



BDI



AHK

**CÂMARA
BRASIL
ALEMANHA**



**Bundesverband der Deutschen Industrie (BDI)
Confederação Nacional da Indústria (CNI)
Ministério das Relações Exteriores (Itamaraty)
Câmara de Comércio e Indústria Brasil-Alemanha (AHK)
Bundesministerium für Wirtschaft und Technologie (BMWi)
Deutscher Industrie- und Handelskammertag (DIHK)
Ibero-Amerika Verein (IAV)**



PROGRAM

German Brazilian Economic Meeting 2010

**XXVIII Entrepreneurial Meeting and
XXXVII Meeting of the Joint Commission on Economic Cooperation**

German Brazilian Partnership: Innovative - Sustainable - Successful

Conference venue:

Munich, Germany

May 30th, Monday to June 1st, Tuesday 2010

Place: BMW Welt Monday and Allianz Arena Tuesday

Simultaneous translation

Confirmed (c) / to be confirmed (tbc) / to be invited (tbi)

German Brazilian Economic Meeting 2010
XXVIII Entrepreneurial Meeting and
XXXVII Meeting of the Joint Commission on Economic Cooperation

German Brazilian Partnership: Innovative - Sustainable - Successful

Sunday, May 30th, 2010

Place: **Hotel Westin Grand** _____

10h00 - 11h00

Invitation only to the Members

Room

**Preparatory Meeting of the German-Brazilian Initiative on
Agribusiness and Innovation (Brazilian side)**

Floor

- Coordination:
- Weber Porto, Brazilian Association of Agribusiness – ABAG (c)
 - Ivan João Guimarães Ramalho, Ministry of Development, Industry and Foreign Trade (c)

In parallel

10h00 - 11h00

Invitation only to the Members

Room

**Preparatory Meeting of the German-Brazilian Initiative on
Agribusiness and Innovation (German side)**

Floor

- Coordination:
- Ansgar Wille, BASF Societas Europaea, SE (c)
 - Clemens Neumann, Ministry of Food, Agriculture and Consumer Protection (tbc)

11h00 - 13h30

Invitation only to the Members

Room

**Meeting of the German-Brazilian Initiative on Agribusiness and
Innovation***

Floor

- Coordination:
- Ansgar Wille, BASF Societas Europaea, SE, Germany (c)
 - Weber Porto, Brazilian Association of Agribusiness - ABAG, Brazil (c)
 - Clemens Neumann, Ministry of Food, Agriculture and Consumer Protection, Germany (tbc)
 - Ivan João Guimarães Ramalho, Ministry of Development, Industry and Foreign Trade, Brazil (c)

14h30 – 17h00

Room.....

Floor

- Coordination: ▪
▪

Simultaneous translation

Confirmed (c) / to be confirmed (tbc) / to be invited (tbi)

Sunday, May 30th, 2010

- 17h30** Transfer from hotels to -----
- 17h30** **Opening of the exhibition “Top Secret Mission – Asmelie von Leuchtenberg becomes Empress of Brazil”**
Palais Leuchtenberg
Place: **Residenz München**
- 19h00** **German Brazilian Personality Award 2010 *** (request invitations
www.ahkbrasil.com/premiopersonalidade)
Reception of the State of Bavaria and German Brazilian Personality Award
- Awards to: **Minister Miguel Jorge and Secretary of State Bernd Pfaffenbach**
- Cocktail
- Followed by Dinner Party
- 23h00** Transfer to hotels

Simultaneous translation

Confirmed (c) / to be confirmed (tbc) / to be invited (tbi)

Monday, May 31st, 2010

Place: **BMW Welt**

Address -----

07h30 Transfer from Hotels to **BMW Welt**

08h00 – 09h00 **Registration**

09h00 - 10h30 **Opening of the XXVIII Entrepreneurial Meeting and
Plenary XXXVII Meeting of the Joint Commission on Economic Cooperation ***

Floor

German Brazilian Strategical Partnership

- Greetings:
- Major (?)
 - Governor Ministerpresident Seehofer (tbc)

