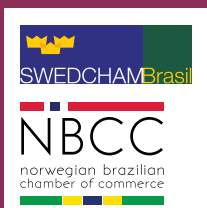


JULY - DECEMBER 2024

NordicLight

A JOINT SWEDCHAM / NBCC PUBLICATION



The best ever ROG Energy Networking Dinner

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4. **NBCC hosts** Oceans Connections Dinner at Copacabana Palace



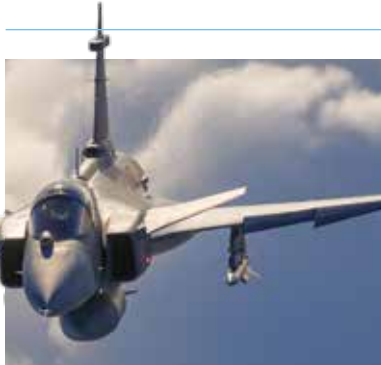
8. **Swedish presence** at ROG.e 2024



16. **Swedish and Dutch Companies** contribute to local communities



Centerfold. End of Year Party: A night of celebrations!



28. **Gripen** excels at CRUZEX 2024



32. **Sweden-Brazil Career Fair** in São Paulo



36. **Royal Presence** at Childhood's 25th Anniversary

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NBCC's ROG Energy Networking Dinner - Oceans Connections



On the evening of September 25th, the prestigious NBCC's Oceans Connections event brought together over 800 guests and members of prominent companies in a grand celebration designed to strengthen and honor the ties between Norway and Brazil. This meticulously organized occasion attracted businesspeople, influencers, and important figures from both countries, all interested in expanding the network of bilateral relations and highlighting the potential of this partnership. Held at the iconic Copacabana Hotel in Rio de Janeiro, the event was a true spectacle of sophistication, elegance, and a tribute to the rich connection between these two nations.

At the entrance to the majestic ballroom, guests were captivated by the meticulously decorated setting, featuring marine details and elements representing the Atlantic Ocean—a symbol of this geographical and cultural union. On massive LED



From the left: Andrzej Golebiowski, Matte Tangen, Consul General of Norway in Rio de Janeiro, Randi Bolstad, Norwegian Seafood Council, Juliana G. Meyer Gottardi, honorary Consul of Norway in São Paulo.



Johnar Olsen, NBCC Managing Director



Larissa Sigiliano, President of the Norwegian-Brazilian Chamber of Commerce.

screens, stunning images of the ocean floor created an immersive experience, showcasing schools of fish and especially the beautiful Norwegian codfish in their natural habitats. The screens transported everyone to the ocean’s depths, evoking the grandeur and tranquility of the seas. This visual element not only emphasized the importance of the oceans for both Norwegian and Brazilian cultures, but also highlighted the shared maritime traditions and robust trade that have fostered closer ties between the two countries over the years.

The event’s gastronomy was another highlight. The dinner featured dishes that united flavors, blending typical ingredients. Delicate seafood, fish, and Brazilian spices created a fusion of flavors that pleased the most discerning palates, while wines and sparkling wines specially selected for the occasion complemented each stage of the meal. After dessert, each dish impressed with its freshness and color harmony. Throughout the evening, a wide selection of sophisticated and elaborately crafted

cocktails was served, offering exclusive options that included both Scandinavian and tropical influences, pleasing every taste and delivering a truly complete experience.

To make the evening even more special, live music brought together Brazilian and Norwegian influences. Artist Victor Sávios, as a tribute to Tim Maia, gave a vibrant performance. Additionally, a talented pianist was present, adding an air of class and refinement to the celebration, filling the ballroom with instrumental music that provided a relaxing pause between the intense performances and livelier moments of the night. This combination of classical musical styles and the Brazilian rhythms from Tim Maia created a unique harmony that made the atmosphere of Ocean Connections even more special, vibrant, and unforgettable.

More than just a social event, Ocean Connections was held with a unique and noble purpose: to create a cultural and economic bridge between Norway and Brazil. For decades, both countries



From the left: Grazielle Nascimento - NBCC Administrative, Johnnar Olsen - NBCC Managing Director, Larissa Sigiliano - NBCC President, Maria Salustiano - NBCC Events and Davi Ferreira - NBCC Communication.



have collaborated on various fronts, including trade, the maritime industry, technology, and innovation. This celebration came to reinforce these ties, providing a valuable opportunity for networking and strengthening partnerships between companies and institutions. Representatives from various sectors took advantage of the setting to discuss new possibilities for cooperation, strengthen relationships, and envision future projects that will benefit both nations.

The night was undoubtedly a milestone in the celebration of this unique friendship and connection between Brazil and Norway, symbolizing not only an economic alliance but also a cultural and environmental affinity. It was a memorable experience for all attendees, offering a moment of immersion and connection with the maritime roots that these two cultures share. Ocean Connections left a lasting legacy and a clear message of unity, inspiring everyone to celebrate and strengthen this transatlantic bond, which is essential for the sustainable and cultural development of both nations. ■



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From the left: Sandro Moret, ABB, Fabiana Bresolin, MODEC, Cristina Magalhaes, ABB, Jonas Lindström, Swedcham, Amit Kumar, ABB.



From the left: Ana Marques, ABB, Gustavo Reggiani, Petrobras, Amit Kumar, ABB, Alexandre Takemoto, Petrobras, Gabriel da Silva Albuquerque, Petrobras.

Swedish presence at ROG.e 2024 – Connecting Energies

For many years the venue for the Expo was Rio Centro in Barra de Tijuca, but the recent editions have been held at the Olympic Boulevard next to the beautiful Museum of Tomorrow. The event, held during the last week of September, brought together thousands of companies from around the globe, with a total visitor count exceeding 70,000.

Swedcham's Managing Director, Jonas Lindström, attended the event and had the opportunity to engage with several members. Among the companies he met were ABB, Alleima, Atlas Copco, Hexagon, and the Kito Crosby's Brazilian entity – Gunnebo Industries. These interactions offered a deeper understanding of their experiences and the opportunities ROG.e 2024 presented.

Jonas also had the privilege of attending the spectacular NBCC Gala Dinner at Copacabana Palace. This was NBCC's largest event to date, attracting hundreds of respected and influential figures in the business world—a memorable event for years to come. Swedcham is proud and fortunate to have NBCC as the main partner in Rio de Janeiro – A Cidade Maravilhosa!

Company Perspectives on ROG.e 2024

"Lifting is a critical operation in the O&G industry. Kito Crosby's Brazilian entity – Gunnebo Industries – is a traditional exhibitor, nearly since the beginning of the local operations in the 1990's. It was a great opportunity to see clients and prospect new business. Looking ahead to the next 2026



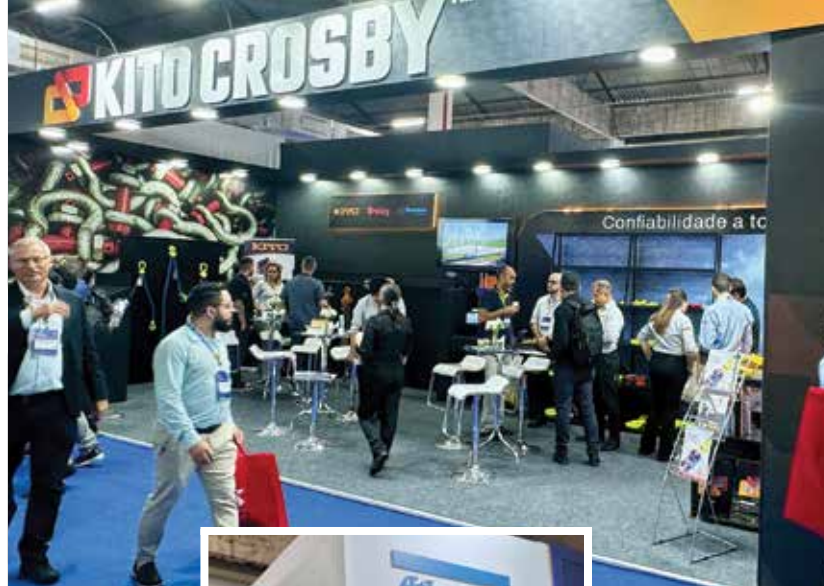
edition, it is a promising opportunity to continue strengthening the relationships with key customers in the O&G industry, and the evolving energy landscape."

Guilherme Amaral – Managing Director at Kito Crosby

"Alleima is delighted by the remarkable engagement at Rio O&G, highlighting Brazil's vital role in the oil and gas industry. This event provided invaluable opportunities to network with our esteemed customers and industry stakeholders. We proudly introduced SAF 3007, our innovative duplex stainless steel designed for advanced umbilical applications, showcasing our commitment to pioneering solutions. Strengthening our presence and partnerships, we reaffirm our dedication to supporting the local market with sustainable and high-performance materials tailored to its evolving needs."

Alan Souza – Regional Sales Manager at Alleima

"Beyond traditional oil and gas, Brazil is positioning itself as a hub for innovation in energy transition technologies. Significant strides are being made in areas like carbon capture and storage, while alter-



Alan Souza and team from Alleima at ROG Expo.

native energy solutions—such as hydrogen, wind (including initial offshore wind projects), biogas, bio-fuel, nuclear, and solar—are gaining traction. These developments are reshaping the Brazilian energy matrix and ensuring that the country plays a vital role in the global energy transition.

With the energy sector contributing 12% to Brazil's GDP, this figure is expected to rise as the market expands and diversifies, driven by technological innovation and increased global demand for sustainable energy solutions.

ROG.e 2024 offered a week filled with optimism, bringing together end-users, companies, and global partners to network and learn about the abundant market opportunities. The stunning Museum of Tomorrow served as a backdrop, adding to the event's unique ambiance.

The event was not just a testament to Brazil's potential but a vibrant celebration of the global energy industry's future, firmly cementing its role as the premier stage for innovation, collaboration, and growth in energy.

M&O's participation at ROG.e highlights our commitment to supporting the growth of Brazil's shipbuilding and offshore industries."

Jan Lomholdt – Chief Executive Officer at M&O Partners and Honorary Consul of Sweden in Rio de Janeiro

"I had the pleasure of attending the incredible RoG event, where I met fantastic people and experienced a truly positive atmosphere. The networking opportunities were phenomenal, and it was incredible to connect with global Oil & Gas leaders all under one roof.

The event offered a unique chance to hear from Oil & Gas owners like Petrobras TOTAL etc about their business directions, green energy initiatives, and future needs. As a Technology company, ABB gained valuable insights to adapt and provide innovative solutions that support a net-zero future, aligning with our motto 'Engineered to Outrun'.

We had quality interactions with various Oil & Gas industry players, including owners, operators, EPCs, and technology providers. These discussions enabled us to showcase ABB's solutions for a net-zero future and explore potential collaborations across different segments.

Overall, the RoG event was outstanding, offering a platform to unlock endless possibilities!"

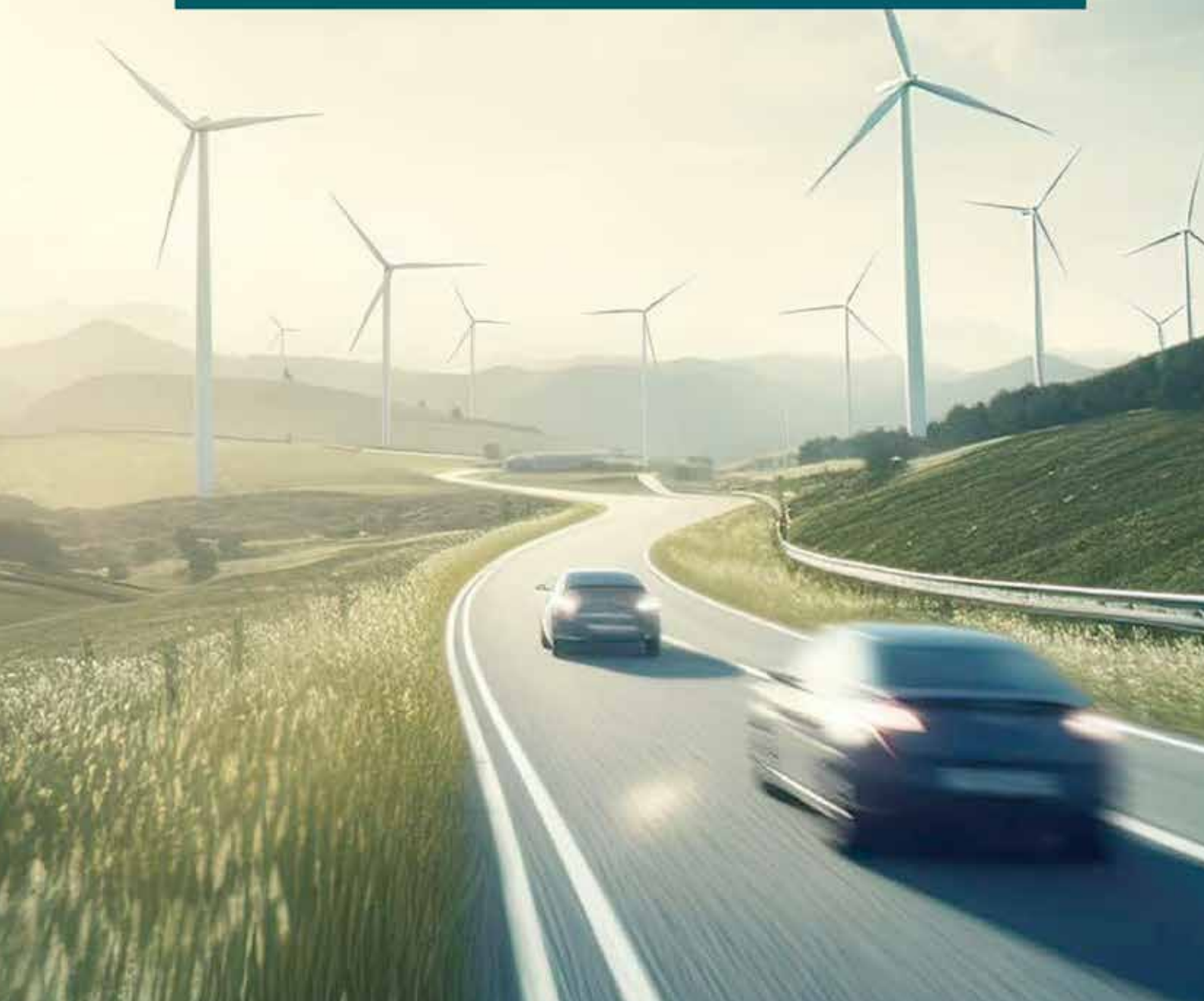
Amit Kumar – Head of Sales, Offshore Solutions, Energy Industries, ABB Singapore

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There are always mixed feelings when closing a year; on one hand we are happy and relieved with everything that went our way, but on the other we know that many people are struggling and suffering out there. The fact that there is a war going on in Europe, not far from Sweden is a human tragedy. It is also very worrying to hear world leaders speaking against free trade and promoting the construction of walls instead of bridges. In that scenario the historic agreement between Mercosur and the European Union, announced recently during the leaders' summit in Uruguay, is very good news. As a Chamber of Commerce, we work to promote free, but fair trade where countries and continents work together, and not against each other. We connect people in order to create business, but also to promote healthy and long-lasting relations. I guess we can say that to some extent we act as a peace organization too. Next year we intend to work more with the "S" in "ESG", meaning projects related to social issues, and education, since we all agree that improved education, on all levels is the only way for Brazil to reach sustainable growth in the short, mid and long term.

In times of uncertainty, it is important to have strong and respected partners, and it is very encouraging that organizations come to us to ask for joint projects and events, and some examples this year have been Nobel Outreach, Insper, FGV, Veirano Advogados, Childhood Foundation, Tozzini Freire and The World Scout Foundation.

Some of many highlights from the last semester were the visit by the Swedish Parliament Committee on Taxation, the Career Fair and the Christmas Dinner on December 5, and the Milk Donation Campaign with the Dutch Chamber and in cooperation with Tetra Pak, Jussara, Banco de Alimentos and KLM has also been a great success.

Enjoy your reading, have a peaceful ending of the year and we look forward to seeing you in 2025!

