examples of bilateral R&D projects, are other topics to be highlighted.

Additionally the meeting in October will be an opportunity to meet with representatives from the Brazilian government. The date October 17 was a strategic choice, since it would be a kick-off for the Swedish-Brazilian Innovation Week. Throughout the week, the Swedish Embassy together with other institutions will promote a series of workshops, seminars and activities that position Sweden as a country of innovation and as an attractive partner for Brazil to collaborate with.

To learn more about the Swedish-Brazilian Business Council, please contact Björn Clavey, at Bjorn.Clavey@business-sweden.se or +55 (11) 2137-4400.

Scania unveils new test laboratory in Brazil

The company inaugurates its first engine development and testing lab outside Sweden in São Bernardo do Campo, São Paulo State.

“With this initiative we are placing Brazil within the context of the most cutting-edge technology in the automotive sector, reflecting, at the same time, our commitment to the country and to a sustainable transport system”, said Per-Olov Svedlund, President and CEO of

Scania Latin America, during the inauguration on April 26.

Consisting of two cells, the lab meets the latest demands for Euro 6 emissions measurement capability, preparing Scania for the global implementation of tougher emissions legislation. The Tech Center will be integrated into the company’s existing development organization for new global products, support the local certification of future emission legislations, and also support the global production system for Scania’s wide range of engines.

“With this structure we are meeting, on the one hand, the growing global demand for engine tests, led not only by an improvement in income but also the search for more sustainable technologies. On the other hand, we are strengthening Scania’s position as a company that is driven by innovation and engineering, and also strengthening our position as a leader in the use of alternative fuels and in the development of new products”, says Henrik Alfredsson, Vice-President of Research and Development for Scania Latin America.

Research and development into new technologies is already

Guests were given a tour of the new lab.



Henrik Alfredsson, Vice-President of Research and Development for Scania Latin America (left), and President and CEO Per-Olov Svedlund.

embedded at Scania’s Swedish headquarters, but the new Brazilian test cells accelerate this process, which is key to Scania’s vision of sustainable transport.

The laboratory, which required a BRL 40 million investment, is able to test and monitor the performance of up to two engines at a time, giving access to the test data for test engineers locally or even remotely from Sweden. The information captured will be used as a basis for new engine designs, or for improvements to Scania’s existing vehicles.

Present for the lab’s inauguration were authorities, partners and academia—including São Bernardo do Campo Mayor Luiz Marinho, Jonas Hofstedt, the Senior Vice President of Powertrain Development at Scania AB, and Sweden’s Ambassador in Brazil, Per-Arne Hjelmborn. “This is a project that will put the industrial park on the same level as the technological standard of Scania’s most modern operations in the world,” Hjelmborn said.

The Ambassador also highlighted the investments of Swedish companies in Brazil and the strategic cooperation accord signed by the two countries in 2009. “We know that Brazil is going through a moment of economic and political challenges and nevertheless Swedish industry is present here. We have a strategic partnership that is focused on bilateral cooperation in a series of areas such as trade and investments, bioenergy and biofuels.”

In an unconventional event, Patricia Acioli, who is responsible for Communication at Scania Latin America, led the inauguration ceremony in a live transmission from the lab, while on the other side of the plant around 100 guests accompanied everything in the auditorium. The opening ceremony counted on a video manifesto that reaffirmed Scania’s commitment to sustainability, focused on the triad: intelligent transport, energy efficiency and alternative fuels. ■



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Åsa Ström Broman and her husband with their eight children and two grandchildren.

Meet Åsa Ström Broman, the new priest in São Paulo

“NordicLight” interviews Åsa Ström Broman, the new priest at the Scandinavian Church in São Paulo. On April 26, there was a pea soup & punch event at the church to welcome her and bid farewell to her predecessor Lasse Svedberg.

Tell us about yourself: where are you from in Sweden and when did you decide to become a priest?

I grew up outside Stockholm, in Danderyd and Täby. Since 1994, I have lived in Norrköping. My studies were initially in the cultural sciences with majors in journalism and history of arts. I was always interested in how humans have expressed ideas and belief systems. While studying, I worked in my spare time at a maternity ward where issues of identity, life and death are at the core. Subsequently, I worked as a journalist at a newspaper for 12 years. For a few years, I had children (now grown up), studied theology and worked intermittently. By 2003, I entered the difficult but in so many ways fantastic profession as priest. To meet people in all kinds of situations: in prisons and embassies; at universities, hospitals or the kitchen table. As a priest, I often meet people when their lives are at a turning point and they need to reflect with somebody.

I have worked dedicatedly with children and youth, including at schools and universities, and jails and prisons. For many years, I was engaged in the church's emergency call service in partnership with the police, fire brigade and health care. I made short interventions in the Swedish Church

Abroad in Thailand after the Tsunami in 2005, in Spain and as reverend in London in 2014. My current position is reverend in the Söderköping St Anna parish a beautiful place in the Swedish Archipelago.

When did you arrive in Brazil and what are your impressions of this country?

I visited Brazil for the first time in April this year. It is a fantastic country: large, beautiful and complex. I am impressed by people's deep friendliness and openness. I am intrigued by Brazil's many challenges and opportunities. I truly look forward to getting to know and discovering more of this country's history and contemporary character, its environment and identity.

We hear you will be based in New York but give church services in São Paulo, Rio de Janeiro and Belo Horizonte in Brazil, as well as in Buenos Aires, Argentina, and Lima, Peru. Could you comment about this?

This will be a new type of job for me. The Swedish Church has only two other roaming priests: one in Africa and one in Asia. My assignment is to visit South America four times a year, about three weeks at a time. During each trip, I expect to visit 3-4 places. Together with local Swedes, I will schedule my program and prepare church services, events, dialogue meetings and the like. My next visit to São Paulo is likely going to be around September 21-26.

My husband serves as head of the Swedish Church in New York since February so I will live with him in Manhattan and commute to South America.

What do you like to do in your spare time?

I enjoy people and culture of all types. I love music! And I am fond of football and my big family. I take pleasure in discovering and understanding new things. I am thrilled to get to know a new continent and maybe begin to understand what it means to live in Brazil. I furthermore want to learn Spanish, and preferably Portuguese too...

I look forward to meeting Scandinavians in South America! Please get in touch! Send questions, thoughts and suggestions to: asa.strom-broman@svenskakyrkan.se (By this autumn, we plan to open a Facebook page called "mobile priest in South America". Look out for it!) ■

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By Peter Johansson

In our latest editions of the magazine we have mentioned the existence of various Swedish and Scandinavian institutions that are present in Brazil, such as the Scandinavian Church and the Scandinavian Club. But did you know that there is actually also a Brazilian Floorball Association (ABF)? Or maybe you don't even know what floorball is?

Floorball is a type of playful variant of hockey (and in Brazil you might say a combination of *futsal* and hockey), where the sticks got their form from the hockey game bandy. Teams consist of five field players and a goalkeeper. Men and women play indoors with 96-115.5 cm long sticks and a plastic ball with holes. Matches are played in three 20-minute periods.

The sport is of Swedish origin and was developed during the 60s and 70s. The first official game took

place in Gothenburg in the early 1970s. Since then it has grown in popularity and as of 2014 it was played by over 300,000 registered players world-wide and even more unregistered ones.

Most Swedes going to school after 1970 will probably remember having played floorball in the sports classes. It is still a very popular sport in Sweden, but the other Nordic countries as well as Switzerland, Germany, the Czech Republic, Japan, Australia and the USA also have a large number of active teams.

In Brazil, the sport arrived during the 90s through Brazilian exchange students that had gotten to know the game in Sweden and brought it back with them to Brazil. In the beginning it was mainly played by members of the Scandinavian community, but with time it has reached a broader public through organizations such as SESC and the ABF's activities promoting the sport in general.

At the moment the sport is played in eight states (even in Piauí there is a team!) and has reached about 8,000 children in the cities of São Paulo and Rio de Janeiro through a program lending equipment to schools in order to provide an alternative to just playing football. In São Paulo, you can play floorball regularly every Monday evening at the Armenian Sports Club at 9:30 p.m.

If you would like to know more about where and when you can practice floorball in your city, contact the Brazilian Floorball Association through its website www.floorball.com.br or e-mail atletafloorball@gmail.com ■





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Otávio Lucchese (left)
and Rene Andrich.

Compliance and Governance

*By Otávio Lucchese
Swedcham representative in Curitiba*

Brazil is currently going through a rather turbulent period. Nevertheless, good news is on the horizon too. Changes in behaviour are visible in the Brazilian business environment. There is a growing concern with good practices and sustainability. Swedcham talked about this with Rene Andrich, Head of Auditing of one of the largest Swedish companies operating in Brazil, Electrolux.

