



# Swedish Industry in Brazil - Survey 2008

## Swedcham Brasil

The Swedish-Brazilian Chamber of Commerce

São Paulo - Brazil  
October, 2008

## Executive Summary

Highlights of our yearly Swedish Industry in Brazil Survey 2008 are:

1. The Swedish "machine" in Brazil is growing – The total annual turnover for 2007 is more than BRL 27 billion and shows an impressive 17.6% Compound Annual Growth Rate (CAGR) since 2004
2. Companies believe in Brazil – Confidence is at a 4-year high, with planned investments at BRL 1.8 billion, up BRL 0.3 billion from 2006
3. Trade is on the increase – Total imports and exports by Swedish companies in Brazil increased by 36% and 16%, respectively, compared to 2006
4. Workforce stronger than ever – Swedish Industry in Brazil has 50.000 employees – up 2.000 employees from 2006.

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

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# Agenda

- **Survey Background**
- Swedish Industry in Brazil overview
- Turnover
- Investments
- Import and Export
  - I. Total
  - II. Sweden
- Social and Cultural initiatives
- Employment

## Survey Background

- The Swedish Industry in Brazil survey is conducted yearly in order to obtain an overview of Swedish business in Brazil as a whole.
- It was conducted by Swedcham between the dates of August 15<sup>th</sup> and October 1<sup>st</sup> of 2008.
- The survey contained 28 questions to which participant companies voluntarily responded.
- Any numbers given by the participating companies are strictly confidential and are not, under any circumstances, shown to third parties.
- The numbers shown in this survey do not necessarily correspond to other surveys, results or statistical information.

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## Swedish industry in Brazil overview

- Since Lars Magnus Ericsson sold the first phone to Brazil's King Dom Pedro II in 1891, over 200 Swedish companies have been established in Brazil.
- Large Swedish investments in Brazil started in the 1950s with a concentration in the São Paulo region, the financial heart of Latin America.
- Today, just about all large Swedish corporations are present in Brazil with their own production.
- New companies starting up are in the majority small and medium-sized companies with high technology.

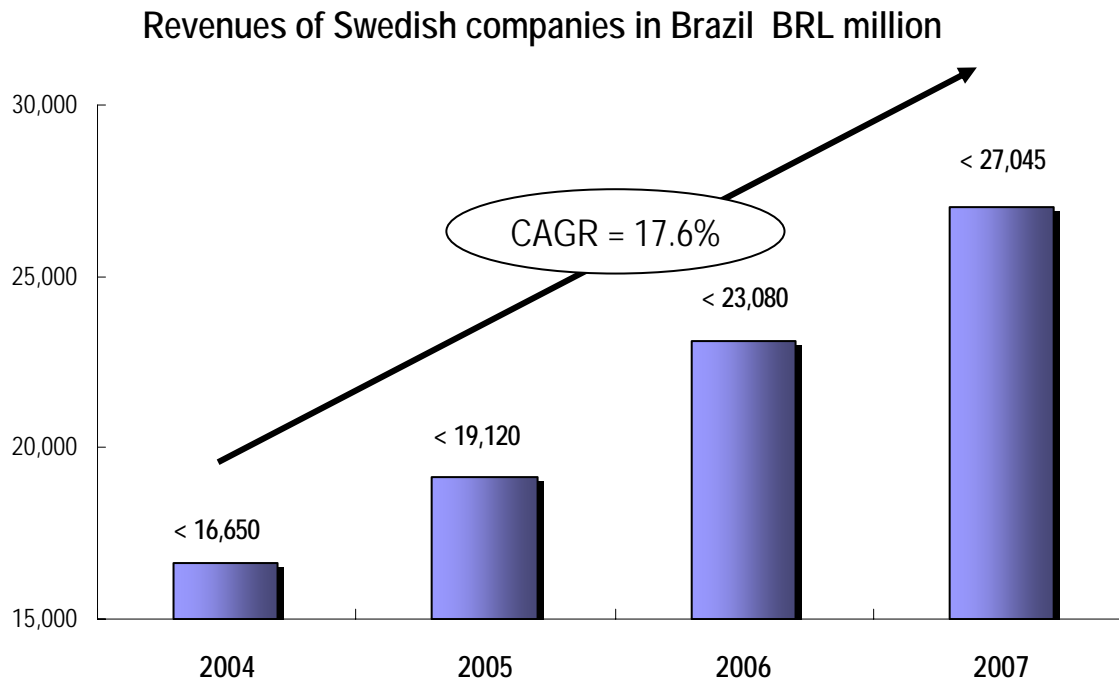
*"- São Paulo really is Sweden's best factory after Sweden itself...."*

