



Deutsch-Brasilianische Wirtschaftstage
Encontro Econômico Brasil-Alemanha



BDI

CNI

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)

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PROGRAM

As of 25th August 2014

German Brazilian Economic Meeting 2014

XXXII Entrepreneurial Meeting and
XLI Meeting of the Joint Commission on Economic Cooperation

“Industry for the future”

Conference venue:
Hamburg, Germany

August 31st Sunday to September 2nd Tuesday, 2014

Venue: Congress Center Hamburg
Am Dammtor / Marseiller Strasse
20355 Hamburg

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German Brazilian Economic Meeting 2014
XXXII Entrepreneurial Meeting and
XLI Meeting of the Joint Commission on Economic Cooperation
“Industry for the future”

Sunday, August 31st, 2014 Park Hyatt Hotel Bugenhagenstraße 8, 20095 Hamburg		
10h00 - 11h00 <i>Room:</i> In parallel <i>Coordination:</i>	<u>Invitation only for Members</u> Preparatory Meeting of the German-Brazilian Initiative on Agribusiness (Brazilian side)	
	<ul style="list-style-type: none"> ▪ Lino Colsera, Heaed of Department International Agribusiness Trade Affairs ▪ Luiz Carlos Corrêa de Carvalho, President, ABAG. 	c c
10h00 - 11h00 <i>Room</i> In parallel <i>Coordination:</i>	<u>Invitation only for Members</u> Preparatory Meeting of the German-Brazilian Initiative on Agribusiness (German side)	
	<ul style="list-style-type: none"> ▪ Friedrich Wacker, German Ministry of Agriculture ▪ Jordi di Tormo y Blasco BASF, Herbicide R&D 	(c) (c)
11h00 – 14h00 <i>Room</i> <i>Coordination:</i>	<u>Invitation only for Members</u> Meeting of the German-Brazilian Initiative on Agribusiness* <i>Reminder Bio Economy</i>	
	<ul style="list-style-type: none"> ▪ Jordi Tormo y Blasco, BASF (Herbicide) R&D. ▪ Luiz Carlos Corrêa de Carvalho, President, ABAG. ▪ Friedrich Wacker, German Ministry of Agriculture 	c c (c)
14h00 – 14h30	Luncheon	
14h30 – 17h30 <i>Room:</i> <i>Coordination:</i>	<u>Invitation only for Members</u> Meeting of the Forum SMEs**	
	<p>Thomas Timm, AHK Sao Paulo</p> <p>Humberto Rodrigues V CNI, Pres COPEM</p>	(c) (c)

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<p>14h30 – 17h30 <i>Room:</i></p>	<p><i>Invitation only for Member</i> <u>German Brazilian Dialog - Cooperation for Innovation</u></p>
<p><i>Coordination:</i></p>	<p>Brazilian side: Pedro Wongschowski, President AB EMBRAPPII (c) Secr.Exec. Alvaro Toube Prata, Min. Ciencia e Tecnologia (c) German side: Dieter Rombach, Fraunhofer Gesellschaft (c) Stefan Schneider, Bundesministerium für Bildung und Forschung (c)</p>
<p>18h30</p>	<p><i>Transfer to Personality Award</i></p>
<p>19h00 <i>Venue:</i></p>	<p>German Brazilian Personality Award 2014* Chamber of Commerce, Hamburg Börsensaal German Awarded – Dr. Reinhold Festge, Vorsitzender Lateinamerika-Initiative Brazilian Awarded – Antonio Roberto Cortes, MAN Brazil</p>

*simultaneous interpretation German-Portuguese / **English

German Brazilian Economic Meeting 2014
XXXII Entrepreneurial Meeting and
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German Brazilian Cooperation for Competitiveness
“Industry for the future”

