

A large graphic featuring a blue circle with the number '70' in white, and the word 'years' in a white script font below it. This is set against a yellow background with a green serrated border and a white dashed line.

70
years

**PERSONALITY
OF THE YEAR
2012**

BRAZILIAN CHAMBER OF COMMERCE IN GREAT BRITAIN
AUGUST 2012 / ISSN 1351-4520 VOLUME 14 NUMBER 42



Dedication and Knowledge: A Combination that Produces the Best Results for our Clients.

BTG Pactual's success in the Brazilian and international markets is a direct result of our commitment to our clients, the talent and dedication of our team. The increased confidence of our clients, and our focus on their performance over the past 28 years was acknowledged by numerous prestigious awards.

GLOBAL FINANCE

- Best Investment Bank - Brazil 2011 / 2010
- Best M&A Bank - LatAm 2012

LATINFINANCE

- Best Investment Bank - Brazil 2010
- Best Equity House - LatAm 2010

EUROMONEY

- Equity House of the Year - Brazil 2011 / 2010

THOMSON REUTERS & ANBIMA

- #1 in M&A - Brazil 2010

DEALOGIC

- #1 in Equity Capital Markets - Brazil 2010

BLOOMBERG & ANBIMA

- #1 in domestic Debt Capital Markets - Brazil 2010

EUROHEDGE AWARDS

- "Global Macro" award in the 2010 EuroHedge Awards with BTG Pactual Global Emerging Markets and Macro Fund (GEMM)

STANDARD AND POORS / VALOR ECONÔMICO*

- Voted Best Fixed Income Fund Manager 2011
- Voted Best Multi-Market Fund Manager 2010

EUROMONEY

- One of the leading Wealth Management houses in Brazil - 2010

PERSONALITY OF THE YEAR 2012

CONTENTS

- 07 EDITORS' LETTER
- 09 GALA DINNER
- 13 AWARDEE'S BIO SEBASTIAN COE, KBE
- 15 AWARDEE'S BIO CARLOS NUZMAN
- 17 SPECIAL THANKS
- 19 BRAZILIAN CHAMBER'S TABLE
- 20 PATRONS' TABLES
- 26 BENEFACTOS' TABLES
- 28 EVENT ORGANISER'S TABLE
- 31 PRIZES
- 32 IN IMAGES
- 39 ACKNOWLEDGEMENTS



Fireman on standby on FPSO Cidade de Sao Vicente
Santos Basin, Brazil

Turning partnerships into prosperity

In the energy business, strong working partnerships are the key to success. At every stage, from gas exploration to distribution, we work closely with our partners. We share with them our technical expertise, employ local people, invest in their communities and work together to find the right markets to maximise the value of our partners' natural resources. Their potential. Our expertise. It's a partnership you can rely on.

A world leader in natural gas
www.bg-group.com

BG GROUP



If you're a business leader, you'll know all about Brazil.
If you know about Brazil, you'll want to
choose the nation's leading bank.

Banco do Brasil.
From Brazil to the World.
From the World to Brazil.



MINING, BEYOND THE MINE



SÉRGIO BOTELHO
Anglo American, Minas Gerais

IT TAKES VISION TO DO THINGS DIFFERENTLY. AND IT TAKES COURAGE AND INNOVATION TO DEVELOP ONE OF THE WORLD'S LARGEST IRON ORE PROJECTS.

ANGLO AMERICAN IS WORKING TO PRODUCE IRON ORE OF THE HIGHEST QUALITY THROUGH THE MINAS-RIO PROJECT. BUT THAT'S JUST THE BEGINNING. WE'RE ALSO BUILDING THE ENTIRE INFRASTRUCTURE TO TRANSPORT THE IRON ORE TO THE PORT.

THIS IS A LONG-TERM PARTNERSHIP WITH BRAZIL THAT WE'RE REALLY PROUD OF. WITH IT, WE'RE ALREADY GENERATING OVER 10 THOUSAND JOBS BOTH IN AND OUT OF THE MINE. THAT'S HOW WE'RE BROADENING THE MEANING OF MINING.

