

NEWS FROM THE
BRAZILIAN CHAMBER OF COMMERCE
IN GREAT BRITAIN



BRAZIL BUSINESS BRIEF

**NEWS FROM THE BRAZILIAN CHAMBER
OF COMMERCE IN GREAT BRITAIN**





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EDITOR'S LETTER



EMILY LEMOS

Editor-in-Chief
editor@brazilianchamber.org.uk

Dear Members,

Welcome to the 2010 edition of The Brazil Business Brief magazine. It is evident that 2010 has certainly been a significant year for Brazil, the United Kingdom as well as the Brazilian Chamber of Commerce in Great Britain, with important changes being implemented throughout the year. Both our countries have been to the polls and both new governments have coinciding terms of office. The UK government have clearly renewed their interest in strengthening ties with Brazil and 2011 is to be an exceptionally busy year in terms of senior political visits from the UK to Brazil. Reasons to invest in relations with Brazil have never been stronger - Brazil has recently elected its first female President in a technically efficient election, November saw Brazil's unemployment rate fall to a record low and in the first three quarters of 2010, Brazil's GDP expanded by 8.4 percent from 2009. In 2011, Brazil is expected to invest massively in its infrastructure in the run up to hosting the FIFA World Cup (2014) and The Olympic Games (2016). The overall outlook looks positive and Members of the Chamber are in a beneficial position to take advantage of the opportunities that are on course to materialize in 2011 and well into the future.

In this edition, you will find a detailed review of this year's events and Members news. 2010 has been a year to be proud of, with a record 64 new Members being initiated into the Chamber and we look forward to helping accelerate trade and business for all our Members, old and new. We are positive that the number of Members will continue to grow over the next twelve months. Our events calendar has thrived and this year we have held more successful events than ever before. The Chamber would like to take this opportunity to thank everyone who has been a part of making each event so triumphant.

There have been a few changes to the Chamber's core team over the past year. We welcome Lena Beraldo as Company Secretary and Alex Thomas, Commercial Secretary to the team and look forward to working closely with them in the future.

We hope you enjoy reading this edition of the Brazil Business Brief and share it with colleagues and friends. Please encourage them to become Members of the Chamber in order to take advantage of the expert business advice we have on offer to all our Members, plus the networking opportunities and exciting events calendar planned for 2011 and designed to help Members in all their business endeavours. Please visit our website www.brazilianchamber.org.uk, where you will find an up to date events calendar with full details on all our upcoming events. Highlights for 2011 include the House of Commons Reception on 23rd June 2011, the ever popular Personality of the Year Gala Dinner in May, as well as many more technical seminars, conferences, networking events and dinners. Details will be made available to our Members in due course.

Please feel free to contact me on editor@brazilianchamber.org.uk with any news of suggestions you may have for inclusion in our upcoming newsletters or magazines. We would like to take this opportunity to wish all our Members and their families a very prosperous 2011 and we look forward to working even closer to you in the forthcoming year. ●

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BRAZIL BUSINESS BRIEF
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IN GREAT BRITAIN

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INTERVIEW



Photography by André Stéfano.

BRAZILIAN CHAMBER WELCOMES NEW AMBASSADOR

THE NEW AMBASSADOR OF BRAZIL TO THE UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND, HIS EXCELLENCY ROBERTO JAGUARIBE, HAS RECENTLY TAKEN UP HIS POST IN LONDON.

Ambassador Roberto Jaguaribe was born in Rio de Janeiro on 27th December 1952. He holds a degree in Systems Engineering from the Pontifical Catholic University of Rio de Janeiro and has been a career diplomat since 1979. He has held high-level positions both in the Ministry of External Relations and in other Government agencies. Throughout his career in the Foreign Service he has worked with administrative issues, immigration, communication, trade promotion and trade negotiation, disarmament and bilateral and multilateral political issues. He has served at the Mission of Brazil to the United Nations in New York (1983-87) and at the Embassy of Brazil in

Montevideo (1987-90). At the Ministry of External Relations he headed the Division for Intellectual Property and Sensitive Technologies (1990-93). He also headed the Intellectual Property Section at the Mission of Brazil to the International Organizations in Geneva (1993-95) and the Disarmament section in the same Mission. Subsequently he served as the Director-General for Trade Promotion at the Ministry of External Relations (1998-2000). He held the post of Deputy Head of Mission at the Embassy of Brazil in Washington (2000-03). From 2007 to 2010 he was Undersecretary-General for Political Affairs II at the Brazilian Ministry of External Relations. Outside the Foreign Service he served as the Secretary for International Affairs at the Ministry of

Planning and Budget (1995-98) and Secretary for Industrial Technology at the Ministry of Development, Industry and Foreign Trade (2003-05). He was also the President of the National Institute of Industrial Property of Brazil (2005-07). Ambassador Jaguaribe and his wife Cinara have four children. The Editor interviewed Ambassador Jaguaribe for this edition of Brazil Business Brief.

Editor – Firstly, let me start by taking this opportunity to congratulate you on your new role as the Ambassador of Brazil to the United Kingdom and also welcome you to London. Tell us a little about the experience that you bring to the role of Ambassador of Brazil to the United Kingdom?

Ambassador Jaguaribe - Thank you very much for this opportunity. I must say, I have had quite an eclectic career. I have passed through all segments of work within Brazil's Ministry of Foreign Relations, with exception of the protocol section. I have been through administrative areas, to the consular and political areas, multilateral economic and multilateral politic and so as you can see, a quite varied experience. The last position I had within the Ministry was that of Undersecretary-General for Political Affairs II, which essentially covered Brazil's relations with all the emerging parts of the world, with the exception of Latin America itself. But I also benefited from gaining a lot of experience in different Ministries, not just in the Ministry of External Relations, which is something that is not unusual in Brazil's foreign services. I was Secretary of International Affairs in the Ministry of Planning and Budget, and also Secretary of Industrial Technology in the Ministry of Development, which would be the equivalent of a Minister here in the UK. I was also President of the National Institute of Industrial Property. So I have a varied experience which is quite useful because the UK is a very broad relation and London is a centre for many relevant hubs of energy – finance, business, culture, academic and many others.

What will be your main responsibilities as Ambassador?
Ambassador Jaguaribe - Of course the main responsibility is strengthening and maintaining the excellent ties between both our countries and of course this is not a difficult task because there is an enormous excellent disposition on both parts. The new coalition government has very clearly renewed the interest that it has and

“LONDON HAS SHOWN ENORMOUS DISPOSITION TO COOPERATE WITH BRAZIL AND THERE HAVE BEEN A NUMBER OF MISSIONS FROM BRAZIL IN SEVERAL SECTORS IN ORDER TO LEARN FROM THE BRITISH (...)”

that the country has in Latin America, and very specifically with emerging countries as well. Brazil is a combination of both, being an emerging country as well as a Latin American country so this bodes well. We have already received a number of important visitors from the UK after the formation of the coalition government. But even before that the relations were always very solid and there had been a very good level of personal contact between our leaders in the UK and in Brazil. But besides this fundamental dimension, as I said, we believe that London goes way beyond the UK. London is a major international city, where you have an enormously important financial sector, where the City and the financial hub are fundamental.

