

50+ speakers  
 12 interactive panels  
 8 topic areas  
 6 hours of networking  
 1 international private equity event

**Key speakers include:**



**Patrice Etlin**  
 Partner  
**Advent International**



**Nicholas Wollak**  
 Managing Partner  
**The Axxon Group**



**Patrick Ledoux**  
 Co-Head of Brazil  
**Actis**



**Edson Furuiti**  
 Investment Manager Equity/  
 Mezzanine  
**DEG – KFW Banking Group**



**Alvaro Goncalves**  
 Partner & Executive Director  
**Stratus Investments**



**Eduardo Machado**  
 Managing Director  
**Carlyle**



**Russell Deakin**  
 Partner  
**CRP Companhia De Participacoes**



**Duncan Littlejohn**  
 Managing Director  
**Paul Capital Partners**

**Pre-conference workshop**

**Creating a strategic due diligence program to evaluate acquisitions**

Tuesday, December 2, 2008

# PR | VATE EQU | TY WORLD

**Brasil 2008**

December 2-4, 2008 Hotel Unique, Sao Paulo, Brasil



Seeking out new opportunity.

## Winning strategies. International players.

- Learn practical lessons from both international megafunds and local investors
- Network and develop partnerships with leading GPs, LPs, banks and law firms
- Gain valuable insight on deal flow, sourcing new investments and creating successful exit strategies
- Hear expert views on Brazil's essential role in the global economy
- Debate strategies for successful partnerships between local and international firms

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## Connecting local and international GPs and LPs

After three-fold growth in 2007 and 74.1 percent returns, Brazil's private equity institutions and traditions continue to mature and develop. In 2008, local GPs and entrepreneurs are more open to foreign investors, standard due diligence practices are becoming accepted, and new options for financing are emerging. Additionally, local investors' growing appetite for private equity creates opportunities for GPs to enter and profit from this market.

Global demand for natural resources and international investor appetite for profit sets Brazil right in the middle of a world wide money flow. International GPs and LPs are learning to successfully compete in this attractive marketplace, creating a future of profitable, sustainable growth.

Terrapinn's inaugural *Private Equity World Brasil* brings together the GPs who are paving the way for profit. Join leading GPs and LPs to learn from their experiences in successfully raising funds and closing deals in Brazil. Delegates will enjoy talk show style panel discussions and executive level keynote presentations on key deals and market developments. Interactive roundtables and Speed Networking events put you in touch with the sharpest minds in the business.

### A new era of growing businesses

Building on the overwhelming success of 2008's *Private Equity World Latin America* conference, we are committed to unearthing the unique opportunities that only Brazil can provide, with its strong markets and government, and abundance of natural resources. Using extensive research from the GPs and LPs who matter, we have created an agenda that examines current trends and offers in-depth analysis of the deals shaping the industry.

### Innovations include:

- A speaker faculty representing local and international GPs and LPs
- In-depth sessions on public markets, economic trends, deal flow and hot sectors
- Interactive roundtable discussions

### Why attend?

#### GPs

- Learn from real world experience of top private equity firms
- Create partnerships with LPs, entrepreneurs, bankers, lawyers and consultants
- Demonstrate insight during Q&A sessions and networking activities

#### LPs

- Gain insight from large international LPs in choosing a GP
- Meet leading GPs and hear their insights and approaches to selecting investments
- Trade ideas with other LPs to shape your portfolio's future holdings



### What attendees of *Private Equity World*

“Terrapinn's *Private Equity World Latin America* got people talking about the ins and outs of actual transactions and how fund managers are making real returns – getting that color on a marketplace is what makes a conference truly worthwhile.”

**Roger Berry**, Partner,  
**Climate Change Capital**

### The Terrapinn

- Real case studies presented by local and international experts
- PowerPoint actively discouraged, interaction and humor encouraged
- Q&A sessions a formal part of proceedings
- Panel sessions creating a talk show format rather than a lecture
- Buffet lunches that make networking happen
- Cocktails to network and relax

# d LPs with investments and deals



## Pre-conference workshop: Creating a strategic due diligence program to evaluate acquisitions

Tuesday, December 2, 2008

### 8:30 Registration and welcome coffee

### 9:00 Developing a clear picture of what you plan to buy

- Verifying that the company fits your portfolio criteria
- Effectively valuing assets and liabilities and cash flow
- Evaluating the company's market position and the competitive landscape

