

COFFEE WITH AMBASSADOR - MEETING MINUTES

Location: Webinar – Sao Paulo
Date: 11/11/2020
Time: 09.00-10.30
Facilitator: Sergio Chamone,
Lasse Keisalo

Agenda Items

1. Sergio Chamone & Lasse Keisalo opening:
 - a. Thank to all participants to join the meeting
 - (i) Last meeting of the year
 - b. Small brief of what the meeting will consist
2. Ambassador Jouko Leinonen
 - a. October and November have always been busiest months
 - (i) This year everything is different because of the Covid-19
 - b. At the moment Europe has second wave of Covid-19 pandemic going on
 - (i) Many countries have obtained the restrictions back
 - c. Pandemic is not finished yet
 - (i) Brazil has good opportunity to learn from other countries to avoid the second wave hit the country
 - d. Jouko Leinonen mentioned that Finnish company is trying to achieve vaccine for Covid-19
 - (i) Vaccine would have 100% effect to defend the people from the Covid-19
 - e. Foreign demand is more expensive
 - (i) BRL currency has lowered a bit
 - f. USA election for the President
 - (i) Joe Biden had been elected
 - (ii) Business would get positive impact
 - g. Finnish embassy
 - (i) Making the yearly plan
 - (ii) Plans for the 2021
 - (iii) Organizing meetings

- h. Honorary consuls
 - (a) Have an important role to promote and help
 - (b) Meeting/webinar to tell each other's region more specific
 - (i) What is happening on that region
 - (ii) What's good to know
 - (iii) Economy
 - (iv) 2021
- i. Mika Relander from Finnvera
 - (a) Finnvera has an important role to support Finnish companies around the world
 - (b) Telling information about the Finnvera
 - (i) What they do
 - (ii) How companies can apply
 - (iii) Focus on Brazil
- j. Q&A
 - (a) How long it takes to evaluate and approve the project?
 - (i) It depends on the size of the project.
 - (ii) The amount and quality of the information
 - (iii) Especially trustworthy information
 - (iv) If the information is good it can be evaluated fast
 - (v) Bigger project can take even over a year
 - (b) Finnvera risk management of the country, Brazil has 5/7. How Finnvera analyzed countries?
 - (i) Currency is not the main issue
 - (ii) Macro level analyzing
 - (iii) Depth driven
 - (iv) Payment experience is very important when ranking the countries
 - (v) Bureaucracy is a very good thing in Brazil → protects many things
 - (c) Brazil has survived really good despite the Pandemic, Brazil in 2021?
 - (i) Economy is good compared to other neighboring countries
 - (ii) Next year predictions are 4% growth
 - (iii) Public debt was a major point when ranking Brazil
 - (d) How the Pandemic has affected Finnvera?
 - (i) Despite the Covid-19, Finnvera has been very busy
 - (ii) Many projects abroad, have slowed down, but not cancelled
 - (iii) Cruise line sector is the main sector, and they are now on hold
 - a. It reflects many things
 - (iv) There is a lot of demand still

- (e) What about the SME?
 - (i) Finnvera have planned to finance them directly
 - a. On the process
 - (ii) Finland has created many new tools to support the SME
- k. João Augusto Rodrigues share the information about the Amazon Project
 - (i) Important economy in north part of the Brazil
 - (ii) Possibilities for Finnish companies
 - (iii) Sustainability
 - (iv) PDF-file on the website
 - a. <http://www.finncham.org.br/portal>
- l. Closing
 - (i) Everyone has worked good and FinnCham Brazil is thankful for this year
 - (ii) Next year will be more important and bigger

Participants

Andrea Guatelli, FINNCHAM BRAZIL
Renato Pacheco Neto, PNST Advogados
Fernando L. Hussni, NOKIA
Samuli Seilonen, Mantsinen
Joao Bordon, Business Finland
Pasi Loman, Vikings of Brazil / Seppo
Jouko Leinonen, Embaixada da Finlandia
Wilson Andrade, Consulado Honorario da Finlandia em Salvador
Carlos Santos, AdvanBiz
Leandro Dias, Konecranes Demag Brasil
Eduardo Gondo, Stora Enso
Frederico Mandoles, Uros Latin America
Antti Vartia, Nokia
Andreas Stadelmann, Nokia (Structured Finance LAT)
Sergio Cohen, Consulado da Finlandia em Manaus
Arto Alho, DVC Inter
Matti Aalto, Avant Tecno do Brasil Ltda
Jean Pierre Bernard, Evac
Jan Jarne, FinnCham Brazil
Odilon Mendes, Normet Brasil
Aluizio Byrro, Nokia Networks Ltda
Pedro Paciornik, Valmet
Lasse Keisalo, Consulado da Finlandia em Sao Paulo
Lucio Pandolfi Junior, Valmet Celulose, Papel e Energia
MARCOS AVILA SALES, Bronto Skylift
Eduardo Bach Anelli, Valmet
Eduardo Gondo, Stora Enso
Pauli Soisalo, Finnbras Consulting
Marcelo Guimaraes, Uros
Augusto Cesar, Codec
Matheus de Oliveira, Bronto Skylift
Odilon Mendes, Normet Brasil
Henrik Orn, Finntec

Totally: 33 participants