Currently, what are the needs and demands regarding Corporate Governance and Compliance?

Firstly, I think we should clarify some misunderstandings regarding not only the term Corporate Governance and Compliance but also other terms related to governance, such as: Risk Management, Internal Controls, and Internal and External Audits. The Brazilian Institute of Corporate Governance (IBGC) says corporate governance "is a system by which companies and other organizations are managed, monitored and incentivized, involving the relationships between partners or members, the board of directors, the executive board, supervisory and control bodies and other interested parties".

IBGC defines the basic principles of good governance, such as: Transparency, Fairness, Accountability and Corporate Responsibility. In other words, these principles aim to assure that information is disclosed to the interested parties equally, clearly, concisely, comprehensively and in a timely manner, in addition to attending to the organization's economic and

financial viability. For this purpose, the implementation of GRC (Governance, Risk and Compliance) and Internal Controls is most welcome.

The Board of Directors must be alert to the threats to the business, whether internal or external. The risk management function takes care of this aspect. The compliance function must assure an appropriate level of conformity with both internal and external requirements, including the Code of Ethics and Conduct, as well as the implementation of a Whistleblower Hotline. Lastly, Internal Controls must assure the existence of suitable controls to mitigate the risks identified.

Have you noticed any change in the behaviour of companies in Brazil with regard to compliance?

I have noticed that there is increasing concern with Compliance in Brazilian companies and this seems to me to occur in an attempt to respond to current events in Brazil, mainly in publicly traded companies or in subsidiaries of multinationals established here in Brazil. In my view, however, this concern should not be limited only to Compliance, but also to Governance which, as I said, is a much more comprehensive concept. There are many scientific studies that emphasize the positive change in the value of an organization after the implementation of good governance practices, rendering it more attractive to investors.

What precautions or care would you recommend in this new scenario for Swedish companies either already operating or interested in Brazil?

Sweden is a country with high standards of corporate governance. Its companies reflect these high standards in their practices. It is a fact that the level of demands in Brazil has been increasing, mainly after the latest scandals involving the largest Brazilian company and after the entering into effect of the Brazilian Law Against Corruption. Not only Swedish companies, but any company that operates or intends to operate in Brazil must be mindful of the requirements of this law and of the practices of good governance, in alignment with the strategic objectives of the organization. ■

Rekorderlig Cider arrives in Brazil

Swedish Rekorderlig Cider has been selling in Brazil since the end of March 2016 and so far only in five States: SP, RS, PR, ES and RJ, but the company hopes to find distributors in every State in the coming months. Its Facebook page has a list of all the places it is currently stocked, plus you can purchase Rekorderlig on line and have it delivered anywhere in Brazil.

Rekorderlig was the labor of love of Swedish married couple Anders and Helén and their friend Håkan 20 years ago. Rekorderlig is proudly created at the Åbro brewery, which dates back more than 150 years making it the oldest family-owned brewery in Sweden. The cider is built on a foundation of sweet apple & pear cider, Swedish flavors, old

tradition & modern innovation.

The cider is distributed in Brazil through Rio-based Russell Browne, Director South America at Chilli Marketing Ltd.

"Personally, I have been in Rio since December 2013. It has been one of the craziest challenges of my life doing business in Brazil after launching the brand in New Zealand before this. Some of the laws here make absolutely no sense at times. But we persevered as many Brazilian fans knew us from their travels to Europe and Australia where we sell over 5 million cases a year. We have already sold 800 cases in just five weeks and are on target to sell 10,000 by the end of the year," says Browne.

"We want to show Brazil, or remind people, what they've been missing out on. The blend of apple and pear cider with fruit notes of strawberry lime or passion fruit, served chilled over ice appears to be a winning combination for Brazilians." ■



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Interview with Olympic Gold Medalist *Lars Björkström*

In light of the upcoming Rio 2016 Summer Olympics in August, “NordicLight” recently interviewed Olympic Gold Medalist Lars Björkström, a long-time Swedcham member. Born in Sweden and naturalized Brazilian, Lars teamed up with Brazilian Alex Welter in the historic conquest of the gold medal in the Tornado Class in the 1980 Moscow Olympics—which marked the first gold medal in sailing for Brazil and put an end to a 24-year period without any Olympic Gold for this country (until then, the last Olympic champion had been Adhemar Ferreira da Silva, who won in the triple jump class in the 1956 Melbourne Olympics).

Born in Gothenburg and raised in Stockholm, sailing was almost compulsory,” he said. “Thousands of islands and tranquil waters certainly invite the population to travel or compete by boat.” Lars revealed that when he was 12, his father sent him to a camp and gave him a boat, “which later ‘extended’ my studies at the KTH Royal Institute of Technology by more than a year.”

In the early 1970s, Lars and a friend decided to go on a trip by motorcycle without any specific destination (or “*sem destino*” in Portuguese, the Brazilian title for the famous film “Easy Rider”), leaving California en route to Latin America. “After a year going through 17 countries, we decided to try Brazil, at the time under the Medici Administration and before the oil crisis,” Lars recalled.

“My first job was at a construction company in São Paulo, and after helping a Swede who wanted to set up a construction company in Resende, he offered to bring me something from Sweden when he moved to Brazil in 1975. I asked for a Tornado Olympic boat, which I had helped introduce in Sweden. My uncle, a sailor in Gothenburg, readily organized one to send over!”

Lars had already participated in some regattas in Guarujá through Erik Svedelius’s nephew and namesake, who helped him put the boat in the São Paulo Yacht Club on the Guarapiranga Reservoir, where it was seen by Alex Welter, one of the best sailors in Brazil. Welter told him about a Brazilian Tornado championship in Rio de Janeiro and that the first two winners would be entitled to participate in the world championship in Australia. “This was an irresistible offer, and we immediately joined forces and won our airline tickets!” he said.

“We had an encouraging result and we decided to form a team focused on the Summer Olympics that would take place four years later in Moscow, in

Alex Welter (left) and Lars Björkström in action during the 1980 Moscow Olympics.



1980, with regattas in Tallinn in the Baltic Sea, not very far from my waters in Stockholm!"

Lars recalled that Alex was going to do his post-graduation in Munich, which would help the logistics. Europe had many Tornado regattas and there were three important pre-Olympic races in Tallinn, not very far from Germany and Sweden, where his sister had a house to keep the boat. "I managed to buy another Tornado in Stockholm, which I was only able to send to the pre-Olympic regatta in 1977 as part of the Swedish delegation, because of Soviet bureaucracy, which was similar to Brazil's only without all the good will..."

"To look Brazilian, I painted the bottom green like an alligator and the rest white, the name Jacaré was inspired by the only publication permitted to criticize the Soviet government: Krokodil. In Estonia, a local journalist was very amused and after each race he asked if Jacaré had beaten the Russians."

After their second place in the European championship in Italy at the start of the Olympic year, Lars and Alex had guaranteed their place and could concentrate on refining their skills in other regattas in France and Germany.

"We had the opportunity to fly to the opening in Moscow, a spectacle which to this day is unparalleled in Olympic Games, with the famous Misha bear (the Russian bear is a widespread symbol for Russia) and the enthusiastic audience. It was exciting to see Leonid Brezhnev at the height of the cold war. We had another opening in Tallinn, but without the bear since the Estonians preferred a seal for historic reasons."

"Well, our speed exceeded that of the recently crowned world champion, our Russian host, as well as the Danish vice-champion, and much to our surprise we won with anticipation, before the seventh (and last) race. The Swedes also managed to beat the Russians to the bronze medal, so only Alex was non-Nordic on the podium," Lars told **NordicLight**.

"The following day, two young sailors from Rio grabbed gold for the 470 Class, a small craft for lightweights that is still in the Olympics (which unfortunately isn't the case of the Tornado Class that gave two more bronze medals for Brazil, won by Lars Grael, of Danish origin)."

Lars said that after the closing ceremony, he went to see his parents in Stockholm, and saw the headline in a daily paper: *Swede won gold in the Olympics, but the Brazilian flag went up!* "When



Alex Welter and Lars Björkström receiving their well-deserved Gold Medals at the 1980 Olympic Games.

I landed in São Paulo it seemed like Carnival, but a serious congressman wanted to recruit me for his campaign against new restrictions for immigration, and a few weeks later I found myself on a platform with Franco Montoro, soon to become the governor of São Paulo. Years later, I also went to lobby in Congress to overturn a veto by José Sarney of some tax incentives for corporate investment in community sport facilities, similar to existing cultural incentives. Then came Fernando Collor and put a veto again, so I gave up my political career!"