Jonas Lindström
Managing Director,
Swedish-Brazilian
Chamber of Commerce



The year 2024 has marked an exceptionally dynamic period for Brazil-Norway relations, particularly amplified by the G-20 meetings, where Norway's participation opened doors to new dialogues and collaboration opportunities. This global forum underscored the growing alignment and shared aspirations of our two nations, setting the stage for impactful engagements. For the Norwegian-Brazilian Chamber of Commerce (NBCC), this has been a landmark year. Through various forums and events, we have engaged in discussions of relevant matters to our members, addressing critical industry themes and fostering strategic partnerships. Our commitment to connecting, informing, and representing the interests of our community has been evident in each initiative, expanding our influence and creating new pathways for members to collaborate and grow.

The ROG.e Dinner, our largest and most successful event to date, exemplifies the Chamber's pivotal role in Brazil's oil, gas, and energy industry. This extraordinary gathering solidified NBCC's position as a leading entity in this vital sector, drawing hundreds of the most respected and influential figures in the business—a memorable event for years to come. This gathering fostered invaluable connections, reinforced our networks, and highlighted the Chamber's role in shaping future industry trends.

Our members' enthusiasm and active participation have been the key to NBCC's success this year. I am grateful for their dedication, which continues to drive us forward and enrich our shared journey.

Together, we continue to strengthen the ties between Brazil and Norway, driving innovation and growth in our industries.

Larissa Sigiliano
President, Norwegian-
Brazilian Chamber of
Commerce





Sweden-Brazil Innovation Week 2024: Strengthening bilateral ties through Innovation

Photos: Embassy of Sweden



Ambassador Karin Wallensteen accompanied by State Secretary Karlström, astronaut Marcus Wandt and other guests for the opening panel.

The Sweden-Brazil Innovation Week 2024, held from November 11th to 14th in Florianópolis, São Paulo, and São José dos Campos, marked a significant milestone in the ongoing collaboration between Sweden and Brazil. This annual event, organized by the Embassy and the Office of Science and Innovation (OSI Brasília) with the support of Team Sweden Brazil, brought together key stakeholders from both countries to explore new opportunities in science, technology, and innovation (STI). This year's Swedish delegation was, with around 70 participants, the biggest ever to participate in such a meeting.

The primary goals of the Sweden-Brazil Innovation Week 2024 were to foster long-term strategic partnerships, promote innovation, and facilitate networking between Swedish and Brazilian actors in various STI fields. By showcasing Swedish innovation environments and establishing collaborations with Brazilian partners, the event aimed to drive economic growth and sustainable development in both countries.

One of the most anticipated moments of the week was the keynote speech by Marcus Wandt, a Swedish Gripen test pilot, astronaut, and Chief Innovation Officer at Saab. Wandt's recent mission aboard the International Space Station (ISS) added significant weight to his participation. During his two weeks on the ISS, Wandt conducted over 20 scientific experiments, providing valuable insights into life and technology in space. His experiences and findings inspired attendees and underscored the importance of innovation in advancing both nations' technological capabilities.

Several high-profile guests from both countries attended the event. Tobias Karlström, State Secretary at the Prime

Minister's Office, and Daniel Almeida Filho, Brazilian Secretary of Technological Development and Innovation, delivered opening remarks that set the tone for the event. Their presence highlighted the strong governmental support for the bilateral initiatives being discussed and implemented.

In addition to the state secretaries, the event featured a robust delegation of startups and SMEs from both Sweden and Brazil. Two matchmaking events took place during the week



Astronaut and Chief Innovation Officer at Saab, Marcus Wandt, delivering a lecture at the opening of SBIW 2024. FIESC, Santa Catarina.



as part of the Sweden Brazil Innovation Initiative (SBII) project. The first in Florianópolis was organized by the Europe Enterprise Network (EEN) platform, Rise, IBICT, Enrich, OSI Brasilia, and with the support of SENAI, with the participation of Swedish SMEs, universities, and research institutes. The second was held in São Paulo between Swedish startups to explore collaboration opportunities with Brazilian corporates. This matchmaking event was organized by Ignite Sweden in collaboration with partners such as CISB. The Brazilian companies were Hospital Israelita Albert Einstein, Klabin, and Vale among others. These interactions aimed to foster innovation and create new business opportunities in areas like healthcare, renewable energy, and sustainable industrial practices.

Key Topics discussed by State Secretaries

During the event, Tobias Karlström and Daniel Almeida Filho addressed several key topics crucial for the bilateral relationship and future collaborations. They emphasized the importance of sustainable development, discussing ongoing and future projects aimed at promoting renewable energy, sustainable transportation, and green building practices. Tobias Karlström said: "Today we can see how this (collaboration) is spreading out, its broadening out into a true triple helix model between academia business and governments, and spanning over several fields, not only aeronautics but with recent great examples on how we collaborate in health, sustainable mining, sustainable cities and so forth".

The secretaries also underscored the significance of the aerospace sector in the bilateral relationship and included new joint research initiatives to advance aerospace technology. Advancements in AI and autonomous systems were another critical topic, with discussions on AI applications in various

industries, including aviation, Industry 4.0, and healthcare. The 6th Brazilian-Swedish Workshop in AI and Autonomy provided a platform to explore these opportunities. For Secretary Daniel Almeida, Sweden and Brazil are great examples as how these partnerships can shape a better future: "Sweden has strongly demonstrated that this friendship can be shared not only between these two countries, but with many others. It is a great example of the success of collaboration between countries for the development of innovation, economic and social development and in a sustainable way, as the world demands today."

A good part of the event was the "Sweden: Accelerating the Green Transition" exhibition. This exhibition showcased Sweden's leadership in sustainable practices and green technologies.



Tobias Karlström, State Secretary at the Prime Minister office and Daniel Almeida Filho, Secretary of Technological Development and Innovation (MCTI).

Organized by the Swedish Institute in collaboration with various Swedish agencies and companies, the exhibition highlighted Sweden's ambitious sustainability goals and its unique model of cooperation between the public sector, business, and academia. Visitors explored Sweden's achievements in renewable energy, sustainable transportation, green buildings, and innovative industrial practices. The exhibition featured pioneering companies like Northvolt, known for its sustainable battery production, and HYBRIT, which is developing fossil-free steel. These initiatives demonstrate Sweden's commitment to becoming fossil-free by 2045 and its role as a global leader in the green transition.

The foundations laid during the Innovation Week will likely lead to deeper cooperation in various fields, including aerospace, AI, and digital health. Both countries benefit from shared knowledge and technological advancements, fostering a dynamic partnership that can address global challenges and drive sustainable development. As Sweden and Brazil continue to collaborate in areas of science, technology and

innovation, our strengthened ties continue to contribute to a more innovative and prosperous future for both nations.

A highlight of the Sweden-Brazil Innovation Week 2024 was the visit to the Instituto Tecnológico de Aeronáutica (ITA) by Marcus Wandt, accompanied by the Swedish Ambassador to Brazil, Karin Wallensteen. This visit underscored the deepening ties between Sweden and Brazil in aerospace and technological innovation.

During the visit, Marcus Wandt, a Swedish Gripen test pilot, astronaut, and Chief Innovation Officer at Saab, shared his experiences from his recent mission to the International

Space Station (ISS). Wandt conducted over 20 scientific experiments, providing valuable insights into life and technology in space. His presentation at ITA captivated the audience, which included students, faculty, and industry professionals.

Ambassador Wallensteen emphasized the significance of this visit, stating, "The Gripen project is only one of the examples of the success of this collaboration. And the most important thing is not hearing about these examples. The most important thing is that they are happening, and how we can encourage companies, universities, individual researchers to go one step forward. What should be the next step of our cooperation?" ■

Dialogue with Randy Schekman: inspiration for the future

By **Patricia Cordeiro**
Communication Officer

For the first time in Brazil, a Nobel Prize laureate spoke to high school students at a school, in this case, a public school in downtown Brasília. On November 26, the 2013 Physiology and Medicine laureate, Professor Randy Schekman, welcomed more than 120 people, including students and teachers, for a conversation about science, research, and the future. The initiative, organized by the Embassy of Sweden, was supported by the International Relations Office of the Federal District Government, the board of the Centro de



Randy Schekman and Ana Eulália Moura, Vice Director of *Centro de Ensino Médio Setor Leste*

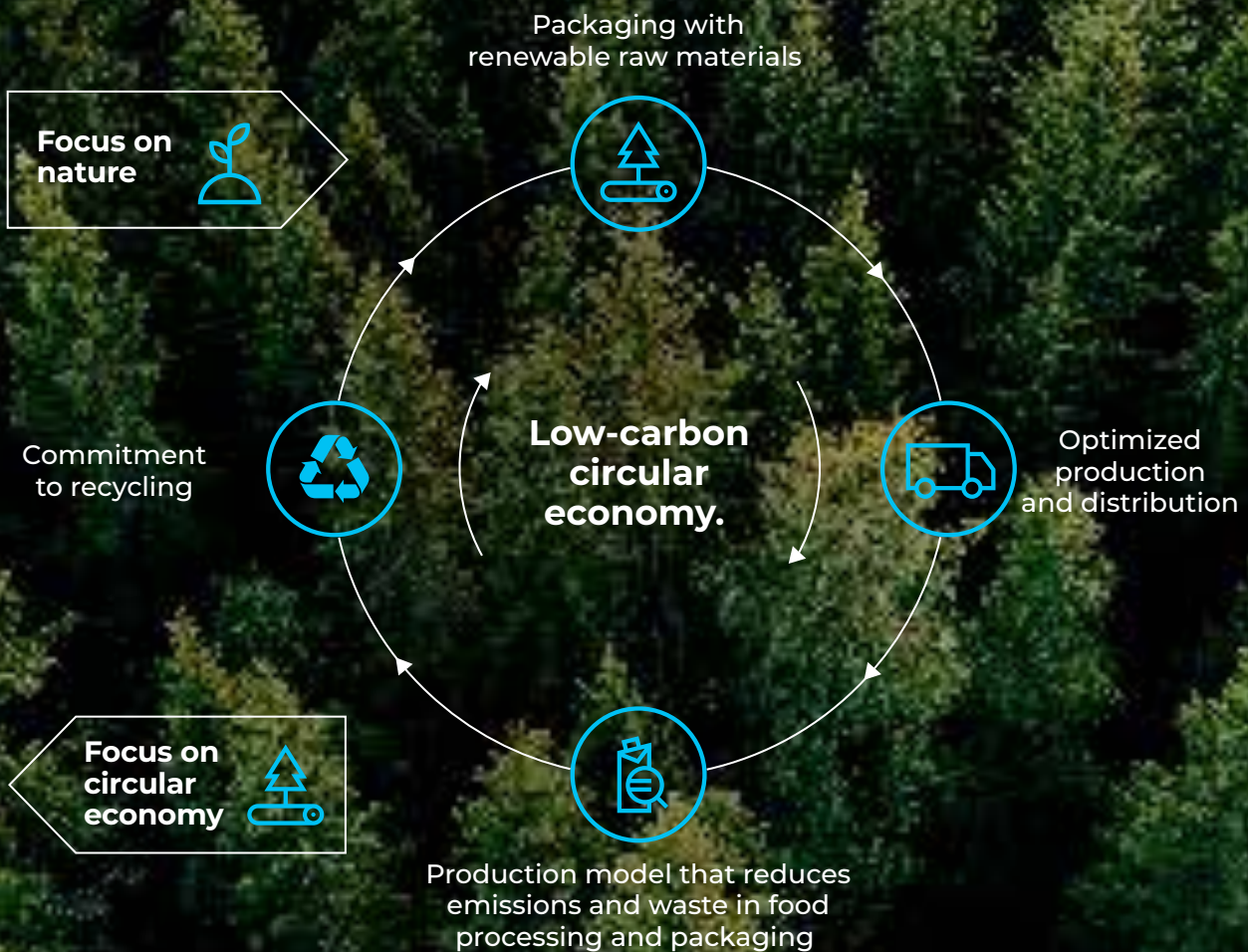
Ensino Médio Setor Leste, and AstraZeneca, the latter responsible for bringing the guest to Brazil. During the event, Professor Schekman made a point of listening to as many students as possible. He listened to and answered questions about how to become a scientist, aspects of his life that motivated him to research, and the prospects of science in the world. It was a relaxed conversation, but one that could change the perspectives of young students about the possibility of making a difference in the future of humanity. At the end of the conversation, when asked about his impressions of the event, Schekman replied, "I am a product of public education in my country. Having the opportunity to listen to and inspire public school students in other countries is wonderful and makes me very happy. I hope I made a difference for them."

Right after the conversation, the students were excited to record moments with the professor. The audience could hear comments about how important his presence was to inspire and motivate each student's next steps in their studies. ■



Nobel Laureate in Physiology or Medicine 2013, Randy Schekman, with students from CEM Setor Leste, Brasília.

At Tetra Pak, sustainability is the strategy.



In Brazil for 67 years, Tetra Pak maintains its commitment to developing packaging and processing solutions aligned with a circular economy. And together with our partners, we continue to build the path towards a net zero operation.



Every Drop Counts: A Swedish and Dutch partnership for a better Brazil



This October, Swedcham joined forces with Dutcham to tackle one of Brazil's most pressing challenges: hunger. Together, and with the support of Banco de Alimentos, Leite Jussara, Tetra Pak, and KLM, we distributed an astonishing 114,000 liters of milk to around 9,500 families in São Paulo. This initiative proved once again how collaboration can spark meaningful change—especially in a country where food insecurity impacts a third of the population.

This campaign began with Dutcham several years ago, and 2024 marked Swedcham's debut in amplifying its reach. We are proud to acknowledge the contributions of Swedish companies such as Autoliv, Volvo Cars, Scania, and Mölnlycke, whose generosity played a crucial role in supporting this cause. Alongside these generous contributions, over 600 private individuals in total joined the effort. Notably, many of these individuals were employees of companies associated with Swedcham and Dutcham. Participants also had the chance to win a flight to Amsterdam through campaign partner KLM. A heartfelt thank you to all who participated!

Tetra Pak played a pivotal role as a partner, providing innovative packaging

that kept the milk fresh and ready for distribution. They also went further, integrating QR codes on each carton to provide vital nutritional advice, distributing flyers to educate families on recycling, and championing an upcoming initiative to transform used milk cartons into a sustainability success story. Their dedication brought a deeper social and ecological dimension to the campaign.

On December 14, 50 volunteers from both Swedcham and Dutcham brought this effort to life by personally delivering milk to five different communities, creating moments of joy and connection. This campaign was about more than just milk—it was about hope, sustainability, and collective action. At

Swedcham, we're honored to have contributed to this impactful mission. Truly, every drop counts. ■





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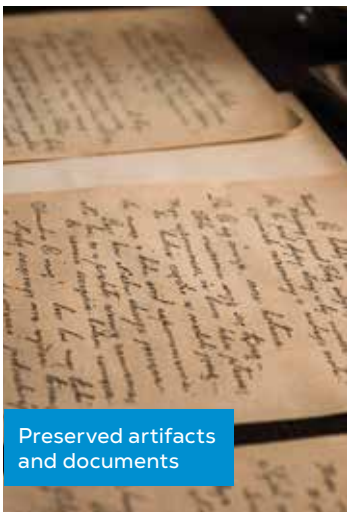
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- Began operations in Brazil in 1995.
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New business partnerships and promotional actions to accelerate the green transition

*By Anders Norinder**

Nt's been another busy second half of the year for us at Business Sweden, The Swedish Trade and Invest Council. We have received several business delegations and initiated new partnership dialogues with key actors in Brazil. Below a summary of some of the key events and activities.

Brazilian business mission to Stockholm - BLF partnership dialogue, part I

We had the pleasure to receive a Brazilian business delegation, led by CNI's President Mr Ricardo Alban, to Stockholm by the end of September. The main objective of the mission was to perform the mid-year partnership dialogue under the Sweden Brazil Business Leaders' Forum ("BLF") agenda and move from talks to actions.

The occasion also served as a soft launch of the 'Sweden Brazil Green Transition Partnership' ("GTP"), a newly installed program under the strategic partnership to drive the transformation towards net zero emission. Leading Brazilian companies, such as Vale, Suzano, and Embraer shared their roadmap on decarbonisation, circularity, and green innovations. The thematic roundtable meetings were preceded by a seminar with insightful presentations on current business situation in Brazil and a MoU (Memorandum of Understanding) was also signed between Business Sweden and ApexBrasil, with the objective to further strengthen the bilateral industry and institutional collaboration.

