



**PERSONALITY
OF THE YEAR
2016**

BRAZILIAN CHAMBER OF COMMERCE IN GREAT BRITAIN
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PERSONALITY OF THE YEAR 2016

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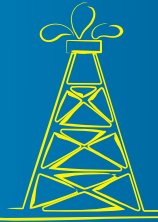
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Welcome to the Gala Dinner 2016 issue of the Brazil Business Brief.

The Gala Dinner and Personality of the Year awards have now taken place for eighteen consecutive years, and the event continues to be an eagerly anticipated celebration of Brazil-UK business links. This year about 300 people attended the event, which again took place in the ballroom of the London Hilton Park Lane. The award winners and other speakers provided clear evidence of the continued dynamism of the Brazil-UK commercial relationship, and indeed voiced their great optimism in the face of Brazil's current economic and political turbulence.

What makes the event possible, of course, is the fantastic support the Chamber of Commerce continues to receive from its members and friends, for which we are hugely grateful.

If you'd like to give us feedback about the event, please feel free to do so at brazilianchamber.org.uk/events.

Best wishes,

Lena Beraldo and Alex Wood



MR. ALEXANDRE GRENDENE BARTELLE WITH H.E. AMBASSADOR EDUARDO DOS SANTOS AND JAIME GORNSTZEJN

PERSONALITY OF THE YEAR AWARDS 2016

Hosted and organised by the Brazilian Chamber of Commerce, the annual Gala Dinner and Personality of the Year awards have become a fixture in the social calendar of the Brazil-UK business community. For eighteen consecutive years the event has shone a deserved spotlight on the work of two individuals – one Brazilian, one British – who have played particularly important roles in the two countries' commercial relationship. And also, needless to say, the evening has always been a good networking opportunity.

This year the event took place on the evening of 10 May at the London Hilton Park Lane, and once again the audience, numbering about 300, included important figures from business, government and diplomacy.

The two award recipients came from the fields of education and footwear – a timely reminder that the Brazil-UK commercial relationship extends well beyond financial services and extractive industries. The Brazilian recipient was Alexandre Grendene Bartelle, founder and chairman of Brazilian footwear producer Grendene, which has grown from a small factory in southern Brazil to become a huge operation producing approximately 250 million pairs per year. Its distinctive plastic sandals and shoes are now sold in more than 100 countries, and it is responsible for almost 80% of Brazil's total footwear exports to the UK. The British recipient was John Fallon, CEO of Pearson, the British multinational education and publishing company which has developed a major presence in Brazil through schools offering English-language and vocational courses.

The evening followed the time-honoured format, with the dinner and award ceremony in the hotel ballroom preceded by a highly sociable drinks

reception. Once the guests had taken their places in the ballroom, the chairman of the Chamber of Commerce, Jaime Gornsztejn, made a welcoming address in which he introduced the award recipients and the guest of honour. He also thanked the members of the Chamber who had generously acted as patrons for the evening – in particular Banco do Brasil, Deloitte LLP, the Embassy of Brazil, Grendene S.A., and Tristão Group.

Next to speak was the Ambassador of Brazil to the United Kingdom, H. E. Eduardo dos Santos, who took up his post last year and expressed great pleasure at attending the event for the first time. He noted that although bilateral trade between Brazil and the UK has declined in the last three years, having previously been growing at a healthy rate, the situation should be seen in the context of the overall slowdown in world trade, which has inevitably affected business between Brazil and its major partners. As for the economic downturn in Brazil and the recent political turbulence, the



H.E. AMBASSADOR EDUARDO DOS SANTOS



JAIME GORNSTZEJN

ambassador sounded a strong note of optimism regarding the country's resilience: its current difficulties, he said, will ultimately prove to have been merely "a passing wave". He emphasised the enormous advances of the last 30 years, a period in which Brazil has secured the foundations of democracy, overcome "macroeconomic disorder", and implemented "efficient social policies" which have contributed, for example, to the drastic reduction of extreme poverty and a big increase in the number of young Brazilians attending university. Returning to the theme of the close ties between Brazil and the UK, the ambassador joked that the relationship is best represented by the tennis partnership between Jamie Murray (brother of Andy) and Bruno Soares, who won the men's doubles at the Australian Open in January and are currently riding high at number two in the ATP world rankings.



