

## **Women's Forum Brazil 2012** *Achieving the country of the future*

**June 4-5**  
**Grand Hyatt Hotel, São Paulo**

as of 4 June

Brazil, the country of the future; always was, always will be. This was the self-deprecating joke of Brazilians in the 60s and 70s, as each year was optimistic but Brazil kept failing. There is no need to joke today. Brazil has emerged as a global economic power, overtaking the UK as the world's sixth largest economy. It has made this remarkable leap while bringing millions of its citizens out of poverty into the middle class. The country is a world leader in creating innovative and progressive environmental laws. And while there are as yet no global brands coming from Rio or São Paulo, Brand Brazil is flying high on the cultural and social reputation of its people.

The Women's Forum for the Economy & Society had a first experience of the new Brazil when a 40+ delegation of Brazilian women came to Deauville, France, in October 2011, for the 7<sup>th</sup> Edition of our Global Meeting. Business leaders, entrepreneurs, scientists, artists, not to mention jurists and politicians: we learned that some truly remarkable women are at the center of achieving Brazil's future. The **Women's Forum Brazil 2012** brings that learning and the Forum experience back to Brazil. The agenda focuses on the crucial challenges for the country to continue its historic rise. Unique to the Women's Forum, women leaders and rising talents are invited to discuss and debate these issues along with their male counterparts. Our aim? To create discovery, and to foster new Brazilian and international networks of opportunity and action for business, the economy, and society.

*NOTE: The Women's Forum Brazil will be staged in English/Portuguese simultaneous translation for all sessions.*

### **Monday, 4 June**

15:00-19:00 **Registration**

17:00-20:00 **Forum opening**  
***Being a woman leader***

Remarkable women leaders from Brazil and abroad reflect on the most crucial issues they face today, and the kinds of leaders needed for achieving the societies of the future.

**WELCOME REMARKS:**

**Véronique Morali**, Founder and CEO, Terrafemina.com, Vice-Chairman, Fitch Group, and President, Fimalac Development and the Women's Forum for the Economy & Society

**KEYNOTE SPEAKERS:**

**Maria das Graças Foster**, CEO, Petrobras  
**Marina Silva**, Director, Marina Silva Institute

**MODERATOR:**

**Sonia Bridi**, Special Reporter, TV Globo

**SPEAKERS:**

**Thais Corral**, Co-Chair, Global Leadership Network  
**Anne Fontaine**, Founder, Anne Fontaine, and President, Anne Fontaine Foundation

**Gabriella Icaza**, CEO, Albatroz Participações, and Chairman, Banco da Mulher  
**Anne Lauvergeon**, Member, UN Global Compact, Member of the Executive Committee, World Business Council for Sustainable Development, and former CEO, AREVA Group  
**Adriana Machado**, CEO, GE Brazil

20:00-20:30 **Pre-dinner cocktail**

20:30-22:30 **Opening dinner**  
*Hosted by the Renault-Nissan Alliance*

MASTER OF CEREMONIES:  
**Mariana Ximenes**, Actress and Philanthropist

HOST WELCOME:  
**Olivier Murquet**, President, Renault Brazil, Renault-Nissan Alliance

## Tuesday, 5 June

08:30-10:15 **Plenary**  
***What if Brazil's key business drivers are changing?***

Brazil's remarkable economic growth has been fueled by commodity exports to Asia and all of the construction and services to deliver on these. Now though, economic dynamism is coming more from consumer spending. How could this trend develop, and with what implications for consumer company business strategy? What about the services boom – what underlies it, will it continue, and how (will we see increasing integration of Brazil in Latin America)? And what of industrial production: how/why is it a wise investment for the future in the Brazilian context?

MODERATOR:  
**Helder Marinho**, Bloomberg News Bureau Chief, São Paulo

SPEAKERS:  
**Rosa Alegria**, President, Perspektiva  
**Maristela Castanho**, Product Planning Director - Americas Region, Renault Brazil, Renault-Nissan Alliance  
**Marienne Coutinho**, Lead Partner, Global Business Group, KPMG in Brazil  
**Sara Kearney**, Senior Vice President, Brands, Hyatt International  
**Regina Nunes**, Managing Director, Standard & Poor's Brazil

10:15-10:45 **Networking break**

10:45-11:45 **Plenary**  
***How to make education more highly valued in Brazilian society?***

Brazil has progressed substantially in who gets educated, and there is remarkable innovation occurring in areas like pilot schools and the integration of new technologies. Yet most people agree that Brazil needs to do much more to strength its educational systems. Is it correct that education is not much valued in Brazilian society, and that this is a major obstacle to achieving quality public education? What are some best practices for changing social norms around education – especially, but not only, those of women as mothers and role models?

