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OF THE YEAR
2013**

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PERSONALITY OF THE YEAR 2013

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Welcome to the Gala Dinner 2013 issue of the Brazil Business Brief.

In this issue we have a new contributor, Michael Marsden, who was responsible for covering this year's event for the magazine.

The success of the 'Personality of the Year Awards' 2013 was due, as ever, to the immense support we received from our members and friends.

We would really like to hear your feedback about the event, so if you have a few spare moments please put your comments on our past events page: www.brazilianchamber.org.uk/events. On the same page you can also watch the videos of the speeches made by the award recipients and the guest of honour.

All the best,

Lena Beraldo and Alex Thomas

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GALA DINNER

PERSONALITY OF THE YEAR 2013



PERSONALITY OF THE YEAR AWARDS 2013

Hosted and organized by the Brazilian Chamber of Commerce, the 15th annual Gala Dinner and Personality of the Year awards took place at the London Hilton Park Lane on the evening of 14 May. The guests, numbering about 500, included several major figures from the Anglo-Brazilian business community along with ambassadors and politicians. The event has always been a celebration of the vibrant commercial relationship between Brazil and the UK, and this year the dreary weather outside did nothing to dampen the atmosphere.

The Personality of the Year awards this year went to two people who have made very significant impacts on the energy sector during their illustrious careers. The Brazilian recipient was Mr Rubens Ometto Silveira Mello, who has become one of Brazil's most successful businessmen as chairman of Cosan, the country's largest

sugar-ethanol group, and of Raizen, now the fifth biggest company in Brazil in terms of revenue. The British recipient was Sir Frank Chapman, the former chief executive of BG Group, which is the biggest foreign direct investor in Brazil.

As in previous years the evening got underway with a drinks reception, traditionally a prime opportunity for networking, and then toastmaster Brian Greenan informed the guests that it was time to move on to the hotel ballroom for dinner.

The president of the Chamber of Commerce, Jaime Gornsztejn, made a welcoming address in which he



BRAZILIAN CHAMBER'S CHAIRMAN,
MR JAIME GORNSZTEJN

Kenneth Clarke MP, Minister without Portfolio and Special Trade Envoy in the UK's coalition government. In a typically witty speech he lamented that after the British invented football the Brazilians had the audacity to become better at it than them, and declared that he only became a politician because he failed to make the grade as a jazz saxophone player. On a more serious note he made clear that the UK is now attaching increased importance to its relationship with Latin America and particularly with Brazil, which he described as a "global giant". He spoke of the many opportunities to "deepen trade and investment in both directions" and added that he himself was about to São Paulo as part

of a trade mission – his second visit to Brazil this year. introduced the award recipients and the guest of honour, and thanked the members of the Chamber who had generously sponsored tables – especially BG Group, BNDES, Cosan, Deloitte, the Embassy of Brazil, LATAM Airlines Group, Raizen, and Reynolds Ventures.

The focus then turned to the two Personalities of the Year, Rubens Ometto Silveira Mello and Sir Frank Chapman, who made acceptance speeches after receiving their awards from Mr Gornsztejn and Ambassador Jaguaribe.

Brazil's ambassador to the UK, H. E. Roberto Jaguaribe, gave a short speech in which he emphasized the recent strengthening of the Brazil-UK relationship, reflected by the sharp increase in reciprocal visits by government ministers during the last three years. He noted that the energy sector has been at the forefront of the bilateral commercial relationship in recent years and praised the outstanding contributions made by Mr Mello and Sir Frank.



