

JULY - DECEMBER 2023

NordicLight

A JOINT SWEDCHAM / NBCC PUBLICATION

70 Years of passion
for connecting people
and business!



The Matarazzo Building where the Chamber was founded in 1953



Rua Oscar Freire, the Chamber's address since 1978



SWEDCHAM.COM.BR
NBCC.COM.BR



CREATING A WORLD OF MOBILITY THAT IS BETTER FOR BUSINESS, SOCIETY AND THE ENVIRONMENT.

Scania is a world-leading provider of transport solutions. Together with our customers, we are driving the shift towards a sustainable transport system, creating a world of mobility that is better for business, society and the environment.

Tomorrow comes with challenges that affect not only our customers, but also the entire transport industry and the world we're all part of. Climate change is the darkest cloud in the sky and a reality to consider in everything we do.

Scania is committed to meet these challenges. We do that by providing sustainable solutions while changing the world of transport.

With our heritage, our experience and our know-how, we can and will push ourselves and the entire transport industry in the right direction, to change the future into a sustainable one.

SCANIA

NordicLight

NordicLight is a publication of Swedcham and NBCC



4. **A Chamber story** worth telling



8-10. **Minister Johan Forssell** comes with a Diplomatic Mission to Brazil



22. Active semester for **Sweden in Rio**



28. Celebration Dinner - **Swedcham 70 Years**



45. **Swedcham going more global**, with support from SCI trainee Louise Hultkvist



54. **The Career Fair** is back!



57. **ESG project** on Sustainable Sourcing

Others

8. Business Sweden >> 10. Embassy Update >> 18. Sweden in São Paulo >> 22. Sweden in Rio
26. Brazilcham News >> 31. NBCC pages >> 42. Swedcham News >> 48. Member News
52. Young professionals >> 59. ESG Committee >> 60. Legal Framework for Business Development
61. Human Capital Committee



A Chamber Story worth telling!

By Jonas Lindström, Managing Director

Looking back

It all started in March 1953, when a group of insightful business leaders working for Swedish businesses in Brazil met at the Matarazzo building in downtown São Paulo, a building that today is the mayor’s office. They wanted to find ways to further strengthen the already close ties between Sweden and Brazil – and their meeting became the start of the Swedish-Brazilian Chamber of Commerce. Many people have contributed to the Chamber’s success over the years, and it is really difficult to mention only a few, but during the first half (35 years) Erik Svedelius and Per-Gunnar Kalborg, both successful businessmen, were pivotal in the founding of the Chamber and supporting its activities. When it comes to the second half, Ambassador Christer Manhusen and businessman Nils Grafström were some of the key people leading the organization as chairmen during both prosperous and challenging times.

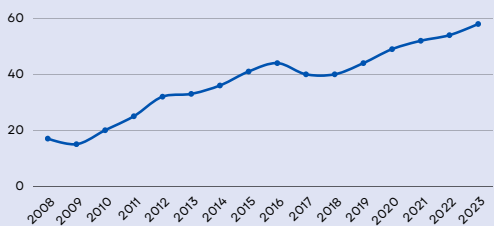
For several years the Chamber had a very successful joint-venture with the semi-state-owned Trade Council (today’s Business Sweden), and many small and medium-sized companies sought their fortune in the “land of the future,” which Brazil is often called. Many companies received professional help from the Chamber/

Trade Council for the complicated process of setting up a company in Brazil. The know-how and contacts that we could offer in almost all domains were unique. In 2006 the Trade Council moved to other premises, but the Chamber stayed and the business changed from consultancy to member services. Some grand events in the recent years in which the Chamber was involved 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 had the pleasure to together with the Embassy organize a gala dinner in Rio during the Olympics at which King Carl Gustav and Queen Silvia were the guests of honour. One year later, King Carl Gustav visited the Chamber, where he had an interactive meeting with a group of Swedish startups in Brazil. The King insisted on walking from his hotel to the Chamber, which caused some stress for the security teams, but everything ran very smoothly.

Living in the present

Today “Team Sweden,” comprising the Embassy, the Chamber, Business Sweden, the Consulates, mainly in São Paulo and Rio, and CISB work well together, and strive towards the same goal, to support

SWEDCHAM Brasil
SPECIAL MEMBERS
2008-2023





Swedish business in Brazil, but also academic and cultural exchanges.

During the pandemic we remodelled our business center, with meeting rooms, co-working space and auditorium, on the famous and elegant business street Oscar Freire. In 2023 we have organized 48 events for our 180 member companies, and our six Committees; ESG, HR, Legal, Communication, Finance and Innovation are now planning the agendas for 2024.

To celebrate our anniversary, we organized one dinner in March (together with SEB which completed 50 years in Brazil) and another in October, both very appreciated sold out events with excellent food and drinks, games, music and special guests.

During the dinner in March, we launched the book "*Passion for Business and People*", which has been read by thousands already, both in digital and paper format. This year has also been very active for our *Young Professionals* section which leads us to...

The Future

We like to focus on the youth, and the Young Professionals initiative has grown strong over the years. We currently have an agreement with *The School of Business, Economics and Law of Gothenburg* to receive a trainee for a year, who is responsible for the Young Professionals organization. Many of the most prestigious Swedish Universities are members and we also do events with Brazilians who have studied in Sweden (Sweden Alumni Network). In November

we organized the first Career Fair since the pandemic and the foundation is built to make the fair a yearly tradition. Mentorship programs is something else we offer, both for the young talents and C-level executives at our larger corporate members.

We saw the demand of becoming more digital years ago, before the pandemic, and our online presence has grown over the years, with live webcasts and active social media channels. Today, we run hybrid events, with room for 60 in our auditorium and the rest of the world online. However, we don't believe that the online events or AI will ever replace real-life meetings, which is still our core business. Over the years, the Chamber has grown in size and scope. We are, for instance, members of the *Swedish Chambers International (SCI)*, an organization of 32 Swedish Chambers abroad, and cross border projects and events have increased a lot recently. As we look forward, the Chamber will continue its work exploring how business and technology can bring people together. Peace, democracy, fair trade and social equality can only be achieved through open and constructive dialogues, and you can count on our continued work to offer platforms for such communication. ■



Unlimited opportunities.

Brazil offers a multitude of opportunities.

As a Northern European corporate bank with an international presence, we have vast experience in global business. We offer proactive advice and solutions within areas such as financing, risk management as well as new regulation and technology.

In the world of today, the move to a more sustainable way of doing business is at top of the agenda. For many years, we've partnered with numerous global corporations to facilitate their sustainable transformation.

So whatever the future might hold, we help you turn visions into reality.

Find out more at sebgroup.com

A close-up photograph of a light brown, fluffy teddy bear sitting in a car seat. The bear is wearing a dark grey seatbelt that is buckled across its chest. The background is a dark blue, textured surface, likely the car's interior. The bear has black eyes and a small red nose.

Saving More Lives

Autoliv is the worldwide leader in automotive safety systems. We develop, manufacture and market protective systems, such as airbags, seatbelts, and steering wheels for all major automotive manufacturers in the world as well as mobility safety solutions. In 2022, our products saved close to 35,000 lives and reduced more than 450,000 injuries.

In South America, ~1000 associates located in Taubaté/SP and Goiana/PE are passionate about our vision of Saving More Lives.

Brazil is trending among Swedish companies!

Update on trade activities from Business Sweden – the Swedish Trade and Invest Council



Marcus Wallenberg on the importance of joint actions for sustainable growth.



Swedish Minister Johan Forssell highlighting the strategic partnership with Brazil.

BLF 2023 – C-level forum focusing on joint actions for sustainable growth

The 4th edition of Sweden Brazil Business Leaders Forum (“BLF”) took place on the 22nd of November at Scania’s office in Sao Bernardo do Campo - facilitating for ‘Industry talks on industry ground’.

BLF is a biennial industry forum where C-levels of leading Swedish and Brazilian companies get to meet to discuss joint challenges and opportunities for sustainable growth, with the objective to strengthen existing partnership and initiate new collaborations. The BLF was established in 2015 as part of the Strategic Partnership between Sweden and Brazil, to facilitate for industry-to-industry and industry-to-government dialogues and collaborations.

The overall theme for this year’s forum was ‘Joint actions for sustainable growth’, putting extra focus on the green transition, digitalization and funding as drivers and enablers to accelerate sustainable actions and economic growth, on a local and global level.

Insightful keynote speeches were delivered by well-known industry leaders such as; Marcus Wallenberg (Wallenberg Investment) Håkan Buskhe (FAM), Börje Ekholm (Ericsson), Micael Johansson (Saab), Jan Larsson (Business Sweden), Christopher Podgorski (Scania), Ricardo Alban (CNI), Jorge Paulo Lemann (Lemann foundation), Walter Pinto Junior (Embraer), Rodrigo Dienstmann (Ericsson) and many more.

The Swedish participating companies included; AFRY, Atlas Copco, Autoliv, Astra Zeneca, Höganäs, Electrolux, Ericsson, Epiroc, IPCO, Saab, Scania, SEB, SKF, Stora Enso, Volvo, H2GreenSteel and Green Iron.

The Swedish official side was represented by the Minister for International Development Cooperation and Foreign Trade, Johan Forssell, and State Secretary for Energy, Business and Industry, Sara Modig. (for more information about the official delegation see the article by the Embassy).

The Brazilian official side was represented by Secretary Uallace Moreira Lima, with Vice President Geraldo Alckmin supporting the forum online.

A revised action plan, for the period 2024-2025, is now under development, where thematic working groups will be established to drive the development of new collaborations to accelerate the green transition and re-industrialization.

To learn more about the BLF and the action plan contact Andreas Rentner at Business Sweden.

Swedish GreenTech delegation to São Paulo, November 21-24

Business Sweden supported Ignite Sweden/SISP to organize a visiting program for 12 cutting-edge startups, to learn about the innovation corporate venture ecosystem in the largest and wealthiest state of Brazil, the state of São Paulo. The agenda included visits to Inovabra, Invest São Paulo, Cubo Itaú, meet-



Swedish start-up delegation in São Paulo (photo: Business Sweden).

ing and presentation by Bradesco's Chief Economist - Fernando Barbosa, meetings with venture capital firms and with Team Sweden in Brazil. It was all rounded off with a successful matchmaking event between the startups and selected larger Brazilian corporates. Highly appreciated was also the workshop at Business Sweden where the delegation could meet with FinanZero, Thule, Zimpler and Avidity to learn from their experiences of doing business in Brazil.

A majority of the companies see great business potential in Brazil and we are currently supporting several of them in setting suitable market entry strategy and support to accelerate sales.

Sweden – Brazil Sustainable Mining Seminar 2023 in Brasilia, October 31

As part of the annual action plan of the Sweden Brazil Mining Alliance, Business Sweden and the Embassy organized a roundtable seminar on sustainable and innovative mining. The session provided an outlook on mining operations in Brazil and Sweden, with key Swedish mining suppliers

Sustainable mining meeting at the Ambassador's residence (Photo: Patricia Cordeiro, Embassy of Sweden).



such as Alfa Laval, Volvo Group, Hexagon, Epiroc, Sandvik and Gunnebo Industries participating. On the Brazilian side the Ministry of Mines and Energy (MME), Ministry of Science, Technology and Innovation (MCTI), Brazil Mining Agency (ANM), the Centre for Mineral Technology (CETEM) and Vale shared the latest insights and directions for mining of the future and investment opportunities.

The Mining Alliance and the Strategic Partnership with Vale will continue in 2024, and we welcome more companies to join the forum and take part in the action plan. Contact us at Business Sweden to learn more how you can benefit from this program and unique partnership with the Brazilian mining industry.

Swedish innovative health care solutions presented for key actors in Brazil

A Swedish health care delegation visited Brazil in November, this to engage with some of the most important private and public stakeholders within the health care sector.

Participants included **Getinge**, which specialized in medical equipment with a history in Brazil spanning 20 years already; **Elekta**, developing innovative radiotherapy treatment solutions; **RaySearch Laboratories**, with its top-notch software for radiation therapy planning; and **BioInvent**, a biotech company based in Lund developing novel antibodies for cancer immunotherapy. Karolinska Institute also took part in the delegation, with the aim to further strengthen the academic collaborations between Sweden and Brazil.

During the 3- day program, taking place in Brasilia and São Paulo, we met with public and private actors and the companies had the opportunity to present their solutions and discuss potential partnerships. The visits to DASA, Rede Dor, Hospital Sirio Libânes, and Beneficência Portuguesa was extra appreciated, as these important actors shared their plans and strategies for the coming years.

