Olympic-Size Investments: Business Opportunities and Legal Framework

21-23 February 2011
Sofitel Copacabana Hotel, Rio de Janeiro, Brazil

A conference presented by the IBA Latin American Regional Forum

Final Programme
Programme

Monday 21 February

1400 – 1700
Visit to the Maracanã Stadium
(Please note that this event has been cancelled)

1900 – 2200
Welcome dinner cordially offered by the city of Rio de Janeiro and
hosted by Mr Eduardo Paes, Mayor of the city of Rio de Janeiro
At the City Palace (Palácio da Cidade)
(Shuttle service from Sofitel Copacabana at 1830)

Tuesday 22 February

0800 – 1700 - Foyer
Registration at Sofitel Copacabana Hotel

0845 – 0900 - Rooms Rio de Janeiro I and II
Welcome remarks
Michael Reynolds Allen & Overy LLP, Brussels, IBA Vice-President

0900 – 0915 - Rooms Rio de Janeiro I and II
Directive remarks from the conference Co-Chairs
Gilberto Giusti
Hendrik Haag

0915 – 1000 - Rooms Rio de Janeiro I and II
Opening address
Eduardo Paes Mayor of the city of Rio de Janeiro

1000 – 1115 - Rooms Rio de Janeiro I and II
Procurement and construction
This panel will discuss the role of the legal professional during the
progress of the investments and the legal structure surrounding the
construction issues during a country’s preparation for a major event
such as the Olympic Games and/or the World Cup, events that can
generate profits of millions of dollars to the host country. The work
of lawyers must be focused on accomplishing contracts and resolving
any possible conflicts that may arise. The panel will approach a more
practical point of view, establishing the steps that a country needs
to take in order to succeed in hosting these major events.

Session Co-Chairs
Horacio Bernardes Neto Xavier Bernardes Bragança Sociedade de
Advogados, São Paulo; Vice-Chair, IBA Bar Issues Commission and Council
Member, IBA Public and Professional Interest Division
Mark Lane Pinsent Masons, London; Co-Chair, IBA International Construction
Projects Committee

Speakers
Rodrigo Bueno Construtora Norberto Odlebrecht SA, São Paulo
Todd Crider Simpson Thacher & Bartlett LLP, New York
Roberto Hernández-Garcia COMAD SC, Mexico City; Co-Chair, IBA
International Construction Projects Committee
José Luis Vittor McDermott Will & Emery LLP, Houston
Diego Muñoz Tamayo Muñoz Tamayo & Asociados, Bogota

1115 – 1145 - Foyer
Coffee break

Lunches and coffee breaks kindly sponsored by

Araújo e Policastro Advogados

Pacheco Coto
Tuesday 22 February

1145 – 1300 - Rooms Rio de Janeiro I and II
Energy - challenges of creating an efficient and sustainable energy model for an Olympic city
This panel will discuss issues that affect the future of energy in light of the challenges that Brazil faces as host of world class sport events: re-thinking energy policies; developing and implementing renewable energies; the challenges of Pre-salt exploration; the development of energy projects from the legal perspective.

Session Co-Chairs
Brian Bradshaw Morgan Lewis & Bockius LLP, Houston
Daniela Ribeiro Vieira Rezende Barbosa e Guerreiro Advogados, Rio de Janeiro

Speakers
Carlos de Maria y Campos Galicia Abogados, Mexico City
Jaime Herrera Posse Herrera & Ruiz, Bogota
Helder Queiroz Institute of Economics – Economy Institute of the Federal University of Rio de Janeiro, Rio de Janeiro
Fernando Quicios Dorado Perez-Llora, Madrid

1300 – 1430 - Rooms Copacabana and Flamengo
Lunch

Keynote Speaker
Gold Olympic medalist coaching the Brazilian men's volleyball team, two-time bronze Olympic medalist coaching the Brazilian women's volleyball team, silver Olympic medalist playing in the Brazilian men's volleyball team and countless other international titles.
Bernardo Rocha de Rezende (Bernardinho) Coach of Brazil men's volleyball team, Rio de Janeiro

1430 – 1545 - Rooms Rio de Janeiro I and II
The services sector moved by major sport-hosting events
This panel will provide participants with in-depth information from players who have expertise in the major sports events sector. Some of the issues that will be brought before the panel for discussion include key sensitivities that are likely to have a significant impact on business, as well as key success factors within the control of sector operators which should be followed.

