



# MAGAZINE

SPECIAL EDITION

April 2024



MEET THE NEW ELECTED  
**DUTCHAM EXECUTIVE  
COMMITTEE 2024/26**

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Every 2 years we elect a new Executive Committee within Dutcham. A special moment where we look back at the achievements of the past legislature, but above all we look ahead to the future and how we can further develop as a Dutch business network in Brazil. The world is in constant evolution, and so we must evolve to continue to generate added value for our members.

I have had the honor of working for almost four years under the incredibly inspiring vision and leadership of our President, Daniel Campos. Under his influence, we have undeniably been able to bring Dutcham to the next level. Our strategic Committees, the Orange Academy but also the Inspire Awards & Gala dinner are just a few milestones that we have been able to achieve together. I am extremely grateful for the opportunity that Dutcham and I have had to work with this great professional and wonderfully humane person as Daniel.

Passing the torch did not seem easy, but with the newly elected President, Mauricio Adade, we once again guarantee a senior executive in this position for at least the next 2 years. Mauricio has clearly made his mark in the team, and was Daniel's wing-man for many years. We could not imagine a better continuation of leadership within Dutcham.

Together with newcomers, Patricia Frossard (Philips) and Jonas Lobo (SBM Offshore), and the established values such as Maikel van Zaanen (Rabobank) and Michael van Erp (EY), the dream team is complete and ready to attach a new period of two years of strong leadership. Our ambitions are high to make Dutcham even stronger together with you, our members.

Stronger together,

**PEGGY DE ROP**



INTERVIEW

**MAURICIO ADADE**

**PRESIDENT AT DUTCHAM**

*PRESIDENT LATIN AMERICA &*

*MALNUTRITION PARTNERSHIPS AT DSM FIRMENICH*





### *Who is Mauricio Adade?*

I am a food engineer born in Sorocaba, graduated from the State University of Campinas (Unicamp) and have been fortunate to build a long international career holding leadership positions in countries across Europe, Asia, Africa and Latin America. Always driven by a curious spirit and a proactive attitude supported by significant experiences, I have been able to achieve goals of which I'm very proud, grounded in a multidisciplinary and innovative approach.

Proud father of Gabriel (29) and Gustavo (28) who work and live in Amsterdam. I love travelling, both privately and professionally, and always when I have a chance, I meet my dear sons. Palmeirense, and a big fan of everything that has powerful engines like cars, motorbikes, boats...

I have been honored of becoming Dutcham President after four years of being vice-president, working with my good friend Daniel Campos.

*Your company is also part of our Dutcham Sustainability committee. In a few words, what are the priorities in terms of sustainability for your company?*

At dsm-firmenich, concern for the climate and the future of the planet is part of our DNA and inherent in our diverse fronts of operation and what we offer through them: in human nutrition, animal nutrition, health, and beauty. All our solutions consider sustainability as a whole - from product origin, manufacturing, consumption, and ultimately to well-being.

These are innovative products and services that enhance quality of life for people without causing harm to the planet; they cater to consumer desire, which, fortunately, is increasingly attentive to the need to minimize environmental impact as much as possible. Some examples are products like Life's™ OMEGA, our algae-derived omega-3 that provides heart benefits and improves immune function; Bovaer®, a recently launched animal nutrition additive that reduces at least 30% methane emissions from livestock; ALPAFLOR®, a 100% sustainable organic plant-based active that protects the skin and aids in rejuvenation; and Sustell™, an intelligent service that enables the calculation of environmental footprint with specialized sustainability, animal production, and nutritional knowledge.

Sustainability is not (and has never been) a passing trend for us - it is intrinsically rooted in our purpose to bring progress to life. This is what we deliver to our customers, partners, and society. Of course, there is still much to be done, but I continue to be proud to be part of a company that seeks a more prosperous future for all and maintains the relentless pursuit of innovation in products and solutions that are increasingly effective in environmental preservation.

*People remain the most important asset. Within Dutcham we drive projects like the Orange Academy and Talent Fairs. How important are these initiatives for you and your organization?*

In a world driven by goals, profit, and performance, it's often easy to lose sight of what truly matters: human capital, quality of relationships and emotional connection. At dsm-firmenich, we value a light-hearted environment conducive to emotional connections. This way, employees feel valued and motivated. It's important to create spaces where people feel safe to express their ideas, share their challenges, and celebrate their achievements. Alongside my team, I've been striving to cultivate quality human relationships with leaders and employees who are part of our units in Latin America and globally.

