

**PERSONALITY  
OF THE YEAR  
AWARDS  
2019**

BRAZILIAN CHAMBER OF COMMERCE IN GREAT BRITAIN  
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# PERSONALITY OF THE YEAR AWARDS 2019

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Leo Burnett TM



Welcome to the Gala Dinner 2019 issue of the *Brazil Business Brief*.

For twenty-one consecutive years the Gala Dinner and Personality of the Year awards has served as an annual celebration of trade and investment between the UK and Brazil. This year the event took place at the London Marriott Hotel Grosvenor Square, and emphasised both the positive transformations taking place in the Brazilian economy and the array of opportunities for investors.

The Gala Dinner is of course the flagship event in our social calendar, but it would not exist without the fantastic support that our members and friends have given to the Chamber of Commerce for so many years. Please accept, as always, our heartfelt thanks.

Your feedback can help us make the next Gala Dinner even more enjoyable, so please don't hesitate to contact us at [info@brazilianchamber.org.uk](mailto:info@brazilianchamber.org.uk) if you have any comments on this year's event.

Best wishes,

*The Brazilian Chamber of Commerce*



H.E. AMBASSADOR MR. FRED ARRUDA

## PERSONALITY OF THE YEAR AWARDS 2019

For more than two decades the annual Gala Dinner and Personality of the Year Awards, hosted and organised by the Brazilian Chamber of Commerce, has been an eagerly awaited fixture in the social calendar of the Brazil-UK business community. On the evening of 16 October, at the London Marriott Hotel Grosvenor Square, the event took place for the twenty-first consecutive year, and as usual the assembled guests spanned the worlds of business, politics and diplomacy.



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

The purpose of the Gala Dinner and Personality of the Year Awards is to recognise the efforts of two individuals who have recently made particularly valuable contributions to the Brazil-UK business relationship. This year the Brazilian recipient was from the legal sector – José Eduardo Queiroz, managing partner of Mattos Filho Advogados – while the UK-based recipient was from a major investor in Brazil and other growth markets around the world – Torbjorn Caesar, senior partner of Actis.



H.E. AMBASSADOR MR. FRED ARRUDA, JOSÉ EDUARDO QUEIROZ AND SERGIO GULLO

The evening followed the well-established format of a drinks reception followed by dinner and the award ceremony. After the guests had taken their places in the hotel ballroom, the chairman of the Chamber of Commerce, Sergio Gullo, introduced the award recipients and also the keynote speaker – Gustavo Montezano, the president of Brazil's national development bank, BNDES. Mr Gullo mentioned some of the many areas in which the Chamber of Commerce and the Embassy of Brazil have

been working together to help foster UK-Brazil trade and investment – green finance, infrastructure, oil and gas, fintech, agriculture and defence – and described how British companies have been 'embracing and engaging' in Brazil. He set the upbeat tone for the evening by emphasising the positive trajectory of the Brazilian economy, with interest rates at a record low, inflation under control and the long-awaited reform of the social-security system now under way.

The first speech of the evening was made by the Ambassador of Brazil to the United Kingdom, H. E. Fred Arruda. He told the guests that his country is enjoying a period of 'economic transformations' – with pension reform perhaps the 'most visible' of all the changes – and that the Brazilian government has been 'consistently improving the business environment'. Expressing his personal perspective on the goal of



H.E. AMBASSADOR MR. FRED ARRUDA, TORBJORN CAESAR AND SERGIO GULLO

trade liberalisation, he commented that free trade is 'more than just a concept – it is about bringing people together, exchanging technologies and raising living standards'. Turning to the two award recipients, Ambassador Arruda described them as 'leaders who have put the best of their efforts into furthering connections between Brazil and the United Kingdom'. He praised José Eduardo Queiroz's company, Mattos Filho Advogados, for providing 'crucial advice' to British companies investing in Brazil – and joked that the Brazilian government's ambitious programme of privatisations and concessions is likely to keep Mattos Filho busy for quite some time. As for Torbjorn Caesar's company, Actis, Ambassador Arruda emphasised its impressive record in investing in Brazilian renewable energy, and



JOSÉ EDUARDO QUEIROZ

took the opportunity to point out that Brazil has one of the cleanest energy mixes in the world, with no less than 84% of the country's electricity supply coming from renewable sources. He then invited to the stage a former

British ambassador to Brazil (2013-17), Alex Ellis, to join him in proposing the loyal toasts to Her Majesty The Queen and to the President of Brazil – a traditional gesture that forms part of every Gala Dinner and, in the ambassador's words, symbolises 'the friendship between the Brazilian and British peoples'.

