

MARCH - MAY 2014

NordicLight

A JOINT SWEDCHAM / NBCC PUBLICATION

A man in a flight suit and goggles stands in front of a Gripen fighter jet. The jet is white with yellow and black markings. The man is smiling and holding a black helmet. The background is a cloudy sky.

**Swedcham congratulates
Saab on Brazil's
selection of Gripen**



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**Saab CEO Håkan Buskhe
in front of the fighter jet.**



Meio ambiente: a gente é parte da solução quando a solução faz parte da gente.

Quem carrega o respeito e visão de futuro no DNA investe na harmonia do planeta. Por isso a Scania se destaca na utilização responsável dos recursos naturais, no trato com os resíduos e na tecnologia de baixo impacto ambiental empregada em seus produtos. Um conjunto de atitudes que a posiciona como a única empresa de veículos pesados a figurar entre as 100 companhias mais sustentáveis do mundo. Quem diz isso é a pesquisa da revista canadense Corporate Knights Global, anunciada no Fórum de Davos de 2012. Scania, sustentável por natureza.



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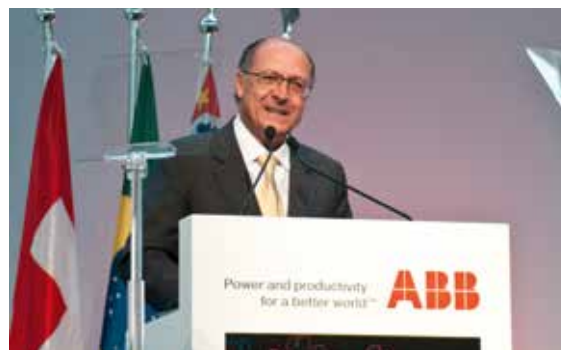
SCANIA

NordicLight

NordicLight is the quarterly publication of Swedcham and NBCC



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Håkan Buskhe

*Swedcham congratulates Saab on Brazil's selection of **Gripen***

Swedcham heartily congratulates Saab AB on being selected by Brazil to equip its Air Force (FAB) with Gripen NG fighter jets.

The USD 4.5 billion contract to replace Brazil's aging fleet of fighter jets had been negotiated over the course of three presidencies and will involve supplying FAB with 36 new Gripen NG fighters by 2020. Aside from the cost of the jets themselves, the agreement is expected to generate billions of additional dollars in future supply and service contracts.

The offer presented to the Brazilian Government by Saab and approved last December 18 includes Gripen NG, sub-systems for Gripen NG, an extensive technology transfer package, a financing package as well as long term bilateral collaboration between the Brazilian and Swedish Governments.

After negotiations aiming at a procurement of the 36 Gripen AG are finalized, an agreement can be reached between Saab and Brazil and an order for Gripen NG placed.

"I am extremely proud of the confidence that the Brazilian Government has placed in Gripen NG. Saab regards the announcement as a strong commitment of the Brazilian Government and we are looking forward to provide the Brazilian Air Force with the world-leading and most affordable fighter. Furthermore, this announcement is very significant for the collaboration between Brazil and Sweden. We stand prepared to start the industrial collaboration as planned, with its positive effects for Brazilian

industry," said Saab CEO Håkan Buskhe.

If Brazil procures the Gripen system it will be joining the countries operating the Gripen System today: Sweden, South Africa, Hungary, Czech Republic, Thailand and the UK Empire Test Pilot School (ETPS). Switzerland has also selected Gripen as a future fighter jet. During August and September 2013 both chambers of the Swiss Parliament voted yes to the procurement of Gripen. A referendum on the procurement is expected in 2014.

Saab serves the global market with world-leading products, services and solutions ranging from military defense to civil security. Saab has operations and employees on all continents and constantly develops, adopts and improves new technology to meet customers' changing needs.

Brazilian officials said the deal, one of the most coveted emerging-market defense contracts, went to Saab because it provided the most affordable option for the new jets, as well as the best conditions for technology transfer to local partners. The choice, Defense Minister Celso Amorim said, "took

into account performance, the effective transfer of technology and costs—not just of acquisition but of maintenance.”

Until earlier in 2013, Boeing’s F/A-18 Super Hornet had been considered the front runner. But Brazilian government sources said that revelations of spying by the U.S. National Security Agency in Brazil led this country to believe it could not trust a U.S. company. Another strong contender had been the Rafale fighter from France’s Dassault which for its part also said it regretted Brazil’s decision.

Saab says the Gripen NG has the lowest logistical and operational costs of all fighters currently in service.

Brazil coexists peacefully with all of its South American neighbors and has no enemies elsewhere. The country, however, is eager to fortify its military as it considers the long-term defense of its vast borders and abundant natural resources, including the Amazon rainforest and offshore oil discoveries.

“We are a peaceful country, but we won’t be defenseless,” said President Dilma Rousseff. “A country the size of Brazil must always be ready to protect its citizens, patrimony and sovereignty.”

At a briefing during which they announced their decision, government officials indicated that Brazilian aircraft maker Embraer could be Saab’s principal partner. The transfer of technology is crucial to help Brazil develop future generations of fighter aircraft.

In the wake of the Brazilian Government’s announcement, Andrew Wilkinson, Campaign Director Gripen Brazil, granted the following interview to “NordicLight”:

What are the chief factors that led Brazil to choose the Gripen?

Gripen is an extremely adaptable and capable aircraft that meets the requirements of the Brazilian Air Force, combined with affordability, exceptionally low Life Cycle Costs and a tailored Technology Transfer program, it provides an attractive proposition.

The Brazilian defense minister has been quoted as saying that part of the reason for the country to choose Saab was that Saab offered some technology transfer. Can you give any details about this?

Brazil’s National Defense Strategy is aimed at widening the country’s defense industry. One method to

Andrew Wilkinson



enable an industry to develop is via technology transfer linked to national procurement programs such as the FX-2. There are varying degrees of what and how technology can be transferred, but the unique aspect of this in relation to Gripen NG is that due to its ongoing development it provides much greater opportunity and depth of knowledge for the recipient.

News reports have said many of the Gripen parts will be made in Brazil. Can you describe how this will work?

The current thinking is to have some parts made in Sweden and other countries and some parts made in Brazil while avoiding duplication of production. The parts would then be transferred to where the aircraft need to be assembled before the onward journey to the requisite domestic or export customer.

Do you see scope for further business with Brazil, beyond the 36 planes in the Gripen order?

Right now we are focused on the 36 aircraft to be delivered to the Brazilian Air Force. Undoubtedly, the selection of Gripen for Brazil opens up potential customers within the region and further afield.

As Brazil has no particular enemies in South America, why does it see the need to buy a lot of fighter jets?

The Brazilian Air Force is the largest in the Southern Hemisphere operating in excess of 700 aircraft, so you can imagine over time these aircraft require to be replaced due to ageing. Brazil, at the same time, is a vast country—the 5th largest in the world both in terms of geography and population—and the servicing of such an area often can only be performed by aircraft and airpower.

How does the Gripen order affect Saab’s prospects for business with other South American countries?

Undoubtedly, the selection of Gripen enhances Gripen’s prospects not only in South America, but across the globe.

Saab is a Gold Sponsor of Swedcham, a member of the Chamber’s Advisory Council, and a frequent participant in Swedcham events. How do you see this partnership?

The relation with Swedcham is important to Saab as its members with Swedish origin share the same values when it comes to conducting business. The meetings of the Advisory Council are a good opportunity to exchange views about the business environment in Brazil. ■

ABB opens *fifth* factory in Brazil

The plant in Sorocaba near São Paulo is part of a USD 200 million investment plan aimed at expanding technology development and production capacity.

ABB, the leading power and automation technology group, officially inaugurated its fifth factory in Brazil on February 26 in the presence of the Minister of Development, Industry and Foreign Trade, Mauro Borges, and the Governor of São Paulo, Geraldo Alckmin.

The new plant is part of a USD 200 million investment to expand ABB's technology development and production capacity to serve increasing domestic demand from industries such as petrochemicals, pulp and paper, oil and gas, and mining, as well as energy.

The new greenfield plant, located in the city of Sorocaba in the state of São Paulo, began operating in the second half of 2013 and by 2015 is expected

to have generated 1000 jobs directly and indirectly, in the region. ABB will for the first time assemble in one location compact power substations ("e-houses") as well as manufacture motors, generators, drive systems, measurement equipment and low-voltage products.

Brazil is boosting its industrial production, power capacity and enhancing its transmission and distribution infrastructure to meet the needs of its expanding economy as well as for the 2014 FIFA football World Cup and the 2016 Olympic Games.

"ABB is extremely proud of this new state-of-the-art



The ribbon-cutting ceremony: (left to right) Minister of Development, Industry and Foreign Trade Mauro Borges, Sorocaba Mayor Antonio Carlos Pannunzio, São Paulo State Governor Geraldo Alckmin, ABB CEO Ulrich Spiesshofer and ABB Brazil President Rafael Paniagua.

facility, which demonstrates once again our long-term commitment to Brazil," ABB CEO Ulrich Spiesshofer said. "As one of the world's leading economies, Brazil is a key market for ABB. We are very pleased to continue to support Brazil's economic growth through infrastructure and industrialization projects."

Typically, customers in Brazil have tended to procure their electrical equipment from multiple suppliers. With its new factory, ABB can act as a single vendor capable of engineering, designing, assembling, packaging, testing and delivering equipment, including switchgear, drives, periphery distribution equipment and automation systems, as well as managing the assembly of compact substations.

The factory also has service workshops to help customers with maintenance and repair of motors as well as a repair and test workshop for analyzers and instruments. The plant complies with international standards and sustainable development requirements: it is highly energy efficient, makes optimum use of natural light and recycles waste and water.

ABB has a long history in Brazil, which started more than a century ago with the supply of electrical equipment for the first Sugar Loaf cable car in Rio de Janeiro in 1912. ABB Brazil employs around 4,500 staff and has had factories in the country since the 1950s. It has been a key supplier to most of Brazil's main infrastructure and industrialization projects including the Itaipu hydro plant and transmission line, which provides 20% of Brazil's electrical power.

ABB (www.abb.com) is a leader in power and automation technologies that enable utility and industry customers to improve their performance while lowering environmental impact. The ABB Group of companies operates in around 100 countries and employs about 150,000 people. ■

The inauguration of ABB's new factory in Sorocaba attracted a large crowd.



ABB CEO Ulrich Spiesshofer praised Brazil in his speech during the factory's inauguration.

Tecnologia e inovação sem fronteiras. Agora no Brasil.



SOMOS TÃO APAIXONADOS PELO FUTURO
QUE FAZEMOS DE TUDO PARA ELE CHEGAR MAIS CEDO.

Um dos maiores grupos multinacionais da Suécia, a Saab está trazendo toda a sua inovação para o mercado brasileiro. Referência tecnológica em áreas estratégicas como segurança, aeronáutica e defesa, ela desenvolve soluções que agilizam a troca de informações, integram pessoas e tornam o dia a dia mais seguro. Para a Saab, este é o verdadeiro desafio: criar hoje as soluções de amanhã.

www.saabgroup.com | www.gripen.com.br



SAAB



On December 18 the Brazilian government announced that it had selected the Saab JAS 39E Gripen for its F-X2 next generation fighter requirement. That was fantastic news for all of us working with Sweden / Brazil relations but it is especially amazing to hear the support from all Brazilians "on the streets". Everyone I talk with says that the decision was the wisest. CEO Håkan Buskhe was recently interviewed on the famous "yellow pages" in the Brazilian magazine "Veja" which has millions of readers, and the title was "Sweden is the model". Congratulations Saab, Brazil and Sweden! In my last editorial I wrote that we had to cheer for Sweden to make it to the World Cup. We came close and made it to the playoffs, but unfortunately Portugal was superior so Cristiano Ronaldo will come but Zlatan Ibrahimovic will not. I still consider myself privileged to live here in Brazil during the World Cup. Brazil and football is something magical and let's hope that the organization will be successful despite any last minute problems that may occur.

We have already had two very interesting visiting groups this year. The first was the Board of Directors for Swedish Chambers International and the other a group of Swedish business women who are taking an executive management program for Novare Academy. Swedcham sponsor and member Saab is investing heavily in Brazil but so is also ABB and I had the honor to participate in the magnificent inauguration of their modern new plant in Sorocaba recently.

As always, we do not have a full and fixed agenda for this year's activities. We depend very much on our members to fill the events calendar, and I do not doubt that this will be another very active year. One recent initiative is the IT Group that we now are launching based on the needs expressed by some corporate members.

Jonas Lindström
Managing Director,
Swedish-Brazilian
Chamber of Commerce



This is the last editorial I am writing before stepping down as Chairman of the NBCC. It is time to stop for a while and make an assessment: how is our Chamber today?

From my viewpoint it has improved a lot, as the NBCC went through a significant change this past year, becoming more transparent, efficient and professional.

More transparent, because a forum has been established to give our members the chance to have their voices heard and opinions considered through the successful realization of our first "Meeting with Members". The board was given the opportunity to present a summary of its activities and the members could express their ideas on how to participate more effectively and contribute to improve the way that the NBCC pursues the achievement of its purposes.

More efficient, because from now on we will form member committees to discuss issues of relevance to all of us, aiming to improve the business environment for the benefit of both countries and to propose measures to better face those issues like individuals or companies.

More professional, because we have hired an Executive Manager with a multifunctional role: general management, finance, accounting and public relations. In addition, she is also responsible for shaping the spirit of the Chamber, and then materializing it for all of our members. We were lucky enough to hire somebody like Gloribel Garrido Thompson-Flôres to perform this role.