Initiatives like Orange Academy and Talent Fairs are enriching. The exchange between professionals from different enterprises and business segments is always very valuable. We can inspire and teach them, as well as learn from and be inspired by them. This is only possible when there's mutual interest in strengthening bonds and fortifying the market with a collective purpose. In the journey called life, we can never afford to stop learning! And having the opportunity given by the Orange Academy, all talents belonging to Dutcham members, can exercise their curiosity and become better professionals and human beings.



*Dutch companies take their social responsibility seriously. We have been campaigns together like the Milk Donation, but also your organization has been driving different initiatives. Why is this necessary and important?*

It is impossible to consider ourselves successful in a world which is failing. I truly believe we all have the responsibility to contribute to making this world a better place and I have been trying hard to fulfill my duties. But it is never enough...we should always strive to do better! In Dutcham we take this responsibility very seriously and, more important, act upon. The Milk Campaign in a great example: 80.000 liters of milk donated to the most vulnerable population of the Sao Paulo city.

#### *About dsm-Firmenich*

dsm-Firmenich is a global purpose-led, science-based company specializing in Nutrition, Health & Sustainable Living. Combining expertise in science, innovation, and creativity to deliver sustainable solutions that enrich lives and enhance taste, texture and health experiences worldwide, creating brighter lives for all.

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**Initiatives like Orange Academy and Talent Fairs are enriching. The exchange between professionals from different generations is always valuable.**

Also in dsm-firmenich we work in partnership with many other organizations. An example is our 17-year partnership with the World Food Programme (WFP), the largest hunger relief agency in the world. Understanding that millions of people suffer from deficiencies in one or more micronutrients and that this "hidden hunger" can have disastrous consequences for those living in these conditions, dsm-firmenich alongside WFP established a partnership in 2007 with the purpose of eradicating and shedding light on this sad reality.

Together, we have leveraged our unique skills for the most vulnerable: dsm-firmenich's scientific and nutritional expertise and WFP's experience and reach. And all of this with the central goal of promoting change by providing exceptional nutritional solutions that help thousands of lives worldwide, impacting over 35 million people annually.

*At Dutcham we keep a close relation with the Dutch diplomatic network in Brazil (embassy & consulates). How important is this for your organization and what are the expectations in terms of collaboration between public & private?*

When well-planned and well-executed, public-private partnerships can be an effective force to tackle global problems. For example, PPPs can deliver (or have delivered) positive impacts in public health and HIV/AIDS containment and infrastructure projects.

PPPs can create value for each partner by leveraging complementary competencies. They help public organisations allocate resources, spread risk and foster innovation and knowledge transfer. For companies, they can extend reach, build networks, create jobs, strengthen their brand, improve employee engagement and bring a company's core values to life.

Dutcham, in close collaboration with the Dutch Diplomacy in Brazil, have been, is and will continue to build business opportunities for our members and other institutions, and develop jointly activities based on the excellent and long standing relationship between the two countries.

I have also the global responsibility for all dsm-firmenich partnerships in the field of malnutrition and truly believe (and have built many successful cases) that together we are stronger, and can have a bigger impact faster.



INTERVIEW

## **DANIEL CAMPOS**

**VICE PRESIDENT AT DUTCHAM**

**MANAGING DIRECTOR DECORATIVE PAINTS**

**LATIN AMERICA AT AKZONOBEL**



### *Who is Daniel Campos ?*

I like to introduce myself as Carmen's husband and proud father of Helena and Camila. But people find it curious that I am an aeronautical engineer that wanted to be an astronaut and ended up in marketing and general management...

### *You have been leading Dutcham very successfully for almost 4 years. What has made you most proud?*

It has been an honor to serve as President of Dutcham for the past 4 years – amazing how time flies when you are having fun...

What I am most proud of is how Dutcham was able to grow and offer new service to its members under the leadership of Peggy, support of the ExCom and members, and the excellent delivery of our expanded team. Dutcham now has more than 70 members, and in the past 4 years Orange members went from 16 to 25 and Revenue from R\$ 450K to more than R\$1M

We have invested those funds to create the Orange Academy, the Milk Donation campaign, the Gala Dinner, the Business Development branch, the Sustainability & DEI Committees, all of which did not exist in the past and which are very valued by our members today.

