
BRAZIL BUSINESS BRIEF

SEPTEMBER 2012

NEWS FROM THE BRAZILIAN CHAMBER
OF COMMERCE IN GREAT BRITAIN



1942 • 2012

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EDITOR'S LETTER



LENA BERALDO & ALEX THOMAS
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Dear Members,

Welcome to the September 2012 edition of Brazil Business Brief.

In this issue, with London 2012 already a warm but receding memory, Martin Raven and Sabina Alziati look ahead to Brazil's hosting of the 2014 World Cup and 2016 Olympic and Paralympic Games, with all the challenges and opportunities that entails. Martin discusses international perceptions of Brazil in the context of these forthcoming mega-events, while Sabina looks at specific infrastructure projects that need to be completed.

There is also the second part of the article 'Visas to live and work in Brazil' by Vera Helena Dantas, providing information likely to be of interest to anyone wishing to further their career in Brazil, or to foreign companies looking to establish themselves there.

There are lively interviews with Marcelo Haddad, from Rio Negócios, and Holly Knight, from the UK's Olympic Delivery Authority, both conducted by Ieda Gomes.

Allow us to remind you that we are always keen to hear your thoughts and suggestions regarding possible future events and articles: please send them to editor@brazilianchamber.org.uk.

We look forward to seeing you at our forthcoming events – see the full calendar on page 19.

Best wishes,

Lena & Alex

ARTICLES

BRAZIL: THE OLYMPIC CHALLENGE

BY SABINA ALZIATI
WORLD TRADE EXECUTIVE, LONDON CHAMBER OF COMMERCE AND INDUSTRY

The London 2012 Olympic Games have definitely been a huge success and have managed to lift the spirits of the city and the nation. For seven years the city laboured amid concerns over transport and infrastructure, yet ended up delivering Games the IOC president Jacques Rogge only just stopped short of describing as the greatest ever.

Now that the curtain has fallen on the London Olympics, all eyes are turning to the next host city: Rio de Janeiro. Brazil has a huge task in preparing the venues and the pressure is now on to convince the world that Rio will be ready for 2016.

Given that the city has a population of more than 6 million spread across a wide area, Rio's two underground railway lines are clearly insufficient, but the Olympics represent a golden opportunity to invest in infrastructure. Brazil's vice minister for sport, Luis Fernandes, said in a press conference in London the day after the 2012 Games ended: "The Olympics are an opportunity to invest huge funds in infrastructure, an amount that would normally take 15 or 20 years to invest". Brazil's organisers were in London through-



out the Games to observe how they were run and see what lessons could be learned. Fernandes believes "the UK has done an absolutely fantastic job in organising a very complex endeavour ... At the same time there were some problems, and it is very important that we learn from them."

Brazil is planning to spend a total £8.9bn of public funds on the World Cup and a further £7.3bn on the Olympics. The core focus in both cases is the infrastructure legacy, which includes everything from stadia to road, rail and airport infrastructure.

Rio 2016 has already acquired the tag-line "A city leaps forward". According to the city's mayor, Eduardo Paes, "Brazil still has a long way to go, Rio still has a long way to go, but it is going to be a more equal, more just, more integrated city after the Games".

The Games will be held in four zones across the city. The plans include the extension of a metro line to the western district of Barra da Tijuca, and four express lanes for buses and cars are also under construction. With the Olympic clock ticking, Rio does not have the time or money to build

THE OLYMPICS ARE AN OPPORTUNITY TO INVEST HUGE FUNDS IN INFRASTRUCTURE, AN AMOUNT THAT WOULD NORMALLY TAKE 15 OR 20 YEARS TO INVEST

an extensive new metro system, so instead the city has bought a fleet of new buses which will travel in 150km of exclusive lanes, inaccessible to cars. Set to open in time for the World Cup, these lanes should cut journey times by more than three-quarters and also provide a better link between Rio's main airport and the city centre.

However, with all these ambitions and plans in place, the question still remains: will they be completed in time? Opinions are mixed. Organisers say construction is running on time and that they are "delivering on our promises" to transform the city and transport network. However, some of the most important parts of the network are not scheduled to be ready until just months before the Games begin. Even Brazilian football legend Pelé seems to have cast doubts regarding his country's readiness to host these sporting mega-events.