In spite of the fact that soccer is the sport that rules in Brazil, Lars said his life changed as the country's fourth Olympic champion, "and now oldest among the living". Every time Sweden plays against Brazil, he asks himself who he is going to root for? And every Olympic year, TV stations want to know "what did it feel like?"

"I recorded a few documentaries and ran with the torch in 2004 in Rio, when the torch travelled the world to promote the Games' return to Greece," he said. Lars was invited to run with the torch again this year.

So what does Lars do these days?

"After surviving the 80s working with loss prevention for insurers of industrial risks (I spent five years at Skandia in São Paulo), I joined Aceco TI to develop the physical security market for CPDs, today known as data centers, in 1987. This was right after the fire that led to the collapse of the CESP building on Avenida Paulista, which one might say ignited my career..."

Lars is research and development director at Aceco IT, an IT infrastructure and integrated command and control centers company. "After a tenfold growth for the company between 2003 and 2013, I made a video to surf on the Olympic wave, so to speak, in which I drew parallels between the challenges of regattas and data centers. It's on the company's website."

Lars said he is still working on a "light" basis, but is very dedicated to his ecological reserve in Saco do Mamanguá, which he reaches by boat and has great winds for sailing. Mamanguá is a fjord-like bay just across the border to the state of Rio. It has many small beaches and high mountains covered with dense jungle (even Jaguars have been sighted), a perfect place to spend a weekend far from civilization, with candle light dinner and no phones. That is where he plans to live later on, with several guest houses for friends to come and visit. ■

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The 2016 Rio Olympics:

Q&A with Sissel Hodne Steen

By Runa Hestmann



Sissel Hodne Steen

Consul General Sissel Hodne Steen and her staff at the Norwegian Consulate in Rio are preparing for the biggest event they have ever handled.

NL: The Olympic Games will probably generate a lot of positive international media attention. Is this exactly what Brazil needs right now?

Given the turbulent economic and politic situation and the international attention this has generated, the Olympics is a great opportunity to create positive attention. Rio de Janeiro has a long tradition of hosting big events with success. Rio has also succeeded in showcasing the legacy projects of the Olympics, beneficial to the population. The improved transport system is one example.

NL: What is on the agenda for the Olympics and Paralympics, besides the competitions?

HRH Crown Prince Haakon is coming, and we are also expecting two ministers – the Minister of Culture, Linda Cathrine Hofstad Helleland, and the Minister of Children and Equality, Solveig Horne will be here for the Paralympics. HH Princess Märtha Louise of Norway will also mark the Paralympics with her presence. In Norway, she is the patron for several foundations for the handicapped, and we deeply appreciate the presence of all these dignitaries. The Minister of Culture is especially interested in women's leadership in sports.

NL: How many people are you expecting in the Norwegian delegation coming to Rio for the Olympic Games?

The Olympic delegation has 150 people, 70 of which are athletes. For the Paralympics, we expect a delegation of 50 people, with 25 athletes.

NL: Are you planning any business related events?

The Norwegian and Swedish Churches Abroad in Brazil will be hosting an "olympic church" at Devassa in Copacabana, where smaller events can take place. We are also planning a networking reception, where the idea is to focus on Norway's presence and activities in Brazil. *Bacalhau* will play an important role here.

NL: What have been the trickiest tasks to solve so far?

We are in close contact with local authorities and do not expect neither major security issues nor the zika fever to pose big problems for the athletes and tourists. But we recommend everyone to have travel insurance. And of course, we are prepared to tackle any major problems that may occur.

NL: How are your expectations for the Norwegian athletes competing?

I have great expectations and hope they will do well and really enjoy being and competing in Rio de Janeiro. Being a part of this is important, because sports is something that means a lot to a lot of people.

NL: How can Norwegian stakeholders in Brazil take advantage of the Olympics in their business operations?

The Olympics can contribute to demonstrating that, by hosting such a big event, Rio has matured, both when it comes to business environment and infrastructure. This could contribute to increasing confidence, and in sum something Norwegian stakeholders would also benefit from.

Read the full interview on our website
www.nbcc.com.br

Despite turmoil, Brazil remains key partner for Norway

By Runa Hestmann

The political commotion in Brasilia is affecting the daily routines at the Norwegian Embassy, but despite some minor setbacks, Brazil remains a very important partner for Norway, Ambassador Aud Marit Wiig says in this interview with NordicLight.

It is not the first time Norway's Ambassador to Brazil Aud Marit Wiig witnesses political unrest up close. Before coming to Brazil in 2012, she served at the Norwegian Embassy in Pretoria and as Norway's Ambassador to Pakistan. She has been head of department in the Norwegian Ministry of Foreign Affairs and has also served as one of the top officials in the ministry.

The many uncertainties that have marked the first months of 2016 are also affecting the daily routines at the Norwegian Embassy in Brasilia, and trying to interpret what is going on and report back to Norway is taking a lot of the ambassador's time these days. Mrs. Wiig describes Brazilian politics as "full of

surprises". She is however optimistic that when the dust settles, Brazil will arise as stronger and more prepared to tackle a long list of challenges the country is facing.

"What we must hope for is more stability and more consensus in the Brazilian Parliament, and I hope that the politicians now realize the seriousness of the situation. Congress remains the same even if a new president and a new administration have taken office, and the same people are going to decide on possible reforms. Hopefully they realize that this is when they need to act. I don't think we can expect big changes, but possibly smaller reforms that have been on the agenda for some time," she says.

It is not a simple task to explain what is going on in Brazilian politics these days. The Lava Jato investigations and the implications these grave revelations have on both business and politics in Brazil are also causing concern.

"The current situation obviously affects us on a daily basis at the Embassy. The interest from Norway is huge, and we receive a lot more questions on what is going on than in previous years. It has also been more difficult to contact our Brazilian counterparts at senior official level and certainly at political level, to organize meetings as nobody is in a position to make any commitments. It always takes a little time to reestablish contact when people at the official level change. Having said that, our approaches are always very welcome and I don't foresee any difficulties."

In May, a meeting in the Norwegian Brazilian Economic Commission was set to take place in Oslo, but this high level meeting was cancelled. No new date has been set, as the Brazilian officials in the commission will now be replaced.

"The Economic Commission is very high on our agenda. The new government has signaled an intention to increase its focus on trade, and hopefully we will be able to organize the meeting in the commission later this year," Mrs Wiig says.

Forest and fish

The priorities at the Embassy remain the same.

"We continue to work on issues important to Norway and the relationship with Brazil also remains the same. Major issues are trade and

Aud Marit Wiig.
(Photo courtesy of Kristian Bengtson/The Norwegian Embassy in Brazil)



economic cooperation, climate and the environment and research and education. In September, we are expecting a political visit from the Ministry of Education in Norway. Fisheries are another important issue and Brazil remains a major partner for Norway in the *bacalhau* industry."

On June 1, the Embassy organized a big social event, sponsored by the Seafood Council.

"We hosted the *Noite do Bacalhau* for the third time, and it is becoming a tradition and the social event of the year at the Embassy. We invite a lot of Brazilians, our contacts on various levels in the ministries, institutions, diplomats we work with, people from Congress, from the government and others who have an interest in Norway," she says.

Brazil is currently the biggest receiver of Norwegian foreign aid, 1.268 million NOK in 2015, approximately 543 million BRL—97 percent of this went to finance efforts against deforestation through the Amazon Fund. This fund is managed by BNDES, and BNDES is among the federal bodies with a new leadership. Maria Silvia Bastos Marques was appointed on May 16 by Acting President Michel Temer.

The new Minister of Foreign Affairs, José Serra, has indicated that one of his priorities will be the environment and the important role of Brazil in international climate issues, given the Amazon biome.

"Last year we renewed our commitment to the Amazon Fund and this is something we are going to follow very closely with the new administration. No figures have been mentioned but the Norwegian financial support will continue at a similar level as

earlier years. What we are discussing now is how to maintain and make sure that the reduction in deforestation continues. We are looking into ways of ensuring that the trend is sustainable, maybe there is a need for incentives, and this is an area where cooperation with the private sector would be important."

Improvements

Ambassador Wiig describes the upcoming Summer Olympics as important to Brazil.

"I think it is going to be a wonderful experience, just like the World Cup. The Olympic Games are a chance to showcase what Brazil actually knows how to do best, and Rio de Janeiro has a lot of experience in organizing big events with success."

Maybe exactly what Brazil needs at this point?

"Brazil is experiencing difficulties and this is not going to change as quickly as many hope. Brazil remains a partner that is important to us and we will continue to work with the new administration. I am confident that things will improve and become more stable," Mrs. Wiig says.

