



Brazilian Chamber
of Commerce in Great Britain

Personality of the Year Awards 2010



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Welcome to the Gala Dinner Issue of Brazil Business Brief 2010

Let me start by welcoming you to the 2010 Gala Dinner-'Personality of the Year Awards' Issue of the Brazil Business Brief. This special edition will focus solely on the twelfth annual Gala Dinner-'Personality of the Year' Awards, which took place on Wednesday 26th May 2010 at The Dorchester Hotel, Park Lane in London. The event, organised by the Brazilian Chamber of Commerce in Great Britain and co-hosted by the Embassy of Brazil in London, saw just shy of 500 members and guests in attendance on the night.

With a dynamic mix of guests in attendance, the event was an opportunity to celebrate the ever-expanding business agenda between both Brazil and the United Kingdom.

The recipients of the prestigious awards are two of the most influential and key figures in the realm of global finance - Mervyn King, Governor of the Bank of England, and Henrique Meirelles, President of the Central Bank of Brazil. Guests of honour were Nigel Lawson, Lord Lawson of Blaby, and Jorge Paulo Lemann, both of whom also presented the awards on the night. Jorge Paulo Lemann is one of Brazil's most important entrepreneurs and investors, and Baron Lawson of Blaby's political career includes six years as Britain's Chancellor of the Exchequer.

In this issue you will find photographs taken at the event, including the winners and the guests of honour. The issue outlines short biographies of all the award winners and key-note speakers, which I hope you will find insightful and enlightening.

You will also find a summary of both Chairman of the Chamber Jaime Gornsztejn and winner Henrique Meirelles speeches, which helped to make it a truly unforgettable night. Although Lord Lawson of Blaby, Mervyn King and Jorge Paulo Lemann participated with inspiring speeches on the night, unfortunately we were unable to capture the speeches in full for the magazine. Please visit our website www.brazilianchamber.org.uk, where you will find an up to date events calendar for our member's perusal as well as Henrique Meirelles and Jaime Gornsztejn's speeches in their entirety.

We would like to take this opportunity to thank all the members and guests that sponsored tables on the evening, especially Banco BTG Pactual, BG Group plc, BNDES, Petrobras Europe Ltd, Reynolds Ventures, Banco do Brasil, BP Biofuels, BP Gas, TAM Airlines and Tristão UK Ltd. We would also like to acknowledge Cachaça Germana, Pestana Hotels & Resorts, Globo International (London) Ltd, Distilled Spirits Limited, The Doyle Collection and TAM Airlines for their contributions.

Brazil Business Brief would very much like to welcome its members to send us any news, company updates, appointments or suggestions that you would like for us to feature in the upcoming end of year edition of the Brazil Business Brief magazine. Please feel free to contact us on editor@brazilianchamber.org.uk by Friday 26th November 2010 with a brief outline of your business and a company logo for inclusion in the upcoming magazine.

I very much hope you enjoy this special edition of the Brazil Business Brief and look forward to seeing you, our esteemed members, and your guests at next year's event.

Emily Lemos
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Brazil Business Brief

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Special Thanks Valentina Ravagni and Juliana Moro.



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Gala Dinner 2010

'Personality of the Year Awards'

The twelfth annual Gala Dinner - 'Personality of the Year Awards' took place on Wednesday 26th May 2010 and was one of the most memorable and impressive events in the London business calendar of the year so far. For the twelfth consecutive year, the event was held at The Dorchester Hotel, one of London's finest and most luxurious five star hotels, situated in Mayfair, and was organised by the Brazilian Chamber of Commerce in Great Britain and co-hosted by the Embassy of Brazil in London.

The Gala dinner is an opportunity to celebrate the work of two key figures, from Brazil and the UK, who have made significant contributions towards bilateral trade and investment. This year, the focus of the event was centred upon global economics and the dynamic financial agenda shared by Brazil and the United Kingdom alike. In light of this, it was with pride that this year's winners are two of the most senior authorities in the world of global economics. Professor Mervyn King and Mr Henrique Meirelles have played fundamental roles in the stabilization of the international financial markets in recent years, which in turn has laid down the foundation for economic recovery and sustainable growth here in the UK as well as in Brazil.

'The Gala Dinner - Personality of the Year Awards' was created in February 1999 and it is the Brazilian Chamber of Commerce's biggest event. This year we had over 490 members and guests in attendance, one of the most successful in the event's history," explains Mrs Valentina Ravagni, Secretary for the Brazilian Chamber of

Commerce in Great Britain and the event organiser.

