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PRAC @ SAO PAULO 2017 – Delegates & Accompanying Guests

FIRM	DELEGATE	CITY	COUNTRY	TITLE/POSITION	EMAIL	ACC GUEST
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Brigard Urrutia		Bogota	Colombia			



PRAC @ SAO PAULO 2017 – Delegates & Accompanying Guests

FIRM	DELEGATE	CITY	COUNTRY	TITLE/POSITION	EMAIL	ACC GUEST
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PRAC @ SAO PAULO 2017 – Delegates & Accompanying Guests

FIRM	DELEGATE	CITY	COUNTRY	TITLE/POSITION	EMAIL	ACC GUEST
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PRAC @ SAO PAULO 2017 – Delegates & Accompanying Guests

FIRM	DELEGATE	CITY	COUNTRY	TITLE/POSITION	EMAIL	ACC GUEST
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PRAC @ SAO PAULO 2017 – Delegates & Accompanying Guests

FIRM	DELEGATE	CITY	COUNTRY	TITLE/POSITION	EMAIL	ACC GUEST
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CONFERENCE AGENDA

Saturday | 21 October | 2017

10:00 am – 5:00 pm	Registration in PRAC Room @ Grand Hyatt Sao Paulo	Argentum Room
11:00 am – 3:00 pm	Optional Tour #1 – Early Arrivals Organized by TozziniFreire. Delegates & Accompanying Guests See Tour Guide for full details.	
5:00 pm – 6:30 pm	Opening Reception Delegates & Accompanying Guests Shuttle will depart hotel lobby at 5:00pm	TozziniFreire Advogados Rua Borges Lagoa, 1328 – Vila Clementino
7:00 pm – 10:00 pm	No Host Dine Arounds Delegates & Accompanying Guests Departure from TozziniFreire offices	Local area restaurants Shopping Cidade Jardim

Sunday | 22 October | 2017

9:00 am – 5:00 pm	Registration in PRAC Room @ Grand Hyatt	Argentum Room
11:30 am – 4:00pm	PRAC Delegation Tour and Luncheon - Meninos do Morumbi and lunch at Fogo de Chão (barbecue “rodizio” style) Join PRAC colleagues and guests for an afternoon with Meninos do Morumbi, teenagers from the poorest neighborhoods of São Paulo who play, sing and dance diverse styles such as samba and maracatu. What makes these kids special, apart from their music, is that they are part of a self-sustaining non-profit project that benefitted over 14,000 kids over the years. After, we will enjoy the Brazilian “rodizio” that follows at the also well known barbecue restaurant Fogo de Chão. Delegates & Accompanying guests See Tour Guide for full details	

Evening Free for your enjoyment

All departures are from the main lobby of the Grand Hyatt SP Hotel. Please gather at least 15 minutes before departure times if you are planning to travel with the group.

Monday | 23 October | 2017

All business meetings take place at the Grand Hyatt Sao Paulo. Business attire recommended.

9:00 am – 9:15 am	Welcome and Introductions Fernando Eduardo Serec, CEO, TozziniFreire Advogados	Palm I & II
9:15 am – 9:45 am	Business Session #1 Country Briefing José Luis Freire, Founding Partner, TozziniFreire Advogados	Palm I & II
9:45 am – 10:45am	Business Session #2 Special Guest Presentation Topic: <i>“Cooperation in Cross Border Enforcement”</i> Dr. Vladimir Aras, Federal Prosecutor, Head of Secretariat of International Cooperation	Palm I & II
10:45 am -11:00 am	Coffee Break	Palm I & II
11:00am – 12:30 pm	Business Session #3 PRACTice Development Topic: <i>“The Rising of Combat Against Corruption and Corporate Liabilities – What to Expect”</i>	Palm I & II
12:30pm – 2:00 pm	Delegate Luncheon	Palm I & II
1:00 pm – 2:00 pm	Membership Committee Meeting Committee Members only	Chromium
2:00 pm – 3:30 pm	Business Session #4 PRACTice Management Topic: <i>“From Paper to Tech – How to Use Technology as a Marketing Tool”</i> . Keynote speaker IBM	
3:30 pm – 4:00 pm	Coffee Break	Foyer
4:00 pm – 5.00 pm	Business Session #5 PRACTice Management Topic: <i>“How AI is affecting strategies and the decision making process at firms”</i>	Palm I and II
6:30 pm– 10:00 pm	TozziniFreire Partner Hosted Dinner Delegates & Accompanying Guests Suggested dress: Business Casual See Tour Guide for details	Museu da Casa Brasileira
10:30 am – 2:30 pm	Optional Tour #2 - Accompanying Guests Sao Paulo, City of Immigrants Suggested dress: Casual See Tour Guide for full Details	

Tuesday | 24 October | 2017

All business meetings take place at the Grand Hyatt Sao Paulo. Business attire recommended.

