

Horasis Global Meeting

24–27 October 2024, Vitória, Brazil

a Horasis leadership event

Building Bridges to the Future

Co-hosts:

Espírito Santo em Ação
Findes

Report



Inspiring our future

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■ Co-hosts:

Espírito Santo em Ação

Findes

■ Sponsors:

Apex Partners

Cesan

Sicoob

Banestes

ArcelorMittal

Vale

Bandes

CNI

ES Gás

Fetransportes

Águia Branca Group

Marca Ambiental

Suzano

Allemand Consulting and Business Law

Espírito Madeira

GVBUS

Portocel

State of Espírito Santo

■ Co-chairs:

Bo Inge Andersson

Chief Executive Officer, Uzauto Motors, Uzbekistan

Jose Amarildo Casagrande

Chief Executive Officer, Banestes, Brazil

Claude Béglé

Chairman, SymbioSwiss, Switzerland

William Bohnett

Chairman, American Forests, USA

Edison Carlos

Chief Executive Officer, Instituto AEGEA, Brazil

Fernando Cinelli

Chief Executive Officer, Apex Partners, Brazil

Maria Cristina Frias

Partner, Grupo Folha, Brazil

HH Princess Nisreen
El-Hashemite

Executive Director, Royal Academy of Science International Trust, USA

Fahim Hashimi

Chairman, Hashimi Group; Former Minister of Communications and Information Technology Afghanistan

Dan Ioschpe

Chairman, Ioschpe Maxion, Brazil

Mamphela Ramphele

Honorary President, Club of Rome, South Africa

Murat Seitnepssov

President, Greater Caspian Association, Switzerland

Charles Tang

Chairman, Brazil-China Chamber of Commerce & Industry, Brazil

Luiza Helena Trajano

Chairperson, Magazine Luiza, Brazil

■ Venue:

Cidade da Inovação, Av. Anísio Fernandes Coelho, Vitória

Thursday, 24 October <i>Anchieta Palace</i>	Friday, 25 October <i>Cidade da Inovação</i>	Saturday, 26 October <i>Cidade da Inovação</i>	Sunday, 27 October <i>Cidade da Inovação</i>
	08.00–09.15 Sessions – Morning contemplation – Bridging to FDI in ES – Bridging to reduce pollution – Bridging AI potentials – Bridging the world – Bridging Latin America – Bridging to Geoeconomics	07.30–09.00 Sessions – Morning contemplation – Nurturing of learning – Brazil as a global force – The Arts & Human Imagination – Effectiveness of Industry 4.0 – New AI Overlords – Developing leaders for the future	07.30–09.00 Sessions – Morning contemplation
	09.30–10.00 Grand Opening Welcome	09.00–10.00 Plenary Embedding ESG	09.00–10.00 Plenary South American Unity
	10.00–11.00 Plenary World economic outlook	10.00–11.30 Sessions – Saving the Amazon and Earth – Combatting disinformation – Blue Jean syndrome – Bridging digital boundaries – Impact investment – Teaching STEMA – Nurturing polymaths – Managing Gen-Z	10.00–11.00 Plenary Bridges Across Africa
	11.00–12.00 Plenary ESG-friendly capitalism	11.30–12.00 Break	11.00–11.30 Plenary B20’s Recommendations
	12.00–13.00 Plenary Bridges towards global peace	12.00–13.30 Sessions – Reducing over-demand – ESG-led economic growth – Investment in Brazil – Social entrepreneurship – Future of work – Landscape of change – Technopolitics of the network – Steering Business	12.00–17.00 Tour Visiting Vitória
	13.00–14.00 Lunch Networking at lunch time	13.30–14.30 Lunch Networking at lunch time	
14.00 Workshop Bridges through time	14.00–15.30 Sessions – The World in 2070 – Nurturing venture capitalists – Realizing techno-fantasy – Disruptive Technologies – Understanding AI models – Brazil fighting climate change – Closing gender gap – Leading for Impact	14.30–15.30 Plenary No Water, No Business	
		15.30–17.00 Sessions – Next big economics action – Circular economy – The 15-minute city – Bridging poverty gap – Rising levels of M&A – Wealth, ESG, positive change – Bridges to shared humanity	
	15.30–16.00 Break	17.00–17.30 Break	
	16.00–17.30 Sessions – Web 3.0 – Technological change – Building secure infrastructures – Supporting start-up funding – Potentials of cryptocurrencies – Purposeful leadership – Globalization & ESG	17.30–19.00 Sessions – Rebuilding economies – ESG for innovation – Bridges to health and healthcare – A fully digitized Brazil – Supply Chains and ESG – Large scale change – Managing the energy transition	
	17.30–18.30 Plenary Bridging to Global South	19.00–20.00 Summary Plenary Bridging & nurturing cooperation	
	18.30–19.15 Plenary Transforming Espírito Santo		
19.00 Reception Welcome, book launch	19.15–21.30 Gala Dinner Bridges for growth	20.00–22.00 Dinner Reception Cultural Message of Hope	



