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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**

**As of June 22<sup>nd</sup>, 2012**

= Draft subject to further modifications =

### **German Brazilian Economic Meeting 2012**

**XXX Entrepreneurial Meeting and  
XXXIX Meeting of the Joint Commission on Economic Cooperation**

#### ***New Strategies for Changing Markets***

**Conference venue:**

**Frankfurt, Germany**

**July 1<sup>st</sup> Sunday to July 3<sup>th</sup> Tuesday, 2012**

**Venue: Messe Frankfurt  
Ludwig-Erhard-Anlage 1**

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*\* Simultaneous translation*



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**German Brazilian Economic Meeting 2012**  
**XXIX Entrepreneurial Meeting and**  
**XXXVIII Meeting of the Joint Commission on Economic Cooperation**

***New Strategies for Changing Markets***

**Saturday, June 30<sup>th</sup>, 2012**

*Venue: Maritim Hotel Frankfurt*

*Address: Theodor-Heuss-Allee 3, 60486 Frankfurt*

**15h00**

**Meeting of a Task Force**

**Room:**

*Only in case we will have a Forum for SMEs or some other Initiative.*

**19h00**

**Welcome Reception in Frankfurt**

**Room:**

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**BDI****CÂMARA  
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ALEMANHA****Sunday, July 1<sup>st</sup>, 2012**Venue: *Maritim Hotel Frankfurt*Address: *Theodor-Heuss-Allee 3, 60486 Frankfurt***11h00 - 12h00** *Invitation only to the Members***Room***In parallel***Preparatory Meeting of the German-Brazilian Initiative on Agribusiness and Innovation (Brazilian side)**

- Coordination:*
- Caio Tiberio da Rocha, Secretary of Agricultural Policy, Ministry of Agriculture, Brazil (tbc)
  - Luiz Carlos Corrêa de Carvalho, President of ABAG, Brazil (c)

**11h00 - 12h00** *Invitation only to the Members***Room***In parallel***Preparatory Meeting of the German-Brazilian Initiative on Agribusiness and Innovation (German side)**

- Coordination:*
- Dr. Robert Kloos, State Secretary, Federal Ministry of Food, Agriculture and Consumer Protection, Germany (tbi)
  - Jordi Tormo y Blasco, BASF (Herbicide) R&D, Germany (BDI) (c)

**12h00 – 13h00** **Brunch****Room****13h00 – 16h00** *Invitation only to the Members***Room****Meeting of the German-Brazilian Initiative on Agribusiness and Innovation\***

- Coordination:*
- Jordi Tormo y Blasco, BASF (Herbicide) R&D, Germany (BDI) (c)
  - Luiz Carlos Corrêa de Carvalho, President of ABAG, Brazil (c)
  - Gerd Müller, Vice Minister of Food, Agriculture and Consumer Protection, Germany (tbi)
  - Caio Tiberio da Rocha, Secretary of Agricultural Policy, Ministry of Agriculture, Brazil (tbc)

**18h30** **Euro Cup Football 2012 Final Decision**

Reception hosted by (tbc)

- Welcoming remarks
- Hans-Peter Keitel, BDI President (c)
- Dr. Mathias Müller, President, Chamber of Commerce and Industry Frankfurt am Main (c)

Venue: **IHK Frankfurt** (tbc)  
Börsenplatz, 4

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**BDI****CÂMARA  
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ALEMANHA****Monday, July 2<sup>nd</sup>, 2012**

Venue: Frankfurt Fair

Address: Ludwig-Erhard-Anlage 1

**08h00 Registration and Wellcome Coffee****09h00 - 10h30 Opening Session***Room*

- Greetings
- Volker Bouffier, Gouverneur of State of Hessen (*or on Sunday's Reception*) (c)
  - Robson de Andrade, CNI President (c)
  - Hans-Peter Keitel, BDI President (c)
  - Fernando Pimentel, Federal Minister of Development, Industry and Foreign Trade, Brazil (tbc)
  - Philipp Rösler, Federal Minister of Economy Germany (c)
  - Angela Merkel, Chancellor of the Federal Republic of Germany (tbc)
  - Dilma Rousseff, President of the Federative Republic of Brazil (tbc)

