

BRAZIL SUSTAINABLE INVESTMENTS CONFERENCE 2010

A strategic sustainable investments event with focuses on forestry, agribusiness, mining & natural resources and renewable energy, providing you with insights and access to the latest trends and opportunities in those sectors in Brazil.

It aims to promote investments by Chinese companies and trading between Brazil and China in sustainable forestry, agribusiness, mining & natural resources and renewable energy.



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VENUE:
Hong Kong Convention and Exhibition Centre
1 Expo Drive, Wan Chai, Hong Kong
Hall S221

Sustainable, Responsible, Profitable

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21 April 2010 • Hong Kong Convention & Exhibition Centre

TIME	SESSIONS
9:00am - 9:30am	Registration / Welcome
9:30am	Key Note Speech
10:05am - 10:50am	Panel Discussion 1 - Sustainable Forestry
11:00am - 11:20am	Company Presentation - Sustainable Forest Holdings Limited
11:30am - 12:15pm	Panel Discussion 2 - Sustainable Agribusiness
12:30pm - 1:50pm	Business Luncheon Presentation - Hong Kong Stock Exchange Presentation - Business Opportunities in Rondonia State by FIERO
2:00pm - 2:30pm	Legal Presentation
2:40pm - 3:25pm	Panel Discussion 3 - Sustainable Mining & Natural Resources
3:30pm - 4:00pm	Presentation- Opportunities & Case Studies in Ethanol & Biomass Power Generation
4:15pm - 5:00pm	Panel Discussion 4 - Renewable Energy

Sessions Details

- **Key Note Speech**

Key note speech by Governor Ivo Narciso Cassol, Governor of Rondonia State, Brazil. ([for biography](#))

- **Panel Discussion 1 - Sustainable Forestry in Brazil's Amazon**

2009 was a tough year for many timber companies as the global financial crisis affected all sectors of economy. However, in recent months, the industry has bounced back...([full details](#))

- **Company Presentation - Sustainable Forest Holdings Limited**

Sustainable Forest Holdings Ltd. owns natural forests in Brazil and Russia through freehold land and concessions. The Company practices sustainable forest management, harvests, processes and distributes semi-finished wood products primarily in China. Sustainable Forest Holdings has forests in Amazon Brazil and Siberia Russia. (www.susfor.com)

- **Panel Discussion 2 - Sustainable Agribusiness**

Brazil's agriculture sector employs about 1/4th of the labor force in more than 6 million agricultural enterprises. Brazil is the world's largest producer of sugarcane and coffee, and an exporter of cocoa, soybeans, orange juice, tobacco, forest products, other tropical fruits and nuts, beef and frozen chicken.

- **Legal Presentation**

Speaker will present an overview on the framework of Brazil's legal system, the environmental laws, land ownership and other relevant legal issues.

- **Panel Discussion 3 - Mining & Natural Resources**

Brazil is the holder of largest mineral reserves in the world, such as niobium and tantalite, and the world's 2nd largest producer of iron ore. Brazil's vast iron ore resources are becoming more attractive to domestic and foreign investment. China in particular is keen...([full details](#))

- **Presentation - Opportunities & Case Studies in Ethanol & Biomass Power Generation**

AREVA KOBLITZ is a subsidiary of AREVA, world leader in renewable energy and majority owned by French State, in Brazil. It has carried out many projects in ethanol and other biomass power generations. Director of development will present an overview of the renewable energy sector in Brazil, some case studies and opportunities.

- **Panel Discussion 4 - Renewable Energy**

Renewable energy in Brazil accounted for more than 85.4% of the domestically-produced energy used in Brazil. 91% of cars produced in 1985 ran on sugar-cane ethanol. This is a great achievement when compared to many other countries that are still heavily reliant on oil. Hydroelectricity accounted for 3/4 of its electricity. Government is pushing biomass and wind as primary alternatives. Wind energy's greatest potential in Brazil is during the dry season, so it is considered a hedge against low rainfall.



