2016

PROGRAM OF WORK

Anniversary Edition
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### Membership Benefits

**MEMBERSHIP HIGHLIGHTS**

- **ADVICE**
  - Get news, data, and business intelligence from Council experts to help you make smart decisions.

- **INFLUENCE**
  - Weigh in on policy debates and legislation that matter to you.

- **ACCESS**
  - Meet people from a variety of industries and sectors that can help you grow your business.

- **NETWORK**
  - Participate in events, missions, and meetings to develop lasting relationships.

<table>
<thead>
<tr>
<th>Level</th>
<th>Corporate</th>
<th>Board</th>
</tr>
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</table>
| Membership Overview | • Event access.  
                      | • Business intelligence.  
                      | • Advocacy missions.                                      | • Corporate membership benefits.  
                      | • Strategic and policy-shaping influence.  
                      | • Customized advocacy.  
                      | • Leadership role.                                        |
# Table of Contents

Message From the Chair ........................................ 2
Message From the Executive Director .......................... 4
About Us ................................................................. 5
Leadership ............................................................... 6
2015 Highlights ....................................................... 8
2015 Policy Accomplishments .................................... 9
Crisis in Brazil: Room for Opportunities ....................... 10
3rd Brazil-U.S. Business Summit ................................. 12
Policy Agenda Introduction ...................................... 13
  Trade ................................................................. 14
  Tax & Investment .................................................. 19
40th Anniversary Timeline ....................................... 20
  Innovation ......................................................... 25
  Healthcare ......................................................... 26
  Defense & Security .............................................. 33
  Retail & Consumer Goods .................................... 34
  Energy .............................................................. 37
  Oil & Gas Working Group .................................... 38
  Brazil-U.S. Visa Free Coalition ............................. 40
Meet the Team ....................................................... 41
Brazil Council Partners ........................................... 42
A Message From the Chair

It is my pleasure to serve as the new chair of the Brazil-U.S. Business Council as the organization commemorates its 40th anniversary this year. For 40 years, the Council has been the premier business organization working to promote policies that contribute to growing cooperation, bilateral trade, and investment with Brazil.

The success of our efforts is reflected in the increased volume of trade between our two countries. Two-way trade between the United States and Brazil reached more than $108 billion in 2014, and U.S. exports to Brazil have grown 15% on an annual basis over the past decade. Meanwhile, we are seeing Brazilian firms in sectors ranging from agriculture to steel expanding throughout the United States, with investments totaling more than $93 billion in 2012. However, these figures could and should be much higher.

For this reason, one of the top priorities of the U.S. section of the Council in 2016 is to advocate, together with our partner organization in Brazil, the National Confederation of Industry (CNI), for a more strategic trade relationship between our two countries. The Council’s Trade Study offers data to support our premise that eliminating or substantially reducing barriers to trade with Brazil would have a positive impact on the U.S. economy. We look forward to working with CNI to disseminate the results of our analyses and advance dialogue with our respective governments on this business priority.

The past 40 years have borne witness to numerous economic and political cycles in both the United States and Brazil. Throughout this time, the Council has remained steadfastly committed to the bilateral partnership and to our belief that opportunities can present themselves during the most challenging times.

I look forward to collaborating with our member companies and partners to make progress on the Council’s goals this year.

Sincerely,

Thomas F. “Mack” McLarty III
Chair
Brazil-U.S. Business Council, U.S. Section
Chairman and Co-Founder of McLarty Associates
Congratulations to the Brazil-U.S. Business Council on its 40th Anniversary

We counsel corporations and non-profits on strategic planning, government issues and advocacy, market access, mergers and acquisitions, corporate communication, and political and economic risk issues worldwide. We also assist with high-level commercial and political negotiations.

McLarty Associates, an international strategic advisory firm, is a proud member of the Brazil-U.S. Business Council.
A Message From the Executive Director

This is an eventful year for the Brazil-U.S. Business Council as we celebrate 40 years of constructive engagement and leadership in U.S.-Brazil relations. We will commemorate this milestone throughout 2016 with many different events and initiatives.

With the new momentum of the bilateral relationship gaining traction, 2015 was a productive year. The Council played a central role in advancing the policy agenda in areas such as defense, taxation, social security, patents, and commerce. Among other accomplishments, we hosted President Dilma Rousseff in the United States, led a successful health care mission to Brasilia, and concluded a multi-year advocacy campaign centered on defense agreements. These and other highlights are featured in this anniversary edition of our 2016 Program of Work.

The Council’s overall advocacy efforts are directed by its policy agenda, which is shaped each year by our 100+ member companies. Your engagement is crucial as it ensures that your voice is heard by government leaders in the United States and Brazil. The Council is an essential platform for strategic government-to-business dialogue, especially as we collectively navigate this challenging political and economic landscape. In early 2016, we convened our members to discuss critical and timely issues in their respective industries and to plan advocacy strategies and policy recommendations.

The 2016 Program of Work presented here offers a policy road map on the Council’s direction. The Council will continue to provide strategic insight and policy recommendations for the course ahead, welcoming input from its member companies as always.

I hope you will join us in celebrating our ruby year through increased cooperation and commitment to advancing U.S.-Brazil relations. Let’s make the next 40 years even better.

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

Overview
The Brazil-U.S. Business Council (BUSBC) is the premier business advocacy organization for U.S. companies conducting business in Brazil. As part of the U.S. Chamber of Commerce, the Council is dedicated to strengthening the economic and commercial relationship between the United States and Brazil.

Vision
Barrier-free bilateral trade and investment relationship between Brazil and the United States that contributes to a lasting partnership with decisive influence in world politics and global governance.

Mission
Protect and advance trade and investment between the United States and Brazil through free trade, free market, and free enterprise.

Objectives
• Serve as an advocate in Brazil and the United States for members’ interests.
• Promote substantive interaction between members and leading policymakers in Brazil and the United States.
• Deliver timely information to members and facilitate member input into policy formulation and program development.
• Advance members’ policy priorities through task forces, working groups, coalitions, and joint programs with government and private sector stakeholders.