### 10:30 Morning coffee and networking break

### 11:00 Fundamental components of thorough due diligence

- Assessing the company's standalone value
- Identifying tax exposures
- Identifying hidden costs
- Prioritizing tasks within due diligence
- Determining how much due diligence is needed

### 12:30 Networking lunch

### 2:00 Creating value for acquisitions

- Benchmarking performance improvement goals
- Developing reporting and forecasting protocol

### 3:30 Afternoon refreshment break

### 4:00 What needs to be done after the deal?

- Making sure that the business plan is followed
- Protecting investors interests and position

### 5:30 End of pre-conference workshop

#### Workshop leader:



**Eduardo Gomide**  
Managing Director  
Kroll Brazil

Eduardo de Freitas Gomide is a Managing Director of Kroll's Financial Advisory Services for Latin America and the Caribbean and also a Managing Director for Kroll in Brazil. He is responsible for implementing the Financial Services practice at Kroll's office in Brazil. With over ten years of financial and risk consulting experience, Eduardo has managed several assignments for the Energy, Airline and Construction industries in Latin America. While mainly involved with financial investigations and forensic auditing assignments, he has also managed electronic fraud matters for the credit card and cell phone industries.

## World Latin America have to say:

“Conferring with other attendees, all were quite impressed with the diversity of the content and seniority of the speakers. Great job.”

**R. Duncan Littlejohn,**  
Latin American Representative,  
**Paul Capital Partners**

## n difference



- Contact: facilitating before, during and after event networking
- Speed Networking enabling everyone to meet everyone
- A year long, extensive marketing campaign
- Real value for sponsors and speakers
- Music: tune into the event theme

**A Terrapinn event is an experience.**

## Gain an edge in the increasingly competitive Brazilian private equity industry

Register today by calling: +1 212 379 6320,  
fax the booking form to +1 212 379 6319  
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**08:00 Registration and welcome coffee**

**08:50 Chairperson's opening remarks**  
**Amaury Junior**, Founding Partner and Chief Investment Officer,  
**Vision Brazil Investments**

### A NEW ERA IN THE BRAZILIAN PRIVATE EQUITY INDUSTRY

**09:00 Keynote address: 2008 in review and an eye on 2009**

- Capitalizing on the expansion of Brazil's affluent sector
- The near future of IPOs, strategic partners and other exits
- Sourcing investments in an era of growing competition
- How do international megafunds affect the balance of local business?
- What do private equity partners need to do to prepare against economic contraction?

**Patrice Etlin**, Partner, **Advent International**

**09:30 Presentation: opportunities created by Brazil's role as a global supplier of natural resources**

- China's demand for Brazilian oil and mineral resources
- GCC interest in Brazil agriculture
- GCC sovereign wealth funds interest in Brazilian private equity
- China Investment Corporation and Brazil

**Farzam Kamalabadi**, President and Chairman, **Future Trends International**

**10:00 Keynote panel discussion: GP executive forum**

- How will the Brazilian market develop in 2009?
- Review of the top deals of 2008
- A slowing IPO market and an eye on strategic buyouts
- Strategies for sourcing investments that are outside of the mainstream line of vision
- How has the availability of leverage changed in 2008?

#### Moderator:

**Matt Cole**, Partner, **North Bay Equity Partners**

#### Panelists:

**Piero Minardi**, Partner, **Gavea**

**Enrique Bascur**, Head of Latin America, Group Managing Director, **CVCI**

**Alvaro Goncalves**, Partner & Executive Director, **Stratus Investments**

**Alexandre Saigh**, Partner, **Patria**

**10:40 Morning coffee and networking break**

### GLOBAL AND DOMESTIC LP PERSEPECTIVES

**11:00 Keynote panel discussion: international perspective on private equity investments for pension funds**

- Choosing between international or Brazilian managers
- Selecting the supportive professionals
- Working with corporate boards
- Identifying private equity opportunities
- Liquidity and transparency requirements

#### Moderator:

**Leonardo Ribeiro**, Founding Partner, **L2R Investments**

#### Panelists:

**Fabio Moser**, Investments Director, **PREVI**

**Patricia Gerrick**, Chief Investment Officer, **North Carolina Retirement Systems**

**Ricardo Weiss**, Diretor de Financas, **FAPES**

**11:40 Adapting US LBO structures to Brazilian private equity deals**

- Differences between US and Brazilian LBOs
- Evolution of Latin private equity market
- Equity, debt, and acquisition components
- Brazilian LBO structures

