

Feeding the World with Innovative and Sustainable Brazilian Solutions

1. Schedule:

September 22:

Venue: Brazilian Pavilion Auditorium at EXPO Milano

- 14:30 Opening remarks
Presentation of partner organizations
Overview of the initiative
André Favero – Business Director, Apex-Brasil
Paulo Branco – Deputy Coordinator, GVces (FGV)
Tiziana Carriglio – Representative of ITALCAM
- 15:00 Brazil – An economic and environmental power in the 21st century: focus on a low-carbon economy
Guarany Osório – Coordinator of the Environmental Politics and Economics Program, GVces (FGV)
- 15:30 Brazilian initiatives in response to demands for social and environmental responsibility in the livestock farming value chain
Fernando Sampaio – President, Brazilian Roundtable on Sustainable Livestock (GTPS)
- 16:00 From Brazil to the world: innovation and sustainability in global value chains – ICV Global
Paulo Branco – Deputy Coordinator, GVces (FGV)
- 16:20 Industrial biotech as a vector for Brazil's economic and social development
Bernardo Silva – Brazilian Industrial Biotech Association (ABBI)
- 16:40 Discussion of cases related to sectors and initiatives addressed

Kaynä Coffee – Jefferson Adorno
Sustainable and traceable coffee

CBPAK – Claudio Bastos
Biodegradable and compostable packaging

Coffee Beans – Ricardo Netto Teixeira
Coffee to eat

Safe Trace – Vasco Picchi
Traceability of the meat production chain
- 17:30 Cocktail reception featuring sustainable products representing Brazil
(Kaynä Coffee, AMMA Chocolate, Coffee Beans, CBPAK cups)
- 18:00 Closing remarks

September 23:

Venue: Brazilian Pavilion Auditorium at EXPO Milano

- 14:30 Opening remarks
Presentation of partner organizations
Overview of the initiative
André Favero – Business Director, Apex-Brasil
Paulo Branco – Deputy Coordinator, GVces (FGV)
Tiziana Carriglio – Representative of ITALCAM
- 15:00 Capital flows for the green economy
Low-carbon agriculture
Annelise Vendramini – Coordinator of the Global Sustainability & Sustainable Finance Program, GVces (FGV)
- 16:00 Technology opportunities to innovate in the Brazilian agribusiness chain
Rafaela Guerrante – National Intellectual Property Institute (INPI)
- 16:30 Chocolate from the Brazilian forest
Mariana Marshall – AMMA Chocolate
- 17:15 Cocktail reception featuring sustainable products representing Brazil
(Kaynã Coffee, AMMA Chocolate, Coffee Beans, CBPAK cups)
- 18:00 Closing remarks