Members’ Priorities
The Council represents a variety of industries including consumer goods, defense, energy, health care, infrastructure, logistics, security, technology, and travel/tourism. It works to advance its members’ goals through the following:

• Government-to-Business Dialogue & Strategic Engagement. Fostering direct engagement with U.S. and Brazilian governments to promote consensus-building on major issues in the bilateral relationship, advance business priorities, help the private sector voice be heard by both governments, and to provide networking opportunities for member companies.

• Business Intelligence. Enabling members to make smart, well-informed decisions by providing intelligence through weekly publications on legislative and regulatory policy in Brazil, daily news alerts on the bilateral relationship and economic and commercial developments in Brazil, and weekly publications analyzing investment opportunities, political and economic events, among others.

• Advocacy. Advocating on behalf of members for free trade, free markets, and free enterprise through targeted advocacy missions to Brazil for government engagement, supporting measures that enhance competitiveness, improving the flow of goods and services and Brazil’s investment environment.
Leadership

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Thomas F. “Mack” McLarty III
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VICE CHAIR
DuPont
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President DuPont Crop Protection

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Latin America

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Eduardo Carlos Ricardo
Partner/CEO

PepsiCo
Laxman Narasimhan
Chief Executive Officer, Latin America
Foods

Walmart
Dan Bryant
Senior Vice President for Global Public
Policy and Government Affairs

WestRock
Robert Feeser
Executive Vice President

CHAIR’S CIRCLE
PROGRAM OF WORK

2015 Highlights

Brazil-U.S. Business Council members met with Brazil’s Ministry of Finance to present a study on the impact of health on worker productivity during the Healthcare Advocacy Mission to Brasilia, December 8, 2015.


Aldo Rebelo (left), former minister, Ministry of Science, Technology and Innovation of Brazil; Cassia Carvalho, executive director, Brazil-U.S. Business Council; Dr. John P. Holdren, director, White House Office of Science and Technology Policy, posed for a photo at the Brazil-U.S. Innovation Forum 2015.
2015 Policy Accomplishments

Defense Agreements
Owing in part to a three-year advocacy campaign by the U.S. Chamber-affiliated Brazil-U.S. Business Council (BUSBC) and its Defense & Security Task Force, the Brazilian Congress approved in June the U.S.-Brazil Defense Cooperation Agreement. The Agreement strengthens bilateral defense relations and enables greater defense cooperation between both countries.

The Brazilian Congress also approved the U.S.-Brazil General Security of Military Information Agreement (GSOMIA), which allows sharing certain types of defense information, technology, and hardware with the United States.

Social Security Agreement
BUSBC helped secure the signing of a U.S.-Brazil Social Security Totalization Agreement to eliminate dual contributions, which occur when a worker from one country works in another country.

Patent Prosecution Highway Agreement
BUSBC advocated successfully for the signing of a U.S.-Brazil Patent Prosecution Highway Agreement by each country’s respective patent offices. The Agreement will expedite issuance of patents related to the oil and gas sector in Brazil.

Customs Authorized Economic Operator (AEO) Mutual Recognition Joint Work Plan
The U.S. Department of Homeland Security and Brazil’s Secretariat of Federal Revenue signed a Joint Work Plan regarding mutual recognition of their respective AEO programs. Under the plan, both countries will work toward recognizing the equivalency of the U.S.’ and Brazil’s security protocols to facilitate processing for low-risk cargo and promote greater trade. BUSBC has long supported the establishment of an AEO program in Brazil.

Memorandum of Intention (MOI) U.S. Department of Commerce and the Brazilian Ministry of Development, Industry and Foreign Trade
As part of an ongoing BUSBC effort to enshrine due process and greater transparency in the regulatory process in Brazil, the U.S. Department of Commerce and its Brazilian counterpart signed an MOI. The MOI establishes an outline for continued exchanges of best practices institutionalizing good regulatory practices, such as meaningful public consultation before rulemaking.
Crisis in Brazil: Room for Opportunities

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

Like many emerging countries, Brazil finds itself in an economic and political crisis after years of growth spurred by beneficial conditions that have passed; to restore sustainable economic growth, in-depth structural changes are now required.

As the well-known saying goes, “Never let a good crisis go to waste.” Though Brazil grapples with the worst economic recession in recent memory amid a host of grave economic imbalances, this tumultuous time is also an opportunity to improve the country’s business environment through much-needed structural reforms. The business community would certainly welcome steps in this direction, even if the economic outlook remains mired in uncertainty for the time being. A positive structural reform agenda would go a long way toward unlocking investment and boosting growth.

According to the World Bank’s Doing Business report, Brazil ranks 116 out of 189 countries, having recently dropped five slots as a business-friendly country. Its red tape is notoriously thick, causing it to fare worst in the areas of starting a business (174), dealing with construction permits (169), registering property (130), trading across borders (145), and paying taxes (178). Burdensome bureaucratic hurdles and high taxes make it difficult for businesses both large and small to invest or maintain operations in Brazil.

Additionally, regulatory uncertainty is pervasive, particularly as the government attempts to deal with the challenging economic environment by changing previously established rules and ultimately hurting operations in certain sectors. A case in point is the technology sector, recently affected by Provisional Measure 690, which revokes the tax breaks enacted in 2005 to promote digital inclusion. Similarly, the oil & gas industry’s newly approved law nº 7.183/2015 increases taxation in the state of Rio de Janeiro. This constant flux of rules and regulations creates uncertainty and leaves the business community on the sidelines, which is where neither it nor the government would like it to be.

The performance of the Brazilian economy is contingent on the extent to which business-friendly reforms such as streamlining tax administration, relaxing labor regulations, reducing licensing requirements, simplifying permits, and expediting processes for registering property are undertaken. While comprehensive tax reforms that would address Brazil’s high tax burden and improve the business environment may not be feasible at this time, there are other initiatives to stimulate business opportunities that can be promoted as building blocks to eventual comprehensive reform. These are just a few strategic
structural reforms that would do much to restore the country’s attractiveness and appeal to both international and domestic investors.