**10h30 - 11h00 Coffee Break****11h00 - 12h30 Panel I – Ensuring open markets: How to avoid protectionism and “exchange wars”***Room*

*Exchange rates have been used as shields for domestic industries in many important countries during the recent crisis. Monetary and exchange rate policies created tsunamis of liquidity in most developed economies and the floods have reached developing countries, making their exports less competitive. There is a tendency for protectionist measures in an increasing number of countries.*

*It is well known that the positive effect of trade liberalisation can be tangibly measured in terms of economic growth, productivity and also further innovation. An World Bank study reports that per capita income grew more than three times faster in developing countries that lowered trade barriers faster (5.0% per year) than developing countries with less trade liberalisation (1.4% per year) during the 1990s.*

*But what are the right measures to ensure open markets and to avoid exchange wars? Improving competitiveness by Structural policies could include: removal of barriers to entrepreneurship and competition; promotion of science, technology, education and R&D; and regulation and other measures to ensure adequate availability of factors of production - capital and labour (OECD).*

1. *How to avoid threats to free trade?*
2. *What kinds of alternatives to avoid protectionism are being elaborated?*
3. *How can the world economy find a path for sustainable growth that ensures open markets?*
4. *What is the strategic role of Germany in Europe and G20?*
5. *What is the strategic role of Brazil and G20?*
6. *Where are the controversies between both countries?*
7. *What are the common agendas to ensure open markets?*

Moderation: Hildegard Stausberg, Editor of Die Welt / Welt-Gruppe

(c)

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- Panel* Participants:
  - Fernando Pimentel, Federal Minister of Development, Industry and Foreign Trade, Brazil (tbc)
  - Anne Ruth Herkes, State Secretary, Federal Ministry of Economics and Technology, Germany (c)
  - Stefan Zoller, BDI Brazil Board, Germany (c)
  - Frederico Curado, President of EMBRAER, Brazil (tbc)
  - Ingo Plöger, President of CEAL, Brazil (c)

**12h30***Room***Press Conference**

- Fernando Pimentel, Federal Minister of Development, Industry and Foreign Trade, Brazil (tbc)
- Philipp Rösler, Minister of Economy, Germany (c)
- Hans-Peter Keitel, President of BDI, Germany (c)
- Robson de Andrade, President of CNI, Brazil (c)
- Weber Porto, President of AHK, Brazil (c)

**12h30 – 13h30***Room***Luncheon****13h30 – 15h00***Room***Workshop 1: German Brazilian Innovation Cooperation Objectives and Actions***Parallel*

*Germany and Brazil are strongly committed with the cooperation in the field of Innovation and R&D. Both countries signed agreements, started cooperation's between institutions, participated in special form in Fairs like CeBIT, inaugurated a German Brazilian house of innovation and R&D in São Paulo. The Fraunhofer Gesellschaft the largest institute for innovation development in Germany is advising CNI and the Brazilian Government to implement a similar organization in Brazil. "The Science without Frontiers" Brazilian Initiative for exchange of R&D expertise has been concretized by the German side with the inclusion of 10.000 people.*

*German companies have created Center of Competences in Brazil as well as Brazilian companies have chosen Germany to share R&D investments.*

*German and Brazilian Public efforts for the cooperation in the innovation field have been launched on the German Brazilian Technology and Innovation Year.*

*What kind of results are been expected in the next years?*

*What is the advantage for German Companies to invest in R&D in Brazil?*

*What are the most promising areas?*

*Is the framework friendly and adequate for this cooperation?*

- Moderation:* Stefan Mair, Member of the Executive Board, BDI, Germany (c)

- Panel* Participants:
  - Raoul Klingner, Director International Business Development, Fraunhofer Gesellschaft (c)
  - Marco Antonio Raupp, Federal Minister for Science, Technology and Innovation, Brazil (tbc)
  - Peter Nagler, Chief Innovation Officer, Evonik Industries AG, Germany (c)
  - Kerstin Geiger, Global Head of Industry Solutions, SAP AG (c)
  - Wilson Bricio, President of ZF, Brazil (c)
  - Jefferson de Oliveira Gomes, Executive Manager of Tecnology and Innovation, SENAI, Brazil (c)
  - Antonio Carlos Teixeira Alvares, Director of Brasilata, Brazil (tbc)