**Claudia Prado**, Partner, **Trench, Rossi e Watanabe**

**Philip Von Mehren**, Partner, **Baker & McKenzie**

**Alexandre Simões Pinto**, Partner, **Trench, Rossi e Watanabe**

**12:20 Networking lunch**

### DEAL FLOW AND DUE DILIGENCE

**1:15 Panel discussion: sourcing new investments**

- Circumventing competition by identifying corollary investments to popular sectors
- Developing relationships with former directors and government officials who can make referrals
- The growing acceptance of entrepreneurs to investments

#### Moderator:

**Simone Azevedo**, Journalist, **Revista Capital Aberto**

#### Panelists:

**Nicholas Wollak**, Managing Partner, **The Axxon Group**

**Patrick Ledoux**, Co-Head of Brazil, **Actis**

**Peter Getsinger**, Managing Partner, **Nexstar Capital Partners**

**Russell Deakin**, Partner, **CRP Companhia De Participacoes**

**1:55 Panel discussion: due diligence for GPs and LPs**

- Improving preparation on the parts of companies for due diligence
- How LPs select underlying funds
- Lessons learned from 2007's breakneck pace of IPO deals
- Key points to consider in constructing a prospectus
- Reducing tax, labor, management and transparency contingencies

**John Stephens**, Managing Partner, **EM Alternatives**

**Wendell McCain**, Managing Director, **Parish Capital**

**Eduardo Gomide**, Managing Director, **Kroll Brazil**

**Carlos Simoes**, Partner, Transaction Services, Head of Private Equity Group, **KPMG**

**2:35 Due diligence case study: Gol Intelligent Airlines**

- Critical factors for a successful due diligence process
- How much time should be devoted to business/operational due diligence versus legal/fiscal due diligence?
- Sources of valuable information during the process

**Cristiano Lauretti**, Managing Director, **AIG Investments**

**3:05 Presentation: understanding valuations in Brazil**

- Differences between valuations in Europe, the US and Brazil
- Unique considerations when valuating business in Brazil

**Claudio Ramos**, Partner, **KPMG**

**3:45 Speed Networking**

**4:25 Afternoon refreshment break**

### LEVERAGED AND STRUCTURED FINANCE

**4:50 Case study: accessing capital markets through mezzanine funds**

- Financing instruments that are hybrid between pure equity and pure debt financing
- Unvarying exit mechanism: companies own cash flow
- Complementary exit mechanisms
- Fund management and governance

**Henrique Alvares**, Partner, **NEO Investimentos**

**5:10 Panel discussion: working with multilaterals**

- Offering alternative placements in a slowing IPO market
- The changing face of multilaterals
- Developing new debt, equity and convertible instruments
- What opportunities do multilaterals open?

**Edson Furuiti**, Investment Manager Equity/ Mezzanine,

**DEG – KFW Banking Group**

**Susan Wermcraantz Davis**, Investment Officer, Structured & Corporate Finance Department, **Inter-American Development Bank**

**Andrew Gunther**, Country Manager – Brazil, **International Finance Corporation**



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**08:00 Registration and welcome coffee**

**08:50 Chairperson's opening remarks**  
**Farzam Kamalabadi**, President and Chairman, **Future Trends International**

### EXIT STRATEGIES

**09:00 Panel discussion: public market exit strategies**

- Investor confidence in the Brazilian IPO market
- Issues in pre-IPO corporate governance due diligence
- Oversight of deal pricing
- Slowing IPO plans worldwide
- Will private equity backed exits return to 2007 levels?
- How will the Brazilian market deal with such volatile global market conditions?

