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Welcome Message

It is an honor to be part of such a prestigious organization with a solid track record and reputation. The Brazil-U.S. Business Council is the leading policy and advocacy organization dedicated to strengthening the U.S.-Brazil economic relationship. Today, our membership is made up of more than 100 of the largest and most influential companies operating both in Brazil and the United States. With your support, we will continue to grow as an institution and unleash the potential of the bilateral relationship.

As investors that create jobs and opportunities in each market, our member companies have a critical stake in the Brazil-U.S. economic partnership. We work together with both governments to set policy priorities and share best practices that make the United States and Brazil more competitive in the global marketplace.

Meeting regularly with officials at the highest levels of government, our members enjoy a leadership profile that sets them ahead of their global competition. They advance innovative solutions to challenges faced by companies doing business in Brazil through participation in strategic task forces and working groups.

The Brazil-U.S. Business Council is distinctively positioned to advance policy priorities to boost the business climate for global corporate leaders. We invite you to join us in our efforts to contribute to a strong and innovative partnership.

Cassia Carvalho
Executive Director
Brazil-U.S. Business Council, U.S. Section
About Us

The Brazil-U.S. Business Council is the premier business advocacy organization dedicated to strengthening the economic and commercial relationship between the United States and Brazil. Established in 1976, the Council is the oldest and largest bilateral private sector group in the U.S.-Brazil space and is composed of two sections.

The U.S. Section represents more than 100 of the major U.S. companies with investments and businesses in Brazil. It operates under the administrative aegis of the U.S. Chamber of Commerce and is chaired by The Coca-Cola Company. The Brazil Section represents Brazilian companies and trade associations with an interest in the United States. It is housed in the Brazilian National Confederation of Industry (CNI) and is chaired by Embraer.

In addition to this powerful structure, the Council works in conjunction with key Brazilian and U.S. private sector partners, including the American Chamber of Commerce for Brazil-São Paulo (AmCham), the American Chamber of Commerce for Brazil-Rio de Janeiro (AmCham Rio), the Brazil Industries Coalition (BIC), the Federations of Industries of the States of São Paulo (FIESP) and Rio de Janeiro (FIRJAN), the U.S.-Brazil CEO Forum, and other private sector groups. This extensive network of business organizations enables the Council to forge consensus between the two countries’ private sectors and communicate to both governments with a unique bilateral voice.

Vision

Be the preeminent business advocacy organization dedicated to facilitating and strengthening Brazil-U.S. economic and commercial relations.

Mission

Advance commerce and investment between Brazil and the United States through free trade, free markets, and free enterprise.

Objectives

- Advocate in Brazil and the United States for members’ interests and advance members’ policy priorities through task forces and working groups, coalitions, and joint programs with government and private sector stakeholders.

- Promote substantive interaction between members and leading policymakers in Brazil and the United States.

- Deliver exclusive business intelligence to members.
Dear Brazil Council Member:

For nearly four decades, the efforts of the Brazil-U.S. Business Council have promoted an ever-greater flow of goods, services, and investments between the United States and Brazil. Today, with both countries playing increasingly important leadership roles in the regional and global economies, we pursue a yet more ambitious agenda of economic partnership.

As reflected in the ongoing government-to-government Commercial Dialogue, Brazil and the United States are working together across a wide range of industries—from energy to logistics to education and others—to benefit from the complementarities and mutual strengths of our two economies. Our goal is increased competitiveness and prosperity in both countries.

As private sector leaders, we are committed to working with our governments to identify priority areas for bilateral collaboration and a vision for the future of this relationship. That is why, among other critical opportunities, we have been outspoken on the need for a Brazil-U.S. trade agreement that will provide an impetus for strategic, long-term cooperation between the two countries. Together with our partners in Brazil, the U.S. Section of the Brazil-U.S. Business Council provides a road map for such a partnership.

In all these efforts, it is the Council’s members—business leaders who are driving growth, jobs, and opportunities—who are key components to our success. With your continued engagement, we can take the bilateral relationship to a strategic partnership level. This will take a firm commitment by both the United States and Brazil to work together and a firm commitment by all of us to support continued progress toward the Council’s priorities. I look forward to working with you on this.