Finally, I cannot refrain from mentioning that I'm proud to deliver a better NBCC to my successor. This is only possible because I was blessed by working with such a dedicated and competent group of people: the Board Members.

Thank you all so much.

Paulo Rolim
Chairman, Norwegian-Brazilian
Chamber of Commerce



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Innovation Partnership 2.0!

By Magnus Robach
Swedish Ambassador

Brazil's decision to choose Saab as partner for the renewal of the country's air defense will obviously have a major impact on Swedish-Brazilian relations. Saab was selected not only to provide 36 jet fighters but to engage in development of know-how and industrial capacity in Brazil across a wide range of relevant technologies. Research has shown the great civil spin-off effects of the Gripen program in Sweden, and there is no reason to think that such effects will be less tangible in Brazil.

In this way Saab will contribute a significant addition to the impressive Swedish-Brazilian industrial resource base. The Gripen project will also no doubt strengthen the overall strategic partnership that our two countries concluded in 2009. It is encouraging that the Brazilian decision, in an area which is always sensitive, has been so unanimously welcomed in the Brazilian public debate. There is every reason to consider how the positive energy that this project is generating can benefit other areas of our bilateral relationship. I would welcome such a dialogue also within the framework of Swedcham.

Already we see an intensification of exchange also at the political level, in spite of 2014 being an electoral year in both countries.

Several bilateral agreements have been concluded over the last 12 months. In November, the two ministers of the environment signed an ambitious MOU outlining cooperation over a broad spectrum of environmental issues, such as energy, forestry and urbanization. Swedish Innovation Agency Vinnova and FINEP agreed in May 2013 to work together in support of Swedish-Brazilian innovation initiatives. Deals have also been struck between INMETRO and The

Swedish Research Institute SP, between the Space Agencies on both sides and between the two countries' Science Park Federations.

The Third Swedish-Brazilian Innovation Week scheduled for April 7-11 will be a good occasion to take stock and map out future collaboration. It starts off in Brasilia with a scientific workshop organized by Sweden's Science Council and CAPES. Under the theme "Climate Change Challenges" scientists from both countries will brief each other on current research both in natural and economic/social disciplines.

One of the really fascinating agenda items in this workshop is Bio-based Economy or, as some people describe it, the third

industrial revolution. A report by Harvard Business Review, sponsored by CNI (Bioeconomy, an Agenda for Brazil), points out that Brazil, with its unique biodiversity, has the potential to be a world leader in this paradigm change; moving from the digital binary code (0-1) to the genetic code (A-T-C-G)! The applications range from new materials, restoration of environmental damage, biofuels, improved plants and, of course, human and veterinary health. It is an obvious interest for Sweden to team up with Brazil in this future growth area!

During the Innovation Week a conference will also be organized between Swedish and Brazilian innovation partners, to take stock of achievements so far and consider the path ahead. Swedish Innovation Agency Vinnova will present its second call for Brazilian-Swedish startups in the field of environmental technology.

A workshop will also be held with young Brazilian professionals and researchers as part of The Smart Living Challenge Competition (smartliving-challenge.com). It helps explore business opportunities and great ideas under the three broad headings Move, Live and Eat, and it points to another obvious priority area in Swedish-Brazilian relations, i.e. sustainable urban planning.

Hopefully, Smart Living Challenge will help generate even more interest from young Brazilians to study and to do research in Sweden. The Swedish Science without Borders program is gradually gaining speed, probably doubling the numbers from 2013 to 2014. I think we could double the volume again in 2015, if the program continues. Where I think we could do more is: 1) encourage more Swedish students, lecturers and researchers to spend some time in Brazil; 2) offer more company sponsored scholarships; and 3) offer internships that, for the most part, could be financed from the Brazilian side.

People to people contacts between Sweden and Brazil are set to grow. In 2013, 35000 Swedes visited Brazil. I guess that number will be surpassed this year, even though we didn't make it to the World Cup Finals.

2014 is an exciting year in Swedish-Brazilian relations. ■



O PODER DO MAR

ESTRELANDO CENGIZ SHEVKET E EQUIPE

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Os oceanos do planeta oferecem uma incrível quantidade de energia renovável e limpa ainda inexplorada. A SKF está lá, ajudando a utilizar as energias maremotriz e ondomotriz. As condições rigorosas submarinas das Ilhas Órcades, na Escócia, oferecem o ambiente perfeito para a pesquisa em energia marítima.

O engenheiro Cengiz Shevket e sua equipe viajaram até lá para ver como a SKF pode contribuir, ainda mais, para que o setor supere os desafios de hoje e do futuro, no sentido de explorar a energia dos oceanos.

Junte-se a eles nessa viagem.

O PODER DO CONHECIMENTO EM ENGENHARIA

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Nobel hits Rio

By Carin Klaesson
Curator of The Nobel Museum

Photos by Américo Vermelho

Many Nobel Prize-awarded discoveries and innovations have changed our everyday lives. The exhibition gives a large number of examples.

The seminar's panel (left to right): Erik Maskin, Claudia Costin, Sérgio Ribeiro da Costa Werlang, Rubens Penha Cysne, and Armando Pinheiro Castelar.



Eric Maskin flanked by Swedcham Managing Director Jonas Lindström (left) and Chairman Nils Grafström.

In March 2014, Rio de Janeiro hosted a series of Nobel Prize-related activities surrounding the opening of the exhibition *The Nobel Prize: Ideas Changing the World*. The exhibition's focus is the Nobel Prize, what it has meant since it first was awarded in 1901 and how it can inspire future generations.

In connection with the opening, a seminar entitled *Nobel Prize Dialogue* and a lecture called *Nobel Prize Inspiration Initiative* were held, together with an exclusive dinner with both Brazilian and Swedish guests. Swedcham, the Swedish Embassy and the Brazilian Embassy in Stockholm all contributed to the planning of the project.

This extensive project has been made possible thanks to cooperation initiated in 2013 between the Nobel Sphere and the major Swedish companies Saab, Sandvik, Scania, Volvo and Ericsson. The project consists of two parts, of which the exhibition, seminar and lecture in São Paulo in 2013 comprised the first. The second part, which has a similar design, is the event in Rio in 2014. The exhibition and the program are primarily promoted in Brazil through Swedcham member Kreab, in close cooperation with the Nobel organization and its partners.

The main goals of the project are as follows:

- Recognize and celebrate the importance of knowledge and innovation for making a difference in our lives – past, present and future.
- Attract main target groups (both in relevance and number) to exhibition, lecture, seminar and guest events. Achieve the high-quality performance associated with Nobel Prize-related activities.
- Profile partner companies among their relevant stakeholders. This, by delivering on a program created and endorsed by the Nobel Sphere and bearing key themes of creativity, innovation and the quest for knowledge.

The exhibition *The Nobel Prize: Ideas Changing the World* is a new international touring exhibition produced by the Nobel Museum. The exhibition focuses on Alfred Nobel, the Nobel Prize, Nobel Laureates, and on how Nobel Prize-awarding work has shaped our world and continues to change it. The exhibition includes unique artifacts and documents, artistic interpretations, and advanced exhibition technology. It was opened for the first time by Sweden's King Carl XVI Gustaf in November 2013 in FIESP's galleries in São Paulo. On March 12, 2014, it was reopened in Rio de Janeiro at FGV (Fundação Getúlio Vargas). FGV is a renowned think tank as well as higher education institution dedicated to promoting Brazil's social and economic development. It encompasses eight schools and two research institutes. The Nobel exhibition is located in the new FGV complex, next to the headquarters, designed by Brazilian architect Oscar Niemeyer.

There were around 200 attendees at the inauguration. The Nobel event was the first one ever that took place in the new FGV building. After the opening, about 140 of the guests attended an exclusive dinner together with representatives from the Brazilian and Swedish business communities, diplomats, members from the Nobel organization and others.

The seminar *Nobel Prize Dialogue – Why hasn't globalization reduced income disparity?* was held at FGV in Rio on March 12. Around 200 specially invited guests took part. The need for conversations between those at the forefront of scientific progress and the rest of society has never been greater, and the questions being discussed demand international engagement. *Nobel Prize Dialogue* is a platform for these meetings and discussions.

The panel consisted of:

- Laureate in Economics Professor **Eric Maskin** (Economics, 2007);
- **Sérgio Ribeiro** da Costa Werlang, professor at the Graduate School of Economics of Getúlio Vargas Foundation (EPGE/FGV);
- **Claudia Costin**, Secretary of Education of the municipality of Rio de Janeiro;
- **Rubens Penha Cysne**, Dean and Professor at the Gradu-

Student asks Eric Maskin a question following his engaging lecture.



(Left to right), Sérgio Franklin Quintella, Vice-President of FGV, Swedish Ambassador Magnus Robach, Julia von Maltzan Pacheco, Associate Dean for International Relations at FGV, and Olov Amelin, Director of the Nobel Museum.



Laureate in Economics Eric Maskin during the seminar.

ate School of Economics of the Getúlio Vargas Foundation, EPGE/FGV;

• **Armando Pinheiro Castelar**, Coordinator of Applied Economic Research at IBRE/FGV and Professor of Economics at the Federal University of Rio de Janeiro

A lecture entitled *Nobel Prize Inspiration Initiative – How to Make the Right Decisions without Knowing People's Preferences: An Introduction to Mechanism Design* was held on March 13 at FGV. Around 230 dedicated students from different faculties attended when Laureate Eric Maskin held this lecture. After his engaging lecture he answered the students' questions.

Maskin said that he as a young person in general wanted a lot of answers, and that it was a lot of fun trying to find them. This emphasizes on something that is relevant for most Nobel Laureates: the joy of solving problems and finding solutions. ■

Sérgio Franklin Quintella.

Julia von Maltzan Pacheco.





Wastewater treatment opportunities

Wastewater treatment is one of the tracks within the Business Sweden Environmental Technology Initiative designated to supporting Swedish companies in expanding their business in Brazil. On December 17, Business Sweden together with a group of four companies defined the scope of a market analysis including both the public and private sectors as a basis for a business promotion activity.

Within the public realm where only half of the population has access to a sewage network, the states of São Paulo and Minas Gerais show the highest potential for Swedish companies with sewage treatment technologies. For the private stakeholders, the cost of water and regulations are the main driving factors.

A further investigation into the industries indicated by the reference group revealed that the steel industry already reuses 96.5 percent of its water, whereas food & beverages is still in the early stages of considering the processes and investments involved. Pulp & paper shows the biggest potential as the industry is aware of the benefits and is working on increasing the percentage of reused water from the current level of 34 percent.

A full report is available on the webpage (<http://www.business-sweden.se/Export/Marknader/Amerika/Brasilien/Environmental-Technology-Initiative/>) and the consulting team is now in contact with the municipalities and industries in preparation of a business promotion activity for Q2 of 2014. ■



Cashing in on solid waste

Brazil has the fifth largest population in the world and the existing waste handling processes do not keep up with the growing amounts of solid waste. In 2012 alone, 63 million tons of Municipal Solid Waste (MSW) were generated. Although 90 percent of MSW was collected, still half of the total is not disposed of correctly and 6 million tons per year are not collected at all.

Propelled by new legislation, the 5564 municipalities across the country are creating individual strategies for waste handling, which will open up opportunities for Swedish companies from this segment. At the same time, efficient waste handling is a business opportunity for Brazilian stakeholders. According to INEP, Brazil loses almost BRL 8 billion annually from lost recycling chances.

Together with a group of five Swedish companies, the Swedish Waste Management and Recycling Association and William Höglund, Professor in Environmental Engineering and Recovery at Linnaeus University, Business Sweden is defining an in-depth market study and a dedicated promotion activity to support business development within environmental technology for solid waste.

The key questions for the market analysis include the current waste handling processes, the investment plans and identification of private stakeholders. An insight of import tariffs and financing options will also be included in the report summarizing the findings of the study and published on the Business Sweden webpage.

The dedicated promotion activity will be defined with the Swedish companies in the reference group and based on the market analysis findings. It will be open to all Swedish companies interested in targeting the segment and is planned for Q2 or 3 of 2014.

Business Sweden will arrange seminars and activities within these and other business segments in Brazil. To get involved or to obtain more information, please contact: brazil@business-sweden.se or +55 (11) 2137-4400. ■



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Swedish Chambers International's Board of Directors meets in São Paulo



Swedish Chambers at Bovespa Tower: (left to right) Johan Mannerburg (Swedish Chamber in Switzerland), Maria Rankka (Stockholm Chamber of Commerce), Ulla Nilsson (Swedish Chamber for the United Kingdom), Jonas Lindström (Swedish Chamber in São Paulo), and Birgitta Ed (Swedish Chamber in China).



Swedish Chambers at BM&F Bovespa.

On February 3-4, Swedcham received representatives from Swedish Chambers in China, Great Britain and Switzerland. Also present was Maria Rankka, who is the Chairman of the Board and the Managing Director of the Stockholm Chamber of Commerce.

The main purpose of the visit was to have two meetings in which the Board discussed matters such as how to promote the Chambers' work and how to guarantee that high quality services are offered at all Swedish Chambers around the world. The Swedish Chambers in Germany and Taiwan also participated in these meetings via Skype.

The Swedish Chambers International (SCI) represents a significant part of the Swedish business community,

outside of Sweden. The SCI consists of Swedish Chambers of Commerce in 38 key locations where companies with Swedish connections do business. The Swedish partner is the Stockholm Chamber of Commerce.

"Our meetings were very productive, and so was the rest of the program that had been prepared for us by Swedcham's Managing Director Jonas Lindström," says Maria Rankka. "We got to visit some major Swedish companies in São Paulo, Business Sweden, CISB and the Stock Exchange, and we also had dinner with the Board of Swedcham."