The day ended with a well-received networking dinner at Grand Hotel,



hosted by FAM. The next day included tailor-made programs for the Brazilian delegates, ranging from technical visits to roundtable discussion on R&D&I, sustainable transports and green steel, with Saab, GreenIron H2 and Scania as main hosts.

Business event at FIESP in São Paulo – BLF partnership dialogue, part II

As a continuation to the Brazilian business mission and mid-year BLF partnership dialogue, Business Sweden together with National Confederation of Industry (CNI), the Federation of Industries in São Paulo (FIESP) and the Swedish Embassy, hosted on November 13th the "Business Forum Sweden Brasil: Innovation Driving the Green Transition".

The event served the purpose of launching the GTP (Sweden Brazil Green Transition Partnership) now also in Brazil. It was part of the 12th edition of the Sweden Innovation Week in Brazil, arranged by the Swedish Embassy in Brasilia (see separate article).

The event reflected on the urgent call and need to act on the climate changes the world faces, and how the way to overcome these challenges must be a joint one, cemented on partnership and collaboration. Targeting key Swedish and Brazilian companies, the event meant to foment network opportunities, promote knowledge sharing, as well as discuss project prioritization and advancement.

Insightful keynote speakers included opening speeches by Tobias Karlström, the State Secretary from the Swedish Prime Minister's office and Dan Ioschpe, the Vice President for FIESP among others. Marcus Wandt, CIO of Saab and Astronaut, delivered a staggering speech on the panel "Innovation and Sustainability Talks – from space to Baku". This was followed by exclusive insights live from the Swedish and Brazilian pavilions at COP 29 in Baku, delivered by Jan Larsson (CEO at Business Sweden),





Davi Bontempo (Environment and Sustainability Superintendent at CNI) and Gustavo Bonini (Public Affairs Director at Scania).

The agenda also included keynotes and a panel discussion on “Public & Private priorities and perspectives on innovation to accelerate the green transition”, with the participation of: Osório Coelho (Director of Innovation Programs at SETEC/MCTI), Marília Garcez (Director for Strategies for InvestSP), Rodrigo Dienstmann (President for South America at Ericsson), Alexandre Parker (Head of Public Affairs Latam at Volvo Group) and Juliana Villano (Director of Institutional Relations at Embraer). Andreas Rentner (Business Sweden) and Frederico Lamego (CNI) laid forward the next steps for the collaboration, with closing remarks by the Swedish Ambassador Karin Wallensteen.

The event ended with two thematic roundtable discussions on Biomethane and Green steel and hydrogen value chain. For the dialogue on biomethane key representatives from SEMIL, Swedfund, the Swedish Environmental Protection Agency, i17, PSR, Abiogás, SABESP and Scania participated to share their views. For the green steel and green hydrogen discussion we were pleased to have Vale and CSN taking the stage. Both thematic areas playing an important role for the green transformation.



COP 30 preparations has started with our participation at COP29 in Baku

Preparation for Sweden’s participation at COP 30 in Belém, Pará next years has already started, this with our presence at the COP29 in Baku, Azerbaijan. The COP30 is often referred to as a Super-COP with important negotiations 10 years to define new targets 10 years after the Paris agreement was put in place. More than 30 Swedish companies are expected to attend the Swedish pavilion in Belém, and we will perform various activities for the next 12 months previous to the COP30 conference.

Swedish mining mission to Minas Gerais to foster new partnership with key actors

In the first week of November, Business Sweden hosted the Mining Mission Program in Belo Horizonte, connecting Swedish mining companies with key players in the Brazilian mining sector. The program aimed to facilitate exchanges, drive innovation, and strengthen business relationships. Participating Swedish companies included Algoryx, Optimization, Fogmaker, Vinnova, Scania, Hexagon, Epiroc, Alfa Laval, and Sandvik.

Meetings were held with Vale’s Innovation Team to discuss innovation and sustainability efforts. The delegation also engaged in discussions at the Federation for Industries of Minas Gerais and visited Mineradora Morro do Ipê to explore their operations and safety systems. The program concluded with a meeting at Mining Hub, in collaboration with the Brazilian Institute for Mining (IBRAM), to discuss the future of the mining sector in Brazil and the role of Swedish innovations.

Finally, don’t hesitate to reach out to us at Business Sweden to learn more about our trade promotion activities, performed in close collaboration with the Swedish Embassy and other Team Sweden partners, in Brazil and in Sweden. 2025 will be an exciting year with many promotion activities.

We wish you all a good Christmas and Happy New Year and look forward to continued collaborations in 2025!

***Anders Norinder** is Senior Advisor at Business Sweden, former CEO at iZettle and President Latin America at Volvo Cars.

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The official opening cutting the ribbon



Kari Puurunen, Eva Bisgaard Pedersen, Jens Olesen, Carlos Brazolin, Renato Pacheco Neto and Juliana G. Meyer Gottardi.

Highlights from the Successful Scandinavian Charity Fair 2024

Organized by the *Associação Beneficente Escandinava Nordlyset* for over seven decades, the Scandinavian Charity Fair 2024 took place on November 5th and 6th at the *Esporte Clube Pinheiros* in São Paulo and was a true success, attracting a vibrant audience and generating revenues close to R\$ 5 million. Its net profit will be allocated to several institutions that support children and teenagers. Currently around 30,000 children receive benefits from the donations. Throughout the years, over 40 institutions have received support, with 15 actively benefiting at present, including *Läkarmissionen*.

The 2024 Scandinavian Fair featured an extensive assortment of products, including food items, chocolates, crystals, home and kitchen design products, cookware, bedding, toys, Christmas decorations, and much more. The Fair's restaurant, serving typical sandwiches from the Nordic countries, was a highlight, serving as a meeting point and creating several opportunities for connection.

In each edition of the Fair, one of the Nordic countries is honored. This year, Sweden was the focus. In the supermarket section, visitors could find Swedish

brands of herring, caviar, cookies, bread, chocolates, candies – a real showcase of Swedish Food and confectionery brands! They could also find plastic utensils, the Hinza bags and numerous other products. At the Sweden booth, visitors had the opportunity to admire renowned hand-blown crystals crafted by



Finnish Consul Kari Puurunen, Danish Ambassador Eva Pedersen and Jonas Lindström.

skilled artisans, displaying unique and elegant designs. Additionally, there was a wide selection of vinyl rugs, known for their ease of cleaning and durability. The toy booth featured educational Swedish toys from Brio and Oskar & Ellen.

Furthermore, the public had the chance to learn more about Swedish culture through interactions with Nordic Ways, a reliable provider in the corporate events and leisure market, based in Sweden and Brazil with offices in Stockholm, Kiruna and São Paulo. Nordic Ways offers comprehensive services for conferences and events worldwide. Their global reach and extensive expertise allow them to deliver customized and tailored incentives and leisure programs and activities in Sweden, Norway, Finland and Denmark.

A special exhibition displaying an electric vehicle (EX30) from Volvo Cars, was also available for public viewing. Finally, a press conference attended by 20 journalists took place, where they were invited to enjoy a Scandinavian lunch.

The Scandinavian Fair not only provides access to authentic Nordic products, but also offers a unique opportunity for São Paulo residents and visitors to immerse themselves in aspects of Nordic culture, while contributing to an important cause. We look forward to seeing you at the next Fair on November 3rd and 4th, 2025, where solidarity, Nordic business, and Nordic culture converge! ■



Louane Pasquini Executive Manager LATAM at Nordic Ways

Sweden in São Paulo

By Peter Johansson
Honorary Vice-Consul



Festive Church Service celebrating the Scandinavian Church in São Paulo

On October 13, 2024, the 50th anniversary of the construction of the beautiful chapel of the Scandinavian Church was celebrated. In an unprecedented commemorative church service, five pastors celebrated this important date together: Chief Pastor Fredrik Ollila, Swedish Flying Pastor Pierre Schelander, Danish Pastor Steen Lerveldt, Norwegian Pastor Arild Nyvoll and Brazilian Pastor Roberto Baptista of the Igreja da Paz in São Paulo.



The celebration also included a jazz bossa nova concert with the famous pianist Osmar Barutti, who coincidentally was present at the interview with Eila Ampula on the "Programa do Jô" with Jô Soares. Eila made some of the beautiful and decorative tapestries hanging on the walls of the chapel. The Osmar Barutti quintet was composed of Osmar Barutti (pianist), Airton Fernandes (double bass), Álvar Dabus (flugelhorn), Walter Lacerda (flute) and Domingos Elias (clarinetist) and performed together with the singer Giana Viscardi.

The evening was a great success and the chapel was packed with participants, totaling more than 130 people.

To conclude this very special event, a video message was presented by the son of the church's first pastor, Bjørn Berge. Berge, who serves as the Council of Europe's Deputy Secretary General since 1 March 2021, coincidentally also visited the Church recently, reliving his childhood memories from when he grew up at the Scandinavian Church.

In his video he retells some fascinating stories around the construction of the Church and how actually an elephant played a significant role in the fundraising. As told by Berge, it was during a large party in an exclusive restaurant, where the cities and the church celebrities were present. Pastor Elias Berge got into an argument with a wealthy Dane and received the following offer: there is an elephant on the Lorry out in the street if you manage to get it into the restaurant without help, I will give you a million cruzeiros for the church. Elias Berge walked out and in his own special way he managed to persuade the driver of the Lorry to open the hatch at the back and with the help of persuasion pushing and probably a good deal of prayers he managed to get the four tons heavy elephant down from the Lorry and into the restaurant "Viking", which in those days was located on Rua Nestor Pestana, then around a Vikingship of a table with hot and cold dishes, where the ladies jumped up on the tables and screamed as if the elephant was a mouse.

The video message is available to view at the Youtube channel "Igreja Escandinava". ■



Vice Consul awarded for efforts in recognizing history of Swedish migration to southern Brazil

In a ceremony Vice Consul Peter Johansson during the Ethnic Festival “Expofest Ijuí” in Rio Grande do Sul was awarded with the “Pathfinder Merit Award”, which purpose is to exalt merits, dedication and relevant services rendered to culture, honoring personalities and entities that have contributed to the growth of the Ethnic Movement. Thus, the Union of Ethnicities of Ijuí, through its Cultural Department, decided to grant Johansson such an honor as a personality of preponderant support to the Ethnic Movement of Ijuí, in the International Sphere. During the ceremony the Vice Consul handed over the medal for Swede of the Year 2024 to Luiz Edvino Hedlund, president of the Swedish Cultural Centre in Ijuí.

During his visit to Rio Grande do Sul, Johansson also had the privilege to visit the Swedish cemetery Porto Lucena, where a series of Swedish migrants from the end of the 19th century have been buried. Porto Lucena is also building a Swedish Square, decorated with the colors of the Swedish flag and where pedestals of a Swedish missionaries have been placed. Johansson also had the pleasure to meet with a group of descendants to Swedish 19th century migrants, invited by the Mayor of Porto Lucena, Jair Wagner.

While in Ijuí, the Swedish Cultural Center in the city presented its’ impressive plans to refurbish and further extend its impressive building, to which the association is looking for support from the Swedish companies and other entities. ■



New 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 UFABC and UNIFESP. 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. ■

Consulate receives visits from the universities UNIFESP, INSPER and UFABC

During the last months the international associations and students of the international relations program from three universities have visited the Consulate to



Sweden *in* São Paulo

learn more about its promotional, consular support and activities in general. Considering the potential interest from potential future exchange students the Consulate used the occasion to present the possibilities of studying in Sweden on bachelor's and master's level, scholarships and career opportunities in Swedish companies active in Brazil. ■

Consul Renato Pacheco and Vice Consul Peter Johansson participates in TV Show

Upon invitation by the Brazilian journalist Alex Ruffo, who specializes in the automotive sector and especially the electrification process, Consul Pacheco and Vice



Consul Johansson visited the studios of Jovem Pan and participated in a live transmission of the show "Pânico". Both were briefly interviewed by the anchor Emilio Surita, who coincidentally is married to a Swedish woman and was born in the city of São Manuel, home to Queen Silvia's mother Alice Sommerlath. ■



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Sweden and Rio de Janeiro: Strategic Partnerships for a Sustainable Future



The Swedish Consulate in Rio has continued to focus on key drivers of our strategic partnerships between Brazil and Sweden, focusing on innovation, sustainability, and economic development. The Swedish consulate in Rio de Janeiro has been promoting an agenda that combines technology, environmental solutions, and sustainable practices, all with the

goal of contributing to building a sustainable future. The Consulate's participation in the World Scouting foundation and G20 events are key highlights in the second half of 2024. The presence of Swedish representatives in Rio underscores Sweden's strong commitment to international cooperation. The Swedish Consulate had the privilege of closely following the global Scout event, which was honored by the presence of the King of Sweden H.M Carl Gustav XVI.



Sustainability and resilience goes hand in hand. At the 1st Regional Engagement Program of the G20 and Launching of the G20 Regional group, the Consul Jan Lomholdt highlighted Sweden's expertise in developing smart and resilient cities such as Gothenburg and Malmö. These cities serve as exemplary models for

implementing climate adaptation technologies and disaster risk mitigation strategies, demonstrating how investment in innovation can transform urban landscapes and create new opportunities for sustainable business.

The COP28-G20 Finance Track, held in Rio de Janeiro, provided another important opportunity to discuss how sustainable finance can be both accessible and effective, encouraging the private sector to invest in green and innovative solutions.





The Consulate also facilitated the exchange of ideas on solid waste management and the circular economy with companies like Ciclos, fostering partnerships between Brazil and Sweden in the field of sustainability.

In addition to partnerships in technology and environmental issues, the Consulate was active in events such as the ceremony for the appointment of the new president of FIRJAN and Navalshore, where it met with Swedish companies like Saab, highlighting the potential for collaboration in the naval and defense sectors. The presence of Swedish companies in Brazil reflects the growing integration between the two countries in high-tech and innovation sectors.

In education, the work of Brazil-Sweden intercultural schools, such as CIEP 345 and CIEP 026, which implement sustainability practices and teach Swedish culture, demonstrates a commitment to motivate and educate future leaders who are more conscious and better prepared for global challenges.



These initiatives not only showcase the strength of the collaboration between Sweden and Brazil but also open doors to new business opportunities, sustainable investments, and technological innovation, creating an environment conducive to companies seeking to expand their operations in a responsible and profitable manner. ■



Gripen excels at CRUZEX 2024

The F-39E Gripen, the new fighter aircraft of the Brazilian Air Force (FAB) produced by Saab, participated in the Cruzeiro do Sul Exercise – CRUZEX – the largest multinational operational exercise in Latin America. Organised by the Brazilian Air Force, CRUZEX took place from 3 to 15 November at Natal Air Base, Rio Grande do Norte.

“The expectations were exceeded, particularly regarding availability,” said Lieutenant Colonel Aviator Ramon Lincoln Santos Fórneas, commander of the 1st Air Defence Group (1st GDA). He also emphasised that the fighter’s interaction

with other aircraft was entirely successful and that the Gripen’s technology contributed significantly to the simulated activities. “The electronic warfare systems, threat detection, the Active Electronically Scanned Array (AESA) radar, and the Infrared

Search and Track (IRST) passive sensor performed flawlessly.”

The exercise included the participation of 16 nations, over 100 combat aircraft, and more than 2,000 military personnel from Brazil and other countries in North America, Latin America, Africa, and Europe.

“It is a true honour to see the Gripen E debut at CRUZEX. We have been eagerly awaiting this moment, which marks the Gripen E’s first participation in a multinational military exercise. It is significant that this inaugural event is hosted by the Brazilian Air Force, our esteemed customer and partner,” said Micael Johansson, President and CEO of Saab.

In operation since December 2022, the F-39E Gripen features cutting-edge technology, some of which are firsts for the FAB, including the Active Electronically Scanned Array (AESA) radar and the Infra-Red Search and Track (IRST) passive target acquisition sensor. These sensors, combined with its manoeuvrability, performance, and communication, navigation, and electronic warfare systems, position the F-39E Gripen as a strategic asset for maintaining the sovereignty of Brazilian airspace. ■





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Shaping Leaders for the Future – Insights from Academia and the Business world.