#### Moderator:

**Alan Riddell**, Partner, **KPMG Corporate Finance, Debt & Equity Advisory**

#### Panelists:

**Paulo Caldeira**, Managing Director, **CVC Brazil**  
**Leonardo Ribeiro**, Founding Partner, **L2R Investments**  
**Doug Scherrer**, Senior Associate, **General Atlantic**  
**Felipe Claret**, Head of the Registry of Public Offerings, **CVM**

**09:45 Panel discussion: legal and tax aspects of equity capital market transactions**

- Possible structures: tax aspects
- Quasi equity instruments
- Listings: new trends

**Roberto Vianna do Rego Barros**, Partner, **Lefosse Advogados in cooperation with Linklaters**

**Ricardo Bolan**, Partner, **Lefosse Advogados in cooperation with Linklaters**

**Ray Fisher**, Partner, **Linklaters**

**10:30 Morning coffee and networking break**

**11:00 Panel discussion: exits to multinational strategic buyers versus local buyers**

- Costs and benefits of approaching Brazilian buyers versus multinational buyers
- Selling back to a local partner or family group
- Is it a mistake to use IPO as a base case given a slowing market?
- When in the cycle are local buyers the best option, and when is it multinationals

**Pedro Paulo de Campos**, Managing Partner, **Angra Partners**  
**James Sinclair**, Managing Director and Partner, **CFS Partners**  
**Angel Uribe**, Managing Director, **Southern Cross**

**11:45 Secondary market: is Brazil ready?**

- Trading of LP interests
- Mature fund restructuring opportunities
- Captive GP spin-outs
- Family offices and deal clubs: opportunities to restructure and increase assets under management
- Mitigating the J curve

**Duncan Littlejohn**, Managing Director, **Paul Capital Partners**

**12:15 Networking lunch**

### SECTOR SPECIFIC OVERVIEWS

**1:15 Panel discussion: Brazil's ambitious infrastructure agenda**

- Private public partnerships
- Transportation
- Power and energy
- Water and wastewater treatment
- Oil and gas development
- Transport infrastructure

#### Moderator:

**Felipe Creazzo**, Associate, **Chadbourne & Parke**

#### Panelists:

**George Osorio**, Chairman, **Conduit Capital Partners**  
**Patrick Funaro**, Chief Executive Officer, **Bioenergy Development Fund**

**Michael Shea**, Director of Business Development, **Vital Renewable Energy Company**

**2:00 Panel discussion: real estate**

- Opportunity: Brazil's reputed deficit of eight million homes
- Investment opportunities created by the need for affordable housing
- Comparing commercial and residential projects
- Working with developers
- Review of recent exit strategies

#### Moderator:

**João Francisco Regos**, Partner, **Trench, Rossi e Watanabe**

#### Panelists:

**Kenneth Aron Wainer**, Portfolio Manager, **Vision Brazil Real Estate Opportunities Fund**

**Cassio Elias Audi**, Chief Financial Officer, **Brascan Brasil Real Estate Partners**

**Eduardo Machado**, Managing Director, **Carlyle**

**2:45 Panel discussion: growth in agribusiness**

- How is Brazil poised to profit from increased worldwide demand for food?
- Consolidation of related industries

#### Moderator:

**Antonio Regalado**, Correspondent, **The Wall Street Journal**

#### Panelists:

**Sidney Chameh**, Director, **DGF Investimentos**

**Rogério Penalva**, Director, **Vision Brazil**

**Jesse Rodriguez**, Managing Partner, **Millennium Americas**

**3:30 Afternoon refreshment break**

### SECTOR SPECIFIC ROUNDTABLES

*Our round table discussion groups will offer you a unique opportunity to debate and discuss the topics that really matter to you and your business. These break out sessions will be facilitated by industry experts from GPs and LPs active in the Brazilian market.*

**4:00 Table 1: Power**

**George Osorio**, Chairman, **Conduit Capital Partners**

**Table 2: Technology**

**Matt Cole**, Partner, **North Bay Equity Partners**

**Table 3: Financial services**

**Doug Scherrer**, Senior Associate, **General Atlantic**

**Table 4: Consumer**

**Patrick Ledoux**, Co-Head of Brazil, **Actis**

**Table 5: Infrastructure**

**Felipe Creazzo**, Associate, **Chadbourne & Parke**

### SECURING FUNDING: CORPORATE AND ENTREPRENEUR PERSPECTIVES

**4:45 Panel discussion: exploring funding needs and management teams**

- Experiences in securing private equity funding
- How can private equity firms add value beyond funding?
- Evolution of Brazilian active investing market dynamics