"São Paulo is a unique city in terms of Swedish presence and I was very happy to see what an important role the Chamber has had and continues to have. You have beautiful premises and a very active organization which offers a lot of benefits and services to the many members," adds Maria, "and I was especially impressed by the good cooperation among Team Sweden in Brazil, meaning the Embassy, the Consulates, Business Sweden and the Chamber."

According to Maria, she was "positively surprised with what the city has to offer," after having had several interesting culinary and tourist experiences.

Maria says she is "looking forward to meeting not only the Board but representatives from most of the 38 International Swedish Chambers in Stockholm on August 27, in our new premises on Brunnsgatan 2 in Stockholm." ■

Meeting at Swedcham.



With Swedcham Board Member Fredrik Wrangé, CFO at Scania Latin America (second left).





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Michelle Robach, Sara Dahlström (VINGE), and Ambassador Magnus Robach, at the "Welcome to Brazil" seminar which was organized at Hotel Porto Bay in Rio de Janeiro.



Novare at the Banespa Tower (left to right): Katja Grillner, Christine Ehnström, Charlotte Paulin, Christina Forsberg, and Anna Delin.

Novare Management Program in Brazil

Novare Academy offers custom-tailored management and competence development programs for senior managers, other executives and key management personnel. It develops and conducts open programs tailored to key target groups and focused on specific subjects. Novare also offers internal company programs and individual development programs for companies and organizations in the private and public sectors.

Novare has an International Management Program for senior women managers and executives. The program, whose basic theme is business and management from an international perspective, develops the management roles of the participants and broadens their professional networks. The program combines learning with the exchange of experience and involves work with real business challenges. Novare's unique network is used to invite current business leaders and experts as speakers.

The Novare Management Program is conducted over a period of nine months and consists of five

organized modules, each lasting three days. The modules are: Leadership, Business Finance, Innovation & Growth, Changes and Life & Career. The detail-rich content of the program is tailored to the composition of the group and current trends.

One module is arranged outside Sweden to allow participants to experience the business climate of a country that the group finds interesting and topical. The group selects the country on the basis of global trends and the challenges that each company faces. This year the participants chose Brazil.

The trip to Brazil, which took place from February 14 to 20, included Rio de Janeiro and São Paulo and involved many activities—such as visits to tourist spots including the world famous Christ the Redeemer statue in Rio, an introduction seminar called "Welcome to Brazil" with the participation of Swedish Ambassador Magnus Robach and Swedcham Managing Director Jonas Lindström, visits to Abrigo Rainha Silvia, the Brazilian Development Bank (BNDES), Scania, Swedcham, Ericsson, Itau, the Swedish Consulate General in São Paulo, SKF,

Visit to the Scientific Police: Christina Forsberg from Gävleborg County Police and Norma Bonaccorso, head of the Technical-Scientific Police Superintendency in the State of São Paulo.



Novare at BNDES.



Visit to the world famous Maracanã Stadium in Rio.



Lisa Nordlander (NASDAQ OMX) and Fabio Iwabe (BM&F Bovespa).



Visit to BRF: Charlotte Reichelt (Investor), Maria Christofi Johansson (Avanza Bank) and Christiane Assis (Brasil Foods).



Camilla Dewoon (VP Sales & Marketing at Scania), Kristina Lilja (Husqvarna/Novare), and Paula Nauhardt (Head of Communications at Scania) during Novare's visit to Scania.

WCF, Tetra Pak and EF Education First, to mention but a few.

Below are comments from some of the participants in the Novare trip to Brazil:

"I dare to say that I now have a good picture of the Brazilian economy and its challenges, as well as the Swedish corporate life in Brazil. I'm not quite sure what to do with that new knowledge but I do know the more knowledge we have the more humble we become. I feel very humble for the challenges Brazil is facing today and over the next 10 years," said Angelique Angervall, Head of Swedbank Research, Large Corporates & Institutions.

"From systematic work to combat child exploitation to a high tech hospital for the 1% wealthiest in the country –the days in Brazil were full of contrast, just like the country itself! Brazil is a country of opportunities and challenges, with a political nomenclature not suited to make the most out of the country. But the potential is there," observed Nadine Viel Lamare, Head of Sustainable Value Creation, First Swedish National Pension Fund (AP1).

"It is hard to imagine the possibility to cover all the things we have experienced on our trip in one week. From sightseeing and samba in Rio, a morning run on Copacabana Beach, a visit to a shelter for women in Itaboraí, to air-conditioned meetings with as varied areas as the scientific police department, a business bank and a hospital in São Paulo. In a week's time we got the fantastic possibility to get an insight into Brazil's charm and challenges," according to Christine Ehnström, Deputy CEO, chief legal counsel at SBAB.

"This visit gave a fantastic view of the whole Brazilian society during only a week! We met with so many people in the industrial sector, companies, charity organizations, public and private institutions

etc. and all this will make me remember Brazil for a very long time. Brazil is really a huge 'country within the country' with many challenges ahead, but we could also see that there are many opportunities that Swedes and Brazilians together should make the best use of," said Sara Dahlström, Head of Human Resources at VINGE.

According to Katja Grillner, Professor at KTH (Royal Institute of Technology), "our study trip to Brazil was fantastic in many ways. Striking for me was the strong sense of societal engagement and social concern that came through in most visits whether involving private companies or public authorities. This was connected to a very honest open attitude to the challenges and opportunities that they are currently facing in relation to current business, politics and strategic investments in the country. The great variety of companies and organizations that we visited also created a unique possibility to achieve a rather complex understanding of current conditions in the country and the two cities we visited."

Helena Anderberg and Anna Truedsson of Novare Academy told **"NordicLight"** that "We had an amazing and intense week in Brazil! We have experienced so much and had the opportunity to meet both international, Brazilian and Swedish companies and their representatives. Our journey started already in September when the participants decided to go to Brazil for the field trip in February on the theme "Innovation & Growth". Brazil was chosen for its interesting and inspiring business climate. Working with Swedcham and Jonas Lindström during this time has been a great journey! If you are going to Brazil and would like to learn and experience as much as possible, we really recommend you to contact the Swedish Chamber in São Paulo." ■



Women's Day

As every year, March 8 is International Women's Day, and the entire month is marked with different events around the world. The focus of celebrations can range from signs of respect, appreciation and love towards women to a celebration of women's economic, political and social achievements. I am myself often "congratulated" on Women's Day, as if it were a birthday or Mother's Day. It is important to remember that the holiday (first established in 1908) was originally International Working Women's Day, and especially celebrated in Eastern Europe and the former Soviet bloc. In 1977, the United Nations General Assembly proclaimed the day as UN Day for Women's Rights and International Peace, and today it is celebrated almost everywhere in the world. The UN theme for IWD 2014 was "Equality for Women is Progress for All".

Battle of the Numbers

I have been following closely something in Sweden called Battle of the Numbers (www.battleofthenumbers.se). Here is a little key information: "Battle of the Numbers is a unique project for major corporations that want to get more women into operative management positions. The results of Battle of the Numbers were presented in Stockholm on November 21, 2013. The CEOs of Saab, Volvo, SBAB, SPP, SEB, Scania, Sandvik, Ikea, H&M and Ericsson sat down to discuss what they have learned from participating in the project.

The CEOs and management have made a clear commitment to the issue, mainly: 1) clear and measureable goals and strategies designed for the company's specific needs, as well as regular follow-ups; and 2) change the company culture, attitudes and values. Several of the participating companies are in Brazil, and members of Swedcham. I am very curious to hear how these companies are implementing these ideas in Brazil.

Novare visit

In February, Swedcham organized a visit from Novare—a Swedish organization which offers professional services in the Human Resources field. I accompanied the group for part of their visit in Rio de Janeiro. Twenty-five senior and executive women were visiting Brazil on a Management Program with an international perspective,

to develop the participants in their leadership roles and expand their professional network.

In Rio, they visited Abrigo Rainha Silvia (pictured on this page), the National Development Bank BNDES, the State Investment Agency Rio Negócios and the Municipal Olympic Organizing Committee. I brought up the Battle of the Numbers, with which they were all familiar. Women's standing may not have been the primary focus of the group, but this affects all working women, and therefore, interests us all. I spoke extensively with several of the participants about women's standing in Sweden, their participation on boards of companies (an on-going debate), and positions in leadership roles. Sweden is often looked to as an example in this area – and some of them didn't realize this.

Our visit to Abrigo Rainha Silvia, where we work for women to gain economic, intellectual and emotional independence, touched many. To support women in dire need is one thing, to support the advancement of women in roles of leadership and on boards, is quite another – and a true test of one's commitment to a more equal society.

As Swedes we present our country as a beacon for human rights, modernity, cutting-edge technology and innovation. The advancement of women on company boards and in leadership roles is a part of this, and we need to keep striving, even in Sweden. As the UN theme says—Equality for Women is Progress for All. ■

Novare visit to Abrigo Rainha Silvia in Rio.



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Sweden *in* São Paulo

By Renato Pacheco Neto
Swedish Consul General



Renato Pacheco Neto
and Minister Pernilla
Josefsson Lazo.

An exciting year full of novelties

It has now been a year since we took over the Consulate General of Sweden in São Paulo in March 2013. During the last 12 months, many different things happened. First of all, the address of the Consulate General changed from Brooklin to Jardins, and now it is consequently much closer to Swedcham as well as to the Avenida Paulista area—considered the city's symbol and nerve center.

Second, we have a new Consular Officer, whose name is Richard La Roche. Despite his French name he is both American and Swedish, and married to a Brazilian. Richard studied in Spain and after that worked many years at the U.S. Embassy in Stockholm before moving to São Paulo, where he replaced Lars Bergea at the Consulate General in November last year.

Third, the Consulate General has also a Consular Assistant, whose name is Alexandre Teixeira Carvalho, who helps Richard in his programming of interviews with visa applicants, and Swedish citizens

applying for different services rendered by the Consulate. Alexandre lived in Miami, Florida, for 12 years before joining the Consulate last September and is very much committed to his new position.

Fourth, we have the Assistant to the Consul General, Danielle van Tongeren, who has worked on different projects with the Consul General as from 2006, joined his law firm in 2009 as Board Assistant and since 2013 has been assisting him also in his very busy institutional and consular agenda. Danielle is a Dutch citizen, with Brazilian children, who has been living in São Paulo for 18 years, after having lived and worked in London.

Besides the honorary position as Swedish Consul General, I also have the privilege of representing international clients and foreign investors in their Brazilian projects. The Consulate General counts on the support of my law firm's team and partners to also enable me to organize my busy agenda and act in the interests of the Swedish Community in São Paulo.



The Consul General and Danielle van Tongeren.



Renato Pacheco Neto with Richard La Roche (left) and Alexandre Teixeira Carvalho.

This involves not only the exchange with Brazilian local and state authorities in different Brazilian states (São Paulo, Rio Grande do Sul, Santa Catarina, Paraná, Mato Grosso and Mato Grosso do Sul), but also with the Swedish authorities and governmental officials visiting our jurisdiction. Last year we had three Ministers visiting São Paulo, besides the Royal Couple and other EU officials.

On the Nordic level, the Swedish Consul General also interacts with his fellow Consuls from the other Nordic countries, as well as with his EU colleagues, thus representing Sweden in different organizations such as: Nordlyset – Scandinavian Association and the European Club of Consuls General in São Paulo.

In order to illustrate the broad range of diverse activities carried out by the Consulate General, one could simply refer to the very recent inauguration of ABB's fifth industrial plant in Brazil (located at Sorocaba in São Paulo State) in the last week of February—in the presence of Minister Pernilla Josefsson Lazo, among other dignitaries—or also its interaction with the Consuls' Conference hosted by the Swedish Embassy in Brasília.

In this event, the São Paulo Consulate General had the most pleasant opportunity to exchange ideas with other Consulates located in Rio de Janeiro, Belo Horizonte, Salvador, Fortaleza and Recife, among other representatives of Swedish Business and Governmental Organizations.

The Consulate General also actively participated as Keynote Speaker in the Brazil-Sweden Conference on Car Safety in São Bernardo do Campo, co-hosted by

Mayor Luiz Marinho and his Secretary of International Affairs Tunico Vieira, among others such as representatives of the Mauá Engineering School. This very important city in the ABC Region of São Paulo was also chosen to receive CISB (the Swedish-Brazilian Innovation Center) and now a Saab plant.

In its recently awarded mission to deliver not only fighter jets for the Brazilian Air Force, but mainly to transfer technology to Brazilian counterparts, Saab is looking forward to contributing to Brazil's development of its own industry thus creating many work positions for local production.

Another very important task for the Consulate General of Sweden is to prepare elections for both the European and Swedish Parliaments ("Riksdag"). The first will take place in May and the second in September. Together with the Embassy, the Consulate General is closely working to enable Swedish residents in Brazil to exercise their right to vote for their representatives. Sweden is one of the most respected democracies in the world due to its transparency in public administration and a model social and welfare state.

Last but not least, the Consulate General is already working with the Scandinavian Church to prepare the upcoming celebration of the Swedish National Day on June 6. Traditionally this event starts with a church service at 11 a.m. followed by a luncheon at Scandinavium. The leading Swedish companies generously support this celebration where Swedish families actively participate with their children. Last year, we had over 200 participants who spent almost their whole Sunday with their families. ■

EF will deliver language training for Rio 2016 Games

On March 13, 2014, EF Education First was appointed Official Supplier of Language Training Services for the Olympic and Paralympic Games in Rio 2016 and is now ready to embark on a journey where the single largest global language learning project will be delivered until the end of 2016.



