

## BUSINESS BULLETIN # 15

THANK YOU FOR SAVING THE DATES - NOW PLEASE CHECK YOUR **INSCRIPTIONS**:

<b>São Paulo, Tuesday August 13:</b> Breakfast Meeting for HR professionals and executives: Hiring of handicapped	<b>01</b>
<b>Rio de Janeiro, Wednesday, August 14:</b> Luncheon Meeting with Guest-Speaker Mr. Samir Passos Awad, Managing Director Petrobras Netherlands NV	<b>02</b>
<b>São Paulo, Tuesday August 20:</b> Holland Business Borrel	<b>03</b>
<b>Rotterdam, Wednesday September 04:</b> 9th Technical Dutcham Brazil Seminar Theme: "How to avoid or solve conflicts"	<b>04</b>
Agenda for the rest of the year	<b>06</b>

Please note there will be no Business Borrel in Brazil in the month of September. This is because the borrel of October will be anticipated to Wednesday 09.09, to be held at ING premises, and have as special guest the Dutch Minister for Foreign Trade and Development Cooperation Mrs. Lilianne Ploumen. Invitation with specific details is to follow.

Dutcham's MD Mr. Hans Mulder is planning a business visit to The Netherlands for the last week of August and the first week of September, where he will also attend the aforementioned seminar. Although his schedule is quite tight, he welcomes interested parties to let him know via [hans@dutcham.com.br](mailto:hans@dutcham.com.br)

### OTHER TOPICS IN THIS BULLETIN:

Report from presentation of SHELL scenarios, July 3 <sup>rd</sup>	<b>07</b>
Report from Dutcham - FIESP seminar on soil remediation. July 16th	<b>08</b>

## BREAKFAST HR MEETING

CONVITE - palestra gratuita



A Gelre, em parceria com as Câmaras de Comércio, tem o prazer de convidá-lo(a) para a palestra:

### A ATITUDE QUE FAZ A DIFERENÇA sucesso ou fracasso no processo de inclusão de pessoas com deficiência

Incluir pessoas com deficiência no mercado de trabalho não é só um dever legal das empresas que devem garantir o direito ao trabalho, mas também um meio para promover cidadania. No entanto, muitas dúvidas existem e erros são cometidos neste processo inviabilizando o acesso e inclusão efetiva, expondo as empresas a sanções indesejadas.

Razões para contratar. Como contratar. Etapas da contratação e retenção. Sucesso ou fracasso durante o processo. Estes assuntos serão abordados através de cases e experiências compartilhadas.

O nosso objetivo é que os participantes saiam do encontro melhor preparados para transformar dificuldades em oportunidades.

#### Palestrante: LUIZA DE PAULA

Professora, pedagoga, especialista em deficiência mental pela USP, MBA em Gestão de Pessoas pela FGV, Coordenadora do Departamento de Estágios da APAE de São Paulo, Diretora de Recursos Humanos Corporativo da Organização Gelre e atualmente é sócia proprietária da empresa DDPAULA Soluções e Serviços em RH.



**Público Alvo:** Empresários, Diretores, Gestores e profissionais de RH

#### Programação

8h30 - 9h | Recepção + Café

9h - 9h15 | Abertura

9h15 - 10h45 | Palestra + Cases

10h45 - 11h15 | Perguntas

11h15 - 11h30 | Encerramento

**Data:** 13 de agosto (terça-feira) | 8h30 às 11h30

**Local:** AMCHAM | Rua da Paz, 1.431, sala 9 - Santo Amaro - SP

**Informações | Inscrições (até 09/08)**  
11 3351-3733 | [slima@gelre.com.br](mailto:slima@gelre.com.br) | Sueli



## RIO LUNCHEON

ORGANIZATION:

**dutcham**  
Dutch Brazilian chamber of commerce  
SINCE 1952

SUPPORT:



SPONSORSHIP:

**GAIA SILVA GAEDE** | ADVOGADOS  
& ASSOCIADOS

### INVITATION AND INSCRIPTION

LUNCHEON WITH MR. SAMIR PASSOS AWAD  
MANAGING DIRECTOR PETROBRAS NETHERLANDS NV  
WEDNESDAY AUGUST 14 - FROM 12:00 - 14:30 HRS  
Restaurante Navegador / Clube Naval  
Av. Rio Branco, 180 / 6o. andar / Centro / Rio de Janeiro

Mr. Passos Awad, who is also Counselor in the Dutch Advisory Board of Dutcham, may speak about Petrobras developments, opportunities and tips for Dutch suppliers, his personal and professional experiences in The Netherlands, and answer questions.



COSTS: R\$ 95,00 p.p. for member companies  
R\$ 145,00 p.p. for non-member companies  
(member-companies are allowed to bring others)

LIMITED SEATS AVAILABLE – EXCLUSIVE TABLES SEAT FIVE AND MAY BE MARKED WITH YOUR COMPANY LOGO. (Hence a sponsored full table cost R\$ 475,00 for member companies and R\$ 725,00 for non-member companies).