We have a very important business sector and we have a very important NGO presence in London. We also have an academic reference in London and the UK, but in London in particular because you can almost, for international purposes although they would not like that, believe that all the major universities really can be reached through London, which is quite true. There is also a cultural dimension which is also fundamental. And finally, but perhaps most importantly, London is also a centre for international information and media, with very influential media establishments in London.

What is your vision for ongoing relations between the United Kingdom and Brazil and how do you plan to strengthen these ties?
Ambassador Jaguaribe - Well the relations are very solid from the political point of view and very traditional from the historic point of view. As you know, the UK had a very significant participation in the process of independence of many, perhaps most countries in Latin America, because that coincided with the Napoleonic wars and that was seen as very useful from both sides. This alliance was very solid with many countries but it is especially true in relation to the old alliance between England and Portugal, which also to a very large extent, lead to Brazil's independence. How can that be if the alliance was with Portugal? It is because under the safeguard and under the support of the British Navy and certainly the support of British policy, the Portuguese king decided to transfer his court from Lisbon to Brazil, as is well known, to Rio de Janeiro. With that gesture, which is not a gesture but is a fact, the whole relationship was reversed and Brazil became the centre and therefore

was open. One of the king's immediate initiatives was to open Brazil for commerce with all friendly countries, meaning of course that the UK were losing the colonialist ties that obliged it to have trade only with Portugal so that began really the independence of Brazil.

But as is also true, for the past I would say 100 years, there has been a relative decline in relative mutual importance of the relationship. But I believe that we have now reached a point where this is clearly being reversed and the intent of the present coalition government is very clear. Our own intent has always been very clear.

We believe it has always been very important, so I think from the point of view of trade, of investment, and of interchanges overall, I think we are on a very good path. But what is also very important, is that because of the acquired relevance that Brazil has gained over the past many years and decades, especially over the last 10 to 15 years, the type of relationship and agenda of interest between Brazil and the United Kingdom has changed and has grown and so many issues of global relevance are now part of the agenda as well, which I think is a very important dimension of our bilateral relation.

2010 has been an important year politically for both the UK and Brazil, with both countries going to the election polls this year. Do you believe the new governments will continue driving forward initiatives between the UK and Brazil as previous governments did?

Ambassador Jaguaribe – I have no doubt. I previously referred to the very clear references that we have received from the British government in relation to the importance they attach to relations with Brazil. We also have a very



Ambassador Roberto Jaguaribe speaking at his Welcome Luncheon by the Brazilian Chamber of Commerce in Great Britain. Picture by André Stéfano.

fortunate coincidence of terms in office. President Dilma assumed responsibility on 1st January 2011 and her mandate coincides with the mandate of the present UK government, which is a very fortunate coincidence and which I think points to very good possibilities of increasing the relationship.

With the upcoming 2012 London Olympics, the 2014 World Cup in Brazil, the Rio 2016 Olympics, all eyes are firmly fixed on both the UK and Brazil alike. What do you think are the most important lessons both countries can learn from these events?

Ambassador Jaguaribe – Well I think there are many dimensions. As you know, these games go far beyond the actual sports themselves. They represent showcases for the host countries and cities to the world. And of course, London is doing an excellent job preparing to host the 2012 Olympic Games. We are absolutely sure they are going to be a huge success. Yesterday, the Foreign Secretary made a statement and Mr Sebastian Coe was also present making his own presentation in relation to the perspectives for

the future Olympic Games here and of course there is a very green dimension to the Games. We are convinced this is going to be very successful and previous experiences are always very important in assuring the success of the future venues and events. I am sure London is now benefiting from the previous holders of the Games and Brazil is already benefiting from the experiences that London has acquired in the process. London has shown enormous disposition to collaborate and cooperate with Brazil and there have been a number of missions from Brazil in several sectors in order to try to learn from the British and the London experience and it has been a very fruitful process. There is a lot of cooperation and there are obviously also many business opportunities that arise from the expertise that one builds in having and hosting such events.

Editor – Thank you very much and I wish you the very best of luck in all of your endeavours. ●

EVENTS

REVIEW OF THE YEAR

LUNCHEON WITH THE RT HON TESSA JOWELL – THE OLYMPIC GAMES RIO 2016

WEDNESDAY 3RD FEBRUARY

On Wednesday 3rd February 2010, the Brazilian Chamber of Commerce in Great Britain held a luncheon at which the guest of honour The Rt Hon Tessa Jowell MP, Minister for the Cabinet Office, the Olympics and Paymaster General spoke to Members on the topic “The Olympic Games Rio 2016: Lessons from London 2012 and Business Opportunities”. The event was held in St James’ Park, Central London and was well attended by members and guests. During her speech, Jowell highlighted some of the key lessons learnt as a result of the London 2012 Olympics and how this information can now be shared with Brazil in order to make sure that the economic rewards



The Rt Hon Tessa Jowell MP and Mr. Jaime Gornsztejn. Picture by JM Alkmin.

are long-lasting and sustainable. Jowell also confirmed that the UK and Brazil would be signing an historic Host2Host trade agreement, which commits both sides to even closer business relation-

ships on the back of London and Rio’s status as Olympic host cities. Both countries have also signed a knowledge sharing agreement – the first of its kind. ●

EVENTS

ENGLAND AND WALES AS A CHOICE OF LAW IN INTERNATIONAL CONTRACTS

TUESDAY 9TH FEBRUARY 2010

The Legal Committee of the Brazilian Chamber of Commerce held an motivating talk on the hot topic of “*England and Wales as a Choice of Law in International Contracts*” on Tuesday 9th February, which was held at the Clyde & Co offices in the Bank, London. Guest speaker at this popular event was Mr Frederico Singarajah, a barrister from 1 Gray’s Inn Square. Mr Singarajah’s speech covered private international law and why both England and Wales are commonly chosen as a choice of law and forum for international disputes, both historically and in the present day.

Mr Singarajah, an expert on the subject, provided a wealth of examples, which made for a very interesting talk. ●



Mr Frederico Singarajah. Picture by JM Alkmin

DOING BUSINESS IN THE UK AND BRAZIL: WOMEN’S PERSPECTIVE SEMINAR

TUESDAY 2ND MARCH 2010

The event entitled *Doing Business in the UK and Brazil: Women’s Perspective Seminar* took place on 2nd of March 2010 at Herbert Smith.

Successful, inspiring businesswomen from different industries who have



Ms Maria Luiza Abbott, AJA Media Solutions Ltd. Picture by Randes Nunes

lived and worked in both countries gave their perspective on a number of subjects. The seminar included topics such as how to break cultural barriers, the recipe for success, the most challenging aspects of the art of business in Europe and Latin America, and the key issues, differences and lessons learned when working with Brazilian and UK companies.

The Brazil Business Brief spoke to Maria Luiza Abbot, a successful businesswoman, about whether there

were any real differences between women’s and men’s perspective on how to do business in both countries. Maria Luiza, who works for a media company, explained that there are not many differences between the perspective between women and men and that the differences are cultural and transcend gender. It is important for businesses to be able to translate these cultural differences rather than translating only language. “When we provide a service for European and Brazilian Companies, we try to apply the best each culture has to offer for specific interests and for the objec-

tives we want to achieve. In order to avoid cultural shock we need to make sure that the right messages are delivered correctly for both cultures”, Maria Luiza affirmed.

