



THE ST. ANDREW SOCIETY OF SÃO PAULO

Colin Graham Pritchard

Born 04.09.1940 Niteroi RJ, my father, Herbert Ronald Pritchard, was an Engineer with Babcock and Wilcox of Renfrew in Scotland. Babcox was a very large Engineering Company producing all types of Boilers. My mother Alexandrina Pritchard was a Macintyre and was adopted. She was an Actress in Rep. Company in the early 30's and it was in Glasgow where my Father and Mother met and got married. My Grandfather on my Mother's side was a Sgt. Piper in the Black Watch - unfortunately I never met him or my Grandmother.

My father came out to Brazil to install boilers for the shipping and sugar industries being built here in the late 1930's. As a family were caught out here in Brazil at the beginning of the 2nd. World War and stayed till after. The rest of the family in the UK serving with the war effort.

Post war I was sent to day school and then Boarding School - first in the Isle of White and then in Edinburgh - Attending Fettes College - Edinburgh. I was accepted to go to Christ's College Cambridge (My Father's former College) but did not take it up as my father had been retired early from Babcock and we did not have the funds.

My Grandfather on my Father's side was Welsh and Irish - He was a Sgt. in the Royal Marines and wounded in the battle of Jutland and then Invalided out of the forces. I lived with for many years with them both...so was influenced by the Irish and Welsh part of the family in a subtle way but Scotland was my love and the influence of my Mother was very strong.

I joined the Bank of London and S. America Ltd as a Trainee in 1959 and worked first in London then Portugal and then Brazil. During this period, I took all my banking Exams and took a degree in Economics. I worked 31 years for the Lloyds Bank Group (Bank of London's major Shareholder was always Lloyds Bank), many years as an Account Manager, then Manager of Branches and then the International Accounts Manager. I also spent nearly 4 years in Manaus for Lloyds in the late 1980's which was very interesting as Brazil was in Moratorium and the Free Zone of Manaus needed Import Finance which was a very difficult time for me as Manager of a Foreign bank in Manaus. We were always under a lot of pressure because of this situation.

Leaving Lloyds Bank Plc, I then went to work in Banco Fenicia S.A. - this was the inhouse bank of Grupo Fenicia - who then owned the Shops Arapuã. I was there from 1990 to 1993 as a Regional Director but I left in 1993. Since then I have been teaching English in Alphaville where I have a small house and continue to do this.

I joined the St. Andrew Society in 1976 and have been active off and on ever since when working in SP. I was for many years the Treasurer of the Society - 1979 to 1986. becoming President in 2001 and 2002. I continue to be active in the St. Andrew Society, Whisky Tasting for Diageo, Playing in the Pipe Band as D/M and teaching Scottish Country Dancing once a month at the Brazilian British Center.

In 1996 I was asked by "United Distillers Plc " to become one of their Brand Ambassadors in Brazil. This job entails doing Johnnie Walker Whisky tastings around Brazil - Paraguay and Uruguay.



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The company has now changed its name to " DIAGEO PLC " The World's Leading Premium Drinks Company, DIAGEO produces and markets world-famous Brands such as - Johnnie Walker - Smirnoff - Buchanan's - J and B - Old Parr - White Horse - Guinness - Captain Morgan Rum - Baileys - Tanqueray Gin - Jose Cuervo Tequila - Plus many wines and other Beers. I continue as one of DIAGEO's Brand Ambassadors.

Since 2001 I have been involved with Pipe Bands. First with SLPB - Scottish Link PB - and currently with the SASPD - St. Andrew Society of São Paulo Pipes and Drums "

Am married to Dagmar de Souza Lima Pritchard - for over 29 years - have 2 Children from a first marriage + 1 daughter from my second marriage - these have produced 3 Grand Daughters and 1 Grandson.