When can we expect to see "business as usual" again?

"I actually hope that we will not be seeing business as usual the way it was here in Brazil. I think that the Lava Jato investigations and the arrests have influenced public opinion and I believe this will have an impact on the business sector. I hope we can move on to a better usual than business as usual," says the Ambassador. ■

Aker Solutions opens new subsea plant

In April, Aker Solutions opened a new subsea facility in Curitiba, designed to be a leading manufacturing and technology center to help drive developments of one of the world's most important offshore oil and gas areas.

The facility is dedicated to machining, welding, surface treatment, assembly and testing of Christmas trees and other subsea equipment. It will provide the first subsea control systems manufacturing facility in Brazil, enabling delivery

of complete well systems that are placed on the seafloor.

"The facility will build on and strengthen our nearly four-decade presence in Brazil, which is a key global offshore market with significant deepwater and subsea potential," Aker Solutions Chief Executive Officer Luis Araújo said.

The plant, located in the city of São José dos Pinhais, will double the company's production capacity in the country. ■

Erik Hannisdal is the new NBCC Chairman

By *Runa Hestmann*

On March 30, Erik Hannisdal was elected the new Chairman of the Norwegian-Brazilian Chamber of Commerce.

The Annual General Meeting of 2016 also formally marked the merger between the two Norwegian chambers of commerce in Rio and São Paulo.

Erik Hannisdal, managing partner at M&O Partners, takes over after Camila Mendes Vianna, lawyer and partner at Kincaid | Mendes Vianna Advogados. Rachid Felix, Subsea 7, accompanies Hannisdal as the new Vice-Chairman of the Chamber, and Johnar Olsen, Scana, continues as treasurer. Four new members enter the 2016 board. Ronaldo Veirano replaces Mrs. Mendes Vianna Cardoso, and Knut Øvrebø, Odfjell, and Tore Haugland enter as the São Paulo representatives. Ferran Bueno, Jotun, is another new name on the NBCC Board.

"We are going through a turbulent phase right now, but this will pass, and the merger with the chamber in São Paulo will make us stronger. I look forward to the coming year," Hannisdal said during the AGM.

The Chamber now has 121 members, an increase of 17.5 percent over the last year.

On April 14, a seminar was organized in São Paulo to mark the merger between the two Norwegian chambers of commerce in Rio de Janeiro



Erik Hannisdal and Camila Mendes Vianna.

and São Paulo. The full day seminar was dedicated to agribusiness and energy, and took place at the Fecomércio building in São Paulo.

About 80 people were present and Knut Karlsen, CEO of Umoe Bioenergy, gave the keynote speech on why agriculture is energy and the implications for business.

"Sugar cane is a key energy source for Brazil, already exceeding hydropower. But only 1 percent of Brazilian land is used to cultivate sugar cane, and it is no threat to the Amazon or Pantanal biome. Bioenergy is produced where energy demand is highest reducing the need for infrastructure investments, but renewables are still in their infancy," he said in his presentation.

"Traditional solutions are insufficient and we need to move from linear to circular thinking when it comes to energy use and the use of natural resources," he argued, before outlining how Umoe Bioenergy is putting these principles into practice.

Cleiton Vargas of Yara and Helio Momberg of Agrinos also gave presentations on agribusiness. Fabiola Sena from Statkraft and Paulo Alexandre Ferreira from Windsim talked about renewable energy at the seminar. ■

New Member | NBCC welcomes the following new Gold Member::

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Mattos Filho is a leading Brazilian law firm with offices in São Paulo, Rio de Janeiro, Brasília and New York. The firm was named best law firm in Latin America by Chambers & Partners in 2015 and is the only full service firm to be ranked "Band 1" in oil & gas, corporate/M&A, tax, projects and capital markets by both Chambers & Partners and Legal 500, two of the most distinguished international legal publications. Mattos Filho's attorneys are known for their in-depth industry knowledge, international training, hands-on approach and their ability to solve their clients' demands in an efficient and cost-effective manner. Its capabilities make it one of the preferred legal advisors for Norwegian companies doing business in Brazil.



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A party in red, white and blue, children in traditional Norwegian costumes, flags and songs marked the Norway Day celebration at the Norwegian Church.



Jorge Camargo has special ties with Norway and talked about how to adapt to the changes in the oil and gas industry in his keynote speech to the Norway Day breakfast seminar on May 17, 2016.

“A day to be proud of”

By Runa Hestmann

More than 200 people gathered to celebrate the Norwegian Constitution Day in the Norwegian Church in Rio de Janeiro on May 17, 2016. IBP president Jorge Camargo was the keynote speaker at the traditional Norway Day business seminar earlier in the day.

“I remember the happiness in the eyes of the children, the colorful traditional dresses called ‘bunad’ and the flags. In Norway, this is a day that belongs to the people, and mainly to the children and the experience increased our admiration for Norway,” Camargo said in the introduction of his presentation.

The top IBP executive lived in Stavanger when he worked at the Statoil headquarters and his close ties with Norway made him the ideal speaker at the breakfast seminar. The event is a joint effort by the NBCC and the Norwegian Consulate General in Rio de Janeiro and has become a tradition and important part of the celebrations of the Norwegian National Day in Rio.

The importance of the celebrations was also something that Consul General Sissel Hodne Steen emphasized in her address to the party at Princess Ragnhild’s Church in Gávea.

“This is particularly important when you are far away from home,” she said. The Consul General even brought a greeting from the King and Queen of Norway in her address.

Despite the rainy weather, the party at the Norwegian Church in Gávea was a great success with more than 200 participants. Traditional Norwegian “lapskaus” and hot dogs were served, as well as popsicles, as a kind of unwritten rule says that on May 17 children are allowed to eat as many popsicles as they want! A parade was also organized and a beauty salon and an inflatable slide were among the other attractions for the younger ones. Norwegian priest Anders Rosland was toastmaster and host of the party.

Almost 100 people started the celebrations on May 17 participating in the breakfast seminar that took place at the Hotel Windsor Atlântica in Rio

de Janeiro. From 2005 to 2009, keynote speaker Jorge Camargo was the country president of Statoil do Brasil. Since 2015, he is the president of IBP.

In his presentation, Camargo focused on how to adapt to the changes in the oil and gas industry. IBP has already been approached by the Temer administration, and asked to work out a short term agenda that could make a difference for the oil and gas industry.

“The new government has a sense of urgency that I have never seen before and I believe they will try to do something fast,” Camargo said.

The Serra project in Congress, which removes the operator obligation of Petrobras on pre-salt blocks, is on top of the IBP short term agenda, followed by new bidding rounds in unitization areas, the Repetro regime and a possible waiver clause regulation in the local content requirements are other points on IBP’s list. These measures would all contribute to boosting activities in the industry, currently at a historic low level.

“New bidding rounds could unlock 8-10 billion barrels of reserves and bring more than 100 billion USD in investments. Repetro is fundamental to the industry and we also believe that ANP should be able to have a waiver clause for items it is not possible to get in Brazil. I see a convergence of the political mindset, of what has to be done. Petrobras has a large divestment program on the way and this means opportunities for other players. At the same time, the fundamentals remain the same: Brazil has world class reserves to develop,” Camargo argued. ■

Petrobras new compliance and anti-corruption standards

By Alexandre Calmon and Adriana Lontra*

Corruption control is one of the main instruments to strengthen democracy and assure economic growth in the modern world. Aligned with the worldwide trend, Brazil signed and ratified since the beginning of this century the Convention on Combating Bribery of Foreign Public Officials in International Business Transactions (2000), Inter-American Convention against Corruption (2002) and United Nations Convention against Corruption (2006).

Because of the commitments undertaken in those conventions, in 2010 a bill of law providing for corporate responsibility for corruptive acts in civil, administrative and criminal spheres was drafted. It was only in 2013 that Law nº 12.846/2013 (the "Anti-Bribery Law") came into effect in Brazil, which was further regulated by means of the Decree nº 8.420/2015, aiming to regulate corrupt practices among government officials and private companies or individuals.

In line with the paradigm change introduced by the Anti-Bribery Law and as a response to the events unveiled by investigations involving our national O&G company Petrobras, in July 2013 Petrobras's board approved the Petrobras Corruption Prevention Program (*Programa Petrobras de Prevenção à Corrupção – PPPC*), and since then Petrobras is seeking to obtain certain compliance declarations from several contractors, including

anti-corruption compliance provisions in existing agreements with contractors through negotiated amendments.

