



IOE
INTERNATIONAL TRADE

Institute of Export and International Trade

London Branch

www.export.org.uk

Branch Event

Wednesday 24th April 2013



**OPPORTUNITY
BRAZIL**

The London Branch of the Institute of Export presents Opportunity Brazil. Held at: The Arab British Chamber of Commerce, London on Wednesday 24th April 2013 from 3.30pm until late.

Main themes for the event

- Entering the Brazilian market
- Brazil - Legality and Pitfalls
- Olympic and world cup Opportunities
- Brazil - why, how and when
- Brazilian Tax System – Unlocking barriers and complexity



Opportunity Brazil
Official Media Partner

Key Messages

Brazil's diversified and industrialised economy is now the largest in South America and last year it took over the UK as the world's sixth largest economy. With Brazil hosting two of the largest sporting events in the world in 2014 and 2016, it is clearly open for business and as one of the world's prime high growth markets, British exporters should really take note.

With a population of over 193 million, a well educated middle class and growing purchasing power, there are opportunities for UK exporters in a range of sectors such as ICT, clean technologies, aerospace, energy, tourism, and fashion and luxury goods.

With the great opportunities, there are also challenges for UK exporters to overcome when operating in Brazil such as the infrastructure and a complex tax and legal system which can be difficult to navigate. However, Brazil and the UK have strong commercial ties and there is a willingness on both sides to strengthen them.

Price & Booking

This event is £30 per person for Non Members and £20 for all **CII & IOE** members. This event has limited spaces so book now to save disappointment. To book this event call Mat at Export House on +44 (0) 1733 404411. Or email mat@export.org.uk for more details.

Venue

Please join on Wednesday 24th April 2013 at 3.30pm for 4.00pm for the main seminar presentations, followed by a networking reception at 6.00pm. (Nearest tube stations are Marble Arch or Bond Street)

Arab British Chambers of Commerce
43 Upper Grosvenor Street
London
W1k 2NJ

Sponsorship

For an opportunity to speak at the event, represent your business and display your logo and marketing material, sponsorship packages are available from £600 for joint sponsorship, to £2200 for the full event. Contact Mat at Export House on +44 (0) 1733 404411 for more details or email: mat@export.org.uk

CPD

For those who follow our CPD programme; this event is awarded 5 points.



.....→ Distinguished speakers



Martin Raven

Vice Chairman, Brazil Working Group at TheCityUK

Owner of Martin Raven Consultancy

Martin left the senior ranks of the Foreign and Commonwealth Office (after 34 years) in 2010, having spent the last 4 years as Director UK Trade and Investment, Brazil and concurrently Consul General in Sao Paulo.

Martin's presentation will be "**Brazil - why, how and when**" and will cover:

- size, scale and sophistication
- partnership and patience
- Brazil is different

Business in Brazil

Although starting off in engineering, over the past 20 years he has developed a specialism in people change and culture management. This involves matching key drivers, behaviors and cultures to create the most effective way forward.

William's presentation "**Entering the Brazilian market**" will cover:

- The seven Cardinal rules of entering the Brazilian market.
- 10 C's of doing Business in Brazil.
- 10 F's of building trust with Brazilians.



William Barron MBA



Dennis Mills

Major Events International

Dennis will draw on his experience of his frequent visits over the last 3 years and the experience of the local MEI team in supporting clients enter this dynamic market.

Dennis' presentation is "**Brazil - Olympic and world cup Opportunities**" Covering:

- Scope and scale of all the core and related opportunities
- The implications of inadequate preparation and planning
- Some top tips to succeed.

Nabas legal

Previous positions have been at : the prestigious Brazilian Law firm Machado, Meyer, Sendacz & Opice; then at Chemical bank (Now JP Morgen); and Bozano Simonsen bank (now Santander bank); Sidley Austin LLP; and Unibanco Securities Inc. Later Founder and managing Director of Nabas legal, serving small and medium size businesses as well as individuals.

Vitoria's presentation is "**Brazil – Legality and Pitfalls**" and will cover:

- Legal system in Brazil
- Pitfalls of the Legislation
- Difference of Jurisdictions



Vitoria Nabas



Roger Horwood

Deloitte UK

Roger is the leader of Deloitte UK's tax relationship with his counterparts in Deloitte Brazil. He has extensive experience of providing international and cross-border tax advice to major multinationals.

Rogers' Presentation will be "**Brazilian Tax System – Unlocking barriers and complexity**" covering:

- Key facts foreign multinationals needs to know about tax in Brazil
- Brazil – Corporate Tax Landscape
- Brazilian indirect tax environment

Full Biographies will be found on www.export.org.uk