

Quarterly e-News

Spring 2017

Message from the Executive Director



Welcome to the fifth edition of our Quarterly News, our first one covering 2017. This period was marked by the announcement of the new Council Chair, Jane Fraser, CEO Latin America, Citigroup. Citigroup has been present in Brazil for more than 100 years, and as a result, is a known leader in the Brazil-U.S. space. Ms. Fraser succeeds outgoing chairman Thomas F. McLarty of McLarty Associates, who led the Council during a critical time of government transition in Brazil and the U.S.

At a time when a number of measures are currently working their way through Brazilian government agencies and Congress, there is a growing pro-business sentiment and government dialogue with investors. This quarter, the Council advocated for tax simplification bills; promoted our Ease of Doing Business initiatives in the Brazilian Congress and Ministries, specifically focusing on reduction of bureaucracy; advanced our infrastructure policy work; and grew and diversified the Council membership base.

There is much to be done and the window of opportunity is now.

Sincerely,

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



2017 Events

U.S.-Brazil Commercial Dialogue Debrief

May 10, 2017
Brasilia, Brazil

International Seminar on Personal Data Protection and Privacy

May 10-11, 2017
Brasilia, Brazil

Brazil Investment Forum

May 30-31, 2017
Sao Paulo, Brazil

Mid-Year Meeting

June 21, 2017
Washington, DC

Brazil on the Hill

June 21, 2017
Washington, DC
*Board Members only

Groundwork Laid for 2017



(From left to right) Kellie Meiman Hock, managing partner, McLarty Associates; Hélio Magalhães, president, CitiGroup Brazil; Jodi Bond, senior vice president, Americas, U.S. Chamber of Commerce; and Cassia Carvalho, Brazil Council executive director, during the 2017 Strategic Planning Meeting in Washington, D.C. (Feb. 23, 2017)
[Click here](#) to view the event photo gallery.

The Council kicked off 2017 with its annual Board Meeting and Strategic Planning Meeting (SPM) to define policy priorities for the year. Over 60 member companies were represented at the SPM, which featured Acting Under Secretary for International Trade Ken Hyatt and Brazilian Embassy's Deputy Chief of Mission Fernando Pimentel as guest speakers.

The Council shared its proposed policy agenda for 2017 under three strategic priorities areas—the three E's:

- Ease of doing business;
- Elevated regulatory cooperation; and
- Enhanced economic partnership.

During the SPM, the Council also announced its new task force chairs for 2017. A full list of the chair companies is below.

Trade

Chair: DuPont
Vice Chair: McLarty Associates

Tax & Investment

Chair: Citi
Vice Chair: Mattos Filho

Innovation

Chair: IBM
Vice Chair: Tauil & Chequer/
Mayer Brown

Healthcare

Chair: Eli Lilly

Defense & Security

Chair: Lockheed Martin
Vice Chair: BAE Systems

Retail & Consumer Goods

Chair: Walmart
Vice Chair: Owens-Illinois

Energy

Chair: General Electric
Vice Chair: Guardian Industries

Oil & Gas

Chair: Chevron
Vice Chair: General Electric

The Council welcomes our newest task force chairs, while thanking those who are continuing as leaders and those who serve in the past. We give a special thanks to Johnson & Johnson for its leadership of the Healthcare Task Force in 2015 and 2016.

Brasilia Meetings: An Agenda for Growth

In late March, the Council hosted meetings in Brasilia, with additional stops in Rio and Sao Paulo, with key government and congressional officials to promote its policy recommendations and present its recently launched Ease of Doing Business initiative. Meetings included the President's Office, Ministries of Finance, Trade, Environment, and several members of Congress.

The Council addressed specific aspects of pieces of legislation in progress in the Brazilian Congress; including pension, labor, tax simplification, and

de-bureaucratization, all aiming to reduce business costs, promoting growth. The Council delegation also engaged in discussions on concrete ways to strengthen Brazil-U.S. economic ties.

In Rio, the Council facilitated a dialogue between 12 member companies and the president of Brazil's Development Bank (BNDES), Maria Silvia Bastos Marques, to discuss reforms in the financing of infrastructure projects to attract foreign capital and ensure long-term sustainability.



Myron Brilliant, executive vice president and head of International Affairs, U.S. Chamber of Commerce, speaking at the 2017 Board of Directors Meeting in Washington, D.C. (Feb. 23, 2017)

[Click here](#) to view the event photo gallery.

Strengthening Brazil-U.S. Ties

Other activities the Council engaged in this quarter included:

- Hosting a briefing with the Brazil Caucus with Congressmen Patrick Meehan and Gregory Meeks, March 20, showcasing member companies' experiences and interests in Brazil and in the U.S. and the benefits of the economic relationship.

