

Women's Forum Brazil 2013
Making a difference
17-18 June, Grand Hyatt, São Paulo

As of 25 June 2013

Brazil's remarkable women leaders are driving change in politics, the economy, and society. To honor their achievements and address their aspirations, the Women's Forum Brazil 2013 will focus on the theme of *Making a difference*.

We will showcase champions for good governance, social investment, and women's rights and discuss with high-potential entrepreneurs their experience of international expansion.

We will examine how to create sustainable benefits from the intense international exposure to be brought by the 2014 World Cup and RIO 2016.

And we will dialogue with senior executives on the coming wave of more women joining administrative boards and management committees.

New this year: tightly focused workshops and smaller roundtables for practical guidance on careers and leadership roles. Throughout, Brazilian perspectives will be complemented by international speakers with maximum insight on best practice in their countries.

We look forward to sharing with you two wonderful days of inspiration, learning and laughter!

Monday, 17 June

Please note: All plenary sessions and some workshops will be staged in simultaneous Portuguese/English translation. Smaller workshops will be held in Portuguese only.

13:00

Registration opens

Interact sessions

Small workshops and interactive roundtables of practical interest for participants. Some of these sessions require sign-up in advance as places are limited; others are by invitation only.

14:00-16:30, Chromium room

Towards men CEOs leading for women's corporate advancement

CEO Champions side meeting hosted by Ernst & Young and Sodexo, in partnership with the Women's Forum (by invitation only)

Speakers:

Manuela Artigas, Partner, McKinsey & Company (São Paulo)

Beth Brooke, Global Vice-Chair, Public Policy, Ernst & Young

Sergio Romani, Insurance Managing Partner, Ernst & Young Brazil

Juan Pablo Urruticoechea, Executive President, Sodexo Puras Brazil

14:00-16:30, Zirconium room

Finding the inspiration to make a difference

If you would like a moment of reflection and dialogue on making a difference, this workshop is for you. Using methods of Appreciative Inquiry, participants will first discuss how they have made a difference for themselves, their families, and at work, then co-imagine what they can and should do next. The process is intended to stimulate and inspire our visions for positive change.

Facilitator:

Nádia Rebouças, Founder, Rebouças & Associados

14:45-16:30, Palm Ballroom

The baby factor

Combining a career and children: how can women with children be taken seriously, how can they manage two such major commitments, what should organizations start doing differently to retain this talent? What about men: isn't the baby factor also of concern to them (or it should be)?

Moderator:

Michelle Loreto de Araújo Pinto, Journalist, TV Globo

Speakers:

Marina Gil Caruso, Deputy Editor, Marie Claire Brazil

Sonia Regina Hess de Souza, President and CEO, Dudalina, and Jury Member, Cartier Women's Initiative Awards

Ana Luiza Masagão Menezes, Director of Marketing, Grand Hyatt São Paulo

Sylvio Rocha, Partner, CanalAzul, and former Head HSBC Securities Services Latin America

Rachel Schettino, Co-founder and Director of Sales, Rede Asta

14:45-16:30, Argentum room

Leadership for tomorrow

Hosted by Bain & Company

A presentation of the 2013 Women's Forum Brazil Rising Talents. And a dialogue between up-and-coming and more senior leaders on the opportunities and challenges they face and how they can help one another.

Moderator:

Sandra Boccia, Editorial Director, Pequenas Empresas & Grandes Negócios

Host welcome:

Denise Damiani, Partner, Bain & Company, São Paulo

Speakers:

Alessandra França, Founder and President, Banco Perola Microcrédito, and 2013 Rising Talent

Anne Lauvergeon, President, Innovation 2030 Commission and former CEO, Areva

Alyse Nelson, President and CEO, Vital Voices Global Partnership, and Women's Forum Rising Talent Alumnus

Luisa Ribeiro, CEO, Papaya Ventures, and 2013 Rising Talent

14:45-16:30, Iridium room

Training session for Board candidates

A workshop to help those aspiring to serve on corporate or non-profit boards to better understand processes of board selection, how to prepare yourself, and how to advance your candidacy.

