

BRAZIL INSTITUTE IN 2008

The Brazil Institute is the only country-specific public policy institution in Washington dedicated to Brazil. Through seminars, original research, and publications, the Institute fosters bilateral dialogue and cooperation between Brazil and United States, deepens Washington's understanding of contemporary Brazilian developments and advances the study and discussion of Brazil's public policies. The Brazil Institute is directed by journalist *Paulo Sotero*, former Washington correspondent for *O Estado de S.Paulo*.

ADVISORY COUNCIL

The Institute's Advisory Council is a committed body of prominent leaders in business, journalism, scholarship, and public life that helps guide the work of the Institute. The Council gathers annually to discuss the vision and agenda of the Brazil Institute and serves as a vehicle to join leading individuals and institutions interested in Brazil and the Brazil-US relationship. The Advisory Council is currently co-chaired by Mr. *Alain J. Belda*, chairman of the Board, Alcoa Inc., and Ambassador *Anthony Harrington*, president and CEO, Stonebridge International. As of December 2008, Council members are:

Ambassador Luigi R. Einaudi, President, San Giacomo Charitable Trust
Mr. Eduardo Centola, Head of Latin American Mergers, Goldman Sachs
Mr. Horacio Aragones Forjaz, Exec. Vice President of Corporate Affairs, Embraer
Mr. Marcos Sawaya Jank, President, Sugarcane Industry Association (UNICA)
Mr. Robert and Mrs. Sandy Mangels, President and CEO, Mangels Industrial
Mr. Paul Moen, Director of International Corporate Affairs, AMGEN, Inc.
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Mr. Andrew Rudman, Senior Vice President for Latin America, PhRMA
Mr. Henrique Rzezinsky, President of Brazil Section, Brazil-U.S. Business Council
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Dr. Leslie Bethell, Emeritus Professor, University of London
Dr. Luis Bitencourt, Professor, National Defense University
Dr. Thomas E. Lovejoy, Biodiversity Chair, The Heinz Center

CONFERENCES & SEMINARS

INFRASTRUCTURE INTEGRATION AND ENVIRONMENTAL PRESERVATION IN THE AMAZON

January 16 – The conference marked the launch of the centerpiece of the Brazil Institute's Environment and Development Initiative: the *Amazônia* photography seminar and exposition series. The purpose of the series is to attract international attention to, stimulate debate on and develop policy solutions for the Amazon—a multifaceted matter that impacts local populations, regional agriculture, international commerce and global climate change. The January 16 discussion focused on the study, "A Perfect Storm in the Amazon Wilderness: Development and Conservation in the context of the Initiative for Integration of the Regional Infrastructure of South America (IIRSA)," written by Senior Research Scientist at the Center for Applied Biodiversity Science, *Timothy Killeen*, and featured *Carlos Nobre*, a leading Brazilian climatologist and a chief architect of the Brazilian government's Amazon Sustainable Plan (PAS).

The conference concluded with the launch of *Amazônia Photography*, an art exhibit featuring 54 photographs published in a special edition magazine of the newspaper *O Estado de São Paulo*. The magazine—published just days before the November 2007, United Nations Framework Convention on Climate Change in Bali, Indonesia—analyzes Brazil's challenge of managing and preserving the Amazon. Displayed at the Wilson Center for two months, *Amazônia Photography* has been exhibited at the David Rockefeller Center for Latin American Studies at Harvard University; at the Woodbury Art Museum at the Utah Valley University (UVU); and will be on display in the Salt Lake City Public Library from January through the end of February 2009.

LEADERSHIP DISCUSSION SERIES WITH PRESIDENT OF THE CHAMBER OF DEPUTIES, ARLINDO CHINAGLIA

January 24 – To provide Brazilian leaders with greater exposure to the Washington policy community and advance understanding of Brazilian issues in the United States, the Brazil Institute held the second of its Leadership Discussion Series with *Arlindo Chinaglia*, Speaker of Brazil's House of Deputies. His visit was aimed at improving relations with the United States and included a meeting with his American counterpart, House Speaker Nancy Pelosi. The discussion focused on Brazil's future potential as a significant oil exporter, the dynamics of Brazil's bureaucracy, and pending and upcoming legislative initiatives.

