

## São Paulo Governor to Attend Focus Brazil in Florida

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Roberto Abdenur, Brazilian Ambassador to the United States, yesterday announced that São Paulo Governor Geraldo Alckmin and his delegation will travel to Fort Lauderdale, Florida, on March 10 & 11, to participate in the State to State, Business to Culture initiative presented by the Broward Center for the Performing Arts.

"With 38 million residents, São Paulo is the most heavily populated state in Brazil. It accounts for one third of Brazil's GDP, 45 percent of its industrial output and 68 percent of Brazilian financial operations. These figures illustrate the importance of Governor Geraldo Alckmin's visit to Florida," said Roberto Abdenur, the Brazilian Ambassador to the United States.

"São Paulo is also one of the cultural capitals of Brazil. Through culture, and through cultural events such as this one, the already close ties that exist between the states of Florida and São Paulo will certainly be strengthened," the Ambassador added.

State to State, Business to Culture, Focus '05 Brazil is a precedent-setting business and cultural forum focused on Brazil that was developed by the Broward Center for the Performing Arts in Fort Lauderdale.

The initiative features two days of a bi-national business forum at Nova Southeastern University (NSU), a series of free community enrichment events, a jazz tribute to Jobim, and a Florida-Brazilian business community recognition dinner.

The program culminates on the evening of Friday, March 11, with the North American premier of Jobim Sinfônico, featuring the orchestrated works of Brazil's most famous composer, the late Antonio Carlos Jobim.

The State to State Business Forum is presented by the Broward Center, in coordination with the Brazil-US Business Council of the US Chamber of Commerce, and the Brazilian American Chamber of Commerce.

The two-day Business Forum, to be held at nearby NSU on March 10 & 11, 2005, will feature an impressive host of business and diplomatic luminaries discussing the future of business between Brazil and Florida, with a special focus on culture's role in furthering commerce.

"We are proud to host one of the most powerful Brazilian business delegations to visit South Florida in recent history," commented Broward Center President & CEO, Mark Nerenhausen.

"It is significant that this unique combination of commerce, community and culture has drawn together so many leaders and decision-makers from Brazil and Florida."

"We are very pleased and honored to serve as the host for this important cultural and business exchange between the states of Florida and São Paulo, Brazil," said Ray Ferrero, Jr., J.D. president of Nova Southeastern University.

"This business forum offers matchless opportunities for the community and for students in our 16 programs to have first-hand experience with international decision-makers from both business and government, and participate in sessions that will shed light on Brazilian commerce and culture - vital knowledge in today's global economy."

The unique combination of culture and commerce has commanded the attention of several well-respected economic agencies. Mark Smith, Executive Vice-President, the Brazil-U.S. Business Council, commented, "The Broward Center's initiative to blend culture and business is an innovative and exciting way to underscore the strength of the Florida-Brazil relationship."

The São Paulo delegation will include the following distinguished members:

- Brazilian Ambassador to the USA, Roberto Abdenur
- Former Brazilian Ambassador to the USA, Rubens Barbosa
- Governor of the State of São Paulo, Geraldo Alckmin
- João Carlos Meirelles, Secretary of Science, Technology, Economic Development & Tourism
- Roberto Celio Tourinho, Secretary of Sports & Recreation
- Claudia Costin, Secretary of Culture
- Eduardo Guardia, Secretary of Finance
- Martus Tavares, Secretary of Economic Planning
- Minister Adalnio Ganem, Advisor for International Relations
- Paulo Skaf, President of FIESP (Federation of Industry, São Paulo)
- Alfredo Cotaid, President of the São Paulo Chamber of Commerce

Registration for the State to State Business forum and travel information is available online. Tickets are available for single day attendance or both days and the multi-day ticket includes a special VIP reception on Friday, March 11th at 7 p.m. and tickets to the 8 p.m. North American Premiere of Jobim Sinfônico at the Au-Rene Theatre.

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