NICK ARCHER

cal "headwinds" would prove to be shortlived, he declared the UK continues to see Brazil as "an important partner for trade and investment, with fabulous medium to long-term opportunities". He provided some impressive details regarding the flows of trade and investment between the two countries, revealing for example that UK exports to Brazil in the last five years have totalled more than 3 billion pounds, while in 2015 alone UKTI was involved in delivering about 20 inward investment projects from Brazil to the UK. Those projects were worth about a billion pounds to the British economy, created about 350 new jobs, and safeguarded many more.

The next speaker was the Brazilian Personality of the Year, Alexandre Grendene Bartelle, who had travelled to London with family members and friends to receive his award. He revealed the footwear manufacturer of which he is founder and chairman, Grendene, has had an important business relationship with the UK, and London in particular, since the 1980s. Indeed, he added, any fashion brand that wants to be a global player needs to have a presence in London, because ideas and styles that emerge on the streets here often end up on the catwalks of the world. It was no coincidence, therefore, that Grendene chose London's Covent Garden as the site for what he described as its "most audacious retail project": a flagship



ALEXANDRE GRENDENE BARTELLE

After dinner, the keynote speech was made by guest of honour Nick Archer, managing director of policy and network development at UK Trade and Investment (UKTI), who was standing in for Lord Price, Minister of State for Trade and Investment, who unfortunately had been called away on urgent business. After conveying Lord Price's apologies, Mr Archer spoke about business relationship between Brazil and the UK, the "robust" nature of which was reflected in 2015 by the continuation of ministerial dialogues on foreign affairs and trade, the first economic and financial dialogue, and also the opening of a new British consulate in Brazil, in Belo Horizonte. Agreeing with Ambassador dos Santos that Brazil's current economic and politi-



JOHN FALLON

store for its famous Melissa brand of plastic footwear. Covent Garden, he said, is a cosmopolitan setting that exemplifies the "multicultural power" of the British capital, and the arrival here of the Galeria Melissa store – the largest outside Brazil – strengthens a bond between Grendene and London that is not only commercial but also "emotional".

The final speech of the evening was made by the British Personality of the Year, John Fallon, CEO of Pearson, who raised a laugh by boldly greeting the audience in Portuguese and then suggesting he was receiving an award for reasons other than his limited language skills. Continuing in that humble vein, Mr Fallon said he wanted to dedicate his award to 1,500 other "personali-

ties": the staff of Pearson in Brazil, where the company's operations in the area of schools and English-language training have expanded enormously in the last few years. Pearson now works with 1.3 million learners in Brazil, through 1,622 language schools, 522 professional schools and 1,095 partner schools – the result of the company having invested more resources there than in another other country outside the UK and North America. Mr Fallon concluded his speech by saying he wished to share his award with "all of us who believe in the future of Brazil as a strong, prosperous and confident country". It was a sentiment that surely resonated with everyone present, and a fitting note on which to bring the eighteenth Personality of the Year awards ceremony to a close.



MR. JOHN FALLON WITH H.E. AMBASSADOR EDUARDO DOS SANTOS AND JAIME GORNSTZEJN

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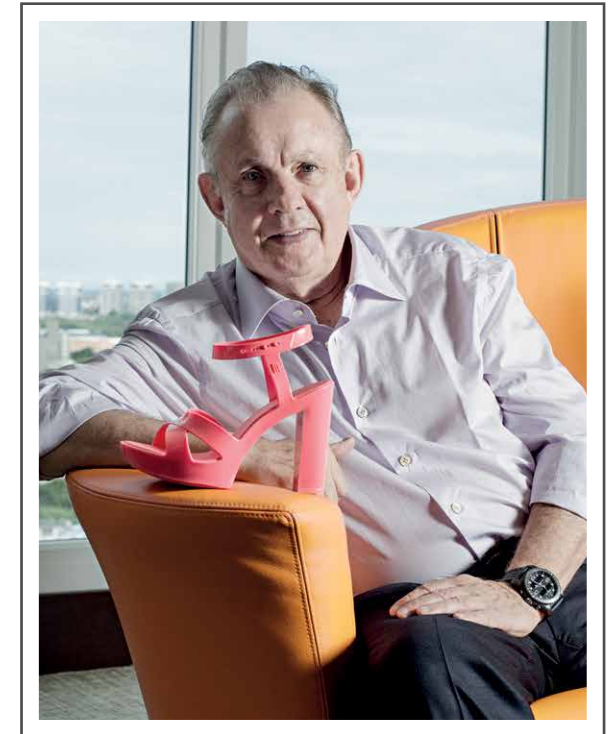
Ipanema

melissa.