FOURTH ANNUAL SYMPOSIUM ON INTERNATIONAL TRADE

February 1 – The Brazil Institute and the Brazilian International Trade Scholars, Inc. (ABCI) organized a half-day seminar with three panel discussions focusing on the issues of “Unlocking the Doha Round: Perspectives for 2008”; “Global Warming and Environmental Preservation: What Options International Trade Law Has To Offer?”; and “Revisiting the Possibility of a Bilateral Investment Treaty (BIT) Between the United States and Brazil.”

U.S.–BRAZIL BIOFUELS COOPERATION: ONE YEAR LATER

March 4 – One year after Brazil and the United States signed a Memorandum of Understanding (MOU) to deepen their efforts to develop reliable, clean, and sustainable energy sources, the Institute, UNICA, and the Brazilian Trade and Investment Promotion Agency (APEX-Brasil) convened a group of high-level officials and analysts to evaluate the progress of the bilateral initiative.

LEADERSHIP DISCUSSION SERIES WITH GOVERNOR OF RIO GRANDE DO SUL, YEDA CRUSIUS

April 1 – During her visit to Washington to sign a U.S. \$1 billion World Bank credit extension to reschedule the state of Rio Grande do Sul’s public debt, Governor *Yeda Crusius*, took part in a public seminar to discuss the fiscal and budgetary prerogatives of her administration as well as government initiatives to increase investment and spur economic growth.

THE CHALLENGE OF INNOVATION IN BRAZIL: INNOVATION STRATEGIES IN SEVEN COUNTRIES

April 25 – In the third part of its series on innovation, the Institute collaborated with Prospectiva International and Instituto de Estudos Avançados (IEA) of the Universidade de São Paulo for the launch of the in-depth, ten-month research project, Mobilização Brasileira para a Inovação (MOBIT). Coordinated by *Glauco Arbix*, professor of sociology at USP, and sponsored by the Agência Brasileira de Desenvolvimento Industrial (ABDI), the MOBIT study seeks to understand how the world’s seven most innovative countries have succeeded in applying policies, adapting institutions, and using economic incentives and instruments to construct knowledge-based economies.

A group of leading Brazilian researchers, economists, and public officials joined the discussion to debate the findings of the MOBIT final report and analyze its implications for Brazil’s national innovation system. The Institute also cosponsored

a series of seven seminars throughout the year covering each of the seven country-specific MOBIT studies. Each seminar sought to translate statistics into discernable trends, identify patterns in the national innovation strategies of these seven countries, and establish guidelines of action for the Brazilian government.

SUGARCANE ETHANOL AND LAND USE IN BRAZIL

April 28 – As a part of a continuing series of forums dedicated to the issue of biofuels production, Economist *André Nassar* of the Brazilian Institute for International Trade Negotiations (ICONE) presented initial findings of a study on sugarcane expansion and land use in Brazil. Unlike other forms of biofuels, Brazilian ethanol derived from sugarcane does not pose a threat to either global food supplies or the environment, noted Nassar.

During the past three decades, Brazil has become the world’s fourth largest agricultural exporter while also leading the world in biofuels production—today, ethanol has supplanted more than 50 percent of the country’s gasoline consumption using only 1.5 percent of its arable land. Nassar explained this phenomenon is a result of numerous factors, including the efficiency of sugarcane production and the abundance of available arable and non-forested land outside of the Amazonian biome.

BETTING ON BIOFUELS: OPPORTUNITIES AND IMPLICATIONS

May 15 – Leading scientists met with agricultural economists and energy experts to discuss recent research about potential technological developments in the agricultural sector and second-generation biofuels, as well as the impacts of biofuels on energy use and agriculture. *Paulo Sotero* focused on the development of biofuels in Brazil, the environmental benefits of sugarcane production, and the potential expansion of biofuels production in other tropical regions.

