



WOMEN'S FORUM GLOBAL MEETING 11

What if ?

Challenge, imagination, commitment

Deauville France **13 14 15 October 2011**



BRAZIL DELEGATION

TODAY'S BRAZIL IN THEIR OWN WORDS

We asked some of our Brazilian delegates to write a few words regarding their own impressions of Brazil today, the role of Brazilian women, their specific interest in education, the environment and the culture. **In other words: their own invitation to Brazil!**

ABOUT BRAZIL

Stefan Sweig once wrote about Brazil, it is *The Land of the Future*. The Future is now. Brazil finally belongs to the developed world. The stability of the democratic institutions, the strong regulations of the financial activities and the creation of a large national market have made it happen. We have to say as well that the modernization of public services – and I want to emphasize here the importance of corporate and judicial initiatives – has also allowed for a solid and trustworthy ground for business development.

ELLEN GRACIE NORTHFLEET

Former Chief Justice, Federal Supreme Court, Brazil

Brazil is the focus of the world: besides being blessed with natural resources and having a privileged climate, we are also one of the most promising countries of the world! Knowing that there will be close to 10 billion people on the planet seeking happy and safe lives for themselves and others by 2020, I believe that our challenge is to be the best managers possible. Efficiency is the key to minimize any waste of human and natural strength.

VANESSA VILELA CEO, Kapeh

Brazil is at an exciting moment. I am particularly enthused about the development of civil society participation in public policy and control, entrepreneurship and social change.

CANDACE LESSA

Partner, CA Lessa Consultores Associados

Within the next three years, 36 million people will join to the C-income group in Brazil. By 2050, this new middle class will make Brazil the 4th world largest economy, according to Goldman Sachs! The C-Income Group owns 70% of all credit cards in Brazil and is responsible for 78% of supermarkets' revenue. One hundred and three million people belong to this new middle class, and they are revolutionizing the Brazilian market.

LEILA VELEZ Co-Founder and CEO, Beleza Natural

Is the recent economic boom contributing for the social development of the Brazilian population as a whole? Wealthy people need to assume more responsibility to build a society with fewer disparities. Otherwise development won't be sustainable.

DANIELA NASCIMENTO FAINBERG

Founder and Director, Instituto Geracao

We can all make the difference in a world of honesty, integrity, and ethics if we start with ourselves. Brazil is today in its most vigorous battle against corruption at all levels.

A country without corruption is a place of wealth. Brazilians are learning that these values must be lived by each and every one of us, everyday and everywhere.

ISABEL FRANCO

Senior Partner, KLA - Koury Lopes Advogados

Brazil is in a unique moment in its history. We are growing economically, politically and improving socially in the midst of a global recession – under the leadership of women.

ANGELITA HABR-GAMA

Professor of Surgery, University of Sao Paulo Medical School

WOMEN

I am proud to belong to a country led by a woman who was elected president democratically. She is fighting corruption and we hope she can maintain the struggle for principles and continue her combat against poverty.

GISELA PITANGUY Director, Clinica Ivo Pitanguy

As a result of the intense work of female leaders around the world, the world continues to increasingly acknowledge the important role women can play. We live a special moment in Brazil, with a President of high political and administrative capacity, who nominated 12 female ministers to focus on the priorities of the Brazilian society. The world would, undoubtedly, be fairer if women were brought up, from an early age, to dare more. We should, all women, work within our circles of influence and get mobilized – through education, acknowledgement of differences, access to jobs and the enhancement of social policies – to improve the situation of women today and widen the prospects for the women of tomorrow.

WALESKA SANTOS Vice President, Couromoda Group

Brazil is currently experiencing economic stability and social inclusion policies. The Brazilian women, who compose 52% of the population and 51% of the voters, shall make a difference in the sustainable growth of our country.

IÊDA NOVAIS Corporate Director, KPMG

I am proud to be part of the Brazilian Women's Movement strong political force that has played a key role during the re-democratization of the country, struggling to qualify the concept of democracy by including women's human rights as a central issue of the social justice and democratic agenda. Today women represent more than 40% of the labor force and much has been achieved in the last decades. While there are still many challenges ahead we celebrate that now Brazil is ruled by a legal framework that recognizes men and women have equal rights. We also celebrate the election of Dilma Rousseff as our President, breaking a pattern of exclusion of women from the high political sphere decisions. However, it is important to remind that women, in the plural, encompasses differences of class, race and ethnicity and that equality among women is still a challenge.

JACQUELINE PITANGUY Founder & Executive Director, CEPIA - Citizenship Studies Information Action

TODAY'S BRAZIL IN THEIR OWN WORDS

I applaud the Women's Forum for the Economy and Society for focusing and supporting women in the world. There is no doubt that in recent years women are increasingly present in the labor market. This worldwide phenomenon has occurred in both developed and developing countries, and Brazil is no exception. A successful woman is the one who knows how to combine her natural talent, believes in her, loves life above everything and exercises such capacity day-to-day.

