



BRAZIL BUSINESS BRIEF
PERSONALITY OF THE YEAR AWARDS 2011

BRAZILIAN CHAMBER OF COMMERCE IN GREAT BRITAIN
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WELCOME

PERSONALITY OF THE YEAR 2011



I would like to welcome you to this year's edition of the Personality of The Year Awards magazine and we hope that you will enjoy this special edition of the Brazil Business Brief. In this issue you will find details of the event, biographies and speeches from our award winners, information on the many generous organisations that helped this event take place and photographs of the event.

This year's awards were particularly important for us as our first year organising this prestigious event that is both the largest, and most important, of the Chamber's Calendar. The Gala Dinner has a thirteen year history and, for the first time this year, was held at the London Hilton on Park Lane in order to accommodate the ever expanding number of guests attending the event. A record number of almost 500 guests were in attendance consisting of politicians, business men and women, academics and professionals from a variety of different fields and disciplines.

This year we paid tribute to two influential business figures that have made significant contributions toward the strengthening of bilateral relations between Brazil and the United Kingdom: Ms Cynthia Carroll (CEO of Anglo American) and Professor Luciano Coutinho (President of the Brazilian Development Bank- BNDES). Also in attendance were our two Guests of Honour who pre-

sented the Awards to the honourees: The Rt Hon the Baroness Royall of Blaisdon (Leader of the Opposition in House of Lords) and Andre Esteves (CEO of BTG Pactual).

We would love to hear your thoughts and get feedback on this year's event. Please visit our website brazilianchamber.org.uk and contribute to our comments section on the Gala dinner page that can be found under the events tab.

Finally, I would also like to thank the many individuals and organisations that attended and contributed to the event this year making it such a success and hope to see you all at our forthcoming events.

All the best,

Alex Thomas



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The 13th Annual Gala Dinner Personality of the Year Awards which took place on 17th May 2011 was a display of Brazil's increasing presence on the global scene. Personalities of the British political and business worlds, international investors and Brazilian entrepreneurs attended the Awards ceremony which paid tribute to Cynthia Carroll, CEO of Anglo American and Prof Luciano Coutinho, President of BNDES, both business leaders who have played major roles in fostering cross-border investment between Brazil and the United Kingdom.

The Chairman of the Chamber, Mr Jaime Gornsztejn, opened the event by giving a brief overview of the accomplishments of the evening's awardees. He brought attention to Anglo American's nickel and iron ore projects in Brazil as the main drivers for Anglo American's growth under the leadership of Ms Carroll, emphasising that she has earned global recognition by "a strong sense of social responsibility, reflected in the safety records, respect for the environment and engagement with the communities where Anglo American operates".

Regarding Prof Luciano Coutinho's, he spoke of one of the largest developments banks in the world (BNDES) as being "paramount in helping the Brazilian

economy weather the global financial crisis and promoting the level of investment" which he argued was key to guaranteeing Brazil's sustainable economic growth. He stated that Prof Coutinho's leadership was of fundamental importance to the success of BNDES.

Mr Gornsztejn remarked that there are plenty of opportunities yet to be explored with regards to the dynamic bilateral business agenda "we believe the key to fulfil our potential in trade and investment is innovation", he added.

The Honorary President of the Chamber, Ambassador of Brazil H.E. Roberto Jaguaribe, finished off by welcoming the evening's guests.

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Cynthia Carroll

CHIEF EXECUTIVE OF ANGLO AMERICAN PLC



Cynthia Carroll has been Chief Executive of Anglo American plc since March 2007. The company is a leader in the global mining industry, ranking in the top 20 companies on the London Stock Exchange's FTSE 100 Index. It operates in nearly 30 countries and has more than 100,000 employees. Anglo American is the world's biggest producer of platinum and, through its associate, De Beers, in diamonds too. It is also a major producer of coal and copper and is developing a significant stake in iron ore. The company has one of the strongest project pipelines in world mining.

