

FOUNDATION OF FINNCHAM BRAZIL

Interview with Jan Jarne, founder of FinnCham Brazil



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Introduction

As Honorary Consul General of Finland, Jan Jarne was an active member of the Board of Eurocamaras (Federation of Chambers of Commerce of the EU countries in Brazil) and an elected member of the Ethics Committee. Finland was the only Nordic country and one of the few among the member nations of the European Union not to have a chamber of commerce in Brazil. Perceiving the importance of a Chamber, he had taken the initiative on two separate occasions to sound out Finnish subsidiaries of their interest in supporting the creation of a Chamber.

Despite the difficulty of finding sponsors within the community and with a desire to establish one for Finland, he was determined that Finns should be represented. With Jan's enthusiastic mindset, he embarked on a personal Mission of a 5-point trajectory to create a representative body and forum on a national level for the Finnish companies established in Brazil. This would become a 3 year journey to be travelled.

Business Council

He realized the necessity to start with a lighter version to a Chamber of Commerce in the format of a Business Council, the main differences being smaller size and lower cost of maintaining a structure. An increasing number of smaller Finnish companies were establishing a presence in the country with a desire to discuss their interests and concerns regarding doing business in Brazil.

Jan Jarne sought Renato Pacheco - a prominent lawyer in the European Union business community and among the Nordics - to join in creating a Business Council and in drafting the Articles of Association to mirror that of a Chamber. On January 12, 2012, the founders assembled to establish **Brazil Finland Business Council** and to vote its governing body consisting of Jan Jarne as President, Hilton Casas of Kemira as Vice President, Renato Pacheco Neto of PNST Advogados as Legal Director, and Fabio Nogueira of Ponsse as Financial Director. The filing for the legal entity as a private Association with the National Registry of corporate entities is dated February 13, 2012. Subsequently with the official approval of the corporate identification number, the Ambassador of Finland and the Trade Commissioner of Business Finland (formerly Finpro) were ratified as honorary members of the Council.

The next institutional move was for Brazil Finland Business Council to become a full member of **Eurocâmaras** (Association of European Union Chambers of Commerce in Brazil) in August 2013.

Chamber of Commerce

By the second term of office, the Business Council had grown to 15 member companies contributing annual dues. Re-elected as president in March 2015, Jan Jarne's first motion voted by the Executive Board was to change from Business Council to **Brazil Finland Chamber of Commerce and Industry (FinnCham Brazil)**. As foreseen, the process was simple as there was no need for any alterations to the Articles of Association or organizational structure, other than change of name and logotype.

The Executive team went about increasing membership and opening regional offices in Rio, Belo Horizonte, and Curitiba where there were Finnish concerns with São Paulo as the national Head Office.

During this period, the **Team Finland** initiative by the Finnish government for the formulation of strategic trade and international investment policies became active in Brazil. The main actors of the program are the Embassy in Brasilia, the regional Consulates and Business Finland. The participation of the newly established FinnCham Brazil as an agent of Team Finland was apparently among the first cases of the program abroad.

FinnCham Brazil also became a formal member of **The Central Chamber of Commerce of Finland** network, which includes the regional Chambers in Finland and the Finnish Chambers internationally.

Furthermore, FinnCham Brazil took initiatives to develop joint events with other Chambers of the EU countries. This was an effective way to create greater overall visibility, networking, and offer specific topics of interest to the members.

Full Cycle

The Mission for the first years of FinnCham's story had been accomplished:

1. Founding of a forum for the Finnish companies initially as a Business Council
2. Transforming it to a Chamber of Commerce
3. Becoming a full-fledged member of Eurocâmaras
4. Joining the global network of the Central Chamber of Commerce of Finland
5. Participating as an agent of Team Finland

Having completed his objectives, Jan declined to run again for the office of president for the furtherance of institutional development and growth under renewed management. He was elected Chairman of the Board of Directors. As an experienced and active businessman, he continues to promote and serve Finnish interests in the region.

Jan Rainer Ensio Jarne

Jan Jarne was born in Helsinki in 25/12/1945 and lived his youth in Rio where his father had moved with the family to represent the Finnish paper industry's interest in Brazil. As a child, Jan went to English speaking schools, and later moved to the USA to complete engineering and MBA studies. He performed his military duty in Finland and visited the country over the years.

He started a career in international banking with a major New York bank. In 1973, Jan Jarne moved back to Brazil as the bank's representative, having later changed over to a London-based investment bank. Subsequently, he was Director of International of Banco Itau, today the largest bank of Latin America. He changed from banking to co-found Brazil's second largest trading company, which acquired



diverse mining and metals operations and developed the first hydro-power concession granted to self-producers during the period of privatizations in Brazil. Jan left the group together with other minority shareholders and founded Invest Partners - a corporate finance boutique focused on cross-border mergers, acquisitions, and private equity investment advisory. He continues as the Managing Partner of the firm.

Jan Jarne was **Honorary Consul General of Finland** in São Paulo (2003-2017) and was conferred Commander of the Order of the Lion by the President of Finland in 2013.

Toni Pitkänen, first overseas trainee to Brazil under the Central Chamber of Commerce of Finland's internship program, interviewed Jan Jarne.

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