Regardless of the construction schedules the 2014 World Cup and 2016 Olympic Games certainly represent a massive opportunity for UK companies in all related sectors, especially infrastructure. AECOM, the creators of the London Olympic Park, won Brazil's first international architecture competition to design the Rio 2016 Olympic Park. British companies of any size that are interested in Rio 2016-related contracts should keep a close eye on the website www.rio2016.org/en, where tenders will be published. After having delivered such an impressive Olympics here, the door is definitely open for UK suppliers to contribute to what will hopefully be equally successful Games in Brazil. ●

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ARTICLES

THE IMAGE OF BRAZIL

BY MARTIN RAVEN

BRITISH CONSUL GENERAL, SAO PAULO (AND DIRECTOR, UK TRADE AND INVESTMENT, BRAZIL) 2006-2010

With the arrival of the Olympic flag in Rio de Janeiro, focus moves to Brazil and its preparations for the 2016 Games. But with the World Cup taking place across the country in 2014, preceded by the smaller Confederations Cup in 2013, observers and commentators are hitting the airwaves and print media with sceptical reports on the preparations. Doom-mongers are casting doubts on Brazil's ability to be ready in time, pointing out the country's famous tendency to do things at the last minute, and also the amount of infrastructure which needs to be put in place for all the events to happen.

I am reminded of a private message a friend of mine passed on in summer 2009. He assured me that FIFA had concluded that South Africa would not be ready to host the 2010 World Cup and that an announcement was going to be made saying the competition would be moved to Australia. Needless to say my friend was completely wrong – the victim, perhaps, of some colonial-style wishful thinking and a belief that emerging economies cannot organize such mega-events.

For what it is worth, I am convinced

the World Cup, the Olympics and all the other events scheduled will all take place on time in Brazil. It is interesting to note that FIFA (and soon, I expect, the IOC too) has full-time staff drafted in to its operational headquarters in Rio to monitor progress at the stadia around Brazil. Closed-circuit television keeps track of the building work going on in each of the twelve cities where matches will be played. The stadia will be ready, although the transport infrastructure needed to get the crowds there in comfort might not be ideal – that's another story!

We need to remember the warnings about how London's transport was going to struggle to cope with the influx of visitors for the Olympics. And look what happened – on some days in August it was easier to travel around London than during a quiet weekend in spring. I am more concerned about the communication issues with vast numbers of visitors arriving in Brazil not speaking any Portuguese. Yes, in Rio the authorities are mounting a big campaign to teach English, but these things take time and it will be many years before the average service worker in the Brazil hospitality industry can speak English to the level required for such an influx of visitors.

But that's a whole separate topic, not for this article.

What I find interesting is the tone, content and quality of reporting on Brazil in the British media. This is not a complaint about the absence of reporting: foreign news has dropped down the priorities of editors of most UK newspapers in the last twenty

THE STADIA WILL BE READY, ALTHOUGH THE TRANSPORT INFRASTRUCTURE NEEDED TO GET THE CROWDS THERE IN COMFORT MIGHT NOT BE IDEAL – THAT'S ANOTHER STORY

years, unless it is about wars, British nationals committing horrendous acts overseas, or general stories about the US. So I am not surprised at the shortage of reports about Brazil, although it would indeed be good to see more. No, what annoys me are the habitually negative or uninformed reports (with the honourable exceptions of the FT and The Economist) which focus on violence, poverty,



Aerial view of the city of São Paulo

slums, or overall inefficiencies. Yes, Brazil has its problems, but so does every country in the world. It would be nice to read stories about successes, discoveries, or human interest, all of which abound in the country.

Clearly Brazil has an image problem. That is because the country is complicated - not surprising for a country of continental proportions with a population nearing 200 mil-

lion. The most common phrase I heard in my São Paulo office from first-time visiting businessmen was "I had no idea". The buzz and vitality of the urban megalopolis was not what they had anticipated. Some had even thought they were arriving in a tropical jungle, with no Internet or 21st century sophistication. And spreading the message about Brazil is an uphill struggle at times because of this low

level of knowledge. Audiences tend to be impressed by the list of "unknown facts" which I (and colleagues) produce when asked to talk about Brazil. The misunderstandings (sometimes willful but usually accidental) about ethanol are classic examples of how the media have failed to convey the correct image of Brazil. But again, that's a subject for a longer article!