As a practical example, many key infrastructure projects for addressing Brazil’s competitiveness have been delayed by the complex, time-consuming and unpredictable process of obtaining environmental licenses. While U.S. business applauds the strength of Brazil’s legal protections for the environment, obtaining a license can take several months due to heavy paperwork burdens and the need to apply separately to federal, state, and local authorities. Streamlining this process to make it more predictable and efficient would have a very positive effect on investments. To address this issue, the Brazil Council urges the country’s administration to prioritize the creation of national standards for environmental licensing, greater coordination among the various licensing bodies, funding to strengthen the ability of agencies to process applications, and time limits for the processing of applications, among other suggestions.

Though Brazil faces deep structural challenges, it remains a country with unparalleled conditions and resources for the mutual prosperity of its people and industries. Now is the time to seize the opportunity to restore a positive cycle of productive engagement with the private sector through serious economic reforms. May the current crisis be the driver for a profound reformation of the business environment that puts Brazil back on the road to economic growth and prosperity.
PROGRAM OF WORK

3rd Brazil-U.S. Business Summit

Thomas J. Donohue, president and CEO, U.S. Chamber of Commerce, welcomed Dilma Rousseff, president of Brazil, during the 3rd Brazil-U.S. Business Summit at the U.S. Chamber, June 30, 2015.

Dilma Rousseff, president of Brazil, addressed the audience on the bilateral relationship during the 3rd Brazil-U.S. Business Summit, June 30, 2015.

Myron Brilliant, executive vice president and head of International Affairs at the U.S. Chamber; and Jodi Bond (right), vice president of the Americas at the U.S. Chamber International Division, welcomed Dilma Rousseff, president of Brazil, at the U.S. Chamber during the 3rd Brazil-U.S. Business Summit, June 30, 2015.

2016 Policy Agenda

Each year the Council, together with its member companies, institutional partners, and stakeholders, defines its priorities and action plans to most effectively advance its goals under the current political and economic landscape.

Building on 40 years of history and experience as strategic partner, the Council is working to strengthen the already deep U.S.-Brazil relationship with framework agreements in a number of sectors. Combining original research, policy analysis, and engagement with policymakers and corporate leaders, the Council’s 2016 program of work examines and advocates policy issues and priorities in the following areas:

- Trade
- Tax & Investment
- Innovation
- Healthcare
- Defense & Security
- Retail & Consumer Goods
- Energy
- Oil & Gas
- Brazil-U.S. Visa Free Coalition

Full policy position papers and action plans are available on the Council’s website, brazilcouncil.org.
TRADE

CHAIR:  

DuPont is committed to serving as the chair of the Trade policy agenda. It seeks to enhance relations between Brazil and the United States in the areas of trade, regulation, and customs to reduce barriers to trade, investment, and supply chain capacity. The goal for 2016 is to assess the benefits of and advocate for a Bilateral Trade Agreement between the two countries while working with both governments on a short-term trade facilitation and cooperation agenda.

2015 HIGHLIGHTS

• Supported the U.S. Department of Commerce and Brazil’s Ministry of Development, Industry and Foreign Trade agenda that led to Memorandums of Intentions on good regulatory practices and trade facilitation.

• **Economic Study of a U.S.-Brazil Trade Agreement**
  The Council conducted a study to assess the economic impact of a trade agreement on U.S. industry. The study shows that the agreement, once fully implemented, would have a positive impact on the U.S. economy, increasing national income, bilateral trade, wages, and employment. The study will be a constructive tool for bilateral government and private sector dialogues, with the goal of deepening U.S.-Brazil relations and paving the way toward a comprehensive trade agreement. See impact results on the next page.

2016 POLICY AGENDA

• **Trade-Related Bilateral and Multilateral Dialogue**
  • Support Commercial Dialogue and urge consistent private sector participation.
  • Urge the U.S. and Brazilian governments to launch negotiations on a broad Trade Agreement.
  • Support the Brazilian and U.S. governments in establishing an Economic Integration Working Group under the Agreement on Trade and Economic Cooperation (ATEC), as a “building block” initiative to study the opportunities and challenges of a potential Bilateral Trade Agreement.

• **Regulatory Cooperation and Coherence**
  • Urge specific regulatory cooperation arrangements to prevent and remove barriers to trade and investment.
  • Support the Brazilian government’s work toward a more transparent and harmonious federal lawmaking process to create a predictable regulatory framework for firms operating in Brazil.

• **Customs and Trade Facilitation**
  • Implement the World Trade Organization’s Bali Trade Facilitation Agreement.
    ◗ Support the adoption and implementation of *Single Window*, an Advanced Rulings System, and the Authorized Economic Operator Program.
  • Urge continuous broadening of express delivery legislation in Brazil.
  • Support the Istanbul Convention and Revised Kyoto Convention.
    ◗ Support the implementation of the Istanbul Convention’s ATA Carnet system in Brazil.
    ◗ Urge the Brazilian Congress to approve the Revised Kyoto Convention.

• **Agribusiness**
  • Support U.S.-Brazil cooperation along the entire agribusiness activity chain and urge inclusion of the following topics in bilateral dialogues: food security, farmer access to new technology, biotechnology, and third-country market access.
  • Support U.S.-Brazil Consultative Committee on Agriculture efforts and urge private sector participation.

Brazilian investments/assets in the U.S. rose in the manufacturing sector, creating jobs in Brazil and benefiting U.S. households & manufacturers, increasing household incomes (i.e., consumer benefits) by about 75%.

2014 trade data shows that Brazilian exports to U.S. are manufactured and semi-manufactured products, growing by nearly 78%.

Key Takeaways:
- U.S. employment expands by nearly 100,000 jobs.
- U.S. gross domestic product expands by about US$24 billion.
- Household incomes (i.e., consumer benefits) grow by about US$30 billion.
- U.S. exports to Brazil increase while exports to the world grow by 1%.
- U.S. imports from Brazil, benefiting U.S. households & manufacturers, increase by 21%, leading to US$7 billion in additional output in nearly all 435 congressional districts.

