



Brazil - U.S. Business Council

BRAZIL-U.S. BUSINESS COUNCIL PLENARY MEETING 2008
DECEMBER 8-9, SÃO PAULO, BRAZIL
AGENDA

December 9, 2008

Location: American Chamber of Commerce, São Paulo
Rua da Paz, no. 1431
04713-001 Chacara Santo Antonio
São Paulo, Brazil

8:30 a.m. – 9:00 a.m. Breakfast and Registration

9:00 a.m. – 9:30 a.m. Welcoming Remarks

Henrique Rzezinski, Chairman, Brazil Section, Brazil-U.S. Business Council
Thomas Catania, Vice President, Global Government Relations,
Whirlpool/Chairman, U.S. Section, Brazil-U.S. Business Council
Alexandre Silva, Chairman, American Chamber of Commerce, São Paulo

9:30 a.m. – 10:10 a.m. Ambassadors Keynote: Opportunities for the US-Brazil Relationship

Ambassador Clifford Sobel, U.S. Department of State
Ambassador Antonio de Aguiar Patriota, Brazilian Ambassador to the
United States

10:15 a.m. – 11:15 a.m. U.S. - Brazil Economic Outlook 2009

Brian O’Neill, Deputy Assistant Secretary for Europe, Eurasia and the
Western Hemisphere, U.S. Department of the Treasury

11:15 a.m. – 11:30 a.m. Coffee Break

11:30 a.m. – 1:00 p.m. Breakout Sessions

1) Public-Private Partnerships in Biotechnology, Health and Innovation

Moderator: **Eduardo Emrich Soares**, Executive President, Biominas
Brazilian Corporation: **William Marandola**, Executive Manager, Coinfar
Brazilian Corporation: **Roberto Castelo Branco Coelho de Souza**,
Consultor e ex-vice Diretor-Geral OMPI
U.S. Corporation: **Mariano Janiszewski**, Medical Director, Eli Lilly do
Brasil Ltda. and Visiting Professor of Pharmacology, Biomedicine
Institute, University of São Paulo
Brazilian Corporation: **Marcel Malczewski**, CEO, Bematech

Panel Description:

The goal of this panel is to determine the main obstacles to and the
necessary measures for furthering public-private sector cooperation in the

areas of R&D and innovation. The panel will identify ways in which Brazil and the U.S. can better attract high value-add trade and investment in the United States and Brazil. Participants will also discuss which actions by the public and private sectors are necessary to promote the flow of goods, services, people and investments in the health and biotechnology industries, and identify strategies for promoting innovation between the two countries.

2) Energy Security in the 21st Century

Moderator: **Jose Augusto Coelho Fernandes**, Executive Director, CNI
Brazilian Speaker: **Marcos Sawaya Jank**, President, Unica
U.S. Speaker: **Mickey Peters**, President, Duke Energy International

Panel Description:

One of the main challenges global economies face today is finding ways to diversify energy sources to ensure that supply shortages do not impact economic growth. In order to meet this challenge, it is paramount that the private sector, in close collaboration with government, work to create cutting-edge solutions and increase investment in alternative energy sources. This panel will identify the necessary steps for increasing energy security in both countries, the role of the private sector in addressing this challenge, as well as areas where bilateral cooperation can play an important role.

3) Supply Chain Security and Competitiveness

Moderator: **John Mein**, Executive Coordinator, PROCOMEX
Brazilian Corporation: **Oswald Niel Berlinck**, Imports Supervisor, Embraer
U.S. Corporation: **Kellie Meiman**, Managing Director, McLarty Associates
U.S. Corporation: **Mike Nunes**, Director, International Trade Policy Boeing Commercial Airplanes

Panel Description:

A company's ability to compete globally is closely connected to the existence of efficient supply chain logistics. Security issues have led governments to intensify measures to protect the movement of goods yet it is important to bear in mind that the efficient flow of legitimate cargo contributes to supply chain security. This panel will evaluate the impacts of security measures on the transport of goods and identify ways to balance security and efficiency while remaining globally competitive.

4) Bilateral Agreement to Avoid Double-Taxation

Moderator: **Roberto Pasqualin**, Partner, Pasqualin Advogados
Brazilian Corporation: **Antonio Carlos Rodrigues do Amaral**, Advocacia Rodrigues do Amaral
U.S. Corporation: **Paula Zenizo**, Legal Director for Latin America, Guardian Industries Corporation

Panel Description:

For a long time, the private sector has been defending the signing of an Agreement to Avoid Double Taxation (BTT) between Brazil and the United States. Both governments are aware of the importance of this

agreement. It is now paramount that the private sector elaborates concrete and specific recommendations in order to actively contribute to governmental negotiations. The goal of this panel is to discuss the potential benefits of a BTT agreement between Brazil and the United States, the issues that the private sectors of both countries have been facing due to the lack of such an agreement, and how a BTT agreement could address these issues.

1:00 p.m. – 2:30 p.m.

Luncheon Co-Keynote

2:30 p.m. – 4:00 p.m.

A New Moment in U.S.-Brazil Relations

Moderator: **Henrique Rzezinski**, Chairman, Brazil Section, Brazil-U.S. Business Council

Jon E. Huenemann, Principal, Miller Chevalier

Pedro da Motta Veiga, Director of EcoStrat Consultants

Ambassador Roberto Abdenur, Former Brazilian Ambassador to the United States / Senior Advisor, Prospetiva Consulting

4:00 p.m. – 4:30 p.m.

Concluding Remarks

Thomas Catania, Vice President, Global Government Relations, Whirlpool/Chairman, U.S. Section, Brazil-U.S. Business Council

Henrique Rzezinski, Chairman of Brazil Section, Brazil-U.S. Business Council

4:30 – 7:00 p.m.

Closing Cocktail

**pending confirmation*