On September 19th, in partnership with the Sweden Alumni Network Brazil, Young Professionals had the pleasure of hosting Silvia Sauaia, General Manager at Atlas Copco, and Professor Gustavo M. Tavares from Insper.

The event provided valuable insights as Silvia and Gustavo shared their perspectives on leadership. Silvia, with her extensive background in engineering and her role at Atlas Copco, spoke about embracing challenges, leading with transparency, and the importance of a growth mindset. Gustavo complemented this with an academic angle, discussing adaptive leadership, the transformation of collective behavior, and the mindset shifts needed for future leaders.

The discussions emphasized how developing resilience and embracing change are key components of modern leadership. Silvia also shared personal anecdotes from her career, highlighting the importance of diversity in leadership and how it shapes effective decision-making. Gustavo added practical strategies for cultivating adaptability within teams, especially in times of uncertainty. The event concluded with a lively Q&A session, where attendees could further explore the topics and share their own experiences.

It was an evening filled with inspiration and practical advice, leaving attendees with fresh perspectives on leadership in a constantly evolving world. ■



From the left: Lucas De Pina - Swedcham, Silvia Sauaia - Atlas Copco, Gustavo M. Tavares - Insper, Victor Vallim - Jönköping University alumni, Marcela Miranda - Uttala.



Networking with a Beat.

On October 24th, we gathered for our second meetup of the semester, right in the middle of São Paulo's rainy season. Despite the downpour, we took cover at Boteco Boa Praça for a cheerful happy hour with petiscos. The group included young professionals with various ties to Sweden, along with a few new faces—always a delight to see, and perfect for making fresh connections.

With a live band playing pop rock in the background and some brave souls attempting to sing along, the atmosphere was lively and fun. Laughter echoed throughout the evening, and new friendships were built, making it a memorable night! ■

My Journey with SKF's Global Graduate Program: A Brazilian Experience

When I first heard about SKF's Global Graduate Program, I was immediately intrigued. Having spent time in Sweden during high school and another exchange semester at KTH in Stockholm as well as speaking Swedish next to German, I knew I wanted to work for a Swedish multinational. SKF, a company I was familiar with from my engineering studies, seemed like the perfect match. Thus, SKF's program was a bullseye to start my career offering the opportunity to explore different business areas and countries, promising personal and professional growth and insights into various leadership styles – invaluable for an international career.

My first rotation began in September 2023 at SKF Marine in Hamburg, Germany, in the Sales department. The second rotation took me to Cajamar, near São Paulo, Brazil, starting in April 2024, where I worked in Manufacturing and Human Resources. Currently, since September 2024, I am in my last rotation in Shanghai, China, focusing on Strategy and Sustainability in the Automotive Department. Next March, I will graduate from the program and start my final position at SKF.

Choosing Brazil for my first abroad rotation was spontaneous – and I haven't regretted it for a second. Brazil captivated me from the start. Despite not speaking a word of Portuguese initially, everyone welcomed me so warmly. During my five months at SKF in Brazil, my colleagues and I tested and implemented a self-developed digital competency management software among production workers. I also worked with the Manufacturing Academy, preparing training sessions and digitizing tests. The work environment in Brazil was a bit more relaxed and informal compared to Germany, which I really enjoyed. Even though, I was deeply impressed by the Brazilian work ethic – the passion and dedication were remarkable. It is also simply impressive and commendable that so many continue their education through evening studies after full-time work! However, the indirect communication style sometimes posed challenges for me as a

direct German, as a "yes" could also mean "no" sometimes – you never know for sure...

My rotation coincided with the Brazilian winter, so there were fewer Young Professionals events at the Swedish Chamber of Commerce than usual. Nevertheless, I attended several events, such as pizza nights, karaoke, and bowling, and made new friends with whom I spent Festa Junina, birthday parties, and the Eurovision Song Contest watching at the

Scandinavian community hall! Special thanks to Jonas, Josephine, and Lucas for their warm welcome to the Swedcham in Brazil!

Reflecting on my time in Brazil, I realize how much I have grown. Flexibility and patience were crucial – things sometimes did not go as planned, but everything eventually fell into place. My manager's frequent advice "Don't you worry!" taught me to give things time and to trust the process. Picking up some Portuguese was a helpful key learning, as it opened many doors and allowed me to connect more deeply with the people I met. Their warmth and kindness left a lasting impression. Exploring Brazil on weekends was also a joy, and I developed a deep affection for the country. My final week, with its series of farewell churrascos, was especially poignant, and I shed a tear as my flight home took off from Guarulhos Airport. Absolutely, I can envision myself returning to Brazil and working at SKF in Cajamar for a longer time and for anyone considering participating in an international trainee program like SKF's, I highly recommend it!

Muitas saudações ao Brasil, Alexander Kophal. ■





Sweden-Brazil Career Fair: Where dreams and opportunities meet

Celebrating the 10th physical edition of the Sweden-Brazil Career Fair, organized in collaboration with the Swedish Embassy in Brasília and the Swedish Institute (SI), the event took place on November 7th at Transamerica Prime International Plaza in São Paulo.

Building on the success of last year's return to an in-person format post-pandemic, we were thrilled to see the continued high interest among Brazilian students. With over 350 registrants and more than 200 participants, the day was truly one to remember!

The goal of the fair was to provide Brazilians interested in studying in Sweden or working for a Swedish company in Brazil a chance to meet and network directly with both Swedish universities and companies.

Eleven of Sweden's most renowned universities were represented, including Jönköping University, KTH, Karlstad University, Linköping University, Linnaeus University, Lund University, the School of Business, Economics and Law at Gothenburg University, Stockholm School of Economics, Stockholm University, Uppsala University, and Karolinska Institute. In addition, a wide range of prominent Swedish companies participated: Afry, Alfa Laval, Assa Abloy, Epiroc, Essity, Electrolux, EF, Ferring, LM International, Nexer, Saab, and Volvo Cars.

The fair featured ample opportunities for networking and several insight-

ful workshops. Leandro Rocha from the Swedish Embassy gave a presentation about studying in Sweden, touching on both academic aspects and the practicalities of studying abroad. Additionally, alumni Bruno Nascimento from Linnaeus University and Victor Vallim from Jönköping University shared their personal experiences, providing an honest glimpse into the challenges and rewards of studying in a foreign country—from culture shock to useful practical advice.

In the evening, we hosted two engaging round-table discussions with eight different companies, focusing on topics like ESG initiatives, global career opportunities, innovation, and mental health at work. These discussions provided attendees with valuable insights into how these companies operate and their visions for the future.

We are already excited to start planning the next fair in 2025! If you missed out this year, don't worry—we look forward to seeing you next time! ■





First video call Europe to South Atlantic between the then Crown Prince of Sweden and the Minister of Communications of Brazil in 1973.

Ericsson in Brazil: 100 Years of shaping the future of Telecommunications

This year, Ericsson celebrates a century of presence in Brazil, a milestone that invites us to reflect on how technology and innovation have transformed Brazilian society, its habits, and its way of life. Summarizing a century of achievements is no simple task, but some moments are so significant they resonate in the memory of both the company and Brazil.

Our story in the country began even before our official arrival, when our founder, Lars Magnus Ericsson, supplied some of Brazil's first landline telephones at the request of Emperor Dom Pedro II. This enduring partnership was solidified in 1924, when Ericsson officially established operations in Brazil, playing a key role in the creation and evolution of telecommunications.

Over the years, we've grown significantly, inaugurating our factory in São José dos Campos in 1955 and establishing a research and development

center in 1972, now located in Indaiatuba. These initiatives have been critical in leading Brazil's technological transformation, from landline exchanges to cutting-edge mobile networks, culminating in 5G.

We take pride in contributing to the evolution of communication, work, education, and daily life for Brazilians. Beyond technology, we've embraced social responsibility, supporting digital inclusion, sustainability, education, and healthcare initiatives.

Our 100-year journey has only been possible thanks to the dedication of our employees. From those who installed the first telephone stations to today's developers of future technologies, each has contributed to our leadership and continuous innovation.

As we stand on the brink of a new technological era with innovations like artificial intelligence and programmable mobile networks, the future holds exciting challenges. While we cannot yet measure all its impacts, we know we are ready and inspired for the next 100 years of transformation.

Ericsson: 100 Years of Innovation in Brazil, Ready for the Future! ■

In 1958 President Juscelino Kubitschek inaugurates a provisional exchange in Brasília, using an Ericofon, nicknamed JK telephone.



São José dos Campos Factory in 1955.





Diversidade & Inclusão



Na ABB, sabemos que a Diversidade, a Equidade e a Inclusão são essenciais para construir um futuro mais justo e igualitário. Nosso compromisso com os Objetivos de Desenvolvimento Sustentável da Agenda 2030 nos impulsiona a agir em diversas frentes, buscando sempre a inclusão de todos, independentemente de gênero, etnia, origem, orientação sexual ou qualquer outra característica. Em 2024, reafirmamos nosso compromisso com um mundo mais inclusivo, onde cada indivíduo tem a oportunidade de brilhar e contribuir para a sociedade, com respeito e valorização de sua diversidade. Em 2025, estaremos prontos para continuar fazendo a diferença, mais do que nunca! new.abb.com/br





Paths to a secure future: 25 years of Childhood Brasil

In 2024, Childhood Brasil celebrated 25 years of work dedicated to protecting children and adolescents. Part of the World Childhood Foundation, founded by Queen Silvia of Sweden, the organization has become a benchmark in the fight against child abuse and sexual exploitation in Brazil.

To celebrate this milestone, Queen Silvia and King Carl XVI Gustaf visited São Paulo in November, participating in impactful events. One highlight was the agreement signed between Childhood Brasil, the FEAC Foundation, and the city of Campinas (SP) to establish the country's first Integrated Care Center (CAI). Inspired by Iceland's Barnahus model, the CAI will centralize health, social assistance, justice, and public security services, ensuring humane care for victims of violence in compliance with



Celebration of the signing of the Protocol of Intentions between the municipality of Campinas, Childhood Brasil and the FEAC Foundation for the construction of the first CAI in Brazil

the Protected Listening Act.

During a fundraising gala dinner in São Paulo, held at the Maria Luisa and Oscar Americano Foundation, an auction of rare wines and exclusive experiences raised funds for projects combatting sexual violence. At the same event, Rosana Camargo de Arruda Botelho, Chair of the Deliberative Council of Childhood Brasil, received a royal medal from Sweden in recognition of her dedication to the cause.

Queen Silvia reaffirmed the global commitment of the World Childhood Foundation to a childhood free of violence, highlighting the alarming challenges in Brazil, where in 2023, 8 rapes of children and adolescents occurred per hour. This concerning figure becomes even more severe considering that only 10% of cases are reported.

Childhood Brasil celebrates significant progress, having invested over R\$150 million in 574 projects, positively impacting millions of children and adolescents. However, the work is far from over. ■



Queen Silvia, Rosana Camargo de Arruda Botelho and Childhood Brasil councillors.

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Immersion Week: European multinationals in Brazil – Opportunities with a future

The immersion week, held from October 21st to 26th and organized by **FGV's Department of General Administration and Human Resources**, provided students with a unique opportunity to explore the inner workings of European multinational companies operating in Brazil.

Day one kicked off here at Swedcham, where students were introduced to the chamber's work in supporting Swedish companies operating or seeking to expand in Brazil. The session also featured talks from Wieneke Vullings the Consul General of the Netherlands and Dr. Renato Pacheco Neto the Consul of Sweden in São Paulo, along with Michael Schweizer the Consul of Switzerland, Alessandra Holmo Managing Director at CISB and Jorge Longa the Vice-Consul General of Portugal. These discussions provided valuable insights into the socio-economic and business dynamics between their respective countries and Brazil, offering students a broader understanding of global trade relations.

The second day took participants to SKF's facility in Cajamar, São Paulo. After a welcome breakfast at the company's sports house, Adriano Cesar Ferrari, HR manager, presented SKF's vision, collaborative work environment, and sustainability initiatives. A guided tour of the factory followed, showcasing the intricate process of ball bearing production, from the scale of operations to the precision required in manufacturing this critical component used worldwide.

In the afternoon, students participated in a workshop tackling a pressing post-pandemic issue: how to encourage employees to return to in-office work. Teams brainstormed creative



solutions, suggesting initiatives like relaxed office spaces, mentorship programs, and strategies to boost employee satisfaction and highlight the importance of face-to-face collaboration.

These two days, part of a week-long immersion, exemplified the value of integrating academia with the corporate world. The experience not only broadened students' perspectives but also prepared them for the challenges of the modern workplace. ■



Visit by United Way Brasil – Juventudes Potentes – 16 October



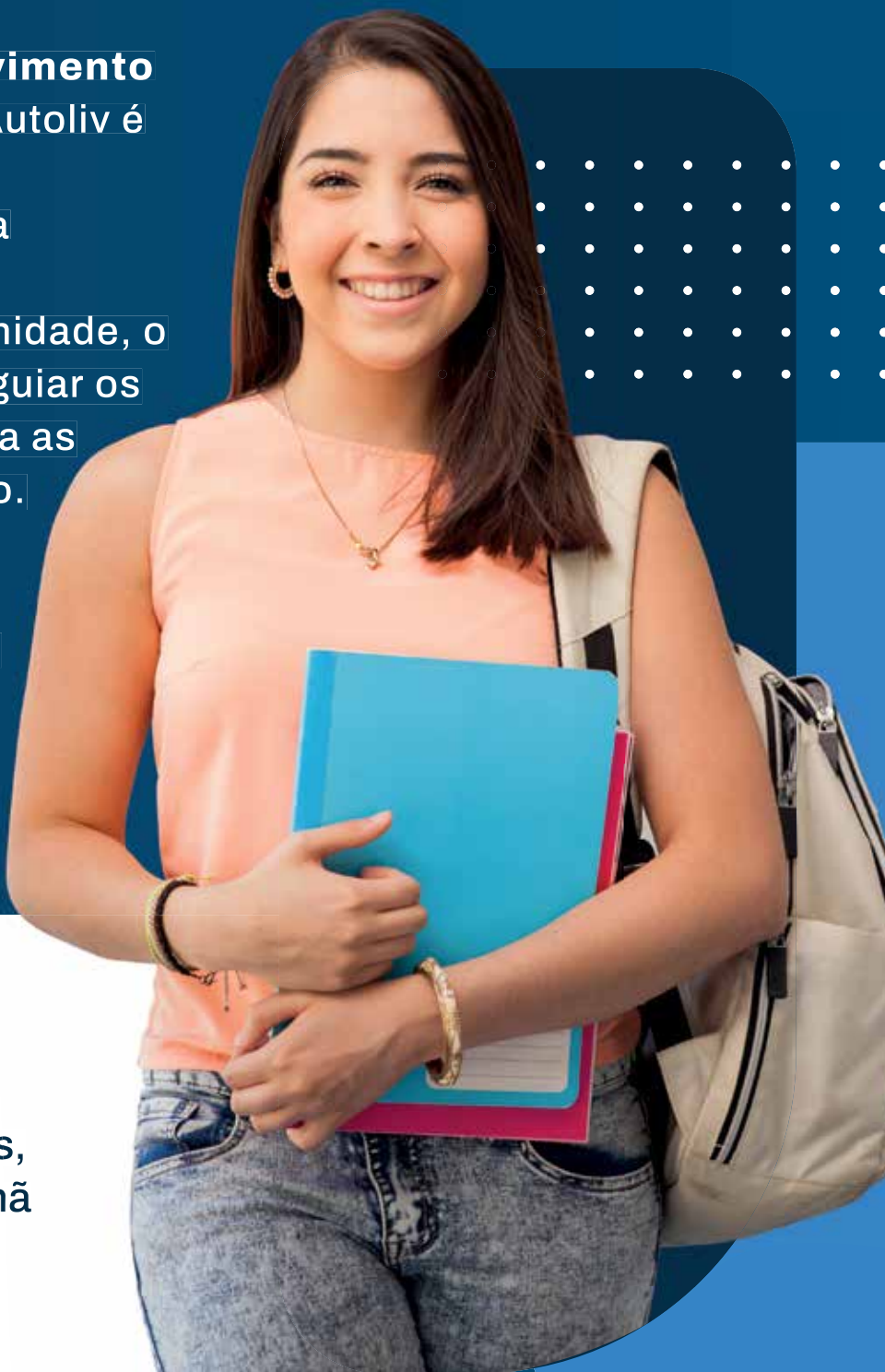
On October 16th, Swedcham Brazil welcomed 40 young students from a public school in Capão Redondo for an inspiring visit, organized through the Juventudes Potentes program, part of United Way Brasil. United Way Brasil is a non-profit organization focused on empowering young people and communities.