Panel Discussion 1 - Sustainable Forestry

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Session Details

2009 was a tough year for many timber companies as the global financial crisis affected all sectors of economy. However, in recent months, the industry has bounced back with prices of timber especially tropical hardwood from Brazil steadily rising. Gabon, a significant supplier of tropical hardwood to China, the largest consumption base of timber products in the world, announced ban on export of logs putting further pressure on supply to China. In addition, with World Cup and the Olympics coming up in 2014 and 2016, many construction and infrastructure projects are expected in Brazil as the hosting country. This will put further squeeze on supply available to other countries.

With the sector looking very promising, tightening supply and increasing demand in places like China and India with billions of square meters of buildings to be constructed over the next decade, investors, pension funds are once again looking at investments in forestry sector. BNDES (National Economic and Social Development Bank of Brazil) indicated its interests in investing in the sector.

At the same time, with cattle ranching and industrial soy farms expanding and Brazil's economy fast growing, development pressure on the Amazon is expected to rise. While deforestation in the Brazilian Amazon fell to the lowest annual loss on record in 2009 to 700,800 hectares (6.3 times the size of Hong Kong) from an average of over 1,000,000 hectares per year, forest clearing due to subsistence farming and illegal logging is still an on going battle.

The panel will discuss how sustainable forest management and operations can be profitable and help protecting the lungs of our planet. It will also look at what are the major challenges and opportunities in the sector in Brazil.

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Panel Discussion 3 - Sustainable Mining & Natural Resources

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Session Details

Brazil is the holder of largest mineral reserves in the world, such as niobium and tantalite, and the world's 2nd largest producer of iron ore. The country is also a major producer of several other key commodities such as gold, coal, phosphates, bauxite and manganese.

In addition to mineral, the country has huge reserves of gems such as emerald, chrysoberyl, aquamarine, tourmalines, imperial topaz and amethyst. It is estimated that 40% of the Brazilian territory has crystalline rocks.

Brazil's vast iron ore resources are becoming more attractive to domestic and foreign investment. China in particular is keen to secure stable supplies to cope with the country's demand for metals. In November 2009, China's Wuhan Iron and Steel Company announced it would be investing in Brazilian miner MMX which produces 10.8mn tonnes of ore annually.

Despite the above, many in the sector is concerned about the Government's proposed new taxes and legislations in the industry. Reuters reported in November of 2009 that the proposed amendments could include an increase in royalties paid on minerals thus reducing the competitiveness of Brazil's producers.

The panel will discuss the trends, challenges, issues, opportunities in the sector. It will also examine the reality of sustainable mining, the potential effect of the sector to the environment and the need to balance between development and conservation.

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GOVERNOR IVO NARCISO CASSOL

Governor of Rondonia State, Brazil



A keen fishing sportsman and self-made businessman prior to going into public office, Ivo Narciso Cassol was born on January 20, 1959 in the city of Concórdia, in Santa Catarina, and in September of 1977, while still young, he arrived at Rondônia with his family, when his father acquired a lot of lands near Pimenta Bueno, where together with his mother and brothers they settled down with hopes of a better life. Those were hard times for the Cassol family, for the region was inhospitable and of difficult access. In order to move from the small property to Pimenta Bueno, it was necessary to walk two days through the forest. The history of the life of that pioneer reflects a large part of the history of civilization of Rondônia. As thousands of Brazilian families, the Cassol's integrated themselves, at the end of the 70 decade, to the great current of faith and trust in the future that moved the four corners of the country, Rondônia: the new Brazilian Eldorado.

Three years later, in 1090, Ivo married in Colorado do Oeste with Ivone Mezzomo. One month later, the couple moved to the outskirts of Rolim de Moura where he constituted his own family.

In 1986, during the government of colonel Jorge Teixeira, he begins the political life of the Cassol family, when his father, Reditário, was appointed mayor of Colorado do Oeste, being constituted in the same year as state deputy, and being the author of law projects which created 19 counties. Four years later, his father was elected federal deputy. However it was not only the father, Reditário Cassol who entered the political life. César Cassol, his brother, was elected mayor of the county of Santa Luzia between 1989 and 1992.

