

SWEDEN IN BRAZIL

A Story of Passion for Business and People



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Not everyone knows the jabuticaba – but I wish they did

BY HM QUEEN SILVIA OF SWEDEN

The jabuticaba is a Brazilian fruit that is both sweet and tart, and that works just as well on its own as in jams and juice. I ate it often during my childhood years in São Paulo. Today, we grow it in the Royal green houses in Sweden. To me, it bridges both time and geography – and is a joyous reminder of my Brazilian mother Alice Soares de Toledo and of the love and tenderness I carry for Brazil.

As Queen, I have often returned to Brazil, both alone and with my family. My first official visit was in 1984, together with His Majesty the King. The Swedish-Brazilian Chamber of Commerce has played an important role in many of these visits, such as the State visits in 2010 and 2012, our tour of the spectacular Olympic Games in Rio 2016, and in

2017 when São Paulo hosted both the Brazil-Sweden Business Leaders Forum and the Global Child Forum of South America.

The welfare of children is an issue that is very important to me. In 1999, I founded the World Childhood Foundation which works to protect children from violence and sexual abuse. We provide support to local organizations that are developing new and innovative methods to help vulnerable children and families. I am proud that Childhood's activities today span the world, with hardworking colleagues at dedicated offices in Sweden, Germany, USA – and Brazil.

During a Childhood event in 2003 in São Paulo, I asked if football legend and since 1958 Sweden-friend Pelé (1940–2022) would like to sit

next to me. He kindly agreed. His charm and humor, and above all his commitment to help Brazil's youth, left an indelible impression.

Across all these years, I have been a proud witness to how the relations between our countries grow stronger with every year, along with the Swedish business presence in Brazil.

I would also like to take the opportunity to mention the Consul General Mr. Erik Svedelius (1909–2009), whose love for Brazil and dedicated work facilitated the continuous good relationships between the two countries. He spent nearly a lifetime in Brazil and was actually the first Swede I met, only three years old, as my father worked for the Swedish company Uddeholm. Thanks to Mr. Svedelius many Swedish

companies were confident to stay in Brazil during difficult years.

As an Honorary Member of the Swedish-Brazilian Chamber of Commerce, or “Swedcham” as they say, I would like to congratulate the Chamber on its 70th anniversary and on its successful building of bridges between our two beloved countries.

Thank you all, Swedcham, the Swedish Embassy in Brasilia, FAM (the Wallenberg Foundation) and the Centre for Business History in Stockholm, thank you for producing this very interesting book.

Silvia

Foto: Yanan Li/Kungl. Hovstaterna



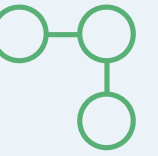
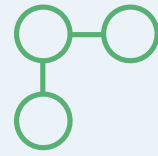


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1826

Diplomatic relations established between the Empire of Brazil and the Kingdom of Sweden.



Photo: Artyominc / Wikimedia CC BY-SA 3.0

“Look, there’s Limhamn-Jesus!”

The foundation for Cristo Redentor is supposedly built with cement from the cement factory in Limhamn, Sweden. True or not, Swedish sailors quickly nicknamed the world-famous statue accordingly.

6

Number of times Sweden and Brazil have played each other in the (men’s) Football World Cup.



MARIA, JOSÉ, AND KARL

In Brazil, José and Maria are the most common names. In Sweden, it’s Karl and – Maria.



200, 50 and 10

Swedcham has 200 corporate members (Swedish and Brazilian), hosts 50 member events per year – and counts 10 Swedish universities in its membership.

Olof everywhere

In Rio de Janeiro, one school, one avenue and one bus station (at least) are named after Olof Palme. Many more streets, parks and avenues across Brazil are named after the late Swedish prime minister.

Olympic hosts

Stockholm hosted the Summer Olympics in 1912, Rio de Janeiro in 2016.



Est 1953



Who came first?



AGA and SKF registered companies in Brazil in 1915. But ABB (then Asea) sold products in 1912, through a sales rep. And Ericsson traveled already in 1891 to install Brazil’s first fixed telephone (at Emperor Dom Pedro II’s residence in Rio de Janeiro). Let’s say they all were firsts! Or did we miss someone?

42,000

Number of employees in Swedish companies in Brazil (estimate 2021 by Business Sweden).



Opposites attract?

Sweden is known for its cold winters and snow, Brazil for its sunny beaches and warm climate.

Coffee!

Brazil is the world’s largest coffee producer (and has been for over 150 years). Swedes are the world’s second biggest coffee drinkers (after neighboring Finland).





Team Sweden

“Team Sweden” is what they call themselves: the Swedish organizations in Brazil that from their different perspectives work together to strengthen the bonds between the two countries.

Embassy of Sweden

The mission of the Embassy of Sweden in Brasilia is to safeguard Sweden’s interests in Brazil and develop bilateral relations based on the Brazilian-Swedish strategic partnership. This includes promoting Sweden in the broadest sense, dialogue, and reporting with a focus on Brazilian foreign and security policy, defense cooperation, economy and trade, domestic policy, and human rights, as well as climate, innovation, and sustainable development policy. The Embassy also handles consular and legal matters as well as migration. In addition to the Honorary Consulates General in Rio de Janeiro and São Paulo, Sweden has Honorary Consulates in Fortaleza, Salvador, Recife and Manaus.

Swedcham, Swedish Brazilian Chamber of Commerce

The Swedish Brazilian Chamber of Commerce – Swedcham – is a membership organization that promotes Swedish-Brazilian networks, to stimulate commercial activity and business collaborations between our two countries. Swedcham’s members include all the leading Swedish companies in Brazil – and many Brazilian companies with interests in Sweden. They bring their know-how to and share their knowledge in Swedcham’s committees, seminars, network events, mentor programs, research reports and social events. We share our own know-how in our magazine NordicLight, and in our annual Brazil Business Climate Survey. If you’re in São Paulo, please come visit or use our coworking space.

Business Sweden

Business Sweden, the Swedish Trade and Invest Council, is a semi-governmental trade promotion and business consultancy firm. We are business developers on a mission to help Swedish companies enter and grow in Brazil, as well as Brazilian companies to invest and expand in Sweden. Our clients range from start-ups to small and medium-sized businesses to multinational corporates.

Our support covers all industries, and our service portfolio divides into three workstreams: Market Entry & Expansion, Partnership & Stakeholder Management and Business Incubation & Operations. This also includes a soft-landing service out of our office in Sao Paulo.

Consulate General of Sweden, São Paulo

From its office in São Paulo, the Consulate General of Sweden, founded in 1922, offers its services to the states Rio Grande do Sul, Santa Catarina, Paraná, Mato Grosso, Mato Grosso do Sul and São Paulo. It gives 75 million Brazilians access to general information about Sweden, its institutions, culture, economy, and society. Conversely, the Consulate also shares information about Brazil, its institutions, society, culture, and economy in Sweden. The consulate is structured for permanent interaction and local integration with various official bodies and partners in the cultural, scientific, educational, and economic fields in both Brazil and Sweden.

Honorary Consulate General of Sweden, Rio de Janeiro

The Honorary Consulate General of Sweden in Rio de Janeiro opened after the Swedish embassy moved to Brasília in the early 1970s. The consulate works with promotion of Sweden and consular affairs, covering the states of Espírito Santo, Goiás and Rio de Janeiro. The office offers services such as consular assistance to Swedish citizens and partial assistance to Brazilian citizens migrating to Sweden.

Swedish-Brazilian Research and Innovation Centre

The Swedish-Brazilian Research and Innovation Centre (CISB) is a private non-profit association that works to promote dialogue and offer a prosperous collaboration environment between actors from Sweden and Brazil. It focuses on projects involving advanced technologies that can deliver innovative and positively impact society. In so-called “Open Innovation Arenas” stakeholders from Brazil and Sweden are invited to connect, discuss technological challenges and solutions, generate ideas, and create bilateral research projects. Currently, CISB manages three Open Innovation Arenas, in addition to Mobility Programs and other initiatives on Artificial Intelligence and Corporate Venture.

From left: Karin Wallensteen (Sweden’s Ambassador to Brazil), Serigo Quiroga (Chairman of Swedcham), Andreas Rentner (Trade Commissioner and country manager Business Sweden), Renato Pacheco Neto (Consul General in São Paulo), Jan Lomholdt (Honorary Consul General in Rio de Janeiro), and Alessandra Holmo (Managing Director CISB).





**Passionate
people!**





Partners of the past, present and future

BY KARIN WALLENSTEEN, AMBASSADOR OF SWEDEN TO BRAZIL

As we are quickly moving towards 200 years of diplomatic relations – which we will celebrate in 2026 – it is more evident than ever that Brazil and Sweden are partners of the past, present and future.

In 2009, with the expressed purpose of taking our longstanding and close cooperation a step further, Brazil and Sweden established a strategic partnership. This partnership has generated and sustained a growing number of fields and ways of cooperation.

The Brazilian government's acquisition of the Swedish fighter aircraft Gripen elevated bilateral ties to yet another level. The deal between Brazil and the Swedish defense and security company Saab, which until then was the biggest Swedish export contract ever, included far-reaching cooperation on transfer of knowledge, technology and innovation. It has

had spillover effects that go beyond the field of air defense and opened up new areas of cooperation of strategic importance for both countries. Particular focus is on aeronautics, bioeconomy, sustainable mining, health/life science and smart cities. Together, Brazil and Sweden create growth, security and innovation. Both countries have a joint interest in exploring innovative solutions in areas of the future, particularly when it comes to green transition and sustainability.

As this book will illustrate, Sweden and Brazil have a long tradition of cooperation in the industrial sector. Over 200 Swedish companies are present in Brazil, providing tens of thousands of jobs. As part of the strategic partnership, Sweden and Brazil regularly conduct high-level dialogues on business, trade,

industry, science and education. The Business Leader's Forum is the business component of the strategic partnership, which enables discussions on priorities to achieve the overall objective of economic growth and increased global competitiveness through cooperation between the countries' business communities. The Innovation Weeks arranged in each country aim to showcase the very latest solutions that are on offer and create further synergy between Swedish and Brazilian companies and institutions.

The efforts of Team Sweden – a cooperation coordinated by the Embassy of Sweden, which includes Business Sweden, Swedcham, the Swedish Consulates in Brazil and the Swedish-Brazilian Research and Innovation Centre – is a strong asset

to Swedish businesses in Brazil and presents a role model to other markets.

The cooperation between Brazil and Sweden is now at a point where it is firmly institutionalized and established for the long term. In addition, there are many areas of political convergence between Brazil and Sweden, such as our views on multilateralism, human rights, rule of law, democracy and sustainable development. We continue to learn from one another and to reinforce our partnership to the benefit of our countries and their citizens.

The Embassy of Sweden congratulates Swedcham Brazil on 70 successful years in Brazil – and many more to come!



Karin Wallensteen, who was appointed Ambassador of Sweden to Brazil in 2022, greets trainees at CIMATEC in Salvador.





A business legacy that propels us into the future

HÅKAN BUSKHE, CEO OF FAM, CO-CHAIR OF THE SWEDEN-BRAZIL BUSINESS LEADERS' FORUM (BLF) AND FORMER CEO OF SAAB AB

As business leaders in both Sweden and Brazil can attest, our two countries share a unique business legacy. Swedish companies have been active in Brazil for over a century, in both times of growth and hardships. Today, Swedish companies employ over 42,000 people in Brazil, with

Brazilian management in charge of most Swedish subsidiaries. The Swedish-Brazilian cooperation has generated a natural transfer of productivity- and innovation knowledges, and of values such as

equality, transparency, and safe working conditions. Brazilian companies have been instrumental for many joint projects – and for many of them, their cooperation with Sweden has been a bridgehead into further European endeavors.

This book shares the history of many of these companies. That heritage continues to inspire all of us who work to nurture Brazilian-Swedish business relationships.

Myself, I am a long-time fan of Brazil. “Hospitable, professional, educated, cultural, bon vivants ...” these are just some words that come to mind when I think of the people of Brazil and the events we have shared together, both as CEO of FAM today and previously as CEO of Saab. The gala dinner held for the Swedish King and Queen during the Rio Olympics in



In September 2020, in Linköping, Sweden, the first Brazilian Gripen E was delivered, marking the start of the flight test program. From left: Major General Mats Helgesson, (Swedish Air Forces), Lieutenant Brigadier Antonio Carlos Moretti Bermudez (Brazilian Air Force), Minister Fernando Azevedo e Silva, Brazil; Håkan Buskhe, CEO of Saab, and Jonas Hjelm, head of Saab business area Aeronautics. (Photo: Lasse Hejdenberg)



At the Rio Olympics 2016, Håkan Buskhe donated a Brazilian jersey, with proceeds going to the World Childhood Foundation.

2016 was a truly memorable event and I was happy to donate a Brazilian football jersey, where the proceeds went to the World Childhood Foundation.

Of course, a highlight in my professional life, and in that of our bilateral relationship, is when Brazil in 2014 acquired 36 Gripen fighter aircraft from Saab. The deal intensified existing collaborations, created room for new knowledge transfers – and included a larger number of companies, such as Embraer, Akaer, AEL Sistemas and Atech. In the years that followed, many Brazilians moved to Sweden and contributed to Saab’s operations in Linköping.

Another cherished responsibility today is that of being Co-Chair for the Sweden-Brazil Business Leaders’ Forum (BLF). It is a recurring high-level meeting place for companies from both countries

where we meet to discuss shared challenges and opportunities. It is a cornerstone for the continued strategic partnership between Brazil and Sweden. Because despite our shared past successes, there is still a lot of untapped potential and room for an increased business exchange, not least in the manufacturing industry.

I want to thank all the members of Team Sweden, including the Swedish-Brazilian Chamber of Commerce who are celebrating their 70th anniversary. This book reflects the dynamic meeting place that the Chamber offers and the many network opportunities it provides for Swedish-Brazilian business to continue to flourish – for at least another 70 years to come!



Swedcham at 70 years young!

BY JONAS LINDSTRÖM, MANAGING DIRECTOR SWEDISH-BRAZILIAN CHAMBER OF COMMERCE

In March 1953, a group of insightful business leaders, all working for Swedish businesses in Brazil, met at the Matarazzo building in downtown São Paulo. They wanted to find ways to further strengthen the already close ties between Sweden

and Brazil – and their meeting became the start of Swedcham. If they were to appear again today, 70 years later, I believe they would be pleased to see that Swedcham continues to stand solid in 2023.

My own part of that history began in 2009, when I was appointed Managing Director. I had little business background, but the board, led by chair Christer Manhusen, assured me that professional networking and competence development was more important to the Chamber than business consulting. I am still here – and still see this is one of the best jobs anyone can have.

I was just a few years into the job when I received an invitation to meet with Queen Silvia, who in 2011 was back in her childhood hometown of São Paulo. She asked me about our work, how Swedish business was doing in Brazil, and her curiosity and extensive

São Paulo's famous Matarazzo building in the 1950s. It housed offices for Uddeholm, Cia. T Janér – and Swedcham's first!



King Carl XVI Gustaf visited Swedcham in 2017. Here with then Chairman Nils Grafström (center) and Managing Director Jonas Lindström (right).



knowledge left a mark on me, that to this day influences how I look at our work at Swedcham.

The job often swings from inspirational conversations to large events. I remember well when Volvo Ocean Race came to Rio de Janeiro. Ericsson celebrated 85 years in Brazil and had two boats in the race that year, with Brazil's Torben Grael as skipper of one. During the stopover, Ericsson organized a luncheon to benefit Childhood Foundation, with Crown Princess Victoria as guest of honor. And as we know, Torben Grael and his team went on to win the race.

Grand events like that abound when I look back. There were the Nobel Prize Dialogues in 2013, the Football World Cup in 2014, the Olympic Games in 2016, the Global Child Forum in 2017 and the SEB Nordic CEO Conference in 2019. The Chamber participated in all these events. For the Olympics, the Swedish Embassy and Swedcham hosted a gala dinner in Rio, filled with Swedish and Brazilian design. "This is magic," whispered the Queen as I accompanied her to her seat.

Then again, meetings smaller in scale often leave just as much impact. Such as when King Carl Gustav visited the Chamber in 2017, where he sat down with a group of Swedish startups in Brazil. A bit of a nightmare for the security teams, though, as the King insisted on walking from the hotel to the Chamber.

Over these years, the Chamber has grown in size and scope.

We are, for instance, members of the Swedish Chambers International (SCI), an organization of 24 Swedish Chambers abroad, where I sit on the board. In 2019, SCI launched the annual Global Business Climate Surveys, together with Business Sweden.

In Brazil, we have also launched a Young Professionals section in 2012, where we work to create links between Brazilian and Swedish youth and Swedish companies and universities. There is the annual CareerFair, and in 2023, we're launching a mentorship program that pairs 30 young talents with executives from Swedish companies in Brazil.

Our online presence has of course grown over the years, with live webcasts and active social media channels. These initiatives became essential building blocks during the lockdown years of the pandemic. We became 100% digital in a matter of weeks. Today, we run hybrid events, with room for 60 in our auditorium in Jardins in São Paulo and the rest of the world online. By the way, in a recent such "digital fika," skipper Torben Grael joined to update us all on what had passed since Volvo Ocean Race in 2009.

As we look forward, the Chamber will continue its work, looking at how business and technology can bring people together. Peace, democracy, free trade, sustainability, and social equality can only be achieved through open and constructive dialogue – and you can count on our continued work to offer platforms for such communication.

In this work, my deep thanks to my chairman Sérgio Quiroga, our diversified and qualified board, and my small but efficient staff – and above all, to all our members.

Let's continue writing history – together!



Sweden and Brazil, a long history

BY CHRISTER MANHUSEN, SWEDEN'S AMBASSADOR TO BRAZIL
1996–2002 AND CHAIRMAN OF THE SWEDISH-BRAZILIAN
CHAMBER OF COMMERCE, 2002–2010.

When the not unexpected but still very sad news came of the passing of legendary Brazilian football player – and my friend – Pelé, I was deeply touched.

We first met in 1996 when I, as Sweden's newly appointed ambassador to Brazil, paid a courtesy call on Pelé, or Edson Arantes do Nascimento, who was then Minister of Sports in President Fernando H. Cardoso's cabinet. We met many more times and became good friends, a friendship that continued after he left office.

Pelé left a strong impression on me, as he did on everyone who met him. Not just because he was ranked as the world's greatest footballer of all time – the only one to win three World Cups – but also for the warmth and charisma he radiated. After retiring his football shoes, he made outstanding contributions to Brazilian youth with great personal and active commitment.

Pelé was a great friend of Sweden ever since, at age 17, he won the World Cup final with Brazil at Råsunda Stadium in Stockholm in 1958. An unfor-

gettable match for both countries, with Brazil winning 5–2 over Sweden and Pelé scoring two goals.

I mention Pelé in this context because in 2007 he happily posed as the cover boy of the Chamber of Commerce magazine, kicking a yellow-and-blue football, which I had found in a sports store in Rio de Janeiro. It's a picture for all times!

When I arrived in 1996, as Sweden's head of mission, one of the very first places I visited was São Paulo, often referred to as "Sweden's second largest industrial city" after Gothenburg. Naturally, I quickly made my way to the Swedish-Brazilian Chamber of Commerce, the hub for all Swedish business life in Brazil. Swedcham, as it also often called, was located then, as it is now, on one of São Paulo's main thoroughfares and the city's most elegant business street.

By then, the Chamber was already over 40 years old and some of its pioneers were still around. I want to mention two: Erik Svedelius and Per-Gunnar Kalborg. Both were successful businessmen, and both were pivotal in the founding of the Chamber. They took an active part in the Chamber's activities



Above: Christer Manhusen (right) and former Minister of Finance Mailson da Nobrega, at a visit to Swedcham. Right: Pelé graced the cover of Swedcham's magazine in 2006.



right up to an advanced age. Hearing them talk about their lives in Brazil during the war, when they had not been able to return home and only communicated sporadically with family and headquarters, was an amazing experience.

In the decades after World War II, a steady flow of Swedish companies established themselves in Brazil. The large Swedish international companies were of course already there, many having arrived even before World War I. Now, many small and medium-sized companies sought their fortune in the "land of the future," which Brazil is often called. Today, there are over 70,000 people employed by Swedish companies in Brazil. All these firms sought and received professional help from the Chamber for the very complicated process of setting up a company in Brazil. The know-how and contacts that the Chamber could offer in almost all domains were unparalleled.

During the over 20 years that my involvement in the Chamber of Commerce lasted, I took part in the Chamber's growing operations, which stemmed from

an ever-increasing demand for the services that the Chamber offered. Growth was at times so rapid that the offices themselves had to be reconstructed and extended. An investment made possible by the fact that the Chamber stood on solid financial ground. Good finances were a constant guiding light.

There are many – and large – business projects to which the Chamber of Commerce has assisted with its know-how. I remember well the long and nerve-wracking negotiations regarding the sale of the Gripen fighter aircraft. During my six years at the embassy, the Gripen deal was the one that I devoted myself to the most – and enthusiastically so. Difficult negotiations, complicated politics, aggressive competitors – but in the end Sweden managed, against most odds, to secure the country's largest industrial deal in modern times. So far, it has involved 36 Gripen aircraft – the result of a fantastic collaboration between government, industry, and authorities. Here, too, the Chamber of Commerce played an important role. Just recently, the Commander of



the Brazilian Air Force expressed an interest in an additional 30 Gripen aircraft.

During my time, and for many years before that, the Chamber of Commerce had a very good cooperation with the semi-state-owned Export Council in Stockholm (today's Business Sweden), a collaboration that was mutually beneficial and functioned without friction. So when the decision came that the Export Council would open its own offices around the world, including in São Paulo, my and my board's disappointment was great. The change had financial ramifications too. Could we as a Chamber survive the competition? On the board the sceptics were overruled, and we invested our saved capital along with our own energy and conviction into the Chamber. The Chamber not only survived but flourished!

I understand that what is today called "Team Sweden," comprising the Chamber of Commerce, Business Sweden, the Embassy and the Consulate-General work well and in harmony, and all strive towards the same goal, to support Swedish entrepreneurship in Brazil.

When HM Queen Silvia and her foundation World Childhood Foundation established themselves in Brazil 25 years ago, it was only natural that the Chamber of Commerce became a member. The Chamber has since then been involved in various ways in Childhood's very important work to combat sexual exploitation of minors, especially girls and young women.