### *Any advice you want to give to the new President?*

As for advice, Mauricio needs none. He has been a very active Vice-President over those 4 years, championing many of those initiatives and supporting them all. I am very happy that I can pass on the baton to him while continuing to collaborate with him in the next ExCom.

### *How do you think you can personally contribute to our association and its members?*

I think I contribute by seeking to understand from our members how we could create more value for them; and then do so in a way that plays to our strengths, to what makes us unique, and to what we are able to do sustainably.





*You are working for AkzoNobel, an important Dutch company in Brazil. How strong is still the "Dutch touch" in your organization or do you consider it more as a Brazilian company?*

In my opinion the magic happens when you blend the best of both worlds. There is a lot to be proud about the Dutch values we share, of individual freedom, entrepreneurship, collaboration, sustainability...

And there is a lot to be gained by living in our organizations, the elements of our Brazilian culture that approach challenges with joy, ingenuity, can do attitude and resilience. It's a powerful combination that you often see present in the most successful Dutch companies in Brazil.

*For companies who are not members yet, in your opinion, why should they join the Dutch business association?*

There are many different reasons to join Dutcham. If I were to mention a few, I'd say being part of a rich network of professionals doing business and sharing best practices across several areas of interest; upskilling your young talent in the Orange Academy; enabling your people to contribute more to those more in need in the Milk Campaign; being closer to the Dutch diplomatic corps to get insight and collaborate; driving engagement and pride of your people from working in a Dutch company. And I am sure people will find others and can help Dutcham develop others over time.



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**There is a lot to be proud about the Dutch values we share, of individual freedom, entrepreneurship, collaboration, sustainability.**

#### *About Akzo Nobel*

AkzoNobel is a global leader in paints, coatings, and specialty chemicals. With a rich history dating back over 350 years and a wide range of products and services to customers in over 150 countries, AkzoNobel is committed to delivering innovative solutions that add color and protection to surfaces, improve performance and contribute to a more sustainable future.



INTERVIEW

## **PATRICIA FROSSARD**

**VICE PRESIDENT AT DUTCHAM**

**COUNTRY MANAGER BRAZIL AT PHILIPS**



*How would you introduce yourself in a few words?*

I consider myself to be a very curious and daring person, from a professional point of view. And that's the advice I always give to young people: be curious and don't be afraid to expose yourself. Those who expose themselves more certainly run more risks, but they also have the best opportunities, since they make themselves visible. Another factor that I believe has always been with me is luck. We can't disassociate luck from opportunity, but I always repeat: be prepared for your luck. If you don't prepare, luck can come and simply pass you by. I'm also someone who loves spending time with my family, cooking (but only on Sundays 😊) and drinking wine!

*Diversity, ethics, and inclusion are also important pillars for Dutch companies. In Brazil we have different challenges than, for example, in the Netherlands. Besides being appointed Vice President at Dutcham, you are also Ambassador of the D&I Committee at Dutcham. Why is this important for you?*

Brazil is already a country known for its inequalities, especially social inequalities. That said, I understand that my role as a Brazilian, a leader and a woman, is to at least act in an attempt to reduce inequality within the company, and in some way impact and generate knowledge about the importance that all leaders have to seek to equalize opportunities, whether of gender, race or social origin. Since I took over as CEO of Philips, D&I has been part of my Management Team's agenda, and we have objective KPIs for constant improvement. I also want to continue carrying and strengthening this important agenda within Dutcham, because I believe that this way we will reach more people and the goal of increasing diversity and inclusion will be achieved more easily.

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**Being successful in Brazil means being resilient, and knowing how to row at high and low tide.**



*Brazil is not only a country with challenges but also with lots of opportunities. In your sector, where do you see the greatest opportunities?*

I believe that Brazil is returning to the global industrialization map and, as a result, we are also being considered as a focus for investment by our European headquarters, given the current political and economic scenario in Europe, China and the USA.

The tax reform, which has finally come to fruition, is another important factor in contributing to our positive position versus the rest of the world, since simplifying our tax system is fundamental to bringing investment into the country.