The seminar participants concluded that there are key differences between British and Brazilian cultures. For example, with regards to time, Brazilians are more flexible whereas the British are more structured. Some may think about the “jeitinho brasileiro” (literally: the Brazilian way of

doing things in the last minute) in a very negative way. It can, however, if used in the correct way be an asset and Brazilians are able to use this in their advantage. “We are more flexible and we have the ability to accept decisions taken in the last minute”. So, what are the lessons Brazilians can learn with the British? Planning things in advance, not leaving things for the last minute and being more organised. “If we don’t plan things beforehand things may not work well”, said Maria Luiza.

The event was conceptualised by Ms Ileda Gomes, Vice-Chairman of the



Dr Carole Nakhle. Picture by Randes Nunes

Brazilian Chamber of Commerce and Head of New Ventures, & INGL, BP Gas Asia & Middle East. Panellists included Paula Hodges - Partner of Herbert Smith, Bibiana Crocitta, Managing Director - Cook your Business, London, Maria Luiza Abbott, partner/director of Aja Media Solutions, Carole Nakhle and Vera Helena de Moraes Dantas, Partner Noronha of Advogados. ●

Words by Lena Beraldo

HIRING AND FIRING FOREIGN WORKERS IN THE UK

TUESDAY 13TH APRIL 2010

On Tuesday 13th April, The Legal Committee of the Chamber held a talk organised by Nabas International Lawyers in association with William Sturges & Co. Solicitors entitled “*Hiring and Firing Foreign Workers in the UK*”. The event was very popular, especially with those members involved in businesses who regularly hire foreign workers, in particular the HR departments of banks, hotels and international businesses that are based in the UK. Speakers on the night included Vitoria Nabas and Isabella Cannell of Nabas International Lawyers and John Quigley of William Sturges & Co. Solicitors. Nabas International Lawyers



Mr John Quigley, William Sturges & Co. Picture by JM Alkmin



Ms Isabella Cannell, Nabas International Lawyers. Picture by JM Alkmin.

were founded in 2004 and have high level of visibility in Europe and South America. They offer legal advice with a unique local understanding and a wide range of services by multilingual professionals. The presentation detailed the process by which a firm can sponsor a foreign worker and the different tiers of sponsorship available. The speakers described the particulars of the resident market test, which aims to advertise a position to settled workers before advertising to migrant workers. A step-by-step guide to applying for the visa was also highly beneficial to the audience. Following the talk, drinks were served at a networking reception where an animated level of discussion continued. ●

EVENTS

EMPLOYMENT LAW SEMINAR HOSTED BY COLLYER BRISTOW'S LLP

TUESDAY 4TH MAY 2010

Members of the Chamber were invited to participate in a stimulating seminar on Employment Law, hosted by Collyer Bristow's LLP at their London offices in Holborn and organised by The Legal Committee of the Brazilian Chamber of Commerce. The aim of the seminar was to offer expert advice and in depth knowledge to members who are involved in employment and HR.

Mr Jaime Gornsztejn, Chairman of the Chamber, welcomed guests and the host of the event, Silvia Fazio, Head of International Business at Collyer Bristow introduced the speakers, all of whom are experts in the field of Employment Law: **Settling Employment Claims** by Tania Goodman, Partner, Head of Employment; **Managing Sickness Absence** by Charlotte Cecil, Employment Assistant Solicitor and **Family Friendly Provisions** by Sonal Cooke, Employment Assistant Solicitor.

The presentations touched upon current issues challenging employers in today's ever changing market. Tania Goodman focused on how to settle employment claims effectively through the use of effective HR, mediation and reaching a compromise agreement. Charlotte Cecil's compelling presentation offered useful tips on the management of short term and long term employee absences and Sonal Cooke brought to



Ms Tania Goodman.

the forefront an update on maternity provisions, flexible working requests as well as an insight into new laws involving paternity leave and pay. Each speaker also reflected upon variances between UK and Brazilian employment laws, an aspect which was particularly beneficial to our Members. The talk ended with a canapé and networking reception whereby guests had the opportunity to continue their discussions and converse with the speakers in more detail. The Brazilian Chamber of Commerce would like to thank Collyer Bristow's LLP for hosting this successful and enlightening event. ●

FINANCIAL SECTOR NETWORKING RECEPTION

THURSDAY 17TH JUNE 2010

Members of the Chamber had the opportunity to participate in a net-

working reception, organised by the Financial Services Committee of the Chamber, which focused on the growing community of financial professionals and businesses in the UK that plan to do business, or are already involved in business negotiations with Brazil. To launch the new initiative, a reception was held at the London Capital



Mr David Thomas, Chairman of the Financial Services Committee of the Brazilian Chamber. Picture by JM Alkmin.

BREAKFAST TALK – PERSPECTIVES ON BRAZIL'S FOREIGN TRADE

WEDNESDAY 30TH JUNE 2010

A stimulating breakfast talk entitled "Perspectives on Brazil's Foreign Trade" was organised by the Brazilian Chamber of Commerce and was held on 30th June in London. The keynote speaker at the event was Mr Welber Barral, Foreign Trade Secretary from The Brazilian Ministry of Development, Industry and Foreign Trade. The event was very successful and well represented by members of the Chamber. We would like to thank Mr Barral for his participation at the event. ●



Mr Colin Johnson, Grant Thornton UK LLP. Picture by JM Alkmin.

Club on Thursday 17th June and Mr Jaime Gornsztejn, The Chairman of the Chamber, welcomed a large turnout of guests on the night. The aim of the Committee and the Chamber is to provide a forum for information to its members and also to introduce contacts across the financial services sector, including banking, investment management, and insurance services. Members of the Financial Services Committee as well as the Chamber were on hand to discuss future plans and activities as well as interact with guests. ●

BREAKFAST WITH MR FELIPE LOCKE CAVALCANTI – NATIONAL COUNCIL OF JUSTICE (CONSELHO NACIONAL DE JUSTIÇA)

MONDAY 19TH JULY 2010

The Brazilian Chamber of Commerce hosted an educational breakfast event on Monday 19th July 2010 with Mr Felipe Locke Cavalcanti, Member of the National Council of Justice (Conselho Nacional de Justiça). The talk, entitled "**The National Council of Justice and the development of the Brazilian Judicial System in the last Five Years**", was given in the Portuguese language.

The National Council of Justice (Conselho Nacional de Justiça) was founded in 2004 with the aim to reform and improve the Brazilian Judicial System. The 15-strong Council, of which Mr Felipe Locke Cavalcanti is a Member, is chaired by the President of the Supreme Court. Its key attributes are to conduct disciplinary proceedings against members of the Judiciary, ensure autonomy within the Brazilian Judicial System and compile and publish statistics concerning the Brazilian Supreme Court system. The event, generously sponsored by Marriott Harrison Law Firm, took place at their Central London offices and was attended by numerous members of the Chamber.

Summary of the Speech:

The National Council of Justice was created in Brazil by Constitutional



Mr Welber Barral, Brazilian Ministry of Development, Industry and Foreign Trade. Picture by JM Alkmin.

