



BRAZIL BUSINESS FORUM

**RISING
GLOBAL POWER**

Auckland
17 November / 11:30am - 06:00pm
AUT Conference Centre WA Building
55 Wellesley St East, Auckland Central

LANZBC
Latin America New Zealand
Business Council



The Latin America New Zealand Business Council Inc., with the support of the Ministry of Foreign Affairs and Trade, New Zealand Trade and Enterprise and the AUT University present:

Brazil Business Forum - Rising Global Power.

In 2001, Goldman Sachs coined and prominently used the term BRICs to describe Brazil, Russia, India and China. They argued that, since they are developing rapidly, the combined economies of the BRICs could, by 2050, eclipse the combined economies of the current richest countries of the world. Since then the Brazilian economy has expanded hugely.

Despite the global economic gloom, this Latin American giant is enjoying growing prosperity, tax cuts and increased productivity.

-Forbes, March 2009-

Brazil's US\$1.6 trillion economy officially emerged from a recession in the second quarter.

-Bloomberg, September 2009-

Brazil's economy and fiscal situation will be in better shape than those of many other G-20 countries next year

-The Economist, September 2009-

This is a unique chance for NZ companies and businesses to learn at first hand more about this rising global economic power (and now the host for the 2016 Olympics), and the opportunities it presents companies here. This event is offered for New Zealand businesses, it will be practical and helpful, and a rare opportunity not to be missed.

Principal Sponsor: **mobile mentor**

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Hosted by: **UNIVERSITY**

Major Sponsors:





BRAZIL BUSINESS FORUM

Auckland - 17 November 2009

BRAZIL BUSINESS FORUM: RISING GLOBAL POWER

The Auckland Programme; 17 November; AUT Conference Centre

NB: This programme may be subject to change

11.30 - Registration – in the Atrium

12.00 - Finger Food Lunch served in the Conference Centre

13.00 - Programme begins in the adjoining lecture theatre -

Opening Remarks by Forum Chair, Sir Don McKinnon ONZ, GCVO

13.05 - Welcome from Derek McCormack, AUT Vice Chancellor

13.10 - Welcome from the Ambassador of the Federative Republic of Brazil, Her Excellency Ms Renate Stille

13.15 - Sponsor's Address – Denis O'Shea, Chief Executive, Mobile Mentor Ltd

13.20 - "Brazilian Economic and Investment Environment" - Alexandre Pundek Rocha, Adviser, Office of the President of Brazil's Central Bank, São Paulo, followed by ten minutes for questions.

13.50 - "Business Opportunities in Brazil: trade policy, internationalization, and business champions" - Mário Marconini, Director for International Negotiations, Federation of Industries of São Paulo, followed by ten minutes for questions.

14.20 - "Trade Confidence Index Results for Brazil" – Gavin Haworth, Head of Trade and Supply Chain Hong Kong and Shanghai Banking Corporation Ltd, Auckland, followed by five minutes for questions.

14.40 - "Brazil – Business Opportunities for New Zealand" - New Zealand Trade and Enterprise's Trade Commissioner for Brazil, Jessica Acherboim and Stephen O'Sullivan, NZTE's Brazil Beachheads Advisor, followed by ten minutes for questions.

15.10 - Afternoon tea

15.25 - "Doing Business in Brazil" – a New Zealand company's experience – Hamish Wiig, Tait Radio Communications Ltd, Christchurch, followed by five minutes for questions.

15.50 - "Deepening New Zealand's ties with Brazil" – John Allen, Chief Executive, Ministry of Foreign Affairs and Trade, including 5 minutes for questions.

16.15 - Panel Discussion on "Maximising economic links between New Zealand and Brazil" (including Q & A), chaired by Rod Oram

Discussants : Opening remarks by Professor Carlos Pio, Professor of Political Economy at the University of Brasilia

Denis O'Shea

Agritech industry representative

Hamish Wiig

Jessica Acherboim

Stephen O'Sullivan

17.05 - Concluding Remarks by the Forum Chair

17.15 - Drinks and canapés served in the Conference Centre

19.00 - Conclude

Please register using the form provided on the next page.

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BRAZIL BUSINESS FORUM - RISING GLOBAL POWER

Date: Tuesday, 17 November

Time: 11:30 – 19:00

Venue: AUT Conference Centre
WA Building – 55 Wellesley Street, Auckland

Registration Form

Please register person(s) for the Brazil Business Forum on 17 November 2009.

Name(s):

Company/Organisation:

Postal Address:

Tel: Fax: Email:

The registration fee for the Forum is \$90(incl. gst) for members of LANZBC and \$100(incl.gst) for non-members, and includes light lunch and drinks and nibbles at the conclusion. Payment should be made with registration. Registrations need to be received by 5p.m. on 16 November.

Refunds cannot be provided for cancellations less than 48 hours in advance.

Please post your registration to:

Brazil Business Forum, Ms Cushla Matheson, AUT University, Private Bag 92006, Auckland 1142.

- OR Fax it to 09/921 9765 OR Email it to cushla.matheson@aut.ac.nz by 5pm on 16 November 2009.
- Cheques to be made out to AUT University and sent to the address above OR arrange direct debit, marked Brazil Business Forum, to the following bank account: 01 0102 0014577 00 (please send a remittance advice to cushla.matheson@aut.ac.nz)

Treat as Tax Invoice When Paid - AUT University GST Number is: 11-659-07

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