Welcome to the Gala Dinner 'Personality of the Year' awards 2012 edition of the Brazil Business Brief. In this issue our collaborator Debora Chobanian gives a brief overview of the event, which was held on the 15th of May at the London Hilton on Park Lane, and some of the highlights for those of you who were unable to be with us on the night.

We'd like to give a special thank you to all of our members and friends who attended this year's event and helped make it such a memorable experience for us. It was our second time organising this sizeable awards ceremony, but the many challenges of putting the Gala Dinner together was far outweighed by the rewarding experience that it is to be involved in such a prestigious event.

The feedback we have received from you following this year's event has been very positive and we are always keen to hear more. If you would like to express your opinions, or have any views you would like to share with us, please feel free to visit our website (www.brazilianchamber.org.uk) and place your comments on the Gala Dinner page in 'Past Events'.

What makes our Chamber special, in our view, is the very active role our members take in supporting our work and regularly attending and sponsoring our functions. We would like to say a big thank you for your continued support as we celebrate our 70th anniversary this year.

All the best,

Alex Thomas and Lena Beraldo



In order to get here, we followed the most rigorous safety rules



and the most revolutionary theories.



Throughout its history of over half a century, Petrobras has become one of the largest energy companies in the world. As a leader in exploration and production of oil in deep and ultra-deepwater, Petrobras is already producing in the area that contains the largest oil accumulation ever found in Brazil: the offshore pre-salt layer. To confront this challenge, Petrobras is employing its usual strategy: research, technology, investments and safety. If the future is a challenge, Petrobras is ready for it.



CHALLENGE IS OUR ENERGY

www.petrobras.com



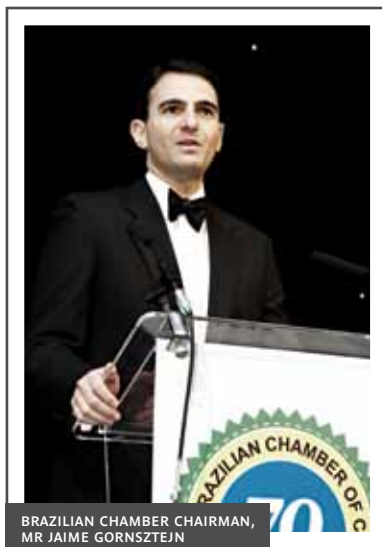
PERSONALITY OF THE YEAR AWARDS 2012

CELEBRATING THE HANDOVER OF THE OLYMPIC GAMES FROM LONDON TO RIO

The continued strengthening of ties between Brazil and the UK was celebrated on 15 May at the London Hilton on Park Lane with the 14th annual Gala Dinner and Personality of the Year awards, hosted and organised by the Brazilian Chamber of Commerce.

With London 2012 and the Olympic handover to Rio de Janeiro fast approaching, this year's Personality of the Year awards went to Lord Sebastian Coe, chairman of the London Organising Committee of the Olympic and Paralympic Games, and Carlos Nuzman, president of the Rio 2016 Organising Committee.

The large audience included politicians, entrepreneurs, investors and representatives of the UK and Brazilian business communities. The evening kicked off with a caipirinha reception, bringing a taste of Brazil and giving guests the opportunity to meet important figures from the business and political arenas, and there was also a surprise performance from football freestyler Dan Cutting.

BRAZILIAN CHAMBER CHAIRMAN,
MR JAIME GORNSTZEJN

Jaime Gornsztejn, Chairman of the Brazilian Chamber of Commerce, formally opened the gala dinner by welcoming all the guests, introducing the award recipients and guests of honour, and thanking patrons and benefactors for their invaluable contribution.

H. E. Roberto Jaguaribe, Brazil's ambassador in London, gave a speech in which he emphasised the increased visibility Brazil has gained in the political, cultural, social, education and business sectors, mentioning the importance of initiatives such as Science without Borders. He concluded his remarks by praising the impact made by Carlos Nuzman and Lord Coe through their dedication to their respective roles.

The Brazilian guest of honour, Rio de Janeiro State Governor Sergio Cabral, was unfortunately unable to

attend but was represented by Marcia Lins, State Secretary for Sport and Leisure. In her speech she also stressed the great opportunities for Rio de Janeiro and the UK, and added that Rio has been receiving great support from the Brazilian Chamber with regard not only to sport but also through the creation of new business opportunities.