<u>Monday, September 1st, 2014</u> Venue: CCH Address: Am Dammtor / Marseiller Straße, 20355 Hamburg	
08h00	Registration and Welcome Coffee
09h00 - 10h15 <i>Room:</i>	Opening Session of the German Brazilian Economic Meeting 2014
<i>Greetings:</i>	<ul style="list-style-type: none"> ▪ Olaf Scholz, Mayor of the City of Hamburg (c) ▪ Ulrich Grillo, President, BDI (c) ▪ Paulo Gilberto Fernandes Tigre, Vice-President, CNI (c) ▪ Mauro Borges, Minister of Industry and Trade of Brazil (c)
10h15 - 12h00 <i>Room</i>	<p>Panel – Economic Policy Panel*</p> <p>A new strategic partnership</p> <p><i>Brazil and Germany have shared a Strategic Partnership since 2008 that determines the bilateral and multilateral cooperation. In 2014 - 15 changes took and will take place in both countries. A new government was installed in Germany and elections will take place in Brazil. The globalized world is changing due to multilateral cooperation in trade, environmental, and security issues. Negotiations about Free Trade Agreements between the EU and the USA, as well as between the EU and Mercosur are driving economic changes. China and Latin America are in a new phase of their relationship with an increasing level of investments and trade. New companies have global orientations and also Brazilian multinationals gain more influence. SMEs and their profit margins are increasingly influenced by changes in the global economy. Consumers of the worldwide emerging middle class give new impulses for products and increase demand. Better business environments, for innovations and the creation of new jobs are essential. Both countries are affected by a changing global economic environment with increasing competition.</i></p> <ol style="list-style-type: none"> 1. <i>What are the biggest challenges for both countries? In which fields can they work together?</i> 2. <i>How can the bilateral partnership contribute to strengthen the economic positions of both countries?</i> 3. <i>What is the greatest contribution of Germany and Brazil in their region?</i> 4. <i>What are the possibilities to strengthen the industry?</i>

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<p><i>Coordination:</i></p> <p><i>Panel participants:</i></p>	<ul style="list-style-type: none"> ▪ Dr. Uwe Heuser, Journalist, Die Zeit ▪ Emb. Carlos Antonio da Rocha Paranhos Chief of the Braz. Delegation ▪ Uwe Beckmeyer, Parliamentary State Secretary, Federal Ministry of Economics and Energy and coordinator maritime economy ▪ Ingo Plöger, President CEAL , ▪ Dr. Stefan Zoller BDI Pres. of the Brazil Board ▪ Michael Vassiliades, Vorsitzender Industriegewerkschaft Bergbau, Chemie, Energie 	<p>(c)</p> <p>(tbc)</p> <p>(c)</p> <p>(c)</p> <p>(c)</p> <p>(c)</p>
<p>12h00 – 12h30</p> <p><i>Room</i></p>	<p>Press Conference</p> <ul style="list-style-type: none"> ▪ Uwe Beckmeyer, Parliamentary State Secretary, Federal Ministry of Economics and Energy and coordinator maritime economy ▪ Mauro Borges, Minister of Development and Trade Brazil ▪ Ulrich Grillo, President, BDI ▪ Paulo Gilberto Fernandes Tigre, Vice-President, CNI ▪ Thomas Schmall, Volkswagen do Brasil, AHK President ▪ Dr. Stefan Zoller, Brazil Board, BDI 	<p>(c)</p> <p>(c)</p> <p>(c)</p> <p>(c)</p> <p>(c)</p> <p>(c)</p>
<p>12h00 – 13h30</p> <p><i>Room</i></p>	<p>Luncheon for participants</p>	
<p>12h00 - ca.12h45</p>	<p>Presentation of Study German-Brazilian Partnership by Bertelsmann Stiftung (Dr. Jörg Dräger) and Fundação Getulio Vargas (Carlos Ivan Simonsen Leal) (c)</p> <p><i>Light Luncheon support</i></p>	

<p>13h30 – 17h00</p> <p>Room Parallel</p>	<p>Forum I: Logistics and Infrastructure as a precondition for growth*</p> <p><i>Sustainable growth can only be achieved under certain conditions, like an efficient infrastructure, a well-trained labor force, high levels of productivity, an innovative industry and balanced production costs. All this can be summarized in one single word: Competitiveness. An economy can only grow sustainably if it is competitive.</i></p> <p><i>Infrastructure investments are crucial in order to improve competitiveness and accelerate sustainable growth. Enhancing productivity and addressing other production cost-related problems (high taxation, logistic bottlenecks, etc.), logistic and mobility are some of the key issues for strategic competitive advantages. Entrepreneurs and States together can face these challenges, sharing investments and management.</i></p> <ol style="list-style-type: none"> 1. <i>How can Brazil and Germany join efforts and find solutions to meet the challenges of competitiveness?</i> 2. <i>Is there a common agenda to address solutions for urban mobility?</i> 3. <i>Are Investment flows able to improve the competitive structure of both economies?</i> 4. <i>Fast changing business environments need flexibility and clear rules. How can Public-Private Partnerships answer these challenges?</i>
<p>13h30 – 17h00</p> <p>Room: Parallel</p>	<p>Forum II: German Brazilian value added Chains*</p> <p><i>The global market is structured in interdependent chains. Fast regional growth and logistic bottlenecks developed new networks of global production channels worldwide. The current challenge is how to be part of the channel, adding value with new products and processes. Germany leads some value added chains in the upper level of technology and services. Brazil leads chains in the food, feed and fiber, minerals and energy intensive chains. The automotive, aerospace and IT sector offer great possibilities for cooperation between the two countries.</i></p> <ol style="list-style-type: none"> 1. <i>What are channels for a fruitful cooperation?</i> 2. <i>How can Brazilian companies be inserted in German Chains?</i> 3. <i>How can German companies be a part of Brazilian competitive Chains?</i> 4. <i>How can companies add value in global chains beyond Germany and Brazil?</i>
<p>13h30 – 17h00</p> <p>Room: Parallel</p>	<p>Forum III: Health Care*</p> <p><i>Germany has invested for decades in innovation and health care infrastructure. There is an increasing demand in Brazil for improved health care, from hospitals, health service management and high-end hospital equipment, to demand of pharmaceuticals and medical devices (including prostheses). Both generics and label products are growing fast in this market. German companies are already investing in the Brazilian health care market, but the potential is not exhausted yet.</i></p> <ol style="list-style-type: none"> 1. <i>How can Brazil improve the attractiveness for foreign investments in this area?</i> 2. <i>How can Germany contribute to the conduction of more R&D in Brazil?</i> 3. <i>What are the real chances for cooperation between German and Brazilian companies?</i> 4. <i>Is Innova Pharma the right partner for German companies to carry out R&D in Brazil?</i>

