

**Latin America Cities Conference: São Paulo  
Brazil's Economic and Business Outlook**

**Wednesday, May 27, 2015**

Amcham Brasil

Rua da Paz, 1431, Chácara Santo Antônio, São Paulo

**Agenda**

In 2014, Brazil dealt with sluggish economic growth, above-target inflation, a growing budget deficit, and corruption scandals. 2015 is the year for reforms. The new economic team is in the process of implementing policies to strengthen the economy, generating sustainable growth and restoring investor confidence. The private sector will have a very important role to play in resuming growth in Brazil.

Americas Society/Council of the Americas, in partnership with Amcham Brasil, will hold a half-day conference in Sao Paulo on May 27th. The conference will focus on the economic and business outlook for Brazil, convening private-sector leaders spanning various industries.

8:00 to 8:30 a.m.      **Registration & Welcome Breakfast**

8:30 to 8:40 a.m.      **Welcoming Remarks**

- **Susan Segal**, President & CEO, Americas Society/Council of the Americas
- **Gabriel Rico**, CEO, Amcham Brazil

8:40 to 9:30 a.m.      **Panel 1: Economic Outlook for Brazil**

- **Ilan Goldfajn**, Chief Economist, Itaú Unibanco
- **Rafael Guedes**, Managing Director, Fitch Ratings Brazil
- **Gustavo Loyola**, Partner/Director, Tendências Consultoria
- **Moderator: Ricardo Gandour**, Editor-in-Chief, Estado de São Paulo

9:30 to 9:45 a.m.      **Coffee Break**

9:45 to 10:35 a.m.      **Panel 2: Business Environment in Brazil**

- **José Décurnex**, General Manager, IBM Latin America
- **Patrice Etlin**, Managing Partner, Advent International Corporation
- **Gilberto Peralta**, President & CEO, GE Brazil
- **Rodrigo Santos**, President, Monsanto Brazil
- **Moderator: Hélio Magalhães**, Citi Country Officer, Brazil