H.E. AMBASSADOR ROBERTO JAGUARIBE,
SIR FRANK CHAPMAN, MR JAIME GORNSZTEJN

The first speaker after dinner was the guest of honour, the Rt Hon



H.E. AMBASSADOR ROBERTO JAGUARIBE, MR RUBENS
OMETTO SILVEIRA MELLO, MR JAIME GORNSZTEJN

Mr Mello, after joking that he had decided to speak mainly in Portuguese so as not to inflict his "countryside" English on the audience, noted that the occasion reflected the friendship between Brazil, which he described as the "country of the future" for which "the future has now arrived", and Britain, which he praised for its culture of "entrepreneurship" and its continued influence on global affairs a century and a half after giving the world the industrial revolution. He explained that Britain has particular significance for him as the home of Shell, the company with which Cosan formed Raizen, a joint venture for sugar and ethanol production, in 2011. He added that just over a year ago Cosan acquired a British company, Comma Oil and Chemicals, thus demonstrating its "confidence in the UK and the European economy".

Sir Frank, who spent twelve years at the helm of BG Group until his retirement last year, spoke of his pride at what the company has achieved in Brazil and its partnership with Petrobras, which he said was "going from strength to strength". He listed the hugely significant discoveries made in the pre-salt Santos Basin off southeast Brazil in recent years, which he said would produce oil for "many decades" and are set to be "transformational" for the Brazilian economy, and revealed that BG Group had just been

successful in ten of its twelve bids for exploration blocks in the Barreirinhas Basin off northeast Brazil.

All that remained after the acceptance speeches was for Mr Gornsztejn to express his thanks to the guests for attending and to the Chamber's two full-time employees, Alex Thomas and Lena Beraldo, for their hard work in organizing the event. By no means all the guests departed at this point: many moved on to the hotel bar for further socializing and networking. The



OUR GUEST OF HONOUR,
MR KENNETH CLARKE

enthusiasm generated by the Gala Dinner shows no sign of diminishing. As thoughts turn to next year, when the choice of recipients of the Personality of the Year awards is likely to highlight a different area of the bilateral commercial relationship, the event remains an important date in the diary of the Anglo-Brazilian business community.

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SIR FRANK CHAPMAN

FORMER CHIEF EXECUTIVE
BG GROUP PLC

Sir Frank Chapman has worked in the international oil and gas industry for over 37 years. In 2000 he became Chief Executive of BG Group and stepped down at the end of last year. Under Sir Frank's leadership the Group grew from the modest UK-based Exploration and Production interests of the old British Gas into the respected international integrated oil and gas business that is BG Group today.

During this time exploration success saw resources expand from 1.2 to more than 18 billion barrels of oil equivalent, alongside which the company created a highly successful flexible global LNG business. The value of the company, by market capitalisation, increased more than fourfold to some \$60 billion over the years 2000 and 2012.

Prior to joining British Gas in 1996, he spent 22 years with the Royal Dutch/Shell Group and BP where he held

a variety of senior management roles around the world.

He was awarded a knighthood in 2011 for his services to the oil and gas industries, and was appointed Non-Executive Director of Rolls-Royce in November 2011.

Sir Frank is a Chartered Engineer, a Fellow of the Royal Academy of Engineering, the Energy Institute, the Institution of Mechanical Engineers and the Royal Society of Arts.

He has a first class honours degree in Mechanical Engineering from Queen Mary College, London University and is married with four children.



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RUBENS OMETTO SILVEIRA MELLO

CHAIRMAN OF THE BOARD - COSAN S.A. AND COSAN LTD., COMGAS AND RAIZEN

Rubens Ometto Silveira Mello holds a degree in mechanical production engineering from the University of Sao Paulo (1972) and has more than 40 years of experience in managing large companies. During his distinguished career he has served as a corporate officer of Unibanco S.A., finance director of Indústrias Votorantim S.A., and in the 1970s, chairman of TAM Airlines.

In 2006 he received the Engineer of the Year award from the São Paulo Engineering Institute in recognition of his role in helping to make Brazil a key economic player in the global arena.