The set of documents commonly required by Petrobras to be executed by contractors involves (i) statements of acknowledgement and compliance with a) Petrobras' Corruption Prevention Program, b) Petrobras' Code of Ethics, c) Petrobras' Code of Conduct and d) Petrobras' Policy of Social Responsibility; (ii) statements of financial and social capability; (iii) previous and current statements of compliance; and (iv) contractual amendments with inclusion of anti-corruption and compliance set of clauses.

Some of those documents are quite challenging considering the extent of their model form and deserve very careful analysis, like the historical statement of compliance and the standard contractual clauses requiring, among others, contractors to report unlawful acts and to indemnify Petrobras for the non-compliance with the Brazilian Anti-Bribery Law (and criminal legislation), the United Kingdom Bribery Act 2010 and the United States Foreign Corrupt Practices Act of 1977, as amended.

Even companies with developed anti-corruption programs and which are used to follow high compliance standards are facing difficulties to understand and accept certain commitments required by Petrobras. However, it is important to know that although certain comments and proposed modifications to standard clauses and statements may face internal limitations, it is possible to be successful in making adjustments to some of those standards to limit the extension of the contractor's exposure. Knowing the road map as to what is acceptable or not is indeed the most cost efficient way to achieve effective results in turbulent times. ■



* Alexandre Calmon and Adriana Lontra are partner and senior associate at Vieira Rezende.



Aerial photo of the new plant.
(Photo courtesy of MHWirth)

MHWirth

inaugurates new plant

The new MHWirth Macaé plant was formally inaugurated on May 10, 2016, during a ceremony with approximately 100 representatives from customers, other business partners and authorities.

The new plant represents an investment of approximately BRL 230 million and includes 26,000 square meters of constructed area.

"With this new plant, we are investing in the future and significantly increasing our capacity and ability to manufacture and perform overhaul activities on all our equipment – both top side equipment and drilling risers," says Trond Fiskum,

Senior Vice President responsible for MHWirth business in Brazil.

The Chief Commercial Officer in MHWirth, Roy Dyrseth, added: "Brazil has been and will continue to be an important player in offshore oil production. This plant will provide the Brazilian market with services and products for many decades to come. We are in Brazil for the long term and believe that the current downturn in the market is just temporary. When offshore drilling starts to recover in Brazil, we will be prepared."

The new plant consists of an 11,500 square-meter riser manufacturing and overhaul facility that has been carefully designed according to lean manufacturing principles and where all key processes like welding, heat treatment, blasting, and painting are done in-house to secure cost competitiveness and quality.

The plant also includes an 8,500 square-meter top side facility with a full scale DDM test tower utilized to ensure the equipment is fully opera-

tional prior to installation in the drilling unit. The facility has overhead cranes with capacity up to 80 tons and lifting heights up to 16 meters.

The administrative building contains a new training center and features a 240° realistic dome simulator that places customer personnel in a realistic drilling environment in a cost-efficient and risk-free manner. The center offers training to help customers to improve rig performance and reduce costs. The site also provides other services such as spare part sales and technical support teams that give customers operational support 24 hours a day, 7 days a week.

KEY FACTS

Total land area of 336,000 square meters, including storage area of more than 100,000 square meters

- Building area of 26,000 square meters
- Current employees: approximately 200
- Total investment of around BRL 230 million

**MHWirth is a leading global provider of first-class and advanced drilling solutions and services designed to offer clients the safest, most efficient and reliable alternative. The company is headquartered in Kristiansand, Norway, has some 2600 employees, and has operations in more than 20 countries. MHWirth has been present in Brazil since 1997. It is fully owned by Akastor, which is listed on the Oslo Stock Exchange.*

The inauguration included a tour around the riser facility.
(Photo courtesy of MHWirth)



Gold Members

The Norwegian Brazilian Chamber of Commerce would like to extend a warm thank you to its Gold Members.

If you have any doubts about membership in the NBCC, please contact Glorissabel Garrido Thompson-Flôres garridoglory@nbcc.com.br



New rules on distributed generation set to increase use of *solar power in Brazil*

By Karin Yamauti Hatanaka

Distributed generation beyond rooftop panels widens the spectrum of potential consumers.

In March 2016, Resolution 687, enacted by the Brazilian National Electricity Agency (ANEEL), came into force. It brings important changes to the rules applicable to distributed generation, whereby costumers can install generators from several sources (solar photovoltaic, wind, cogeneration and hydro) and inject energy into the system, generating credits to be set off in their electric bills.

The pioneer initiatives in distributed generation which have appeared in developed countries (e.g. the German Energiewende) came as a measure to promote investments in clean and renewable energy, reducing dependency on fossil and nuclear sources.

Most of the Brazilian electricity already comes from renewable sources – hydro generation accounts for more than 60 percent of the installed capacity. The main driver for generated distribution in Brazil is a search for efficiency and reliability, through the increase in capacity and decentralization of generation. Generation closer to the consumption diminishes losses occurred during transmission and distribution, and mitigates risks of rationing in periods of drought, when hydro plants reduce their output.

Under the new rules, energy generated by the consumers can be assigned to the utility companies and credits used to offset energy bills within a five-year period. Limits on the installed capacity increased from 1 MW to 5 MW and utility companies must ensure that generating units be connected within 49 days.

The new rules also allow distributed generation beyond the traditional rooftop generation. Consumers can now generate energy far from their consumer unit, through virtual net metering, aggregated net metering and community shared net metering. In virtual net metering, units from the same indi-



Karin Yamauti Hatanaka is a partner at Souza, Cescon, Barrieu & Flesch Advogados.

vidual or company (e.g. a supermarket chain) can generate energy and use the generated energy to set off the consumption of all units, as long as such units are located in a geographical area served by the same utility.

Aggregated net metering allows condominiums (e.g. apartment buildings) to install a generating unit and distribute the credits among the units. Community shared net metering allows that different consumers with generating units in an area served by the same utility company join together and regulate among them how to share their credits.

Distributed generation in a place different from the place of consumption allows for gains of scale, efficiency and access by consumers whose place of consumption would not be optimal for the generation.

With the recent advancements in technology which are diminishing costs and increasing efficiency of photovoltaic panels, Brazil, sunny all year round, has all the features to start using photovoltaic generated distribution as a relevant source of energy. ■

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Dropping supply in the *farmed salmon industry*

**By Guilherme Mendes/Innovation Norway
from Santiago, Chile**

The world has experienced a substantial increase in total and per capita fish supply over the past decades. Thanks to progress in technology, aquaculture has been a major contributor to this as it is the fastest growing, animal-based food-producing sector, outpacing the global population growth.

While China alone is responsible for more than half of the global aquaculture production, the largest producers of farmed salmon are Norway, Canada, Scotland and Chile. In total, approximately 70 percent of the global salmon production is farmed.

Although emerging markets are growing at significantly higher rates than traditional markets, North America and Europe, including Russia, remain by far the largest markets for salmon.

Chile presents itself as a consolidated aquaculture player and important salmon producer. With a 5,500 km long coastline, Chile is among

the top fishing countries in the world. Major species in the region are the horse mackerel, the anchovy, the mackerel and the common sardine.

Chile is also the world's second largest producer and exporter of salmon, accounting for about a quarter of the world's production last year. Salmon is the most important marine product and the third most exported product from Chile, and more than 60,000 families depend directly on the salmon industry in the country.

But 2016 has been a difficult year for the local salmon industry. After having met low prices in leading export markets, increased competition from Norway and high production costs last year, it is battling the effects of a red tide that has devastated fish stocks over the last few months.

A red tide occurs when colonies of algae grow out of control, turning the water red, and making seafood toxic to humans as well as other marine life and birds. It's believed that this winter's intense El Niño — one of the strongest on record — is responsible for the marine conditions.

Although red tides are recurrent in the area, some fishermen are blaming the local salmon industry for exacerbating the problem, speculating that the crisis got worse by the dumping of dead fish in March by salmon farmers.

News reports indicate that, since the beginning of the year until the end of April, more than 36,000 tons of salmon have washed ashore in Los Lagos. On the island of Santa Maria, 10,000 dead cuttlefish washed up onshore.

The price of salmon has climbed as supply is squeezed, contributing to a global shortage in supply, pushing prices even higher. ■

Positive production test of *Gavea appraisal well*

Statoil and partners have completed the Gavea A1 well in the ultra-deep pre-salt block BM-C-33 in the Campos Basin.

The well encountered a hydrocarbon column of 175 meters in a good-quality reservoir of silicified carbonates of the Macabu formation. The well reached a total depth (TD) of 6,230 meters and was successfully tested producing around 16 million standard cubic feet (scf)

of gas and 4,000 barrels per day of oil (32/64" choke).

