

# Brazil Investment Summit

Examining Strategies and Opportunities for Asian Investors

30 November & 1 December 2010  
The Conrad, Hong Kong



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Throughout the economic crisis, Brazil was a case study for success; its economy remained stable while other nations foundered. This must attend event is the **first and only** in Asia to focus exclusively on Brazil's investment opportunities.

## QUESTIONS EXPLORED DURING THE BRAZIL INVESTMENT SUMMIT WILL INCLUDE:

- Who is investing in Brazilian debt? What strategies do they use?
- How can Asian investors maximise the opportunities in the retail market?
- Will the surging growth in trade between China and Brazil be sustained?
- Which are the leading growth sectors: infrastructure, real estate, commodities, or renewable energy?
- Cross-border M&A: what are the trends?
- What opportunities are there for investment in pre-salt oil drilling projects?
- What role will Hong Kong play bridging trade between Brazil and China?
- What will be the 2011 trends in agribusiness?
- What factors led to Brazil strong recovery from the global recession?
- What impact do capital controls have on foreign investment?

## TARGET AUDIENCE:

This inaugural summit will gather senior Asian financial market participants exploring investment possibilities in Brazil. Attendees include 300+:

- Asian institutional investors looking to put money to work in Brazil
- Alternative investment funds, including private equity and hedge funds
- Brazilian corporations looking to expand their businesses in Asia
- Deal facilitators, including investment bankers and business brokers
- Commercial banks
- Sovereign wealth funds
- Insurance companies
- Central banks
- Investors in commodities and natural resources
- Service providers, including consultants, law firms, and accounting firms

## FOR MORE INFORMATION, PLEASE CONTACT:

### Speaker queries:

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## KEYNOTE SPEAKER

## HENRIQUE MEIRELLES, GOVERNOR, BANCO CENTRAL DO BRASIL

Henrique de Campos Meirelles has been governor of the Central Bank of Brazil since January 2003. He is a member of the board of directors of the Bank of International Settlements in Basel Switzerland. Previously, he was president of BankBoston Corporation and of FleetBoston's corporate and global bank.

Mr Meirelles was a board member of Raytheon Corporation, Bestfoods, Champion International, BankBoston Corporation, and FleetBoston Financial. He was also a member of the advisory boards of the Harvard Kennedy School of Government, Sloan School of Management of the Massachusetts Institute of Technology, and Carroll School of Management of the Boston College.

Mr Meirelles holds an Honorary Degree from Bryant College. He was elected a congressman in Brazil in 2002. He was awarded "Brazilian of the Year (2008)" by *ISTOÉ* magazine, "Central Bank Governor of the

Year (2007)" by *Euromoney*, "Central Banker of the Year of the Americas (2008)" by *The Banker*, "Financier of the Year (2008)" by *Latin Trade*, "Person of the Year (2010)" by the Brazilian-American Chamber of Commerce, and "Personality of the Year (2010)" by the Brazilian Chamber of Commerce in Great Britain.



## CONFIRMED SPEAKERS

Stephane Mauppin-Higashino  
Head of Product Specialists, Equities &  
Global Balanced  
**Amundi**

Deputy Director  
**BNDES**

Paulo Guedes  
Chief Executive Officer, Founder  
**BR Investimentos**

Joaquim Ferreira Vieira Levy  
Chief Strategy Officer  
**Bradesco Asset Management**