I take pride in Queen Silvia being the first – and only – honorary member of the Swedish-Brazilian Chamber of Commerce. Ours is also the only Chamber of Commerce with the Queen as an honorary member. It was at a board meeting that my vice chairman Börje Jerner had a stroke of genius and came up with the idea. The entire board supported

Börje's proposal, and I was asked to talk with the Queen. Not long afterwards, at a private meeting with both the King and Queen at Drottningholm Castle in Stockholm, I received the beautiful portrait of the Chamber's first honorary member that today hangs in Swedcham's offices.

When legendary Erik Svedelius and I first met, Erik was 87 and I was 55. The age difference did not prevent us from becoming close friends. For many years I visited Erik several times a week. When he passed away shortly after his 100th birthday, I unexpectedly received an inheritance. I quickly told my board, who received the news with some consternation. Had I, a Swedish government official, swindled the old gentleman? They were relieved when I put my inheritance from Erik on the table: a silver cigar snuffer, which I donated to the Chamber of Commerce, and four Hermès silk ties. I refused to part with these, though, and they still hold a place of honor among my ties.

In 2013, when the historic Råsunda Football Stadium in Stockholm was to be demolished, 55 years after the famed World Cup final, a proposal was made at a board meeting that the Chamber should contribute in various ways to "a celebration of the 1958 World Cup final." When I questioned why the Chamber should take part in celebrating Sweden's loss, a certain damper fell on the meeting. I must admit my skepticism came to shame, and there was a fantastic event at Råsunda the day before the demolition, with a match between Sweden and Brazil, and with players from both teams from 1958 present. Pelé himself



Left: Erik Svedelius, by many called "Mr Sweden in Brazil" for his lifetime of service in the country, takes time off to sail with his brother Lennart.

Right: In 2010, Nils Grafström (left) took over as chair of Swedcham from Christer Manhusen.

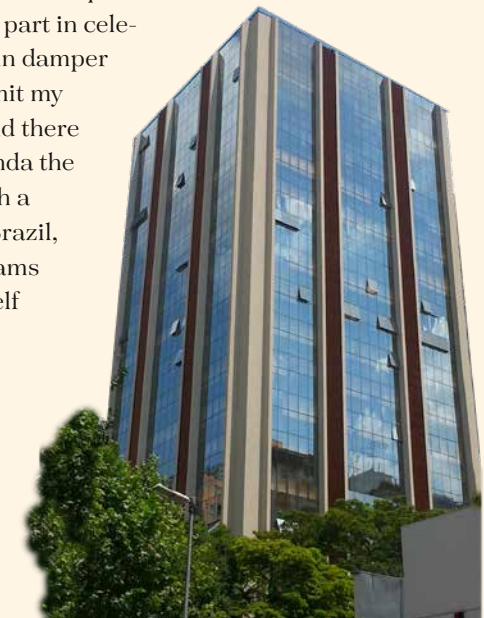
did the welcome kick-off, to the roar of the crowds – and the Brazilian team also won this time. Myself, I was placed on the distinguished guests' podium with the Queen – a very special moment.

There are of course many people I would like to mention that I have come to know during my more than two decades working in Brazil and in the Chamber of Commerce. No one mentioned, no one forgotten – but let me make one exception, for my successor as chairman, Nils Grafström, head of Latin America for Stora Enso. At Swedcham, we were two peas in a pod, who inspired and spurred each other

to, together with dedicated board members and committed employees, confirm the Chamber's role as a pillar for Swedish business life in Brazil.

All that remains for me now, as the Chamber prepares to celebrate its 70th anniversary, is to warmly congratulate Swedcham and wish continued success to my old friends Sergio Quiroga and Jonas Lindström, the Chamber's chairman and managing director. On a personal note, I would like to express my deep gratitude to all who together with me have dedicated their time and efforts to the Swedish-Brazilian Chamber of Commerce in São Paulo.

Swedcham is today located on Rua Oscar Freire in São Paulo, the eight most luxurious street in the world and second in the Americas behind 5th Avenue in New York.



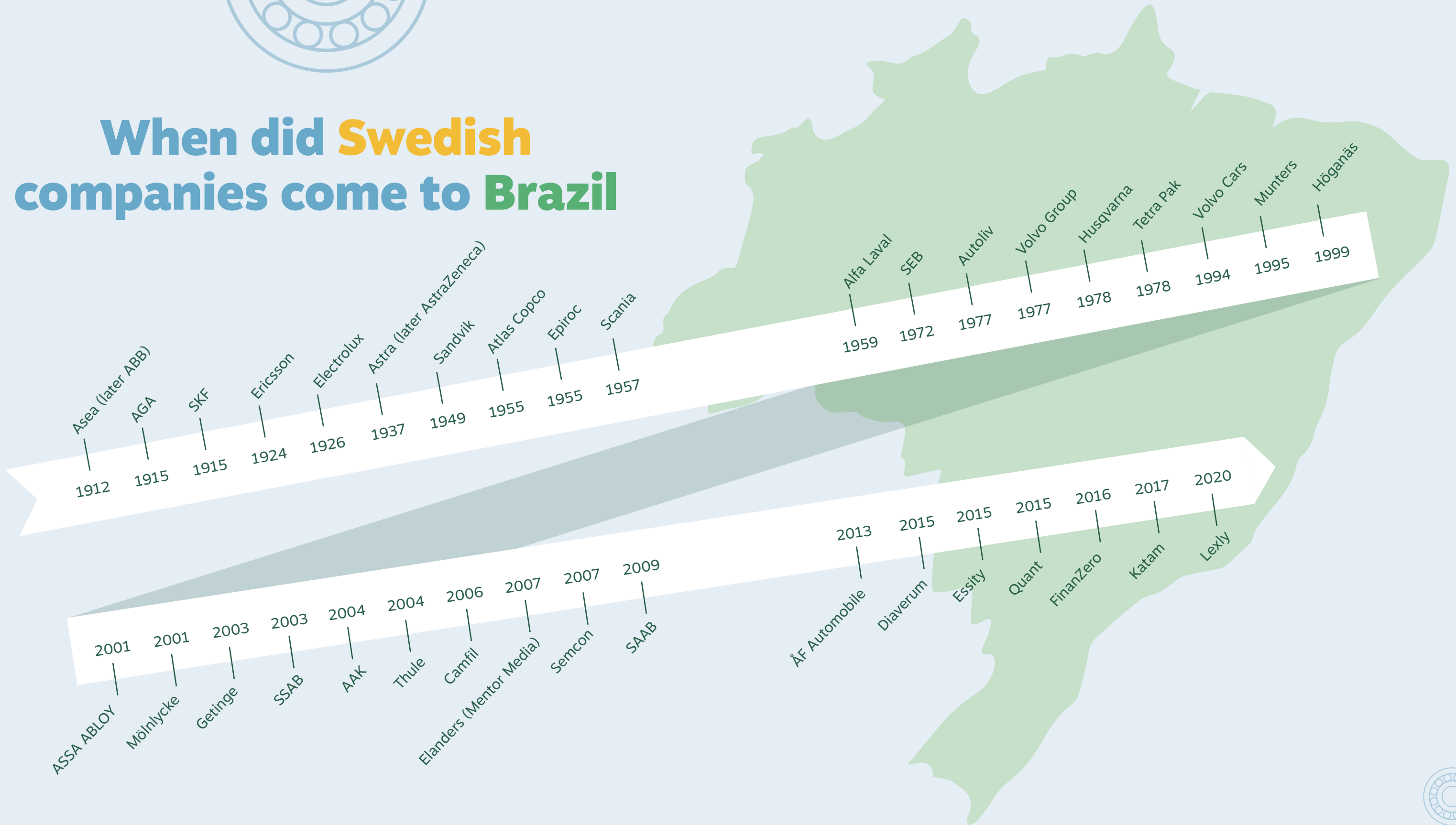


**Passionate
business!**

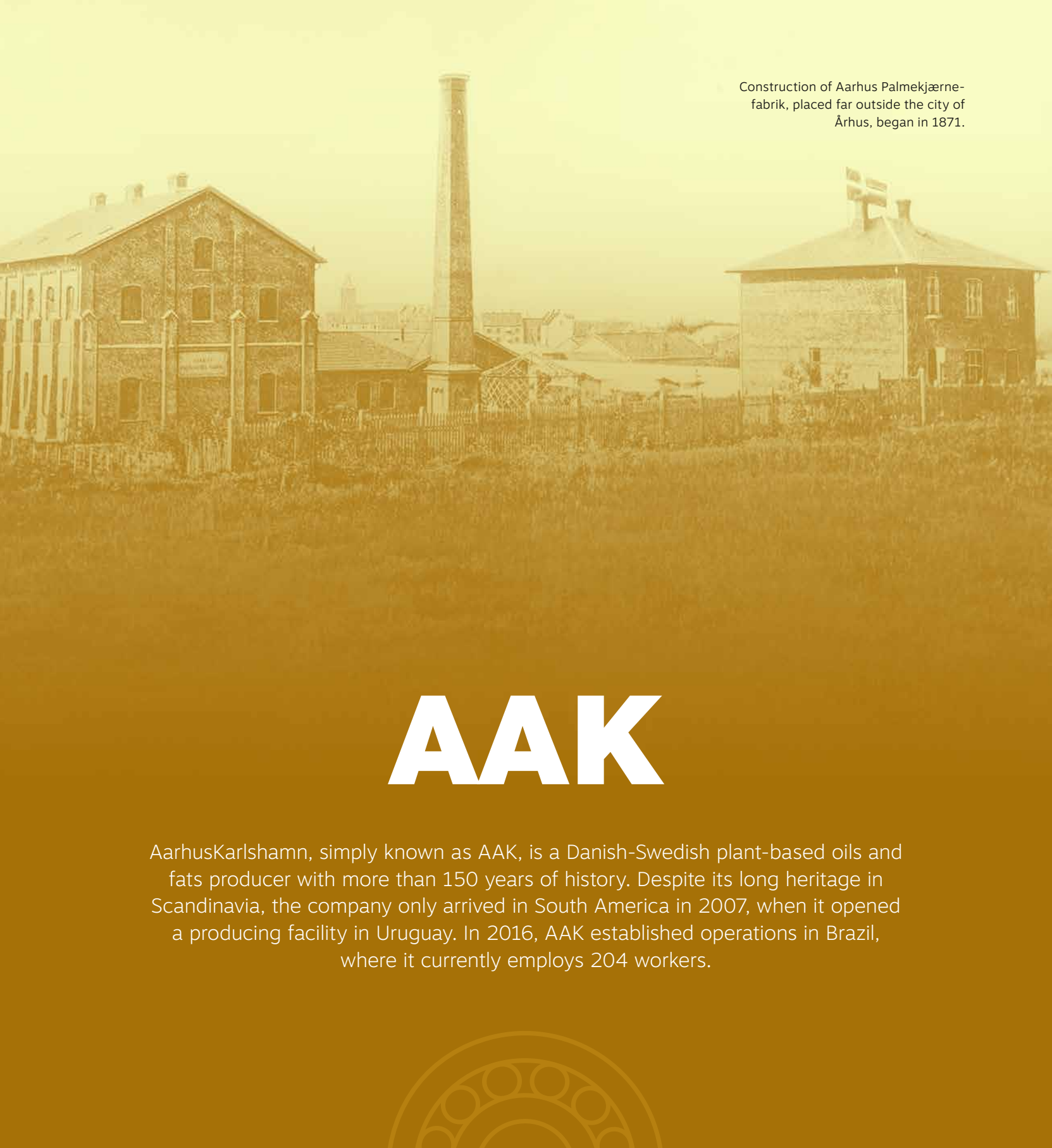




When did Swedish companies come to Brazil



Construction of Aarhus Palmekjærnefabrik, placed far outside the city of Århus, began in 1871.



AAK

AarhusKarlshamn, simply known as AAK, is a Danish-Swedish plant-based oils and fats producer with more than 150 years of history. Despite its long heritage in Scandinavia, the company only arrived in South America in 2007, when it opened a producing facility in Uruguay. In 2016, AAK established operations in Brazil, where it currently employs 204 workers.

150 years of history. In 1871, in the Danish city of Aarhus, Aarhus Palmekærnefabrik began its operations in palm kernels processing and oil production. After rapid expansion, it changed its name in 1892 to Aarhus Oliefabrik and by 1940, the company accounted for 10% of Denmark's exports. Meanwhile, over in Sweden, Karlshamns AB was born in 1918 as a manufacturer of soybean meal for stockfeed and soybean oil. In 2005, the two companies merged into today's AAK, a major supplier of fats and vegetable oils to several industries.

AAK is one of the founders of the Roundtable on Sustainable Palm Oil (RSPO) and runs the Kolo Nafaso project, which supports more than 350,000 small-scale, female-led collectors of shea seeds, providing pre-financing, technological assistance and training in Burkina Faso, Ivory Coast and Ghana.



Today, AAK works to embed sustainability from plant to brand, to meet its corporate purpose of "Making Better Happen."

First Uruguay, then Brazil

AAK's relationship with Brazil came by way of Uruguay. In 2007, AAK opened a plant in Uruguay that focused on vegetable fats and oils for the chocolate and confectionary industry. "It was a soft-landing strategy," explains Gerardo Garza, President of AAK for South of Latin America. "We found a partner in Uruguay who co-invested in a small plant, which allowed us to minimize costs and risks."

In 2016, to expand its business to Brazil and start supplying products to dairy, bakery, plant-based and special nutrition industries, AAK inaugurated a processing plant in Jundiaí in São Paulo State. The facility processes multiple vegetable oils such as those extracted from palm tree, coconut, rapeseed and shea.

"But our focus was not only to develop new business, but also to be a force in elevating everyone working with fatty and vegetable oils, including our clients and even our competitors, to the next level in technology and sustainability," says Gerardo.

In line with this ambition, AAK believes in working closely together with its customers and developing purpose-fit products. This work is carried out in the company's Customer Innovation Center, located in the Jundiaí Site, one of the 15 such AAK centers around the world. There, AAK and its clients test and assess new products, processes, and solutions – before taking them into the regular supply chain.

One of the most important markets for AAK

"Our focus is in the long-term. We believe that Brazil is one of the most important markets for AAK's future and, using the country as our regional headquarters, we'll continue to invest in Latin America, following the region's growth and potential," said Gerardo Garza.

Visualizing the future at ABB.

ABB

The global robotics, motion, electrification, and automation group ABB builds its heritage on both Swedish and Swiss roots, born as it was in 1998 when Swedish ASEA merged with Switzerland's Brown, Boveri & Cie. ABB has been active in Brazil for 111 years, supplying, among other things, the electric drive mechanisms for the Bondinho do Pão de Açúcar (The Sugar Loaf Mountain Cable Car), one of the best-known postcard views of Rio de Janeiro. ABB Brazil employs more than 1,600 people.

The world is electric. ASEA was founded in 1883 in Sweden to manufacture electric lighting equipment and generators. It grew from that – and among its early hallmarks was the three-phase power system, invented in 1889 by company partner Jonas Wenström. Meanwhile, in Switzerland, Charles E. L. Brown and Walter Boveri established Brown, Boveri & Cie. The company was the country's first to transmit high-voltage power. The two power and automation companies grew globally and in parallel until 1998, when they merged to form Asea BBC – or just ABB for short. ABB today employs 105,000 people in more than 100 countries.

111 years helping Brazil to go beyond

ABB's history in Brazil started in 1912 in Rio de Janeiro. That is 111 years ago this year! To the city's unique landscapes, ABB brought many solutions – including supplying electrical equipment for the Pão de Açúcar cable car. That is 111 years ago this year!

In the 1950s, ABB opened two factories in Brazil, in the São Paulo region. This was a milestone for Brazilian industry, which now had local supply and service of power devices and systems.

Over the years, ABB has been a steadfast supplier to Brazil's largest infrastructure projects. In 1984, for instance, it installed nine generators at Itaipu, then the world's largest hydro power plant.

Headquartered in São Paulo with sales offices and service units across the country, ABB Brazil supplies major Brazilian companies across industry sectors with its portfolio of robotics, process automation, electrification, and motion solutions.

With two manufacturing plants, one in Sorocaba and another in Contagem, and a service facility in Parauapebas, ABB also generates job opportunities and investments locally. The company employs about 1,600 workers in the country that accounts for half of the company's revenues in Latin America.

“Writing the future”

“We are enormously proud of our participation in Brazil's most relevant infrastructure projects over the years. The country is a strategic market for ABB globally and we are very excited about what is still to come. ABB is a technology leader in robotics, motion, electrification, and automation solutions and we work to enable a more sustainable and resource-efficient future. Our solutions connect engineering knowledge and software to optimize how things are manufactured, moved, powered, and operated. In Brazil we help customers from all types of industries to shorten their journey towards digitalization, so they become more agile, safe, competitive and energy-efficient,” says Luciano Nassif, country holding officer for ABB Brazil.



Collaborative Robot GoFa
CRB 15000 at work.



Energy for the Brazilian people: The building of the Itaipu Dam

The Itaipu Dam is a hydroelectric dam on the Paraná River on the border between Brazil and Paraguay. Completed in 1984, it is the world's third-largest hydroelectric dam. And it wouldn't have come into being without Swedish and Brazilian know-how coming together – to give energy to the Brazilian people.



The Itaipu Dam on the Paraná River, on the border between Brazil and Paraguay, was completed in 1984 and is the third largest hydroelectric dam. Photo: Jonas de Carvalho / Wikimedia CC BY-SA 2.0.

In the 1960s and 1970s, Brazil's economy grew 10% every year on average, driven by accelerated industrialization and urbanization processes. The country's growth astonished the world – it was the “Brazilian Miracle” and Brazil rose to become the eighth-largest economy in the world.

At the time, Brazilians still lived under the Civil-Military Dictatorship, which had come into power in 1964. Even so, Brazil was considered a dynamic country that was ready to take off into the future and foreign capital started to flow into the country. Industrial zones such as the ABC Paulista in Greater São Paulo and the Free Trade Zone of Manaus became

success stories, and manufacturers of machines and equipment installed themselves in the Greater São Paulo area. This made Brazilians migrate from the countryside to the coastal capitals. São Paulo became a great engine of Brazilian development and entered the list of the 10 largest cities in the world.

Energy for tomorrow

Now an industrialized country, with an emerging middle class using household appliances and driving automobiles, and industries using up more energy for every year, Brazil needed to ensure a continued energy supply and security.

So in 1966, Brazil and Paraguay decided to build a joint hydroelectric power plant in the Paraná River Basin, which holds water for a third of the Brazilian population.

An international consortium was created to study the feasibility of the plant, named the Itaipu plant after a word in Tupi-Guarani meaning “the singing stone.” The consortium joined companies Siemens (Germany), ASEA (Sweden) and Brown Boveri & Cie (Switzerland).

In early 1975, the first machinery began to clear the way for the construction of the new power plant. From the start, it was clear the build would

require a great feat of engineering. At the height of construction, more than 40,000 people were working at the same time to divert the waters of the Paraná River and build the plant.

A little bit of Sweden

Throughout the entire processes, Swedish technology and know-how were involved in the project. For example, Swedish giant Atlas Copco, for example, supplied the first drilling and construction equipment to Itaipu in 1976.

The basic principle of a hydropower plant is simple: water force pushes turbines, which in turn drive





power generators. It's a constant transformation of gravitational energy into kinetic energy, and finally into the energy that we consume in our homes.

At the heart of Itaipu are the generators and transmission lines, which contain a little bit of Sweden. Geir Biledt, who at the time was ASEA's Manager for the Itaipu Substations and Transmission Lines Project, explains: "ASEA supplied the circuit breakers of Itaipu and also the substations and the transmission lines, which takes the energy produced by the dam from Foz do Iguaçu and bring it to São Paulo.

In 1985, ASEA broke the world record by putting into operation the first stage of the continuous current system of the plant. "This was the first 100% digital system in the world. Systems at this time were normally analog, using electrical relays and similar equipment. The two giant 6,300 MW, 600 kV substations were only beaten by the Chinese in the Three Gorges Dam in 2003," Geir points out.

ASEA's main competitor at the time was Brown Boveri & Cie (BBC) from Switzerland. The two companies would actually merge in 1988 and become today's industrial giant ABB. But they were used to, already then, pitching in to bid on projects only to win different parts of them – and then working together in consortia.

So while ASEA built the transmission lines for Itaipu, BBC won the order to build its 18 power generators, the largest in the world at the time. In 1984, BBC installed the first of these generators.

Today's ABB remains a premium supplier of the most advanced technologies present at the Itaipu Hydropower Plant: there are substation breakers, generators, transmission lines, and electrical panels, among others.

All the Swedish technology involved in Itaipu's substations and transmission was fully transferred to Brazil, which began to produce the necessary maintenance equipment. "This deal was the second largest of Sweden's export contracts at the time. It was a big landmark for all of us," says Geir.

Left: Control room at Itaipu.
(Photo: Anagoria / Wikimedia CC BY 3.0.)
Right: Substation at the Itaipu Dam.



This is the Itaipu Dam

- 2.7 million GWh produced since 1984
- 14 GW of installed power

Location: On the Paraná River, between Brazil and Paraguay

Construction start date: 1975

Completion date: 1984

Purpose: Hydroelectric power generation

Height: 196 meters (643 feet)

Length: 7,919 meters (25,981 feet)

Number of turbines: 20

Operating company: Itaipu Binational

Countries served: Brazil (11% of energy consumed) and Paraguay (88%)

Annual energy generation: Approximately 103 TWh

Environmental impact: Without the Itaipu hydroelectrical dam, Brazil would need to burn about 2,144,000 barrels of oil to get the same 14 GW.

To build the Itaipu Dam...

- 58 tons of explosives were used to excavate a volume 8.5 times greater than the Chunnel (the tunnel built between France and England under the English Channel)
- 12.7 million m³ of concrete – enough to build 97 Öresund bridges – were used.
- 50 million tons of earth and rock were used in construction.
- 40,000 people worked on the project

Today's energy

The Binational Hydropower Plant of Itaipu is today still the largest clean energy generator in the world. It holds more than 14 gigawatts of installed power – or 11% of all energy consumed by Brazil and 88% of the amount needed to meet the needs of Paraguay. By 2004, the plant had generated enough energy since its inauguration to supply the whole world for 36 days.

And Swedish engineering is still present in this continuous effort. In 2011, ABB won an R\$80 million contract from Binational Itaipu, the public company that manages the enterprise, to design and build an air-insulated breaker substation. This infrastructure connects the energy generated at the plant to a transmission line that supplies Paraguay.



