



**PERSONALITY  
OF THE YEAR  
2018**

BRAZILIAN CHAMBER OF COMMERCE IN GREAT BRITAIN  
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## PERSONALITY OF THE YEAR 2018

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GALA DINNER MANAGEMENT: LENA BERALDO AND BRUNO ALMEIDA  
MAIN ARTICLE: MICHAEL MARSDEN  
DESIGN: NENIALMEIDA.COM  
EVENT PICTURES: SMILE PHOTOGRAPHY



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**W**elcome to the Gala Dinner 2018 issue of the Brazil Business Brief.

We are proud to say that the Gala Dinner and Personality of the Year Awards have now taken place for 20 consecutive years, and that the event continues to be a popular and highly enjoyable one. This year we were delighted to welcome more than 250 guests to the ballroom of the InterContinental London Park Lane.

It almost goes without saying that the ongoing success of this important event for the Brazil-UK business community is due to the support the Chamber of Commerce receives from its members and friends. We therefore want to express our sincere thanks to all of you.

We welcome feedback about the event, so please don't hesitate to send any comments to [info@brazilianchamber.org.uk](mailto:info@brazilianchamber.org.uk)

Best wishes,

*Brazilian Chamber*



SERGIO GULLO, PEDRO PASSOS, GUILHERME LEAL, LUIZ SEABRA AND AMBASSADOR FRED ARRUDA

## PERSONALITY OF THE YEAR AWARDS 2018

Organised by the Brazilian Chamber of Commerce and with invaluable support from the Brazilian embassy, the annual Gala Dinner and Personality of the Year Awards have now taken place for 20 consecutive years, becoming established as the centrepiece in the social calendar of the Brazil-UK business community.

This year's event took place at the InterContinental London Park Lane on 8 November. More than 250 guests were present, and as usual the large number of business-people were joined by several diplomats, politicians and journalists.

The awards originated as a way of recognising the work of individuals who have made an outstanding contribution to expanding the Brazil-UK business relationship. This year's three recipients certainly fitted that description: Luiz Seabra, Guilherme Leal and Pedro Passos are the co-chairmen of Natura, the highly respected Brazilian cosmetics company that recently acquired one

of the UK's favourite brands, The Body Shop.

The Natura story began in 1969 when Luiz Seabra opened a small cosmetics shop in São Paulo. Guilherme Leal, a business administrator, brought his expertise to the company in 1979, and in 1982 he invited Pedro Passos, an engineer, to become part of the business. Natura became a well-known brand throughout Brazil and began to venture beyond the country's borders in the early 1990s. A few years later the three co-founders of Natura met the creator of The Body Shop, Anita Roddick, and were inspired by her unique approach to cosmetics. By the 2000s, when



SALTED COD EMULSION WITH CONFIT YOLK AND PALM HEART TARTARE

Natura's international expansion gathered pace, social and environmental responsibility had become its guiding principles. The acquisition of The Body Shop in 2017 saw the birth of Natura &Co, which is now present in 72 countries with more than 3,200 stores and more than 18,000 employees.

This year's Gala Dinner began with a welcoming address from the chairman of the Chamber of Commerce, Sergio Gullo, in which he introduced the three award recipients and the two guests of honour. He then described Brazil's increasing role in the "global green economy" and the Chamber's recent work in helping Brazilian companies access the green bonds market in London. He also listed the other main areas in which the Chamber has been particularly active: agribusiness, infrastructure, insurance and reinsurance, oil and gas, and innovation.

The second speaker before dinner was the newly appointed Ambassador of Brazil to the United Kingdom, H. E. Fred Arruda. He paid tribute

to the three awardees for their role in strengthening the economic ties between Brazil and UK, and described Natura's decision to join forces with The Body Shop as "an example of the vast potential for new partnerships between Brazilian and British companies". Turning to the subject of the recent elections in Brazil, the ambassador emphasised that more than 100 million Brazilian citizens went to the polls to participate in a free and fair electoral process,

and predicted that president-elect Jair Bolsonaro will continue the current pursuit of fiscal balance and structural reforms aimed at boosting growth and job creation.