(Left to right), Carl-Johan Westring, VP of EF Education First, Enio Ohmaye, Chief Technology and Experience Officer at EF Education First, Carlos Arthur Nuzman, President of the Rio 2016 Organizing Committee, and Gabriela Goldenstein of the Organizing Committee.

EF stands for "Education First". Founded in 1965 by entrepreneur Bertil Hult, EF is a privately-held company with 15 divisions that offer a range of educational programs from language training, educational travel, and academic degrees to cultural exchanges. With a mission to break down barriers in language, culture and geography, EF has helped people of all ages and nationalities become citizens of the world.

From Berlin to Beijing, Moscow to Mexico City, Dubai to Denver, EF operates 500 schools and offices in over 52 countries. EF's global network includes 33,000 office staff, faculty and part time teachers, leaders and tour directors. To date, EF has helped over 15 million people to learn a new language, discover the world, or earn an academic degree. "Education First" is more than a company name. It incorporates passion for everyone who works there.

After many months of meetings, discussions and finally negotiation, in a category with many competitors, the international education company was officially appointed Official Supplier of Language Training Services for the Rio 2016 Olympic and Para-



lympic games. EF will deliver English language training to 100,000 Rio 2016 staff as well as to over 900,000 candidates for the Olympic volunteer program, contractors, and school children all over Brazil, resulting in the world's largest language learning to date. This project will start early next year and continue until the end of 2016, five months after the games are over.

The appointment builds on EF's long association with the Olympics — stretching back to the Seoul Games in 1988, to most recently as Official Language Supplier to the Sochi 2014 Games. The reasons for EF being appointed are many, but some are worth mentioning: long experience, modern technology, and large annual investments in innovation being some of them. EF is well prepared to deliver projects of this magnitude, using a digital platform with 24/7 with access to live teachers, and achieve the expected learning progress for the students. EF's research teams are already at work on the next generation of technology, looking at the potential for mobile applications, social learning and augmented reality. The company is continually identifying and pioneering new ways to improve language acquisition and gain cultural knowledge in its quest for excellence in education.

EF was the first company to launch multimedia language training in collaboration with Apple Computer and, soon thereafter, 24-hour online access to teachers. During the nearly 50 years since the company was founded, EF has gathered the best minds from the fields of education, linguistics and cognitive science to help set a new standard in language learning—all these experts working at the company's research centers in Shanghai, Zurich, and at Cambridge University in the U.K.

EF's English Proficiency Index (EF EPI Third Edition), measuring English ability around the world, shows that language proficiency among Brazilian adults has risen slightly over the past three years. The preparations for the Rio Games are expected to further improve Brazil's English proficiency and by doing this prepare the Brazilian population even better for globalization and bigger professional challenges. ■



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Chamber establishes historic partnership with Pará State

*By Wenderson de Lima
and Douglas Dinelli*

One of the main highlights of Brazilcham's most recent business tour was the long-term cooperation agreement signed on February 23 by the Brazilian Chamber of Commerce in Sweden and the Secretariat of Industry, Trade and Mining of the State of Pará in northern Brazil.



Industry, Trade and Mining Secretary David Leal, representing the State of Pará, signs the agreement in the presence of Elisa Sohlman, Brazilcham's Executive Director. (Photo by Douglas Dinelli)

Brazilcham's latest business tour was a success which had its official kickoff when Brazilcham's CEO, Elisa Sohlman, and board member Sharif Pakzad visited the Secretary of Industry, Trade and Mining of Pará, David Leal.

Among many investment opportunities, they discussed the prospects for partnership in areas such as education, sustainable development and infrastructure. "For years, Brazilcham has been mapping out the economic potentials and evaluating the best business opportunities in Brazil. We believe that the State of Pará has a good business environment which is improving fast with increased investments in commodities and infrastructure," Sohlman said.

Later on the same day, Brazilcham's delegation met

the Vice-President of the Federation of Industries of Pará (FIEPA), Gualter Parente Leitão, with whom they discussed business opportunities and challenges related to the increased demand for their products. "Like in the US, Brazilian states enjoy a great deal of autonomy to set their own economic and political agendas. This makes state-by-state work very important for all those investors seeking new projects and business partners," added Sohlman.

She also underlined the importance of combining the work for cooperation and economic development on both federal and regional levels. The State of Pará is strategic for Brazil in many ways and since 2010 business investments have grown 47%. The State Governor, Simão Jatene, has confirmed that this trend is likely to continue as Pará will be receiving billions of *reais* in federal and private investments for economic and infrastructural development. He added: "In order to assure prosperous long-term relations with investors, we are consolidating partnerships based on increased productivity and profitability, making the State of Pará a region to invest, grow and stay."

On February 21, the Brazilcham delegation met Mrs. Eliene Nunes, Mayor of the city of Itaituba which will soon have its port upgraded. Already in 2014, the Port of Itaituba is expected to become one of the most

On February 21, Brazilcham met Mrs. Eliene Nunes, Mayor of the city of Itaituba. (Photo by Tatiana Magalhães)





Brazilcham's delegation meets the Vice-President of the Federation of Industries of Pará (FIEPA), Gualter Parente Leitão. (FIEPA photo)

strategic ports for the export of commodities in Brazil. Shipping costs for commodities produced in the Central-West region of Brazil will be decreased by 34% with the upgrade. Some highlights in the city's economy are the mining and forestry industries.

On February 23, Brazilcham had another meeting with David Leal during which the cooperation agreement was formalized. "The Secretariat of Industry, Trade and Mining of Pará will be operating in cooperation with the Brazilian Chamber of Commerce with the aim to strengthen relations between the State of Pará and Sweden. I am very confident about this partnership and we are already looking forward to Brazilcham's next visit!" said Leal. The agreement mainly entails long-term cooperation to attract investments and support with research and business guidance.

We would like to thank Renato Antunes, CEO of the international consultancy firm CrasRace, responsible for organizing the agenda in Pará and who will provide us with the local assistance in this cooperation. ■

The Brazilcham delegation is received by the Secretariat of Industry, Trade and Mining of Pará. (Photo by Douglas Dinelli)



Cooperation Agreement

Below are parts of the agreement which describe the form and areas of the cooperation:

TERM OF TECHNICAL COOPERATION

TERM OF COOPERATION BETWEEN THE STATE SECRETARIAT OF INDUSTRY, TRADE AND MINING – SEICOM and BRAZILIAN CHAMBER OF COMMERCE IN SWEDEN, THE FORM AND CONDITIONS OF WHICH ARE STATED BELOW.

Considering that it is a duty of the State to foster economic activities as stipulated in Article 174 of the Federal Constitution of 1986 and Article 230 of the Constitution of the State of Pará;

Considering that such assignment has as one of its major objectives the increase in employment and the reduction of regional and social inequalities in the State, both being essential to stimulate new investments;

Considering that the State Secretariat of Industry, Trade and Mining is designed to induce economic diversification and value addition of Pará and the attraction of investment is an essential tool to achieve its goals of generating jobs and income and poverty reduction and inequality;

Considering that the Brazilian Chamber of Commerce in Sweden seeks to promote trade with a view to accelerating the process of economic development in the North of Brazil – Pará.

Finally the Parties, recognizing the importance of synergies and potential for joint action, decided to enter into this cooperation agreement, with a view to the joint development of actions.
(...)

SECTION ONE – OBJECT

The object of this Cooperation Agreement is to establish extensive cooperation, exchange of information, communication and institutional proximity between the parties involved, in order to promote and coordinate efforts that culminate in a commercial, social and cultural relationship between Pará and Sweden, following the current legislation in both countries.

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Swedcham member Atomico invests more in Bebê Store

*Bebê Store receives third round of investment
of USD 12.3 million from Atomico*

Bebê Store (www.bebestore.com.br), the pioneering online baby and children's emporium, announced in March that it has received a third round investment of USD 12.3 million (BRL 30 million) from leading investment company Atomico (www.atomico.com) and W7 Brazil Capital. The investment reinforces the positive momentum of the company, which since its founding in December 2009 has consolidated itself as an e-commerce leader in products for babies and kids in the Brazilian market.

In the last year, the company saw a 137% annual growth in revenue, and a tenfold increase since Atomico first invested in December 2011. In 2014, Bebê Store projects it will increase its revenue by more than 100%.

Founded by local entrepreneurs Leonardo Simão and Juliana Della Nina, Bebê Store offers more than 55,000 items in 5 stores: Bebê Store, baby-care products; Kids Store, a complete line for children 4-12 years old; Toy Store, toy goods; Mommy Store, which

serves mothers and pregnant women; and Clube da Fralda (*Diaper Club*), the first and only diaper subscription website in Brazil.

With the new investment, the company plans to strengthen its leadership in the segment, creating momentum to continue to expand its market share in the growing Brazilian e-commerce.

"Last year we launched a new warehouse in Tamboré, São Paulo State with a storage area of about 8000 m², which allowed to more than triple our order processing from 30,000 to 100,000 orders per month. Besides, we have launched our fifth store, "Clube da Fralda" (*Diaper Club*), and expanded both our team and structure in order to reach financial equilibrium by the end of 2014. This new investment from Atomico is essential to give us the energy for our accelerated growth", says Leonardo Simão.

According to Haroldo Korte, who leads the operation of Atomico in Brazil alongside Carlos Pires, Bebê Store is proof that great companies can come from anywhere, and also shows the potential of the Brazilian e-commerce market, which continues to grow strongly, and in just the last few months has seen significantly more than USD 500 million in investments from overseas investors.

"With this new investment in Bebê Store, Atomico reinforces its belief in the Brazilian market. Brazil has a tremendous potential for innovative business, especially in e-commerce, which will continue to expand rapidly in coming years," says Korte.

Niklas Zennström, founder of Atomico and co-founder of Skype, said that "Leonardo and Juliana have executed superbly within a market that still has much room to grow. Their laser focus on delighting their customers is paying off, and they are building a long-lasting, winning brand."

Atomico is an international technology investment firm, focused on helping the world's most disruptive technology companies reach their full potential on a global scale. It has become the investor of choice for ambitious entrepreneurs due to its unique international network, and ability to help companies operationally, with offices in London, Beijing, São Paulo, Istanbul and Tokyo. Atomico's investments include category leaders such as Rovio, Jawbone, Fab, Klarna and Skype.

Atomico has previously invested in several other prominent companies that have been operating within the Brazilian market, including Connect Parts (auto parts e-commerce), PedidosJá (a food delivery website), and Restorando (a restaurant booking website).

For more information about Atomico, please visit: <http://www.atomico.com> ■

Niklas Zennström





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▲ The Chamber's Christmas Party 2013 literally packed its facilities and was one of the liveliest ever.



▲ Swedcham member Bo Falk, former Swedish Consul General in São Paulo Barry Bystedt, and the Chamber's Chairman, Nils Grafström, raise a toast.

Bo Falk, Nils Grafström, Board Member Peter Hultén and Carlos Calderon Sund.



Christmas Party 2013 *another smashing success!*

Photos by Mario Henrique

Although Swedcham's traditional evening Christmas Party gave way to a most successful luncheon at the Scandinavian Church in December 2012, the Chamber decided last year to go back to its highly popular party on its own premises complete with a delicious buffet, great raffle and excellent music provided by renowned DJ Camilo Rocha.

Around 140 members and friends attended the event, which lasted until the wee hours of the morning, with lots of toasting and dancing—just the way a great Xmas party should be!

The much appreciated food was once again prepared by the most competent hands of Buffet Cicareli and needless to say Bar Absolut must also be congratulated for its always excellent beverages and service!

Swedcham Chairman Nils Grafström and Managing Director Jonas Lindström gave speeches in which they thanked all those present and sponsors and members in general for their participation and loyal support throughout this successful 60th anniversary year.

Swedcham would like to take this opportunity to also express its warmest thanks to the generous sponsors for the raffle.

The prizes consisted of: Thule kits; bottles of Spanish wine Rioja - Heredad Crianza 2006; voucher worth a week-end stay at Djungle Beach; tailor made men's shirts of Egyptian cotton; Lufthansa beach kit; Scandinavia Designs gifts; iZettle devices; bottles of Absolut Vodka and Swedcham coolers; weekend voucher worth a stay at hotel Maasai, in Saquarema, Rio de Janeiro State; Kosta Boda Snowball – Candle Holder; and Nespresso Coffee Machine.



Beata and Carl-Gustav Moberg (Handelsbanken), Tomas Angelhag (ABB) and Christian Christiansen (Nordea). ▼



▲ Aline Chadalakian (SEB), Swedish Consul General in São Paulo Renato Pacheco Neto, and Christina Binnie (Lufthansa).



▲ Wagner Delarovera Pinto (Maxitrade), Daniela Metsaranta (Finnish Consulate in São Paulo), Felipe Oliva Adarme, Petter Dalén (Snow Software), Nilton Tsuchiya, and Jere Pitkanen (Finnish Consulate).



▲ Swedcham Managing Director Jonas Lindström and Chairman Nils Grafström thanked all sponsors and members for their continuous support.



▲ Swedcham member Jan Oscarsson (center) with Estefânia Nóvoa and Edson Borba (both from 2:d Comunicação Design).



▲ May Lo (Cinnober), Anna Busch (The Nobel Museum), Charlotte Castelnau and Hans Grobecker (both from Cinnober).



▲ DJ Camilo Rocha made everybody dance!



▲ Richard La Roche of the Swedish Consulate General in São Paulo and his wife Leticia de Macedo Pontes.

New member Samuel Johansson (Åf do Brasil), receives a Thule prize from Elaine Gonçalves Soares, Swedcham's administrative and financial manager. ▼



Christophe Muyllaert and members of the Mercuri Urval team. ▼



▲ Patricia Conradi (Mercuri Urval), who won a coffee machine from Nespresso, and her friend Daniel Morozetti.