(sign-up required)

Session leader:

Ana Paula Chagas, Partner, 2Get Executive Search, Co-President, WCD - Women Corporate Directors São Paulo Chapter, and Co-Chair, WCD South America

16:30-17:00 Networking break

17:00-19:30, Palm Ballroom

Raising the game on our social and environmental investments

We officially launch the 2013 Women's Forum Brazil with an important dialogue: how can we raise the game on our social and environmental investments through drawing on the new partnerships and innovative approaches being developed in Brazil and abroad?

Keynote speakers:

Izabella Teixeira, Minister of Environment of Brazil
Albina Ruiz, Founder and President, Ciudad Saludable

Moderator:

Adriana Moreira, Senior Environmental Specialist, World Bank

Speakers:

Jorge Abrahão, President, Instituto Ethos
Celina Borges Torrealba Carpi, Member of the Board of Directors, Grupo Libra
Ann MacDougall, Fellow, Harvard Advanced Leadership Initiative, and former COO, Acumen Fund
Véronique Morali, Founder and CEO, Terrafemina.com, Vice-Chairman, Fitch Group, and President, Fimalac Development and the Women's Forum for the Economy & Society

19:30-20:00, Grand Ballroom

Pre-dinner cocktail

20:00-22:00, Grand Ballroom

Opening dinner: How are you going to make a difference for women?

Hosted by PepsiCo Inc.

Speakers:

Andrea Alvares, General Manager, Salty Snacks Business Unit, PepsiCo Brazil
Franklin Feder, Regional CEO, Latin American & Caribbean, Alcoa Inc.

Tuesday, 18 June

Interact sessions

(with breakfast available; some sessions will require sign-up)

08:45-10:30, Zirconium room

Commercial corruption: Why it can no longer be ignored, practical steps for prevention

Why prevention is moving so rapidly up the corporate agenda, and what are the basics for compliance officers and others who are centrally concerned to initiate anti-corruption programs in their organizations.

Session leader:

Isabel Franco, Senior Partner, KLA-Koury Lopes Advogados

Speaker:

Fernando Alves, Territorial Senior Partner (CEO), PricewaterhouseCoopers Brazil

Thais Carloni, Legal Director for Dow Brazil and Latin America North Region

Josie Jardim, Associate General Counsel, Amazon.com Brazil

08:45-10:30, Iridium room

Rethinking our health

Hosted by Sanofi

Women are losing their gender advantage and becoming men in health terms. How can we manage to live differently and more healthily despite the stress?

Moderator:

Lucia Helena de Oliveira, Editorial Director, Saúde

Host welcome:

Laure Thibaud, Senior Vice President, Corporate Communications, Sanofi

Speakers:

José Bento, Founder, Clínica Dr José Bento

Rafael Moliterno Neto, CEO, Seguros Unimed

Dalva Poyares, Research Professor, Sleep Institute, AFIP, and Affiliated Professor, Department of Psychobiology, Federal University of São Paulo

08:45-10:30, Palm Ballroom

Keeping the spark

A session for senior managers to discuss with peers and junior colleagues their most difficult and pressing issues of talent management. The session will be run in an agora format to enable sustained dialogue and exchanges on solutions.

Session leader:

Vicky Bloch, Founder and CEO, Vicky Bloch Associados

Speakers:

Luiz Carlos de Queiróz Cabrera, Professor, FGV-EAESP, and Partner, Amrop Panelli Motta Cabrera

Brenda Fucuta, former Director, Editoria Abril SA

Satya Menard, President, Central and South America Region, Sodexo

Ney Silva, Director of People Management, Natura SA

08:45-10:30, Argentum room

Inspiring women in business

Hosted by Standard Bank

Business leaders from South Africa and Brazil share their stories of the challenges they have had to face and overcome as women in diverse and rapidly changing environments, the roles their organizations play in developing women's leadership, and how they are personally lifting others as they rise.