President Lula in "Dagens Industri", September 2007

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The annual turnover in 2007 reached more than BRL 27 billion. An increase of more than 60% in 3 years



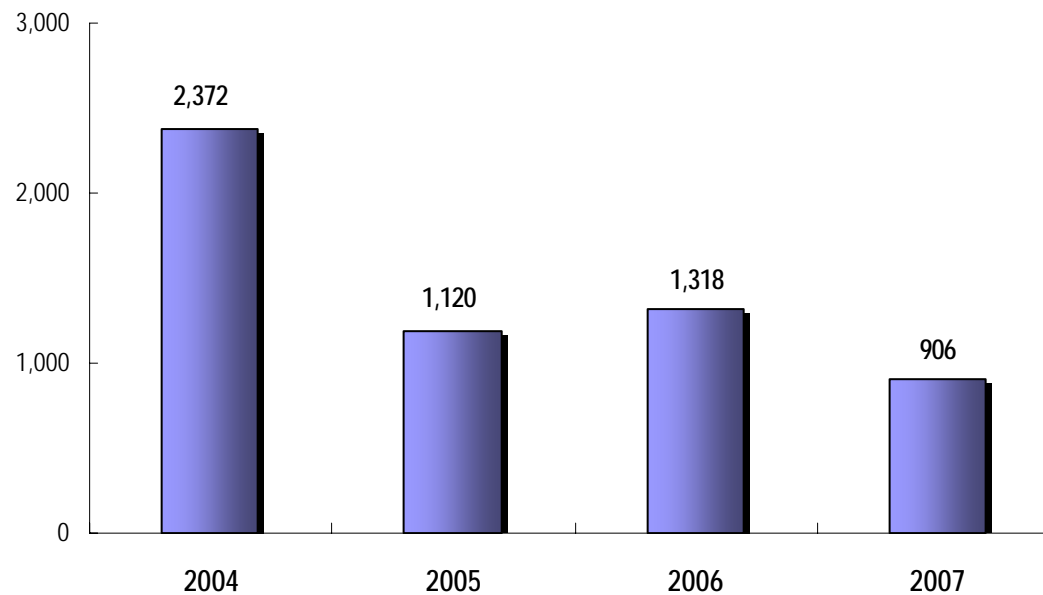


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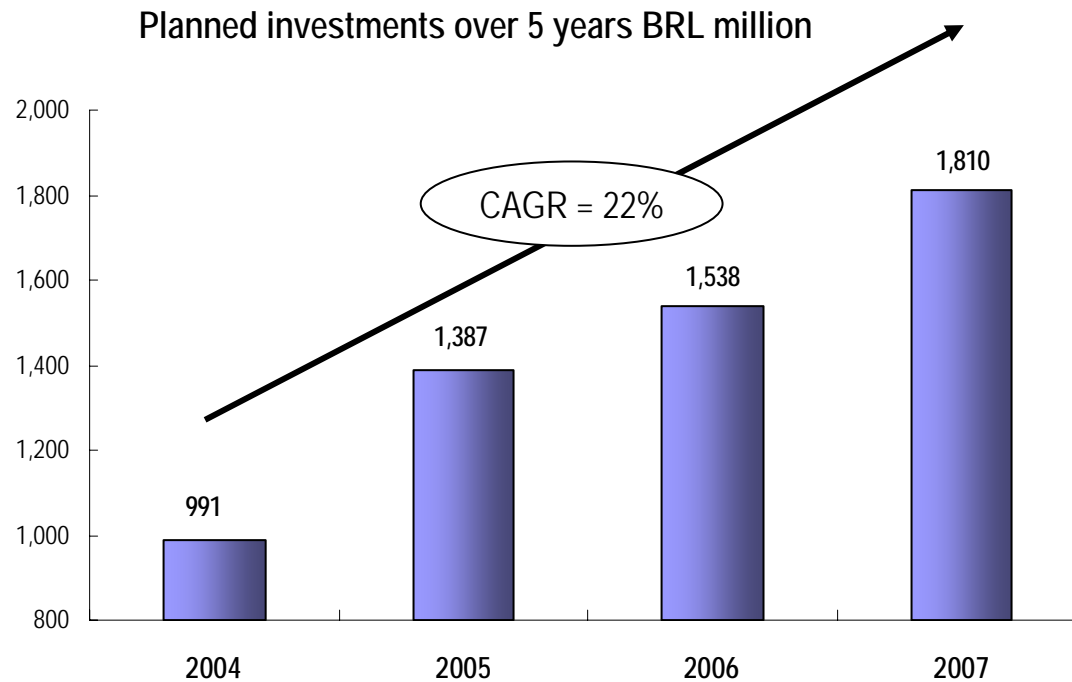
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The investments in 2007 were lower than in 2006...

