

PARTNERS OF THE AMERICAS

REPORT ON EXPLORATORY MISSION TO PORTO ALEGRE

APRIL 2009

1. Meetings

a. 090402: Cidade de Porto Alegre

i. Attendees

1. Vice Prefeito Jose Fortunati, staff
2. Marlene Lomando, Ana Isabel Krzminski, Jhani Laopus, Rosane Zelmanovitz, Jerry Karwowski, Jim Ammeen, Rodolfo Jabur



ii. Discussion:

1. Focus on city projects for information technology, distribution of services.
2. Focus on Porto Alegre's bid to host World Cup 2014 semi-final games and related infrastructure development.
3. Focus on proposed visit of Mayor Ballard in May 2009.

b. 090403: Engebio

i. Attendees

1. Mario Saffer, Diretor
2. Ana Isabel Krzminski, Jhani Laopus, Rosane Zelmanovitz, Jerry Karwowski, Jim Ammeen

ii. Discussion:

1. Focus on urban sustainability.
2. Public-private partnerships.

c. 090403: Indústrias Químicas Star S.A.

i. Attendees

1. Sergio Copstien, Diretor Comercial
2. Ana Isabel Krzminski, Jhani Laopus, Rosane Zelmanovitz, Jerry Karwowski, Jim Ammeen

ii. Discussion:

1. Uruguayan churrasco. Very good, but not gaúcho.
2. Soy diesel and distribution of ethanol.
3. Sr. Copstien is founder and former president of Pan American School in Porto Alegre. Much discussion about schools, especially private schools.

d. 090403: Brasília Guaíba; Carvalho, Machado, Timm & Deffenti, Advogados

i. Attendees

1. André Loiferman, Diretor Presidente
2. Christiano Carvalho, Diretor
3. Rosane Zelmanovitz, Jim Ammeen

ii. Discussion:

1. Relaxed conversation over outstanding meal in fine Moinhos de Vente restaurant. Excellent cultural backdrop in trendy neighborhood.
2. Sr. Carvalho is an organizer of judicial conference in Porto Alegre in October. Discussed possibility of judicial exchange program possibilities in connection with same.

3. Sr. Loiferman's company develops road and public-private projects. Discussion focused on urban development both in Indianapolis and Porto Alegre.

e. 090405: Horner APG

i. Attendees

1. Phil Horner
2. Jhani Laopus, Rosane Zelmanovitz, Jim Ammeen

ii. Discussion:

1. Although Phil is not unknown to us, the meeting over dinner provided an opportunity to learn more about the business of Horner APG in Rio Grande do Sul and other Brazilian states.
2. Planning related to wine-tasting event for our chapter.

f. 090406: Estado do Rio Grande do Sul

i. Attendees

1. Secretary of International Development and Affairs of Office of Governo do Estado do Rio Grande do Sul Josué de Souza Barbosa, staff
2. Marlene Lomando, Ana Isabel Krzminski, Jhani Laopus, Rosane Zelmanovitz, Jerry Karwowski, Jim Ammeen



ii. Discussion:

1. Agribusiness and State Fair exchange.
2. World Cup bid for RS/Porto Alegre.
3. Business services, digitization of public records, and delivery via Internet, á la Access Indiana. Potential exchange for Secretary of State of Indiana.

g. 090407: Oleoplan S.A.

i. Attendees

1. Marcos Boff
2. Marlene Lomando, Jhani Laopus, Rosane Zelmanovitz, Jerry Karwowski, Phil Horner

ii. Discussion:

h. 090408: Gerdau

i. Attendees

1. Márcio Pinto Ramos, Vicepresidente Executivo ON América Latina, Fernando (Gerdau employee)
2. Phil Horner, Alexandre Villwock, Ana Isabel Krzminski, Jhani Laopus, Rosane Zelmanovitz, Jerry Karwowski, Jim Ammeen

ii. Discussion:

1. Customer of Horner APG. POA support for business.
2. AmeriSteel is Gerdau's US affiliate. HQ in Tampa. Biggest sponsor of 2009 Super Bowl, held in Tampa, where AmeriSteel used to build Raymond James Stadium.
3. Specialty steel production facilities in Huntington and Terre Haute area. Primarily serves auto industry.

2. Forum Da Liberdade, 090406-090407

a. 090406: VIP Luncheon featuring Vicente Fox, former Presidente de Mexico

i. Attendees:

1. Marlene Lomando, Ana Isabel Krzminski, Jhani Laupus, Rosane Zelmanovitz, Jerry Karwowski, Jim Ammeen

ii. Met Presidente Fox

iii. Networked with numerous education, business, and political people

iv. Discussion:

1. Networking seemed to be amazing. More face-to-face with Vice Prefeito Fortunati and met other government and business leaders.
2. Opportunities for educational exchanges seem boundless, especially for IUPUI.

b. 090406: Opening ceremony

i. Attendees:

1. Marlene Lomando, Jhani Laupus, Rosane Zelmanovitz, Jerry Karwowski, Jim Ammeen, Phil Horner

ii. Awards presentations

iii. Keynote address by former Presidente de Mexico, Vicente Fox

iv. Discussion:

1. Again, networking seemed amazing. Met owners of Zaffari, Gerdau, and other large companies.
2. Opportunities for business growth in Brazil seem greater than US. Perhaps because this conference was a free-market, pro-capitalism event, but also because Brazil is growing into what the US is growing out of. Very interesting.
3. Also interesting to see and hear in person how much Presidente Fox and others blame the US for problems in their countries, but at the same time oppose a wall around the US border. Access to the US ideas and opportunities is desired, and a wall prevents the exchange.



c. 090407: Panel presentations

i. Attendees:

1. Marlene Lomando, Jhani Laupus, Rosane Zelmanovitz, Jerry Karwowski, Jim Ammeen

ii. Continued networking

iii. Discussion:

1. Very interesting to see and hear debate on the imposition of ethnic quotas (*i.e.*, affirmative action) in Brazil. We were not aware of the existence of this debate in Brazil.
2. Article in *Zero Hora* regarding Partners' Exploratory Mission and attendance at Forum da Liberdade

3. Social and Cultural

a. 090404: Museu Fundação Iberê Carmargo

i. Attendees:

1. Rosane Zelmanovitz, Jim Ammeen
 - ii. Iberê Camargo is a world famous painter from Porto Alegre.
- iii. Discussion:
 1. Interesting artist. Works mainly from two periods: 1940s and 1980s to end-of-life. Paintings and drawings mainly.
 2. Very interesting video presentation of the artist at work.
 3. Dramatic public space near the river with dramatic views of the city's skyline.



b. 090404: Partners of the Americas Feijoada

i. Attendees:

1. Marlene Lomando, Ana Isabel Krzminski, Jhani Laupus, Rosane Zelmanovitz, Jerry Karwowski, Jim Ammeen
2. Exchange Coaches
 - a. Rodolfo Jabur
 - b. Luciana Brauner
 - c. Daniel Brauner



3. Exchange Nurses
 - a. 10+ Anderson University students and faculty advisor presently in Porto Alegre on exchange
4. Youth Ambassadors Alumni
 - ii. Discussion:
 1. Good food, fellowship, and dancing.

c. 090405: Vale dos Vinhedos

i. Attendees:

1. Jim Ammeen, Phil Horner
 - ii. Discussion:
 1. Beautiful valley. Interesting change from the urban atmosphere in Porto Alegre.
 2. Visited large vintners that export to SA, EU, and USA and small, family-owned vintner that distributes locally only.
 3. Outstanding Italian dining in country inn.

d. 090406: Shopping time, “Sheraton Hotel Mall”

i. Tourist time.

4. Potential Opportunities

a. Governmental and public

- i. State Fair: Proposal for participation of States in annual Agricultural Fairs in August each year, including an invitation from RS Governor to IN Governor to attend EXPOINTER, the international ag fair in Porto Alegre the last week in August 2009. Possible other cultural and business exchange

- ii. Copa do Mundo 2014: City-city exchange regarding bidding to host semi-finals, event planning (NCAA Final Four and Super Bowl). Check if Mayor or Deputy can be invited to IN through a US State Dept Visitor Program.
- iii. Secretary of State: Digitization of public records and Internet access for business; see Adjunct Minister of Intl Relations, Josue
- iv. Judicial Exchange: Exchange regarding judicial services and delivery of same, election of judges, and jurisprudence. See Attorney Open Records project.

b. Private

- i. Biodiesel
- ii. Green and sustainable buildings
 - 1. Public private partnerships
 - 2. Mixed use
 - 3. Real Estate Investment Trusts
- iii. Development of Market Square – in brainstorming stage

5. Research

a. Real Estate Development

- i. Rosane Zelmanovitz showed Jim Ammeen a number of real estate development projects developed by Leónidas Zelmanovitz, developer, and Sandra Axelrud Saffer, Architect. Projects include public green spaces (parks and preserves), retail (malls and smaller spaces), hospital, and residential (houses; high-end, mid-range, and affordable condominiums; and apartments).
- ii. Many of the people with whom we networked are involved in these projects in one way or another, *e.g.*, Bruno Zaffari, Gerdau family, Sandra Axelrud Saffer.

b. Vale dos Vinhedos

- i. Wine country tours can be a great way to introduce Partners' members to another part of RS and promote tourism and other exchanges.
- ii. Wine prices are affordable. With up to US\$800 permitted to be brought to US duty-free by US citizens, each person can return with 3-4 cases of wine.

c. Other contacts:

- i. Vice Governor / Paulo Afonso Feijoh
- ii. Sergio Saraiva / Former CEO Grupo Ipiranga / SSA Real Estate Development
- iii. Andre Meyer da Silva / Maquinas Condor / FIERGS
- iv. Rodrigo Vontobel / Vonpar
- v. Ricardo Malcon / banker / curator of Bienal do Mercosul (art event) / offered to host a dinner
- vi. Jayme Sirotsky / RBS / President of the World Association of Newspapers
- vii. Giacomo Balbinotto / UFRGS / suggestions for speakers
- viii. Ricardo Ranzolin / Carlos Souto / George Lippert (3 most important law firms in RS).