This is the fourth appraisal well in the license, which comprises the Seat, Gavea and Pão de Açúcar (PdA) discoveries. The consortium has finalized the appraisal activities in this block and will now evaluate the sub-surface data and assess lean and cost-effective development concepts.

Repsol Sinopec Brasil (35%) is operator of BM-C-33 with Statoil (35%) and Petrobras (30%) as partners. ■

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Chamber improves Member Services and expands Board

The Board recently reviewed the strategy for Swedcham, especially its Mission and Vision, and the possible need to further strengthen Member Services. A Strategy Group, comprised of Board members, presented its conclusions to the Board and, with its approval, to the Advisory Council. These are in short the conclusions:

Swedcham expressed some years ago a vision to become a natural hub for Swedish-Brazilian business relations in Brazil. We believe we have accomplished this task. Today, Swedcham is a significant and well established organization for Swedish-Brazilian business networking with the overall task to facilitate and promote business opportunities within the network.

However, the Board wishes to develop Swedcham further and especially improve the Member Services and give members additional value for their membership. This is how the Board has expressed key tasks for 2016/2017:

Swedcham's goal shall be to become the benchmark for Swedish Chambers of Commerce abroad in terms of network, member services and value for money. To a large extent, this is achieved through the Management's day-to-day work, but the Board has emphasized specific items in order to achieve this goal:

- Increase the number of company visits, especially through our Committees but open the company visits to all members
- More seminars on Brazilian macro-economic policies with high level speakers with the goal to organize three such seminars per year
- Happy hours with Group CEOs, whenever possible
- High level events together with executives from other Nordic Countries (1-2 per year)
- Promotion of our Business Center

- Promote the work of the Committees and Groups
- Establish a Young Professionals Advisory Council among the members of the Advisory Council
- We also want to nominate a "Member Company of the Year". The specific rules for this achievement will be decided upon by the Board in the near future and communicated to all members
- Furthermore, we are in the process of evaluating the possibilities and interest of establishing an Executive Women's Network

It is the Board's hope that these new tasks will improve Member Services and further strengthen our Chamber. On April 28, Swedcham held its Annual General Assembly during which the members of the Board and Fiscal Council for 2016/2017 were elected. The General Assembly elected five new members, all representing major companies in Brazil: Kenneth Cehlin, Scania; Lovisa Curman, Sandvik; Torbjörn Ehrenberger, AkzoNobel; João Oliveira, Volvo Cars, and Alessandra Sellmer, Atlas Copco. As Chairman, I want to take this opportunity to wish you all a hearty welcome to the Board! I also wish to express my thanks to Peter Hultén, a long-standing and dedicated member of our Board for many years who now has retired.

We now have a good mix in the Board of members representing companies of different sizes and businesses. I am also happy to see that we have been able to attract more women to our Board.

I also want to thank Johan Fager who has assisted the Board as a mentor in the discussions on how to develop the Chamber.

Nils Grafström
Chairman of the Board

New Board members



Kenneth Cellin



Lovisa Curman



Torbjörn Ehrenberger



João Oliveira



Alessandra Sellmer



(From left) Juan Bueno, Jonas Lindström, Nils Grafström, Christer Manhusen, Erik Bromander, Cecilia Lif, Per-Arne Hjelmborn, Renato Pacheco Neto and Johan Norén.

Advisory Council Meeting at Stora Enso

More than 30 Swedcham Advisory Council members and Board members participated in the Council's meeting at Stora Enso's premises in São Paulo on May 20, generously hosted by the company's Global Executive Vice President Biomaterials at Stora Enso, Juan Bueno.

We had two distinguished guest speakers, namely Erik Bromander, State Secretary to the Swedish Minister of Enterprise and Innovation, and journalist Carlos Eduardo Lins da Silva (*Folha de SP*, *Valor Econômico*, *Política Externa*).

Following welcome words by Advisory Council Chairman Christer Manhusen, activity reports were presented by: Swedcham Chairman Nils Grafström and Managing Director Jonas Lindström; Swedish Ambassador Per-Arne Hjelmborn; Honorary Consul General Renato Pacheco Neto and Trade Commissioner Johan Norén (Business Sweden). Our special guest from Sweden, Erik Bromander, gave encouraging views of the Swedish Government's priorities in strengthening exports and building relations with Brazil. He was followed by our host Juan Bueno who gave a captivating insight into Stora Enso's manifold activities. Our special Brazilian guest, journalist Carlos Eduardo Lins da Silva, who is a Senior Advisor at PATRI since

2004, worked formerly for *Folha de SP* and for many years as their Washington correspondent, and also at *Valor Econômico*. His presentation started off with a most interesting cultural history of Brazil, and then continued to dwell on Brazil's present political and economic crisis.

After the meeting we joined for a most pleasant lunch at the Ráscal restaurant.

Christer Manhusen
Chairman of the Advisory Council



Carlos Eduardo Lins da Silva with Christer Manhusen.



Marcelo Pires, coordinator of Swedcham's Finance Committee (left), with Luciano Coutinho.

Luciano Coutinho addresses Chamber

Swedcham and its Finance Committee had the pleasure of receiving Luciano Coutinho, the former president of the Brazilian Development Bank – BNDES (at the time he still led the institution), at an event at the Chamber's premises on May 6.

Coutinho gave a presentation on: "What Brazilian companies should expect from BNDES support over the next few years and the bank's new financing model". He talked to



Luciano Coutinho during his presentation at the Chamber.

Swedcham members about macro-economic fundamentals in Brazil, prospects, the economic scenario for 2016, trade between Brazil and Sweden, BNDES financial support, operations in the coming years and key steps for new investments.

Coutinho is a Brazilian economist who took over as president of the BNDES in 2007. In 2009, he was featured in *Epoca* magazine's 100 Most Influential Brazilians and in 2010 considered the Financier of the Year by *Latin Trade*. Besides being a guest lecturer at Unicamp University, he has been a visiting professor at the University of Paris XIII, the University of Texas, and the Institute Ortega y Gasset in Spain, as well as at the University of São Paulo (USP).

Paraguay: Land of Opportunities

Swedcham organized a unique seminar entitled "Paraguay: Land of Opportunities" on April 18 with guest of honor Gustavo Leite, the Paraguayan Minister of Industry and Commerce.

The seminar allowed Chamber members to learn more about the Paraguayan economic profile and the potential market for companies interested in investing in the neighboring country. The GDP growth in Paraguay over the last decade has been upward going and lies around 5%, and business relations between Brazil and Paraguay are constantly growing.

The event began with welcome words by Swedcham Chairman Nils Grafström, after which José Perdomo, CEO of Tigo Paraguay-Millicom, and Minister Gustavo Leite took the floor.

The Paraguayan delegation was also formed by: the National Director of Rediex, Victor Bernal; the Executive Secretary of Maquila, Ernesto Paredes; the Director of the Technical Office, Carlino Velazquez; the Director of the Investment Office – Rediex, Carlos Paredes; and the Counsellor of Rediex, Enrique Garcia. Following the event, there was a cocktail party catered by Buffet Cicareli.



Paraguayan Industry and Commerce Minister Gustavo Leite. Photo by Jack Mikrut (Dagens Industri)

Chamber launches IT & Telecom Network

Did you know that Sweden is internationally well known for being top notch at IT and Telecom?

People in São Paulo and in other places in Brazil have shown interest in the Swedish know-how, companies and solutions regarding IT and Telecom, and to meet this need Swedcham launched its IT & Telecom Network on May 3. Areas such as Fintech (financial technology), IoT (Internet Of Things), Big Data, Cloud Computing and Bi-Modal IT are extremely hot and rapidly growing, and Sweden is in the front-line. These are just some of the examples of potential themes and/or part of the agenda for the IT & Telecom Network.

FinanZero

FinanZero is an Independent Online Broker for Personal Loans in Brazil, the main partner is OLX and it went live in the beginning of March 2016. The research for the project started in the beginning of 2015. Basically, FinanZero helps its customers seeking loans from banks, negotiating loans with banks and credit institutions. It is an independent online broker for loans, looking for the lowest interest rate and best terms for its customers. The CEO at FinanZero, Olle Widén, talked about this project, and how FinanZero became a great example of an innovative FinTech solution.

Olle, a Swede living in São Paulo since 2010, has been working in the Financial Services sector for the last 10 years with a focus on Credit Markets. He has worked at Bloomberg in Brazil for five years, and started working full time on his independent project in the end of 2015. Currently, Olle is building up the Fintech Startup FinanZero in Brazil counting with an experienced team from Sweden.