Ahmet Bozer
Brazil-U.S. Business Council, U.S. Section
Executive Vice President, The Coca-Cola Company, and
President, Coca-Cola International
Leadership

Chairman of the Board
The Coca-Cola Company
Ahmet Bozer
Executive Vice President, The Coca-Cola Company, President, Coca-Cola International

Chair Emeritus
Albright Stonebridge Group
Ambassador Anthony S. Harrington, Chair of the Managing Board

Board of Directors

Apple
Susan Schmidt
Senior Manager, Government Affairs
Latin America

Boeing
Jefferson Hofgard
Vice President, International Operations and Policy

Briggs & Stratton
Edward Wajda II
Vice President, International

Cargill
Greg Page
Executive Chairman of the Board

Caterpillar
Odair Renosto
President, Brazil

Chevron
Ali Moshiri
President, Latin America Exploration and Production

Cisco Systems
Rob Lloyd
President, Development and Sales

Citigroup
Hélio Magalhães
Chief Country Officer, Citi Brazil

DuPont Pioneer
Tim Glenn
Vice President and Regional Director, Canada and Latin America

FedEx Express
Marilyn Blanco-Reyes
Vice President, Legal and Regulatory Affairs, Latin America and Caribbean Division

Fogo de Chão
Larry Johnson
Chief Executive Officer

General Electric
Ambassador David Nelson
Senior Manager, Global Government Affairs and Policy, Americas

General Motors
Bob Ferguson
Senior Vice President, Global Public Policy

IBM
Christopher A. Padilla
Vice President, Governmental Programs

International Paper
Mark S. Sutton
Chairman and Chief Executive Officer

Johnson & Johnson
Antonio Ferreira
International Vice President, Janssen Latin America

McLarty Associates
Kellie Meiman Hock
Managing Partner

MetLife
Susan Greenwell
Senior Vice President, International Government Relations

Monsanto
Brett Begemann
President and Chief Operating Officer

MWV
Robert Beckler
Executive Vice President

NCR
John Gregg
Chief Executive Officer, NCR Manaus

Nike
Cinthia Battilani
Director, Public and Government Relations

PepsiCo
Laxman Narasimhan
Chief Executive Officer, Latin America Foods

Rockwell Collins
Allan Prowse
Vice President and Managing Director, Americas

UnitedHealth Group
Molly Joseph
Senior Vice President, Global Health, and President, Global Sites

Westinghouse
Graham Cable
Vice President, Nuclear Power Plants
Chair’s Circle

**Albright Stonebridge Group**  
Ambassador Anthony S. Harrington  
Chair of the Managing Board

**Briggs & Stratton**  
Todd J. Teske  
Chairman, President, and Chief Executive Officer

**Cargill**  
Greg Page  
Executive Chairman of the Board

**General Electric**  
Jeffrey R. Immelt  
Chairman and Chief Executive Officer

**Hilton Worldwide**  
Christopher J. Nassetta  
President and Chief Executive Officer

**International Paper**  
Mark S. Sutton  
Chairman and Chief Executive Officer

**McLarty Associates**  
Thomas F. “Mack” McLarty III  
Chairman

**MWV**  
Chairman and Chief Executive Officer

**NCR**  
William Nuti  
President, Chief Executive Officer and Chairman

**Nike**  
Trevor Edwards  
President, Nike Brand

**Westinghouse**  
Danny Roderick  
President and Chief Executive Officer
Brazil-U.S. Business Council Members

21st Century Fox
3M
Abbott Laboratories*
ACE Group
Actavis*
AES*
AIG Property Casualty*
Alaska Structures
Albright Stonebridge Group**
Alcoa
Altrius Group
Amgen*
Amway*
Apple**
APR Energy
Archer Daniels Midland
BAE Systems
Bank of America
Boeing**
Boston Scientific
Briggs & Stratton**
Calgon Carbon
Cargill**
Caterpillar**
Chevron*
Citigroup**
The Coca-Cola Company**
ConocoPhillips
Coviden
Dell
DeVry
DHL Express
Dow Chemical*
Dow Corning
DuPont Pioneer**
Eastman Chemical*
Eli Lilly

