



Message from the Executive Director



Welcome to the third edition of our Quarterly News, focused on how the Council is moving its policy agenda forward, advancing business priorities and helping its members' voices be heard.

As you will gather from this edition, this quarter marked a fresh start in Brazil, and one full of high-level meetings with newly appointed officials, as well as, policy accomplishments for the Council and its members. In New York City, we joined President Temer; Minister of Finance Henrique Meirelles; Minister of Mines & Energy Fernando Bezerra de Souza Coelho Filho; Minister of Foreign Affairs Jose Serra; and Executive Secretary Moreira Franco while there for the U.N. Assembly to discuss needed economic reforms in Brazil and infrastructure development. Here in Washington, DC, we also hosted several key government officials from Brazil; Minister of Agriculture, Livestock and Food Supply Blairo Maggi; and Brazilian Ambassador to the U.S. Sergio Amaral, among other activities. Now mark your calendars for our Annual Plenary Meeting and Advocacy Mission to Brasilia in December.

Sincerely,

Cassia M. Carvalho

Executive Director, Brazil-U.S. Business Council



Upcoming Events

Defense Industry Dialogue Debrief

November 7, 2016
Washington, DC

Advocacy Mission

December 6-8, 2016
Brasilia, Brazil

Annual Plenary

December 7, 2016
Brasilia, Brazil

U.S.-Brazil Infrastructure Meeting

December 8, 2016
Brasilia, Brazil

2017 BUSBC Board of Directors Meeting

February 23, 2017
Washington, DC

2017 Strategic Planning Meeting

February 23, 2017
Washington, DC

Pushing our Economic Agenda Forward during Brazil's new Era



Timothy Glenn (far left), president, DuPont Crop Protection (Brazil Council vice chair), Cassia Carvalho (left), Brazil Council executive director; Blairo Maggi (center), minister, Brazil's Ministry of Agriculture, Livestock and Food Supply, and Ricardo Monteiro (right), minister and counselor, Trade and Investment Office, Embassy of Brazil, at the conclusion of the roundtable discussion on the Brazilian Agriculture Outlook. (July 27, 2016)

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This quarter, the Council's key activities included:

- Hosting a USG leadership briefing on USTDA's new [Brazil Transportation Resource Guide](#) at the U.S. Chamber, July 15. Council members discussed key priority infrastructure projects in Brazil, which will contribute to the Council's ongoing policy agenda, including the inclusion of Council member subject matter experts at the inaugural U.S.-Brazil Infrastructure Meeting in December.
- Hosting a roundtable discussion with Blairo Maggi, Minister of Agriculture, Livestock and Food Supply, and a delegation of public officials and private sector representatives at the U.S. Chamber, July 27. Council members had exclusive access to Minister Maggi discussing the topic of [Brazilian Agriculture Outlook and Prospects: Food Security, Sustainability, Biotechnology, Market Access and Investments](#). With Brazil's agricultural potential and the government's efforts to fight the economic recession, the time was ripe for the Council to present its agricultural policy agenda, highlighting its members' priority issues in this sector. [Read more.](#)
- Following the culmination of the impeachment process in Brazil and coinciding with its Independence Day, the Council hosted a members-only roundtable discussion at the U.S. Chamber, Sept. 7. Titled, ["The New Brazilian Government: An Era of Economic Reforms,"](#) the meeting featured Monica de Bolle, Brazil Council senior advisor, and Jeff Hornbeck, partner and managing director, PATRI Public Affairs. The discussion centered on the implications and expectations of the new government with members and policy experts discussing how to leverage an administration focused on economic reforms to restore growth and how the Council will continue pressing for needed business-friendly policies.
- Meeting with [Innovation Task Force](#) members to discuss a strategy to push our data privacy priorities in Brazil during the next few months. Fabio Ferreira Kujawski, a Brazilian attorney from Mattos Filho, provided a status update on the two bills in the Brazilian Congress and the best way forward.

- Hosting a members-only, introductory roundtable discussion with Brazilian Ambassador to the U.S. Sergio Amaral at the U.S. Chamber, Sept. 26. More than 25 of the Council's member companies' representatives had exclusive access to the ambassador to voice their interests as U.S. companies doing business in Brazil and provide direct input to the new administration with regard to priority reforms. Executive Director Cassia Carvalho shared the Council's [Top Policy Priorities from U.S. Companies in Brazil](#), with Amb. Amaral, who agreed with their importance to attract investments.
- Hosting a public, informal roundtable discussion with Governor of Goias Marconi Perillo, in partnership with the Embassy of Brazil and McLarty Associates, at the U.S. Chamber, Sept. 27. During the meeting, Perillo informed attendees of the increase of investment opportunities in the thriving state of Goias, while addressing Brazil's economic crisis and how the state has recovered.
- Hosting private board level networking reception with Acting Under Secretary for International Trade Ken Hyatt at Consul General Ricardo Zuniga's residence, Sept. 27, in Sao Paulo, allowing in-country member leadership to share candid remarks and suggestions for the upcoming Commercial Dialogue.
- Showcasing Council member expertise in the inaugural U.S.-Brazil Defense Industry Dialogue in Brasilia, Sept. 30. The event gathered more than 150 U.S. and Brazilian defense industry officials and government experts to discuss policies and business issues they are

confronting. Topics included: best practices for commercial partnerships, export compliance, supply chains, military specification certifications, and strategic defense modernization programs. Brazilian Minister of Defense Raul Jungmann and U.S. Ambassador to Brazil Lilliana Ayalde opened the event, where the two governments signed a [Letter of Intent](#). The Council will work closely with both governments and the Brazilian industry to solidify next steps via best practices workshops addressing sector bottlenecks.