MARIA FERNANDA TEIXEIRA President, First Data Do Brasil

In Brazil, the number of women equals 96 million, over half the country's population. In 2009, they represented 45% of the workforce and 800 billion Reals in consumers' purchase of products and services. The narrowing of the salary gap between men and women, currently at 72%, along with the admission of around 150 thousand Brazilian women annually in the market should elevate Brazil's GDP at least one percent/year until 2014. One third of women are the breadwinner for the family. Women already compose 38% of property owners in the country, up from 5% a decade ago. The economic and social revolution is being built not only by the country's first woman elected president but also by all the women. Brazil's future belongs to women.

MARCIA NEDER Publisher, Editora Abril S/A

As leaders, we must be challenged to create a better atmosphere and feelings, to help people to grow and develop their own identity. It must start with our children, our friends and us.

SANDRA RALSTON Vice President, Colliers International

The recent achievements of Brazil, such as sustained economic growth, reducing poverty and expanding middle class in the country are reasons for all of us to celebrate. But at the same time, these achievements increase our responsibility as leaders. In our hands lays the decision to walk a path of economic and social evolution, where only a high-level education system, which is equitably distributed throughout the entire population, will allow us to grow sustainably. The creative force, the formative ability and the long-term commitment of the feminine movement that emerges around the world and especially in Brazil is a unique and an not-to-be missed opportunity to recover values and set the groundwork for a more ethical, more equitable, more prosperous, happier, and truly sustainable new society.

MARISE BARROSO CEO, Mexichem Brasil

WOMEN (continued)

As women, we must take the initiative to establish corporate, social, human, and planetary limits for the next generation of business leaders. Boardrooms must echo with our message, "There is no such thing as healthy business in a sick society."

CELINA BORGES TORREALBA CARPI

Board Director, Grupo Libra

EDUCATION

Brazil is a booming and rising economy, so companies are growing and heavily investing to take advantage of this momentum. The challenge we are all facing is to find and attract qualified talents to fill all these new roles that are being created as a result of that. The question is: "Is this growth sustainable without huge investments on basic education in Brazil?"

ANA PAULA CHAGAS Partner, Heidrick & Struggles

No nation can reach development without a good public education available to all citizens. Only education and good information can erase poverty and gap among classes.

YVONNE BEZERRA DE MELLO

General Coordinator, Projeto Uere

If you think education is expensive, try ignorance.
Educating is an act of love.

DAGMAR GARROUX

Founder and President, Casa do Zezinho

CULTURE

Look, Touch, Feel, Listen, Taste – The Art Senses. Human eye

SAULO GARROUX Author

Diversity in Brazil is so beautiful and surprising that we have been able to transform the illegal graffiti into a wonderful tool of social revolution. Our President, Dilma Rousseff has depenalized graffiti arts, which is now considered as a form of cultural expression.

PANMELA CASTRO

President, Nami Rede Feminista de Arte Urbana

TODAY'S BRAZIL IN THEIR OWN WORDS

ENVIRONMENT

Today, Brazil plays an important role for the planet's integrity. Its natural resources and land-use must to be treated sustainably so all natural elements can continue to assure the well being of humans and of other species. Economic growth can only occur if nature becomes a true value for humankind.

The modern world's complexity demands new educational frameworks. People need to be encouraged to dare more, have broader perspectives with multi-disciplinary visions, so problems can be better solved. Brazil must undergo an education revolution that takes entrepreneurship at heart.

SUZANA PADUA

President, IPE - Institute for Ecological Research

Humanity is challenged by environmental and social needs.
The time to universalize better living conditions is now,
and women's caring abilities are keys to our future.
In Brazil, The Nature Conservancy is doing its share.

ANA CRISTINA BARROS

Country Representative, The Nature Conservancy

I want my music to strive and bring to the world the harmony, the warmth and the joy embodied by Brazilian culture.

I want my music to speak to the human ear and the human heart, to allow concertgoers and listeners to discover together a place that transcends all cultural barriers.

DENISE REIS Singer

I am a chef in Brazil, a country of immense proportions, rich in culture and nature that lives in a good economic moment. Our gastronomy is not far behind. We have great talents, and hopefully I'll bring a little bit of this scenario to the Forum participants.

BEL COELHO Chef, DUI Restaurant, Sao Paulo

LET'S MEET AGAIN IN BRAZIL

Brazil welcomes foreign investors, foreign cultures, and foreigners in general. As a Brazilian, I would like to give you two opposite but supplementary suggestions: If you come to visit, try to understand local culture and habits, be patient and kind to people. And if you really want to come and stay, do not tolerate the "hidden" behavior that may be found in certain circumstances (in the worlds of law, politics, and business). The little giant is fighting to grow and get rid of the bad habits of its childhood. Your help is greatly appreciated!

KARIN ALVO

Partner, KLA - Koury Lopes Advogados

Brazil is a country that thinks new. We want to share with the world our creativity, our sense of fraternity, and our audacity in implementing innovative and efficient visions for the new demands that currently challenge leaders in all sectors.

CHRISTINA CARVALHO PINTO

CEO, Full Jazz Communications

Brazil: land of culture, affection and heritage.

Come and visit us!

TERESA CORÇAO

Chef Owner, Restaurante O Navegador, Rio de Janeiro