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**13h30 – 15h00**

**Room**

**Parallel**

**Workshop 2: Transport Infrastructure and Logistics**

*The transport costs in Brazil, mainly in important logistics stretches, are much higher than the average practiced in the world market. This situation undermines the effort to adapt the productive sector to the competition standards and international quality.*

*Infrastructure investment is a crucial condition to accelerate the sustainable development in Brazil. Investment opportunities in these areas open opportunity windows for foreign investors. Brazil can transform its infrastructure needs into investments for the private initiative.*

*There is the need to reduce the transport and logistical costs and increase the efficiency of transportation in Brazil. Another big challenge Brazil will have to face is the recovery of existing infrastructure, finish ongoing projects and seek the new projections with high potential for generating economic and social development.*

*There are favorable opportunities for cooperation between Brazil and Germany that can be stimulated. For instance, Brazil should use Germany know how in the operation of airport infrastructure to improve its sector, specially with the international upcoming events.*

*It is crucial to identify the private sector perception regarding the opportunities and obstacles to the deepening of bilateral business in these areas.*

1. *In which areas can German industry offer solutions and technologies to develop the Brazilian infrastructure sector?*
2. *What are Brazil's today bottlenecks in terms of infrastructure? How can a partnership with Germany help to overcome them?*
3. *How to revitalize infrastructure investments in Brazil? How can private sector pitching at the revitalization process?*
4. *Which major benefits will the World Cup and the Olympics bring to Brazil in the infrastructure sector?*

<i>Moderation:</i>	José Augusto Coelho Fernandes, Policy and Strategy Director CNI, Brazil	(c)
<i>Workshop Participants:</i>	<ul style="list-style-type: none"> <li>▪ Paulo Godoy, President of ALUPAR, Brazil</li> <li>▪ NN, Camargo Correa, Brazil</li> <li>▪ Erich Staake, President and CEO, Duisburger Hafen AG, Germany</li> <li>▪ Peter Ramsauer, Federal Minister of Transport, Building and Urban Affairs, Germany</li> <li>▪ Paulo Sérgio Passos, Federal Minister of Transports, Brazil</li> <li>▪ Gustavo do Vale, President, INFRAERO, Brazil</li> </ul>	(tbc) (tbc) (c) (c) (tbc) (tbc)

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**Monday, July 2<sup>nd</sup>, 2012**

Venue: Frankfurt Fair

Address: Ludwig-Erhard-Anlage 1

**13h30 – 15h00 Sectoral Meeting Automotive**

**Room**

*Parallel*

*The automotive industry and the suppliers are increasing in Brazil very strongly. Brazil is being quoted as the 6 or 7<sup>th</sup>.greatest car producer in the world. Otherwise a lot of open questions are being launched in this very promising sector. The competition of the OEMs are increasing with the investment of all large car producers in Brazil (more than 14 meanwhile) and the import substitution of the in Brazil producing supplier channel. New regulations for national contingents are the consequences. New standards for security are being implemented in the Region. A cooperation framework between the German and Brazilian OEM's and Supplier could be reduce the negative impacts and sustain a interesting development. What kind of cooperation could be developed?*

*Moderation : NN,VDA, Germany (tbi)*

*Co-Moderation: Cledorvino Belini, ANFAVEA, Brazil (tbc)*

*Initial Presentation about the situation:*

*NN, Germany (tbi)*

*Paulo Roberto Rodrigues, Sindipeças, Brazil (tbc)*

*Issues that could be addressed: Supplier development, Technology Standard, The Asian car builders and their influence on price and technologies, and others. The agenda for the debate should be negotiated between the ANFAVEA and VDA. Participation is focused for the sectarian entrepreneurs.*

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**15h00 – 15h30 Coffee Break****15h30 – 17h00****Room****Parallel****Workshop 3: Industrialization process, more assembling or importing?**

*The industry has a transforming power due to its impact on overall productivity of the economy.*

*One of the greatest assets of the Brazilian economy is the level of diversification of its industry, despite the process of growth being marked by the need to diversify production and add new products to sell in new markets.*

*The existence of a complex and varied industrial structure is a source of opportunity and risk reduction. These attributes exist because of an economy with a large domestic market, which guarantees scale for various segments and increases access to global markets.*

