



Tentative Version

XXV NATIONAL FORUM
(SILVER JUBILEE – 1988/2013)

BASIC THEME:

TOMORROW'S BRAZIL

THE MAGIC OF DEVELOPMENT.

THREE KEY POINTS:

- **THE THIRD INDUSTRIAL REVOLUTION**
- **ON THE PATH TO A DEVELOPED BRAZIL**
- **A MIDDLE CLASS NATION (ITS POWERS OF TRANSFORMATION)**

May 2013

(The 13th, afternoon, and the 14th, 15th
and 16th, mornings and afternoons)

BNDES headquarters, Av. Chile, 100, Downtown.
Rio de Janeiro.



WE HAVE A DREAM:
BRAZIL – A DEVELOPED NATION.
WE WILL HAVE A PLACE IN THE SUN.



THE THIRD INDUSTRIAL REVOLUTION:
INDUSTRY GOES DIGITAL, WITH
DIFFERENTATED PRODUCTS, ADJUSTED TO
CUSTOMERS' DEMANDS.

EVERYTHING CHANGES IN THE PROCESS
OF MANUFACTURING GOODS,
INCLUDING ITS PRODUCTION FUNCTIONS,
IN ORDER TO CREATE A TRULY
“GREEN ECONOMY”.



**A LARGE MIDDLE CLASS:
DEMANDING, WITH ASPIRATIONS
AND INSPIRATIONS, NEVER COMPLACENT
AND EMPOWERED WITH ENORMOUS POTENTIAL
FOR POSITIVE TRANSFORMATION.**

N.G.



“BEING INVINCIBLE LIES WITH THE DEFENCE;

“THE VULNERABILITY OF THE ENEMY COMES WITH THE ATTACK.

“IF ONE ASSUMES A DEFENSIVE POSTURE, IT IS BECAUSE THE ENEMY’S STRENGTH IS OVERWHELMING;

“IF ONE LAUNCHES THE ATTACK, IT IS BECAUSE THE ENEMY’S STRENGTH IS DEFICIENT.

“THE EXPERT AT DEFENCE CONCEALS HIMSELF IN THE DEEPEST RECESSES OF THE EARTH;

“THE EXPERT ON THE ATTACK STRIKES FROM OUT OF THE HIGHEST REACHES OF THE HEAVENS.

“THUS HE IS ABLE TO BOTH PROTECT HIMSELF AND TO TAKE THE COMPLETE VICTORY.”

*SUN-TZU**

* “The Art of War”, ± 2400 years ago (Folio Society, 2007, London).



THE IDEA

When the NATIONAL FORUM was first launched, in 1988, Brazil was in the midst of a Crisis – Economic, Social, Political. And Existential. The rest of the world meanwhile was experiencing a period of “Seven Fat Years”.

Now, as we approach the XXV FORUM, the situation has changed dramatically: The World is experiencing a Global Crisis, while in Brazil we are in a position to realistically consider certain Key Points, such as:

- Brazil on the path to becoming a Developed Nation (within a generation).
- The Third Industrial Revolution.
- A Middle Class Nation and its Power of Transformation.

Taking advantage of this Opportunity, the NATIONAL FORUM reaffirms its basic characteristics.

On the one hand, our VISION of Development is Global: Economic, Social, Political, Cultural and Environmental. Or, in short, Humanist.

On the other hand, the FORUM is pluralist, that is, open to different VISIONs and bringing together National Leaders in the search for Convergent Proposals that can be submitted to Government and Society.

During this XXV NATIONAL FORUM, and with an eye on the Bicentenary of our Independence, we would like to offer a VISION OF THE NATION during the OPENING SESSION that will highlight the previously mentioned key points.

The themes of the following Sessions will be:

PANEL I: BRAZIL AND THE GLOBAL CRISIS.

PANEL II: BRAZIL AND INNOVATION – THE KEY TO MODERN DEVELOPMENT.

PANEL III: THE THIRD INDUSTRIAL REVOLUTION: DEVELOPING THE TECHNOLOGIES OF THE CENTURY IN BRAZIL - ICT'S AND BIOTECHNOLOGY BASED ON BIODIVERSITY. AND THE PRE-SALT – STILL A GREAT OPPORTUNITY.



PANEL IV: HUMAN DEVELOPMENT, TRANSFORMING EDUCATION, REDUCING POVERTY AND CONVERTING THE MODERN SMALL BUSINESS INTO A PILLAR OF DEVELOPMENT.

PANEL V: THE “FAVELA“ (SLUM) AS AN OPPORTUNITY (II): PLAN FOR ECONOMIC AND SOCIAL INCLUSION: JACAREZINHO, CIDADE DE DEUS, COMPLEXO DO ALEMÃO.

CLOSING SESSION: THE WITNESSES (FROM THE XIIth TO THE XXth CENTURY).