The British guest of honour was Sport and Olympics Minister Hugh Robertson, who declared that 'there has never been a time where relations between Brazil and the UK have been as exciting. There is a huge amount that the two countries share together, and the process of handing over the torch from London to Rio will mean that these relationships will get even closer over the years ahead'.

Having received his Personality of the Year award from Mr Robertson, Lord Coe spoke about his early days in athletics in his home city of Sheffield, remarking that given how old the video footage of his exploits is, he is amazed it is in colour. He highlighted the importance of team effort in organising large-scale events and paid tribute to Sir John Armit, Chairman of the Olympic Delivery Authority, Hugh Robertson and Jeremy Beeton, Director-general of the UK's Government Olympic Executive. He concluded by declaring that 'no two visions that have ever



MR HUGH ROBERTSON WITH LORD COE



MR CARLOS NUZMAN WITH MS MÁRCIA LINS

been delivered by two Olympic cities have ever been more closely aligned'.

Carlos Nuzman received his award from Ms Lins and then gave an emotional and humorous speech in which he responded to Lord Coe by joking that because his own volleyball-playing days were so long ago, the only evidence of them is in black and white photos. Like Lord Coe he stressed the fundamental importance of collective endeavour when organising an event on the scale of the Olympics. He thanked President Lula, Governor Cabral and all members of the Rio 2016 Organising Committee for their support, saying that by bringing the games to South America for the first time they had achieved something that had previously seemed impossible.

During the evening Mr Nuzman also expressed his appreciation of the support provided by the Chamber of Commerce in the build-up to London 2012, saying 'I am very honoured to receive the award from the Brazil-

ian Chamber. We have strong links with Lord Coe and the Organising Committee. There has been a great exchange between the Brazilian and the British committees, and the support provided by the Brazilian Chamber and its members has been invaluable to us. I am sure events both in Rio and in London will be a great success'.

Among the distinguished guests, Jeremy Beeton emphasised how much the London organising team 'will be looking forward to welcoming our guests from Brazil'.

Professor Anthony Pereira from the King's Brazil Institute said the Olympics constitute a great opportunity for the UK and Brazil, and that 'the Brazilian Chamber can use this moment of celebration to change the image of Brazil as a place of samba, beaches and so on, to a Brazil that is interesting for science, technology, universities, and business'.

Former Labour minister Lord Mandelson said how much he looks forward to the Gala Dinner every year, describing it as 'a very Brazilian event and, therefore, a great party'. As for the Olympic handover he predicted that 'one success will lead to another, and we will see a great event in Rio'.

The Gala Dinner concluded with the presentation of prizes to three lucky members of the audience, followed by closing remarks from Mr Gornsztejn in which he thanked Alex Thomas and Lena Beraldo for organising the event.



Spotlight on Brazil

Brazil offers huge growth opportunities for UK companies. At Deloitte, we have the global experience and local knowledge to help your business grow in new markets – whatever your ambitions.

www.deloitte.co.uk/brazil

Deloitte.



SEBASTIAN COE, KBE

CHAIRMAN, LONDON ORGANISING COMMITTEE OF THE OLYMPIC GAMES AND PARALYMPIC GAMES LIMITED

Sebastian Coe is Chair of the London Organising Committee for the Olympic Games and Paralympic Games, having previously been Chairman of the London 2012 bid company.

Sebastian Coe was English Schools Champion in 1972 and made his Great Britain International debut in 1976.

He competed in the European Championships in 1978 in Prague where he won Bronze in the 800m. In 1982 in Athens he won Silver in the 800m and in 1986 in Stuttgart he won Gold in the 800m. In 1979 he was the European Indoor 800m Champion and he finished 1st in the European Cup in 1979 and 1981.

Seb competed in the Athletics World Cup in 1981 and 1989 and finished 1st and 2nd respectively. At the Olympic Games in Moscow in 1980 he won Gold in the 1500m and Silver in the 800m a feat which he repeated in Los Angeles in 1984.