Embraer*
Experian
Exxon Mobil*
FedEx Express**
FMC*
Fogo de Chão**
General Electric**
General Motors**
Genworth Financial
Guardian Industries
Halliburton*
Harris
Hilton Worldwide*
Hogan Lovells
Honeywell
IBM**
International Paper**
John Deere*
Johnson & Johnson**
Lockheed Martin*
LORD
Mary Kay
MasterCard Worldwide
Mattos Filho e Advogados*
 McLarty Associates**
MWV**
Medtronic
Merck*
MetLife**
Microsoft
Mondelēz International
Monsanto**
Morgan Stanley*
Motorola Solutions
National Oilwell Varco
NCR**
Nike**
Oracle
Owens-Illinois

Parsons
PATRI*
PepsiCo**
Pfizer*
Pharma-Bio Serv
Philip Morris International*
Polaris Industries
Praxair
Principal Financial Group*
Procter & Gamble
 Qualcomm
Raytheon
RELX Group
Rembrandt Enterprises
Rockwell Automation
Rockwell Collins**
Shell Oil
Stephoe & Johnson
TE Connectivity
Time Warner
TransUnion*
Underwriters Laboratories
United Parcel Service
UnitedHealth Group**
United Technologies
Visa
Walmart
The Walt Disney Company
Westinghouse**
Whirlpool
Zoetis

*Denotes Board-Level Member
**Denotes Seat on Board of Directors
Programs

The Brazil-U.S. Business Council conducts annual programs that provide members with an opportunity to discuss their policy priorities, engage policymakers, and network.

For a full list of events, visit www.brazilcouncil.org/Events.

Strategic Planning Meeting and Midyear Review

The Strategic Planning Meeting convenes Council members in January to establish the organization’s strategies and tactics for the coming year. It is also an opportunity for members to ensure that their companies’ priorities are incorporated into the Council’s program of work. These priorities are revised every summer during the Midyear Review.

Annual Advocacy Mission

The Annual Advocacy Mission is the Council’s signature multisector advocacy effort in Brasília, Brazil. The mission traditionally takes place in the fall and brings together high-level executives from member companies and their Brazilian representatives to meet with key senior government officials from Brazil’s federal government. The Brazil Section of the Council also brings an advocacy mission to Washington, D.C., to engage the U.S. government on key issues of interest to the Brazilian private sector.

Sector-Specific Trade Missions

The Council regularly organizes sector-specific advocacy and business development missions to Brazil. These missions are structured based on member input and priorities.
Annual Plenary Meeting

The Annual Plenary Meeting is the Council’s major event that brings together its two sections for substantive public-private discussions on the Brazil-U.S. economic and commercial relationship. The plenary takes place in alternate years in Brazil and the United States in conjunction with either the U.S. or the Brazil Section advocacy mission.

Brazil Forum Series

The Brazil Forum is the Council’s event series featuring high-level public and private sector authorities from both the United States and Brazil. The series fosters in-depth discussions of developments in the economic and commercial bilateral relationship and provides members with opportunities to engage policymakers and business leaders.

Policy Meetings

The Council regularly hosts policy meetings through its task forces, working groups, and coalitions and by organizing private sector briefings, debriefings, and “industry days” in the context of bilateral government-to-government dialogues. These meetings offer opportunities for members to discuss their priorities, establish action plans to address them, and advocate directly with both countries’ governments to shape official bilateral initiatives.

Private Sector Presidential Summits

The Council works with the U.S. and Brazilian governments to organize private sector events on the margins of presidential summits. The Council hosted both the U.S. and Brazilian presidents during their official last visits to each other’s countries. On March 19, 2011, the Council hosted President Barack Obama for a U.S.-Brazil Business Summit in Brasilia, Brazil. On April 9, 2012, the Council hosted Brazilian President Dilma Rousseff for the Brazil-U.S. Partnership for the 21st Century conference in Washington, D.C. These events provide opportunities for the leadership of member companies to engage with high-level policymakers and business leaders of both countries.
Communications

To serve its members better, the Brazil-U.S. Business Council communications program encompasses exclusive business intelligence, website and social media, and issue-specific publications.

Business Intelligence

The Council provides valuable information and analysis on the state of play and structure of the U.S.-Brazil economic and commercial relationship and its key public- and private-sector stakeholders. Additionally, the Council offers two primary sources of executive business intelligence services—the Brazil Bulletin and the Policy Monitor.