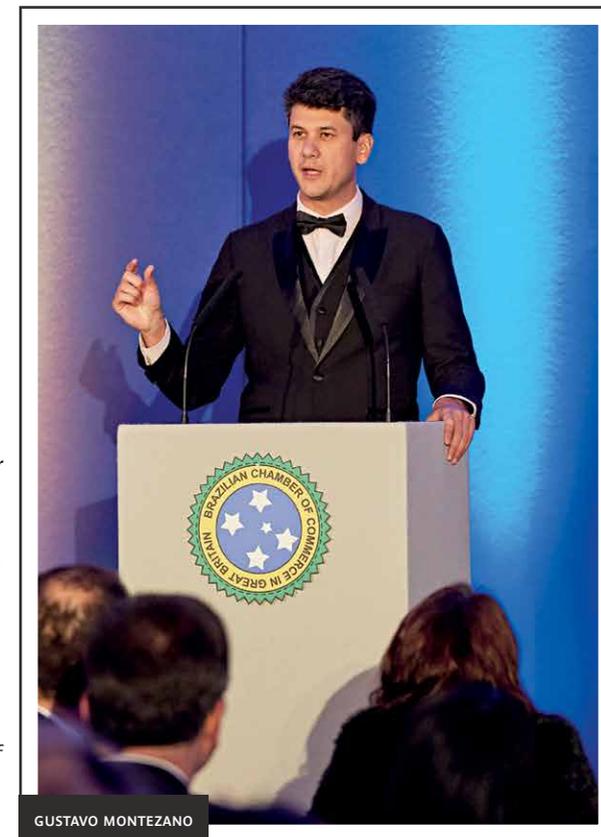
After dinner, Gustavo Montezano, the president of BNDES, delivered a rousing keynote speech that exuded positivity about the prospects for the Brazilian economy. This is the 'best moment in a generation to be an entrepreneur and to invest in Brazil', he declared, before running through



TORBJORN CAESAR

the numerous factors that have combined to produce such a propitious scenario. On the macroeconomic side he referred to Brazil's historically low interest rates – or, as he put it, interest rates that have finally become 'normal' by international standards – low inflation, and the post-recession return to GDP growth. In the microeconomic environment, Mr Montezano described an array of positive developments: the enormous savings to be made from the anticipated overhaul of the social-security system; the major boost to business and entrepreneurship that tax reform should provide; the ongoing process of moving from a relatively 'closed' economy to one that genuinely embraces international trade; the wide-ranging privatisation and concessions programme; and what he described as the 'renovation and restructuring' of the Brazilian government's 'administrative machine', with the aim of drastically improving efficiency.

The next speaker was the first recipient of the Personality of the Year award: José Eduardo Queiroz, managing partner of Mattos Filho Advogados, a Brazilian law firm that is one of the biggest in Latin America and in October 2016, as part of its strong international strategy under Mr Queiroz's leadership, opened a London office to look after the Brazilian legal affairs of an ever-growing British and continental European client base. Mr Queiroz insisted that he could not have been nominated for his award without the outstanding teamwork on the part of Mattos Filho's partners, lawyers and trainees, the loyalty of its clients, or the company's 'culture of opportunity' through which younger lawyers are encouraged to develop their careers. Echoing the optimism of the previous speakers, he said that Brazil is entering a new



GUSTAVO MONTEZANO

economic cycle and benefiting from a more stable business environment – a context in which opportunities for British investors are sure to increase. Mr Queiroz then spoke of his 'special and personal admiration' for the UK, emphasising the country's great contribution to developing the modern concepts of enterprise and industrial capitalism, and its defence of 'liberty and democracy' in the 'darkest times' of global conflict.

The last speech of the evening was delivered by the UK-based recipient of the Personality of the

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.



