
INTERNATIONAL WORKSHOPS

OPPORTUNITIES OF INVESTMENT IN BRAZILIAN TOURISM

TECHNICAL SPECIFICATIONS OF THE MEETING

1 - Purpose

The contracted party has the liability to organize two international workshops, in London/England and in Munich/Germany, with the aim to prospect and attract investors interested in the Brazilian touristic sector.

2 - Entities under Agreement

FUNDAÇÃO UNIVERSA

Fundação Universa is a private law entity with administrative and patrimonial autonomy. It was founded in 1998 by the *União Brasileira de Educação e Cultura - UBEC*, maintaining entity of the Catholic University of Brasília, of the Catholic Faculty of Tocantins, and of the Academic Center Leste de Minas, among others. Fundação Universa acts in three areas: Education, Public Bids and Public Hiring Processes, and Projects and Business. Its headquarters are in Brasília-DF, with a branch in Palmas-TO and representations in Rio de Janeiro and Minas Gerais.

3 - Client of the Project

The main client of the project is the Ministry of Tourism, which contracted Fundação Universa for its execution.

4 - Program*

*The content is the same for both meetings.

Workshops will take place in London/England and in Munich/Germany.

Meetings scheduled :

- Munich 30 Nov 2009
- London 04 Dec 2009

Meetings will last eight hours, approaching different subjects.

Morning

- 09:00 a.m. – Reception, distribution of the workshop material and welcome coffee
- 09:30 a.m. – Opening ceremony
- 09:40 a.m. – Panel I – TOURISM IN BRAZIL – Lecturer of Ministry of Tourism
- 10:40 a.m. – Panel II – INVESTMENT OPPORTUNITIES AND THE BRAZILIAN BUSINESS ENVIRONMENT – Lecturer: Humberto Luiz Ribeiro, Civil Engineer, entrepreneur in the Innovation and Biotechnology area, post-graduated at the Massachusetts Institute of Technology – MIT and at the University of Pennsylvania – Wharton School, specializing in Business Strategy at INSEAD. Member of the World Economic Forum – WEF as one of the *100 global leaders for tomorrow*.
- 12:00 a.m. - 1:15 p.m. – Lunch break

Afternoon

- 1:15 p.m. – Panel III – BRAZILIAN LEGAL ENVIRONMENT – Lecturer: Prof. João Batista Lira Rodrigues Junior, Associate of one of the 5 most important law firms in Brazil, Member of the International Relations Committee for the Brazilian Bar Association - Federal District Chapter, Professor of International Law for the Center of High Studies of War of the Brazilian Ministry of Defense, Professor of International Law at Ceub Law School, the most important Law center at Brazil's capital LLM on International Law, Legal Counselor to several sovereign states, International Organizations and global companies. Experienced lecturer with several presentations made abroad. Author of several articles related to International Law.
- 2:15 p.m. – Panel IV – REGULATORY AND GOVERNMENTAL ENVIRONMENT – Lecturer: Dr. Caio Leonardo Bessa Rodrigues – Bachelor of Law at the University of São Paulo, 1989. Chevening Scholar for regulation graduate studies at the London School of Economics, London, 1999/2000. Government School of São Paulo, 1993. The lecturer's practice comprises Government Relations and Regulatory Affairs, Public Policies, Legislative Process, Corporate Law and Deal Making. Former member of the legal counsel staff at the Presidency of the Republic. Chairman of the Legal Task Force of the Advocacy Committee of the American Chamber of Commerce. Member of the National Legislation Committee of the Federal Council of the Brazilian Bar Association. Legal Director of the Brazilian Association of Government Relations Professionals – ABRIG. Fluency in both English and Spanish; holder of the Zertifikat

Deutsch als Fremdsprache, and instrumental Italian and French. Client portfolio includes Philip Morris International, Holcim, Rhodia, Odebrecht, Petrobras and others.

- 3:30 p.m. – Panel closing and official thanks.
- 3:45 - 5:00 p.m. – Coffee and a Brazilian popular music show.

3.1 – Panels

Following main subjects will be discussed in the panels:

- Economical data - Brazil in figures.
- Data of the Brazilian touristic sector.
- Opportunities of investment in Brazilian tourism.
- Legal aspects for investments in Brazil.
- Regulatory Affairs and Government Relations.

4 – Target Public

- Entrepreneurs of the international tourism industry .
- Investors.
- Financial entities.
- Tourism industry related entities.
- Entrepreneurs of other sectors with investment potential.
- Opinion makers.

5 - Workload / Meeting Dates

The 8-hour meetings are divided as follows:

Morning – from 9:00 to 12:00 a.m.

Lunch pause – from 12:00 a.m. to 1:15 p.m.

Afternoon – from 1:15 to 5:00 p.m.

Locations and dates:

LONDON on 4 Dec 2009

Where: ICO - International Coffee Organization

Address: 22 Berners Street – London W1T 3DD

Room: Ground Floor – Council

MUNICH on 30 Nov 2009

Where: The Charles Hotel - Munich

Address: Sophienstraße 28 D-80333 Munchen Deutschland

Room

6 - Specific Objectives

- Scheduling meetings with targeted public focused on business opportunities for foreign investors interested in Brazil and the tourism industry.
- Producing international workshops:
 - London (England)
 - Munich (Germany).
- Promoting Brazil as an investment opportunity.
- Raising awareness of foreign entrepreneurs towards the Brazilian market.
- Strengthening of the trade relations between the international tourism industry and Brazil.
- Influencing opinion makers views on the Brazilian economic and touristic scenarios, as well as other country's potentials.
- Presenting trends for the organization of productive chains with impact in the quality and competitiveness of Brazilian touristic products, and receiving feedback to address data, information and research flaws
- Prospecting foreign institutions and strategic partners.