In all Sebastian Coe set 12 world records during his athletic career. He retired from competitive athletics in 1990 and became a Conservative MP and Private Secretary to William Hague. In 2002 he was made a Peer – Lord Coe of Ranmore. He received a Knighthood in the 2006 New Year's Honours List. Seb is also a Vice-President of the International Association of Athletics and controlling shareholder of The Complete Leisure Group, a non-executive director of AMT-Sybex Group, and Chair of the Sport Honours Committee. He also acts as advisor to Nike, Chelsea Football Club and operates a string of Seb Coe Health Clubs. He received a KBE in the 2006 New Year's Honours List.

**BRAZIL HAS EXPANDED,
TAKING THE SPOTLIGHT IN THE
INTERNATIONAL SCENARIO.
AND THE BNDES HAS PLAYED AN
IMPORTANT ROLE IN SUCH GROWTH.**



Tucuruí hydroelectric plant - Photo on loan from Eletronorte

Over the last 60 years, the Brazilian Development Bank (BNDES) has participated in all the main industrial and infrastructure projects in the country. Gradually, it has broadened its scope of operations and is currently present in all sectors of the Brazilian economy. Today, the BNDES finances undertakings of all sizes, in a wide array of sectors, such as industry, agribusiness, the environment, infrastructure, exports, innovation, trade, services and culture. The Bank also offers support for the internationalization of Brazilian companies and the strengthening of trade partnerships between Brazil and several other countries. Over the last year, some 896,000 operations were carried out, with disbursements reaching over US\$ 76 billion. Visit www.bndes.gov.br/english to find out more.



CARLOS NUZMAN

PRESIDENT OF THE RIO 2016 ORGANISING COMMITTEE FOR THE OLYMPIC AND PARALYMPIC GAMES

Carlos Nuzman is a lawyer and was a member of the Brazilian Bar Association. He was a member of the Board of Directors of the Rio de Janeiro City Strategic Plan from 1994 to 2001 and of the National Sports Council of Brazil from 2002 to 2008.

Nuzman is a former Olympian volleyball player and was part of the first Brazilian male volleyball team at the 1964 Summer Olympic Games in Tokyo, when the sport made its Olympic debut. He also participated in the World Championships in the USSR in 1962 and in Czechoslovakia in 1966.

He was President of the Brazilian Volleyball Federation for 20 years (1975–1996). Since 1995, Carlos has been the President of the Brazilian Olympic Committee; and is a member of the International Olympic Committee since 2000. He is also the second Vice-President of the Pan-American Sports Organisation since 2008 and the President of the South American Sports Organisation since 2003. Nuzman was President of the FIVB Beach Volleyball World Council (1988–1996), when he led the successful campaign

for the inclusion of beach volleyball in the Atlanta 1996 Olympic Games.

He was awarded the Olympic Order in 1993; was inducted into the Volleyball Hall of Fame in the United States of America in 2007; received the Eagle Award from the United States Sports Academy in 2009; and in 2010, he was awarded the Gold Shield of the State of Antioquia in Colombia and the Military Sports Merit Medal in Brazil.

Carlos Nuzman was the President of the Rio 2007 Pan Am Games Organising Committee. Today he is the President of the Rio 2016 Organising Committee for the Olympic and Paralympic Games after leading the successful Rio de Janeiro bid.



Providing excellent service is our way of inviting you to always fly with us.



As soon as you board one of our non-stop flights to Rio de Janeiro and Sao Paulo you'll discover our international menu, exclusive in-flight TAM magazine, individual monitors with a host of different films, TV shows, music channels, as well as multiplayer game console filled with fun, child-friendly entertainment. After all, life is about the journey not just the destination.

Visit www.tamairlines.com or www.passiontoflyandserve.com, call 020 8741 2005 or contact your travel agent.

TAM
AIRLINES

A STAR ALLIANCE MEMBER 

THE BRAZILIAN CHAMBER OF COMMERCE WOULD LIKE TO THANK OUR PATRONS AND BENEFACTORS FOR SUPPORTING THIS YEAR'S GALA DINNER 'PERSONALITY OF THE YEAR' AWARDS

PATRONS

ANGLO AMERICAN

BANCO DO BRASIL & BB SECURITIES

BG GROUP

BNDES

BRAM

BTG PACTUAL

DELOITTE

EMBASSY OF BRAZIL

PETROBRAS

REYNOLDS VENTURES

BENEFACTOS

ITAÚ BBA INTERNATIONAL

TAM AIRLINES

TRISTÃO GROUP

BRAM. EXTRACTING CLEAR RETURNS FROM FUNDAMENTAL VALUE IN BRAZIL.

