

Women's Forum Brazil 2014 *Making vibrant growth for all* **26-27 May 2014, São Paulo**

27 May 2014

The opportunities and challenges for Brazil in 2014 go far beyond staging the World Cup just months before Brazilians choose their new President. The international media will feature as never before all of Brazil's regions, its politics, economy, and society, and its position in Latin America. This could boost business opportunities even as it rekindles national pride in Brazil and its national soccer team the Verde-Amarelo. Yet Brazilians know they must plan beyond this year in the spotlight, to rekindle the economy -- promote entrepreneurship and innovation -- and expand the grounds for social mobility.

How can women leaders contribute to make vibrant growth for all? The 2014 Forum will address this fundamental question for Brazil and South America more generally. From a standpoint of women as influential social and economic actors, we will widen our perspective and the communities that participate in the Forum itself:

- continue to feature speakers and participants from large Brazilian and international corporations -- while actively including for the first time the heads of small and medium-sized enterprises (SMEs) and women entrepreneurs -- and in the process, create participation from all of Brazil's regions;
- encourage a larger participation of women from Colombia (as our official delegation) and from across the South American continent, to benefit from the region's great leaders from business and civil society. To facilitate, we'll provide translation in Spanish as well as Portuguese and English for the plenaries and larger sessions in parallel;
- mix up the generations so they will exchange on their hopes, expectations and dreams, as well as find great contacts outside their peer groups. This will include the return of the Rising Talents Initiative that recognizes highly talented young women who are on their way to becoming influential figures in the economy and society.

The Forum must ensure it gives a good return on investment to partner companies and attendees. So the 2014 edition will emphasize practical utility in the sessions in parallel which we introduced in 2013:

- *workshop streams* of several sessions each on talent and leadership, finance, and business strategy, that will be tailored specifically for the interests and concerns of participants from large corporations, SME leaders, and women entrepreneurs;
- *discovery roundtables* to learn about new solutions to social and business challenges, and to debate how best to move from information to transformation;
- Also counting here: we'll hold the fourth meeting of the CEO Champions, the corporate leaders group launched so successfully in Brazil in 2013.

Our measure of this edition's success? If the 2014 edition gives participants valuable practical learning and contacts to go with the inspiration to innovative, make new partnerships, and act together for a more prosperous future.

Monday, 26 May

Please note: While most sessions have simultaneous translation, some smaller workshops will be held in Portuguese only. Please be sure to check the language indications given.

12:30-14:00 Registration with finger food and coffee and tea available

14:00-14:15, Palm Ballroom

Welcome address

(Portuguese, English, Spanish)

Moderator:

Brisa Albuquerque, Journalist, CNN Brazil

Speakers:

Ana Paula Chagas, Managing Partner, 2Get Executive Search

Franklin Feder, Regional Chief Executive Officer of Latin American & Caribbean, Alcoa Inc.

Jacqueline Franjou, CEO, Women's Forum for the Economy & Society

14:15-14:45, Palm Ballroom

Opening keynote address

(Portuguese, English, Spanish)

Moderator:

Brisa Albuquerque, Journalist, CNN Brazil

Speaker:

Eleonora Menicucci, Minister of State of Public Policies for Women

14:45-15:45, Palm Ballroom

What my business and my society need to prosper

(Portuguese, English, Spanish)

Different perspectives in conversation on the ecosystem for a vibrant economy and society.

Moderator:

Cláudia Vassallo, Supervising Editor, Exame

Speakers:

Rodrigo Baggio, Executive Director, Center for Digital Inclusion

Annette Therese Yvonne de Castro, CEO, Esmaltec

Julie T. Katzman, Executive Vice President, Inter-American Development Bank

Magdalena Pardo, President, Pardo Asociados Consultorías Internacionales Ltda

15:45-16:15 Networking break

16:15-17:45, Palm Ballroom

Thriving as a next generation leader

with the Rising Talents

(Portuguese, English)

A cross-generational discussion of what it takes, and will take in the future, to thrive as a leader.

Moderator:

Nina Gardner, Director, Strategy International, and Adjunct Professor of Business & Human Rights, Johns Hopkins SAIS in Washington DC

Speakers:

Daniela Nascimento Fainberg, Founder and Managing Director, Danix, and Women's Forum Rising Talents Alumnus

Christina Lopes, Senior Latin American Specialist, Global Strategic Associates and 2014 Women's Forum Rising Talent

Ana Malvestio, Partner and Diversity & Inclusion Leader, PwC Brasil

Yan Lan, Managing Director & Head of Greater China Investment Banking, Lazard Ltd.