Geir Biledt at his desk in Rio de Janeiro in 1982.
(Photo: private)



Early in 1912, AGA's CEO Gustaf Dalén was blinded in an acetylene explosion. Later that same year, he was awarded the Nobel Prize in Physics.

AGA

In 1904, AB Gasaccumulator was founded. Under its acronym AGA it would become known worldwide as a leader in industrial gas. The company came to Brazil in 1915, lighting the way – much like its famous lighthouses did for ships – for other Swedish enterprises that came after. Today, AGA is part of the Linde Group, under the banner of White Martins in Brazil.

Headed by a visionary scientist. For many Swedes, inventor Gustaf Dalén, born in 1869 in Stenstorp, Sweden, is synonymous with AGA. He joined the company in 1904, when it was founded, and took over as CEO in 1909. AGA grew globally, building among other things on Dalén's solar valves for headlights powered by acetylene gas. Early in 1912, Dalén was blinded in an acetylene explosion. Later that year, he was awarded the Nobel Prize in Physics. He remained as CEO until his death in 1937.

The AGA innovations led the way with more than just navigation lights. Acetylene gas welding, which revolutionized the development of the cutting and machining industry, was another great advance. AGA made its mark in the electronics, medical, stoves and broadcasting sectors.

A beacon for Swedish companies in Brazil

AGA's big break in Latin America came with an order in 1911 to provide the Panama Canal, then still under construction, with a lighthouse system: 30 light houses and 57 light buoys.

"My grandfather Gustaf Dalén saw that South America, with its long coastline, was a very interesting market for AGA," explains Göran Dalén, Gustaf's grandson and himself a seasoned industry CEO.

In 1915, the company opened in Rio de Janeiro (then Brazil's capital) to produce oxygen and acetylene. Companhia Brasileira Gassaccumulator was born, renamed Companhia AGA do Brasil de Gás Acumulado.

AGA's activities in Brazil were not limited to the gas sector. In 1919, Swedish Arend Holmberg, director of Holmberg & Beck, brought the metallurgical engineer Eric Tysklind to Brazil to build a foundry in Ipiranga, São Paulo. This led to the creation of Fábrica de Aço Paulista S.A. (Faço). AGA bought Faço in 1920 for its local energy rights.

Faço was a success for AGA in Brazil, a country that was lacking in infrastructure but growing rapidly. It helped pave the way into the country for

other Swedish companies, such as Vibroverken (now Dynapac) and Avesta Steel & Alloys.

"I don't think my grandfather Gustaf visited Brazil," says Göran Dalén," but I do remember when my father Gunnar Dalén, who was AGA's CEO in the 1950s and 1960s returned from a business trip to Brazil. He told the family about an amazing country and its new capital Brasilia."

In 1972, AGA sold Faço to focus its operations on the production and distribution of industrial gas.

Transforming difficulties into business opportunities

Lars Källsäter was CEO of AGA (Linde) do Brasil from 1985 to 1990. He remembers: "In the early 1970s, AGA in Brazil was losing market shares due to a lack of capacity investments. The company planned to merge with Air Liquide in Brazil, with AGA taking a minority share in the merged company."

However, a team of marketing, finance and production specialists found that the company should keep its independency and invest in production and distribution in Brazil. This was a turning point in the company's presence in the country: AGA invested in building air gas plants in Rio de Janeiro, Belo Horizonte and Recife.

By 1986 AGA do Brasil had signed around 100 contracts for liquid gas supply. "This was much more than ever realized in any of the markets in which AGA was active. The natural optimism of the Brazilian people as well as an unbending enthusiasm on the part of our engineers can summarize this successful story. We had turned the losers into winners," concludes Lars.

As fate would have it, though, in 1999, German company Linde acquired all of AGA on a global basis. The Linde Group also owns the Brazilian brand White Martins, under which Linde today operates in Brazil.

AGA today is owned by The Linde Group, a global leader in industrial gases.



Alfa Laval's first factory
on Marginal Pinheiros,
São Paulo, Brazil, in 1965.

Alfa Laval

Swedish engineer and inventor Gustaf de Laval founded Alfa Laval in 1883 to make and sell separator centrifuges for the dairy industry. 76 years later, Alfa Laval began operations in Brazil, with a focus on the sugar, alcohol, shipping, oil, and gas sectors. Today, the company has two factories and a service center in the country and 500 employees serving more than 2,000 customers.

AB Separator. In 1883, Swedish engineer and inventor Gustaf de Laval gave the world a centrifugal separator that separated cream from milk. This might not sound like much today, but back then it was revolutionary for an agricultural industry that wanted to modernize itself. De Laval and his partner Oscar Lamm founded AB Separator. Manufacturing everything from pumps to heat exchangers, the company became an industry-leading supplier in over 100 countries. Today, we know this company as Alfa Laval.

Came to Brazil in 1959

By the late 1950s, Alfa Laval was already a multinational company with subsidiaries in more than eight countries. But now it was time to also start operations in Latin America's largest country. At that time, Brazil was one of the world's fastest growing economies. In 1959, Alfa Laval opened its facilities on the Marginal Pinheiros in São Paulo.

In the late 1970s, after two oil crises that shook the global economy, the Brazilian government launched the National Alcohol Program (Proálcool), which boosted the production of biofuel in the country, especially ethanol. Alfa Laval Brazil was a major contributor to this Brazilian energy revolution, developing local solutions and machinery for ethanol production, which were also sold to several countries.



Alfa Laval first came to Brazil in 1959.

The first decade of the 2000s saw another sharp growth for Alfa Laval in Brazil. The company expanded its production of heat exchangers, decanters, pumps, and centrifuges in the country. In 2008, the company opened a modern production line at its current location on Anhanguera Highway in São Paulo.

"Alfa Laval Brazil is one of the main suppliers of the Brazilian industry. Every year we serve around 2,000 customers from the most diverse sectors. We are market leaders in most of our products, which are considered premium by the industry," says Fabio Muniz, President of Cluster Latin America.

In 2011, the company began a period of expansion of activities in Brazil with the acquisition of Aalborg, a Danish boiler manufacturer whose operations in the country were in Petrópolis and Macaé, in the state of Rio de Janeiro. Three years later, Alfa Laval opened a service center for the oil and gas market in Rio das Ostras, also in the state of Rio de Janeiro.

Alfa Laval's most recent acquisitions were Norway's StormGeo and the Brazilian company Climatempo, a well-known Brazilian meteorological service. This strengthened Alfa Laval's marine strategy by enabling greater energy predictability and efficiency for its clients.

Accelerating the future

"At Alfa Laval we want the future to be today, not tomorrow. Our global purpose as a company is to accelerate the success of our customers, people and planet. We want to create sustainable solutions with our partners – and help contribute to building the global Alfa Laval Group at the same time," concludes Fabio.

In 2014, ASSA ABLOY acquired Silvana, one of Brazil's leading lock companies and headquartered in Campina Grande, Paraiba.

ASSA ABLOY

Founded over 140 years ago, ASSA ABLOY is an undisputed leader in access solutions. With 48,000 employees in over 70 countries, the group offers access control, entrance solutions, hotel security, identification management and more. In Brazil since 2001, ASSA ABLOY has grown by acquiring and strengthening already well-known access solutions and brands in the industry.

Excellence since 1849. August Stenman, then a 23-year-old locksmith's apprentice, started making hinges and padlocks in the town of Eskilstuna, Sweden in 1849. The young company, then just called August Stenman AB, soon also started making keys and locks. As industrialization advanced, it became one of the pioneers in adopting new concepts such as mass production and automation.

After World War II, the company grew rapidly with the post-war reconstruction of Europe. Customers in Sweden's automobile industry, with Volvo and Saab leading the way, were also important to the company's growth. The locks made by the company – which by 1986 changed its name to Assa, an acronym based on its founder's initials – gained international fame for its excellence and durability. In 1994, after weathering financially unsettling times, Assa joined forces with Finnish Abloy to form today's ASSA ABLOY, today a world leader in access solutions.

Prestige among Brazilians

ASSA ABLOY arrived in Brazil in 2001 with a strategy of combining local expertise with global experience. This led the company to acquire Brazilian locks and access-solutions providers, well-known by Brazilians. Simultaneously, it rolled out

its already existing and internationally renowned brands in the Brazilian market.

That first year, ASSA ABLOY acquired La Fonte, a century-old company recognized for its security, design, and sophistication. In 2014 and 2015, the manufacturers Silvana, Udinese and Papaiz – the latter a top-of-mind brand of padlocks – joined the group.

Today, it is practically impossible to pass through airport entrances, shopping malls, hotels, schools, and homes without also passing an ASSA ABLOY solution. It's a company with a strong presence in the country, with six factories.

The strength of local production

"The ASSA ABLOY Brazil Group has been present in the country for over 20 years and this is just the beginning. We are proud to have brands that are part of Brazil's history such as Papaiz, Udinese, La Fonte, Silvana, Yale, Control iD, Access Control and Special Doors. For the future, we intend to maintain our local production force and invest in research and development, focusing on technology, sustainability, safety, and the customer's shopping experience," says Luiz Buzzo, President of ASSA ABLOY Group Brazil.



In 2015, ASSA ABLOY acquired Papaiz, a top-of-mind brand of padlocks, established in 1952 and based in Salvador in northeastern Brazil.

Nurse holding AstraZeneca vaccine vial in 2021, at a drive-thru vaccination post against COVID-19 at the Latin America Memorial in São Paulo. (Photo: Rovena Rosa/Agência Brasil.)

AstraZeneca

The multinational pharmaceutical company AstraZeneca was founded in 1913 in Sweden, under the name of Astra AB. In 1998, the company merged with its British peer Zeneca Group PLC and became the global leader of the sector. In Brazil since 1937, AstraZeneca is by far one of the most well-known, premium recognized brands by the Brazilians due to its successful COVID-19 vaccine.

Science, Innovation and Growth. Astra AB was established in Sweden in 1913, created by 400 doctors and apothecaries to meet the need for domestic pharmaceutical production. The company introduced innovative drugs such as penicillin and anesthetics and later developed medications like Losec and Aptin. In the 1990s, Astra searched for partners to deal with increasing development costs and pressure from external actors.

In 1998, Astra merged with British multinational pharmaceutical company Zeneca to form AstraZeneca, a global pharmaceutical leader headquartered in London, with R&D headquarters in Sweden. AstraZeneca has grown to become one of the world's largest pharmaceutical companies through numerous acquisitions and research and development centers, including one in Gothenburg, Sweden.

87 years of presence...

AstraZeneca roots in Brazil came from 1937, when the company (then only Astra) bought a local company, which produced medicines until 1970, when this business was sold to Lepeti, a Dow Chemical subsidiary. In the beginning of the 90s, Astra decided to establish a full operation in Brazil. And in 1994, they started to build a brand-new production plant in São Paulo. At the time, 400 people worked for Astra.

As a merged company, AstraZeneca is established in Brazil since 1999, and today it's located in Cotia, São Paulo, Brazil, and is proud of its strong commercial and distribution presence in the country. The

company is committed to improving the lives of 5 million Brazilian patients by 2025 by offering a solid portfolio of medicines and an innovative product development program. The company strives to create patient-focused solutions to address local health systems' challenges while providing training and innovative solutions to support them.

Helping Brazil fight COVID

In 2020, AstraZeneca signed a technology transfer agreement with Brazil's Oswaldo Cruz Foundation (Fiocruz) to produce the COVID-19 vaccine developed by the University of Oxford and AstraZeneca in Brazil. The agreement aimed to provide the vaccine to the Brazilian population.

Under the agreement, AstraZeneca transferred technology to Fiocruz, which enabled the production of the vaccine in Brazil. The partnership has been a success, with millions of vaccine doses produced and distributed to the Brazilian population. The technology transfer agreement has also paved the way for future collaborations and partnerships to combat other health challenges in Brazil and beyond.

Vial holding AstraZeneca COVID-19 vaccine. (Photo: Panamerican Health Organization, 2021.)



Atlas Copco team in São Paulo, Brazil.

Atlas Copco

Global industrial equipment manufacturer Atlas Copco was founded in 1873 as a toolmaker for Swedish railways. The company began operating in Brazil in 1955, but its products had been sold in the country since 1910. Nowadays, Atlas Copco employs more than 1,600 people in Brazil and the Brazilian operation is also one of the most important talent exporters to Atlas Copco operations globally.



It began with – railways... In the 1870s, Eduard Fränckel worked at the Swedish State Railway when railroads were built across Sweden. He saw there was room for a company that could help in railway construction – and so he created one, with funds from André Oscar Wallenberg and his bank, today's SEB. The company was called Atlas but changed its name to Atlas Diesel in 1917 when it began making diesel engines – and then name changed again to Atlas Copco in 1955, when it added pneumatic solutions. Over time, products and divisions have been both added and divested. Today's Atlas Copco manufactures industrial tools and equipment in four business areas: Power Technique, Compressor Technique, Industrial Technique and Vacuum Technique. It has customers in almost all industrial sectors in 180 markets around the globe.

68 years in Brazil

In 1955, Atlas Copco opened a technical assistance center in Rio de Janeiro. By then, its products had long been sold in the country, with the first sales representatives appearing already in 1910. In 1959, with increasing demand for equipment due to Brazil's miracle growth, Atlas Copco inaugurated its first factory in Santo Amaro, São Paulo. Atlas Copco's products were used in most of the major Brazilian infrastructure works like the Itaipu Dam, the subways of São Paulo and Rio de Janeiro, the Imigrantes Highway, and many more.

"Atlas Copco has always had a strong position in the Brazilian industry, from where most our clients come. We also have a long history in mining and construction also. Atlas Copco's continuous flow of

innovative solutions has been a key contributor to the competitiveness of Brazilian industries," said Carlos Maia, Vice President at Atlas Copco Holding for eight countries in Latin America.

Currently, Atlas Copco Brazil employs over 1,600 people and its diverse products and solutions are present in products from over 12,000 clients across the country.

Brazilian talents – around the world

The many coworkers of today's Atlas Copco Brazil can enjoy long career paths in the company. It is not unusual to start as an intern or trainee and advance to occupy leading management positions. The Brazilian outfit's commitment to staff development has made Brazil the second-largest source of global talent for the entire group.

"We'll continue to work to keep Atlas Copco's leading position in the Brazilian economy by having the best technological solutions, developing local talents, helping our clients and being greener. We know we'll need to keep investing in people, acquisitions, organic growth, research and development. But, as our history in the country shows, we know we can do it and we have the agility, flexibility and commitment to do it," says Carlos.



Atlas Copco Brazil Holding's headquarters.

A crash-test dummy in place for an early test of Autoliv's inflatable curtains.

Autoliv

Autoliv, founded in western Sweden in 1953, is considered a world leader in the automotive safety sector. It's been an industry benchmark for innovation for 70 years and today employs 60,000 employees in 28 countries. The company has been present in Brazil since 1997, where it today employs about 1,000 people in two operation centers in Taubaté, São Paulo, and Goiana, Pernambuco.

70 years of innovation in favor of life. In 1953, Swedish inventor Lennart Lindblad and his brother Stig Lindblad founded Lindblads Autoservice AB to produce automotive safety solutions, such as seat belts. In the 1990s, Autoliv made the decision to expand its operations worldwide. Today it holds a 43 percent market share globally. But more than its market share, the company is known for the number of lives saved thanks to their products. In 2021, it was estimated that over 35,000 lives were saved due to Autoliv safety solutions.

Brazil: solid and promising business

Autoliv started its operations in Brazil in 1977, and its growth in the country gained true momentum with the great movement of the automakers' expansion in the 1990s. Autoliv's main objective was to have a local production to supply car manufacturers such as Audi, Renault, VW, and Ford.

When a law mandating frontal airbags came in 2012, Autoliv saw it prudent to invest in and expand its industrial park in Brazil, enlarging its portfolio with the manufacture of airbags, as well as seat belts and steering wheels.

In 2022, the company expanded its activities in the country further, opening a new unit in the city of Goiana, Pernambuco, inside the JEEP complex of the Stellantis Group.

Sustainability is a fundamental part of Autoliv Brazil's business strategy. In 2021, the company launched a climate strategy with ambitious targets ranging from factory floor operations to the entire supply chain.

A safer future in traffic

"We have been in Brazil for 25 years helping to save more lives, a fact that makes us very proud. Celebrating this date is an acknowledgement of all the good things we have done in the past, of our history, with the conviction of the solid base we have built over the years. It's from that base that we look to the future and continued our journey of saving more lives every day," says Magnus Pereira, General Director of Autoliv do Brasil.

Autoliv has been in Brazil since 1997. A great place to work at, judging from these two colleagues at the plant in Taubaté, São Paulo.



World Childhood Foundation

Founded in Sweden in 1999 by initiative of Queen Silvia of Sweden, the World Childhood Foundation is a non-profit organization with global operations, engaged in protecting children and adolescents from sexual abuse and exploitation. In Brazil, Childhood has already invested about 90 million reais in projects benefitting children in need.

“Every child has the right to be a child.” The World Childhood Foundation was founded in 1999 by Queen Silvia of Sweden, a advocate for children’s rights. In 1996, Stockholm had hosted the First World Congress against Commercial Sexual Exploitation of Children, organized by UNICEF and other advocacy NGOs. This event motivated the Queen to create Childhood with the support of Swedish businesspeople and philanthropic foundations.

As an organization, Childhood was born global. Today it has offices in Sweden, Germany, the United States, and Brazil, but operates in more countries

across the planet. Always with a noticeable vision, represented by Queen Silvia’s declaration: “Every child has the right to be a child.”

Benefiting children across the entire country

In Brazil, Childhood is an important partner of the organized civil society and Brazilian institutions. Childhood has funded research, studies and more than 80 publications that have brought important data for the creation of public policies and laws that address the situations of children in Brazil.



In 2022, Queen Silvia and Princess Madeleine visited Resgatando Vidas Institute (Rescuing Lives Center) in the north zone of São Paulo. The Institute promotes social transformation for children and youth through cultural and sports workshops and professional training.

(Photo: Joel Silva)





Laís Peretto is Executive Director of Childhood Brazil.

In 2017, the institution managed to gain approval of Federal Law 13.431/2017, which created a system of guaranteeing the rights of the child and adolescent victim or witness of violence. The law was born from a cooperation between Childhood Brazil, the National Council of Justice, the São Paulo Court of Justice, and the National Congress.

After 24 years of operation, Childhood Brazil has already invested 90 million reais in initiatives and programs that in their turn have benefited millions of children in need.

The future belongs to the children

“Our challenge is to prepare the institution to be sustainable for many years and to maximize the impact of our work, reaching the 5,569 Brazilian municipalities. The problem is complex, but we need to break taboos, use sex education as an important weapon for prevention, understand how machismo and other cultural causes contribute to violence, and together face the problem. Everyone is part of the solution. It’s like we usually say here within Childhood Brazil: collective problems can only be solved collectively,” says Laís Peretto, Executive Director of Childhood Brazil.



In November 2022, Princess Madeleine, Queen Sílvia and King Carl Gustaf of Sweden visited the Queen’s country of upbringing, Brazil. The visit centered on activities with the World Childhood Foundation in Bahia and São Paulo.

(Photos: top left by Joel Silva, others by Hugo Batista Nascimento / Prefeitura de Vitória da Conquista.)



Camfil inspection warehouse in Jaguariúna, São Paulo State.

Camfil

Camfil Group develops and produces air filters. It was founded in 1963 in the small city of Trosa by Gösta Larson – and rapidly became a global reference in its sector. In Brazil since 2006, Camfil here runs one of the group's most modern plants with 45 expert workers.

The breeze of development. In the 1960s, Sweden's government was planning to build nuclear plants, which led to a demand for high-quality air filters. However, there were no manufacturers in Europe that met the strict specifications that Swedish authorities had set. Instead, they found Gösta Larson, who was working for a small air-handling unit company, and asked him to find a solution. He in turn found Cambridge Filter Corporation in the USA. Together with Cambridge Filter, Gösta Larson met the rigorous requirements, and Camfil AB was founded.

Rapidly, the company became a premium supplier of air-filtering solutions, leading to today's operations with 31 manufacturing sites, six R&D centers and 5,200 employees worldwide.

A big, challenging market needs high-quality products...

In 2006, Camfil set up operations in Brazil, a market to which it previously had only had exported its products. In 2015, Camfil opened a new, modern factory in Brazil, which is still a technological reference for the Latin America market. "Camfil's solid progressive growth in Brazil gave us the financial green-light to build a local plant, so we could be more efficient in meeting our clients' needs," says Leandro Aires, Managing Director of Camfil Latinoamerica.

Nowadays, Camfil Brazil has 45 experts in the design, development, and assembly of air filters. The company's products can be found in hospitals,

data centers, steel mills, airports, malls – and more. Brazil accounts for 50% of Camfil revenues in Latin America.

...and "fit for purpose" innovations

The Brazilian market is well-known for its challenges and particularities. To address that, Camfil has an engineering team dedicated to developing "fit for purpose" solutions for its clients. These innovations can differ a lot from the original, global product. "Beyond that, we always give priority to operational cost-savings solutions," explains Leandro.

On the way to the leadership

"We are still one of the newest competitors in the Brazilian air filter market, but we are leaders in the world. Our goal is to continue growing gradually until we are also leaders in Brazil and Latin America. We have investment and expansion plans not only for our team but also for our local structure. We have a strong position in our focus markets, with a structure that is by far the most modern in Brazil and with an extremely competent team, so growing is a natural consequence! No obstacle can withstand hard work, effort, and dedication," says Leandro.

Air filters assembly in the Jaguariúna plant.



Global renal care provider
Diaverum builds on dialysis roots
that go back to 1991 in Sweden.

Diaverum

Swedish-born, multinational healthcare organisation Diaverum provides life-enhancing renal care to patients with chronic kidney disease (CKD). The company's roots go back to 1991 in Sweden and it's been operating in Brazil since 2015.

Life-enhancing innovation since 1991. In 1991, leading Swedish medtech company Gambro founded a separate healthcare division, which among other things ran dialysis clinics. This in turn built on the heritage of Professor Nils Alwall, one of the founding fathers of dialysis, who also inspired the creation in 1964 of Gambro, one of the world's major dialysis equipment manufacturers for many decades.

By 2007, Gambro Healthcare ran 153 healthcare clinics in 11 countries, treating more than 14,000 renal patients annually. That year, Gambro Healthcare was spun off into its own separate company, and changed ownership and name to Diaverum.