Julio Cesar de Toledo Piza Neto  
Chief Executive Officer  
**BrasilAgro**

Paulo Soares  
Ambassador  
**Embassy of Brazil, Singapore**

Fabio Nogueira  
President, Co-founder  
**Brazilian Finance and Real Estate**

Senior Representative  
**BRZ Investimentos**

Eduardo Loyo  
Chief Economist  
**BTG Pactual**

Professor Jiang Shixue  
**Chinese Academy of Social Sciences**

Fabio Dall'Acqua  
Partner

**Constellation Asset Management**

Mauricio Felicio  
Portfolio Manager

**Credit Suisse Hedging-Griffo**

Tim Chamberlain  
Partner

**EcoAgro**

Peter Douglas  
Principal

**GFIA**

Ronald Arculli  
Chairman

**Hong Kong Exchanges & Clearing (HKEx)**

Andrew Jansky  
Partner  
**Milbank**

Rodolfo Zabisky  
Chief Executive Officer  
**MZ Consult**

Oswaldo Kawakami  
Petrobras Tokyo Office, General Manager  
**Petrobras**

Erik Bethel  
Partner  
**SinoLatin Capital**

Vitor Hugo Roquete  
Partner  
**Opus Investimentos**

Amaury Junior  
Chief Investment Officer  
**Vision Investment**

Marcelo Guterman  
Product Specialist  
**Western Asset**

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## WORKING AGENDA

### MONDAY, NOVEMBER 29<sup>TH</sup> 2010

19:30 VIP Networking Dinner (strictly by invitation only)

### TUESDAY, NOVEMBER 30<sup>TH</sup> 2010

08:00 Registration and Morning Networking

09:00 Welcome and Introduction

09:15 Keynote Address: Henrique Meirelles, Governor, Banco Central do Brasil

**10:00 Panel: Why Are Asian Investors Choosing Brazil?**

*Since 2000, trade between Brazil and China has jumped from US\$1.085bn to \$36.1bn. What opportunities sustain the interest of Chinese investors in Brazil? What cultural considerations should Asian investors be aware of when investing in Brazil? How are individual investors following the lead of the large institutional investors and corporations by investing in Brazil?*

10:45 Morning Networking Break

**11:05 Panel: Cross-border M&A**

*Which Asian countries are showing interest in Brazil? What are the trends in investment activity? What can be expected in 2011?*

**11:50 Panel: Brazil Debt Capital Markets**

*Brazil's sovereign achieved an investment-grade rating in 2009 and a further upgrade is possible in 2010. What factors contributed to this upward trajectory? What does this mean for investor funding costs? How has the Brazilian debt market weathered the sovereign debt crisis? What are the headline deals in the issuance pipeline? How liquid is the secondary market? How can foreign investors access attractive Brazilian sovereign and corporate yields? What are the opportunities in structured credit for small and medium businesses?*

**12:30 Presentation: Brazilian Regulators and the Regulatory Environment**

*During the economic crisis Brazil introduced capital controls to reduce economic volatility. What impact has the tax on foreign investment had on Asian investor activity? Are further regulatory reforms expected for 2011? How business-friendly are Brazilian regulators?*

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13:00 Lunchtime Networking Break

**Keynote Address: Ronald Arculli, Chairman, Hong Kong Exchanges and Clearing**

14:30 **Panel: Brazil Goes Global**

*How have Brazilian companies such as Vale and Petrobras developed as multinational players? Which companies should investors focus on? Which companies are the next generation of Brazilian champions? Who are the innovators of the future?*

15:05 **Panel: Brazilian Private Equity**

*How do private equity returns compare to public markets? What recent notable investments have taken place? Private equity could raise US\$15bn by mid-2011 as investors turn to Brazil- where should investors be looking for safe returns? What opportunities can be found in the education sector?*

15:45 **Panel: Hedge Fund Strategies**

*Overview of hedge fund activity in 2010- what were the main trends for the year? What is expected for 2011?*

16:15 Afternoon Networking Break

16:30 **Panel: Brazil's Banking and Financial System**

*The Brazilian banking sector's high levels of capitalization led to it being relatively unaffected by the global economic crisis, when you compare with its global peers. Which banks are leading the industry? What is crimping their ability to increase profits? How will Basel III impact Brazilian financial institutions? Where are the opportunities in investment banking and trading?*

17:15 **Panel: Brazil's Public Equity Markets**

*How did Brazilian equity markets performed in 2010? What factors will affect them in 2011? Are Brazilian companies starting to list overseas? 2010 saw renewable energy company Renova Energia SA delay their planned IPO for 60 days and ship builder OSX Brasil reduced the volumes of shares offered in its issuance from US\$5.5m to US\$3.06m. Will 2011 see a return of investor risk appetite or will risk aversion continue? How does an increase in investor selectivity affect deals in the IPO pipeline?*