Moderator:

Andrea Menezes, Country Head Brazil, Standard Bank

Speakers:

Alessandra Ginante, HR Vice-President, Avon Cosméticos Ltda
Faith Khanyile, Head, Corporate Banking South Africa, Standard Bank

Louisa Mojela, Group CEO, Women Investment Portfolio Holdings

Judi Nwokedi, CEO, Nwokedi Consulting PTY LTD and former Senior Vice President, Areva South Africa

Vanessa Vilela, CEO, Kapeh

10:30-11:00 Networking break

11:00-11:30, Palm Ballroom

Women's rights: An essential cooperation for us to make a difference

Moderator:

Juliette Hollier Larousse, Regional Director for Latin America, AFP

Keynote speaker:

Jacqueline Pitanguy, Founder and Director of Cidadania, Estudo, Pesquisa, Informação e Ação (CEPIA), and

former President of the National Council for Women's Rights

11:35-12:45, Palm Ballroom

Getting the most from our international exposure

The World Cup and the Olympics will bring intense scrutiny to Brazil. What must the government and other actors do to ensure that there are sustainable benefits from the investments being made?

Moderator:

Juliette Hollier Larousse, Regional Director for Latin America, AFP

Speakers

Tania Braga, Head of Sustainability and Legacy, Strategy Department, Rio 2016 Organising Committee

Fernando Cotrim, Procurement Director, Rio 2016 Organising Committee

Pat McCudden, Senior Vice President, Real Estate & Development, Hyatt Hotels Corporation

Anitha Soni, CEO, ASA Tourism Services Group

Luiza Helena Trajano, CEO, Magazine Luiza SA, and Vice-President of the Board of Directors, Rio 2016 Organising Committee

12:45-14:15, Grand Ballroom

Lunch

Hosted by the Renault-Nissan Alliance

Moderator:

Marli Olmos, Special Reporter, Valor Economico

Keynote speaker:

Carlos Ghosn, Chairman and CEO, Renault-Nissan Alliance

14:30-15:45, Palm Ballroom

Learning to be competitive in a globally winning way

Insights on business leadership from those who support high-growth entrepreneurs, in conversation with CEOs now expanding their businesses beyond national borders.

Moderator:

Beth Brooke, Global Vice-Chair, Public Policy, Ernst & Young

Speakers:

Joanna Barsh, Leader, Consumer Packaged Goods and Organization Practices, McKinsey & Co.

Marilia Rocca, Vice President, TOVTS, and Founder and former CEO, Endeavor Brazil

Renato Steinberg, Founder, Fashion.me

Diego Valenzuela, Founder & CEO, GOA Projects & Investments, and Jury Member, Cartier Women's Initiative Awards

Leila Velez, CEO, Beleza Natural, and Women's Forum Rising Talent Alumnus

15:45-16:15 Networking break

16:15-17:30, Palm Ballroom

It will come soon: More women on boards and in executive positions

Why the pressure is mounting in Brazil for more women in senior board and executive positions – and a strategic dialogue with executives from abroad on how to best prepare for this change.

Moderator:

Paula Mageste, Editorial Director, Claudia Magazine

Speakers:

Danisa Baloyi, Executive Chairman, Black Business Council

Denise Damiani, Partner, Bain & Company, São Paulo

Sandra Guerra, Co-Founder and Chairman, the Brazilian Institute for Corporate Governance

Béatrice Fasquel Padovese, Member of the Executive Board and Culinary Business Manager, Nestlé Brazil

17:30-18:15, Palm Ballroom

Closing keynote and Forum thanks

Keynote speaker:

Marcia Barbosa, Professor, Instituto de Física da UFRGS

Speakers:

Panmela Castro, Graffiti Artist and President, Nami Rede Feminista de Arte Urbana, and 2013 Rising Talent

Jacqueline Franjou, CEO, Women's Forum for the Economy & Society

Eliana Tameirão, General Manager, Genzyme do Brazil

18:15-19:45

Closing cocktail

Hosted by Sanofi