#### Moderator:

**Luiz Eugenio Figueiredo**, Investment Manager and Director, **Rio Bravo Investments**

#### Panelists:

**Mario Esses**, Chief Executive Officer, **Disec Security Services**

**Igor Barenboim, PhD**, Economist, Founder, **Power Ventures**

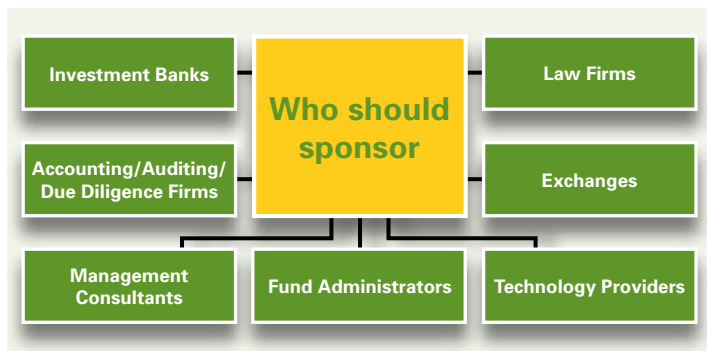
**Leonardo Zylberman**, Finance & Operations Director, **INTEGRATION Consulting**

**5:30 End of conference**

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## Access the Brazilian financial sponsor and private equity investor market

Private Equity World Brasil is the event where you can educate and increase your network with leading private equity funds and investors active in the strongest market in the world. If your firm has a solution relevant to bringing scale and boosting return for GPs and LPs in Brazil please contact us to discuss opportunities to participate.



### Sponsor Private Equity World Brasil and.....

- Educate GPs and LPs on your services
- Build your brand in Brazil
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- Stand out from your competition
- Build relationships with clients & prospects
- Host a pre-conference workshop
- Showcase your firm

Conference sponsorship is a powerful medium – combining high-level presentations, panel discussions, networking events, a highly targeted audience development program and our global brand building capabilities to help solve your key business development and client service challenges.

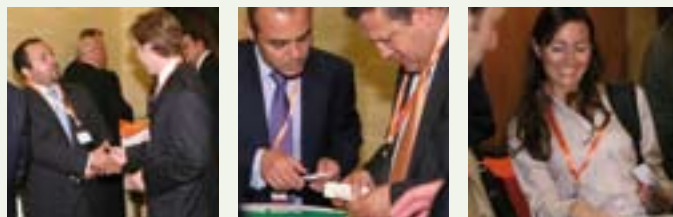
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### Gold sponsors



### Silver sponsors



### Media partners



Registration form



Brasil 2008

December 2-4, 2008 Hotel Unique, Sao Paulo, Brasil

5 easy ways to register

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Yes, please register me for:

Package	Dates	Price until Sept 12	Price from Sept 13 until Oct 24	Price from Oct 25 until Nov 14	Price from Nov 15
<input type="checkbox"/> 2 day conference + pre-conference workshop ONLY	December 2-4, 2008	\$3,326	\$3,695	\$3,795	\$3,895
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\* N.B. The registration fee includes lunch, refreshments and full conference documentation. The fee does not include hotel accommodation. Payment terms are 7 days.

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	Mr/Mrs/Ms	Full name	Job title	Telephone	Email
1					
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3					
4					
5					
6					
7					
8					
9					

For groups of more than 6 please attach a separate sheet with details of all attendees. Alternatively call +1 212 379 6320.

Company details

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Venue and hotel accommodation

**Venue:** Hotel Unique, Avenida Brigadeiro Luis, Antonio, 4700 - Jardim Paulista Sao Paulo, Brasil Tel: +55 (11) 3055-4709 Fax: +55 (11) 3889-8100  
 Email: snoronha@hotelunique.com.br Website: http://www.hotelunique.com.br

**Hotel accommodation:**  
 The conference fee does not include accommodation. Terrappinn has obtained specially discounted rates for all attendees. A hotel booking form will be sent to all registered attendees. Please book your accommodation early to avoid disappointment.

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 the Terrappinn group;  or reputable third parties.

Cancellation

Should you be unable to attend, a substitute delegate is welcome at no extra charge. A charge of 50% of the registration fee, plus \$100 administrative charge will be made for cancellations received in writing at least 4 weeks prior to the conference. Alternatively, you may choose a credit note for the full value of the registration price, which may be put towards another Terrappinn event. The company regrets that no cancellations will be accepted within four weeks of the conference start date. Prepayments will not be refunded and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss. Course documentation will, however, be sent to the delegate. Terrappinn reserves the right to alter the program without notice.

Method of payment

Payment is due in 7 days. The conference registration pack will be sent to you once payment has been received.

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