



Business Climate Survey Brazil 2023

São Paulo, Brazil
May 2023

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Background

- Swedish companies have been present in Brazil for more than a hundred years. Even though Brazil can be a challenging market, new Swedish companies keep on setting up operations in the country while long-established corporations continue to invest. Employing ~40 000 people, they are active in sectors such as telecom, transport, machinery, defense, healthcare, services, mining and more.
- This year's report is the fourth edition within the global collaboration between the Swedish international chambers of commerce and Business Sweden. A collaboration that in 2023 facilitates for a global comparison of 23 markets from all continents, this in addition to the local market results among Swedish enterprises in Brazil.
- The objective of these reports is to provide a better understanding and some good insights on how the current business climate and development around the world is perceived by leading Swedish companies. The reports will serve as a comparison tool for Swedish companies with plans to further invest in their current business or expand into new markets.
- This year, the Business Climate Survey collected answers from 50 Swedish companies in Brazil, across various sizes and industries, which was on a similar level as in 2022.
- The survey was performed between the 13th of March and the 27th of April.
- Team Sweden in Brazil, consisting of the Embassy and Consulates, Business Sweden and Swedcham, works to promote Sweden, the Swedish industry and Swedish economic interests in Brazil. The commitment and close cooperation between the Team Sweden partners help to better position and grow Sweden in Brazil through various activities and programs, out of which the execution of the annual Business Climate Survey is a good example of a joint activity.

Key Takeaways: Brazil Business Climate Survey 2023



86% of Swedish companies in Brazil were profitable during 2022, a slightly better result than 2021, which already represented the highest level in the analyzed series



Even with lower GDP growth projected for Brazil, 63% of companies expect to grow turnover in the next 12 months and 62% expect to increase local investments



The business climate in Brazil is perceived as positive by 26% of the companies against 16% which consider it to be negative. Reasons for less positive results compared to the previous year include inflation, lower projected growth and uncertainties about the new government



Taxes, bureaucracy and regulatory issues remain the main challenges for business in Brazil. Customs duty levels and procedures represent trade barriers for 38%.



Very few Swedish companies came across corruption or human rights violations during 2022. Environmental awareness in Brazil has become much more relevant in the recent years.

Business Climate Survey Brazil 2023

- Swedish Business in Brazil
- Brazil Business Climate
- Challenges and How Swedish Companies Succeed in Brazil
- Acting Sustainably

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Key Takeaways: Swedish Business in Brazil



50 Swedish companies from different industries took part in the Brazil Business Climate Survey this year



The great majority of respondents (80%) have more than 1 000 employees globally, with varying sizes of operations in Brazil



Half of respondents are industrial manufacturers, and the other half is composed by companies within consumer goods and professional services

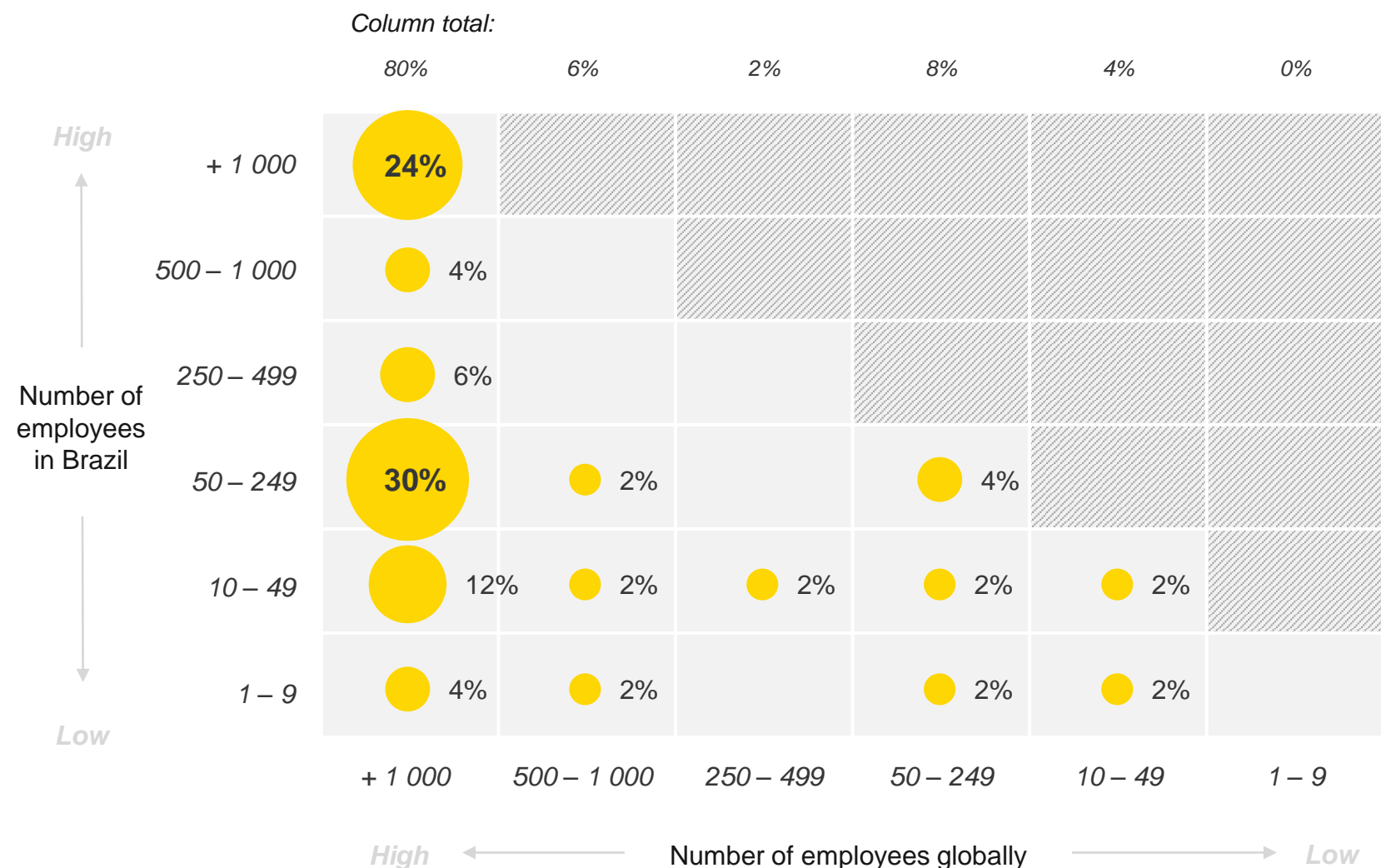


58% of respondents are experienced in the Brazilian market, having presence for more than 20 years



Size: 80% of respondents have more than 1 000 employees globally and 28% also have more than 500 employees in Brazil

Question 1: Please estimate: (a.) the global and (b.) the local number of full-time employees in your company in 2022



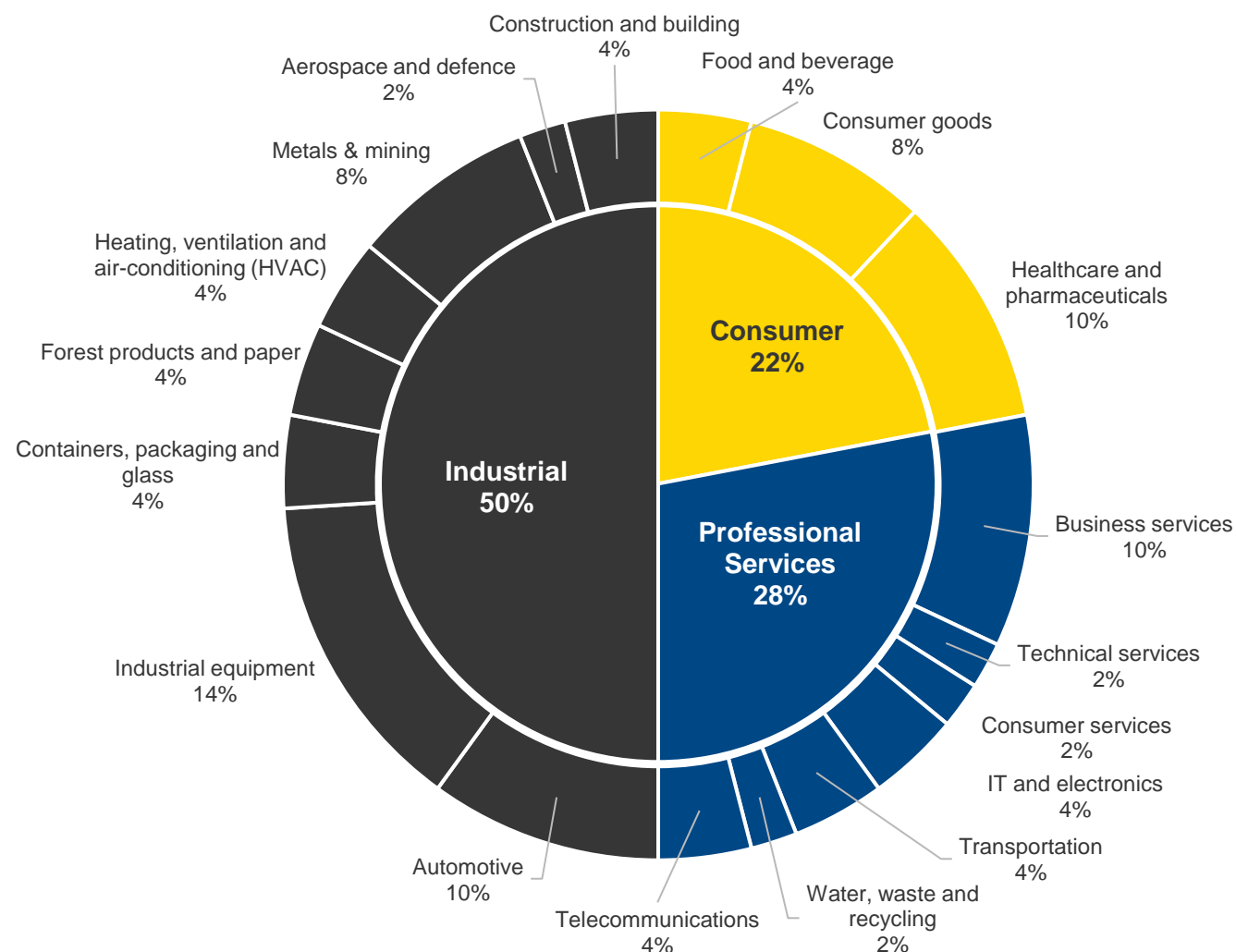
- 80% of the Swedish companies participating in this survey have more than 1 000 employees globally.
- 28% of respondents have 500 or more employees in Brazil, including industrial companies and providers of specialized services.
- A few respondents have less than 50 employees globally and in Brazil. Those comprise small service providers.

Note: responses Don't know/Not applicable were excluded from this analysis. Based on responses by 51 companies.



Industrial companies, which compose the largest share of Swedish business in Brazil, represent 50% of respondents of this survey

Question 2: What is your company's main industry in Brazil?

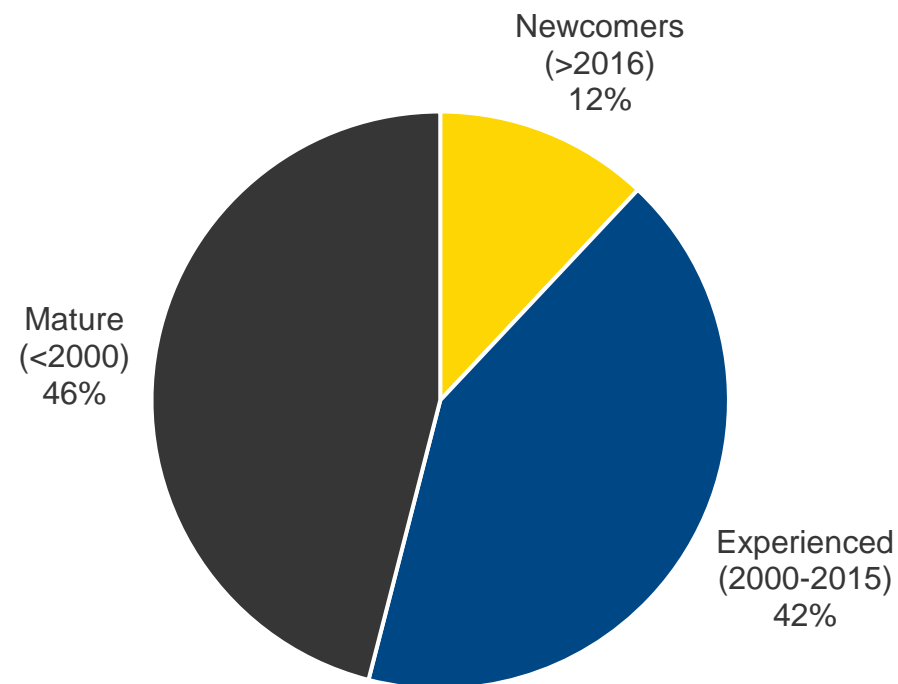


- 50% of the respondents belong to pure industrial segments, composing the core of Swedish business in Brazil. Main segments are automotive, metals & mining and industrial equipment.
- However, since the beginning of the 21st century, Swedish service providers – digital or not – have turned into a relevant share of Swedish business in Brazil, being focused on either technical, consumer or business services.
- Overall, the Swedish business footprint in Brazil is very diverse, with companies in different industrial, services and consumer segments. Employing around 40 000 people in Brazil, at least 50 companies operate local manufacturing sites and assembly units.

