



## Swedcham Brasil presents – The CEO Survey 2008

## Executive Summary

Our yearly CEO Survey among Swedish subsidiaries based in Brazil has just been completed and resulted in over 20 responses. Swedish businesses in Brazil are delivering strong operational figures and CEOs are confident about the country's economic outlook.

Highlights of our yearly CEO Survey include:

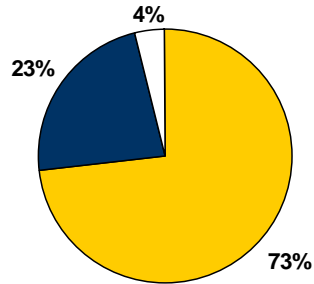
1. The Swedish “machine” in Brazil continues ... Turnover, profit level, production volume, and level of investment are all showing better numbers than ever before. 73% plan to increase workforce, compared to 53% in 2007.
2. Trade confidence is high! ... 37% of CEOs believe they will increase exports even further compared with 25% in 2007. Confidence of increasing imports is also on the rise - 68% in 2008 compared with 45% in 2007.
3. Controlled Inflation ... Over 80% of CEOs believe that the inflation rate (IPCA) will either remain stable or decrease in 2008.
4. Positive Interest Rate Trends ... 86% of CEOs believe that the interests rate (SELIC) will be 11.25% or below in 2008.

For further information on the survey, its key findings, and the Swedish outlook on business in Brazil for the coming year, please contact:

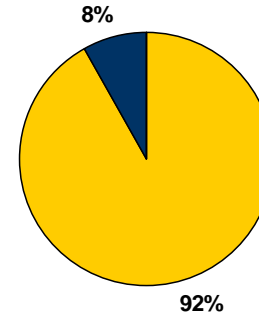
Jonas Sjöbom, Executive Secretary, +55 11 3066-2550 or [jonas@swedcham.com.br](mailto:jonas@swedcham.com.br)

# OPERATIONAL TRENDS

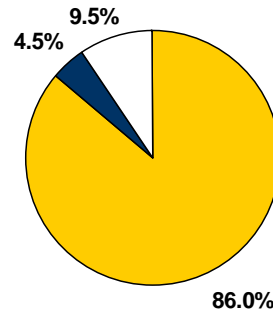
Number of employees will...



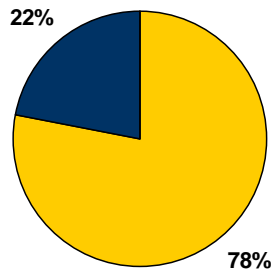
Production volume will...



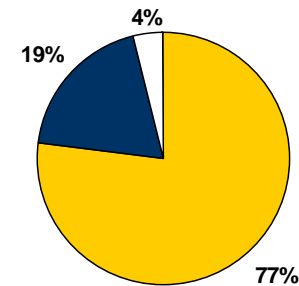
Turnover will...



Investment level will...



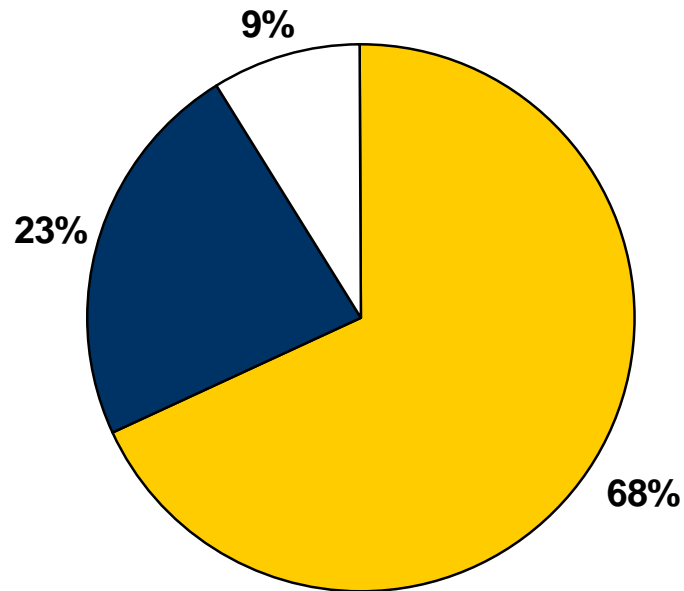
Profit level will...