ALEXANDRE GRENDENE BARTELLE

FOUNDER AND CHAIRMAN OF
THE BOARD OF DIRECTORS OF
GRENDENE S.A.

Alexandre Grendene Bartelle was born in Brazil's southernmost state, Rio Grande do Sul. He went into business before the age of 20, producing plastic packaging for wine bottles. When he moved into plastic footwear in 1978, it was the start of a journey that would lead to Grendene S.A. becoming Brazil's biggest footwear exporter. The company now has nine different brands of footwear and its factories in Brazil produce more than 200 million pairs per year.



Grendene S.A.'s iconic plastic sandals have included the Melissa Aranha, which became a 1980s fashion piece, and the Ipanema, famously endorsed by Gisele Bündchen.

The Melissa range has had partnerships with international fashion designers such as Vivienne Westwood and Karl Lagerfeld. Galeria Melissa concept stores opened in São Paulo in 2004, New York in 2012, and London (Covent Garden) in 2015.

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JOHN FALLON

CEO OF PEARSON

John Fallon has been chief executive at Pearson since 1 January 2013. Previously, from 2008, he was responsible for the company's education businesses outside North America, and a member of its management committee. In 2003 he had been appointed CEO of Pearson's educational publishing businesses for Europe, Middle East & Africa, gradually taking on a broader international education brief.

Prior to joining Pearson, John was director of corporate affairs at Powergen plc, where he was also a member of the company's executive committee. Earlier in his career he held senior public policy and communications roles in UK local government.

John studied economics, politics and sociology at Hull University. He is a keen runner, an avid reader of books on politics, and a big fan of Bruce Springsteen. He is married with two daughters.

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

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CLOCKWISE FROM THE FRONT: MR. RICARDO OBERLANDER, H.E. MR KHALED AL-DUWAISAN, MR. JAIME GORNSZTEJN, MR. ALEXANDRE GRENDENE BARTELLE, MRS. NORA TEIXEIRA, H.E. MR EDUARDO DOS SANTOS, MRS. DELLA FALLON, MR. JOHN FALLON, MR. NICK ARCHER AND H.E. MR. IVAN ROMERO-MARTINEZ.



GRENDENE S.A.



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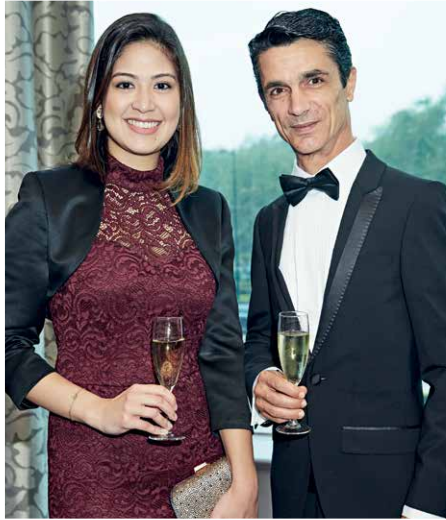
SPECIAL GUEST MARCELO ANDRADE

MUSICAL FLAVOURS OF BRAZIL

The Gala Dinner is fortunate in always having been able to count on the presence of talented musicians to help create a distinctively Brazilian atmosphere. This year, pianist and guitarist Laurie Blundell set the background mood with samba and bossa nova classics, while multi-instrumentalist and songwriter Marcelo Andrade, accompanied by Jonathan Preiss and Aluá Nascimento, gave wonderful renditions of *Tico-Tico no Fubá* and *Camundongo*.