PROGRAM

May 13th, Monday (afternoon)

From 2:30 p.m. to 5:30 p.m.

OPENING SESSION

TWO CENTURIES OF INDEPENDENCE.

BRAZIL 2022

THE MAGIC OF DEVELOPMENT.

THREE KEY POINTS:

- THE THIRD INDUSTRIAL REVOLUTION
- ON THE PATH TO A DEVELOPED BRAZIL
- A MIDDLE CLASS NATION (ITS POWER OF TRANSFORMATION).

PRE-OPENING

THE BRAZILIAN SYMPHONY ORCHESTRA (OSB)

(15 minutes)

OPENING WORDS

Luciano Coutinho, President of BNDES (National Bank of Economic and Social Development). (5/10 minutes).

GUEST OF HONOR

Dilma Rousseff, President of the Federal Republic of Brazil: For a Developed Brazil (20 minutes).

SPECIAL GUESTS

Professor Guillermo E. Perry¹, Universidad de Los Andes: Transforming Crisis into Opportunity (20 minutes).

Professor Laurentino Gomes², University of Pennsylvania and from the Historic and Geographic Institute of São Paulo: Two Centuries of Independence (20 minutes).

¹ Former Chief-Economist for Latin America and the Caribbean, The World Bank. Former Minister of Finance, Colombia. Former Minister of Mines and Energy.

² And author of the books “1808” and “1822”.



Professor and Doctor Christoph M. Schmidt¹, Member of the German Council of Economic Experts: *Balancing Efficiency and Solidarity: The German Social Market Economy as a model for equitable and resilient Economic Development* (20 minutes).

INTRODUCTION

THE MAGIC OF DEVELOPMENT.

THREE KEY POINTS

JPRV (15 minutes)

OPENING

- **Fernando Pimentel**, Minister of Development, Industry and Foreign Trade: *A Vision the Future – The Challenges: Competitiveness and Innovation* (15 minutes).
- **Jorge Gerdau Johannpeter**, President of the Gerdau Group: *For a Competitive Brazil* (15 minutes).

SPECIAL PRESENTATION

Claudio Frischtak, Director of the International Growth Center (paper): *Brazil – Transition to a Knowledge Economy* (20 minutes).

GENERAL DEBATE

May 14th, Tuesday (morning)

From 10:00 a.m. to 1:00 p.m.

PANEL I

BRAZIL AND THE GLOBAL CRISIS

OPENING: Alexandre Tombini, President of the Brazilian Central Bank: *Macroeconomic Policies to confront the Global Crisis* (15 minutes).

I. Presentation (paper): **Prof. Affonso Celso Pastore²**: *Brazil and the Global Crisis* (20 minutes).

II. Special Comment: **Alexandre Schwartzman³**: *Brazil and the Global Crisis* (15 minutes).

¹ And President of the RWI Essen (Rheinisch-Westfälisches Institut).

² Former President of the Brazilian Central Bank.

³ Former Director of the Brazilian Central Bank.



III. Presentation (paper): **Raul Velloso**, Economic Consultant: In the midst of Crisis, the State and a Permanent Fiscal Adjustment (20 minutes).

GENERAL DEBATE

From 1:00 p.m. to 2:30 p.m. – Lunch

From 2:30 p.m. to 5:30 p.m. (afternoon)

PANEL II

BRAZIL AND INNOVATION – THE KEY TO MODERN DEVELOPMENT.

OPENING:

- **Luciano Coutinho**, President of BNDES: High priority for Innovation, the key to Modern Development (15 minutes).

- **Glauco Arbix**, President of FINEP: High priority for Innovation, the key to Modern Development (15 minutes).

- **Robson Andrade**, President of CNI (National Confederation of Industry): High priority for Innovation, the key to Modern Development (15 minutes).

I. Presentation (paper): **Júlio Sérgio Gomes de Almeida**, Economist at IEDI: An Innovation Strategy for Brazil – including Technology Parks (20 minutes).

II. Presentation (paper): **Marcus Cavalcanti**, from COPPE: An Innovation Strategy for Brazil – including Technology Parks (20 minutes).

III. Special Comment: **Mariano Laplane**, President of the CGEE (Strategic Studies Management Center): Innovation is Brazil's most important challenge (15 minutes).

IV. Special Comment: **Maurício Guedes**, Director of Rio de Janeiro's Technology Park: Innovation Strategy and Technology Parks (15 minutes).

GENERAL DEBATE



*May 15th, Wednesday (morning)
From 10:00 a.m. to 1:00 p.m.*

PANEL III

THE THIRD INDUSTRIAL REVOLUTION: DEVELOPING THE TECHNOLOGIES OF THE CENTURY IN BRAZIL – ICT'S AND BIOTECHNOLOGY BASED ON BIODIVERSITY. AND THE PRE-SALT – STILL A GREAT OPPORTUNITY

OPENING:

- **Graça Foster**, President of Petrobras: The Pre-salt – still a great Opportunity (15 minutes).

