

IFB-Pi Capital Brazil Quest

Sao Paulo and Rio de Janeiro
Monday 22nd November – Friday 26th November 2010

Programme Summary

This is the first Quest with the Institute for Family Business (IFB) and Pi Capital, building on the success of two previous IFB Quests (to China and India), and the active participation of Pi Capital members in open Quest programmes. The Quest will be an inspiring one week experiential learning programme for up to 25 leaders – whether executives, investors or business owners.

We are going to Brazil to get to know key business leaders and their organisations, to understand the rules of engagement for the private sector, the investment and governance climate, regulation and the political environment, the role of civil society and media. We will also gain insights into the lives and hopes of 190 million Brazilians. We do this through a series of meetings, field visits, workshops and discussions with ministers, executives, entrepreneurs, journalists, artists, investors, academics and NGO leaders. The week will enable IFB and Pi Capital members to better understand the potential of Brazil, to make connections and build opportunities both in Brazil and abroad, and to further enhance their impact in business and the world.

Why Brazil?

Brazil – by any measure the largest country in South America - is one of the four BRIC countries forecast by Goldman Sachs to change the balance of economic power over the next 30-50 years. A land of great natural wealth and potential, Brazil is home to huge agricultural, manufacturing and mining businesses, some with world-class expertise. Brazil also faces major challenges, beginning with its large and growing population of some 190 million that is putting increasing pressure on all the resources of the nation, including the Amazon (the world's greatest river), 20% of the world's entire fresh water reserves and the world's largest wetlands. Of course, Brazil is also home to the samba, Carnival and outstanding footballers.

Sao Paulo is the thriving, commercial, westernised hub of Latin America. Like all of Brazil, it is home to a rich array of different cultures and immigrant populations (including the largest Japanese community outside Japan). Rio de Janeiro is the former capital, and exhibits many of the tensions of Brazil – from the stunning natural beauty of the beaches and mountains to the immensity of the sprawling favelas (slum communities). These great cities will enable us to begin to understand Brazil and get a better sense of how this proud nation is developing. Throughout our week we will explore several themes key to Brazil, including the nature of Brazilian business (from 'traditional' sectors such as coffee, mining and banking to newer, sophisticated ones such as communications and biofuels), the extremes of wealth and privilege versus abject poverty, the abundance (and fragility) of the natural environment, the diversity and vibrancy of Brazilian culture, and the ambitions of its government as Brazil makes its way in a globalised world, with the World Cup (2014) and the Olympics (2016) as two critical milestones.

We had spent two years looking at the market and, in one week on the Quest, we made more progress on a number of fronts than in the whole of the previous two years. We also figured out how we can invest in a socially responsible way which is hugely important to us. The Quest was outstanding. (Tailored Quest for Institute for Family Business, India 08).

Joint Managing Director, Arco

Programme Description

The Quest programme will begin the morning of Monday 22nd November in Sao Paulo. We will travel to Rio de Janeiro the evening of Wednesday 24th November and close there on Friday 26th November after a celebratory lunch. All hotels, meals, ground transport etc will be planned and booked by Leaders' Quest and are included in the programme price of £7,000.

Through a week rich with visits, group discussions, dinners, roundtables and informal dialogues, the Quest will provide participants with the opportunity to:

- Gain insights into the likely **impact of Brazil's economic rise on global trading and foreign policy ambitions** and understand the impact of the current global recession on Brazil's future development.
- **Access political leaders and thinkers who are shaping the future of Brazil** to develop 'under-the-skin' insights into Brazil today and its possible future paths.
- **Develop a deeper understanding of Brazil's economic potential:** Brazil is the world's largest exporter of iron ore, coffee and sugar. Brazil has always had huge potential – what has blocked its realisation? Are those obstacles disappearing now?
- Engage with **young leaders, entrepreneurs and family business owners** who are key drivers of economic innovation and growth in Brazil and who are already playing a significant role in new growth sectors e.g. digital services and biofuels.
- Learn from the hands-on experience of investors, entrepreneurs and executives **how to do business in Brazil** and how Brazilian business people view doing business with other parts of the world.
- Understand better the causes and impact of the **huge gaps of wealth and privilege** in Brazil and what is being done to close them. According to the Human Development Index, Brazil is one of the most unequal societies in the world, only beaten to the top by 5 African nations. How is this inequality being addressed?
- Visit **communities, favelas and projects in urban Brazil** to see the harsh realities facing grassroots leaders as they try to address the huge issues left by centuries of unequal development and rights.
- Learn more about **the diverse, racial mix in Brazil**. Brazil has Sao Paulo with its roots in the Portuguese colonists and Italian immigrants, many tribes of indigenous peoples, Quilombolas communities in the northeast founded by slaves, and the largest Japanese population outside Japan.
- Gain an insight into Brazilian **art and culture today** and see how creativity is being used to address Brazil's reality and potential. Brazil has a wonderfully rich cultural DNA.

