



Brazilian National Confederation of Industry  
THE FUTURE OF INDUSTRY

**COP27 | BRAZILIAN INDUSTRY DAY**  
**NOVEMBER 16<sup>th</sup>**

**Sharm El-Sheikh International Convention Center | Sharm El-Sheikh | Egypt**  
**Brazilian Pavilion (P 105 - Blue Zone)**

<b>AGENDA (local time)</b>	
9:00 - 9:45 am	<b>OPENING</b>
10:00 - 11:00 am	<b>MEASURES TO DEVELOP THE GREEN HYDROGEN MARKET IN BRAZIL</b> <b>Moderator: Ricardo Alvarez Alban</b> , President, Federation of Industries of the State of Bahia (Fieb) <b>Panelists:</b> <b>Julio Meneghini</b> , Scientific and Executive Director of the Research Center for Greenhouse Gas Innovation (RCGI FAPESP-Shell) <b>Leone Peter Correia da Silva Andrade</b> , Innovation and Technology Director, National Service for Industrial Training of the State of Bahia <b>Jurandir Marães Picanço Júnior</b> , Energy Consultant, Federation of Industries of the State of Ceará (Fiec) <b>Léo Slezzynger</b> , Institutional Affairs Director and Shareholder, Unigel Group
11:15 am - 12:00 pm	<b>INDUSTRY INITIATIVES FOR A LOW-CARBON ECONOMY</b> <b>Moderator: Rafael Lucchesi Ramacciotti</b> , General Director, National Service for Industrial Training (Senai) <b>Panelists:</b> <b>Marcelo Thomé</b> , President of Instituto Amazônia+21 <b>Márcio de Lima Leite</b> , President, National Association of Automotive Vehicle Manufacturers <b>Davi Bomtempo</b> , CNI's Environment and Sustainability Executive Manager
12:00 - 2:00 pm	<b>Lunch break</b>
2:00 - 2:45 pm	<b>INDUSTRY CONTRIBUTIONS TO FOREST CONSERVATION</b> <b>Moderator: Gustavo Pinto Coelho de Oliveira</b> , President, Federation of Industries of the State of Mato Grosso (Fiemt) <b>Panelists:</b> <b>Jefferson de Oliveira Gomes</b> , Innovation and Technology Director, National Service of Industrial Training (Senai)



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	<p><b>Mariana Lisbôa</b>, Global Head of Corporate Affairs, Suzano <b>Gilberto Tomazoni</b>, Global CEO, JBS <b>José Luis Gordon</b>, President director, Brazilian Company of Research and Industrial Innovation (Embrapii)</p>
3:00 - 3:45 pm	<p><b>CARBON NEUTRALITY</b></p> <p><b>Moderator: Mônica Messenberg Guimarães</b>, Institutional Relations Director, Brazilian National Confederation of Industry (CNI)</p> <p><b>Panelists:</b> <b>Karen Vasconcelos da Costa</b>, Head of Government Relations and Corporate Affairs, Tetra Pak <b>Marina Muniz Rossi</b>, Climate Change Manager, Braskem <b>Guilherme Corrêa Abreu</b>, General Sustainability Manager, ArcelorMittal <b>Victor Bicca</b>, Government Relations Director, Coca-Cola Brazil</p>
4:00 - 4:45 pm	<p><b>ENERGY TRANSITION - WHAT DOES IT MEAN FOR BRAZIL?</b></p> <p><b>Moderator: Davi Bomtempo</b>, CNI's Environment and Sustainability Executive Manager</p> <p><b>Panelists:</b> <b>Flávia de Oliveira Teixeira</b>, Manager of Environment, Corporate Social Responsibility and Energy Transition, Engie <b>Paula Kovarsky Rotta</b>, Vice President of Strategy, Environment and Sustainability, Raízen <b>Bárbara Rubim</b>, Vice President of Distributed Generation, Brazilian Association of Photovoltaic Solar Energy (Absolar) <b>Fernanda Delgado de Jesus</b>, Executive Director, Brazilian Petroleum and Gas Institute (IBP)</p>
5:00 pm	<p><b>CLOSING</b></p>