Health care will continue to be a focus area for trade promotion of Sweden in Brazil, this as it is also one of the four strategic cooperation areas under the strategic partnership. To learn more about the Sweden Brazil health care program contact Pricila Carmo at Business Sweden. ■

Health delegation visiting Ministry of Health in Brasilia).



Embassy Update



From left: Ricardo Alban, president of CNI, Ambassador Karin Wallensteen and Swedish Minister Johan Forssell.

Strengthening ties: Minister Johan Forssell's diplomatic mission to Brazil

Sweden's Minister for International Development and Foreign Trade, Johan Forssell, visited Brazil from November 21 to 23. The primary objective was to strengthen Swedish business interests. Minister Forssell participated in the prestigious Business Leaders Forum in São Paulo together with State Secretary Sara Modig and Director General for Trade Policy at the Ministry for Foreign Affairs Per-Arne Hjelmborn, a former ambassador to Brazil.

Minister Forssell highlighted the positive view of Swedish companies towards Brazil and emphasized the strategic partnership between the two countries. The visit aimed to strengthen economic ties, deepen bilateral relations, and address global issues such as climate change and sustainable development. With over 200 Swedish companies operating in Brazil, his visit underscored a commitment to nurturing a flourishing economic relationship.



Group of guests at the Nobel Dinner Experience, Nobel Experience event.

Nobel Prize Day celebration at the Universidade de Brasília

To celebrate the Nobel Prize the Embassy has a yearly tradition, bringing together experts to honor laureates' achievements. This year, the Embassy of Sweden in Brazil collaborated with the Universidade de Brasília to host a special event featuring experts from the "Saiba Mais Sobre o Prêmio Nobel" videos.

The event delved into the accomplishments of Nobel Prize winners, drawing connections to ongoing research in Brazil. Attendees had the unique opportunity to interact with six distinguished experts representing specific Nobel Prize categories. The day emphasized the Universidade de Brasília's commitment to promoting scientific discourse and fostering connections between global advancements and Brazilian research.





Advancing green steel: A collaborative effort between Sweden and Brazil

In a collaborative effort to explore the latest advancements in the green steel sector, Sweden and Brazil recently brought together experts from both nations. The event united academia, industry leaders, and government representatives to discuss green steel production, green hydrogen, and the energy transition through industrial decarbonization, aligning with the goals of the #Agenda2030.

The forum facilitated conversations between Swedish and Brazilian specialists, bridging the gap between their experiences and innovations in the green steel industry. Discussions covered sustainable practices, emphasizing the role of green steel production in achieving environmental goals.

The event showcased the commitment of both nations to advancing green technologies and contributing to global sustainability efforts. Industry leaders and academics identified common ground and opportunities for cooperation, focusing on green hydrogen's potential in shaping a sustainable future for the steel industry.

The event centered around industrial decarbonization, highlighting Sweden and Brazil's shared commitment to reducing the carbon footprint in steel production. As collaboration continues, the outcomes of this event are expected to shape future initiatives and projects for a more sustainable and environmentally conscious steel industry.

This collaborative effort aligns with the #Agenda2030, emphasizing the significance of international cooperation in achieving sustainable development goals. The successful event serves as a testament to the dedication of both nations to forging a greener and more sustainable future in the steel industry.



Photo: Vanderlei Pereira.

Lucia celebration

On the evening of December 13th, the Embassy of Sweden in Brasília came alive with the warm glow of candlelight and the enchanting melodies of traditional Swedish songs, celebrating Lucia. This annual event, deeply rooted in Swedish culture, is a cherished tradition that honors Saint Lucia, the bearer of light during the dark winter months.

The event was held at a reception in the edge of Lago Paranoá, and the place was adorned with flickering candles, creating a cozy and festive atmosphere. Ambassador Karin Wallensteen welcomed guests with a speech on the partnership between Brazil and Sweden, in areas of industry, business and defence. Maria Luisa Escorel de Moraes, former Brazilian ambassador to Sweden and currently Secretary for Europe and North America at Itamaray, also gave a warm speech, sharing her own impressions of Sweden, including the significance of Lucia in Swedish culture.

The Lucia procession had the participation of more than 20 children with Valencia Montpaz as Lucia and soloist. After them, the international choir group Vox Mundi presented a few songs for the almost 500 guests.

The event served as a cultural bridge, fostering a sense of unity and understanding among attendees from various backgrounds. The fusion of Swedish and Brazilian elements created a unique and memorable experience for all in attendance.

The celebration of Lucia by the Embassy of Sweden in Brasília not only illuminated the diplomatic ties between the two nations but also brought people together in the spirit of joy, warmth, and cultural exchange. It was a night where traditions transcended borders, leaving a lasting impression on all who participated in this magical celebration, with the unique opportunity to taste Swedish traditional culinary. ■

V O L V O

Descubra a grandiosidade
de cada detalhe:
conheça o Volvo EX30.



Acesse volvocars.com.br e saiba mais.



No trânsito, escolha a vida.



In the beginning of this year, my Board of Directors decided that we should “make some noise” about the fact that it is a jubilee year, and in this magazine, you can read about some initiatives, such as two major Celebration Dinners and the launch of the book “*Sweden in Brazil – a Story of Passion for Business and People*”. Luckily the Chamber was founded in 1953, and not in 1950 - 1952, since it would not have been the same celebrating the 70th anniversary during a pandemic with lockdowns...

Several events have been about new technologies such as IA, and it is clear that we must be observant to what is coming, but as a member organization we will continue our focus on people and relations. We connect people and business on an everyday basis in a way that machines could never do. Recently a member said that attending our events has changed his view on society and humanity to the better, and a comment like that makes all our work worth it. This year, we organized many events related to ESG. It is natural and important for us to share cases on how Swedish companies work with issues related to Environment, Social responsibility and Governance. Our members know that they must be profitable to survive, but today, the results are measured in so many more variables than just the financial ones. One project is a report on how our members work with sustainable sourcing (supply chains), and we guarantee a very interesting and encouraging report.

We have had a lot of help from our Swedish interns Josephine and Louise and many new young people have discovered who we are, not least thanks to the Career Fair on November 7. There is a bright future ahead of us thanks to young talents in our network, and thanks to new interesting members, such as H&M which decided to become a member even long before the first store is opened in Brazil. Finally, I would like to wish my Board, my team and all members a **Merry Christmas and a Happy New Year!**



Jonas Lindström
Managing Director,
Swedish-Brazilian
Chamber of Commerce



The second semester of 2023 was hallmarked by NBCC great event on Energy Transition, which took place at Copacabana Palace in October and brought together more than 250 people. The event was organized in partnership with the Consulate General of Norway and Innovation Norway. It was attended by eminent CEOs of very important companies, the Minister of Foreign Affairs of Norway and the President of Petrobras, in addition to many other illustrious people. Some of other insightful events for Brazilian and Norwegian companies have also been organized by NBCC with highlight to the one in which specialists of the two countries discussed the long-awaited new Brazil-Norway Double Taxation Treaty, that is already signed but it is pending to get into force.

Based on the Norwegian Government’s desire to increase exports in areas other than Oil and Gas and Maritime by 50%, NBCC is developing internal committees to focus on two other strategic sectors: Hydrogen and Carbon Capture, which is also in line with sustainable goals fostered by Brazilian Government.

The interface with the Norwegian Government to pursue said goal will be done through a partnership with Innovation Norway, the official commercial representative of the Norwegian Government in Brazil.

The idea with the new committees within NBCC structure is to create high quality technical and commercial content for its members that can base and guide their needs and demands with the aim to reach the expected energy transition in both countries.

The year of 2023 brought business opportunities for NBCC members, marked the come-back of in-person events and was a year in which we saw a stronger commitment from governments and private companies with more sustainable practices. We shall expect more good news for 2024, for NBCC, for Brazil and Norway and for the world as a whole.



Cristiane de Lamare
President, Norwegian-
Brazilian Chamber of
Commerce

>> *Our Gold, Silver and Bronze Members*

Gold Members



Silver Members

ABB



camfil

DNB

Elekta

Epiroc

Höganäs

Husqvarna

Mentor Media
MEMBER OF ELANDERS GROUP

Mölnlycke

Munters

PN ST Pacheco Neto
Sanden Teisseire
Advogados

QUANT.

SANDVIK

THULE
SWEDEN

VEIRANO
ADVOGADOS

Bronze Members

AFRY
AF PÓRY

AXIS
COMMUNICATIONS

BAE SYSTEMS

DIAVERUM

**ECONOMIST
IMPACT**

essity

FAM

FERRING
PHARMACEUTICALS

FinanZero

GETINGE

GUNNEBO
Industries


LLYC

Nordea

semcon

SSAB

**TOKIO MARINE
SEGURADORA**



Technology that transforms the future.

Atlas Copco Group enables technology that transforms the future. We innovate to develop products, services and solutions that are key to our customers' success.

atlas-copco.com

Atlas Copco
Group



A large, abstract teal graphic on the left side of the page, consisting of two overlapping rounded shapes that create a central white space. The top shape is a rounded rectangle with a curved bottom edge, and the bottom shape is a rounded rectangle with a curved top edge.

**Building best-in-class
companies since 1916**

investor

www.investorab.com

Sweden *in* São Paulo

By Peter Johansson
Honorary Vice-Consul



Celebration of Santa Lucia in São Paulo

The annual candlelit Lucia procession on 13 December is perhaps one of the more exotic-looking Swedish traditions, with girls and boys clad in white full-length gowns singing songs together.

Tradition has it that Lucia is to wear 'light in her hair', which in practice means a crown of electric candles in a wreath on her head. Each of her handmaidens carries a candle, too. Parents gather in the dark with their mobile cameras at the ready.

The star boys, who are dressed in white gowns like the handmaidens, carry stars on sticks and have tall paper cones on their heads. The Christmas elves bring up the rear, many times carrying small lanterns.

This year's celebration in São Paulo was no different from the scenario above and was held at the Scandinavian Church. About 15 children and 150 spectators took part in the celebration, which filled the Church to the last seat so that people even had to stand in order to be able to not miss the traditional songs.

After the procession, there was a Christmas Recital with the singer Claudia Todorov from Florianópolis and the pianist Leonardo Fernandes from the Ítalo Music Institute in São Paulo. To wrap up a wonderful celebration tradition Swedish "Glögg" (similar to the Brazilian "quentão") was served together with Lucia buns (buns made of saffron and topped with raisins) and Swedish Ginger Cookies ("Pepparkakor").



Consulate participates in Euraxess roadshow

Upon request by the Office of Science and Innovation (OSI) at the Swedish Embassy in Brasília the Consulate represented OSI at a roadshow presenting collaboration opportunities for researchers and innovators in Sweden together with Euraxess and representatives for several other Consulates and representations from Hungary, Belgium France, Germany, Austria and Finland. The roadshow visited UNICAMP, USP, UNESP as well as the research institute CNPEM in Campinas.

EURAXESS - Researchers in Motion is a one-stop shop for researchers and innovators seeking to advance their careers and personal development by moving to other countries. Euraxess provide tailored information and support, free of charge, to researchers, entrepreneurs and research performing organisations. The Euraxess web portal offers job, funding and hosting opportunities, career development guidance and free tools. EURAXESS network counts 43 European countries and 9 worldwide hubs.

37th edition of the Multinational Expofest Ijuí in Rio Grande do Sul

Many might not know of the existence of a small city in the west of the state of Rio Grande do Sul, which is actually such a melting pot for various ethnicities that is has officially been named the Ethnical Capital of Brazil. In the pleasant city of Ijuí migrants from Sweden, Poland, Germany, Italy, Japan, Latvia,



Portugal and many other countries have come together looking for better living conditions than they faced in their home countries at the end of the 19th century.

To celebrate the achievements made throughout the years and that all these ethnicities live in peace and harmony, appreciation all their cultural differences the Expofest Ijuí showcases traditional dances, music and culinary during a few weeks in the second semester every year. The São Paulo Consulate had the pleasure to participate in the festivities for the third time and visit the Swedish Cultural House, which actually has a viking ship fixed in the ceiling. This time we also had the opportunity to meet with some Swedish descendants that live in the Argentinian city of Oberá, which many of the Swedish migrants to Brazil ended up in, since the living conditions were better than on the Brazilian side of the Uruguay river.

The board of the Swedish Cultural House also took pride in presenting their plans of expanding the activities in the upcoming years, building a new part of the house to modernize the premises and have room for a café for the traditional Swedish "fika" with cinnamon buns and other pastries. For this project the board is looking for sponsors among Swedish companies.