Brazil Bulletin

The Brazil Bulletin is a weekly publication of the Council with a highly regarded executive summary of the latest Brazilian business, economic, and political news. It features exclusive interviews with policy and opinion leaders on major issues of interest and includes a calendar of upcoming Brazilian government and private sector events.

Policy Monitor

The Policy Monitor is a weekly publication that tracks Brazilian legislation, regulation, executive decrees, and key developments that affect members’ businesses. It is produced in partnership with Council member PATRI.

Website

The Council website offers the most complete public collection of U.S.-Brazil agreements and a listing of bilateral government-to-government dialogues. It is the only public source of information on key U.S.-Brazil initiatives, such as the Congressional Brazil Caucus and the U.S.-Brazil CEO Forum.

Explore these and other resources at www.brazilcouncil.org.

Social Media

The Council has an active social media presence where it engages with key private and public sector stakeholders and is a timely source of information on the bilateral relationship.
**Facebook and Twitter**

Follow the Council on Twitter (@BUSBC) and like us on Facebook (/BrazilCouncil) for breaking news, event updates and photos, information on the bilateral relationship, and more.

**LinkedIn**

Join the Council’s LinkedIn group to connect with members and other professionals working to further the U.S.-Brazil economic and commercial relationship.

**Publications**

Council publications cover key areas of interest to its membership and the bilateral private sector. The publications provide an in-depth overview, analysis, and outlook on specific issues and recommendations for policy improvement.

**Recent Publications**

*Advancing the Regulatory Coherence Agenda in Brazil*

*A U.S. Trusted Traveler Program With Brazil*

*The U.S.-Brazil Defense Partnership: Moving Toward Closer Cooperation*

*The U.S.-Brazil Energy Partnership: Bolstering Security, Growth, and Job Creation*

*A Greater Brazil? Industrial Policy, Competitiveness, and Growth*
Policy Advocacy

The Brazil-U.S. Business Council has a comprehensive policy program that contains more than 100 issues of interest to its members and their ability to do business in Brazil as U.S. companies. Most issues are Council-wide, while some are treated on an individual basis with member companies. The issues are multilateral, bilateral in nature (United States and Brazil), or require U.S. government or Brazilian government-specific action.

Council’s Strategic Priorities

The Brazil Council board has identified three long-term strategic priorities to focus on:

- ✔ U.S.-Brazil Trade Agreement Initiative
- ✔ Visa-Free Travel
- ✔ Bilateral Tax Treaty (BTT)

Task Forces, Working Group, and Top Policy Priorities

Council members have the opportunity to discuss their policy priorities in sector-specific task forces and working groups. All groups publish an official public position paper that lists their members’ priorities. These position papers are updated regularly and delivered to both the U.S. and Brazilian governments as part of the Council’s advocacy efforts. Here is a description of each task force and working group and the top policy priorities.

Innovation Task Force

The Innovation Task Force, chaired by IBM, promotes a better ecosystem for innovation in Brazil and is the home of the Council’s Scientific Mobility Program initiative.

For a full list of policy issues, visit www.brazilcouncil.org/Innovation.

Top Policy Priorities for the Innovation Task Force

- Intellectual Property (IP): Support an agreement that expedites patent application and approval. Encourage Brazil’s accession to the Madrid System for the International Registration of Marks. Support copyright legislation in Brazil that maintains current protections on par with international IP agreements.
• **Privacy and Data Protection**: Encourage the government of Brazil to adopt regulations that (1) do not disrupt transborder information flows, (2) do not disrupt the decentralized nature of the Internet, (3) allow consumers to benefit from the use of data in a secure manner, and (4) contemplate respect for data privacy.

**Tax & Investment Task Force**

The **Tax & Investment Task Force**, chaired by Citi, promotes increased U.S.-Brazil cooperation on tax matters, as well as reforms in Brazil to foster U.S. investment in the country. Mattos Filho e Advogados serves as vice chair.

Visit [www.brazilcouncil.org/TaxandInvestment](http://www.brazilcouncil.org/TaxandInvestment) for a full list of policy issues.

**Top Policy Priority for the Tax & Investment Task Force**

• **Bilateral Tax Treaty (BTT)**: Encourage the Government of Brazil and the U.S. government to launch negotiations of a BTT that would provide for elimination of double taxation and reduction and/or elimination of taxes on royalties, interests, and dividends.