Our goal was to give these young students an introduction to the business world and share more about Swedcham's work, helping them see new opportunities and explore their potential. During the visit, the students shared their experiences of life in São Paulo and their dreams for the future. We hope that by giving them a glimpse into the professional world, they feel encouraged to continue their journey with confidence, curiosity, and ambition. ■

Guiando Você Para o Futuro

O **Centro de Desenvolvimento de Talentos (CDT)** da Autoliv é um espaço dedicado ao crescimento contínuo e à inovação. Voltado para colaboradores e a comunidade, o CDT tem como objetivo guiar os profissionais de hoje para as transformações do futuro. Investimos no potencial de cada pessoa, oferecendo ferramentas, conhecimento e oportunidades para que todos possam atingir suas melhores versões.

Na **Autoliv**, acreditamos que o desenvolvimento individual impulsiona o sucesso coletivo, e juntos, construiremos um amanhã mais seguro, inovador e promissor.



Autoliv





Semcon CEO, Fabricio Campos with team and Ambassador.

End of Year Party: A night of celebrations!

On December 5th, Swedcham hosted its long-awaited End of Year Party, bringing together 180 guests for an unforgettable evening of celebration and socializing that carried on into the night.

The evening began with welcoming speeches from Chairman Sergio Quiroga, Managing Director Jonas Lindström, and Ambassador Karin Wallensteen, setting the tone for a festive celebration. Guests enjoyed a delicious dinner, complete with the charm of Swedish "snaps songs," which added a joyful, cultural flair.

A competitive quiz, organized by Swedcham intern Lucas De Pina Lopes, kept everyone engaged and entertained. Questions tested attendees' knowledge about Sweden and participating companies, with the FinanZero table emerging victorious and taking home some early Christmas gifts. Congrats to you guys!

The excitement continued with a raffle featuring prizes donated by generous sponsors like FOM, Labor Life Science, Thule, Pernod Ricard, and O Escandinavo. The Volvo tables had extra reason to celebrate, with their lucky streak in the draw.

One special moment was the final call for the Milk Campaign, a project organized in collaboration with Dutcham, where Peggy De Rop, Dutcham's Managing Director, got on stage to encourage last-minute contributions.



From the left: Olle Widén, FinanZero, Joakim Pops Webrock, Juliana G. Meyer Gottardi, Swedcham board member & Honorary Consul of Norway, Akira Ninomiya, FinanZero.

The evening's entertainment, provided by violinist João Amaro and his team alongside DJ Vagão, got everyone on their feet, dancing and making memories across the venue.

A true night to remember, filled with joy and celebration. Here's to another fantastic year ahead—Skål! ■



From the left: Kathrin Pfeffer, Mercedes-Benz, Jonas Lindström, Swedcham, Victor Vallim Mercedes-Benz, Carol Böttcher, HR-Committee Coordinator.



Lucky winner of FOM prize!



Lucas De Pina Lopes, Swedcham Intern opening the Quiz.



Höganäs Managing director, Adriano Machado with team.

Winners of the nights Quiz!



Table of Honor with the Ambassador Karin Wallenstein.



From the left: Peggy De Rop, Dutcham, Danielle Van Tongeren, Pacheco Neto Advogados, Jonas Lindström, Swedcham, Alessandra Holmo, CISB, Renato Pacheco Neto, Swedish Consul.



NordicLight is pleased that these business leaders have just joined the Chamber's Advisory Council:



Vera Zaitseva

Vera, a Russian citizen, has more than 15 years of experience within the Atlas Copco Group starting off as Logistics Manager, Regional Sales Manager and Country Manager for Compressor Technique and Power Technique. She has also held roles as the Regional Manager South-East Europe, Russia, and Kazakhstan for Atlas Copco Rental Europe and as VP Holding Russia & Central Asia. Since 2022 she lives and works in Brazil. Vera holds an Engineering Degree from Moscow Civil Engineering University and an MBA in Finance from California State University, USA.

"I am very happy to be back in the position as Vice President for a holding company. I believe that my extensive experience and business achievements across functions and regions, together with my engineering and financial background will benefit for sustainable development of Atlas Copco Group in Latin America. My team's mission is to support efficient structure and platform for the Group's business in Latin America, ensuring compliance, and to safeguard that we are good corporate citizens."



Peter Dölling

Saab Brasil has announced its new Managing Director, Peter Dölling. With seven years at the company, Peter's career is distinguished by leadership roles, a three-year period working in Brazil, and over 15 years of service in the Swedish Armed Forces.

As Managing Director, Peter will be responsible for overseeing operations and leading the team. His objectives include strengthening relationships with customers, partners, and authorities, enhancing operational efficiency, and reinforcing the company's presence in Brazil, underscoring Saab's long-term commitment to the country.

"I am deeply honoured to take on the role of Managing Director of Saab Brasil. The implementation of the Gripen Programme in Brazil, with substantial technology transfer to the national industry, is groundbreaking. Our focus remains on the successful introduction of the Gripen fleet into the Brazilian Air Force and meeting the needs of our customers, while also striving to further develop our business and ensure our long-term presence in the country," said Peter.



Vanessa Ajeje

Vanessa Ajeje recently assumed the role of General Manager at Epiroc Brasil, bringing extensive leadership experience and a strong background in strategic management. Her career spans key leadership roles in major mining companies such as Vale, CSN, and Ferrous Resources, as well as organizations like ArcelorMittal and Trafigura.

At Epiroc, Vanessa is focused on strengthening customer relationships, promoting sustainable mining solutions, and enhancing operational excellence. Passionate about fostering innovation and collaboration, she actively works to create an inclusive environment where teams can thrive and deliver impactful results.

Vanessa is honored to join the Advisory Council and is inspired by the opportunity to collaborate with other leaders in shaping the future of sustainable business and innovation.



Danilo Santos

Munters Brazil has appointed Danilo Santos as its new Managing Director, effective August 5, 2024. Danilo is an engineer who graduated from Mackenzie University and brings over 35 years of extensive experience in the HVAC market. He has been with Munters for 17 years and having held the positions as Head of AirTech Sales in Brazil and BU Manager of the HCT division for Latin America. Danilo is now leading the company's efforts to strengthen its operations and achieve sustainable growth.

"I am proud to lead the region on our journey towards efficiency and operational excellence, aiming for the constant expansion of our business."



Fabio Davanzo

Fabio Davanzo is taking on new roles at Elekta, becoming Head of Office, Brazil & Director of Business Control, Latam. In this new scenario, Fabio will be extending his role as head of the Finance area for all of Latin America and in addition, will become the strategic and administrative figure of reference for Brazil, with a focus on operational efficiency and productivity.

With a degree in Computer Science and an MBA in Finance, Fabio is a professional with over 20 years of experience, having worked at important companies in the market, such as Baxter, Carglass, CVC and Schneider, always focusing on finance and strategic business management.

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DNB South America executive visits Brazil

Beate Hoffman, head of DNB South America, attended the Norwegian Business Summit in Rio, during the visit of the Norwegian Minister of Trade and Industry, Cecilie Myrseth, in October.

DNB was invited, together with large Norwegian industrial players, to share “Experiences from Financing the Energy Transition in South America”

DNB’s international journey began by supporting Norwegian companies as they expanded globally. Today, DNB operates in markets and industries where strong expertise was built, such as shipping, seafood, energy, and offshore services.

As a bank with deep roots in the energy sector, we have dedicated global energy teams, including in South America. In energy, a local presence is crucial—but equally important is leveraging our global network to share expertise across markets.

One of the three pillars of DNB’s strategy is to be a driving force for the green transition. By 2030, the goal is to finance NOK 1,500 billion in sustainable activities. A significant progress was already achieved, having facilitated nearly NOK 700 billion, half of which was done outside Norway.

At DNB, we—and investors globally—are keen to finance the renewable energy transition. There’s ample capital available, and we have a clear growth ambition in this sector. Capital, of course, flows to regions that offer the most favorable conditions. When assessing financing opportunities, we consider traditional risks such as capital structures, market stability, and the experience of developers.

In this context, we’re proud to support companies like Hydro and Alunorte in their energy transition efforts in Brazil.

Despite the challenges, solutions are emerging—advances in energy storage, grid modernization, and demand-response systems are helping to overcome obstacles. As frameworks and infrastructure evolve, we’re committed to being a driving force in the energy transition, not only in South America but around the world. ■

OceanTech and Sistac launch diverless riser inspection tool (D-RIT)

The Diverless Riser Inspection Tool (D-RIT) enables cleaning and inspections of flexible risers, including riser balconies, bellmouths and bend stiffeners, without using ROVs, divers, or support vessels.

Recognizing operators' POB constraints, the need for environmental compliance, and the challenges of safely accessing hard-to-reach riser areas, the lightweight D-RIT is designed to be operated remotely by the offshore deck crew. The new tool, offered in partnership between OceanTech and Sistac, will be deployed in the Santos Basin in January 2025 as part of a riser inspection project for a major offshore operator.

OceanTech CEO Bernt Schjetne stated, "We are excited to introduce a custom-built solution that addresses the unique challenges of inspecting flexible risers. While none of our robotic solutions require divers, ROVs, or support vessels, we have placed extra emphasis on developing a light-weight tool that minimizes POB."

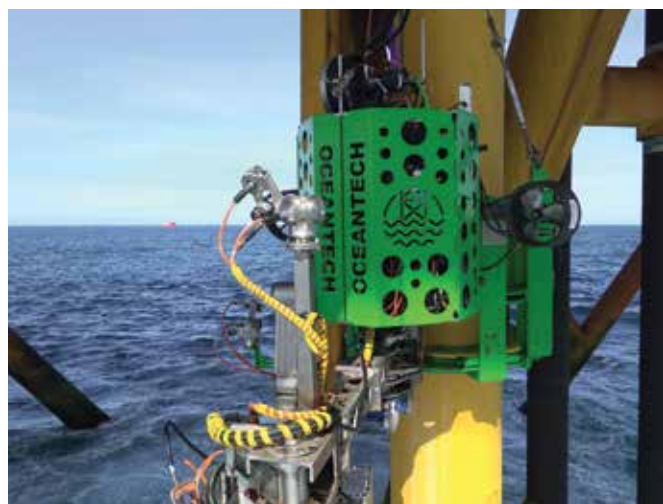
"Our partnership with OceanTech to introduce the D-RIT technology in Brazil marks a major milestone for our offshore operations. We believe this cutting-edge solution will be a game changer in riser inspection and maintenance, especially in the splash zone. With D-RIT, we can deliver even more, more efficient, safer, and environmentally responsible services that are perfectly aligned with the future needs of Brazil's oil and gas industry," Sistac CEO Carlos Madaleno said.

Safe access to non-accessible areas

The remotely operated D-RIT is capable of accessing hard-to-reach areas in harsh weather conditions. This ensures safer and more efficient maintenance of flexible risers.

"The D-RIT operates effectively in adverse weather and captures high-quality data even in confined spaces. Our access robot provides a stable platform for deploying the tool in challenging areas such as riser balconies, bellmouths, and bend stiffeners," Schjetne explained.

"Brazil has a robust offshore oil and gas sector, particularly in the pre-salt region, which demands efficient and reliable riser inspection solutions. In this context, diverless technologies enhance safety by mitigating the risks of underwater diving operations, improving operational efficiency, and minimizing downtime during inspections," Thiago Guesse, Commercial Director at Sistac, added.



Minimal POB and space requirements

In Brazil, offshore platforms face a significant limitation regarding the number of available POB, which directly impacts the ability to carry out simultaneous activities. To mitigate these challenges, operators are increasingly exploring technologies like remote monitoring and diverless inspection tools to reduce the number of people needed on board.

Technologies like D-RIT not only lower operational risks and logistical challenges but also minimize the need to mobilize teams for underwater work. By reducing personnel transport to platforms, they further contribute to lowering the carbon footprint, aligning with the sustainability goals of the oil and gas industry.

About OceanTech Innovation

OceanTech Innovation is a turnkey provider for offshore installation operators, specializing in safety-critical services and maintenance in the challenging splash zone. For more information, please visit oceanotech.no.

About Sistac

Sistac is a leading provider of offshore inspection, repair, and maintenance services for the energy sector in Brazil. For more information, please visit sistac.com.br. ■



Grupo Alma & WEG Digital and Systems: Leadership in energy efficiency

Grupo Alma, in partnership with WEG, is building toward a greener and more sustainable future with solutions that integrate people, machines, and software to enhance energy efficiency and productivity through asset management and digital transformation.

Leveraging advanced Industry 4.0 technologies, IoT, and Artificial Intelligence, these solutions enable precise control of naval and industrial equipment, continuous monitoring, and predictive analytics. The integration of these technologies facilitates early fault detection, maintenance optimization, and reduced operational costs, promoting a holistic and efficient operational view.

With the fully integrated ecosystem and digital excellence of the renowned WEG, Grupo Alma reinforces its commitment to addressing current demands and future challenges, ensuring modernization, competitiveness, and market safety.

In addition to the above expertise, Grupo Alma has a specialized and certified technical team in the naval, industrial, and offshore sectors, led by professionals with over 40 years in the Oil & Gas and industrial markets, ensuring safety, quality, reliability, high performance, and transparency in processes.

The company began as Almeida Automation and Naval Repairs in 2014 and has since achieved significant achievements, including ISO 9001-DNV, GPTW certification, NBCC membership, CRC Petrobras registration, CREA (Brazilian Accreditation Board for Engineering and Technology – ABET), and a robust Quality Management System. Recently, with its growth and professionalization, it was rebranded as Grupo Alma, reflecting a collective, collaborative, and sustainable essence. Today, it maintains international hubs in strategic locations for support

in North America (USA), Europe (Portugal), and Asia (Singapore).

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- 95% of Requests Fulfilled On Time
- 96% Customer Satisfaction

Grupo Alma has strong synergies with companies in Norway, boasting a portfolio of significant clients. We proudly became a Gold Member of the NBCC in 2024, marking 10 years of operation.

Our responsiveness and availability are central to our mission, enabling safe and environmentally conscious services that minimize fines and prevent unscheduled downtime for ships and vessels.

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Tax Planning 2025: Opportunities and challenges in the new Brazilian scenario

By Glória Cunha*

Brazil is undergoing a significant transformation with the imminent tax reform, which introduces new regulations that will directly impact the operations of companies. Considering this new context, **tax planning for 2025** will be an important factor in maintaining competitiveness.

Conducting an assessment of the current situation is essential for developing strategies, mitigating risks, and identifying opportunities.

The starting point is the company's diagnosis, where its current numerical results, together with short and medium-term goals, will provide a realistic perspective for outlining its future direction.

Every business is unique. Factors such as field of operation, size, billing, costs, tax burden for the sector, and other aspects must be part of the evaluation in order to create the plan.

Simulating scenarios will help you determine the most viable options for achieving your goals.

Upcoming tax changes may signal the need to reassess supply chains, reallocate investments, and optimize business structures to reduce the tax burden in future fiscal periods.

It is important to note that the changes introduced by the tax reform will be implemented gradually, but companies must already begin to develop their strategies to ensure compliance and financial health. Some important points are:

- **Reassess the tax framework**

Tax planning helps determine whether the tax regime remains the most suitable.

There are cases where it is mandatory to comply with a specific regime, as required by law. However, there are also situations where a company can choose the option it finds most advantageous.

- **Map tax incentives and special regimes**

Periodically, it is essential to analyze whether the business remains aligned with

the most beneficial legal opportunities, which may result in tax reductions or tax exemptions.

- **Identify opportunities to recover tax credits**

At this stage of revisiting actions and planning the business future, a tax review process is also appropriate, which may identify the existence of recoverable tax credits. If these resources do exist, the company could benefit from financial relief in the coming year, either through refund processes or compensation with tax authorities.