What I find interesting is the reac-

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tion I get from people of all walks of life when I mention that I lived in Brazil. Very few people raise the issues of poverty and violence, which abound in the media. Most people smile and think of the beaches, carnival, football, music, food and so on. I noted the references to Rio towards the end of the London Olympics, and the repeated tone was one of smiling and fun. Few realized there was a Brazilian amongst the bearers of the Olympic flag at the Opening Ceremony, or that she had been a candidate for the presidency in the 2010 election!

Everyone wants to go to Brazil (especially Rio) because they believe Brazil can put on a good party. The consequence of this reaction also has an impact on business opportunities between the UK and Brazil. I have heard from several companies that have shied away from Brazil up to now. Let's hope this renewed attention will lead to additional business contacts, and that the Chamber will be at the centre of this activity in developing business relations between the UK and Brazil. ●



VISAS TO LIVE AND WORK IN BRAZIL - PART 2

LEGAL FRAMEWORK

BY VERA DANTAS
NORONHA ADVOGADOS, LONDON

As I mentioned in an earlier article in April this year, the legal framework for foreign nationals' entry and stay in Brazil is provided by Law number 6815 (August 19th 1980) which in turn is regulated by Decree number 86715 (December 10th 1981).

In that article I dealt with work permits and visas issued to foreign nationals who want to move to Brazil as investors, administrators or directors, or as employees of a Brazilian company, and who obtain so-called "permanent visas" for that purpose. Applications for all those types of work permit have to be made to the General Coordination of Immigration ("CGI") of the Ministry of Employment in Brasília.

In this article I will look at two other categories of work permit which are also of relevance to foreign companies doing business in Brazil and sending staff there.

These two categories apply to foreign nationals who are transferred to Brazil for a **limited period of time and with no employment agreement with the Brazilian company**, either (i) for the purposes of receiving professional training in the country, or (ii) under



a transfer of technology agreement and/or technical services agreement, or a technical cooperation agreement, or in a situation of emergency.

(i) Work permit and temporary visa for a foreign national to receive training in Brazil at the foreign company's Brazilian subsidiary, branch or headquarters

A temporary visa may be granted to a foreign national who is an employee of a foreign company, who is to receive professional training from the company's Brazilian subsidiary, branch or headquarters. The matter

is regulated by Normative Resolution number 87 (September 15th 2010) of the Brazilian National Council of Immigration (Conselho Nacional de Imigração – CNI).

As mentioned above, in this case the employee remains **employed by the foreign company** and no employment relationship is established with the Brazilian company.

The main applicable requirements are the following:

- Proof of the corporate relationship existing between the foreign company and the Brazilian sub-

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- subsidiary, branch or headquarters;
- Proof of the employment relationship existing between the foreign company and the foreign national who will be receiving professional training in Brazil;
- Justification as to why the employee is required to train in Brazil;
- Declaration from the Brazilian company stating that the foreign national's remuneration will be paid by a source located abroad; and
- Any other documents as requested by the **CNI**.

The work permit is granted by the CGI of the Ministry of Employment. Accordingly, the respective application must be made in Brasilia within a reasonable amount of time before the employee's intended arrival in Brazil.

The above type of visa is granted for the period of one year, which cannot be extended.

If the professional training involves the operation and maintenance of machinery and equipment produced in the national territory, the temporary visa will be granted for a period of 60 (sixty) days. It can potentially be extended, only once, for a further

60 (sixty) days.

It is important to mention that, in the second case mentioned above, it is not necessary to apply for the work permit in Brasilia. In this case, the request is presented at the Brazilian Consulate with jurisdiction. However, it is still necessary to demonstrate that the employee's remuneration will be paid from a source located abroad, as well as to provide a letter from the Brazilian company explaining the training to be undertaken by the employee and stating that the Brazilian company is responsible for the foreign national's stay in Brazil.