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<p>13h30 – 15h00</p>	<p>Infrastructure:</p> <p>Railroads</p> <p>Airports</p> <p>Urban Mobility</p>	
<p>Moderator:</p>	<p>Wagner Cardoso , Director CNI</p>	<p>(tbc)</p>
<p>Kick off: Kick off:</p> <p>Discussion:</p>	<p>Christian Murach, Member of the Board, KfW IPEX Bank Nelson Siffert, BNDES Infrastructure Director</p> <p>Guilherme Vieira e Mendonça, General Director of the Infrastructure & Cities Sector, Siemens Ltda.</p> <p><u>Martin Glass, Director gmp Architects von Gerkan, Marg and Partners</u></p>	<p>(c) (c)</p> <p>(c)</p> <p>(c)</p>
<p>15h00 – 15h30</p>	<p>Coffee Break</p>	
<p>Moderator:</p> <p>15h30 – 17h00</p> <p>Kick off: Kick off: Discussion</p>	<p>Wagner Cardoso , Director CNI</p> <p>Logistics:</p> <p>Antonio Henrique P. Silveira, Vice-Minister of Ports Special Secretary of Ports Financing Expert: Carlos Marcio Cozendey, Sts Ministry of Finance</p> <p>Erich Staake, CEO Duisport Dieter Michell-Auli, Geschäftsführer Deutsche Bahn International Leonardo Monteiro Diretor Gestão Porto Suape</p>	<p>(tbc)</p> <p>(c) (c)</p> <p>(c) (c) (c)</p>

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<p>13h30 – 15h00</p>	<p>Oil and Gas:</p>	
<p>Moderator:</p>	<p>João Emilio Padovani Gonçalves, Executive Manager of Industrial Policy, CNI</p>	<p>(c)</p>
<p>Kick off Brazil: Kick off: Discussion</p>	<p>Carlos Soligno Carmerini Superintendente de Tecnologia ONIP Stefan Böhlich, Commerzbank</p> <p>Robert Tikovsky, Executive Vice President, Head of Product Line “Hydrogen and Synthesis Gas Plants”, Linde AG, Engineering Division Berchermann Wintershall, Michael Vahrenkamp STEAG CEO Brazil</p>	<p>(c) (c) (c) (tbc) (c)</p>
<p>15h00 – 15h30</p>	<p>Coffee break</p>	
<p>15h30 – 17h00</p>	<p>Automotive</p>	
<p>Moderator:</p>	<p>Dr. Kay Lindemann, Verband der Automobilindustrie e.V.</p>	<p>(c)</p>
<p>Kick off Brazil: Kick off Germany: Discussion</p>	<p>Thomas Schmall, Volkswagen do Brasil</p> <p><i>Andre Müller Carioba AGCO</i> <i>Besaluel Botelho, Bosch</i> <i>Wilson Bricio, Präsident ZF</i> <i>Antonio Roberto Cortez President MAN</i></p>	<p>(c) (c) (c) (c) (c)</p>