Now, talking specifically about the health sector, where Philips is currently focused, the COVID-19 pandemic has increased the importance of the sector at all levels. Things like teleservice are here to stay and, in a country as continental as Brazil, it has meant that access to technologies and professionals that were previously only available in large centers can now be "taken" via technology to the interior of the country, whether through telemedicine or even surgical procedures operated remotely.

It also became clear that the digitalization of the sector, whether public or private, is urgent, because it is through this that it will be possible to have consolidated and organized data, making it possible for public and private entities to better manage their resources, which are sometimes scarce and limited.

*Your company has been successful in Brazil for years, in your opinion, what is the key to doing successful business on the local market?*

This year Philips is celebrating 100 years of operations in Brazil. I believe that being successful in Brazil means being resilient, and knowing how to row at high and low tide. As already mentioned, instability brings us great challenges, but also opportunities of the same size. I often say that operating in Brazil prepares you for any challenge in the world. Relying on local partnerships, such as Dutcham, the Dutch embassy, or even industry associations, is essential to join the chorus of demands that are important to multinationals as a whole.

*Dutch companies take their social responsibility seriously. Why is this necessary and important?*

Philips' mission is to "improve people's lives" and that includes the communities where it operates. I believe that there is no way to be successful without taking part in social actions in the countries where we operate. Dutcham and the Dutch companies have this in their DNA. At Philips, we have the support of the Philips Foundation, which helps in specific situations such as pandemics, natural disasters, wars, etc. It's the least we can do to repay the gratitude we have for always being so well received in the countries where we operate.

#### *About Philips*

Philips is a global leader in health technology, focused on improving people's lives through meaningful innovation. With a diverse portfolio of products and solutions in areas such as healthcare and consumer lifestyle, Philips aims to make the world healthier and more sustainable through innovation.



INTERVIEW

**MICHAEL VAN ERP**

FINANCE DIRECTOR AT DUTCHAM

*PARTNER AT EY*



*Since many years our Financial Director and treasurer at Dutcham. You have seen the association growing over the last 5 years, also in terms of financial results. In your opinion, what have been the key drivers of this success and how to keep up this growth for the coming years?*

I have seen Dutcham grow at an incredible pace (both operationally and financially) over the past five years. I believe the key driver of our success over the past five years has been Peggy's strong, professional and consistent daily leadership. Dutcham was a ship without a captain, but that changed a few years ago. In addition, there is the dedicated, energetic and actively involved ExCo team. They not only motivate Peggy and her team, but also provide actual support where necessary. I feel that the Advisory Board has also made an important contribution with their advice and suggestions in the development of Dutcham. Finally, in recent years a lot of attention has been paid to the growth of both new members and new initiatives and projects. Finally, we have also ensured close monitoring of the finances, so that Dutcham remains financially healthy.

*How would you introduce yourself in a few words?*

Michael, Finance Director at Dutcham since 2020. I started working in Brazil in 2012 and have been living here since then (with a 2-year secondment in London).

Married to Juliana and father of a 1-year-old boy - Bastiaan - (little sleep but love my family) and we live in São Paulo. Partner at EY (worked in Amsterdam, London, and São Paulo).

In my free time I like to play sports (football, running, gym), I like travelling and visiting other countries and cultures, enjoy learning about foreign languages.

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**I have seen Dutcham grow at an incredible pace (both operationally and financially) over the past five years.**

*About Ernst & Young (EY)*

Ernst & Young (EY), is a multinational professional services firm providing assurance, advisory, tax, and transaction advisory services to clients worldwide. With a commitment to building a better working world, EY helps organizations navigate complex challenges, seize opportunities, and achieve their goals in today's dynamic business environment.



*How did you get involved with Dutcham?*

When I returned to Brazil at the end of 2019 after living in London for two years, I was asked if I was interested in being more actively involved with Dutcham. I had already been in contact with Dutcham before I left, but because of my absence during these two years, I had somewhat lost contact with the Chamber and the Dutch business community in Brazil. Through the Dutch network (NVSP) I was asked for a meeting with the new director to discuss my possible role within the Chamber.

Peggy enthusiastically told me about her ambitious plans for the future and how she wanted to take Dutcham to the next level. There was a need for a breath of fresh air, also within Exco, and Peggy asked me if I was interested in taking on the role of Financial Director. Not only was it a pleasant conversation, but especially her ambitions with Dutcham immediately convinced me to accept the proposal to become part of the new team, a decision I did not regret.



