



BRAZIL BUSINESS FORUM

**RISING
GLOBAL POWER**

Wellington
19 November / 2:15pm – 7:00pm
Ministry of Foreign Affairs and Trade, Level 13, HSBC Tower
195 Lambton Quay, Wellington

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 Wellington Regional Chamber of Commerce presents:

Brazil Business Forum - Rising Global Power

Thursday 19 November

At the Ministry of Foreign Affairs and Trade, Level 13, HSBC Tower, 195 Lambton Quay, Wellington

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. Even 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 forum is a wonderful and unique chance for New Zealand companies and businesses to learn at first hand more about this rising global economic power (and now the host country for the 2016 Olympics), and the opportunities it presents for them in the future.

Principal Sponsor: **mobile mentor**



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BRAZIL BUSINESS FORUM

Wellington - 19 November 2009

BRAZIL BUSINESS FORUM: RISING GLOBAL POWER

The Wellington Programme, 19 November; Level 13, HSBC Tower, 195 Lambton Quay

NB: This programme may be subject to change

14.15 - Registration

14.45 - Programme commences -

14.45 - Welcome and opening remarks from Chris Hawley, Chair of the Latin America NZ Business Council and Chair of the Forum

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

14.55 - Sponsor's Address – Denis O'Shea, Mobile Mentor Ltd

15.00 - "Brazilian Economic and Investment Environment" - Alexandre Pundek Rocha, Senior Adviser, Office of the President of Brazil's Central Bank (the Council thanks the Government of Brazil for bringing this speaker to NZ) – plus ten minutes for q and a

15.35 - "Business Opportunities in Brazil: trade policy, internationalization, and business champions" - Mario Marconini, Director for International Relations, Federation of Industries, São Paulo, and Mng Director, ManattJones Marconini, São Paulo (the Council thanks the Ministry of Foreign Affairs and Trade for bringing this speaker to NZ) – plus ten minutes for q and a

16.05 - Brief break/stretch legs, etc

16.10 - "Brazil – Business Opportunities for New Zealand" - Jessica Acherboim, NZ Trade and Enterprise's Region Manager for Brazil, and Stephen O'Sullivan, NZTE's South America Beachheads Advisor – plus five minutes for q and a

16.35 - "Trade Confidence Index Results for Brazil" – Gavin Haworth, Head of Trade and Supply Chain, Hong Kong and Shanghai Banking Corporation Ltd, Auckland – plus five minutes for q and a

17.00 - "Doing Business in Brazil: a New Zealand Company's Experience" – Hamish Wiig, Tait Radio Communications Ltd, Christchurch - plus five minutes for Q and A

17.25 - Panel Discussion and Q and A on "Maximising Economic Links Between NZ and Brazil" Chaired by Nick Churchhouse

Panellists: Hamish Wiig
 Denis O'Shea
 Jessica Acherboim
 Stephen O'Sullivan
 Agritech representative

18.00 - Concluding remarks by the Forum Chair

18.05 - Drinks and canapés served

19.15 - Conclude

Please register using the form provided on the next page.

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BRAZIL BUSINESS FORUM - RISING GLOBAL POWER

Date: Thursday, 19 November

Time: 2:15pm – 7:00pm

Venue: Level 13, Ministry of Foreign Affairs and Trade,
HSBC Tower, 195 Lambton Quay, Wellington

Registration Form

Please register person(s) for the Brazil Business Forum on 19 November 2009.

Name(s):

Company/Organisation:

Postal Address:

Tel: Fax: Email:

The registration fee for the Forum is \$45(incl. gst) for members of the Council and the Chamber and \$60(incl.gst) for non-members. Payment should be made with registration. Registrations need to be received by 5p.m. on 17 November

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

- Please post your registration to: PO Box 28041, Wellington 6150
- OR Fax it to 04/475 8982 OR Email it to fmclean@xtra.co.nz
- Cheques to be made out to the Latin America New Zealand Business Council and sent to the address above, OR arrange a direct payment to the following Bank Account – 010527 0067252 00 (please send a remittance advice to fmclean@xtra.co.nz)

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