Karolinska Institute holds workshop around artificial intelligence and machine learning at USP

Early in November the well-renowned Karolinska Institute organized a workshop at USP bringing together researchers in the fields of artificial intelligence and machine learning, especially from the health and aeronautics areas. Considering the already successful collaboration in the area of aeronautics, boosted by the Gripen-project, and the increased use of AI and ML in both health and engineering in general it is only logical to try and find synergies and stimulate a broader approach to the already successful dialogue between Sweden and Brazil in these areas.

Sweden and Brazil, each with its unique strengths, have made remarkable contributions to the world of AI, ML, life science, and engineering. Sweden is renowned for its cutting-edge biomedical research and life science innovations, while Brazil's aerospace industry and aeronautics expertise have carved out their space on the global stage. The aim of the workshop is to unite these strengths to explore the infinite possibilities of collaboration.

Despite all the progress there are still challenges, as professor Martin Schalling, one of the organizers put it: "We cannot say that we truly see a triple-helix approach to the collaboration in the health area yet". I take this as a hint to us representing the Swedish government in Brazil to work harder to stimulate the Brazilian authorities, government and industry to take a more active part in the collaboration, but I also believe that the aeronautics area can actually give ideas of how this could be achieved, considering the natural part both industry and government play in the aeronautics area.

Looking back at 2023 and eager to meet 2024 the whole staff of the Swedish Consulate in São Paulo would like to take the opportunity to wish all happy holidays and a good start of 2024! ■

TECH COMPANY OF THE FUTURE



NEXXER



Industry leader in sustainability



Check our Global
Sustainability Report 2022
for more information



**Electrolux
Group**



The agenda 2030 continues to be leading compass for the activities of the Honorary Consulate General of Sweden in Rio de Janeiro. By supporting different local initiatives and sharing experience with local authorities we have asserted Sweden's contribution to reaching sustainable development globally. We strongly believe that cooperating with Brazilian partners and promoting Swedish values towards a more sustainable future will inspire innovative dialogues between both countries

Agenda 2030 and Sustainability

Honorary Consul General Jan Lomholdt participated in the celebration of 4 years of legislation that helped reduce plastic bags in supermarkets. The law was a pioneer in the country and serves as an example for other states in Brazil. During the event, Consul Jan was interviewed and questioned



Jan Lomholdt and
Thiago Pampolha.

about Sweden's view on solid waste management. A dialogue was reinforced with the Vice-Governor and State Secretary for the Environment and Sustainability, Mr. Thiago Pampolha and the Municipal Secretary for the Environment and Climate Change, Ms. Taina de Paula, as well as other state authorities. Sweden supports and respects sustainable initiatives that aim to reduce solid waste and microplastics to combat ocean pollution. At the event, 5 municipalities (1. Rio de Janeiro 2. Niterói 3. Angra dos Reis 4. Duque de Caxias 5. Nova Iguaçu) were awarded for achieving the goal of reducing 70% of plastic bag consumption. ■

Nordic Cooperation in Rio de Janeiro

Did you know that cooperation between the Nordic countries is the oldest regional partnership in the world? This fall marked first meeting between the Nordic consuls in Rio. The meeting had the aim of strengthening ties and expand cooperation between Nordic consulates in the city of Rio de Janeiro. One of the main common interests between the Nordic countries is promote innovation and sustainable practices in Brazil. Together the Nordic countries have strong experience to share in advancing sustainability in a well-structured and pioneering manner. ■



Plogging with Travessia Solidaria.

Plogging in Rio

Plogging – (SV: Plocka upp + jogging) – is a Swedish movement that combines physical activity with picking up waste. Plogging is also a way to introduce sustainable and environmentally friendly habits into everyday life. In Sweden, plogging has been common since 2018. Currently the activity is already being carried out in other countries. In Rio, our consulate has supported and organized different events in collaboration with local partners. Two distinctive events were Travessia Solidaria and the international day of Beach Clean, where the participants have collected many kgs of waste lying on the beaches of Rio de Janeiro.

In addition to the health benefits, it is estimated that 80% of the trash that pollutes our oceans ends up coming from land. Plogging is a fun way to reduce our impact on the planet. ■

Innovation week in Rio

Innovation is now a buzzword for the private and public sector in Rio. Innovation week is a concrete example of how Rio is on the way of becoming a main hub for innovation in Brazil. This year's edition featured the participation of the executive director of the Swedish-Brazilian Research and Innovation Center (CISB), Alessandra Holmo, in Technical Session 9 - Innovations in ESG. During the panel, three successful partnership



Alessandra Holmo and Jan Lomholdt.

cases of Brazilian startups were presented. Sweden has a long history as a leader in innovation and currently ranks second in the world for innovation. ■



Jan Lomholdt and Anders Lind.

NOVA – Bienal RIO de Arte e Tecnologia

Honorary Consul General Jan Lomholdt visited the incredible sound and interactive work of Anders Lind, composer, and professor at Umeå University, in northern Sweden at Museum of tomorrow during the NOVA – Bienal RIO de Arte e Tecnologia in September. The event assembled around 70 works by artists from more than 30 countries around the world. ■



We wish you all a Merry Christmas and thanks for a great 2023!



Tetra Pak: a world of opportunities

The achievement of Japan Institute of Plant Maintenance (JIPM) certification by the Tetra Pak factories in Monte Mor and Ponta Grossa confirms our commitment to industrial excellence. This recognition only exists through the collaboration and empowerment of our team, which builds our history and is committed to maximizing our mission to protect food, people and the planet.



Learn more on tetrapak.com.br

 **Tetra Pak**[®]
PROTECTS WHAT'S GOOD

OUR OFFICE PROVIDES FOR MORE THAN 25 YEARS LEGAL ASSISTANCE IN DIFFERENT AREAS OF BUSINESS LAW, WITH TECHNICAL KNOWLEDGE, AGILITY, CREATIVITY AND EFFICIENCY, ALWAYS SEEKING AN ACCESSIBLE RELATIONSHIP CLOSE TO OUR CLIENTS AND AIMING TO ASSURE SECURITY, SPEED AND ACCURACY OF INFORMATION.

Besides litigation, we offer high-level consultancy services and legal advice on:

- Foreign Investment
- Commercial Law
- Mergers and Acquisitions
- Civil Law
- Tax Law
- Labor Law
- Environmental Law
- Administrative Law (bids, regulatory agencies, infrastructure projects, privatizations)
- Antitrust and Economic Criminal Law
- Intellectual Property Law

We are the Brazilian member of ALLIURIS International, an association of business law firms present in several countries worldwide.

Women of Brazil Group inaugurates its Stockholm branch

By *Kellyane Moreira*

Photos @mayarachiarello

An October 19, the Women of Brazil Group celebrated a remarkable achievement by officially launching its branch in Stockholm. With the support of the Brazilian Chamber of Commerce in Sweden and the Trust Anchor Group, the event took place both in person in Stockholm and virtually.

The online participation of Luiza Helena Trajano, founder of the Women of Brazil Group, added a special touch to the occasion, sharing her inspiring experiences and engaging with participants. The event also featured the presence of Ministro Leonardo Onofre, representative of the Brazilian Embassy in Stockholm National Organisation for Women's Shelters and Young Women's Shelters in Sweden, Mrs. Jenny Westerstrand.

Active for a decade, the Women of Brazil Group strategically expanded with 154 branches, present in 116 cities



First row, from the left; Tommy Andorff, CEO Trust Anchor Group; Ministro Leonardo Onofre; Jenny Westerstrand - Roks, Elaine Sanches -Roks and Mulheres do Brasil Stockholm, Dr. Mirian Revers-MdB Stockholm; Andrea Holmqvist - MdB Stockholm and Kellyane Moreira - Cofounder MdB Stockholm.



From the left: Elisa Sohlman, Andrea Holmqvist, Dr. Mirian Revers, Elaine Sanches, Kellyane Moreira e Livia Fetal - Members of the collegiate and leaders of Mulheres do Brasil, Stockholm.

in Brazil and 38 abroad, spanning all continents. Recognized as the largest non-partisan political movement in the country, it brings together nearly 120,000 volunteer women united by a common ideal of contributing to a better world.

Since 2018, the Stockholm branch has played a crucial role, providing essential information about the local system, clarifying rights and responsibilities, and building a supportive and solidarity-filled environment for Brazilian women in Sweden. The activities of this hub reflect dedicated volunteer work, positively impacting the lives of many women in the community.

The event celebrated the launch of the Stockholm section but also witnessed the simultaneous launch of three other branches: Porto, Ireland, and Luanda, further strengthening the support and solidarity network of the Women of Brazil Group. ■

Brazilcham Sweden's Christmas Event: A Celebration of Reflection and Forward Momentum

By *Kellyane Moreira*

Photos @mayarachiarello

On December 7th, Brazilcham Sweden hosted its annual Christmas Party. The event, held at Brazilcham's new office and sponsored by Trust Anchor Group, provided a retrospective of 2023 while setting the stage for an exciting agenda in 2024.

The evening began with warm greetings from Elisa Sohlman, Brazilcham's Executive Director.

The highlight of the event was the insightful presentations from great speakers who contributed to the retrospective of the year. Elisabeth Dahlin, Ombudsman for Children in Sweden, took the stage to shed light on the challenging situation of children in troubled territories. Her insights touched our hearts, emphasizing the importance of addressing the needs and rights of children, particularly in regions facing adversity.

Michele Da Silva-Wagner, Founder & General Manager of GO Ahead Business GmbH, shared her thoughts on the fruitful partnership between GO Ahead and Brazilcham Sweden. Michele eloquently expressed her company's unwavering commitment to sustainability and how this commitment aligns with the values shared by both organ-

Speakers: From the left: Elisabeth Dahlin - Ombudsman for Children in Sweden; Thiago Ferreira, Sustainability Specialist - White Arkitekter; Michele Da Silva-Wagner, Founder & General Manager - GO Ahead Business GmbH; Jenny Westerstrand, President - National Organization for Women's Shelters and Young Women's Shelters in Sweden - Roks; Elaine Sanches, Member of the Board - Roks.



The event was held at Brazilcham's new office, sponsored by Trust Anchor Group.



izations. Her words echoed the significance of fostering sustainable business practices in today's interconnected world.

Jenny Westerstrand, President of the National Organization for Women's Shelters and Young Women's Shelters in Sweden (Roks), spoke passionately about the collaborative efforts between Roks and the Mulheres do Brasil group, emphasizing the pivotal role of international cooperation in combating violence against women and girls. Jenny's advocacy for a safer and more supportive world for women resonated deeply with the audience.

Thiago Ferreira, Sustainability Specialist at White Arkitekter, brought his expertise to the forefront. Addressing the importance of sustainability in the construction field, Thiago underscored the significance of fostering connections between Brazilian and Swedish professionals in the industry. His words illuminated the path towards a more sustainable and environmentally conscious future for the construction sector.

Brazilcham's CEO took the stage to share insights into the agenda for 2024, emphasizing key initiatives such as the Stockholm Junior Water Prize Brazil and the Women Entrepreneur Forum, both strongly supported by Brazilcham Sweden. These initiatives, among others, reflect Brazilcham's commitment to fostering innovation, collaboration, and positive social impact.

In closing, Brazilcham Sweden extends heartfelt gratitude to GO Ahead Business GmbH for the partnership in the realization of the event, for Trust Anchor Group for the sponsorship and to all attendees for contributing to the warmth and success of this enchanting Christmas celebration. May the reflections of the past year guide us towards a brighter, more collaborative, and sustainable future in 2024. ■

Celebration Dinner - A memorable night with akvavit, games and music!



Gustavo Bonini, Scania, Swedcham Board, Tatiana Leite, Fabio Rodrigues, Andreza Rodrigues, Tetra Pak, Alessandra Sellmer, Atlas Copco, Cristiana Pontual, Saab.



Darren Mitchell, Mayfair Idiomas, Simone Campos, Mayfair Idiomas, Patricia Coimbra, Autoliv, Magnus Pereira, Autoliv.



Josephine Lindberg and Louise Lee Hultberg, Swedcham interns.

The venue, Hotel Grand Mercure, Ibirapuera in São Paulo met up to all high expectations.