(ii) Work permit and Temporary Visa issued to a foreign national on the basis of a technology transfer agreement, a technical services agreement or a technical cooperation agreement between the foreign company and the Brazilian company or in a situation of emergency

A work permit may be granted to a foreign national with no employment relationship with a Brazilian company, pursuant to a transfer of technology agreement and/or a technical services agreement, or a technical cooperation agreement signed between the Brazilian company and the foreign company

or in a situation of emergency.

The matter is regulated by Normative Resolution number 61 (December 8th 2004) of the CNI.

Where the application concerns a technology transfer agreement, a technical services agreement or a technical cooperation agreement, the following documentation must be provided upon application to the CGI in Brasília:

- A template form approved by the Ministry of Employment, signed by the legal representative of the applicant Brazilian company;
- Evidence that the candidate has at least 3 (three) years' professional experience in the activity to be performed in Brazil;
- Original document proving the payment of the individual immigration tax (taxa individual de imigração) DARF – code 6922;
- Articles of Association of the applicant company;
- Document of election, designation or nomination of the representative or administrator of the applicant company;
- Term undertaking to repatriate the foreign national at the time of the termination of his services or by the termination of the con-

tract executed with the foreign company, or when the contract is rescinded;

- Responsibility term, pursuant to which the contracted company undertakes to pay any medical and hospital expenses the foreign national or a member of his family incurs during the period of their stay in Brazil;
- Certified copy of **one** of the following documents, to demonstrate the existence of a technical or cooperation agreement between the Brazilian company and the foreign company:
 - Document issued by the Federal Revenue Service, in the case of sale or purchase of any equipment with technical assistance;
 - Signed document, with identified parties, in the case of technical cooperation between companies of the same group, proving the corporate link;
 - Document in foreign currency between the Central Bank of Brazil and the foreign legal entity;
 - Contract, cooperation agreement or covenant.

- Detailed training plan stating the number of Brazilians who will be trained according to the contract, cooperation agreement or covenant; the foreign national's professional qualifications; the scope of the training; where it will be conducted, how long it will last, and the outcome expected.

The above-mentioned work permit is granted for the period of one year, which can potentially be extended for another year if necessary (and provided that such a need can be demonstrated to the Brazilian authorities).

The authorization for work can be cancelled if an Employment Fiscal Auditor detects an employment relationship between the foreign national and the Brazilian company.

If the Brazilian company becomes interested in keeping the foreign national in Brazil, the foreign national will have to be hired pursuant to Brazilian employment legislation and another visa, of a permanent type (as referred to in my previous article), will have to be obtained.

In cases where the company needs the foreign national to provide servic-

es of technical assistance for a period of up to 90 (ninety) days, a work permit can be granted with the issue of a Temporary Visa, pursuant Article 13, V, of Law number 6.815/80. For that purpose the following documentation will have to be provided:

- Application for the work permit;
- Details of the company and of the applicant;
- Proof that they have at least 3 (three) years' professional experience in the activity to be performed in Brazil;
- Original document proving payment of the individual immigration tax (taxa individual de imigração) DARF – code 6922;
- Articles of Association of the applicant Brazilian company.

Finally, in a situation of emergency, and at the discretion of the Consular authority, a temporary visa can be issued to a foreign national, only once in each period of 90 (ninety) days, for the non-extendable period of 30 (thirty) days.

An emergency situation is defined as one which puts life, the environment or assets at imminent risk, or that has caused the interruption of production or of the provision of services. ●

INTERVIEWS



HOLLY KNIGHT

BY IEDA GOMES
THE BRAZIL BUSINESS BRIEF

HEAD OF SUSTAINABILITY
OLYMPIC DELIVERY AUTHORITY – LONDON 2012

Holly Knight is the Head of Sustainability for the Olympic Delivery Authority (ODA) and was recently identified by Building Magazine as one of the UK's rising stars in the area sustainability. Holly joined the Olympics in 2008 with key expertise in sustainable water and carbon strategies, and has spent much of her time on the project working with engineers, architects, project managers and contractors in order to ensure that sustainability is

imbedded in their designs and that the measures set out in the ODA's Sustainable Development Strategy are delivered on-site.