Horasis and Espírito Santo welcome the world



Palácio Anchieta – venue of the Opening Reception



Plenary 'World Economic Outlook'

Building Bridges to the Future

By Frank-Jürgen Richter,
Chairman, Horasis, Switzerland

The ninth Horasis Global Meeting took place in Vitória, Espírito Santo, Brazil co-hosted by Espírito Santo em Ação and Findes. The Horasis Global Meeting has become a leading global forum for business leaders and entrepreneurs in a discussion platform where leaders can bridge divides in a world out of balance and ultimately to tackle the most pressing challenges facing societies today and tomorrow, including climate change, inequality and peace. This meeting was focused on **Building Bridges to the Future**.



Former Prime Minister of Tunisia Hichem Mechichi

The meeting drew some 450 delegates from around the globe, including some of the leading global CEOs, well-known entrepreneurs and thought leaders, as well as Ministers and representatives of civil organizations to the city of Vitória in the State of Espírito Santo situated in the north east of Brazil.

Brazil is a huge country, divided into 26 federated states: with the strongly economic coastal states of Sao Paulo located 500 km south west of Rio de Janeiro, with itself being 500 km south west of Espírito Santo. The capital, Brasilia lies 1,200 km inland from Vitoria and the Amazon estuary some 3,200 km north. Brazil achieved independence in August 1825 and is now the world's fifth largest country and is considered to be the most multicultural ethnically diverse due to more than a hundred years of mass immigration from around the world. Presently, with about 213 million people, it has a GDP growth of 3.2% which is expected to fall to 2.7% according to the IMF – being subject to the general financial turmoil, high inflation (locally at 3.7%), and the ongoing effects of the Russian invasion of the Ukraine and the lasting effects following COVID.



Renato Casagrande, Governor, State of Espírito Santo, Brazil and Márcio França, Minister of Entrepreneurship, Microenterprise and Small Business, Government of Brazil



Mamphela Ramphela, Honorary President, Club of Rome, South Africa

The creative economy in Latin America was termed the “Orange Economy” in a publication released by the Inter-American Development Bank (IDB). The study valued Brazil’s Orange Economy at US\$ 66.87 billion providing 5,280,000 jobs and responsible for US\$ 9.414 million in exports, with the value of creative exports being higher than the US\$ 8.016 million value of coffee exports over the same period.

The Horasis meeting took place in Vitória – a city founded in 1551 on one of the several islands that are now bridged together to form a metropolis of 400,000 inhabitants that the UN considers to be the fourth best global capital in which to live. In 2003 the business people of Espírito Santo decided to reorganize and develop the spirit of the state for the benefit of the people – so creating Espírito Santo em Ação ... Espírito Santo in Action. Presently, shaped by the urban, economic and demographic development of the maritime industry, Espírito Santo’s Port of Santos is the largest port in Latin America, and the gateway to most of the goods that circulate Brazil.

Renato Casagrande, Governor, State of Espírito Santo, Brazil, **Nailson Dalla Bernadina**, President, Espírito Santo em Ação, Brazil; **Paulo Baraona**, President, Findes, Brazil and **Renan Chieppe**, Presi-

dent, Fetransportes welcomed Horasis participants to Espírito Santo. ‘Innovation and sustainability are at the heart of our economy. And Espírito Santo strengthens its ecosystem with a focus on impact-driven businesses. We invite you to invest in Espírito Santo – your investments will generate sustained economic growth and prosperity, and create jobs and business opportunities for our people.’ they said.