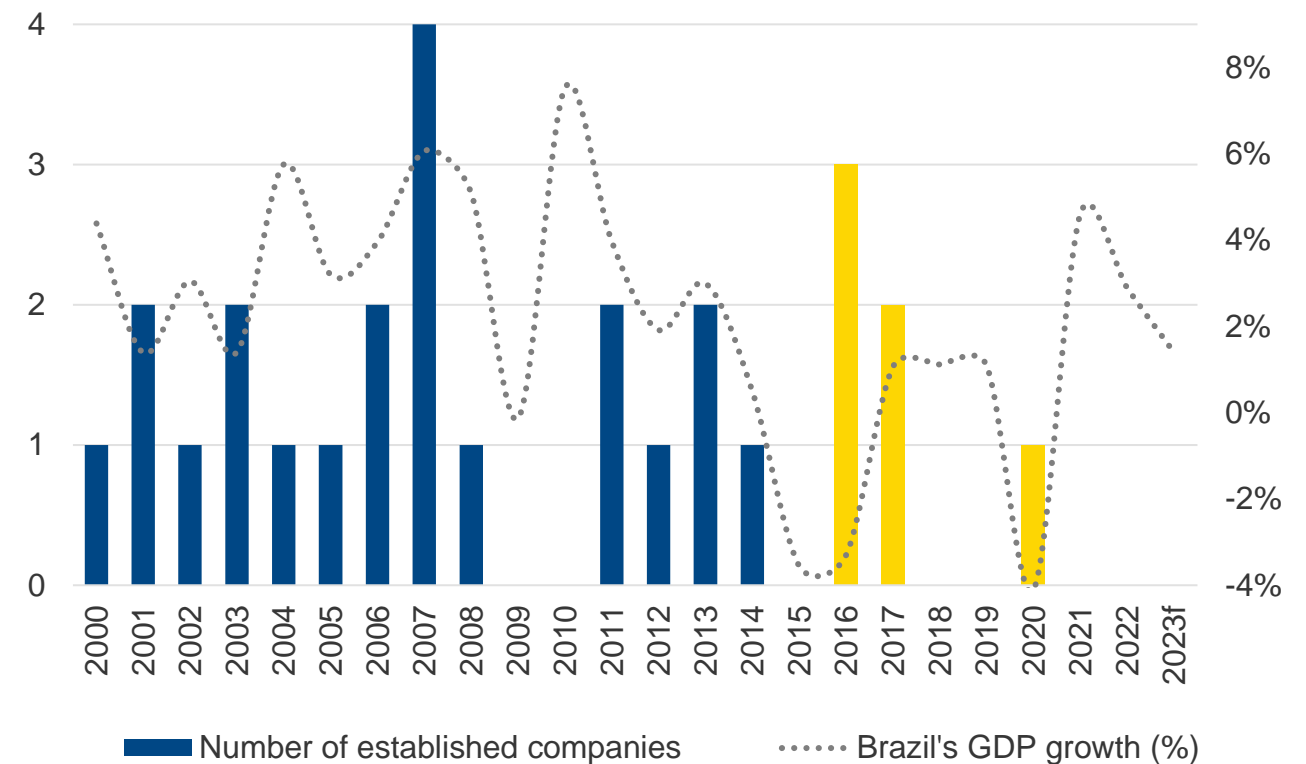
Note: Other/Not Applicable answers were reclassified to the companies' closest business areas for the analysis of this question.

Age: Nearly half of the survey's respondents have been present in Brazil for more than 20 years

Question 3: In what year did your company establish operations in Brazil?



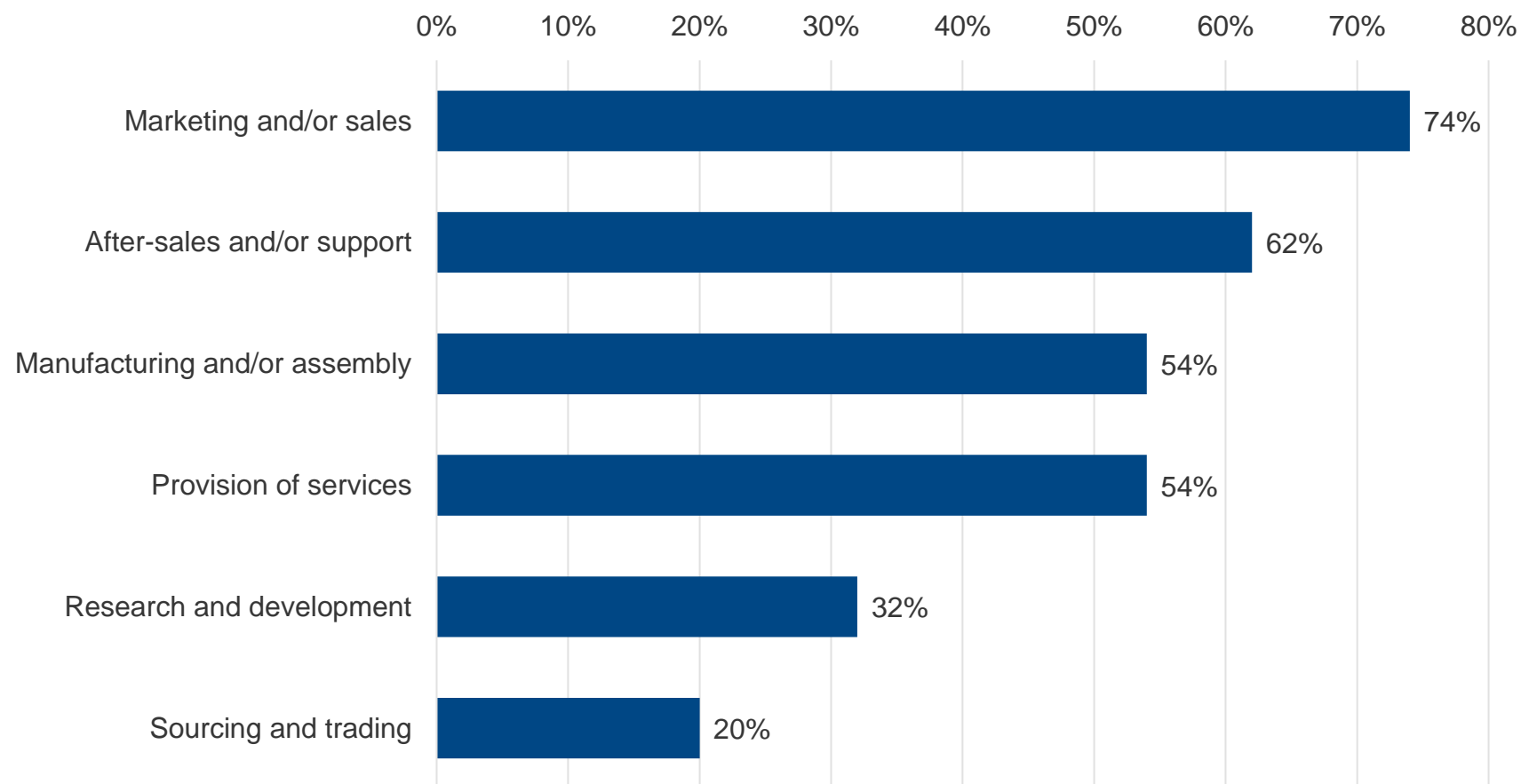
Swedish companies established after 2000 and GDP growth*



* Note: regarding 2022 respondents only (excludes Don't know/Not applicable answers). Brazil 2023 GDP growth forecast by IMF (0.8%).

More than half of Swedish companies surveyed have production in Brazil, and a third drives R&D activities locally

Question 4: What operations do you carry out in Brazil?



- 54% of respondents have manufacturing or assembly operations in Brazil, proving that local production is still a key strategy for accessing the Brazilian market, for many Swedish companies.
- The number of respondents who conduct local R&D operations grew from 24% in 2021 to 32% in 2023, potentially indicating investments in this area.
- This year's assessment indicates a very similar picture of type of operations by Swedish companies in Brazil, compared to the previous year. As an exception, only 20% claimed to conduct sourcing and trading this time, against 32% in 2022.

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Key Takeaways: Brazil Business Climate



86% of Swedish companies were profitable in 2022, the highest level in the series; meanwhile, only 8% presented losses



With uncertainties and macroeconomic challenges, companies are less positive about the business climate in Brazil; 57% are neither positive nor negative



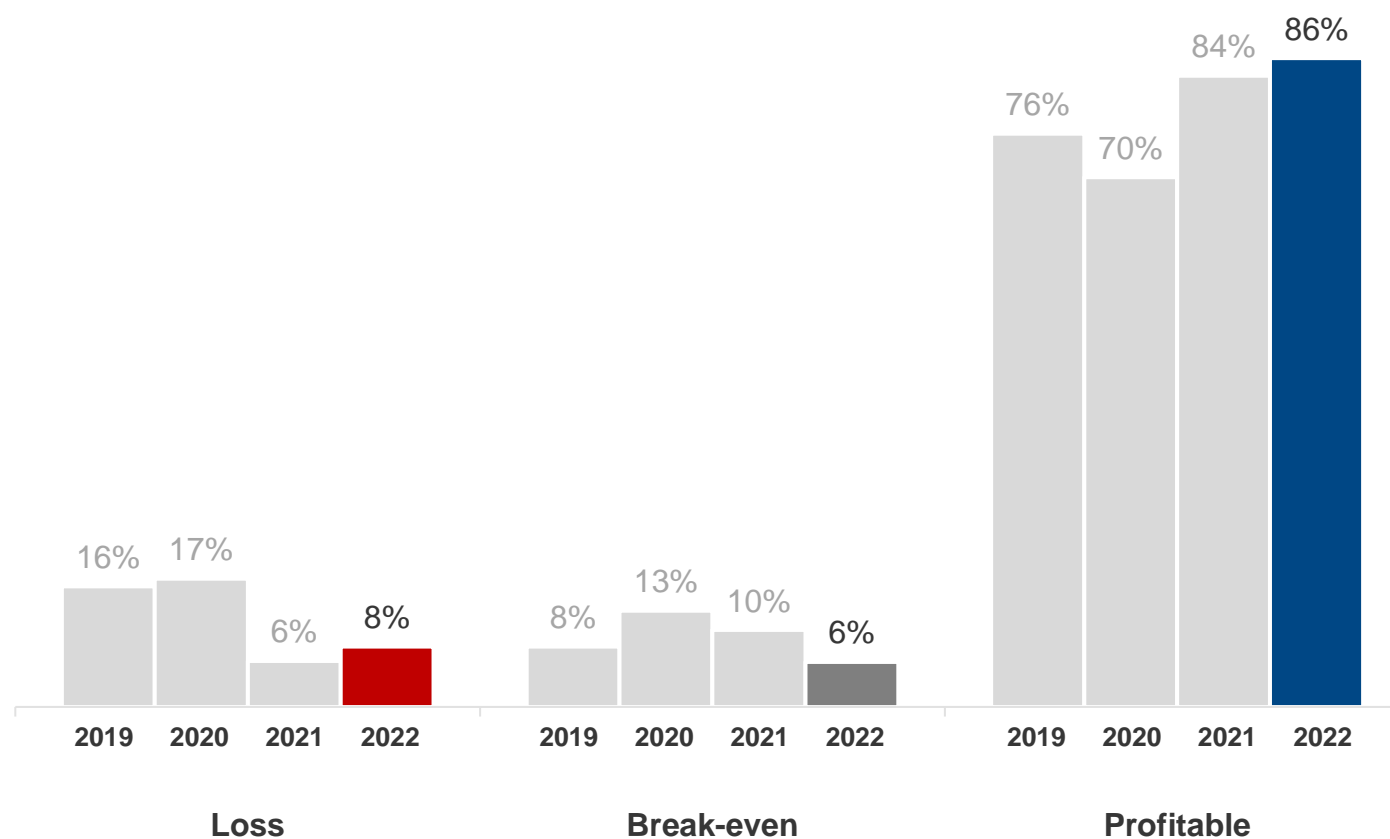
Although on a lower level compared to 2022, most respondents still expect to increase sales (63%) and investments (62%) in 2023



After a 2.9% GDP increase in 2022, Brazil's growth forecast for 2023 is below 1%; similarly, growth in Europe should not reach 1%

86% of companies were profitable in 2022, keeping up the high level observed in previous years

Question 5: How would you describe your company's financial performance in Brazil in 2021?