16:15-17:45, Argentum room

Hosted by Sanofi

Advancing women in the healthcare sector

(Portuguese, English)

From the academy to the lab, the clinic, and the business startup: women are increasingly making their careers in the health sector in Brazil. What are the opportunities and challenges for women in the healthcare field? And how can we contribute to supporting this movement - and in the process, to improving the health index of the country?

Host welcome:

Clarice Sztajnbock, VP Medical Affairs, Sanofi, Latin America and Women's Leadership Council Representative for Latin America

Moderator:

Tania Morales, Presenter, Revista CBN

Speaker:

Vera Lucia Escobar Archilla, Physician, Unimed

Maira Caleffi, Head of the Brazilian Federation of Philanthropic Breast Health Institutions (FEMAMA) and Board Member of International Union for Cancer Control (UICC)

Irani Francischetto, Executive Director and Investigator, Osteoporosis Diagnostic and Research Center of Espirito Santo State (CEDOES) and Member of the Steering Committee, Clinical Research Alliance Brazil

Ana Maria Malik, Coordinator, Center for Studies in Healthcare Planning and Management (GVsaúde), Fundação Getúlio Vargas

Ana Maria Martins, Director, Reference Center for Inborn Errors of Metabolism, Federal University of São Paulo (UNIFESP) and Scientific Director, Institute of Genetics and Inborn Errors of Metabolism (IGEIM)

16:15-17:45, Zirconium room

Our society and economy: A discussion with the Colombian delegation

(Portuguese, English, Spanish)

If Colombia is reportedly the happiest country in the world these days, why is this – and what social and economic changes would still make the greatest difference for the country?

Moderator:

Verónica Goyzueta, Brazil Correspondent, ABC

Speakers:

Vicky Colbert de Arboleda, Founder and Director, Fundación Escuela Nueva

Rosario Cordoba, President, Consejo Privado de Competitividad

Sandra Patricia Quintero Murillo, Customer Service Manager (Hispanic Countries), White Martins Praxair

Joyce Ventura, Film Producer, UNO Ltda

16:15-17:45, Iridium room

People, management, governance: The support you need to grow further

(Portuguese only)

Why and how mentors, advisory boards and other kinds of support are essential, and how to create good advisory processes and find the right people.

Moderator:

Natasha Hazan, Product & Relationship Director, Webb

Speakers:

Edivan Pereira da Costa, Co-founder and CEO, SEDI

Denise Damiani, Founder, Denise Damiani

Sonia Regina Hess de Souza, President and CEO, Dudalina, and Member of the Jury, Cartier Women's Initiative Awards

15:45-17:45, Chromium room

CEO Champions private side meeting

(In English; by invitation only)

The CEO Champions side meeting is hosted in partnership with Sodexo and staged with the support of McKinsey & Company.

Facilitator:

Ana Paula Chagas, Managing Partner, 2Get Executive Search

Speakers:

Manuela Artigas, Partner, McKinsey & Company (Sao Paulo)

Heloisa Calegario, Associate Principal, McKinsey & Company (São Paulo)

Jacqueline Franjou, CEO, Women's Forum for the Economy & Society

Juan Pablo Urruticococha, Executive President, Sodexo Brasil

18:00-18:10, Palm Ballroom

Amazing women

(Portuguese, English, Spanish)

Moderator:

Paula Mageste, Editor-in-Chief, Claudia Magazine

Speaker:

Tia Dag, Founder, Casa do Zezinho

18:10-19:10, Palm Ballroom

Raising the game on our social investments in women

(Portuguese, English, Spanish)

Moderator:

Jacqueline Pitanguy, Founder and Executive Director, CEPIA

Speakers:

Penny Aberyardena, Director of Girls & Women Integration, Clinton Global Initiative

Daniela De Fiori, Vice-President, Walmart Brazil, and 2014 Women's Forum Rising Talent

Nilcéa Freire, Representative, Rio Office, Ford Foundation

Elizabeth A. Vazquez, President, CEO and Co-Founder, WEConnect International

19:10-19:20, Palm Ballroom

Amazing women

(Portuguese, English, Spanish)

Moderator:

Paula Mageste, Editor-in-Chief, Claudia Magazine

Speaker:

Ana Paula Tongo, Commercial Executive Director, Bitável Tecnologia

19:20-22:30, Grand Ballroom

Hosted by Hyatt

Cocktail & opening dinner: Our vision of how to make vibrant growth for all

(Portuguese, English, Spanish)

The opening dinner of the Women's Forum Brazil features table-based conversations among participants on how to encourage a prosperous and equitable Brazilian economy and society. Join your distinguished table leader and fellow attendees to discuss your chosen topic!