**Itaú BBA**

Year award: Torbjorn Caesar, senior partner of Actis, a major investor in emerging markets whose total investments in the Brazilian economy already total more than 1.6 billion dollars and have included renewable-energy platforms; the country's largest independent merchant acquirer; the education sector; and insurance brokerage. After getting the biggest laugh of the evening by likening the Personality of the Year Awards ceremony to the Oscars, Mr Caesar described Actis's dedication to ensuring that its investments not only make financial sense but also have a wider positive impact on the recipient countries – an approach encapsulated in the company motto of 'values drive value'. He revealed that Actis has become the biggest investor in the renewable-energy sector in Brazil, and then emphasised the enormous importance of renewable energy given the fact that, while for environmental reasons the world needs to move away from its reliance on fossil fuels, global demand for electricity is likely to double in the next 25 or 30 years. This rather daunting projection means there will probably need to be a massive expansion in the planet's total number of power plants, and the locations where that could realistically take place, Mr Caesar said, are the growth markets such as Brazil. Given the company's commitment to facing the challenge of providing renewable energy, Brazil is set to remain a 'key' country for the company. Mr Caesar concluded his entertaining speech by returning to the light-hearted note he had struck at the start, noting that the Personality of the Year trophy (or 'Oscar') in his hand was made, rather appropriately, from 'renewable' (or recycled) materials.



In his closing remarks, the chairman of the Chamber of Commerce, Sergio Gullo, offered his thanks to the corporate members of the Chamber who had generously sponsored the twenty-first Gala Dinner – Banco Bradesco Europa, Itaú BBA International, Mattos Filho, British American Tobacco, and BTG Pactual – and also to the councillors and staff of the Chamber for their hard work behind the scenes. Mr Gullo also reiterated three of the key words that had come up repeatedly during the event – 'transformation', 'transparency' and 'investment' – and suggested that they reflect Brazil's new economic reality. He finished by suggesting a five-word headline to perfectly summarise the messages the guests had heard during the course of the evening: 'Brazil is open for business'.

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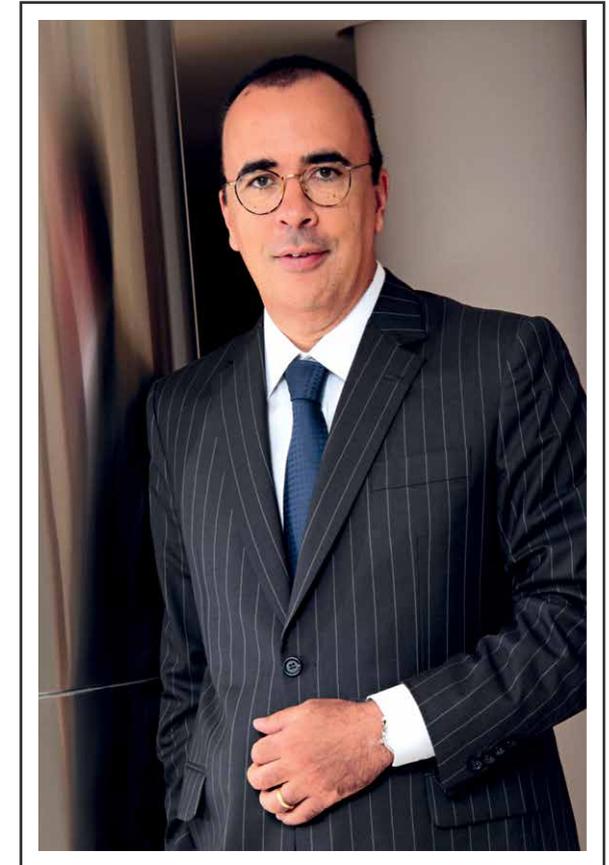
## JOSE EDUARDO QUEIROZ

MANAGING PARTNER  
MATTOS FILHO, MARREY JR.  
E QUIROGA ADVOGADOS

**T**he Brazilian recipient of this year's Personality of the Year award is José Eduardo Carneiro Queiroz, managing partner of the Brazilian legal firm Mattos Filho, Veiga Filho, Marrey Jr. e Quiroga Advogados.