Guests on the night included esteemed members of the Chamber, parliamentarians and leaders from both countries. The evening began with a pre-dinner cocktail reception, serving a fantastic array of Brazilian cocktails and champagne. Guests were welcomed in by Bateria Pra Valer, who performed their own unique blend of Brazilian samba rhythms and helped set the party vibe whilst guests mingled with fellow members.

During the dinner, guests dined on a sumptuous menu of pressed vegetable terrine with goat's cheese mousse & tapenade and grilled rump of lamb, fricassee of beans & wild mushrooms, soft herb polenta & red wine jus.

The night also saw a competition prize draw whereby lucky winners won an array of wonderfully unique prizes. Ina Honke won an all-expenses paid trip for two to Salvador, Brazil, including 2 return flights and one week at the Pestana hotel, courtesy of TAM Airlines and Pestana Hotels. Lady Bone was the lucky recipient of a weekend for two at one of The Doyle Collection's luxury hotels. Lastly, Margaret Newens, of Bunge, will receive a year's subscription to Globo International television channel.

The drinks flowed and celebrations continued well into the night. Guests revelled in the party atmosphere and used the event as an excellent opportunity to make new business contacts and network with fellow members and friends. At the end of the evening, guests were presented with impressive goody bags containing fantastic gifts provided by our kind sponsors.





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Mr Jaime Gornsztejn, Chairman of the Brazilian Chamber of Commerce in Great Britain, Salutes Guests



As host of this year's Gala Dinner, Mr Jaime Gornsztejn, Chairman of the Brazilian Chamber of Commerce in Great Britain, welcomed guests and members with his introductory speech. Mr Gornsztejn was elected Chairman in September 2009, making this his first Gala Dinner as Chairman of the Chamber.

Mr Gornsztejn paid tribute to the two award winners, both of whom are leading economic figures in the world

of international finance. He praised their ongoing work in the stabilization of the fragile financial markets and the key roles that they continue to play in driving forward initiatives between the UK and Brazil to help sustain growth and economic recovery.

He went on to welcome the night's guests of honour, both distinguished figures in the British and Brazilian business sectors. The Chairman continued by thanking the members and guests who sponsored tables on the evening - BG Group, Petrobras, Reynolds Ventures, BTG Pactual and BNDES. He also thanked TAM Airlines, Cachaça Germana, Tristão UK Ltd, Globo Internacional, Pestana Hotels, Distilled Spirits Ltd and Doyle Collection for their contributions.

Mr Gornsztejn described the evening as a commemoration to the advances in trade and investment in recent years between the two countries, and also the diverse business agenda that has been forged in areas such as biotechnology, sports events, energy, professional services, finance and infrastructure and assured members that the Brazilian Chamber of Commerce are continuously committed to help further develop such progress.

To read the speech in full, please visit our website - www.brazilianchamber.org.uk

Professor Mervyn King Governor of the Bank of England



Mervyn King is Governor of the Bank of England and is Chairman of the Monetary Policy Committee. He was previously Deputy Governor from 1998 to 2003, and Chief Economist and Executive Director from 1991. Mervyn King was a non-executive director of the Bank from 1990 to 1991.

Born in 1948, Mervyn King studied at King's College, Cambridge, and Harvard (as a Kennedy Scholar) and

taught at Cambridge and Birmingham Universities before spells as Visiting Professor at both Harvard University and MIT. From October 1984, he was Professor of Economics at the London School of Economics where he founded the Financial Markets Group.