Today, Diaverum operates over 440 clinics across 23 countries, providing renal care for about 40,000 patients worldwide every year and building on the vision of providing universal access to world-class renal care to patients globally.

In Brazil since 2015

In 2015, Diaverum began operations in Brazil, opening an office in São Paulo. Two years later, it acquired its first dialysis clinics located in Guarulhos (São Paulo) and Aracaju (Sergipe). In 2018, the company acquired three more dialysis clinics in the metropolitan region of São Paulo and Aracaju. The same year, it also acquired an important operation for acute care, serving hospitals in the states of Sergipe and São Paulo.

By the end of 2018, Diaverum was serving more than 1,800 chronic renal patients. It kept expanding, adding three more clinics to its national operations in 2019 and initiating a broad program of investment in clinical infrastructure. More acquisitions followed over the next years. In 2020, the company launched

its own telemedicine platform for remote consultations, becoming the first nephrology teleconsultation and dialysis clinic service. (Nephrology is the specialty in internal medicine concerned with the kidney.)

By 2022, with 10 clinics and serving more than 3,800 chronic renal patients, Diaverum expanded its acute care and served more than 35 hospitals in the states of São Paulo, Sergipe, and Bahia. Today, it performs 50,000 treatments in its own clinics and more than 24,000 acute procedures per year.

Diaverum's main focus is haemodialysis, but it also offers a portfolio of treatments ranging from preventive care, peritoneal dialysis and home therapies to coordination of patients' comorbidities, holiday dialysis and coordinated care for diabetic patients.

"Despite the great challenges in the healthcare sector in Brazil, Diaverum has been strategically investing and consolidating its leadership position in renal treatment in the country. We see great potential for growth in the country," says Luciano Bonaldo, Country Manager of Diaverum Brazil.

Luciano Bonaldo, Country
Manager of Diaverum Brasil.

Mentor Media (part of Elanders Group)

Born in Sweden 1908 as a printing house, Elanders Group has grown to be a global player, offering a broad range of services and total solutions in supply chain management. And they still also print books – such as this one, printed by their Brazilian subsidiary Mentor Media.

Founded in 1908. In 1908, Otto Elander, Nils Hellner, and Emil Ekström founded a printing house in Gothenburg. The newspaper and book businesses were exploding in Sweden, riding the waves of industrialization – and printing houses were thriving. Especially Elanders, who managed to land the coveted job of printing Sweden’s telephone books.

The company went public in 1989, and by the late 1990s it started restructuring and growing its business, keeping up with the new tidal waves of globalization and digitalization.

Today, the Elanders Group is offering solutions in supply chain management for a wide array of industries, such as the automotive industry, the fashion industry, the health care industry, and the electronics industry. Elanders Group has approximately 7,000 employees in 20 countries.

In Brazil...

In Brazil, Elanders has steadily built its presence, primarily through its subsidiary Mentor Media. In 2007, the group acquired the Brazilian printing company Artcopy as part of a strategic decision to develop a bigger local presence.

Since then, Mentor Media has continued expanding its presence in Brazil. In 2017, it established Mentor Gerenciamento de Supply Chain, a print and packaging solutions and supply chain solutions company with a factory located in Salto, São Paulo.

Since then, the factory space has doubled, and the supply chain operations have expanded through new innovative technologies, process, and machinery that broaden the capabilities of printing.



Mentor Media has printed the book you’re holding right now.



Mentor Gerenciamento de Supply Chain, part of the Elanders Group, is a print, packaging and supply chain solutions company with a factory in Salto, São Paulo.

Man and machine at work at Electrolux do Brasil factory in São Carlos, São Paulo State.

Electrolux

The household appliances manufacturer Electrolux started in 1919 by selling vacuum cleaners. It soon started making fridges, stoves, washing machines and other “white goods” appliances. Already in 1926, just seven years after its founding, it established itself in Brazil. Today, the company strives to deliver a more enjoyable and sustainable living for consumers through its 52,000 employees and over 60 million products sold in 2021 around the world.

Founded in 1919. Electrolux’s creation in 1919 was the brainchild of Axel Wenner-Gren, a visionary, energetic and self-confident man, who believed he had found the greatest innovation of the time: the vacuum cleaner. With Electrolux, he created a company that didn’t just sell imported vacuums but also could produce them in Sweden. In addition, from 1925, Electrolux started making and selling refrigerators. The product lines just grew from there – and so did Electrolux’s international footprint. It expanded into markets such as the US, Western Europe, and Latin America. Today, Electrolux is a global brand house, present in over 120 countries.

One of the first new markets: Brazil

In 1926, after buying the local household appliances trader *Prosdócimo*, Electrolux set up its own factory in Curitiba, Brazil. During those early years, the company focused its sales efforts on door-to-door sales. Today, the whole concept evokes images of pushy salesmen trying to get “a foot in the door” – but at the time it was carried out with great respect for the homeowner’s privacy. The products that Electrolux offered matched perfectly with the needs of Brazil, a country that was on the route to modernization. Electrolux’s business in Latin America flourished, and in few other places than Brazil as well.

“Since we started our operations in Brazil, our purpose has been to shape people’s lives for the better and to reinvent experiences at home. In the almost 100 years that the company has been in Brazil, we have changed along with society and consumers, acting sustainably, and creating better experiences, through investments in innovation and keeping a human and consumer-centric based strategy, that impacts lives at home in a more sustainable way. We perceive ourselves as social actors in a rapidly changing world, also committed for a more diverse and inclusive environment,” says Leandro Jasiocha, CEO Electrolux Latin America.

Electrolux’s heritage in Brazil comes with many milestones. In 1950, the company built its first factory for vacuums and floor polishers in Guarulhos, São Paulo State’s second biggest town. In 1996, Electrolux acquired *Refrigeração Paraná*, owner of the white goods local brands *Prosdócimo* and *Climax*. That same year, a design center was established in Curitiba, which became one of the most relevant designer centers in the Group worldwide, exporting concepts and ideas for new products to consumers around the globe.

In 1997, Electrolux launched the first fridge that was completely free of CFC, more commonly known as “freon,” in Brazil. This initiative was further propelled by the opening of a large-scale industrial plant in Manaus’ Free Trade Zone, in the heart of the Amazon Rainforest.

Today, Electrolux has two factories in Curitiba and two more in São Carlos and Manaus. The company’s appliances and services are present in over 65% of the Brazilian homes, making Brazil the Group’s fourth-largest market for major appliances (refrigerators, washing machines and ovens).

Tomorrow

“We have solid operations in Latin America, although the world in 2023 is experiencing a challenging moment in its economy, which can be overcome with a continued focus on consumer experience and needs. Home appliances are people’s great allies and part of the stories at home, so we believe that finding ways to communicate more with our consumers is a key factor to offer more innovative and sustainable products and services that speak to a society as plural as the region is,” concludes Leandro.

Colleagues at Electrolux do Brasil, working on white goods assembly.



Epiroc employees with DML rotary blasthole drills.

Epiroc

Epiroc is a leading productivity partner for the mining, infrastructure, and natural resources industries, with a presence in more than 150 countries around the world. In Brazil since 1955, when the first manual drilling unit was born, the company has more than 260 employees providing services to over 70 customers in 10 Brazilian states.

Born from the Atlas Copco Group. The name Epiroc means “at” or “on rock,” drawing on ancient Greek and Latin expressions – but the company itself came into being as recently as 2018. Until then, it was a division within the Atlas Copco Group, itself founded in 1873. Today’s Epiroc likes to call itself a five-year-old company with 150 years of tradition in innovation – and it is dedicated to the mining industry, civil engineering, and natural resources.

In Brazil since 1955

In the 1950s, Brazil was in the throes of industrialization and was experiencing rapid economic growth. Among many booming sectors, there were infrastructure works all over the country. This was the country that Epiroc (then as part of Atlas Copco) arrived to in 1955. At the time, the company assembled manual drilling units in its factory in Santo Amaro, in the city of São Paulo.

Over the following decades, Atlas Copco, and then later in its current form as Epiroc, become one of the key suppliers of mining and construction equipment for Brazil’s largest companies and their infrastructure projects.

Nowadays

Today, Epiroc is a market leader in Brazil, with more than 260 employees serving 70 customers in ten Brazilian states. “We are present throughout the national territory to provide the best solutions for our customers. Our equipment’s high productivity and service excellence along with leading-edge technologies are the main drivers to ensure our customer get the best experience with Epiroc. We guarantee the satisfaction of our customers in an ethical and responsible manner. Developing our indirect sales channels through our business partners is the key strategy to extend our product offering and services in different regions,” explains Kamshat Galiyeva, General Manager of Epiroc Brazil.

Think new

“Our vision is *Dare to think new*. Epiroc is rapidly transforming alongside the segments we operate in. Everything we do is focused on being our customers’ first choice – and that of our current and future employees. To realize this vision, we work with a positive awareness, establishing trust and gaining preference through consistent performance improvement and innovation leadership. Strong positioning of our brand in the market and providing the best customer experience through operational excellence will be the key focus in the coming years,” concludes Kamshat.



Epiroc team at mining tradeshow EXPOSIBRAM in September 2022.

17-year old Pelé, in Sweden to play the World Cup 1958, talks on an "Ericofon," a plastic phone made by Ericsson and often just referred to as a "cobra phone."

Ericsson

The telecommunications company Ericsson, founded in 1876, set up operations in Brazil in the 1920s. But the company actually installed, already in the late 19th century, Brazil's first fixed telephone at Emperor Dom Pedro II's residence in Rio de Janeiro. And in 1900, it delivered the first telephone exchange to Brazilian soil. Today, Ericsson is one of the companies that does the most research and development in Brazil and is responsible for more than 160 families of patents with global impact.

Founded in 1876. In 1876, Lars Magnus Ericsson, just 32 years old, opened a machine shop in a backyard in Stockholm. Among the things he repaired were telephones imported from the United States. He soon realized that he could build better telephones on his own. From this idea, with the help of his wife Hilda, he created the company that still bears his name. In just a few decades, Ericsson grew to be a global phone and network station manufacturer.

...arrived in Brazil in the 1920s

Ericsson became international early on, reaching the Americas, including the US, Argentina, and Mexico at the turn of the century. In 1923, it was time for Brazil. This was the beginning of Sociedade Ericsson do Brasil (EDB), in Rio de Janeiro, then the country's capital.

In the first half of the 1900s, the Companhia Telefônica Brasileira (CTB) dominated the Brazilian telephony market and were buying equipment from Ericsson's competitors. Even when faced with tough competition, Ericsson insisted on entering Brazil. And by the mid-1940s, the company had built up a solid presence in the country, especially in regions of the country that were outside CTB's concession.

Ericsson's oldest plant still in operation

In the 1950s, the Brazilian government put in place new economic plans to reduce the country's dependence on imported products. Following the government's recommendation, Ericsson opened a plant in São Paulo in 1952.

As the years went by, the demand for Ericsson's solutions only increased. In the 1960s, the company supplied all the telecommunications equipment for Brasília, the country's new capital. In 1974, the need arose to open a new plant in São José dos Campos, São Paulo, the oldest Ericsson plant still operating in the world.

Ericsson: Mr. 5G in Brazil

The 1990s came with a whole new mobile telephony market. Ericsson knew how to take advantage of it like few others during the first decade of the 21st century. Currently dedicated to connectivity networks and 5G technology, the company is the only one producing 5G equipment in the Southern hemisphere, in its Brazilian factory.

This year, Ericsson celebrates 50 years of investment in research, development, and innovation in Brazil. "For 2020–2025, we announced an investment of R\$ 1 billion in research that will help us develop new 5G solutions, in infrastructure, private networks and fixed wireless access. It will enable new business opportunities in various sectors with our customers and partners. In this way, 5G is a unique opportunity for Brazil to increase its competitiveness globally," says Rodrigo Dienstmann, Ericsson's CEO for Latin America.

Ericsson's factory in São José dos Campos in 1968, then Latin America's largest phone factory – and still in operation.





The future of 5G and AI in Brazil builds on historical ties

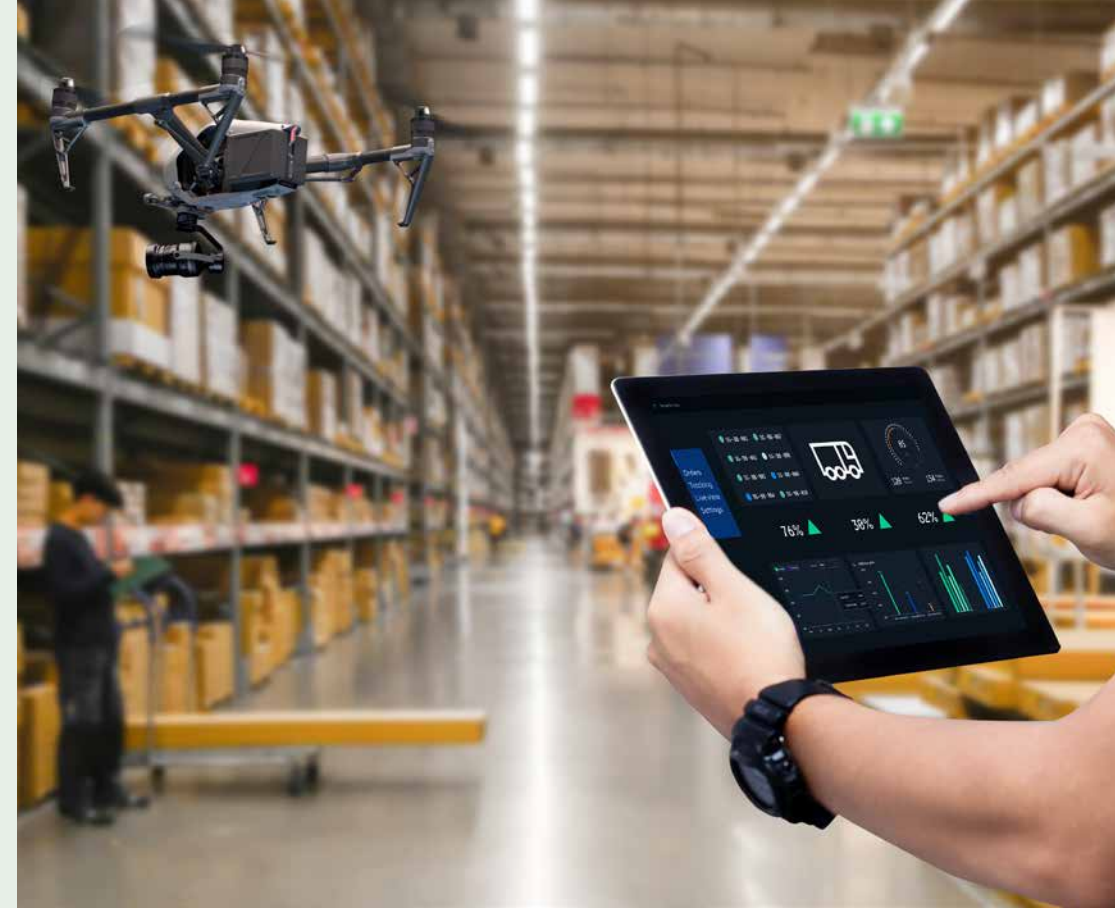
Today, almost everyone talks about the potential of artificial intelligence (AI), automation and machine learning. These technologies open up for brand new ways of communication, production, organization... the reach is still hard to imagine. But Ícaro Leonardo da Silva at Ericsson tries to do just that. And his visions build on both a knowledge of how 5G underpins that development and on a heritage of long collaboration between the Swedish telecom giant and Brazilian institutions.

Like so many technology companies, the Swedish telecom giant Ericsson is deeply involved in the global development and roll-out of 5G, the fifth generation of mobile networks with speeds that the world has never seen before. With 5G, not only human-to-human interaction is simplified, but it also underpins Internet-of-Things solutions, automation, machine learning and AI initiatives.

In Brazil, the company designs, manufactures and provides network equipment and infrastructure to Brazilian telecommunications operators, so they can offer their customers both higher speeds and lower latency in their Internet connectivity. It enables operators such as Claro, TIM, and Vivo to deploy 5G nationwide, constantly improving user experience.

Ericsson has invested in research and development (R&D) in Brazil for over 50 years, but today's efforts surpass anything seen before. In 2021, Ericsson opened the Global Centre for Research, Development and Innovation in Indaiatuba, São Paulo to develop technologies in AI, automation, and machine learning.

The company's R&D efforts build on a historically long partnership with over 16 Brazilian universities from all over the country. This helps propel Ericsson advances in 5G further, while also making them grounded in academia. Not surprisingly, Ericsson keeps its only 5G equipment factory in the Southern Hemisphere in Brazil.



Left: Drone monitoring boxes in warehouse. Ericsson's 5G plant in Brazil is the only manufacturer of 5G hardware in the Southern Hemisphere. Right: Ícaro Leonardo da Silva, Director of Intellectual Property at Ericsson.

Ericsson's current Director of Intellectual Property – and one of the most productive inventors of the company – is Ícaro Leonardo da Silva from Brazil, who earned his degree in electrical engineering from the Federal University of Ceará (UFC).

Ícaro da Silva first met Ericsson properly in 2009, then as a UFC master's student and researcher in wireless telecom, running a project in cooperation with Ericsson.

"This partnership was the first of its type in Brazil since the development of 3G. And it's still active. Ericsson has indeed been contributing to the strengthening of high-level education, research and innovation in Brazilian universities. As a master's student, I had the opportunity to travel to Sweden and expand my knowledge there," says Ícaro Leonardo da Silva. Today, not only UFC but many other universities, working together with Ericsson,

offer these exchange opportunities for many Brazilian researchers.

"Brazil is a huge, continental country that has many challenges when it comes to communication for the entire population. It's a prioritized area for many, but especially so for Ericsson. The company of course has a heritage of simplifying communication – and in Brazil we have a very specialized workforce," explains Ícaro.

The possibilities of 5G in Brazil are far beyond what Ericsson alone can deliver on, so the company naturally works within an ecosystem of innovation. "We have a giant, advanced platform with capabilities like few others, but we also need a creative industry, a heated start-ups market and, above all, people with business ideas. And we have all these features in Brazil," says Ícaro.



FinanZero's team in 2022



FinanZero

In 2015, Olle Widén from Sweden founded FinanZero in Brazil with the mission of reducing the bureaucracy involved in accessing credit in the country. FinanZero was founded as a Brazilian company with a Swedish business model using Swedish technology. Today, the company is the primary credit marketplace in Brazil, with 68 banks integrated into its platform.

Brazil – a land of opportunities for Swedish ideas. In 2010, Swedish financial analyst Olle Widén moved to Brazil to work at Bloomberg's Brazilian branch. However, Olle dreamt of becoming an entrepreneur. "I am from Stockholm, where the entrepreneurial culture is very strong. After I arrived, I started to see many opportunities for entrepreneurship in Brazil. And, inspired by business models that existed in Scandinavia, I founded FinanZero with some Swedish partners," says Olle Widén, founder and CEO of the company.

FinanZero is an online loan marketplace, created to facilitate access to credit in Brazil. It does this by searching and comparing credit options offered by more than 60 financial institutions connected to its platform. The platform's customers can then choose the best credit solution for them. "This service is free for our clients. Our partners pay us a success fee – but only when the loan contract is signed," Olle explains.

A lot of technology is involved when you need to integrate so many systems and process such large amounts of data. One of the factors that helped the company establish itself in Brazil was the high level of innovation in the Brazilian financial market. "I was impressed with Brazilian fintech innovation."



Olle Widén, founder and CEO of FinanZero.

Brazil's central bank has always supported new initiatives for banking deconcentration and debureaucratization. Without the help of the central bank and all their incentives for innovation, the fintech wave that we see right now would not be possible," he says.

In a short time, FinanZero reached 35 million loan applications, or 1.5 million per month. Since 2016, more than one billion reais in credit operations were intermediated by the fintech company. Widén believes that part of this success comes from building a "top-of-mind brand," being widely recognized and remembered by the public. In an offline marketing strategy, the company launched commercials on the largest TV stations in Brazil, with the popular TV host Celso Portioli as its ambassador.

A financial guide for Brazilians

FinanZero has a clear vision: to be all Brazilians' first choice for loans and credit. "We want to be a guide for our clients in the bank and loan jungle. At FinanZero, they should find everything they need. We want to empower people through knowledge, and, in the end, help democratize access to credit and increase competition in the market," says Olle.

When thinking about FinanZero's future in Brazil, Widén looks to the tradition of Swedish businesses in the country. "Swedish companies have the trust of Brazilians and this has helped us at FinanZero to create our business and connect us to new banks. Tomorrow, we want to be that same reference not only for Brazilian customers, but also for other Swedish companies thinking of opening up in Brazil," concludes Olle.

Getinge

Global medical technology company Getinge was founded in Sweden in 1904 – as an agriculture equipment manufacturer. Twenty-nine years later, the company branched out into the health sector. And almost 100 years after it started, Getinge opened a sales office in Brazil in 2003.

Today, the company employs 100 people in the country.

Aurélio Kalaes
Carmona, General
Manager for
Getinge Brazil.

Sweden in 1904. Young entrepreneur Olander Larsson founded Getinge in 1904 as a mechanical workshop to produce agricultural machinery. But in 1932, a few years after Olander's death, Getinge started making sterilizers and thus entered the health and medical sector. Today's Getinge is a global supplier of healthcare equipment with 10,000 employees worldwide.

Brazil: the biggest healthcare market in Latin America

In 2003, Getinge came to Brazil and opened the company's first sales and import office in Latin America. Until then, the company had sold its products through sales representatives and independent distributors. Currently located in Vila Leopoldina in São Paulo, the office has more than 100 employees in Brazil. The Brazilian team supports Getinge's two main business areas, Life Science and Medical Devices.

The Life Science area offers solutions for the pharmaceutical market. "You find our products used in the production of medicines, vaccines and even agribusiness goods," explains Aurélio Kalaes Carmona, Managing Director of Getinge Brazil.

Meanwhile, the Medical Devices area finds its products in most of the hospitals in Brazil. These are products for cardiac and pulmonary therapies, as well as intensive care. Getinge's lung ventilators, considered by many to be among the best in the world, became very used – and well-known – during the COVID-19 pandemic.

Currently, Getinge Brazil has a 30% market share in Medical Devices and 40% in Life Science. But the company aims higher. "Brazil is a strategic market for the group and, although we may only represent 2% of global sales and 12% in Latin America, we believe we have many opportunities to increase our share through the actions and strategies we have been adopting since the beginning of 2021," says Aurélio.

