

**THE FIFTEENTH ANNUAL GEORGIA TECH GLOBAL BUSINESS FORUM:**

**BRAZIL AND ITS MARKETS: OPPORTUNITIES AND STRATEGIES FOR U.S.-BASED FIRMS IN A  
RESTRUCTURING WORLD**

**Wednesday, April 8, 2009**

**Venue: UPS Headquarters, 55 Glenlake Parkway, Atlanta, Georgia  
Organized by the**

**Georgia Tech Center for International Business Education and Research  
Georgia Tech**

**In collaboration with the**

*Brazilian-American Chamber of Commerce of Georgia  
Consulate General of Brazil in Atlanta  
Federal Reserve Bank of Atlanta  
Georgia Department of Economic Development  
Metro Atlanta Chamber of Commerce  
U.S. Department of Commerce/U.S. Export Assistance Center*

**Presented by**

**UPS**

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**7:15-8:15 Registration and continental breakfast**

**8:20 Welcoming Remarks**

Ambassador Adalnio Senna Ganem, Consul-General of Brazil, Atlanta, Georgia

Lucia Jennings, President, Brazilian-American Chamber of Commerce, Atlanta, Georgia

**8:30 Morning Keynote Address**

**Introduction and Greetings: Mr. Dan Brutto** President, UPS International

**Keynote: Hon. Walter Bastian**, Deputy Assistant Secretary, Western Hemisphere, U.S. Department of Commerce, Washington, D.C. (Confirmed).

**9:00-10:15 Morning Panel**

**A Forecasting Outlook for the Brazilian Economy and the Brazil-U.S. Trade Relationship**

Moderator: David C. Bruce, Institute of International Business, Georgia State University, Past Chairman, Brazilian-American Chamber of Commerce of Georgia, and President, Georgia-Pernambuco Partners

Paulo Sotero, Director, Brazil Institute, Woodrow Wilson International Center for Scholars, Washington, D.C.

Stephen J. Kay, Americas Center Coordinator, Federal Reserve Bank of Atlanta.

Ricardo Schaeffer, Vice President, ApexBrasil, Brasilia

Regina K. Vargo, Senior Director, Global Trade and Investment, GreenbergTraurig, Washington, D.C.

**10:15-10:30 Coffee Break**

**10:30-12:00 Penetrating Brazil's Markets: Legal, Marketing and Strategic Approaches**

Moderator: George Tracy, Director, U.S. Export Assistance Center, Atlanta

Robert A. West, Esq, Shareholder, GreenbergTraurig

Brian Brisson, Regional Director, Western Hemisphere, International Trade Administration, U.S. Department of Commerce, Washington, D.C.

Raphael de Cunto, Esq., Pinheiro Neto Avogados, Sao Paulo, Brazil

**12:15 Luncheon Keynote Address**

**Mr. Henrique Rzezinski**, Chairman, Brazil Section, U.S.-Brazil Business Council; Chairman, Brazil Information Center (BIC); former Senior Vice President Embraer

Introduced by the Hon. Ken Stewart, Commissioner, Georgia Department of Economic Development

**2:00-3:15 Concurrent Panel IA: Trade and Logistics**

Moderator: Karl Ryder, Vice President Strategic Accounts, UPS, Atlanta, Georgia

Scott Szwest, Director, International Supply Chain Marketing, UPS

Ricardo Schaeffer, Vice President, ApexBrasil, Brasilia

Claire McLeveighn, Manager, International Affairs and Engagements, Hartsfield-Jackson International Airport, Atlanta

**Concurrent Panel IB: Renewable Energy, Green Technologies, Infrastructure**

Moderator: Elena Berger Harari, Georgia Institute of Technology

Ricardo Levy, Manager, U.S. Operations, Braskem America S.A. Houston, Texas

Joel Velasco, Representative, North American, UNICA National Association of Sugar and Sugarcane Industry, Washington, D.C.

Eric Perrson, General Manager, Energy Technology Center, Pitea, Sweden

**Concurrent Panel IC: Information Technologies: Innovation and Outsourcing**

Moderator: Moderator: Lucia Jennings, President, The Brazilian-American Chamber of Commerce of Georgia

Marcel Martins Malczewski, President and CEO, Bematech, Curitiba, Brazil

Fenton R. Fenton-May, Chairman and CEO, CarrierWeb Ltd.

Antonio Moreira, Director, North American, Stefanini IT Solutions, Fort Lauderdale, Florida

***3:15-3:30 Coffee Break***

***3:30-4:50 Afternoon Panel II: Corporate Experience: Success Stories in the Making***

Moderator: John R. McIntyre, Executive Director, CIBER, Georgia Institute of Technology

Tadeu Nardocci, Senior Vice President, Innovation, Technology and Strategy, Novelis, Inc.

Claudio Loureiro, Commercial Development Director, GE Corporate, Sao Paulo, Brasil

David Peebles, Director of Business Development, Odebrecht Construction Inc., Coral Gables, Florida

Michael Weiss, Managing Principal and President, WorkingBuildings

**Closing Remarks:** Mr. Karl Ryder, Vice President, Strategic Accounts, UPS, Atlanta, Georgia