



On Thursday 7 October, 2.00pm - 6.00pm (TBC) At Central London (TBC)

# Brazil: Seize the Opportunity Sports Industry and Beyond



Official Partner



## PROGRAMME

2.00PM	<b>REGISTRATION AND COFFEE</b>
2.30PM	<b>CHAIRMAN'S OPENING REMARKS</b> Chris Wall, UK Trade & Investment Business Specialist for Brazil
2.35PM	<b>OVERVIEW OF THE BRAZILIAN MARKET AND MAIN OPPORTUNITY SECTORS</b> Richard Turner Deputy Director of Trade & Investment and Deputy Consul-General British Consulate-General, São Paulo
2.55PM	<b>WORLD CUP 2014 AND OLYMPICS 2016 - OPPORTUNITIES FOR UK COMPANIES</b> Rachel Dias Azevedo Hughes Key Account Director Major Events International
3.15PM	<b>APPROACHING THE BRAZILIAN MARKET: THINGS TO BE AWARE OF</b> Vitoria Nabas Managing Director Nabas Legal
3.35PM	<b>COFFEE BREAK</b>
3.45PM	<b>FINANCING OPTIONS FOR FOREIGN INVESTORS</b> Jaime Gornsztejn Head of Brazilian Development Bank (BNDES) London Office
4.00PM	<b>CASE STUDY</b> TBC
4.15PM	<b>STRATEGIES FOR BIDDING FOR WORLD CUP AND OLYMPICS CONTRACTS</b> Andrew Hodson Sales & Marketing Director Icon
4.30PM	<b>QUESTIONS AND ANSWERS</b>
4.55PM	<b>CHAIRMAN'S CLOSING REMARKS</b>
5.00PM	<b>DRINKS &amp; NETWORKING AND ONE-TO-ONE SESSIONS WITH UKTI SPEAKERS</b>
6.00PM	<b>EVENT CLOSES</b>

As the world's 10th largest economy and 5th largest consumer market, Brazil is on its way to becoming 'the country of tomorrow'. Expected to become the 5th largest economy in the world in the next 10-15 years, the country is geographically the size of Western Europe, with a population of close to 200 million. It has one of the world's most rapidly developing economies, with GDP per capita greater than India or China and an estimated 7% GDP growth for 2010. Brazil is simply too big a market to ignore.

The country has undergone an economic transformation over the past decade, receiving investment grade status in April 2008 and avoiding the worst of the international financial crisis. The Brazilian business environment is modern and sophisticated, with a broad domestic industrial base and many large multinational investors. The government continues its programme of privatisation and deregulation and is executing a growth acceleration programme worth \$249bn launched in 2007.

The World Cup in 2014 and Olympics in 2016 are two reasons why the Brazilian government is investing heavily in infrastructure projects. Brazil uses public-private partnerships to help fund infrastructure projects, and there will be a growing demand for British expertise in a range of areas as the major sporting events grow closer. This investment will mainly focus on airports, railways, roads, urban transport, stadia, hotels, telecommunications, environmental projects, defence and security, and general services. Opportunities for British expertise in these areas lie in planning, engineering, constructing and managing large scale infrastructure projects.

Brazil presents a wide range of opportunities for UK companies in other sectors as well: Oil & Gas, Ports, Consumer Goods, Automotive, Life Sciences, Creative Industries, Aerospace, Environment & Water, Education & Skills and Financial Services.

Brazil has a large, prosperous and growing middle class who have real spending power and who appreciate high quality merchandise. If a product or service is generally competitive in world markets it is also likely to be so in Brazil, and success in Brazil can open up the entire continent.

Attend this event to learn more about how to tap into the vast opportunities in this market.

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