- **Proactivity with specialized guideline**

Engaging a tax consultancy is a recommended strategy for anticipating impacts and crafting customized solutions.

The company should also remain aware that it will need to adjust its tax software and ERPs (Enterprise resource planning) during the transition period when the current and new tax systems will coexist.

Tax planning for 2025 will require a focus on compliance and the ability to adapt to the new digital era.

- **Tax intelligence to plan for the upcoming year**

With experienced teams and offices in Rio de Janeiro and São Paulo, DPC provides tax solutions tailored to each client's unique needs, which. Combined with systems implementation consulting, ensures an efficient and comprehensive approach.

*Glória Cunha is partner at Domingues e Pinho Contadores



Compact flanges engineered in Norway for the Brazilian market.

By *Rodrigo M. Ameijeiras**

The Norwegian company, TP-Products is winning market share in Brazil by offering high-end design and first-class support in collaboration with its partner M&O in Brazil.

TPC compact flanges, clamps, and seal rings to Brazil.

With support from its local representative, TP-Products has won major contracts in Brazil, including the delivery of high-quality TPC compact flanges, clamps, and seal rings to be used in riser systems and during well operations.

These contracts and earlier large-volume deliveries to Brazil have solidified TP-Products' foothold in Brazil. This foothold proves that the Brazilian market is attractive again and holds business opportunities for Norwegian companies with com-



petencies greatly valued in the Brazilian offshore supply market.

Furthermore, it demonstrates that a close partnership between the supplier and a local sales team is necessary to succeed in Brazil. Without technical knowledge and the right local support, Norwegian and other international suppliers will have difficulty obtaining significant results in the Brazilian market.

About TP-Products

Based on more than 25 years of experience with field-proven products worldwide, TP-Products has extensive experience with global customers in the offshore industry.

Its internal value chain comprises everything from design, engineering and innovation, to manufacturing and testing of products, all done in-house at its modern facilities in Drammen, Norway.

As a certified eco-friendly manufacturer, TP-Products is using power produced from renewable energy sources to contribute to a more sustainable world.

***Rodrigo M Ameijeiras** is Business Development & Sales Manager at M&O Brazil



Subsea Integrated System streamlines MPD operations

Seadrill and Other Offshore Operators Choose to simplify and standardize with Oil States' MPD technology to push the next frontier of deepwater exploration

By Marcio Robles and Claudia Monte

Safety and efficiency are driving the evolution of subsea technology for deepwater oil and gas. Drilling contractors now have access to advanced and cost-effective managed pressure drilling (MPD) technologies to drill Brazil's challenging and complex ultra-deepwater formations.

Oil States' industry-first MPD Integrated Riser Joint (IRJ) system provides a streamlined approach to help drilling companies simplify MPD processes while easing rig-to-rig transfer of technology and expertise.

Reducing Complexity

MPD is an adaptive and advanced drilling solution that has made drilling historically difficult wells feasible. By accurately controlling the annular hydraulic pressure profile throughout the wellbore, MPD provides the dynamic control necessary to drill into difficult reservoirs safely and efficiently, resulting in less nonproductive time (NPT).

For offshore drilling in Brazil, MPD has become a requirement to ensure wellbore pressure is overbalanced and under control. However, there is no standard approach to MPD, which involves a variety of techniques and approaches for pressure control and flow management within a closed system.

Reduced Costs – and Time in the Red Zone

Unlike legacy equipment, the compact and lightweight Oil States MPD IRJ is specifically designed to enhance MPD operational efficiency on-site. The system can remain in place for easy change out between conventional drilling and MPD, simplifying operations through instrumentation integration and compatibility with multiple risers. With its innovative automation capabilities, the system also gives drillers predictive well control when working in MPD mode to help mitigate drilling hazards.

Reducing operational complexity by seamlessly switching from MPD to standard drilling modes using an integrated joint system could potentially save approximately 18 hours of rig time and upwards of \$400,000



Oil States MPD Integrated Riser Joint loading onto Seadrill's West Polaris rig.

in dayrate costs. From an HSE perspective, the integrated system minimizes the amount of time drilling rig personnel are working in the red zone, making an MPD-driven site a logistically safer operation.

Streamlined Training, Repeatable Results

Standardizing to a common MPD system allows drillers to have uniform end-of-life phases for their offshore assets and increases consistency in accessing spares and moving joints from rig to rig during required maintenance intervals. Standardization also simplifies equipment procedures for uniform operational knowledge across the fleet. Rig personnel can easily utilize protocols from one rig to another, improving workflow efficiency and overall. These benefits reflect why Seadrill Ltd. and Oil States are collaborating to enable the drilling company to standardize on Oil States' MPD IRJ solution across its high-spec fleet of floating drilling vessels.

Standardizing MPD operations with an integrated systems approach allows drilling companies to tap into complex reservoirs to access oil and gas resources that are necessary to meet growing energy demands.

Marcio Robles - Managing Director, Brazil, Oil States
Claudia Monte - Business Development Manager, Brazil, Oil States

The Future Fuel Law: Brazil's biogas and biomethane as pillars of maritime energy transition

By Camila Mendes Vianna Cardoso, Julia Touriño de Seixas and Paulo Campos Fernandes



Julia Touriño de Seixas



Paulo Campos Fernandes



Camila Mendes Vianna Cardoso

The recently approved Future Fuel Law (Law No. 14,993/2024) establishes an advanced framework in Brazil to support the development of sustainable fuels.

With emphasis on biogas and biomethane, produced from biomass, these biofuels offer valuable opportunities both for fuel-consuming sectors, such as the maritime sector, and biomass producers - even when derived as secondary products.

Relevance for the Maritime Sector

In the maritime sector, biomethane is particularly relevant as it serves as a way for producing bio-LNG and bio-methanol, both of which are being explored as sustainable marine fuel alternatives. Countries with advanced maritime industries, such as Norway, are actively considering these fuel routes. Whereas Brazil, with its abundant biomass resources, has the potential to become a key supplier of biofuels.

Additionally, biogas (in its unpurified biomethane form) is a crucial element for hydrogen production, which is itself relevant for producing ammonia. Ammonia is another promising alternative in the sustainable marine fuel landscape. Brazil's capabilities in biogas production thus position it as a strategic player in the development of clean energy solutions for the global maritime sector.

Infrastructure for Biogas and Biomethane route:

The law includes tax and regulatory incentives that encourage the production and use of biofuels and establishes the National Program for Decarbonization of Natural Gas Producers and Importers. This program promotes research, production, commercialization, and consumption of biogas and biomethane, acknowledging their role as low-carbon, sustainable alternatives.

A significant provision of the law aims to foster biomethane plant projects that enable biomethane injection into the national natural gas network, where economically viable. By leveraging the existing natural gas infrastructure, this will expand the renewable gas market.

Certification:

The law also requires a Biomethane Guarantee of Origin Certificate (CJOB), issued by certifiers accredited by the National Petroleum, Natural Gas, and Biofuels Agency (ANP), which aims to provide transparency and assurance about the environmental attributes of biomethane, generating traceability based on the volume of biomethane produced and marketed by the biofuel producer, verifying the production process characteristics and including at least the origin of the input used for biomethane production, the production location, among others.

Targets for fossil natural gas producers and importers:

Beginning in 2026, the law requires fossil natural gas producers and importers to meet annual greenhouse gas reduction targets, starting with a 1% reduction and potentially increasing to 10%. These targets shall be achieved by the acquisition of biomethane or solely by the applicable CJOBs. Although this requirement is not directly related to maritime fuels, it ensures a steady demand for biomethane production facilities, which facilitates the structuring of biomethane projects and, consequently, strengthens the supply of this biofuel in the market.

Although beyond the scope of this article, the Future Fuel Law also addresses other sustainable fuels, such as Sustainable Aviation Fuel, green diesel, low-carbon mobility, and CO₂ transportation, capture, and geological storage activities, which publicly authorized companies may be granted contracts of up to 30 years, with the possibility of renewal.

In summary, the Future Fuel Law represents a pivotal step in solidifying Brazil's position as a leading supplier of biofuels, supporting the reduction of greenhouse gas emissions across key sectors such as the maritime. ■



Statkraft drives energy transition in Brazil with new wind farms and hybrid projects

In 2024, Statkraft achieved significant milestones with the inauguration of two major wind projects and the start of construction of hybrid projects. Between February and August, the company inaugurated the Group's largest project outside Europe, the Ventos de Santa Eugênia Wind Complex, and the Morro do Cruzeiro Wind Farm, an expansion of the Brotas de Macaúbas Wind Complex, an asset that has been in operation for over 12 years, both located in the interior of Bahia.

In addition to these inaugurations, the company began construction of two hybrid projects, which combine solar and wind energy generation. The projects comply with Aneel's regulations for hybrid plants and will utilize the complementarity of their wind and solar power generation plants.

The hybrid projects, Santa Eugênia Solar and Morro do Cruzeiro Solar, are expected to start operating in 2025 and will inject 228 MW (or 274 MWp) of photovoltaic solar generation. Thus, when completed, adding the 688 MW of wind energy, the two wind-solar projects will reach almost 1GW of installed capacity. During the construction phase, the company expects to generate more than 1,000 direct jobs.

Technology and Innovation with BESS Batteries

The construction of the Santa Eugênia Solar project represents an innovation for Statkraft, which will integrate a storage system with BESS batteries into its portfolio. Coupled with hybrid power generation, the system will bring more flexibility to the Complex.

Largest Onshore Wind Turbine in Brazil

Continuing its commitment to innovation, Statkraft is implementing the largest wind turbine in Brazil at the Brotas de Macaúbas Wind Complex in Bahia. Developed in partnership with WEG S.A., the project involves the installation and certification of the AGW172/7.X (7MW) wind turbine. This equipment, the result of a partnership between WEG and Petrobras, is the first onshore wind turbine of this size to be designed and manufactured in the country.

More Solar Energy

After acquiring Enerfin Brasil, Statkraft incorporated the Serrita Solar Complex, which will produce renewable energy in Salgueiro, 518 km from the capital of the state of Pernambuco, Recife. Located in Sítio Marrecas, the project includes the Serrita I and II photovoltaic plants, whose construction began in August 2023.

With an installed capacity of 60 MW — 30 MW in each park — the Complex will supply 52 consumer units in Pernambuco through a public-private partnership (PPP). ■

Innovation and Care: Lugano's strategy for corporate health plans



In the current corporate health plan landscape, companies in sectors like oil and gas, renewable energy, navigation, and maritime transport face challenges such as significant policy renewal adjustments. With over a decade of specialized experience, Lugano stands out as a strategic partner, offering innovative and welcoming services. Leveraging unique expertise, Lugano turns health plan management into a competitive advantage, enhancing employee well-being, talent retention, and cost savings.

Lugano's team provides unique service and support, offering full assistance for beneficiaries in tasks such as scheduling appointments, arranging tests, and obtaining approval for procedures with health plans, backed by an in-house medical team ready to provide direct and ongoing guidance. This personalized attention strengthens the company's commitment to humane and efficient service.

Preventive Health and Quality of Life

Promoting health and preventing illness, Lugano, in partnership with client HR, has developed an annual health calendar based on WHO guidelines. Initiatives include specialist-led lectures and preventive actions that foster a healthy workplace. This approach helps create a health-focused and informative work environment, allowing HR to focus on other strategic priorities.

In a pioneering approach, Lugano has also developed specific wellness and continuous support programs for beneficiaries with chronic conditions,

pregnant women, and individuals with Autism Spectrum Disorder (ASD). These programs provide specialized support with continuous monitoring and guidance for each group. Individualized attention reduces the risk of complications, which not only preserves employee health but also helps to lower claims, promoting sustainable health management while reinforcing engagement and talent retention.

Lugano uses advanced analytical tools to monitor health plan utilization, allowing for precise analysis and strategic

interventions to optimize contracts and reduce costs. This analytical monitoring provides a comprehensive view of employee health needs and enhances the financial sustainability of contracts.

The Importance of Engagement and Talent Retention

Studies from Robert Half and the Brazilian Association of Human Resources show that strategic health benefits increase employee engagement and reduce turnover by up to 40%, proving the importance of employee-focused benefits.

Lugano stands out in the market with the philosophy of "Caring for each client as if they were the only one." This approach, combined with specialized service and a deep understanding of the needs of sectors such as oil and gas, infrastructure, and maritime transport, makes Lugano a strategic choice for companies seeking excellence in health management. Partnering with Lugano means valuing employees and ensuring a welcoming and secure work environment, contributing to the success and longevity of the business. ■

Maritime arbitration as a solution for shipping disputes in Brazil

By *Luis Claudio Furtado Faria* *

In the shipping industry, contracts often face complex issues during their performance, leading to disputes between contracting parties. These disputes can arise from various reasons, including clause interpretation, penalties, or force majeure issues, and often involve substantial financial claims.

In Brazil, a great number of shipping disputes related to charter agreements have been submitted to the jurisdiction of state courts, especially because one of the major player in the industry – Petrobras, a mixed-capital company – has historically resolved its disputes there. However, following global trends, Brazil amended its Arbitration Law to allow government-owned and mixed-capital companies to use arbitration, under specific conditions, to resolve disputes. This shift has significantly encouraged arbitrations in this sector, particularly for charter agreements, which often entail more complex disputes.

Arbitration is an alternative dispute resolution mechanism where parties agree to settle conflicts

outside the traditional court system, according to mutually established rules. It is generally preferred for its speed, quality, and efficiency, although challenges such as arbitrator appointment or attempts to set aside arbitral awards can sometimes complicate proceedings.

In recent years, maritime arbitration in Brazil has grown significantly becoming a key forum for resolving complex disputes, particularly in charterparty and EPCI contracts. The option to appoint specialized arbitrators has been crucial for de-

livering well-informed decisions that are more likely to be accepted by the parties involved.

In the broader maritime sector, where contracts often involve parties from multiple jurisdictions, arbitration reduces uncertainty over jurisdiction and applicable law in case of a dispute. This is because arbitration clauses typically enable parties to pre-terminate the seat and governing law of the arbitration, reducing potential conflicts.

Although maritime arbitration in Brazil remains less common than in other countries, it is important to note that foreign arbitral awards – those rendered outside Brazil – must be recognized by the Superior Court of Justice before they can be enforced within the country. This requirement underscores the potential advantage of conducting maritime arbitration proceedings in Brazil.

Nevertheless, it is worth noting that arbitration can be a costly proceeding, which may make it less suitable for simpler disputes. In such cases, the arbitration chamber may offer the parties the option of submitting their dispute to a single arbitrator, with reduced fees, to accommodate smaller contractual claims. In practice, the parties usually “bundle” smaller claims to form a more substantial “package of claims” for arbitration, when the contract allows so.

In conclusion, arbitration is likely to play an increasingly prominent role in the maritime industry in Brazil, serving as a key mechanism for the efficient and specialized resolution of contractual disputes in the sector.

Luis Claudio Furtado Faria is partner in the Shipping and Litigation area at Pinheiro Neto Advogados



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 Johnar Olsen: johnar.olsen@nbcc.com.br

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Bridging Borders: Swedish Tax Committee explores Brazil's tax reform

On September 5th, Swedcham had the honor of welcoming the Swedish Parliamentary Tax Committee during their week-long study trip to Brazil. The delegation's

visit provided an invaluable opportunity to explore the intricacies of Brazil's tax system and its upcoming reform, a topic that directly impacts over 200 Swedish companies operating in the country.

At the chamber, representatives from leading Swedish companies such as SKF, Atlas Copco, Ericsson, Saab, Axis, Epiroc, Assa Abloy, Quant, and Scania joined the discussion. The meeting centered on how Brazil's tax reform, particularly in value-added tax (VAT), could simplify compliance processes, reduce costs, and foster trade. The representatives also highlighted the unique challenges businesses face in Brazil, including the need for larger tax teams compared to other countries. This collaborative exchange not only underscored the importance of the reform but also strengthened ties between Swedish companies, paving the way for more streamlined operations in the future.



Navigating the Brazilian Market: Strategies for Thriving in Times of Permacrisis

On September 18th, Swedcham organized a dynamic seminar moderated by Carol Böttcher, Managing Partner at BrainKapital. The event featured Laurent Serafini; CEO/ Partner at Velours International, Vincent Parachini; LATAM Managing Partner at Halifax Consulting, and Nicolas Touchet; Founder and CEO of Telos Transition. Drawing on decades of combined experience, they explored how businesses can adapt to a world of instability and global challenges.

