

Swedcham organizes visit by 18 Swedish executives to Brazil

Swedcham organized a visit by 18 Swedish executives from October 12 to 18. "Previous Forum Novare groups have visited China, India, Japan, Russia, South Africa and only once before, Brazil," said Ellika Gabriellson, Novare Program Director.

Novare, which was founded in 2001 and is partly owned by Investor AB, offers professional services in the Human Resources field and consists of eight companies, each with its own staff of specialists in a specific area of expertise.

"The purpose of the field trip was to experience and comprehend the Brazilian business life and to meet academics. It was also to gain knowledge of the latest trends in Brazil and for the participants to broaden their network. To fulfill this purpose we chose the Swedish Chamber of Commerce as our partner."

According to Ellika, the Forum Novare group had less experience about Brazil compared to the other BRIC countries. "When the group started to discuss Brazil they realized there was no option, that we were very curious and wanted to understand more about Brazil.

"We started our journey in São Paulo

Karin Svenske Nyberg - Stora Enso



Sven Eggefalk - SEB

and then traveled to Paraty to relax and finished the week in Rio de Janeiro. During this week we visited 14 companies and met over 40 business leaders and diplomats," she said. "We learned a lot during our week in Brazil. Swedcham acted as our host and partner – thank you for all the knowledge you shared and opportunities you gave us! Your business knowledge and know-how about Brazil and also your network were extremely valuable to us."

Sven Eggefalk, Head of Development & Sales at SEB Retail Sweden, noted that "Brazil has been and will continue being an important market for Sweden, Europe and the rest of the world. It is one of the fastest growing countries with enormous potential and resources. It was, in other words, an easy choice.

"My experience of Brazil, before Novare, was a world leading soccer nation, samba, Carnival, the Amazon and the rise of a new economic and political power. From a business perspective, it was obvious that economic growth was on the agenda. With that came the concern of a strong currency and the ambition to maintain long-term growth in order to

secure stability. Even though the future is hard to predict I'm certain that Brazil has the potential of becoming a major player on the world arena."

"If I would describe Brazil in one phrase it would be 'A country full of passion, ambition and potential'. I will definitely come back--hopefully soon with my family, and if the opportunity arises maybe also for work," said Sven.

"As a member of the Novare group, I would like to thank Swedcham for an interesting and valuable week. The agenda with meetings with both senior managers and politicians, in combination with company visits, gave us an incredible insight."

According to Karin Svenske Nyberg, Senior Vice President HR Sweden – Stora Enso, Brazil was a natural choice for a visit. "I work at Stora Enso and Latin America is one of our future growth areas. This was a great opportunity for me to get a deeper understanding of the country. My vision of Brazil before the trip was that it is a fast growing country with a big potential for further growth, a beautiful country with nice beaches, a famous soccer nation, Carnival and friendly people."

"In terms of business, I am very impressed about the professionalism, competence and drive for growth and innovation we saw among the people we met. I was also happy to see so many competent women in executive management positions. Here Brazil can serve as a role model for other countries. After my trip to Brazil I am convinced that this country will become an important player on the global market in the future."

With regard to leisure/tourism, "we had a very tight schedule so the time for this was very limited, but the beautiful landscape and the friendly optimistic people is something that I bring home with me." Karin said she would

Continued on page 46