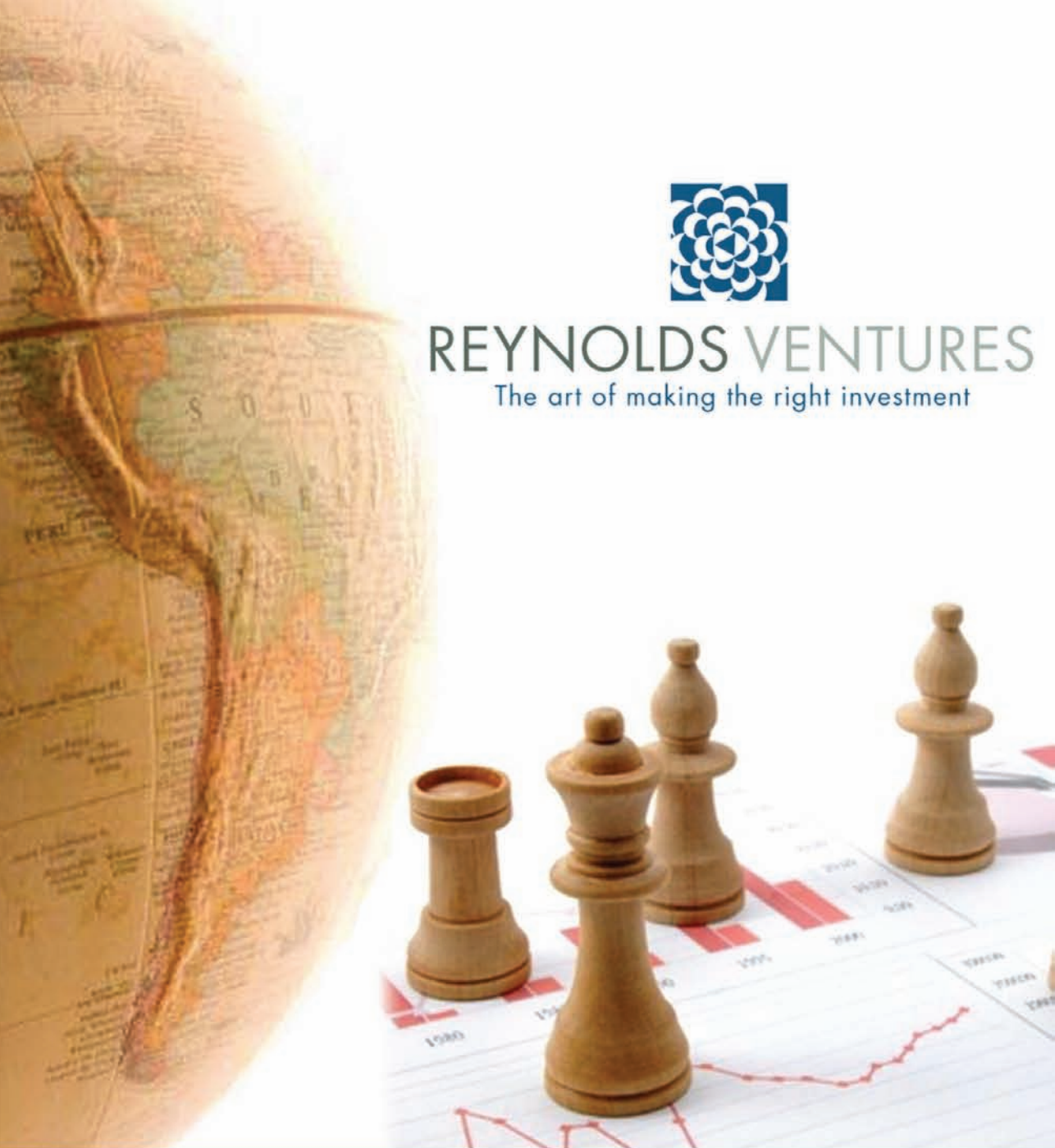
Mervyn King is a Fellow of the British Academy, an Honorary Fellow of King's and St John's Colleges, Cambridge and holds honorary degrees from Birmingham, City of London, Edinburgh, London Guildhall, London School of Economics, Wolverhampton, Worcestershire, Cambridge and Helsinki Universities.

He is a Foreign Honorary Member of the American Academy of Arts and Sciences, is on the Advisory Council of the London Symphony Orchestra, is Patron of Worcestershire County Cricket Club and is a Trustee of the National Gallery.



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Mr Henrique Meirelles

President of the Central Bank of Brazil



Mr Henrique de Campos Meirelles has been Governor of the Central Bank of Brazil since January 2003. Prior to this position, he served as the President of FleetBoston's Corporate and Global Bank and of BankBoston Corporation.

Born in 1945 in Anápolis, Goiás, Brazil, Mr Meirelles earned a Bachelor of Science degree in Engineering from the University of São Paulo and an MBA from the Federal University of Rio de Janeiro.

Mr Meirelles also holds an Honorary Degree from Byrant College, USA and was elected a Congressman in Brazil in 2002.

Mr Meirelles was also a member of the Advisory Boards of the Harvard Kennedy School of Government, the Sloan School of Management of the Massachusetts Institute of Technology and the Carroll School of Management of the Boston College, as well as a member of the Board of Trustees of the New England Conservatory of Music and of the Institute of Contemporary Arts of Boston.