EVENTS

Amendment 45 with the purpose of reforming the Brazilian Judicial System. The reformation of the judicial system was a long time aspiration for many Brazilian's, especially those within the legal profession, who were unhappy with the existing system and had long hoped for an external control organ to oversee matters and govern. Initially, there was obvious resistance to such changes, especially from the tribunals and its members, who were concerned that such modifications would interfere with a judge's independence.

The aforementioned Constitutional Amendment 45 was introduced to bring to light an innovative vision of change to the judicial system without compromising the autonomy of its judges.

Along with the formation of the National Council of Justice, other changes such as the termination of the Special Jurisdiction Appellate Court also occurred. The Council is responsible for an array of responsibilities such as the inspection of finances, administration, spending and expenses, as well as the initiation of any disciplinary action needed against a particular Member of the Tribunal when deemed necessary. The Brazilian Judicial System is highly complex as is its court system, of which there are ninety different types of tribunals. The National Council of Justice exercises administrative and disciplinary control over all ninety whilst also working to unify them. It is within the power of the Council to issue resolutions to Members of the Tribunal that must be adhered to. It is worth noting that such acts of Council are definitive and can only be overturned by the Supreme Court.

The Council is composed of fifteen Members of Council, whereby nine are appointed by Courts or by the Public Prosecution and the other six are external. Of the six external members, two are lawyers, appointed by the BAR Association, and two are citizens, appointed by the Parliament. The term of office for each Member of Council is two years, with only one renewal of term permitted per Member. All Members are approved by the Federal Senate of Brazil and finally nominated by the President of the Republic. Since its inception five years ago and under the presidency of Minister Nelson Jobim, two important measures have been adopted by the National Council of Justice; combating nepotism and controlling the maximum pay for magistrates. Nepotism is favouritism granted to relatives whereby they are given jobs without relevant qualifications, and with no regard to merit. Unfortunately, this type of practise is very common in Brazil and occurs even within the judiciary system, compromising of course the judicial process. As a result, the Council introduced a resolution forcing the dismissal of all personnel employed as a result of favouritism rather than qualifications or relevant experience. To illustrate, it is worth mentioning a case that was investigated by the National Council of Justice, involving a Chief Justice who employed his two sons, both of whom did not have any relevant qualifications whatsoever. Neither would show up at Court as both were still studying at university. The Chief Justice was punished and is being forced to reimburse the salaries that were wrongly paid out to his sons. Under the presidency of Minister Ellen Gracie, the Council introduced

a number of programmes to computerise the Judiciary system. Such programmes have helped reduce spending and also the time taken in concluding trials. The National Council of Justice is also taking tough sanctions against magistrates who commit acts of corruption and unethical embezzlement. The Council has revoked numerous court decisions where judges were acquitted and have instead granted harsh punishments and disciplinary action. The National Register of Convicts Act by Administrative Improbability was established by the Council as a means of allowing the general public to access data on all convicted persons who have caused losses in public administration. These measures have greatly improved the judicial system and helped prevent further corruption.

It can be concluded that the National Council of Justice have played a significant role in improving the Brazilian Judicial System, making it more dependable and reliable than ever before. ●

(N.B. Translated and abridged by the Editor)

BRAZILIAN ELECTION ANALYSIS PANEL DISCUSSION

MONDAY 20TH SEPTEMBER

The Brazilian Chamber of Commerce, in partnership with Canning House, hosted a panel discussion examining the impending Brazilian elections at the Canning House offices in Central

London. The panel of political experts included Murillo de Aragão, political analyst and CEO of Arko Advice Pesquisas, one of Brazil's leading political consultancy companies, and Anthony Pereira, the newly appointed Director of the Brazil Institute at the highly acclaimed King's College London. The panel was chaired by John Bowler, director of the Economist Intelligence Unit's Country Risk Service (CRS). Topics included Lula's time in office and the impact he has had on Brazil as an important political presence on the international stage as well as what the potential results would mean for Brazil's future economically, politically and socially. The experts also took part in an engaging Q&A session, followed by a drinks reception. ●

ACCESSING EQUITY MARKETS IN SÃO PAULO AND LONDON: OPPORTUNITIES AND CHALLENGES

WEDNESDAY 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 which was attended by over 70 members. 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



Rt Hon The Lord Mayor Alderman Nick Anstee. Picture by André Stéfano.

panel session led by Mr Jeremy Grant, Managing Editor of the Trading Room, Financial Times and included topics such as 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.)



From left to right: Alexandre De Lucchi Carneiro (Banco Fator), Carlos Kawall Leal (BM&F Bovespa), Jeremy Grant (Financial Times), Damien Vanderwilt (Goldman Sachs & Co), Keshava Shastri (BlackRock) and Graham Dallas (London Stock Exchange). Picture by André Stéfano.

EVENTS

LONDON MARKET VISIT TO BRAZIL

25-29TH OCTOBER 2010



REVIEW OF THE YEAR 2010
Photography by Ricardo Azoury.

In October 2010, the UK Trade & Investment (UKTI) and GLE oneLondon 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. ●



Photography by André Stéfano.

LUNCHEON TO WELCOME NEW AMBASSADOR ROBERTO JAGUARIBE

WEDNESDAY 29TH SEPTEMBER

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 Matos, and 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 Ambassador Jaguaribe and wish him luck in his future endeavours. ●



Ambassador Roberto Jaguaribe.
Picture by André Stéfano.

CONFERENCE WITH ALAN CHARLTON, BRITISH AMBASSADOR TO BRAZIL

WEDNESDAY 13TH OCTOBER

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.

Speech by British Ambassador Alan Charlton to the Brazilian Chamber of Commerce on Wednesday 13th October 2010.

The UK and Brazil – the next five years



Ambassador Alan Charlton. Picture by Fernanda Ros/British Embassy Brasilia.

The full text of the address:
Thank you to the Chamber President Jaime Gornsztejn for inviting me again to speak to you, and my thanks in advance to Berwin Leighton Paisner for the drinks reception we shall be enjoying. I remain very much an admirer of the work of this Chamber of Commerce.
When I spoke to you in September 2009 I noted how well the Brazilian economy had been weathering the world-wide financial and economic crisis and how Brazil's reputation was improving throughout the world – some of you will remember the front cover of the Economist last year showing Christ the Redeemer taking off from the Corcovado.
A year further on there is further positive news about Brazil. The growth rate in 2010 is set to be an unexpectedly high 7% plus. There is a firm belief that Brazil can be the fifth largest economy in the world by 2025 and the fourth largest by 2050. There is confidence in Brazil's financial and economic stability at home and

abroad. 20 million Brazilians have advanced from poverty to the middle class over the last eight years. We have just witnessed a technically efficient election, including a speed in declaring results which should be the envy of many countries much smaller than Brazil. We are now witnessing a campaign leading up to the second round on 31 October, an opportunity to go deeper into the issues facing Brazil. Several Brazilians have told me they welcome the second round for this reason.
Brazil has a combination of achievements rarely found in the world: a vibrant democracy, advancing social justice, a solid financial system and impressive growth rate. No longer should we talk about whether Brazil's take-off may be the flight of the chicken, soon coming back down to earth. As the Economist suggested, Brazil is well and truly launched and the question is how long it will take to be an emerged rather than emerging country.
Of course there are many problems