Mr Mello is currently the chairman of the board of Cosan S.A. and Cosan Ltd., Comgas and Raizen. Cosan has become the biggest producer of sugar and ethanol in Brazil, while Comgas is Brazil's largest natural gas dis-

tributor. Raizen, in whose formation Mr Mello played a leading role, is a joint venture between Cosan and Shell for the production of sugar and ethanol, power co-generation and fuels distribution. The company produces and sells over 2 billion litres of sugarcane ethanol per year, consolidating Brazil's status as the most efficient ethanol-producing country in the world.

Mr Mello lives in Sao Paulo and is married with two daughters and three grandchildren. His interests include golf and tennis.



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CLOCKWISE FROM THE FRONT: LADY CHAPMAN, SIR PETER HEAP, H.E. AMBASSADOR KHALED AL-DUWAISAN, KENNETH CLARKE QC MP, SIR FRANK CHAPMAN, H.E. AMBASSADOR ROBERTO JAGUARIBE, MR RUBENS OMETTO SILVEIRA MELLO, MR JAIME GORNSTZEJN, LADY HEAP, H.M. AMBASSADOR ALAN CHARLTON, MRS MONICA MELLAO MELLO, MS CINARA LIMA.



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ORGANIZERS' TABLE



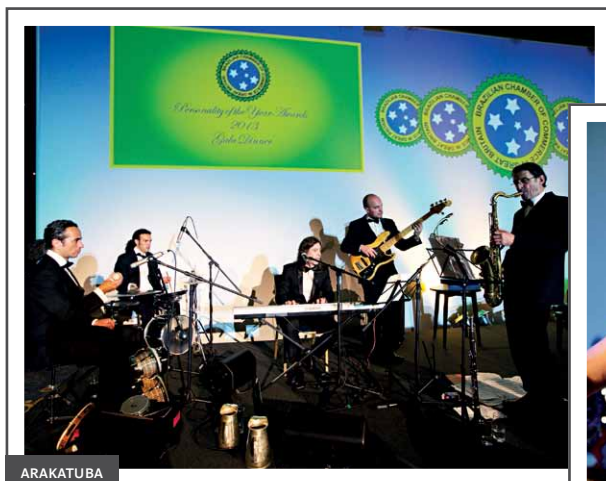
Casa Misrael, in Afonso Claudio, 1935 – first commercial establishment of the Tristão Group

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ARAKATUBA



TANIA LISBOA

CHORO, MPB AND VILLA-LOBOS

A key ingredient giving the evening its distinctive Brazilian flavour was, as always, the music.

During the drinks reception, *choro* – a Brazilian interpretation of the European polka which emerged in Rio de Janeiro in the last quarter of the 19th century – was provided by Choro Moreno (David Bitelli, clarinet; Alexandre de Oliveira, tambourine; Kaw Regis, concertina; and Guiliano Pereira, saxophone).

With a couple of changes in personnel the band then became Arakatuba (David Bitelli, clarinet and saxophone; Kaw Regis, keyboard; Gili Lopes, bass; Alexandre de Oliveira, drums and percussion; Oli Savill, percussion), who played a succession of MPB (*música popular brasileira*) classics during dinner.

Later the audience was treated to a piece of Brazilian classical music in the form of the Cantilena (Aria) from *Bachianas Brasileiras No. 5* by Heitor Villa-Lobos. It was immaculately played on cello by Tania Lisboa, one of Brazil's foremost classical musicians, accompanied on piano by Coady Green, a rising talent on the international concert circuit.



MILENE PEDRASSOLI AND PATRICIA MOLINO

FLYING DOWN TO RIO

In the prize draw, the lucky winner of a return ticket to Rio de Janeiro with TAM Airlines was Patricia Molino of Itau BBA, pictured here with Milene Pedrassoli from LATAM Airlines Group.











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MAGAZINE EDITORS AND GALA DINNER ORGANIZERS: LENA BERALDO & ALEX THOMAS
DESIGN: NENIALMEIDA.COM
TEXT AND PROOFREADING: MICHAEL MARSDEN
PICTURES: SMILE PHOTOGRAPHY

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