Among other awards, Mr Meirelles was voted "2008 Brazilian of the Year" by ISTOE magazine, '2007 Central Bank Governor of the Year' by Euromoney and '2008 Financier of the Year' by Latin Trade Bravo.

Lord Lawson of Blaby

House of Lords



Nigel Lawson, Lord Lawson of Blaby, after a number of years in journalism, including as editor of The Spectator from 1966-1970, became a Conservative MP in 1974. He served in the Thatcher government from 1979 to 1989 as Financial Secretary to the Treasury, Secretary of State for Energy, and, from 1983, as Chancellor of the Exchequer (Finance Minister), in which capacity he

introduced a thoroughgoing programme of tax reform and master-minded the Thatcher government's pioneering privatisation programme. He entered the House of Lords in 1992.

He has written a number of books, including his political memoirs ('The View from Number 11') and, most recently, the best-selling 'An Appeal to Reason; a Cool Look at Global Warming'. In November 2009, he founded a new think-tank, The Global Warming Policy Foundation (www.thegwppf.org).

He is immediate past president of the British Institute of Energy Economics.

Lord Lawson of Blaby has five children and six grandchildren and lives in London and France.

Jorge Paulo Lemann

Anheuser-Busch InBev Board Member



Jorge Paulo Lemann was born in Rio de Janeiro, Brazil and graduated from Harvard University, A.B. in 1961. He founded and was Senior Partner of Banco de Investimentos Garantia S.A in Brazil from 1971 to June 1998, when it sold to Credit Suisse First Boston. Until early 2005, he was a Director of The Gillette Company in Boston,

Swiss Re in Zurich, Chairman of the Latin American Advisory Committee of the New York Stock Exchange, and Director of Lojas Americanas, a Brazilian retailer. He resigned from those Boards to concentrate on his beer investments at InBev. In 2004, Mr Lemann aligned his AmBev beer interests with those of Interbrew of Belgium to help create InBev. In 2008, Inbev purchased Anheuser-Busch and became Anheuser-Busch InBev or ABI.

Jorge Paulo Lemann is a board member of the Fundação Estudar, provider of scholarships for Brazilians, and a member of the Board of Harvard Business School of Dean's Advisors.

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Acceptance Speech of Mr Henrique Meirelles



recognised as significant players on the world's economic stage.

In his speech Mr Meirelles pinpointed in detail the major financial vulnerabilities that Brazil has faced over the years, and which has resulted in the longest period of hyperinflation in the world's recent history. However, necessary measures were taken, through rigorous monetary and fiscal reforms, and this led to an elimination of such vulnerabilities. The financial sector has grown within the last seven years and credit today amounts to 45% of GDP, compared to the previously low level of 26%. The capital level and the credit quality of the credit portfolio are today actually higher than before the

Mr Henrique Meirelles, President of the Central Bank of Brazil, was honoured with the Personality of the Year award at this year's event. Mr Meirelles took to the stage to accept his award and during his acceptance speech, thanked the Brazilian Chamber of Commerce for bestowing upon him the award, Ambassador Santos Neves for the ongoing support he has provided to the Brazilian Business Community in London as well as crediting President Lula for the unwavering support he continues to offer the Central Bank of Brazil. Mr Meirelles also paid honour to fellow award winner, Mr Mervyn King, with whom he has had the privilege of working closely with over the past eight years and thanked his wife, Eva, whom he referred to as his "companion and ally", especially during the turbulent economic times.

As the President of the Central Bank of Brazil, Mr Meirelles is at the forefront of many of the positive changes that have occurred in Brazil to its economy in recent years. In his speech, he spoke of the political stability and balanced economy that his country is enjoying at present but that the lessons learned during its unstable past must not be forgotten if they are to avoid the problems that many other European countries are now facing. After testing many different approaches, Brazil is now committed to accepting the basic economic principles of cutting expenses, working hard and increasing savings in order to unlock its growth potential. After the financial shake-up that occurred two years ago, a new age is dawning on the world and its global economy and emerging countries such as Brazil are now being

Lehman Brothers crisis and this is credited as one of the most important elements for the rapid recovery of Brazil's economy. Mr Meirelles explained that the efforts and reforms developed by a large number of private and public citizens, post Lehman crisis, were fundamental in providing the country with the resources needed to fund measures to handle the crisis. Brazil with its experience in handling financial crises was well prepared to deal with such a situation.