The dinner itself deserves a mention this year because the menu was

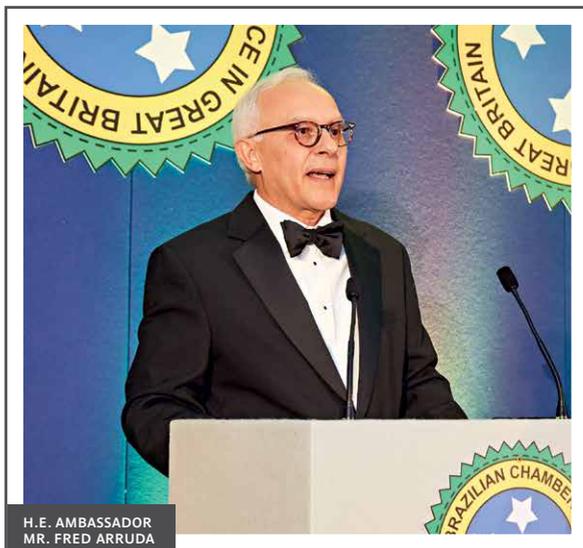


LONDON-BASED BRAZILIAN CHEF LUCIANA BERRY

specially created for the occasion by the London-based Brazilian chef Luciana Berry, a former competitor in BBC TV's *MasterChef: The Professionals*. Each of the three courses had a deliciously Brazilian twist, with classic ingredients such as chayote (*chuchu*), palm hearts, black beans, cassava and *doce de leite* all making an appearance. Even the coffee, provided by Cafezinho.coffee, had been carefully chosen by Luciana.

The guests then enjoyed after-dinner speeches from the two guests of honour: the chief economics commentator at the *Financial Times*, Martin Wolf, and Brazil's finance minister, Eduardo Guardia.

Martin Wolf prefaced his speech by congratulating the awardees and mentioning that Natura is one of the companies he has had the opportunity to get to know during his occasional visits to Brazil. He then



H.E. AMBASSADOR MR. FRED ARRUDA

launched into an entertaining overview of current global economic and political trends – a wide-ranging summary that he somehow managed to fit into 15 minutes. Under the theme of "transformation" he depicted a world experiencing an unprecedented rate of change – for example with the rise of Asia and particularly that of the new "superpower", China; a sudden shift from an era of unprecedented globalisation to one of rapidly increasing protectionism; and an incipient "democratic recession" in which the spectacular expansion of liberal democracy in the last two decades of the twentieth century is starting to be reversed.

Eduardo Guardia – shortly to be succeeded as finance minister by Paulo Guedes, following the recent elections – praised the "leadership" and "values" of the three co-chairmen of Natura, and said Brazil would benefit enormously if it had more businesspeople in their mould. Turning to the subject of economics, he described Brazil's emergence from its worst



SERGIO GULLO, CHAIRMAN OF THE BRAZILIAN CHAMBER OF COMMERCE IN GREAT BRITAIN

ever recession, predicted that the new government will push ahead with the programme of structural reforms, and expressed the conviction that country is now moving firmly in "the right direction". However, he made clear his view that there needs to be significant further progress in addressing the fiscal imbalance, improving Brazil's productivity, and making the country's economy more open to the rest of the world.

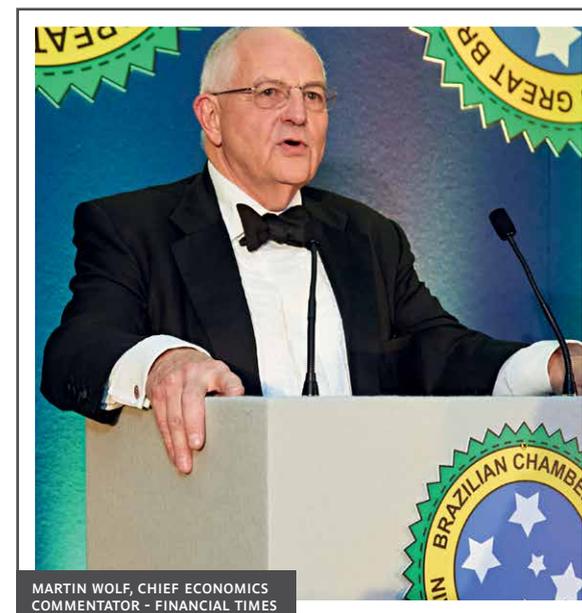
It was then time for the climax of the event: the presentation of the Personality of the Year awards to Luiz Seabra, Guilherme Leal and Pedro Passos, followed by short speeches from each of them. Mr Seabra recalled the "great attention and admiration" with which he and his colleagues followed the rise of The Body Shop from across the Atlantic, and said that the fundamental connection between Natura and its British "sister compa-



EDUARDO REFINETTI GUARDIA, FINANCE MINISTER OF BRAZIL

ny" is that both "have always taken the greatest care with questions related to society and the environment". Mr Passos described Natura and The Body Shop as "two iconic brands" and spoke of the "synergy" between them. Mr Leal expanded upon the theme of Natura's core values and gave an indication of the impressive range of environmental and social initiatives that the company supports.

