



**PERSONALITY  
OF THE YEAR  
2014**



# PERSONALITY OF THE YEAR 2014

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**W**elcome to the Gala Dinner 2014 issue of  
the Brazil Business Brief.

We're delighted to be able to say once again that the Gala Dinner and Personality of the Year Awards were a success. We've staged the event for sixteen consecutive years and it shows no sign of losing its popularity. We're very conscious, as ever, that such success would be impossible without the support the Chamber of Commerce has always received from its members and friends.

If you'd like to give us feedback about the Gala Dinner you can do so at [www.brazilianchamber.org.uk/events](http://www.brazilianchamber.org.uk/events). On the same page you can also watch the videos of the speeches made by the awardees and the guest of honour.

Best wishes,

*Lena Beraldo and Alex Thomas*

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## PERSONALITY OF THE YEAR AWARDS 2014

**O**n the evening of 13 May the London Hilton Park Lane was the setting for the 16th annual Gala Dinner and Personality of the Year awards, hosted and organised by the Brazilian Chamber of Commerce. The event has always been a celebration of the vibrant commercial relationship between Brazil and the UK, not to mention a highly useful networking opportunity. About 400 people attended, including major figures from the Anglo-Brazilian business community along with ambassadors and politicians.

The Personality of the Year awards recognise the work of individuals who play particularly important roles in the bilateral commercial relationship, and this year's recipients had certainly made huge impacts in their respective fields of financial services and infrastructure.

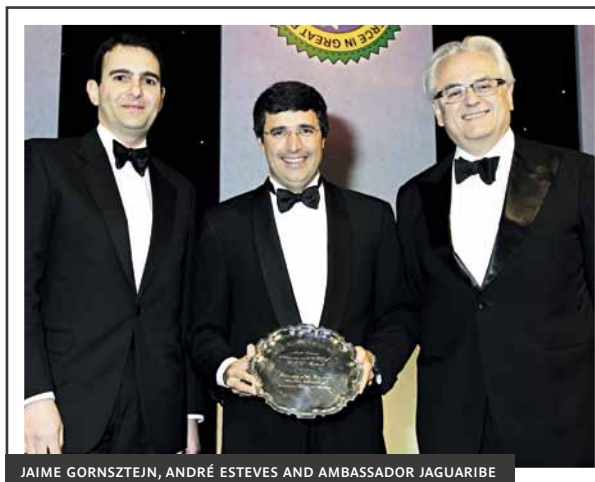
The Brazilian recipient was Andre Esteves, who has become one of the foremost entrepreneurs in Latin America

as chairman and CEO of BTG Pactual, a Brazil-based multinational investment bank whose London office is already becoming a hub for asset management and commodities trading on this side of the Atlantic.

The British recipient was Lord Anthony Bamford, who as executive chairman of JCB heads one of the world's largest and most successful construction equipment manufacturers. In Brazil the company has recently opened a new factory in the state of São Paulo.

As in previous years the evening got underway with a drinks reception, a lively gathering which was





JAIME GORNSZTEJN, ANDRÉ ESTEVES AND AMBASSADOR JAGUARIBE

eventually brought to a close when toastmaster Brian Greenan announced 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 introduced the award recipients and the Guest of Honour, and thanked the members of the Chamber who had generously supported the event by sponsoring tables – in particular Banco do Brasil, BB Securities, BNDES, BTG Pactual, Cutrale Group, and Deloitte.

The Ambassador of Brazil to the United Kingdom, H. E. Roberto Jaguaribe, gave a speech in which he referred to Brazil's increased "visibility" on the world stage, not least because of the 2014 FIFA World Cup and its enormous global TV audience. He also spoke about the presidential election taking place in October, noting that 2014 is sure to be a busy year politically

but also that – given the country's institutional solidity and the commitment to macroeconomic stability on the part of successive governments – the days when Brazilian elections provoked market turbulence are long gone.

The focus then turned to the two Personalities of the Year.

Another commitment had sadly prevented Lord Bamford from attending in person, so his son Joseph received the award on his behalf. Lord Bamford had recorded a video message for the assembled guests, however, in

which he spoke of his great pride when the Prime Minister, David Cameron, opened the JCB factory in Sorocaba, in the state of Sao Paulo, during a visit to Brazil in 2012. He added that Brazil is "a great country that offers so many opportunities".

Andre Esteves made an entertaining speech in which he dedicated his award to his colleagues at BTG Pactual and provoked much laughter by thanking his wife not only



LORD BAMFORD'S ADDRESS

for tolerating his frequent work-related absences also for putting up with his presence. He went on to speak about Brazil's "solid democracy" and the strength of its institutions, mentioning the independence of the judiciary and the media.