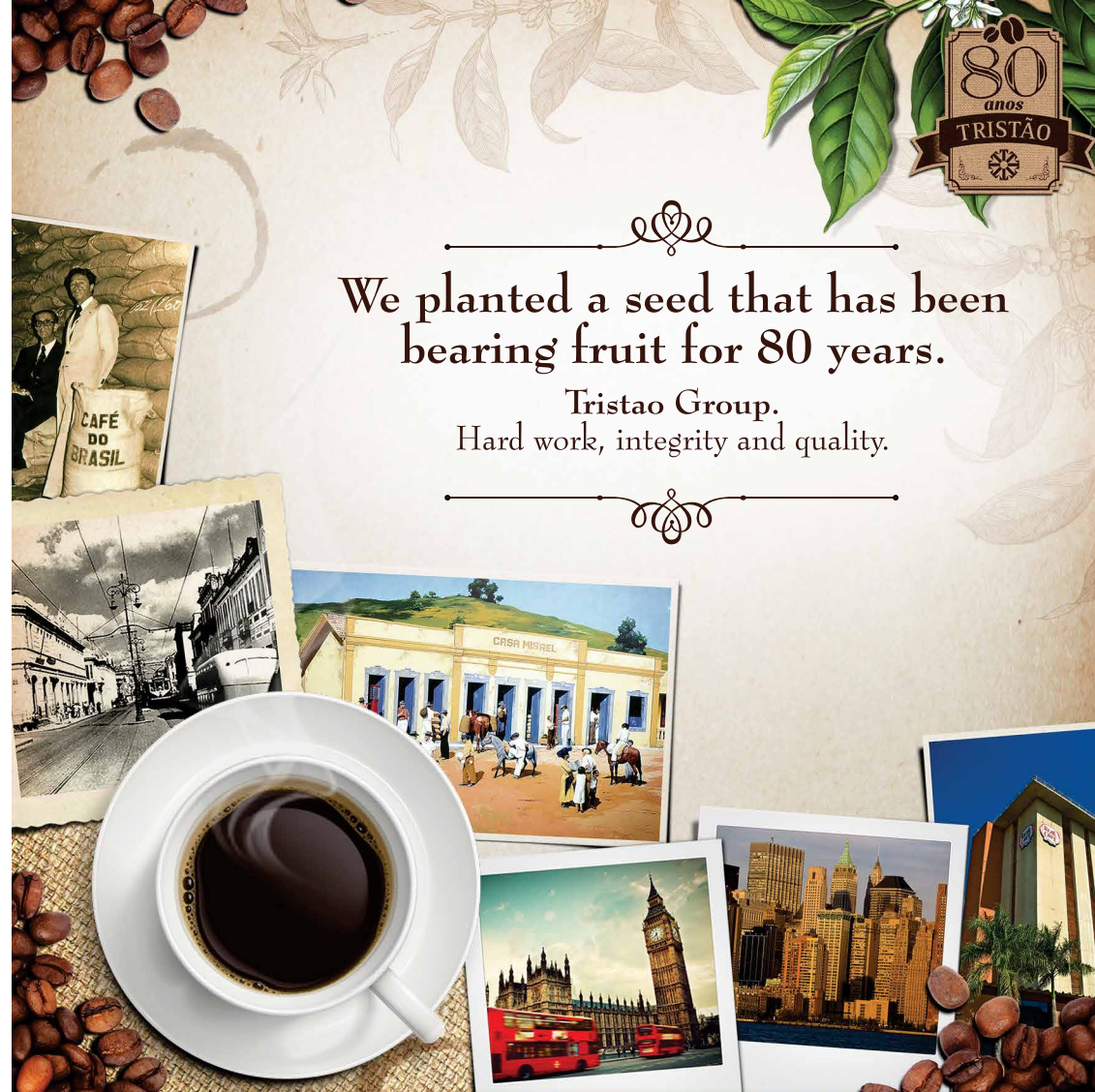


LAURIE BLUNDELL









We planted a seed that has been bearing fruit for 80 years.

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It was from a single shop – Casa Misael – in Afonso Claudio, Brazil, that the Tristao Group first entered the world of coffee, a product that has been instrumental in the economic development of Espírito Santo and Brazil. In the 1970s we became the leading coffee exporter in Brazil, and an important player in the global coffee market. Today, our factory produces over 9,000 tonnes of coffee per year! The business has continually looked to extend its reach beyond Brazil and even beyond coffee: we expanded internationally – to the US and the UK; we opened a hotel (Pousada Pedra Azul) in the mountains of Espírito Santo; and we set up a financial arm that today manages a portfolio of national and international investments. All this is the result of hard work, integrity and quality – the pillars that have sustained the success of the Tristao Group for 80 years and leaves us excited about the future.



TRISTÃO