**Trade Task Force**


For a full list of policy issues, visit [www.brazilcouncil.org/Trade](http://www.brazilcouncil.org/Trade).

**Top Policy Priorities for the Trade Task Force**

• **U.S.-Brazil Trade Agreement**: Encourage the Government of Brazil and the U.S. government to begin a dialogue on a trade agreement that includes broad commitments to market access with no a priori exclusions, trade rules, and cooperation.

• **Local Content Requirements (LCR)**: Encourage the Government of Brazil to roll back or at least provide flexibility to LCRs that affect multiple industries, including ICT (i.e., software, spectrum allocation, and data center localization), media, oil and gas, nuclear, and reinsurance.
• Legal Certainty, Regulatory Harmonization, and Transparency: Work with the Government of Brazil to provide legal certainty to safeguard and encourage private investment and secure legislation that promotes harmonization and transparency in rulemaking, including provisions on (1) regulatory impact analysis, (2) notice of rulemaking, (3) public consultations, and (4) a reasonable period of time for rule implementation.

• Implementation of Bali Trade Facilitation Deal: Encourage the Government of Brazil’s implementation of the Single Window and the Authorized Economic Operator programs and support the expansion of Brazil’s Express Delivery legislation.

Defense & Security Task Force

The Defense & Security Task Force, chaired by Rockwell Collins, is both a policy advocacy group and a business development forum to promote U.S. defense and security companies in the Brazilian market. Lockheed Martin serves as vice chair.

For a full list of policy issues, visit www.brazilcouncil.org/DefenseandSecurity.

Top Policy Priority for the Defense & Security Task Force

• Bilateral Agreements: Encourage the Government of Brazil to ratify the following U.S.-Brazil agreements: (1) 2012 Framework Agreement on Cooperation in the Peaceful Uses of Outer Space, (2) 2011 Air Transport Agreement (Open Skies), (3) 2010 Defense Cooperation Agreement, and (4) 2010 General Security of Military Information Agreement. Encourage the start of negotiations on a Technology Safeguard Agreement to protect launching technologies.
Energy Task Force

The Energy Task Force, chaired by Guardian Industries, issues policy recommendations related to bilateral dialogues, government-to-government collaboration, energy-related infrastructure, and trade in energy.

For a full list of policy issues, visit www.brazilcouncil.org/Energy.

**Top Policy Priority for the Energy Task Force**

- Encourage the Government of Brazil and the U.S. government to resume meetings of the Strategic Energy Dialogue with private sector participation.

Oil & Gas Working Group

The Oil & Gas Working Group operates under the Energy Task Force and is chaired by Chevron. This working group is the only Council policy advocacy group based in Brazil and is a joint effort with AmCham-Rio. The group promotes a better business environment for U.S. oil and gas companies operating in the Brazilian market.

For a full list of policy issues, visit www.brazilcouncil.org/OilandGas.
PROGRAM OF WORK

Top Policy Priority for the Oil & Gas Working Group

- Encourage the Government of Brazil to continue its practice of organizing frequent bidding rounds and adjusting its local content policies—including allowing operational autonomy in the Pre-Salt area—to spur growth in the sector, reduce costs, and build a globally competitive and self-sustaining industrial base.

Healthcare Task Force

The Healthcare Task Force, chaired by Johnson & Johnson, focuses on policies that enable broader access to quality health products and services in Brazil.

For a full list of policy issues, visit www.brazilcouncil.org/Healthcare.

Top Policy Priority for the Healthcare Task Force

- Encourage the Government of Brazil to focus on policies and programs that drive smart investments in health and help grow the economy, create jobs, foster social well-being, and increase productivity in Brazil.

Coalitions, Partnerships, and Special Initiatives

The Council actively engages the U.S. administration and Congress on key issues of the U.S.-Brazil relationship by participating in multisector coalitions and special initiatives with other U.S. business organizations and companies.

Brazil Trade Action Coalition

The Brazil Trade Action Coalition (BRAZTAC), chaired by the Council, is composed of a broad range of U.S. agricultural, manufacturing, services, and technology businesses and trade associations. From 2010 to 2014, BRAZTAC worked toward a definitive solution to the decade-old U.S.-Brazil World Trade Organization (WTO) cotton case.