- Speeches:
- Prof. Dr.-Ing. Hans-Peter Keitel, President of Federation of German Industries (BDI) (tbc)
 - Armando Monteiro Neto, President of National Confederation of Industries (CNI) (tbc)
 - Rainer Brüderle Minister of Economic Germany (c)
 - Miguel Jorge Minister of Development, Industry and Foreign Commerce, Brazil (c)
 -

Table of Honour
Composition:

- Everton Vieira Vargas, Brazilian Ambassador in Germany (tbc)
- Wilfried Grolig German Ambassador in Brazil (tbc)
- Weber Porto, President of the Integrated Council of German-Brazilian Chambers (c)
- Dr. Stephan Reimelt, Head of German Entrepreneurial Delegation at Joint Commission for Economic Cooperation; Member of the Board of MAN Ferrostaal AG (tbc)

Simultaneous translation

Confirmed (c) / to be confirmed (tbc) / to be invited (tbi)

Monday, May 31st, 2010

10h30 - 12h00

Plenary

Floor

Panel I – Plenary Session -

WinWin 2014/2016

This project was launched in December 2009 during the meeting between President Lula and Chancellor Merkel. The objective is to assist German and Brazilian entrepreneurs to facilitate cooperation from both countries to find solution for the success of the World Cup 2014 and Olympics 2016. This project already has aggregated more than 60 companies in different segments. Conceptions, Organizations, Projects, Information, technological solutions and investments WinWin contents. BDI, CNI, ABDIB and AHK are partners in the WinWin initiative.

Questions for debate:

1. What are the key experiences from World Cup in Germany to be learned?
2. What are the mistakes that should be avoided?
3. What are the chances for German Brazilian cooperation in this field for the SME's?
4. How WinWin can aggregate to the actual process?

15' Presentation: ▪ Stefan Zoller WinWin Germany BDI EADS (tbi)

15' Presentation: Adilson Primo WinWin Brazil CNI Siemens (tbc)

Brazil representatives: ▪ Roberto Garibe Casa Civil (tbi)
▪ Odebrecht, Andrade Gutierrez (tbi)

German representatives: ▪ Nienhof GMP
▪ BDI

Moderation: ▪ Ralph Lima Terra ABDIB (tbi)

12h00 - 13h30

Room...

Floor ...

Lunch

12h00 -

Press Conference

- Prof. Dr.-Ing. Hans Peter Keitel, President of Federation of German Industries (BDI) (tbi)
- Armando Monteiro Neto, President of National Confederation of Industries (CNI) (tbi)
- Weber Porto, President of the Integrated Council of German-Brazilian Chambers (c)

Simultaneous translation

Confirmed (c) / to be confirmed (tbc) / to be invited (tbi)

Monday, May 31st, 2010

13h30 – 15h00

Plenary

Floor

Panel II - Plenary Session –

Energy – efficiency, renewables, oil and gas

Brazil energy matrix has more than 46% of renewable energies, one of the most significant portion in the world. Beside this development Brazil is exploring and industrialising oil and gas. Recent discovery of pre salt layer gives Brazil an outstanding position to be a strong exporter of oil and gas derivatives. Investments of more than 160 billion dollars for the next three years are been programmed in oil and gas. Germany, as a high technological partner, is present in these different channels of renewables, oil and gas. A singular cooperation could be expanded if institutions, entrepreneurs and governments foresees these opportunities.

Questions for debate:

1. With the discovery of new fields, will Brazil still invest in renewables?
2. How Germany foresees cooperation in the energy field?
3. Ethanol and biomass had over passed hydro energy in Brazil, what are the news in this field?
4. Petrobras and Braskem are now huge international companies. How the internationalization of Brazilian companies will reflect in investments abroad?

