

STRATEGIES FOR GROWTH: THE CHANGING ROLE OF THE STATE

December 08, 2017

Fecomercio SP | R. Dr. Plínio Barreto, 285 - Bela Vista | São Paulo

8:30 am – 9:00 am – Registration

9:00 am – 9:30 am – Welcoming Remarks

09:30 am – 11:00 am – Panel “Fiscal and monetary challenges”

Ana Paula Vescovi, Brazilian National Treasury

André Lara Resende, Economist and Former President of the Brazilian National Development Bank

Albert Fishlow, Professor Emeritus of International and Public Affairs at Columbia University

Patricia Mosser, Senior Research Scholar in the Faculty of International and Public Affairs at Columbia University

Moderator: Thomas Trebat, Director of Columbia Global Centers | Rio de Janeiro

11:00 am – 11:15 am – Coffee Break

11:15 am – 12:45 pm – Panel “Productivity, competitiveness and the role of the State”

Jan Svejnar, Director of the Center on Global Economic Governance and James T. Shotwell Professor of Global Political Economy at Columbia University

Flávio Rocha, President of Riachuelo

Roberto Giannetti da Fonseca, President of Kaduna Consulting

Zeina Latif, Chief economist of XP Investimentos

Moderator: Marcos Troyjo, Co-Director of BRICLab at Columbia University

12:45 pm – 1:30 pm – Lunch

1:30 pm – 2:15 pm – Keynote: Paulo Hartung, Governor of Espírito Santo

2:15 pm – 3:45 pm – Facilitated Conversation “The Brazilian industry in the digital era”

Armando Valle, Vice-President of Whirlpool

Rogério Golfarb, Vice-President of Ford Motor Company Brazil

Tania Cosentino, South America President for Schneider Electric

Ricardo Rittes, Chief Financial and Investor Relations Officer of AMBEV

Moderator: Marcio Holland, Former Secretary of Economic Policy and Professor of Economics at FGV-SP

3:45 pm – 4:00 pm – Coffee Break

4:00 pm – 5:30 pm – Facilitated Conversation “Corruption and transparency in Brazil and in the global perspective”

Felipe Salto, Executive Director of the Independent Fiscal Institution for the Federal Senate

Paul Lagunes, Assistant Professor of International and Public Affairs at Columbia University

Leonardo Lopes, Partner and Chief Compliance Officer of PWC

Edson Vismona, Executive President of ETCO

Moderator: Thais Herédia, Journalist of GloboNews

5:30 pm – 6:00 pm – Closing Keynote: Wagner Rosário, Minister of Transparency and Controller-General (CGU)

6:00 pm – 6:30 pm – Closing Remarks and Next Steps

ABOUT THE CONFERENCE:

“Strategies for Growth: The Changing Role of the State” will take place in Rio de Janeiro and in São Paulo, respectively on December 07 and December 08.

The initiative led by Columbia University’s Center on Global Economic Governance (CGEG), in conjunction with the Columbia Global Centers in Paris, Beijing, and Rio de Janeiro was developed in response to the global financial crisis of the previous decade and the challenges that Europe, East Asia, and Latin America have faced, both individually and collectively, in its aftermath.

The second Brazil edition of the conference is the result of a successful first round in 2016 when prominent academics, business leaders and civil society were gathered to discuss the strategies for economic growth in the context of fiscal and structural reform policy, monetary and banking issues, and institutional legitimacy and transparency.

This year, participants will discuss what should be the role of the State given the political and economic changes experienced in Brazil and globally. The conference is centered around four thematic issues:

1. Productivity and competitiveness
2. Corruption and transparency in Brazil in a global perspective
3. New technologies and digital economy
4. Fiscal and monetary challenges

The conference is organized by the Columbia Global Centers | Rio de Janeiro, the Center on Global Economic Governance, Fecomercio, Um Brasil and Fundação Getulio Vargas and Voto Institute.

[Here](#) you can access the publication produced after the 2016 conference.

PARTICIPANTS

Albert Fishlow

Albert Fishlow is an economist, a professor emeritus of economics at the University of California, Berkeley and a professor emeritus of international and public affairs at Columbia University. He is the former director of the Columbia Institute of Latin American Studies and Center for the Study of Brazil at Columbia. He was previously the Paul A. Volcker Senior Fellow for International Economics at the Council of Foreign Relations.