ALL RESERVATIONS BY CONFIRMED PAYMENT BEFORE WEDNESDAY AUGUST THE 7<sup>th</sup>.

Payment by advance deposit into:  
Banco Itaú – Ag. 0553 – c/c: 12120-3  
Câmara de comércio Holando-Brasileira  
CNPJ: 61.786.638/0001-94

Please forward confirmation to [info@dutcham.com.br](mailto:info@dutcham.com.br)

**makro**  
Faz mais pelo seu negócio. Faz mais por você.

**dutcham**  
Dutch Brazilian chamber of commerce  
SINCE 1952

**Hollandi.**  
Pioneers in international business

with the kind sponsoring of  
**Makro South America**  
we have the pleasure to invite you

## **Holland Business Borrel**

20 August, 2013  
19.00 h - 21.00 h

Rsvp: [info@dutcham.com.br](mailto:info@dutcham.com.br)

**Makro South America**  
Rua Carlos Lisdegno Carlucci, 520 - Butantã

## 9<sup>th</sup> TECHNICAL BRAZIL SEMINAR



## 9<sup>th</sup> TECHNICAL BRAZIL SEMINAR “HOW TO AVOID OR SOLVE CONFLICTS”

Kamer van Koophandel  
Blaak 40  
3011 TA Rotterdam  
Wednesday September 4th, 2013  
13:15 – 19:00 hrs.

Dear Sir/ Madam,

The combination of a complex business environment, differences in both culture and legislation, the poor structuring of agreements and insufficient control over procedures may all lead to frictions in doing business or investing in Brazil. Frictions that in the worst case lead to legal conflicts. What are common pitfalls to beware of? How can problems be avoided? But when they occur, what are the best ways to proceed?; What are the options for friendly settlements, or which instruments exist for legal measures?

Which legislation applies, what to expect from the justice systems - what time and money will be required, what are the chances of success?

All this is relevant for Dutch entrepreneurs who are active in Brazil, and this seminar offers an excellent opportunity for businessmen to learn from experts about the ins and outs, in a language that does not require a law graduation.

*Following the success with the organization of technical seminars with specialist flown-in guest speakers, the Dutch Brazilian Chamber of Commerce has the pleasure to announce the above mentioned seminar.*

To attend the conference please contact us **before August 30<sup>th</sup>**, via: [cfortes@pbe.nl](mailto:cfortes@pbe.nl) / [nnordin@pbe.nl](mailto:nnordin@pbe.nl) or by phone: 06-26018755

Participation fee is € 65,- ex VAT for non-members, and € 45,- ex VAT for members of the Dutch Brazilian Chamber of Commerce and Fenedex.

The number of seats is limited; we recommend timely reservation.

Hoping to see as many as you as possible September 4th <sup>!</sup>

Yours,

The staff of the Dutch Brazilian Chamber of Commerce

Seminar Program:

- 13:15 – 13:45 hr.: **Reception and handing over of identification badges**
- 13:45 – 13:55 hr.: **Welcome** by the Chairman Mr. Rob Wilmink, President of the Advisory board of the Dutch Brazilian Chamber of Commerce
- 13:55 – 14:15 hr.: **Common Pitfalls and Disputes** by Mr. Hans Mulder, Managing Director of the Dutch Brazilian Chamber of Commerce
- 14:15 – 14:50 hr.: **From Labor law to intellectual property: An overview of local and international legislation** by Mr. Joaquim Muniz of Trench, Rossi e Watanabe Advogados (Associated with Baker & McKenzie International)
- 14:50 – 15:10 hr.: Coffee Break
- 15:10 – 15:35 hr.: **Strategic planning and the drafting of solid agreements** by Mr. Mike Jansen of Baker & McKenzie Amsterdam together with Mr. FRITS REBEL of SHV
- 15:35 – 16:10 hr.: **International law vs. local enforcement and the collection of receivables** by Mr. Philippe Steffens and Mrs. Juliana Dantas of Baker & McKenzie Amsterdam
- 16:10 – 16:45 hr.: **The Arbitrage alternative** by Mr. Renato Pacheco Neto, CEO of the "Câmara de Mediação e Arbitragem das Eurocâmaras" the official Arbitrage Chamber of the Association of European Chambers of Commerce in Brazil.
- 16:40 – 17:00 hr.: **Answers and questions led by the Chairman**
- 17:00 – 17:05 hr.: **Closing words**
- 17:05 – 19:00 hr.: **Cocktail "Brazilian Business Borrel"**