BRAM - Bradesco Asset Management believes in Brazil and has an experienced team of professionals that combine discipline, knowledge and innovation to get the best from opportunities in local capital markets. We have more than US\$ 139 billion under management, with a product lineup that covers fixed-income, equities and real estate funds. We are committed to understanding your expectations and we adhere to the UN global Principles for Responsible Investment (PRI). **BRAM. Presence in managing assets for investors in Brazil and all over the world.**



Download a QR code reader to your cell phone and put the phone near the code at the side.

bradescoasset.com.br
bram@bram.bradesco.com.br



This Institution has adhered to ANBIMA's Regulation and Best Practices Code for Investment Funds.



CLOCKWISE FROM THE FRONT: MRS. FRANÇOISE ZWEIFEL, MS BEVERLEY MCGREGOR, H.E. AMBASSADOR ALAN CHARLTON, MR. HUGH ROBERTSON, LORD COE, H.E. AMBASSADOR ROBERTO JAGUARIBE, MR CARLOS NUZMAN, MR JAIME GORNSZTEJN, MS MARCIA LINS, SIR JOHN ARMITT, MRS MARCIA NUZMAN, MS CINARA LIMA



ANGLO AMERICAN



BG GROUP



BANCO DO BRASIL & BB SECURITIES



BNDES



BTG PACTUAL



DELOITTE LLP



BRAM



EMBASSY OF BRAZIL



PETROBRAS



REYNOLDS VENTURES



BrasilGlobalNet

www.brasilglobalnet.gov.br

Your gateway to doing business with Brazil!



Ministry of External Relations
Department of Trade and Investment Promotion

BRAZILIAN GOVERNMENT
BRASIL



ITAÚ BBA INTERNATIONAL



TRISTÃO GROUP



TAM AIRLINES



Tristão Services
 Ground Floor, St. Mary's Court, 20 Hill Street, Douglas - IM1 1EU - Isle of Man, Tel: +44 (1624) 699860
 admin@tristoniom.co.uk

Tristão Trading, Inc.
 New York, USA

Tristão Trading Panama S.A.
 Isle of Man, UK

International Hedge Fund
 Isle of Man, UK



ORGANISER'S TABLE

Latin America's leading bank
of choice for corporate
and investment banking.



Ahead. **By choice.**



REYNOLDS VENTURES

The art of making the right investment

Think where
to invest
and we do the rest.

Reynolds Ventures is a strategic advisory company which supports institutional and private investors looking for investment opportunities in Latin America in areas such as renewable energy, oil and gas, agribusiness, and real estate.

www.reynolds-venture.com

Embassy of Brazil Commercial Section

Promoting Brazilian exports,
investments and tourism

- Support to British companies looking for investment and trade with Brazil.
- Assistance to Brazilian companies wishing to enter the British market.
- Commercial intelligence: seminars, workshops and trade missions.

www.brazil.org.uk



Ministry of External Relations
Department of Trade and Investment Promotion



MILENE PEDRASSOLI PRESENTS IMTIAZ AHMAD
WITH TWO BUSINESS-CLASS FLIGHTS TO RIO

DESTINATION RIO

The lucky winner of two business-class flights to Rio de Janeiro that were kindly donated by TAM Airlines, Imtiaz Ahmad from Morgan Stanley is pictured here with TAM commercial coordinator Milene Pedrassoli. 'Relations between Brazil and the UK have never been so strong,' said Ms Pedrassoli. 'It is a great pleasure for TAM to collaborate with the Brazilian Chamber to strengthen these relations even more.'

FABIANA MURER SIGNED VEST

Mark Hendricks, a guest of Bradesco Securities, was the lucky winner of a signed vest from Brazilian pole vaulter and World Championships gold medallist Fabiana Murer, presented by Sergio Gullo of BM&F Bovespa.