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***BN21** joins forces with Inova Petro*

***By Guilherme Mendes
Innovation Norway***

Brazil has been an important market for Norwegian business for some time already, and the new Norwegian government has now decided to give an even higher priority to this market.

The State Secretary of Petroleum and Energy, Kåre Fostervold, visited Brazil in November 2013 to sign the BN21 agreement, a Memorandum of Understanding that aims to address the common challenges that both countries have, and develop a joint strategy for cooperation within research & development. The agreement involves, among other topics, exchange of human resources like students, researchers and professionals, and the development of jointly needed technologies within exploration, development and production of oil and gas.

These technologies could include exploration technology for complex geology such as the pre-salt layer, and subsea technology developed in Brazil

that could be essential to develop the resources on the Norwegian continental shelf as well.

Norway and Brazil also face very similar needs when it comes to attracting human resources with the right skills and competence. Such agreement is a milestone and represents a long-term commitment to a partnership between Brazil and Norway.

On the occasion of his visit, Fostervold also met representatives of Brazilian and Norwegian enterprises and authorities – including Norwegian companies based in the incubator office Innovation House Rio. This way he got a clear insight into the challenges and opportunities that exist in the world's largest market for offshore technology.

Parallel to this agreement, Finep, BNDES and Petrobras recently launched the Inova Petro program, a BRL 3 billion program that aims to foment projects on research & development, engineering, technology transfer, production and commerce of innovative products, processes and services, and in this way develop the capacity of the Brazilian oil & gas industry and the entire supply chain. Petrobras will be responsible for the technical support, aiming to reduce development risks.

The Inova Petro program will select companies under four categories: surface processing, submarine installations, wells and reservoirs. The projects need to be worth at least BRL 5 million, and the timeframe should not be longer than 60 months. Brazilian subsidiaries of Norwegian companies are allowed to participate if they prove to have had either a gross turnover equal to or over BRL 16 million, or net equity equal to or over BRL 4 million, in the last fiscal year.

Almir Barbassa, Petrobras' CFO and Investor Relations Executive Officer, believes that both the oil companies and the supply chain are going to benefit from this program.

In his speech during the opening ceremony of OTC Brasil last year, he also highlighted the country's large oil reserves. "When there is a continuing demand, this is the best condition for the supplier," Barbassa stated.

The BN21 agreement and the Inova Petro program create room for further cooperation and funding of projects that are mutually interesting to both Norway and Brazil, and contribute to building a more advanced and competitive industry from a global perspective.

Given the magnitude of these two actions, in due time R&D developments in Brazil and Norway will be in a position to influence the global offshore future. ■

The signing of the MOU on November 25, 2013, was the highlight of a seminar on R&D organized by Instituto Sintef do Brasil CEO Kjetil Solbraekke (left). The Deputy Minister of Petroleum and Energy, Kåre Fostervold (right), represented the Norwegian government, and the Vice-Minister of Research, Technology and Innovation, Luis Antônio Elias, represented the Brazilian side. (Photo courtesy of Runa Hestmann/ TiernoNBCC)



New anti-corruption law comes into effect

By Juliana Pizzolato Furtado Senna and Camila Mendes Vianna Cardoso

Brazil makes a firm statement in the global fight against corruption as a new, strict law comes into effect.

The new law is bringing with it a new wave of anti-corruption implications for companies operating in Brazil, and Law 12.846/13, known as the Anti-Corruption Law, is already in effect.

BRL 40 billion lost

In 2012, Brazil was ranked number 69 among 174 countries on the Corruption Perception Index published by Transparency International. The index lists the world's less corrupted countries.

According to a study conducted by Fundação Getulio Vargas (FGV) on the impacts of corruption in public policy in Brazil from 2002 to 2012, around BRL 40 billion were misused due to bad faith or bad management.

By the enactment of the new law, Brazil is now taking a stand against corruption.

The new regulation, also called the "Clean Companies Act" abroad, will now change the way people do business and deal with procedures in Brazil.

This is due to happen because the law provides for the strict liability of the entities. This means that a company can be held liable for an infraction regardless of proven negligence or misconduct of their managers and officers.

This possibility will impose on companies the obligation to be very strict in relation to whom they contract with and how they do it. In this sense, several Brazilian companies are already adopting procedures to investigate their contractors, suppliers and clients before entering into new agreements, as it is already standard practice in multinational companies.

Heavy penalties

Abroad, the Brazilian statute has even been described as harsher than similar remedies elsewhere, due to the size of the penalties.

The penalties imposed by the new law include fines of 1 to 20 percent of the gross revenues of the previous year. If it is not possible to calculate the fine based on such a criteria, the law decides that the fine shall range between BRL 60.000 and BRL 60.000.000. Other penalties may also be imposed. The company can be denied the chance to seek public financing or

subsidies for one to five years. Another penalty is the suspension of the company's activities and even dissolution of the legal entity.

The government's intention is that the possibility of facing such severe penalties will make the companies see that investment in compliance with the law is more efficient than undertaking the risk of a reckless behavior.

Foreign companies

Another relevant aspect of the law, especially for foreign companies that are studying acquisitions in Brazil, is that it even makes shareholders liable for any illegal conduct of the company before the acquisition, incorporation, merger or spin-off. The liability in such cases will however be restricted to the payment of fines and full indemnification for the damage caused. In this scenario, a detailed and careful due diligence process is required to identify

Juliana Pizzolato Furtado Senna is the author of this article, together with Camila Mendes Vianna Cardoso.

Photo courtesy of Kincaid | Mendes Vianna Advogados.



possible violations or corrupt acts.

Inspired by the U.S. Foreign Corrupt Practices Act and the Brazilian Antitrust Act, the new law provides the express possibility of a leniency agreement. In other words, the reduction of the penalty is possible if the company effectively cooperates with the investigations, identifying other wrongdoers, violators and offenders, undertaking and ceasing the harmful practice immediately.

According to the new rule, the existence of a compliance policy within the company may also reduce the punishment. For this purpose, it is necessary to have internal mechanisms and procedures of integrity, audit and incentive to report information against non-conformities or irregularities, and an effective application of the codes of ethics and conduct within the legal entities' scope.

Uncertainties

One type of criticism against the new law is that there is some subjectivity in the law that generates uncertainty as to its application. One of the points raised is precisely that the evaluation parameters that will be used to measure if the compliance mechanisms and procedures are effective are still subject to subsequent regulation.

Another unanswered question made by companies is related to the investigation of the application of the new regulation. The law states that the federal, state and municipal governmental bodies will be allowed to regulate and inspect the prohibited conducts. This could cause contradiction, overlapping of inspections and, ultimately, costs for the inspected companies, creating room for corruption, which is exactly what the law intends to eliminate.

Companies doing business in Brazil will however have to prepare for this new scenario. Full transparency during business deals, negotiations and control of employees or outsourced agents who operate in the name of the company is essential. ■

New Members

NBCC welcomes the following new members:



CORPORATE:

Vega Offshore Brazil Ltda. is an offshore support vessel owner, operator and commercial manager, providing high quality support services for the global market. The headquarters are in Norway with offices and operations in Singapore and Brazil. Vega Offshore Brazil Ltda. was founded in January 2013. Today the company has several offshore support vessels in operation for Petrobras, and also vessels under construction in yards in Asia.



Tess is Norway's leading supplier of hoses, couplings and related services with more than 100 service centers throughout the world. As part of the group's expansion plans, in 2011 Tess entered the Brazilian market together with a local partner. In 2012 it was decided that Tess should take 100 percent control of the Brazilian entity. Consequently Tess today has a fully operational base in Macaé, consisting of office space, workshop and warehouse and about 40 employees. In addition, Tess is establishing a second service center close to the shipyards and ports in Niteroi. The service center is expected to be operational from the second quarter of this year.



Flytour American Express Business Travel – Rio Presidente Vargas helps companies to cut corporate travel expenses and provides excellent services for the corporate traveler. The company has a diverse client portfolio of midsize and small companies, government institutions and non-governmental organizations. Flytour works to maintain the focus on the clients, rendering services with speed and excellence by means of state-of-the-art technology and good relations with suppliers and employees who are committed to generating savings for clients as well as achieving profitability and continuous improvement for Flytour.

UPGRADED TO GOLD MEMBER:



Wilhelmsen Ships Service do Brasil is a leading provider of products and services to the maritime industry, present in the Brazilian market since 1976. This includes safety products and services, Unitor marine products, Unitor and Nalfleet marine chemicals, maritime logistics and ships agency. The company services 2400 ports in 125 countries, making it the world's largest maritime network. In 2012, the company made product deliveries to 25,000 vessels and handled 65,000 port calls. The company is part of Wilhelmsen Maritime Services AS, a Wilh. Wilhelmsen group company. The company headquarters are located at Lysaker, Oslo.

IM Executive Search: *a new company in Rio*

IM Executive Search recruits management for the oil and offshore industry in Brazil. The focus is on international companies looking for local or expat talent in Brazil to fill higher management roles.

The company has recently started operations in Rio de Janeiro, and Managing Director Janis Majors tells us why:

"Our edge is our operational experience within oil/offshore in Brazil. We belong to the Inventure Management

group, which runs operations, builds sales and provides infrastructure to the industry. Therefore, we know the needs on the ground and the demands of a position. And our experience in making international partnerships succeed has taught us that technical knowledge is not enough: A manager in Brazil needs to have additional qualities to function successfully as a bridge between local operations and international management. A seemingly good track record in Brazil does not guarantee that."

International media has not been too kind to Brazil lately, in terms of future business opportunities.

So why start up a company banking on the continued international influx?

"We see it differently," says Erik Hannisdal, CEO of the Inventure Management group.

"We definitely see increased demand for services to the oil and offshore sector over the years to come. But in Brazil, where qualified personnel is a scarce resource, it is a real challenge to ensure that key positions are filled with excellent performers. We have increasingly been assisting foreign companies in finding managers and executives in Brazil, and built a solid and successful track record in this area. Through IM Executive Search, we have expanded our ability to focus fully on the specific recruitment needs of this segment. Our intention and projection is to be a major market player in our niche, both for new entrants to the Brazilian market and already established companies."

"We had a flying start in terms of market establishment," continues Majors.

"Our wide industry network is mainly derived from actual operations, it's not just based on LinkedIn mining and a database of received CVs. We believe that as a result our network is deeper, and more relevant as a resource for both candidate identification and market knowledge. There's a lot of information you won't get when you are sitting on the outside, without being immersed operationally in the industry on a daily basis."

IM Executive Search is co-located with Inventure Management at Rua Professor Álvaro Rodrigues, 352, Botafogo, Rio de Janeiro. Contact information: +55 21 3239 4850, janis@imexecutive.com www.imexecutive.com ■

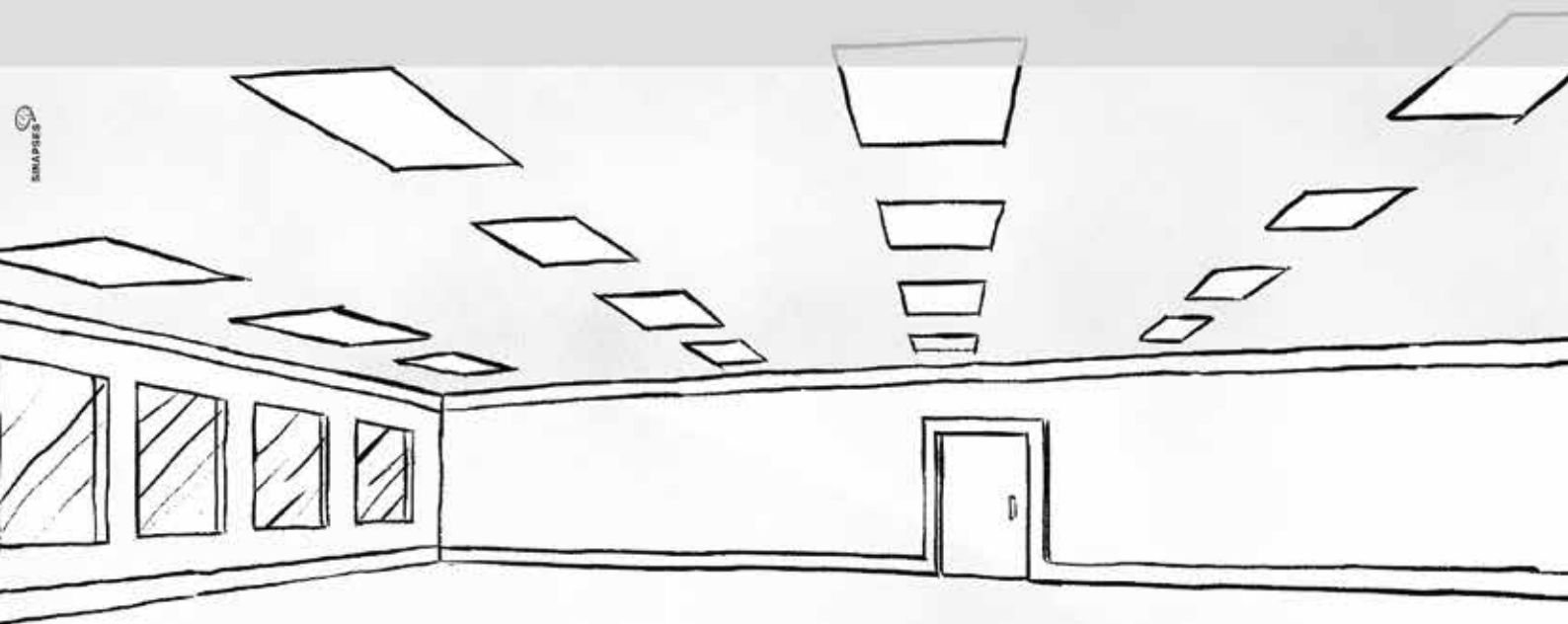
In the front: Barbara Craveiro, Head of Recruitment, and Janis Majors, Managing Director of IM Executive Search. In the back, the Board of Directors: Jan Lomholdt, Anderson Derossi, Riza Batista and Erik Hannisdal.