The speakers highlighted that in an era of "permacrisis," success depends on flexibility and resilience. Discussions focused on investing in specialized talent, fostering adaptive leadership, and integrating risk management into core strategies. Attendees gained valuable insights into thriving amidst chaos by prioritizing long-term value creation and leveraging human capital. The seminar left participants motivated to embrace innovation and collaboration, equipping them to navigate today's unpredictable business landscape effectively.



5G: Has the Revolution begun?

On September 20th, we welcomed industry leaders, visionaries, and enthusiasts for an inspiring event that showcased how 5G technology is set to transform Brazil and the world. Sérgio Quiroga; Swedcham's Chairman and former Ericsson executive,

moderated the discussions, providing valuable insights into the transformative potential of 5G.

Our expert panel featured Flávia M. T. Bittencourt; at Ericsson, Alexandre Gomes; Marketing Director at Embratel, and Leonardo Belotti; Director of Corporate Solutions at TIM. They explored how 5G's unprecedented speed, ultra-low latency, and capacity to connect count-



less devices simultaneously can revolutionize industries such as agriculture, healthcare, and logistics.

While the road ahead presents challenges like infrastructure investment, regulatory alignment, and cybersecurity, the benefits are undeniable. Businesses already utilizing 5G are seeing significant improvements in efficiency and performance, signaling its transformative impact across sectors.

The event concluded on a high note with a lively lunch at our staple, Tuy Cocina!, where the morning's engaging discussions continued in an informal setting. Participants left inspired and optimistic, ready to embrace the opportunities of the 5G revolution, which isn't just on the horizon—it's happening now.

Career in Motion! Navigating Changes in Your Journey

On September 24th, Swedcham's Human Capital Committee brought together professionals for an inspirational session on navigating career transitions. Moderated by Carol Böttcher - Managing Partner at BrainKapital, the event offered valuable perspectives on embracing change and forging new paths.

The session featured two distinguished speakers: Inês Bogéa; Artistic Director of the São Paulo Dance Company and Matheus Dellaganelo; CEO of Indicum. Drawing from her background in dance and education, Inês emphasized how creativity and adaptability are essential in navigating professional changes, sharing lessons from her experi-



ence directing over 1,300 performances. Complementing this, Matheus, a decorated sailor turned entrepreneur, explored the parallels between competitive sports and business leadership. He illustrated how curiosity, courage, and persistence can drive meaningful transformation, whether on the water or in the boardroom.

Economic Scenario – Navigating Risk Aversion

On October 8th, Swedcham’s Finance Committee held an engaging seminar, featuring Fernando Honorato Barbosa; Chief Economist and Director of Research at Bradesco. Moderated by Christian Meyer de Rezende; Chief Representative & Area Manager Latam of SEB’s Brazil Office, the event explored challenges and opportunities in navigating risk aversion.

Key topics included global inflation recovery, Brazil’s resilient domestic demand, and fiscal dynamics amid high public spending. Honorato highlighted strategies to



adapt to uncertainties, emphasizing Brazil’s strong commodity exports, particularly in agriculture and an encouraging upshift in average income for working people. Attendees gained valuable insights into managing risks while fostering growth. The seminar concluded with an engaging Q&A, underscoring the importance of collaboration and informed decision-making in navigating today’s economic complexities.

Acima de Tudo[©] – Strategy, Management, Marketing, and Design

On October 15th, a seminar featuring Max Bavaresco; Founder and CEO of SONNE, captivated the audience with insights from his book, *Acima de Tudo*. The event focused on expanding business vision, creating powerful strategies, and applying methodologies to elevate organizational success.

Max’s seminar revolved around three essential pillars: Planning, Execution, and Knowledge. He demonstrated how integrating these elements cohesively can transform businesses, ensuring alignment and harmony within the organization. Drawing thought-provoking parallels, Max likened managing and communicating within a company to understanding human behavior—where marketing

represents expression, and management reflects the body’s coordination. Through vivid examples and practical guidance, Max guided attendees on how to implement these principles effectively, inspiring them to rethink their approaches to strategy and communication. The lecture provided valuable insights into fostering effective strategies and enhancing organizational alignment, encouraging innovative approaches.



Networking lunch – O Escandinavo

On October 25, a delightful networking lunch took place in the vibrant Vila Madalena neighborhood of São Paulo. Held at “O Escandinavo,” the event offered excellent opportunities for making new connections while enjoying a taste of Nordic cuisine.

Attendees enjoyed a menu that celebrated Scandinavian flavors. The meal began with a fresh cabbage salad served with rye bread, followed by classic meatballs with mashed potatoes and lingonberry jam. For dessert, a delicious apple pie topped with ice cream was served. The lunch provided a relaxed setting for building relationships and exchanging ideas, making it a perfect blend of networking and culinary enjoyment!



From Strategy to Practice – How to Disseminate Sustainability/ESG Guidelines

On November 28th, Swedcham's Communication and Marketing Committee held an engaging session featuring two inspiring speakers. The event attracted professionals eager to explore practical ways to integrate sustainability and ESG principles into their organizations.

Anna Costa, partner at Quintal 22, emphasized the power of storytelling in ESG initiatives. She demonstrated how transparency and collaboration can drive engagement and shared examples of incorporating circular economy practices and recycling into daily operations. Andreza Rodrigues, Global Internal Communications Manager at Tetra Pak, introduced the Araucaria Conservation Program by Tetra Pak, which aims to restore 8,000 hectares of the Atlantic Forest. She highlighted the importance of partnerships and effective communication in achieving environmental goals, motivating attendees to embrace sustainability in their strategies.



Shaping Tomorrow: Visions from the Advisory Council Meeting

On November 6th, leading Swedish companies in Brazil, including AAK, ABB, Alfa Laval, Atlas Copco, Autoliv, Electrolux, Epiroc, Scania, Tetra Pak and Quant, gathered for the Advisory Council Meeting. The session opened with welcome remarks from Chairman Sergio Quiroga, followed by insightful reports from Ambassador Karin Wallenstein of the Swedish Embassy and representatives from Team Sweden in Brazil, including Jonas Lindström; Swedcham, Andreas Rentner; Trade Commissioner & Country Manager to Brazil at Business Sweden, and Renato Pacheco; Consul General of Sweden in São Paulo. A highlight of the meeting was a presentation by Camilla



Dewoon; Head of Communications and Sustainability at Scania Group, on "How to Act Regarding Human Rights in the Value Chain." She shared Scania's global approach to responsible sourcing and human rights practices. The session continued with a discussion moderated by Karin Vecchiatti; Project manager, featuring practical examples from participating companies. Karin concluded the session by introducing initiatives centered on human rights in supply chains, paving the way for upcoming projects in 2025. We thank all participants for their valuable contributions and look forward to the promising developments that lie ahead in 2025.



SKF Brazil's circular initiative for merchandise

In the beginning of 2024, SKF Brazil initiated a new circularity project by collecting old employee uniforms that were destined for the bin and transforming them into merchandise. This project aims to reduce waste and engage with local community initiatives focusing on social sustainability. All donated items were sent to Revoada, a sustainable fashion brand with a strong social mission. The seamstresses working there are women from socially vulnerable backgrounds who have been given opportunities for development and empowerment. The donated items were used to create new merchandise, such as

backpacks, toiletry bags, and organizers. Seeing the benefits of the initiative, the next step will be to widen the scope of items collected.

This project by SKF Brazil exemplifies the company's commitment to sustainability and social responsibility, reflecting SKF's purpose: "Together, we re-imagine rotation for a better tomorrow."



Veirano Transforma Program

Being socially responsible involves transforming Veirano Advogados' values into daily practices. Although its business is centered on offering legal advice, serving clients ethically and transparently, the Firm's purpose goes beyond.

Veirano Transforma Program is dedicated to organizing and advancing all social actions through donations; tax waiver donations, corporate volunteering and also Pro Bono advocacy, one of its main pillars. Selected projects must meet socioeconomic and environmental impact, and D&I aspects.

A Pro Bono Policy guides the practice and currently, more than 100 lawyers from different areas are engaged in the initiative that has already invested around 3.000 hours and over two million reais in more than 30 projects, since 2022. Supported institutions are dedicated to work with children, elderly people, women, black people, LGBTI+ or people in vulnerability.

Nexer selected for Microsoft's Copilot Jumpstart program

Nexer, a global Microsoft partner, has joined the Copilot Jumpstart program, offering exclusive opportunities for companies to enhance productivity and innovation through artificial intelligence. This initiative enables strategic actions in partnership with Microsoft, such as workshops and consulting, to explore solutions and develop tailored Copilots.

To qualify, Nexer was recognized as a Microsoft Modern Work partner with a Change and Adoption specialization and has certified Copilot for Microsoft 365 consultants. According to César Palmieri, Managing Director of Nexer



LATAM and Portugal, "This participation is an important step in democratizing artificial intelligence and transforming how companies work and innovate."

Clients will gain access to workshops, strategic consulting, proof-of-concept initiatives, and agile implementation of customized solutions, maximizing productivity and innovation.

Contact: Silvana Viegas | Silvana.viegas@nexergroup.com



Alfa Laval and Inpasa: Strategic partnership in the green energy revolution

Alfa Laval is a leader in developing technologies that drive sustainable biofuel production. For over 15 years, we have partnered with Inpasa - the largest corn ethanol producer in Latin America - on a journey of innovation and sustainability.

Specializing in transforming grains into clean and renewable energy, Inpasa uses Alfa Laval's solutions to optimize efficiency, increase yield, and improve productivity in its plants. This strategic partnership reflects our commitment to a more sustainable and efficient future. By integrating cutting-edge technology and responsible practices, we strengthen our mission to support clients in the energy transition, delivering reliability and value in every solution.

Join the Green Energy Revolution!

Watch the case story at: [Alfa Laval Brasil & Inpasa](#)

DNB Markets renewables expertise in Nordics and Latam.

DNB Markets acted as sole financial advisor to Macquarie Asset Management in relation to their investment in Norsk Hydro's dedicated renewable energy and green transition platform Hydro Rein.

Hydro Rein has 8.4 GW gross capacity in renewable energy developments across its core markets in the Nordics and Brazil.

DNB Markets mandate was executed by cross-border teams in Stockholm and New York with support from the representative in Brazil. It combined strong understanding of the renewable energy sector in both Latam and the Nordics as well as a longstanding relationship and swift coordination between teams working in different locations and time zones.



Innovation and Sustainability for the Industrial Market

Atlas Copco Product Company has recently launched the GA55-90&VSD MODULARITY compressors, designed to revolutionize the market by combining sustainability, reliability, and high performance.

These new machines are engineered to operate efficiently even in the most demanding environments, helping to minimize operational costs while ensuring seamless production for customers.

This launch represents a significant boost for the sales force, offering an innovative and reliable solution. With a practical and accessible design, the compressors drastically reduce service times and enhance productivity.

"These air compressors are essential to the Atlas Copco Group's business, as they represent one of the brand's most established product lines. Beyond generating significant rev-



enue, they reinforce Atlas Copco's presence in key industries, both in Brazil and internationally," says Raquel Passos, Product Marketing Manager at Atlas Copco Compressor Technique.



Essity reaffirms its commitment in Brazil

This year, the company invested in production expansion and portfolio growth to meet local demand.

Essity, the global leader in hygiene and health, continues to focus on Brazil as a priority market in Latin America. This year, the company invested R\$ 100 million to expand the production of TENA products at its Jarinu plant and is also launching Pequeñín, the leading baby wipes brand in Latin America, in Brazil, while further expanding Libresse.

Libresse, previously exclusive to e-commerce, is now available in Droga Raia and Drogasil stores in São Paulo since the second half of 2024. Pequeñín products are sold in over 6,000 stores nationwide.

"2024 marks a significant step for Essity in Brazil. With Libresse and Pequeñín joining TENA, we continue to offer high-quality products that improve local consumers' well-being," says André Aguiar, Director of Essity's Consumer Goods unit in Brazil.

Volvo Car Brasil invests high in electric mobility nationally

In 2017, Volvo Car Brasil started an ambitious mission: to develop the charging infrastructure across the country. Since then, the brand has achieved significant milestones, such as the installation of over 1.000 slow chargers installed throughout the country, located in malls, corporate buildings and supermarkets. Two years ago, Volvo Car Brasil inaugurated the first fast charger in Cajati (SP), between São Paulo and Curitiba (PR). This project keeps growing.

Currently, the chargers are spread nationwide: 8 in the South region; 26 in the Southeast; 8 in the Center-West; 15 in the Northeast and 1 in the North. With more than 21.000 kilometers of roads covered, the biggest route has 3.090 km, connecting Pelotas (RS) to Ilhéus (BA). By the end of November, there will be 60 fast chargers in operation.



Husqvarna Group Celebrates 335 Years with Strategic Growth and Innovation in Brazil

2024 has been a special year for Husqvarna Group, a Swedish company that has been present in Brazil for over 40 years, offering a wide and growing range of solutions for green space maintenance and light agriculture. The company celebrated its 335th anniversary in 2024 with new achievements.

Recently announced the acquisition of the Brazilian company InCeres, a digital platform in the professional agriculture sector, specializing in soil analysis to facilitate decision-making and improve farmers' productivity. This acquisition will serve

as a key pillar in establishing a Total Farm Management offering.

This year also marks the launch of the Training and Innovation Center in São Carlos/SP, a dedicated space for training program of dealers, partners and end users. The Center offers a special space and virtual devices for brand enthusiasts with an immerse in the Husqvarna Experience.

The presence in the country is further strengthened by the expansion of the range of equipment produced in Brazil.



VIVA DE PERTO A EXPERIÊNCIA AXIS



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SEB strengthens ties at FELABAN 2024

The Latin American Federation of Banks – FELABAN organized its 58th Annual Assembly on November 8-12 in the city of Assunción – Paraguay. According to the organization approximately 1.700 executives from more than 40 countries participated in the event. SEB team marked its presence with Christian Rezende – Chief Representative Brazil and Area Manager Latam, Vilhelm Dhejne – Deputy Area Manager Latam and Aline Chadalakian – Trade Finance & FI manager.

According to Christian “ it was an excellent opportunity for SEB strengthening relations with correspondent banks in the region and establishing new relationships aiming to continue improving SEB’s capabilities in Latin America to support our global clients doing business in the region”.



LLYC wins three awards at Jatobá 2024

The “A Kombi is Back” case, developed by LLYC, a global marketing and corporate affairs company, for Volkswagen Brazil as part of the Volkswagen Garage launch project, won three awards on December 2 at the Jatobá Trophy ceremony, one of the most prestigious corporate communication recognitions in Brazil. The awards were: **Case of the Year, Regional Case of the Year – Southeast Region, and Digital Communication.**

To receive the trophies, representatives from LLYC and Volkswagen took the stage, including Cláudio Rawicz, Director of Communications and Sustainability at Volkswagen Brazil, alongside Kelly Buarque, Digital Communications Analyst at Volkswagen, as well as Diego Olavarria, Partner and General Director of Strategy and Marketing Solutions at LLYC, and Máira Fontoura, Director of Marketing Strategy at the agency.

“The Jatobá award goes beyond recognition today; it has become a benchmark for technical qualification and performance, certifying excellence and innovation,” highlights Diego Olavarria.

Volvo FH B100 Flex: 100% Biodiesel truck to reduce CO2 emissions

Volvo presented at Fenatran the FH B100 Flex, a truck designed to operate with pure biodiesel. It is part of the brand’s goal to reduce fossil CO2 emissions in its vehicles by 50% by 2030 and by 100% by 2040.

“We want to deliver transport solutions that are 100% safer, more productive and free of fossil-based CO2,” says Wilson Lirmann, president of Volvo Group Latin America. The model offers flexibility to run on different proportions of biodiesel, from B14 (available at service stations) to B100 (pure biodiesel). When fueled only with this biofuel, the reduction in fossil CO2 emissions can vary from 70% to 90%, depending on the biodiesel production process. The alternative responds to a request from fleet owners who produce their own fuel. For now, the commercialization of the FH B100 Flex is conditional on a prior analysis by Volvo’s engineering.