Ana Paula Vescovi

Ana Paula Vescovi is Secretary of the National Treasury, Economist, Master in Public Sector Economics at the University of Brasília (UnB), Specialist in Public Policy and Government Management (ENAP-DF) and Master in Public Administration at Fundação Getulio Vargas (EBAPE-RJ). She served for ten years in the Ministry of Finance's Secretariat of Economic Policy (SPE), where she served as Deputy Secretary of Macroeconomics from 1997 to 2007. In the SPE, she worked in the formulation of public policies, in the agenda of microeconomic reforms and monitoring the growth of the Brazilian economy and its determinants, as well as providing advice on national accounts and projections of macroeconomic parameters for the Union's budgets. Ana Paula Vescovi was also an economic adviser to Senator Ricardo Ferraço in the Federal Senate between 2011 and 2014.

André Lara Resende

André Lara Resende is an Adjunct Senior Research Scholar at the School of International and Public Affairs, Columbia University. He earned a PhD in Economics from MIT – Massachusetts Institute of Technology, in 1979. He is a founding partner of *Instituto de Estudos em Política Econômica da Casa das Garças* and a member of the board of directors of the International Advisory Board of *Itaú-Unibanco*. He taught economics at PUC-Rio de Janeiro, was a member of the board of directors of the Central Bank of Brazil and President of BNDES. He was part of the team that worked in the *Plano Real* and was an advisor to the President of Brazil during the Fernando Henrique Cardoso administration. He was also as partner and executive director of *Banco Garantia*, *Unibanco*, *Banco Matrix* and *Lanx Capital*. His book *Os limites do possível: A economia além da conjuntura*, published in 2013, also by *Cia das Letras/Portfolio-Penguin*, was awarded the *Jabuti Prize* in the book of the year in Economics, Finance and Business, in 2014. His latest book *Devagar e Simples: Economia, Estado e Vida Contemporânea* was published in 2015 by *Cia das Letras/Portfolio-Penguin*.

Armando Valle

Armando Valle has been Vice-President of Sustainability and Institutional Relations for Whirlpool Latin America since 1999. In 2011, Whirlpool Latin America, which operates in Brazil under the brands *Brastemp*, *Consul* and *KitchenAid*, directed more than R \$ 14 million for improvement programs environmental and social responsibility. Of this amount, R \$ 10.8 million was invested in several environmental initiatives, a jump of more than R \$ 4 million compared to 2010. The other R \$ 3.7 million were directed to the Consulate of Women, social action of the brand Consul who provides advice to low-income women with little education by encouraging entrepreneurship. Created 10 years ago, the initiative has already benefited more than 30,000 women of low or no income, across the country.

Edson Vismona

Edson Luiz Vismona is Executive President of the Brazilian Institute of Competitive Ethics (ETCO). Vismona is a lawyer specialized in commercial defense and consumer law. He was Secretary of Justice and Defense of Citizenship of the State of São Paulo (2000/2002); National Secretary for Agrarian Reform (2002). Founder and President of the Brazilian Association of Ombudsmen/Ombudsmen - ABO, is a member of the National Council for Combating Piracy (CNCP), of the Piracy Combat Committee of OAB/SP - São Paulo Association and Ethics of the Ethics-Health Institute.

Felipe Salto

Felipe Salto is Executive Director of the Independent Fiscal Institution. Economist by FGV/EESP and Master in Public Administration and Government also by FGV-SP. He was a macroeconomics analyst at *Tendências Consultoria*, focused on public accounts and external accounts, and also worked on projects and opinions on related matters for specific companies (2008-2014). Between 2015 and 2016, he worked in the advisory services of senators José Serra and José Aníbal, working on economic and fiscal matters. He lectured at the Lato Sensu Postgraduate Courses at FGV/EESP, in the area of macroeconomics and Brazilian macroeconomics. He has a series of articles published in the main newspapers of the Country: *Folha de S. Paulo*, *Valor Econômico* and *O Estado de S. Paulo*. In 2016, he published the book "Public Finance: From Creative Accounting to the Rescue of Credibility", by *Editora Record*.