Our 70th Anniversary Celebration on October 26 brought together 160 people for a joyful event that went on until midnight. After the opening speeches by Chairman Sergio Quiroga, Managing Director Jonas Lindström and Consul Renato Pacheco a delicious dinner was served and Swedish “snaps songs” were sung and Swedcham interns Josephine Lindberg and Louise Lee Hultberg organized a much-appreciated quiz that challenged the minds of those present.

The night also featured a raffle with great prizes thanks to the generosity of companies such as *Chalinga, Hotel Emiliano, O Escandinavo, Distans* and *Mayfair Idiomas*.

Among the participants were executives from renowned Swedish companies, such as ABB, AFRY, Atlas Copco, Assa Abloy, Autoliv, Electrolux, Epiroc, Ericsson, Essity, Husqvarna, Högånäs, Tetra Pak, Saab, Sandvik, Scania, SKF, Stora Enso, Volvo and many others. The night was characterized by celebration mood, networking and a sense of gratitude for our 70 years of perseverance and success.

A special thanks to Pedro Cardenas (piano), Desiree Monise (singer) and Jairo Carneiro (saxophone), musicians who livened up the event and filled the dance floor together with DJ Vagão. Swedcham member Camfil was also present and ensured a clean and safe environment with their state-of-the-art air purifiers. Truly a night to remember!



Jennifer Grandas, Saab, Anders Norinder, Business Sweden, Hans Sjögren, Ericsson, Vivian Florencio Sjögren, Ericsson



Wivi-Anne Grafström, Nils Grafström, former Swedcham chairman, Thor Salén, Björn Salén, BrazilShip, Swedcham representative in Rio de Janeiro



From left: Marianna Silva, Saab, Swedcham Board, Sergio Quiroga, Swedcham Chairman, Renato Pacheco, Swedish Consul, Andreza Rodrigues, Tetra Pak, Swedcham Board, Alessandra Sellmer, Atlas Copco, Swedcham Board, Francisco Rodrigues, Kito/Gunnebo, Swedcham auditor, Hans Sjögren, Ericsson/Swedcham Board, Jonas Lindström, Swedcham Managing Director, Anders Norinder, Business Sweden, Swedcham Board.



Carol Bottcher, BrainKapital, HR Committee coordinator, Gustavo Molero, SKF.



Swedcham's Events manager Viviane Ringbäck with Yuri Gomes, former intern.



Kelly Matias, alumni, Louise Hultberg, Swedcham, Josephine Lindberg, Swedcham, Marcela Miranda, alumni, Rafael da Silva, Mirow, Marcelo Albuquerque, Altios, Jonas Lindström and Viviane Ringbäck, Swedcham, Alexandra Santos and Thiago Santos, EVCom.



Former Swedcham collaborators: Anders Pettersson, Helena Backlund, Marianna Silva, Vera Orleans, Leonardo Chamas.



We accelerate the transition towards a sustainable society.

AFRY provides engineering, design, digital and advisory services to accelerate the transition towards a sustainable society.

We are 19,000 devoted experts in industry, energy and infrastructure sectors, creating impact for generations to come.

AFRY has Nordic roots with a global reach and today we are 1,400 experts in Brazil supporting our clients in the transition.

Join us in Making Future!
afry.com.br



ADDING NEW PERSPECTIVES ON TECHNOLOGY.

○—>> Nós ajudamos nossos clientes a desenvolverem tecnologias que fazem a diferença, para as pessoas e para o nosso planeta. Para construir um futuro sustentável devemos repensar – e adicionar novas perspectivas a tecnologia.



semcon

New Members | *Meet our new corporate members*

Platinum



Gold



Corporate



Climate change litigation in Brazil

By **Frederico Mendes Vianna F. Cardoso**

In the realm of global environmental action, the legal battle against climate change, initiated in the 1990s primarily in the USA, has undergone a significant transformation. Among those, in the past decade it has been seen a noteworthy expansion towards the Global South, with Brazil emerging as a pivotal player.

Post-2018, Brazil experienced an exponential surge in climate-related legal actions, with the number of Brazilian cases multiplying in almost nine times from 2017. This dramatic increase demonstrates Brazil's dynamic and evolving approach to environmental litigation following a global tendency to use the judiciary to fight climate change. In this sense, some initiatives as JusClima2030 and JUMA aims to monitor and study the development of climate change claims in Brazil.

In November 2023, JUMA published the 2nd edition of the Climate Litigation Bulletin, a comprehensive report that highlights Brazil's growing engagement in climate litigation. The report underlines the critical role of judicial actions in addressing these challenges and indicates claims in which the climate change is a relevant topic of discussion.

The report also emphasises the goals of such claims such as mitigation, adaptation, civil liability, and climate risk assessment. According to the bulletin, mitigation is the most demanded measure, aiming to reduce greenhouse gas emissions and implement climate policies. Notably, the bulletin underscores the growth in cases of civil liability for climate damages, indicating a trend towards a more responsive and proactive environmental jurisprudence in Brazil.

Another key aspect presented in the report is the diversity of plaintiffs ranging from public entities and civil society to private individuals, as well as the



diversity of the defendants, including state agents, companies, federal entities, and legislative bodies.

The report also sheds light on the evolution of Brazil's legal approach to climate change, indicating a balance between systemic and specific cases. This trend reflects a growing interest in legally challenging both specific projects with high greenhouse gas emissions and strategic issues for specific economic sectors.

The Climate Litigation Bulletin is a testament to Brazil's evolving environmental jurisprudence. Offering valuable insights for global legal practitioners, policymakers, and environmentalists, Brazil's experience in climate litigation stands as an essential guide for effective legal responses to environmental crises.

For a comprehensive understanding of individual cases and their impacts, the report is a valuable online resource for those interested in the intersection of law and environmental advocacy, providing detailed information on each case.

¹ Initiative of the National Council of Justice (CNJ) focusing on the study of climate change, related to the UN's 2030 Agenda SDGs 7 – affordable and clean energy, SDG 13 – climate action, and SDG 15 – life on land. <https://jusclima2030.jfrs.jus.br/>

² Study group originating from PUC-Rio University that, among others, conducts surveys and analysis of litigation related to climate change.

³ https://www.juma.nima.puc-rio.br/_files/ugd/a8ae8a_297d7c0470044a49bba5c325973675cb.pdf

Day one is over. *Welcome to DAYTWO*

Your Norwegian tech and design partner in Brazil.



DAYTWO is a digital consultancy that build brands, applications, websites and software solutions. We help businesses grow through creativity, design, and smart use of technology, unlocking revenue, increasing market share, and driving innovation – with extensive experience delivering solutions for multinational companies within a wide range of sectors including shipping and energy, in particular.

Founded in Oslo, with agency hubs in Sao Paulo, Brazil and Belgrade, Serbia, we work by combining skills and talent, sharing one culture across all three locations. Through our shared passion for creative problem-solving, we help our clients grow – whether it's building the brand or generating greater conversion on business goals. As we operate in the digital space, we create stories and experiences that transcend into the real world, leading to real business results.

Our multi-disciplinary team, which includes creative technologists, engineers, designers and developers, is driven by lean processes, cultural diversity, and a holistic approach. We help companies gain a clear brand story, better customer journeys, and prioritize market initiatives to drive innovation. DAYTWO operates globally as one team, with a focus on curiosity, exploration, and making extraordinary work.

Get in touch to discover how we can help your business succeed in the digital era.

<https://daytwo.digital/>

Welcome to DAYTWO.

Driven by creativity. Fueled by technology. Powered by tomorrow.

Innovation and Learning at Rio Learning Studio



Rio Learning Studio opens its doors on February 01, 2024. It is a Frobelian inspired play-based, child-centered, nature-based, STEAM-focused, and project-based preschool for children aged 1 - 5 years old. Our goal is to use methods, materials, and prepared environments to foster well-being and educate collaborative, autonomous children with the capacity to think critically and creatively.

Our primary language of Instruction is English, however, we do offer classes in Portuguese so children develop both languages.

Our school day runs from 8:00 am - 3:00 pm with the possibility of a half-day program for our youngest learners. If you would like more information reach out to Andrea Buffara at abuffara@riolearningstudio.com.br or (21)99508-1827. You can also stop by and visit: Rua Araucária 19- Jardim Botânico. ■



IKM Subsea expands its presence *in Brazil with the opening of an operational* *base in Macaé – Rio de Janeiro.*

By Fernanda Roale



To celebrate the Macaé base inauguration, IKM Subsea hosted an opening party on November 22, 2023. We have the presence of esteemed guests, including Clients, Suppliers, employees, the Deputy CEO of the IKM Group Mr. Øystein Stjern, the Managing Director Mr. Ben Polard and Managers.

IKM Subsea, a pioneering independent operator in remotely operated vehicles (ROV) and subsea operations, has successfully demonstrated the development and application of electric Work-Class ROVs (WROVs), positioning itself at the forefront of the industry with a commitment to innovation and technological advancement.

IKM Subsea's global presence is a testament to its success and industry leadership. By Inaugurating a new operational base in Macaé/RJ has achieved a significant milestone. With a workforce of approximately 250 highly skilled profession-

als, the company has built a diverse and talented team to support its operations. Boasting a fleet of over 25 ROV systems, including 1 Resident ROV, IKM Subsea stands as one of the foremost ROV operators globally and have carried out more than 1000 projects over the past decade in engineering, survey, drill support, IMR, decommissioning, cable installation, renewable energy projects. These are supported by 4 operational Onshore Control Centre (OCC) based in Norway and Singapore.

Recognizing the growing importance of the subsea industry in the South American region, IKM Subsea Brasil has strategically chosen Macaé in Rio de Janeiro as the location for its new operational base. Currently, IKM Subsea Brasil has positioned the Commercial Office in Botafogo - Rio de Janeiro/RJ and Operational base in Macaé.

The decision to open a base in Macaé is underpinned by IKM Subsea's commitment to providing efficient and timely solutions to its clients in the region. By establishing a local presence, the company aims to enhance its responsiveness to the specific needs of clients, fostering stronger partnerships, allows for quicker mobilization of resources, reducing response times, increasing overall project efficiency as well as delivering tailored subsea services. ■



***Fernanda Roale** is Business Development Manager at IKM Subsea Brasil



seguros **Lugano** 

Health Management Programs

Choose the best to your employees.

Transform the workplace into a healthier
and more motivating environment.

Contact us: contato@segurosugano.com.br | +55 21 (21) 3437-8587 (RJ) | +55 11 3443-9582 (SP)

Our addresses: Rio de Janeiro - Rua México, 31 – 5th floor - Centro - RJ | São Paulo - Rua Eugênio Medeiros, 242 - 3rd floor - Pinheiros - SP

The Rising tide of carbon capture, utilization, and storage (CCUS)

By Rafael Baleroni*



Carbon Capture, Utilization, and Storage (CCUS) is a key piece in the jigsaw to mitigate climate change. CCUS technology encompasses capturing carbon dioxide (CO₂) emissions from sources like power plants and industrial processes, utilizing it in applications such as enhanced oil recovery, and ultimately storing it underground to prevent its release into the atmosphere.

The International Energy Agency 2023 World Energy Outlook estimates about 400 million tons of CO₂ capture capacity by 2030, which could potentially meet the milestones in the Announced Pledges Scenario – APS.

Some countries are advancing. The United States, through the 2022 Inflation Reduction Act, has provided unprecedented funding to support low-emissions technologies, including CCUS. But it is the European Union (EU) that is at the forefront. As part of its commitment to achieve a carbon-neutral Europe by 2050, the EU has integrated CCUS into its strategic framework. Initiatives like the Green Deal, the Climate Law, and Directive 2009/31/EC on geological storage of carbon dioxide, lay the regulatory framework. The EU has recognized the need for cross-border collaboration and the importance of renewable energy, as evidenced by Directive 2018/2001, promoting renewable fuels, including those derived from captured CO₂. The Communication on Sustainable Carbon Cycles, in December 2021, underscored the EU's ambition to establish climate-resilient and sustainable carbon cycles, by supporting industrial CO₂ capture, use, and storage, and highlighting the need of trans-European infrastructure to facilitate these processes.

The EU's approach also involves stakeholder engagement. The open

public consultation on the Industrial Carbon Management Strategy, concluded in August 2023, and the ensuing report in November 2023, reflect a participatory approach in shaping policies.

Brazil, a significant player in the global energy transition, is also moving. The ANP (National Oil Agency), recognizing the potential of CCUS, initiated a study on November 23, 2023 to explore the incorporation of CCUS in the oil, gas, and biofuels chain. This initiative, inspired by the European model, is a vital step towards mitigating climate change.