The chairman of the Chamber of Commerce, Sergio Gullo, drew the evening to a close by thanking the Chamber's employees for their hard work and the Brazilian embassy for its unwavering support. He also expressed his gratitude to the principal sponsors – Banco Bradesco, British American Tobacco, Itau BBA International plc, Mattos Filho, and PwC – whose generosity helped ensure that the Gala Dinner and Personality of the Year Awards continue to be a success.



MARTIN WOLF, CHIEF ECONOMICS COMMENTATOR - FINANCIAL TIMES

Today there is a lot of talk about relationships. Trust. Results. But Itaú BBA seeks much more in its relationships. Itaú BBA seeks to share values. Not the values on its balance sheet or contracts. But the values conveyed through words. Through attitudes. Through choices. That's why it's so gratifying when you find someone who shares the same values. Words like relationship, trust and results take on new meaning. And the line where the customer starts and the bank ends disappears.

Values generate results.



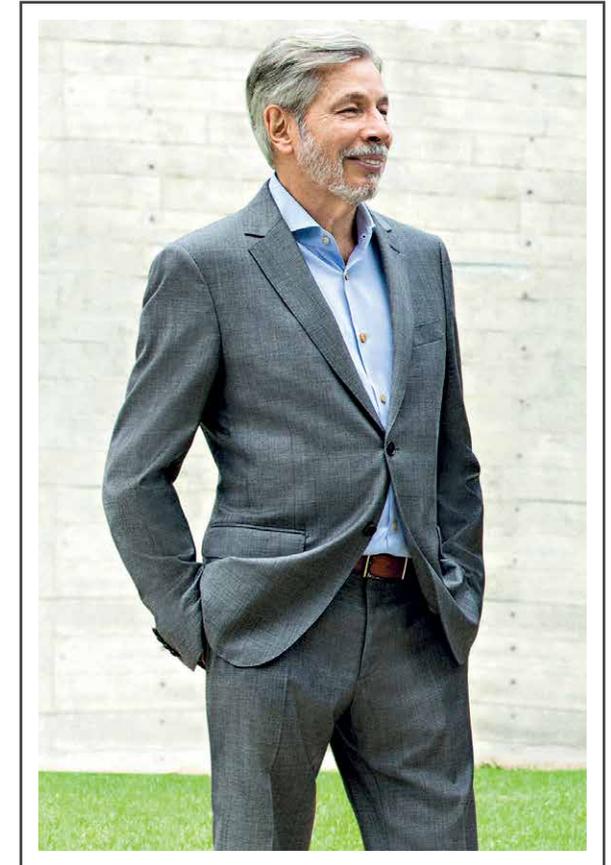
## LUIZ SEABRA

CO-CHAIRMAN OF THE NATURA  
&CO BOARD OF DIRECTORS

**T**he spirit of the times and the winds of change in the late sixties touched young Luiz's heart and mind profoundly when he started working with cosmetics in 1966.

The offspring of a poor family, working during the day since he was 15 and studying at night, until the age of 24 his career was basically administrative: industrial cost calculator, Human Resources manager, superintendent of the Electric Shaver division at Remington Rand. Balancing a series of different activities, he graduated in Economics.

At the age of 25, he was surprised when he started working as general manager in a small cosmetic laboratory and began to discover the world of cosmetics and beauty. He felt intuitively that cosmetics could be a powerful instrument to balance anyone's mind and body and help to develop their self-perception and self-esteem.



From deep in his soul, the feeling emerged that it was time for a commitment to truth and ethics in the industry. It was time for companies to develop their businesses based on social responsibility, systemic thought, systemic feeling, anticipating what would be, in the years to come, the revolution in Sustainability.