LEADERSHIP DISCUSSION SERIES WITH GOVERNOR OF MATO GROSSO, BLAIRO MAGGI

June 10 – A successful businessman and head of his family enterprise, Groupo Amaggi, Governor Blairo Maggi took part in a two-hour discussion with environmental leaders and members of the Washington policy community to debate the impacts and implications of the expansion of the agricultural frontier in Mato Grosso—especially in its northern border along the southern stretches of the Amazon rain forest. The Governor is viewed as one of the most controversial figures in the debate in Brazil about development versus protection and conservation of the Amazon biome.

The intent of Maggi's visit to the United States was to highlight his administration's efforts to balance and produce positive results for both forest conservation and economic development. *Mark London*, a U.S. trial lawyer and co-author (with Brian Kelly) of *The Last Forest: The Amazon in the Age of Globalization*, joined the discussion and framed the debate around the dual, polarizing images that Maggi represents: large-scale farmer and sustainable developmentalist.

LESSONS IN GOVERNANCE FROM URBAN BRAZIL

June 17 – The Brazil Institute and the Comparative Urban Studies Project of the Wilson Center cohosted the book launch of *Lessons in Governance from Urban Brazil*, by *Ivani Vassoler*, assistant professor in the Department of Political Science at the State University of New York, Fredonia. The book—Vassoler's PhD thesis at the University of Maryland—examines forty years of innovative urban policy in the city of Curitiba, Paraná.

BRAZIL'S EMERGING ECONOMIC POWER: NOW INVESTMENT-GRADE AND WHY IT MATTERS

June 20 – Cosponsored with the Wilson Center on the Hill program, the seminar brought leading financial experts to the nation's Capital to discuss the implications of Standard & Poor's (S&P) and Fitch ratings agencies decision to upgrade Brazil's sovereign debt to investment-grade. The focus of the event was to discuss the country's economic emergence and the challenges it faces going forward. The discussion featured *Lisa Schineller*, director of Sovereign Ratings at S&P, and speakers *Nancy Lee*, deputy assistant secretary of the Western Hemisphere for the Department of the Treasury and visiting fellow at the Center for Global Development, and *Otaviano Canuto*, vice president for countries at the Inter-American Development Bank.

A CONVERSATION ON THE AMAZON

August 29 – In connection with the second installment of the *Amazônia Photography* exhibit, the Brazil Institute and the Brazil Studies program of the David Rockefeller Center at Harvard University hosted a discussion about the risks and opportunities that preservation of the Amazon represents for Brazil. Speakers included *Paulo Artaxo*, professor of environmental physics of the University of São Paulo and *Paulo Sotero*. *Scot Martin*, professor of environmental chemistry at Harvard University served as the moderator for the event, which was attended by over seventy students and professors.

INNOVATION IN BRAZIL: OPPORTUNITIES AND CHALLENGES

July 31 – As Brazil seeks to solidify its position as an emerging economic power, policymakers, business leaders and scholars are focusing on how the country can better employ a coherent and robust national innovation strategy to diversify its economy and achieve higher, sustainable levels of growth. Along with Prospectiva International, the Institute convened the fourth seminar in its series on innovation.

LITERATURE IN THE AMAZON

September 16 – When one thinks of the Amazon, art is rarely the first thing that comes to mind. But it was the Amazon—and specifically, the bustling, ethnically diverse port city of Manaus—that gave Brazil one of its most famous contemporary poets, *Thiago de Mello*, and a world-renowned orchestra conductor, *Claudio Santoro*. Manaus is also the birthplace of *Milton Hatoum* and *Márcio Souza*, novelists whose creative work have brought renewed attention to Amazonian culture.

To dispel misconceptions and highlight the richness of region's culture, the Brazil Institute and the Brazilian Embassy in Washington, D.C., organized a discussion with one the most celebrated Amazonian authors, *Márcio Souza*. He is the author of picaresque, satirical novels like *The Emperor of the Amazon* and *Mad Maria*. Souza was joined by *Lúcia Sá*, a visiting professor of literature at the University of Manchester, England, and author of *Rain Forest Literatures: Amazonian Texts and Latin American Culture*, and *Regina Igel*, professor of Portuguese and Brazilian literature at the University of Maryland.

