



**2014 Latin American Cities Conference: Sao Paulo
Brazil: What to Expect in the Next 4 Years
Sao Paulo, Tuesday, March 25**

Hotel Unique

Avenida Brigadeiro Luís Antônio, 4700 - Jardim Paulista
São Paulo - SP, 01402-002, Brazil

The 2014 presidential elections in Brazil will serve as a pivotal point for the country's political and economic outlook. Although incumbent Dilma Rousseff is the front-runner, other candidates stand a chance now that the country's robust middle class is calling for higher quality of public services, such as urban transportation, public education, and health. In 2013, millions of people took to the streets of Brazil's major cities, and more protests are expected to take place in 2014 during the World Cup.

On the economic front, the unemployment rate nears an all-time low and the minimum wage has increased substantially in recent years. But the country now faces a slow-down of economic growth, an above target inflation, and challenges to keeping its sovereign rating. Candidates running for regional governments, the Senate, the House of Deputies, and the Presidency need to convince increasingly demanding voters of their capabilities to move forward with reforms that will effectively address Brazil's most pressing political and economic challenges.

Tentative Agenda

08:30 – 09:00h

Registration & Breakfast

09:00 – 09:15h

Welcoming Remarks

Susan Segal – President & CEO, Americas Society/Council of the Americas

09:15 – 10:15h

Presidential Elections: Conversation Among Policy Experts

- **Eliane Cantanhêde**, Columnist, Folha de S. Paulo; Commentator, GloboNews Em Pauta
- **Pablo Cesário**, Executive Branch Relationship Manager, Brazilian National Confederation of Industry (CNI)
- **Marcelo Moraes**, Director, Brasilia Office, Estado de São Paulo
- **Merval Pereira**, Columnist, O Globo
- **Moderator: Ricardo Sennes**, Partner, Prospectiva

10:15 – 11:00h

Technology & Small and Medium Enterprises

- **Hernan Rincon**, President, Microsoft Latin America
- **Interviewer: Joe Leahy**, Bureau Chief in Brazil, Financial Times



11:00 – 12:00h

Brazil's Economic Outlook

- **Marcelo Kfoury**, Head of the Economic Research Department, Citigroup Brazil
- **Dalton Gardimam**, Chief Economist, Bradesco BBI
- **Sebastian Briozzo**, Director, Standard & Poor's
- **Moderator: Adriana Arai**, Managing Editor - Latin America, Bloomberg News

12:00 – 12:30h

Keynote Speech

Eduardo Campos, Governor of the state of Pernambuco