When London was selected to host the Olympic Games back in 2005, what were the guiding principles about Sustainability?

Sustainability was a key feature of the winning bid by London to host the 2012 Olympic and Paralympic Games. The commitments in the bid were modelled on the 'One Planet Living' principles developed by WWF and

Bioregional. The original vision can be found at www.london2012.com/about-us/publications/publication=the-original-vision-towards-one-planet-olympics/

What were the Olympic Delivery Authority's main sustainability goals?

The ODA's targets translated the One Planet Living concept into something that would be suitable for the design and construction of the venues and the Olympic Park, and the targets were published in the ODA's Sus-

tainable Development Strategy. The objectives were spread among 12 main areas, including carbon, water, biodiversity, access and inclusion. Each of these areas had clear targets such as reducing the carbon footprint of the buildings by 50% (set against the UK Building Regulations) or similarly reducing the water footprint by 40%. Full details of these targets can be found at: www.london2012.com/about-us/publications/publication=sustainable-development-strategy-full-version/

Had you worked on any other Olympic projects previously?

I hadn't worked on a previous Olympics so this was a very exciting opportunity. I joined the project in early 2008 and so was able to visit the Beijing Paralympics to get a real understanding of the scale of the project and to understand the task ahead.

How did you deliver your sustainability goals? What were the main hurdles?

The ODA was a small organisation relative to the size of the project, so we need to be very clear and consistent with all the contractors to ensure they fully understood what their role was in delivering the targets. We set out very clear processes and reporting methods

and made all the targets a contractual requirement. We then provided lots of training and support to ensure that we met our targets. The greatest challenge was to convince many contractors that sustainability would not cost more if it was included from the start.

I HADN'T WORKED ON A PREVIOUS OLYMPICS SO THIS WAS A VERY EXCITING OPPORTUNITY

What was the core team working on sustainability, and what were their core capabilities? Did you use consultants from previous Olympics?

The core team were all experts in their field, for example an ecologist, a water specialist, a materials expert, etc. For the ODA this team was very technical, with science and engineering backgrounds, but LOCOG, for example, had a different remit so they also had specialists in areas such as communications. The ODA did take part in the observer programme and share information with Beijing where possible. It would have been useful to learn even more, so the ODA set up its own Learning Legacy programme – <http://learninglegacy.london2012>.

com – to share best practice both in the UK and internationally, with Rio 2016 being an obvious target for the sharing of information.

The Olympic Park looks amazing, with very modern, state-of-the-art buildings. Can you tell us a bit more about the stories behind the main buildings?

All of the buildings are unique but they all respond to the same sustainability brief from the ODA, for example:

- The Olympic Stadium, designed by Populous, uses reclaimed gas pipe lengths in the ring beam around the roof of the Stadium; around two-thirds of the white steel that is visible is from reclaimed sources. The venue was designed to be flexible for the future – it can potentially be reduced from 80,000 to 25,000 capacity, depending on the final end-use.
- The Aquatics Centre, designed by Zaha Hadid, uses a special low-carbon concrete mix to reduce its embodied carbon footprint, it has a filter backwash (water) recycling system to reduce the water consumption of the venue – and it is designed to go down from 17,500 to 3,000, which will vastly

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improve the energy efficiency and maintenance costs for the ongoing operation of the facilities.

The temporary seating stands are covered in a new eco-friendly type of PVC which is phthalate-free and was developed specially for the Olympic Park.

- The Velodrome, designed by Hopkins Architects, is the most sustainable venue in the Park, with low-energy features such as natural ventilation and lighting, a lightweight cable-net roof structure reducing embodied energy, and a rainwater-harvesting system. Like all the timber in the Park, its timber cladding and the cycling track were sustainably sourced.

How did you manage to source materials and goods that had a smaller environmental footprint?

