



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.

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BRAZIL BUSINESS FORUM

Auckland - 17 November 2009

Leading experts and authorities from Brazil and New Zealand have been assembled for this Brazil Business Forum, which will be chaired by one of the Council's Hon. Patrons, Rt Hon. Sir Don McKinnon ONZ, GCVO, former Commonwealth Secretary General:

- * Mário Marconini, Director for International Relations, Federation of Industries of São Paulo; and MD, Manatt Jones Marconini, São Paulo.**
- * Hamish Wiig, Business Development Manager, Tait Radio Communications Ltd – Hamish has overseen the growth of Tait's sales in Brazil from \$200,000 four years ago to \$30 million today.**
- * Gavin Haworth, Head of Trade and Supply Chain, the Hong Kong and Shanghai Banking Corporation Ltd, HSBC, Auckland.**
- * Keynote address by the Hon. Tim Groser, New Zealand Minister of Trade.**
- * A representative of the Brazilian Government to speak about the Brazilian economy and its investment regime.**
- * Introductory comments from Her Excellency the Ambassador of the Federative Republic of Brazil, Ms Renate Stille.**

In addition, New Zealand Trade and Enterprise's Trade Commissioner for Brazil, Jessica Acherboim, and Stephen O'Sullivan, NZTE's Brazil Beachheads Advisor, will do a joint presentation on Brazil - Business Opportunities for New Zealand.

Well-known business commentator Rod Oram will lead a panel of experts, including some of the speakers, on the best ways for New Zealand companies to do business in Brazil.

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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