Ideas Economy: Brazil

The next level of competition

October 4th 2012, São Paulo

Synopsis

The Economist’s Ideas Economy: Brazil event will explore the most important issues affecting the social and economic future of Brazil, including the role of finance, innovation, entrepreneurship, human capital, infrastructure, design, culture, and policy.

In recent years, the economy of Brazil has grown to unprecedented heights and also experienced a great leveling. Throughout this transition, Brazil has emerged as the world’s sixth largest economy, surpassing the United Kingdom in 2011. With two global sporting events—the Olympics and the World Cup—accelerating the transformation of Brazil into a rich-world country, Latin America’s premier democracy is now a highly competitive and resource-rich global economic force. While the recent history of Brazil is a success story—one about rediscovering democratic traditions and lifting millions out of poverty—there are still significant obstacles to Brazil’s ability to create a sustainable model for economic growth. Creaking physical infrastructure combined with weak technological infrastructure, extreme commodity dependence, protectionist economic policies, corruption, environmental conflict, and a huge informal sector that limits productivity, are preventing Brazil from fully maximising its global competitiveness.

What concrete actions can the government and private sectors take to fuel innovation, productivity, and entrepreneurship? Can Brazil find the right formula for investing in education, technology, and infrastructure? And what is the right balance between supporting the legacy systems that led to Brazil’s dramatic rise and developing the pillars of a new economy? Chaired by The Economist’s Americas editor, Michael Reid and São Paulo bureau chief, Helen Joyce, Ideas Economy: Brazil is an annual, live-event version of an Economist special report on Brazil. It is designed for a wide range of business leaders, entrepreneurs, decision-makers, public officials, global executives, and members of the ideas economy who are invested in the future of Brazil.

Event chairs
Helen Joyce, São Paulo bureau chief, The Economist
Michael Reid, Americas editor, The Economist

Confirmed speakers
Kátia Abreu, senator of the republic; president, CAN
Rodrigo Baggio, founder, Center for Digital Inclusion
Rafinha Bastos, comedian
Eike Batista, chairman and chief executive, EBX Group
Claudia Costin, secretary of education for Rio de Janeiro
Luciano Coutinho, president, BNDES
Programme

8.00 am Registration and refreshments
Sponsored by BNY Mellon

9.15 am Opening remarks
Michael Reid, Americas Editor, The Economist

9.25 am The Brazil story
Rotating interviews exploring how Brazil is portrayed in the foreign press

Rossana Fuentes Berain, Editorial vice-president, Grupo Editorial Expansión
Carlos Eduardo Lins da Silva, president, Projob
Michael Reid, Americas editor, The Economist
Alejandro Santos, director, Semana
10.20am  The road ahead
Investing in Brazil’s infrastructure

Luciano Coutinho, president, BNDES
Marcelo Odebrecht, chief executive, Odebrecht

Moderator: Helen Joyce, São Paulo bureau chief, The Economist

10.50 am  View from the top
New lessons in leadership

Maria das Graças Silva Foster, chief executive, Petrobras

Moderator: Michael Reid, Americas editor, The Economist

11.15 am  Morning break

11.45 am  To protect and serve?
A cross-industry examination of Brazil’s protectionist policies and the problems for global competitiveness

Marcello Hallake, partner, Jones Day
Sergio Lazzarini, professor, INSPER
Ronaldo Lemos, director, Center for Technology and Society, Fundação Getúlio Vargas

Moderator: Michael Reid, Americas editor, The Economist

12.30pm  Urban education
Reform from the bottom up and top down

Rodrigo Baggio, founder, Center for Digital Inclusion
Claudia Costin, secretary of education, Rio de Janeiro

Moderator: Helen Joyce, São Paulo bureau chief, The Economist

1.00 pm  Lunch
Sponsored by Brasscom
ICT in Brazil: Government and industry perspectives
Antonio Carlos Rego Gil, president, Brasscom
Paulo Bernardo Silva, Minister of Communications for Brazil
2.25 pm  
The search for growth: central banks in unchartered territory  
*Research sponsored by BNY Mellon*

Featuring a conversation with John H. Welch, executive director and emerging market macro-strategist, **CIBC World Markets**

Justine Thody, editorial director, Americas, **The Economist Intelligence Unit**

2.40 pm  
**Beyond Rio + 20**  
*Interviews on energy and sustainable development in Brazil*

Kátia Abreu, senator of the republic; president, **CNA**
Fábio Rosa, founder and executive director, **IDEAAS**
Andrew Vickers, Vice-president, NGO and Stakeholder Relations, **Royal Dutch Shell**

**Moderator:** Michael Reid, Americas editor, **The Economist**

3.20 pm  
**Brazil in 2050**  
Eike Batista, chairman and chief executive, **EBX Group**

**Interviewer:** Helen Joyce, São Paulo bureau chief, **The Economist**

3.40 pm  
**Frugal innovation**  
*Will Latin America set the pace for global growth?*

Reinaldo Garcia, president and chief executive, **GE Latin America**

**Moderator:** Justine Thody, editorial director, Americas, **Economist Intelligence Unit**

4.00 pm  
**Innovation and job growth**  
*Brazil now has a record number of entrepreneurs. But are new ideas enough to create new jobs?*

Marco Gomes, co-founder, **Boo-Box**
Marcos Troyjo, director, BRICLab, **Columbia University**

**Moderator:** Helen Joyce, São Paulo bureau chief, **The Economist**
4.25pm | Afternoon Break

The art of soft power
Promoting Brazilian culture to a global audience

4.50 pm
Introduction by:
Fernanda Feitosa, chief executive, SP-Arte
Danilo Miranda, director, SESC
Moderator: Helen Joyce, São Paulo bureau chief, The Economist

5.15 pm
Cala a boca, Galvão
Brazil in 140 characters with Rafinha Bastos, comedian

5.30 pm
Preto no branco
What Brazil can teach the world about race and identity with João Jorge Santos Rodrigues, president, Olodum
Interviewer: Michael Reid, Americas editor, The Economist

5.45 pm
Nascido para jogar futebol?
The impact of the World Cup and Olympics on Brazil with Luis Paulo Rosenberg, vice-president, Corinthians and Luiz Felipe Scolari, World-cup winning coach
Moderator: Michael Reid, Americas editor, The Economist

6.10 pm
Tropicália lixo lógico
Conversation and music by Tom Zé, singer-songwriter
Interviewer: Helen Joyce, São Paulo bureau chief, The Economist

6.30 pm | Cocktail reception