At that segment, in the beginning of the 90 decade, already a successful businessman and impressed with the terrible conditions of life of the population of Rolim de Moura, IVO Cassol became a candidate for mayor and even though he had his candidacy discredited 10 days before election, Cassol did not give up and, four years later he was elected mayor of that county in 1996, starting a solid and lasting political career there that continues until now.

The political leadership gained by the Cassol family through much work in the region of Zona da Mata was one of the main factors for Ivo to feel safe to reach higher and advance towards the position of State Governor in 2002, to conquer reelection in 2006 at first bout, by entering history as being the first governor to be re-elected at the State of Rondônia since its creation 26 years ago.

Rondonia is a state in Brazil, located in the northwestern part of the country. It borders state of Acre on the west and Bolivia in the South. Porto Velho is its capital. It is a main exporter of wood, a significant producer of coffee and cocoa, and breeder of cattle.

About 70% of Rondonia is covered by the Amazon rain forest. However, due to the state's rapid growth, the forest zone of Rondonia is one of the most affected by human activities.

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Sustainable Forest Holdings Limited, a company listed on the main board of Hong Kong Stock Exchange (Code: 723HK), specializing in investments in natural forests via freehold land and concessions. It practices sustainable forest management, processes and distributes semi-finished timber products. It owns and leases forests in Brazil's Amazon and Siberia Russia. It is committed to Forest Stewardship Council certification for its forests and believes in sustainable, responsible and profitable forestry operations.

Event Speakers and Panelists

The following are some of our confirmed speakers and panelists

Panelist, Sustainable Forestry **LEANDRO GUERRA**, *COO, SUSTAINABLE FOREST HOLDINGS LIMITED*
Mr. Guerra is the Chief Operating Officer and Head of Brazil Operations of Sustainable Forest Holdings Limited ("SFH"), a company listed on the main board of the Stock Exchange of Hong Kong (723HK). He has 15 years experience in the forestry and timber industry and has been involved in all facets of the timber industry including sustainable forest management implementation, Forest Stewardship Council ("FSC") certification, carbon credit certification, trading, harvesting, processing, sales and marketing. Mr. Guerra was the President of Operations in Para State, Brazil for Precious Woods, one of the largest Swiss based timber companies listed in Switzerland. His family has been in the Brazilian timber industry for 3 generations whose business he helped to manage prior to it being sold and joining Precious Woods. Mr. Guerra is a graduate of University of Amazonia with a degree in Law and post-graduate degree in Environmental law. He was also the President of Produtos Florestais Certificados na Amazonia, a trade organization comprises of owners of FSC certified forests or chain-of-custody processing facilities.

Panelist, Sustainable Forestry **CAMILLA RUBIN**, *Founding Partner, HPLC LAW OFFICE*
Ms. Rubin, attorney at law and founding partner of HLPC Law Office, has been practicing law for 12 years in the Amazon Region. She provides experienced legal representation to individuals and businesses on matters ranging from real estate, rural estate property titles (land titles), environmental law and business transactions. Ms. Rubin graduated from Law School at Universidade da Amazônia - UNAMA and holds a MBI on Civil Law and Civil Procedure Law—Fundação Getúlio Vargas. She also has post-graduate diploma on Environmental Law at Pontificia Universidade Católica de São Paulo.

Panelist, Sustainable Forestry **MARCOS WICHERT**, *Forest Engineer, PÖRYR*
Marcos Wichert holds a masters degree in Forest Science from University of Sao Paulo (2005), Brazil, and is a full member of the New Zealand Institute of Forestry. Marcos has extensive practical experience conducting forest inventory and valuations, having been responsible for the forest inventory in the Norske Skog PISA in Brazil during the first two years of his career (from 1998 to 2000).

