

The Granite State's man in Brazil

Lyndeborough's Craig Cassarino will help to improve trade relations, as consul for the Office of International Commerce

By Kathleen Baglio Humphreys
For The Cabinet

LYNDEBOROUGH — It's an axiom of international business relations that to do business with a foreign country, you have to understand the culture.

That will be easy for Craig Cassarino. For seven years the Lyndeborough resident lived and worked in Brazil, running a company that specializes in environmental and renewable energy projects.

Next month Cassarino will put his knowledge of that country to work when he makes his first official trip as the new business consul to Brazil for the Office of International Commerce.

"Brazil has the seventh largest economy in the world and has a lot of potential," he said, "and we can help companies who are interested in exporting to Brazil or importing to New Hampshire."

His first order of business is to begin a trade mission to Brazil so interested companies can meet. The consul also plans a Brazilian cultural event in New Hampshire to give local people a taste of Brazilian culture.

"New Hampshire has one of the largest trade exports in the country," said Cassarino. "Part of what I want to do is connect the culture. It is not just business."

Cassarino has a deep personal, as well as business, connection to Brazil. While living in São Paulo in the early 1990s, he met and married



Craig Cassarino walks with his wife, Catita, and their son, Caio.

his wife, a Brazilian woman named Catita. The language barrier was their first obstacle and for months they needed a dictionary and drew pictures to communicate.

"It was very romantic, no fighting," laughed Catita.

They have been married for 13 years and have a 6-year-old son, Caio.

"I'm lucky to be married to a Brazilian woman," said Cassarino.

When Catita first moved to the United States she worked as a translator, then as a teacher. The dictionary is no longer needed because they have both done very well learning Portuguese and English.

"I think it is cool he loves Brazil. This gives us a venue to go down to Brazil," said Catita.

Cassarino's entrepreneurial spirit has led him down many different paths. In the 1960s he was instrumental in developing the pioneering five-town Wilton Recycling Center, and

then moved on as a recycling consultant to states that were starting recycling programs. He has also taken recycling to the international level as a consultant in waste management, recycling, methane gas extraction and renewable energy in

South America.

Cassarino is also a partner in a company called Leonardo Technologies, Inc. out of Bedford, which is involved in leading edge projects such as thermal electric research.

Now his focus is on promoting business relations between New Hampshire companies and Brazilian companies.

"It is an honor for me to represent the state of New Hampshire in this new position as commercial consul," he said.

"That will give me a chance to work hard in bridging two cultures."

"Sustainable development and renewable energy are my passion but I love putting business to business together whatever they do."