

Brazil Summit
New drivers of economic growth
October 24th 2013
São Paulo

The rise of Brazil has been one of the greatest economic success stories of the last decade. Record levels of foreign investment, millions of people lifted out of poverty, and a booming middle class have created a vibrant new marketplace for global commerce. But now the country is facing stagnant GDP growth—a mere 1 percent in 2012—as the engines that powered Brazil's ascendance in the last decade are scrambling for new sources of fuel. Investors are starting to turn their heads to Latin America's other successful markets, like Mexico and Colombia. To continue its upward march, Brazil must unlock new drivers of economic growth. **Brazil 2013** will explore promising sources of growth and debate the economic and political models that will allow them to flourish.

- What role does innovation play in driving economic growth?
- How can technology better encourage sustainable development?
- How can the energy sector reinvent the Brazilian economy?
- Can Brazil's creative class drive competitiveness and job growth?
- Global lessons: what business models create high value in a turbulent economy?

Last year, Brazil's government unveiled a promising agenda aimed at promoting a healthier business environment—cutting payroll taxes for manufacturers and electricity tariffs, and even rolling out a plan for privatising infrastructure. While Brazil awaits the long-term results of these new policies, businesses are forced to operate under much less favourable circumstances—namely, the combination of red tape, heavy taxes, expensive credit, creaking infrastructure and an overvalued currency known as *custo Brasil*.

Many believe larger structural reforms are needed to ensure long-term success. The Brazil Summit 2013 will draw on *The Economist's* sharp thinking and distinctly global perspective to engage in a lively debate about the future of Brazil. *The Economist's* Americas editor, Michael Reid, and São Paulo bureau chief, Helen Joyce, alongside leading policy-makers and business minds, will spark intelligent dialogue about the future of social and economic progress and explore the question of whether the nation can succeed in unlocking new drivers of economic growth.

Confirmed speakers:

Antonio Anastasia, Governor of Minas Gerais

Alex Atala, Executive chef, D.O.M.

Joaquim Barbosa, President, Supreme Court of Brazil

Eliane Cantanhêde, Columnist, Folha de S.Paulo

Laercio Cosentino, Chief executive, TOTVS

Luis Felipe d'Avila, President, Centro de Liderança Publica

Javier Falcon, President, Alcatel-Lucent Brazil

Alexandre Fialho, President, Latin America, Korn/Ferry Leadership and Talent Consulting

Fabio Gandour, Chief scientist, IBM Brazil

Antonio Gil, President, Brasscom

Fernando Haddad, Mayor, São Paulo

Roger Ingold, Managing director, Latin America, Accenture

Gustavo Franco, Chairman of the board and chief strategist, Rio Bravo Investimentos; Former governor of the Central Bank of Brazil

Otavio Azevedo, Chief executive, Andrade Gutierrez

Rodrigo Galindo, Chief executive, Kroton Educacional

Marcos Jank, Executive director, Global Public and Governmental Affairs, BRF

Bel Pesce, Founder, Faz Inova

Mauricio Lopes, President, Embrapa

David Marcus, President, PayPal

Marconi Perillo, Governor, Goiás

Javier Santiso, Managing Director, New Ventures, Telefónica; Author, "The Decade of the Multilatinas"

Preliminary programme:

8.00 am Registration and refreshments

9.00 am Opening remarks

9.15 am **The outlook for Brazil**

The Economist Intelligence Unit presents its signature economic outlook on Brazil, Latin America, and the world.

Irene Mia, Regional Director, Latin America, Economist Intelligence Unit

9.30 am **The next consumer boom**

Brazil's booming middle class has become one of world's most attractive consumer markets. This session explores the impact of new wealth on business and commerce and what new business models will trigger continual growth and the expansion of new markets.