FREE CONSULTATION AND TREATMENTS

Dr Ariel Haus, a distinguished Brazilian dermatologist with a private practice in Harley Street, kindly donated a free consultation with six sessions of VelaShape treatment to the lucky winner, premium member Fabio Barbosa from BG Group.







is delighted to have supported, once again,



Brazilian Chamber
of Commerce in Great Britain

by producing its

2012 Personality of the Year Awards Gala Dinner

and so helping to celebrate the Chamber's 70 years of outstanding success.



Working in every type of venue, from our recent sell-out at the iconic Royal Albert Hall to bespoke conference venues, and with top-name key-note speakers, inspirational presenters and A-list celebrities, our work includes:

Company and Sales Conferences, Corporate Away-Days, TV and Radio Commercials, Internal and External Communication Media, Training Media, Awards Ceremonies, Gala Events and Concerts, DVDs and Videos, Marketing Campaigns, Media Consultancy and Training, Broadcast Programming.

We pride ourselves on quickly and comprehensively understanding your business and objectives and producing an inventive project or projects that meet your criteria, really stand out, have maximum impact, exceed your expectations and deliver exceptional value for money. We are a fully integrated company - a genuine "one stop shop" ... from concept to copywriting ... from sourcing venues to design, guest liaison and feedback evaluation. Our clients range from blue-chip major international corporations to firms working in specialist niche markets, many of whom require multi-national variations and adaptations.



Full details of what we do, where and for whom are on our website: www.rodnatkiel.co.uk

To find out how we might be able to help your organisation, please call us on

0121 355 2197 or 0121 355 2209

or e-mail info@rodnatkiel.co.uk or visit www.rodnatkiel.co.uk

THE BRAZILIAN CHAMBER OF COMMERCE WOULD LIKE TO THANK THE FOLLOWING COMPANIES FOR THEIR GENEROUS DONATIONS:



TAM AIRLINES

TERMINAL 1 - LONDON HEATHROW AIRPORT
RESERVATIONS : 0208 741 2005
WWW.TAMAIRLINES.COM



TRISTÃO GROUP

GROUND FLOOR, ST MARY'S COURT - 20 HILL STREET, DOUGLAS ISLE OF MAN, IM1 1EU
TELEPHONE 44 (0) 162 469 9866



BM&F BOVESPA

SECURITIES, COMMODITIES AND FUTURES EXCHANGE
TELEPHONE 44 (0) 20 3379 3980
WWW.BVMF.COM.BR



VITA COCO

100% NATURAL COCONUT WATER
TELEPHONE 44 (0) 20 7183 7312
WWW.VITACOCO.CO.UK



BRAZILIAN CHICKEN

AVENIDA BRIGADEIRO FARIA LIMA, 1912 20ºANDAR CONJUNTO 20L JARDIM PAULISTANO CEP 01452-001 - SÃO PAULO - SP
WWW.BRAZILIANCHICKEN.COM.BR
TELEPHONE/FAX: (55) 11 3031-4115



BAA AIRPORTS LIMITED

THE COMPASS CENTRE, NELSON ROAD
LONDON HEATHROW AIRPORT - HOUNSLOW, MIDDLESEX, TW6 2GW - UNITED KINGDOM
WWW.BAA.COM



NABAS LEGAL INTERNATIONAL LAWYERS

UNIT 23, CITY BUSINESS CENTRE, ST. OLAV'S COURT, LOWER ROAD, LONDON, SE16 2XB
TELEPHONE: +44 (0)207 252 0072 - FAX: +44 (0)207 681 3855
WWW.NABASLEGAL.COM



DR. ARIEL HAUS

10 HARLEY STREET, LONDON W1G9PF
TELEPHONE: +44 2074671525 / 02073236559 / 07796235603
WWW.DRHAUSDERMATOLOGY.COM
FACEBOOK.COM/DRHAUSDERMATOLOGY

Ministry of
External Relations



TEXT: DEBORA CHOBANIAN
EDITORS: LENA BERALDO AND ALEX THOMAS
DESIGN: NENI ALMEIDA
PHOTOS: SMILE PHOTOGRAPHY
PROOF READING: MICHAEL MARSDEN