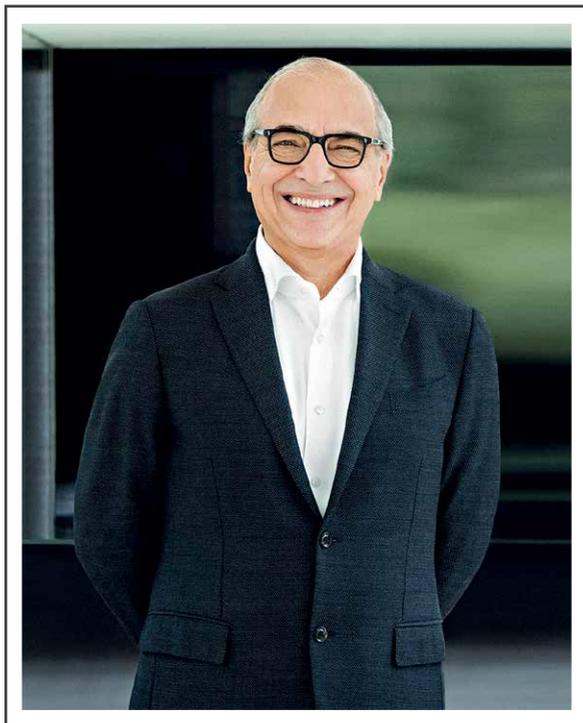
Armed with these perceptions since the beginning, Luiz Seabra founded Natura at the age of 27.

## GUILHERME LEAL

CO-CHAIRMAN OF THE NATURA & CO BOARD OF DIRECTORS

**G**uilherme Leal is a Brazilian businessman and social and political entrepreneur. He is one of the co-founders of Natura and co-chairmen of Natura & Co.

Over the last 30 years Guilherme has participated in the creation and chaired the board of several organizations addressing issues such as: children's rights, public education, corporate social responsibility, conscious consumption, citizenship, sustainable urban development, and protection of the environment and biodiversity. In 2008, he started to structure his philanthropic organization, the Instituto Arapyauá, focused on local experiences in sustainable development, climate change and urban redesign.



In the 2010 presidential elections he ran as Green Party candidate for vice president, alongside Marina Silva, receiving 20 million votes. After this, Leal created and currently chairs a supra party political network called RAPS. This is an initiative aimed at fostering and preparing new political leaders committed to ethical behavior and the promotion of sustainable development. In 2013, he became a B Team leader.

In 2014, Leal helped to build the Brazilian Coalition for Climate, Forests and Agriculture, a movement aimed at driving the design and construction of a new green, inclusive and low carbon economy. Since 2018, he is a board member of the UN Global Compact.

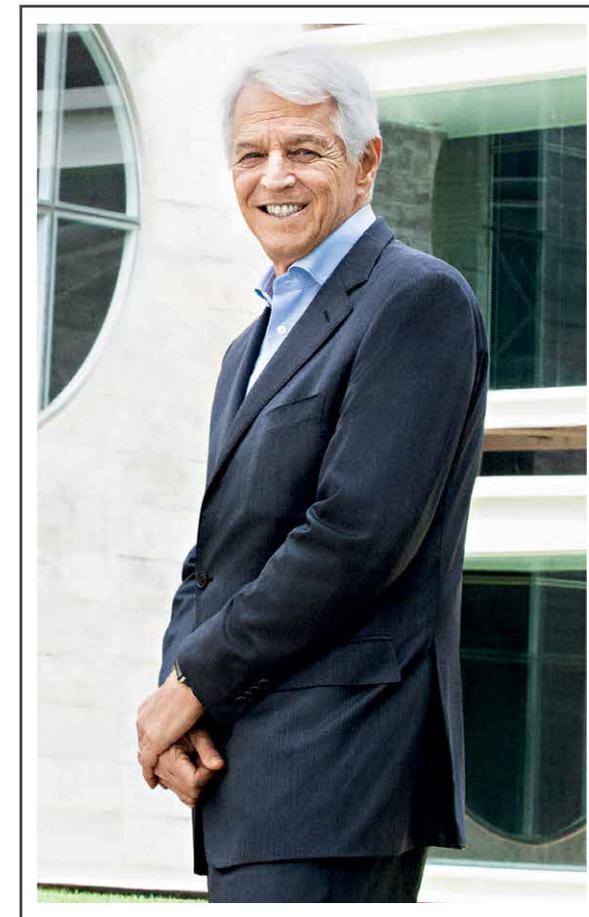
## PEDRO PASSOS

CO-CHAIRMAN OF THE NATURA & CO BOARD OF DIRECTORS

**C**o-chairman of the Board of Directors and co-founder of Natura, Pedro Passos joined the company in its early years.

He graduated in Production Engineering from the University of São Paulo Polytechnic School and specialized in Business Administration at Getúlio Vargas Foundation.