Session Co-Chairs
Rossana Fernandes Duarte TozziniFreire Advogados, Sao Paulo
Juan Jose Lopez-de Silanes Bingham Ringe & Correa SC, Mexico City;
Conference Coordinator, IBA Real Estate Committee

Speakers
Luiz Henrique Lessa Brazilian Association for Real Estate and Tourism Development – ADTR, Ponta Verde
Mauro Miranda Jones Lang LaSalle, Sao Paulo
Paulo Sergio de Almeida Brazilian Ministry of Labour and Employment, Brazil
Josier Marques Vilar Rio de Janeiro Hospitals and Health Centers Association, Rio de Janeiro
Luiz Wever Odgers Benimond, Sao Paulo

1545 – 1615 - Foyer
Coffee break

1615 – 1730 - Rooms Rio de Janeiro I and II
The quest for optimising the dispute resolution process in major sport-hosting events
The panel will debate the trends and best practices of resolving disputes in challenging environments with time-sensitive deadlines. Panelists will address issues related to arbitration, dispute boards, expert determination, mediation and electronic discovery on infrastructure projects for big international sports events. The experiences of Atlanta, Barcelona and the London Olympic Games will be discussed. The panel will also address the unique aspects of sports disputes and the potential use of a fast-track dispute resolution process in this area.

Session Co-Chairs
Julio Cesar Bueno Pinheiro Neto Advogados, Sao Paulo, Vice-Chair, IBA Project Establishment Subcommittee and Website Officers, IBA Latin American Regional Forum
Guido Tavelli MSM Bramchi, Buenos Aires, Council Member, IBA Legal Practice Division

Speakers
Virginia Allan Urie & Menendez, Madrid
Jerry Brodsky Peckar & Abramson, Miami, FL
Adrian Hughes QC, Thirty Nine Essex Street Chamber, London
David W Rovitz Debevoise & Plimpton LLP, New York, IBA Secretary General

1900 – 2200
Cocktail reception offered by the Host Committee
At Iate Club do Rio de Janeiro
(Shuttle service from Sofitel Copacabana at 1815)

Wednesday 23 February

0800 – 1800 - Foyer
Registration at Sofitel Copacabana Hotel

0900 – 0915 - Rooms Rio de Janeiro I and II
Reopening remarks from the immediate past Co-Chair of the Latin American Regional Forum
Jaime Herrera

0915 – 1115 - Rooms Rio de Janeiro I and II
Taxation - double session

1. Challenges and incentives of structuring projects
The tax challenges of structuring projects, including: tax obstacles and tax incentives to be considered when contracting the construction and financing; the perspective of the investors.

Session Co-Chairs
Raquel Novais Machado Meyer Sandroz e Opice Advogados, Sao Paulo; Vice-Chair, IBA Taxes Committee
Carola Van Den Bruinhorst Loyens & Loeff, Amsterdam; Council Member, IBA Legal Practice Division

Speakers
Claire Kennedy Bennett Jones LLP, Toronto, ON
Glauco Maria Lauletta Frasuncio Mattos Filho Veiga Filho Marrey Jr e Queiroz Advogados, Sao Paulo
Sonja Velasco Cuadra-Pizarro, Goncalves Pereira LLP, Barcelona; Conference Coordinator, IBA Taxes Committee

2. Customs/importing and exporting
• Free trade of goods and services and the WTO rules
• The Convention on contracts for the International Sale of Goods - CISG
• Customs issues within Mercosur

Session Co-Chairs
Jaime Carey Carey & CIA, Santiago, Council Member, IBA Legal Practice Division
Gustavo M Brigagao Uilhoa Camara Rezende e Guerra Advogados, Rio de Janeiro
Speakers
Lauro Gama Jr Binenbaum Gama & Cervalho Britto Advogados, Rio de Janeiro
Eduardo Grebler Grebler Advogados, São Paulo

Keynote Speaker
Renato Villella Secretary of Finance of the State of Rio de Janeiro, Rio de Janeiro

1115 – 1145 - Foyer
Coffee break

1145 – 1300 - Rooms Rio de Janeiro I and II
The challenges of financing infrastructure for major events
Recent experience in the financing of infrastructure - both stadia and urban infrastructure, such as airports, roads, telecommunications etc. in connection with recent stagings of the Olympic Games, the football World Cup and other major sporting events, the dos and don’ts, the differences of financing infrastructure in Latin America, the views from BNDES and from the private banking sector; how to get involved in infrastructure financing in Brazil; challenges to overcome and pitfalls to avoid.