Investments of Swedish companies in Brazil BRL million



...although the confidence has increased significantly – 82 % in three years

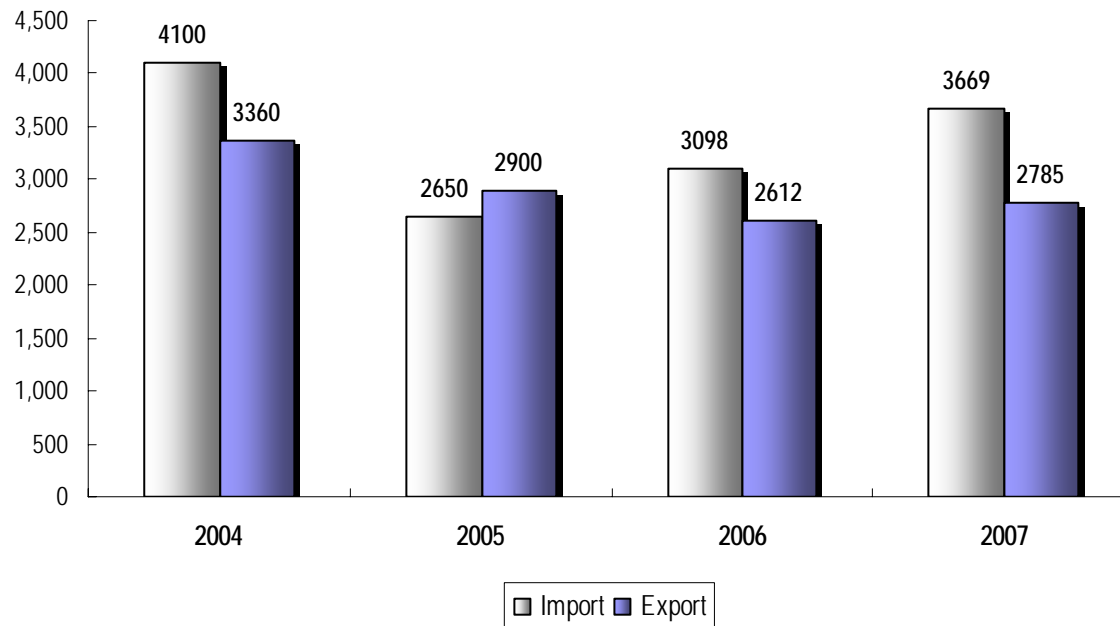


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In 2007, total imports and exports by Swedish companies in Brazil increased by 36% and 16%, respectively, compared to 2006

