



# BRASIL 2024

INCLUSIVE GROWTH FOR  
A SUSTAINABLE FUTURE

*Sponsorship*



B20 BRAZIL  
SECRETARIAT

## Context

B20 (Business 20) is the **global dialogue forum** that connects the business community with G20 governments.

The B20 group involves around **1.100 business representatives**.

The **policy recommendations** prepared by the B20 Brazil task forces will be presented during a plenary in São Paulo.

The **event** will bring together more than 1000 global business leaders, leaders of international organizations, public policy experts and representatives from various sectors of the G20.

The Brazilian National Confederation of Industry (CNI), an entity that represents the Brazilian private sector within the scope of B20, will lead and coordinate B20 Brazil in 2024.

[Join us at B20 Brazil!](#)

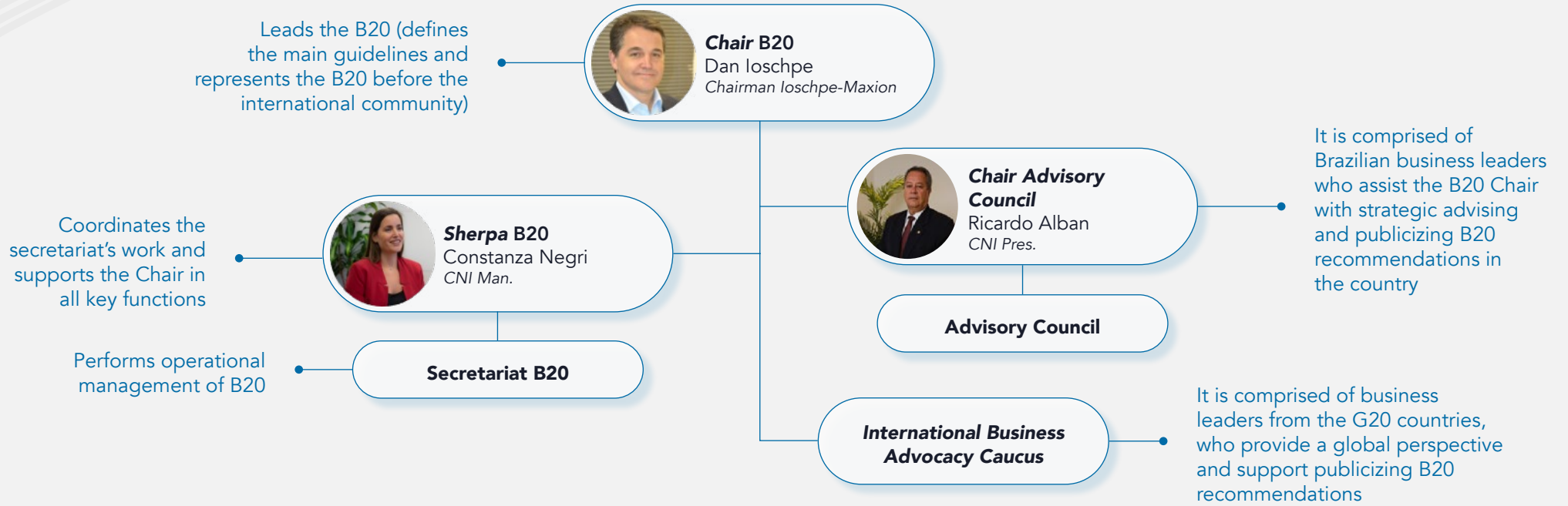




## The B20 Brazil theme unfolds into 5 central pillars



# Organizational structure of B20 Brazil



## Task forces and Action council



## Advisory Council



**Ricardo Alban**  
CNI  
President



**Bernardo Gradin**  
GranBio  
Founder and CEO



**Guilherme Johannpeter**  
Gerdau  
Chairman



**Luiza Trajano**  
Magazine Luiza  
Chairman of the Board



**Pedro Wongtschowski**  
Board member



**Teresa Vendramini**  
Business leader



**Christian Gebara**  
Telefonica  
CEO



**Horácio Lafer Piva**  
Klabin  
Board member



**Luciano Coutinho**  
Ex-BNDES



**Rafael Lucchesi**  
CNI  
Director



**Marcos Molina**  
Marfrig  
Chairman



**Deborah Stern**  
Santander  
Chairman of the Board



**Isaac Sidney**  
Febraban  
President



**Marco Stefanini**  
Stefanini  
Founder and  
Global CEO



**Reinaldo Fiorini**  
McKinsey & Company  
Managing Partner



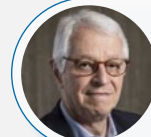
**Jean Jereissati**  
Ambev  
CEO



**Flavia B. Almeida**  
Península Participações  
President



**Josué Gomes da Silva**  
Fiesp  
President



**Pedro Passos**  
Natura  
Founder and Board  
member



**Tania Cosentino**  
Microsoft  
President

# B20 International Business Advocacy Caucus



**Abdulrahman S. Al-Fageeh**  
SABIC  
 Saudi Arabia



**Alexander Shokhin**  
RSPP<sup>1</sup>  
 Russia



**Anna Marks**  
Deloitte  
 Global




**Bob Sternfels**  
McKinsey & Company  
 United States





**Borge Brende**  
World Economic Forum  
 Global




**Cas Coovas**  
Business Unity South Africa  