Cynthia Carroll is a geologist by training, with a Master of Science degree in Geology from the University of Kansas and a Master of Business Administration from Harvard Business School. She began her career working for Amoco for eight years as a petroleum geologist in oil exploration based in Denver, Colorado. In 1989, Cynthia joined Alcan Inc, where she spent 18 years before joining Anglo American as chief executive-designate in January 2007. Starting in the business development group of the Rolled Products Division in Cleveland, Cynthia eventually became president and chief executive officer, Primary Metal Group, a position she held for almost five years, and was an officer of Alcan Inc. From her base in Montreal, Canada, she had been responsible for 54 wholly- or partly owned opera-

tions in more than 20 countries and, at the time of her leaving the Alcan group in November 2006, Primary Metal Group had become Alcan's biggest and most profitable division.

Cynthia is a former director of Sara Lee Corporation. She is a non executive director of BP plc, and is a member of BP's Safety, Ethics and Environmental Assurance Committee of the Board. She is also the Chairman of Anglo Platinum Limited and a non-executive director of De Beers. Cynthia is on the Board of NSPCC Stop Organised Abuse and is a Fellow of The Institute of Materials, Minerals and Mining. She is also a member of the American Society of Corporate Executives.

Cynthia and her husband have four children ranging in ages from 11 to 17.

September 2010



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Luciano Coutinho

PRESIDENT OF BNDES



The main focus of Luciano Coutinho's academic career has always been industrial policy and the real economy. He holds a PhD in Economics from Cornell University (US), a Master's degree in Economics from the Institute of Economic Research of USP, and a B.A. in Economics from the same university. During his first degree, Coutinho received the Gastão Vidigal Award for best Economics student in São Paulo.

He has been a guest professor at the Universities of São Paulo, Paris XIII, Texas and at Instituto Ortega y Gasset, besides being a tenure professor at the University of Campinas (Unicamp).

An expert in industrial and international economics, he wrote and organized several books, besides an extensive list of articles, published in Brazil and abroad. In 1994, he coordinated the Study on the Competitiveness of Brazilian Industry, a work involving almost one hundred specialists who mapped out the Brazilian industrial sector with unprecedented thoroughness.

Between 1985 and 1988, he was Executive-Secretary for the Ministry of Science and Technology and took part in the structuring of the Ministry. While there, Coutinho was also involved in conceiving policies ad-

ressing highly-complex areas, such as biotechnology, information technology, fine chemistry, precision mechanics and new materials. He was partner at LCA Consultores, acting as consulting specialist in competition defense and foreign trade before taking office as President of the BNDES in 2007.

While presiding over the BNDES' activities, Coutinho has worked on implementing the Production Development Policy (PDP), with the objective of carrying out the expansion of the Brazilian industrial sector, the advancement of innovation and competitiveness, as well as the implementation of infrastructure works in keeping with the federal government's Growth Acceleration Plan (PAC).

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The Rt Hon The Baroness Royall of Blaisdon

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Jan Royall was Leader of the House of Lords from October 2008 to May 2010 (combining this office with Lord President of the Council from October 2008 to June 2009 and then Chancellor of the Duchy of Lancaster from June 2009 to May 2010). Before that Jan served as Government Chief Whip and Captain of the Honourable Corps of the Gentleman-at-Arms from February to

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André Esteves

CHIEF EXECUTIVE OFFICER OF BTG PACTUAL



André Esteves is the Chief Executive Officer of BTG Pactual, member of both the Brazil and Global Management Committees and is based in our São Paulo office.

He joined the firm in 1989, became a partner in 1993, and was appointed a Managing Partner in 2002. After the sale of the bank to UBS in 2006, he became Chairman & Chief Executive Officer of UBS Pactual (2006-2008), where he was appointed Global Head of Fixed Income of UBS in August 2007 and Global Head of FICC (Fixed Income, Currencies and Commodities) of UBS in October 2007. André held both positions until leaving UBS in 2008. He was a Director of FEBRABAN (Brazilian Federation of Banks) from 2003 to 2007 and Member of

the Board of BM&F - Bolsa de Mercadorias e Futuros (the Brazilian Mercantile and Futures Exchange) from 2002 to 2006.

He holds a BS in Computer Science from the Federal University of Rio de Janeiro.

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CYNTHIA CARROLL

PERSONALITY OF THE YEAR 2011

Presenting the Personality of the Year awards to Ms Cynthia Carroll, Baroness Royall of Blaisdon spoke of Brazil as being central to Ms Carrolls future strategy, "Two of the company's four strategic growth projects are in Brazil", said the Baroness, referring to Barro Alto nickel project which has recently started up and the Minas Rio iron-ore project is due to start in 2013. Both projects demand a huge logistical challenge, with a projected output of 26.5m tonnes per year. "Cynthia Carroll has shown both courage and determination to see these through, and not just as a technical and financial exercise but one that is based on partnership and takes account of shared values such as safety. It will therefore have been important for her that Barro Alto was voted Brazil's safest mine in a recent survey", the Baroness added.