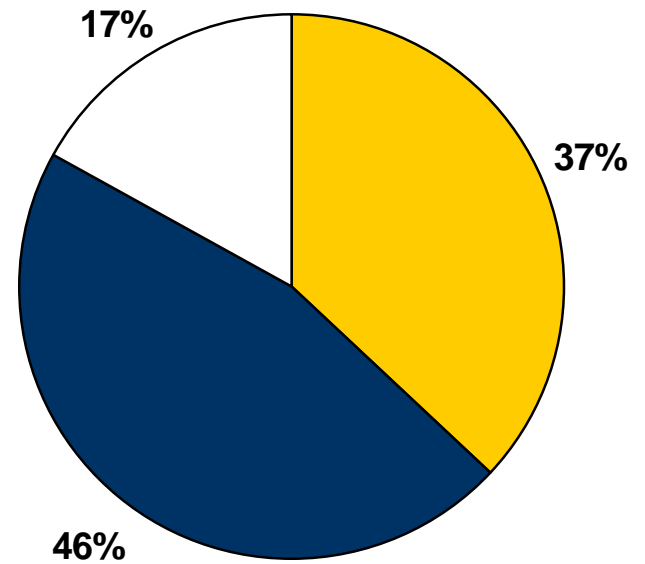
Increase
  Remain Stable
  Decrease

# TRADE BALANCE

## Importing levels will...

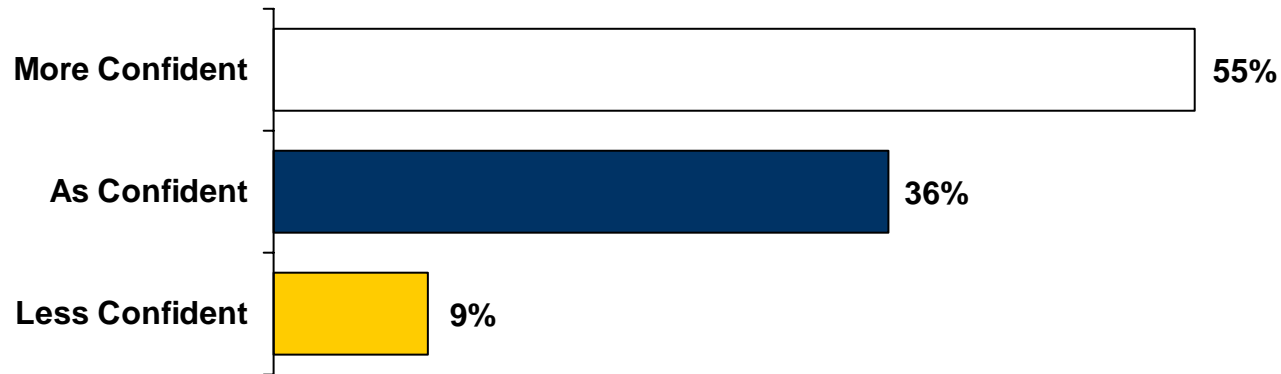


## Exporting levels will...

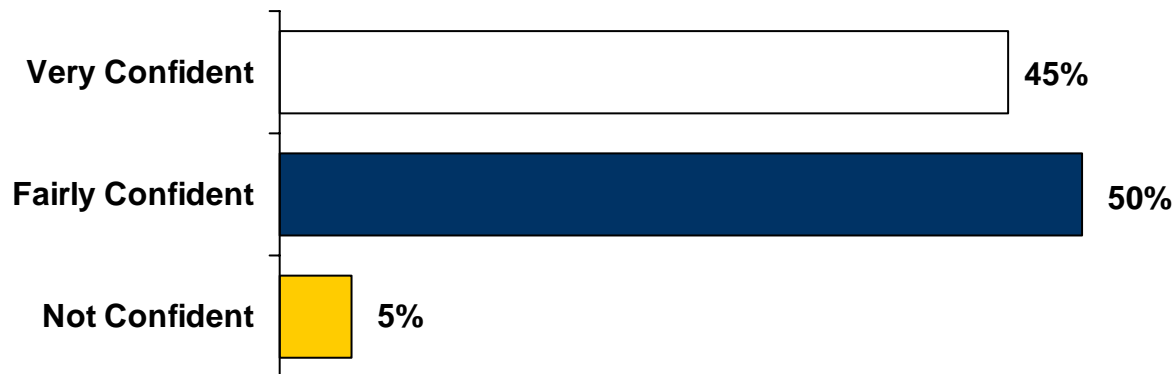


 Increase  Remain Stable  Decrease

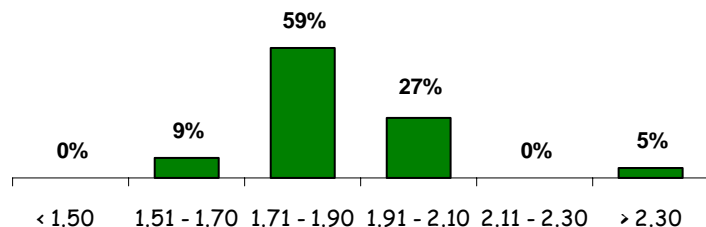
**Short-term: Compared to 12 months ago, how confident are you now about revenue growth prospects for this year?**



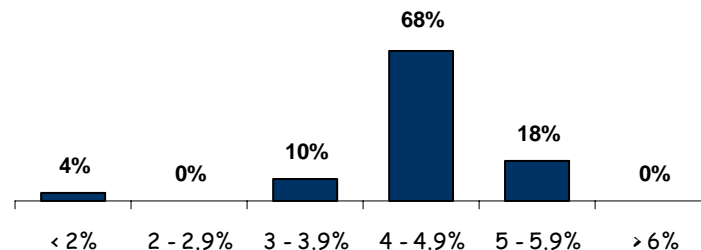
**Long-term: How would you assess your current level of confidence in revenue growth potential for the next 5 years?**



The average BRL/USD Exchange Rate 2008 will be ...



The average Inflation (IPCA) 2008 will be ...



The Central Bank Interest Rate (SELIC) 2008 will be ...