(From left) Olle Widén (FinanZero), Nicklas Fredriksson, coordinator of the IT & Telecom Network, and Isabell Rosén (iZettle).

iZettle

The event also counted on the presence of Swedish mobile payments company iZettle, which allows anyone to take card payments with their smartphones or tablets. The company, which arrived in Brazil in 2013, has already won around 300,000 clients and is expanding operations. In the first half of this year, the company doubled its number of employees and expanded its commercial representatives program. Although it is one of the most enterprising nations in the world, according to the Global Entrepreneurship Monitor survey held with the support of Brazil's Sebrae, the country still lacks innovation. Around 92% of Brazilian micro-entrepreneurs consider technology a vital element for their business, but 40% of them still do not accept cards. In order to conquer this public, iZettle counts on the support of organizations that stimulate trade such as Swedcham. "We really value the opportunities that the Chamber gives us to interact with other innovative companies, such as during IT & Telecom events," said Swedish-born Isabell Rosén, CRM analyst at iZettle do Brasil, who has been living in this country since 2011.

Other events

Other events held at Swedcham included:

- **The CSR Group** met at Tetra Pak on June 3 to talk about policies for the use of fiscal incentives. Speakers included Valéria Michel (Tetra Pak), Maria Cristina Sellmann (Ericsson) and Alessandra Sellmer (Atlas Copco).
- **The Compliance Group** discussed "Contracting Operations, the New Anti-Corruption Law and its Regulation" on June 13 at Swedcham. Speakers were Diego Carvalho de Souza Fonseca (PNST Advogados), Julio Andrade

(Mazars) and Harrison Leite (Harrison Leite Advogados).

- **The Human Capital Committee** visited ABB's new HQ in Brazil on June 16, where they got acquainted with "Workplace 2020", a holistic approach to new solutions for work environments. The speaker was Alexandre Teixeira, Global Head of Workplace and Real Estate South America.
- **The Communication & Marketing Group** got together on June 22 for a presentation on "How the Gift Economy mobilizes millions of intentions, actions and reactions in the business world". The guest speaker was Marina Pechlivanis, Partner at UDM&Co and Umbigo do Mundo.

New Members

Swedcham would like to welcome the following new members up to June 20, 2016:

CORPORATE:

Chilli Brasil is bringing Rekorderlig Cider to Brazil: beautifully Swedish cider from the heart of Sweden. Rekorderlig Cider was first created in 1999 with Europe's most accredited spring water source which is where the brewery in beautiful Vimmerby, Sweden, is located. And where it is still produced today by Åbro Bryggeri.

Instituto WCF-Brasil – Childhood Brasil is a Brazilian organization part of the World Childhood Foundation, an international institution established by H.M. Queen Silvia of Sweden, in 1999, to protect childhood and ensure that children be children. Childhood Brasil fights for a childhood free from sexual exploitation and abuse. An organization that supports

projects, develops regional and national programs, influences public policies, and transforms the life of many children and adolescents.

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>>Young Professionals

Communication & marketing in the digital era

Once again, Swedcham Young Professionals invited members and friends to another special event on May 20, when everyone got together at EVCOM's office on Rua Bela Cintra in São Paulo.

EVCOM shares the same space as 2:D Comunicação Design, Taygeta and L84Cake Productions—they are complementary agencies which work with art and communication, always seeking the best for their clients. After 2:D Comunicação's Estefânia Guimarães Nóvoa and L84Cake's Lucca Messer talked about their companies, EVCOM Projects Director Thiago Costa gave a presentation about "What the entertainment industry can teach us about marketing and strategies to engage clients". Costa is also professor and coordinator at the Armando Alvares Penteado Foundation (FAAP). The get-together was followed by a lively happy hour at the nearby Bar Devassa.

Everybody had a good time at the Bar Devassa.



Thiago Costa (center) at the May 20 event.



(From left) Giovanni Pizziglini (KPMG), Swedcham's Fabiana Lucena and Victor Siqueira, Liliana Conde, Nilton Tsuchiya, and Joel Stornaiuolo and Alfred Andersson from ABB.

Midsummer Happy Hour

Swedcham Young Professionals held an early Midsummer Happy Hour at the Chamber on June 15.

More than 30 people joined in to celebrate the occasion, one of the most popular traditions in Sweden to mark the beginning of summer and the longest day of the year. Various delicious cocktails were served, including some made especially and expertly for the occasion by Swedcham's own Fabiana Lucena! Participants were also treated to typical Swedish drinks and food.

There was also a raffle of three prizes: a bottle of Absolut Vodka, Claudia Wallin's book *"Um País sem Excelências e Mordomias"* (comparing Swedish and Brazilian politicians and their different lifestyles), and a kitchen kit.

Nordlyset's 125th anniversary

The Scandinavian Beneficent Association Nordlyset celebrated its 125th anniversary this year with a special smorgasbord, live music and much more on June 3. The Association has always played an important role in the lives of most Scandinavians settled in São Paulo.

Probably the oldest Scandinavian Club in the world, Nordlyset was founded by four Danish pioneers who wanted to ensure that all Danes living in Brazil could be buried properly. Since then, it became a rowing club and a social club, and for over 50 years its main activity has been the famous Scandinavian Fair at Clube Pinheiros.

The Fair takes place in November and is visited by more than 15,000 people. It is fully supported by Nordic ambassadors, consuls general and business leaders, as well as by the entire Nordic community. It is the biggest Scandinavian event in the world and much appreciated by the Brazilian public due to its high quality products, efficiency and reasonable prices.

The next edition of the Scandinavian Fair will be held at Clube Pinheiros on November 8 and 9, 2016.

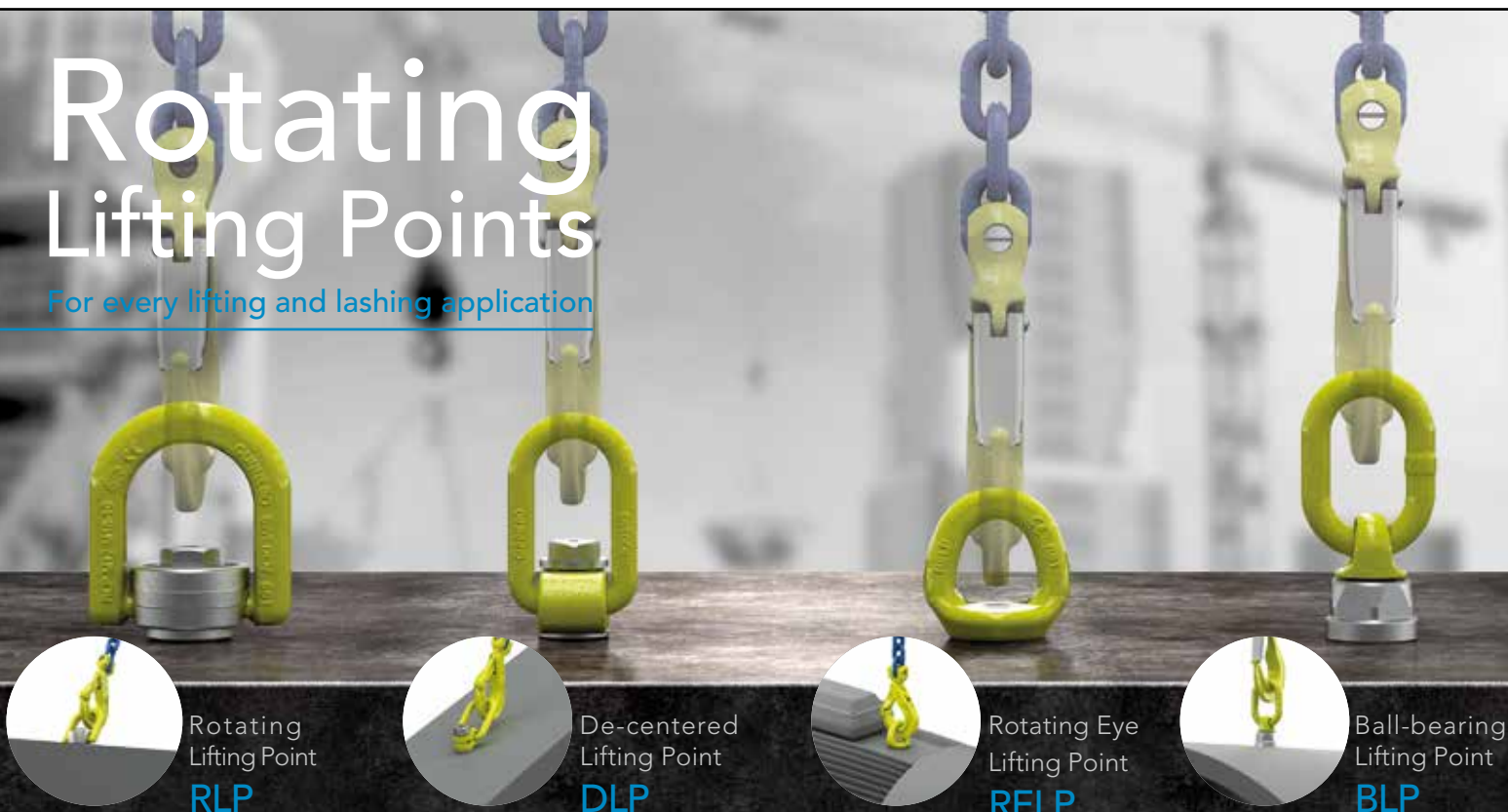
Happy anniversary Nordlyset! ■



Virginia Von Bülow (right, with her daughter Jean Virginia) and her husband Adam were instrumental in building the first Scandinavian Club social HQ and Scandinavian Church, and in creating the Scandinavian Fair.