**BAKER & MCKENZIE**

## ACTIVITIES 2013 - 2nd SEMESTER

preliminary agenda - subject to alterations

WK	MTH	MO	TUE	WE	THU	FRI	SAT	SUN	
27	JUL	1	2	3	4	5	6	7	<b><u>BRAZILIAN HOLIDAYS ON WEEKDAYS:</u></b> Sep 07 - Independence Day Oct 12 - N.S. Aparecida Nov 01 - All Saints Day Nov 15 - Republic Day Nov 20 - Conscience Day Dec 25 - Christmas
28		8	9	10	11	12	13	14	
29		15	16	17	18	19	20	21	
30		22	23	24	25	26	27	28	
31	AUG	29	30	31	1	2	3	4	
32		5	6	7	8	9	10	11	<b><u>DUTCH HOLIDAYS OTHER THAN THE ABOVE - WEEKDAYS:</u></b> Dec 26 - 2nd. Christmas Day Dec 31 - New Year's Eve
33		12	13	14	15	16	17	18	
34		19	20	21	22	23	24	25	<b><u>EVENTS IN BRAZIL:</u></b> Holland Business Borrels by Dutcham: Aug 20 - at MAKRO premises Oct 09 - at ING premises, with presence of the Dutch Minister for Foreign Trade and Cooperation Development Holland Business Borrels by CGSP: Nov 19 Rio de Janeiro Luncheon with Guest-Speaker Mr. Samir Passos Awad from PETROBRÁS: Aug 14
35	SEP	26	27	28	29	30	31	1	
36		2	3	4	5	6	7	8	
37		9	10	11	12	13	14	15	
38		16	17	18	19	20	21	22	
39		23	24	25	26	27	28	29	<b><u>EVENTS IN THE NETHERLANDS:</u></b> 9th. Technical Brazil Seminar: Topic "How to Avoid or Solve Conflicts" - September 04 - Rotterdam - followed by Brazilian Business Borrel
40	OCT	30	1	2	3	4	5	6	
41		7	8	9	10	11	12	13	
42		14	15	16	17	18	19	20	<b><u>BOARD MEETINGS:</u></b> Board Meetings in Brazil: Aug 20 / Oct 09 Advisory Board Luncheon in The Netherlands: Sep 04
43		21	22	23	24	25	26	27	
44	NOV	28	29	30	31	1	2	3	
45		4	5	6	7	8	9	10	<b><u>PUBLICATIONS:</u></b> Business Bulletins – Via e-mail PDF and web-site link Web-site editorial updates KOMPAS Guide to Brazil for Dutch investors 2013 –2014: 5th. edition
46		11	12	13	14	15	16	17	
47		18	19	20	21	22	23	24	
48	DEC	25	26	27	28	29	30	1	<b><u>MAJOR SERVICES:</u></b> Working visit to the Netherlands: Sep Guidance of Dutch investors in Brazil Guidance of Brazilian investors in The Netherlands
49		2	3	4	5	6	7	8	
50		9	10	11	12	13	14	15	
51		16	17	18	19	20	21	22	
52		23	24	25	26	27	28	29	
1		30	31						

## SHELL SCENARIOS



World famous for more than 40 years, Royal Dutch SHELL is a leader in elaborating scenarios for the global future and the energy demands therein. To that extent, objective and independent academic teams are formed in over a hundred different countries. Starting points are very wide and include social and political developments, leading to sometimes very different scenarios. These are then presented to the companies' boards, opposed to the procedure followed by most companies which is often to elaborate one scenario that follows the wishes of its top management. Illustrating: In one scenario (baptized "Mountains") governmental decision making is still made "top-down" and foresees a partial comeback of nuclear energy. In another scenario, however (baptized "Oceans") governments adopt a more fluid decision making by constantly following public opinion. The latter would be responsive to street protests like the recent ones in Egypt, Turkey or Brazil, for example. In that scenario, nuclear energy would not see a revival.

The SHELL scenarios were presented in Brazil on Wednesday July the 7th in the Hotel Tivoli-Mofarrej by Mr. Wim Thomas, Head Energy Team Global Business Environment of SHELL International BV, and discussed with special local guests such as Prof. José Goldemberg.



## DUTCHAM – FIESP SEMINAR GREAT SUCCESS



In spite of being amidst the holiday season, the seminar Dutcham helped hosting at FIESP on July 16 was a great success, with over 300 participants and a full house. This proved Dutcham's member company BIOSOIL right that the topic of "Bioremediation of Contaminated Soil" is more than an actual one. Apart from opening words by Dutcham's MD and Mr. Theo Groothuizen, Advisor on Science and Technology from the Dutch Consulate General and Mr. Walter Françolin, Director of the Department for Environmental

Issues from FIESP, presentations were held by executives from Dutch companies including BIOSOIL and FUGRO, plus representatives from CETESB, ACE insurances, and others. The audience was very professional and participative, and among the positive conclusions was the one that Dutch expertise is and will be extremely complementary to Brazilian needs.