A native Portuguese and fluent English speaker, Marcos joined Pöryr Forest Industry in 2008 after a 2 year period in China working on the Stora Enso forestry project in Guangxi province. In his role as Senior Manager he worked to improve Eucalyptus silviculture technology in the planting and forest tending operations, focusing on the implementation of best practices and forestry nutrition, as well as developing relationships with professional contractors. Marcos was also responsible for the Business Management System in the Wood Production department, writing the technical standards, and mapping all processes related to silvicultural operations. Prior to his experience in China Marcos worked for six years as Project Manager in one of Brazil's best forestry research institutes, IPEF. Marcos therefore possesses an in-depth knowledge of Brazilian forestry operations, and an awareness of how operational practices can be implemented to achieve high yield, sustainable plantations. During this period Marcos was also an auditor for the FSC certification scheme. Marcos' has undertaken various forest valuation assessment projects during his time at Pöryr, and has assisted with inventory assessment in a number of other projects. Most of the projects managed by Marcos were located in Brazil and Uruguay but he also managed projects in China, Fiji and Australia.

Panelist, Sustainable Forestry **SANDY FLETCHER**, *Chief Financial Officer, SUSTAINABLE FOREST HOLDINGS LIMITED*
Ms Fletcher has over 16 years of experience in financial and accounting matters including auditing, corporate finance and fund & asset management. She relocated to Ho Chi Minh City in 2006 and founded AMF to focus on real estate and other direct investment opportunities. Prior to founding AMF, she was the founder and managing director of the Asia Pacific Office of an independent private asset management company with headquarters in New York responsible for illiquid, small / mid cap equity investments in Asia Pacific. She has worked 10 years in Deloitte Touche Tohmatsu in their audit practice in New York and subsequently their corporate finance practice in Hong Kong. Ms Fletcher holds a Bachelor degree of Science, St. Johns University, USA, and a member of American Institute of Certified Public Accountant.

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Moderator

PAUL KEUNG, *Managing Director and Head of Research
OPPENHEIMER ASIA*

Mr. Keung is a Managing Director and Head of Oppenheimer's Asia Investment Research team, responsible for a team of analysts focused on various sectors including TMT, consumer, industrials, health care and alternative energy. During his 12 years on the sell-side, Mr. Keung was the Chief Information Office at Wyndham Hotels & Resorts, where he facilitated a US\$3.5 billion recapitalization and financial restructuring. His career spans equity research, investment banking and consulting positions at CIBC World Markets, Deutsche Morgan Grenfell, PainWebber, Salomon Brothers and HVS International, as well as co-founder of Stylebell.com. Mr. Keung holds a B.S. from Cornell University and an M.S. from New York University.

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Panelist, Sustainable Forestry **SAMSON RATTIWAT**, *Investment Director, CCB INTERNATIONAL ASSET MANAGEMENT LTD.*

Mr. Samson Rattiwat has more than 15 years of experience in portfolio management, corporate finance and project investments. He has joined CCB International Asset Management Limited as Investment Director since 2007. Prior to this, Mr. Rattiwat served in senior positions for several asset management companies in Hong Kong. He involved in business development of the fund management business and took the lead to launch new funds primarily in Hong Kong, Singapore, Taiwan and Japan. Moreover, he was responsible for the management of investment portfolios covering stocks, structured products, fixed income, foreign exchange and direct investments. Mr. Rattiwat also gained experience in corporate finance and participated in initial public offerings, debt restructuring and fund raising exercises of listed companies. He is licensed as responsible officer with the Securities and Futures Commission in respect of regulated activities for asset management and advising on securities. Mr. Rattiwat holds a Bachelor's Degree in Business Administration from the University of Southern California.

Panelist, Renewable Energy **MARCILIO REINAUX**, *Director, AREVA KOBBLITZ*

Mr. Reinaux began his career with Koblitz in 1982 in the Department of Electronics. In 1990, he was transferred to Koblitz Piracicaba Division where after 1 year, he became manager for the Commercial Center for South Brazil. He was promoted to Export Director in 2004 and was responsible for sales of Koblitz services and products abroad. After 4 years, Mr. Reinaux became the Business Development Director of the group while still managing the Export Division. As the Business Development Director, he is in charge of developing various projects including green field projects for ethanol power plants and the Project Eldorado, a thermal power plant fueled by sugar cane bagasse. He is also responsible for advisory services relating to equity investments by national and international investors through project financing. AREVA KOBBLITZ is a subsidiary of AREVA in Brazil. AREVA is a world leader in alternative renewable energy.