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Industries

Tax transparency under a Brazilian perspective: An excessively burdensome legislation?

By *Victoria Schulsinger and Daniel Miotto**

Deficits accumulated over the past decades by governments worldwide have gradually placed them under great pressure. In recent years, investors, civil society organizations, the media and the civil society itself have been requiring greater tax transparency.

Recent scandals involving tax havens, such as the Panama Papers leak, shed light on non-complying companies. Individuals and companies whose business strategy involves creating international structures may now be exposed to higher reputational and legal risks. Setting up an international structure in order to save profits requires thought-out tax planning, allowing legal entities and natural persons behind them to be legally protected.

Companies are being increasingly challenged to comply with both national and international ever-evolving tax rules as well as to provide information on their corporate tax management guidelines and policies. Various international treaties and intergovernmental agreements have been signed over the past years to ensure that common tools could be used in order to avoid harmful tax practices and strategies, allowing fair competition between countries.

Pursuant to this global tax transparency movement, the Organization for Economic Cooperation and Development (OECD), an important institution in the international tax scene, which includes all Nordic countries, has been providing relevant guidance related to global tax matters, opening the way to unexampled national tax measures.

In Brazil, the government has signed many international treaties, showing goodwill in conforming to the international tax transparency tendency. Among the measures adopted, Brazilian Legislative Decree no. 105/2016 was signed on April 15, 2016, implementing the 2011 OECD Multilateral Convention on Mutual Administrative Assistance in Tax Matters.

The OECD Convention, which promotes cooperation in tax matters at a multilateral level, constrains parties to exchange information on request. The measures established in the Convention comprehend share of information, including simultaneous tax audits and participation in tax audits carried out abroad, collection of tax credits and notification of illegal practices.

According to Decree no. 105/2016, Brazilian tax authorities are now entitled to receive tax information originated in over one hundred countries, including information

on favored taxation, as well as reports on multinational groups ("Country by Country Reporting"), which includes information on global operations conducted by such groups, providing that they own a subsidiary in Brazil.

Despite the measures established in the OECD Convention and Legislative Decree no. 105/2016 to ensure international tax transparency and information sharing between Brazil and signatory countries, allowing for all signatories to collect information on Brazilian tax residents, the Brazilian tax authorities recently adopted Normative Instruction no. 1.634/2016, which requires locally operating companies to provide identification for their local or international shareholders and shareholders' shareholders (legal entities), as well as for the natural persons that may be deemed final beneficiaries, encompassing at large the corporate interest chain, whether within a holding company structure or not.

Normative Instruction no. 1.634/2016 goes beyond the measures imposed by the OECD Convention and Legislative Decree no. 105/2016, as well as current legislation. Such excess could be denounced in court, so as to maintain a competitive and viable tax legal environment for Brazilian companies while complying with global tax transparency rules.



* **Victoria Schulsinger and Daniel Miotto** are, respectively, Associate and Partner at Pacheco Neto, Sanden, Teisseire Law Firm.



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What we can learn from Olympic volunteer work

By *Giselle Welter**

I am taking advantage of the upcoming Rio 2016 Olympic Games to reflect and research about the main component for the delivery of sports services, an important element for the culture of the Olympic Games that has gained extensive public recognition: the volunteers. Thanks to them it is possible to offer, sustain and even expand the quantity, quality and diversity of services involved in the organization of sporting events (Strigas & Jackson, 2003).

Volunteers represent the main resource in logistics (reception, transport, accommodation, security, medical assistance, operational support, support in the organization of cultural activities, etc.). Without the valuable contribution of thousands of volunteers, the Olympic Games would not be possible. The sustainability of the Olympic Games therefore depends on volunteer work (Giannoulakis, Wang & Gray, 2008).

In spite of its importance, few studies have been conducted in order to clarify the differences between the causes, effects and determinant factors of volunteer work in mega sporting events, such as the Olympic Games (Giannoulakis & col., 2008). The few studies carried out up to now sought to catch the motivational and satisfaction factors of volunteers. Most of the studies focused on the impact of the Olympic Games on socio-economic aspects.

As other forms of social volunteer work, the purpose is to do something in the benefit of collectivism, out of free will, without seeking any financial benefit. By definition, a volunteer makes a commitment

to perform certain tasks without receiving any remuneration, or expecting any kind of benefit. Incentives involving the accomplishment of something useful and a contribution to society, as well as solidary incentives such as social interaction, identification with a group and the establishment of a network of contacts were identified by Farrell and col. (1998) as sources of motivation.

The motivation of volunteers in special events differs from the motivation of those who participate in volunteer activities of another nature, being that the expectations of others with regard to volunteers do not constitute the main reasons in the level of importance for those who are engaged in volunteer work.

Various researchers have concluded that the reasons of greater importance for volunteers are the belief that "volunteer work improves society" and "the desire to contribute to the success of the event" (Farrell & col., 1998; Strigas & Jackson, 2003). Studies conducted by Bang and col. (2013) indicated that motivation has a decisive influence on the level of engagement of volunteers to the organization of an event, and that those whose motivation is related to values (the opportunity to express values as altruism and humanitarian concerns) tend to present a high level of satisfaction and, consequently, a greater commitment.

The association between personal satisfaction and commitment was obvious in the studies about Olympic volunteer work. Would it be possible to attain the same level of commitment in remunerated work? We will soon have the opportunity to see the performance of 70,000 volunteers during the Rio 2016 Olympic Games and learn from them!

**Giselle Welter is coordinator of Swedcham's Human Capital Committee.*



The importance of innovation in the creation of new labor markets

By *Felipe Christiansen**

The connection between professional qualification and the labor market is increasingly related to *innovation* and the academic sector is of vital importance in this process.

Teaching systems that are capable of selecting—among so much information available—the most relevant to bring students closer to the productive sector, in order to propose *innovative solutions* not only for industry but also for the service sector, will play a prominent role in the new model of economic development of this century.

The countries that prioritize investments in research and development, as well as the qualification of human resources capable of accompanying the new technologies, are gaining prominence in the world economic scenario. Since the 1980s, when some tools were created to integrate companies with universities—such as technology parks and hybrid research institutes like Silicon Valley, people have noticed that these initiatives generate much wealth for both the private and public sectors since new start-ups are created that in the future will become companies generating profits and income and major taxpayers.

In Brazil, there is still a long way to go for this integration to work in a more efficient manner. We have noticed that academic knowledge has generated basic knowledge for professionals, with the exception of specific cases that stand out such as the aerospace sector (Embraer) and the renewable fuels sector (ethanol), however in most cases such knowledge has not generated a significant number

of patents registered internationally, the so-called *innovation models*, which bring much returns to the country of origin.

Indeed, after the economic recession period Brazil is going through, one of the great challenges for the new government will be to generate new jobs. One of the methods that have been adopted in various developed countries is to make Universities more *enterprising*. In order to achieve this, it is first necessary to identify the population's demand for new, more *innovative* consumer goods—such as products of lesser environmental and social impact and new technological tools—and, based on this diagnosis, stimulate research and development at Universities in order to meet this new demand.

It is a known fact that Brazil has invested a lot over the last few decades to improve its commodities since it has a vast and very productive agricultural area. However, the renovation of the industry will be essential so that the country may resume growth in the medium and long term, since today it is forced to import many manufactured products at a very low price.

For this reason, we would like to reaffirm that *innovation* will play a fundamental role in this process, especially if it is related to sectors where Brazil has gained world prominence, such as clean energy and high quality engineering. In this respect, there are various tools that can stimulate *reindustrialization*, such as public-private partnerships, but especially investments in improving Universities and promoting their better integration with the productive sector.

***Felipe Christiansen** is coordinator of Swedcham's Innovation & Sustainability Committee.





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