U.S.-Brazil Trade:
- Total U.S.-Brazil Trade: 6th largest destination for U.S. goods and 8th largest destination for U.S. services.
- Exports to Brazil: 9th largest services and 8th largest goods.
- Imports from Brazil: 7th largest destination for imports.

Impact of a Trade Agreement:
- Growth in U.S. exports to Brazil from every state.
- Increased exports to Brazil from every state.
- Output gains in every state from In additional GSP.
- Employment growth in every state.
- Additional output in nearly all 435 congressional districts.
- Additional jobs in most states.
- Top districts with job gains are California, Texas, and Florida.

Estimated Economic Impact:
- GDP growth: 0.11%.
- Real national income growth: 0.13%.
- Exports to Brazil: 78.35%.
- Imports from Brazil: 21.15%.
- Exports to the World: 1.25%.
- Imports from the World: 1.17%.
- Real Wages: 0.11%.
- Employment: 0.05%.
Brazilian investments/assets in the U.S. rose in the manufacturing sector, creating jobs in Brazil and benefiting U.S. manufacturers, increasing U.S. households & real national income by about 100,000-21%.

**Key Takeaways**

- IMPACT OF A U.S.-BRAZIL TRADE AGREEMENT: Effects on U.S. gross domestic product (GDP), national income, exports, imports, wages and employment by 2030
- The 7th largest destination for U.S. exports & imports, with Brazil being the 7th largest source of imports outside the European Union in 2012.
- Brazilian exports to the world reached US$93 billion in 2014, with chemicals (3.0%), transportation equipment (1.6%), and machinery (1.2%) being the top exports.
- Import data shows that Brazil and the U.S. are the 2nd leading destination for U.S. exports, with Brazil taking 9.9% of U.S. exports, while imports from Brazil account for 5.2% of U.S. imports.
- The U.S. trade balance with Brazil is favorable, with exports to Brazil ($38.1 billion) exceeding imports from Brazil ($23.0 billion), resulting in a trade surplus of $15.1 billion in 2014.

**Country/Organization**

Brazilian Export Promotion Agency (APEX)
On the occasion of the Brazil - US Business Council’s 40th anniversary, DuPont and its Agriculture businesses commend each and every effort dedicated to sow and grow a solid bilateral relationship between Brazil and the United States.

Aproveitando o aniversário de 40 anos do Brazil - US Business Council, a DuPont e seus negócios do grupo Agrícola reconhecem todos os esforços dedicados a semear e cultivar uma sólida relação bilateral entre o Brasil e os Estados Unidos.
TAX & INVESTMENT

CHAIR: VICE CHAIR:

MESSAGE FROM THE CHAIR
As the two largest democracies and economies in the Western Hemisphere, the United States and Brazil have a partnership rooted in a shared commitment to expanding inclusive economic growth and prosperity. With this comes a commitment to foreign direct investment in both countries. We have an opportunity to collaborate as we advance the policy agenda for increasing trade and investment between the United States and Brazil. In light of these opportunities, this group has developed a list of actionable, results-oriented policy recommendations both countries could pursue, some of which are ongoing initiatives.

2015 HIGHLIGHTS
• Advocated for the signing of the U.S.-Brazil Social Security Totalization Agreement.
• Supported the signing of the Foreign Account Tax Compliance Act (FATCA) implementation agreement between the United States and Brazil.
• Hosted a private roundtable discussion with former Finance Minister Joaquim Levy on the state of Brazil's economy and secured his support for the 2016 tax alignment agenda.

2016 POLICY AGENDA
• Tax Simplification
  • Launch a series of Tax Alignment workshops to address technical issues impacting investment opportunities.

• Investment
  • Promote U.S. investments in infrastructure and logistics with a policy agenda designed to “level the playing field” and secure Council as private sector partner for U.S.-Brazil Memorandum of Cooperation on an infrastructure working group. Key issue areas to address are as follows:
    ▶ Project Prioritization and Preparation in Government
    ▶ Promotion of Transparent Bidding Process
    ▶ Simplification of Environmental Licensing
    ▶ Promotion of flexible Local Content Requirements
    ▶ Accreditation of Engineers
    ▶ Project Financing
  • Support Brazil’s adoption of the Organisation for Economic Co-operation and Development (OECD) Investment Principles, in coordination with the U.S.-Brazil CEO Forum.
40th Anniversary Timeline

1976: MOU signed, establishing the Brazil-U.S. Business Council

Richard L. Lesher (left), then-president of the U.S. Chamber of Commerce, and Marcus Vinicius Pratini de Moraes, then-Brazil section chair, sign the memorandum of understanding that established the Brazil-U.S. Business Council - 1976.

1988: Constitution of Brazil established

1994: Joint Resolution on the agenda for the Summit of the Americas

Luiz Felipe Lampreia, minister of External Relations, discusses Brazil’s progress in the midst of unstable global financial markets and its outlook in the near and midterm at the Brazil: Storm Cleared, Moving Strongly Ahead event, March 30, 2000.

1997: Initial exploration toward Bilateral Tax Treaty

(Left to right) Mark Smith, executive director, Brazil-U.S Business Council, and Gonzalo Dal Borgo, former chairman, discuss tax reform with President Cardoso.

2000: Brazil Caucus established within the U.S. Congress

Robert Petterson (left), U.S. section chair, presents the Council’s bilateral policy recommendations to Michel Temer, Brazil’s then-Chamber of Deputies president, during the Brazil Mission – 2000.

Founding Members

The Coca-Cola Company

Citi

Dow
2011 – President Barack Obama visits Brazil

Dilma Rousseff, president of Brazil, welcomes Barack Obama, president of the United States, at Palácio da Alvorada during the Innovation Summit, March 19, 2011.

2011: Agreement on Trade and Economic Cooperation (ATEC) between Brazil and the United States

2003: Private sector dialogue around the presidential summit

2012–2014: Brazil Council established as BRAZTAC Chair; WTO Cotton Dispute Resolution campaign

2012–2013: Spirits recognition agreement signed between Brazil and the United States resulting in the recognition of cachaca, Tennessee whiskey and bourbon.