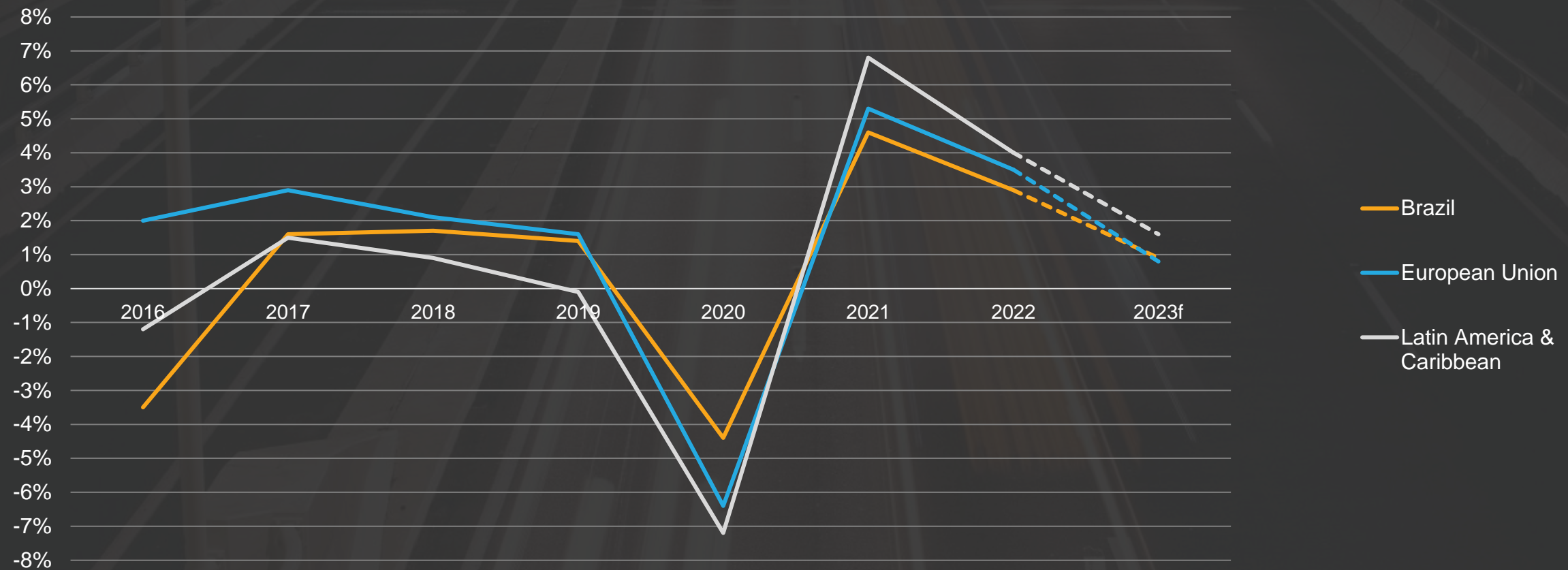


- As in the last three years of Business Climate Survey covered, the majority of Swedish companies were again profitable in 2022. Only 8% presented losses.
- For the second year, large industrial companies were the more profitable than smaller or non-industrial companies.
- Swedish companies newer to the Brazilian market – established in 2016 or later – are having difficulties in the post-pandemic era, all presenting losses in Brazil in 2021.
- Despite the growth in 2022, with 2.9% GDP increase, Brazil's continues to be threatened by inflation in the short term. Most global institutions' growth forecast for Brazil in 2023 are below 1%.

Note: Don't know/Not Applicable answers were excluded in the analysis of this question.

With the current macroeconomic challenges, GDP growth is not expected to surpass 1% in both Europe and Brazil

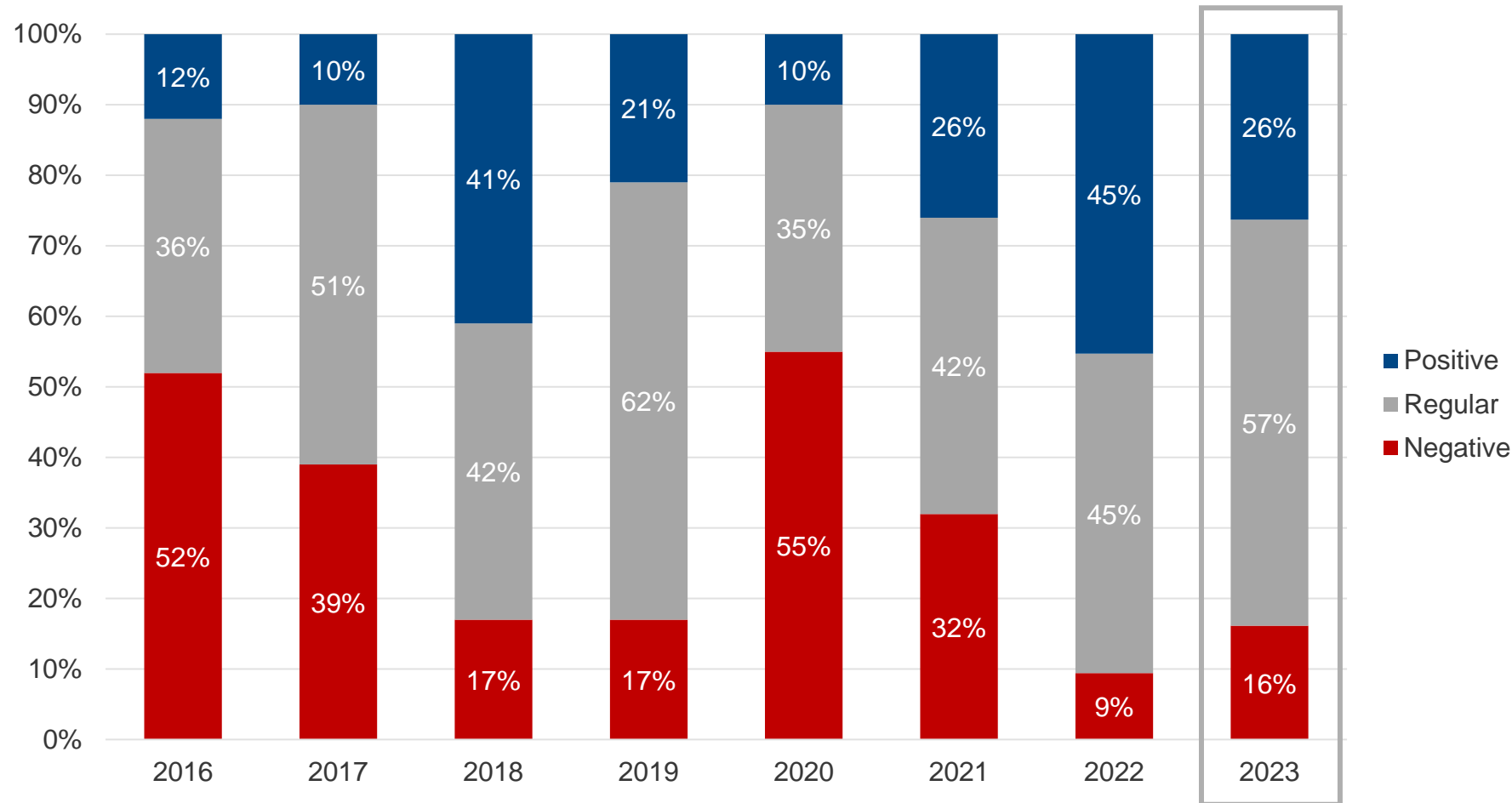
GDP GROWTH (%) AND FORECAST, BRAZIL AND SELECTED REGIONS



Source: IMF Economic Outlook April 2023.

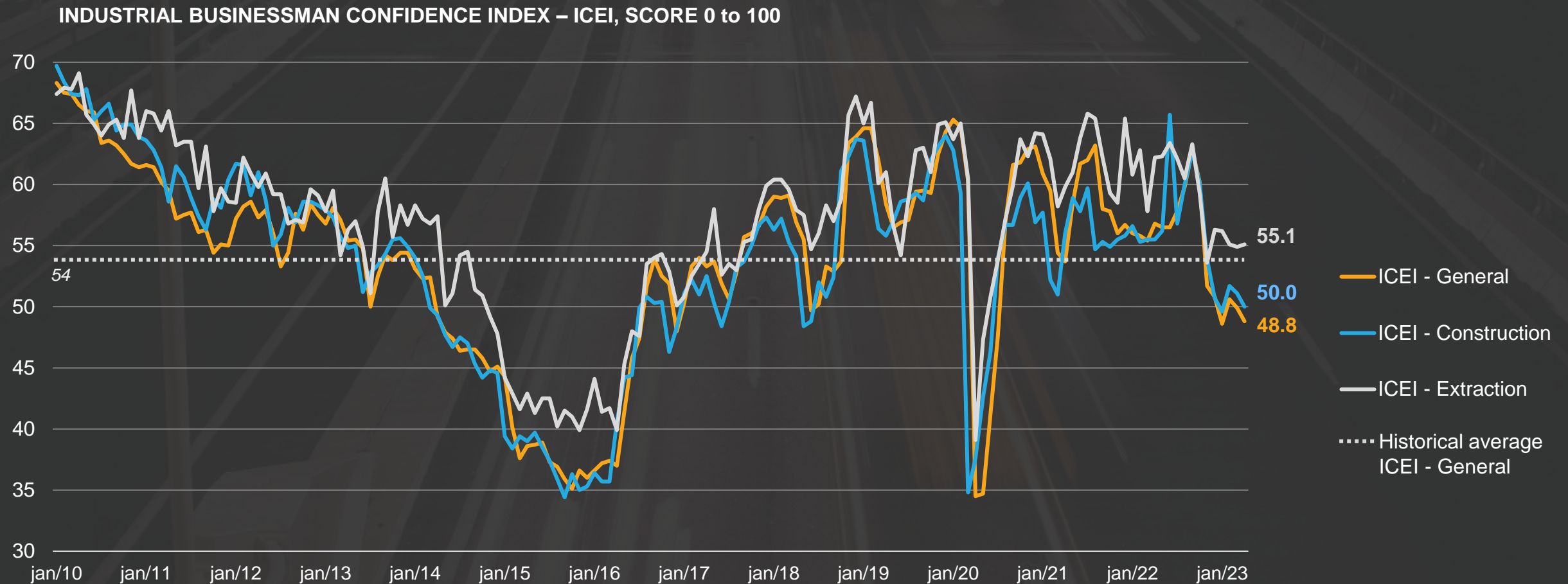
With lower GDP growth expected for 2023 and the uncertainties of a new government, companies are less positive about the business climate

Question 6: How do you perceive the current business climate in Brazil?



- 26% of Swedish companies feel positive about the business scenario in Brazil, which represents 19 pp less than in 2022. Potential reasons include lower growth, inflation and policy uncertainties.
- Most companies (57%) have a neutral perspective over the business climate in Brazil, and 16% have a rather pessimistic view. This is in par with the 2019 survey, in a scenario still unaffected by the pandemic.
- Larger companies have a more optimistic view of the business climate in Brazil currently. That is also true for companies in the consumer segment, despite high inflation.
- Mid-sized companies and newcomers are all neutral about the current business climate in Brazil

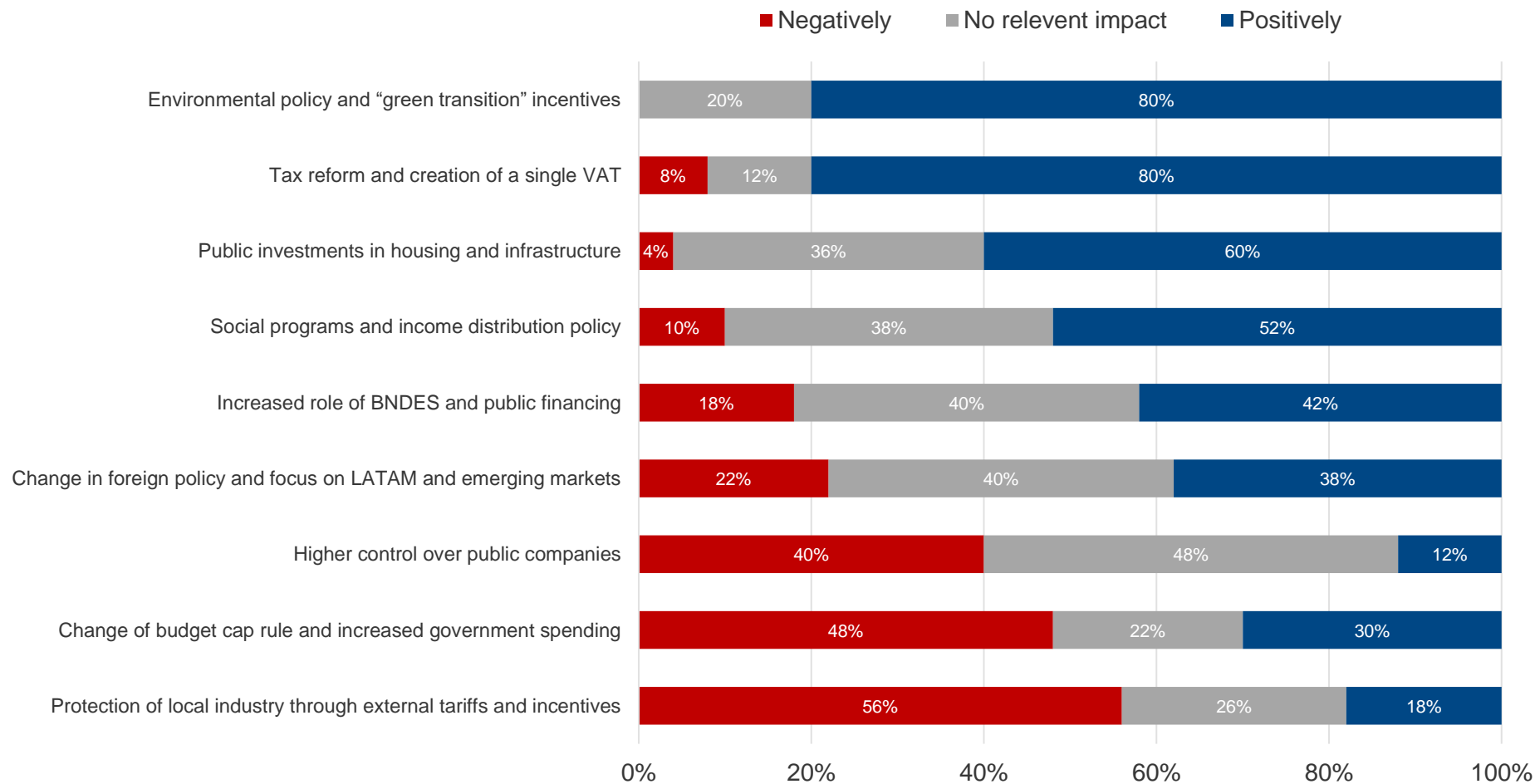
With market uncertainties and inflation, the confidence of business leaders in Brazil dropped in 2023 to the lowest level since the pandemic breakout





Companies are positive about the tax reform and a new sustainability policy, but are concerned about protectionism and high public spending

Question 7: A new Brazilian government was elected in 2022. If implemented, how will the below factors affect your business in Brazil during the next years?



