

**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 Kfoury 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)