*Innovation must become the center of industrial strategies, as well as a greater involvement in international trade of manufactures and a deeper insertion on global production chains with aggregate value products.*

*The evolution of the valued exchange rate, the high price differences between national production and China imports gives a clear preference for the assembling industries and support the strategy of importing supply parts for the final production.*

1. *How to add value to the production chain in order to strengthen the national industry?*
2. *Capital goods, raw materials or finished goods?*
3. *What is the right policy between the fast growth and profitability?*
4. *How to avoid that the national supplier be replaced by aggressive importers?*
5. *What kind of strategy are German companies developing for those effects?*

<b>Moderation:</b>	Carlos Eduardo Abijaodi, Director of Industrial Development, CNI, Brazil	(c)
<b>Workshop</b>	▪ Jorge Arbache, Special Advisor, BNDES, Brazil	(c)
<b>Participants:</b>	▪ Heloísa Menezes, Secretary of Production Development, Brazil	(tbc)
	▪ Wolfram Anders, Executive Vice President, Robert Bosch Latin America	(c)
	▪ Heinrich Weiss, Chairman Managing Board & CEO, SMS Demag, Germany (BDI)	(tbi)
	▪ Matthias Altendorf, Managing Director Endress+Hauser, Gemany	(c)

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*After Rio+20, a lot of commitments will be established to substitute in a medium time range the fossil energy by sustainable energies. There is a need to find sources of energy that meet the environmental requirements in order to avoid negative effects of its use as the emission of greenhouse gases. Brazil and Germany are considered examples of leading green economies. Both governments are concerned with sustainability and the use of a more environment-friendly energy mix. Innovation and high technology-intensive investments are needed for all stages, from exploration to consumer products. The logistics challenge and the environment and security issues request different solutions. Brazil is attracting large R&D investments. German business can offer high technologies and innovative solutions in many areas, and cooperate with Brazilian entities.*

*A sustainable and safe answer to the current needs of energy sources and its efficient use is needed. Germany and Brazil could cooperate very intensively on this issue. The Brazilian energy mix is already composed of almost 50 % renewable energy sources. Brazil wants to diversify its energy mix and continues to focus on renewable energy sources and energy efficiency. Also in Germany, the need to withdraw from atomic energy might serve as an extra-incentive for the development of reliable solutions and for the large scale use of renewable energies.*

1. *What are the perspectives for a new energy mix in Germany?*
2. *What potential does energy efficiency have in the industrial innovation scenario? What are the latest developments? What are the recent government actions in both Germany and Brazil to increase energy efficiency?*
3. *What opportunities for cooperation and what challenges do the new oil and gas reserves provide? In which area can German industry offer solutions and technologies to develop the Brazilian oil and gas sector?*
4. *In Germany, there is a debate on state promotion of the various renewable energy sources regarding the unequal effectiveness of electricity generation by photovoltaics, wind or biomass. How has Brazil made use of German experiences with promotion of renewable energy?*
5. *What is the expected role of the Brazilian energy sufficiency in the attraction of investments?*
6. *What is the expected role for renewable energies in the context of progressive withdraw from nuclear energy?*
7. *What is the perspective for the biofuel markets facing rising global commodities prices?*
8. *The use of solar collectors to heat water and the governmental program of exchanging refrigerators in Brazil were highly successful initiatives. What are the further steps to promote renewable energy in Brazil?*

<i>Moderation:</i>	Markus Kerber, General Manager of BDI, Germany	(c)
<i>Workshop Participants:</i>	<ul style="list-style-type: none"> <li>▪ Johann Kress, General Manager, Envalue GmbH (BDI)</li> <li>▪ Bruno Musso, Superintendent- National Organization of Petroleum Industry, Brazil</li> <li>▪ Géraldine Kutas, Head of International Unit, UNICA, Brazil</li> <li>▪ Ronaldo Schuck, Director, ONS, Brazil</li> <li>▪ José Goldemberg, University of São Paulo, Brazil</li> <li>▪ Detlev Dauke, Director General, Head of Department Energy Policy, Federal Ministry of Economics and Technology</li> </ul>	<ul style="list-style-type: none"> <li>c)</li> <li>(c)</li> <li>(tbc)</li> <li>(tbi)</li> <li>(tbc)</li> <li>(c)</li> </ul>