2013 and 2015: Brazil Council hosted President Dilma Rousseff in Washington, D.C.

2016: Brazil ratifies WTO Trade Facilitation Agreement
Citi, Enabling Progress in Brazil for More Than 100 Years

Priscilla Cortezze, Head of Public Affairs and Government Affairs for Citi Brazil

In the early 20th century, U.S. companies expanded their activities worldwide, and Latin America was seen as a great opportunity for the internationalization of their activities and expansion into new markets. It was in this context that in April 1915, Citi arrived in Rio de Janeiro, Brazil, the capital of the country at that time, to support corporate clients in their expansion projects.

Citi was the first U.S. bank to arrive in Brazil, and today it’s the largest and strongest one operating in the country. Citi has supported the aspirations of companies, entrepreneurs, and families that play important roles in the economy. It also financed large infrastructure projects in Brazil such as the Itaipu, Tucuruí, and São Simão hydro plants; the international airports of São Paulo and Rio de Janeiro; the São Paulo metro; the petrochemical plants of Bahia and Rio Grande do Sul; the Imigrantes Highway; the Rio-Niterói Bridge; and the expansion of telephone lines across the country.

Citi pioneered innovations like the opening of current accounts, use of checks, automation of branches, and use of ATMs. In more recent decades, it created the first private bank in Brazil in 1988; and in 1994, the bank launched the first debit card on the Brazilian market that allowed international cash withdrawals. In Rio de Janeiro, Citi opened in 2013 its first flagship branch in Latin America, a digital smart branch that serves different client segments.

Citi Brazil is the No.1 bank in Custody for Foreign Investors, with around 60% of the market share, according to the Brazilian Association of Financial and Capital Markets (December 2014) and No.1 in FX for seven years (2007, 2008, 2009, 2010, 2012, 2013, and 2014), according to the Brazilian Central Bank.

Citi’s unwavering commitment to Brazil extends beyond its commercial activities and to initiatives designed to support inclusive social development in the country. In 2015, the Citi Foundation and local businesses contributed more than US$1.1 million in programs focused on financial inclusion, youth economic opportunities, and urban transformation.
HOW CAN A BANK HELP POWER A COUNTRY?

In Brazil, the demand for electricity grows four percent each year. But by 2030, there might not be any room left for new hydroelectric plants.

With this in mind, Renova Energia dreamed of a Brazil powered by renewable energy. And Citi helped provide the financial support needed to produce clean energy that already serves more than 6.5 million people throughout the country.

For over 200 years, Citi’s job has been to believe in people and help make their ideas a reality.

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INNOVATION

CHAIR:

IBM

MESSAGE FROM THE CHAIR

IBM is proud to serve as chair of the Innovation policy agenda and is committed to continued engagement. The Council works with the Brazilian government to develop proven, market-based incentives that drive innovation, technology diffusion, job creation, and economic growth. Our agenda focuses primarily on privacy and information and communication technology issues, local content requirements, and intellectual property compliance.

2015 HIGHLIGHTS

• Led industry submission of public comments to the Brazilian Ministry of Justice on the draft privacy bill.
• Advocated for the signing of the U.S.-Brazil Patent Prosecution Highway Agreement.

2016 POLICY AGENDA

• Information and Communication Technology (ICT)
  • Urge the Brazilian government to adopt regulations regarding respect for data privacy to promote trade and growth, striking a balance between public and private interests in this area.
  • Encourage Brazil’s accession to the World Trade Organization’s Information Technology Agreement.

• Local Content Requirements
  • Oppose the implementation of local content requirements and discriminatory provisions in public procurement policy, as well as in the software and telecommunications industries.

• Intellectual Property Rights (IPR)
  • Support legislation that does not erode current intellectual property protections and is on par with internal intellectual property agreements.
  • Recommend that Brazilian and U.S. governments negotiate and implement a broad patent agreement aimed at fast-tracking patent applications and approvals.
  • Recommend that Brazil use the World Intellectual Property Organization (WIPO) Madrid System for the International Registration of Marks to fast-track trademark applications and approvals.
HEALTHCARE

CHAIR: Johnson & Johnson

VICE CHAIR: Lilly

MESSAGE FROM THE CHAIR
The Healthcare policy agenda aims to support policies and programs that advance the development of the sector in Brazil. As chair, we are particularly proud to have launched the study linking health care to economic development and carried out the mission to Brasilia in December 2015. Our goal for 2016 is to solidify the Council’s position with stakeholders and further spread the message that health care is a key driver of productivity and economic development in Brazil.

2015 HIGHLIGHTS
• Launched the study on the Economic Costs of Absenteeism, Presenteeism and Early Retirement Due to Ill Health: A Focus on Brazil, by Bruce Rasmussen, Victoria Institute of Strategic Economic Studies, in Brasilia, with private sector and government stakeholders.
• Supported the signing of the U.S.-Brazil Memorandum of Understanding on Health and Medical Sciences.

2016 POLICY AGENDA
• Analyze the Impact of Health on Economic Growth and Well-Being
  • Lead discussions on the impact of chronic diseases in the workforce and on the economic development of Brazil.
• Promote Investment in the Health Care Industry
  • Support adoption of public policies that allow supply chain flexibility and urge local suppliers to invest in upgrades and training that lead to enhanced high-tech investments and capacity building.
  • Encourage Brazil’s adoption of harmonized provisions related to rulemaking to include regulatory impact analysis, notice, public consultations, and a reasonable period for the implementation of final laws.
• Expand Government Cooperation and Dialogue
  • Endorse private sector participation in the dialogue between the National Health Surveillance Agency (ANVISA) and the U.S. Food and Drug Administration (FDA), following the recent signing of the U.S.-Brazil Memorandum of Understanding on Health and Medical Sciences.
• Optimize Health Care Delivery Through IT
  • Promote dialogue and partnership opportunities between the private sector and governments to improve health care delivery and care outcomes in Brazil using information and communications technology.
With the right partner, anything is possible.