An exceptional MUST do for business leaders – expands your mind and forces you to reflect on business and personal issues – making you a better person and leader.

Founder & CEO, Microland

The Quest Experience

Our Quest programmes are about learning through meeting interesting people who are doing courageous and inspirational work: people with whom we would not normally have a chance to meet and often in circumstances we would not normally encounter. Our style is informal and participative. Participants learn through engagement and debate, through seeing, listening and experiencing for themselves. We try to avoid lectures and formal presentations, and all participants share responsibility for outcomes.

The spirit of a Quest is both open and supportive. We ensure the group is made up of inspiring and diverse people who are leaders in their own fields and organisations from across society. From our experience, we know that a major element of the value of the Quest is the building of relationships that occurs among participants.

The Quest group size will be around 25 people, including the Leaders' Quest team. For some of our activities, we will work as a complete team, for others, we will form smaller groups. Participants will be asked to choose between options, and we will split up into different streams for these. In this way, participants can map out their own course throughout the week, focusing on the visits and themes that are of most interest to them.

The programme will be full and intense; it is designed to stretch us and challenge some of our preconceptions of the world. Through the course of the week we will experience very different aspects of Brazil. An important part of the learning from the week, therefore, comes through our daily reflection time, where we share key insights, questions and impressions from our different encounters during the day. This time together also allows us to make connections, to deepen our insights and to refine our own questions.

Next Steps

We look forward to welcoming IFB and Pi Capital members to our first joint Quest programme. Our Quests in India (2007) and China (2008) with the IFB have been a great success, and Pi Capital members have been valued participants in our open Quests. The Quest to Brazil from 22nd – 26th November 2010 will give IFB and Pi Capital members an inspiring and rare opportunity to experience and learn about one of the world's most significant growth markets and political powers in a unique, insightful and thought provoking way.

If you would like to take part or find out more, please contact us as outlined below.

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Please send this reply page to Mark Norbury, Partner, Leaders' Quest, at mark.norbury@leadersquest.org, or at fax number: 020 8332 6423:

- Yes, I would like to come on the IFB-Pi Capital Brazil Quest in 2010 – please send the booking form
- No, I cannot come on the IFB-Pi Capital Quest, but I would like to receive further information on other Quests in 2010
- I do not wish to receive further information on the IFB-Pi Capital Quest

Name

Organisation

Email

Telephone

You can also speak to Mark at Leaders' Quest on 020 8949 5208 (direct line); or 07515 05 10 87 (mobile).

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About Leaders' Quest:

Leaders' Quest is a social enterprise whose purpose is to be a catalyst for positive change by engaging, inspiring and connecting leaders from all sectors of society and from all continents who want to make a difference in their organisations, communities and the wider world. We have over 1,500 alumni who have participated in our learning "Quests" to Brazil, China, India, Turkey, Russia and several African countries, coming together in a provocative, creative and sharing spirit to see the world through the eyes and experiences of others. www.leadersquest.org

About the Institute for Family Business:

The Institute for Family Business is a not-for-profit membership association which supports the UK family-owned business sector through Representation, Education and Research. As the voice for family firms, IFB Representation promotes the vital contribution that long-term family businesses make to the UK economy. IFB Forum provides a peer to peer education network for sharing knowledge and best practice. The IFB Research Foundation fosters a deeper understanding of the unique issues which confront family firms. The association currently supports a growing membership with a combined turnover of approximately £35bn.

About Pi Capital:

Pi Capital is a unique investor network that finds exciting growth equity and alternative asset investment opportunities for its members, and negotiates participation in select private equity deals and funds. It allows individual investors to participate in transactions on an opt-in basis that are usually the exclusive preserve of institutions. In addition to investment opportunities, Pi Capital offers its members a vibrant social network and holds expert speaker lunches, charity dinners, and arts and philanthropy events. www.picapital.co.uk