



BRAZIL-MIT Forum

Conferência BRASIL-MIT



April 14-15, 2011 | MIT Tang Center | 2 Amherst Street | Cambridge, MA 02139 | [Map](#)

Thursday, April 14, 2011

7:30 am **Registration and Continental Breakfast**

8:30 am **Welcome**

Susan Hockfield, President of MIT

Jorge Moran, President and CEO, Sovereign Bank; Country Head, Santander U.S.

9:00 am **Energy**

Chair: **Ernest Moniz**, Cecil and Ida Green Distinguished Professor of Physics; Director, MIT Energy Initiative

Clean Energy and Economic Growth

Panelists: **Ernest Moniz**, Cecil and Ida Green Distinguished Professor of Physics; Director, MIT Energy Initiative
Persio Arida, former Central Bank governor, Brazil; Chairman of the Asset Management and Board Member of BTG Pactual

9:55 am *Biofuels*

Panelists: **José Goldemberg**, former Minister of Education, Brazil; former president and Professor Emeritus, Physical Science, University of São Paulo
Biofuels in Brazil: Past, present and future perspectives
Gregory Stephanopoulos, Willard Henry Dow Professor of Biotechnology and Chemical Engineering, MIT
Perspectives on advanced biofuel production



10:50 am *Frontiers of Hydrocarbon Production*

Panelists: **Solange Guedes**, Executive Manager, Exploration and Production, Petrobras
Opening new frontiers in hydrocarbon production
Michael Triantafyllou, William I. Koch Professor of Marine Technology; Professor of Mechanical and Ocean Engineering; Associate Head for Ocean Engineering, MIT
Susan Avery, President and Director, Woods Hole Oceanographic Institution
Ocean science and industry: A deep-sea partnership

12:00 pm **Lunch and Keynote Address**

Brazil: A new momentum

Pedro Moreira Salles, Chairman of the Board, Itaú Unibanco Holding

Introduced by **John Reed**, Chairman, MIT Corporation; former Chairman and CEO, Citigroup

2:00 pm **Entrepreneurship, Innovation and Economic Growth**

Chair: **Richard Locke**, Class of 1922 Professor of Political Science and Management; Head, Political Science Department; Co-Director, MIT-Brazil Program

Panelists: **Charles Cooney**, Robert T. Haslam Professor of Chemical Engineering; Faculty Director, Deshpande Center for Technological Innovation, MIT
Edward Roberts, David Sarnoff Professor of Management Technology; Professor of Technological Innovation, Entrepreneurship and Strategic Management; Chair, MIT Entrepreneurship Center
Lita Nelsen, Director, MIT Technology Licensing Office

3:30pm **Break**

4:00 pm **Being an Entrepreneur in Brazil: Opportunities and Challenges**

Chair: **Richard Locke**, Class of 1922 Professor of Political Science and Management; Head, Political Science Department; Co-Director, MIT-Brazil Program



Panelists: **Leila Velez**, Founder and CEO, Instituto Beleza Natural
Gustavo Caetano, Founder and CEO, SambaTech
Mario Chady, Founder and CEO, Spoleto

5:30 pm **Closing Remarks**

L. Rafael Reif, MIT Provost

6:15 pm **Dinner and Keynote Address (by invitation only)**

Marina Silva, former Senator; former Minister of the Environment, Brazil

Introduced by **Lawrence K. Fish**, member, MIT Corporation; former Chairman and CEO, Citizens Financial Group

Friday, April 15, 2011

7:30 am **Registration and Continental Breakfast**

8:30 am **Welcome**

Richard Locke, Class of 1922 Professor of Political Science and Management; Head, Political Science Department; Co-Director, MIT-Brazil Program

8:35 am **Policy Innovation**

Chair: **Ben Ross Schneider**, Ford International Professor of Political Science; Co-Director, MIT-Brazil Program

Panelists: **Rachel Glennerster**, Executive Director, Abdul Latif Jameel Poverty Action Lab, MIT

Rigorous testing of policy innovation: Lessons for Brazil

Marcelo Neri, Chief Economist, Center for Social Policies, Fundação Getúlio Vargas

The new Brazilian social policies

Sergio Rezende, former Minister of Science and Technology, Brazil; Professor of Physics, Federal University of Pernambuco

Science in Brazil: Never too late

10:00 am **Climate Variability and Change**



Chair: **Dara Entekhabi**, Bacardi and Stockholm Water Foundations Professor, Department of Civil and Environmental Engineering; Director, Ralph M. Parsons Laboratory for Environmental Science and Engineering; Director, Earth System Initiative, MIT

Panelists: **Antonio Moura**, Director, National Meteorology Institute, Brazil

Rainfall monitoring in the Amazon region: A challenge for climate and climate change research and a need for adaptation strategies policy-making

Earle Williams, Principal Research Engineer, Department of Civil and Environmental Engineering, MIT

Historical climate variability in the Amazon and South America regions

Ronald Prinn, TEPCO Professor of Atmospheric Science; Director, Center for Global Change Science; Co-Director, Joint Program on the Science and Policy of Global Change, MIT

Climate forcing and climate projections for the Amazon region and the globe

12:00 pm **Lunch and Keynote Address**

Progress in education policy in the 2000s

Fernando Haddad, Minister of Education, Brazil

Introduced by **Ben Ross Schneider**, Ford International Professor of Political Science; Co-Director, MIT-Brazil Program

1:30 pm **Amazon Ecosystem and Environmental Response**

Chair: **Dara Entekhabi**, Bacardi and Stockholm Water Foundations Professor, Department of Civil and Environmental Engineering; Director, Ralph M. Parsons Laboratory for Environmental Science and Engineering; Director, Earth System Initiative, MIT

Panelists: **Gilberto Câmara**, General Director, National Institute for Space Research (INPE), Brazil

Are we ready for REDD? Multidimensional policies for reducing Amazon deforestation: 2001-2010

Elfatih Eltahir, Professor, Department of Civil and Environmental Engineering, MIT

Role of vegetation in shaping regional climate over the Amazon basin

Paulo Artaxo, Professor, Environmental Physics, University of São Paulo, Brazil

The changing Amazon: Recent results from the LBA experiment

Paul Moorcroft, Professor, Department of Organismic and Evolutionary Biology, Harvard University

Predicting the fate of Amazonian ecosystems over the coming century

3:00 pm **Going Global: What MNCs from Brazil and the U.S. Can Teach Each Other**

Chairs: **Lawrence K. Fish**, member, MIT Corporation; former Chairman and CEO, Citizens Financial Group
Suzanne Berger, Raphael Dorman and Helen Starbuck Professor of Political Science; Director, MIT International Science and Technology Initiatives

Panelists: **Edvaldo Morata**, Chief of Staff and Head of Corporate Banking, Sovereign Bank
Santander Group: A global model for a dual world
Mauro Kern Junior, Executive Vice President, New Programs, Airline Market, Embraer
Embraer going global
Eduardo W. Wanick, President and CEO, DuPont Latin America
Driving science-based innovation in Latin America
Luciano Siani, Director of Strategy and Human Resources, Vale
It's a diverse world out there...but being yourself pays off
Ricardo Marino, VP Latin American Operations, Itaú Unibanco
Itaú Unibanco: The path to become a global player

4:40 pm **Closing Remarks**

Richard Locke, Class of 1922 Professor of Political Science and Management; Head, Political Science Department; Co-Director, MIT-Brazil Program

4:45 pm **Closing Reception**