Private projects emerge as well. On December 3, 2023, Petrobras executed a memorandum of understandings with the Rio de Janeiro State to study a CCUS hub, also including combined solutions, like low carbon hydrogen. This is a step forward in relation to CCUS in the pre-salt, in which Petrobras uses captured carbon for advanced oil recovery, reducing its carbon footprint.

CCUS is a beacon of hope towards decarbonization of our planet. A robust carbon market is a fundamental step for it – the pending Brazilian bill of law on the matter is critical for CCUS' economic feasibility. Yet, the global efforts and the seriousness of ANP's initiative cannot be taken lightly. This is the right moment



for any organization or individual also interested in the topic to provide contributions. Innovative solutions and cooperation are necessary to lead us towards a more sustainable world.

*Rafael Baleroni is partner at Cescon, Barriue Advogados, leader of the Oil & Gas and co-leader of the ESG practices

Kongsberg Digital to digitalize Brazilian offshore and merchant shipping company Posidonia



Kongsberg Digital is proud to announce its collaboration with Brazilian offshore and merchant shipping company Posidonia. As part of this partnership, selected vessels from Posidonia's fleet will be equipped with Kongsberg Digital's vessel-to-cloud infrastructure, Vessel Insight, and the K-fleet applications suite.

Kongsberg Digital's Vessel Insight offers a streamlined approach to maritime digitalization, allowing shipowners like Posidonia to tap into their vessel data's potential fully. This integration allows Posidonia to access real-time data from

its fleet, providing valuable insights to enhance operations, minimize fuel consumption, and support sustainability efforts. Furthermore, through the K-fleet application suite by Kongsberg Digital, Posidonia will benefit from a comprehensive range of tools that assist in areas such as maintenance planning, inventory management, procurement, quality and safety management, documentation, and fleet operation.

The Vessel Insight infrastructure will be installed on five of Posidonia's offshore vessels and four merchant vessels.

The Brazilian-based shipping company offers cargo transportation in the Brazilian Domestic Cabotage and International Trade and operations in Offshore and Ship Management. By partnering with Posidonia, Kongsberg Digital reinforces its dedication to driving digital transformation in key maritime hubs worldwide.

"The maritime industry is facing mounting pressure to reduce its carbon footprint, and digital solutions such as Vessel Insight are crucial in helping shipowners meet environmental goals. Posidonia is at the forefront of maritime digitalization through this partnership, demonstrating its dedication to sustainable shipping practices.", Alex Ikononopoulos, COO at Posidonia says.

"We're thrilled to partner with Posidonia, a prominent player in the Brazilian maritime sector. Our Vessel Insight platform is designed to simplify maritime digitalization, and with this collaboration, Posidonia can harness the full potential of its vessel data. This partnership underscores Kongsberg Digital's dedication to advancing digital transformation in maritime hubs globally.", says Christopher Bergsager, VP Growth Global Maritime in Kongsberg Digital. ■

Oil States announces contract award for Merlin™ deepsea mineral riser system

Oil States has applied more than 40 years of experience as a leader in the design and manufacture of advanced connection systems for deepwater offshore applications to meet the new demands of deepsea mineral harvesting with its OSI Minerals™ division and the Merlin™ Deepsea Mineral Riser system. Deepsea mineral recovery requires expertise in ultra-deepwater environments far away from the closest harbor, as equipment must be durable and reliable for this technically and operationally challenging environment. Oil States is in a unique strategic position to support the cultivation of a stable supply of these important minerals that are required to diversify the world's energy sources.

Oil States' President and Chief Executive Officer, Cindy B. Taylor said that they are very proud of the industry's recognition of the expertise and technologies that the company has developed to enable pathways toward a lower-carbon multi-source energy mix to meet growing global



energy demands. Oil States is connecting the energy future by leveraging the company's rich oil and gas heritage to support the development of additional energy sources while augmenting company's core technologies, setting the stage for longer-term growth. ■

Oil States Industries and Halliburton sign cooperation agreement for innovative deepwater managed pressure drilling solutions

Oil States Industries and Halliburton Company announced a strategic collaboration that combines two award-winning technology sets to provide customers with innovative deepwater managed pressure drilling (MPD) solutions.

MPD provides operators with improved control when navigating



narrow pressure windows compared to conventional drilling. The collaboration between companies will provide operators and drilling contractors with an effective and flexible MPD product-service combination to safely access greater operational efficiencies like ease of handling and streamlined installation.

The system's innovative design integrates managed pressure drilling and riser gas handling into a compact joint that reduces the rig footprint and potential for trapped gas, while also enabling contractors to transition quickly between MPD and non-MPD modes. Combining it with the world-class services, control systems, digital platform and training, Oil States and Halliburton will provide an innovative and unique deepwater MPD solution to the market. ■

The Norwegian-Brazilian Chamber of Commerce would like to extend a warm thank you to its Platinum and Gold Members. If you have any questions about membership in the NBCC, please contact Jeanette Lorvik Camargo: jlc@nbcc.com.br

PLATINUM MEMBERS



GOLD MEMBERS



HÁ 60 ANOS AJUDANDO PESSOAS A RESPIRAREM UM AR MAIS LIMPO

Como fabricante líder em soluções de ar limpo, fornecemos produtos e serviços que atuam na proteção de pessoas, processos, equipamentos e o meio ambiente, melhorando a produtividade do trabalhador e do equipamento, a redução do consumo de energia, beneficiando a saúde humana e o meio ambiente. Acreditamos firmemente que as melhores soluções para nossos clientes são também as melhores soluções para o nosso planeta.

FILTROS E SOLUÇÕES EM FILTRAGEM DE AR PREMIUM

Conforto

- Shoppings
- Escolas
- Escritórios
- Museus
- Aeroportos

Processos Limpos

- Biotecnologia
- Alimentos e Bebidas
- Microeletrônica
- Hospitais
- Cosméticos
- Data Centers

Power System

- Geradores de Energia
- Compressores
- Petróleo e Gás

Controle de Poluição do Ar

- Mineração
- Metalurgia
- Produtos Farmacêuticos/
Dispositivos Médicos

Contaminação

- Laboratórios de Biossegurança
- Nuclear
- Proteção Química/ Bioquímica

Industria

- Armazéns
- Petroquímica
- Indústrias de Espuma
- Papel e Celulose



AR LIMPO - UM DIREITO DO SER HUMANO

 Camfil Brasil  @camfilbrasil



www.camfil.com

Skiing on the streets

in São Paulo!

Ski na Rua (which means skiing on the street) is a Brazilian social organization which uses sport as a social tool to positively impact vulnerable young people living in a São Paulo community.

The initiative was founded in 2012, by Mr. Leandro Ribela, a Brazilian two-time Olympian in Cross Country Skiing, 10 times national champion and who represented Brazil in more than 150 international races in Cross Country Skiing and Winter Biathlon.

He used the USP – University of São Paulo campus for training and he always felt uncomfortable seeing kids from São Remo, a favela next to it, using that space to raise money selling water, washing cars and so on, while he could use it for training and leisure as many people do. He believed that the space could be more democratic and provide the same opportunity for those kids.

He partnered with Alexandre Oliveira, and they started teaching four kids how to ski on the streets. The results showed up really fast so they decided to structure the initiative as an NGO, to be able to support more kids.

Ski na Rua is guided by the Olympic values and uses a 4-pillar education guideline: learn to be, learn to know, learn to live, and learn to do. The purpose is to go beyond sports and truly influence everyone's lives, from participants to volunteers. Ski Na Rua offers 5 days of activities per



week, including sports activities, roller ski lessons, general physical activity and complementary cultural and social activities

The main goal of the project is educating the youth for life, but it has also been generating very good athletes as a very positive "side effect", such as Victor Santos that went to the PyeongChang Olympic Games in 2018 and other kids that represented Brazil in two Youth Olympic Games (2016, 2020), and several international competitions such as the World Championship, Junior World Championships and international races.

The project is funded by donations from people and companies, and has the support from the IOC – International Olympic Committee and the CBDN - Brazilian Snow Sports Federation. It currently has 90 youngsters enrolled in the regular activities and more than 600 kids have already benefited from this initiative that helps educate the youth for life.

If you want to learn more or support Ski Na Rua, follow us at <https://www.instagram.com/skinarua/>

Donations are welcome and needed: <https://skinarua.doareacao.com.br/> - Pix - CNPJ: 22.767.259/0001-03



How well-told stories contribute to the perpetuity of brands

On October 5th, Swedcham Communication and Marketing Committee, welcomed communicator Marcelo Duarte, author of the best-seller "The Curious Guide", to speak on the topic "How Well-Told Stories Contribute to the Perpetuity of Brands". Marcelo Duarte began investigating brand stories in 1996, when companies did not yet have strong online presence and Google did not exist. He shared insights from the stories of brands like Omo, Fanta and Toddy, highlighting the challenges they face and the stories behind their names. Marcelo Duarte is a journalist, writer and content creator with extensive experience. Author of 35 books, including "The Curious Guide", he manages social media profiles that have reached around one million followers since August 2020. The event was very appreciated, and the audience brought several good stories with them!

From left Jonas Lindström, Cristiana Pontual – Communications Director at Saab Brasil and coordinator for the Communication and Marketing Committee, Marcelo Duarte – Guest speaker and Alessandra Sellmer - Communications Manager at Atlas Copco and coordinator for the Communication and Marketing Committee.



Brazil's ESG challenges and opportunities within the UN 2030 sustainable development goals

On September 12th, the Chamber hosted an event in collaboration with the Chambers of Commerce of Finland and Denmark about Brazil's ESG challenges. The keynote speaker was the former Honorary Consul General of Finland in São Paulo and founder of FINNCHAM Brazil, Jan Jarne, who discussed the challenges of Brazil as a middle-income economy in the context of five specific UN 2030 Sustainable Development Goals, Amazonia and climate change; disparity of income and potential growth; and political governance. During the presentation he shared his research and one of his closing remarks was that Brazil has great potential since it is the only sizeable emerging country to have abundance of water, sun and other alternative energy sources as well as an immense and fertile agricultural land. However, there are also several challenges that the country needs to deal with to manage to reach the goals within ESG in the future.



Advisory Council meeting with Business Leaders Panel

The Advisory Council meeting on December 5, was one the “most important and most interesting ever” according to Chairman Sergio Quiroga. The event included CEOs and other high executives from 25 of the largest Swedish companies in Brazil. The afternoon began with updates from Team Sweden in Brazil, where Ambassador Karin Wallensteen gave interesting updates on Brazil-Sweden relations and the advancing of the strategic partnership. Consul Renato Pacheco, Swedcham Managing Director Jonas Lindström and Anders Norinder from Business Sweden presented business updates from respective organizations filled with optimism and focus on possibilities. It has been a very busy semester for the whole of Team Sweden. A special moment was when we connected with Gustavo Bonini, Director of Public Affairs at Scania and Swedcham Board member who



gave a live report from COP in Dubai.

The following highlight was the Business Leader’s Panel, during which we were joined by CEOs Carlos Maia from Atlas Copco, Luiz Buzzo from Assa Abloy and Fabio Muniz from Alfa Laval. The panel showed how Swedish work culture and values are able to transcend across borders. The Atlas Copco House will play a key role in decarbonization, Assa Abloy’s geographical expansion accelerates growth in emerging markets and Alfa Laval emphasizes the role of collaboration - we are in this together! These companies are truly guided by sustainability, innovation and long-termism. Keep thriving, inspiring and driving change!



From left: Sergio Quiroga, Advisory Council Chairman, Fabio Muniz - Cluster President Latin America, Alfa Laval, Luiz Buzzo - Senior Vice President and Head of Latin America, Assa Abloy and Carlos Maia - VP Holding, Latin America, Atlas Copco.

End of year **business luncheon** at Tuy!

On December 15th the Chamber closed the year exactly where it started, namely at restaurant TUY in Jardins, SP. Since the first Business Luncheon on February 1st, the Chamber organized 48 member events, most at the Chamber, but also at external venues such as TUY, Microsoft, Ice Arena and Vila Bisutti. Thank you, members and partners, for making the 70th anniversary year so special! We wish you all a peaceful ending of 2023, and look forward to seeing you again in 2024!



Curling in São Paulo - Brazil!

On the 21st of September, Swedcham hosted an event for their members to play curling at Arena Ice Brasil. The venue is a Brazilian Ice Sports Confederation's project, and features Figure Skating, Ice Hockey as well as the only official curling court in Latin America. The group was received by Pedro Cavazzoni and Anders Petterson (Swedcham member), from CBDN-Brazilian Ice Sports Confederation. Together with them was also the cross-country ski athlete Leandro Ribela, who shared his incredible experience from the Vancouver 2010 and Sochi 2014 Winter Olympics, as well as his adventures in the world of winter sports.