Master of Ceremony:

Brisa Albuquerque, Journalist, CNN Brazil

Host speakers:

Thierry Guillot, General Manager of Grand Hyatt São Paulo

Christophe Lorvo, Area Vice-President and General Manager of Grand Hyatt Rio de Janeiro

Tuesday, 27 May

08:00-09:00 Welcome and late registration with coffee and tea available

09:00-09:45, Palm Ballroom

CEO Champions: Moving corporate culture, moving boundaries

(Portuguese, English, Spanish)

CEOs of Brazilian companies have been meeting every three months with their peers from international corporations operating in the country to drive progress and accountability for women's advancement in the private sector. The issue they will report on in this session: *Is a new corporate culture necessary to substantially increase the representation of women in executive leadership positions?*

Moderator:

Telma Marotto, Correspondent, Bloomberg Brasil

Speakers:

Irlau Machado Filho, CEO, Hospital A.C. Camargo

Satya-Christophe Menard, CEO, Sodexo CESAM

09:45-10:45, Palm Ballroom

Base of the pyramid: Aligning business and development

(Portuguese, English, Spanish)

The base of the pyramid (BoP) refers to the market potential of the world's poorest 4 billion people. But why have so many well-meaning commercial ventures fared poorly? How can you access this market successfully, particularly in South America? And is it feasible to make sustainable profits from BoP projects with a social purpose?

Moderator:

Edgard Barki, Professor of Marketing and Coordinator MPGI, Fundação Getulio Vargas

Speakers:

Laercio Cardoso, Consultant and former Vice President of Marketing, Unilever

Dhaval Chadha, Founder and Partner, Cria

Maya Colombani, Brazil Marketing Development Director, L'Oréal Brasil

Tania Cosentino, Zone President – South America, Schneider Electric

María Mercedes Gomez Restrepo, Executive President, Bancamia

10:45-11:00, Palm Ballroom

Amazing women

(Portuguese, English, Spanish)

Introduction:

Karen Linehan, Executive Vice-President, Legal Affairs and General Counsel, Sanofi

Moderator:

Paula Mageste, Editor-in-Chief, Claudia Magazine

Speaker:

Rosa Célia Pimentel, Founder and Director, Pro Criança Cardíaca

11:00-11:30 Networking break

11:30-12:30, Iridium room

Hosted by Instituto Avon

We have to talk about the machismo

(Portuguese only)

Brazil has made important social and economic advances in recent decades. But the machismo which still prevails in Brazilian society feeds high levels of domestic violence and the regular abuse of women's rights. How can the violence be broken - the abuse confronted- and the space enlarged for nonviolent masculinities?

Moderator:

Marina Gil Caruso, Editor-in-Chief, Marie Claire Brazil

Speakers:

Alessandra Ginante, Vice-President, Human Resources, Avon Brasil, and President of the Advisory Council, Instituto Avon
Jacira Melo, Director, Instituto Patrícia Galvão - Mídia E Direitos
Kika Pessoa, Survivor of domestic violence
Carlos Eduardo Zuma, Co-founder and Member of the Management Board, Instituto Noos

12:30-13:00, Iridium room

The new lifestyle of women over 50

(Portuguese only)

Fifty is the new forty for many women today. Join this session to learn more about the new lifestyle of +50 women, and to discuss what this means for marketing and sales of all kinds of products and services.

Moderator:

Claudine Bichara de Oliveira, President, Chamber of Commerce France-Brazil

Speaker:

Marcia Neder, Journalist

11:30-13:00, Zirconium room

Incentivizing talent: Money doesn't always talk

(Portuguese, English)

It is becoming increasingly more expensive and more difficult to retain talent today. How can non-financial incentives help – especially for women – and what are the costs and benefits?

Moderator:

Adriana Brant De Carvalho, Partner, Biospace

Speakers:

Ana Paula Chagas, Managing Partner, 2Get Executive Search
Marcio Federico, Human Resources Vice President Brazil and CESAM, Sodexo
Carmen Niethammer, Gender Advisor, Odebrecht S.A. (on secondment from the International Finance Corporation, World Bank Group)
Anna Paula Rezende, HR & Sustainability Director, South America, White Martins Praxair

11:30-13:00, Palm Ballroom

Business and human rights: The responsibilities of corporations and how these are changing

(Portuguese, English, Spanish)

The human rights and business agenda is taking off, and it's not just an issue for resource extraction companies. There is growing pressure on tech companies to respect privacy rights; increased efforts to end human trafficking and forced labor throughout the global supply chain; and discussion of living wages and youth employment as part of this agenda. Join this session to learn more about this movement and to discuss practical ways to integrate human rights principles into business models and operations.