15' Presentation:

15' Presentation:

60' Debate with:

Brazilian representatives:

German representatives:

Moderation:

▪ Erenice Guerra Casa Civil (Miriam Belchior) (tbi)

▪ Bernardo Gradim ABIQUIM (tbi)

▪ Marcus Yank ÚNICA (tbi)

N.N Bovespa (about CDM) (tbc)

▪ Paulo Godoy ABDIB (tbi)

▪

▪

▪ Weber Porto AHK (tbc)

Monday, May 31st, 2010

15h00 – 15h30

Coffee Break

15h30 - 17h00

Room

Floor

**Panel III - Plenary Session –
Logistics and Ports**

Germany has one of the most intensive river navigation. The German sea ports have the double function to distribute from long hauled navigation to the river navigation and cabotage, as well as provide the distribution to other modalities.

Brazil has an extensive coast and huge river basin. Investments in ports, cabotage and in river navigation are strategical issues for the Brazilian development. Cooperation in this field could start a completely new logistic segment. Public Administration and entrepreneurs have the chance to debate the major regulatory framework as well the demand of cargo.

Questions for debate:

1. How is Brazil facing the development of the river navigation?
2. In the huge investment of hydro-energy, in Brazilian rivers, how the investment for sluices are been considered?
3. The integration of the Plata basin, connecting Argentina, Paraguay, Uruguay and Brazil through river navigation, what are the prospective?
4. What kind of official support the sector has for investments and operation?

15' Präsantation: ▪ Pedro Brito Minister of Ports Brazil (c)

15' Präsantation ▪ Minister Ramsauer, Minister of Transports Germany (c)

60' Debate with: ▪ Cesar Borges Caramurú ABRANGE (tbi)

Brazilian representatives: ▪ Julian Thomas ALIANÇA (tbi)

German representatives Duisberger Schiffartsgesellschaft (tbi)

▪ BDI

Moderation: BDI

Room

Floor

Simultaneous translation

Confirmed (c) / to be confirmed (tbc) / to be invited (tbi)

Monday, May 31st, 2010

17h00 - 18h30

Room

Floor

Panel IV - Plenary Session –

Technological challenges for the automotive industry

The urban mobility is a challenge for the car industry inducing them to create new elements in the automobiles and improve external monitoring traffic systems. On the other hand, the fuel issues is on the top of the technical priorities. Germany and Brazil reflect different realities but the technological answers might be the same.

The energy matrix is changing in Brazil and the biomass may bring new solutions. In the international cooperation, EU and Mercosul begin to negotiate the free trade agreement. Chances and threats at the same time?

Questions for debate:

1. Is the e-car a competitor to the ethanol- biodiesel solution?
2. Research and development in Brazil, for new vehicles, only for the regional markets?
3. Urban Mobility and Safety are key elements in the development of the new cars, only for developed countries?
4. EU Mercosul a chance for better cooperation? What will be the rule for China?

15' Presentation: ▪ Jackson Schneider ANFAVEA (tbi)

15' Presentation: BDI

60' Debate with:

Brazilian representatives: ▪ Besaluel Botelho SAE (Sociedade de Engenheiros de Mobilidade) (tbi)
▪ Paulo Roberto Rodrigues Butori SINDIPEÇAS (tbi)

German representatives: ▪ BDI (VW)
▪ Karsten Wolff Kostal (tbi)

Moderation: ▪ BDI (BMW)

18h30 -18h45

Keynote speech

Guido Westerwelle Minister of Foreign Affairs Germany (c)

18h45

Return to hotels

19h45

Transfer from hotels to -----

Place: -----

20h30

Get together Hofbräuhaus München

23h00

Return to hotels

Simultaneous translation

Confirmed (c) / to be confirmed (tbc) / to be invited (tbi)

Monday, May 31.st, 2010

BMW Welt

In Parallel

10h30 - 18h00

**BMW Welt
VIP Lounche**

Business Match Making

The AHK together with BDI and CNI organize, for the participants of the Conference, the possibility of previously organized meetings with their counterpart from the other nation. The Business Match Making in 2010 will have a special area for business meetings for all conference participants upon previous organization by the Conference designed team. There will also be offered the possibility of booking meetings throughout the Conference, by filling a special form that will be supplied before the event.

The Business Match Making will have a reserved area especially for the Project WinWin where meetings for cooperation in the Mega Events World Cup 2014 and Olympics 2016 will be held.

