



Discurso de Paulo Nassar, diretor-presidente da Aberje e professor doutor da Escola de Comunicações e Artes da Universidade de São Paulo

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

Good morning everyone!

It is great to be here today and to be back among my North American colleagues and the international community opening the 3rd Brazilian Corporate Communications Day in New York, the ninth of a series of communications events that began in 2010.

First of all, I would like to thank our long-time partner who has helped make this come true – Syracuse University, represented here by Professor Maria Russell. Syracuse University and Aberje have jointly organized a course on international communications for 7 years now. This course has trained some of the best communications leaders in Brazil today.

I also wish to thank Eraldo Carneiro, from Aberje and Petrobras; Paulo Marinho, from Itaú Unibanco; Rodrigo Soares, from Vale; Adriano Stringhini, from Sabesp; Gary Grates, from WCG; Marcos Munhoz and Pedro Dias from General Motors; Alexandre Alfredo from GE; John Paluszek, from Ketchum, and the Aberje Staff that are here with us Paula Contim, Jovanka de Genova e Mateus Furlanetto.

For the first time in our meeting here in New York we will listen to two leading North American companies with strong operations in Brazil: GM and GE. They will present this morning their corporate communications within the Brazilian context. For decades, these





companies have contributed to Brazil's development, and their operations have created thousands of jobs, resources and knowledge in local communities across Brazil.

This year, the Brazilian Corporate Communications Day will also be held in Berlin, Bogota and Lima. As well as New York, these cities represent countries with which Brazil and its corporations have strong economic, political, social and cultural ties. This means recognizing the need to build a cross-cultural communications and relationship network that goes beyond the stereotypes behind dynamic and modern societies and markets, in line with the best practices and movements of contemporary capitalism and democracy. These practices and movements have led the Brazilian corporate communications industry to flourish attracting business that generates around 5 billion dollars in revenue annually. Many North American business communications and education companies have seized this opportunity in Brazil and many are attending our event here today and at Syracuse University.

Finally, I wish to thank you all for being here this morning. Your presence helps us to further dialogue and strengthen relationships. This is at the very core of the Brazilian Corporate Communications Day.

Have a nice day!