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The biggest contracts in the history of DOF

DOF Subsea and Technip have been awarded the contracts for four new PLSVs, the biggest deal in the history of the DOF Group.



DOF Chairman Helge Møgster signed the contracts in Rio de Janeiro.

The joint venture formed by DOF Subsea and Technip was awarded four new contracts by Petrobras, and the DOF Group believes the new pipelay support vessels (PLSVs) will become key assets for Petrobras in order to accomplish its oil production targets in the years to come.

"This reinforces our position as a leading provider of offshore vessels to the Brazilian oil and gas industry," Mons S. Aase, CEO of DOF Subsea celebrates.

Eight-year contracts

The joint venture will construct the four new pipelay support vessels, and also operate them in Brazilian waters, installing flexible pipes. Technip will manage flexible pipelay and Norskan will be responsible for the operations. The contracts will last

eight years from the start of the operations, and can be renewed for another eight-year period.

Delivery of the PLSVs is scheduled for 2016-2017.

"The contracts confirm that our cooperation with Technip on the Skandi Vitória and Skandi Niterói has been successful, and this comes as a result of our long-term focus on the Brazilian market. It is also a recognition of the expertise of our employees," Aase says.

Sophisticated vessels

The PLSVs are highly specialized vessels, fundamental to connect the systems and offload the production.

These new PLSVs are expected to become key vessels for the client, Petrobras, to accomplish its output goals, expected to amount to 4.2 million bpd in 2020.

Two of the PLSVs will have a 300t laying tension capacity and will be fabricated in Brazil with a high national content. As the depth increases, the need for more sophisticated vessels grows, and the other two vessels will be designed to achieve a 650t laying tension capacity, enabling the installation of large diameter flexible pipes in ultra-deepwater environments, such as the pre-salt layer.

Vard Holdings Limited, one of the major global designers and shipbuilders of offshore and specialized vessels, will be in charge of the design and construction of the PLSVs. Vard is headquartered in Norway, but currently operates ten strategically located shipbuilding facilities around the world, and two of them are located in Brazil.

DOF Subsea is a part of the DOF Group, a global group of companies which owns and operates a fleet of more than 70 modern offshore and subsea vessels, and has the engineering capacity to service both the offshore and subsea market. The DOF Group's core businesses are vessel ownership, vessel management, project management, engineering, vessel operations, survey, remote intervention and diving operations primarily for the oil and gas sector. From PSV charter to subsea engineering, DOF offers a full spectrum of top quality offshore services.

Technip is a world leader in project management, engineering and construction for the energy industry. The company is present in 48 countries, and operates a fleet of specialized vessels for pipeline installation and subsea construction. ■

“Cheaper oil, but not cheap”

By Runa Hestmann Tierno

Torbjørn Kjus, senior oil market analyst with the Norwegian bank DNB, talked about the future of the oil prices during a recent seminar in Rio de Janeiro.

DNB is Norway's largest investment bank and one of the world's leading shipping banks, and DNB senior oil market analyst Torbjørn Kjus has been called one of the more pessimistic analysts in Norway. During his visit to Brazil, he maintained his prediction of falling prices in the years to come.

While the average Brent price in the first half of 2013 was US\$ 108, Kjus expects an oil price of US\$ 102/bbl for 2014 and US\$ 100/bbl for 2015, and then a gradual decrease in prices to US\$ 90/bbl during 2015 – 2020.

Little concern

Kjus visited Brazil for the first time last November, and what surprised him the most was how little Brazilians seem to care about the future of the price of oil.

Torbjørn Kjus, senior oil market analyst with the Norwegian bank DNB, visited Rio de Janeiro in November last year.



“In Norway, everybody accompanies the development of the oil price, and this is also of great importance to the future of the Brazilian economy. Brazil is one of the world's biggest oil producers and Petrobras is planning to double the oil production by 2020. Few other countries can compete with these volumes,” Kjus says.

He believes that the future development of the US production of shale gas is among the factors that will have great influence on the future of the oil price.

“The increase in the US production over the last two years equals the total Brazilian oil production. You can call the American shale gas revolution the big surprise of the last few years. They are producing 2.6 million b/d of shale crude right now, and 1.8 million barrels of US oil per day more is set to reach the market by 2014. This is a lot more than what the IEA originally expected just 2.5 years ago. We have in other words seen a new Brazil enter the market in just 2-3 years, and it was not expected,” says Kjus.

The analyst also believes that oil's share of the global energy mix will continue to decrease in coming years, and reminded that “the stone age did not end due to a lack of stones and the oil age will end long before the world runs out of oil”.

Solar power and wind power are increasing fast, creating new possibilities for power generation in private homes. In China alone, the increase in installed wind capacity in 2013 has been of 30 percent.

Gaps will be covered

According to Kjus, the world does not need to find any new resources to develop in order to balance supply and demand during the next five years. The gap by 2020 will be covered by existing, known projects.

He predicts that the price will fall to about US\$ 90 per barrel, depending on how the Chinese economy will develop, as well as the growth in the shale gas production.

And with falling oil prices what are the consequences?

According to Kjus, the most expensive barrels risk being pushed out. The best example of this in real life is the Shtokman field in the Barents Sea. It is also the case for the Brazilian pre-salt resources.

“Oil exploration and production below salt layers in ultra-deep waters and the oil sand fields in Canada are among the more complex and expensive projects, and these projects are vulnerable in case of a dramatic price fall,” Kjus concludes. ■

Sintef R&D seminar: The benefits of collaboration

By Runa Hestmann Tierno

“Detailed requirements and regulations can endanger the collaboration everyone says they are working so hard for,” warns Kjetil Solbrække, CEO of Instituto Sintef do Brasil.

How to improve the R&D cooperation between Norway and Brazil was one of the topics discussed during a seminar on research and development in Rio de Janeiro from November 25-27, 2013.

On the first day of the seminar, a Memorandum of Understanding on R&D collaboration, called BN21, was signed by Norway and Brazil, and the Norwegian Deputy Minister of Petroleum and Energy, Kåre Fostervold, assured that there is a strong political will to broaden the collaboration with Brazil within R&D.

“Norway and Brazil have big resources and a similar need for human resources. With this agreement in place, we stand stronger together in shaping our future. The MOU provides an excellent framework for kick-starting concrete projects between industry and research communities. The MOU has been signed and a task force will be established. Now it is up to you to fill it with concrete actions,” Fostervold, said, addressing both Brazilian and Norwegian representatives from universities and research institutions in the two countries, present at the seminar.

Obstacles

But today there are several obstacles for researchers and institutions willing and trying to cooperate, and some of them

Kjetil Solbrække is the CEO of Instituto Sintef do Brasil and also a board member of the NBCC.



were outlined in a presentation by Kjetil Solbrække, CEO of Instituto Sintef do Brasil.

“Requirements, challenging accounting rules and tax regulations do not facilitate the cooperation that everyone says they want. We need to encourage the politicians to keep working and try to solve these challenges through clear, bilateral agreements. Our countries have so much to share,” Solbrække said.

He gave several examples of problems that Instituto Sintef do Brasil has had to cope with. Taxation on research services is one. The difficulties in using researchers in Norway for shorter periods of time, is another. As a result, time passes and costs increase.

“Does it make sense to add a 48 percent tax on R&D services? On the contrary, it makes cooperation more difficult and more costly to the clients. We need more flexibility from institutions like the ANP and the Research Council of Norway. We need to define the rules of the game, and hopefully, we’ll get better results at a cheaper cost by collaborating.”

Solbrække encouraged the research community to work to demonstrate more clearly why it makes sense to cooperate.

“We have to show what we can gain by cooperating and challenge our politicians. We have heard strong political will during the seminar, and seen that there are funds available. About 150 years ago, Norway and Brazil signed an agreement on exchanging coffee for *bacalhau*. It should be easier to reach an agreement on R&D services, but I’m not sure,” Solbrække said.

Target areas

The Brazilian Vice-Minister of Research, Technology and Innovation, Luis Antônio Elias, expressed a will to establish “Technology Target Areas” for a closer



Deputy Minister Kåre Fostervold met with the board of the NBCC, and representatives from Aker Solutions, Statoil, Petrobras, ANP, ABRAN and the Brazilian research council CNPq during his stay in Rio de Janeiro.

cooperation in areas like subsea technology, marine geology, enhanced geology interpretation, the use of nanotechnology, enhanced oil recovery and drilling.

"With this MOU, we will walk in the same direction and create a positive environment for the offshore sector," Elias said.

He also outlined the Brazilian policy on science, technology and innovation (STI).

"Innovation is a permanent agenda for the Brazilian government and for the Brazilian business sector. We support both basic and applied research and innovation in strategic areas through a variety of instruments," he said. Increasing innovation and competitiveness is another ambition, and the oil and gas sector is seen as a critical sector.

The Norwegian Ambassador in Brazil, Aud Marit Wiig, was also present during the signing.

"On behalf of Norway, I'm proud of the partnership with Brazil, which is a focal point for Norwegian research institutions. By signing the BN21, we lay an important basis for furthering research and cooperation, and an ambitious partnership between two countries with a lot to learn and a lot to gain, and we are confirming our partnership by signing this MOU," she said.

New opportunities

In a separate presentation during the seminar, Solange Guedes, a Petrobras Corporate Executive, talked about how R&D shapes the E&P industry today.

"The pre-salt developments will create new op-

portunities for the research community. Petrobras has a strategy of open innovation, where new technologies are developed in Brazil through key partnerships, in Brazil and abroad. This gives us the opportunity to expand our research and innovation capacity, and partnerships with R&D institutions and universities are the pillars of the strategy," she said.

According to Tathiany R.

Moreira de Camargo, Deputy Manager of Research and Technological Development at the ANP, there is a great need for innovation in order to move the Brazilian oil and gas sector forward. She also talked about the R&D clause, requiring the investment of 1 percent of the gross revenue in R&D.

"Our perspective is that BRL 26 billion will be allocated to R&D by 2022. But we believe that Brazil can't do this alone, and we need to attract international companies, exchange information and capacitate our personnel. International cooperation on R&D is a key factor to overcome current and future challenges," she said.

The R&D seminar was organized by the SINOS alliance, a group of Norwegian universities and research institutions, in cooperation with CNI. The SINOS alliance consists of the Norwegian University of Science and Technology, the University of Oslo, Institute for Energy Technology, Sintef Norway and Instituto Sintef do Brasil. ■



The MOU BN21 was signed by the Brazilian Vice-Minister of Research, Technology and Innovation, Luis Antônio Elias, and Norway's Deputy Minister of Petroleum and Energy, Kåre Fostervold. (Photos by Runa Hestmann)

Palfinger Marine has new office in Houston

Palfinger Marine has opened a new sales office in Houston, Texas, manned by U.S. Sales Manager Louis LeBourgeois. The move is a result of a strategic focus on the U.S and the Mexican offshore markets. The US sales manager will also have connections to the company activities in Brazil.

Palfinger Marine is the offshore and marine division of the Palfinger Group, which acquired Bergen Group Dreggen in 2012. Palfinger Marine has ambitiously placed itself among the world's leading developers and suppliers of flexible and reliable solutions for cranes, launch and recovery systems and boats for the high-end marine and offshore markets.

Houston is a central and significant base for the offshore market and technology development, and is considered an important, strategic location for Palfinger Marine's continued global growth.

Palfinger Marine will be exhibiting for the first time during OTC 2014 in May. ■



US Sales Manager
Louis LeBourgeois

“Goals are for losers”

By Janis Majors*

He's not joking this time: career and life advice from the creator of Dilbert.

Scott Adams



Scott Adams, who draws the famed office-related cartoon Dilbert, has a real business background and a life-long history as a serial entrepreneur. In between media events for his new book “How to Fail at Almost Everything and Still Win Big”, Scott Adams talked to IM Executive Search’s newsletter about career planning and success. Some of his own start-ups have been incredibly successful, and others have been spectacular failures. Here is what he learnt.

IM Executive Search (IMES): Cut to the chase and start with the punch line.

Scott Adams: Ha ha, OK: Goals are for losers, and passion is bullshit.

IMES: Why are goals for losers?

SA: Goals are often too specific. The good thing is that they give you focus. But that focus may hinder you from other opportunities. If your goal is to get your boss’ job, it may limit you from other success paths. So what is better? Creating a system that will increase your odds of success. An example: losing ten pounds is a goal. But a system is to educate yourself about healthy food and then changing your eating habits a bit. That gives higher long-term odds of success, as well as

lots of other health benefits. A system is acquiring new and complementary skills while always looking for better opportunities. Then you can pursue goals in many areas at the same time. This way, I used even my biggest failures to enable my later success.

IMES: How did your failures contribute to your success? And what are your most spectacular ones?

SA: Please define spectacular.

IMES: Quotable.

SA: (laughs) I started a company that produced 100 per cent healthy burritos called Dilberitos. But big competitors created cheaper copies and crushed me, Goliath beat the crap out of David. I started several restaurants, but discovered I was a terrible manager. I lost a lot of money on a company because I thought the CEO wouldn’t lie publicly about the business model. And the list goes on.