Höganäs na rota da Sustentabilidade

A Höganäs assumiu o compromisso de ser a primeira fabricante de pós-metálicos sustentável do mundo, mas isso afeta a sua vida?



Sim!

Com zero emissões de gases construiremos um futuro mais limpo e sustentável, impactando diretamente a sua vida, das futuras gerações e do planeta.

Conheça as ações que estamos realizando para um futuro mais sustentável. Acesse o Relatório de Sustentabilidade Höganäs 2022 pelo QR Code.



Swedcham expands internationally

Swedcham Brazil is a proud member of Swedish Chambers International (SCI) which consists of 32 Swedish chambers from all over the world, and in which Managing Director, Jonas Lindström is a member of the Board. This year, SCI has gotten a fresh image and new resources from its first International Management Trainee – allowing the network to be more international than ever before.



Johan Forssell, Minister of International Development Cooperation of Sweden).



The panel consisting of Ranjit Jakkli, Managing Director Kraftpowercon, Daniel Lundgren, Commercial Director, Simens Energy, Åsa Manelius, Global Supply Chain Astra Zeneca).

Business Climate Survey

The semester started with the release of the **Business Climate Survey** in Stockholm, a collaboration between SCI and Business Sweden. Apart from interesting insights by Minister **Johan Forssell**, **Jan Larsson** (Global CEO of Business Sweden) and the prominent panel, the launch also revealed promising numbers for Brazil and made the country stand out in various aspects. 60% of all Swedish companies plan to increase investments significantly, and as much as **96% of all asked companies found the Brazilian market profitable.**

SCI Day

Followed by this, all 32 members of the SCI network were invited to Stockholm Chamber of Commerce for a day of mingling, workshops and lectures. We were joined by the **Swedish Institute** who gave a relevant overview of the Swedish image, which has been under massive headlines. It became evident that collaboration across chambers is crucial and inevitable. Two experts also shared their knowledge about AI and business. From the workshops it was clear that this network will expand and develop into its full potential.

SCI Trainee

This year, SCI got its first ever trainee, Louise Lee Hultberg, who will coordinate the network and foster collaboration across borders. With a degree in Business and Economics from the Stockholm School of Economics, Louise came straight from the Stockholm Chamber of Commerce to join us at Swedcham Brazil until March. Afterwards, she will continue her international traineeship at the Swedish Chamber in New Delhi – a unique experience that was made possible by the Scholarship Fund for Swedish Youth Abroad. With this additional resource, the brand has gotten a new website, its own newsletter, online mingles for knowledge-sharing, and cross-chamber webinars. For instance, Swedcham Brazil participated in a global webinar about the “Changing Global Business Landscape,” together with chambers from China and India. Additionally, Jonas Lindström participated in the live talk show “Trade Talks: Brazil” about the future of the Brazilian market. Both webinars are available on Youtube.

With eyes set on the future, Swedcham continues to expand both nationally and globally. The SCI network has connected Brazil to dozens of other markets out there, to together promote Swedish businesses worldwide.



Louise handing over a raffle prize to Victor Wallin, Jönköping alumni, at the Networking Luncheon at Tuy in December.

New Members

Swedcham wishes to welcome the following new members:

AGG Serviços Empresariais

Business consultancy for Operational diagnosis, gap analysis (ESG) and process improvements, Integrated Quality Management System (SGIs): ISO 9001 and specialty in Information Security Management (ISO 27001). Quality Management of Medical Products (ISO 13485).

- M&A, due diligence, risk analysis, valuation, market and competition analysis;
- Implementation of a Shared Services Center (CSC);
- solutions for the areas of HR, Finance, IT, Legal, Purchasing, Compliance, HSE, Marketing and Real Estate.

Alternativa Flexo

With more than 17 years of experience in the flexographic printing market, we are currently one of the largest companies in the field in Brazil. We specialize in the sale of machinery, equipment, inputs and products for the packaging and graphic printing industry. To satisfy our customer we import the best products and the most advanced technology from the United States and Europe, including Sweden.

Andersson Water Brasil

Andersson Water is a Swedish company that innovates, produces, and markets mechanical equipment for municipal and industrial water and wastewater. We are internationally recognized for producing the highest technology and most robust equipment on the market.

We have been dedicated to screens for over 30 years actively working all around the world. Our speciality is step type fine screens for wastewater plant headworks and greasy water & waste applications. Within screens & screenings handling,

Andersson Water has unique capabilities on design & application knowledge and extensive international marketing & support. We aim to provide the highest level of service and strongest quality machinery. Our products are made in Sweden.

As Consultoria Contabil

We present our accounting company, with 27 years of experience in the market, especially with multinational companies. We offer accounting, fiscal and tax services, as well as financial solutions and paralegal advice.

Our commitment is to provide complete support for the accounting and financial demands of your business, ensuring compliance and efficiency.

We have a qualified and dedicated team, ready to meet your needs and help your company grow.

BR-Visa

A Global Mobility consulting firm specialized in all stages from transfer to migrant accommodation in Brazilian or foreign soil.

The company has services of visas and documents necessary for the entry and residency of migrants in Brazil and the departure of Brazilians and migrants.

BR-Visa also assists in the fulfillment of foreign tax obligations and offers a 360° solution for newly arrived migrants in the country with Relocation services.

Chalinga

Chalinga is an online travel agency that specializes in the sales of air tickets and air ticket-related ancillary services such as insurances, luggage and seat upgrades

in Latin America. The vision is to become the leading online travel agency on price comparison sites in Latin America.

H&M Hennes & Mauritz

In 1947, our founder had a vision. Erling Persson wanted to make great fashion available to everyone and to do it in the right way. He built the foundation for a customer-focused, creative, value-driven and responsible company.

Since then, we went from a single store to an entire family of brands—offering customers all around the world the best combination of fashion, design, quality and sustainability at affordable prices.

We are pleased to announce that we are planning to open our first H&M stores in Brazil 2025. Offering the best combination of fashion, design, quality and sustainability at affordable prices to the Brazilian consumers.

Patrícia Bianchi Sociedade Individual De Advocacia

We offer extensive consultancy services in Business Sustainability, with a focus on Environmental, Social, and Governance (ESG) criteria. We assess your company's dynamics and identify opportunities for continuous improvement based on the best sustainability indicators. We create a tailored agenda for your business and oversee the implementation of ESG criteria, preparing your company to attain the desired certification. We design a customized program for each organization looking to invest in socio-environmental sustainability, guided by a governance framework that ensures the highest certifications, enhanced competitiveness, sustainability, and value.

Skanska Ab

Skanska is a world leading project development and construction company, 135 years in the making. After 15 years of operations in Latin America, Skanska decided to leave the market in order to focus on its home markets in Europe and the US. However, still working with finalizing outstanding issues, it desires to leave a good legacy in Brazil.

Skateovation

Skateovation is a product development company for skateboarding. Founded by a Swedish woman, Lisa Thorén, in Stockholm, who now has all focus on meeting growing demand in Brazil.

Stratega Global

Stratega is a Global Advisory firm. Our Senior Partners have worked across the globe over the last 20 years, in many industry and gov-

ernment sectors, replacing old strategic planning with a strategy-as-a-journey approach.

Tokio Marine Holding

Present in Brazil for over 60 years, Tokio Marine is among the ten largest insurance companies in the country, and is part of the oldest Japanese insurance conglomerate in the world.

The company's mission is to bring tranquillity and protection to people and companies, contributing to the development of society. Tokio Marine is a trustworthy company that works and grows with people who identify with its culture of innovation and leadership.

Tokio Marine is constantly looking for new technologies that add value to their business, advance the quality of their products and services.

Trust Tax Consultoria e Educação Fiscal

Trust Tax is a consulting firm dedicated exclusively to tax issues focusing on providing customized solutions that assist companies in dealing with the challenges of tax management in Brazil through practical and efficient consulting, without sacrificing legal certainty.

INDIVIDUAL MEMBERS

- Fábio Augusto da Silva Esposto
- Francisco (Franz) Eduardo Buffolo
- Gislene Lopes da Silva Marek
- José Fernando Cedeño de Barros
- Maria Luisa Tessicini
- Paulo Antonio Balduino Filho

THE CO₂-FREE PROCESS

FROM ORE AND RESIDUALS TO METALS
INTO A CIRCULAR WORLD

greeniron.se

We want to pave the way for a circular paradigm by producing valuable commodities from residues and waste, as well as metals from primary resources such as ore. The goal is to reduce the climate footprint of the mining, steel, foundry and manufacturing industries.

GREENIRON
MORE CIRCULARITY · LESS MINING

Volvo starts demonstrations of its 100% electric bus in Brazil

The new Volvo BZL Electric bus has been demonstrated in real-life operations in Curitiba (PR) and in São Paulo (SP). Totally CO2 emissions free, the vehicle is the brand's choice for cities that are working actively in the decarbonization of their urban transport system's footprint.

The BZL has arrived at a time when major Latin American metropolises are advancing in electromobility projects. "The performance of Volvo electric buses has been very positive in Europe and in several countries on other continents. Now we are going to show that this good performance will be repeated in the severe conditions we face in Latin America", affirms Alexandre Selski, Volvo bus electromobility director. "Curitiba is the location of our factory and our headquarters on the continent. We have a long-standing partnership with the city in the development of buses for its passenger transport system, which has become a world reference in BRT (Bus Rapid Transit), with Volvo articulated and bi-articulated buses. I am sure that with our electric buses we will follow this same successful path", declares André Marques, president of Volvo Buses in Latin America. "São Paulo has the largest fleet in the country and is looking for reliable suppliers of electric buses. Our vehicle combines all of Volvo's experience in passenger transport systems with the advanced technology and recognized quality of our brand's chassis. We are a safe option for operators and passengers", assures Selski.

"These vehicles represent another step in our journey to decarbonization. We have a 'vision zero' – zero emissions, zero noise, zero accidents and zero congestion – and we are fully committed to sustainability in passenger transport", finishes Marques.

Autonomy and performance

The Volvos BZL currently deployed in the demonstrations in Curitiba and São Paulo are equipped with 94kWh batteries, enabling them to cover 300 km in the urban cycle before returning to the garage for recharging. The electric



motor has a power of 200kW and a torque of 425Nm, offering good performance in the "run/stop" of traffic metropolises. All chassis and powertrain components are produced by the brand.

With a length of 12.5 meters and capacity for 80 passengers, the buses were specified and built strictly following the appropriate standards of the transport systems in the capitals (URBS/Curitiba and SPTrans/São Paulo).

Electromobility in expansion

After Curitiba and São Paulo, Volvo already has other demonstrations of its electric chassis scheduled in Bogotá (Colombia) and Santiago (Chile). These initiatives continue the brand's electromobility journey in Latin America, which began more than a decade ago. "Brazil is an important market for Volvo and is part of our global electromobility plans. We were pioneers in the production and sales of hybrid buses in the country more than ten years ago", remembers Alexandre Selski.

Globally, Volvo has been a pioneer in electromobility in buses, with more than 5,000 hybrid and electric vehicles on the road in several countries. The brand's goal is for 50% of its bus sales to be electric by 2030.

Saab systems used in Brazilian and US Army's military training



In November, the Brazilian Army and the US Army carried out Combined Operation and Rotation Exercise – CORE 23, ten days of intense training activities in a jungle environment, in the state of Amapá. Around 1,500 soldiers from the Brazilian and United States Armies carried out military training in the northern region of Brazil. This is the first time that this activity has taken place in the Amazon, under the coordination of the Northern Military Command. Saab's live training system, named Simulation Device of Tactical Engagement by the Brazilian Army, with sensors installed in the soldiers' helmets and vests, were used to capture data on the troops' performance, providing efficient tools for rapid analysis and evaluation of soldier skills and tactical behavior. The CORE is the result of a bilateral agreement between Brazil and the United States, which stipulates annual exercises until 2028.

A new identity for the Atlas Copco Group

Atlas Copco Group launched on November 13 a new identity, including a new Group logo, a new visual identity, and a new Group message: Technology that transforms the future.

The current blue and white Atlas Copco brand and logo will continue to be used on products and services, in the same way as other brands in the Group use their respective logos. This includes around 50 brands such as Edwards, Isra, Leybold, LEWA and Chicago Pneumatic, which all have their distinct identity and unique value proposition.

