

# COFFEE WITH THE AMBASSADOR - MEETING MINUTES

Location: Webinar – Sao Paulo  
Date: 08/10/2020  
Time: 15.00-16.30  
Facilitator: Sergio Chamone &  
Lasse Keisalo

## Agenda Items

1. Introduction by Sergio & Lasse
  - a. Sergio starts with the introduction
  - b. Lasse Introduces the Team Finland plan
    - (a) How the meeting will proceed
2. Jouko Leinonen shares some information about the situations what are happening now or will happen soon.
  - a. Good idea to have the coffee with ambassador later at the evening
    - (a) Considering the time difference to Finland.
  - b. Thanks for the Nokia event about the 5G.
  - c. Downward trend of the Brazil (Corona )
  - d. Finland has low cases still (Corona )
    - (a) But the pandemic hasn't finished yet
  - e. Next year economic plans
    - (a) Team Finland in brazil + Finnish government works together
    - (b) Team Finland has very important role
  - f. Embassy and Team Finland should help companies to work together
    - (a) Promote companies and their products/solutions in Brazil
  - g. Brazil economy during the corona pandemic
    - (a) Brazil was hit badly with the corona
      - (i) But the economy of Brazil has survived good compare to other countries
      - (ii) Numbers are getting better
      - (iii) Why?
        - Corona voucher
        - Business support

- (b) Brazil and Europe are interested of the free trade agreement
  - (i) EU-Mercosur
- (c) New updates with Embassy
  - (i) Working together and helping each other
  - (ii) New webpage coming soon
    - Materials both languages
  - (iii) Honorary consuls in Brazil
    - Get together (virtually)
    - BE more involved with the companies
  - (iv) If companies, feel like they need help or support they should contact the consuls
- (d) Political
  - (i) Formal consultations between Brazil and Finland
  - (ii) Virtual meetings between Ministers of Brazil and Finland
- (e) Team Finland office will move to São Paulo, next to Consulate.

3. Heidi Virta, the Head of Region Latin America at Business Finland

- a. Mexico as the main area of responsibility ( but have been in Latin America more than 17 years)
- b. Working close with the Embassy and Team Finland
- c. Pandemic is affecting a lot
  - (a) We all need to work together at this particular time
- d. Brazil is on track, with the economy to be growing 3.5%
- e. Brazilian fundamentals are very good
  - (a) The pandemic hasn't affected that much to the economy
- f. Heidi Virta will move from Mexico to Brazil in 2021
- g. Team Finland will be relocating

4. Fernando questions about the fires in Brazil and how it has been shown to other countries.

- a. European has been showing and reporting the fires
- b. Most of the fires are thought to be made by human
- c. Brazilian government is trying to solve the situation
- d. Many companies and governments are concern about the situation
- e. Companies thing that the fires are too risky to come to Brazil ( especially the wood industry)

5. Matti Landin present the plan 2021

- a. Overview of finishes business in brasil 2018-20
  - (a) It has been growing a lot
  - (b) Exports from Finland has been growth over 40 % compare to 2018

- (i) Paper and cellulose
  - (c) Corona has affected a lot different events and things were cancelled
  - (d) Corona has shown new way to have events → webinars
- (2) New website is [finlandiavirtual.com.br](https://finlandiavirtual.com.br) (coming soon)
- b. Focus sectors 2021
  - (a) Digital trust
    - (i) Digitalization
    - (ii) Cyber security
  - c. Bio and circular
    - (i) Pulp & Water
    - (ii) Mining and metals
  - d. Education Finland
    - (i) Higher education's systems
  - e. Health – smart life
    - (i) Health technology
    - (ii) Smart cities
  - f. Smart mobility
    - (i) Smart maritime
    - (ii) Smart cities

#### 6. Team Finland focus sectors 2021

- a. Mining technology
- b. Energy
- c. Port
  - (a) Extra
  - (b) Digitalization of vertical (mining forester, manufacturing, health care)
  - (c) Agriculture technology
  - (d) Defense
  - (e) Sanitation and waste

#### 7. Discussion about the Team Finland Plan 2021

- a. Private sectors during the corona
  - b. Circular economy
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## Attendance

Aluizio Byrro

Arto Alho

Caio Miranda

Carlos Hix

Da Silva Daniel

Fernando Campos

Fernando Hussni

Heidi Virta

Jan Jarne

Jouko Leinonen

João Augusto Rodrigues

João Gabriel Neves Bordon

Klaus Franco

Landin Matti

Lasse Keisalo

Leandro Silva

Marcelo Guimaraes

Marcos Avila

Moreno Magon

Matti Aalto

Matti Landin

Odilon Mendes

Patrícia Coutinho

Pauli Soisalo

Ricardo Sennes

Pedro Paciornik

Renato Pacheco Neto

Roderick Wilson

Samuli Seilonen

Wilson Andrade

Wilson Cardoso

Jean-Pierre Bernard

Toni Pitkänen