- Hosting our In-Country Alignment Meeting in Sao Paulo to define priorities and strategies impacting internal governance and the bilateral relationship, as well as perspectives for the Trump administration and U.S. Congress. Our special guest Marcos Troyjo, a renowned economist and political

scientist, spoke about opportunities to advance the bilateral agenda.

- Facilitating meetings for members with Brazilian Congress to discuss Council agenda, specifically Labor Reform and Health IT.

- Advocating before the Ministry of Finance the benefits of credit card payment settlement timeline modifications, and reviewing tax simplification priorities.

INPI and Anvisa sign agreement

In March, there were encouraging signs of progress on Brazil's intellectual property regime – one of the priorities of the Council policy agenda. The National Institute of Industrial Property (INPI) signed an agreement with the National Sanitary Agency (Anvisa), resolving the deadlock on the prior consent of the agency with regard to requests for product patents and pharmaceutical processes. Under the agreement, Anvisa will analyze

such requests, for prior consent, focusing on the impact on public health only, while the INPI will have the exclusive attribution of analyzing the criteria for patentability. Also announced was a new Normative Ruling (INPI n° 70/2017), which simplifies the procedure regarding registration of technology contracts.

Brazil and U.S. Sign Accord to Exchange Military Information

Brazil and the United States have signed an accord that will permit exchanges of military information, an agreement that opens the way to joint development of military technologies. The accord is known as a Master Information Exchange Agreement (MIEA) and follows long negotiations between the two countries. Previous fruits of such talks include accords on overall defense cooperation and on security measures necessary in dealing with military information

between the two countries. Flavio Basilio, Brazil's deputy defense minister in charge of military hardware, noted that "this (the MIEA) is a step toward greater cooperation with the Americans." He added the accord was likely to produce benefits for both countries, including the development of new military technologies, as well as production of military hardware.

[Click here](#) for more information.

Brazil Tourism Package: 100% Foreign Airlines, Swift Visas

Brazil's government will allow 100% foreign-investor stakes in domestic airlines and intends to streamline visa issuance for citizens of four countries, including the United States. Tourism Minister Marx Beltrão announced a package of measures designed to boost

revenues and jobs for the tourism industry. The measure is still subject to congressional review. The administration is expected to coordinate with the Brazilian Foreign Ministry to implement electronic visa issuance by the end of 2017. The system would allow citizens of

four countries to obtain travel visas to Brazil within 48 hours via an Internet website, eliminating inconvenient visits to Brazilian consulates. The four countries are the U.S., Canada, Australia and Japan. The package also includes rule changes that will open state-run tourism authority

Embratur to private investor participation. The government expects to boost training programs for travel industry workers and advertising.

[Link](#) to Tourism Ministry release.

Council Welcomes its Newest Members

Join us in welcoming our newest member companies!

BAE SYSTEMS

INSPIRED WORK

[BAE Systems](#) provides some of the world's most advanced, technology-led defense, aerospace, and security solutions, with a skilled workforce of some 82,500 people in over 40 countries. Working with customers and local partners, the company develops, engineers, manufactures, and supports products and systems to deliver military capability, protect national security and people, and keep critical information and infrastructure secure.

GENERAL ATOMICS
ELECTROMAGNETICS

Founded originally in 1955 as a division of General Dynamics, [General Atomics \("GA"\)](#) and its affiliated companies now constitute one of the world's leading resources for high-technology systems ranging from the nuclear fuel cycle to electromagnetic systems, remotely operated surveillance aircraft, airborne sensors, and advanced electronic, wireless and laser technologies.

M.J. Alves e Burle

Advocacy Brasil

[M.J. Alves e Burle Advogados](#) is the first Brazilian law firm specialized in advocacy in Brasilia. Its expertise includes complex tax and civil litigation cases, economic and political strategy and engagement. Founding partners have substantial experience representing clients in high-profile legal and regulatory disputes and projects before government agencies and Brasília's judicial and administrative courts. The firm has a strategic partnership with former Justice of the Supreme Court and Minister of Foreign Affairs Francisco Rezek.

OMNISPACE

[Omnispace LLC](#) owns and operates global non-geostationary satellite infrastructure to provide mobile satellite services internationally in markets across Asia Pacific, South America, North America, Africa and the Middle East. Harnessing globally harmonized 2 GHz spectrum assets as well as advanced satellite and mobile technologies, its innovative hybrid platform can deliver enhanced mobile voice and data communications, making converged communications a reality today. Omnispace's global system is ideally positioned to meet a wide array of government and commercial communications needs, including cost-effective rural connectivity and mobile broadband.

AMERICAN EXPRESS

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Each day, American Express makes it easier, safer and more rewarding for consumers and businesses to purchase the things they need and for merchants to sell their goods and services. An engine of commerce, American Express provides innovative payment, travel and expense management solutions for individuals and businesses of all sizes. Most of all, the company helps its customers realize their dreams and aspirations through industry-leading benefits, access to unique experiences, business-building insights, and global customer care. American Express enables its customers to do and achieve more.