- Respondents have received a few policies by the new government positively, including the long-awaited tax reform, which will simplify business operations. Companies are also positive about a new environmental policy, which can stimulate sales of sustainable solutions as well as unlock the EU-Mercosur free trade agreement. The list is completed with income distribution programs and increased public investments, both of which can potentially boost consumption and new infrastructure projects.
- Companies are more neutral or unsure about a new foreign policy with Latin American focus, as well as a higher government interference over public companies, e.g., Petrobras, and public financing through BNDES, Brazil's National Development Bank.
- Finally, Swedish companies are concerned about a potential unbalance of public accounts due to a higher public spending and the change in the budget cap rule. They are also pessimistic about new tariffs and incentives in the "re-industrialization" plan, probably in favor of free trade with foreign markets to support sourcing and imports from Sweden.

 Companies are worried about new uncertainties regarding the new government and lingering inflation, but also see advances on sustainability

Question 8: Is there anything else you would like to share regarding the business climate in Brazil?

Agribusiness
Social inequality High interest rates
High costs Tax reform
Uncertainties
New sustainability policy
Exchange rates Clean energy
Sustainability risks
New government
New fiscal policy Inflation
Positive perspective

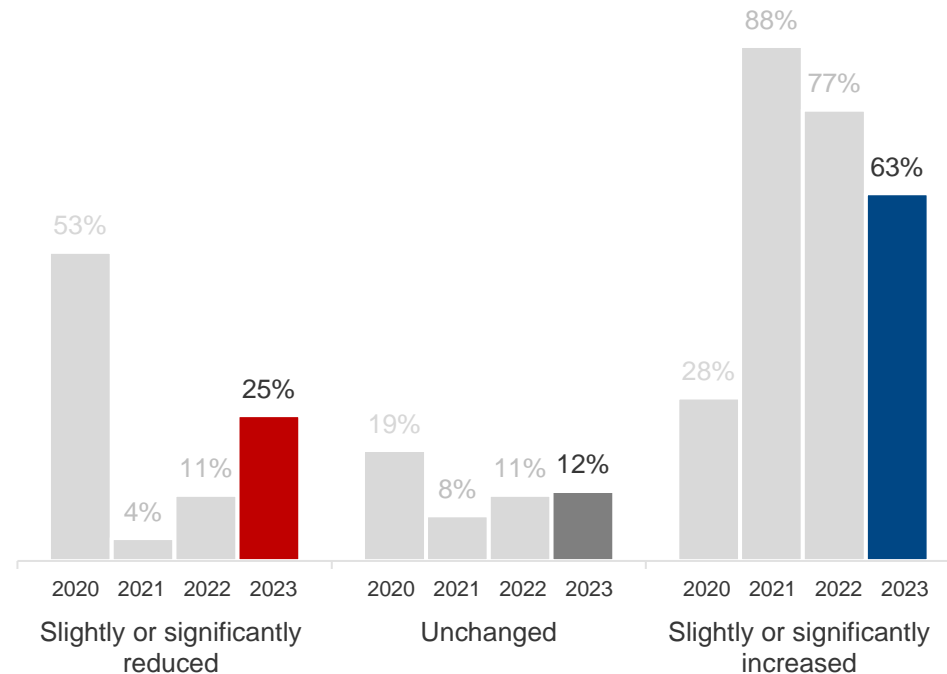


Although less than in the previous year, most Swedish companies still expect to grow business and increase investments in the next 12 months

Turnover expected for the next 12 months

Question 9:

Compared to the development in the past 12 months, what are your expectations for the coming 12 months for your industry in Brazil regarding turnover?

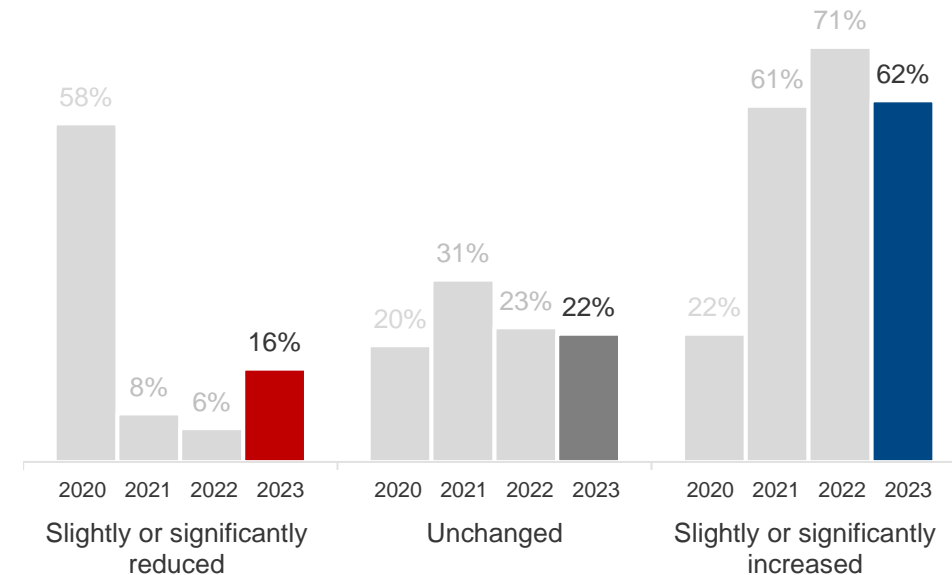


- Small and mid-sized companies, besides newcomers, are more optimistic about business growth in the next 12 months.

Investments expected for the next 12 months

Question 10:

What are your company's investment plans for the coming 12 months in Brazil, compared to the past 12 months? Investments will be...



- And yet, small newcomers also said that they will mostly reduce investments in the next year.

With the appreciation of BRL in 2022, Brazil is now the 11th largest economy; Brazil was the 3rd largest destination for FDI in 2022, while Sweden took 7th place

2022 LARGEST GLOBAL ECONOMIES, *bUSD current*

Rank	Country	GDP	Annual growth
= 1	United States	25 464	+2.1%
= 2	China	18 100	+3.0%
= 3	Japan	4 234	+1.1%
= 4	Germany	4 075	+1.8%
▲ 5	India	3 386	+6.8%
▼ 6	United Kingdom	3 071	+4.0%
= 7	France	2 784	+2.6%
▲ 8	Russia*	2 215	-2.1%
= 9	Canada	2 140	+3.4%
▼ 10	Italy	2 012	+3.7%
▲ 11	Brazil	1 924	+2.9%
= 12	Australia	1 702	+3.7%
▼ 13	South Korea	1 665	+2.6%
= 24	...Sweden	586	+2.6%

Number of countries in the rank: 196

2022 LARGEST GLOBAL ECONOMIES, *bUSD PPP**

Rank	Country	GDP PPP
= 1	China	30 217
= 2	United States	25 464
= 3	India	11 855
= 4	Japan	6 139
= 5	Germany	5 347
= 6	Russia	4 771
= 7	Indonesia	4 037
= 8	Brazil	3 837
= 9	United Kingdom	3 714
= 10	France	3 704
= 11	Turkey	3 352
= 12	Italy	3 058
= 13	Mexico	2 957
= 39	...Sweden	689

Number of countries in the rank: 196

2022 LARGEST FDI DESTINATIONS, *mUSD current*

Rank	Country	FDI inflow	Growth 2019-2022
= 1	United States	318 370	24%
= 2	China	180 167	-4%
▲ 3	Brazil	85 121	30%
▲ 4	Australia	65 479	68%
▼ 5	Canada	52 627	4%
▼ 6	India	49 915	-1%
▲ 7	Sweden	47 534	376%
▲ 8	France	42 225	222%
= 9	Mexico	35 292	2%
▲ 10	Spain	33 973	83%
▲ 11	Japan	32 526	137%
▲ 12	Poland	29 203	119%
▼ 13	Israel	27 760	60%
▲ 14	Indonesia	21 968	-8%

Number of countries in the rank: 47

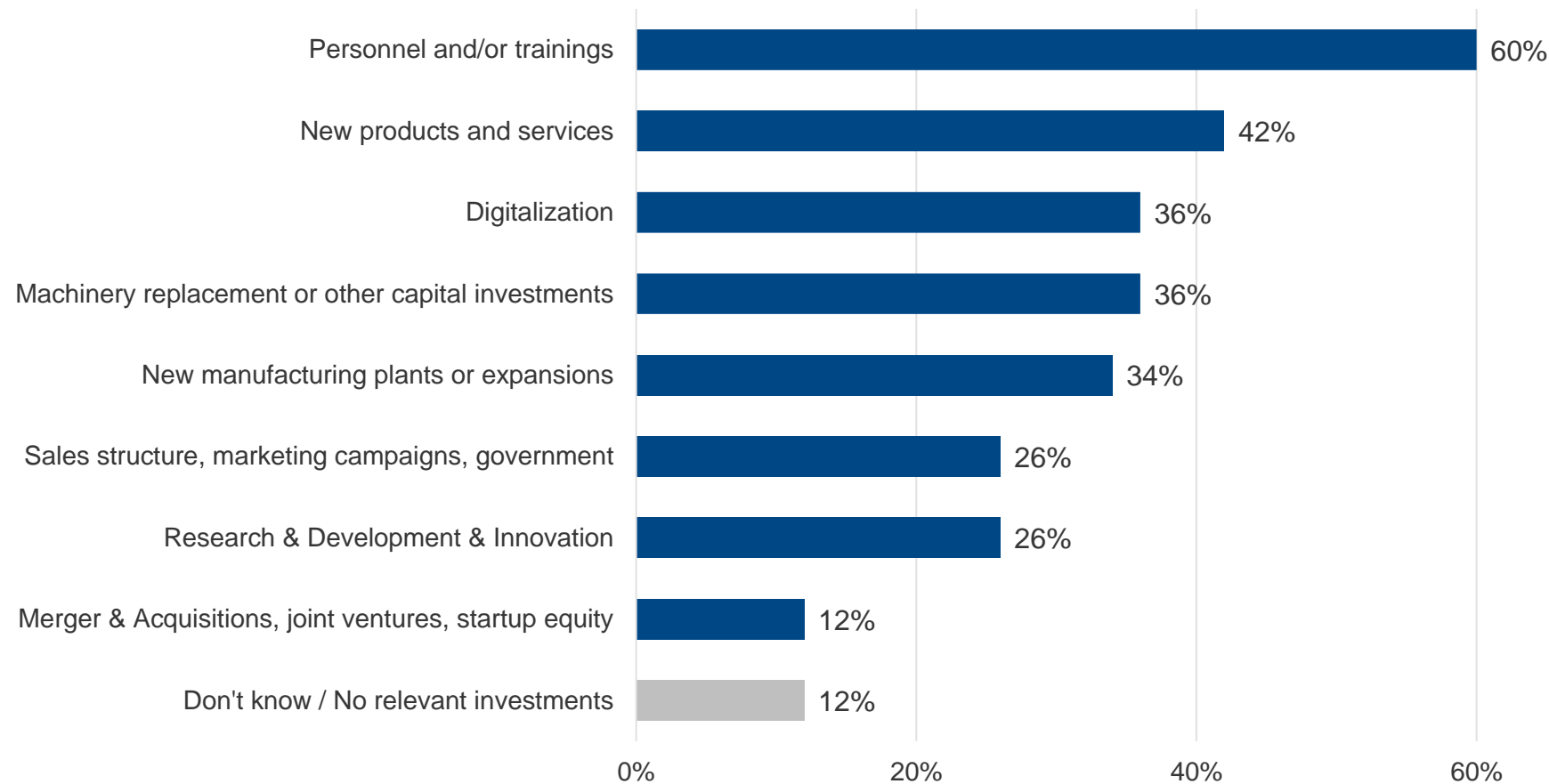
Source: IMF (GDP), OECD (FDI) .

Note: PPP – Purchasing Power Parity, discounts the effect of currency value.

* Although presenting a receding economy in 2022, the IMF still increased Russia's nominal GDP to USD 2.2 trillion.

Personnel & trainings and new products & services are in the top of the list for new investments by Swedish companies in Brazil

Question 11: If your company will increase investments in Brazil in the next months, where will it be investing locally?



- Like in 2022, companies mentioned that they will be investing the most in employees, with trainings and new recruitment. Sales competence and staff training remain in the top of their competitive advantages (Question 14).
- At least a third of respondents will be investing in new manufacturing plants or expansions, and another third will be replacing machinery. This represents an increase over the 2022 results.
- Companies will be investing in new products (42%) and digitalization (36%), but they are now less than in 2022 (50% and 40%, respectively). On the other hand, 26% will be investing in R&D&I, a 5 pp increase from last year.
- M&A, JVs and startups investments are the focus for just 12%.