Last update: November 12, 2022



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## PANELISTS

### 10:00 am | PANEL 1 - MEASURES TO DEVELOP THE GREEN HYDROGEN MARKET IN BRAZIL

#### Moderator:



#### **Ricardo Alvarez Alban**

President, Federation of Industries of the State of Bahia (Fieb)

Businessman Antonio Ricardo Alvarez Alban assumed the presidency of the Federation of Industries of the State of Bahia (FIEB) on November 6, 2014, a position he will hold until March 31, 2026. He has a degree in Mechanical Engineering and in Business Administration. In his trajectory, participation in class entities and in the private sector stands out. He has managing partner of Fábrica de Biscoitos Tupy S/A since 1987 and has held various positions at Citibank from 1982 to 1986. He is vice-president of the National Association of the Biscuit Industry since 2009, was director of the Federation of Industries of the State of Bahia from 2001 to 2013 and 1st vice-president from April to November 2014. He chaired the Deliberative Council of Sebrae Bahia, from January 2015 to January 2019. He is the president of the Union of Wheat Industry, Corn, Cassava, Pasta and Biscuits of the State of Bahia; Vice-President of the National Confederation of Industry (CNI) in the 2018/2023 administration; member of the National Council of SESI; member of the Council for Economic, Social Development (CDES); member of the Strong Northeast Association; member of the Deliberative Council of Sebrae Bahia and Full Member Board of Directors of CETREL. Antonio Ricardo Alvarez Alban is married to Maria Clara Machado Alban, with whom had two children.

#### Panelists:



#### **Julio Meneghini**

Scientific and Executive Director of the Research Center for Greenhouse Gas Innovation (RCGI FAPESP-Shell)

Full Professor (POLI, University of São Paulo). PhD Imperial College London. Scientific and Executive Director of the Research Center for Greenhouse Gas Innovation (RCGI FAPESP-Shell). Full member of the Academy of Sciences of the State of São Paulo (ACIESP). He is author of more than 250 publications. He has coordinated research projects sponsored by Petrobras, Shell, Embraer, FAPESP, FINEP / CTPPetro, CNPq / CTPetro, Voith Hydro, CTG, BP, Oxiteno and BG.

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### **Leone Peter Correia da Silva Andrade**

Innovation and Technology Director, National Service for Industrial Training of the State of Bahia (Senai/BA)

PhD in Aeronautical Engineering by the Aeronautics Institute of Technology (ITA); Master's Degree in Mechanical Engineering by the Federal University of Santa Catarina (UFSC) and bachelor's degree in mechanical engineering by the Federal University of Bahia (UFBA). His studies include a Specialization Course in "Plant Training Program for Welding Engineers" by Paton Electric Welding Institute (PATON/ Ukraine) as well as "Manufacturing Integrated Technologies" by UFBA. He was a professor at Center of Technological Education of Bahia (CEFET/BA) and UFBA. His working experience includes the implementation of The Manufacturing and Technology Integrated Campus (CIMATEC), considered the most advanced technological center of SENAI. Currently he is the Director of Technology and Innovation of SENAI CIMATEC.

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### **Jurandir Marães Picanço Júnior**

Energy Consultant, Federation of Industries of the State of Ceará (Fiec)

Mechanical and Electrician Engineer, Energy Consultant of the Federation of Industries of the State of Ceará - FIEC and member of the Ceará Academy of Engineering - ACE. He was President of Companhia Energética do Ceará – COELCE, Secretary of Science and Technology of Ceará, Board Member of CHESF, President of the Regulatory Agency of Ceará – ARCE, Professor of the Electrical Engineering Course at Federal University of Ceará - UFC and President of the Sectorial Chamber of Renewable Energies of Ceará – CSRenováveis/CE. The Sindienergia/CE Trophy, which honors personalities from the energy sector in Ceará, was named "Jurandir Picanço". He has 57 years of experience in the energy sector, especially renewable energies. Being responsible for the first initiatives to develop wind and solar energy, Jurandir is part of the Working Group for the implementation of the Green Hydrogen HUB in Ceará. Recently the Group Midia honored him with the trophy "100 Most Influential in Energy 2022".

