

STORY

JACK SOIFER

SHORT RESUMÉ

Jack was born in Rio de Janeiro. He reached Sweden in 1959, after a degree in operational electric engineering. He graduated in business administration & education in Stockholm. Later he updated studies in informatics, trading, media management and in economic analysis. He worked with professional training at Kockums & TBV, in Sweden.

He has worked for UNESCO, IDB, WB and Consulting Co.s in Cape Verde, Philippines, Tanzania, Angola, Portugal, China, USA, UK. In Brazil, has been CEO for SWEDUC BRASIL, and developed, a.o, projects for associations of producers of garments, fruit-juice and tourism in 9 states to boost profits through better professional skills & niche-marketing.

Jack has consulted 295 enterprises & analysed another 80 in 32 sectors. Was a Grad-professor in Education in Rio. He has been a speaker for Associations of commercial, industrial & tourism SMEs in most of that country.

He has published 34 papers and books in 4 languages. Latest is Grande Pequena Empresa, QualityMark, Rio, 2002, Great SME, where he shows how to keep profits in a competitive market. It sells also in Portugal. Empreender Turismo e Ecoturismo, Business in Ecotourism, shows how to earn money in this sector. Also QualityMark, 2005. EMPREENDER TURISMO DE NATUREZA, Lisbon 2008, with foreword by the President of WTTC, deals with future key-niches.

ENTREPRENEURING SUSTAINABLE TOURISM, Lisbon, 2008, with foreword

by the ex-world President of Rotary Int'l, Frank Devlyn, gives best practices

for saving energy, packaging, construction and other costs.

COMO SAIR DA CRISE, A, Lisbon, 2009, deals with ways and niches to beat current crisis in Portugal; forewords by the President of Fundação Gulbenkian,

Emilio Rui Vilar and by the Presidential Councillor, Miguel Anacoreta.

Jack has been a Managing director for, a.o., Radio & TV Amazon, Brazil, LISCAN, Portugal, SCANDASIA, UK. Member of Board of directors of Värnamo Fanér, Reftete Klammer, Scantrop, Sweduc, in Sweden. Has been at the BoD of IBRADEC, Inst. Brasileiro de Desenvolvimento Econômico e Social; IPDE, Inst. Pesquisa, Desenvolvimento e Educação; AVV, Associação Viva Vida; ABRASSE, Associação Brasileira Empresas de Serviços; at WB-Brazil's group for Environment & Sustainable development. He's at 'Community & SME development'; Zone 20 at Rotary Int'l. He has been a member of the Presidential Council, Conselho de Desenvolvimento Econômico e Social in Brazil. He's a member of the Auditing Board of Fundação Pedro Ruivo, in Faro, which operates the 'Algarve Opera'. More details, please see Who's Who in World.

He writes weekly about Innovation & Exports in OJE, a daily business-paper in Lisbon & Porto, fortnightly in GET REAL, in English, on Sustainable Development and monthly also in English in ALGARVE 123 and in Portuguese in BARLAVENTO, both on Regional Development; he is editor of Skål-Algarve, a newsletter of an Association for Professionals of Tourism. Please see more in google.com.

In 2007 he was one of 3 judges in the Skål-Int'l Ecotourism Awards. A representative of UNWTO and another of UNEP where the other two; judge again in 2008. In recent years he has been delivering talks at Professional Associations & Chambers of Commerce in Portugal & Sweden.

Among branches served by his consultancy are hotels & lodges, restaurants, fashion stores, transport, printing; on top of industries as construction, shipbuilding, rubber/plastic, wooden parts.