Elected as a partner at Mattos Filho in 2000, José Eduardo subsequently became a leading corporate lawyer in the Brazilian market, widely known in fields of practice including mergers and acquisitions, capital markets and banking and finance. He was elected managing partner in 2015, and again in 2018.

Under his leadership Mattos Filho has implemented a strong international strategy, opening an office in London in October 2016. In its first three years of operation the London office has helped numerous British and other European clients with their Brazilian law needs. The firm has also scaled up its pre-existing offices in São Paulo, Rio de Janeiro, Brasília and New York.



José Eduardo has led Mattos Filho to top spot in rankings compiled in the UK: it has received the Chambers and Partners Brazil Law Firm of the Year Award every year since 2015, and this year received the Country Law Firm of the Year Award from Who's Who Legal. José Eduardo was named Law Firm Leader of the Year 2019 by the British publication *Latin Lawyer*.

# LET'S TALK BUSINESS!

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**SUSTAINABILITY**

## TORBJORN CAESAR

SENIOR PARTNER  
ACTIS

The UK-based recipient of the 2019 Personality of the Year Award is Torbjorn Caesar, the senior partner of Actis, a leading investor in emerging markets in Africa, Asia and Latin America. Torbjorn is a Swedish citizen with a strong British connection, having worked in London since 2002.

Actis has committed over US\$1.6bn to Brazil, into businesses ranging from renewable energy generation to the country's largest independent merchant acquirer, to one of its biggest private education groups, as well as independent brokerage, insurance brokerage, language schools and Brazil's foremost grain-testing business. Actis' energy investments in the renewable-energy sector in Brazil provide more than 2GW of operating capacity across the country. Torbjorn himself was co-head of the company's energy business before being appointed senior partner and is passionately committed to providing safe, reliable and affordable electricity to growth markets where it is crucial for their continuing development.



Torbjorn also appoints and chairs Actis's executive committee and takes responsibility for the company's funds and overall performance. The ethos of 'values drive value' is at the heart of the company's commitment to responsible investment and its belief that capital invested in growth markets can and should be transformational, leading to sustainable value creation and mitigation of risk.

Torbjorn received an MSc degree in mechanical engineering from Chalmers University of Technology in Sweden, and an MBA from the International Institute for Management Development (IMD) in Switzerland.

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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BANCO BRADESCO EUROPA

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ITAU BBA INTERNATIONAL PLC

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MATTOS FILHO

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BRITISH AMERICAN TOBACCO

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BTG PACTUAL

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CLOCKWISE FROM THE FRONT: ALEX ELLIS (DEPARTMENT FOR EXITING THE EU), AMBASSADOR IVAN ROMERO-MARTINEZ (EMBASSY OF HONDURAS), VERA DANTAS INNES (NORONHA ADVOGADOS), MELIKE CAESAR, SERGIO GULLO, TORBJORN CAESAR (ACTIS), GUSTAVO MONTEZANO (BNDES), AMBASSADOR FRED ARRUDA (EMBASSY OF BRAZIL), JOSÉ EDUARDO QUEIROZ (MATTOS FILHO), LENICE ARRUDA (EMBASSY OF BRAZIL), HELENA QUEIROZ



BANCO BRADESCO EUROPA S.A.



BTG PACTUAL



BRITISH AMERICAN TOBACCO



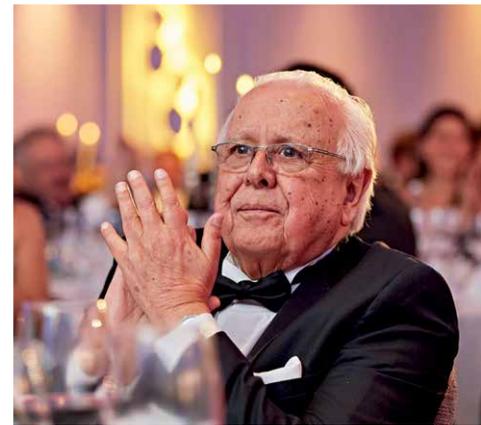
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*Private Banking Awards 2019 (Brazil)*





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OF THE YEAR  
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2020

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14 OCTOBER

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