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### **Léo Slezynger**

Institutional Affairs Director and Shareholder, Unigel Group

Graduated in Literature and Philosophy at Boston University, with a master's degree in Management and Sustainability from FGV, Léo is director of Institutional Affairs and shareholder of Unigel Group and founder of Reserva Chão de Estrelas, a reforestation and agroforestry project in the Atlantic Forest biome.



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## 11:15 am | PANEL 2 - INDUSTRY INITIATIVES FOR A LOW-CARBON ECONOMY

### Moderator:



#### **Rafael Lucchesi Ramacciotti**

General Director, National Service for Industrial Training (Senai)

Economist, graduated from the Federal University of Bahia (UFBA), he is one of the Brazilian leaders in promoting education for work and innovation, strategic vectors for the competitiveness of Brazilian industry. He was Secretary of State for Science, Technology and Innovation of the Government of Bahia. Since 2011, he has been Director of Education and Technology of the National Confederation of Industry (CNI), accumulating the positions of Director General of the National Service for Industrial Learning (SENAI) and Superintendent Director of the Social Service of Industry (SESI). In these entities, he led the structuring of the Business Mobilization for Innovation and the implementation of 26 SENAI Innovation Institutes and 60 SENAI Institutes of Technology.

### Panelists:



#### **Marcelo Thomé**

President of Instituto Amazônia+21

President of Institute Amazônia +21 and Industry Federation of the State of Rondônia (FIERO). Architect and urban planner with a degree from the Federal University of Rio de Janeiro; Postgraduate studies in Business Administration at FGV. He is a construction entrepreneur, President of SINDUSCON/PVH in Porto Velho, President of the Ação Pró-Amazônia; President of the Development Agency of Porto Velho-ADPVH and of the Thematic Council on Environment and Sustainability at CNI. He has been working in the construction sector for 25 years, developing projects and carrying out works in the commercial, institutional, industrial, educational, hospital, real estate, and residential sectors.



#### **Márcio de Lima Leite**

President, National Association of Automotive Vehicle Manufacturers (Anfavea)

Assumed the presidency of ANFAVEA on 05/02/2022. He is Stellantis' Legal and Institutional Relations Director for Latin America. He has been with the group since June 2000. He holds a degree in Accounting Law and Science, a master's degree in Business Law and a postgraduate degree in Strategic Management with a specialization in Finance from UFMG. Guest professor at PUCMINAS for the LLM postgraduate course in Tax Law. Former undergraduate professor at UFMG and PUCMINAS and at the postgraduate course at Fundação



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Dom Cabral. Vice-President of ANFAVEA – National Association of Motor Vehicle Manufacturers. He is also a director of ACMinas – Associação Comercial de Minas and a member of the Strategic Council of FIEMG. He served as an independent auditor at KPMG, Deloitte Touche Thomatsu and Soltz Matoso e Mendes for 9 years. Certified by the IBGC, Brazilian Institute of Corporate Governance, for Fiscal Council member.

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**Davi Bomtempo**

CNI's Environment and Sustainability Executive Manager

Economist with a Master's in Public Administration from the Brazilian School of Public and Business Administration of the Getúlio Vargas Foundation (EBAPE/FGV-RJ) and Specialization in Environment and Sustainability (FGV). He is currently executive manager of Environment and Sustainability at the Brazil National Confederation of Industry (CNI), leading the agendas of ESG, Energy Transition, Carbon Market, Circular Economy, Bioeconomy, Forest Conservation agendas, among others. Professional in institutional and governmental relations with expertise in advocacy strategy and stakeholder mobilization. He is executive secretary of the CNI's Environment and Sustainability Thematic Council and a representative of the industrial sector in several national and international forums.

