

Focus on Brazil

Challenges and Opportunities



National College for School Leadership (NCSL)
Learning and Conference Centre
Triumph Road
Nottingham
NG7 2GA

Friday 25 September 2009
9.30 am - 1.00 pm

Focus on Brazil Challenges and Opportunities

Date: Friday 25
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Venue: National College for School Leadership (NCSL)
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Nottingham, NG7 2GA



Speakers

Martin Raven has been the British Consul-General in São Paulo and Director of Trade and Investment in Brazil since November 2006.

- Prior to his posting, Martin was Director for the Service Industries at UKTI in London.
- Martin entered the diplomatic service in 1976 and took over as the Third Secretary in Lagos, Nigeria in 1978. He was later posted to New Delhi, India and took the same position, moving up to Second Secretary in 1980.
- In 1988, Martin was appointed First Secretary in New York at the UK Mission to the United Nations, with responsibility for human rights. He returned to the FCO in 1993 and became Deputy Head of the South Atlantic and Antarctic Department.

Chris Wall is the UKTI Business Specialist for Brazil.

- Chris has launched new companies and held senior positions in export sales development, international logistics and supply chain development in the UK, Brazil and Mexico since 1988.
- Based in Brazil for five years, Chris was responsible for the development and implementation of export sales strategies, including the integration of production, port storage, chartering and loading operations in Brazil and Europe.
- He has supported UK, European and USA based companies in the development of the markets in Brazil and Mexico; mentoring owners and senior management, and facilitating high level contacts with support organisations and target partners in a variety of sectors.

Nigel Theobald is Chief Executive Officer of Oxford NutraScience Ltd.

- Nigel has over 20 years experience working in the consumer healthcare sector.
- Previously he worked in a number of commercial and strategic roles including Head of Medicines and Head of Healthcare Product Development at Boots the Chemists.
- A serial entrepreneur he formed Oxford NutraScience in February 2008 to develop novel delivery systems for medicines and supplements and has wide experience of exporting worldwide.

Speakers (continued)

Duncan Ruffle is the Trade Director for Barclays Commercial Bank in the East Midlands region.

- Duncan has been with Barclays Trade for over three years after working in the banking industry for several years.
- Specialising in International Trade, Duncan has experience of dealing with companies exporting to Brazil and South America, as well as those importing from these areas.
- Duncan holds the Institute of Export's CITA qualification as a Certified International Trade Adviser.

Programme

- 09h30 **Registration and refreshments**
10h00 **Welcome and introduction**
10h05 **Why Brazil?**
Martin Raven, HM Consul-General
São Paulo and Director of Trade and
Investment Brazil
10h30 **Brazil's fiscal stimulus plan and
opportunities for the UK**
Chris Wall, Business Specialist, UKTI
10h50 **Case Study of Success in the
Brazilian market**
Nigel Theobald, CEO,
Oxford NutraScience Ltd
11h10 **Review of Brazil's economy and
trading conditions**
Duncan Ruffle, Trade Director,
Barclays Commercial Bank
11h30 **Question and answer session**
11h45 **Refreshment break**
12h00 **Interaction via video link with
the Commercial Section of the
British Consulate-General
São Paulo**
12h50 **Details of the UKTI market visit
to Brazil**
13h00 **Lunch and close**

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