18:00 Networking Cocktail Reception

**WEDNESDAY, DECEMBER 1<sup>ST</sup> 2010**

08:45 Registration and Morning Networking

09:00 Welcome and Introduction

09:05 Panel: Agribusiness

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*Agribusiness makes up almost 40% of all Brazil's exports. What will bumper coffee and soybean harvests in 2010 mean for crop prices?*

**09:50 Panel: Infrastructure**

*How will the development of the mining and commodities industry lead to an uptick in infrastructure projects? How can investors capitalize on the infrastructure boom that will take place before Brazil hosts the 2014 World Cup and 2016 Olympic Games? In March 2010, the Brazilian government announced the PAC 2 infrastructure plan worth US\$886bn; what are other major infrastructure projects are planned? Which sector offers the best investment opportunity: airports, rail, energy, or ports?*

**10:35 Morning Networking Break**

**10:55 Panel: Real Estate**

*Will growth in the real estate sector continue? Is a housing price bubble forming? What opportunities can be found in low income housing? What is the impact of "minha casa, minha vida"?*

**11:40 Panel: Commodities and Mining**

*State-owned Chinese company Sinochem Corporation owns a 40% stake in the Brazilian Peregrino oil field for US\$3.07bn. How is Brazil responding to China's thirst for resources?*

**12:35 Lunchtime Networking Break**

**14:00 Panel: Renewable energy**

*85.4% of domestically-produced energy used in Brazil comes from renewable sources. Brazil has ten ongoing wind energy projects and over 45 projects cleared by the National Electric Energy Agency (ANEEL). How can investors access these opportunities? The Brazilian Innovation Agency (FINEP) and the National Development Bank (BNDES) have pledged US\$540m to finance the biofuels sector. What investment opportunities can be found in the ethanol industrial complex? How are Chinese investors cross-investing in this arena?*

**14:40 Panel: Corporate Issuers Roundtable**

*What do corporate issuers expect in 2011? What opportunities can investors find in corporates? Who is currently investing in corporates?*

**15:20 Afternoon Networking Break**

**15:40 Workshop – Topic TBA**

**17:00 Close of Conference**

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## THE FOLLOWING SPEAKERS WILL BE INVITED TO PARTICIPATE AT THE SUMMIT:

(listed in alphabetical order by company name)

ABDI (Brazilian Agency of Industry Development) – Clayton Campanhola, Director

ABVCAP – Sidney Chameh, President

Advent International – Juan Pablo Zucchini, Managing Director (Brazil)

AEB (Brazilian Foreign Trade Association) – José Augusto de Castro, Vice President

América Latina Logística (ALL) - Rodrigo Barros de Moura Campos, Chief Financial Officer

ANBIMA (Brazilian Financial and Capital Markets Association) – Marcelo Giufrida, Chairman

AgroPalma – Marcello Brito, Commercial Director

ArcelorMittal – Benjamin Mário Baptista Filho, Chief Executive Officer

Ashmore Brazil – Eduardo Camara Lopes, Chief Executive Officer

BM&F Bovespa – Senior Representative

Brazil Trade Promotion Office (Hong Kong) – Senior Representative

Brazil Trade Promotion Office (Beijing) – Senior Representative

Brazil Trade Promotion Office (Shanghai) – Senior Representative

Brazilian Olympic Committee – Carlos Arthur Nuzman, President

Brookfield Asset Management – Luiz Ildefonso Simões Lopes, Chairman

Brookings Institute – Kevin Casas-Zamora, Professor

CNI (Brazilian National Confederation of Industry) – Armando de Queiroz Monteiro Neto, President

Companhia de Concessões Rodoviárias (CCR) – Renato Alves Vale, Chief Executive Officer

Comissao de Valores Mobiliarios – Otavio Yazbek, Commissioner

Companhia Energética de Minas Gerais (CEMIG) – Djalma Bastos de Moraes, Chief Executive Officer

Companhia Siderurgica Nacional (CSN) - Paulo Penido Pinto Marques, Chief Financial Officer