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ALEMANHA****Monday, July 2<sup>nd</sup>, 2012**

Venue: Frankfurt Fair

Address: Ludwig-Erhard-Anlage 1

**15h30 – 17h00 Sectoral Meeting Chemistry****Room**

Parallel

*The chemistry sector has been a focus on innovation of new materials. Brazil and Germany are searching the new roots of products coming from the synthesis of renewable materials than from cracking of the petrochemical products. New parameters for new materials are being researched. New applications in new fields are being developed. Brazil and Germany are two very different countries in this field. A cooperation in some of these fields has been done, but much more could be possible.*

*What kind of cooperation can be developed?*

Moderation : NN, VCI, Germany (tbi)

Co Moderation : Fernando Figueiredo, ABIQUIM, Brazil (tbi)

Initial Presentation of the situation: NN, Germany (tbi)

NN, Brazil (tbi)

*Issues that could be addressed: Quality Standards, New developments, etc. to be decide by ABIQUIM and VCI.*

**17h00 – 18h30 Panel II: Financing of Trade and Investment****Room**

Parallel

*With the new situation in the global economy, banks and capital markets are facing new risks for providing adequate and sufficient financial support. The differences of the banking situation in Germany and Brazil have different effects in their economies. State support for banks in Europe with low interest rates, and a strong private banking system in Brazil with high interest rates, are differences to overcome.*

*Trade financing has been reduced, avoiding risks, and investments financing are quite different in both countries. The capital market has priced the global situation and reduced the assets under book value bringing more difficulties for IPO.*

*Excessive red tape and the difficulty of recovery of loans in delay by the financial institutions affect access to credit, especially for micro and small enterprises. The high cost of financial intermediation increases the cost of projects and inhibits its effectiveness, so do red tape and legal uncertainty of operations.*

*With the reduced availability of resources through financing, two alternatives are left for the entrepreneur: financing with own resources or abandon the investment decision. The lower investment affects the growth of the country. When the company decides not to invest, it doesn't purchase new equipments, has its production capacity reduced and doesn't hire new employees.*

*The low capacity to meet the demand creates a pressure to increase the prices and loss of competitiveness, which also affects the exports.*

*How can Brazilian companies increase their activities in Germany?*

*How can German companies invest in the growing Brazilian market?*

*What kind of financing strategies are being used to help companies in the post-crisis scenario?*

Guest Speaker: Guido Mantega, Minister of Finance, Brazil (tbi)

Moderation: Roberto Teixeira da Costa, Member of the Board of Directors of Sul América, Brazil (c)

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- Workshop*
- Participants:*
- Stefan Böhlich, Head of Structured Export & Trade Finance, Commerzbank, Germany (c)
  - Ronaldo Cezario Correa, Deputy General Manager, Banco do Brasil (c)
  - Cristiano Zen, Loyal Partners, Brazil (tbc)
  - Adalbert Rödding, Partner, Freshfields Bruckhaus Deringer (c)
  - Hendrik Holdefleiss, Euler Hermes Kreditversicherungs-AG (c)
  - Paulo Roberto, BNDES, Brazil (tbi)

**20h00 – 23h00 German Brazilian Personality Award 2012***Venue: The Kurhaus Wiesbaden (c)*

**Ludwig Georg Braun, Chairman of Executive Board, B. Braun Melsungen AG**  
**Klaus Hermann Behrens, Brazilian and Latin American Entrepreneur**

**Tuesday, July 3<sup>th</sup>, 2012***Venue: Frankfurt Fair**Address: Ludwig-Erhard-Anlage 1***09h00 – 10h00 Opening: Dialogue between public and private sectors****Room**

*The German Brazilian year 2013-2014 will give both countries a possibility to strength the dialog between both societies. A broader program of cultural social and entrepreneurship activities will support this dialog.*

*What kind of issues will be for major interest of the public?*

*What kind of messages should be addressed for both sides?*

*Welcoming Remarks:* Markus Kerber, General Manager of BDI, Germany (c)

*Keynote:* Guido Westerwelle, Federal Minister for Foreign Affairs, Germany (c)

*German Entrepreneur:* Stefan Zoller, BDI Brazil Board (c)