In accepting the award Mrs Carroll thanked Baroness Royall for the flattering introduction and paid tribute to the Brazilian Chamber of Commerce which "has played an important, and increasingly active role in this country in promoting and developing the wide range of bilateral business links between the UK and Brazil" Mrs Carroll spoke of Brazil's success story as an emerging economy and stated "I don't need to tell you all about Brazil, you all know it, you love the country (...) and see the opportunity to do great business" going on to share a few personal and professional reflections on Brazil with the guests.

Mrs Carroll stated that despite the origins of Anglo America laying in South Africa that Brazil remains the country where they had been operating the longest- having had a presence there for over four decades. Focusing on Anglo America's projects in Brazil she highlighted their investment in the Minas Rio iron ore project as "one of the largest projects currently under way in the mining industry and (...) we have other exciting exploration projects in Brazil too."

Speaking directly about Brazil in recent troubling times "The point is, that at a time when the world was wondering whether we were about to enter another great depression, I took the decision to invest many billions of dollars in Brazil. It was clear to me then, as it is now, that Brazil is



a land of opportunity." She went on to speak of the need to develop some of the remote rural areas in which Anglo America operates and of how they had a responsibility, as major investors, to be a partner in that development investing in "creating employment opportunities, providing healthcare and education, (...) infrastructure, health and water treatment plants."

Mrs Carroll spoke of her delight in sharing the platform with Prof. Coutinho, highlighting her admiration for BNDES' sense of social purpose. She finished her speech by sharing some reflections on the very personal connection she shares with Brazil "I learned to love the country, the charm and spontaneity of the people, the sense of personal confidence and professional competence. I always regretted leaving and always looked forward to returning. So Brazil has got a special place in my heart."

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- * Best Investment Bank - Brazil 2010
- * Best Equity House - LatAm 2010

EUROMONEY

- * Equity House of the Year - Brazil 2010

THOMSON REUTERS & ANBIMA

- * #1 in M&A - Brazil 2010

DEALOGIC

- * #1 in Equity Capital Markets - Brazil 2010

BLOOMBERG & ANBIMA

- * #1 in domestic Debt Capital Markets - Brazil 2010

EUROHEDGE AWARDS

- * "Global Macro" award in the 2010 EuroHedge Awards with BTG Pactual Global Emerging Markets and Macro Fund (GEMM)

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- * Voted Best Multi-Market Fund Manager 2010

EUROMONEY

- * One of the leading Wealth Management houses in Brazil - 2010



* Methodology and importance of these awards are detailed on www.standardandpoors.com

Mr Andre Esteves, president of BTG Pactual presented the Personality of the Year Award to Prof. Luciano Coutinho. Mr Esteves highlighted the business opportunities Brazil has to offer. He also referred to BNDES as a key player for the promotion of the Brazilian development and praised the role that BNDES played during the global financial crisis.



In his acceptance speech, Prof. Luciano Coutinho reinforced his trust in Brazil's economic performance, "No one should doubt that Brazil will maintain a consistent economic policy", he affirmed- foreseeing a path of sustainable growth in the next years. Prof. Coutinho went on to say that these positive perspectives are maintained by the efficient actions taken by the Brazilian government – actions such as keeping the inflation and tax situation under control allied to the performance of "an efficient private and financial sector and of a sophisticated capital market".

Prof Coutinho conceded that the main challenge for the country, in order to grow at a satisfactory rate in the next few years, is to increase the amount of investment and savings. BNDES's president mentioned that Brazil's priorities should be to improve planning actions, with regards to infrastructure projects, and education - thus increasing the productivity of the workforce, and also to increase competition in the manufacturing sector with investments in innovation.

The President of BNDES called for Brazil and the United Kingdom to expand their business cooperation "We have excellent opportunities in the Oil & Gas Sector, but not only with regards to exploration. We also have a vast chain of equipment suppliers", he said. He also mentioned the animal protein, biotechnology, ethanol and defence sectors as being of good potential for the bilateral relations between Brazil and the UK.