Owing in part to that four-year advocacy campaign by BRAZTAC, the Agricultural Act of 2014 included changes to U.S. farm support programs to facilitate compliance with the U.S.-Brazil WTO Cotton dispute. U.S. officials used this authority to reach a settlement with Brazil in October 2014, averting Brazilian retaliation against U.S. exports and intellectual property and removing a significant impediment to closer bilateral commercial ties.

For more information, visit www.brazilcouncil.org/BRAZTAC.
Brazil-U.S. Trade Agreement Initiative

The Brazil-U.S. Business Council is launching a Brazil-U.S. trade agreement initiative, an advocacy effort to encourage the U.S. government to initiate a formal dialogue with Brazil on a bilateral trade agreement.

During the first phase of the initiative, the Council will help lay the groundwork for the launch of trade agreement negotiations, including commissioning a technical study to analyze the benefits and implications of a trade agreement on U.S. industry. This first phase is expected to be completed by February 2016. The second phase, planned for early 2016, will focus on education and advocacy efforts in the United States and Brazil and will feature economic studies conducted in both countries. This phase will include lobbying key government officials in both countries through coordinated efforts with the National Confederation of Industry (CNI) and the AmChams in Brazil.

Coalition for GSP

The Coalition for GSP is a Washington, D.C.-based group of U.S. businesses, trade associations, and consumer organizations that seek renewal of the Generalized System of Preferences (GSP) program by Congress before it expires. Since 1992, the coalition has been the predominant U.S. business community voice advocating GSP renewal. The U.S. Chamber is a member of the coalition, and the Council supports the coalition’s work through the Chamber.

For more information, visit www.tradepartnership.com/site/gsp.html.
Discover America Partnership

The Discover America Partnership (DAP) is an intensive lobbying and grassroots campaign that advances visa and entry reforms to enable the United States to regain additional market share of overseas travelers. The Council is a campaign partner of DAP and is engaged in securing the inclusion of Brazil into the U.S. Visa Waiver Program. The U.S. Chamber is a member of DAP’s leadership committee.

For more information, visit www.brazilcouncil.org/EntryandVisaSystemsReform.

Scientific Mobility Program

The Scientific Mobility Program (SMP) is an effort of the Government of Brazil to promote science and technology, innovation, and Brazilian competitiveness through international education exchanges. The Government of Brazil has committed to provide 75,000 scholarships to Brazilian students, but it has surpassed the 100,000 goal with the support of the private sector. The Council works with its members and partners to advance internship opportunities for SMP students in the United States. This is a key contribution of U.S. industry in fostering innovation in Brazil.

For more information, visit www.brazilcouncil.org/SMP.
Brazil-U.S. Visa Free Coalition

The long-term goal of the Brazil-U.S. Visa Free Coalition is to include Brazil in the U.S. Visa Waiver Program (VWP) with reciprocal treatment by the Brazilian government. The short-term goal of the coalition is to gain approval for a Global Entry Pilot program between the two countries. The coalition, led by Hilton Worldwide, is composed of participating Council members and stakeholder associations in the United States and Brazil. CNI, AmCham-Brazil, and AmCham-Rio support the coalition’s efforts in Brazil.

For more information, visit www.brazilcouncil.org/initiatives/visa-free-coalition.

Recent Accomplishments

Policy changes require sustained advocacy efforts and, depending on the complexity or political economy of the policy issue, can take a number of years. The Brazil-U.S. Business Council has strongly advocated for policy changes, having played an active role in the following:

- Enacting Brazil’s Internet Framework Law without the data center localization requirement (2014).
- Starting implementation of Brazil’s adhesion to the World Customs Organization Istanbul Convention (ATA Carnet) (2014).
- Launching the Authorized Economic Operator pilot program (2014).
- Signing the World Trade Organization Agreement on Trade Facilitation (2013).
- Signing a Memorandum of Understanding with the Brazilian Ministry of Education and the National Confederation of Industry to work together to promote the Scientific Mobility Program (2013).
- Launching Brazil’s first bidding round for Pre-Salt oil and gas exploration and production (2013).
• Launching Brazil’s 11th bidding round for Post-Salt oil and natural gas exploration and production (2013).

• Establishing a fast-track procedure for temporary work visas (2013).

• Passing the Dry Ports Legal Framework Reform (2013) to rely on more market-driven demand and private sector management.

