2016 Latin American Cities Conference: São Paulo
Competitiveness and the Business Environment in Brazil

April 5, 2016

Amcham Brasil
Rua da Paz, 1431
Chácara Santo Antônio
São Paulo, Brazil

7:30 – 8:30 a.m.: Registration e Welcome Coffee

8:30 – 8:40 a.m.: Opening Remarks

- Ragnhild Melzi, Vice President, Public Policy Programs & Corporate Relations, AS/COA
- Deborah Stern Vieitas, CEO, Amcham Brasil

8:40 – 9:30 a.m.: Panel I | The Impact of Competitiveness on the Economy

- Jorge Arbache, Head, Economic Department, Ministry of Planning, Budget and Management, Brazil
- Marcelo Kfouri Muinhos, Head, Economic Research Department. Citi Brazil
- Julia Leite, São Paulo Bureau Chief, Bloomberg News (moderator)

9:30 – 9:50 a.m.: Coffee Break

9:50 – 11:00 a.m.: Panel II | Competitiveness and its Challenges to Businesses in Brazil

- Paula Bellizia, General Manager, Microsoft Brasil
- Flavio Cotini, President and CEO, Walmart Brasil
- Julian J. Nebreda, CEO, Grupo AES Brasil
- Brian Winter, Vice President, Policy, AS/COA; Editor-in-Chief, Americas Quarterly (moderator)

11:00 – 11:30 a.m.: Keynote speaker | Competitiveness in Brazil and Latin America

- Otaviano Canuto, Executive Director, International Monetary Fund (IMF)