The new Group message: "Technology that transforms the future," is there to reflect the Group's contribution to society at large.

Atlas Copco
Group

AFRY in all markets

AFRY has announced that after a successful brand change, it operates under AFRY brand also in Brazil! Together we are 19,000 colleagues globally that are accelerating the transition towards a sustainable society.

To celebrate our strong relationships, our achievements, and the new brand, we have been meeting with our clients, partners and colleagues in São Paulo and Belo Horizonte. We also had the great honor to receive the ABTCP award being the best engineering and service provider for the 12th year in a row.

We are proud of our history in Brazil with leading positions and a remarkable growth in recent years, and today we are more than 1,400 employees supporting our clients in the sustainability transition. Thanks to everyone for making the brand change a great success, and for making future!

#makingfuture

LLYC promotes knowledge about harassment for companies



Naira Feldmann during the presentation of the study at an event at the Swedish Chamber.

LLYC is committed to promoting effective communication and generating relevant knowledge to help companies achieve their long and medium-term objectives. Given this scenario, one of LLYC's main launches this year was the report 'Harassment prevention: a mandatory requirement for companies in compliance with Brazilian legislation'. This report details companies' responsibilities in combating harassment and highlights how compliance with legislation can create a safer and more respectful work environment. The study also explores the relationship between Law no.

14,457/2022 and the role of companies in preventing harassment in the workplace. In addition to describing the guidelines to eradicate forms of harassment, the ethical and legal commitment of companies to cultivating an inclusive and supportive work culture is highlighted. It also highlights the legal implications for companies and individuals that neglect to prevent harassment, warning of the impacts on employees' emotional health and corporate productivity. In addition to this work, our think tank and institutional leadership center called IDEAS has published more than 25 books and more than 1,000 studies, articles, analyzes and content on the topics that underlie our areas of expertise: communication, marketing, reputation, advocacy, technology, data analysis, talent and customer engagement, government relations, among others.



Cover of the study launched by LLYC Brasil in October

Nexer Enterprise Applications launches social program that supports employees' causes

Nexer, a technology company that operates in several countries, launched in Brazil the NEXER CARES, a social program that supports causes indicated by its employees. Every month, a different institution receives voluntary donations from employees and the company, which doubles the amount collected and contributes with a fixed monthly amount. The goal is to express Nexer's values and strengthen the team spirit, making a difference in the lives of many families. The program is a way to participate in a chain of good and help transform realities. The NEXER CARES is part of Nexer's social actions

in the world, which demonstrate the company's commitment to human and social development. Nexer also develops projects and partnerships with organizations that fight for important causes, such as education, the environment, diversity, and inclusion. Nexer believes that technology can be a tool to improve people's lives and contribute to a fairer and more sustainable world.



Getinge: Running responsible business

Believing that every person and community should have an access to the best possible medical care, Getinge provides hospitals and life science institutions with products and solutions designed to improve performance and optimize workflow. Our product portfolio supports intensive care, cardiovascular procedures, operating rooms, sterile reprocessing and life science. Getinge's global team consists of more than 10,000 employees, and its products are distributed in more than 135 countries. Our sustainability efforts are an integral part of our passion for life. At Getinge, we help our customers save lives with an obligation to run our business in a respectful, ethical and



environmental friendly manner.

As a company committed to the sustainable environment we have met the premises of the Science Based Targets (SBTi) initiative and we are on track to become a net zero emissions company by 2050 across the entire value chain. We invite you to learn more about our efforts and solutions on our website.

Finanzero in 2023

Since 2016, FinanZero has been facilitating access to credit for millions of Brazilians, offering up to 10 pre-approved loan offers with funds available within 48 hours. Its contracts total over USD 220 million in loans, with more than 44 million loan requests to date.

In 2023, the fintech raised USD 1.5 million in its 6th round of investments, propelling expansion to include loans secured by real estate and vehicles, which have already grown by 141% since then.

This year, the company was honored with the Rec-lameAQUI Award for excellence in Online Loans and the ABRADi Digital Professional Award. FinanZero also achieved certification as a Great Place to Work, underscoring its commitment to a positive work environment. In 2023, solidifying its role as a reference in the credit and financial education market in Brazil, the fintech continued the monthly publication of the FinanZero Loan Index (IFE), a report shared with the country's major media outlets, providing valuable insights to disseminate knowledge about credit.

Closing out 2023, FinanZero reaffirms its mission to reduce credit bureaucracy in Brazil. "This year marks a significant advancement, solidifying our position as a benchmark in the market, the largest credit marketplace in Brazil. We remain increasingly committed to facilitating access to credit in Brazil," commented Olle Widen, CEO."

Mölnlycke announces roll-out of electric cars in Brazil



Seeking to strengthen its dedication to sustainability and advance initiatives related to ESG (environmental, social and governance) good practices, Mölnlycke, a leader in silicone bandages for preventing and treating wounds, recently introduced electric cars driven by women into its vehicle fleet. The cars are used to deliver company products to customers in São Paulo. The initiative is part of a strategic collaboration with UPS Supply Chain Solutions, seeking primarily to reduce its carbon footprint and noise pollution generated during deliveries to healthcare institutions.

The vehicles were officially launched at Sírío-Libanês Hospital in São Paulo, which shares the same ESG values. The company's aim is to expand the action to other regions in coming months, helping to promote a more conscientious world.

>> *Young Professionals*

AI Ethics and the future

On November 19th, Young Professionals hosted an event about **Artificial Intelligence and its current status and ethical implications**. Two professors, Gustavo Macedo, professor at INSPER and Ibmec, as well as Amon Barros, professor at FGV, shared their knowledge within the area. The discussions were very interesting and the professors brought up examples from different parts of the society that Artificial Intelligence is affecting. Gustavo and Amon also talked about the problematics regarding regulations within the area, since the technology is developing in such a high speed that the regulators are not be able to keep up. However, if companies and organizations are open for changes and willing to learn, the possibilities are far bigger than the threats!

from left: Marcela Miranda – Linköping University alumni, Victor Wallin – Jönköping University alumni, Gustavo Macedo, Josephine Lindberg – Swedcham intern, Amon Barros and Jonas Lindström.



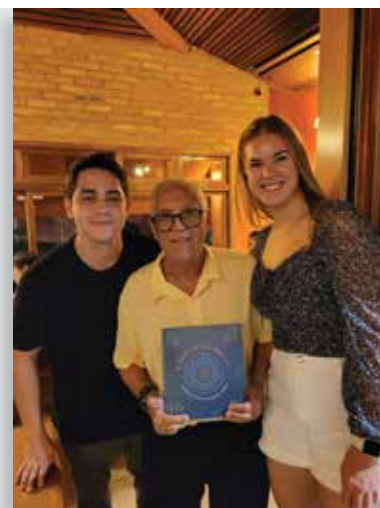
Amon Barros and Gustavo Macedo.



Happy Hour & Pizza!



The first Young Professionals event after the summer break (winter in Brazil...) was a Happy Hour at Pizzeria Margherita in Jardins, São Paulo. There were many excited and hungry young people that gathered to have a nice evening and good pizza together. Pizzeria Margherita has a special meaning to Sweden, since the founder, Sr. Antonio Carlos de Toledo is HM Queen Silvia's cousin and she often speaks well about his pizzas. We had the honour to meet Sr. Antonio himself during the evening and he was happy to receive our jubilee book, *A Story of Passion for Business and People* with foreword by HM Queen Silvia. The event was a big success, and the relaxed environment allowed for many laughs and friendships being made!



End of the Year party!

On December 7th the Chamber's enthusiastic Young Professionals and the Sweden-Brazil Alumni Network celebrated an early Swedish Christmas at our own premises. The night was filled with games, music and of course traditional drinks (snaps and cider) and food (salmon, herring, egg with Swedish caviar). The Swedish licorice (lakrits) was a success among the Swedes...however NOT among the Brazilians...

Swedcham interns Josephine and Louise organized a very disputed but appreciated team work competition, and many hidden talents were revealed during the party.

We wish all the Young Professionals a Merry Christmas and hope to see you at our first event in 2024, on February 1st!



The happy winners of the team work competition, from left: Suellen, Hanna, Rafael and Leonardo.

Young Professionals' visit to Suvesa – Scania in Porto Alegre

On November 24, Young Professionals and Swedcham intern Josephine Lindberg visited Porto Alegre where five Swedish students from Uppsala are doing their exchange semester at PUCRS. Together, they visited Scania's filial Suvesa where they learnt more about the "Scanian way" and how the filial is living up to the Swedish values. There was also a tour around the company, to see how they work in practice. The students expressed it as a great experience to see how Swedish companies operate in Brazil, and appreciated the visit very much. Thank you Scania and Suvesa!





The Career Fair is back!

The 11th edition of Sweden-Brazil Career Fair, organized in collaboration with the Swedish Embassy in Brasília and the Swedish Institute (SI), took place on November 7th at Royal Jardins Hotel in São Paulo. This was the first time the fair was organized in real life after the pandemic, and the Young Professionals Committee is proud to say that it was a success! There were over 200 participants attending the fair, among visitors and exhibitors.

The purpose of the fair was to give Brazilians who are interested in studying in Sweden, or working at a Swedish company in Brazil, an opportunity to meet and connect with both Swedish companies and universities. Eight of Sweden's most respected universities participated in the fair: Jönköping University, KTH, Linköping University, Linnaeus University, Lund University, School of Business, Economics and Law of Gothenburg, Stockholm School of Economics as well as Uppsala University.

The corporate participants for this year's edition were: Atlas Copco, Camfil, Epiroc, Husqvarna, Höganas, Nexer, Saab, Skateovation, Tetra Pak and Volvo Cars.

Managing Director for Swedcham Jonas Lindström expresses the fair as "vibrant and full of optimism, showing clearly that no digital alternative can substitute personal encounters like this".

During the day, the fair offered both opportunities for networking, as well as two different workshops. Leandro Rocha from the Swedish Embassy had a presentation about studying in Sweden and two alumnis, Marcela Miranda and Victor Vallim, shared their experiences. Six different companies participated in round table discussions on talent attraction, recruiting processes and ESG work. We are already planning for the next fair in 2024 – hope to see you there! ■



Qualify for a global career!



Chalmers University of Technology offers a comprehensive technological and scientific education, from bachelor's level to master's and doctoral degrees. When you study at Chalmers, you learn to think independently, and to use engineering methods to tackle future challenges.



www.chalmers.se

CHALMERS
UNIVERSITY OF TECHNOLOGY

Floorball — Swedish sport conquering Brazil!

Photos: Bharu Fotografias



“Hockey without ice and skates”. This is the easiest way that Adriano Serafim, president of the Brazilian Floorball Association (ABF), describes the sport. Floorball has been practiced in Brazil since 1998, the year the Brazilian Floorball Association (ABF) was founded, an entity recognized by the Brazilian Olympic Committee (COB).

Floorball has its origins in hockey, played without ice rinks, but it was in Sweden, at the end of the 1970s, that the rules and equipment as we know them today emerged. Sweden is the sport’s biggest champion. Men’s and women’s teams dominate the world championships, and there are 10 titles for men and 10 for women, if you don’t

include the junior team titles.

In Brazil, the Brazilian Floorball Championship has been held since 2012, and teams from the states of São Paulo, Minas Gerais, Paraná and Rio de Janeiro have participated. The ABF’s next step is to form the Brazilian national team and also to host the Americas Qualifiers for the 2026 World Championship and definitely place Brazil on the international Floorball scene.

It will be a great opportunity to make Floorball better known among Brazilians. “We want to take advantage of sports incentive bills to boost our teams”, concludes Adriano.

For those who live in the city of São Paulo and would like to play, Paulistana Floorball holds weekly training sessions on Wednesdays at 9pm at Avenida Paulista, 735.

Floorball is practiced in more than 10 states in Brazil. To find out about other places to practice floorball, contact the ABF via email@floorball.com.br, visit www.floorball.com.br or follow the ABF on social media Floorball Brasil.



Introducing CEBES™ Choco 15

Raising the bar on cocoa flavor!

There's no better substitute with higher
flexibility for your recipe

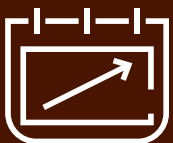


What can **CEBES™ Choco 15** do for
your chocolate compound?