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<p>13h30 – 17h00</p> <p>Room: Parallel</p>	<p>Forum III: Health Care*</p> <p><i>Germany has invested for decades in innovation and health care infrastructure. There is an increasing demand in Brazil for improved health care, from hospitals, health service management and high-end hospital equipment, to demand of pharmaceuticals and medical devices (including prostheses). Both generics and label products are growing fast in this market. German companies are already investing in the Brazilian health care market, but the potential is not exhausted yet.</i></p> <ol style="list-style-type: none"> 1. <i>How can Brazil improve the attractiveness for foreign investments in this area?</i> 2. <i>How can Germany contribute to the conduction of more R&D in Brazil?</i> 3. <i>What are the real chances for cooperation between German and Brazilian companies?</i> 4. <i>Is Inova Pharma the right partner for German companies to carry out R&D in Brazil?</i>
<p>13h30 – 15h00</p>	<p>Hospital/Medical Equipment:</p>
<p>Moderator:</p>	<p>Prof. Jörg Heukelbach, GHP/GITEC</p> <p style="text-align: right;">(c)</p>
<p>Kick off Brazil: Kick off Germany : Discussion</p>	<p>Paulo Ricardo Stark, CEO Siemens do Brasil</p> <p>Dr. Andreas Amann, Partner and Head of Pharma&Healthcare Detecon/Dt.Tel Prof. Hans Näder Pres. Ottobock Dr. Jefferson Gomes Fernandes, Hospital A. Marcelo Osvaldo Cruz HAOC Carlos Alberto Pereira Goulart ABIMED Presidente Executivo</p> <p style="text-align: right;">(c) (c) (c) (c)</p>
<p>15h00 – 15h30</p>	<p>Coffee break</p>
<p>15h30 – 17h00</p> <p>Kick off Brazil: Kick off Germany: Discussion</p>	<p>Pharmaceuticals inc. Natural Remedies:</p> <p>Reginaldo Arcuri Farma Brazil</p> <p>Christian Lohbauer, BAYER Health Care</p> <p>Felipe Dannemann Dannemann Adv. Patentes NN Dräger Lubecka (?) Petro Hoheisel Fresenius (?) NN Merck (?)</p> <p style="text-align: right;">(c) (c) (tbc) (tbi) (tbi)</p>

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<p>17h10 – 18h15 <i>Room</i></p>	<p>Closing Session*: Special Guest Key Note Speaker</p> <ul style="list-style-type: none"> ▪ Sigmar Gabriel, Fed. Minister of Economy Affairs and Energy-Technology <p>Presentation of Joinville as the next site Udo Doehler Mayor of Joinville Glauco Côrte, Vize-President CNI, President of the Federation of Industries of the State of Santa Catarina</p> <p>Signing of Agreement between IEL S. Catarina and SIBE/Steinbeis Glauco José Côrte – President, FIESC and Natalino Uggioni, Director, IEL-SC Prof. Dr. Werner G. Faix, Peter M. Dostler and Ardin Djalali - SIBE/Steinbeis</p>	<p>(c)</p> <p>(c)</p> <p>(c)</p> <p>(c)</p> <p>(c)</p> <p>(c)</p>
<p>19h00</p>	<p><i>Transfer to Reception</i></p>	
<p><i>Introduction:</i> 19h30 <i>Venue:</i></p>	<p>CNI or BDI</p> <p>Reception</p> <p>Senate of Hamburg “Fischauktionshalle”</p>	<p>(c)</p>

*simultaneous interpretation German-Portuguese / **English

The second day will be concentrated on sectors, where Hamburg/ northern Germany has a focus on like maritime logistics, renewable industry and consumer goods.

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German Brazilian Cooperation for Competitiveness
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Tuesday, September 2nd, 2014

Venue: Congress Center Hamburg

Address: Am Dammtor / Marseiller Strasse

09h00 – 09h45	<p>Opening of the “Hamburg Day”*</p> <p><i>Opening of the “Hamburg Day”</i></p> <p><i>Presentation of Hamburg as one of Europe’s economically leading regions and its traditional ties to Brazil and Latin America</i></p> <p>Greeting: Senator Horch and LAV-President Liesenfeld</p> <p>Short presentation Brazilian Vice-Minister of Ports Special Secretary of Ports Antonio Henrique P. Silveira</p> <p>Introduction to Workshops: Dr. Egert (parallel medial)</p>
10h30 – 13h30 <i>Room</i>	<p><i>Only to the delegates and special invited guests. Separate agenda</i></p> <p>German-Brazilian Joint Commission on Economic Cooperation*</p>
10h00 – 11h30 <i>Room:</i> <i>Parallel</i>	<p>Forum IV: Port + Logistics (Orga LAV)*</p> <p>Opportunities, Challenges and Solutions for Germany and Brazil</p> <p><i>A challenging issue is the combination of competitiveness and quality of life, especially concerning intermodal logistics, long haul maritime cabotage, railway, trucks etc. Public administrators and Private operators have to balance public and private interest. The Region of Hamburg has developed integrated concepts. Regions in Brazil like Santos, Rio de Janeiro, or even smaller ports in Santa Catarina are planning the integration of all modalities in their future plans.</i></p> <ol style="list-style-type: none"> 1. <i>What can we learn from each other?</i> 2. <i>What are the major challenges for the public to accept investments in their region?</i> 3. <i>What kind of model of private participation in public investments has been more successful?</i> 4. <i>What are the necessities to improve maritime logistics in Brazil and Germany?</i>