For the timber procurement we worked with industry leaders such as the Soil Association and we stipulated well known FSC and PEFC certification. For other materials, such as the concrete, we made sure the suppliers had ISO 14001 certification and then we undertook supply chain audits. One of the most interesting investigations was into the copper for the

ONE OF THE MOST INTERESTING INVESTIGATIONS WAS INTO THE COPPER FOR THE HANDBALL ARENA, OTHERWISE KNOWN AS THE COPPER BOX. THE SUPPLIERS WORKED WITH THE ODA TO ENSURE THAT A HIGH PROPORTION OF THE COPPER WAS RECYCLED AND THAT THE VIRGIN MATERIALS WERE SOURCED SUSTAINABLY

handball arena, otherwise known as the Copper Box. The suppliers worked with the ODA to ensure that a high proportion of the copper was recycled and that the virgin materials were sourced sustainably.

Reducing embodied carbon was achieved primarily through 'lean' design and construction – for example, wherever possible, optimising designs to reduce the amount of materials (steel, aluminium, concrete, etc) needed to build the venue, thereby helping both with cost and carbon footprint.

Are there any ongoing efforts to

ensure that suppliers of sustainable products to London 2012 will be able to supply to other UK projects?

The ODA worked with industry bodies such as the Construction Products Association and the Building Research Establishment to ensure that suppliers of sustainable products would be represented on the project. Moving forward, the ODA has worked on a learning legacy project to allow suppliers the opportunity to write papers and partake in industry events to discuss their work on the Park. The ODA has also worked with UKTI to promote UK business on a wider, international stage.

Rio de Janeiro will become the Olympic capital from August 12 onwards. What lessons would you like to share with Rio?

We have already begun information sharing with the team from Rio on the sustainability strategy and ways of delivering the targets, but being such different cities I think many of the challenges are different. So the best lesson is to clearly set out the top priorities for Brazil, and then make sure there is as much support as possible to help project teams deliver against those priorities. Training the design teams and the contractors is critical. ●



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MARCELO HADDAD

BY IEDA GOMES
THE BRAZIL BUSINESS BRIEF

CEO OF RIO NEGÓCIOS

As head of Rio Negócios, Marcelo is responsible for attracting and facilitating inward investment into the city of Rio de Janeiro. **Marcelo, can you tell us more about Rio Negócios?**

Rio Negócios was created in 2010 as a public-private partnership, made possible by the joining of forces between City Hall and the Commercial Association of Rio de Janeiro. The agency has already been responsible for the arrival of projects worth about

R\$3 billion since then. Rio Negócios is the gateway for investors in the city and in Brazil. The goal, in addition to promoting closer ties with relevant bodies, is to facilitate the arrival of new companies, consolidate information relevant to business customers, and also to be an important source of research for the city.

What are the main business areas Rio Negócios focuses on?

We are focusing on eight strategic areas in which we see great opportunities for new investment:

- Energy: The headquarters of Petrobras are in the city and the company has already announced investment of US\$225 billion over the next four years. And the city is already the hub for R&D in oil and gas in Latin America.
- High-Tech: we have the biggest talent pool in Brazil, as well as the majority of relevant pension funds, vital for the development of this kind of business.
- Audiovisual: Rio has the highest concentration of companies in

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- this sector in Brazil.
- **Hospitality:** Besides hosting massive sports events in the next few years, Rio has the biggest average occupancy rate in the country.
- **Healthcare:** Rio is home to important national and international players in healthcare, such as Fiocruz.
- **ICT:** The city is going to receive the Center of Media and Broadcasting for 2014 World Cup and 2016 Olympics. We also have a large cluster of R&Ds, incubators and science parks.
- **Financial Services:** 60% of all private equity managers in Brazil are in Rio, as well as 51% of pension fund assets.
- **Infrastructure:** Rio is experiencing a great change in infrastructure. The waterfront renovation is the biggest PPP in the country, receiving USD4.5 billion. Also the new mass transportation system, the BRT (Bus Rapid Transit), will benefit 700 thousand passengers every day.

How will Rio Negocios facilitate and support companies interested in investing in Brazil?