Some things I’ve learnt: Certain areas and situations lower my odds of success, so I move out of those. The first thing to do before starting something is to ask someone who has done similar things how it went. (Your common sense is often a very bad indicator). The chance of success might be 1 out of 10 for your first start-up, but chances are much higher the second time. My best piece of advice: whatever you embark on, it should give you a complementary skill set. It’ll be valuable in ways you can’t imagine.

IMES: We work with oil industry executives, who have invested a lot of effort to get where they are. Changing careers is a big leap. Is the only strategy to go for a cataclysmic failure, and learn from that?

SA: It can be less dramatic. A good example: I got to know AT&T’s top executive for IT security, who had a secret wish to work on TV. He built a little TV studio in the office to make video clips for internal communication. By doing that, he trained his on-camera skills, which became very good. With the

new skills he could later successfully create a new career. And if the studio hadn't worked out for AT&T, he would still get credit for trying something new.

IMES: Advice for executives who want to advance, but not change careers?

SA: The same thing: work consciously to improve your odds for success. But given that executives are already successful, I add this formula: Success = Health + Freedom. Without health, all other efforts are wasted. So exercise and eat right etcetera. But the most important part is "Freedom", which is: the freedom to do WHAT you want, WHEN you want. Most executives control the WHAT. But not being able to control the "WHEN" is a huge source of unhappiness. Then you must build more flexibility into your situation. That's the way to long-term happiness.

IMES: What's the one thing you'd like the world to remember that you said?

SA: Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep.

IMES: Why is passion bullshit?

SA: When billionaires are asked about the reason for their success, passion is the common answer. That's the only thing they can say without sounding like jerks. They can't say that they are just smarter than others, or were lucky, or had better connections. So passion comes to be seen as the main driver for success.

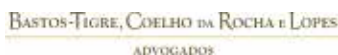
In my case, starting up something new always gave me a lot of excitement, or passion. For things that went very well, such as Dilbert, my passion kept growing. But for things that failed, my passion went away. It was the success that caused the passion, and NOT the other way around. A good plan is better than passion. Passion is the only thing you can take out of the equation, and still have success. Take a look at this (he takes a black leather wallet out of his pocket). I'm sure it's made by a successful company. But it's hard to imagine that the CEO had a huge passion for wallets. They probably tried making different stuff until the wallet hit off. There is no magic passion that will lead to success. What you need is a good plan that moves you from lower odds to higher odds. Don't follow your passion. Follow the odds.

***Janis Majors** is Managing Director of IM Executive Search, which recruits management for oil/offshore in Brazil. Rua Professor Álvaro Rodrigues, 352, Botafogo, Rio de Janeiro. +55 21 99227 8292, janis@imexecutive.com, www.imexecutive.com.

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 Glorisabel Garrido Thompson-Flôres garridoglory@nbcc.com.br





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Stig Anring with his granddaughter Nathalia Anring Lisboa.

Obituary

Stig Anring (1918-2014)

It is with deep sadness that Swedcham informs its members of the death of Stig Anring, one of its founding fathers, on March 9, 2014. Born on October 27, 1918, he was instrumental in setting up the Swedish Chamber in São Paulo in 1953 when he directed Monark, which at the time was Swedish-owned. Other noteworthy founders included Erik Svedelius (Cia. T. Janer) and Per-Gunnar Kalborg (Perstorp), who unfortunately have also passed away.

We hereby would like to express our deepest condolences to his family and friends.

Chamber creates new IT Group

Swedcham has created a new IT Group, which is aimed at providing a platform for members to meet, learn, exchange ideas and develop experiences and contacts in this ever-evolving area. The group is non-commercial in the sense that no direct business interaction is involved, only the creation of contacts that may allow for business activities outside the group.

Therefore, Swedcham's IT Group is focused on meeting, learning, exchanging experiences and contacts without direct marketing or sales being on the agenda.

Just like Swedcham, the IT Group will organize events but solely involving the IT area. The new group's coordinator is Nicklas Fredriksson, CEO and Senior Management Consultant at Penguin Consultants. He has 15 years of experience in international companies working with management, leadership and IT in various positions.

As this magazine was going to press, the first meeting of the IT Group was being planned, when all interested members were

to define the agenda for 2014 and listen to 30 minutes of "In a Nutshell" regarding ISO 20000, Green IT and Lean IT and other hot topics to give you a heads up on what everyone is talking about IT these days.

Please let us know if you want to keep track of what is happening and hear about our events so that we can add you to our distribution list.

Swedcham IT Group—Your IT lighthouse in the huge Sampa Sea!

Nicklas Fredriksson



"Innovation in Value Chains"

On March 21, Swedcham's Innovation and Sustainability Committee organized a presentation entitled "Innovation in Value Chains" with guest speaker Renata Toledo.

The presentation involved information about the Center for Sustainability Studies (GVces) of FGV-EAESP; Business Sustainability: context, challenges and business opportunities; Innovation and Sustainability in the Value Chain: the experience of GVces; and a debate with participants.

Renata Toledo is a graduate in business administration from FAAP and has extensive experience in the area of investments involving sustainability. She is the coordinator of GVces' project Innovation and Sustainability in the Value Chain

(Left to right) Felipe Christiansen, coordinator of Swedcham's Innovation & Sustainability Committee, Karin Thrall, manager at Estúdio Anadarc, and Renata Toledo, guest speaker on March 21.



Lund University information event

Lund University hosted a student information event at Swedcham in São Paulo on February 12, as part of a short visit to Brazil. Kieve Saling and Megan Grindlay (international marketing and recruitment) met with Science without Borders scholarship recipients and Master's degree applicants who are expecting to start their studies at Lund in September.

The tour, which also included visits to Curitiba, Belo Horizonte and Rio de Janeiro, was set up to provide the students with first hand information and details about the application, admission and pre-arrival steps for Brazilian students currently in the application cycle. It looks like KTH and Lund University will be the main destinations for SwB Scholarship holders starting in August 2014, and we're very happy to see that efforts in the past year seem to have paid off, both in higher overall numbers for Sweden and with a higher profile for Lund University within the SwB program.

(Left to right): Igor Martins (Masters Economy Risks), Patricia Garcia (Applied Cultural Analysis) and Megan Grindlay at the Lund University event at Swedcham.



EVCOM's Thiago Costa during his presentation at the Chamber.

EVCOM talks about new press scenario

Swedcham in conjunction with member EVCOM—a communications agency that has been operating on the market for 10 years—organized a presentation on the course of communications in Brazil in the wake of the new press scenario, held at the Chamber on February 27. EVCOM conducted a survey among more than 300 journalists with the aim of mapping out the changes that have been developing in the Brazilian press, based on the context of increasingly younger reporters, more tightly woven texts, new information platforms and technological advances.

The guest speaker was Thiago Costa, managing partner at EVCOM, which operates in the following areas: press office, consulting, auditing and research; training; social media and content generation.

Maintenance Group meeting at Scania

The next meeting of the Maintenance Group within Swedcham was scheduled for April 3 at Scania in São Bernardo do Campo (after this magazine went to press).

The topic on the agenda was NR12 machine safety, with speaker Carlos Henrique de Moraes of Conerge.



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State Secretary visits Swedcham

On March 26, Swedcham had the honor to receive State Secretary Ulrika Stuart Hamilton, who met with some representatives from Swedish companies in Brazil.

Ms. Stuart Hamilton is State Secretary to the Minister for Gender Equality who is also Deputy Minister for Education at the Ministry of Education and Research.

Within the Ministry her areas of responsibility are

- Formal and liberal adult education
- Gender equality
- Non-governmental organizations
- Financial support for students
- The pre-school system
- Youth policy

Ms. Stuart Hamilton has a background as economist. She graduated from the Stockholm School of Economics with a Degree in Economics and Business Administration. Her working life is very much a result of two ingredients; economics and politics. These two parts, sometimes in combination, have characterized her working life.



Ulrika Stuart Hamilton

Meeting with EKN Board of Directors

After this magazine went to press, members of Swedcham's Advisory Council were to participate in an interactive meeting and reception with the Board of Directors of EKN - The Swedish Export Credits Guarantee Board, on April 3.

Brazil is a dynamic market and an important export market for Sweden. Therefore EKN's Board of Directors planned a visit to Brazil on their annual board trip this year, from March 30 to April 4. EKN is a governmental agency which provides companies, banks and financial institutions with state guarantees against losses incurred in export transactions and foreign investment. With the support from EKN, Swedish companies and financing banks can offer their customers attractive financial terms and conditions. Long-term credits, high-risk markets, complex transactions, small transactions – if there is no cover on the commercial insurance market, EKN's guarantee is there to help.



HC Committee meets at Ericsson

Swedcham's Human Capital Committee, in partnership with Ericsson Telecomunicações, organized a presentation at the company on March 25.

The presentation was given by Janaina Khatchikian, Director of Human Resources at Ericsson Latin America (who has more than 20 years of experience in this area—especially in the technology market), and dealt with the following projects:

Overcoming: A program aimed at preparing disabled employees through the competencies required by the business involved and support for inclusion in areas.

Young Partner: This Social Responsibility Program is aimed at providing needy young people from the community (in the North Zone of São Paulo, where Ericsson is located) with technical training so that they have the possibility of finding their first jobs.

Virtual Voluntary Work: This program involves Ericsson employees who wish to build a connected society using technology for the common good. The presentation was followed by a Q&A session and a much appreciated luncheon.

BTS presentation

As **NordicLight** was going to press, Swedcham's Human Capital Committee was busy organizing another event to be held at the Chamber's own facilities on April 11.

The guest speaker was to be Renato Grinberg, Head of Leadership and Management Practice at BTS and author of the bestseller "*A Estratégia do Olho do Tigre*" ("The Eye of the Tiger Strategy"), who was to talk about how to achieve excellence in business results through people.



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New Members

Swedcham wishes to welcome the following new members up to March 12:

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• BPC Partners Accounting Services

British and Brazilian chartered accountants, with a methodology drawn from PwC UK, offering accounting, audit, and administration services exclusively to international companies doing business in Brazil

• Comexport

Comexport is the most traditional Brazilian trading company specialized in international supply chain solutions.

• Danish Consulate General in São Paulo

The Danish Consulate General in São Paulo, including Innovation Center Denmark, is a branch of the Danish Ministry of Foreign Affairs. Its team of advisors assists Danish companies targeting the Brazilian market, be it companies already present in this

country, or businesses looking to enter Brazil. The Consulate/Innovation Center has a strong local network within the main industries, the public authorities as well as leading Brazilian institutes and universities.

• Institute of Technology at Linköping University

With more than 9,000 students, a faculty of over 1000 employees and a budget exceeding 1 billion SEK, the Institute of Technology at Linköping University is one of the leading research institutions in Sweden in the field of emerging technologies and science. Cross-disciplinary research is one of the hallmarks of Linköping University.

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Liana Mara De Marchi Cano,
Financial Manager, Scania Latin America



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Why is it necessary to register *a foreign trademark* in Brazil?

(brief comments on the iPhone case)

By Ariel Barcelos M. Pereira*

The registration is of utmost importance in order to ensure protection to the respective mark in Brazil. Such protection is structured into the rights of using, licensing and assigning the mark as well as preventing others from making use of identical or similar marks in the same market area.

The protection arising from a foreign registration does not guarantee any rights over a trademark in Brazil. There are few exceptions, subject to specific requirements, by means of which a trademark without a registration might be protected in the country.

Hence, it is highly recommended that the holder of a foreign trademark planning to act in Brazil file an application for registration before the BPTO (Brazilian Patent and Trademark Office) as early as possible.

Otherwise, the mark will be kept available for others who may try to register it in such a way that the owner of the foreign trademark, who still has not filed an application for registration in Brazil, may not be able to obtain protection due to the pre-existence of such earlier registration on behalf of the other company.

The problem is that a prior registration in the name of others may not only lead the BPTO to reject an application for registration submitted later, but also enables its holder to take measures in order to prohibit the use of the similar mark, which may directly affect the commercialization and advertising of goods identified by it.

In this sense, it is interesting to quote the dispute involving the mark iPhone in Brazil. When Apple Inc. sought for protection for its iPhone trademark before the BPTO in 2007, IGB Eletrônica S.A (Gradiente) had already filed an application for the trademark G Gradiente iPhone some years before, which was converted into a registration in 2008.

Gradiente then brought a lawsuit before the Civil Court of São Paulo in January 2013 alleging the infringement of its prior registration and claiming that Apple was ordered to cease the use of the term iPhone and pay a compensation for damages ^[1].

Apple filed another lawsuit before the Federal Circuit of Rio de Janeiro in January 2013

pleading the partial nullity of the Gradiente's prior registration. A sentence has been recently published in this case upholding Apple's claim ^[2].

By taking into consideration the worldwide success of Apple's iPhone mark, the Federal Court reasoned that allowing Gradiente to freely use the word iPhone would represent a huge damage to Apple and ruled that a limitation establishing "no exclusiveness over the term iPhone singly" should be recorded at Gradiente's registration by the BPTO. This ruling may be appealed and the lawsuit filed by Gradiente is temporarily suspended.

This recent dispute exemplifies that an earlier registration in the name of third parties may put at risk the use of a similar mark not registered in Brazil yet.

Given this scenario, in order to guarantee the free use of its mark in Brazil, it is strongly advisable for a foreign company intending to act in the country to take the necessary steps to protect its mark as soon as possible by confirming its availability through a search at BPTO's data basis and, once it is confirmed, filing an application for registration.