REVIEW OF THE YEAR 2010

EVENTS

for the next government to tackle. One key challenge is education: the system needs to supply in much greater numbers a qualified labour force at various levels. There remains much to be done on infrastructure including in preparation for the World Cup and Olympic Games. There is much talk in Brazil of the need for tax reform and some say this could be the kind of draining political experience for the next government which healthcare was for the United States. There is likely to be another attempt to reform the political system. Health and Security including the drugs problem are always among the top areas of concern to Brazilians and, again, there is a lot to do. Looking further ahead, as age expectancy rises and the population ages as is occurring in China and has already occurred in Europe, Brazil will need to ensure that its social security and pensions systems are sustainable. There is an open question whether the political system will deliver reforms in such areas where there are so many interests at federal, state and municipal level. But there is a sense that Brazil has both the capacity and the self-confidence to go ahead and tackle what might have seemed some years ago insuperable problems. This is indeed a great moment for Brazil. Since I last spoke to you, we have had the UK general election and the formation of a coalition government, the first since the emergency of the Second World War. The Conservative and Liberal Democrat Parties decided that the election outcome left them no choice but to join together and provide a stable majority in Parliament. Watching all this from abroad, I was impressed by the readiness

of the two parties to compromise and the detailed coalition agreement they reached in such a short span of time. I continue to be impressed by the sense of team spirit among the new Ministers. The government's central objective is to restore the country's finances and ensure a path of sustainable growth. It was quick to announce cuts in public spending in the current financial year of £6 billion. We shall hear on 20 October from the Chancellor of the Exchequer how public expenditure will be reduced in the next four years in order to help meet the target of removing the structural deficit during the lifetime of this Parliament. Governments around the world, as well as the financial markets, have recognized that this action is necessary, even though some may argue about the extent and speed of action. But, at the same time, the coalition government has made it clear that it wants an even more active foreign policy. The UK is a strong believer, and participator, in multilateralism. We want the global organisations - UN, IMF, World Bank, WTO plus negotiating rounds such as Doha or on climate change or biodiversity - to produce truly global solutions. In a speech last week the Foreign Secretary William Hague committed the UK to helping reach global agreement on countering climate change, however difficult that might be after the setback at Copenhagen last December. The UK supports reform of international organisations to make them more representative of the world of today, for example to include Brazil and others as permanent members of the UN Security Council and to increase the quotas of emerging countries in the IMF.

Yet, it is also clear that achieving global agreements is becoming more complicated as more poles of influence and power arise around the world. For this reason, it is essential to supplement UK work in international organizations with strengthening of bilateral relations with new emerging powers. Of these Brazil, India and China are usually mentioned as in the top tier. Of this top tier I believe that Brazil has probably until recently been the least well known in the UK and has required particular attention in order to achieve the bilateral relationship this government wants. The UK has a strong and positive history with Brazil. In September, a dream of mine was fulfilled by a dinner on the largest ship of the British Navy, HMS Ocean, to celebrate the life of Admiral Cochrane who died 150 years ago and is buried in Westminster Abbey. Admiral Cochrane was hired by Brazil shortly after its proclamation of independence in 1822. He was instrumental in ensuring that Brazil won its short armed struggle against Portugal and did not fragment into several separate states. If you visit my residence in Brasilia you will be greeted by a portrait of Admiral Cochrane just inside the main entrance. Fourteen years earlier, in 1808, the British Navy escorted the Brazilian Court, Government and treasury to Brazil as Napoleon advanced towards Lisbon. The UK was a major investor and trader throughout the 19th century, and British communities played a role in the big cities. The UK was an important trader and investor in Brazil and used this position to maintain strong pressure for the abolition of slavery. The UK presence and role was less visible

after the Second World War. Of course, Brazil has strong relationships with many countries nowadays as does the UK. But I firmly believe that much can be done to strengthen again the relationship between the UK and Brazil in our mutual interest. During the next four years the new British and Brazilian governments will have coincidental terms of office. On the UK side, we have been working up ideas for strengthening the pillars of this relationship for discussion with the new Brazilian government as it takes office in January. Already, we are meeting with a positive reaction in Brazil to our Ministers' words on the importance they attach to the relationship with Brazil. Meanwhile, we have not just been waiting for the new Brazilian government to be in place. At the beginning of September, Dr Vince Cable, Secretary of State for Business Skills and Innovation, visited Sao Paulo, Brasilia and Rio de Janeiro with a large business delegation. The centrepiece of the visit was the annual JETCO, the joint Brazil-UK committee to promote trade and investment between our two countries. At this meeting it was agreed to launch a CEOs' forum. The UK and Brazilian governments are discussing this with a view to the first meeting being held next year after the Brazilian government has had time to form and settle down. In the middle of September we had a visit by Minister for International Security Strategy from the Ministry of Defence Gerald Howarth. He hosted the Admiral Cochrane dinner I mentioned earlier. HMS Ocean was also the platform for a joint exercise between Royal and Brazilian Marines off the coast of Rio State and for both

a defence equipment exhibition and a defence equipment seminar. The Minister gave strong support for a British bid to help Brazil with the modernization of the Brazilian navy. We have also had visits of a large number of trade delegations over recent months. UK Trade and Investment have registered a 500% increase over the last three years in companies they have helped in the Brazilian market. Just yesterday I was in Leicester speaking to businesses which are about to visit Brazil themselves. Trade and Investment will be at the heart of the UK/Brazil relationship. There is increasing activity, but a lot more can be achieved. I was heartened when speaking to British companies at the Rio Sport Expo exhibition in late September to hear that a number of them are already doing business related to the large sporting events in Rio in the coming years. UK investment in Brazil is growing. This is, importantly, recognition that Brazil can and should for British companies be an important part of their global operations and so one for long-term investment. As Brazilian internationalise, we welcome Brazilian investment in the UK. The UK is one of the best places to invest. It is a gateway to Europe and also to the Middle East and Africa. There are many organisations such as this Chamber, Think London and other organisations around the country ready and able to help investors. The government has pledged to do its bit by improving the business environment, including by lowering corporation tax. After the United States, the UK has the largest number of universities among the world's top 100. Some of these universities are also a spring-

board for innovation and spin-out companies, which should attract Brazilian venture capital. The City of London is not only a world-class financial centre but a centre of professional services of all kinds: on Sunday this week, I shall join the Lord Mayor of London in Brazil talking to Brazilians about this and also promoting UK financial services in Brazil (Lloyds opened an office in Rio last year and ever more syndicates of their are working in Brazil). I think the question should not be why invest in the UK but why should you go anywhere else? The UK welcomes the office of BNDES here in London, headed by Jaime Gornsztejn, and the presence of other Brazilian institutions such as BMF/BOVESPA and the large multinationals. In the context of ramping up bilateral trade and investment activity, our two countries have a strong interest in maintaining and improving the openness of the world economy. There is talk around the world of protectionism. We saw in the 1930s what this can lead to - a vicious cycle of decline. That is why it is so important to seek to revive the Doha Round: there will be an opportunity at the G20 Summit in Korea to start to do that, difficult though it will be. Meanwhile, there is real promise in the negotiation relaunched in July this year between the European Union and MERCOSUL for a new cooperation agreement. It is significant that this was launched following a decision on the MERCOSUL side to signal readiness to improve access for the EU on government procurement and automotive parts. Commissioner Karel de Gucht has recently visited Brazil and Argentina and there are talks this

EVENTS

month in Brussels. There are a lot of particular interests to consider on both sides and there will be a need for tradeoffs. The UK government supports a conclusion of this negotiation in the interest of both sides. It is not just a matter of the tariff numbers but the stimulus an agreement could give to companies considering where in the world to trade and invest. An agreement could also give stimulus to the Doha Round. And it could promote stronger collaboration more widely between the European Union and South America.

