

**Falling BRICS? A round-table discussion on Brazil's prospects (post-World Cup),
with Sir Peter Heap (Moorgate Capital), Winston Moore (Moore Asociados) and
Jonathan Wheatley (*Financial Times*).**

**Held on Tuesday, July 8, 2014, from 12:30-2:15pm.
At the London Capital Club, 15 Abchurch Lane, London, EC4N 7BW.**

with support from OMFIF

Win or lose, Brazil has taken a bit of a pounding in the press recently in terms of an investment destination and as a potential economic powerhouse. That is no surprise to old Latin America hands: Brazil (so the joke went) was always 'the country of tomorrow' – and always would be.

But, for a few brief exciting moments, it seemed that the tide had turned. Lula turned out to be a revelation, and his anointed successor, Dilma Rousseff, took office on a wave of goodwill. It didn't last, but maybe (as she says) the naysayers are wrong.

Just how far has Brazil's star waned? And is the market reassessment overdone? After all, Brazil's raw material base is just as exciting as it always was, its market is massive, its skills are considerable – and its infrastructure (as we can see) is catching up. So, let's have another look.

With the help of our friends at OMFIF, we have been able to pull together a distinguished panel to discuss Brazil's present situation and its future:

- Sir Peter Heap is chairman of Moorgate Capital, a corporate M&A advisory firm. He is a former UK ambassador to Brazil, who has also been an advisor to HSBC Investment Bank, the BOC Group and Amerada Hess. He is also the former chairman of the Brazil Chamber of Commerce in the UK, and remains its chairman emeritus.
- Dr. Winston Moore is director of Moore Asociados, a public relations company with a network of associates in Latin America.
- Jonathan Wheatley is the *FT's* deputy emerging markets editor, and a former Brazil correspondent for the newspaper. He lived in Brazil from 1992 to 2011, writing for the *FT*, *Business Week*, the EIU and others.

Sincerely yours,

Andrew Hilton
Director
CSFI