We have a team of 20 people covering three areas – the commercial

sector, with a focus on customers and attracting businesses; business intelligence; and communications. In addition to attracting new investment the agency seeks to retain local businesses and develop the current portfolio of projects. Our first task is to consolidate the opportunities and advantages of the city. This work, done by sectorial analysts, antici-

WE WERE INSPIRED BY THINK LONDON, ONE OF THE WORLD'S MOST IMPORTANT ENTITIES FOR ATTRACTING INVESTMENT IN THE WORLD – IT'S PULLED \$7 BILLION INTO LONDON OVER 15 YEARS

pates the facilitation process, when we assist companies in finding a strategic place, in building a relationship with the public administration, and in all stages of project implementation.

Can you detail the amount of investment required to deliver the Olympic Games in Rio, and who is investing in what?

To coordinate the Olympic project, City Hall has created the Municipal Olympic

Company. They will be able to explain about the investment required as the budget is to be decided by 2013.

With so many activities around Casa Brasil you've been participating in something of a business marathon – can you outline the progress made during the London Olympics?

For 20 days our commercial team was in London, hosting a number of events to showcase the opportunities available to investors, having individual meetings, and also participating in external seminars. We had an outstanding result. After 62 events and 88 meetings we established 900 new contacts from 27 different countries and 13 sectors.

What are the lessons from London that could be applied in Rio?

From the business point of view London knows how to attract investment because of the great events, as China learnt after Beijing Games in 2008. And this was why Rio Negócios was created. We were inspired by Think London, one of the world's most important entities for attracting investment in the world – it's pulled \$7 billion into London over 15 years.

What are your plans for maintaining momentum with the British

business community? Are you opening a trade office in the UK?

We are now looking at possible projects on the basis of the contacts made during this roadshow, and moving to an active follow-up phase. In addition we have a senior Rio Negócios representative in London – Michael Charlton, the former CEO of Think London, who is acting as International Director.

The Brazilian Chamber of Commerce has seen a significant increase in the number of businesses wanting to know more about Brazil and in finding suitable partners there. How can we work together to promote UK-Brazil trade?

We have a great relationship with chambers of commerce all around the world. We organize missions and events for delegations of foreign investors with these organizations, and present the sectorial opportunities for them in Rio. We are looking forward to doing the same work with the Brazilian Chamber of Commerce in Great Britain. ●



INTERVIEWS

NEWS FROM OUR MEMBERS

CREATION OF LATAM AIRLINES GROUP BECOMES A REALITY



On June 27th 2012 the LATAM Airlines Group was born.

This marks one of the most important events in the history of aviation in South America, and indeed in the history of the international aviation industry as a whole. Together, LAN, TAM and their respective affiliates employ over 51,000 people worldwide and fly to over 150 destinations in 22

countries. Customers of both airlines and their affiliates can look forward to great benefits that will gradually be introduced. These include increases in routes and frequencies, better connections and new destinations, as well as additional service enhancements.

Both airlines will continue to operate under their own individual brands. ●

DATES FOR YOUR DIARY

2ND OCTOBER

BRAZIL AND CHINA: THE UMBILICAL CORD
AT MARRIOTT HARRISON, 8:30 AM

9TH OCTOBER

WORLD OIL AND GAS OUTLOOK FOR 2020
AT THE LANCASTER LONDON HOTEL, 5:30 PM

7TH NOVEMBER

BP STATISTICAL REVIEW OF WORLD ENERGY 2012
(DETAILS TBC)

4TH DECEMBER

CHRISTMAS DRINKS RECEPTION
AT HERBERT SMITH, 6:30 PM

FOR MORE INFORMATION PLEASE VISIT OUR EVENTS PAGE AT
BRAZILIANCHAMBER.ORG.UK/EVENTS

EVENTS ROUND-UP

THE BRAZILIAN CHAMBER ORGANISES AROUND 20 EVENTS PER YEAR ON A VARIETY OF SUBJECTS, ALWAYS AIMING TO RAISE THE PROFILE OF BRAZIL AND TO PROMOTE NETWORKING OPPORTUNITIES. ON OUR PAST EVENTS PAGE YOU CAN DOWNLOAD PRESENTATIONS, SEE PICTURES AND LEAVE COMMENTS.

