



## **Discurso de Eraldo Carneiro, presidente do Conselho Deliberativo da Aberje e gerente de Comunicação Internacional da Petrobras**

### **- abertura do 3rd Brazilian Corporate Communications Day New York / 04 de abril 2013**

Good morning. Welcome everyone and thank you for being here today.

It is an honor to be back in this city for our third event of the series of Brazilian Corporate Communications Day. This is part of our ongoing international efforts to disseminate best practices in Brazilian corporate communications globally.

Even after three consecutive years of significant growth of Brazilian Corporate Communications Days in various parts of the world, some people still wonder and ask us why we hold this kind of event, what are Aberje's motivations behind it and what brings us to New York for a third time.

The reason comes from Aberje's vision of corporate communications and the alignment between what is good for our country, for our organizations and for our society.

We genuinely wish to develop a multi-channel communications network that can use various approaches, disciplines, knowledge, and cultures. We do not want an overly technical, one-sided and exclusive kind of communications. We believe the more diverse the communications, the more effective it will be.

We want Brazil to be increasingly open to the world and we also want the world to open up to Brazil. We want Brazilian





companies to increasingly engage in dialogue with multiple stakeholders within and outside the country. Furthermore, we want the new Brazilian capitalism to be increasingly responsible, conscientious, social and humane, and we also want our country to be a reference for democratic communications between business, government and civil society. The more open and democratic Brazil is, the more effective its role as a world leader will be.

As for Aberje, it is our wish that our Association continues to help strengthen the collaboration between Brazilian communicators by promoting the ongoing dialogue between business and society, and between Brazil's multilateral partners. Aberje strongly believes in the transformative power of communications at all levels, be it at the individual, social, corporate, or global level. We do not want an association that merely serves the interests of its members. Rather, we wish to build an association that acts effectively by adding substantial value not only to the business, but to all its stakeholders and to the country. The more collaborative and transcendent Aberje is, the more effective its contribution will be.

In line with our vision and purpose, we have invited five Brazilian organizations to share some of their experiences with you. Our goal is to show how we have sought and achieved really effective communications, which has transformed the practices of Aberje's member companies, the relationship with our stakeholders and the reputation of our country abroad. Therefore, we wish to increasingly connect Brazilian corporate communications with the best global practices in the industry and share with you our challenges, solutions and knowledge.

Thank you all once again for taking your precious time to come and share your wisdom and ideas with us this morning.