*Brazilian Entrepreneur:* Weber Porto, President of AHK SP (c)

*Keynote:* Ambassador Ruy Pinto Nogueira, Vice Minister for Foreign Affairs, Brazil (c)

**10h00 – 10h15 Coffee Break****10h15 – 13h30** *Only to the delegates and special invited guests. Separate agenda***Room****German Brazilian Joint Commission on Economic Cooperation*****tbi: to be invited / tbc: to be confirmed / c: confirmed******\* Simultaneous translation***

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*For sustainable accelerated economic growth and development enhancing urban mobility is of utmost importance. Brazil's rapid economic growth and the extension of Brazilian cities require therefore continual improvement of their infrastructure. Brazil's transport system highly favours the private motorcar over other means of conveyance.*

*Hence, public transport systems in Brazilian cities have been far from achieving their full potential.*

*Germany, besides being a transit country, also relies on a steady modernized and effective urban transport system. The demand for improved individual and public transport is accompanied by a need for climate-friendly and sustainable transport innovations.*

*Given the challenge for climate protection and the decrease in global oil reserves, German government has set a clear goal: Germany is supposed to become a global market leader with 1 million electric cars driving on the streets by 2020. This target is clearly stated in the National Development Plan for Electric Mobility, which was adopted by the government in 2009. German industry aims for becoming one of the world's leading suppliers of electric mobility.*

*Brazil as well has developed an innovative concept as an alternative to traditional petroleum fuel vehicles- the flex fuel car. Light rail transit and interregional concepts of mobility are developing very fast in a continental dimension. Brazil took furthermore an active role at the United Nations Conference on Sustainable Development (Rio +20), which included "Sustainable Cities" as one of the critical issues. In addition, several projects for enhancing urban transport systems are set up in the light of the FIFA World Cup in 2014 and the Olympics in 2016.*

*It is both Brazil's and Germany's challenge to guarantee reliable, secure and efficient mobility for their citizens and for industry and commerce while reducing radically carbon dioxide emissions and limiting environmental pollution. New industrial solutions and innovative concepts as well as a broad range of policy tools are required for this purpose.*

*Effective and environmental compatible transport systems and extensive mobility remain vital for ensuring economic growth, prosperity and social welfare for both nations.*

- 1. Which innovative concepts are being developed for the major issues of urban mobility? Do they represent viable solutions for Brazil's and Germany's demand?*
- 2. How can Brazil and Germany, the so-called "Green Economies", combine efforts and create joint solutions for meeting the challenges of urban mobility? In which areas can German industry offer technologies to serve Brazilian cities' demand for urban mobility?*
- 3. What are recent government actions in Brazil and Germany to enhance urban mobility?*
- 4. Which measures are necessary for attracting further investments in urban infrastructure of the private sector? How can one increase and sweeten it for investors? To what extend can Public-Private-Partnerships be enhanced?*
- 5. How can policy makers and industry create incentives for citizens to adopt effective, environmentally-friendly and new habits?*

**Moderation:** Paulo Ricardo Stark, President of Siemens, Brazil

(c)

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- Workshop Participants:*
- Thomas Schmall, President Volkswagen, Brazil (c)
  - Ulrich Homburg, Member of the Management Board Passenger Transport, DB Mobility Logistics AG, Germany (c)
  - Mascarenhas (tbc)
  - Prof. Imgard (tbc)
  - (tbc)
  - Aguinaldo Velloso Borges Ribeiro, Federal Minister of Cities, Brazil (tbc)

**10h15 – 11h45 Workshop 6: SMEs Cooperation****Room****Parallel**

*The SME's cooperation in the international field has changed in the last decade. Globalization has reached SMEs, following the demand of the large enterprises and through new IT technologies.*

*Actions of export support should be intensified, not only as a resource to expand demand, but as a way of increasing competitiveness.*

*Exporting companies are more likely to compete, tend to be more innovative, internalize patterns of competitiveness in the domestic market and disseminate productivity gains.*

*The sector faces many challenges in their operations, such as difficult access to credit and information, low management training and difficult to train its workforce. Their vulnerability to the economic environment is high and, alone, SMEs are unable to afford the changes necessary to foster their development.*