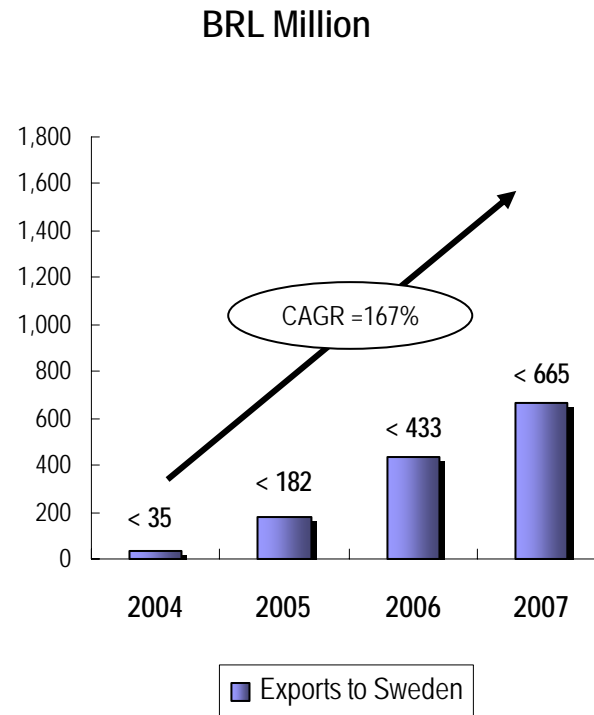
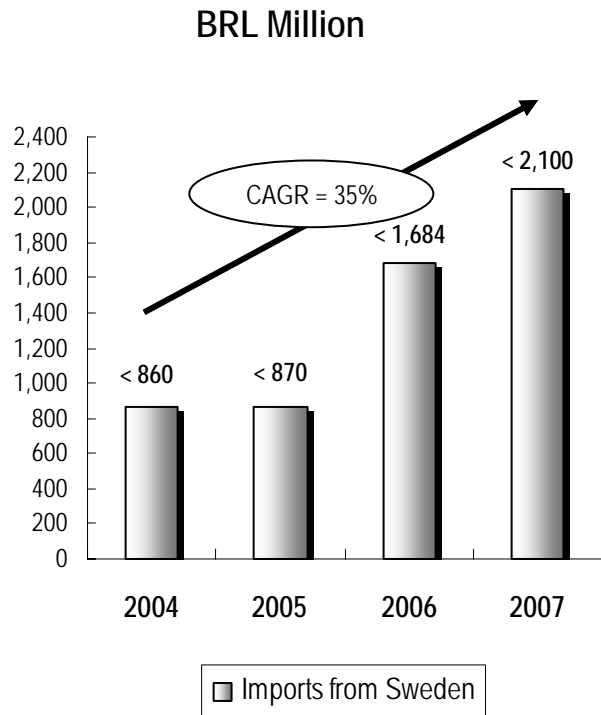
Imports and exports of Swedish companies in Brazil BRL million



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Trade between Sweden and Brazil is also increasing and exports grew by 24% and 54% respectively between 2006 and 2007