Great opportunities ahead

"Politics, with all its uncertainties, are of course important to consider. But we cannot use that perspective only. We also need to look for all the great business opportunities that the country offers. They're the result of the Brazilian people's capacity to transform adversities into opportunities. Getinge Brazil has every chance to continue to grow and succeed," concludes Aurélio.



Staff from Getinge Brazil at the healthcare fair Hospitalar 2022 in São Paulo.

Putting the pedal to the metal, Husqvarna-style.

Husqvarna

With more than 330 years of existence, Husqvarna Group is one of the world's leading manufacturers of gardening, forestry, and construction equipment. In Brazil since 1978, Husqvarna is increasing the number of products produced locally and centralizing new developments for the agricultural market.

Started back in 1689. Husqvarna started more than 330 years ago in the southern Swedish city of Huskvarna. At that time, it was a state-owned manufacturer of rifles. Over the years its product focus has shifted. In the mid-1800s, for instance, sewing machines became the core product. In the early 1900s, Husqvarna produced bicycles, kitchenware, and motorcycles. In 1919, it expanded its product range even further and started producing what today is its flagship product: the lawnmower. Today, Husqvarna offers forest, park, lawn and garden products to professionals and consumers alike. It is a global company with more than 3,000 registered patents and 14,000 employees.

45 years in Brazil

Husqvarna's history in Brazil began in 1978, when fellow Swedish company and white goods giant Electrolux acquired the company globally. In 2000, the company started to produce its lawnmowers, chainsaws and other machines in the recently opened factory in São Carlos, São Paulo State. The Brazilian office is now the center of the group's operations in Latin America and is responsible for more than 15 countries in the region.

In the early 2000s, after the Husqvarna Group left the Electrolux Group, the company continued to expand. In Brazil, the company grew its team and its network of dealers and service centers, "This growth also meant a diversification of our portfolio. For 45 years now, Husqvarna has been bringing lots of innovations for landscape maintenance, forestry and urban tree care, and family-owned farms," says Mauro Favero, Vice President of Sales and Services for Latin America at Husqvarna.

Innovation Hub in Latin America

Husqvarna do Brasil is an innovation hub for all emerging markets where the company operates. From communication and marketing campaigns to engineering and testing new products, Brazil has always been one of the forerunners. "The opportunities in the Brazilian agricultural market made room for the creation of a business unit dedicated to this sector globally," explains Mauro.

Overcoming daily challenges for a better quality of life

"There is growing investment in green areas and especially in agribusiness in Brazil. Husqvarna fits perfectly in this future. We expect to continue to grow our business year after year. But for this to happen, we also know we need to grow in strength, and the only way to do that is to work closely with our end-users. Our clear purpose is to contribute to the daily challenges and to the improvement of everyone's quality of life," concludes Mauro.

Husquarna coworker in the company's Brazilian factory.



Powder metallurgy combines innovation and high-tech to create solutions for a variety of segments.

Höganäs

A world leader in metal powder production, Höganäs heritage stretches over 225 years. Its Brazilian endeavors came underway in 1999, after acquiring a Brazilian peer. Höganäs today runs operations in Mogi das Cruzes, São Paulo State and employs 160 people.

From coal to metal powders. Höganäs traces its roots all the way back to the 1600s, when countess Maria Sophia de la Gardie, who already ran agriculture and manufacturing businesses, purchased a castle in the Höganäs-region of Sweden – which had coal mining activities. These operations were then in 1797 incorporated into Höganäsbolaget; and over time the company adapted its production to the needs of a growing society. From coal, Höganäs migrated to clay, a by-product of coal mining, and entered a ceramic era. After World War II, Höganäs closed its coal mines and focused solely on producing iron powder and other metallic powders, a practice which also had started as an off-shoot to the mining activities.

Brazilian knowledge of metallic powder

In 1999, as the company saw a financial and market opportunity in Brazil, Höganäs bought Belgo Brasileira, a local pioneer in metallic powder manufacturing located in Mogi das Cruzes, São Paulo State. Many experienced Brazilian professionals joined the company which became a hub for industry know-how.

In 2008, the company expanded its plant in Mogi das Cruzes. The industrial facility today covers 55,000 square meters and produces more than 50 thousand tons per year. Back in 2008, they also introduced special alloys for the Aluminum recycling industry and later, in 2011, Höganäs Brasil launched its first products for water and soil remediation, quickly becoming a regional reference for numerous other sectors where metal powders are used such as metallurgical, automotive, food, heavy industries, aerospace, and even metal additive manufacturing.

As a service hub for South America, Höganäs Brasil exports to countries like Colombia, Chile,

Peru, Argentina and Mexico. The company estimates it has nearly 90% of all the metal powder market covered by the company portfolio.

An eco-friendly product by its nature

Production of metal powders may take different routes – from reduction of iron ore or iron slag through melting of iron scrap or high purity metal contents – to ultimately achieve a fine powder with special features. These metal powders are then purposed and at the end of their lifecycle, about 97% can be recycled into new goods. In Brazil, Höganäs uses ferrous scrap as its only source of raw materials and uses electricity from certified clean sources, making a significantly smaller carbon footprint.

Striving to be a benchmark for sustainability and safety in the industry, Höganäs Brasil was the first industrial unit in the Alto Tietê region to install a rainwater recovery and treatment plant. In Brasil, the company recycles 95% of its waste, above the group average of 83%. The Brazilian operation is globally recognized for its safety standards.

Creating new demands for metallic powders

Adriano Machado is the president of Höganäs Brasil since 2015 and excited about the company's future: "Höganäs Brasil continues to stimulate the growth of the Brazilian industry and our community," he says. "We celebrate every achievement built on our core business in metal powders and our legacy for future generations as we help bridge the challenges for a more sustainable and safer world".

At the Mogi das Cruzes plant, Höganäs creates metal powder solutions that help the industry do more with less.



Luiza from Katam
at work in 2022.

Katam

The Swedish high-tech forestry company Katam was founded in 2017 and is now, only five years later, present in over 80 countries with its sights set on Brazil and the Brazilian plantation forests. The company is focused on forming long-term relationships with actors in the Brazilian market while at the same time trying to shift current methods in the industry to be more modern and digitalized.

Founded in 2017... Engineer and forest owner Krister Tham founded Katam in 2017 with a colleague in the hopes of transforming the forestry business into becoming more digitalized. Krister believed there must be a more effective way to measure and gather more precise data about the forest than the traditional way of conducting the measuring manually. By creating a solution that utilizes a phone camera combined with artificial intelligence, Katam was able to create and patent an application that takes measurements of large, forested areas in a more precise manner. Today, the application can measure an area of approximately 1,000 square meters per minute and provide, for example, precise measurements of how many trees there are in the area and what diameter each tree has. The company has also been able to transfer this knowledge to other parts of the world outside of the Swedish forests, such as Brazil which is a market of top-priority for Katam.

...with sights sets on Brazil

It was through its work with the Chilean forest company CMPC that Katam's interest in Brazil emerged. Surely, a country with such big, forested areas could be helped by Katam's solutions. With the aid of the Brazilian company Agrodata, Katam was able to initiate conversations with Brazilian actors in the market.

Not long thereafter, Katam entered the Brazilian market, working with Agrodata, which sold Katam's application to several different small actors in the Brazilian market. Today, Katam has established a larger presence in the market and is in contact with more than 50 companies in the Brazilian forestry business.

"We are in an extremely exciting phase now. Seeing Parana and Santa Catarina was a really great experience, and we have big expectations for Brazil," says Magnus Karlson, Head of Sales and Marketing at Katam. Magnus also explains that Katam in 2023 is hoping to establish its first subsidiary outside of Sweden in Brazil in 2023.

Looking ahead

Katam is currently in a contract with about ten companies in the Brazilian market and expects to grow exponentially in certain parts of the Brazilian forestry market in the coming years. The most attractive aspect of the Brazilian market is the plantation forests, explains Magnus. "There are about 11 million hectares of plantation forests, some 80% eucalyptus and 20% pine, and that is what we are focusing on today," says the Director of Sales and Marketing.

However, implementing Katam's technology is not always easy. The forestry business is somewhat reluctant to adopt new technology, even if in the end it will help reduce costs and save time and labor. Katam is confident that companies will eventually accept the change once long-term relationships are built and that more time can be spent out in the field with the technology. With the app already present in over 80 countries, the company is remaining patient while being assured that the Brazilian market will remove its barriers to Katam.

Katam CEO Krister Tham
demonstrating its solutions for
CMPC in December 2022.





Brazil, Sweden and *o jogo bonito*

It's not just in business that Brazil and Sweden gravitate towards each other. The countries' magnetism is also shown in the beautiful game – or “o jogo bonito” – of football. No two national teams have met more times in the World Cup than Sweden and Brazil. And both players and coaches move between the countries.

BY HENRIK BRANDÃO JÖNSSON

The first time Sweden and Brazil faced each other in a World Cup was in France in 1938. The star of the Brazilian national team was Leônidas da Silva, nicknamed “the rubber man” for his bicycle kicks. In the bronze match in Bordeaux, he showed his rubber skills against Sweden. Despite being 0–2 down in the first half, Brazil eventually won 4–2.

When Brazil hosted the 1950 World Cup, the Swedish amateur team won the opener 3–2 over the favorite, Italy, at Pacaembu and advanced to the playoffs. The first playoff match was against the host nation at the newly inaugurated Maracanã Stadium. In Sweden, World Cup fever hit the nation

– but Swedish Radio had not sent anyone to cover the tournament. The solution came in the form of Gunnar Göransson, a football aficionado working in Brazil for Swedish machine-maker Facit. By half-time, Brazil was already up 3–0 and Göransson did not bother to learn the names of the Brazilian players. He just referred to them by their shirt number.

“Number eight is playing with Gärd. Oh, how he's playing. Number nine is outside the penalty area. Number eight now, and so... oops, oops, oops! Oops! Goal! Oops, oops! Number eleven. 7–1 now... Nine passed to eleven who shot... and scored. Oops, oops, oops! Kick-off again.”



Brazil has just won the 1994 World Cup semifinals. Sweden's Martin Dahlin (left) and Klas Ingesson thank Brazil's Zetti, Dunga, Ronaldo, Paulo Sérgio and Romario. (Photo: Tomas Oneborg /SVD)

In front of 138,000 spectators at the Maracanã, Sweden suffered its biggest loss ever in a World Cup. The manager from Facit became known in Sweden as “Oops-oops-Göransson.”

When Sweden then hosted the World Cup in 1958, Göransson played a role again – but conversely. Now it was the Brazilian Football Confederation who hired him to find a place for the Brazilian national team to have its World Cup camp. Since Brazil's group stage matches were played on the west coast of Sweden, he chose the scenic but small town of Hindås.

Rumors that the Brazilian team had checked in to the local hotel quickly spread. A crowd gathered on the lawn outside the village hotel. Among them was 14-year-old Lena. “It was very exciting,” she said later.

On the first day, a 17-year-old kid from the Brazilian team walked up to her – “He was so cute!” – and introduced himself as Pelé. “I didn't know who he was. He was completely unknown then.”

Pelé was the youngest on the team and not even in the starting lineup.

After that first encounter, Lena and Pelé met every day in Hindås.





“It was all very innocent. We walked around the lake, holding hands. He would caress my hair and we would kiss. But never with tongues. I was only 14!”

Every morning she biked to the local hotel.

“I just wanted to be with him, even if we couldn’t talk. He didn’t know any English and I didn’t speak Portuguese.”

Lena and Pelé were an item for three weeks, but when Brazil left to play the semifinals in Stockholm, the couple had to say goodbye. The summer romance was over.

“I was so sad. We were in love. I didn’t do anything else that summer.” She didn’t even watch the finals on TV.

Sweden made it to the finals by defeating West Germany – which complicated things for the Brazilians, who had won their semifinal against France. The Brazilian team leaders had never thought they would play the host nation who, like Brazil, played in yellow shirts. The team had no “away kit”. When the draw gave Sweden its home kit, the Brazilian national team had to hit the stores in Stockholm and find sixteen blue polo shirts. That evening, the team’s equipment manager unstitched the national emblems from the normal yellow shirts and sewed them onto the new blue ones.

Nils Liedholm shocked Brazil with a 1–0 goal after only four minutes. In the second half, the match could go either way. Brazil was up 2–1, but in the 55th minute Pelé brought down a ball with his chest in the penalty area. He “gave a hat” to defender Julle Gustavsson – to chip a ball over a player’s head and then run past them is “dar um chapéu” in Brazilian – and scored 3–1 with a volley. It is still one of the most beautiful World Cup goals ever.

Brazil won 5–2 – and Pelé broke down. Sobbing in the arms of team captain Bellini, the 17-year-old was swarmed by the other players. When I interviewed

Pelé 50 years later, I asked what was on his mind in that moment.

“I suspected that I had done something big but had Brazil found out about it? Had my father heard it on the radio? Did he know? When I realized that he probably did, the tears just came.”

It was Brazil’s first World Cup gold.

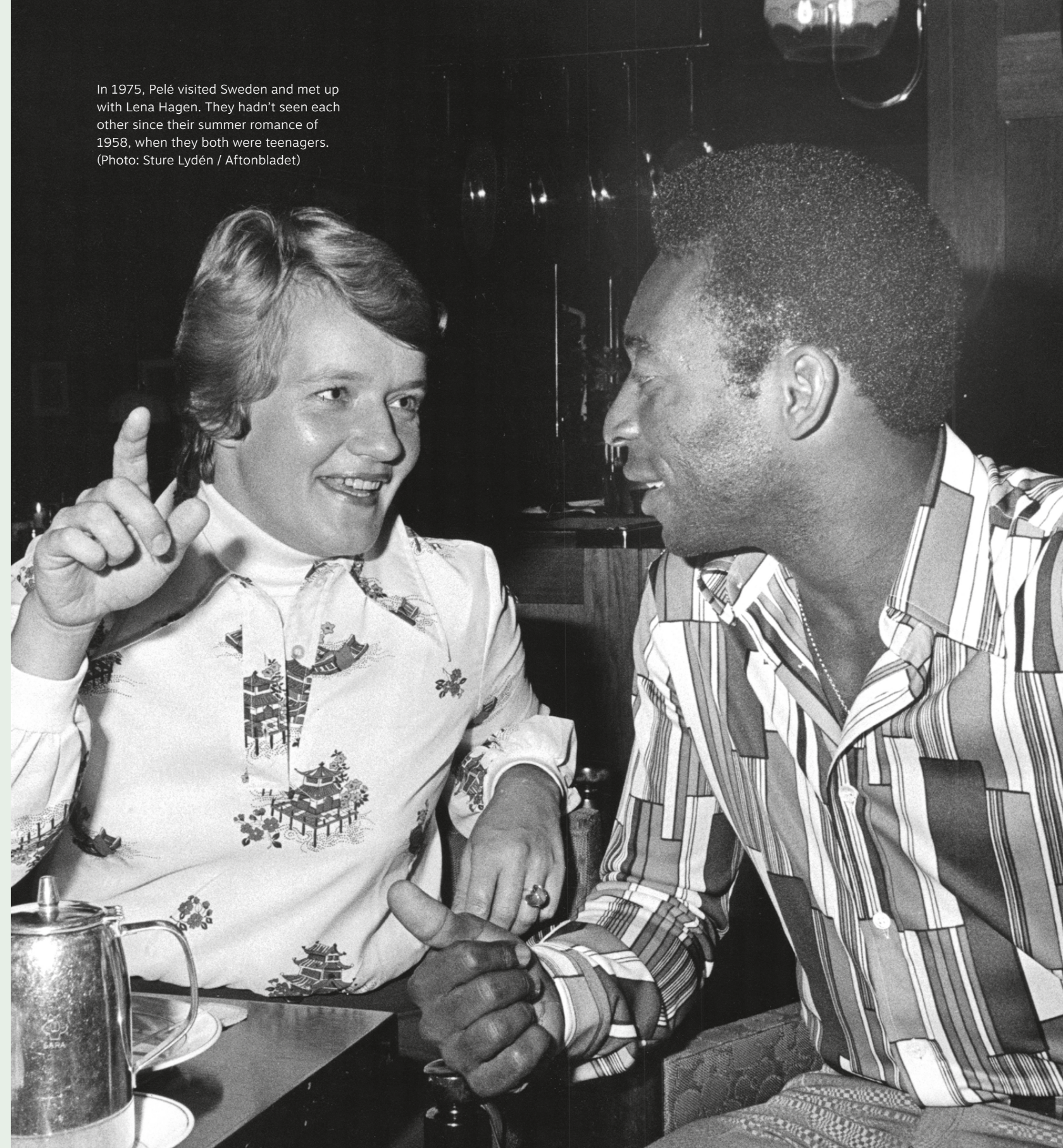
The following year, Brazilian major league club Botafogo went on tour in Sweden. They played Stockholm-team AIK and then went north to Umeå to meet Gimonäs IF. After the game, the hosts asked the visiting team to join them for a dance evening at the city hotel. Botafogo’s star Garrincha asked a 25-year-old hairdresser to dance, and just as Pelé with Lena the year before, Garrincha was smitten by the Swede. The soccer star asked his roommate to stay in the bar while he brought her to his room. Nine months later, she gave birth to a baby boy at Umeå hospital. The boy was given up for adoption. When the news came out much later, *Expressen* ran the headline: “Garrincha has a son in Sweden.” So there are football blood ties between our countries too.

The next time Brazil played Sweden was in the first group stage match during the 1978 World Cup in Argentina. After 37 minutes, the Brazilian favorites were chocked when Malmö FF’s Thomas Sjöberg scored 1–0. Just before half-time, Brazil scored an equalizer. The result remained throughout the second half. In the final minute, Brazil got a corner, and Flamengo star Zico headed the ball into goal. But instead of signaling goal, the Welsh referee chose to end the match. He argued that his whistle came before the ball went into the goal.

“Imagine scoring in your first World Cup match but having your winner disqualified. The referee robbed me,” Zico said afterwards.

To this day, the disallowed goal is the most controversial event in Swedish–Brazilian football relations.

In 1975, Pelé visited Sweden and met up with Lena Hagen. They hadn’t seen each other since their summer romance of 1958, when they both were teenagers. (Photo: Sture Lydén / Aftonbladet)





Marta and Pia Sundhage hug it out after Sweden beat Brazil in the semifinals of the 2016 Olympics in Rio. Pia Sundhage was then Sweden's head coach – but in 2019 she became Brazil's. (Photo: Pontus Orre / Aftonbladet)

What strengthens Zico's suspicions that the referee was biased was that just before the corner, he had run over to Swedish goalkeeper Ronnie Hellström and whispered something in his ear – that seemingly made Hellström relax.

The next time Sweden faced A Seleção – the nickname of the Brazilian national team – was during the group stage of the 1990 World Cup in Italy. Brazil won 2–1, despite Tomas Brodin being in top form and scoring one of his career's most beautiful goals. Sweden did not advance to the playoff stage and Brazil lost against Argentina in the round of 16.

The disappointing results meant that both national teams were well pumped for the World Cup in 1994 – when the countries again found themselves in the same group. Already after 23 minutes at the Pontiac Silverdome in Detroit, Brodin exquisitely passed Kennet Andersson, who lobbed 1–0 over a hapless Taffarel. Not until the second half did Romário equalize. Brazil went on to win the group, but still had to face the host nation USA in the round of 16, while Sweden had a much easier task against Saudi Arabia. After Sweden knocked out Romania on penalties and Brazil defeated Holland in the quarter-finals, the countries were pitted against each other again in the semi-finals.

To avoid a repeat of Argentina 1978, FIFA President João Havelange – from Brazil – changed referees before the match. Instead of a European ref, a South American was picked: José Torres Cadena from Colombia. In the 63rd minute, with the score

Brazil and Sweden, World Cup Matches

France 1938: Bordeaux, bronze match	4–2
Sweden 1958: Stockholm, finals	5–2
Argentina 1978: Mar del Plata, group stage	1–1
Italy 1990: Turin, group stage	2–1
USA 1994: Detroit, group stage	1–1
USA 1994: Los Angeles, semi finals	1–0

Pelé practicing in Hindås in 1958. (Photo: GP)

still 0–0, some argue that the change paid off for Brazil. Swedish team captain Jonas Thern did not receive a yellow card after an attack on Brazil's team captain Dunga – but a red one and was sent off the field. With one less man, Sweden could not handle the Brazilian attacks. When ten minutes remained, the 167-cm-short Romário took Brazil to the final by jumping up and heading in a goal for a 1–0 win.

This was the latest – but let's hope not last – time that Brazil and Sweden have faced each other in World Cup football. The games are still so vivid to so many, that wherever I go in Brazil, people come up to me to talk about our games. The older generation wants to discuss the 1958 finals and appreciates the fact that our king Gustav V Adolf handed the gold medal to Pelé – who went on to become the King of Football. Younger generations prefer to chat about the 1994 World Cup and, above all, Sweden's goalie Tomas Ravelli. His jubilant but clownish behavior after saving Sweden during the penalty shootout against Romania earned him a Brazilian nickname: Príncipe dos Palhaços, the Clown Prince.

The Swedish–Brazilian football ties are so strong that one of Sweden's most seasoned coaches has been the captain of the Brazilian national team for the past four years. Pia Sundhage has taken Brazil by storm ever since her women's national team crushed arch-rivals Argentina 5–0 at Pacaembu in São Paulo in her opening game of 2019. Her recipe is simple: she mixes Brazilian creativity with Swedish organization. That's a combination that can take on the world.

About the author: Henrik Brandão Jönsson is correspondent for Swedish daily Dagens Nyheter, covering Latin America. He has been living in Rio de Janeiro since 2002 and has written four books about Brazil. The latest, "Where the Sun Never Sets," is about the seven deadly sins of Portuguese colonialism.



Brazil's Marta Vieira da Silva

– or just Marta – is often regarded as the greatest female footballer of all time. She has been named FIFA World Player of the Year six times, from 2006 through 2010 and then again in 2018.

Marta's long international career began in – Umeå in Sweden, where she played between 2004 and 2009, helping the club win the UEFA Women's Cup in 2004 and several Swedish league championships. She returned to Sweden in 2012 and helped Tyresö FF win the Swedish league that year; and then FC Rosengård do the same in 2014 and 2015.



Lexly established its
Brazilian office in 2020.