*There are many challenges to the SME inclusion in the international market, but some actions may accelerate this process: inclusion of SME suppliers in supply chains, strengthening public-private partnerships, technology transfer, government policies to promote innovation, partnerships between large companies and SMEs.*

*What are the successful programs of SMEs internationalization?*

*How to take advantage of the existing cooperation programmes and share know how in order to promote SMEs?*

*Moderation:* Lucas Izoton, Vice President, CNI, Brazil (c)

- Workshop Participants:*
- Carlos Alberto dos Santos, Director of SEBRAE, Brazil (c)
  - Rubens Gama, Director of Trade and Investment Department, Itamaraty, Brazil (tbc)
  - Mauricio Borges, President of Apex-Brasil, Brazil (tbc)
  - Bodo Liesenfeld, Chairman of LAV, Germany (c)
  - Reinhold Festge, Chairman of LAI, Germany (c)
  - Justus Vitinius, First Vice President Latin America, DEG – Deutsche Investitions- und Entwicklungsgesellschaft mbH (c)

**10h30 – 11h30 Sectoral Meeting Machine & Equipment****Room****Parallel**

*The modernization of an industry depends profoundly of the quality performance of their machine and tool industries. Countries that are developing fast their industrial park need highly regarded technology. The cooperation in the technological field has no boundaries. However complex industries need nearby suppliers which can interpret fast and precise the industry customer need. Brazil industries are being pressured by Chinese competitiveness on price. To have a larger and broader strategy a combination of development, assembling and providing technology can be an interesting strategy for German and Brazilian companies. What kind of cooperation can be developed?*

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*Moderation* : VDMA, Germany (tbi)

*Co Moderation* : Luiz Aubert Neto, President, ABIMAQ, Brazil. (tbc)

*Initial Presentation of the situation:* NN, Germany (tbi)

NN, Brazil (tbi)

*Issue that could be addressed:* Quality Standards, New developments, etc.  
to be decide by ABIMAQ and VDMA.

**12h00 – 13h30****Room****Parallel****Workshop 7: Food, Feed, Fiber and Fuel Agribusiness new Frontiers**

*Germany and Brazil have developed since 2003 an Initiative for the cooperation in the Agribusiness area. Strategic issues like energy and food have been ranked as the most important issues for the next decades. Innovation from the crop to the end product on the table of the consumer has been developed between both countries. The innovation up streaming the bio products to new chemical substances were target for many companies to invest in Brazil.*

*The Rio+20 shows what kind of agribusiness impacts for the food, energy, health care should be developed for the next decades.*

*The “Four F” stays for the strategic areas of a modern and competitive agribusiness. Brazil has developed these four areas, food, feed, fiber and fuel in a harmonious way. Germany is investing in technology in different areas of these very competitive field*

*How can Germany and Brazil develop a new context of cooperation?*

*What kind of technologies are being develop by both?*

*How to improve the participation of both in third market?*

*What did we learned from the Rio+20?*

*Moderation:* Luiz Carlos Corrêa de Carvalho, President of ABAG, Brazil (c)

*Workshop Participants:* ▪ Monika Bergamaschi, State Secretary of Agriculture of São Paulo (tbc)

▪ Jordi Tormo y Blasco, BASF (Herbicide) R&D (BDI) (c)

▪ Weber Porto, President of AHK, Brazil (c)

▪ André Müller Carioba, President of AGCO, Brazil (c)

**tbi: to be invited / tbc: to be confirmed / c: confirmed**

**\* Simultaneous translation**



**BDI**



**CÂMARA  
BRASIL  
ALEMANHA**



**12h00 – 13h30**

**Room**

**Parallel**

**Workshop 8: Healthcare: new possibilities for cooperation**

*With a share of about 10% of Germany's Gross Domestic Product and more than five million jobs, health care is one of the most outstanding economic sectors in Germany. The challenges concerning the growth and maintenance of the health system in Brazil call for joint forces from both governmental and private sector stakeholders in order to develop integrated and sustainable solutions. Health care equipment as well as pharmaceuticals are among the most significant products in the trade relationship between Brazil and Germany. For the sport events of 2014 and 2016 it is necessary to create a specific plan for the health issues involved.*