NEW CHALLENGES OF CONSTITUTIONAL ADJUDICATION IN BRAZIL

October 24 – In his first visit to the United States since assuming the rotating presidency of the Supreme Federal Tribunal (STF) last April, Minister *Gilmar Mendes* discussed constitutional adjudication in Brazil and the challenges of reconciling the protection of fundamental rights with democracy. Specifically, he addressed the new demands placed on the STF to rule on cases concerning the extensive social agenda adopted by the country's Constitution that have been neglected by administrative and legislative officials. Former chair of the Subcommittee on Latin America and the Caribbean, Judge *Peter Messitte* provided a comparative perspective of diverse legal systems around the world, focusing on the United States and Brazil, as well as differences between the common and civil law systems.

POLITICAL OUTLOOK IN BRAZIL AFTER 2008 MUNICIPAL ELECTIONS AND GLOBAL FINANCIAL CRISIS

November 10 – Political and economic experts discussed the results of municipal elections held in more than 5,500 cities in Brazil and how the repercussions of the global financial crisis will effect the political outlook in the final two years of Luiz Inácio Lula da Silva's presidency and the campaign for his successor in 2010.

BIOTECHNOLOGY, MEDICINE AND INNOVATION

November 21 – Brazil, the leader of innovation in Latin America, has emerged as an increasingly relevant global innovator, boasting world-class businesses in areas as diverse as energy, manufacturing, metallurgy, and more recently, biotechnology. Nonetheless, the country still faces considerable challenges in reaching the level of innovation exhibited in the world's most advanced economies. The Brazil Institute with the Brazil-US Business Council and in partnership AMGEN and BioTech Primer Inc., hosted the fifth seminar of its ongoing series on innovation.

SUSTAINABILITY AND AGRIBUSINESS IN THE AMAZON FRONTIER

December 4 – The issues of global climate change, environmental preservation and food security have emerged as dominant themes on the international agenda. Nowhere is the convergence of these issues more apparent than in Brazil—a major food supplier and owner of more than 65 percent of the Amazon rain forest—and, especially, in the state of Mato Grosso. As Brazil's leading producer of various foodstuffs (it supplies 8 percent of the world's soya) with its northern border along the "frontier" of the Amazon, Mato Grosso is at the center of the broader debate about economic development and environmental sustainability. To advance dialogue and promote effective policy that addresses these interlinked issues, the Brazil Institute convened a seminar focused on "Agriculture and Sustainability" with the principal stakeholders.

The governor of Mato Grosso, *Blairo Maggi*, and agricultural sector representatives, researchers, business leaders from the state were joined by prominent international environmentalists. The debate centered on increasing the value of forested regions, emphasizing the need for carbon markets; the detrimental climate impact of agriculture protectionism in advanced countries; monitoring and tracking of deforestation; the productivity of Brazilian agriculture and prospects for greater technological advances; improving infrastructure, stability of land tenure and questions of more effective governance; and the important role of the "Amazon rain machine" in the hydrologic cycle of agriculture in Brazil.

PROSPECTS FOR BRAZIL-U.S. RELATIONS IN THE NEW AMERICAN ADMINISTRATION

December 5 – A continental nation that has emerged in the international stage as a major agricultural and energy producer, and a pivotal actor in the fight against climate change, Brazil is increasingly perceived in the United States as a stabilizing force in the Western Hemisphere and a player in global affairs. As it seeks to reassert its international leadership and leave behind the unilateralist policies of the Bush era, the United States is seeking to partner with Brazil in areas where their national interests converge and offer opportunities to deepen a largely positive but superficial bilateral relationship.