Moderator:

Nina Gardner, Director, Strategy International, and Adjunct Professor of Business & Human Rights, Johns Hopkins SAIS in Washington DC

Speakers:

Jorge Abrahão, Director and President, Instituto Ethos
Donna Hrinak, President, Boeing Brazil
Brigitta Witt, Vice President, Corporate Responsibility, Hyatt

11:30-13:00, Argentum room

Getting ready for the money

(Portuguese, English)

The biggest challenge when companies want to expand isn't getting the money, it's getting prepared to be invested in and to protect your culture and brand as you expand. A discussion with people who have done this and those who decide when a company is ready.

Moderator:

Leticia Queiroz, Support and Entrepreneurship Director, Endeavor Brazil

Speakers:

Gircilene Gilca De Castro, Founder and CEO, Alimex Soluções em Alimentação, and Goldman Sachs 10,000 Women Graduate
Milena Satyro Bertucci, CEO, Star Uniforms
Veronica Serra, Founding Partner, Pacific Investimentos
Leila Velez, Co-founder and CEO, Beleza Natural, and Women's Forum Rising Talents Alumnus

13:00-15:00, Grand Ballroom

Hosted by the Renault-Nissan Alliance

Conversation lunch: Expectations, hopes, and dreams, from parent to daughter

(Portuguese, English, Spanish)

Launched by exchanges between some famous parents and daughters, participants have a chance to discuss what we thought our lives would be like and where we hope we are heading.

Host welcome:

Olivier Murguet, CEO, Renault do Brasil

Moderator:

Sandra Regina Boccia, Editorial Director, Pequenas Empresas & Grandes Negócios

Speakers:

Fafa de Belém, Singer

Mariana Belém, Singer

Ana Luiza Trajano, Chef, Brasil o Gusto and 2014 Women's Forum Rising Talent

Luiza Helena Trajano, CEO, Magazine Luiza SA

15:15-16:45, Palm Ballroom

Hosted by Avon

Out of time!

(Portuguese, English)

Women are out of time today -- wherever they live, whatever they do, how much money they earn, however big or small their families. This makes lack of time a social issue concerning governments and the business sector. How can we get this social problem better recognized, and what should be done about it?

Moderator:

Renata Lo Prete, Journalist and Commentator, Globo News

Speakers:

Maitée Camargo, Director, Egon Zehnder

Dante Gallian, Director and Professor, University of São Paulo

Ana Carolina Querino, Program Manager, UN Women Brazil Office

15:15-16:45, Chromium room

Marriage: Can we rise with it? Without it?

(Portuguese only)

Some people claim that it's better to be single in order to advance in your career, and in countries like the US this trend is growing. But can women 'make it' in Brazil or other South American countries without a husband to secure their social status? And when you are married, what about the well-known family pressures - how can women executives work out a happy home life with a spouse, and yet deliver satisfactorily at work?

Moderator:

Camila Morsch, Member of the Civil Society Advisory Group, UN Women Brazil

Speakers:

Roseann Kennedy, Political columnist and reporter, Radio CBN and Globo News

Andrea Menezes, Country Head Brazil, Standard Bank

Vivien Rosso, CEO, Grupo Fleury

Paula Tavares, Gender Legal Analyst, World Bank Group

15:15-16:45, Argentum room

Building your brand

(Portuguese, English)

Advice from successful brand builders and branding experts to help you plan strategically for how you can build your brand.

Moderator:

Ivana Mozetic-Scharringa, Regional Marketing Manager, Bloomberg Brasil

Speakers:

Mary Anne de Amorim Ribeiro, CEO, PUPA

Ricardo Guimarães, President, Thymus

Carla Schmitzberger, Director, Sandals Division, Alpargatas

Eduardo Ourivio, Founder, Spoletto

15:15-16:45, Zirconium room

What I've learned since joining the Board: A South American conversation

(Portuguese, English, Spanish)

Serving on a corporate board might sound appealing as a corporate next step. But what really is it like as one of a few women (or the only woman) and as a newcomer to these kinds of corporate governance processes?

Moderator:

Isabel Franco, Senior Partner, Koury Lopes Advogados

Speakers:

Zelma Acosta-Rubio, General Counsel, Interbank

Marienne Coutinho, Partner, KPMG in Brazil

Ana Paula Pessoa, Partner, Brunswick Group LLP

Claudia Elisa de Pinho Soares, People & Management Global Vice-president, Votorantim Cimentos

16:45-17:15

Closing keynote interview: Empowering girls and women through sport

(Portuguese, English, Spanish)

Moderator:

Fabiana Bentes, Director, Olympia Esportes

Speakers:

Adriana Araújo, Boxing champion

Érika Cristiano dos Santos, Member of the Brazilian Women's National Football Team

17:15-18:00 Thanks over refreshments

Speaker:

Jacqueline Franjou, CEO, Women's Forum for the Economy & Society