- **De Luca**, President of IBP (Brazilian Institute of Oil, Gas and Biofuels): The Pre-salt – still a great Opportunity (15 minutes).

I. Presentation (paper): **Antonio Gil**, President of BRASSCOM (Brazilian Association of Information Technology and Communication Companies): ICT 2022: ICT as an engine of Innovation and of Brazil's Development (20 minutes).

II. Presentation (paper): **Antônio Paes de Carvalho**, President of Extracta Moléculas Naturais: Biotechnology and Biodiversity – engines of Development and Innovation (20 minutes).

III. Special Comment: **Antonio Carlos Valente**, President of TELEBRASIL¹: The future of Communications in Brazil (“Communications will change your life”) (15 minutes).

GENERAL DEBATE

From 1:00 p.m. to 2:30 p.m. – Lunch

From 2:30 p.m. to 5:30 p.m. (afternoon)

PANEL IV

HUMAN DEVELOPMENT: TRANSFORMING EDUCATION, REDUCING POVERTY AND CONVERTING MODERN SMALL BUSINESS INTO A PILLAR OF DEVELOPMENT.

¹ He is also President of GRUPO TELEFÔNICA (do BRASIL).



OPENING:

- **Aloizio Mercadante**, Minister of Education: Transforming Education so that Education transforms Brazil (15 minutes).
- **Marcelo Neri**, President of IPEA: Human Development and Poverty (15 minutes).
- **Luiz Barreto**, President of SEBRAE: Converting Modern Small Business into one of the Pillars of Brazilian Development (15 minutes).

ROUND TABLE- TRANSFORMING EDUCATION SO THAT EDUCATION TRANSFORMS BRAZILIAN DEVELOPMENT

(10 minutes, in the first round)

- **Claudio de Moura Castro**, President of the Consultative Board at the Pitágoras College.
- **João Batista Araújo de Oliveira**, President of the Alfa and Beto Institute.
- **Priscila Cruz**, Executive-director of the “Movimento Todos pela Educação” (“All for Education Movement”).

I. Presentation (paper): **Roberto Cavalcanti de Albuquerque**¹: Social Development in Brazil – 1970/2010 (20 minutes).

II. Presentation (paper): **Sônia Rocha**, of IETS: The Reduction Poverty in Brazil – 1970/2010 (20 minutes).

GENERAL DEBATE

May 16th, Thursday (morning)

From 10:00 a.m. to 1:00 p.m.

PANEL V

“NOT ONE DAY PASSES WITHOUT NEWS FROM YOU”*
THE “FAVELA” (SLUM) AS AN OPPORTUNITY (II): PLAN FOR ECONOMIC AND SOCIAL INCLUSION: JACAREZINHO, CIDADE DE DEUS, COMPLEXO DO ALEMÃO.

¹ Technical Director of the National Forum.

* Theatre play, from Daniela Pereira de Carvalho.



INTRODUCTION **(JPRV)**

I. An update on the condition of the Communities involved in Phase I – Rocinha, Cantagalo, Pavão/Pavãozinho, Maré and Manginhos: Marília Pastuk (15 minutes).

II. Proposal for new Inclusion Plans – Jacarezinho, Cidade de Deus, Complexo do Alemão: Marília Pastuk (15 minutes).

III. Presentation by the Partners in the Plan (Executive Committee) (10 minutes for each entity):

- Archdiocese of Rio
- BNDES
- Instituto Pereira Passos (City Hall)
- State Secretariat for Social Services and Human Rights
- Chief-of-Staff's office (State Government – Social PAC [Growth Acceleration Program])
- FIRJAN
- Oswaldo Cruz Foundation.

IV. Presentation by the Communities' Leaders (10 minutes for each Community).

From 1:00 p.m. to 2:30 p.m. – Lunch

From 2:30 p.m. to 5:30 p.m. (afternoon)

CLOSING SESSION **THE WITNESSES** **(FROM THE XIIth TO THE XXth CENTURY)**

OPENING **SPECIAL GUEST**

President Fernando Henrique Cardoso: Gilberto Freyre – Vision of Brazil without the “Casa Grande & Senzala” (Great House and the Slave Quarters) (15 minutes).

I. Francisco de Assis: *Il Poverello* (1181/1226).



II. Wolfgang Amadeus *Mozart* – the Man and the Composer (1756/1790).

III. Father Damien – “The Servant of Life” (Damien of Molokai) (1860/1889).

IV. Simone Weil – “The Strengths and Weaknesses of Love” (1909/1943).

V. Hannah Arendt – “A Witness to Dark Times” (1906/1975).

GENERAL DEBATE

CLOSING