

# BRAZIL

## Sao Paulo

### Mission of the France-Brazil Business Council of MEDEF International

*On the occasion of the State visit of*

**Mr Emmanuel MACRON**, President of the French Republic

*Led by*

**Mr Jean-Pierre CLAMADIEU**

President of the France-Brazil Business Council of Medef International and  
Chairman of the board of ENGIE

**Mrs Sandrine FERDANE**

Vice-president of the France-Brazil Business Council of Medef International and  
Global Head of FIC, BNP Paribas

**Mr Gilles COCCOLI**

Vice-president of the France-Brazil Business Council of Medef International and  
Chief Operating Officer Payment Solutions & New Markets, Edenred

March 26 & 27, 2024

## PROVISIONNAL PROGRAM

*as of 24/03/2024*

### Monday, March 25<sup>th</sup>

10h25 - 18h15

Flight AF 460 from Paris to Sao Paulo  
*Transfer to the Intercontinental hotel*

### Tuesday, March 26<sup>th</sup>

7h45

*Transfer to the CCIFB*

BRIEFING MEETING with

- French regional and economic service
- Consul general
- CCIFB
- Business France Brazil
- BPI France
- AFD

8h00 - 9h30

*Location: CCIFB, Alameda Itu, 852 - Cerqueira César*

9h30

*Transfer*

COLLECTIVE MEETING with banks: "Brazilian economic and political landscape"

10h15 - 11h45

- Banco Itaú
- BNP Paribas

*Location: BNP Paribas, Torre Sul - Av. Pres. Juscelino Kubitschek, 1909 - 10º andar - Vila Olímpia*

---

12h00- 13h30	<p>COLLECTIVE MEETING with</p> <ul style="list-style-type: none"><li>- <b>Mr Cleyton MIRANDA BARROS</b>, Head of the Investment Partnership Program of the Chief of Staff of the Presidency of the Republic</li><li>- <b>Mr Alexandre ARAUJO CARNEIRO</b>, Assistant Secretary for Social and Urban Infrastructure of the Investment Partnership Program</li></ul> <p><i>Location: BNP Paribas, Torre Sul - Av. Pres. Juscelino Kubitschek, 1909 - 10º andar - Vila Olímpia</i></p>
13h30 - 14h30	<p>Free lunch</p>
14h30	<p>Transfer</p>
15h00-16h30	<p>COLLECTIVE MEETING with (TBC)</p> <ul style="list-style-type: none"><li>- <b>Mr Tarcisio GOMES DE FREITAS</b>, Governor of Sao Paulo</li><li>- <b>Mr Rafael BENINI</b>, Secretariat for Investment Partnerships</li><li>- <b>Mr Jorge LIMA</b>, Secretariat for Economic Development</li><li>- <b>Mr Rui GOMES JUNIOR</b>, President of Invest Sao Paulo</li></ul> <p><i>Location : Palácio dos Bandeirantes, Av. Morumbi, 4500 - Morumbi</i></p>
16h30	<p>Transfer</p>
17h15 - 18h45	<p>COLLECTIVE MEETING with the French and Brazilian Innovation Ecosystem:</p> <ul style="list-style-type: none"><li>- La Fabrique / State</li><li>- La French Tech</li></ul> <p><i>Location : La Fabrique, Avenida Manuel Bandeira</i></p>
19h00	<p>Transfer</p>
19h30 - 21h00	<p>COCKTAIL NETWORKING FRENCH BUSINESS COMMUNITY with</p> <ul style="list-style-type: none"><li>- Business France</li><li>- CCE</li><li>- CCIFB</li><li>- La Fabrique / French Tech</li><li>- Other representatives</li></ul> <p><i>Location: Business France, Rua Marina Cintra 94 - Jardim Europa</i></p>
21h00	<p>Transfer to the Intercontinental hotel</p>