Linked with this bilateral and multilateral economic agenda, is the growing collaboration between UK and Brazil on science and innovation. The UK is Brazil's second most important partner after the United States in terms of scientific collaboration and publication. In August, I attended an inspiring seminar in September in Sao Paulo State, arranged to celebrate the 350th anniversary of the Royal Society, between 80 young Brazilian and 80 young British scientists. The UK Research councils are working with Brazilian partners to increase our co-operation. Brazil's world-class agriculture research organization EMBRAPA has established a presence at Rothamsted.

Education both in the area of science and beyond is a potentially increasingly important area of collaboration. Earlier today I attended a meeting involving British universities and other institutions to see how the government can help support their co-operation with Brazil. I have no doubt that we are seeing a step change in this area. We want to see more exchange between post-graduate students of the two countries. This can

take many forms: Manchester Business School, for example, has started an MBA course based at the Getulio Vargas Foundation in Rio which uses blended learning - a mixture of distance learning on-line, workshops and the possibility of also visiting one of Manchester Business School's other centres around the world. Through the British Council, we want to help more Brazilian authorities provide English language teaching as part of Brazil's effort to internationalise. We may also be able to collaborate on technical/vocational education.

Beyond this, in the realm of international policy work, Brazil and the UK can work ever more together on the big global issues of the day - on energy, climate change, sustainable development, drugs. We can also work with Brazil as, currently, a non-permanent member of the UN Security Council and, we hope, in the future, as a permanent member, on the big regional issues of the world - in the Middle East, in Africa and elsewhere. A unique field of partnership over the coming years will be sport. We have London 2012, Brazil 2014, Rio 2016 and, we hope England 2018. I had the pleasure to recently visit a school in Alagoas partnered with a school in Nottinghamshire in the International Inspiration Programme, which embraces 14 countries and is part of the projected legacy of the London Olympic Games aiming to inspire young people through sport. I can tell you the results have been tremendous. You can read more on my blog. We are talking to the Rio authorities about security. We are talking to them about sustainability of the Olympic Games and we are helping to link up companies to benefit

from these sporting events. This also extends to tourism. A few months ago Visit Britain signed an agreement with the Brazilian Agency EMBRATUR in the presence of the Brazilian Minister of Tourism and me aimed at using these sporting events to achieve through cooperation a lasting increase in tourism to our two countries.

I want also to mention culture, not just culture for itself, important though that is, but also culture as it is linked to the strength to the relationship between the UK and Brazil, and embracing much of what I have already said under other headings. I hope that we can arrange a 'Season of UK in Brazil', perhaps in the final quarter of 2012, using the enthusiasm of British cultural institutions to be involved to work with Brazilian partners, but also to highlight our scientific and commercial collaborations. I believe this could help underline the renewed UK commitment to partnership with Brazil and help reinforce our work across the breadth of our bilateral connections. If this idea gets off the ground, as I hope it will, I shall no doubt be coming back to you for some help.

As you can gather from the above, it is a privilege to be British Ambassador in Brazil at a moment during which Brazil is doing so well and the UK government is taking such a strong interest in developing cooperation with the Brazilian government about to take office. I am looking for a lot more progress in 2011. I hope I can count on your support. ●

OIL AND GAS INSURANCE EVENT — THE DEEPWATER HORIZON CATASTROPHE IMPACT ON BRAZIL'S OFFSHORE AMBITIONS

TUESDAY 16TH NOVEMBER 2010

An extremely well attended event on the aftermath of the Deepwater Horizon catastrophe and the impact it will have on the Brazilian oil and gas insurance market was held on Tuesday 16th November at 9am at the offices of Catlin Group Ltd in Monument, London. Insurance market experts were on hand to discuss in depth the impacts of the catastrophe and the future of the oil and gas insurance market. David Thomas OBE welcomed guests with opening remarks on behalf of the Chamber and the Financial Services Committee and was followed by a presentation by Mr Stephen Catlin, CEO of Catlin Group Limited entitled "Deepwater Horizon: Impacts of the Catastrophe". During the presentation, Mr Catlin touched upon the importance of the Brazilian oil and gas industry. In 2009, Brazil's share of worldwide oil production was 2.6% and its share of worldwide oil consumption was 2.7%. The direct contribution of this to Brazil's GDP was \$400 billion in 2010. Brazil now boasts several major discoveries - Tupi, Caroiça and Guara oil fields and deepwater production will be a major driver of offshore activities. The largest oil discoveries in recent years

stem from offshore pre-salt basins and new production technologies will be necessary to develop such fields. Mr Catlin also discussed the impact of Macondo, where 11 people lost their lives and the total estimated economic loss was \$40 billion, with the estimated potential insurance recoveries now between \$1.5 billion and \$3.5 billion. Following on from Mr Catlin was a presentation from Mr Peter Hirst, a partner at Clyde and Co, who discussed insurance in Brazil and the effects the Deepwater Horizon has had on Brazil's offshore ambitions. The Deepwater Horizon loss was a market-changing event but there have been no substantial regulatory/legal changes in Brazil as a result of the catastrophe. Mr Hirst also spoke in great detail about what insurers need to know when dealing with large losses in Brazil and how to handle claims. Before the Q&A session to conclude the event, Mr Alexander Oddy, Partner at Herbert Smith gave his presentation on the lessons to be learnt by corporates from Deepwater Horizon. ●
Source: BP Statistical Review 2010; Central Intelligence Agency

CHRISTMAS DRINKS RECEPTION

TUESDAY 7TH DECEMBER 2010

This year the ever popular Christmas Drinks Reception was held at the plush London office of Herbert Smith on Tuesday 7th December. This cheery and well attended networking event gave members and friends of the Brazilian Chamber the opportunity to mingle and enjoy the Christmas season amongst friends and colleagues and also get to know many of the new members that have joined in 2010. Guests were treated to caipirinha, Brazilian Miolo wine and canapés. Jaime Gornsztejn welcomed guests and announced the winners of the prize draw, which included two bottles of Miolo sparkling wines and two semi-precious stone necklaces, courtesy of Beija Flor. The grand prize of one night's stay at the Pestana Chelsea hotel for two, including breakfast, went to Mr Adam Shire. The event proved to be a hit and made sure the Chamber closed the year on a high note. The Brazilian Chamber would like to take this opportunity to congratulate the winners and thank Herbert Smith, Pestana Hotels and Miranda Thomas, Beija Flor for their contributions and help in making the event a success. ●

NEWS FROM OUR MEMBERS

SANTANDER SUCCEED WITH PROJECT BRAZIL

In 2010, Santander continued with their successful charity endeavours in the shape of **Project Brazil**, a project focused on the complete renovation of a school in disrepair in the area of São Domingos, Goiás. With the help of a team of 36 Santander employees, the school was completely renovated and ready for use in only five days. The team were able to expand the school from two to four classrooms, allowing more local children to attend school for the very first time, and undertook laborious tasks such as plastering, sanding and painting, building toilets and adding a garden playground area. The Santander team used the opportunity to really engage with the local community, enabling them to share skills such as teaching English as well as experiencing the local culture and taking part in events such as dances and football matches.