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Moderator:	Julian Thomas , Managing Director, Hamburg Süd und Aliança Navegação e Logística Ltda., São Paulo	(c)
Participants:	Axel Mattern, Vorstand Business Association Port Hamburg Jens Meier, Vorsitzender der Geschäftsführung, Hamburg Port Authority Johan-Peter Schryver, Vorsitzter Society Hamburger Shipping Company Wagner Cardoso, Executive Manager of Infrastructure, CNI Antonio Henrique P. Silveira, Brazilian Vice-Minister of Ports Special Secretary of Ports	(c) (c) (c) (c) (c)
10h00 – 11h30 <i>Room:</i> <i>Parallel</i>	Forum V: Trade, Consumer Goods and Industry* Market Access to Germany and Brazil Over the past years, both German and Brazilian consumers have been changing their purchase behavior: E-Commerce has become one of the key sales areas. The internet allows companies to reach their potential consumers more effectively and on a worldwide scale. At the same time, companies face new challenges due to different distribution channels and rising international competition. <ol style="list-style-type: none">1. <i>How should companies act given these new trends?</i>2. <i>What are the new elements for distribution channels?</i>3. <i>Quality awareness for entrance products, how to compare with traditional ones?</i>4. <i>Development and marketing, centralize or decentralize?</i>	
Moderator:	Dr. Hans Fabian Kruse, President AGA	(c)
Participants:	Dr. Ulrich Schmidt, Board Finance, Supply Chain and Latin America, Beiersdorf AG Dr. Rainer Hillebrand, Vice Chairman OTTO Group Bert-Jan Knoef, CEO, Still GmbH Maria Beatriz Bley, CEO Planeta Organico,	(c) (c) (c) (c)

<p>10h00 – 11h30 <i>Room:</i> <i>Parallel</i></p>	<p>Forum VI: Renewable Energies* Clean Urban Infrastructure Dialogue</p> <p>Reliable and affordable energy supply is a precondition for economic growth. Both, Germany and Brazil seek to reduce the use of fossil energy and replace it by the use of clean energy. There is a need for more sustainable energy sources in order to avoid negative effects on the environment such as the emission of greenhouse gases. Brazil and Germany are considered to be examples of leading green economies. Both governments are concerned with sustainability and the use of a more environment-friendly energy mix. Innovative and high-tech-products are needed for all stages, from exploration to energy consumption.</p> <ol style="list-style-type: none"> 1. <i>What are the perspectives for a new energy mix in both countries?</i> 2. <i>What are the perspectives for biofuel markets facing rising global commodity prices?</i> 3. <i>Which are the contributions made by the industry to implement solutions for an economical and sustainable future? What potential does energy efficiency have in the industrial innovation scenario? What are the latest developments? What are recent government actions in both Germany and Brazil to increase energy efficiency?</i> 4. <i>What are potentials for German companies to access the Brazilian renewable energy market?</i> 	
<p>Moderator:</p>	<p>Paolo Soares, Senvion SE, Executive Vice President Sales</p>	<p>(c)</p>
<p><i>Participants:</i></p>	<p>Dr. Michael Beckereit, Managing Director Energy and Hamburg Water Uli Hellweg, Managing Director IBA Prof. Celina Ramalho, FGV Projetos - Fundação Getulio Vargas (FGV) Dr. Otavio Mielnik, FGV Projetos - Fundação Getulio Vargas (FGV)</p>	<p>(c) (c) (c) (c)</p>
<p>11h030– 12h30</p>	<p>Networking Snack-Lunch</p>	
<p>13h00</p>	<p>Luncheon Joint Commission with Closing and signing the protocol.</p>	
<p>12h30 – 16h00 <i>Parallel</i></p>	<p>Company sight visits*:</p> <ul style="list-style-type: none"> • Ports, Logistics, Trade Port, CTA, NKG Kala Hamburg • Industry visit of Airbus (incl. access by ship) • Renewable Energy (Energy Bunker; Access at Hafen City via hydrogen bus) Involvement IBA, Hamburg port, Energy 	

*simultaneous interpretation German-Portug