9:00 am – 10:30 am	Business Session #6 PRACTice Development Topic: <i>“Opportunities between Asia and Latin America”</i>	Palm I and II
10.30 am – 11.00 am	Group Photo followed by Coffee Break	Palm I and II
11.00 am – 12.00 pm	Business Session #7 PRACTice Development Topic: <i>“Growth of Start-Ups and how law firms are dealing with these new clients”</i>	
12.00 pm – 2.00 pm	Delegate Luncheon	Palm I & II
1.00 pm – 2.00 pm	Policy & Planning Committee Meeting Committee Members only	Chromium
2.00 pm – 3.00 pm	Business Session #8 PRAC Business Development 2.00 – 2.30 <i>“Member Spotlight” – SKRINE</i> 2.30 – 3.00 <i>Group Roundtables – “Bring & Share a Message”</i>	Palm I & II
3.00 pm – 4.00 pm	PRAC Board Meeting All Delegates Welcome	Palm I & II
4.00 pm – 5.00 pm	Conference Committee Meeting Committee members only – Tozzini, Goodsill, Bennett Jones	Palm I & II
6.30 pm – 10.00pm	Closing Dinner Delegates & Accompanying Guests Suggested dress: Business Casual See Tour Guide for details	Casa da Fazenda
10.00 am – 4.00 pm	Optional Tour #3 - Accompanying Guests Brazilian Skills, Crafts & Popular Art Suggested dress: Casual See Tour Guide for full Details	

SPECIAL NOTES:

Departures are from main lobby of the Grand Hyatt SP Please gather at least 15 minutes prior to departure times.

See Tour Guide for full details of the Sunday Group Delegation Tour, Optional Tours and social venues.

Suggested Dress for Conference Events:

Business Meetings: Business attire

Reception, Dine Arouds, Partner Hosted Dinner – Smart or Business casual (no tie)

Group and Optional Tours – Lightweight casual clothing, comfortable walking shoes.

Closing Dinner – Smart or business casual



PRAC DELEGATION TOUR

Sunday, October 22

Meninos do Morumbi and Fogo de Chao famous Rodizio

PRAC Congregation Group Tour and Luncheon

Time: 11:30 am – 4:00 pm



Join the PRAC Congregation Group Tour with colleagues and guests for an afternoon with Meninos do Morumbi, teenagers from some of the poorest neighborhoods of Sao Paulo, who play sing and dance diverse styles such as samba and maracatu. What makes these kids special, apart from their music, is that they are part of a self sustaining non-profit project that has benefitted over 14,000 kids over the years.



Enjoy the famous Brazilian rodizio that follows at the also famous Fogo de Chao.

Est. Costs:

Includes transport, luncheon at Fogo de Chao (vegetarian options available).

USD \$120.00 per person

Suggested Dress Casual comfortable during this tour.

This tour is organized by Host Firm and offered through its approved Tour Agent Mello Faro Turismo. Tours are booked directly with Tour Agent using the Booking Form (PRAC website - page 15 Tour Guide)

OPTIONAL TOURS

OPTIONAL TOUR #1 – EARLY ARRIVALS

Saturday, October 21

Delegates & Accompanying Guests

Time: 11:00 am – 4:00 pm

Coffee & History of Sao Paulo, Ibirapuera Park and Municipal Market

The coffee culture was introduced in Brazil in the XVIII Century: disseminated throughout the country, bringing an enormous richness and recreating habits and customs. The coffee related economy was the factor triggering the development which has moved Sao Paulo city from Brazil's ninth city in 1872 to today's global metropolis. Coffee was responsible for the railroad deployment in the State of São Paulo and also brought approximately 4 million immigrants between late XIX Century and early XX Century, who came particularly from Europe.

Departure from the Grand Hyatt Hotel in a panoramic tour bus through the Southern part of the city, visiting the Ibirapuera Park and Municipal Market. Free time for lunch/snacks (not included) in the Municipal Market.

The Ibirapuera Park opened in 1954, designed by architect Oscar Niemeyer together with landscapist Roberto Burle Marx, offers several attractions such as Museum of Modern Art (MAM), Biennial Pavilion, OCA and Japanese Pavilions and Planetarium. https://en.wikipedia.org/wiki/Ibirapuera_Park



The Municipal Market, located in the old center of São Paulo, was opened in 1933 and is an important trading wholesale and retail, specializing in the marketing of fruits, vegetables, cereals, meat, spices and other food products.