David Marcus, President, PayPal

Moderator: Helen Joyce, Brazil bureau chief, *The Economist*

10.00 am **High-tech commodities**

What technology-driven business model innovations will address today's most complex economic and environmental sustainability challenges? This session features a cross-industry examination of how technology is reinventing the commodities sector – including agribusiness and energy.

Marcos Jank, Executive director, Global Public and Governmental Affairs, BRF

Mauricio Antonio Lopes, President, Embrapa

Moderator: Helen Joyce, Brazil bureau chief, *The Economist*

10.45 am **Morning break**
Sponsored by Shell

11.15 am **Latin America 2.0**

The rebalancing of tech and innovation

Javier Santiso, Managing director, New Ventures, Telefonica; Author, "The decade of the multilatinas"; Professor of economics, ESADE Business School

11.30am **Fiscal policy**

Featuring global research sponsored by BNY Mellon

Fiscal policy in recent years has veered between stimulus and austerity. An uptick in inflation and slow

growth have fuelled public discontent. What's next for fiscal policy in Brazil? How will this affect global financial markets and investors?

Gustavo Franco, Chairman of the board and chief strategist, Rio Bravo Investimentos; Former governor of the Central Bank of Brazil

Moderator: Irene Mia, Regional Director, Latin America, Economist Intelligence Unit

12.00 pm

The politics of change?

Political reform has long been discussed in Brazil and is urgently needed. Given politicians' quick response to the outpouring of public frustration about everything from corruption to the cost of living last June, there may be a once-in-a-generation chance to change the political system. This session will explore the political implications of the protests. Who will ultimately benefit?

Eliane Cantanhêde, Columnist, Folha de S.Paulo

Luis Felipe d'Avila, President, Centro de Liderança Publica

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

12.45 pm

The infrastructure challenge

The government's effort to privatise significant parts of its national infrastructure last year represents the largest batch of concessions to private business ever launched in Brazil. But where do the projects stand today? How will they impact the forecast for growth and investment?

Otavio Azevedo, Chief executive, Andrade Gutierrez

Marconi Perillo, Governor, Goias

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

1.15 pm

Lunch

Featuring a dialogue **Antonio Gil**, President, Brasscom

2.45 pm

City as laboratory

The attractiveness of Brazil as a hub for major multinationals is intensifying. These companies are investing hundreds of millions of reais in high-tech research centers, many of which intend to wire Latin American cities with smart systems. What value do these serve for the Brazilian economy? How can local companies benefit? Will these centers lead to a flourishing of cross-industry research and development?

Antonio Anastasia, Governor of Minas Gerais

Laercio Cosentino, Chief executive, TOTVS

Fabio Gandour, Chief scientist, IBM Brazil

Moderator: Irene Mia, Regional Director, Latin America, Economist Intelligence Unit

3.15 pm

The productivity paradox

The slowdown in economic growth reflects Brazil's difficulties in raising productivity. This is a big

challenge for the private sector. How can Brazil build more efficient companies? What solutions at the policy and corporate level will ignite change? This session will explore how business leaders can better boost productivity and successfully manage during times of economic disruption and slow growth.

Javier Falcon, President, Alcatel-Lucent Brazil

Roger Ingold, Managing director, Latin America, Accenture

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

3.45 pm Networking break

4.15 pm **The human element**

Building a competitive workforce is vital for improving productivity and growing the economy. Education and skill development play an integral role. Should Brazilian companies build their own schools and continuing education systems? What private and public policies are necessary to create positive change? And how can companies turn some of the world's most creative people into active innovators? This session will explore new models for education and talent development for a fast-changing economy.

Alexandre Fialho, President, Latin America, Korn/Ferry Leadership and Talent Consulting

Rodrigo Galindo, Chief executive, Kroton Educacional

Bel Pesce, Founder, Faz Inova

Moderator: Helen Joyce, Brazil bureau chief, *The Economist*

5.00 pm **The new internationalists**

Alex Atala, Executive chef, D.O.M.

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

5.15 pm **End of event and cocktail reception**