[1] 1000061-78.2013.8.26.0100

[2] 2013.51.01.490011-0

***Ariel Barcelos Marques Pereira** has more than eight years of experience as a lawyer in Intellectual Property with focus on Trademarks, Copyright and Unfair Competition. He has worked for important law firms in this area, and also handles Contracts. In early 2013, he joined the team of lawyers of the full-service law firm De Vivo Whitaker Castro Advogados. He is graduated in Law from Universidade Presbiteriana Mackenzie and has post-graduate degree in Intellectual Property Law from FGV (Fundação Getúlio Vargas)/ GVlaw of São Paulo (2008).





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Trade secrecy and non-disclosure obligation

By **Juliana G. Meyer Gottardi***

All confidential information used while developing a business concerns that arising from investments in research or mere happenstance, giving its holders competitive advantages over their competitors, when kept undisclosed. Therefore, such information may easily be considered the lifeblood of a business.

In order to keep this sensitive data properly protected, the company in possession of confidential information must take conscientious measures to keep it secret by preventing access to it. However, common knowledge information or that easily recognizable by anyone in the line of business, developed in an independent manner, or info disclosed by a court order, are not protected.

Brazilian Law does not have specific codes for confidential information. However, the matter is widely and fairly covered by the Brazilian Federal Constitution (CF), the Industrial Property Law (LPI) and the Consolidation of Brazilian Labor Laws (CLT).

The Industrial Property Law (LPI) assures that whoever uses fraudulent means to gain clients or uses and/or discloses unauthorized information, material or classified data, illegally obtained or not, shall be considered guilty of unfair competition, subject to penalties.

The Consolidation of Brazilian Labor Laws (CLT) considers the violation of trade secrets reason enough for dismissal for due cause. Jurisprudence frequently

ensures that this directive is made effective.

This is also a recurring theme in the Consumer Protection Code (*Código de Defesa do Consumidor*), the Civil Code (*Código Civil*) and in laws of more limited application such as the National Security Law (*Lei de Segurança Nacional*), the Law on Access to Public Information (*Lei de Acesso à Informação Pública*) and the Software Protection Law (*Lei de Software*).

All provisions come together to protect the legality, legitimacy and ethics of business conduct and competition for all market players.

Nevertheless, bear in mind that once confidential information is disclosed, the confidentiality is lost, regardless of possible future compensation, plus patents are made public after 20 years. Therefore the use of NDA (Non-Disclosure Agreement) is highly advisable, as well as further protection measures: passwords, restricted access, etc.

These contracts determine which information or material the parts shall consider confidential, how to label such information in order to assure confidentiality, how long confidentiality shall be kept and penalties in case of violation; also an additional instrument of non-competition rules is usually included.

***Juliana G. Meyer Gottardi** is a partner of Pacheco Neto, Sanden, Teisseire Advogados, a member of the Study Group of Family Owned Companies (GEEF) at FGV and a full member of the Real Estate and Urbanism Bar Committee – OAB/SP. Juliana is co-author of the book “Relevant Aspects of a Family Owned Business”. She holds a Bachelor’s Degree in Law from PUC-PR, and a Master’s Degree in Corporate and Economic Law from FGV. She is also a specialist in International Contracts by PUC-SP, as well as Real Estate Transactions by FGV.





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Economic reforms needed to sustain *high growth*

By Carl-Gustav Moberg*

About this time last year, I was attending a seminar where the chief economist from one of the leading Brazilian banks gave their firm prediction that the economic growth for 2013 would be around 3.5%. The government was predicting that the growth for 2013 would be 4%. This is not only due to increased activity, but also for technical reasons considering the sluggish 0.9% growth in 2012. However, economic activity last year was moderate. The official figure ended at only 2.2%. A recent Central Bank survey of about 100 analysts estimated that Brazil's economy will expand 1.8% this year and 2.1% in 2015. Clearly, expectations are not being met.

What's worrisome is that the driver of Brazil's economy last year was consumer spending. Meanwhile, industrial production contracted in the second half of the year. This mismatch is problematic, when consumer demand is growing faster than producer supply. The local producers can't keep up with what consumers are buying. Not only does this lead to an increase of imports and a deteriorating deficit in the national current account balance, it also results in higher inflation. For the past three years, inflation has been running much higher than the 4.5% which is the target for the Central Bank. And higher inflation leads to demands for higher wage increases.

If companies cannot trickle down the increase in wages to their end prices, this usually leads to spending more on wages and less on investments. This is one important issue Brazil needs to address. Over the past five years, investment as a share of GDP has fallen to as low as around 18%. This is far lower than in countries like Peru, Chile, Mexico and Colombia where the figure is around 25%. One can always argue that the government should have taken advantage of the past couple of years with cheap and plentiful foreign finance for investing in many much-needed areas.

A country like Brazil has developed immensely in the last couple of decades. Looking back, say 25 years, the country has come a long way. In 1989, it had poor institutions with

a fragile economy, government and currency – to say the least. The reforms that took place, starting with the “*Plano Real*” in 1994, have changed the prospects of the country completely. And that was only 20 years ago. Those reforms, in the 1990s and 2000s, were an important reason behind the 4.5% average growth Brazil had from 2004 to 2010.

Nevertheless, Brazil needs to continue with these reforms. The country has changed, the average Brazilian is not the same as 25 years ago and the world has also changed.

Reading the World Bank's latest report, “Ease of Doing Business”, is not flattering for Brazil. The report ranks 189 countries, comparing them in many different areas. There we find Brazil ranked as no. 123 for starting a business (averaging 107.5 days). The report continues: dealing with construction permits, rank 130 (taking 400 days); trading across borders, 124; enforcing contracts, 121 (731 days); paying taxes, 159 (2,600 hours/year); and resolving insolvency, 135 (averaging 4 years, recovering 19.5 cents per *real*).

The current subdued economic growth in Brazil is not only cyclical, and the above 4% GDP growth that Brazil experienced in recent years is likely a story of the past. The weaker growth at the moment is more due to structural factors as Brazil is lacking structural reforms. This can for instance be observed in the labor market. The unemployment rate has reached new record lows almost every month although economic activity has slowed. This is evidence of an inflexible labor market with a continued lack of skilled labor.

Structural reforms are rarely popular in the short run. And since 2014 is an election year, there are few reasons to expect a breakthrough on the reform agenda this year. However, Brazil must continue with structural reforms and investments.

*Carl-Gustav Moberg is Chief Representative of Handelsbanken Brasil and one of the coordinators of Swedcham's Finance Committee.





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Enhancement of human capital: a strategic advantage

By *Giselle Welter**



The question of talent retention is already part of the strategic planning of many companies. In an increasingly competitive scenario, one aspect to be considered involves the formation and development of teams, aiming at the synergy of their members.

The term “synergy” is being used in different contexts, gaining importance in the accomplishment of strategic objectives. From the Greek *Synergia*, its meaning is linked to the idea of the coordinated effort of various organs, or the coordinated action of several factors in the accomplishment of one function. From the organizational viewpoint, it is mathematically translated as $2+2=5$, i.e., the result is superior to the sum of parts—doing more with less. Synergy also corresponds to the total amount of energy available for a group to perform its tasks, whether as an effective or task energy, or maintenance energy, something essential for a group’s cohesion, as it expresses its attractiveness for its members.

People who hold leadership positions should promote synergies, and awaken the interests and inclinations of collaborators. Although many recognize the importance of synergy within teams and the adjustment of collaborators’ personalities to the competencies required by their positions, most organizations do very little in this respect, often leaving it up to the collaborators themselves to deal with adapting to the requirements of their professional activity and self-motivation. A survey conducted by the International Stress Management Association in Brazil (ISMA-BR), involving people between the ages of 25 and 60, revealed that 76% were dissatisfied with their professional life. This dissatisfaction is attributed mostly to difficulties in the professional environment—combined with lack of collaborators’ identification with the tasks they are assigned.

People who do things they don’t identify with will seldom become involved or committed with their improvement—much less foster the increasingly valued excellence. In his excellent book “*Outliers – The Story of Success*”, Malcolm Gladwell expertly describes the role of motivation as an important factor of success. Without motivation, professional activities are carried out with a minimum amount of intellectual involvement, in a mechanical manner, just “filling time”. But when people identify with a task and are motivated to fulfill it, they will try to understand better what they do and how they do it, thereby evolving in all aspects. Success is a result of this. This seems obvious, right? But do companies take this into consideration?

Many people talk about the Generation Y. This generation is said to involve characteristics such as digital connectivity, proactivity and its own logic, with a pronounced enhancement of happiness in all spheres of life, including work, to the detriment of personal sacrifice for the good of the company. However, the quest for a balance between work, one’s personal and family life is not limited to this generation. The same quest for a better quality of life is identified among professionals of previous generations. Maybe this explains people’s high level of dissatisfaction.

Nevertheless, it is not enough to consider the competencies of collaborators and the company’s strategic needs. One needs to consider the work environment, the synergy of teams and the self-motivation of collaborators and their alignment with company values. The time has come to consider the impact of collaborators’ subjectivity on strategic decisions involving people management.

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

Water and sustainability

*By Felipe Christiansen**

Among all natural resources, water is undoubtedly the most important. Besides being essential for our lives, freshwater is also indispensable for most economic and social activities, such as the energy industry, consumer goods, public supply, agriculture, transport and tourism. Historically, the development of major civilizations has always been related to the availability of this precious resource.

Although water is extremely abundant on this planet, occupying nearly three quarters of its surface (including oceans, polar ice caps, clouds, rainwater and underground aquifers), only around 3% of freshwater is fit for consumption.

Undoubtedly, one of the greatest challenges of the new millennium will be to balance the rational use of water with economic growth, which seems to be hasty and unbalanced with its capacity for regeneration. Factors such as waste, the demographic explosion, bad distribution among the different regions of the planet and, more recently, the major climate changes, have made this equation hard to resolve.

Besides being quantitative, lack of water can also be qualitative, owing to the release of matter or energy in the water that are not up to established environmental standards.

Debates involving Rio+20 indicate that the goals established by the UN, to reduce water scarcity by half by 2015—seeing that 1.2 billion people do not have daily access to this resource and 2 billion do not have access to treated sewage—are still far from being reached.

In Brazil, water scarcity is frequent in states such as Alagoas, Ceará, Paraíba, Pernambuco, Rio Grande do Norte and Sergipe, as well as the Federal District and the São Paulo metropolitan area. According to official data, there are between 20% and 45% of water losses in public networks of Brazilian cities.

In view of this scenario, it is necessary that each state starts controlling the use of freshwater through an efficient water resources management system.

To this effect, Law No. 9.433/97, which established the National Water Resources Policy and the National Water Resources Management System, represented a major step forward in the legal regulation of this resource. Nevertheless, the “waste culture” is customary among the Brazilian population, since the country owns 15% of the planet’s usable water, due mainly to the basins in Amazonas, Tocantins and São Francisco, in Brazil’s northern region.

However, the term “water sustainability”—understood as the responsible use of this resource within each hydrographic basin—is become increasingly relevant, mainly due to the government’s bad management of this resource and the increasingly more frequent lack of rain, which also generates more problems such as power rationing and lack of food.

Thus the urgent need to develop initiatives such as the Hydrographic Basin Committees, which are the center of discussion for these issues, involving public authorities, the private sector and civil society, representing the population’s needs with regard to developing efficient actions aimed mainly at an environmental education that fosters the conscientious use of water—which all citizens are entitled to.

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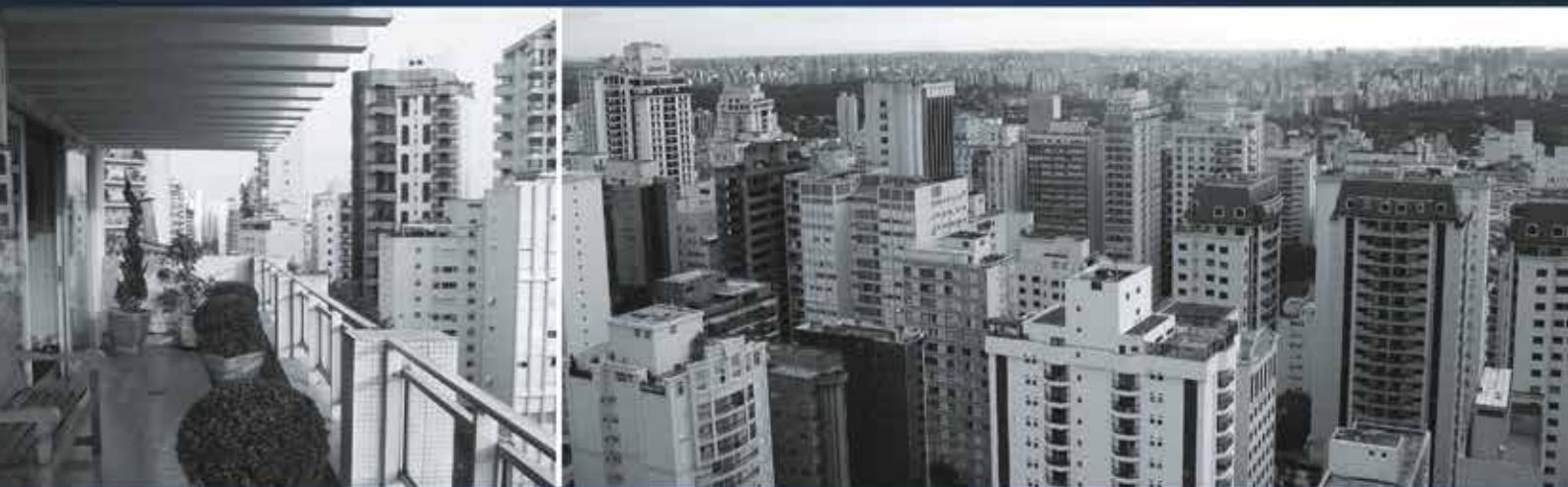
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