*You have been elected to the EXCOM team 2024/26. What are the main goals that you personally would like to achieve in the next 2 years together with the team?*

Despite the challenging times and ambitious plans for the next two years, our ambition is to keep the finances under control, so that we can continue to build Dutcham in the future, based on a healthy financial situation.

In addition, I would like to remain closely involved with Peggy and the team in the operational activities of the Chamber and continue to provide my support, not only in the field of financial management, but also in other areas. I am really looking forward to a successful collaboration with the new elected Excom team in the coming 2 years.

*For companies who are not members yet, in your opinion, why should they join the Dutch business association?*

Dutcham offers a huge variety of opportunities to get in touch with other Dutch and Brazilian companies through the "classic" events including workshops, cocktails/happy hours, etc. But also through the more strategic activities including the Committees such as around Sustainability, D&I and Innovation. There is also the Orange Academy, the Dutcham Talent program and the Inspire Awards and Gala Dinner. In addition, Dutcham maintains a very close and trusting relationship with the Dutch Embassy and Consulates and other European chambers in Brazil, which can also provide great value for locally operating companies.

In short, many great opportunities for all Dutch companies present in Brazil to make the right connections.



INTERVIEW

## **JONAS LOBOS**

**DIRECTOR AT DUTCHAM**

**DEPUTY GENERAL MANAGER AT SBM OFFSHORE**

### *Who is Jonas?*

I'm a Brazilian, married, three kids and grandfather of one. A typical Carioca living in Rio for his entire life and a Flamengo rooter. I had been working in the Oil and Gas Industry for more than 30 years, having accumulated a vast experience in Management and Business Development. I have worked for more than 20 years for Japanese companies and I can say that my soul is half Japanese. I love to travel with my family and my hobbies are photography and R/C Car models.

*You just joined the ExCom team at Dutcham, representing not only our members in Rio but basically also the Energy business for the Dutch network. How do you feel about that and how would you like to develop our presence in Rio?*

The Energy Industry is extremely strategic for Rio and the whole Brazil and there are important Dutcham companies involved, who can eventually contribute to the success of this Industry.

The strengthening the presence of Dutcham in Rio de Janeiro might generate interesting synergies as it is truly strategic for our business and will bring the opportunity to create value together.

I think we can start with Dutcham participation in important events and initiatives, increasing its popularity among companies (non-members) and main stakeholders.

### *How do you see your role within Dutcham?*

I intend to bring relevant topics from the Energy Industry but also important to other segments, in which we can work together to improve the Brazilian business environment for current and new companies, specifically in areas such as Sustainability and D&I, among others.

*How do you think you can personally contribute to our association and its members?*

The experience that I acquired throughout the years and my current position allowed me to face different challenges and seek solutions.

I want to contribute with Dutcham bringing inputs on what should be addressed internally and the strategies to conduct them, always aligned with interest of other companies.







*Where do you see the biggest challenges for companies in Brazil?*

I see many challenges that we need to deal with in our business, but I would like to emphasize that the legal and regulatory ones are the most complex. Despite my experience in the Oil and Gas Industry, I believe it is a concern for other segments. Having more stable rules and regulations would make investments in Brazil more attractive and less risky than other countries.

*Besides being part of the ExCom, your company is also a strategic member of Dutcham. What do you consider as the main benefits for your company of being an Member at Dutcham?*

The companies can exchange their experiences, how they overcame Brazil's typical challenges and how together they can find solutions. Furthermore, they can share their best practices related to specific themes, which might be "good practices" to share and follow.

On the top of that, we can make use of Dutcham Social capillarity by means of increasing our participation in a wider range of activities and programs.

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**The energy industry is extremely strategic for Rio, and there are important companies, Dutcham members are involved.**

#### *About SBM Offshore*

SBM Offshore is a global leader in the supply of floating production solutions for the offshore energy industry. With over 60 years of experience, SBM Offshore designs, builds, and operates offshore production facilities, including floating production storage.



INTERVIEW

## **MAIKEL VAN ZANEN**

**DIRECTOR AT DUTCHAM**

***CFO SOUTH AMERICA & BRAZIL AT RABOBANK***

*How would you introduce yourself in a few words?*

I am Maikel van Zaanen, CFO of Rabobank Brazil and South America and I have more than 15 years of experience in the financial sector.