Johnson & Johnson celebrates the Brazil–U.S. Business Council on its 40th anniversary. This is a partnership that strengthens ties between Brazil and the United States through business initiatives and economic success.

And proves good business creates a strong, lasting friendship.
**Impact of Health on Productivity and Economic Development**

Non-Communicable Diseases, impacts on productivity and early retirement – a focus on Brazil

**Increase in Workforce Proportion**

Aged 50-64, 11 countries, 2015-2030

<table>
<thead>
<tr>
<th>Country</th>
<th>2015</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td></td>
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<tr>
<td>Colombia</td>
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<tr>
<td>India</td>
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<td>Japan</td>
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<td>Poland</td>
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<td>South Africa</td>
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<tr>
<td>Turkey</td>
<td></td>
<td></td>
</tr>
<tr>
<td>USA</td>
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</tr>
</tbody>
</table>

Source: International Labour Organization (2014)

**GDP Loss Estimates**

Due to cases of absenteeism, presenteeism and early retirement caused by non-communicable diseases, 11 countries, 2030

<table>
<thead>
<tr>
<th>Countries</th>
<th>2015</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>7.9%</td>
<td>8.7%</td>
</tr>
<tr>
<td>China</td>
<td>8.0%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Colombia</td>
<td>7.8%</td>
<td>8.0%</td>
</tr>
<tr>
<td>India</td>
<td>7.5%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Japan</td>
<td>7.3%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Mexico</td>
<td>7.1%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Peru</td>
<td>6.8%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Poland</td>
<td>6.6%</td>
<td>6.5%</td>
</tr>
<tr>
<td>South Africa</td>
<td>6.3%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Turkey</td>
<td>6.2%</td>
<td>6.2%</td>
</tr>
<tr>
<td>USA</td>
<td>6.1%</td>
<td>6.1%</td>
</tr>
</tbody>
</table>

Source: Estimates from the Victoria Institute of Strategic Economic Studies (VISES)

**Economic Costs Related to Health Impacts**

Selected Countries, 2015-2030

<table>
<thead>
<tr>
<th>Country</th>
<th>2015</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>4.5%</td>
<td>4.5%</td>
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<tr>
<td>Colombia</td>
<td>4.3%</td>
<td>4.3%</td>
</tr>
<tr>
<td>India</td>
<td>4.2%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Japan</td>
<td>4.1%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Mexico</td>
<td>4.0%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Peru</td>
<td>3.9%</td>
<td>3.9%</td>
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<tr>
<td>Poland</td>
<td>3.8%</td>
<td>3.8%</td>
</tr>
<tr>
<td>South Africa</td>
<td>3.7%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Turkey</td>
<td>3.6%</td>
<td>3.6%</td>
</tr>
<tr>
<td>USA</td>
<td>3.5%</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

Source: Estimates from the Victoria Institute of Strategic Economic Studies (VISES)

For Brazil, losses amount to **8.7%** of GDP in 2030

The increase of **3.6%** is among the highest rates in the study

Source: Estimates from the Victoria Institute of Strategic Economic Studies (VISES)
The economic loss for Brazil increases at an above average rate from 2.4% in 2015 to 2.9% in 2030.

**GDP LOSS ESTIMATES**
Because of deaths and cases of absenteeism and presenteeism caused by non communicable diseases, 11 countries by 2030 - US$ billions

<table>
<thead>
<tr>
<th>Countries</th>
<th>2010</th>
<th>2015</th>
<th>2020</th>
<th>2025</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAZIL</td>
<td>111.3</td>
<td>129.8</td>
<td>148.7</td>
<td>167.0</td>
<td>184.0</td>
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<tr>
<td>China</td>
<td>209.5</td>
<td>270.6</td>
<td>336.1</td>
<td>410.2</td>
<td>485.7</td>
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<tr>
<td>Colombia</td>
<td>14.2</td>
<td>18.7</td>
<td>24.0</td>
<td>30.5</td>
<td>38.1</td>
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<tr>
<td>India</td>
<td>81.5</td>
<td>109.6</td>
<td>145.2</td>
<td>191.2</td>
<td>249.2</td>
</tr>
<tr>
<td>Japan</td>
<td>225.4</td>
<td>237.7</td>
<td>256.6</td>
<td>275.4</td>
<td>290.7</td>
</tr>
<tr>
<td>Mexico</td>
<td>39.0</td>
<td>51.2</td>
<td>65.8</td>
<td>82.7</td>
<td>102.0</td>
</tr>
<tr>
<td>Peru</td>
<td>7.3</td>
<td>9.6</td>
<td>12.5</td>
<td>15.9</td>
<td>20.0</td>
</tr>
<tr>
<td>Poland</td>
<td>22.5</td>
<td>27.6</td>
<td>32.5</td>
<td>38.5</td>
<td>45.7</td>
</tr>
<tr>
<td>South Africa</td>
<td>18.2</td>
<td>23.1</td>
<td>28.9</td>
<td>35.9</td>
<td>44.7</td>
</tr>
<tr>
<td>Turkey</td>
<td>39.0</td>
<td>52.4</td>
<td>66.9</td>
<td>84.2</td>
<td>103.7</td>
</tr>
<tr>
<td>USA</td>
<td>779.9</td>
<td>872.2</td>
<td>963.0</td>
<td>1051.5</td>
<td>1142.6</td>
</tr>
</tbody>
</table>

**BRAZIL, % OF GDP**

Source: Estimates from the Victoria Institute of Strategic Economic Studies (VISES)

The detailed methodology is available in the original version of the studies of "The Impact of Health on Worker Attendance and Productivity in Twelve Countries", "Cost of Early Retirement Due to Ill Health: Phase II Countries' and "Economic Costs of Absenteeism, Presenteeism and Early Retirement Due to Ill Health: A Focus on Brazil."

A Healthier Brazil: How Health Care Improves Economies and Lives

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

When we talk about health care, we often talk about the future of global health and the actions we must take to build not only a healthier future but also a more prosperous one in communities around the world. However, to optimize the future of global health, we must take meaningful lessons from the past.

