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# NordicLight

A JOINT SWEDCHAM / NBCC PUBLICATION



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## Swedish startup hub rises on Paulista Avenue

### From the past into the future

A tech seminar attracted a large crowd at the Chamber on September 12, the theme being "Walking along memory lane into the future".

Without the past, there is no present nor any future. Stefan Johansson, a tech expert who has worked for companies such as Gunnebo and Ericsson, took everyone on a walk down memory lane showing how electronics have changed our lives through actual gadgets from way back then.

We then jumped into the future with Johan Ahlund (CEO and Founder at Jabber-Brain) and Goran Rosen (Managing Partner at Nortesud), who told us how people should be able to interact with technology intelligently, using their language, their terminology, through whatever device or service they choose, using a form of Artificial Intelligence (AI) they refer to as Natural Language Interaction (NLI). As always, in the middle of everything there are people.

Last, but not least, Guilherme Maciel (Partner at Amrot 2Get) shared his views on the value of human capital in the digital era.

The event ended with a Happy Hour where people could mingle and engage in networking. ■



Guilherme Maciel, Johan Ahlund and Stefan Johansson.



Goran Rosen.

## Christina Rickardsson visits Chamber



On September 6, Swedcham had the pleasure of holding an event for members to meet with Christina Rickardsson, an entrepreneur, author and adventurer, who spent the first years of her life as a homeless child on the tough streets of São Paulo. At the age of 8, she and her brother were adopted by a Swedish couple.

Her book "Sluta aldrig gå" ("Nunca Deixe de Acreditar") is currently a best-seller in Sweden, and was released in Brazil in August. Christina's work is to increase awareness and understanding of differences, prejudices and culture shocks.

With her unique story, Christina hopes to in-

spire and create a better understanding for authorities, organizations, companies and individuals who work in multicultural contexts.

Christina was born as Christiana Mara Coelho in Brazil, where she lived with her mother in a cave in Minas Gerais State. Later they moved to the slums in São Paulo, where she lived and begged on the streets, subjected to starvation and physical and psychological abuse.

When she was seven, Christina and her little brother were sent to an orphanage and at 8 she and her brother were both adopted, against her and her mother's will, by a couple in Vindeln in Västerbotten.

The event was held in cooperation with Atlas Copco, Scania, Stora Enso, Volvo Cars, InterContinental São Paulo and the Novas Ideias publishing company. ■

### Crayfish Party

Swedcham invited members and friends to a memorable Crayfish Party, which took place on September 15 at the Scandinavian Church. This was the first time in more than 20 years that the party was held again by Swedcham, picking up an old tradition. Needless to say, it was a big success!

The crayfish season, which starts in August, is one of the most popular cultural celebrations and, as usual, the event included funny paper hats, great food and traditional snaps drinking.