**2:00 pm | PANEL 3 - INDUSTRY CONTRIBUTIONS TO FOREST CONSERVATION**

**Moderator:**



**Gustavo Pinto Coelho de Oliveira**

President, Federation of Industries of the State of Mato Grosso (Fiemt)

Graduated in Civil Engineering, postgraduate in Business Management and in Mergers and Acquisitions of Companies, in addition to having a specialization in Geotechnics. He is the owner of the mining company Britaguia, associated with the Union of Limestone Extraction Industries of the State of Mato Grosso (Sinecal). He has been working for over 20 years as an entrepreneur in the mining and transport sectors, with extensive experience in Industrial, General and Operations Management. He was Secretary of State of the Government of Mato Grosso for three years (2015 to 2017) in the Strategic, Planning and Finance Affairs Office. In Sistema S, he was regional director of the Euvaldo Lodi Institute (IEL/MT), counselor of the Social Service of Industry (Sesi-MT) and, since 2014, he has been a counselor of the National Service of Industry (Senai-MT), in the role of representative of industrial activities. He has been a member of the Board of Directors of FIEMT since 2006, he has been president of the Tax Council and vice-president of the institution. Since 2018 he has been President of the SESI and SENAI Regional Council of Mato Grosso.



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## Panelists:



### **Jefferson de Oliveira Gomes**

Innovation and Technology Director, National Service of Industrial Training (Senai)

Director of Innovation and Technology of the National Service for Industrial Learning – National Department (SENAI-DN). Dr. Mechanical Engineer, graduated and post-graduated from the Federal University of Santa Catarina (UFSC), in cooperation with RWTH-Aachen - Germany. Professor at the Instituto Tecnológico de Aeronáutica (ITA), Director of the Fraunhofer Project Center FPC@ITA. He held the positions of Superintendent and Executive Manager of Innovation and Technology of SENAI-DN, of Regional Director and Director of Innovation of SENAI - Regional Department of Santa Catarina (DR-SC), of President of the Institute of Technological Research (IPT). FAPESP principal researcher of the IAsmin Platform, one of the six Innovation Centers in Artificial Intelligence in the country, and Technical Coordinator of Line 4 of the Rota 2030 Program.

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### **Mariana Lisboa**

Global Head of Corporate Relations, Suzano

Lawyer, President of Bahia Association of Forest Based Companies (ABAF) and Global Head of Corporate Relations at Suzano S/A. Graduated in Law, with extensive experience in the Environmental area and more than 20 years of professional experience, more than half of which are dedicated to the forestry sector. Today, she institutionally represents Suzano in the leadership of projects involving the public and private sectors, at all levels: municipal, state, federal and international. Under her management, she also manages the entire Environmental Licensing area of the Company, the largest producer of eucalyptus pulp in the world and a global reference in the sustainable use of natural resources. Particularly passionate about driving the growth of women in the corporate world and implementing a structured and measurable ESG agenda capable of mitigating the impacts of the business for this and future generations.

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### **Gilberto Tomazoni**

Global CEO, JBS

Mechanical engineer with a postgraduate degree in management, he has extensive experience and knowledge of the food industry. He worked for 27 years at Sadia, where he started as an intern and was CEO. He has served for three years as vice president of Bunge Alimentos, managing the food and ingredients business, also serving as executive director for South and Central America. He has joined JBS as Global President of the Poultry Business. As CEO he has led the formation of Seara Alimentos. In 2015, he assumed the Global Operations Presidency and in 2017 he became Global COO of JBS. In



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December 2018, he was named Global CEO. Since 2013, he has chaired the Board of Pilgrim's Pride Corporation. Additionally, he is a member of the International Advisory Board of Fundação Dom Cabral (FDC).