• Signing a spirits recognition agreement between Brazil and the United States (2012), resulting in recognition of Cachaça, Tennessee Whiskey, and Bourbon (2013).

• Approving the U.S.-Brazil Tax Information Exchange Agreement by the Brazilian House of Representatives (2010) and the Federal Senate (2013).

• Signing a Memorandum of Understanding between Brazil and the United States establishing the Aviation Partnership (2012).

• Updating Brazil’s Transfer Pricing Law (2012).

• Supporting U.S. compliance with World Trade Organization rulings condemning U.S. antidumping duties against Brazilian orange juice (2012).

• Defeating the so-called Rivera Amendment to the National Defense Authorization Act for fiscal year 2013 (2012).
Partners

The Brazil-U.S. Business Council has an extensive list of partners in the Brazilian and U.S. private sectors to help advance the Council’s policy priorities and broader mission.

Brazil Section

The Brazil Section of the Council is housed in the Brazilian National Confederation of Industry (CNI). It is chaired by the CEO of Embraer, Frederico Curado. Its Chair Emeritus is Ambassador Rubens Barbosa, former Brazilian Ambassador to the United States and the representative of the Federation of Industries of the State of São Paulo (FIESP) to the Brazil Section of the Council.

The Brazil Section is known by the acronym—CEBEU—in Portuguese. It has an Executive Committee that includes the American Chambers of Commerce for Brazil (AmChams) and Brazilian companies and trade associations with businesses and investments in the United States. It also has an executive secretariat staffed by CNI’s Foreign Trade Unit.

Areas of interest to the Brazil Section membership include trade and investment, cooperation, and so-called new issues such as sustainability and innovation. The Brazil Section’s priorities include the negotiation of a Bilateral Tax Treaty (BTT), a trade agreement, and entry-facilitated, visa-free travel through the inclusion of Brazil in the U.S. Global Entry and Visa Waiver Program.

Private Sector in Brazil

Brazilian National Confederation of Industry (CNI)

CNI is home of the Brazil Section of the Council and is the umbrella manufacturing organization in Brazil. Created in 1938, the confederation is made up of the 27 Federations of Industries from all Brazilian states and the Federal District and more than 1,000 sectoral employers unions representing more than 195,000 companies.

For more information, visit www.portaldaindustria.com.br.
American Chamber of Commerce for Brazil-Rio de Janeiro (AmCham-Rio)

AmCham-Rio advocates on behalf of member companies’ interests and fosters new businesses. It was founded in 1916 by U.S. companies that arrived in Brazil and realized that any kind of entrepreneurial drive would require a modern infrastructure and support services on foreign soil to facilitate business partnerships. The Council has a partnership with AmCham-Rio for joint management of the Oil & Gas Working Group.

For more information, visit [www.amchamrio.com.br](http://www.amchamrio.com.br).

American Chamber of Commerce for Brazil-São Paulo (AmCham Brazil)

The AmCham’s more than 5,000 members include subsidiaries of virtually all U.S. companies operating in Brazil, multinationals from more than 40 countries, and a great number of Brazilian companies. AmCham Brazil is present in key Brazilian cities and is among the largest AmChams in the world.

For more information, visit [www.am cham.com.br](http://www.am cham.com.br).
**Federation of Industries of the State of Rio de Janeiro (FIRJAN)**

FIRJAN is the regional manufacturing sector organization representing nearly 10,000 manufacturers from the state of Rio de Janeiro. It is a service provider to member companies and serves as a policy discussion forum and an information management tool to foster social and economic development in the state of Rio de Janeiro.

For more information, visit [www.firjan.org.br](http://www.firjan.org.br).

**Federation of Industries of the State of São Paulo (FIESP)**

FIESP is the leading regional manufacturing sector organization in Brazil and the largest state-level Federation of Industries representing nearly 150,000 companies of all sizes and from all production chains. It represents the private sector, defends private initiative and the market economy, and is attentive to national issues that impact the country’s industrial activity and development. The Council has an ongoing private sector dialogue with FIESP’s Department of Defense Industry (COMDEFESA) to advocate for a better business environment in the defense sector in Brazil and the United States.

For more information, visit [www.fiesp.org.br](http://www.fiesp.org.br).