Panelist, Mining & Resources **FELIX LAM**, *Associate Director, CHINA CONSTRUCTION BANK INTERNATIONAL*

Felix covers the Resources and Energy sectors. Prior to joining CCBIS in September 2008, Felix worked for Apex Capital and was a ranked Metals and Mining analyst at Macquarie Securities. Felix has participated in research relating to the IPO of China Nickel Resources (formerly China Special Steel) and Thailand based G Steel. He holds an MBA degree from Hong Kong University of Science and Technology and a B.S. degree from University of London.

Panelist, Mining & Resources **LUIS GÓMEZ COBO**, *Chairman & Founding Partner, SINOLATIN CAPITAL*

Prior to moving to China to research agribusiness investment opportunities, Mr. Gómez Cobo co-founded and served as CEO of Los Olivos Alimentos, a leading Mexican agribusiness firm. He has wide experiences in making private investments and participating in several enterprises, including Los Olivos Alimentos, Saeta Continental, Figo Transport, Empacadora Zan Alfonso, Nueva Tecnologiz en Alimentacio (Nutec), and Ganaderos Productores de Leche Pura (Alpura). Mr. Gómez Cobo graduated from Mexico's ITESM with a degree in biochemistry and a specialization in the food industry. He has a Master Degree in Information Technology Administration from ITESM and an MBA from China Europe International Business School (CEIBS). He speaks fluent Spanish, English and conversational Mandarin. He resides in Shanghai with his wife and two children.

Panelist, Mining & Resources **MARCOS FONSECA**, *Chief Representative, BANCO DO BRASIL HK REP OFFICE*

Mr. Fonseca has been working in Banco do Brasil (BB) since 1987, and since 1994, he has occupied several positions in BB's International Division, including Senior Analyst on loan agreements made by Banco do Brasil both in Brazil and in other countries. In July 2004 Mr. Fonseca became Senior Assistant of the International and Wholesale Vice-Presidency of Banco do Brasil, where he dealt with four Vice-Presidents during the period he occupied that position, two of which later became Presidents of the Bank. Currently Mr. Fonseca is occupying the position of Chief Representative of Banco do Brasil's Representative Office in Hong Kong to which he was assigned in November 2009. Mr. Fonseca has a degree in Business Administration and MBA in International Business and Trade given by USP-Universidade de São Paulo.

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FIERO - Federação das indústrias do Estado de Rondônia

The Federation of Industries of Rondonia State, also known as FIERO, is an entity that brings together companies in various



Federação das Indústrias do Estado de Rondônia

industries in the State of Rondonia. The Federation is an entity affiliated to the National Industry Confederation (CNI).

This visit by the FIERO is the first of its trip to Asia and starts out in Guangzhou China. FIERO has brought together more than 30 of the top entrepreneurs and industrialists in Rondonia. The goal of the mission is to seek partners to invest in Rondonia State and making contact with Chinese entrepreneurs and investors who want close partnerships with Rondonia's entrepreneurs and industries, according to Mr. Denis Roberto Bau (President of FIERO).

Mr. Bau will present to our participants during luncheon the business opportunities in Rondonia State.

Event Speakers and Panelists

The following are some of our confirmed speakers and panelists

*Panelist,
Agri-
business*

FRANCISCO J. VILLAZÓN, *Asia Pacific Managing Director, ECOM TRADING (SHANGHAI), CO.*

Mr Villazon has more than 15 years experience in commodities trading and supply chain management. He holds a Master Degree in Business Administration (MBA) from IPADE Business School and previously got a Bachelors Degree of Industrial Engineering from Universidad Panamericana. In 1995, he began his career with ECOM (www.ecomtrading.com), a privately owned producer and distributor of sustainably grown agri-products such as cotton, coffee and cocoa, and has been appointed to perform different positions and responsibilities in Mexico, USA, Latin America and Asia. He was appointed in July 2009 as the ECOM Cotton Group Asia- Pacific Managing Director and relocated to live in Shanghai where he resides with his wife and two children.