Excellent taste

Include high amounts of cocoa ingredients into your compound, opening unseen possibilities for creative compound recipes full of cocoa flavor



Longer-lasting quality

Maintain great shelf life and avoid bloom even in high-cocoa recipes



Cost efficient processing

No tempering process required while maintaining a fast-setting time



No trans fatty acids

No labelling of trans fatty acids (TFA)

marketing.sa@aak.com | www.aak.com | [in](#) AAK South America

Making Better Happen™

CUIDADOS RENAIIS QUE MELHORAM VIDAS!

A Diaverum é referência em tratamentos renais, operando em **23 países**, com mais de **440 clínicas** e atendendo cerca de **39.000 pacientes** em todo o mundo.

Com uma abordagem integrada adaptada às necessidades e escolhas dos pacientes, oferece assistência altamente padronizada por meio de inovações tecnológicas e atendimento humanizado.

Porque todos merecem uma vida plena!



Aponte a câmera do seu celular para o **QR CODE**, acesse o site e descubra mais sobre a linha de cuidado da **Diaverum**.

Siga as redes sociais e tenha acesso a conteúdos exclusivos.

 @diaverumbrasil  Diaverum Brasil  Diaverum Brasil



Tecnologia de equipamentos a bateria

Substituir ou reprojeter? Repensar.



Focus on responsible sourcing

By Karin Vecchiatti *



The climate crisis and the need to create a greener economy that is less exploitative of nature and people have stimulated the implementation of programs and regulations that necessarily demand from companies strategies capable of dealing with a great number of different challenges such as:

- Reduction of greenhouse gas emissions;
- Reduced dependence on fossil fuels in production cycles;
- Less exploitation in land use and occupation;
- Reduction in waste generation;
- Implementation of circular economy strategies;
- Less use of products that are toxic to humans and wildlife;
- Investment in technologies with greater energy efficiency;
- Greater use of renewable energy sources;
- Protection of biodiversity, among many others.

Faced with these many current and urgent demands, leading global companies have been positively influencing their supply chains as they seek to improve their operations making them cleaner, safer, more transparent and more efficient. Along this process, responsible sourcing can be a valuable tool as it helps to create an institutional environment favorable to the fulfillment of sustainability standards and requirements. One company influences the other as new rules are implemented through agreements that, at first, may seem immaterial, but end up being very tangible and effective.

Swedcham's ESG Committee understands the importance that member companies have in shaping the broader value chain they are part of. With this in mind, the Committee is working on a new Handbook, this time

approaching important issues related to responsible sourcing. Important input is being given by companies such as AAK, ABB, Atlas Copco, Alfa Laval, Autoliv, Epiroc, Electrolux, Quant, Scania and Tetra Pak. Their cases and experience offer inspiring content which may encourage other organizations to best partner with their clients and suppliers in a constructive, sustainable, responsible and transparent dialogue.

The Handbook approaches topics such as:

- Contracts and code of conduct for suppliers
- Training, monitoring and adjustment of suppliers
- Extraction and consumption of natural resources throughout supply chains
- Intersectoral agreements and certifications

Focusing on responsible supply-chain programs encourages companies to develop new governance metrics that are not limited to financial results, but that also evaluate business success based on stewardship parameters: care and attention to various stakeholders, especially to natural resources, human and social capital. In this sense, responsible sourcing depends on shared responsibility throughout supply chains. Such responsibility needs to be demanded, managed, standardized, executed and improved by several players: from suppliers, traders, manufacturers, service providers and logistics systems, to buyers, retailers, investors, employees and consumers.

Responsible sourcing is a collective effort to deliver the most positive social, environmental and governance results on all interconnected stages of a system of goods and services. It is certainly an increasing drive shaping business transition towards sustainability.



*Karin Vecchiatti is coordinator of the ESG Committee.

Swedcham's Legal and Business Committee (LBC) activities in 2nd term of 2023

By *Renato Pacheco Neto**

On October 18th we organized Fin-techs: Operations with Direct Credit Societies (SCD) investment fund on credit rights (FIDC). To talk about the topic, we welcomed lawyers Olavo Guarnieri and Amauri de Oliveira, partners at Oliveira Paolucci Advogados, both specialists in Agribusiness, Financial and Capital Markets.

At this meeting, we addressed the legal issues (constitution rules and Brazil's Central Bank BACEN standards) related to the "Sociedade de Crédito Direto" (SCD), a type of Fintech widely used for credit operations through an electronic platform, and the models of operations in which SCD operates in conjunction with a FIDC, allowing better leverage.

On November 21st SwedCham's Legal and Business Committee organized another event about: IMPROVIDENTIAL TALES: and the future has arrived ! The keynote speaker was Juliana Paula Silva Moretto who lived in Sweden for a year, where she studied and learned a lot about the culture and language of that country.



Juliana Paula Silva Moretto. Her presentation has been seen by more than 700 people on Swedcham's YouTube channel!

Olavo Guarnieri.



Back in Brazil, she graduated in Law and years later joined the Federal Court, where she has worked for many years. In the last decade she has handled and advised on legal proceedings involving social security issues of the most varied types, which demonstrate the lack of foresight and/or prudence in relation to the future, which reaches people and finds them with totally or partially empty hands, causing immense difficulties for the insured and their families.

Inspired by her day-to-day work and attentive to the peculiarities that exist between Brazil and Sweden, she wrote the book "**Contos Imprevidentiários: e o Futuro Chegou**", which deals with the improvidence of many characters and the dramas they experienced, at the same time as invites the reader to reflect on the social challenges brought about by the imposition of demography here and there.

Juliana Paula Silva Moretto works as a Judicial Analyst at the Federal Regional Court of the 4th Region. She has also served at the Court of Justice of Santa Catarina and the Regional Labor Court of the 12th Region. In addition, she has completed internships at the Children and Youth Court and the State Penitentiary of Santa Catarina. Married and mother of two boys, she has also been a volunteer contributor to the Logosófica Foundation for Human Overcoming for two decades.

***Renato Pacheco Neto** is coordinator of the Legal and Business Committee and Honorary Consul General of Sweden since 2012, as well as Managing Partner of PNST - Pacheco Neto, Sanden, Teisseire Advogados headquartered in São Paulo.

Unlocking success: The transformative power of happiness !

By Carol Böttcher*

Successful **Talent Acquisition** serves as a fundament for organizational competitiveness and sustainability, enabling companies to secure top talent in order to drive innovation, increase productivity and maintain a competitive edge in rapidly evolving industries.

Having specialized in the search, selection and attraction of talent for nearly two decades - including for Nordic SMEs - I've witnessed the increasing complexity of TA especially when integrating sustainability, innovation and retention into hiring practices: Firstly, the dynamic marketplace's interplay and its constant need for evolving skill sets calls for a robust scouting process that aligns with future-oriented competencies. Secondly the integration of cultural fit into the selection strategy is paramount for long-term retention while *work-life* balance and *employee well-being* employment practices policies needs currently to be reviewed.

The world is changing at an exponential high-speed and aligning organizational offerings with the evolving expectations of a diverse workforce is challenging, indeed. Especially, when "Diversity and Inclusion" shall be considered and integrated, ensuring also unbiased selection processes.

While interviewing professionals and executives from various sectors across Brazil and Latin America, I could further observe how differently constructs as "work", "motivation", "purpose", "belonging", "success" and "happiness" are perceived – influenced by individual subjective preferences, goals and values. Being highly satisfied with your current job, as opposed to merely managing "to cope with the professional flow" will definitely impact your professional performance.

As a matter of fact, professional happiness and purpose are not just secondary elements but rather fundamental drivers of professional performance,

intricately intertwined with the synergy between employees' well-being and productivity.

Celebrating SWEDCHAM's 70st anniversary this year, our Human Capital Committee had the privilege to unite an ensemble of distinguished specialists to explore the concepts of

"Personal Happiness" and "Corporate Happiness" at a special event in collaboration with esteemed partners FINNCHAM and DUTCHAM.

Heidi Virta, Senior Director and Head of Latin America at Business Finland, shared valuable insights of her book "*Happiness Clues*", also incorporating the perspectives of Greek philosophers on the Happiness construct. She shared on her extensive experience leading multicultural teams and provided Nordic cultural enlightenment on Finland's distinction as the happiest country for the sixth consecutive year.

Vinicius Kitahara, a renowned Corporate Happiness Specialist and Founder of Vinning, whose expertise has been recognized in prominent media such as CNN's documentary "The Science of Happiness" and "Discovery Home & Health"; helped us constructively understand the concept of Corporate Happiness and introduced us to current relevant best-practices and local trends.

Kauê Souza, Talent Management Coordinator at HEINEKEN Brazil, completed our panel by bringing most valuable insights on HEINEKEN's business case. He shared how the Corporate Happiness Department was initiated at the company, its initiatives and challenges; also providing a differentiated employee's perspective.

Reflecting on our shared moments and efforts to engage senior Lecturers, I wish to express my gratitude to all of you: esteemed **guest-Speakers, associates, participants, dear Sergio Chamone** (President of FINNCHAM) and **Peggy de Rop** (Managing Director of DUTCHAM) and their respective teams, and especially to the dedicated support of our beloved Managing Director **Jonas Lindström and his team**, who consistently go the extra-mile with us in supporting our Human Capital Committee.

Wishing everyone a Merry Christmas filled with warmth, peace and joy – and an exceptional and healthy 2024 - let us remember, as Aristotle would say:

"Happiness depends upon ourselves!"



From left: Heidi Virta, Vinicius Kitahara, Carol Böttcher and Kauê Souza.

*Carol Böttcher is coordinator of Swedcham's Human Capital Committee.



NordicLight The joint-publication of the Swedish-Brazilian and the Norwegian-Brazilian Chambers of Commerce.

The opinions in this publication are those of authors or persons interviewed and, therefore, do not necessarily reflect the views of Swedcham, the NBCC, or the editor. The articles may be published as long as the source is mentioned. The information in this publication results from the most careful interviews and evaluations. Nevertheless, the use for commercial purposes is not the publisher's responsibility.

Editorial Council:

Sergio Quiroga do Cunha, Swedcham Chairman,
Jonas Lindström, Managing Director,
Peter Johansson, Swedish Consulate General,
Olle Widén, FinanZero.

Swedish-Brazilian Chamber of Commerce

Rua Oscar Freire 379, 12º andar
CEP: 01426-001 – São Paulo
Phone: +55 11 3066 2550
Fax: +55 11 3066 2598
www.swedcham.com.br
Managing Director: Jonas Lindström

Norwegian-Brazilian Chamber of Commerce

Rua Lauro Muller 116, sala 2401, Torre Rio Sul
CEP: 22290-160 – Rio de Janeiro
Phone: +55 21 3544-0047
Fax: +55 21 3544-0044
info@nbcc.com.br
General Manager: Jeanette Lorvik Camargo

Editors:

Jonas Lindström, Josephine Lindberg,
Louise Lee Hultberg
youngprofessionals@swedcham.com.br

Design / Production:

Edson Borba - Graphic Design
edson@edsonborba.com
Phone: 11 98531-0553

Printing Company:

Mentor Media – Member of Elanders Group
CLIS - Centro Logístico e Industrial de Salto - SP
SP-073 (Rua Nações Unidas), 1800 - CEP: 13329-420
Phone: +55 11 3195 3400

Business Center

Swedcham has a Business Center with all the possible infrastructure and equipment to organize events. Its adjustable rooms are an excellent option for members as well as non-members, who need a place to organize their meetings, courses and happy hours, among other events. All the environments offer internet access, WI-FI and multimedia equipment. The Swedcham Business Center includes a spacious auditorium with multimedia and a lounge to relax in and read Swedish and Brazilian newspapers and magazines or have your coffee break or happy hour. For more information, send us an e-mail at eventos@swedcham.com.br or call 11 3066-2550



If we invest in the Ocean,
we invest in the Future.

DNB has long traditions as a leading Energy and Ocean Bank.
We focus on financing sustainable solutions.

Rio de Janeiro

brazil@dnb.no

+ 55 21 2137 1650

Santiago

dnb.santiago@dnb.no

+ 56 2 923 0100

DNB

QUANT™

SMART SERVICES
FOR A **SUSTAINABLE** WORLD

www.quantservice.com

Your **Industrial**
Maintenance **Partner**

Quant is the global leader in industrial maintenance and reliability services, providing dedicated personnel, systems, and tools to optimize value for our customers.



V O L V O



Juntos salvamos vidas.

OPUS/UTIP/IA

VOLVOVM 20ANOS

Tem história pra contar. **E muita história por fazer.**



Nosso combustível nunca acaba.
Porque o que nos move é olhar para o futuro.

volvo.com.br