The speaker after dinner was the Guest of Honour, Alexandre Tombini, Governor of the Central Bank of Brazil. In a detailed and informative address he said the history of the Brazil-UK bilateral relationship has been characterised by "mutual development and joint achievements", emphasising that the UK remains an important market for Brazilian exporters. He also gave a brief overview of the global economic situation, noting that Latin American economies continue to have good growth prospects despite having been affected by the recent slowdown in China. As for the Brazilian economy, he emphasised its robustness in the face of external shocks and its excellent record of job creation in recent years, producing the current situation of almost full employment.



ALEXANDRE TOMBINI

Mr Gornsztejn then drew the main part of the evening to a close, expressing his thanks to the guests, the speakers, and the Chamber's two full-time employees, Alex Thomas and Lena Beraldo, for their sterling efforts in organising the event. Although some guests departed at this point, many others moved on to the hotel bar for further socialising and networking.

The main impression from this year's Gala Dinner was that it continues to be an important and enjoyable fixture in the diary of the Anglo-Brazilian business community. As for the message from this year's awardees and Guest of Honour, it was loud and clear: there is every reason to expect that the Brazil-UK commercial relationship will be stronger still by the time next year's Gala Dinner comes round.



ANDRE ESTEVES' ADDRESS



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## LORD BAMFORD

JCB CHAIRMAN

**A**nthony Bamford became Chairman and Managing Director of JCB in 1975, succeeding his father, the late Joseph Cyril Bamford CBE. His career had begun in the 1960s with an engineering apprenticeship with Massey Ferguson in France, followed by work on the shopfloor at JCB's headquarters in Staffordshire. In 1969 he established JCB SA, the company's French subsidiary in Paris, which has become the model for JCB's worldwide development. Under Lord Bamford's leadership JCB has grown to become one of the world's largest and most successful construction equipment manufacturers, with 11 factories in the UK, three in India, two in the Americas, one in China and one in Germany. It employs over 11,000 people and makes more than 300 different products which are sold to over 150 countries.

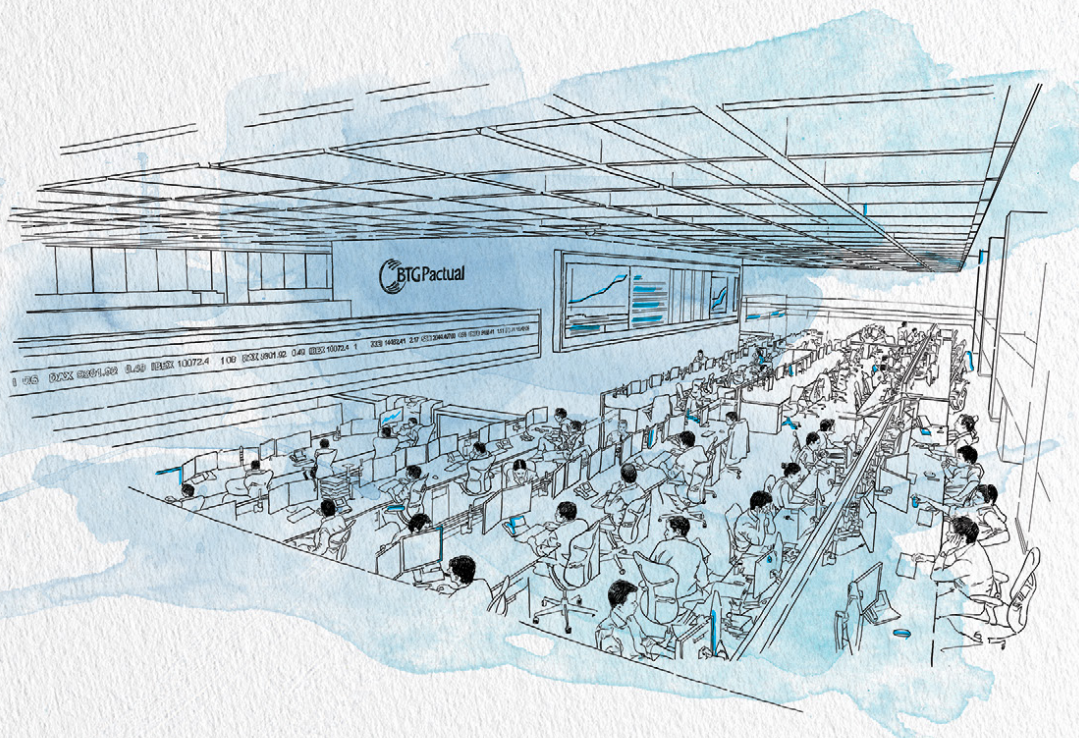
Lord Bamford became a Conservative working peer in 2013. Although an active member of the House of Lords, his continuing professional concern is as executive chairman of JCB.