FOR MORE INFORMATION PLEASE VISIT WWW.BRAZILIANCHAMBER.ORG.UK/PASTEVENTS



Investment Opportunities in Rio de Janeiro

INVESTMENT OPPORTUNITIES IN RIO DE JANEIRO

AUGUST 3RD 2012 AT COLLYER BRISTOW

Marcelo Haddad, CEO of *Rio Negócios*, gave a presentation on foreign investment opportunities in Rio de Janeiro, highlighting the sectors that are attracting the most investment and explaining how *Rio Negócios* is playing a key role.

According to Marcelo the outstanding sectors are: Oil & Gas, Telecoms, Media & Entertainment, Pharma & Healthcare, Technology Innovation, Logistics and Infrastructure, and the

Mega-Events Industry.

Rio is the third largest city in South America and has become, according to the Financial Times, the top destination for foreign investment in the region. The fact that the city has received investment grade status from the major rating agencies adds to the impression that it is experiencing an exciting economic renaissance.

Marcelo's presentation can be downloaded from the website.

SUMMER NETWORKING BARBEQUE

JULY 4TH 2012
AT DARTMOUTH HOUSE

This year it was Dartmouth House that played host to our annual summer networking event. The Chamber brought a taste of Brazil to the capital with live Brazilian music, *caipirinhas* and *salgadinhos*, as well as a barbecue for 120 members and guests.



Summer Networking Event

SPOTLIGHT ON BRAZIL

JUNE 28TH 2012 AT DELOITTE HOUSE

A panel of Deloitte experts and guests from companies such as AECOM and BNDES discussed how to do business successfully in Brazil and how to navigate the challenges and pitfalls often faced by organisations when entering the Brazilian market.



Spotlight on Brazil at Deloitte

EVENTS ROUND-UP

EVENTS ROUND-UP

EVENTS ROUND-UP

EVENTS ROUND-UP



Minister Rodrigo Santos, Thomas Falsberg and Vitoria Nabas

INSOLVENCY IN BRAZIL: A DISCUSSION FOR STRATEGIC INVESTORS, TURNAROUND ADVISORS AND FUND MANAGERS

JUNE 26TH
AT THE EMBASSY OF BRAZIL

Thomas Falsberg, Pedretti e Manrich Advogados and Consultores Legais gave a briefing on Insolvency in Brazil. The briefing was moderated by Victoria Nabas, Councillor of the Brazilian Chamber and Owner of Nabas Legal.

THE OUTLOOK FOR BRAZIL: RISK AND OPPORTUNITIES

JUNE 13TH 2012
AT MARRIOTT HARRISON

The outlook for Brazil: Risk and Opportunities, a breakfast briefing with Irene Mia – Regional Director, Latin America & Caribbean, Economist Intelligence Unit - was held at Marriott Harrison on June 13th.

Irene spoke about the trends signalled by the principal macroeconomic indicators in Brazil, such as growth rate and inflation, and the economic challenges lying ahead.

Irene's presentation is also available on our website.

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EDITORIAL

BRAZIL BUSINESS BRIEF APRIL 2012

NEWS FROM THE
BRAZILIAN CHAMBER OF COMMERCE
IN GREAT BRITAIN

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MARTIN RAVEN

Martin was a British diplomat for 34 years. His final posting was in Brazil as Consul General in São Paulo from 2006 to 2010. He now a consultancy helping companies understand the Brazilian market, and helping Brazilian companies in Europe. He is vice chairman of TheCityUK Brazil group, chairman of the Anglo-Latin American Foundation, and a member of the council of the Brazilian Chamber of Commerce.

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As a World Trade Executive at the London Chamber, Sabina is responsible for coordinating seminars and trade missions on emerging markets around the world designed to support UK businesses expand their operations internationally. Prior to that she worked at the Indo-Italian Chamber of Commerce in Mumbai, India, where she facilitated the entry of Italian companies in the Indian market.

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BRAZIL BUSINESS BRIEF

BRAZILIAN CHAMBER OF COMMERCE
IN GREAT BRITAIN
PRESENTS

GALA DINNER
**PERSONALITY
OF THE YEAR
AWARDS 2013**

14TH MAY 2013
AT THE LONDON HILTON
ON PARK LANE
7.00PM



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