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Key Takeaways: Challenges and How Swedish Companies Succeed in Brazil



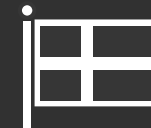
Companies continue to claim for a tax reform in Brazil; corporate taxation and customs represent the worst conditions for business



38% of respondents found trade barriers within customs procedures and duty levels; 54% will benefit from the EU-Mercosur free trade agreement



Cost efficiency, sales competence and staff development help to guarantee the Swedish competitiveness in Brazil

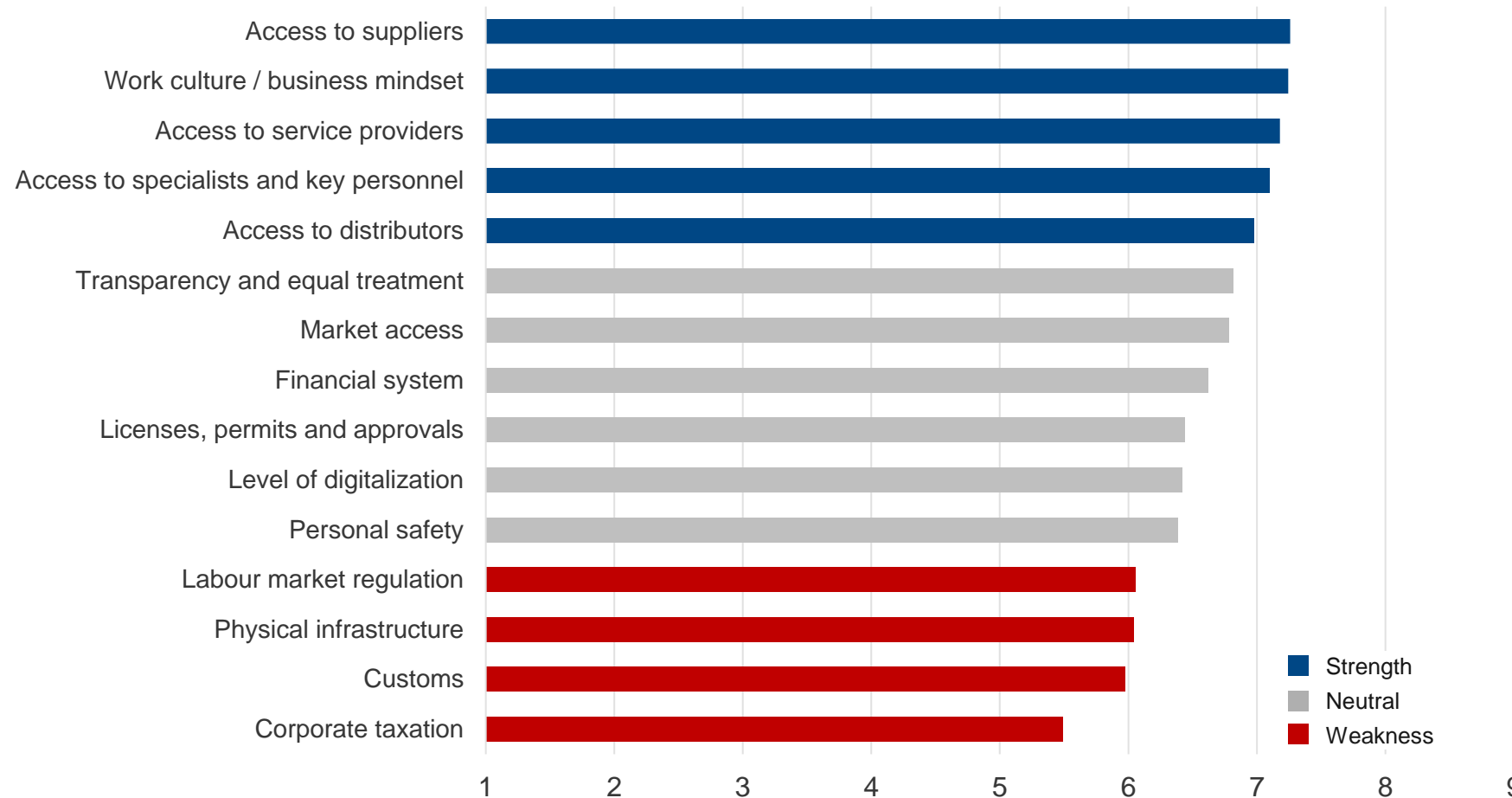


96% of companies declare that they benefit from being marketed as Swedish in Brazil



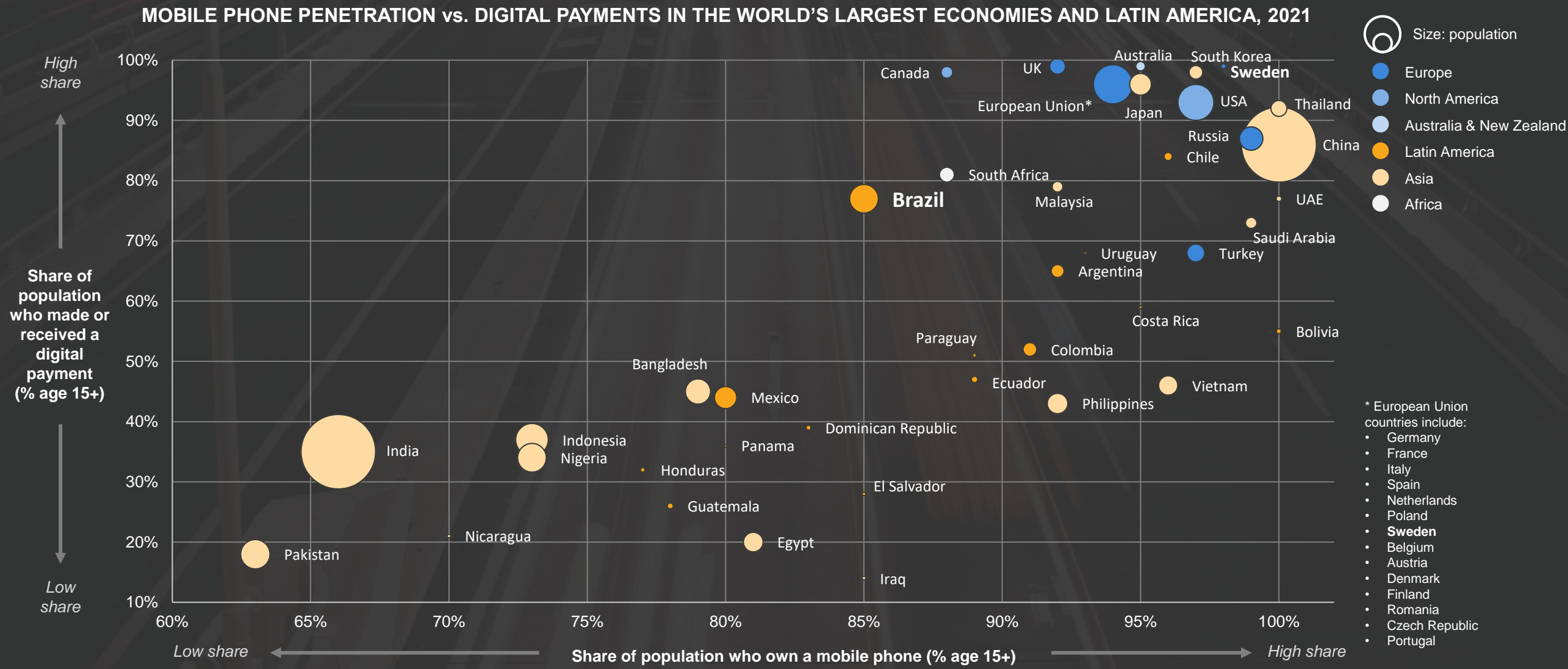
Market access conditions are the strengths of business in Brazil; taxes, customs and infrastructure represent weaknesses

Question 12: Please rate from 1-9 how the below conditions meet the needs of your company's business in Brazil.



- The average scoring of business conditions improved for the second time in a row – 0.35 point in 2022 and 0.11 in 2023. Almost all categories improved their scores, except for digitalization, financial system, market access and access to distributors. In this year's assessment, only corporate taxation and customs received a score below 6 – in the previous year, those were five categories.
- Personal safety, corporate taxation (despite being in the bottom) and licenses & permits were the conditions with the best improvements; almost an additional half a point each.
- “Access” conditions figure once again as strong points in Brazil, including access to distributors, suppliers and key personnel, besides business culture.
- “Market” conditions such as the financial system, transparency and digitalization got intermediary scores, just as in the 2021 and 2022 surveys.
- “Operations” conditions are the weaknesses in Brazil's business environment, including regulatory topics and corporate taxation, apart from infrastructure. Once again, corporate taxation received the worst score.

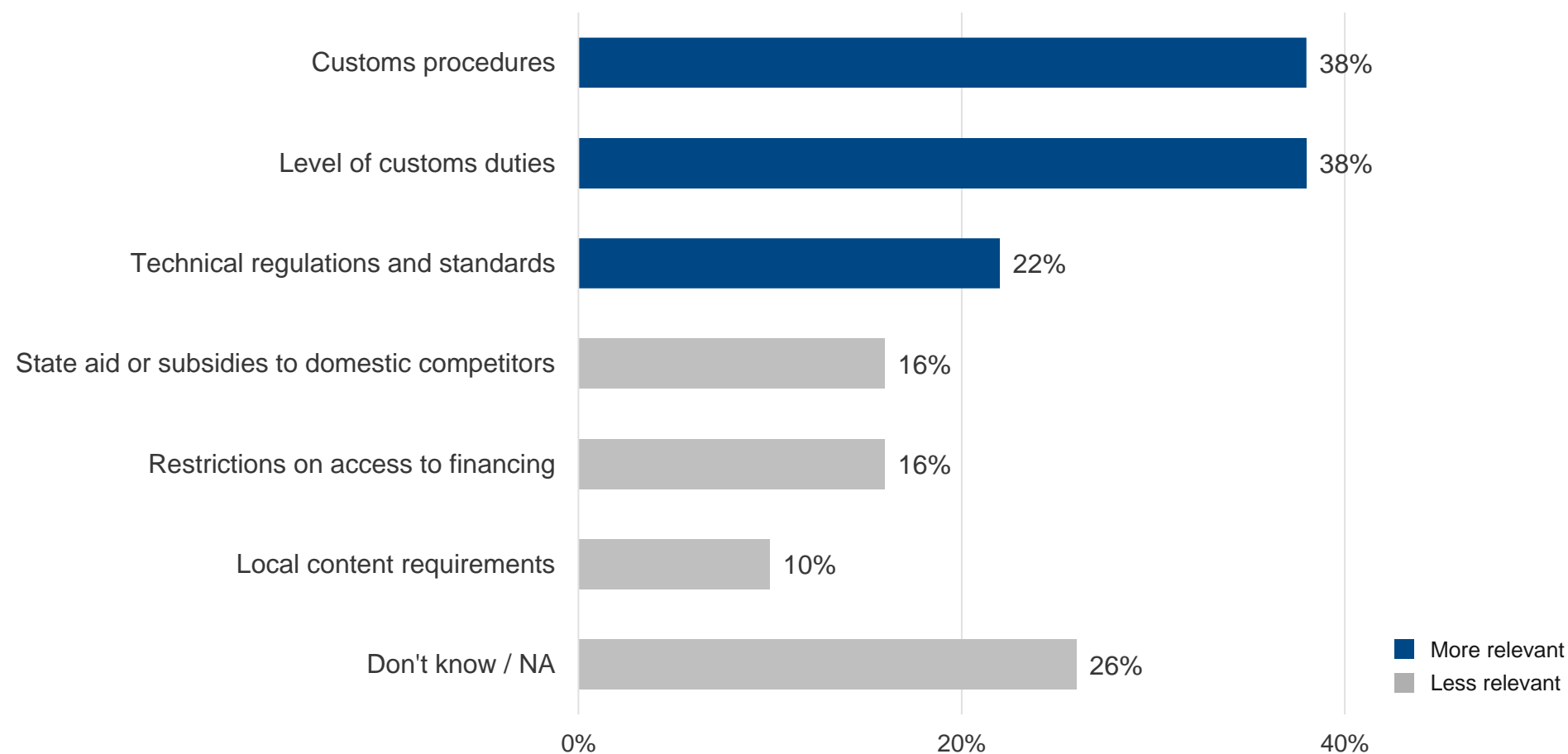
Despite the intermediary digitalization level identified by Swedish companies, Brazil is ahead of most emerging economies in the expansion of digital payments



Source: World Bank – The Global Index Database 2021.