The Horasis Plenaries led off with a discussion of the **World’s Economic Outlook** chaired by **Eizen Wanderley**, Undersecretary for Sustainability, State of Espírito Santo, Brazil. She noted she was responsible for developing and implementing policies and programs that foster social and environmental responsibility, innovation, and



Nailson Dalla Bernadina, President, Espírito Santo em Ação, Brazil



Yves Leterme, Former Prime Minister of Belgium



Eizen Wanderley, Undersecretary for Sustainability, State of Espirito Santo, Brazil



Jose Amarildo Casagrande, Chief Executive Officer, Banestes, Brazil

inclusion in the public and private sectors and earlier had developed an online platform that provided entrepreneurship education to 5,000 small businesses in Brazil, raising \$ 30,000 for street vendors.

Yves Leterme, Former Prime Minister of Belgium, Belgium stressed that innovative solutions will be required to ensure that new constitutions can form a genuine basis for sustainable peace and security, as well as for long-term democratic progress. While **Claude Béglié**, Chairman, SymbioSwiss, Switzerland, who is also a Member of the National Council of Switzerland, said we need to focus on sustainability and tackling key environmental initiatives. **Maria Cristina Frias**, Partner, Grupo Folha, Brazil added that Brazil's economy is in



Maria Cristina Frias, Partner, Grupo Folha, Brazil, one of the summit co-chairs

good shape, driven by tight labor markets and investments whilst **Jose Amarildo Casagrande**, Chief Executive Officer, Banestes, Brazil and **Fernando Cinelli**, Chief Executive Officer, Apex Partners, Brazil argued that risks like the fiscal deficit and restrictive monetary policy remain.

This was followed by a plenary **Modeling an ESG-friendly Capitalism** chaired by **Priyam Gandhi-Mody**, Author and Founder, Vishwamitra Research Foundation, India. In this panel, **Edison Carlos**, Chief Executive Officer, Instituto AEGEA, Brazil stressed that we need a cultural change supporting environmental education, and a greater awareness of public policies enabling the engagement of the entire society. In simple terms, every piece of waste that doesn't reach the environment is a step towards a more sustainable water supply chain and a healthier environment. And **Luana Romero**, Chief Executive Officer, Instituto Ideias, Brazil, said she believed that women should not wait for others to give them their rights, but to find the courage to speak up for themselves 'We need to encourage girls and young women to pursue science and stay in science careers. We need stronger local, national and international policies that can help them follow those paths.' **Edmar Camata**, Secretary of



Alaimar Ribeiro Rodrigues Fiuza, Coordinator of Sustainability, Cesan, Brazil



Eduarda Cunha de La Rocque, Director of Internal Controls, Risks & Compliance, IRB(Re), Brazil



Fernando Cinelli, Chief Executive Officer, Apex Partners, Brazil



Panel 'Modeling an ESG-friendly Capitalism'



Claude Béglé, Chairman, SymbioSwiss, Switzerland making a point



Bartira Almeida, CEO, Instituto Ponte, Brazil



Martin Rich, Co-Founder and CEO, Future-Fit Foundation, United Kingdom



Gilberto Martins de Almeida, Founding Partner, Martins de Almeida – Advogados, Brazil



Klaus Hepp, Chairman, KFH Services, Brazil



Becky Wong, Chief Executive Officer, Globex Capital Partners, Hong Kong SAR



José Antonio Carim, Managing Partner, Carim Advogados, Brazil



Roberto Alvarez, Executive Director, The Global Federation of Competitiveness Councils, USA



Miriam van Straelen, Digital Expert, Investor & Board Member, Germany



Edmar Camata, Secretary of Control and Transparency, State of Espírito Santo, Brazil



Yurong Li, Chief Executive Officer, Lipatech, USA



Hakan Dogu, Chairman, Alagan Mobility Solutions, France



Francois Dossa, Sustainability Director LatAm, TCS, Brazil



Rosalía Arteaga Serrano, Former President of the Republic of Ecuador, Ecuador



Pedro Guimaraes, Senior Partner & Managing Partner Brazil, Roland Berger, Brazil



Paulo Baraona, President, Fines, Brazil

Control and Transparency, State of Espírito Santo, Brazil affirmed that ‘putting people first, supporting entrepreneurial attitudes, innovation, and creativity are some of the concepts’ must always be encouraged.



