

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**

Antonio Carlos Rego Gil, **president, Brasscom**
Maria das Graças Silva Foster, chief executive, **Petrobras**
Fernanda Feitosa, chief executive, **SP-Arte**
Rossana Fuentes Berain, Editorial vice-president, **Grupo Editorial Expansión**
Reinaldo Garcia, president and chief executive, **GE Latin America**
Marco Gomes, co-founder, **Boo-Box**
Marcello Hallake, partner, **Jones Day**
João Jorge Santos Rodrigues, president, **Olodum**
Danilo Miranda, director, **SESC**
Sergio Lazzarini, professor, **INSPER**
Ronaldo Lemos, director, Center for Technology and Society, **Fundação Getúlio Vargas**
Carlos Eduardo Lins da Silva, president, **Projor**
Marcelo Odebrecht, chief executive, **Odebrecht**
Fábio Rosa, founder and executive director, **IDEAAS**
Luis Paulo Rosenberg, vice-president, **Corinthians**
Alejandro Santos, director, **Semana**
Paulo Bernardo Silva, Minister of Communications for Brazil
Luiz Felipe Scolari, World-cup winning coach
Justine Thody, editorial director, Americas, **The Economist Intelligence Unit**
Marcos Troyjo, director, BRICLab, **Columbia University**
Andrew Vickers, Vice-president, NGO and Stakeholder Relations, **Royal Dutch Shell**
John H. Welch, executive director and emerging market macro-strategist, **CIBC World Markets**
Tom Zé, singer-songwriter

Programme

8.00 am	Registration and refreshments <i>Sponsored by BNY Mellon</i>
9.15 am	Opening remarks Michael Reid, Americas Editor, <i>The Economist</i>
9.25 am	The Brazil story <i>Rotating interviews exploring how Brazil is portrayed in the foreign press</i> Rossana Fuentes Berain, Editorial vice-president, Grupo Editorial Expansión Carlos Eduardo Lins da Silva, president, Projor Michael Reid, Americas editor, <i>The Economist</i> 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 uncharted 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*

3.20pm

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**

4.00pm

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