Passos is dedicated to a number of different entities and organizations. From 2009 to 2015, he was the President of the Industrial Development Studies Institute, and in 2013 he was appointed President of the SOS Atlantic Rainforest Foundation. He has also served on a number of boards, including the Empreender Endeavor Institute since 2005, the Dom Cabral Foundation since 2010,



the Semeia Institute – a non-profit organization that supports initiatives aimed at innovating in management models for natural and urban parks – since 2011, the São Paulo Research Foundation since 2013, and the A. C. Camargo Cancer Center since 2018. Mr. Passos is also a member of Business Mobilization through Innovation within the Brazilian National Confederation of Industry.

THE BRAZILIAN CHAMBER OF COMMERCE WOULD LIKE TO THANK THE FOLLOWING COMPANIES FOR SUPPORTING THIS YEAR'S PERSONALITY OF THE YEAR AWARDS.

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CLOCKWISE FROM THE FRONT: LUIZ SEABRA (NATURA &CO), AMBASSADOR FRED ARRUDA (EMBASSY OF BRAZIL), EDUARDO GUARDIA (FINANCE MINISTER OF BRAZIL), MARTIN WOLF (FINANCIAL TIMES), GUILHERME LEAL (NATURA &CO), NIGEL BAKER (FCO), AMBASSADOR IVAN ROMERO-MARTINEZ (EMBASSY OF HONDURAS), VERA DANTAS INNES (NORONHA ADVOGADOS), ITAMAR GAINO (NATURA &CO), ROBERTO MARQUES (NATURA &CO), PEDRO PASSOS (NATURA &CO), LENICE ARRUDA (EMBASSY OF BRAZIL), SERGIO GULLO (BRAZILIAN CHAMBER OF COMMERCE)



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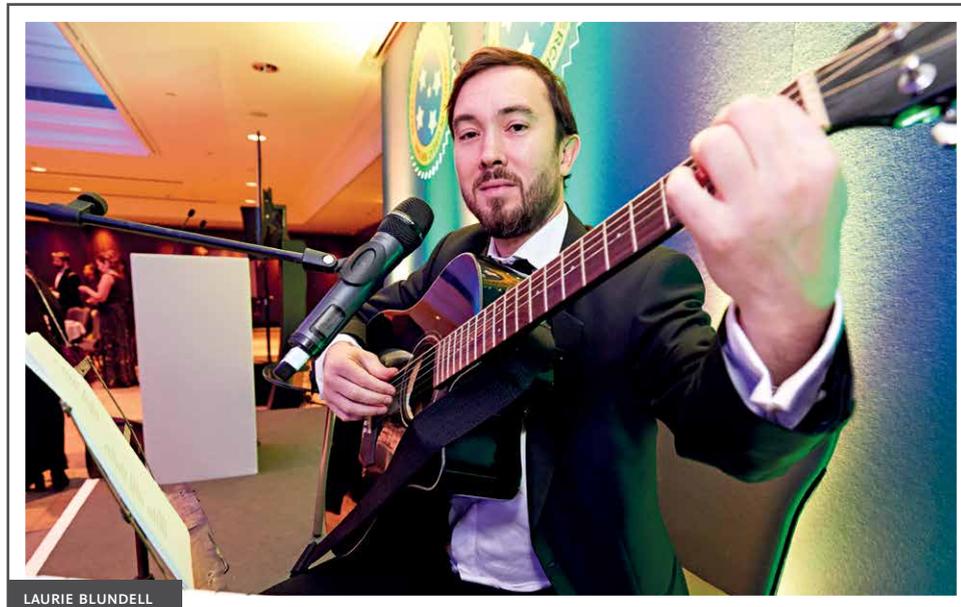
MATTOS FILHO



ORGANISERS' TABLE

# LET'S TALK BUSINESS!

secom.london@itamaraty.gov.br



LAURIE BLUNDELL

## MUSICAL FLAVOURS OF BRAZIL

The talented musician Laurie Blundell is becoming an established feature of the Gala Dinner, providing the background music that helps give the event its Brazilian atmosphere. This year he again played a selection of samba and bossa nova classics on guitar and keyboard.





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