[Left to right] Carlos Eduardo Abijaodi, director of Industrial Development at Brazil’s National Confederation of Industry (CNI); Jodi Bond, vice president, Americas, International Division at the U.S. Chamber; Liliana Ayalde, U.S. ambassador to Brazil; Ahmet Bozer, executive vice president, The Coca-Cola Company; president, Coca-Cola International, and Brazil-U.S. Business Council chair; and Cassia Carvalho, executive director, Brazil-U.S. Business Council, gather during the opening reception of the 2014 Advocacy Mission to Brazil hosted by The Coca-Cola Company in Brasília.

Credit: Isabela Lyrio Photography 2014
Brazilian Trade and Investment Promotion Agency (Apex-Brasil)

Apex-Brasil promotes Brazilian products and services abroad and attracts foreign investments to strategic sectors of the Brazilian economy. The agency organizes diversified trade promotion actions to advance Brazilian exports and market Brazilian products abroad. Apex-Brasil coordinates the actions related to foreign direct investment attraction into Brazil, seeking to allocate resources in sectors of strategic relevance for the development of the competitiveness of Brazilian companies and of the country itself.

For more information, visit www.apexbrasil.com.br.

PATRI

PATRI is a Brazilian public affairs consulting firm, which helps clients develop strategies for effective government and institutional relations. It adopts a hybrid model that blends public affairs with government relations and corporate communications.

For more information, visit www.patripublicaffairs.com.
Private Sector in the United States

**Brazil Industries Coalition (BIC)**

Founded in 2000, BIC is an independent, nonprofit organization dedicated to representing the Brazilian private sector in Washington, D.C. It is composed of major companies and industrial organizations from various sectors with investments in the United States.

For more information, visit [www.bic-us.org](http://www.bic-us.org).

**Woodrow Wilson Center’s Brazil Institute**

The Brazil Institute fosters dialogue on key issues of bilateral concern between Brazil and the United States, advances Washington’s understanding of contemporary Brazilian developments, and promotes analysis of Brazil’s public policy. The Brazil Institute, operating as part of the Latin American Program, was created out of the conviction that Brazil and the U.S.-Brazilian relationship deserve greater attention in the Washington policy community.

For more information, visit [www.wilsoncenter.org/program/brazil-institute](http://www.wilsoncenter.org/program/brazil-institute).

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Luís Inácio Lucena Adams, attorney general of Brazil (right), greets Brazil Council Chair Emeritus Ambassador Anthony S. Harrington and members during a Brazil Forum luncheon event.

Credit: USCC Photography 2014
U.S.-Brazil CEO Forum

The CEO Forum was created in 2007 by the U.S. and Brazilian governments to strengthen economic and commercial ties between the two countries. The CEO Forum, composed of private- and public-sector representatives, convenes private sector leaders from the United States and Brazil to provide joint recommendations for both governments on priorities in the bilateral trade and investment relationship. Twelve companies from each country participate in the forum.

For more information, visit www.brazilcouncil.org/CEOForum.

Americas Business Dialogue (ABD)

The ABD is a private sector-driven initiative facilitated by the Inter-American Development Bank. ABD bolsters a high-level and open policy dialogue among the region’s most important business leaders.

The initiative emerged as an outcome of the first meeting of the CEO Summit of the Americas held in Cartagena, Colombia in April 2012, following the VI Summit of the Americas. The meeting provided a unique forum for a high-level public-private dialogue among key business and government leaders of the region. More than 700 top business executives and 13 heads of state attended.

Atlantic Council’s Adrienne Arsht Latin America Center

The Atlantic Council’s Adrienne Arsht Latin America Center expands knowledge of the new Latin America across diverse communities of influence by positioning the region as a core partner in the transatlantic community. It is dedicated to broadening
awareness of the transformational political, economic, and social changes throughout Latin America and to injecting new ideas and innovative policy recommendations that inform and convene nontraditional policymakers, business leaders, and civil society pioneers.


Congressional Brazil Caucus

The Council played a major role in supporting the launch and development of the Congressional Brazil Caucus in the U.S. Congress. The caucus is a bipartisan group of representatives traditionally co-chaired by one or more members of Congress from each party.


Rep. Patrick Meehan (R-PA, 7th Congressional District)
Rep. Gregory W. Meeks (D-NY, 5th Congressional District)

For more information, visit www.brazilcouncil.org/CongressionalBrazilCaucus.
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