



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!](#)

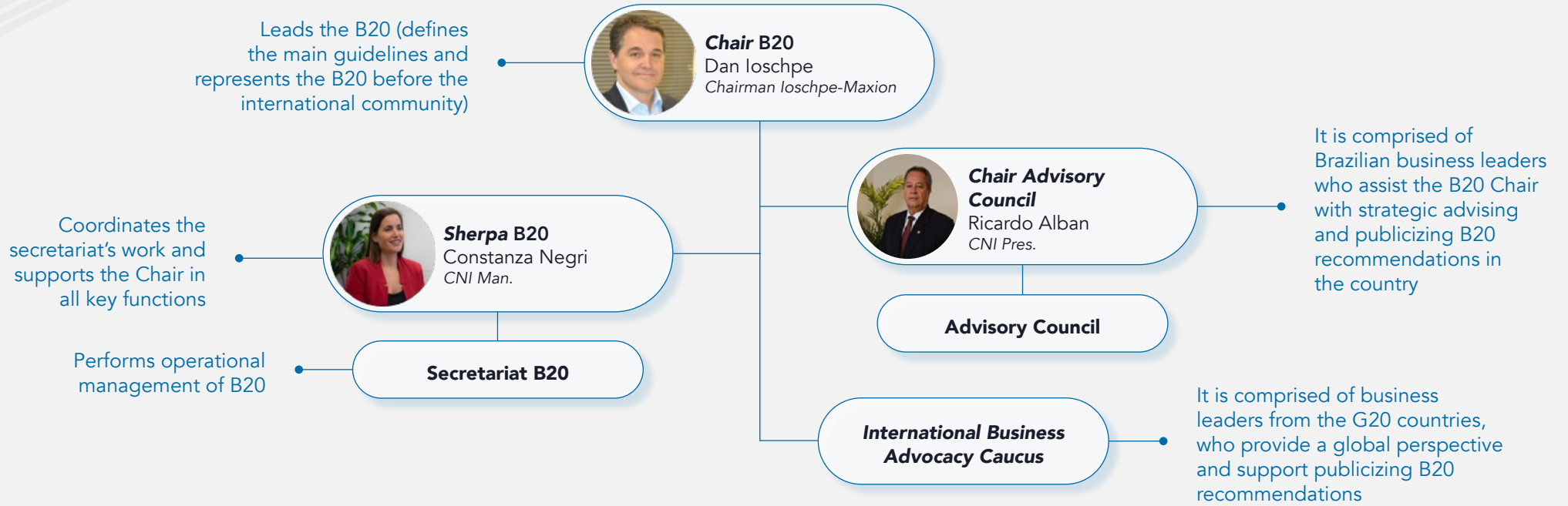




The B20 Brazil theme unfolds into 5 central pillars



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



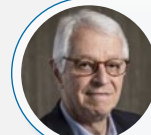
Jean Jereissati
Ambev
CEO



Flavia B. Almeida
Península Participações
President



Josué Gomes da Silva
Fiesp
President



Pedro Passos
Natura
Founder and Board
member



Tania Cosentino
Microsoft
President

B20 Internacional Business Advocacy Caucus

- | | | | |
|---|--|--|--|
|  <p>Abdulrahman S. Al-Fageeh
SABIC
Saudi Arabia</p> |  <p>Daniel Funes de Rioja
Union Industrial Argentina
Argentina</p> |  <p>Mark Carney
UN Special Envoy for Climate Action
Global</p> |  <p>Rifat Hisarcıklıoğlu
TOBB⁵
Turkey</p> |
|  <p>Alexander Shrokhin
RSPP¹
Russia</p> |  <p>Emma Marcegaglia
Marcegaglia Group
Italy</p> |  <p>Michael R. Bloomberg
Bloomberg
United States</p> |  <p>Sanda Ojiambo
United Nations Global Compact
Global</p> |
|  <p>Anna Marks
Deloitte
Global</p> |  <p>Erol Kiresepi
IOE³/ Santa Farma Pharma.
Global</p> |  <p>Michele Parmelee
IOE³
Global</p> |  <p>Siegfried Russwurm
Federation of German Industries
Germany</p> |
|  <p>Bob Sternfelds
McKinsey & Company
United States</p> |  <p>Ge Haijiao
Bank of China
China</p> |  <p>Natarajan Chandrasekaran
Tata Sons
India</p> |  <p>Shinta Kamdani
Sintesa Group
Indonesia</p> |
|  <p>Børge Brende
World Economic Forum
Global</p> |  <p>Ian Bremmer
Eurasia Group
Global</p> |  <p>World Trade Organization
Global</p> |  <p>Suzanne Clark
U.S. Chamber of Commerce
United States</p> |
|  <p>Cas Coovas
Business Unity South Africa
South Africa</p> |  <p>Ilan Goldfajn
Inter-American Develop. Bank
Global</p> |  <p>Philippe Varin
ICC⁴
Global</p> |  <p>Xu Niansha
China Machinery Industry Federation
China</p> |
|  <p>Charles Rick Johnston
BIAC²
Global</p> |  <p>Leslie Miller
YouTube
United States</p> |  <p>R. Dinesh
Confederation of Indian Industry (CII)
India</p> |  <p>Yassin Al Suroor
A'amal Group
Saudi Arabia</p> |

Preliminary  Invitation accepted  Invitation sent

B20 Brazil Calendar Overview



Beginning of the Brazilian presidency

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



Transfer of the presidency to South Africa

Dec/23

Jan/24

Feb/24

Jul/24

Aug/24

Oct/24

Nov/24

Dec/24

B20 opening event

Conclusion of priority recommendations

Delivery of recommendations in the G20 Sherpas meeting

Holding between 4 and 5 virtual meetings for each Task Force

Final adjustments to recommendation documents

B20 PLENARY
24-25 Oct

G20 PLENARY
18-19 Nov



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

Master	600K USD
Diamond	300K USD
Gold	150K USD
Silver	60K USD



Quotas and counterparts

	MASTER 600k USD	DIAMOND 300k USD	GOLD 150k USD	SILVER 60k USD
GOVERNANCE OF B20 BRAZIL*				
● Participation on B20's governance	x			
PRESS COVERAGE				
● Quote from the sponsor on the B20 Brazil releases sent by CNI to the press	x	x	x	
BRAND EXPOSURE AND DIGITAL PRESENCE				
● 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 totems	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			
RIGHT TO USE B20 BRAZIL IMAGE AND DISCLOSURE OF SPONSORED CONTENT				
● 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
SPONSOR QUOTE				
On the event's opening itinerary	x	x	x	x
Of recognition as a sponsor on the event's itinerary (second citation)	x			
SPEECH OPPORTUNITY AND BRAND EXHIBITION SPACE (PLENARY)				
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			
EXCLUSIVE ACCESSES (EVENT)				
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
RESULTS REPORT				
● 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

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**