



**Copenhagen
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November 11, 2011

Brazil's New Role as an Economic Power: Opportunities & Challenges

**Centre for the Study of the Americas and Department of Business &
Politics: Seminar on Brazil**

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Program

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| 9:15-9:25 | Coffee |
| 9:25-9:30 | Welcome, Prof. <i>Jan Gustafsson</i> , Director of the Centre for the Study of the Americas at CBS |
| Session I | Brazil as a Global Economic Player
Panel Chair <i>Steen Fryba Christensen</i> , Aalborg University |
| 9:30-10:00: | Presentation: " Brazil's View on the developing New Global Order and its present and future role in Global Governance. " Brazil's Ambassador in Denmark, <i>Gonçalo Mello Mourão</i> . |
| 10:00-10:30 | Presentation: " Denmark's Focus on the Brazilian Market " Head of Section, Karina Johansen, Danish Ministry of Foreign Affairs. |
| 10:30-11:00 | Presentation and debate: Brazil's Multinationals and the Role of the BNDES , <i>Andrea Goldstein</i> , OECD Investment Division, Paris. |
| 11:00-11:45 | Questions & Answers |

11:45-13:00: Lunch (can be purchased in the cafeteria)

Session II **Brazilian Multinationals and Innovation Policies**
Panel Chair *Morten Ougaard, DBP/CBS*

13:00-13:45: Presentation and debate: **Innovation Policy and Patent Policy in Brazil**, *Ken Shadlen*, London School of Economics

13:45-14:00 Questions & Answers

Session III **Panel on Brazil's Economic Cycle and Capital Markets**
Panel Chair *Luigi Manzetti, CSA/CBS*

14:00-14:30 *Aurelija Augulyte* and *Anna Salkova*, Nordea Bank

14:30-14:45 Questions & Answers

14:45-15:15 Summary and closing debate: What are the challenges and opportunities of the Brazilian market?
Moderator *Luigi Manzetti, CSA/CBS*