

Brazil in Focus Newsletter

www.brazilianchamber.org.uk | November 2010



2010 sees our events go from strength to strength

The United Kingdom has, in recent times, cast its eye on securing the development of trade and commercial ties between itself and developing countries that have continued to demonstrate a steady growth rate, with Brazil at the forefront of this list. Trade between the UK and Brazil is at an all time high. 2010 has seen a steady increase in the total number of exports from Brazil to the UK in relation to the same period of last year. It is therefore the role of the Brazilian Chamber of Commerce to help nurture such ties, both in a bilateral and multilateral context.

As a way of cultivating these objectives, the

Chamber prides itself in the organisation of its successful events calendar and 2010 has been its strongest year so far. Events such as seminars, networking events, the well known and much anticipated "Personality of the Year" awards as well as luncheons and free business talks all aim to help members become more profitable within their chosen marketplace.

The Chamber would like to take this opportunity to thank all of this year's sponsors, partners and members who have made each event so successful, and look forward to working together on future events and projects.



Accessing Equity Markets in São Paulo and London: Opportunities and Challenges - 22nd September 2010

On Wednesday 22nd September, the Rt. Hon. The Lord Mayor Alderman Nick Anstee hosted an event at The Mansion House in London's Square Mile and

which was attended by over 70 members of the Chamber. The conference outlined the challenges and opportunities of accessing equity markets in São Paulo and London and included absorbing presentations by Mr Graham Dallas, Senior Manager at the London Stock Exchange, and Mr Carlos Kawall,

International Markets Director at BM&F Bovespa. This was followed by a panel session led by Mr Jeremy Grant, Managing Editor of the Trading Room, Financial Times and included topics such as the development of primary and secondary markets, listing and investment opportunities and also an analysis of growth opportunities in both markets. Following the conference, guests were welcomed into the function room for a networking reception at which refreshments were served. This event was generously sponsored by BM&F Bovespa.

N.B. You can view Mr Carlos Kawall's presentation in full on the Chamber website (www.brazilianchamber.org.uk) .



Luncheon to Welcome New Ambassador Roberto Jaguaribe - 29th September 2010

The Brazilian Chamber of Commerce in Great Britain held an extra special luncheon to welcome

the newly appointed Ambassador of Brazil to the United Kingdom, Mr Roberto Jaguaribe Gomes de Mattos, Honorary President of the Chamber at One Moorgate Place on

Wednesday 29th September 2010. This extremely popular event was well received by members of the Chamber, who had the opportunity to listen to the Ambassador's motivating speech on "Brazil and the new international scenario". The Chamber would like to take this opportunity to welcome the Ambassador and wish him luck in his future endeavours.

N.B An interview with the new Ambassador will be published in the end of year edition of the Brazil Business Brief magazine and will be made available to Chamber members both in print and electronically.



Conference with Alan Charlton, British Ambassador to Brazil - 13th October 2010

On Wednesday 13th October, members of the Brazilian Chamber of Commerce and respected guests had the privilege of taking part in a conference at which the guest of honour, Alan

Charlton, British Ambassador to Brazil, gave an uplifting speech on the hot topic "The UK and Brazil - the next five years". The event was generously sponsored by Berwin Leighton Paisner LLP, who also provided the drinks reception, and as ever, saw a great turnout on the night. After being welcomed by Chamber President Jaime Gornsztejn, Mr

Roberto Jaguaribe, Ambassador of Brazil to the United Kingdom opened the conference, introducing the main topic and outlining the current strategies planned going forward. In his address, Alan Charlton spoke about the sustained growth and development Brazil has witnessed over the past year and the impending problems both new governments will have to tackle during their coincidental terms of office. The Brazilian Chamber of Commerce expresses its gratitude to Alan Charlton for his continued support of our work and to Berwin Leighton Paisner LLP for hosting the event.

N.B The full text of the address will be published in the Brazil Business Brief magazine - 2010 edition, which will be made available to members at the end of 2010.



London Market Visit to Brazil *25-29th October 2010*

In October 2010, the UK Trade & Investment (UKTI) and GLE one London organised

a five day visit to São Paulo and Rio de Janeiro for a select group of companies interested in exploring business opportunities in the ever expanding market of Brazil.

Participating members included Silvia Fazio (Collyer Bristow LLP), Chris Major, Neil Logan and Max Bartram (K & L Gates), Sir Peter Heap (Tetra Strategy) and Rodrigo Mendes (Premier Corporate). The trip included pre-visit and in-country briefings at the British Consulate to provide up to date market information and advice, dedicated support from a team of market specialists as well as meetings and networking events that were as insightful as they were successful.

News from our Members

Noerr LLP opens a new office in London

Noerr LLP is pleased to announce that its London office is open for business, providing clients with advice on central practice areas of German and Eastern European law. Noerr has established offices in Berlin, Bratislava, Budapest, Bucharest, Dresden, Düsseldorf, Frankfurt, Kiev, Moscow, New York, Prague and Warsaw, and recently received the title of 2010 Client Service Law Firm of the Year in Germany. Noerr are specialists in supporting and advising Brazilian companies based in Europe and also

companies doing business in Brazil. The Brazilian Desk offers its clients the option of effective communication in Portuguese, as well as connections with lawyers at its Chinese, Indian and Russian Desks. The Brazilian Desk is coordinated by Dr. Jur. Brunela Vieira de Vincenzi, LL.M, a Brazilian lawyer with over 10 years experience as a partner at Lex Mundi, Noerr's partner firm, based in Brazil. The new London office is located at 25 Old Broad Street, Tower 42, London EC2N 1HQ.

Invest in Brazil Ltd awarded Best International Developer

We are pleased to announce that one of our members, Invest in Brazil Ltd, was awarded the prestigious prize of Best International Developer at the OPP Awards for Excellence 2010. It is the first time that a Brazilian property developer and Brazilian project have won this award, recognising the potential for excellent real estate investment and development projects in Brazil.

The winners were selected by a panel of judges, who marked each entry against a set of strictly defined criteria. Judges commented on the project's "attention to detail" and praised Invest in Brazil, calling it a "worthy winner". The Brazilian Chamber would like to take this opportunity to congratulate Invest in Brazil for its well deserved win.

Collyer Bristow LLP wins International Legal Services Award

London-based law firm Collyer Bristow LLP have been recognised by the Law Society at its annual Excellence Awards winning the award for Excellence in International Legal Services. The award was presented by Law Society President Linda Lee at the annual ceremony at Old Billingsgate in London. The

awards judges were impressed by Collyer Bristow's focused approach to international practise and the fact that its "international ethos" ran firmly throughout the company. The Chamber would like to take this opportunity to congratulate Collyer Bristow LLP for receiving this award.

Forthcoming Events:

16th November 2010 – 9:00 am

Oil and Gas Insurance Event – The Deepwater Horizon Catastrophe
Impact on Brazil's Offshore Ambitions.

This Event is now sold out

7th December 2010 – 6:30 pm

Christmas Drinks Reception at Herbert Smith LLP

Tickets: Members: FREE. Non-Members: £15

For details, please email us at: brazilianchamber@brazilianchamber.org.uk

2011 Event Highlights

Brazil: Commodity World Leader at Cass Business School – TBC

Gala Dinner: Personality of The Year 2011 at Hilton Park Lane - 17th May: Details to follow

Reception at the House of Commons - 23rd June: Details to follow

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Editor-in-Chief Emily Lemos

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