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- Counseling on behaviors and protocols.
 - Organizing contacts with foreign investors interested in the country.
 - Distributing reports and data.

7- Expected Results

- To stimulate the entry of foreign capital in the country through the presentation of special promotion material, with precise information as a source of knowledge of the Brazilian economic reality.
- To improve the perception of potential foreign entrepreneurs in relation to the country's formal protocols.
- To promote the potential of investments in the Brazilian tourism industry and in consequence the increase of the volume of such investments.
- To establish new business relations in the tourism trade.
- To increase international investments, attracting future investors by means of introduction of new touristic enterprises and related activities.
- To get a minimum of 70 entrepreneurs with the desired profile participating in each meeting.

Coordinators

General Coordinator: Prof. Fábio de Mello – Fundação Universa

Technical Coordinator: Prof. Eduardo Fayet – Fundação Universa

Coordinator of International Meetings: Márcio de Oliveira

Technical Assistants for the Germany Meeting: Romy Guembarowski Zulaf;

Assistants for the London Meeting: Vilmara Bello and Betise Head

Written Translation: Claudia Veronica Ziegler

Visual Communication Coordinator: Marcelo Pereira da Silva

Trainee: Fernanda Koch

8 – Lecturers

8.1 – Humberto Luiz Ribeiro

- Civil Engineer, entrepreneur in the Innovation and Biotechnology area, post-graduated at the Massachusetts Institute of Technology – MIT and at the University of Pennsylvania – Wharton School, specializing in Business Strategy at INSEAD. Member of the World Economic Forum – WEF as one of the *100 global leaders for tomorrow*.

8.2 - Prof. João Batista Lira Rodrigues Junior

- Associate of one of the 5 most important law firms in Brazil, Member of the International Relations Committee for the Brazilian Bar Association - Federal District Chapter, Professor of International Law for the Center of High Studies of War of the Brazilian Ministry of Defense, Professor of International Law at Ceub Law School, the most important Law center at Brazil's capital LLM on International Law, Legal Counselor to several sovereign states, International Organizations and global companies. Experienced lecturer with several presentations made abroad. Author of several articles related to International Law

8.3 - Dr. Caio Leonardo Bessa Rodrigues

- Dr. Caio Leonardo Bessa Rodrigues – Bachelor of Law at the University of São Paulo, 1989. Chevening Scholar for regulation graduate studies at the London School of Economics, London, 1999/2000. Government School of São Paulo, 1993. The lecturer's practice comprises Government Relations and Regulatory Affairs, Public Policies, Legislative Process, Corporate Law and Deal Making. Former member of the legal counsel staff at the Presidency of the Republic. Chairman of the Legal Task Force of the Advocacy Committee of the American Chamber of Commerce. Member of the National Legislation Committee of the Federal Council of the Brazilian Bar Association. Legal Director of the Brazilian Association of Government Relations Professionals – ABRIG. Fluency in both English and Spanish; holder of the Zertifikat Deutsch als Fremdsprache, and instrumental Italian and French. Client portfolio includes Philip Morris International, Holcim, Rhodia, Odebrecht, Petrobras and others.

9 – Structure of the Meeting

Resources for the Meeting

Locations shall dispose of the following :

- a) 100 attendants capacity (approximately 150 m²).
- b) Accommodations to hold important international meetings.
- c) Proper illumination and air conditioner.
- d) Educational resources (TV, Data Show, audio equipments, simultaneous translation equipments, large screens).
- e) Auxiliary desks for coordinators.
- f) 2 support rooms.
- g) 2 notebooks.
- h) ATTENDANTS' KIT – (Brazilian Tourism Book in the local language, folder, pen, scratch pad, executive summary, gift - a pen drive containing Brazilian songs, the book content, and the executive summary).
- i) 2 hostesses .
- j) 1 master of ceremonies.
- k) 3 interpreters.
- l) A banner at the entrance and a horizontal banner to be placed before the lecturers' desk.
- m) Meals and luncheons with Brazilian food for 70 persons.
- n) Parking lot.
- o) 1200 invitations (600 in German and 600 in English).
- p) 250 books (100 in German, 100 in English, and 50 in Portuguese).
- q) Data storage on pen drives.
- r) Film and photo records.
- s) Publicity of the meeting (sending of printed invitations and e-mail invitations, and reports in major newspapers of the cities holding the meeting).

t) 1 Brazilian popular music musician.

u) Folders of the Brazilian regions.

10 – Liabilities

10.1 – Ministry of Tourism / Fundação Universa

- Defrayment of all meeting activities.
- Book and invitation printing (recycled paper).
- Weekly supervision.
- To make data and information available to prepare the meeting material.
- Hiring of the lecturers.
- To authorize the contracted party to represent the entities at the meeting.
- Payment of the lecturers' fees.

10.2 – MO TREINAMENTO

- To run workshops.
- To hire the support team.
- Complete meeting organization.
- To identify and hire service rendering and meeting material (location, luncheons, support material, educational resources, etc.).
- Weekly reports.
- Delivery of the final project report.
- To account for the resources used in the meeting.

Contact persons:

General Coordinator: Prof. Fábio de Mello – fabiodemello@uol.com.br + 55 61 9970-4880

Assistant Coordinator: Prof. Eduardo Alves Fayet – eduardofayet@terra.com.br +55 41 9923-3529

Consulting:

Prof. Márcio de Oliveira – marcio@motreinamento.com.br

+ 55 47 9976 6173 mobile

+ 55 47 3425 5522 office