Customs duties and customs procedures represent barriers for trade in Brazil, affecting 38% of Swedish companies

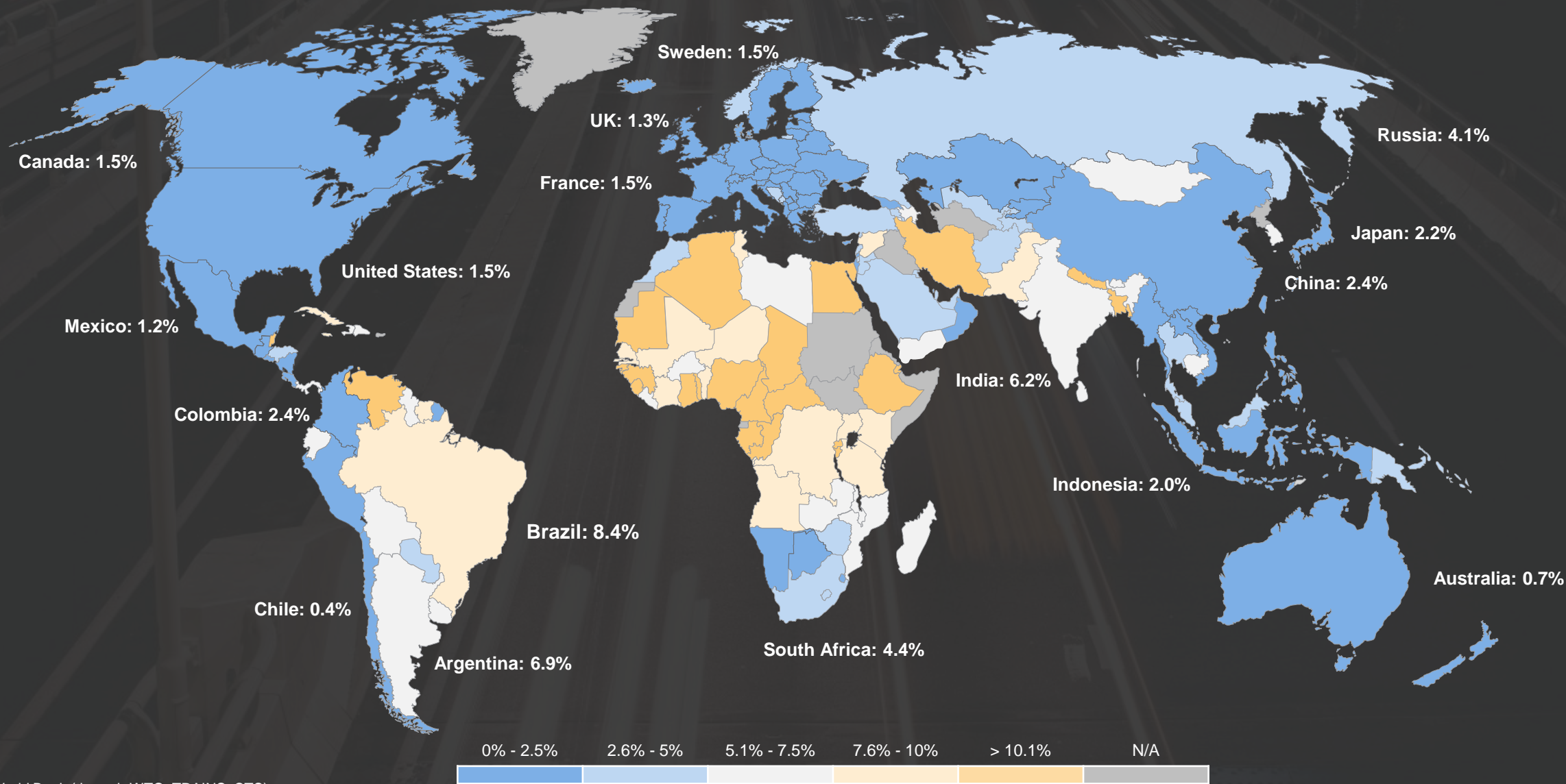
Question 13: Has your company in the past year encountered trade barriers in Brazil with a noticeably negative impact on operations, in any of the following areas?



- Customs barriers affect all kinds of Swedish companies in Brazil, from small to large and from industrial to service providers.
- Large companies find more challenges regarding customs procedures, and are the only ones hurt by government subsidies to the local industry (18%).
- Mature companies in the Brazilian market are the ones identifying more trade barriers. Newcomers find barriers related to customs procedures and regulations or no barriers at all.
- This year, the same share of companies found barriers in customs procedures and customs duties. In 2022, respondents identifying procedure barriers were more (44%), and duty barriers, less (34%).
- Companies identifying barriers related to local requirements and technical standards were less.

Brazil has the highest average import tariff among large economies

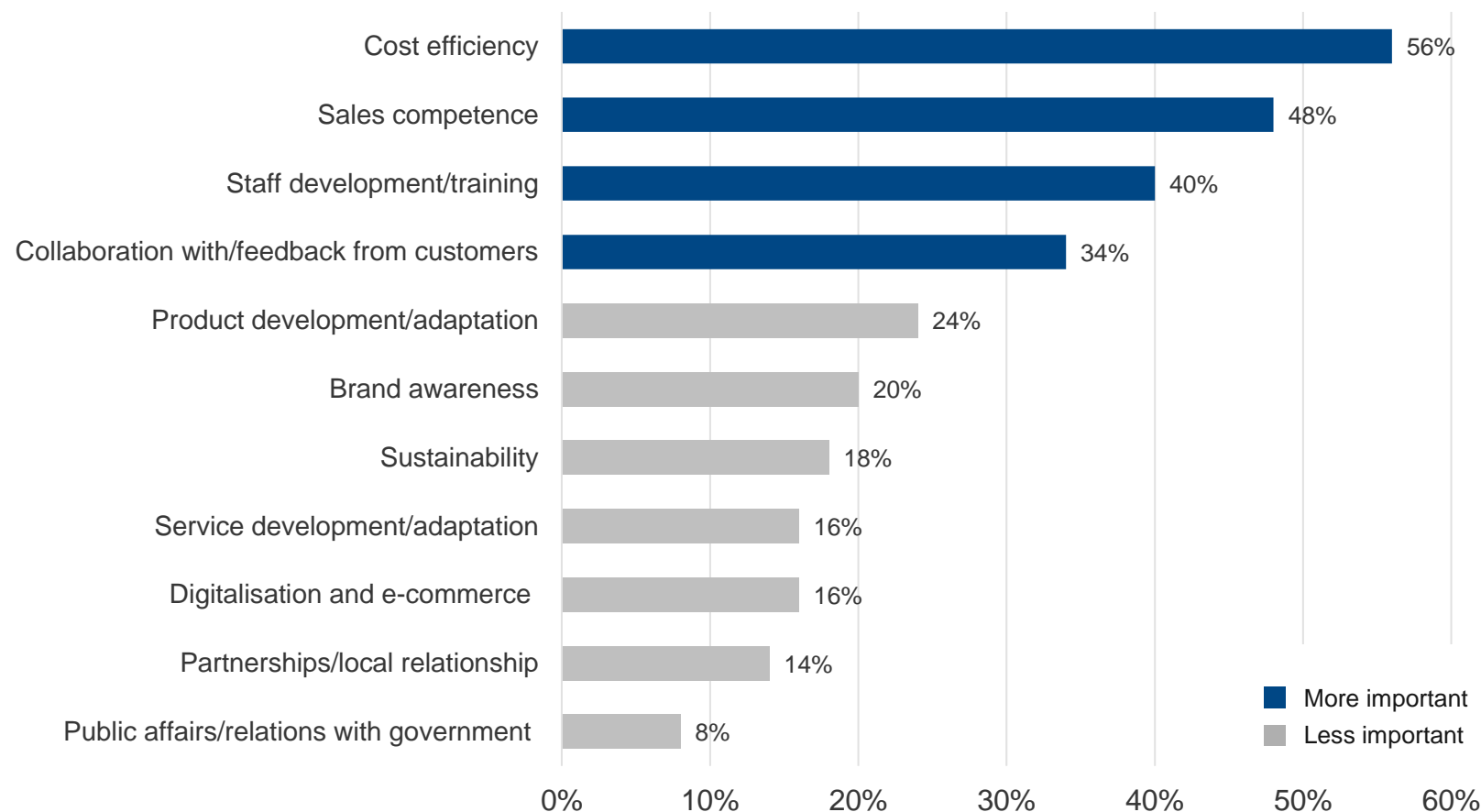
AVERAGE APPLIED IMPORT TARIFF, WEIGHTED, ALL PRODUCTS



Source: World Bank (through WTO, TRAINS, CTS).

💡 Local partnerships and government relations are the least mentioned areas for competitiveness by Swedish companies in Brazil

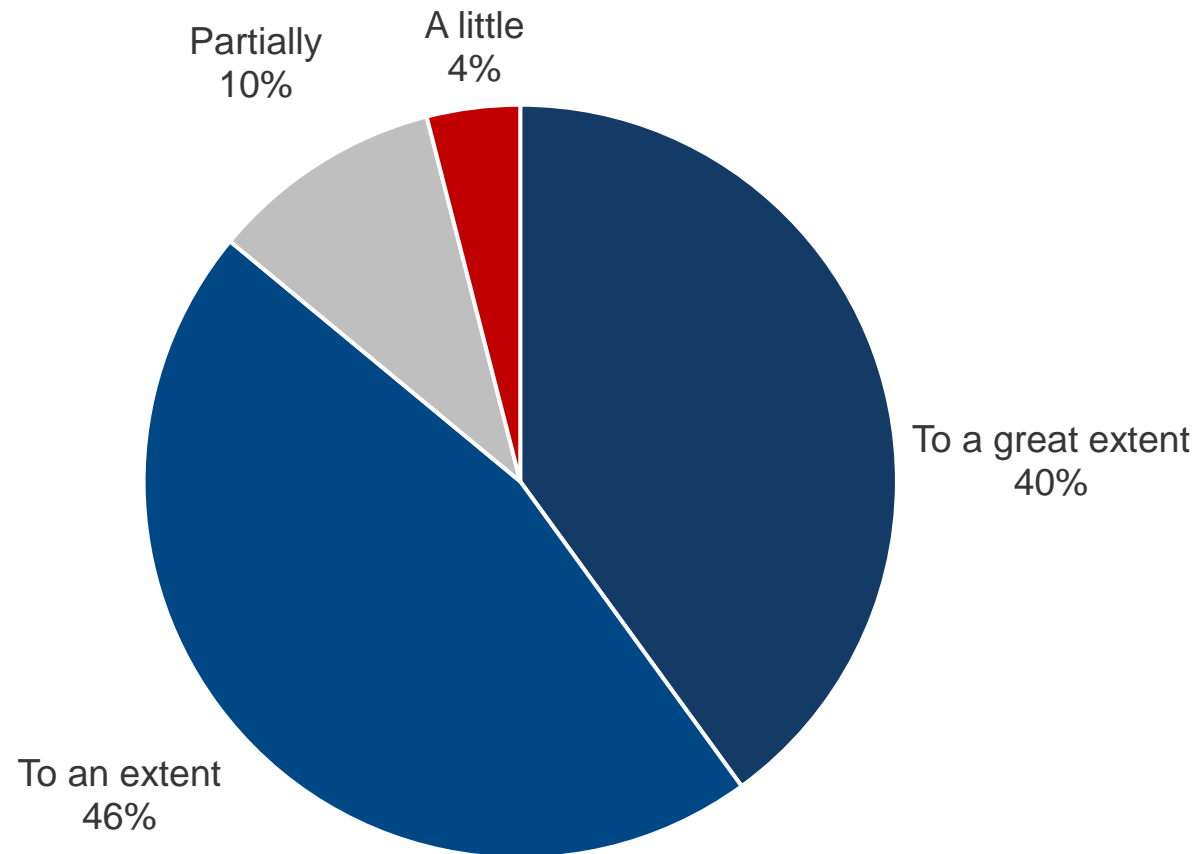
Question 14: To date, which of the following areas have been important in maintaining competitiveness in Brazil?



- Cost efficiency and sales competence remain as the key competitive advantages for Swedish companies in Brazil. Operational structures and personnel talent seem to have a greater positive impact than factors related to the actual product (adaptation, brand, sustainability and digitalization)
- Once again, collaboration/feedback from customers and staff development/training gained more relevance, showing the importance of appreciation of both customers and collaborators.
- Local partnerships and government relations figure again among the least relevant advantages. Compliancy strategies may be preventing Swedish companies from engaging with public stakeholders.
- Sustainability and digitalization were mentioned by less than 20% of Swedish companies, indicating that the Brazilian market is behind in those segments, and they are not representing relevant sales advantages locally. Yet, sustainability climbed two positions in this rank compared to the previous year.

96% of the companies benefit at least partially from the “Swedish brand” when doing business in Brazil

Question 15: To what extent would you estimate that the “Swedish brand” contributes to your business in Brazil?



- This is the highest ever result for positive use of the “Swedish brand” by companies in Brazil, with 86% answering that this contributes to an extent or great extent to local business, and only 4% mentioning that this contributes a little.
- This time around, small companies also said that they benefit from being recognized as Swedish.

Note: Don't know/Not Applicable answers were excluded in the analysis of this question.

Managers voices: Uncertainties and claims for reforms are on the top of mind of Swedish companies' leaders in Brazil

Uncertainty remains after the 2022 elections

"Resolution of Russian war, decreased panic and improvements on the European Financial Market and decrease of global inflation are all factors to improve significantly the business climate in Brazil.

On the other hand, the whole Brazilian market is tense, waiting on the new fiscal policy, which will be key to understand how business climate will turn out in general for the remaining of the year.



As known, the Brazilian government is addicted to public expenditure, but in a scenario of global inflation and public deficit, the image of Brazilian public accounts is not good in the eye of foreign investors.

Therefore, the national interest rate will be defined based on the confidence that the new government will show to both national and foreign investors, which is key to our business, financial services and bank correspondents."



"Waiting to see the market reaction after the elections and the new Brazilian President, because after 3 months there is no clarity how the country is managing resources and defining strategies related to different aspects including business in Brazil."



"Business climate in Brazil can be positive depending on the directions the government will give the market, and the expectation is positive despite the recession predicted for Europe and US, which can influence the activities in Brazil."