The designed team will be searching for the special needs of the participants. On Monday there will be a service for ad hoc meeting between the participants.

Special request is necessary by the inscription of the Conference.

See the inscription site.

Tuesday, June 1st, 2010

Place: **ALLIANZ ARENA**

Address

10h00 - 13h00

Room.....

Floor

Joint Commission for Economic Cooperation* (close meeting, only to the Commission members)

German Coordination: Government Delegation:

- Bernd Pfaffenbach, Vice-Minister of Ministry of Economy and Technology (tbi)

Entrepreneurial Delegation:

- Dr. Stephan Reimelt, Member of the Executive Board of MAN Ferrostaal AG for Biofuels (tbi)

Brazilian Coordination: Government Delegation:

- Ambassador Antonio de Aguiar Patriota, General-Secretary of External Relations (tbc MRE/CNI) (tbi)

Entrepreneurial Delegation:

- CNI representative to be designed.

Simultaneous translation

Confirmed (c) / to be confirmed (tbc) / to be invited (tbi)

Tuesday, June 1st, 2010

09h00 – 10h00

Painel V

Allianz Arena

Opening of the Panels in the Allianz Arena

Floor

Opening of the panels in the Allianz Arena with the participation of Ministers and personalities of the sport from both countries

Keynote Speeches

Angela Merkel Chancellor of Germany (c)

Luiz Inácio Lula da Silva President of Brazil (tbc)

15' Presentation: ▪ Orlando Silva Minister of Sports Brazil (tbi)

15' Presentation: ▪ Minister of Sports Germany (tbi)

Brazilian representatives:

▪ Edson Arantes de Nascimento - Pelé (tbi)

German representatives:

▪ Franz Beckenbauer (tbi)

Moderation: ▪ BDI

10h00 – 11h30

Painel VI

Allianz Arena

Sustainable Stadium Solutions

Floor

To hostess a World Cup the country needs to fulfill very strict criterias from the FIFA to have the qualification. After the World Cup the main issue is, how to maintain an arena economically sustainable. The social contribution of building an arena in the urban context becomes of significant relevance. To build an arena with ecological principals is a great challenge.

Germany has developed multipurpose arenas, and has special experiences with the sustainability of these projects. The models for managing arenas, as operators, is more and more important for the urban entertainment centers.

Security issues becomes a central rule in the concept of the arenas. For mega events there are special requirements to be addressed. Increasing the security factor enhances the public for visiting sport events.

Questions for debate:

1. How Germany transformed stadium in sustainable arenas ?
2. The security issue is not only in the Stadium but also in all infrastructure compounds. How Germany coordinate international and local issues?
3. New technologies are implicit as show room in the stadia. What are the news?
4. How to avoid that Germany transfers technology and knowledge and China delivers?

15' Presentation: BDI

15' Presentation : BDI

Brasil representatives: BNDES

Brasil representatives: Ralph Lima Terra ABDIB (tbi)

German representatives:

German representatives:

Moderation : BDI

Simultaneous translation

Confirmed (c) / to be confirmed (tbc) / to be invited (tbi)

Tuesday, June 1st, 2010

11h30 – 13h00

Allianz Arena

Floor

Painel VII

Small and Medium Enterprises, cooperation between Brazilian and German companies

Small and Medium Enterprises SME's coming from Germany are the major investors in Brazil. Technological intensive, service oriented or engineering focused, these companies are highly interested to participate in the Brazilian development. For Brazilian SME's, the internationalization is a must, for exports or to be competitive in South America. "Joining efforts in new ways" is the mote of today's SME's strategies. Institutional programs from Germany, EU or Brazil sustained the efforts for investment in innovation.

Questions for debate:

1. Which are the new ways for the cooperation between SME's?
2. How much investment funds will be required for SME's?
3. The management debate: who is the boss?
4. Cooperation in technologies, is that possible?