Flávio Rocha

Flávio Gurgel Rocha is a shareholder and CEO of the Guararapes Group, which includes *Lojas Riachuelo*, *Midway Financial*, *Midway Shopping Center* and *Green House Carrier*. He was Federal Deputy for two legislatures and member of the National Constituent Assembly. Author of the constitutional amendment of the Single Tax and candidate for President of the Republic by the Liberal Party in 1994. Admirer of the ideas of Roberto Campos, he became an advocate of Free Market, Democracy and the Minimum State. He is Fundação Getúlio Vargas and Harvard Business School alumnus. He founded and chaired the IDV (Retail Development Institute) and is currently an adviser to the institution.

Jan Svejnar

Jan Svejnar is the James T. Shotwell Professor of Global Political Economy and Director of the Center on Global Economic Governance and Director of the Center on Global Economic Governance at Columbia University's School of International and Public Affairs. He focuses his research on (i) the effects of government policies on firms, labor and capital markets; (ii) corporate, national, and global governance and performance; and (iii) entrepreneurship. He also served as Economic Advisor to President Vaclav Havel of the Czech Republic. In 2008 he was one of two presidential candidates in the Czech Republic.

Leonardo Lopes

Leonardo Lopes co-leads the PwC Forensic Services practice in Brazil, based in São Paulo, with extensive experience in external audit and business advisory services. As a business advisor, he is specialized in corporate investigations, fraud and corruption risk management, including compliance with anticorruption legislations. Since 2007, has been working in several investigations, and international FCPA and UK Bribery Act related projects, having performed FCPA compliance reviews, developed, implemented and audited anti-bribery programs, and delivered FCPA training for more than 500 people in companies from various sectors, such as medical devices and equipment, pharmaceutical, technology and infra-structure.

Marcio Holland

Marcio Holland is an Associate Professor at Fundação Getulio Vargas São Paulo School of Economics. He holds a PhD in Economics from the University of California at Berkley. He was previously secretary for economic policy at the Brazilian Ministry of Finance. His research includes macroeconomics and monetary policy.

Marcos Troyjo

Marcos Troyjo is Co-Director of Columbia University's BRICLab, a SIPA special forum on Brazil, Russia, India, and China. He also founded a think tank for entrepreneurship named the Center for Business Diplomacy. Troyjo holds a PhD in Sociology of International Relations from *Universidade de São Paulo* and pursued postdoctoral studies at Columbia University.

Patricia Mosser

Patricia C. Mosser is a Senior Research Scholar and Senior Fellow at Columbia University's School of International and Public Affairs and Director of the Initiative on Central Banking and Financial Policy. Previously, Mosser was head of the Research and Analysis Center at the Office of Financial Research, U.S. Treasury Department. Mosser spent over 20 years at the Federal Reserve Bank of New York where she was a senior manager at the Fed's open market desk overseeing market analysis, monetary policy implementation including many crisis-related facilities, foreign exchange operations, and analysis of financial stability and reform. She previously served as an economist and manager in the New York Fed Research Department and as an assistant professor in the Economics Department at Columbia.

Paul Lagunes

Paul Lagunes is an Assistant Professor at Columbia University's School of International and Public Affairs. His research focuses on corruption, especially as it affects subnational governments in the Americas. Lagunes is also the co-editor with Susan Rose-Ackerman of *Greed, Corruption, and the Modern State: Essays in Political Economy* (forthcoming). He obtained his Ph.D. in political science from Yale University.

Paulo Hartung

Paulo Cesar Hartung Gomes has been governor of Espírito Santo since January 2015, having been elected in the first round for a third term. In the current term, Hartung prioritizes the organization of public accounts, priority investments in the areas of health, education and public safety. He is an economist graduated in 1978 from the Federal University of Espírito Santo. He was a state deputy for two terms before being elected Federal Deputy in 1991. In 2002, he applied for the State of Espírito Santo Government and was elected in the first round. In 2006, he was re-elected governor, having carried out administrations (2003-2010) that, with the ethical and management shocks, reorganized and modernized the public machine, increasing the state's investment capacity from less than 1% to 16% of the collection, qualifying, expanding and increasing public services and public works. With the current scenario of financial, social and ethical crisis in the country, governor Paulo is a national reference in the area of public management. Even with declining revenues, he implemented a fiscal austerity policy in the State, which prioritized cost cutting, maintenance of quality public service provision, distribution of investment in all areas of the State, as well as attracting and encouraging the arrival and maintenance of investors in Espírito Santo.

Ricardo Rittes

Ricardo Rittes is Ambev's Financial and Investor Relations Vice-President. He joined the Company in 2005 and previously held the position of Treasury Manager for both Ambev and ABI, as well as being IT Director and Shared Services by Ambev. He holds a degree in production engineering from the Polytechnic of São Paulo, and an MBA from the University of Chicago.