Lexly

Law made easy. This is the mission of Lexly, a pioneering “lawtech” firm in Sweden founded in 2004. Lexly came to Brazil in 2020, as the company’s third operation abroad. Since then, Lexly’s online legal services have reached more than 20,000 people in Brazil.

In 2004, a group of experienced entrepreneurs in the financial and legal sectors in Sweden founded Lexly, with the mission “to make the law understandable and accessible to everyone via technology.” It called itself the first “lawtech firm” of Sweden, offering legal advice and help with legal matters large and small for both individuals and companies – and doing it all online. Today, over 250,000 people and counting have already used Lexly’s system.

Firstly, a joint venture in Brazil

In 2020, after a successful expansion to Finland, Lexly established itself in Brazil, the second-largest market for legal services in the world. They linked arms with Webrock Ventures, an investment company specialized in bringing new Nordic businesses to Brazil, to create a joint venture operation.

“Lexly arrived in Brazil at a very good moment, supported by a trusted partner and with competent professionals that could establish the company in a 200-million people market,” explains Juliana Barbiero, CEO and founder of Lexly Brazil.

Lexly Brazil now has 15 employees and more than 1,000 associated lawyers on its digital platform. This team has already helped more than 20,000 Brazilians from all 27 states with law solutions. “Every person and every company who demands a lawyer in Brazil can easily find one in Lexly,” said Juliana.

Innovations to a very particular market

Lexly has been creating lawtech solutions that fit the Brazilian justice market. “The justice sector in all countries is very regulated so Lexly Brazil has had to adapt much of the Swedish practices to this new reality, such as solutions in notary public services and lawyers marketplaces. These new business models have began in Brazil and are now becoming global,” said Juliana.

Just the beginning

Brazil offers great opportunities for Lexly. The country has more lawyers than any other country in the world, but these law professionals are at the same time not connected to professional networks or larger legal firms. And most of the Brazilian population faces legal issues without assistance or previous knowledge of legal matters. To that end, Lexly Brazil offers a free service for any citizen to book a first guidance call with any lawyer. “I hope Lexly Brazil can make law and justice available to Brazilians in their everyday lives and positively impact the whole society,” said Juliana.

Juliana Barbiero, CEO and
founder of Lexly Brazil.



Munters' Integrated Custom Air Handle (ICA 3000-120).

Munters

The manufacturer of dehumidification and evaporative cooling equipment Munters was founded in Sweden in 1955. An undisputed leader in the industry, the company came to Brazil in 1995. Today, Munters Brazil exports its products to the entire Mercosur (Southern Common Market).

Back in 1955. Munters was founded in 1955 by a group of people, including businessman Carl Munters and financier Marcus Wallenberg. The new company aimed to provide solutions for dehumidification and evaporative cooling. During his lifetime, Carl Munters (1897-1989) was awarded over 1,000 patents. Today's Munters builds on the founder's expertise, his qualified staff, and his strategic acquisitions. All this has made the company an industry leader globally, with a presence in 25 countries and 3,500 employees.

The beginning of a success story

Munters arrived in Brazil in 1995 to meet the demand for humidity control equipment for the Walmart supermarket chain, which was arriving in South America at the same time. In 1996, the company's factory started operations in Curitiba, a city with a strong presence of Swedish companies.

"Walmart soon closed its operations, but Munters stayed in Brazil and expanded its business in the country," says Mariovaldo da Silva, Managing Director of Munters Brazil. The company is currently located in the city of Araucária, metropolitan region of Curitiba, state of Paraná.

Munters is in the most dynamic sectors of the Brazilian economy

Today, Munters Brazil develops applications of its products for the local market, which are exported to parts of the Southern Common Market (Argentina, Uruguay, Paraguay, Bolivia and Chile; or Mercosur for short) and other countries served by other branches of the company. These technological solutions serve very diverse sectors of the Brazilian economy,

such as sugar and alcohol, paper and cellulose, agriculture, pharmaceutical and food processing, etc.

Mariovaldo da Silva explains that the quality of the Brazilian Munters' team leads the company to continuously develop new, successful applications locally. The recognition of this work has led the Brazilian branch of the company to become an exporter of talent to the group worldwide. "Many people that trained at Munters Brazil today work in other units of the company around the world, including in Sweden," says da Silva.

A promising Brazilian future

In October 2022, Munters signed an intention to purchase Inobram Automações, a Brazilian company that develops systems for the automation of poultry and swine farms. The acquisition is still not approved by the Administrative Council for Economic Defense (Cade), but a decision is expected by the first half of 2023.

This acquisition is in line with Munters Brazil's strategic interests. "We believe that we can greatly improve the way food is produced. The Internet of Things, where machines are connected to each other, is becoming a very strong reality in the country. And Munters will be a pioneering company not only in the manufacturing of equipment, but also in data intelligence," says Mariovaldo.

From the plant in Araucária, Munters exports to large parts of the Southern Common Market.



Staff conference at
Mölnlycke Brazil in 2022.

ONE, MAKE A



Mölnlycke

A world leader in medical solutions, Mölnlycke was founded in 1849 in Gothenburg as a supplier of gauze to hospitals in Sweden. Operating in Brazil since 2017, the company serves about 550 medical institutions and sells more than 9 million dressings. All this thanks to its 50 employees in the Brazilian office.



SWEDEN IN BRAZIL | 87

Undisputed pioneering spirit. In 1849, Mölnlycke was founded in Gothenburg as a textile manufacturer. Then, in the very early 1900s, the company became the leading supplier of gauze to Swedish hospitals. Over the years, the company has been responsible for numerous inventions (like high-tech dressings) that have helped healthcare professionals relieve pain in patients, in hospitals as well as at home. Mölnlycke employs 8,000 employees around the world and customers from more than 100 countries are using the company's medical solutions.

Brazil: 550 hospitals, 9 million dressings

Mölnlycke set up its direct sales office in Brazil in 2017. Today, from its office in São Paulo, the company serves more than 10 countries in Latin America, such as Argentina, Colombia, Cuba, and Mexico.

“In Brazil, we have 50 employees responsible for serving more than 550 hospitals, public and private, throughout the country,” says Pedro Schildknecht, General Director of Mölnlycke for Latin America. The company sells more than nine million dressings per year, of which 1.5 million focus on preventing pressure ulcers.

The company supplies its products to a wide range of Brazilian customers, such as hospitals, clinics, healthcare operators, specialized stores, and homecare organizations. “Our goal is to allow the largest number of patients to receive the best technological solutions for the treatment and prevention of injuries,” explains Pedro.

De Braços Abertos (Open Arms)

“In 2022, Mölnlycke Brazil created the program ‘Estamos de Braços Abertos’ to help people living with epidermolysis bullosa, a rare genetic disease that causes easy blistering of the skin and mucous membranes and that affects 1,000 Brazilians. Patients with the disease are monitored by the Mölnlycke team and receive periodic visits from nurses who supervise dressing changes. The initiative has become a global reference for the Mölnlycke group.

Care, attention, and affection

“Mölnlycke has a mission: to free patients, caregivers, and the healthcare systems from the burden of wounds! I see that we have a lot of work to do in Brazil, since wound care, in general, is not yet where it could be. Mölnlycke can contribute to this change in the public and private sectors to improve clinical outcomes for patients. Our solutions also help reduce the total cost of wound management. This creates opportunities to expand care and improve the effectiveness of healthcare systems. Our future is very promising in Brazil,” Pedro concludes.



From its office in São Paulo, Mölnlycke serves more than 10 countries in Latin America.

Celebration of Nexer Group's first full year in Brazil in São Paulo, 2021.

Nexer Group

Tech and IT company Nexer Group has its roots in Swedish entrepreneurship and innovation. The company is part of the Danir group, a Swedish privately held business with 10,000 co-workers in 18 countries. Before 2021, Nexer operated as Sigma IT. Nexer's Brazilian heritage builds on yet another company, Inove, which Nexer acquired in 2021.

Nexer Group worldwide. Nexer are consultants to the tech industry and operates in over 15 countries, employing about 2,300 experts. In a world gone digital, Nexer's goal is to keep their customers one step ahead of the rest. Some of the world's largest businesses come to Nexer for their expertise within digital transformation, artificial intelligence, IT and R&D. To keep itself ahead, Nexer continuously explores cutting-edge tech, sharing its skills within strategy, technology and communication.

As a stand-alone company, Nexer dates to 2021, when it was spun-off from the Sigma Group, a Swedish group of IT and tech companies founded in 1986 and owned by Swedish Danir Group.

Swedish-Brazilian knowledge and entrepreneurship

Nexer's Brazilian heritage starts with yet another company. In 2007, César Palmieri along with three partners founded Inove, a consultancy focused on helping businesses become more productive through technology and innovation. Within a few years, Inove became the top Microsoft Business Applications Partner in Brazil. Their success caught the eyes of many – including Nexer, who in 2021 acquired the company.

Merging the companies proved successful – especially since it wasn't new to experts from Inove and Nexer to work together. They already had a shared history, collaborating for many years with joint customer Scania in Brazil. In fact, at a time when Nexer still had no office in the country, it was Inove who

had been hired to work with the trucks and buses manufacturer.

Today, Nexer in Brazil supports customers in the automotive sector, manufacturing, agribusiness, retail and many more sectors.

“We work with Microsoft solutions for many different businesses, providing our customers with support to connect, understand and train”, explains César Palmieri, managing director at Nexer Enterprise Applications Brazil.

Delivering suitable solutions

The Brazilian stock exchange B3 worked with Microsoft and Nexer to implement a CRM system for the non-profit organization B3 Social to connect investors to social investment projects in Brazil. The solution also allows monitoring and analysis of social projects through quantitative and qualitative indicators.

“We see a promising future. As we support businesses in their digital transformation, we feel that we help empowering people to go further in their business and in their lives. Technology is building the future, and this is an irreversible process. All of this has led us to do more with less. This is what we believe, and it is what inspires our team, customers, suppliers, and the whole society,” concludes César Palmieri.

Partner meeting in Malmö, Sweden in 2022. Dan Olofsson, owner of Danir Group and son Johan Glennmo, Danir's chairman, flanked by their Brazilian partners. From left: Alexandre Marques, Edson Cabral, César Palmieri and Fábio Sa.



Quant team discussing safety operational protocols during a work shift.

Quant

Quant Service was born to service production facilities, as a division of industrial giant ABB. Since 2014 it has been a stand-alone company, providing professional industrial maintenance to all companies that needs its help. Headquartered in Stockholm, it supports over 400 facilities around the world. Quant Brasil is present in the major industrial players over the country and employees more than 1,200 people.

A company born from another company

Quant Service became its own company under its own name in 2014 – but it already has over 30 years of experience. Its origins are as a division of Swedish–Swiss industrial giant ABB, where it was known since the late 1980s as ABB Full Service. The division helped the group with maintenance of its industrial locations and with improving the production and equipment performance of ABB’s facilities around the world.

This is exactly what the company still does – but since 2014 under its own name and now helping companies and industries from all over the world. It helps them drive sustainability, plant performance, cost optimization, and safety, using a systematic maintenance approach with integrated digital tools that it has dubbed Smart Maintenance. And Quant does this at 400 facilities around the globe.

Quant Brasil Manutenção Industrial

In 1999, ABB acquired Ceman (*Central de Manutenção*), at the time the biggest Brazilian industrial maintenance firm, with more than 3,000 employees. Located at the Petrochemical Complex of Camaçari, in Bahia, Ceman brought experience in maintenance solutions for the chemical, beverage, and steel sectors.

In 2014, a group of Swedish investors bought the division ABB Full Service and created the stand-alone company Quant. “All contracts and knowledge

from ABB came to us at Quant. We still have contracts from the ABB time that run 10–20 years. And all the highly skilled professionals remained. We are continuing the excellent work developed for 30 years,” says Ricardo Perroni, Business Development Manager of Quant Service.

Today’s Quant Brasil supports the most dynamic sectors of the Brazilian economy. “We are very strong in the mining, petrochemical, and manufacturing industries,” explains Ricardo.

The company has two business models. Quant either assumes partial maintenance of the clients’ operations, or it takes 100 percent responsibility for the customers’ maintenance.

Developing digital solutions to help our clients

“Sustainable, long-term growth is our focus in Brazil. We are making this possible through digitalization. In our contracts, we have introduced digital solutions to track equipment health and to predict whether and when this machine will need service. Our development is based on combining technology with people – and with trust,” Ricardo concludes.

Quant’s team in São Paulo office.



Plane assembly in Linköping,
Sweden in Saab's early years.

Saab

In 1937, Svenska Aeroplan Aktiebolaget, shortened as Saab, was founded to help boost Sweden's defense strategy during the interwar years. Saab came to Brazil in the 1950s and today has over 140 employees.

Laying the foundations of Swedish defense

Sweden in the 1930s sought to maintain its neutrality and sovereignty against a background of growing tensions between European powers. People hoped there wouldn't be a war – but still wanted to prepare as if there would be one. Svenska Aeroplan Aktiebolaget (Saab) was born in 1937 to develop and produce air force planes. Today, Saab is the foundation of Swedish geopolitical strategy. It's a leading security and defense company present in more than 30 countries, offering military solutions for air, land and sea.

A pioneer in Brazil's new capital

In 1950, the first units of the Saab Scandia passenger aircraft were delivered to Viação Aérea São Paulo (VASP). In 1960, the city of Brasilia was inaugurated and took Rio de Janeiro's place as Brazil's political power. The arrival of the new capital also marked Saab's arrival to Brazilian skies and the Scandia began flying regularly to the city under the colors of VASP.

As a global leader in the defense and security sector, Saab began selling products to Brazil in 1980 through sales representatives. Brazil's armed forces operate the company's solutions to this day, such as the RBS 70 remote-controlled low-altitude missile system, the AT4 anti-tank weapon, the Carl Gustaf cannon, and others.

Sweden's largest export contract

Saab's success story in Brazil then truly caught momentum in 2009 when Saab opened an operations office in Brazil. With this move, Saab sought to strengthen the Gripen E/F bid for the FX-2 Program, which sought to replace the fighter aircraft fleet of the Brazilian Air Force (FAB). In 2013, Saab beat out major international competitors and was chosen to develop 36 new fighter jets in partnership with the Brazilian industry.

"The joint development and supply partnership for 36 Gripen fighter jets is Sweden's largest export contract ever, and the technology transfer program is certainly one of the most significant globally. For Brazil, the acquisition is of paramount importance in addition to increasing the operational capacity of the Brazilian Air Force," says Marianna Silva, Managing Director of Saab Brazil.

A strategic country for tomorrow's Saab

Saab has Brazil as one of its most important business hubs in the world. This is a long-term commitment to the country, translated into the many investments made in technology, R&D, and training locally.

"The goal is to reach the 2030s with an inclusive and diverse Saab that exports to other markets in collaboration with Brazilian partners. With Gripen, but also with other defense systems that we would like to work on with the Brazilian defense industry," concludes Marianna.



Work during the pandemic
at Saab's plant in São
Bernardo do Campo.



The Brazilian Gripen Program

Sweden and Brazil can look back at many shared important business projects. A beacon among those is of course Brazil's purchase in 2014 of Saab's new Gripen E/F fighter aircraft. An important acquisition by the Brazilian Air Force, Sweden's largest export deal ever – and most importantly, a partnership that keeps evolving.

BY CRISTIANA PONTUAL, COMMUNICATIONS DIRECTOR AT SAAB BRASIL

In the early 2000s, the Brazilian Air Force (FAB) started looking for a replacement for its fleet of fighter aircraft. It would eventually, in December 2013, select the Gripen E/F, a multirole fighter aircraft from Swedish defense and security company Saab.

Saab flew an earlier model of the aircraft, called Gripen C/D, already in Sweden in 1988 and it had been in service with the Swedish Air Force since 1996. It was, in other words, not a greenfield technology that FAB started to consider. Still, its selection

process was extensive. Not only did it want the best fighter to join the front line of defense in Brazil, but it also sought a solution that would boost the national industry with knowledge and technology.

The selection process, called the F-X2 program, considered several attributes. The new aircraft should be able to complete all types of missions already performed by FAB aviators, such as interception, attack, and reconnaissance. In terms of logistics, the support should be designed for its entire life in operation,

allowing high availability of the fleet. All this at a competitive cost, naturally. Finally, and one of the most strategic items of the program, it should involve the participation of the national defense industry.

Out of several potential candidates, the Gripen was ultimately selected because it offered the best balance in terms of cost, technology and technical capability, in addition to the participation of the Brazilian Industry.

The official contract was signed in 2014. It involved the development and production of 36 aircraft, including systems, logistical support, training, and equipment. Of the 36 aircraft, 28 were Gripen E (single seater) and 8 were Gripen F (twin seater).

The Gripen E/F fighter was in fact still in the development phase when it was chosen. This allowed the design of a unique project with substantial technology transfer to the Brazilian industry, which



F-39 Gripen flies over Rio de Janeiro.





Embraer employees doing their on-the-job training for final assembly at Saab in Linköping, Sweden.



included development, production, flight test and maintenance of the aircraft in Brazil.

This technology transfer started in October 2015, when the contract became effective. On this date, the first group of Brazilians moved to Linköping in Sweden to start their technology transfer program.

So far, approximately 300 Brazilian professionals (out of a projected 350) from beneficiary companies such as Embraer, Akaer, AEL Sistemas, Atech and Saab's subsidiaries in Brazil have participated in theoretical and on-the-job trainings at Saab's facilities in Linköping, Sweden.

Most of them now work at the Saab aerostructures plant in São Bernardo do Campo and at the Embraer plant in Gavião Peixoto, where the Gripen Design and Development Network (GDDN), the Gripen Flight Test Center (GFTC) and the final assembly production line are located. This is currently the most extensive technology transfer program ongoing in Brazil and it is the largest ever done by any Swedish company.

The São Bernardo do Campo plant, inaugurated in 2018, was specially designed for the assembly of Gripen aerostructures. Important structural units of the fighter are now being produced at this factory, such as the aerodynamic brakes, the tail cone, the front fuselage and the rear fuselage.

At the unit, Saab will also perform the maintenance and repair of Gripen's AESA Radars and Electronic Warfare systems during its lifecycle in Brazil. This means savings in costs and agility, since it will not be necessary to send these sensors for maintenance abroad.

The GDDN is the hub for Gripen's development work in Brazil. There, Brazilian and Swedish engineers work with the development of Gripen E/F, in areas such as aeronautical engineering, airframe design, system integration, avionics, and human-machine interaction, among others.

The Transfer of Technology Program is aimed at providing Brazil with capabilities for the Brazilian partners to develop new functionalities and implement upgrades, thanks to the technology transfer and the establishment of development, testing and production assets in the country.

The first Gripen E arrived in Brazil in September 2020 to carry out the flight test campaign on Brazilian soil, at the Gripen Flight Test Center (GFTC). The activity was fully integrated into the testing program that has been running since 2017 in Linköping, Sweden.

In 2022, four new Gripen E fighters, the first ones in series production, arrived in Brazil. In November of the same year, Saab obtained the necessary certification for the military

use of the aircraft, which attested that Gripen met all the airworthiness and flight safety requirements established by the Swedish and Brazilian military authorities.

On December 19, 2022, the F-39 Gripen, as they are called by the FAB, officially started their operational activities, and were incorporated into the First Air Defense Group of the Brazilian Air Force, at Anápolis Air Base, in Goiás. This means that they are now available for air force missions for the protection of the nation's sovereignty.

And the partnership does not end there. Saab has a long-term commitment to Brazil, and its stated goal is to continue expanding its strategic partnerships with Brazilian companies, which are already part of Saab's global production chain. It is also on public record that Saab is in discussions with the Brazilian Air Force to expand the number of aircraft to Brazil, beyond the initial 36 fighters.



F-39 Gripen in the air.

In 1962, Sandvik opened a factory in Brazil for cutting and rock drilling tools.

ÁREA DESTINADA PARA
AS NOVAS INSTALAÇÕES
DE
AÇOS SANDVIK S/A
INDÚSTRIA E COMÉRCIO

Sandvik

In 1868, Göran Fredrik Göransson founded Sandvik, based on the Bessemer method, a new industrial process for inexpensive mass production of steel. Today's Sandvik is an engineering company, specialized in metal cutting, mining, construction, industrial heating and much more. In 1949, it came to Brazil, then a primarily agrarian country. Sandvik has since then grown by the same leaps and bounds that the country has experienced.

It all started with steel. In 1858, Göran Fredrik Göransson took know-how he had picked up abroad and successfully completed the first test of the Bessemer process for steel production. Building on Sweden's already long tradition of steel milling Göransson incorporated in 1862 – and quickly went bankrupt. But he picked up the pieces and formed a new company in 1868 – which we have since known as Sandvik.

Today's Sandvik Group covers the entire supply chain for its clients: from raw materials and tungsten carbides, metal-cutting and digital manufacturing solutions, additive manufacturing, and metal powder, to mining and infrastructure equipment and tools, across the world.

Aços Sandvik Ltda.

After World War II, Sandvik entered several new emerging markets, such as China, Mexico and South Africa. And in 1949, the company a distributor subsidiary in São Paulo, Brazil, named Aços Sandvik. Brazil in the 1940s was in process of becoming an industrialized country – and the Sandvik executives thought their company could be of help in that development. The bet paid off. Brazil's industry and economy grew by leaps in the following years, and Sandvik's growth path mirrored that development.

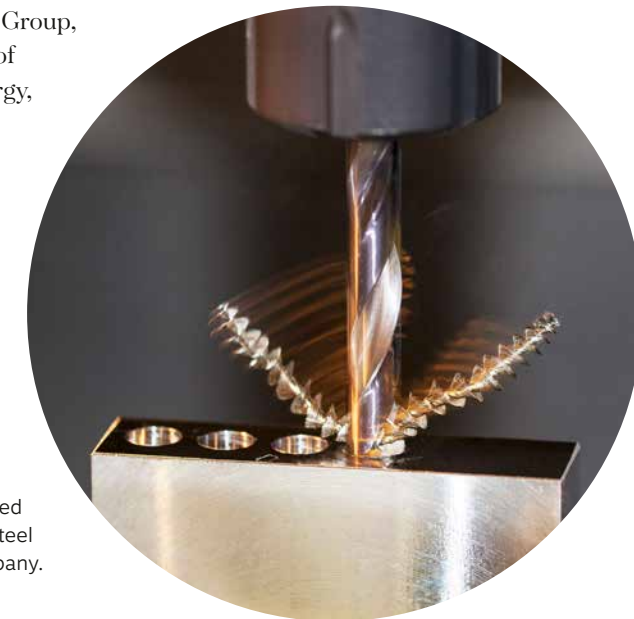
In 1962, Sandvik opened a factory in Brazil for cutting and rock drilling tools, followed in the 1970s by a metal-cutting tools facility for Dormer Pramet and a wire drawing plant. In the early 2000s, Walter Tools Seco Tools joined the Group, and in 2018, a Coromant Center was opened in São Paulo State, as a part of a global network of facilities dedicated to showcasing metal-cutting expertise.