15' Presentation

SEBRAE

15' Presentation

AHK

60' Debate with:

Brazilian representatives:

- Rodrigo Costa da Rocha Loures FIEP CNI (tbi)
- Sonke Böge Boyden (tbc)

German representatives:

- Bodo Liesenfeld LAV (tbi)
-

Moderation:

- BDI or CNI

Tuesday, June 1st, 2010 or Monday, June 31st

In parallel

11h30 - 13h00

Allianz Arena

VIP Lounche

Panel III - Plenary Session –

Innovation the challenge for the cooperation

On December 3rd 2009, Chancellor Merkel and President Lula signed a protocol launching the German Brazilian year for the Science, Technology and Innovation for 2010-11. Projects of cooperation between the academia and the entrepreneurs will be the target to foster the development of offsets in technologies between both countries. An ambitious program should show results and concrete measures.

Questions for debate:

1. What are the key success factors for innovation ?
2. How Institutions can develop R&D with the industry ?
3. Is the academia prepared for the industrial challenges ?

How Germany, as land of the ideas, will enhance innovation in Brazil? Germany has one of the most intensive river navigation. The German sea ports have the double function to distribute from long hauled navigation to the river navigation and cabotage, as well as provide the distribution to other modalities.

Brazil has an extensive coast and huge river basin. Investments in ports, cabotage and in river navigation are strategical issues for the Brazilian development. Cooperation in this field could start a completely new logistic segment.

Politicians' and entrepreneurs have the chance to debate the major regulatory framework as well the demand of cargo.

Questions for debate:

1. How is Brazil facing the development of the river navigation?
2. In the huge investment of hydro-energy, in the Brazilian rivers, how the investment for sluices are been considered?
3. The integration of the Plata basin, connecting Argentina, Paraguay, Uruguay and Brazil through river navigation, what are the prospective?
4. What kind of official support the sector has for the investments and operation?

15' Presentation: ▪ Reginaldo Arcuri ABDI (c)

15' Presentation: ▪ BDI

60' Debate with: ▪ Prof. Schneider (c)

Brazilian representatives: ▪ Sergio Rogério de Castro CNI (c)

Fraunhofer Institute (invitation through Heinzl AHK)

▪ Prof Herman Heinze TUM (tbi)

Moderation: ▪ Wilson Bricio AHK ZF (c)

Simultaneous translation

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Tuesday, June 1st, 2010

In Parallel

10h00 - 13h30

Allianz Arena

VIP Lounche

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Tuesday, June 1st, 2010

13h00 - 13h30

Allianz Arena
Floor

Closing Panel

A New Agenda for Cooperation

- **Closing statements by heads of Brazilian and German governments delegations**
- **Closing of XXVIII Entrepreneurial Meeting and XXXVII Meeting of the Joint Commission on Economic Cooperation**
- **German Brazilian highly regarded authorities**

- Speeches:
- President Luis Inacio Lula da Silva President of Brazil (tbc) Ambassador Samuel Pinheiro Guimarães, General-Secretary of External Relations (c)
 - Angela Merkel, Chancellor of Federal Republic of Germany (tbc)
 - Antonio de Aguiar Patriota, General-Secretary of External Relations (tbc MRE/CNI) (tbi)
 - Bernd Pfaffenbach, Vice-Minister of Ministry of Economy and Technology (tbi)
 - Dr. Stephan Reimelt, Member of the Executive Board of MAN Ferrostaal AG for Biofuels (tbi)
 - Representative of CNI
- Members of the honorable table
- Everton Vieira Vargas, Ambassador of Brazil in Germany (tbi)
 - Wilfried Grolik, Ambassador of Germany in Brazil (tbi)
 - Minister Miguel Jorge
 - Minister Brüderle
 - Minister Orlando Silva
 - Minister Pedro Brito
- Moderation:
- Ingo Plöger, AHK (tbi)

12h30 - 14h00

Room.....
Floor.....

Lunch

Soccer Match:

Selected representatives from German/Brazilian business and governments

Result: German 2 : Brazil 3

15h00 - 18h00

Project Visits by Appointment Munich Airport, Energy Company, BMW, Kloster Andex

Simultaneous translation

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