---

Wednesday, March 27<sup>th</sup>

## BUSINESS FORUM: FRANCO-BRAZILIAN PARTNERSHIPS FOR A SUSTAINABLE & GREEN ECONOMY

9h00 - 10h00	Registration and Business Networking Location: FIESP, Av. Paulista, 1313 - Cerqueira César, São Paulo
10h00 - 10h15	<b>OPENING</b>
	<ul style="list-style-type: none"> <li>- <b>Mr Jean-Pierre CLAMADIEU</b>, President of the France-Brazil Business Council of Medef International and President of ENGIE</li> <li>- <b>Mr Laurent ST MARTIN</b>, Chief Executive Officer of Business France</li> </ul>
10h15 - 10h30	<b>OPPORTUNITIES IN BRAZIL</b>
	<ul style="list-style-type: none"> <li>- <b>Eco Invest Brazil (tbc)</b></li> </ul>
10:40 - 12:10	<b>SECTORIAL ROUND TABLES</b>
Room (tbc) Language: Portuguese - French translation	<b>SUSTAINABLE, SMART &amp; CONNECTED INFRASTRUCTURES</b> (urban services, water management & transport infrastructures) In presence of <ul style="list-style-type: none"> <li>- <b>Mr Jader BARBALHO FILHO</b>, Minister of Cities of Brazil</li> </ul>
Room (tbc) Language: Portuguese - French translation	<b>ENERGY TRANSITION AND DECARBONIZATION</b> In presence of <ul style="list-style-type: none"> <li>- <b>Mr Alexandre SILVEIRA</b>, Minister of Mines and Energy of Brazil</li> <li>- <b>Mrs Silvia MASSRUHA</b>, President of Embrapa</li> </ul>
Room (tbc) Language: Portuguese - French translation	<b>SUSTAINABLE INNOVATIONS</b> (digital & health) In presence of <ul style="list-style-type: none"> <li>- <b>Mrs Luciana SANTOS</b>, Minister of Science, Technologies and Innovations of Brazil</li> </ul>
12h10 - 13h30	NETWORKING LUNCH BREAK
13h30 - 14h00	<b>AGREEMENTS' CEREMONY</b>
14h00 - 15h00	<b>PLENARY SESSION</b>
14h00 - 14h20	<ul style="list-style-type: none"> <li>- <b>Mr Ricardo ALBAN</b>, President of the CNI</li> <li>- <b>Mr Jean-Pierre CLAMADIEU</b>, President of the France-Brazil Business Council of MEDEF International and President of ENGIE</li> <li>- <b>Mr Josué GOMES</b>, President of the FIESP</li> <li>- <b>Mr Eduardo EUGÊNIO GOUVEA VIERA</b>, President of the FIRJAN</li> </ul>
14h20-14h50	ECONOMIC DEVELOPMENT PLANS OF BRAZIL by

	<ul style="list-style-type: none"> <li>- <b>Mr Fernando HADDAD</b>, Minister of Finance of Brazil</li> <li>- <b>Mr Alexandre SILVEIRA</b>, Minister of Mines and Energy of Brazil</li> </ul>
14h50-15h50	<p>CEO DIALOGUE</p> <ul style="list-style-type: none"> <li>- <b>Mrs Anne-Marie CHOHO</b>, CEO of SETEC</li> <li>- <b>Mr Marco STEFANINI</b>, CEO of Stefanini</li> <li>- <b>Mr Jean-Pierre CLAMADIEU</b>, Chairman of the Board of ENGIE</li> <li>- <b>Mr Francisco GOMES NETO</b>, CEO of Embraer</li> <li>- <b>Mr Guillaume FAURY*</b>, CEO of Airbus Group</li> <li>- <b>Emmanuel DELFOSSE</b>, CEO of GNA</li> <li>- <b>Mr Guy SIDOS</b>, CEO of VICAT</li> </ul>
15h50 - 16h20	<b>CLOSING</b>
	<ul style="list-style-type: none"> <li>- KEYNOTE SPEECH of <b>Mr Geraldo ALCKMIN</b>, Vice-President of the Republic of Brazil</li> <li>- KEYNOTE SPEECH of <b>Mr Emmanuel MACRON</b>, President of the French Republic</li> </ul>
16h20 - 17h00	NETWORKING
17h00 - 18h00	Transfer to the Lycée Français
19h00 - 21h00	RECEPTION in honor of the French community in Brazil, in presence of <b>Mr Emmanuel MACRON</b> , President of the French Republic <i>Lycée Français</i>
21h00	Transfer to the Intercontinental hotel
<b>Thursday, March 28<sup>th</sup></b>	
14h45	Departure of the flight AF 453 to Paris (1)
20h50	Departure of the flight AF 459 to Paris (2)
<b>Friday, March 29<sup>th</sup></b>	
05h55	Arrival of the flight AF 453 (1)
12h15	Arrival of the flight AF 459 (2)