Luana Romero, Chief Executive Officer, Instituto Ideias, Brazil

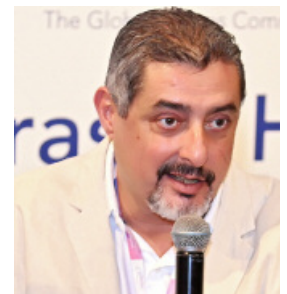


Edison Carlos, Chief Executive Officer, Instituto AEGEA, Brazil

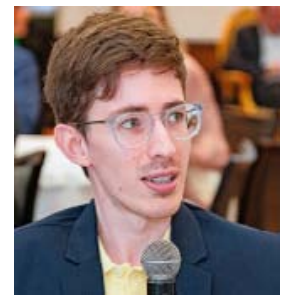
In the plenary panel **Establishing Bridges Towards Global Peace, Bjørn Berge**, Deputy Secretary General, Council of Europe, France said ‘Democracy is not perfect, it’s a process, a commitment based on values and fundamental principles we all agree to’. His priorities look to advance democracy, human rights and the rule of law. He also oversees the Council of Europe’s staff policy, as well as other key areas of the work of that Organization. The plenary discussions were chaired by **Kyle Bozentko**, Executive Director, Center for New Democratic Processes, USA. Kyle has overseen, contributed to, and executed deliberative engagement projects on issues in many countries, and also improving trust in and effectiveness of media. He brought together ideas from the US, Africa and Europe that reflected our difficult processes within democracies. **Hichem Mechichi**, former Prime Minister of Tunisia, Tunisia suggested former ministers ought not to be disruptive elements. He said he cannot be a disruptive element, and he will hand the responsibility to whomever the president chooses, in a step that may ease the North African country’s tough political crisis. ‘In order to preserve the safety of all Tunisians, I declare that I align myself, as I have always, by the side of our people, and declare that I will



Jerry Zhang, Chairman, Sino-Laurel, China



Sergio Fantini de Oliveira, Sustainability Director, IMETAME Group, Brazil



Santiago Ardisson, Jean Monnet Module Coordinator, Universidad Austral, Argentina



Fahim Hashimi, Chairman, Hashimi Group; Former Minister of Communications and Information, Afghanistan



Bo Inge Andersson, Chief Executive Officer, Uzauto Motors, Uzbekistan



Bjorn Berge, Deputy Secretary General, Council of Europe speaking about bridges towards global peace



Maryan Malvern, Partner, Malvern Insight, United Kingdom

not take up any position or responsibility in the state.’ And **Rosalía Arteaga Serrano**, Former President of the Republic of Ecuador, Ecuador noted how gender politics can play a deleterious part in the democratic process. She claimed that it was because of her gender that she was not allowed, as was her right, to stay as president after the February 97’ political crisis. ‘What happened to me was machismo.’ Arteaga’s comments refer to the gender-based discrimination she experienced throughout her political journey – she was the first female politician to hold the Presidency in Ecuadorian history, and now dedicates much of her time to educational initiatives.

The next plenary looked to nations often unheard: **Bridging Towards the Global South** the chair was **Rúbya Salomão Amador**, Executive Secretary, Espírito Santo Forum on Petroleum, Gas and Energy. She engaged with her panel

members, the first of which was **Bo Inge Andersson**, Chief Executive Officer, Uzauto Motors, Uzbekistan. Uzauto Motors has over 13,000 employees and produces Chevrolet vehicles under a technical license agreement with GM. Two of his beliefs are that ‘one must measure business performance to understand how to reach future targets. And be very well aware of the human side of business as employees are the source of a firm’s wellbeing’. **Fahim Hashimi**, Chairman, Hashimi Group; Former Minister of Communications and Information Technology, Afghanistan emphasized that: ‘Good quality and low-priced internet is the right of every citizen and our main goal is to provide better environment and to promote the private sector with good service delivery.’ Service and quality are guiding principles as he attempts to build one of the largest logistics companies in Afghanistan supporting critical services and resources to the government



Silas Pinto, Chief Executive Officer, U.S. Brazil Network, USA



Sheraz Ahmed, Managing Partner, STORM Partners, Switzerland



Camilla Bridi Gomes, Managing Director, Vports Autoridade Portuária, Brazil



Gerrit Glass, Founder, OpenHealth Technologies, Germany



Lucas Corbellini, Vice President, Lemon Energia, Brazil



Victor Guixer, Managing Partner, Guixer & Partners, Spain



Rosalía Arteaga Serrano, Former President of the Republic of Ecuador with Governor Casagrande and Frank-Jürgen Richter