Prof Coutinho closed by thanking the Chamber of Commerce for the prestigious award and commending Mr Gornsztejn's leadership of the Chamber.





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Destination - Rio

James O'Keefe is pictured here with Luiza Pestana, representing Pestana Hotels and Sue Faithfull, TAM's UK & Ireland General Manager. Mr. O'Keefe was the winner of 2 TAM Economy return tickets to Rio de Janeiro, with 4 complimentary nights at Pestana Rio Atlantica Hotel.



Brazilian Football Team

Laura Price, was the winner of one Brazilian Football Team jersey - autographed by Andre, Neymar, Paulo Henrique Ganso and Robinho. She received her prize from Anthony Wellington, Director of the UK office of Marfrig (The Brazilian football team's official sponsor).



Choro and MPB

This year we took the opportunity to showcase some of the delights Brazil has to offer, the rich heritage of our culture and music.

Vendendo Peixe a group of Brazilian musicians formed by Gaio Lima and Luiz Moraes, welcomed our Gala Dinner guests playing Choro, the urban music from Rio de Janeiro. Choro was developed in the last quarter of the 19th century but still highly popular today. The music derives from a Brazilian interpretation of the European polka. The group was joined by other two musicians David Bitelli and Bosco de Oliveira, creating a lively atmosphere at our pre dinner reception.

The Brazilian quintet *Arakatuba*, formed by David Bitelli (clarinet & sax), Ugo Delmirani (keys), Andy Lafone (bass), Fábio de Oliveira (drums & percussion) and Bosco de Oliveira (drums, percussion & vocals), entertained during the course of the dinner playing both MPB (Música Popular Brasileira) classics as well as their own original material to create a relaxed Brazilian atmosphere.

THE BRAZILIAN CHAMBER OF COMMERCE WOULD LIKE TO THANK OUR PATRONS AND BENEFACTORS FOR SUPPORTING THIS YEAR'S GALA DINNER PERSONALITY OF THE YEAR AWARDS.

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in Execution Noble. The enhanced investment banking business is founded on two cornerstones: financial markets expertise, and a proven international distribution platform. With particular strength in its home markets of Iberia and the UK, BESI also has a long-established presence in some of the key emerging economies – Brazil, China, Africa, India, and Poland. BESI offers today a full range of products including: Pan European Equities, UK Mid Cap Equities, Indian Mid Cap Equities, Brazilian Equities; Polish Equities, Project and Acquisition Finance; Corporate Finance M&A; Equity Capital Markets; Debt Capital Markets; Corporate Broking; Corporate Access; Derivatives; Fixed Income; Sales and Trading; Electronic/Algo Trading plus a unique Reinsurance platform. The business operates through offices in Lisbon, London, Madrid, Edinburgh, Dublin, Paris, New York, Mumbai, Hong Kong, São Paulo, Warsaw, Luanda and Mexico City.



CLOCKWISE FROM THE FRONT: H.E. MR ALAN CHARLTON, BRITISH AMBASSADOR TO BRAZIL | MR. ANDRE ESTEVES | H.E. MR ANIBAL DE CASTRO, AMBASSADOR OF THE DOMINICAN REPUBLIC TO THE UK | MRS CINARA JAGUARIBE | PROF. LUCIANO COUTINHO | H.E. MR ROBERTO JAGUARIBE, AMBASSADOR OF BRAZIL TO THE UK | MRS CYNTHIA CARROLL | HIS EXCELLENCY KHALED AL DUWAIAN, AMBASSADOR OF KUWAIT TO THE UK | MR JAIME GORNSZTEJN | THE RT HON BARONESS ROYALL OF BLAISDON | MRS JOSI GORNSZTEJN | MR DAVID CARROLL



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Alice Braga. The Brazilian actress who has conquered Hollywood. In my country, there are innumerable opportunities for both stage and screen actors. But I chose to write my own script, trying my luck in Hollywood as a young aspiring artist. Today, I'm 27 and I can say I've accomplished what I set out to do. I play the leading role in my own life. And that's the kind of growing recognition Latin America is experiencing on the global stage. My name is Alice Braga. I'm a global Latin American. And Itaú is the global Latin American bank.

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BRAZIL BUSINESS BRIEF

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