Copasa - Paula Vasques Bittencourt, Chief Financial Officer

Copel - Rafael Iatauro, Chief Financial Officer

Darby – Fernando Gentil, Managing Director

Dynamo – Senior Representative

EBX Investimentos – Eike Batista, Founder

EcoRodovias – Marcello Giudotti, Chief Financial Officer

Embraer China– Guan Dong Yuan, President

Fama Investimentos – Mauricio Levi, Chief Investment Officer

Fibra – João Elek, Chief Financial Officer

Funcef – Domosthenes Marques, Chief Investment Officer

Gafisa – Alceu Duilio Calciolari, Chief Financial Officer

Gávea Investimentos – Arminio Fraga

Golden Tree – Tom Shapiro, President

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GP Investimentos – Antonio Bonchristiano, Managing Partner  
Grupo CCR – Arthur Piotto, Chief Financial Officer  
Hong Kong Exchanges and Clearing – Lawrence Fok, Chief Marketing Officer  
Infraero – Mauro Roberto de Lima, Chief Financial Officer  
International Container Terminal Services Incorporated (ICTSI) – Joel Consing, Vice President  
JGP – André Roberto Jakurski, Founding Partner  
Julio Simões – Denys Marc Ferrez, Chief Financial Officer  
Korea Teachers Pension – Yun Kyu Lee, Chief Investment Officer  
Marfrig - Alexandre José Mazzuco, Chief Financial Officer  
Mauá Investimentos – Luiz Fernando Figueiredo, Founding Partner, Principal  
Mills Estruturas – Alessandra Gadelha, Chief Financial Officer  
Ministry of Finance, Government of Brazil – Guido Mantega, Minister of Finance  
MMX Mineracao e Metalicos SA – Senior Representative  
Patria Investimentos – Octavio Branco, Partner  
Paul Capital – Duncan Littlejohn, Managing Director  
Plural Capital – Rodolfo Riechert, Chief Executive Officer  
Polo Capital Management – Senior Representative  
Previ (Banco de Brasil fund) – Senior Representative  
Prosperitas – Senior Representative  
Quest Investimentos – Luiz Carlos Mendonça de Barros, Founding Partner  
Samarco – Senior Representative  
Santos Brasil – Washington Cristiano Kato, Chief Financial Officer  
Sino-Latin American Affairs – Dong Wei, Director  
Sinochem Corporation – Deshu Liu, President, Chief Executive Officer  
SINOPEC – Guohua Ye, Chief Financial Officer  
Skopos – Pedro Luiz Cerize, Founder, Co-Manager  
Squadra Investimentos – Guilherme Ache, Partner  
Sustainable Forest Holdings Limited – Sandy Fletcher, Chief Financial Officer  
Tarpon Investimentos – José Carlos Magalhães, Chief Investment Officer  
Temasek – Senior Representative  
Templeton – Mark Mobius  
Vale – Roger Agnelli, Chief Executive Officer  
Vale China – Michael Zhu, Director



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## OUR BRAZIL COVERAGE

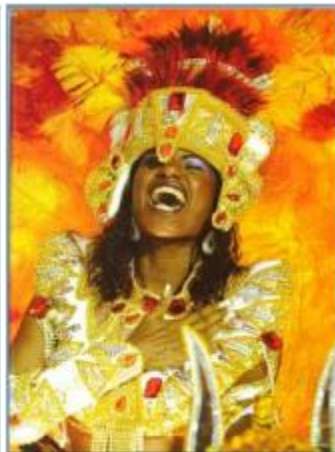
The June 2010 *FinanceAsia* cover story focused on Brazil's private equity boom.

*"As the old world of finance comes to terms with the mistakes of the past, the future unfurls on the sun-drenched beaches of Brazil. Confidence abounds within the Brazilian private equity sectors and the unusual boom-market hangers on. Welcome to the world of the Brazilianaires."*

Another key area that the article considered was the development of Brazil's infrastructure as the nation enters the 'decade of sport'. As Brazil gears up to host the World Cup in 2014 and the Olympic Games in 2016, the country will need to launch huge projects to develop its infrastructure.