Roberto Giannetti da Fonseca

Roberto Giannetti da Fonseca is President of Kaduna Consulting and the Brazilian part of CEAL - Business Council of Latin America. He is also a member of the Board of Directors of Multigrain (Mitsui & Co.) and Search Minerals (Canada). He was Director and President of Cotia Trading from 1975 to 1988, and later from Silex Trading from 1989 to 2000. He then held the position of Executive Secretary of CAMEX - Brazilian Chamber of Foreign Trade (from February 2000 to June 2002) the Presidency of the Republic. He was also President of FUNCEX - Foundation for the Study of Foreign Trade from 2003 to 2009, and Director of International Relations and Foreign Trade of FIESP from 2004 to 2013. He holds a bachelor's degree in Economics from the University of São Paulo (1975).

Rogélio Golfarb

Rogélio Goldfarb is Vice-President of Ford Motor Company Brazil and also of the National Association of Motor Vehicle Manufacturers (ANFAVEA). He has been working in the automotive industry since 1981, when he joined Ford as a truck project engineer. In 2001, Golfarb was appointed director of corporate affairs and communications for the company. Vice President of ANFAVEA in the 2001-2004 management, Golfarb participated in the group that led the international negotiations to expand trade agreements of the automotive sector. He also participates in the dialogue for trade agreements with the European Union, FTAA and South Africa. He graduated from the Faculty of Industrial Engineering (FEI) in Mechanical Production Engineering and holds a Strategic Planning course diploma from Duke University.

Tania Cosentino

Tania joined Schneider Electric in 2000, as national sales manager for projects and services. Three years later, she was nominated sales director, and in 2009, she assumed the presidency of the Brazilian subsidiary, being the first Brazilian citizen and the first woman to have such position in Schneider Brazil's history. In January 2013, she was promoted to President for the South America region. Over the last 25 years, Tania Cosentino has dedicated her career to the electric industrial segment. She has occupied several managerial positions and functions in different companies, which gave her a global and deep vision of the energy sector, its operations and trends.

Thais Herédia

Thais Herédia is an Economics commentator for the programs *Em Pauta*, *Conta Corrente* and *Edição das Dez* of GloboNews since 2012. Since May 2010, she maintains a blog on the portal G1: the *Thais Herédia: The paths of the Economy*. She served as a press officer at the Central Bank between 2000 and 2003, during which time the entity was headed by Armínio Fraga Neto. She has performed in Brasília as a producer, reporter and editor on the *Bandeirantes*, SBT and *Brasília* television stations, mostly covering economic matters. He holds a degree in Social Communication/Journalism from the University of Brasília (UnB). She holds a Master's Degree in Financial Products, Derivatives and Economics, completed in 2005, and in the Retail Market, in 2007, both by the *Fundação Instituto de Administração* (FIA), São Paulo (SP).

Thomas Trebat

Thomas joined Columbia after a lengthy career on Wall Street dedicated to economic research on Latin America. He is the Director of Columbia Global Centers | Rio de Janeiro. He formerly served as Executive Director of the Institute of Latin American Studies at Columbia University and of the Institute's Center for Brazilian Studies. Prior to joining ILAS in February 2005, Trebat was Managing Director and Head of the Latin America team in the Economic and Market Analysis department of Citigroup. Trebat holds a PhD in economics from Vanderbilt University and remains active in teaching and publishing. He is also a member of the Council of Foreign Relations. His book, *Brazil's State-owned Enterprises: A Case Study of the State as Entrepreneur*, was published by Cambridge University Press in 1983.

Wagner Rosário

Wagner de Campos Rosário is Substitute Minister of Transparency and Controller General of the Union (CGU). Graduated in Military Sciences from the Academy of Agulhas Negras and Master in Combating Corruption and Rule of Law from the University of Salamanca, Spain. He has also served as an Army Officer. He became CGU's first career server to assume the position of Executive Secretary and Minister of the Ministry. In the internal control body of the Federal Government, he also worked in the area of Special Operations, responsible for joint investigations to fight corruption, in coordination with the Federal Police, public ministries (Federal and State) and other state defense agencies. In 2016, he published the thesis "The role of internal control in the fight against corruption, with emphasis on joint research developed in Brazil and Spain."