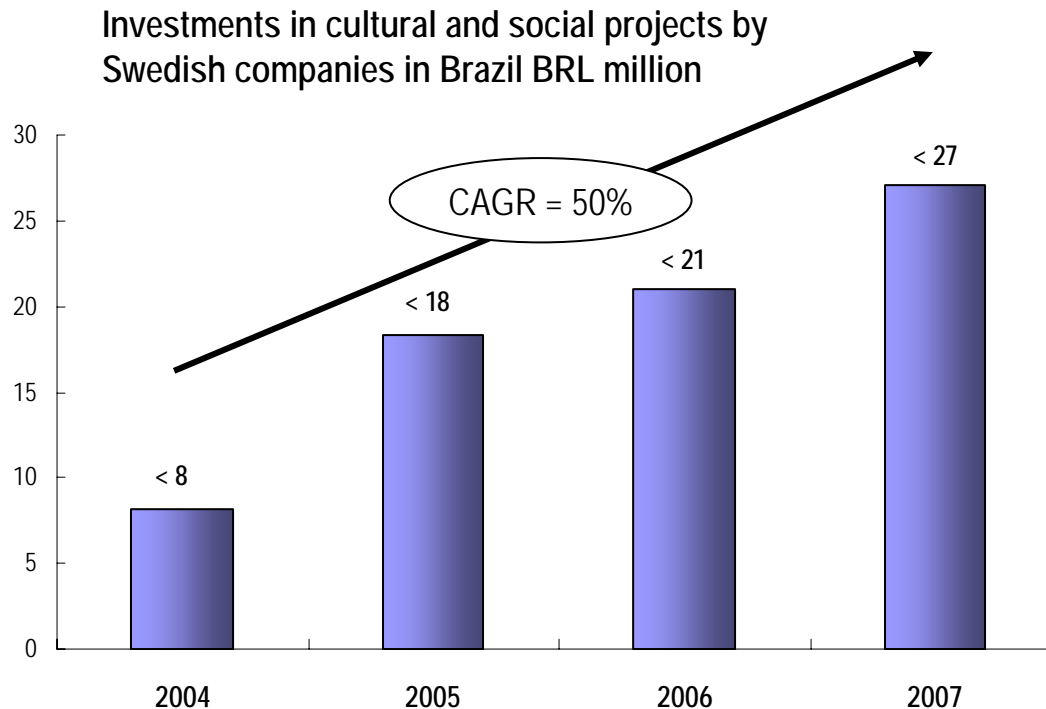


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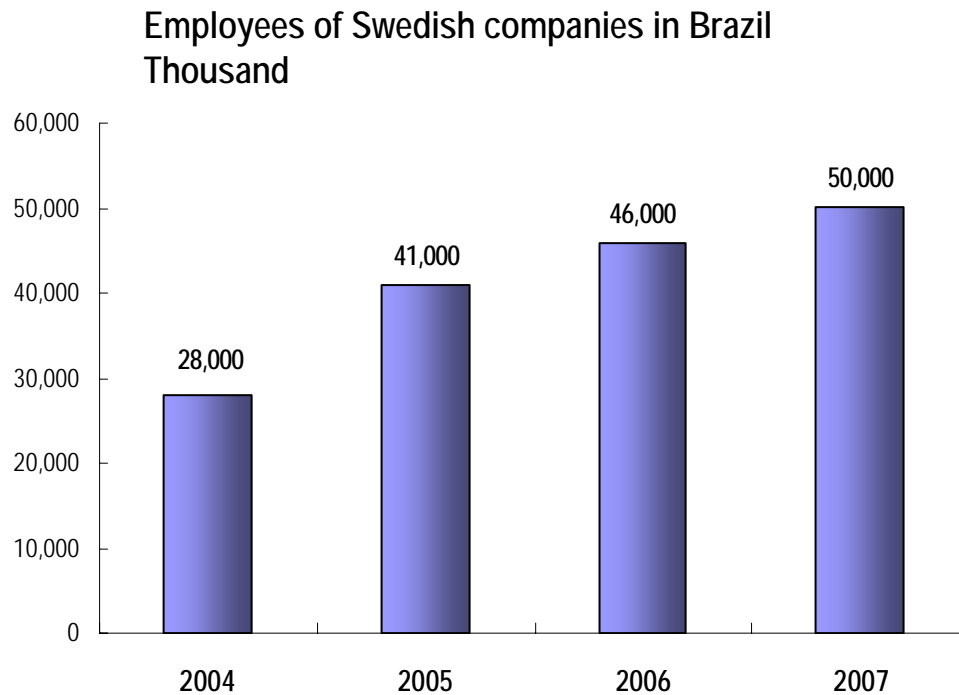
Investments in cultural and social projects have skyrocketed over the past years, now at BRL 27 million. Tax incentives from the Brazilian tax authorities are successful



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## Swedish industry is employing more and more people in Brazil – now 50.000 people





## Contact

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