

# GLOBAL SUMMIT CONFERENCE PROGRAM

Time	Key Discussions	Keynotes Speakers
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9:30 AM 10:00 AM	<b>OPENING SESSION</b>	<b>EDUARDO PAES</b> – Mayor of Rio de Janeiro <b>VINÍCIUS LAGES</b> – Minister of Tourism
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10:00 AM 11:30 AM	<b>FROM BRAZIL TO THE WORLD</b>	<b>CONSUMER GOODS</b> <b>CARLOS BRITO</b> – CEO, Anheuser-Busch InBev
		<b>FINANCIAL MARKET</b> <b>ANDRÉ ESTEVES</b> – CEO, BTG Pactual Investment Bank
		<b>DEBATE</b> <b>CARLOS BRITO</b> – CEO, Anheuser-Busch InBev <b>ANDRÉ ESTEVES</b> – CEO, BTG Pactual Investment Bank

**Moderator: HELDER MARINHO** – Managing Director LatAm Bloomberg

11:30 AM 11:50 AM	<b>NETWORKING BREAK</b>	
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11:50 AM 01:20 PM	<b>FROM THE WORLD TO BRAZIL</b>	<b>TECH &amp; INNOVATION</b> <b>MARGO GEORGIADIS</b> – President, Americas - Google
		<b>A NEW ERA OF COMPUTING</b> <b>GURUDUTH BANAVAR</b> – VP Cognitive Comp, IBM Research
		<b>PR &amp; ADVERTISING</b> <b>SIR MARTIN SORRELL</b> – CEO, WPP Group
		<b>DEBATE</b> <b>MARGO GEORGIADIS</b> – President, Americas - Google <b>GURUDUTH BANAVAR</b> – VP Cognitive Comp, IBM Research <b>SIR MARTIN SORRELL</b> – CEO, WPP Group

**Moderator: HELDER MARINHO** – Managing Director LatAm Bloomberg

01:20 PM 02:30 PM	<b>NETWORKING LUNCHEON</b>	
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