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### **José Luis Gordon**

President Director, Brazilian Company of Research and Industrial Innovation (Embrapii)

He is a Brazilian, born in 1982, with a degree in Economics from the University of São Paulo (USP). He holds a Master's and PhD in Economics from the Federal University of Rio de Janeiro (UFRJ), in the area of Industrial and Innovation Economics. He worked at the economics department of the National Confederation of Industry between 2010 and 2011. In 2011 he became special advisor to the Minister of Science, Technology and Innovation, where he was responsible for the conception and development of EMBRAPII (Brazilian Association for Industrial Research and Innovation). He also contributed to the creation of the National Strategy for Science, Technology and Innovation, the main policy in this area in Brazil. In 2012 he was appointed to MEC as special advisor to the Minister, and has contributed to the construction of the Innovation Clusters of Federal Education, Science and Technology Institutes. He held the position of Planning and Management Director of EMBRAPII from 2013 to 2021, when he took over the Executive Secretariat of ABDE (Brazilian Development Association), a position he held until August 2022. He is currently the President of EMBRAPII.

## **3:00 pm | PANEL 4 - CARBON NEUTRALITY**

### **Moderator:**



### **Mônica Messenberg**

Institutional Relations Director, Brazilian National Confederation of Industry (CNI)

Graduated in Economic Sciences and Master in International Economics from the University of Brasília (UNB). She is Director of Institutional Relations at the National Confederation of Industry (CNI), where she has been working since 2010. She has over 15 years of work in the areas of planning and control, development, implementation and administration of programs in the Federal Government. She held positions in the First Administrative Echelon, as president of the FNDE and financial director of the INSS. He took the specialization courses highlighted: Strategic Management for Business Managers, by INSEAD Executive Education, Program on Budgeting & Finance Management in Public Sector, by Harvard University, Public Finance by the International Monetary Fund (IMF).





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## Panelists:



### **Karen Vasconcelos da Costa**

Head of Government Relations and Corporate Affairs, Tetra Pak

Has a degree in International Relations and is post-graduated in International Law, Foreign Affairs and Waste Management Law. She is doing currently a master's degree of Global Governance and International Public Policies at PUC-SP. Karen has been working for more than 17 years in Government Relations with professional experience in companies as BASF, Becton & Dickinson, and industry associations. She has been working in Tetra Pak since 2019 as Head of Government Relations and Public Affairs for Brazil and Southern Cone.

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### **Marina Muniz Rossi**

Climate Change Manager, Braskem

Chemical Production Engineer from FEI, postgraduate in environmental technologies from USP and Executive MBA from Insper, she works as Corporate Manager of Sustainable Development at Braskem. Marina is responsible for managing the Sustainable Development strategy, as well as conducting the management of combating climate change, water management from the perspective of water security, the engagement of suppliers in sustainability issues and sustainability reports and disclosures of the company Braskem.

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### **Guilherme Corrêa Abreu**

General Sustainability Manager, ArcelorMittal

Mechanical Engineering from the Federal University of São João Del Rei (1992). Master's degree in Environment from the Federal University of Minas Gerais (1998). Corporate Management by Fundação Dom Cabral (2001). PhD from the State University of São Paulo (2012). 37 years of experience at the steel sector specifically on sustainability issues, with emphasis on climate change and mitigation actions to reduce greenhouse gases, having developed several outstanding initiatives. Currently holds the position of Environment General Manager at ArcelorMittal Brasil and is responsible for corporate environmental issues at national level. He also served as president of the Sustainability Committee of the Brazilian Steel Institute and institutional representations of the steel sector on a national and international level.

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**Victor Bicca**

Government Relations Director, Coca-Cola Brazil

Leader of Coca-Cola's government relations in Brazil, Victor Bicca has been with the company for over 20 years. Graduated in Law from Universidade de Brasília, the executive also has specializations in administration and management from Fundação Getúlio Vargas, Science and Politics from Georgetown University. With a career dedicated to government relations, he also worked at Caterpillar Inc.

and led for more than 10 years the Business Commitment to Recycling (CEMPRE), actively participating in the discussion and approval of the National Policy on Solid Waste and the Sector Packaging Agreement. Currently, Victor holds the presidency of the Brazilian Association of Soft Drinks and Non-Alcoholic Beverages (Abir) and is Vice-President of the Board of Directors of the Brazilian Association of the Food Industry (Abia).