*Combining German and Brazilian competences will result in appropriate solutions and an efficient Brazilian health system for the benefit of both sides in the long term. Cooperation has been made in the field of providers and distribution but also in the area of the management of hospital and insurance issues. However, the realization of these cooperation projects requires adequate economic and political conditions that have to be established and strengthened. Brazil needs to put efforts in R&D in the health area, for instance by profiting from the German expertise in developing new products and applications. Prothesis development and production is a new and very important field in Brazil, in which Germany has already gained positive experience. Hospital Management is an issue for both Brazil and Germany. Strategies to ensure medical access with social responsibility held an important dimension for the countries and entrepreneurs.*

- 1. What has German policy learned from the constant demands of its health system and how is cooperation with the private sector?*
- 2. Brazil has defined Health Care as one of the priority sectors for innovations. Which strategy will be adopted by the Brazilian government to ensure this and how will cooperation be arranged between public and private sectors?*
- 3. In which areas can Brazil and Germany intensify cooperation on this sector and which technological solutions can be developed in partnership? What kind of know-how could Brazil and Germany develop in the managing area?*
- 4. What role do new technologies play in the health care sector in Brazil with regard to establishing an integrated healthcare system and efficient healthcare provision in primary, secondary and tertiary care?*
- 5. Which stakeholders will be involved in the development of disaster preparedness and management plans with regard to establishing a networked and efficient healthcare system for the 2014 and 2016 sport events?*

- Moderation:* Wolfgang Mähr, President of Board Of Directors of Celesio, Germany (c)
- Workshop Participants:*
- Rainer Baule, President of Board of Directors & CEO, Fresenius Kabi, Germany (tbc)
  - Reginaldo Arcuri, President of Grupo FarmaBrasil, Brazil (tbc)
  - NN, ABIMO, Brazil (tbi)
  - Gunther Matter, President of Hospital Osvaldo Cruz, Brazil (c)
  - Theo van der Loo, President of Bayer Schering, Brazil (tbc)

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**BDI****CÂMARA  
BRASIL  
ALEMANHA****Tuesday, July 3<sup>th</sup>, 2012**

Venue: Frankfurt Fair

Address: Ludwig-Erhard-Anlage 1

**12h00 – 13h30****Presentation of Infrastructure Projects****Room***Brazil faces a unique opportunity internationally visible to deepen progress and increase consistently investments in infrastructure.***Parallel***The fast economic recovery after the international crisis, discoveries of oil and natural gas in the pre-salt layer and the World Cup and the Olympics are good examples of that.**The Brazilian Growth Acceleration Program (PAC) aims the recovery of the planning and execution of works on social infrastructure, urban, logistics and energy, contributing to the fast and sustainable development of the country.**Designed as a strategic rescue plan for the recovery of investments in Brazil, PAC has important projects on different sectors, such as Belo Monte Hydroelectric dam, housing programs, the Petrochemical Complex of Rio de Janeiro and the high speed train.**Despite that, the commitments made by Brazil in the infrastructure sector are unlikely to be achieved on time if there is no proper management in restructuring and modernizing the public administration and institutional environment.*

Moderation: Paulo Godoy, ALUPAR, Brazil

(c)

Presentation: Mário Lima, Executive Secretary of Secretariat of Ports

(c)

Bruno Musso, ONIP, Brazil

(c)

Ralph Lima Terra, Vice President of ABDIB

(tbc)

NN, CNI

(tbi)

NN, Invest SP

(tbi)

**13h30 – 14h00****Panel III: Closing Session****Room**

▪ Ambassador Ruy Nogueira, Itamaraty, Brazil

(c)

▪ Anne Ruth Herkes, State Secretary of Ministry of Economics, Germany

(c)

▪ Carlos Mariani, CNI, Brazil

(c)

▪ Stefan Zoller, BDI Representative, Germany

(c)

*Invitation to the next German Brazilian Economic Meeting in São Paulo**Presentation of the State of São Paulo by Governor of São Paulo.**Presentation of the next meeting by the President of FIESP Paulo Skaf.*

Moderation: Ingo Plöger, AHK

(c)

**14h00****Luncheon****Room****15h00****Visit to companies and research institutions**

- Research Logistic + Management
- Biotechnology Institute in Frankfurt (traffic of big cities)
- Fraunhofer-Gesellschaft

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