To celebrate the success of Project Brazil, upon completion of the project, Santander organised the Santander Brazilian Barbecue Dinner, which was attended by over 100 Santander staff including the team who had just returned from São Domingos. The event was sponsored



Santander employees working at Project Brazil 2010.

by Rodizio Preto and RCH and was an opportunity for the team to share pictures and stories from their time in Goiás. Santander would like to take

this opportunity to thank all the Members of the Brazilian Chamber who have donated and supported Project Brazil throughout the year.



Project Brazil in São Domingos, Goiás.

NABAS LEGAL WELCOME GISELE ARAUJO TO THE TEAM

The team at Nabas Legal is delighted to welcome Gisele Araujo to the team, after joining in December 2010 to support the department of Commercial Industry. Ms Araujo has a background in International Comparative Environmental Law, climate change, energy and agriculture and has a PhD from the University of São Paulo and the University of Lisbon. Ms Araujo participated in climate conferences such as Copenhagen 2009 and has published a book entitled 'The Challenge of International and Comparative Law in the Context of Climate Justice and Climate Change Law'. She has also been published in numerous journals and has chapters published in various books.

Counting on a wealth of experience providing advice to the Brazilian government on biofuels and renewable energy law and policies, sustainability and climate change assessment to the industrial and transport sectors, Ms Araujo will be a strong asset for Nabas and its clients going forward.

LONDONHELP4U LICENSED TO PROVIDE A1 TEST

LondonHelp4U has recently been licensed to provide the English level test A1 to partners of British citizens or those with Indefinite Leave to Remain and who wish to live permanently in the UK.

LondonHelp4U is recognized and approved by British Immigration Law agencies, allowing them to respond on behalf of their clients and ensure a higher success rate in all VISA applications. LondonHelp4U has just opened its newest branch in Brixton, South London, in addition to the main office in Oxford Circus and the São Paulo branch and are committed to continue offering high quality services to its customers.

DAVIES ARNOLD COOPER LLP STRENGTHENS ITS MARKET LEADING PRACTICE IN LATIN AMERICA

International law firm Davies Arnold Cooper LLP has announced its formal association with Brazilian law firm JBO Advocacia and Chilean firm Seguros Lex, strengthening its market leading Latin American practice and is now a step further in its plan to become the leading insurance law firm in Latin American business. These associations will allow Davies Arnold Cooper to assist its clients, particularly insurers and re-insurers doing business in Brazil and Chile.

Davies Arnold Cooper's expansion into Latin America began in 2003 when it became the first UK law firm to open an office in Mexico. In the past two years, the office has doubled in size, with growth expected to continue. The firm's Latin American team includes lawyers based in Mexico City, London and Madrid and the team includes Brazilian and other Latin America qualified lawyers that are based in the London office.

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FORTHCOMING EVENTS

PERSONALITY OF THE YEAR AWARDS GALA DINNER

The Personality of the Year Awards Gala Dinner, which has been organized annually by the Brazilian Chamber of Commerce in Great Britain since 2001, honours two outstanding leaders who have been particularly instrumental in forging closer ties between the two nations. Each year over 500 leaders from the international business, financial, legal, academic and diplomatic communities convene in London at the traditional gala event to pay tribute to the honourees.

We are proud to announce that Ms Cynthia Carroll, CEO of Anglo American, and Professor Luciano Coutinho, President of the Brazilian Development Bank-BNDES, have been chosen to be the recipients of the Personality of the Year Award. This year's Guest of Honour and Keynote Speaker will be the Rt. Hon. William Hague MP, Secretary of State for Foreign and Commonwealth Affairs.

The Gala Dinner will take place at the Hilton Park Lane on Thursday, 17th of May 2011. For further information on registration and sponsorship, please visit the Chamber's website at www.brazilianchamber.org.uk/ or call the Chamber at 020 7399 9281 (Alex Thomas – Commercial Secretary).



Professor Mervyn King, 2010 British Recipient and Nigel Lawson



Henrique Meirelles - 2010 Brazilian recipient

RECEPTION AT THE HOUSE OF COMMONS

Once a year the Brazilian Chamber of Commerce organises a Reception to promote Trade, Investment and

Tourism between Britain and Brazil. This year's event will be Hosted by Mr. Tom Watson MP, Chairman of the All-Party Parliamentary British-Brazil Group.

Guests will have the opportunity to take part on a guided tour to the Houses of Parliament.

The reception will be sponsored by TAM Airlines and will take place on Thursday, 23rd June 2010.



Mr Jaime Gornsztejn (Chairman), Mrs Sue Faithfull (Tam Airlines), Ambassador Santos-Neves and Mr Mark Hendrick, MP at last year's reception



THE ANGLO-BRAZILIAN SOCIETY

Registered UK Charity n. 212861.

The Anglo-Brazilian Society was established in London in 1943 to promote close and friendly relations between Brazil and Britain, and also to increase British people's knowledge of Brazil and its culture. The Society welcomes the participation of anyone with an interest in or love for Brazil, regardless of their nationality. The Society's president is the Ambassador of Brazil to the United Kingdom, and the Embassy, where the Society has its offices, gives the organisation its full support.

The Society organizes lectures, exhibitions, musical events and talks by both Brazilian and British speakers. Talks have been given on subjects ranging from political issues to Amazon Indians. A varied and lively social calendar includes events such as cachaça tasting, churrascos and caipirinha parties, as well as events organized by the Younger Members Committee (the Brasilusans). The Society is represented in the Anglo-Latin American Foundation (ALAF), which holds an annual charity fair at which the Society runs the Brazilian stands.



The Society is passionately committed to raising funds for Brazilian charities which address the needs of the underprivileged, especially children. Indeed, the Society's councilors regard this work as the organization's core function.

Fundraising is usually carried out by means of social events, the biggest of which is the carnival ball held at a prestigious venue in London. The ball, which consists of a formal dinner dance with live samba groups and other Brazilian musicians, has attracted as many as 800 people in recent years and has become part of the Brazilian social calendar.



The charitable aims of the Society have been to identify those projects, which encourage self-help in their particular communities, with emphasis on the relief and support of children and young people.