Just over two decades ago in Londrina, Brazil, doctors told Silvana Gomes dos Santos she had one year to live. The 28-year-old mother of five had contracted HIV, and in 1993 that was a death sentence.

Silvana was able to obtain treatment only after she baked and sold 500 pizzas to raise money to purchase her first bottle of medicine. That was when she sought the assistance of a local organization, Associação Londrinense Interdisciplinar de AIDS (ALIA).

Today, 23 years later, Silvana continues to outlive her original prognosis. She is one of the millions of Brazilians who pushed for universal access to free antiretroviral treatment—a commitment the government made to its citizens in 1996. In partnership with Johnson & Johnson, Silvana and ALIA have reached more than 6,000 teens at high risk for HIV infection—people who can now live healthy and productive lives.

Yet we must not forget there are still challenges in achieving better health. These barriers range from lack of infrastructure and education to regulatory complexities and reduced health care investments. It is our responsibility to work to remove these barriers, particularly as aging populations present new and significant challenges for the health care sector.

The World Health Organization (WHO) estimated that more than 10 million people in Brazil would die because of chronic noncommunicable diseases between 2005 and 2015. Diabetes, cancer, and cardiovascular diseases, among others, affect not only population health but also take a toll on economies by adversely impacting worker productivity and labor force supply. In Brazil, these diseases currently reduce the gross domestic product (GDP) by nearly 8%, and this is expected to reach nearly 9% by 2030.

This is the reason Johnson & Johnson believes that it is so important to invest in health in Brazil and around the world. Our commitments have included launching the Medical
Innovation Institute, a premier medical training facility in São Paulo; collaborating on medical education with the Federal University of Pernambuco and the Hospital das Clínicas to train 1,000 health professionals every year; and forging partnerships with the State of São Paulo to bring effective and caring health care attention to patients with HIV.

Our work in Brazil illustrates that health care has positive impacts that go beyond fostering a healthier and more productive population. Health care is an industry that drives economic development. Brazil’s health care industry produces 4.3 million direct jobs, and total health spending accounts for 9.3% of the country’s GDP. In fact, with roughly 107 million people in the workforce, an estimated 1 in every 25 workers in Brazil is employed by the health care sector. Investing in better health truly means investing in the economic development of our country.

We are committed to finding ways to provide broad access and quality care to an expanding world in need and developing sustainable solutions to rising health care costs and economic challenges. We look forward to further strengthening our collaboration with Brazil to achieve this together.

Silvana Gomes dos Santos, of ALIA, a non-profit committed to preventing HIV infection in Brazil and one of the many programs Johnson & Johnson is proud to partner with in Brazil.
NOT JUST READY FOR THE FUTURE. BUILT TO GET YOU THERE.

AT LOCKHEED MARTIN, WE’RE ENGINEERING A BETTER TOMORROW.

The LM-100J is built to go where other planes can’t. With its unmatched power and versatility, it alone can take on jobs that other aircraft can’t—or won’t. And as the commercial version of the world’s most proven cargo transport, it’s built to keep going no matter what. So wherever you need to go, the LM-100J will get you there today and tomorrow.

Learn more at lockheedmartin.com/LM100J
MESSAGE FROM THE CHAIR

Our Defense & Security policy agenda aims to foster and improve relations between Brazil and the United States to help ensure the growth of Brazil’s defense and security capabilities while creating opportunities for U.S. companies. 2015 was a very productive year for the bilateral relationship. With the signing of key defense agreements, the two countries are now able to expand their collaboration in a variety of strategic areas. To build upon the success of 2015, our agenda has identified three concrete policy agenda initiatives aimed at furthering industry growth while improving both countries’ defense and security standings.

2015 HIGHLIGHTS

• Led a three-year advocacy campaign, in coordination with both governments, to endorse the passage of key defense agreements:
  • Defense Cooperation Agreement (DCA)
  • General Security of Military Information Agreement (GSMOIA)
    ✗ These agreements enabled increased cooperation and strengthened the bilateral defense relationship.
• Hosted former Minister of Defense Jacques Wagner and a delegation of military branch leaders for a roundtable dialogue with members to address defense programs and initiatives in Brazil.
• Hosted a workshop series with U.S. Deputy Secretary Ken Hyatt on defense export control reform.
• Held a luncheon during the LAAD Defense & Security Exhibition in Brazil with corporate members and more than 25 U.S. and Brazilian government officials.

2016 POLICY AGENDA

• Drive Collaborative Agenda
  • Inaugurate the Defense Industry Dialogue to advance member-company priorities.
• Promote Space Cooperation
  • Execute campaign to advocate for legislative priorities with an emphasis on a Technology Safeguard Agreement (TSA).
• Shape Policy to Increase Investment
  • Promote changes to U.S. export controls and technology release policies that would contribute to increased bilateral trade and investment flows to Brazil.
MESSAGE FROM THE CHAIRS

This is an exciting time as we launch the Retail & Consumer Goods policy agenda in a sector well aligned with important policies in Brazil. Our investments in Brazil produce substantial employment opportunities across all socioeconomic classes and expand consumer opportunities throughout the country. We have identified initiatives through which Brazilian policymakers could expand our sector’s ability to continue contributing socioeconomically to Brazil’s ongoing development.

2016 POLICY AGENDA

- **Strategic Engagement to Build Relationships and Address Policy Priorities**
  - Build an ongoing relationship and policy conversation with Brazil’s PROCONS (Programa de Proteção e Defesa do Consumidor) on consumer protection issue priorities, such as labeling requirements and addressing informal markets.
  - Launch a strategy to support congressional passage of a pending bill to establish a flexible workday.
  - Engage with the Finance Ministry and Instituto de Desenvolvimento do Varejo to substantiate the economic benefits of reducing banks’ payment term for credit card payments.
We’re using the strength of our business to help others
Guardian Industries Congratulates the Brazil-U.S. Business Council on its 40th Anniversary.

Guardian supports Brazil with high-quality, energy-efficient glass produced at our Porto Real and Tatui float glass plants. Our team shares one vision — to create value for our customers and the communities in which we live and work.