**4:00 pm | PANEL 5 - ENERGY TRANSITION - WHAT DOES IT MEAN FOR BRAZIL?**

**Moderator:**



**Davi Bomtempo**

CNI's Environment and Sustainability Executive Manager

Economist with a Master's in Public Administration from the Brazilian School of Public and Business Administration of the Getúlio Vargas Foundation (EBAPE/FGV-RJ) and Specialization in Environment and Sustainability (FGV). He is currently executive manager of Environment and Sustainability at the Brazil National Confederation of Industry (CNI), leading the agendas of ESG, Energy Transition, Carbon Market, Circular

Economy, Bioeconomy, Forest Conservation agendas, among others. Professional in institutional and governmental relations with expertise in advocacy strategy and stakeholder mobilization. He is executive secretary of the CNI's Environment and Sustainability Thematic Council and a representative of the industrial sector in several national and international forums.

**Panelists:**



**Flávia de Oliveira Teixeira**

Manager of Environment, Corporate Social Responsibility and Energy Transition, Engie

Environmental law expert. 20-year experience in the public, private and third sectors, with emphasis in environmental policy, post-licensing, environmental quality and process of urbanization. Flávia holds a Master in city law from State University of Rio de Janeiro; Executive Environmental Postgraduate degree from COPPE-UFRJ and a bachelor in Law from Federal University of Rio de Janeiro.



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**Paula Kovarsky**

Vice-President of Strategy, Environment and Sustainability, Raízen

Paula Kovarsky has a degree in mechanical and production engineering from the Pontifical Catholic University of Rio de Janeiro (PUC-RJ). In addition, she has an MBA in corporate finance from Ibmec. She was the first woman to earn an associate position at Itaú BBA, where she was Senior Vice-President, responsible for the bank's research area for 9 years. Promoted the repositioning of Cosan in the Brazilian capital market, implementing the best practices of transparency and stakeholder management in the company and its subsidiaries, in addition to leading the creation of the New York office. She led the entire development of the Cosan Group's ESG strategy, promoting cultural change and educating C-level executives and controlling shareholders, leading the company to a prominent and reference position in this agenda, evidenced by its participation in the B3 Corporate Sustainability Index (ISE), in addition to developing the framework that enabled the issuance of Rumo's first green bond. Kovarsky currently works as vice president of the Strategy areas at Raízen (chief strategy officer), being responsible for combining New Business, M&A and the Company's Sustainability. She is also a Board Member of 3R-Petroleum and CLP International.



**Bárbara Rubim**

Vice President of Distributed Generation, Brazilian Association of Photovoltaic Solar Energy (Absolar)

Bárbara Rubim is an independent consultant focused on analysing the electricity sector and assisting companies, governments, and investors with regulatory issues and structuring business models for distributed generation. Barbara has worked in the energy sector for over six years, having coordinated the strategy and innovation area of Alsol Energias Renováveis and headed the Greenpeace Brazil's energy campaign. Graduated in Law, she has also worked as a Parliamentary Assistant in the Legislative Assembly of Minas Gerais, and developed projects for the UN-Habitat. Currently, she is the Vice-President for Distributed Generation on the Board of Directors of the Brazilian Association of Photovoltaic Solar Energy (Absolar).



**Fernanda Delgado de Jesus**

Executive Director, Brazilian Petroleum and Gas Institute (IBP)

Holds the position of Corporate Executive Director of IBP - Instituto Brasileiro de Petróleo e Gás. Professor at FGV in the Post-Graduate Program at the Army Command School, she has Doctorate degree in Energy Planning and Master's degree in Information Technology. Fernanda has a professional career in relevant companies, both in Brazil and abroad, with four published books on Petropolitics as author.