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**The Brazil Institute at the Woodrow Wilson International Center for
Scholars and the Inter-American Dialogue**

Invite you to the launch of the book

*Brazil on the Rise: The Story of a Country
Transformed*

Thursday, September 16, 2010 – 3 p.m. to 5 p.m.
Woodrow Wilson International Center for Scholars
5th Floor Conference Room

Author: **Larry Rohter**, Culture Reporter, *The New York Times*

Commentators: **Paulo Sotero**, Director, Brazil Institute, Woodrow Wilson Center; **Peter Hakim**, President Emeritus, Inter-American Dialogue

Two decades ago Brazil had a debt that made some Third World countries blush. Today, it has the world's eighth largest economy, has achieved energy independence and, with the discovery of the largest oil field in the last century, is becoming a major exporter of crude oil to the United States. As the host of the 2014 Soccer World Cup and the 2016 Olympics, Brazil is ready to take its place on the world stage. This is a dramatically different country than the one *New York Times* culture reporter Larry Rohter encountered when he first visited Brazil in the 1970s. After covering several countries in Latin America and the Caribbean, Rohter settled in Brazil, where he spent 14 years, first as a correspondent for *Newsweek* and later as *The New York Times* bureau chief. For his book "Brazil on the Rise: The Story of a Country Transformed," published by Palgrave Macmillan, the reporter interviewed every important political, business, cultural and religious leader on the scene.