Guardian is proud to be a member of the Brazil-U.S. Business Council. Congratulations on 40 years of promoting policies that contribute to growing bilateral trade, investment and cooperation with Brazil.

guardian.com
ENERGY

CHAIR:

MESSAGE FROM THE CHAIR

Brazil and the United States are committed to working together to strengthen their energy partnership and boost energy security, economic growth, innovation, and job creation. In March 2011, the two countries established a presidential-level Strategic Energy Dialogue (SED) to discuss priority areas such as civil nuclear energy, energy efficiency, oil and natural gas, and renewable energy.

2015 HIGHLIGHTS

• Hosted Minister of Mines and Energy Eduardo Braga at the U.S. Chamber to discuss renewable energy initiatives and Brazil's plans for future oil and gas bidding.

2016 POLICY AGENDA

• Bilateral Dialogues
  • Support the Strategic Energy Dialogue and urge both governments to schedule the Dialogue’s next meeting with robust private sector participation in mind.

• Sector-Specific Agendas
  • Recommend the Brazilian and U.S. governments sign a Joint Declaration Concerning Industrial and Commercial Cooperation in the Nuclear Energy Sector to boost bilateral business opportunities.
  • Recommend the Brazilian Congress approve and fund public investment in civil nuclear power generation.
  • Suggest the Brazilian and U.S. governments establish a work plan to create a global biofuels market.
  • Urge the Brazilian government to explore available and emerging technologies related to distributed power, which enable flexible, cheap, and rapidly deployable power generation, to enhance grid stability and provide emergency backup power.

(Left to right) Eduardo Braga, minister, Ministry of Mines and Energy of Brazil; Rodrigo de Azeredo Santos, head of the Trade Promotion Programs Division, Ministry of External Relations of Brazil; Renata Vasconcellos, senior policy director, Brazil-U.S. Business Council; and Ricardo Monteiro, minister and counselor, Trade and Investment Office, Embassy of Brazil are in Washington, D.C., during the Brazil-U.S. Energy Dialogue Roundtable at the U.S. Chamber, October 19, 2015.
OIL & GAS WORKING GROUP

CHAIR:

MESSAGE FROM THE CHAIR

Chevron chairs the Oil & Gas working group, administered jointly by the Brazil Council and the American Chamber of Commerce of Rio de Janeiro. The group represents the entire productive chain: exploration and production companies, manufacturing, and diverse services, from drilling to offshore maritime support. Its goal is to participate in the legislative and regulatory debate in Brazil and the United States in the oil & gas sector. The group aims to promote a greater role for U.S. companies in these developments, both by creating new business opportunities and by reinforcing the already strong U.S.-Brazil energy partnership.

2015 HIGHLIGHTS

- Supported the completion of the 13th oil & gas exploration round of bidding by the National Agency of Oil (ANP).

2016 POLICY AGENDA

- Urge the Brazilian government to continue its practice of organizing frequent bidding rounds to secure both domestic and foreign investment, as well as a continuous stream of royalties.
- Determine that the most effective way to develop the Brazilian Pre-Salt reserves is to permit private investors of any origin to operate projects with participation in the investment.
- Encourage the Brazilian government to implement measures that foster the growth of the natural gas market.
- Advocate for the Brazilian federal, state, and municipal governments to streamline the licensing process and establish clear criteria to avoid unnecessary risks, delays, and uncertainty in investments.
- Promote adjusting current Local Content Requirements (LCRs) and laws to address the existing bottleneck in the domestic supply in Brazil, enabling greater investment and spurring production.
WE AGREE.

Chevron proudly supports the Brazil-US Business Council.

Today's students go on to become tomorrow's employees—including ours. At Chevron, we get involved with schools in places where we operate. We're helping to give students the tools they need to achieve success. It's good for the future of our community. And the future of our company.

Learn more at chevron.com
The Brazil-U.S. Visa Free Coalition was created to increase economic and cultural gains from tourism and business travel and to strengthen the Brazil-U.S. bilateral relationship. Its long-term goal is to include Brazil in the U.S. Visa Waiver Program (VWP), with reciprocal treatment by the Brazilian government.

The short-term goal is the inclusion of Brazil in the U.S. Global Entry program and reciprocal Brazilian government action to better facilitate entry for U.S. and Brazilian tourists and business travelers.

The coalition, led by Hilton Worldwide, is composed of participating Council members and stakeholder associations in the United States and Brazil.

Our partners are committed to continuing efforts to build a strong group of U.S. business leaders that will help us spread the message and advocate for easier entry for Brazilians and Americans into each other’s countries.
Meet the Team

CASSIA M. CARVALHO
Executive Director
Phone: +1.202.463.5942
ccarvalho@uschamber.com

RENATA VASCONCELLOS
Senior Policy Director
Phone: +1.202.463.5628
rvasconcellos@uschamber.com

MACON FIELD
Policy Director
Phone: +1.202.463.5694
mfield@uschamber.com

BRUNO SCHWARTZ
Director of Programs
and Member Services
Phone: +1.202.463.5768
bschwartz@uschamber.com

MONICA DE BOLLE
Senior Advisor for Trade,
Tax & Investment
mdebolle@brazilcouncil.org

BILL MORLEY
Senior Advisor for
Congressional Affairs
wmorley@altriusgroup.com
PROGRAM OF WORK

Brazil Council Partners

BRAZIL

- CNI: National Confederation of Industry Brazil
- AMCHAM Brasil
- 100 ANOS AMCHAMRIO
- ApexBrasil
- FIESP
- PATRI Public Affairs

UNITED STATES

- BIC: Brazil Industries Coalition
- Wilson Center
- BRAZILIAN AMERICAN CHAMBER OF COMMERCE, INC.
- Atlantic Council
- Americas Business Dialogue

Congressional Brazil Caucus

- Adrienne Arsht Latin America Center
- U.S.-Brazil CEO Forum
The Coca-Cola Company salutes the 40th Anniversary of the Brazil - U.S. Business Council
Parabéns!