Charles Tang, Chairman, Brazil-China Chamber of Commerce & Industry, Brazil



Fabien Clerc, Consul, Consulate General of Switzerland in São Paulo, Brazil



Eelco Fiole, Founder & Managing Partner, Alpha Governance Partner, Switzerland



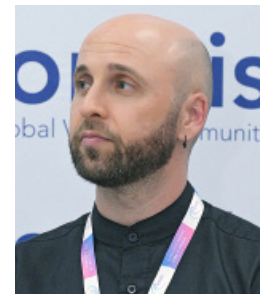
Flavio Liberal, Chief Executive Officer, WorldEd School, USA



Adalberto Bueno Netto, Founder and CEO, LAT Global, Brazil



John G. Blitch, President, Blitz Solutions, USA



Jonathan Keim, Chief Marketing Officer, Robbins Madanes Training, USA



Nicolas Michelin, Founder, Asia Intelligence Advisory, France; Samantha Karlin, Founder, Empower Global, USA; Jean Francois Huertas, Chief Operating Officer, QNET, Malaysia



Sebastian Schäfer, CEO, House of Finance & Tech Berlin, Germany



Mateus Peçanha, Founder and Chief Executive Officer, Zeros, Brazil



Ana Paula Rabello Lyra, Professor, Vila Velha University, Brazil



Luciana Müller, Advisor, State of Paraná, Brazil



Akinori Seki, Professor, Tokyo Keizai University, Japan



Shamsuddeen Usman, former Minister of National Planning, Nigeria and Pablo Lira, President, Instituto Jones dos Santos Neves, Brazil



Panellists of 'Bridging Towards the Global South' gather after the panel



Fabio Bottacci, Founder and Chief Executive Officer, VINCI Digital, Brazil

and international forces. **Pablo Lira**, President, Instituto Jones dos Santos Neves, Brazil understood how vital it is to 'get everyone aligned to good policies' – as reflected in the growth and success of Espírito Santo. The plenary was rounded off by **Shamsuddeen Usman**, Chairman, Ministry of Finance Incorporated and former Minister of Finance and National Planning, Nigeria. Usman said some policies are formulated with a lack of commitment to implement or a lack of continuity, and some arise from vested interests. He reflected on his work – 'I looked very deeply at a number of issues, some of the things that I tried to do as minister, or as a deputy governor at the central bank and asked how successful have these been? Where have they not been successful and what are the reasons why we've not been successful?' he asked. 'Hopefully these reflections should be a learning point for

both people who are on the job currently as well as people who are coming behind.'

The plenary **ES 500 years – Transforming Espírito Santo into an ESG-led State** was strongly anticipated as it was addressed by **Renato Casagrande**, Governor, State of Espírito Santo, Brazil who stated the State's plans is to modernize its justice system through the implementation of the *Moderniza/ES programme (supported by the Inter-American Development Bank (IDB))* which aims to improve infrastructure, methodologies, and technology solutions to support the reintegration of released inmates. Compared to Brazil, Espírito Santo is a small state. 'We have only 0.54% of the national territory. We also have a small population, approximately 3,550,000 inhabitants and an area of 46,000 km². Yet it's the country's most globalized state, with almost 50% of the state's GDP depending



Femi Ogunseinde, Executive Director Investment, Ministry of Finance Incorporated, Nigeria



Erico Negrini, Federal Criminal Expert, Federal Police, Brazil



Bento Venturim, President, Sicoob, Brazil



Abdullah Khurram, CEO, Foresight Quotient, Singapore



Joe Honan, Co-Founder, Yunity, USA



Alyne Freitas da Silva, President, ABAS, Brazil



Panel 'Transforming Espírito Santo into an ESG-led State'

on international trade. We are diversified, our economy isn't held up by one sole activity and we have formed a technological base of expertise in different regions of Espírito Santo,' he said. The major challenge, as in all federalized nations, is the interface between federal and state authorizations. But the governor emphasized that Brazil is a great reference for energy transition. 'We will have fundamental debates such as the economy, climate change, ESG practices and the future of our planet. This Horasis meeting is an important international event for Latin America, for Brazil and for Espírito Santo,' he added.