Below are some of the charities the Society helps on a regular basis:

- CASA DE PASSAGEM - Recife/PE (www.casadepassagem.org.br)
- CEDAPS - Rio de Janeiro and São Paulo/SP (www.cedaps.org.br)
- CENTRO SOCIAL DA TORRE - Recife/PE (www.acfdobrasil.org.br)
- DISPENSÁRIO SANTANA - Feira de Santana/BA (www.dispensariosantana.com.br)
- PREVENTÓRIO SANTA TEREZINHA - Belém/PA (no website)
- PROJETO ESPERANÇA SÃO MIGUEL PAULISTA - São Paulo/SP (www.projesp.org.br)

For further information please contact:

The Anglo-Brazilian Society
 Registered UK Charity No. 212861
 32 Green Street
 London W1K 7AU
 Tel. (020) 7493 8493
info@anglobraziliansociety.org
www.anglobraziliansociety.org

DATES FOR YOUR DIARY

15TH FEB

WHISKY TASTING
 AT MARRIOT HARRISON

3RD MAR

INFRASTRUCTURE IN BRAZIL
 AT MAYER BROWN OFFICES

15TH MAR

CORPORATE GOVERNANCE IN BRAZIL

6TH APR

REVIEW OF THE FIRST 100 DAYS OF THE BRAZILIAN GOVERNMENT
 AT KING'S COLLEGE

17TH MAY

PERSONALITY OF THE YEAR AWARDS - GALA DINNER
 AT HILTON, PARK LANE

23RD JUN

RECEPTION AT THE HOUSE OF COMMONS
 SPONSORED BY TOM WATSON MP



NEW MEMBERS

2010

CATEGORY	COMPANY	COMPANY ACTIVITY	COMPANY REPRESENTATIVE
Premium	Espirito Santo Financial Group S.A.	Financial Services	Mr Gherardo Laffineur Petracchini
	BANIF	Banking	Ms Cristina Correia
	TAO Sustainable Power Solutions	Energy	Mr Paul Newall
Corporate Plus	Belville Rodair International	Operations Director	Ms Susanne Oud
	BTG Pactual Europe	Banking	Mr Andrew Felce
	Levenes Solicitors	Law Firm	Mr Ricky Baba
	Barklays Wealth	Banking	Mr Juan Pablo Cortes
	Audience Systems		Mr Keith Ritson
	Santander Corporate Banking	Banking	Ms Jennifer Taylor
	Noerr LLP	Law Firm	Ms Brunela Vieira de Vincenzi
	ADM Promotions	Logistics/Marketing	Ms Gabrielle Grant
	Freshfields Bruckhaus Deringer	Law Firm	Ms Jessica Lumby
Corporate	Berwin Leighton Paisner	Law Firm	Mr Adam Rose
	Bradesco Securities	Banking	Mr Norberto Pinto Barbedo
	Grant Thornton	Accountancy	Mr Colin Johnson
	Steamond Travel	Travel Agency	Ms Larene Pereira
	Spectrum Cargo Services Ltd	Logistics	Mr Chris Johnson
	The Marylebone Hotel (Doyle Collection)	Hotel	Mrs Janaina Crane
Company Plus	RedEarth Investments	Property Investments	Ms Katiane Cruz
	Major Events International	Consultancy	Ms Rachel Hughes
	Invest in Brazil	Property Investments	Mr Richard Cash
	Adonis Accident Helpline	Law Firm	Mr Kouros Adonis
	ISC Group	Consultancy	Ms Manuela Eleuteri
	Stefanini UK	IT	Ms Marilia Bastos
	King's College London	University	Ms Anna Debska
Property Dimensions	Real Estate	Mr Ramessah Saroyah	
Company	Commercial Doctor Ltd	Consultancy	Mr Philip Gray
	Brookman & May Limited	Consultancy	Ms Clare Bird
	AJA Media Solutions Ltd.	Public/Media Relations	Ms Maria Luiza Abbot

NEW MEMBERS 2010

NEW MEMBERS 2010

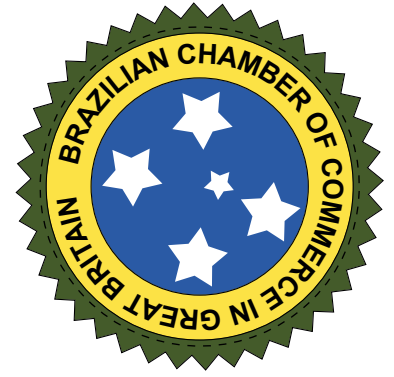
NEW MEMBERS

2010

CATEGORY	COMPANY	COMPANY ACTIVITY	COMPANY REPRESENTATIVE
Brazilian	Jterra Consultaria de Marketing	Consultancy/Marketing	Ms Ruth Colen
	EMBRATUR	Tourism	Mr Glauco Chris Ruzainatto
	Mesclar Adm. Pac. Domiciliares		Mr Mauro Stormovski
	Barretto Ferreir, Kujawski, Brancher e Goncalves	Law Firm	Ms Ana Gerdau de Borja
	Banco Gerador	Banking	Mr Paulo Dalla Nora Macedo
Individual			Mr Nick Search
			Mr Antonio Mendonca
			Mr Enrico Ponzone
			Ms Caroline Uribe
			Mr Alessandro Lamira
			Mr Rodrigo Simes Maluf
			Mr Jimmy Greer
			Mr Carlos Simas
			Mr Ian Timlin
			Mr Nicholas Mockett
			Mr George McGregor
			Mr Ash Ameri
			Ms Bianca Velasquez
			Mr Simon Burnett
			Mr Simon Stuttaford
			Mr Andre Ellery Correa
			Mr Luis Fernando Oliveira
			Mr William Barron
			Dr Nadeem Zafar
			Mr John Daly
		Mr Michael Gunn	
		Ms Silvia Morine-Nagy	
		Mr Martin Raven	
		Ms Gisele Ferreira de Araujo	
		Ms Susanna Vereker	
		Mr Stephen Richard Coward	
Student			Mr Timothy Alan Cowman
			Eduardo Famini
			Mr Alexandre Strapasson
			Mr Ron Kang
		Mr Alexandre Henrique Antonioli	

THE BRAZILIAN CHAMBER OF COMMERCE IN GREAT BRITAIN

OUR MISSION



The Brazilian Chamber of Commerce in Great Britain was founded in 1942 with the intention of endorsing two-way trade, commerce and investment between Brazil and Great Britain. The Chamber maintains close ties with the Embassy of Brazil and the sustenance of the relationship is high on its agenda. To this end, the Brazilian Ambassador is the Honorary President of the Chamber.

The Chamber's events calendar is designed to help members in all their business endeavours. Events include luncheons and receptions, technical seminars, conferences, networking events and dinners, with the purpose being to maximise networking opportunities and offer invaluable and expert advice.

The Chamber has also created its annual "Personality of the Year Awards". The recipients of the prestigious awards are exceptional individuals who have contributed to strengthening relations between both countries through their work in economic, financial or commercial business opportunities.

BECOMING A MEMBER OF THE BRAZILIAN CHAMBER OF COMMERCE IN GREAT BRITAIN IS AN EXCELLENT WAY OF CREATING NEW BUSINESS CONTACTS AND MEMBERSHIP IS OFFERED AT A COMPETITIVE RATE. FOR FURTHER INFORMATION AND TO JOIN PLEASE EMAIL BRAZILIANCHAMBER@BRAZILIANCHAMBER.ORG.UK

WWW.BRAZILIANCHAMBER.ORG.UK



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