- Participating in late September in a lunch meeting at the Council of the Americas in NY with President Temer, a delegation of Brazilian government officials and private sector representatives. During the meeting, President Temer, Minister of Finance Meirelles and Executive Secretary of the Investment Partnership Program (PPI) Franco provided details about the ["Crescer"](#) program, part of the PPI, aimed at modernizing Brazil's infrastructure and attracting investments via privatizations and concessions in multiple sectors. The multi-year program will issue its first round of concessions before the end of this year. While discussing economic reforms, new models for public procurements, policies and Brazil's focus on the infrastructure industry, the feedback from Council members was optimistic. The Council will continue to move forward in providing the Brazilian government recommendations geared toward economic growth, building on the bilateral relationship and best practice models.

USDA Announces Reopening of Brazilian Market to U.S. Beef Exports

In August, the U.S. Department of Agriculture (USDA), [reached an agreement with Brazil's Ministry of Agriculture, Livestock and Food Supply](#) allowing certain beef and beef products to be traded in other markets. The [Council's trade policy agenda](#) supports this market reopening, having submitted a letter last year to USDA in support of authorizing entry of Brazilian beef into the U.S. market.



Cassia Carvalho (far left), Brazil Council executive director; Kellie Meiman (left), managing partner, McLarty Associates (Brazil Council chair); Marconi Perillo (center), governor, State of Goias; and Sergio Amaral, Brazilian ambassador to the U.S., during the roundtable discussion in Washington, DC. (September 27, 2016)

Brazil Joins The Hague Apostille Convention

On Aug. 14, following required procedural steps, the Hague Convention took effect in Brazil. The Convention was first enacted Oct. 5, 1961, abolishing the requirement of legalization for foreign public documents (aka

the "Apostille Convention"). The Convention strictly applies to public documents, including those regarding administration, notarial acts and official certificates. After depositing its accession instrument Dec. 2,

2015 and becoming a party to the Convention, Brazil is now the 111th contracting state.

The Council supports the accession of Brazil to further our trade facilitation agenda,

specifically as it eases the legalization process of foreign public documents and reduces bureaucracy.

Temer Gives Final Brazil Signature to Climate Change Accord

On Sept. 12, Brazilian President Michel Temer signed the ratification of the [Paris Agreement](#) on global climate change, the final act in Brazil's ratification of the sweeping accord. The agreement limits emissions of greenhouse gases, and was signed last year by representatives of 197

nations. So far, only 27 have ratified the agreement, including Brazil, with its Congress passing a resolution ratifying it in August. At least 55 nations must ratify for the agreement to take effect. The ratification of the agreement is a positive development supported by the Brazil Council agenda.

Temer Addresses Foreign Investors during U.S. Visit

While visiting New York City for the U.N. meetings, Brazilian President Michel Temer made a direct pitch to foreign investors in a speech, Sept. 21, before the Americas Society/Council of the Americas. "Many segments of the Brazilian economy are open

to investors, including foreign investors," he said. "Brazil is living through a moment of extraordinary political stability, with good communications between the administration and Congress." Temer also noted key modernizing reforms were

"already advancing" through Congress. These include a cap on government spending, a sweeping retirement system overhaul and liberalization of the nation's antiquated labor code. Temer reiterated his administration's commitment to

attracting private sector investments. A constitutional lawyer, Temer added, "We are looking to do something foreseen under our constitution, which is the joint participation of government and the private sector in the nation's development."

Brazil and U.S. governments sign Letter of Intent



Raul Jungmann (left), minister, Brazil's Ministry of Defense; and Lilliana Ayalde, U.S. ambassador to Brazil, offering their remarks during the inaugural U.S.-Brazil Defense Industry Dialogue in Brasilia, Brazil. (September 30, 2016)

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The Council closed the quarter with a strong Government-to-Government commitment to institutionalize the U.S.-Brazil Defense Industry Dialogue. On Sept. 30, the two governments signed a Letter of Intent to solidify bilateral government support for continued cooperation between the U.S. and Brazilian defense industries via the U.S.-Brazil Defense Industry Dialogue ("Dialogue").

The Dialogue is intended to encompass activities that: improve competitiveness through innovation and entrepreneurship; strengthen the partnership and understanding among the participants and their private sectors, focused on removing impediments to, and promoting, increased bilateral defense trade and investment, with the participation of the U.S. Department of State and the Ministry of External Relations of the Brazilian Federative Republic, and other governmental agencies, as needed.

The Council Welcomes its Newest Members

Join us in welcoming our newest member companies!



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