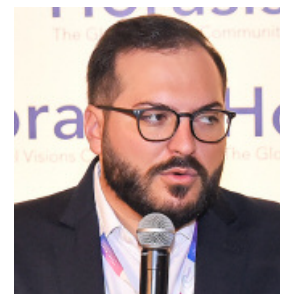
Márcio França, Minister of Entrepreneurship, Microenterprise and Small Business,



Paul Clements-Hunt, Founder, The Blended Capital Group, United Kingdom

Government of Brazil, emphasized that Brazil ranks among the most entrepreneurial nations globally, noting that the proportion of Brazilians engaged in starting and managing both established and new businesses has surged to over 40% of the adult population. Brazil also boasts a notable presence in the global startup ecosystem, housing eight unicorn companies – privately held ventures with valuations exceeding 1 billion US dollars. Overall, the Minister expressed optimism about the economy, noting that inflation had come down, trade was robust and the fiscal position improving. The plenary was chaired by **Paul Clements-Hunt**, Founder, The Blended Capital Group, United Kingdom who changed the way global investment thinks and acts. In 2004, while at the United Nations, he coined ESG. Thus, he opined 'Espírito Santo stands out as a dynamic and well-governed state. Its vision is combined with a strong business community committed to sustainability which has attracted large investors.'

The following plenary was titled **Embedding ESG Throughout the Value Chain** and chaired by **Nisaa Jetha**, Founder, Impact for SDGs, United Kingdom who is a leading Global Impact Strategist, one of the first coining the term. Thus,



Vinícius Cadete, President, Instituto Líderes do Amanhã, Brazil



Demetrius Guiot, Managing Partner, AgrocarbonBR



Jasmin Cowin, Associate Professor, Touro University, USA



Nisaa Jetha, Founder, ImpactforSDGs, UK, chairing the plenary panel on ESG



Felipe Rigoni, Secretary of State for Environment and Water Resources, State of Espirito



William Bohnett, Chairman, American Forests, USA



Luis Americo Calcada, Senior Lecturer, Universidade Federal Rural do Rio de Janeiro, Brazil



Regula Schegg, Founding Partner, Circulate Capital, Singapore



Daniel Schnaider, Chief Executive Officer, Wisefy, Brazil

through a strategic and holistic approach she emphasizes the need for economic incentives and safeguards; and notes the pivotal role of responsible governance for sustainable transformation. **Jose Amarildo Casagrande** Chief Executive Officer, Banestes, Brazil mentioned the need to embed ESG in all parts of business – to create an ESG-driven DNA. Banestes was founded over 86 years ago with a focus on rural credit, it is thus at the front end of local supply chains. This bank’s operations were well-placed to open specific credit lines with zero interest for the victims the flooding and heavy rains earlier in the year in the southern region of Mimoso.

William Bohnett, Vice Chairman, American Forests, USA further emphasized the role of local support as he has acted for several climate-focused organizations including American Forests, the nation’s oldest conversationist group. **Mamphela Ramphele**, Honorary President, Club of Rome, South Africa stressed that ‘ESG is not divisible; we must be engaged in the strive for ESG-driven growth on every front.’ Mamphela Ramphele has had a celebrated career as an activist, medical doctor, academic, businesswoman, global public servant and political thinker. She is the Honorary President of global humanitarian non-profit Club of Rome, and is the

former Managing Director of the World Bank. Her sentiments stem from her work in South Africa, but is equally at place in the rural situation of Espirito Santo as addressed by the bank Banestes. **Charles Tang**, Chairman, Brazil-China Chamber of Commerce & Industry, Brazil rounded off this discussion by broadening a viewpoint to include China. As early as 2017 he noted ‘We have received many contacts from various Chinese companies; they want to operate in Brazil and I’m sure many of them will be here soon.’ **Felipe Rigoni**, Secretary of State for Environment and Water Resources, State of Espirito Santo, Brazil concluded by saying that ESG can help businesses make sound decisions, and investors achieve better long-term returns.



Renan Chieppe, President, Fettransportes



Plenary panel – No Water, No Business

The plenary **No Water, No Business** seems slightly ironic, given the massive floods a few months ago in Espírito Santo, but no one can control the weather. A point ably noted by **Veronica Sánchez da Cruz Rios**, President, Brazilian National Water and Sanitation Agency, Brazil. Stating the National Water Agency (ANA) is legally liable for implementing the National Water Resources Management System (SINGREH) and it was created to ensure the sustainable use of our rivers and lakes for the current and future generations. Importantly, it is to assure that the water bodies are used with parsimony, in addition to making possible the generation of the necessary financial resources to recover and conserve rivers and lakes. And sanitation was stressed by