Interviewees for **Who wants to be a Brazilianaire?** included:

David Rubenstein, co-founder and managing director, **The Carlyle Group**; Christian Gattiker, head of research, **Bank Julius Baer**; Erwin Roex, partner, **Coller Capital**; Roger Leeds, chairman of the board, **Empea**; Bruce Schulberg, partner, **Clifford Chance** (Beijing); Demosthenes Marques, chief investment officer, **Funcef**; Reinaldo Grasson, partner, **Deloitte** (San Francisco); Fabio de Oliveira Moser, chief investment officer, **Previ**; and, Mauricio Endo, partner, **KPMG**.



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## SPOTLIGHT ON EMERGING MARKET SERIES

The Brazil Investment Summit is the second event in the **Spotlight on Emerging Markets** series. The first event, the **Russia – Capital Raising and Investment Summit**, was held over two days in April 2010, and attracted more than 300 top-level delegates, including 100 who travelled to Hong Kong from overseas.

Delegates at the Four Seasons Hotel were welcomed by Professor KC Chan, Hong Kong's secretary for financial services and the treasury, and Ronald Arculli, chairman of Hong Kong Exchanges and Clearing (HKEx).

Through panel sessions and presentations, the Russia Investment Summit examined the Russian growth story, and the role of Asian investors in this process.



Delegates network during a break at the Russia Investment Summit

The first day of the conference examined Russia's place as a BRIC nation, and its links with Hong Kong and Asia.

The second day of the conference reviewed which sectors were most appealing to investors, paying particular attention to opportunities in real estate and hotels. Panels also covered the regulatory environment, alternative investments in Russia, and what cultural issues Asian investors should be aware of when doing business in Russia.



Neil MacKinnon, Global Macro Strategist, VTB Capital, discusses Russia's macroeconomic outlook

## ABOUT THE VENUE

The **Brazil Investment Summit** will be held at **The Conrad**, Hong Kong.

Recognised as one of the world's finest business hotels, The Conrad, Hong Kong, offers corporate and leisure travellers a superb location and a unique sense of style.

A special **discount room rate** has been organised for delegates and speakers. For more information or to book a room, please contact:

Ms Noel Kwong  
(+852) 2822 8916  
[noel\\_kwong@conrad.com.hk](mailto:noel_kwong@conrad.com.hk)



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## ABOUT OUR CONFERENCES

*FinanceAsia* and *AsianInvestor* are the Asia-Pacific region's leading English language trade publications in the capital markets and asset management industries. The two titles have a combined readership of over 30,000 print subscribers and over one million online page views each month.

## AsianInvestor Conferences

Bringing together the region's leaders in the institutional investment and asset management communities, AsianInvestor events give investors the opportunity to share knowledge and best practices about the most important trends and issues currently facing the industry. Our events are attended by:

- **Institutional investors**, including public and private pension funds, sovereign wealth funds, investment arms of insurance companies, endowments, family offices, etc.
- **Top-tier asset managers**, across the investment spectrum, including mutual funds, money managers, hedge, private equity and real estate funds, private banks, structured product issuers, fund of funds etc.
- **Best-in-class service providers** to the asset management community such as investment consultants, fund administrators, prime brokers, placement agents, law firms, accounting firms, technology providers, etc.
- **Regulators and senior government officials**

Attendance at AsianInvestor conferences is open *only to sponsors and invited guests*. Prequalified institutional investors attend AsianInvestor events on a complimentary basis.

## FinanceAsia Conferences

Focusing on the region's **capital and banking markets**, FinanceAsia branded events attract a more diverse audience, including:

- Asian **CEOs, CFOs, and treasurers** who are interested in utilizing domestic and international capital markets
- Global **asset investors** who are interested in learning more about Asian companies
- Financial market professionals, including: **bankers, brokers, consultants, lawyers and advisors**
- **Regulators and senior government officials**

Attendance at FinanceAsia events is *open to registration* from non-sponsoring firms. However, lead sponsors will have the option of retaining final delegate list approval.