In recent years, Sandvik has continued growing globally through acquisitions, both in its main sectors of mining and machining solutions and in software for manufacturing industries. This has greatly impacted the Brazilian business, adding companies such as Schenk, DSI Underground, CGTECH, Miranda Tools, Frezite, CNC Software Inc. and Cambrio to the Group.

“I have been with the Sandvik Group since 2008, starting as a planning production manager at Dormer Pramet. Since then, I have experienced both growth and moments of challenges, such as the pandemic period,” says Alexandra Freitas, Vice President of Supply HSS & SRT and also Managing Director for Sandvik Holding in Brazil.

She continues: “The most important asset of the organization is its people, and we work continuously on their development. Their engagement is why I can reassure our continued passion to continuously innovate smarter and sustainable solutions for our customers. All parts of Sandvik Brazil have plans and actions to deliver on the global sustainability goals we have as a Group, in the areas of climate, energy, circularity, people and fair play.”

Sandvik's history started with steel in 1868. And steel is still core to the company.



Scania truck during tests in the São Bernardo do Campo plant.

Scania

Founded in 1891, Scania is a leading manufacturer of heavy trucks, buses, industrial engines, and marine engines. The company arrived in Brazil in 1957, opening its São Bernardo do Campo plant in 1962. Brazil is currently one of Scania's main markets worldwide. Capable of producing 30,000 vehicles per year, the company has more than 5,000 employees in the country.

In 1891, in Sweden. During the late 1800s, railways were being built all over Sweden. Engineer Philip Wersén joined forces with steelmakers at Surahammars bruk and founded Vabis to make rail-road cars. It branched into making buses and trucks in the early 1900s and soon became known under its new name Scania-Vabis. Today, Scania is present in more than 100 countries and employs more than 50,000 people.

65 years in Brazil

It was in 1957 that Scania-Vabis do Brasil opened in Brazil. Back then, the company brought truck parts to Veículos e Máquinas Agrícolas (Vemag) for assembling and for selling Scania trucks within the country. That year, the company had 500 employees and sold 162 vehicles.

In 1962, Scania opened its own factory in São Bernardo do Campo in the ABC Paulista region and began producing buses and trucks. The plant, a symbol of Brazilian industrialization, was the first Scania plant outside Sweden. At the time, it had 1,500 employees who could produce 815 vehicles per year.

Scania transformed Brazil's heavy vehicle market. Its launches were always considered the most modern and innovative for its time. In 1957, the L-75 positively impacted the supply chain of trucks in the country, as the model had 35% of national content and was thus less dependent on imports. It was the first "Brazilian Scania". And in 1972, the *Jacarés* ("Alligators" in English), a rear-engine bus (BR-115), took over the country's roads and minds.

In 1974, the LK-140, the first diesel-powered V8, became another sales hit for the company.

Then, in the 2000s,

The L75 model, the very first truck made by Scania in Brazil. Photo from 1960.

Scania pioneered the launch of biofuel-powered vehicles. Today, all new trucks and buses meet the P8 pollution control standard, equal to Euro 6.

An innovation hub

The São Bernardo do Campos plant produces "bumper to bumper," meaning that all parts and components used to make a truck are produced in Brazil. The factory is more than 450,000 square meters big and houses a Research and Development Technological Center with more than 300 engineers. At the site, Scania also performs vehicle validation and application tests such as test drives and crash tests.

Scania Brazil is also Scania Latin America. In fact, Scania Brazil exports to 30 countries in Latin America, Africa and Asia. Among Swedish companies active in Brazil, Scania is among those with the largest presence in the country, employing more than 5,000 people.

In 2022, Scania Brazil had 5,000 employees who produced 30,000 vehicles.

A successful tomorrow

"In 2022, we celebrate 65 years of history in Brazil, always believing in the country's road vocation and the potential of its people. This will not change! For the future, in addition to strengthening our purpose, we will continue investing in people, technology and innovation, to contribute to the evolution of the industry, the economic and social development of the country and, mainly, to decarbonize the transport and logistics ecosystem. Now and in the future, Scania expects to see Brazil playing a leading role in the search for transport and logistics solutions capable of changing the course of what we call the climate emergency. We will continue to work for a sustainable future, engaged in the implementation of energy transition technologies and their respective renewable sources, focused on intelligent mobility solutions, and increasingly committed to ESG practices," says Christopher Podgorski, President and CEO of Scania Latin America.





In the 1950s, Skandinaviska Enskilda Banken (today's SEB) ran a drive-through bank in central Stockholm – right next to the Royal Opera. Cast members would visit during breaks.

SEB

Founded in 1856, Stockholms Enskilda Bank was one of the first commercial banks in Sweden. In 1972, after authorization from the Central Bank of Brazil, SEB started operating in Brazil. The bank has since then been standing by its clients in both good times and bad. Today, SEB is the only Swedish financial institution with representatives in Brazil.

SEB's large legacy. Founded in 1856 by entrepreneur André Oscar Wallenberg, Stockholms Enskilda Bank played a crucial part in the industrialization of Sweden. By following its Swedish clients abroad, it also quickly became an important financial player in Northern Europe. Meanwhile, Skandinaviska Kreditaktiebolaget, another Swedish commercial bank and founded in 1863, worked in parallel but from Gothenburg, the nation's second city.

These two banks merged in 1972 to create Skandinaviska Enskilda Banken – or SEB for short. Today, SEB is a Northern European financial services group with international reach. It has about 1.8 million home bank customers, 16,500 employees, and counts the Nordic and Baltic countries, Germany, and the UK as its home markets. The international nature of SEB's business is reflected in the bank's presence in more than 20 countries worldwide.

SEB do Brasil Representações Ltda

In 1972, SEB received authorization from the Central Bank of Brazil to set up representation in the country, which became a location at Rua Líbero Badaró, 496, in São Paulo. In the 1980s, the representation was taken over by Skandic do Brasil Ltda., which moved its headquarters to Brigadeiro Faria Lima Avenue, Brazil's most important financial district. That is still SEB's address today. In 1984, SEB acquired Skandic and changed its name to Interscan Serviços e Consultoria Ltda. And then, in 2014, the company changed its name to today's SEB do Brasil Representações Ltda.

To say that SEB remains with its clients during good times and bad is almost an understatement.

“SEB arrived in the decade of Brazil's economic miracle but was also there to live through the effects of the oil crises. In the 1980s, the institution saw Brazil's struggle with its large foreign debt and hard

negotiations with the International Monetary Fund (IMF). It saw the end of the military government, the new Constitution in 1988, hyperinflation and the Plano Real, which beat inflation and stabilized the economy in 1994. Through all those phases, we have kept on supporting our clients,” says Christian Rezende, SEB's Chief Representative in Brazil.

SEB's business in Brazil focuses on supporting the subsidiaries of Nordic, German, and British companies that operate in Brazil and on facilitating their trade flow. This has enabled the bank to contribute to major projects in the country, such as the construction of Itaipu, the world's second-largest hydroelectric power plant.

“We offer cross-border financing solutions to SEB's home market customers operating in Brazil, international guarantees, letters of credit, operations supported by export credit agencies such as EKN, Finnvera or EKF, and funding for Brazilian banks that finance SEB clients,” explains Christian.

Constantly looking to the future

“SEB has been present in Brazil for more than 50 years and we plan to continue supporting our customers for many decades to come, because the group's commitment to the country and the customers has always been, is and will be long-term. The country's growth will bring challenges and opportunities for all, and we want to continue to be an important business partner for our customers,” Christian concludes.

Aline Chadalakian, Trade Finance Manager; Christian Rezende, Chief Representative; and Vilhelm Dhejne, Deputy Representative and Associate Area Manager Latin America, at SEB São Paulo in 2022.



Semcon headquarters in
Gothenburg, Sweden.

Semcon

The technology and engineering consultancy company Scandinavian Engineering and Marketing Consultants (Semcon) was founded in 1980 in Västerås. Today, the company has 30 offices in seven different countries. Semcon Brazil was born in 2007 after the acquisition of IVM Automotive, a German competitor, and nowadays has more than 400 employees in the country.

Founded in 1980... In the first year of the 80s, Scandinavian Engineering and Marketing Consultants (Semcon) was founded in Västerås, Sweden, with the mission of supporting companies to create innovative solutions in many fields of industry. What started as a Swedish-only activity grew to comprise operations across the world. Through a mix of organic growth and acquisitions, the company today employs 2,000 people in 30 offices in Sweden, the UK, Norway, Germany, Hungary, China – and Brazil. The company organizes itself in two business areas: Engineering & Digital Services and Product Information.

The power of Brazilian engineering

Semcon's Brazilian roots go even further back than the company's own entry in 2007 into the country. In 2002, Volkswagen Truck & Bus selected engineering firm IVM Automotive to design all of the electronic systems of its Constellation truck for Brazil. A Brazilian team of engineers went to Germany to learn and develop – and this team then became part of Semcon when the company bought all of IVM in 2007.

In 2009, Volkswagen Truck & Bus renewed its contract with Semcon, which expanded its activities in Brazil with new offices in Resende, Rio de Janeiro State. Today, the company works with structural calculations, design (all range of services from benchmarking to series engineering) and tests for many

manufactures. Semcon Brazil has also diversified its client portfolio, working with automakers such as Scania and Volkswagen Cars, as well as auto parts manufacturers. And recently, Volkswagen Truck & Bus picked Semcon to be their engineering partner for the development of e-Delivery, a new Brazilian 100% electric truck.

New technologies – for safety and sustainability

The Brazilian government programs “Inovar Auto” and “Rota 2030” set new standards for the car industry, setting up the airbag and ABS brake systems in 2014 and now has targets for carbon dioxide emissions reduction, automatic distance control and other safety systems. “In a time when nobody was discussing these topics in Brazil, we were already supporting our clients to achieve these standards. So as the auto industry trends change, Semcon Brazil follows them with lots of investments in research and development,” says Fabricio Campos, Country Manager of Semcon Brazil.

He continues: “Semcon Brasil focuses on developing new technologies with sustainability and safety at the forefront, such as for carbon emissions reduction and others. We want to continue to contribute with ESG projects in different sectors, such as energy”.

Semcon Brazil management
and administrative team.



In 2018, two years after opening, SKF do Brasil's Wind-factory reached the production quantity of 2,000 special bearings for application in wind turbines.



SKF

In 1907, Svenska Kullagerfabriken (SKF) was founded by Sven Wingquist, the inventor of the double-row self-aligning ball bearing. Only eight years later, SKF opened shop in Rio de Janeiro – which makes them one of the most traditional Swedish companies in the country. Today, SKF Brazil has a turnover of over 1 billion reais.

Tradition and quality. In 1907, the inventor of the self-aligning ball bearing, Sven Wingquist, together with other Swedish industrialists, founded Svenska Kullagerfabriken, SKF. Within a year, SKF had opened its first factory in Gothenburg and had been granted patents in 10 countries. The post-war boom in the automotive industry drove the rapid growth of SKF, which became a global leader in the industry. Today, the company has 87 factories, 43,000 employees and 17,000 sales representatives in 130 countries.

Rio de Janeiro, 1915...

In the mid-1910s, Brazil was a very young and agrarian country. Its capital and largest economic center was Rio de Janeiro – which made the choice of where to open its first store easy for SKF. From that first store in 1915, the company imported and sold bearings to Brazilian customers. In 1943, the sales office in Brazil gained the status of a subsidiary.

Brazil on wheels... and bearings

At the end of the 1950s, Brazil's economy was expanding rapidly, propelled to a large extent by the growth of the automobile industry in the mid-1950s.

The new car-assembling plants in Brazil increased the demand for locally produced parts. So SKF bet on Brazil and opened a national factory in Guarulhos in 1963. In the 1980s, SKF moved to its new modern factory in Cajamar, in the greater São Paulo area, where it is still located today.

Today, SKF do Brasil operates a “solution factory” in the country, which develops repair and maintenance solutions to be used globally by the group. In 2017, SKF's Brazilian engineering team also started a global pioneering wind turbine maintenance program.

SKF do Brasil is considered a leader in the bearing business and the Brazilian branch is one of SKF's most important business units. In Brazil, the company has a market share of 36% and its operations represent 40% of the business in Latin America, with annual sales of 1 billion reais.

A connected, cleaner future

The future for SKF, as for everyone, hinges on how to handle the climate situation. SKF has committed to having all manufacturing CO2-neutral by 2030. This goal is the result of a climate journey that started in 1989 and which seeks to make the industry more sustainable and efficient.

“We envision our future as fully connected, using the best technologies that can support our customers and our operations. We seek more efficiency from customized solutions for a cleaner and more sustainable environment,” says Gustavo Molero, President of SKF Latin America.



Colleagues at SKF do Brasil at work.



Generations after generations: Nils and Ian Bonde

So many Swedes make Brazil their home, either for a period – or for a life. Nils Bonde arrived in Brazil in 1967 and spent many years both in and out of the country before retiring there and making it his permanent home. His son Ian also calls Brazil home, despite many ventures internationally. Here, they share their experiences.

TEXT BY ANDERS SJÖMAN, INTERVIEWS BY JONAS LINDSTRÖM.



Son Ian and father Nils Bonde.
(Photos: private, ca 2022.)

Nils Bonde arrived in Brazil in May 1967.

“I was 25 years old, had just graduated from Lund University in Sweden and was invited to join filmmaker Arne Sucksdorff, who was making a documentary about the Pantanal fauna. We spent four months in this tropical wetland area, the world largest.”

The country, young Nils thought, brought so many different experiences. On one hand, there was, for instance, vibrant Rio de Janeiro.

“Rio was a friendly and safe tropical paradise for a young bachelor at that time. Tropical sounds during the nights and mysterious macumba chants in the distance, samba and bossa nova always present. Everything was buzzing.”

On the other hand, there were areas on the complete other end of development.

“In Pantanal, I met total illiteracy for the first time, in a society so foreign to the Swedish that I had left. At the same time, I met many illiterate vaqueros in Pantanal who radiated human values in a way that big business leaders in more industrialized parts could only dream to do.”

After the expedition, Nils joined Cia. T. Janér Comércio e Industria, a printing and paper merchant in São Paulo. The company was founded by Tor Janér, a Swedish businessman who had made Brazil his home and would come to dedicate his life to Swedish–Brazilian business interests.





Nils then moved abroad, to work for Swedish SKF in nearby Argentina, where he also met his wife, Lucila. SKF moved the couple to Tokyo for six years, where their children Ian and Paula were born. Then followed two years in Gothenburg, Sweden, before returning to São Paulo.

“The following seven years with SKF saw great expansion. One of my responsibilities was to build the new factory in Cajamar. The kids went to school and our roots grew deep in Brazil. I learned that fun and work can be combined at the workplace, and that motivated Brazilian workers are just superb.”

SKF moved the family again – this time to South Africa, at the time of Nelson Mandel’s release from prison – but they returned soon to Brazil. And just to stay in the country, Nils left SKF to become head of a Belgian group’s operations in Brazil, staying with them 14 years until retiring in 2007.

“It was natural to remain. Good climate, wonderful food and amazing people. That makes it easy to endure whatever negative sides there might be. We know anyway, after traveling so much, that there is no one paradise on this planet. You choose the place you like the best to spend your life. But imagine if I hadn’t made that decision on that cold and rainy March evening in Lund, back in 1967!”

The fact that son Ian is married with a daughter in São Paulo probably made the decision to stay even easier. (Daughter Paula lives in the USA with her husband and two children, following the family’s tradition of international vagabondery.)

Ian also sees Brazil as the natural place for expanding his roots.

“I have lived in many places in my life, but Brazil is the home I return to. I have been married to a Brazilian for over 18 years now, and we have a 15-year-old daughter, born here.”

Moving with his family, Ian grew up in Japan, Sweden, Brazil and South Africa, before going to university in the USA.

“I then spent several years with American consulting firms focused on emerging markets. I came back to Brazil from Washington D.C. in 2000 and in 2003 started my own consulting firm, specialized in telecom and technology and later in healthcare.”

After spending over a decade advising and investing in other companies, often within the healthcare space, Ian decided to create a healthcare venture of his own. This became digital health care company Vibe Saúde.

“We started ideation of Vibe’s business in 2017, creating the first version of our platform. We then received our first investment in 2020 from Swedish investment firm Webrock Ventures. Since 2020, we have raised approximately USD 20 million and become a leader in the B2C digital care market within Brazil. That’s the development speed you can have in a country like Brazil.”

All easy then, for someone else who wants to do business here?

“Brazil is a very complex, volatile, and high-cost business environment. Yes, you can be successful here, but you will have to be creative, flexible, patient and resilient. I love it, and know I will continue to invest here, both personally and professionally.”

Father and son gone fishing.
(Photo: private.)



In July 2022, SSAB Oxelösund rolled the first steel produced using Hybrit-technology, using 100% fossil-free hydrogen instead of coal and coke. The first customer for this new steel was the Volvo Group.

SSAB

The history of steel group SSAB dates back to 1878 when the steel mill Domnarvet started its operations. Over time, SSAB became Sweden's leading steelmaker. The company arrived in Brazil in 2003, raising the quality standard for steel in the country. Today, SSAB Brazil employs 36 people at its office in São Paulo.

145 years of history. In 1878, the steel mill Domnarvet was founded by industrialist Gustav A. Lundqvist in the Swedish town of Borlänge. The steels produced there soon gained an international reputation for their low cost and high quality. Today's SSAB, which was founded in 1978 and has the Swedish government as its largest shareholder, tracks its roots to Lundqvist's company. SSAB was listed on the Stockholm Stock Exchange in 1979 and opened operations in the United States. In 2021, the company, together with Swedish mining giant LKAB and state-owned electricity provider Vattenfall, launched Hybrit, an initiative to create the world's first fossil-fuel-free steel.

2003: Hello Brazil!

SSAB arrived in Brazil in 2003, with an ambition to increase the quality of the steel used in the country's industry. "In those days, very few customers were using this type of high-quality steel, and the few who did bought directly from steel mills in Sweden," explains Lisandro Peliciolli, Sales Manager for Brazil, Argentina, Uruguay and Paraguay.

The main sectors served in Brazil are mining, agriculture, and heavy machinery (or "yellow goods," as the industry pundits call it). SSAB's main objective is to contribute to the development of the Brazilian industry by selling high-value-added products. "New products like Hardox 500 Tuf and the marketing of fossil-fuel-free steels are indispensable examples of the consolidation of our activities in Brazil," says Lisandro.

SSAB's success in Brazil is a combination of three things: great products, high-quality services, and skilled professionals. The company is recognized for its close collaborative approach with its customers, helping to make them more productive and innovative. "We have a constant learning attitude, listen-

ing to our customers to improve our products and services. Then we share that knowledge with them," says Lisandro.

SSAB has close to 40 employees in its Brazil office, which plays a central role in the company's Latin American operations. The company's Brazilian know-how helps develop new projects that are being replicated around the world.

"Being a market leader involves building a team that is qualified and aligned to the company's purposes," says Lisandro when talking about the key element of SSAB's business strategy in Brazil. He also highlights the importance of diversity for the company, which today has 50% women in its leadership positions.

More and more efficient and sustainable products

"At SSAB, we know the impact we have on carbon emissions globally and, for this reason, we have given ourselves a major goal: producing steel without the use of fossil fuels. The Hybrit project is a significant step in this direction. SSAB will continue to be a pioneer in the development of modern, strong, and sustainable steels, delivering productivity and efficiency to our customers in Brazil," says Lisandro.

SSAB in 2018 at the Expoforest in Brazil, the biggest forestry fair in the Americas.



Since 2008 all packages produced by Tetra Pak in Brazil use paper certified by the Forest Stewardship Council, guaranteeing raw materials from renewable sources.

Tetra Pak

In 1951, Ruben Rausing founded Tetra Pak in Lund, Sweden, to bring a new package solution to the market, which helped make food available in many more places. Tetra Pak would grow to become a global leader in food processing and packaging solutions. In Brazil, the company has two packaging factory plants, and the Brazilian operation is one of the company's five biggest operations worldwide, employing 1,510 people.

“Protects what’s good.” In the 1920s, Ruben Rausing was living in New York when he saw a new store trend: self-service stores where customers took food in ready-made containers from the shelves, instead of having the shopkeeper package each order individually from behind a desk. Seeing a market opportunity, Rausing founded Tetra Pak in 1952 back home in Lund, Sweden. The new company made dry food cartons, for dairy products initially and then all types of products. Today, the company delivers packaging and food processing solutions to the entire world. Its operations build on 54 factories around the world, 25,000 employees in 160 countries – and a lot of innovation.

Brazil – innovation, quality, and long-term commitment

Tetra Pak started its activities in Brazil in June 1957 with commercial representatives. At the end of the 1970s, with the growth of the domestic market and an increasing demand for consumer goods packages, the company opened its first plant in Brazil, in Monte Mor, in São Paulo State.

In the early 2000s, Tetra Pak Brazil opened its second plant, this time in Ponta Grossa, in the state of Paraná. The company became the first packaging producer in Latin America to have its facilities certified by the Food and Drug Administration in the United States. In 2003, Tetra Pak adopted the Total Productive Maintenance (TPM) methodology in its two plants.

Respect for environment

Sustainability is a key focus area for today's Tetra Pak Brazil. Since 2008, all packages produced in Brazil use paper certified by the Forest Stewardship Council, which guarantees raw materials from renewable sources. In 2014, the company adopted polyethylene made from sugarcane in all its packaging. This plastic is renewable and able to capture carbon dioxide from the atmosphere during production – and was developed by Braskem in Brazil, which exports it to other company plants around the world.

There are many other environmental initiatives at Tetra Pak Brazil, such as Recicla Cidade, which has already sent more than 100,000 tons of packaging for recycling. Or the Conservator of Araucarias, a project to restore 7,000 hectares of Araucaria Forest, an Atlantic Forest ecosystem. “The project will potentially capture 70,000 tons of CO₂ per year. All in tune with Tetra Pak's global goals, which aim to zero its net greenhouse gas emissions by 2030,” says Marco Dorna, president of Tetra Pak Brazil.