Session Co-Chairs
Robert L Nelson Jr Akis Gump Strauss Hauer & Feld LLP, San Francisco, CA and Abu Dhabi, Vice-Chair, IBA Project Finance Subcommittee
Ricardo Veirano Veirano Advogados Associados, São Paulo, Vice-Chair, IBA Latin American Regional Forum

Speaker
Antonio Felix de Araújo Cintra Tozziiniere Advogados, São Paulo

1300 – 1430 - Rooms Copacabana and Flamengo
Lunch

1430 – 1545 - Rooms Rio de Janeiro I and II
Capital markets: going public with infrastructure projects in Brazil
A roundtable with local and foreign capital markets specialists to discuss market opportunities and regulatory challenges relating to infrastructure projects in Brazil.

Session Co-Chairs
Francisco Antunes Maciel Müssnich Barbosa Müssnich & Araújo Advogados, Rio de Janeiro
Petra Zipf NautaDutilh NV, Amsterdam, Co-Chair, IBA Capital Markets Forum

Speakers
Julian Chediak Mota Fernandes Rocha Advogados, Rio de Janeiro
Nelson Ezeirik Carvalho e Ezeirik Advogados, Rio de Janeiro
Paul Schnell Skadden Arps Slate Meagher & Morey LLP, New York
Ottavio Yazbek Brazilian Securities Commission - CVM, Rio de Janeiro

1545 – 1615 - Foyer
Coffee break

1615 – 1730 - Rooms Rio de Janeiro I and II
Environment - legacy to the future
This panel will analyse the need to develop the Olympic project with an environmentally friendly focus, trying to minimise the adverse impact of the urban transformation, infrastructures and landscaping in the host city. We will develop aspects such as the investments planned for the conservation of the environment to comply with environmental protection standards set by the International Olympic Committee, the necessary adjustments to existing environmental legislation needed to convert Rio de Janeiro into a ‘green city’, as well as the requirements of different infrastructure investments in order to be environmentally friendly. In so doing the Olympics will leave a lasting legacy for Rio de Janeiro and Brazil.

Session Co-Chairs
José Antonio Fichtner Andrade & Fichtner Advogados, Rio de Janeiro
Eduardo Sanguinetti Sanguinetti Pederé Bragard Abogados, Montevideo, Co-Chair, Latin American Regional Forum

Speakers
Luiz Fernando Sant'Anna Demarest & Almeida Advogados, São Paulo
Gabriel R Macchiavello Rattagan Macchiavello Arocena & Perin Robroeka Abogados, Buenos Aires
Pedro Teixeira ThyssenKrupp CSA, Rio de Janeiro

1730 – 1800 - Rooms Rio de Janeiro I and II
Final remarks from the conference Co-Chairs

2000 – 2300
Cocktail and closing party - Carnival show
At Unidos da Tijuca Samba School
(Shuttle service from Sofitel Copacabana at 1930)

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Exhibitor

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The International Bar Association (IBA), established in 1947, is the world’s leading organisation of international legal practitioners, bar associations and law societies. The IBA influences the development of international law reform and shapes the future of the legal profession throughout the world. It has a membership of more than 40,000 individual lawyers and more than 200 bar associations and law societies spanning all continents. It has considerable expertise in providing assistance to the global legal community.

Grouped into two divisions – the Legal Practice Division and the Public and Professional Interest Division – the IBA covers all practice areas and professional interests, providing members with access to leading experts and up-to-date information. Through the various committees of the divisions, the IBA enables an interchange of information and views among its members as to laws, practices and professional responsibilities relating to the practice of business law around the globe. Additionally, the IBA’s high-quality publications and world-class conferences provide unrivalled professional development and network-building opportunities for international legal practitioners and professional associates.

The IBA’s Bar Issues Commission provides an invaluable forum for IBA member organisations to discuss all matters relating to law at an international level.

The IBA’s Human Rights Institute (HRI) works across the Association, to promote, protect and enforce human rights under a just rule of law, and to preserve the independence of the judiciary and the legal profession worldwide.

Other institutions established by the IBA include the Southern Africa Litigation Centre and the International Legal Assistance Consortium.

**The IBA Latin American Regional Forum**

The Latin American Regional Forum covers all countries in Latin America as well as Mexico, Puerto Rico and Spanish-speaking areas of the Caribbean. The forum provides a focus for all activities in the region. It organises sessions at IBA conferences and in particular has been instrumental in ensuring that a Latin American perspective is addressed during relevant special sessions. The Forum is closely affiliated with the North American Regional Forum as the regions are geographically proximate and share many issues.