MODERATOR:  
**Laura Bonilla Cal**, Brazil Editor-in-Chief, AFP

SPEAKERS:  
**Yvonne Bezerra de Mello**, Co-founder of PROJETO UERÊ  
**Beatriz Cardoso**, President, CEDAC (Comunidade Educativa)  
**Samara Werner**, Founder, NAVE and Founder, Tamboro

11:45-12:30 **Discovery presentation**  
***Gen Y women in 2030: What the demographic trends tell us***

**Cynthia de Almeida**, Editorial Consultant, Editora Abril  
**Brenda Fucuta**, Director, Editora Abril

12:30-13:45 **Networking lunch**

13:45-15:00 **Plenary roundtable**  
***What if the glass ceiling is a generational issue?***

Women in top management used to be exceptional in Brazilian companies, government, or even NGOs and foundations. Increasingly, though, women are rising to senior positions in all of these sectors. So is the glass ceiling essentially disappearing without anybody having to crack it?

HOST WELCOME:

**Karen Linehan**, Senior Vice President, Legal Affairs and General Counsel, Sanofi

MODERATOR:

**Isabel Franco**, Senior Partner, Koury Lopes Advogados

SPEAKERS:

**Fernando Alves**, Territory Senior Partner (CEO), PricewaterhouseCoopers Brazil

**Sonia Favaretto**, Director Sustainability, BM&F BOVESPA

**Sônia Regina Hess De Souza**, President and CEO, Dudalina S.A

**Cristiane Pedote**, Managing Director, Barclays Brazil

15:00-15:20 **Keynote presentation**  
***Creating balance in a mutilated world***

In a world dominated by the male energy (yang), the rescue of the female energy (yin) back to leadership is the only way to recuperate balance and cure all the living systems - including us.

KEYNOTE SPEAKER:

**Christina Carvalho Pinto**, Founder, Full Jazz Communications Group

15:20-15:45 **Break**

15:45-17:00 **Plenary roundtable**  
***Doing good business: Integrating the bottom of the pyramid***

A conversation with some remarkable entrepreneurs and those supporting them about how social businesses are creating innovative solutions and improving the lives of tens of thousands of Brazil's poorest citizens. So what are the partnerships and synergies which could take further these developments?

MODERATOR:

**Anna Penido Monteiro**, Director, Inspirare

SPEAKERS:

**Weider Cristian Campos**, New Business Manager, L'Oréal Professionnel Brasil

**Alice Freitas**, Executive Director, ASTA

**Fernanda Mayrink**, Community Service Manager, Light

**Anamaria Schindler**, Co-President Emeritus, Ashoka International

17:00-18:00 **Plenary roundtable**  
***What would help more class C entrepreneurs succeed?***

Why class C entrepreneurship (with women leading) will be so important to Brazil's future growth, what are some of the major obstacles which high potential entrepreneurs face, and what's the best means of improving the business climate for entrepreneurship in this county?

**MODERATOR:**

**Ana Toni**, Partner, Public Interest Management, and Board Chair, Greenpeace International

**SPEAKERS:**

**Pablo Brenner**, Partner, Prosperitas Capital, Member of the Board, Endeavor, and Jury Member, Cartier Women's Initiative Awards

**Juliano Seabra**, Director of Outreach, Endeavor

**Leila Velez**, CEO, Beleza Natural, CEO Champion, and Rising Talent 2011

18:00-19:30 **Forum closing keynote and thanks**  
**Closing cocktail**

**MODERATOR:**

**Ana Toni**, Partner, Public Interest Management, and Board Chair, Greenpeace International

**KEYNOTE SPEAKER:**

**Martha Rocha**, Chief of the Civil Police, Rio de Janeiro

**FORUM THANKS:**

**Jacqueline Franjou**, Executive Vice-President, Women's Forum for the Economy & Society