Hardox[®], the hardest and toughest wear steel, celebrates 50 years and goes emission-free.

The year 1974 saw a breakthrough in steelmaking when steelmaker SSAB introduced the world's first bendable wear steel. A unique combination of hardness and toughness helped to solve the issue of brittleness in conventional abrasion-resistant steels, which were nearly impossible to bend and could not withstand heavy impact in use. In 1983, SSAB's mill in Oxelösund, Sweden, created a truly hard wear plate that was branded as Hardox[®] – a name that perfectly describes its strength. Today, it's still proudly produced in Sweden, the USA and Finland. It all started with Hardox[®] 400, launched in 1974. It was the first user-friendly wear plate, then came Hardox[®] 450. The full product range also includes extra-tough Hardox[®] HiTuf, and for wear parts and liners that need exceptional hardness, customers can choose

from Hardox[®] 500, Hardox[®] 550, Hardox[®] 600 and Hardox[®] Extreme.



Höganäs: innovation and sustainability with cutting-edge technology

Höganäs, a global leader in powder metallurgy, reinforces its commitment to pioneering and sustainability through materials innovation.

With efficient products, the customization possibilities are endless, reducing waste, driving results and transforming industries in sectors such as electronics, automotive and energy, causing a positive impact to everyone's daily lives.

Aligned with the circular economy, Höganäs promotes the creation of more sustainable and energy-efficient products, highlighting its commitment to creating the future today.

"We create powder that empowers", helping companies to innovate with solutions that meet specific demands and establish new standards of performance. Höganäs remains at the forefront of delivering technology with respect for the environment.

Höganäs, driving positive change through material innovation.

Mölnlycke consolidates with technology and launches in 2024

Mölnlycke, a global reference in medical solutions, is committed to innovation and high-quality products. We have gained the trust of the main public and private hospitals in Brazil, demonstrating results in the health of patients.

Our technologies have driven a transformation in our business model. The launch of the digital sales channel was an important milestone that provided easier access to health-care professionals, patients and caregivers.

We launched Granudacyn, a technology that promotes faster and safer healing. This product already stands out as a reference alongside Mepiform and Mepilex with Safetac technology.

These results validate our commitment to expanding our presence in the dermatology and plastic surgery segments. We are excited and already considering new launches for 2025, ready to further transform skin care and raise standards of care.

Swedcham wishes to welcome the following new members:

CORPORATE MEMBERS

BGM Brazil Golf Management

Recognized as one of the best in Brazil, the Rio golf course received the annual Green Star Award 2016 from the American magazine Golf Digest, the most important in the segment. This is the first time that a course outside the United States has won the award, which evaluates the ecological care taken in the project. The site is a green oasis in Barra da Tijuca, in the west zone of Rio. The Olympic Golf Course offers lessons and activities for people of all ages. The Olympic Golf Course is over 6 km long, with 18 holes, two artificial lakes and meticulously trimmed grass, and offers a beautiful sunset for those who prefer to play a little later.

Bo Andrén AB

Founded in 1942, Bo Andrén AB is a leading importer and distributor of high-quality wood-based panels for the construction industry in Sweden. The company is part of Bo Andrén Group, which also includes BOA Norge in Norway and Zulak in Latvia, expanding our reach and strengthening our expertise across the Nordic and Baltic regions. With certifications such as FSC, PEFC, ISO 9001, and ISO 14001, Bo Andrén Group is dedicated to sustainability, innovation, and delivering high-quality products to our partners. Our strong international partnerships, including collaborations with Brazilian suppliers, reflect our commitment to responsible sourcing and global engagement. We are excited to join the Swedish Chamber of Commerce in Brazil and look forward to building meaningful connections within this dynamic network.

Crowdshow

We make your brand stand out by integrating it into music, cultural, and sports events that leave a real impression. We handle every step—from setting up your brand presence and producing music, to distributing it online and creating top-quality video content. We also produce custom audiovisual materials that help your brand connect more meaningfully with your audience. On top of that, we offer educational programs that blend music and financial know-how, helping communities learn and grow. With a solid track record for coming up with new ways to promote brands, Crowdshow is the partner you can count on for results that matter.

Direção Cultura

Cultural production company founded in 1999 in Campinas-SP, develops socio-cultural projects, serving companies and third sector institutions, specializing in tax incentive laws.

EF Education First

EF Education First is the world leader in International Education, specializing in cultural exchanges, language courses abroad, educational trips and university preparation programs. Recognized worldwide for its teaching excellence and use of cutting-edge technologies, EF has a significant global presence. Our learning programs turn dreams into opportunities for people of all ages and nationalities. Since 1965, EF has remained true to its mission of opening the world through education. We offer 10 languages – 50 destinations – 100 nationalities

Effective do Brasil

The company was founded to represent and develop business for national and foreign companies in Latin America. The company currently serves the logistics, packaging and offshore energy markets.

Haldex do Brasil

Haldex is a leading global supplier of sustainable brake systems and air suspension solutions dedicated to the commercial vehicle industry. Over 130 years of innovation have provided Haldex with competitive expertise in brake and air suspension systems for commercial vehicles.

Halifax Consulting

Halifax Consulting offers a unique and specialized portfolio of solutions for enhancing sales performance (Online Sales Academy, exclusive commercial reinforcement solutions, Organizational Diagnostics, AI-driven coaching, Competency Assessment, customized training, coaching, and transformation programs). Halifax leads research, studies, and publications on B2B Sales topics and heads the Commercial Excellence Club in Brazil. It has been recognized as a leading sales training firm in the WatchList of the USA Training Industry since 2020.

Karlstad University

Karlstad University is a modern and dynamic institution located in Sweden, known for its strong emphasis on research and high-quality education. We offer attractive programs in business, humanities, IT and social sciences. The university fosters a collaborative and innovative learning environment, encouraging interdisciplinary studies and close partnerships with industries. With a focus on sustainability and global perspectives, Karlstad University prepares you to meet the challenges of the future.

Karolinska Institutet

Karolinska Institutet is one of the world's leading medical universities. Our vision is to advance knowledge about life and strive towards better health for all. KI accounts for the single largest share of

all academic medical research conducted in Sweden. KI also offers the country's broadest range of education in medicine and health sciences.

LM International

LM International, a global non-profit faith-based foundation, aims to eradicate poverty and provide essential services like water, sanitation, hygiene, health, education, and livelihood support. Active since 1958 in over 80 countries, we empower individuals for sustainable futures and collaborate with diverse partners for lasting change.

Sonne Global Soluções Empresariais

We specialize in serving owners, presidents and directors of companies who have autonomy and are responsible for the future of their business, their brands and the people under their leadership and command. No matter if the challenge is turnaround,

succession, growth, sale, merger or acquisition – in any scenario, we can help you achieve your goals and objectives.

Stockholm University

Stockholm University is ranked among the top 200 universities in the world. With over 30,000 students spread across four faculties and 5,500 staff members, it is one of the largest universities in Scandinavia. We offer 300 programs and 1,700 courses at undergraduate and advanced levels. As a student at a capital city university, you have access to exciting and enriching career opportunities, no matter which program you choose.

Universidade Nilton Lins

Institution of Higher Education for Undergraduate, Postgraduate and Extension. Nilton Lins University is a Brazilian university, operating in the state of Amazonas, generating around 1,000 direct jobs. It was

founded by Prof. Nilton Costa Lins, administrator, lawyer and who was also a professor at the Federal University of Amazonas.

Uttala – educação climática

We train highly qualified educators, proficient in teaching climate education through knowledge transmission and climate awareness development.

Our mission is achieved through two approaches: training qualified educators to teach climate education, and empowering individuals to promote sustainability in their organizations.

INDIVIDUAL MEMBERS

- John Markus Johansson
- Maria Emilia Leme
- Osmar Almeida
- Silse Martell

A Welcoming Chamber!

People might believe that Swedcham is exclusively for Swedish companies operating in or with Brazil, but that couldn't be further from the truth. Swedcham is for everyone interested in Swedish-Brazilian relations. In 2024, over 30 new members joined, representing diverse fields like technology, manufacturing, education, and culture. For example, LM International (Läkarmissionen) an NGO dedicated to sustainable poverty alleviation, recently became part of our network and here are some other inspiring examples from new members who joined us this year:

A Welcoming Chamber!



Photo: Universidade Nilton Lins

The University Nilton Lins, founded in 1988 by professor, administrator and lawyer Nilton Costa Lins. The Chamber's first Brazilian University member is a distinguished educational institution in Manaus, being the only private university in the Amazonas state. Its campus, with an area of 1.000.000 square meters, includes over 600 classrooms, advanced research laboratories, libraries housing more than 100.000 books, a sports complex, and an auditorium with a capacity for 4000 people. The institution offers undergraduate, postgraduate and doctoral programs, emphasizing regional development, social inclusion and interdisciplinary studies, especially in areas related to the Amazon forest.

Its institutional mission is entitled "Educate the Amazon" and characterized by social responsibility with regional development. Notable initiatives include research on endemic diseases and sustainable development projects.

The Olympic Golf Course, located in Barra da Tijuca, Rio de Janeiro, is the only Olympic golf course in the world. Built on a restored coastal area, it is home to native wildlife such as capybaras, alligators, sloths, snakes, and birds. Recognized as one of the best globally, the course won Gold Digest's Green Star Award in 2016 for ecological excellence. It also holds environmental certification from GEO (Golf Environ-



Photo: Gabriel Heusi

ment Organization). The course offers lessons and activities for all ages, promoting health benefits such as physical fitness, improved concentration, and connection with nature.

Karolinska Institutet (KI) in Sweden is one of the world's leading medical universities, renowned for its focus on research and innovation in health sciences. Founded in 1810, it has been acting as an important player for Swedish and international medicine for over 200 years, with a culturally rich and diverse heritage. Since 1901, KI has been responsible for choosing the annual winners of the Nobel Prize for Physiology or Medicine, as instructed by Alfred Nobel in his will. Karolinska prioritize collaboration across disciplines, fostering advancements in areas like cancer, neuroscience and regenerative medicine. With state-of-art facilities and a commitment to societal impact, KI is dedicated to improving global health and shaping the future of medical education.



Photo: Ulf Sirborn



Getinge safe health care, sustainable and efficient

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 approximately 12,000 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. We invite you to learn more about our efforts and solutions on our website: www.getinge.com

Meet the Communication Ambassadors Program of the Atlas Copco Group

By *Alessandra Sellmer**



- **Participating in activities:** They take part in training sessions and challenges to enhance their skills.
- **Being points of contact:** They provide feedback and suggestions to improve internal communication.

The Kick-Off Event

Atlas Copco organized an interactive event to bring ambassadors together and emphasize their importance. Led by the Communication team and partner agency Elos, the event featured presentations and activities focused on key corporate communication topics.

Additionally, ambassadors enjoyed professional photo sessions and received personalized visuals for their social media profiles, showcasing their contributions to the company.

“The event strengthens internal communication and prepares ambassadors to perform their roles effectively, driving the Group’s continued success,” concludes Alessandra.



In a hyperconnected world, the boundaries between internal and external communication are increasingly blurred, highlighting internal influencers as bridges that strengthen organizational culture. Aligned with its strategic objectives, the Atlas Copco Group Brazil launched the Communication Ambassadors Program, aiming to foster collaborative and transparent communication while engaging all employees.

According to Alessandra Sellmer, Communication Manager at the Latin America Holding, “Strengthening internal communication contributes to a more collaborative culture, where everyone feels connected.”

What is the Program, and who participates?

With over 30 ambassadors across different areas, the initiative builds a network of strategically positioned employees to share relevant information and strengthen the Group’s presence internally and on social media, particularly LinkedIn. These ambassadors are selected for their influential profiles, engagement with the company, and developing communication skills.

Roles and Responsibilities

The ambassadors play a crucial role:

- **Sharing content:** They disseminate corporate information through email, WhatsApp, Teams, and social media.

***Alessandra Sellmer** is coordinator of the Marketing and Communication Committee.



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Chocolate makers are struggling to balance quality and cost due to the ***high prices of cocoa butter***

Our studies show that affordability is key to consumers, but they are ***not willing to compromise on taste***

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Contact us to know all about
AAK Cocoa Butter Alternatives

Governance and Compliance: 10 years of Brazilian anti-corruption law and its impacts on companies

By *Renato Pacheco Neto**



On August 29th, Swedcham's Legal and Business Committee held a hybrid event on "Governance and Compliance - 10 years of Brazilian anti-corruption law and its impacts on companies" with Dr. Mirela Righetti, a lawyer with over 20 years of experience in Business Law, focusing on Civil, Commercial and International Law issues. She is Responsible for implementing the Compliance Department at Comexport, the largest services trading company in Brazil and since January 2024 joined the prestigious firm of Oliveira Paulucci Advogados, member of Swedcham.

The Legal and Business committee's event was opened by its Coordinator Renato Pacheco Neto followed by a brief introduction by Luciano Paolucci of his law firm's profile, service and activities. Swedcham's Managing Director Jonas Lindström

made final remarks and addressed closing words thanking all for their enriching participation in the discussions.

The event gathered Swedish leading companies investing, manufacturing, rendering services and trading in Brazil for decades. Compliance is always an essential matter for the Nordic mindset. Brazil's legal framework sets secure conditions for operations and fighting corruption abusive practices threatening fair competition. Swedish companies aim for fair play and highly appreciate the event. We also had online transmission, and the full presentation is available on Swedcham's YouTube

channel. Our committee is planning various activities for 2025 and appreciates suggestions or proposals from Swedcham's members. Special focus can be new business opportunities arising from the decarbonization and alternative energy sources. We already received other suggestions for tax matters arising from the ongoing tax reform. Please feel free to contact us and thank you for your engagement!



* **Renato Pacheco Neto**, LL.M. is Coordinator of the Legal and Business Committee of SwedCham and Honorary Consul General of Sweden. He is also the Managing Partner of the Swedcham's member law firm Pacheco Neto Sanden Teisseire – (PNST) Advogados.

Circular Economy takes center stage at Swedcham ESG committee meeting

By *Marcela Miranda**

On October 29th, the Swedcham ESG Committee held its first event on Circular Economy under the new coordination of Marcela Miranda. Marcela has an MSc in Sustainable Development focusing on Climate Change from Linköping University. With over 10 years of experience in climate and sustainability, she has worked at the multinational IKEA and several organizations in Brazil. Marcela, a specialist and speaker on Climate Change, Decarbonization, Sustainability, and ESG, founded Uttala—Climate Education to train climate leaders and address climate change through education.

Flávio de Miranda Ribeiro, a circular economy expert, presented the event with Gilberto Sanchez, Solution Factory Senior Manager for the Americas at SKF, demonstrating the practical know-how of the circular economy model applied at SKF.

Flávio de Miranda has a PhD in Environmental Sciences, is an advisor for the Circular Economy of the UN Global Compact, a university professor and provides mentoring and consulting for companies, governments and entities in the areas of Circular Economy, Reverse Logistics, Business Environmental Regulation and Life Cycle Assessment.

Flávio presented vital concepts about the circular economy and circular business models, which are revolutionizing the market and can be based on the recovery of secondary resources, the use of circular inputs, the extension of practical life, product sharing, products as a service, and virtualization.

Gilberto Sanchez, SKF's Solution Factory Senior Manager for the Americas, manages multiple SKF Solution Factory service units distributed across



the Americas. The SKF Solution Factory is responsible for various services, such as remanufacturing industrial and railway bearings and slewing rings; repairing and upgrading bearings, machine tool spindles, speed reducers, and wind turbine main shafts; and training clients in-person or online via the SKF College platform. In addition, several other services are provided for industries across all segments.

Gilberto presented SKF's successful case based on remanufacturing bearings to be reintroduced into the market. This process saves natural resources, reduces greenhouse gas emissions, and increases the company's profitability.

Participants could ask questions and talk to experts in the area, thus expanding their knowledge.

By organizing events like these, Swedcham reaffirms its commitment to sustainability and improving ESG practices across all organizations.



***Marcela Miranda** is coordinator of the ESG Committee.



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

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This holiday season, Scania wishes you moments of joy, gratitude, and connection. Together, we look forward to a bright and sustainable 2025, filled with opportunities to create a better tomorrow. Happy Holidays and a Prosperous New Year!

SCANIA