In order to examine the dynamics of Brazil-US relations, the prospect for the development of a strategic partnership between the Americas two largest multiracial democracies in a changing global order, the Brazil Institute convened an all-day conference that joined over 22 participants. Speakers included the Brazil's Minister of Defense, *Nelson Jobim*; the governor of Mato Grosso, *Blairo Maggi*; the U.S. Assistant Secretary of State for the Western Hemisphere, *Thomas Shannon*; Brazil's Ambassador to the U.S., *Antonio Aguiar de Patriota*; the U.S. Ambassador to Brazil, *Clifford Sobel*; Brazil's Deputy Minister of Mines and Energy, *Marcio Zimmerman*; the Special Adviser to the President of the Brazilian National Development Bank (BNDES), *Antonio Barros de Castro*; the Deputy International Adviser to Brazilian President *Marcel Biato*; and former ambassador and current vice chairman of Hill & Co Consulting, *Thomas Pickering*.

SCHOLARS

The Woodrow Wilson Center Fellows program brings together top scholars and exceptional thinkers with the widest diversity of views and encourages active debate and serious scholarship on issues of public policy. The Center distinguishes itself from policy institutions in its consideration of issues, non-partisan atmosphere, and its ability to connect the worlds of public affairs and scholarship.

In December, Public Policy Scholar-in-residence, *Leslie Bethell*, emeritus professor with the University of London, began his research project on "Brasil in the New Global Order." Bethell will be in residence through February 2009. *Frances Hagopian*, Grace associate professor of political science at the University of Notre Dame, researched political representation in Brazil, Chile, Argentina and Mexico during her nine-month Fellowship at the Center.

PUBLICATIONS

BRAZIL-U.S. RELATIONS: OPPORTUNITIES AND OBSTACLES FOR A STRATEGIC PARTNERSHIP

Articles written by trade expert, *Jon Huenemann*, and Brazilian foreign and trade policy scholar, *Pedro da Motta Veiga*. Reports were drafted for a Brazil-US Working Group discussion convened by the head of the Brazil Section of the Brazil-US Business Council, *Henrique Rzezinski*. Over 20 Brazil and US experts from academia, the policy community, and the business sector contributed to the two hour discussion held at the Woodrow Wilson Center in September 2008.

BRAZIL'S INNOVATION CHALLENGE

The proven creativity and innovative capacity of Brazilian companies has brought a new set of challenges to the country's business leaders and policymakers. Over the past year the Institute and Prospectiva International have sponsored events to advance research on public policies, governmental institutions and how the adoption of intellectual property rights affect the efficacy and use of innovation throughout Brazil's economy. The four-part Special Report series analyzes how better public policies can create incentives and foster the necessary environment that will support companies in their effort to turn ideas into products and services.

INFRASTRUCTURE INTEGRATION AND ENVIRONMENTAL PRESERVATION IN THE AMAZON

The Initiative for the Integration of the Regional Infrastructure of South America (IIRSA)—conceived during the 2000 Meeting of South American presidents—is meant to forge links between all South American countries by integrating three strategic economic sectors: transportation, energy, and telecommunications. This Special Report synthesizes research and policy studies covering the potential impacts of IIRSA projects.

NEW DIRECTIONS IN BRAZILIAN FOREIGN RELATIONS

Thirty-five page conference report produced in collaboration with The Brookings Institution. The report is the result of the September 28, 2007, seminar which gathered notable foreign policy scholars and practitioners to discuss recent developments in Brazil's foreign affairs. The goal of the seminar was to better understand the domestic pressures within Brazilian society and its foreign policy establishment as it continues to promote economic and social development.

OUTREACH

As a part of the Brazil Institute's mission to elevate Brazil's presence in Washington, broaden understanding of contemporary Brazilian realities and advance dialogue on Brazil-U.S. relations, Director *Paulo Sotero* participates in various activities outside of the Wilson Center.

He is a frequent speaker at the U.S. Foreign Service Institute, which prepares diplomats and high-level foreign service officers for service in the U.S. embassy and consulates in Brazil. In January 2009, Sotero will once again take up an academic position, teaching a class on "Brazil in the Global Scene," at the Elliott School of International Affairs of the George Washington University. The Institute's director is also a regular guest on numerous radio and television programs including *BBC*, *CNN International* and *Al Jazeera*.