With over 150 years of market experience, ECOM Group is amongst the largest leaders in the production, sourcing and distribution of cotton, coffee, cocoa, oil, seeds, grains and hogs.

In 2007, in an unprecedented public-private initiative, ECOM Agroindustrial Corporation Ltd. partnered with the International Finance Corporation ("IFC"), a member of the World Bank Group, and the Nestlé Group (Nestlé, Nespresso and Nestec) to increase the "real income" of more than 8,000 coffee producers in Central America and Mexico in a three year project ending in 2010.

In 1935, ECOM Agroindustrial opened its first coffee office in São Paulo, Brazil. From this one office, the ECOM Coffee Group has expanded its partnerships to twenty countries on five continents. By maintaining offices in so many diverse regions, we at ECOM can remain both flexible and innovative in developing new ideas on how to provide clients with the coffee that is best suited for their needs.

*Speaker at
Luncheon*

LAWRENCE KWONG MAN FOK, *Chief Marketing Officer
HONG KONG EXCHANGES AND CLEARING LIMITED*

FOK Kwong Man, Lawrence is the Chief Marketing Officer of Hong Kong Exchanges and Clearing Limited. Mr. Fok is responsible for persuading new issuers to list in Hong Kong. In addition, Mr Fok acts as HKEx's ambassador to various constituents on the Mainland and overseas.

Mr. Fok joined the Stock Exchange in 1992 and has over 25 years of experience in financial services and securities regulatory work. Before joining the Stock Exchange he worked for the Securities and Futures Commission and other organizations in corporate finance, securities dealing and venture capital.

Mr. Fok holds degrees from the University of Hong Kong, Columbia University, and Stanford University.

*Speaker at
Luncheon*

DENIS ROBERT BAU, *President, (FIERO) Federation of Industries of the State of Rondonia*

Mr. Bau is the current president of FIERO and was elected as president in 2009. His term of office will continue until 2013. FIERO was found in 1986 and is the superior body of representation of the industrial businesses in the State of Rondonia. FIERO is part of the National Confederation of Industry (CNI). It is organized under the name System FIERA, with linked regional units of the Social Service for Industry (SESI), National Service of Industrial Learning (SENAI) and the Institute Euvaldo Lodi (IEL). Mr. Bau is also the current president of SESI, SENAI, and IEL Councils. Mr. Bau holds a degree in Civil Engineering from the Catholic University of Parana, and a post graduate degree in Politic and Strategy from ADESG University of Rondonia. Mr. Bau also holds a post graduate degree in Business Management from FGV University of Rio de Janiro. Mr. Bau received numerous Knight Commander Awards from the Brazilian Academy of Art, Culture, and History; the Herald and Medal Brazilian Society; and the Soberana Order Dom Pedro I.

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*Panelist,
Mining &
Natural
Resources*

Gilberto Baptista, *Superintendent, (FIERO) Federation of Industries of the State of Rondonia*

Mr. Baptista is the current superintendent and a director of FIERO and was elected as superintendent in 2009 and his term will last till 2013. Mr. Baptista is also a committee member of the Social Security Ministry's Resource Committee; and an advisor and representative of contributors of the Federal Income and Tax Ministry's Administrative Council of Fiscal Resources. Mr. Baptista holds an undergraduate degree in Human Science from Faculdade de Ciências Humanas, Exatas e Letras do Estado de Rondônia – FARO. He also completed post graduate study in law. He also held management positions in Merchant Bank of Sao Paulo; Aluminama Ltda; Costa Amazonian Construction Company; and Miranda Filho Construction Company.

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