<http://www.oportaldomercado.com.br/index.php?page=english>

Est. Cost Includes transport (exclusive of lunch) USD\$25.00 per person

Suggested Attire: Casual

This tour is organized by Host Firm and offered through its approved Tour Agent Mello Faro Turismo. Tours are booked directly with Tour Agent using the Booking Form (PRAC web site - page 15 Tour Guide)

OPTIONAL TOUR #2 – ACCOMPANYING GUESTS

Monday, October 23

10:30 am - 2.30 pm

Accompanying Guests

São Paulo City of Immigrants – Panoramic Tour and Pinacoteca do Estado Art Museum

For many centuries, São Paulo was a rather unexciting city. This changed radically with the arrival of great waves of immigrants at the end of the 19th Century, followed by migrants from other parts of Brazil in the early 20th Century. They were attracted by the coffee plantations and later by industry and the service sector.

Departure from Grand Hyatt Hotel at 10:30am in a panoramic tour through the Downtown area, including visit to the Pinacoteca do Estado. Free time for lunch/snacks (not included) on the way.

The Pinacoteca do Estado de São Paulo is one of the most important art museums in Brazil, housed in a 1900 building in Downtown São Paulo. It has a wide-ranging collection of Brazilian art and is the oldest art museum in São Paulo, founded on 1905, and established as a state museum since 1911. <http://en.pinacoteca.org.br/>



Return to the Grand Hyatt Hotel by 2:30pm.

Est. Cost – USD\$30.00 per person

Suggested Attire: Casual

This tour is offered by Host Firm approved Tour Agent Mello Faro Turismo. Tours are booked directly with Tour Agent using the Booking Form (PRAC website - page 15 Tour Guide).

OPTIONAL TOUR #3 – ACCOMPANYING GUESTS

Tuesday, October 24

10:00 am – 4:00 pm

Accompanying Guests

Brazilian Skills – Samba Lessons, Crafts & Popular Art

Starting at 10:00 am, this tour begins with a relaxed 1 hour class for anyone interested in learning how to dance Samba. The class will be conducted by a professional couple, in a meeting room specially reserved for this purpose at the Hyatt Hotel.



At 11.30, we will leave the hotel (including participants who were not in the samba class) for visiting EMBU DAS ARTES, a small town near São Paulo (30KM) that concentrates on Brazilian crafts and art.

https://en.wikipedia.org/wiki/Embu_das_Artes



Return to the hotel at approximately 4pm.

Est. Cost (lunch included – no beverage): USD \$95.00 per person

Suggested Attire: Casual

This tour is offered by Host Firm approved Tour Agent Mello Faro Turismo. Tours are booked directly with Tour Agent using the Booking Form (PRAC web site - page 15 Tour Guide)



FOGO DE CHÃO

Sunday's PRAC Delegation Luncheon will be a typical Brazilian "rodizio". Fogo e Chao is home of the famous Brazilian style barbeque. Vegetarian options are also available.



MUSEU DA CASA BRASILEIRA

Monday evening TozziniFreire Partners will host its Partner Dinner in the Museu da Casa Brasileira. Created in 1970 as Brazilian Artistic and Historic Furniture Museum, MCB is member of a chain of museums supported by Secretary of State for Culture.

The museum was given its current headquarter in 1972, a neoclassic mansion built in the 40's to shelter the former mayor of São Paulo Fábio Prado and his wife Renata Crespi. The architectural style reveals the city's expansion in the first half of the 20th century, when the elite left downtown to live in the suburbs near Pinheiros river. www.mcb.org.br



CASA DA FAZENDA

Tuesday evening's closing dinner will be at Casa da Fazenda. Built in the 19th century by Father Antonio Feijó, regent of the empire, and since then it was inhabited by traditional families from São Paulo, it was last settled in 1978. It was completely restored by the Brazilian Academy of Art, Culture and History - Abach. It is a relic of the city as it maintains the architectural pattern of its time. www.casafazenda.com.br



SHOPPING CIDADE JARDIM

Shopping Cidade Jardim, a shopping center inspired by the most elegant streets in the world. Not surprisingly, the shops are all in front of a modern garden, creating an atmosphere that mixes charm and sophistication. Highly rated restaurants in town. This is the venue for Saturday evening Dine-Arounds and which is very close to the Grand Hyatt Sao Paulo Hotel. More Information: www.shoppingcidadejardim.com



MENINOS DO MORUMBI

Meninos do Morumbi is made up of teenagers from the poorest neighborhoods of São Paulo, who play, dance, and sing diverse styles such as samba and maracatu. What makes these kids special, apart from their music, is that they are part of a self-sustaining non-profit project that has benefitted over 14,000 kids over the years. The band is an educational alternative to drugs and juvenile delinquency. On Sunday, the PRAC Delegate tour will have the honor to meet the band and the kids and to witness first-hand!





CONTACT SHEET



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Conference Venue



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Tour Agent



Pre and Post Tours
Optional Tours
Airport Transfers

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See booking form in registration link at PRAC website