He has a passion for classic and modern cars which led to a JCB Dieselmax vehicle, powered by two Dieselmax engines, setting the current diesel land-speed record in 2006.

He is married to Carole Gray Whitt; they have two sons and a daughter.



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- Leader in Mergers and Acquisitions in Latin America – 2013 (Dealogic)
- Best Equity House in Latin America, Brazil and Chile – 2013 (Euromoney)
- Best M&A House in Brazil – 2013 (Euromoney)
- Best Equity House of the Year in Latin America – 2013 (Latin Finance)
- Most Innovative Investment Bank in Latin America – 2013 (The Banker)
- Best Private Bank in Brazil - 2013 (The Banker)



## ANDRÉ ESTEVES

CHAIRMAN AND CEO  
OF BTG PACTUAL

**B**orn in Rio de Janeiro in 1969, André Santos Esteves is Chairman of the Board, Statutory Director-President and Chief Executive Officer of BTG Pactual, a Brazil-based multinational investment banking firm.

After gaining a degree in mathematics from Rio de Janeiro Federal University, he joined Banco Pactual as an intern in 1989. He became a partner in 1993 and head of the fixed-income trading department in 1995.

Following the sale of Banco Pactual to UBS in 2006, Mr Esteves served as chairman and president of UBS Pactual in Latin America and was appointed global head of the fixed-income trading department before leaving to found BTG in 2008.

In 2009 he repurchased Pactual, thereby creating BTG Pactual. In 2012 he expanded his business platform into other parts of South America with the acquisition of the Chilean brokerage Celfin.

As one of the foremost entrepreneurs in Brazil's financial sector, Mr Esteves' stated goal is to establish BTG Pactual as the biggest investment bank in Latin America.

In his time off his main interests are cinema, reading, wine, and following Fluminense Football Club.

He is married to Lilian Esteves and they have three children.



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CLOCKWISE FROM THE FRONT: H.M. AMBASSADOR ALEX ELLIS, LADY BONE, MRS LILIAN ESTEVES, MR JAIME GORNSZTEJN, MR JOSEPH BAMFORD, H.E. AMBASSADOR KHALED AL-DUWAISON, H.E. AMBASSADOR ROBERTO JAGUARIBE, MR ALEXANDRE TOMBINI, MR ANDRÉ ESTEVES, MS CINARA LIMA, SIR ROGER BONE, MR RUMI VERJEE.





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A OCA



CLUBE DO CHORO UK



LAURIE BLUNDELL TRIO

## MUSICAL FLAVOURS OF BRAZIL

Once again, talented musicians were on hand to help create the Gala Dinner's distinctively Brazilian atmosphere.

During the drinks reception, musicians from Clube do Choro UK played choro, a gentle, lyrical musical genre which originated in 19th-century Rio de Janeiro.

During dinner the audience had a chance to appreciate the diverse talents brought together under the banner of A Oca, a musical project directed by Brazilian composer and multi-instrumentalist Gaio de Lima, exploring the rhythms and melodies of the Amazonian and northern Brazilian folk traditions. Playing on stage were Gaio de

Lima himself (tambourine), Rachel Hayter and Rosana Ter-Berg (*pifanos* – bamboo flutes) and Cassio Mateus (*zabumba* – Brazilian bass drum).

Also taking the stage in the hotel ballroom were the Laurie Blundell Piano Trio, consisting of Laurie Blundell, Gili Lopes and Alex Gould, who provided a taste of their diverse repertoire which ranges from Tom Jobim to Kurt Rosenwinkel and Ligeti.



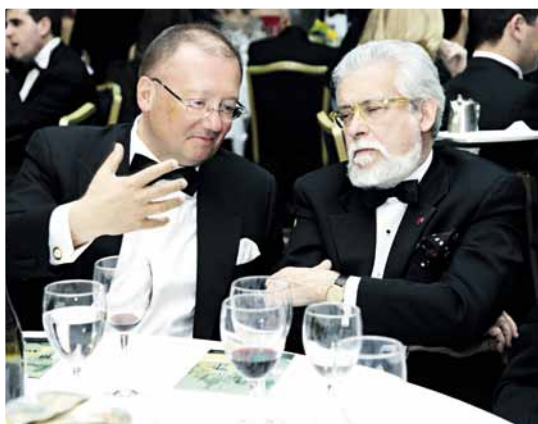
A OCA



















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

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