*Rabobank has always been very much involved in Dutcham and is an absolute key representative of one of the biggest sectors in Brazil: the Agri business. We see more companies in this sector coming to Brazil. How do you see the future and where do you see the biggest opportunities in the agri market?*

Yes, Brazilian agriculture attracts attention from different parts of the world. One of the main factors is the climate and diversity of opportunities in terms of commodities, in addition, the good business model and professionalization of the sector favor its growth and expansion.

Brazil has also stood out as one of the main players in energy transition. Today it is one of the main references in the use of biofuels in its transportation matrix. The country was a pioneer in the use of ethanol in the mid-1970s and plays an important role in reducing pollutant emissions in Brazilian metropolises. In addition, Brazil is already a world leader in biofertilizers, according to the Brazilian Agricultural Research Corporation (Embrapa), but still has great potential to expand the use of these sustainable technologies that are essential for increasing production, combating pests, diseases and reducing negative impacts on the environment.

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**Brazil has still a great potential to expand more in sustainable technologies specifically in the agri business.**

*You are working for an important Dutch company in Brazil. How strong is still the "Dutch touch" in your organization or do you consider it more as a Brazilian company?*

Rabobank Brazil completes 35 years of operations this year. Our guidelines and processes are very much aligned with the drives of our headquarters in the Netherlands and the organizational culture still reflects a lot of our cooperative roots, but every organization is made up of people and Brazilians being a people with many challenges, ended up becoming very resilient. So this certainly also ends up being very incorporated and perceived in the local organizational culture.



*Where do you see the biggest challenges for companies in Brazil?*

Especially in the agribusiness sector, I believe that climate change and logistics are factors that become quite challenging for Brazilian rural producers, but I believe that the biggest one is to find a balance between the sustainability, risk and return on their business.

*Dutch companies take their social responsibility seriously. We have been doing charity campaigns together like the Milk Donation Campaign, but also your organization has been driving different initiatives. Why is this necessary and important?*

We treat this topic very seriously and we are always looking to move forward with this agenda. Campaigns with our partners are very important to us, as they reinforce our mission "growing a better world together". With the "Corrente do Bem" project, which began during the pandemic with the aim of contributing to the collection of food for the NGO Banco de Alimentos, around 30 tons of food were donated in 2023, impacting more than 25,000 people.

We are also sponsors of Dutcham's milk donation campaign, which reinforces our commitment to this agenda.



*Brazil is not only a country with challenges but also with lots of opportunities. In your sector, where do you see the greatest opportunities?*

Brazil is the world's largest exporter of agricultural commodities such as soybeans, corn, coffee, beef, poultry, sugar, pulp and paper. I believe that the sector still has the opportunity to expand production in a sustainable way and as a consequence we will have more socioeconomic development, more jobs, incomes, more food, fiber and more goods exportation.

#### *About Rabobank*

With a focus on sustainable banking and community engagement, Rabobank is a leading financier of the agribusiness and food production industry around the world. For over 125 years, Rabobank has sought solutions that benefit our customers, society and the world around us, providing a wide range of financial products to consumers and businesses.

# CLOSING WORD

To conclude this edition of Dutcham's magazine, we would like to thank all our members for their presence and important voice during the last General Meeting on Tuesday, April 12. Without the trust and support of all our companies, Dutcham would have no reason to exist.

In addition to the members of the Executive Committee, we also thank the members of the Advisory Council and colleagues from the Dutch diplomatic network in Brazil, the Embassy and the Consulates, for their valued advice and support in recent years.

Under the leadership of this dynamic and highly committed new Exco team, we are confident that we will achieve many new milestones over the next two years.

I look forward to a new chapter, full of inspiring and enriching moments together at Dutcham.



***Dutcham team at the Cocktail after the General Assembly (from left to right)***  
*Rene Veiga (Business Development Manager) - Peggy De Rop (Managing Director)*  
*- Camila Chaves (Event & Project Coordinator)*





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Avenida Brigadeiro Faria Lima, 1779  
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[www.dutcham.com.br](http://www.dutcham.com.br)  
[info@dutcham.com.br](mailto:info@dutcham.com.br)  
+55 (11) 94250-2424

