

Ladies and Gentlemen, dear friends,

It is a great pleasure to be here today at Amcham Brasil and thank you for giving me the opportunity to be part of this conference on international trade and dispute resolution.

One of the most important tasks for me as Swedish Ambassador is to promote Swedish economic interests in Brazil, boost market access and enhance our bilateral cooperation on trade and investments.

In fact, Sweden's development – from a poor country to a welfare society – is the history of free trade and deregulation.

With the help of capital, ideas and entrepreneurs from other countries, it was possible to exploit Sweden's natural resources such as forests and mines and to extend transport routes. International trade made it possible for Swedish innovators to develop into entrepreneurs and build the basis of many of today's major Swedish corporations like Ericsson, Volvo, Electrolux, etc.

Sweden is indeed a champion of free trade. We do not see globalisation as a zero-sum game, where gains in one country are offset by losses in another. On the contrary. Everyone can be a winner. More jobs and more growth in Brazil do not mean less jobs and less economic growth in Europe and Sweden.

Global trade patterns are constantly evolving and a large part of trade today takes part within value chains, where different stages of the production process are located across different countries. Inputs are traded between countries, assembled somewhere and the final good again traded. Moreover, value chains highlight the need for services, the glue of the value chain.

The growing fragmentation of production across borders highlights the need for countries to have an open, predictable and transparent trade and investment regime. Nowadays tariffs, non-tariff barriers and other restrictive measures impact not only on foreign suppliers, but also on domestic producers. In other words the costs of protection is magnified in a world characterized by Global value chains.

So we want to promote free trade both multilaterally and through bilateral free trade agreements. Finalizing the EU-Mercosul Agreement would be a great

achievement. That's something we can't achieve without the business community. So join with us in pushing this forward. This free trade zone would give a tremendous boost to innovation, growth and employment on both sides.

At the same time, we are working in the World Trade Organisation (WTO) to facilitate trade with large parts of the rest of the world.

Ladies and gentlemen,

Brazil is by far our largest export market in Latin America, and we are proud to be one of Brazil's strategic partners.

Currently we are working actively together to develop our strategic partnership in areas such as political dialogue, trade and investment, innovation and the environment. Prime Minister Stefan Löfven visited Brazil early January for the presidential inauguration and the Minister for Enterprise and Innovation Mr Mikael Damberg is coming here in May. President Dilma Rouseff has decided to go to Sweden and we have many more high level visits in pipe line.

In fact I feel that we might be embarking on a new era of bilateral cooperation as contacts expand and intensify across the board.

One important reason is the recently signed contract between the Brazilian Air Force and Saab of Sweden covering the development and production of 36 Gripen NG fighter aircraft. The Gripen contract is a joint strategic project, involving a significant share of technology transfer. Developing and producing Gripen here will reinforce Brazil's already strong position in the global aviation market. It will also deepen and broaden our relations across the board, and will have many positive spin-off effects in other areas, for many years to come

Swedish industry has a long tradition and a strong presence in Brazil. Our trade relations go back to the late 19th century. Today, more than 70 000 people are employed in more than 200 Swedish subsidiaries and Sweden-related companies.

Traditionally it has been Swedish manufacturing companies that have dominated our presence here in Brazil. Today, I am happy to see that our commercial ties with Brazil are developing, as both our economies develop. Among Swedish business in Brazil we have several new high-tech companies,

not least in Life Sciences. And music streaming provider Spotify and electronic payment provider iZettle are examples of Swedish service companies that are exploring the Brazilian market.

Still the companies we most want to work with are the ones who are not here yet. The Swedish government is therefore currently working on a brand new **export strategy**. The strategy will help to increase exports, increase the Swedish attractiveness for investment and exchange visits, increase the share of exporting firms and increase the participation of Swedish companies in the global economy. The business community will be invited and present their views and wishes.

Ladies and gentleman,

When I meet with CEO:s of leading multinationals they often underline the importance of legal stability and predictability to build and grow a business. The absence of a stable legal framework creates transaction costs and non-tariff barriers that hampers business deals and complicates cross border trade and investments.

Consequently smarter and better regulation is a focus area for Sweden in all our trade policy discussions and negotiations with Brazil and other countries. To face up to the challenges we face inside and outside Europe, policies, laws and regulations need to adapt to the fast pace of technological change, new business models and to foster innovation.

Part of my job is to promote Sweden as an attractive county in which to invest for Brazilians. Here we have a huge untapped potential. Sweden stands out as one of the largest recipients of foreign investments in the world, compared to its size.

In addition to a strategic location, the ability of offering cutting edge technologies and high added-value operations, I am proud to say that the legal framework is one of the key factors why international companies choose to invest in Sweden. It is a key pillar of our modern, open and business-friendly environment.

Even if you have a good institutional and legal framework in place you may prefer to use other instruments such as arbitration to solve a commercial dispute.

Over the past 50 years international arbitration has enjoyed growing popularity with business and other users. The reason is that arbitration carries with it certain well-recognized advantages such as confidentiality, speed of resolution and finality which suit especially those parties who wish to maintain a commercial relationship well into the future. For such parties, arbitration allows for solutions which maximize privacy, provide the necessary flexibility and enable arbitrators to be chosen whose skills and experience match the dispute. Perhaps most importantly of all, there is the guarantee of enforceability.

I think it is safe to say that the Arbitration institute of the Stockholm Chamber of Commerce can offer all these advantages. This institute was established already in 1917 and is now one of leading arbitration centres in the world. Chairman Ulf Franke and legal counsel Nina Berggren will soon tell you more about the institute.

Let me end by saying that I look forward to an even closer and deeper cooperation with Brazil. We have a common goal to improve the business climate and support an open environment for trade and investment between our two countries. Today's conference on trade and dispute resolution is a good stepping stone.

I look forward to interesting discussions today.

Thank you!