A long-term strategic partner

“Tetra Pak Brazil is committed to a vision focused on sustainable and innovative business. These are the pillars of our operation and our long-term success. The company's tomorrow is guided by the brand promise of protecting food, people and the planet. We are moving forward with this vision. We want to continue to be the ideal partner for the food and beverage industry, encouraging co-creation and innovation in Brazil,” says Marco.

It was the tetrahedron-shaped plastic-coated paper carton that built Tetra Pak's fortune – and that gave the company its name.



Thule opens its first Brazilian plant in 2004. In the middle, Margareta Winberg, then Sweden's ambassador to Brazil and former deputy prime minister.

Thule

In 1942, the outdoor and transportation products manufacturer Thule Group AB was founded in Hillerstorp in southern Sweden. Brazil was introduced to the company's products in 1997, when Thule came to Brazil. Today, Thule employs nearly 40 people in its factory in Itupeva, São Paulo State.

From the Småland forests to the world

Outdoorsman Erik Thulin founded Thule in 1942 in Sweden to design and sell fishing gear. In the 1960s, the company expanded its offer to car-related products such as roof rack systems and rooftop cargo carriers. This helped the company grow and expand. By the 1970s, Thule had entered global markets such as USA and Japan. Today, the company has 3,300 employees worldwide, 140 sales markets and 9 production facilities.

A story based on trust

In the 1990s, the Brazilian mechanical engineer and kayaker Werner Wiedenbrug needed a way to put his kayaks and gears on the top of his car, but he could not find a suitable product or solution in Brazil. During a trip to Sweden, he found what he was looking for when he came across the Thule system. He decided not only to buy the product for himself, but also to bring the products to Brazil. Together with David Stener, then Sales Director at Thule Sweden, the planning to bring Thule to Brazil began.

In 1998, the first container of Thule products arrived in Brazil with Wiedenbrug as the importer. However, shortly after that the Brazilian currency lost half of its value, causing Wiedenbrug's deal with Thule to almost fall through. "When I told David I would probably have to give up, he got on the first plane to Brazil and told me to not give up. Together, we made contacts with lots of auto industries in the country. A breaking point was when we got a contract to sell rooftop solutions to Volkswagen's new Paraty model," says Werner Wiedenbrug, who today is Director of Operations of Thule do Brasil.

From this point on, Thule do Brasil grew exponentially and the company successfully introduced

rooftop cargo carriers to Brazil. "A natural question then emerged," said Wiedenbrug. "Should we open a factory in Brazil or continue to import?" With the help of David Stener again, Thule Brazil got access to the necessary materials and supplies to produce rooftops locally. In 2004, the first Brazilian Thule factory was inaugurated.

Today, the company is producing for all Latin America from its Brazilian factory, from Mexico to Argentina. In 2017, Thule opened five branded stores in São Paulo and Rio de Janeiro in a quick expansion in Brazil. And nowadays, the company maintains more stores in the country than in the whole of US and Canada. "We're a benchmark for Thule globally," says Per Henricson, Sales Director for Latin America and Caribe.

Tomorrow

"By 2030, Thule wants to double its sales globally. In Brazil, we want to triple our sales. And we're confident that we'll succeed. All the market trends are in our favor: more people are practicing sports outdoors, living a more active life and being connected to nature. These are our values," says Per Henricson.

An active life, simplified. Here using a bike carrier, a rear cargo box and a roof top tent from Thule.



Since 2021, Volvo Cars only sells electrified vehicles in Brazil.



Volvo Cars

Founded in 1927 and known worldwide for its focus on safety and Swedish heritage and design, Volvo Cars today makes SUVs, station wagons, and sedans, developed in its Gothenburg head office and manufactured in its six production plants, employing more than 41,000 people. In Brazil since 1990, Volvo Cars is today the undisputable leader of electric vehicles sales in the country.

Wheels on the road since 1927. In 1927, Volvo Cars' first vehicle, the OV4, left the company's plant in Gothenburg on the Swedish west coast. Over the years, Volvo Cars models, such as the PV4 (the "little Volvo") and the versatile Volvo Duett, achieved success and Volvo, as a brand name, grew in international recognition. Volvo is not just one of the most recognized Swedish brands, but also an international benchmark for safety, with the three-point safety belt as an early mark.

In 1999, Volvo Cars was sold to US Ford Motor Company and then, 13 years later, to the Chinese company Geely Automobile. But the designs for all its cars are still created in Sweden and operations are still run out of Gothenburg.

Heading for Brazil

In 1990, the Volvo 760 became the car maker's first car to appear at the São Paulo International Motor Show, the leading automotive event in Latin America. Brazil had recently opened its markets for car imports, and Volvo was quick to make its presence known in the country.

Today, Brazil accounts for half of all Volvo cars sold in Latin America. The company has dealerships in almost all major cities of Brazil, a result of the company's fully Brazilian marketing and corporate office that serves as a hub for Latin America, serving other large markets like Mexico and Argentina.

"The Future is Electric"

By sales numbers, Volvo Cars Brazil is the second largest premium brand in the country and the leader in electric vehicle sales. In fact, nowadays the company doesn't sell any pure combustion engine

models, but only electrified ones – either hybrids or fully electric models. Volvo Cars will eventually phase out all combustion engine models – and Brazil is the second market where this is already implemented for Volvo, even before Sweden.

Today, Volvo Cars Brazil is seen as one of the most innovative parts of the global Volvo Cars group. In 2020, for instance, the Brazilian team produced "The Future is Electric," a marketing campaign announcing its 100% electrified fleet that proved so successful it was picked up by the Swedish head office and then reused internationally. Volvo Cars is also one of the major makers of charging stations in Brazil: there are more than 1,000 stations built so far – and they are open to all car brands to use as well.

"Brazil is one of the most important and innovative markets for Volvo Cars. We strongly believe in the country's potential. We're pioneers in implementing several strategies and global projects for the company. Since 2021, we only sell electrified vehicles in Brazil. We hope to continuously contribute to a more safe, sustainable future by selling products that are at the forefront of safety and electrical mobility," says Luís Rezende, President of Volvo Cars Latin America.

Luís Rezende, President of Volvo Cars Latin America.



New Volvo Trucks' trucks and buses, with Euro VI emissions technology, are in full production at the Curitiba (PR) plant since early 2023.

Volvo Group

One of the most well-known Swedish brands, the vehicles manufacturer Volvo, was founded in 1927 in Gothenburg. The company's footprint in Brazil goes back to the 1930s when the first Volvo cars were imported to the country. In 1977, Volvo inaugurated its plant in Paraná to further the already amazing growth in Brazil. Today, Volvo is in fact two companies, one for the cars and one for the trucks – and in Brazil, the trucks company Volvo Brazil employs over 5,000 people.

The beginning of a global brand. In 1927, Assar Gabrielsson and Gustaf Larsson founded Volvo in Gothenburg. The company's first car was the ÖV4 model. During World War II, Volvo grew and purchased manufacturers of auto parts and construction equipment. From the 1960s onward, Volvo opened new factories in many countries, such as Belgium, Australia and Brazil. A benchmarking of safety and innovation, today's Volvo has 100,000 employees globally and a 190-markets presence.

Ambitious first steps in Brazil

The first Volvo-imported vehicles arrived in Brazil in 1934. But the company's ambitions in Brazil were much bigger: it wanted to revolutionize the country's transportation market. In 1977, Volvo do Brasil was founded in the city Curitiba due to government incentives, logistics advantages and qualified labor supply. Two years later, the first B58 bus chassis rolled out of the new factory.

In the 1980s, Volvo launched the truck "N" in Brazil. The success of that truck was helped by other cutting-edge offers, such as offering 24-hour assistance to truck drivers, no matter which corner of Brazil they happened to be in.

Building urban mobility

Volvo actively contributed to urban mobility through its innovative transportation solutions. In the early 1990s, the company developed a 100% national bi-articulated bus for the bus rapid transit system of Curitiba. These were buses that were divided into three parts and that ran along specified routes. It was the world's first such BRT, leading to a more efficient transport service to the population and the environment of Curitiba. Nowadays, similar BRT systems are in place in large cities around the globe, such as Beijing, Bogotá, Rio de Janeiro and many others.

50,000 trucks

In 1995, Volvo Brazil hit a historical milestone when it reached 50,00 trucks produced in the country. In the same year, the company founded Volvo Equipamentos de Construção, a construction equipment division with a factory located in Pederneiras, São Paulo. In 2007, Volvo celebrated 30 years in Brazil and soon grew its product range from buses and trucks to new vehicles, such as loaders.

For Volvo, Brazil represents the second-largest truck market. But its businesses in the Latin America's biggest country are not restricted to commercial vehicles and construction machinery. The company also maintains Volvo Financial Services and Volvo Penta, which sells marine and industrial engines. Volvo Brazil employs 5,000 workers and is responsible for many thousands of indirect jobs.

A sustainable but profitable future is possible

In Europe, Volvo is already in the forefront with its electric truck fleet. By 2040, it is expected that all the group's products will be fossil-fuel-free, powered by either electricity or hydrogen. In February, 2023, the company introduced new truck models with Euro 6 certification in Brazil.

"Brazil is one of Volvo's largest and most important markets in the world. Our history in the country is marked by great transformations in the cargo and passenger transport sector, through innovative products, services, and practices. Moving toward the world in which we want to live, we continue to invest in the professionalism of our industry to generate prosperity through transport and infrastructure solutions. Volvo greets and celebrates the 70 years of the Brazil-Sweden Chamber of Commerce, a journey of passion for business and people that we share with pride," concludes Wilson Lirmann, President of Volvo Group Latin America.



Driving the future of mobility in Brazil

Anfavea, the Brazilian Association of Automotive Vehicle Manufacturers, created in 1956, brings together all aspects of the Brazilian auto industry: automobile, light commercial, truck, bus, agricultural and construction machinery manufacturers. Among its many members, who jointly drive the future of mobility in Brazil, are of course veteran Swedish brands Scania and Volvo.

TEXT BY GUSTAVO BONINI, VICE PRESIDENT OF ANFAVEA AND SWEDCHAM BOARD MEMBER

Swedish auto industry's cooperation with Brazil coincides as a milestone with the start of Anfavea's own history, and indeed with the construction of the Brazilian automotive sector. Scania started its production in the country in 1957, and 20 years later, in 1977, Volvo also established itself on Brazilian soil.

Just like in Sweden, where each company is headquartered in two major metropolitan areas – Stockholm and Gothenburg – they also settled in Brazil's metropolitan region, namely in São Paulo and Curitiba.

Since then, their continued shared focus is on safety and sustainability. It's a testament to the cultural and technological standard of the Scandinavian culture, which has been integrated not only into the products but also into the daily life of the workers of each company and its interaction with society.

In 2023, the Brazilian automotive industry celebrates the milestone of 5,000,000 trucks produced in Brazil, a number achieved with the contribution of these Swedish giants, manufacturers of trucks, bus chassis and engines.

Gustavo Bonini, Vice President of Anfavea, the Brazilian Association of Automotive Vehicle Manufacturers.



Everyone has already seen the strong presence of the two Swedish brands crossing the Brazilian roads, hauling two-thirds of the Brazilian GDP, together with their other truck manufacturer siblings, also members of Anfavea. The segments of agribusiness, mining, construction, distribution, public transportation, and energy all need their technology – and also require that they continue to develop and expand on what they already deliver.

In addition to safety and sustainability, Swedish trademarks, mobility, connectivity, and quality of life have also become increasingly prominent in the Brazilian transport sector. Mobility solutions for both people and cargo top the list of innovations that embrace the sector at this time of great transformation.

In the journey towards sustainability and decarbonization, new Swedish propulsion technologies such as electrification, and the use of alternative and renewable fuels such as biomethane and green diesel, represent an important thrust to help Brazil meet its environmental objectives, so important to the world.

Brazil, which has one of the cleanest sources of energy in the world, as well as the full potential of biofuels, represents a perfect Swedish-Brazilian integration for both business and society.

To help propel this transformation of the automotive sector, the two automakers will invest more than 3 billion reais in Brazil by 2025, building on the characteristics of their country, which honor planning, predictability, and continuous development.

It is no wonder that Sweden is a reference in innovation, human development, education, “smart cities,” human rights, diversity and inclusion and is at the top of many rankings of development indicators.

These facts and figures make Anfavea very proud of its Swedish-based associates, two important and innovative companies. In addition to all the historical milestones they represent for the heavy vehicle industry, they add a kind of wisdom very typical of Swedish culture, which can be summed up by the word “lagom,” which signals moderation and balance.



ÅF Automotive's
offices in Brazil.

ÅF

Ångpanneföreningen (ÅF) was founded in 1885 in Sweden to inspect and regulate steam boilers. From that very specific objective grew a global engineering and design company. It arrived in Brazil in 2013 with a focus on the automotive sector. Today, AF Brazil works with clients such as Volvo and Scania, and employs 102 industry experts.

Growing through technology eras. In 1895, The Southern Swedish Steam Generator Association (Södra Sveriges Ångpanneförening) was created to inspect and assure the safety of steam boilers. Similar organizations appeared across Sweden, and by 1964, they had all merged to become Ångpanneföreningen (ÅF). The business had also grown to first include electrical inspections and then all types of technical consultancy, in fields as varied as energy, automation, industrial IT and traffic management – and with customers across Europe and the world. In 2019, the company merged with the Finnish engineering company Pöyry PLC, becoming the combined company AFRY, with more than 17,000 experts running projects in 100 countries worldwide.

ÅF Automotive Brazil

In 2012, Swedish truck manufacturer Scania asked ÅF Automotive to establish an office in Brazil to provide the same high-qualified engineering consultancy for its plant in São Bernardo do Campo as ÅF did elsewhere in the world. Today, the auto industry is still ÅF Brazil's core market – but 30% of ÅF Brazil's operations are actually aimed at the foreign market, supporting auto companies in USA and Sweden.

“Today, most auto companies in Brazil only adapt finished projects created in their headquarters to meet the needs of the local market. So ÅF supports its clients to track the trends of the Brazilian market and then design the most suitable solutions for that market,” said veteran Rodrigo Carneiro, Managing Director at ÅF Automotive Brazil.

An exporter of qualified professionals and services

ÅF Automotive Brazil plays an important role in linking Brazilian and Swedish auto industry markets, from knowledge-sharing to supplying a specialized workforce. “We help our clients find qualified professionals willing to move to Sweden who also provide high-quality services with lower rates. Nowadays, there are more than 20 Brazilian employees working for AFRY in Sweden,” said Rodrigo.

Rodrigo Carneiro, managing
director of ÅF Automotive Brasil.





**More
passion!**





Top left: Ericsson took part in a modern art exhibition in Rio de Janeiro in 1964. Miss Universe 1964 happened to pass by and make a call on an Ericofon.

Above: Atlas Copco tools at work in Brazil.

Left: The collection department at Electrolux' head office in Rio de Janeiro, probably sometime in the 1930s.

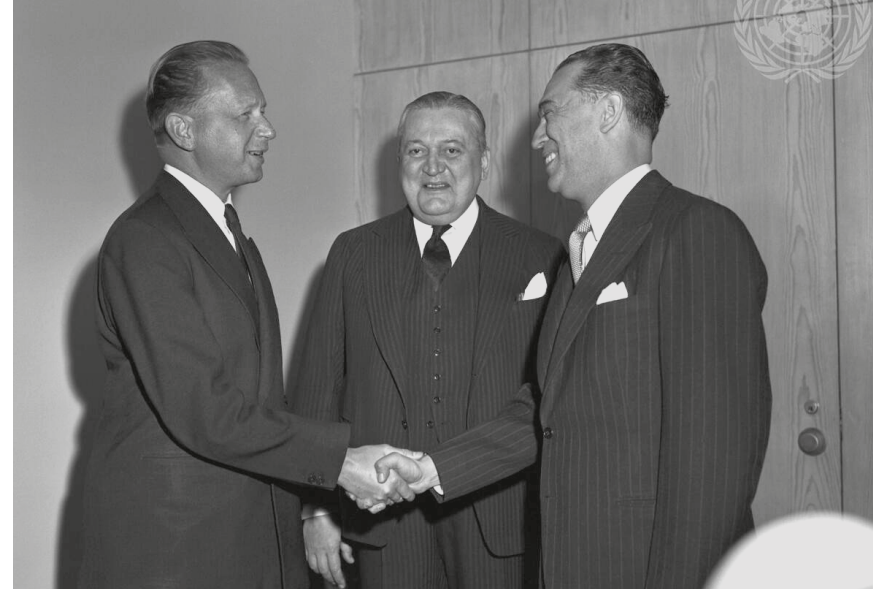
Above: Electrolux' sales exhibition in the 1940s. SKF had its right next to it.

Right: Vacuum ad from Eleclorlux Brazil.

Far right: In 1966, Swedish business journal *Veckans Affärer* focused on the friendship between Facit's CEO in Brazil, Gunnar Göransson and legendary footballer Pelé.



On 1 Sep 1956, Juscelino Kubitschek, President-Elect of Brazil (right) visited the U.N. Headquarters in New York and met with Secretary-General Dag Hammarskjöld from Sweden (right). Ambassador Cyro de Freitas-Valle, Brazil's Permanent Representative to the UN looked on. (Photo: UN Photo/Marvin Bolotsky.)



In 2007, Luiz Inácio Lula da Silva became the first Brazilian president to officially visit Sweden. Here he rides with King Carl XVI Gustaf in a carriage to the Royal Palace. (Photo: Ricardo Stuckert/PR.)

In 2012, during the UN Rio+20 conference on Sustainable Development in Rio de Janeiro, Brazil, UN's Secretary-General Ban Ki-moon (front, center) posed with world leaders for a group photo. To his left was Dilma Rousseff, President of Brazil, and to his right King Carl XVI Gustaf of Sweden. (Photo: UN Photo/Eskinder Debebe.)



Dilma Rousseff, the first woman to become president of Brazil visited Sweden in 2015. Here she's trying out a SAAB Gripen prototype in Stockholm, while Sweden's prime minister Stefan Löfven (left) looks on. (Foto: Roberto Stckert Filho/PR.)

King Carl XVI Gustaf of Sweden and Brazil's President Michel Temer during the Brazil-Sweden Business Council in 2017. (Photo: Beto Barata/PR)



During her visit to Sweden in 2015, President Dilma Rousseff also visited Ericsson's headquarters in Stockholm. To her left is Ericsson's CEO Hans Vestberg. (Photo: Agencia Brasil.)



Life at Swedcham.

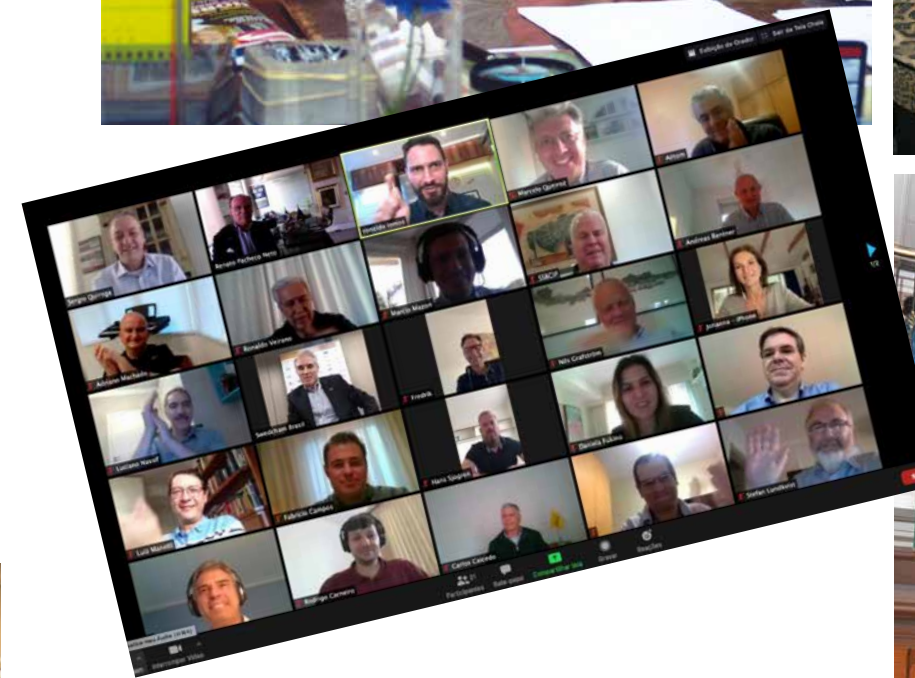
Top left: One of many business workshops that are continuously held at Swedcham.

Above: Christmas Party 2018 at Swedcham.

Left: Nils Grafman, Swedcham chairman (left) with Marcus Wallenberg, SEB chairman, during the SEB Nordic CEO Conference in São Paulo in 2019, involving the largest Nordic business delegation ever to Brazil.

Below left: Christmas Celebration 2016 at the Scandinavian Church in São Paulo.

Below: Event with the Women Executive Network at Swedcham.



Top: Erik "Mr Sweden in Brazil" Svedelius (1909–2009) at his desk.

Above: Swedcham life during the corona pandemic. Like the rest of the world, everyone became digital in a hurry.

Top right: Queen Silvia of Sweden, Daniela Falção, editorial director at Vogue Brazil, and Jonas Lindström, Swedcham's managing director in Rio de Janeiro during the 2016 Olympics

Right: Swedcham's 60 anniversary dinner in 2013 – ten years ago already.





The many ways of bringing people together.

Left: Gala dinner in Rio de Janeiro during the 2016 Olympics with the King and Queen of Sweden.

Above: The local Swedcham community met at Swedcham's offices to watch Sweden-England during the Football World Cup in 2016.



Together we make things happen,



combining our smarts,



taking care to work safely,



helping each other when needed.



We are in constant communication,



across the waters,



managing our budgets,



so the wheels of industry can keep rolling.



Because it's all about shared passions.



In 2023, the Swedish-Brazilian Chamber of Commerce celebrates 70 years. But Swedish companies have been passionate about Brazil for much longer than that. They have been eager participants in the country's development, bringing ideas, technologies, management styles, corporate cultures – and above all people.

Together, pioneering Swedes and Brazilians have created a heritage of productivity, technical excellence, and innovation across the entire country. In a number of cases and historical essays, this book celebrates their unbridled passion for business in Brazil, and for developing close relationships between the two countries, no matter the time or circumstances.



BUSINESS HISTORY

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