Since 2003, ten million formal jobs have been created and the middle class has increased by thirty-one million citizens, making Brazil's domestic market stronger. Mr Meirelles explained to guests that the focus now lies in developing sustainable growth and concentrating efforts on infrastructural investments, in areas such as energy and transport, as well as investing in education. He also emphasised the need for a reformation of the tax system and the need to make bureaucratic procedures simpler and less costly in a bid to encourage entrepreneurship. Brazil is now an investment hotspot and the President of the Central Bank of Brazil clarified that this was due to its new found economic and political credentials. Forecasts now also highlight Brazil as being one of the five largest economies by the second half of this decade. The challenge now is making this a reality. Mr Meirelles ended his acceptance speech by thanking the Brazilians, both in the private and public sectors, who have worked so hard to build the national consensus found in Brazil today.

To read the speech in full, please visit our website - www.brazilianchamber.org.uk.



Top Table: Clockwise from front: Lady Ann Heap, Mrs Eva Missine, Mr Jaime Gornsztejn, Deputado Fábio Ramalho, Sir Peter Heap, Senator Heraclito Fortes, Mr Henrique Meirelles, Mrs Josi Jowell, Mr Jorge Paulo Lemann, Mr Mark Hendrick, MP



Top Table: Clockwise from front: Rt Hon Tessa Jowell, MP, Professor Mervyn King, Mrs Mary Santos-Neves, Rt Hon Lord Nigel Lawson, Mr Guillermo Morenés, Ambassador Beatriz Souvirón, Ambassador Anibal Castro, Mrs Barbara Melander, Ambassador Santos-Neves, Mrs Ana Botín, Senator Eduardo Azeredo, Viscount David Montgomery



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Ambassador Carlos Augusto R. Santos-Neves



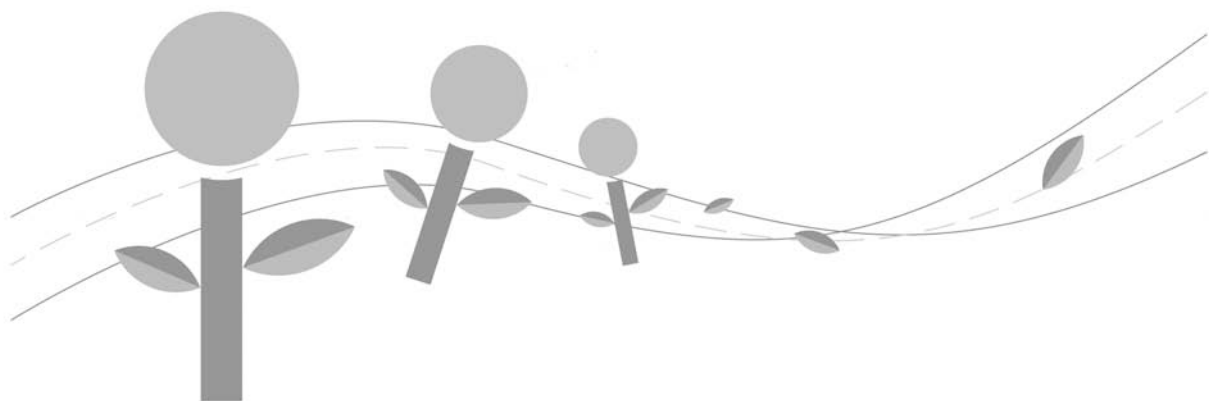
Mr Carlos Siqueira, Mr Leonardo Botelho, Mr Jaime Gornsztejn, Mr Armando Mariante and Mr Alexei Remizov



Ms Sue Faithfull, Ms Priscila Nascimento, Mr Jaime Gornsztejn and Ms Ina Honke (Winner of the draw of a pair of tickets to Brazil by TAM and seven nights at Pestana Hotel-Salvador)



Mrs Eva Missine, Secretary Augusto Cesar Batista de Castro, Mr Henrique Meirelles and Mrs Valentina Ravagni



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Brazilian Chamber of Commerce in Great Britain

The Brazilian Chamber was founded in 1942 and has been active in promoting trade and business in general between Brazil and Great Britain. To this end, the Chamber maintains close liaison with the Embassy of Brazil and the Brazilian Ambassador is the Honorary President of the Chamber.

The Brazilian Chamber provides direct services and programmes to help you be more competitive and profitable.

The Chamber organizes seminars, conferences, networking opportunities, luncheons and dinners with speakers, free advice and business opportunity meetings. The Chamber has also created the "Personality of the Year" awards. These awards are given each year to individuals who have contributed in an outstanding way to the strengthening of the economic, financial or commercial relations between Brazil and the United Kingdom.

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