Reforms are in focus



"The government has to focus on taxation reform, inflation control and interest rate decrease."



"The main reforms - tax, political, administrative - must be implemented before Brazil can overcome its high costs. Many companies in the country are fairly competitive inside its gates, but not competitive with the Brazilian system."

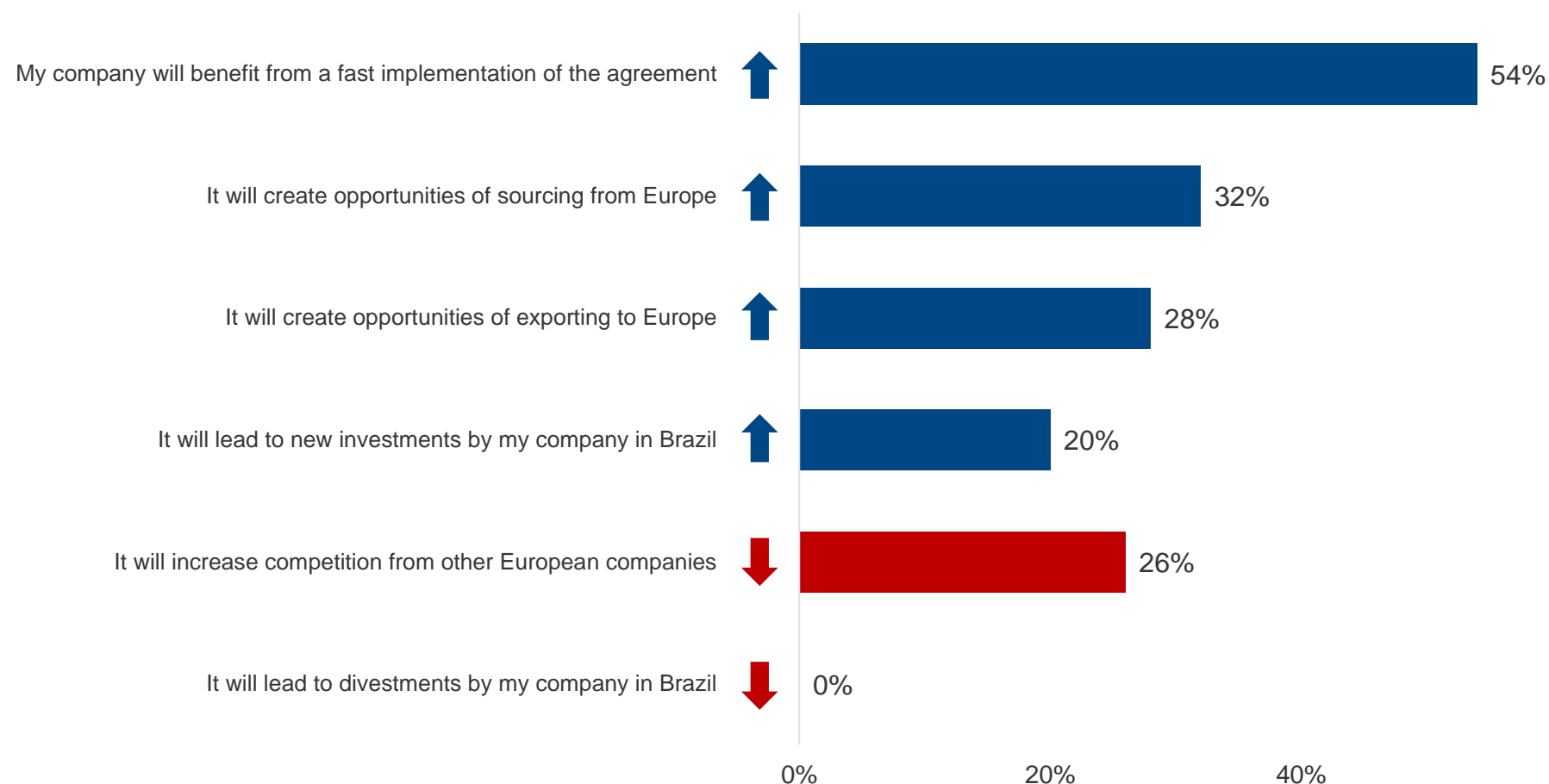
Inflation still threatening local business



"Increasing concern on Euro exchange rate and inflation."

The free trade agreement between Mercosur and the EU will create new opportunities for business in Brazil; for 26%, it will also increase competition

Question 17: How do you agree (or not) with the sentences below about the development of the EU–Mercosur Trade Agreement?

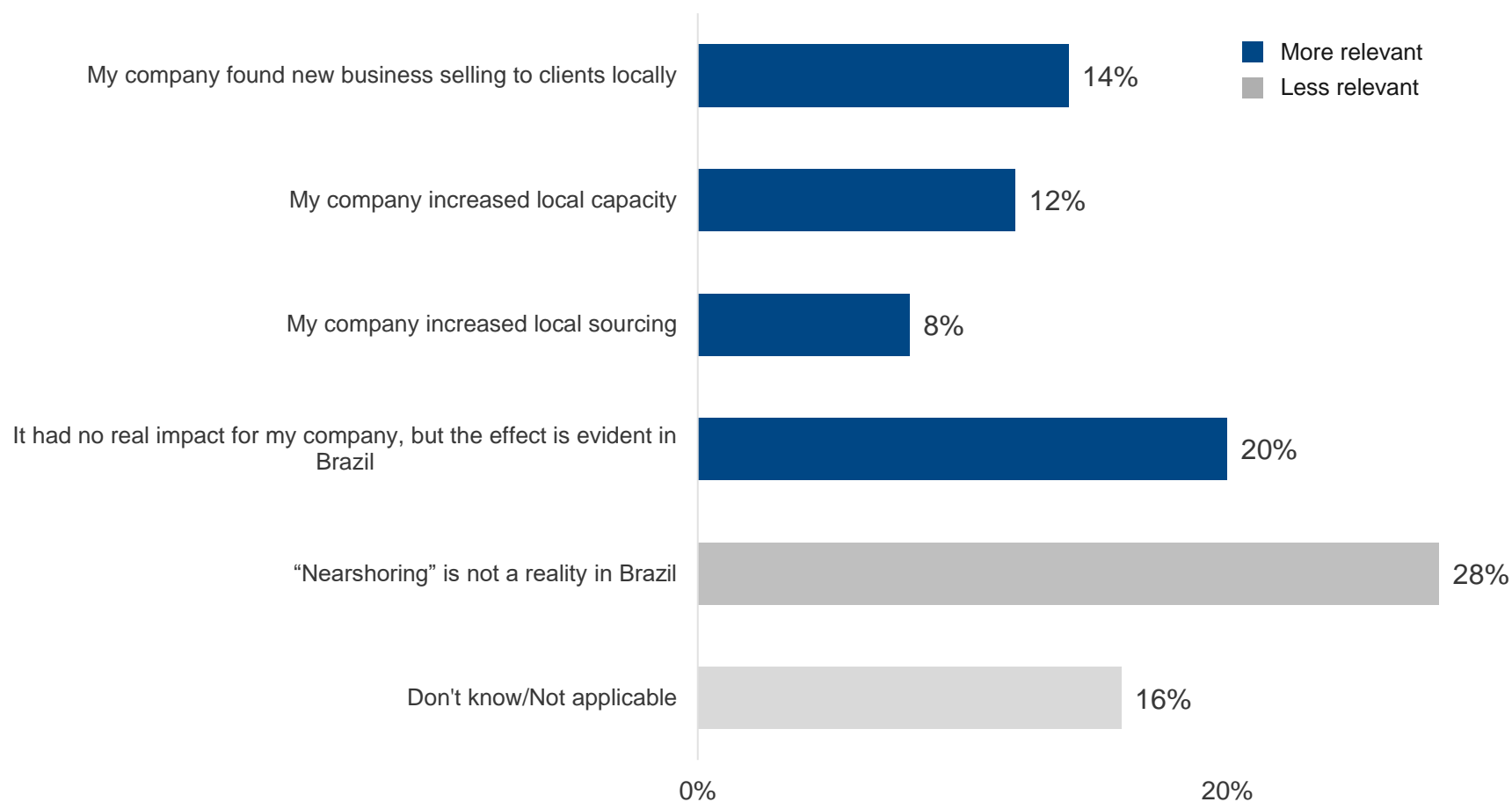


- The majority of respondents say that they will benefit from the free trade agreement between Europe and Mercosur, composed of Argentina, Brazil, Paraguay and Uruguay*. Chances of development on the agreement grew with the new government elected and its environmental inclination. Before, Europeans had raised concerns about the potential environmental impact of the deal under the former government's policy.
- Companies feel that the deal will bring more opportunities of sourcing from Europe (32%) than exporting to Europe (28%). While 20% may increase investments, no company plans to divest in Brazil if the FTA goes forward.
- Yet, with no import tariff, producers in other European markets will export to Brazil more easily, competing with Swedish products manufactured locally or imported. That will be a challenge for a fourth of respondents in this survey.

* Note: Venezuela is suspended by infringement of democracy clauses; Bolivia is in process of integration.

Companies are divided about the post-pandemic “nearshoring” effect in Brazil; some found new business, but many were not affected

Question 16: With recent global events, including the COVID-19 pandemic and the Russian invasion of Ukraine, some companies started to turn to local production, in an effect which became known as “nearshoring”. How has “nearshoring” impacted your company in Brazil?



- The nearshoring effect after the COVID-19 pandemic seems to have impacted companies (or not) in different ways. A few companies were able to take advantage of the rupture in global supply chains to grow sales to local clients, increasing local production capacity. Some companies are also sourcing more locally.
- Companies within industrial equipment and materials, including packaging, were the most affected.
- Some 20% of respondents identified that nearshoring is in fact a real phenomenon in Brazil, while 16% said that this is not applicable to their business.
- 28% claim that nearshoring has not reached Brazil's industrial chains.

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Key Takeaways: Acting sustainably



40% of companies say that Brazilian customers strongly consider environmental aspects during their purchases



Swedish companies have not come across violations of human rights in Brazil during the last year



70% of respondents have implemented decarbonization goals and other sustainable company policies in Brazil



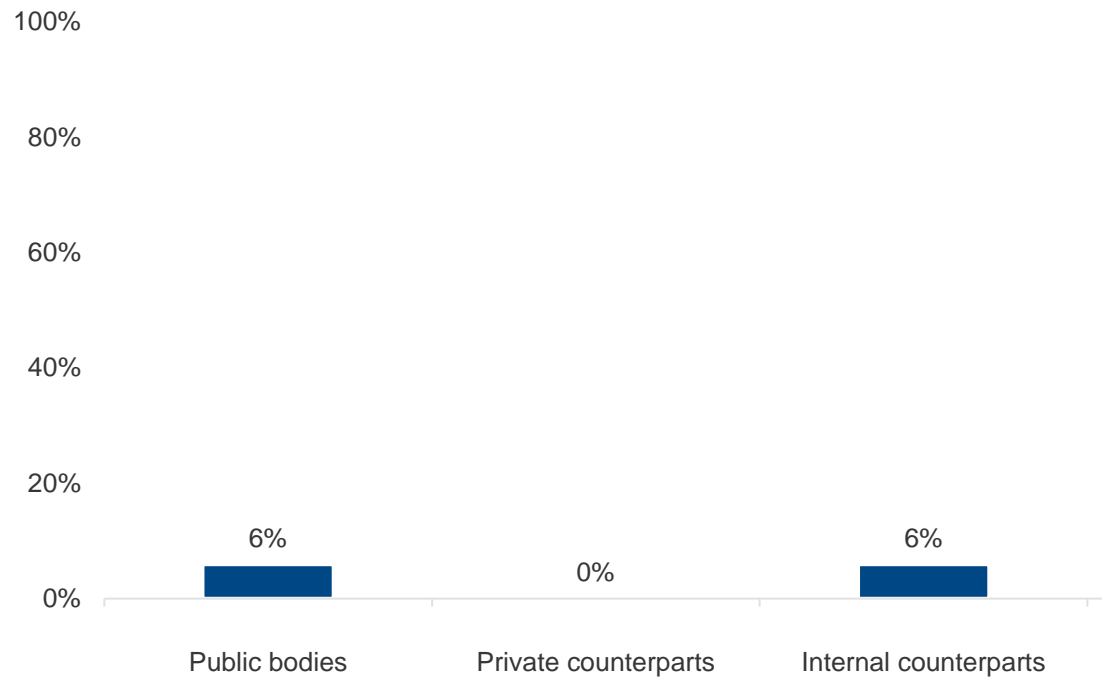
Despite being identified as a common challenge in Brazil, only 3% of respondents were exposed to corruption in 2022

Only 3 companies out of 50 came across corruption during 2022; no company reported human rights violations

Corruption impact

Question 18:

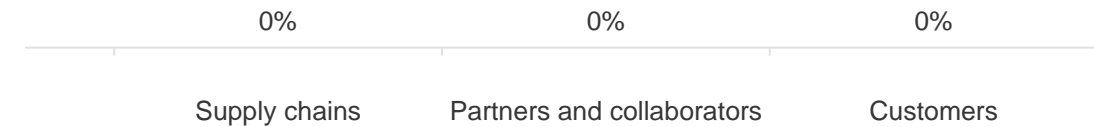
In the past year, has your company in Brazil been exposed to corruption with...



Human rights violations















Question 19:

In the past year, has your company in Brazil encountered any form of human rights violations and/or labor rights abuse in/ with your...