 South Africa



**Charles Rick Johnston** BIAC<sup>2</sup>  
 Global



**Chandrajit Banerjee**  
Confederation of Indian Industry (CII)  
 India



**Daniel Funes de Rioja**  
Union Industrial Argentina  
 Argentina




**Emma Marcegaglia**  
Marcegaglia Group  
 Italy



**Erol Kiresepi**  
IOE<sup>3</sup>/Santa Farma Pharma.  
 Global




**Ge Haijiao**  
Bank of China  
 China





**Ian Bremmer**  
Eurasia Group/GZERO Media  
 Global




**Ilan Goldfajn**  
Inter-American Develop. Bank  
 Global



**Leslie Miller**  
YouTube  
 United States




**Mark Carney**  
UN Special Envoy for Climate Action  
 Global




**Michael Miebach**  
Mastercard  
 Global



**Michael R. Bloomberg**  
Bloomberg  
 United States




**Michele Parmelee**  
IOE<sup>3</sup>  
 Global





**Natarajan Chandrasekaran**  
Tata Sons  
 India





**Philippe Varin**  
ICC<sup>4</sup>  
 Global




**Rifat Hisarcıklođlu**  
TOBB<sup>5</sup>  
 Turkey



**Sanjiv Puri**  
Confederation of Indian Industry (CII)  
 India



**Sanda Ojiambo**  
United Nations Global Compact  
 Global



**Siegfried Russwurm**  
Federation of German Industries  
 Germany



**Shinta Kamdani**  
Sintesa Group  
 Indonesia



**Suzanne Clark**  
U.S. Chamber of Commerce  
 United States



**Xu Niansha**  
China Machinery Industry Federation  
 China



**Yassin Al Suroor**  
A'amal Group  
 Saudi Arabia



# B20 Brazil Calendar Overview



Beginning of the Brazilian presidency

Launch of the website and opening of registrations to participate in the B20 Task Forces

Dec/23

Jan/24

B20 opening event

Feb/24

Holding between 4 and 5 virtual meetings for each Task Force

Jul/24

Conclusion of priority recommendations

Delivery of recommendations in the G20 Sherpas meeting

Aug/24

Final adjustments to recommendation documents

**B20 PLENARY**  
24-25 Oct

Oct/24

**G20 PLENARY**  
18-19 Nov

Nov/24



Transfer of the presidency to South Africa

Dec/24



## 5 reasons to sponsor B20 Brazil

Expanding your company's  
**connection** to major players in the  
global market

Participation in discussion and access  
to **strategic information**

High-level qualified **networking**

**Engagement** on important issues  
globally

**Strategic brand exposure**





## Quotas and counterparts

<b>Master</b>	600K USD
<b>Diamond</b>	300K USD
<b>Gold</b>	150K USD
<b>Silver</b>	60K USD