Sotero participates in meetings with advisors of both legislative and executive branches, as well as with civic organizations and businesses with interests in U.S. relations with Latin America and Brazil. In addition to taking part in numerous high-level debates and policy working groups, Sotero is a speaker at business and civic association conferences and academic seminars. Many of these engagements take place in Brazil and abroad, where Sotero is interviewed and published by leading international newspapers and magazines on aspects of American life and politics relevant to Brazil.

USC "DISTINGUISHED SPEAKER SERIES": EMERGING GREAT POWERS

On November 11, the University of Southern California Center on Public Diplomacy hosted *Paulo Sotero*, as part of the Center's Distinguished Speaker Series on the "Public Diplomacy of the Emerging Great Powers."

THE RACE FOR THE WHITE HOUSE

Globo News "Painel"—*William Waack* and political experts discussed the American electoral process and the rhetoric of the then Democratic presidential candidate, Barack Obama. The program, moderated by *Monica Waldvogel* was broadcast on November 1.

A DEBATE ABOUT THE FUTURE OF THE AMAZON

Television debate convened by *O Estado de S. Paulo* in February with *Marina Silva*, former minister of the Environment, *Virgílio Viana*, former secretary of the state of Amazonas, *Luiz Fernando Furlan*, former minister of Industry and International Trade and President of Fundação Amazônia, and *Paulo Sotero*.

BARCELONA DIALOGUES

In May, the International Centre for Trade and Sustainable Development and University of Barcelona jointly organized a global dialogue to create a Global Academic Network for researchers on the WTO and Regional Integration.

CONGRESSIONAL HEARING ON LATIN AMERICA: CHALLENGES AND OPPORTUNITIES ON ENERGY COOPERATION

In March, Paulo Sotero testified before the U.S. House of Representatives Oversight and Government Reform Committee's National Security and Foreign Affairs Subcommittee.

NEW MEDIA

BRAZIL PORTAL

The BRAZIL PORTAL blog is a comprehensive news aggregator. It covers Brazilian foreign and national affairs as well as environmental, economic, social, scientific and political issues in Brazil. The information, commentary and analysis collected on this site is meant to broaden understanding of and interest in Brazilian public policy.

PODCASTS

The Brazil Institute *Podcast Series* highlights research and analysis of preeminent scholars, policymakers and business leaders through concise and accessible interviews on timely public policy issues in Brazil.

WEBCASTS

All major public Brazil Institute events are video recorded and available for either live broadcast or "on-demand" through the Wilson Center website. This feature integrates our international audience with our ongoing programming.

WOODROW WILSON AWARDS

WOODROW WILSON AWARD FOR CORPORATE CITIZENSHIP

Celebrates the civic commitment of prominent business leaders around the world. In the city of São Paulo, the Brazil Institute honored Jorge Gerdau Johannpeter, chairman of the board and president of Grupo Gerdau, in 2007, and Maurício Botelho, former CEO of Embraer, with the Award for Corporate Citizenship, in 2006.

WOODROW WILSON AWARD FOR PUBLIC SERVICE

Commemorates individuals committed to improving the communities in which they live. The Brazil Institute honored Dr. Zilda Arns Neuman, founder of Pastoral da Criança, in 2007 and Ruy Mesquita, director of *O Estado de S. Paulo*, with the Award for Public Service, in 2006.

ABOUT THE WOODROW WILSON CENTER

LEE H. HAMILTON, PRESIDENT AND DIRECTOR

The Woodrow Wilson Center is the national, living memorial honoring President Woodrow Wilson. It provides an essential link between the worlds of ideas and public policy, in order to address current and future domestic and global challenges. The Center fosters policy-relevant research and dialogue to enhance the capabilities and knowledge of public and private sector leaders, citizens, and institutions worldwide. Created by an Act of Congress, the Center is a non-partisan institution supported by both public and private funds. It establishes and maintains a neutral forum for free, open, and informed dialogue.

The Center is the publisher of *The Wilson Quarterly*, and home of the Woodrow Wilson Center Press and *dialogue* radio and television.



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