Global indexes show a stable situation across countries, despite an evident deterioration of the overall global environmental performance

2022 CORRUPTION PERCEPTIONS INDEX,
selected economies

Rank	Country	Score (0 to 100)
= 1	 Denmark	90
▼ 5	 Sweden	83
▲ 9	 Germany	79
▼ 18	 United Kingdom	73
▲ 24	 United States	69
= 27	 Chile	67
▼ 65	 China	45
= 85	 India	40
▼ 91	 Colombia	39
▲ 94	 Brazil	38
▼ 101	 Türkiye	34
▼ 110	 Indonesia	38
▼ 126	 Mexico	31
▼ 137	 Russia	28











Number of countries in the rank: 180

2021 POLITICAL STABILITY AND ABSENCE OF
VIOLENCE/TERRORISM, selected economies

Rank	Country	Score (2.5 to -2.5)
= 1	 Greenland	1.88
▲ 29	 Sweden	1.03
▲ 63	 Germany	0.76
▼ 80	 United Kingdom	0.54
▲ 110	 Chile	0.06
▲ 112	 United States	0.00
▼ 151	 China	-0.48
▼ 152	 Brazil	-0.49
▼ 154	 Indonesia	-0.51
▲ 161	 India	-0.62
▲ 163	 Mexico	-0.64
▲ 164	 Russia	-0.65
▼ 176	 Colombia	-0.91
▼ 187	 Türkiye	-1.10

Number of countries in the rank: 213

2022 ENVIRONMENTAL PERFORMANCE INDEX,
selected economies

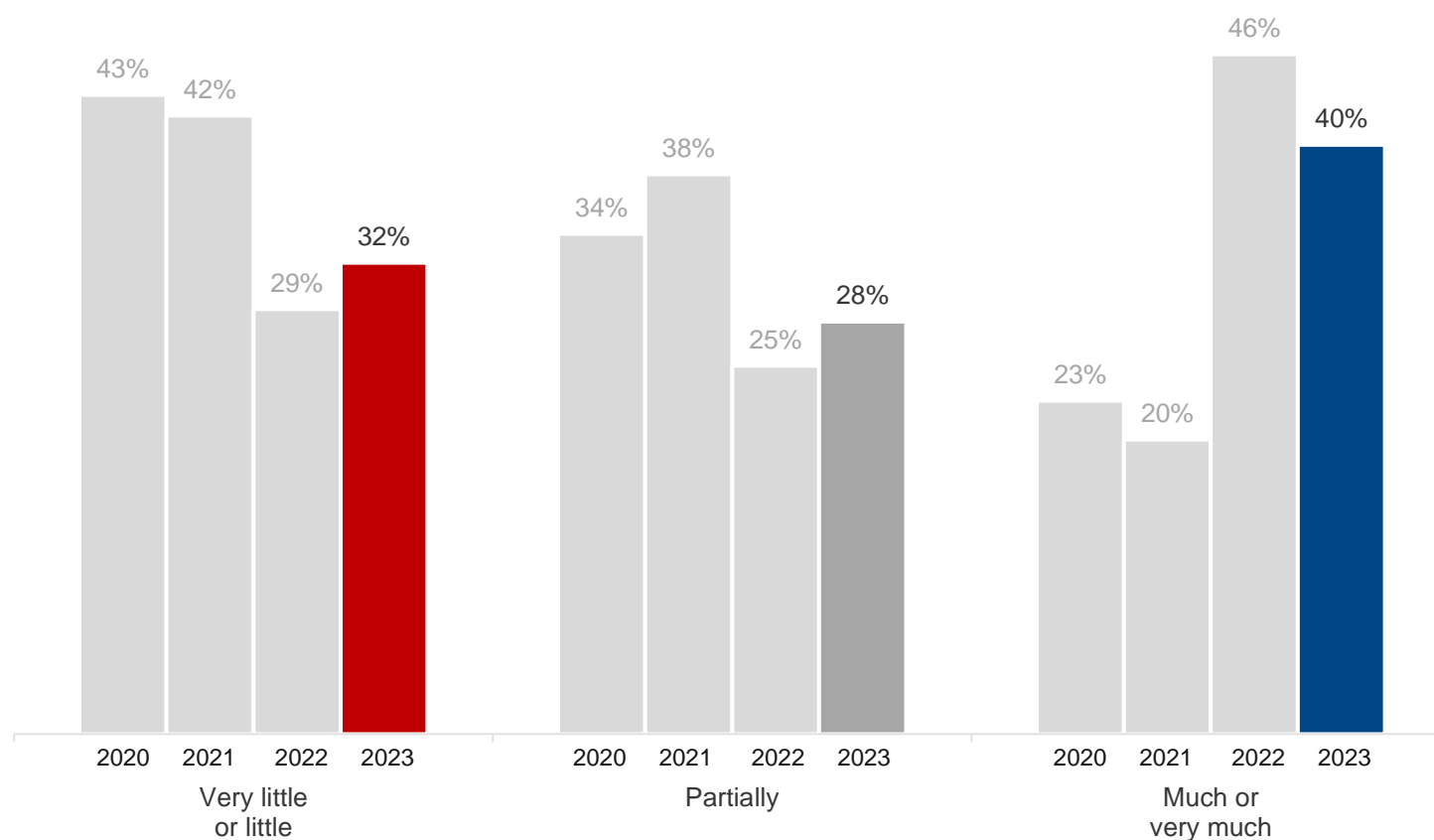
Rank	Country	Score (0 to 100)
= 1	 Denmark	77.9
= 2	 United Kingdom	77.7
▲ 5	 Sweden	72.7
▼ 13	 Germany	62.4
▼ 43	 United States	51.1
▼ 65	 Chile	46.7
▼ 73	 Mexico	45.5
▼ 82	 Brazil	43.6
▼ 87	 Colombia	42.4
▼ 112	 Russia	37.5
▼ 160	 China	28.4
▼ 164	 Indonesia	28.2
▼ 172	 Türkiye	26.3
▼ 180	 India	18.9

Number of countries in the rank: 180

Source: Transparency International, World Bank, Yale.

The reported sustainability awareness was slightly lower than in 2022, but still on a much higher level than 2021 and before

Question 20: In your view, to what extent do customers in your industry in Brazil consider environmental aspects of a product or service in their purchasing decision?

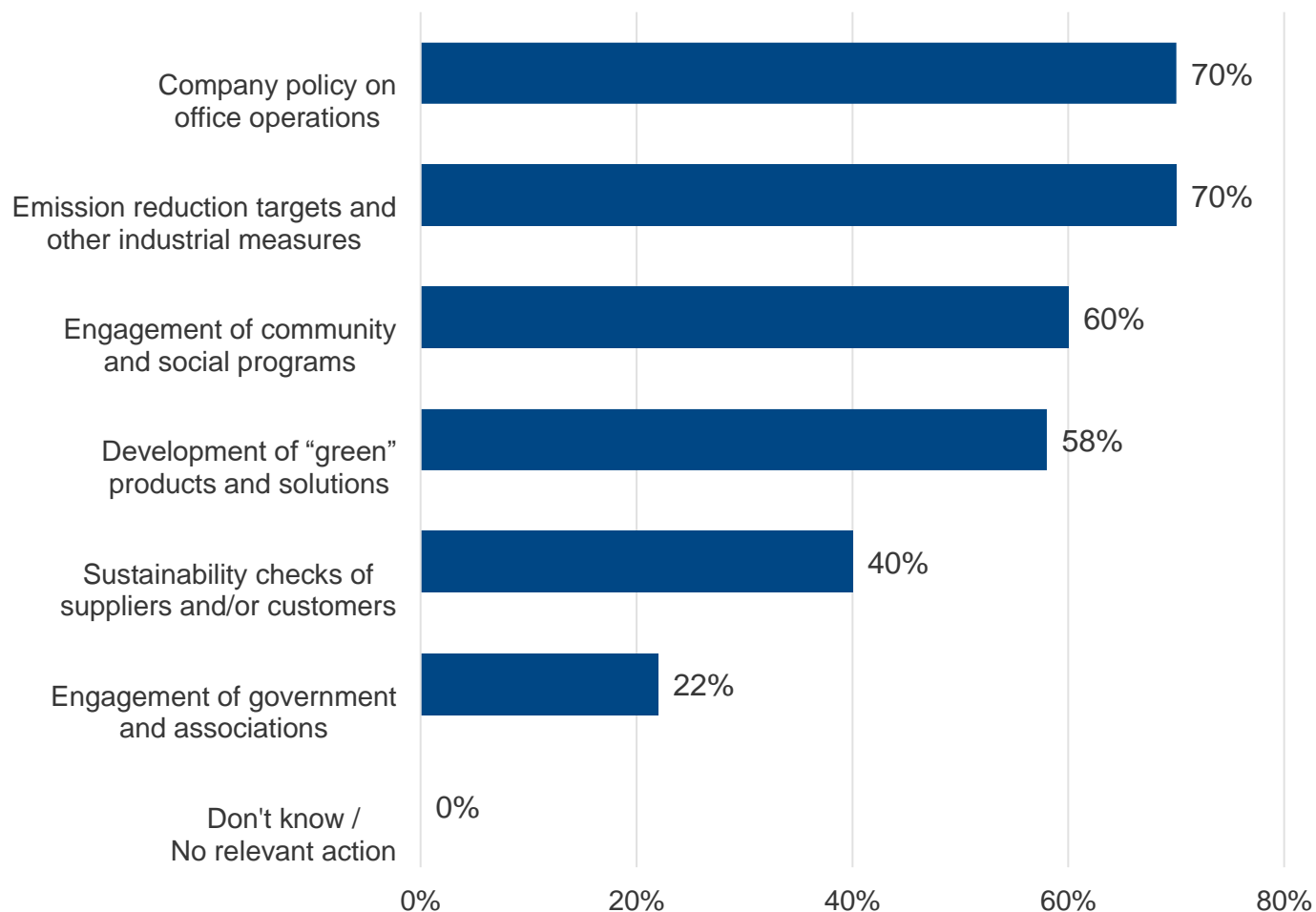


- 26% say that customers consider these aspects much and 14% say they consider them very much (total 40%).
- Although the level is lower than the one verified in 2022, the environmental awareness by Brazilian customers seem to be higher now than two years ago. Despite this positive result, the sustainable features of Swedish products do not represent major advantages in the local market according to the companies (Question 14).
- On the other hand, 20% say that customers consider environmental aspects in the purchasing just a little and 12% say they consider them very little (total 32%).
- All companies selling consumer products answered that customers consider environmental aspects at least partially, indicating a “green” movement in the B2C segment.



70% of the Swedish companies in Brazil have implemented industrial emission targets and sustainable operations policies

Question 21: How does your company promote environmental sustainability in Brazil?



- The largest part of Swedish companies in Brazil have imposed sustainable policies towards office operations, including waste management, recycling, power savings, printing and air travel reduction.
- Now, 70% companies present emission reduction targets (e.g., carbon neutrality) and other related sustainability goals against 62% in 2022, potentially indicating that more companies are making commitments.
- 60% of companies run social programs to engage local communities in Brazil, while only 22% perform engagement work on associative and governmental levels.
- More than half of the companies stated that they develop green products/solutions as part of their sustainability strategy.
- On a very positive note, no company said that it did not carry out relevant action towards sustainability.
- However, only 40% perform sustainability checks on suppliers and/or customer. This is 13 pp lower than the response in 2022.

Managers voices: Sustainability challenges include lack of public action, education, social inequality and the market's price sensitivity

There are many challenges for sustainability in Brazil



"There is a paradox between development and sustainability, especially in Brazil, which has a strong presence in agribusiness and forests. The main challenge I would say is the re-education regarding deforestation, hydroelectric dams, endangered species, waste, pollution, solutions, and efficient policies. Our increasing and inefficient use of resources has knock-on effects including climate change, biodiversity loss, pollution, and health."



"While sustainability is a key topic within the market and important for customers, so far we see little engagement due to increased costs involved and the unwillingness/incapability of consumers to pay for premium prices involved in sustainable related goods and services."



"Government regulation and surveillance need to be more effective to force companies to invest in sustainability. My perspective is that sustainability is seen like something that is 'good to have' and the only way to turn into a 'must have' would be intensive investment by the government to generate awareness and to inspect on has been done."



"Sustainability is still considered expensive with our customers in Brazil. It gets attention only on global companies when pushed from HQ. Local contacts will not pay more for greener options. To change this, it has to come from the top, the targets for local decision makers do not include sustainability at all in the discussions."



"Sustainability in Brazil is very much related to a decrease in poverty and financial inequality. Without improving life conditions of a huge portion of the population will not be possible to have a real sustainable country."

But Swedish companies know they play a key role



"The industrial community is a key stakeholder in a sustainable business environment and must organize to engage the public sector with a long-term commitment that outlives any presidential term or political party on behalf of a country-wide reform, not only 'to secure the future of generations', but to make right by society in the present day and promote change a day at a time."



"Few are really working with sustainability, mindset still on cost perspective and profitability. There is a movement to talk about carbon emissions, energy savings, net zero, new proteins and so on, but majority is on high level and is not reaching all personnel in the companies. Looking on the positive side, we all are 'talking' and few are already 'talking and walking', and soon we will all be 'walking' the sustainable change.."



"The challenges we face in Brazil are due to the fact that sustainability has been treated as a priority for a short time. Companies have now started to define metrics and responsibilities for doing so. As a proposal, companies can be more connected and exchange initiatives in that regard."

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