## Quotas and counterparts

	MASTER 600k USD	DIAMOND 300k USD	GOLD 150k USD	SILVER 60k USD
<b>GOVERNANCE OF B20 BRAZIL*</b>				
● Participation on B20's governance	x			
<b>PRESS COVERAGE</b>				
● Quote from the sponsor on the B20 Brazil releases sent by CNI to the press	x	x	x	
<b>BRAND EXPOSURE AND DIGITAL PRESENCE</b>				
● On B20 Brazil website, with access link to the sponsor's page	x	x	x	x
● In 3 posts to promote B20 Brazil and its activities on B20 Brazil's social networks	x	x	x	
● One B20 Brazil sponsor post on B20 Brazil social media	x			
● Email marketing about B20 Brazil – shots to CNI and/or B20's contact base	2	2		
● External media promoting B20 Brazil	x	x		
In the event accreditation area	x	x		
On the signature bar of the motion video of the opening of the event	x	x	x	
Exhibition of the brand in motion, with the brand of the event's organizers and co-organizers, at the time of the company presentation in the plenary	x			
Event totens	x	x		
Mobile charging stations (enveloped) in the event	x	x	x	x
● On the sponsor signature bar on the registry video – post event	x			
● Email marketing with an access link to B20 Brazil contents and materials – post event	1			
<b>RIGHT TO USE B20 BRAZIL IMAGE AND DISCLOSURE OF SPONSORED CONTENT</b>				
● Right to use B20 Brazil materials for publicity (B20 publicity pieces to share)	x	x	x	x
● Release of 1 video with the sponsor's speech about B20 Brazil on B20's social networks	x	x		
● Publication of article about a theme of B20 Brazil to be made available for download at B20's website	4	3	2	1
Right to show 1 institutional and/or advertising video before the opening and/or before the event agenda resumes after lunch	x (30"video, 2 exhibitions per day)	x (30"video, 1 exhibition per day)	x (30"video, 1 exhibition in one day)	

● Pre and post plenary counterparts \* Number of places limited and non-optional

## Quotas and counterparts

	MASTER 600k USD	DIAMOND 300k USD	GOLD 150k USD	SILVER 60k USD
<b>SPONSOR QUOTE</b>				
On the event's opening itinerary	x	x	x	x
Of recognition as a sponsor on the event's itinerary (second citation)	x			
<b>SPEECH OPPORTUNITY AND BRAND EXHIBITION SPACE (PLENARY)</b>				
Nomination of speaker for the event stage program	1			
Nomination of panelist to compose 1 thematic panel of the event		1		
Plenary Networking & Coffee Space signed by the sponsor (brand)	x			
<b>EXCLUSIVE ACCESSES (EVENT)</b>				
Reservation of space in the VIP area of the auditorium	10	6	3	2
VIP lunch reservation	6	3	2	1
Sponsors room – speakers	6	3	2	1
Early and facilitated accreditation for the sponsor	x	x	x	x
<b>RESULTS REPORT</b>				
● Provision of a general report on brand exposure, online engagement and press actions – post-event	x			

● Pre and post plenary counterparts



## About the plenary

### **B20 BRAZIL PLENARY**

São Paulo, SP

24-25th October, 2024

+ 1500 participants



## Sponsorship contact

### B20 Brazil

#### General Coordination

CNI Industrial Development Superintendence

#### Technical Coordination

CNI International Trade and Integration Management

#### Sponsorship Contact:

Names: Rubens Porto, Suely Lima and Tatiana Farah

E-mail: [b20brazilsponsorship@cni.com.br](mailto:b20brazilsponsorship@cni.com.br)

Telephone: +55 61 98499 5691 (WhatsApp)





 **20 BRASIL**  
2024 INCLUSIVE GROWTH  
FOR A SUSTAINABLE  
FUTURE

  
*Brazilian National Confederation of Industry*  
**THE FUTURE OF INDUSTRY**

**B20 BRAZIL  
SECRETARIAT**