Alice Bouman-Dentener, Co-founder, Cansu Global, The Netherlands

Munir Abud de Oliveira, Chief Executive Officer, CESAN, Brazil who promotes the management and monitoring to achieve the goals of universalizing sanitation services. Which was echoed strongly by **Luana Pretto**, Chief Executive Officer, Instituto Trata Brasil, Brazil who stated ‘We can make a difference and boost basic services in Brazil by always defending what is most important to the population as a whole: the quality of life, health and the environment of the country.’ These arguments were brought together by the chair, **Alice Bouman-Dentener**, Co-founder, Cansu Global, The Netherlands. She noted the 2030 Agenda for sustainable development which emphasized ‘all-of-society engagement and partnership’ and ‘no one left behind’. She said she had witnessed women’s organizations working under very difficult conditions with very little funding that have made a big difference in their communities. Those voices are not heard at the global level and policies and programmes about them are made without them. She says it is high time to make actions bottom-up and top-down meet – first and foremost by creating awareness at the global level where states and international organizations can agree on a common development agenda.



Alessandra Lehmen, Head of the ESG Committee, 30% Club Brazil, Brazil



Paul Malicki, Chief Executive Officer, Flapper



Alexander Avramov, Co-founder, EBAC



*Rodrigo Yáñez, Secretary General, Sofofa;
Former Vice Minister for Trade, Chile*



*Munir Abud de Oliveira, Chief Executive Officer,
CESAN, Brazil*



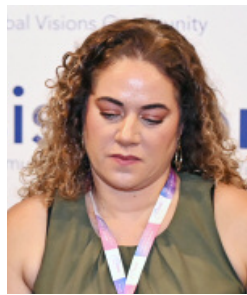
*Veronica Sánchez da Cruz Rios, President, Brazilian National
Water and Sanitation Agency, Brazil*



*Kaspar Grathwohl,
Executive Vice Chairman,
UBS, Switzerland*



*Jouko Ahvenainen, Chairman,
Mission Grey, USA*



*Zamara Ribeiro, Executive
Manager, Autoglass, Brazil*



*Bruno Girardi, Director of
Impact Investment, SITAWI
Finance for Good, Brazil*



*Judicaelle Irakoze, Chair,
Choose Yourself International,
USA*



*Carole Barrow, Vice President,
Bospar, USA*



*Phil O'Reilly, Director, Iron
Duke Partners, New Zealand*



*Livia Silva Louvel, CEO, GoGlobal Consulting, Sujith Ravindran, Member Board of Directors, Wise EU
Foundation, Ricardo Bacci G. Amaral, Ambassador, Planet Youth Brazil*



Delegation from Nigeria



*Gerald van Straelen, Founder,
Gemico12 Holding, Germany*



*Pedro Gerhardt,
Principal Managing Partner,
Kaapora Finance, Brazil*



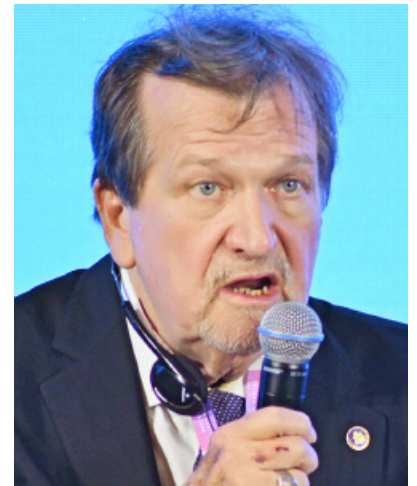
*Carla Maldonado, Member,
The Boardroom, Switzerland*



Mariana Luz, CEO, Maria Cecilia Souto Vidigal Foundation, Brazil, chairing the Summary Plenary



Benjamin J. Butler, Futurist, Embassy of the Future, Hong Kong



Michael Brown, US Senator, District of Columbia, USA – ‘we need to nurture cooperation’



Ameer Ibrahim, Chairman, Future Governance Forum, Hong Kong



Daniel Kern, Chief Investment Officer, Nixon Peabody Trust Company, USA



Ciprian Dan Costea, Member of the Board, Autonova, Romania



Tina McCorkindale, Chief Executive Officer, Institute for Public Relations, USA



Gustavo Brito, Shareholder and Global Director, IHM Stefanini, Brazil



Stefanie Schmitt, Founder and Chief Executive Officer, Olhi



Ralf Hirt, Founder, CovQ by 8W8, USA; Ayla Annac, CEO, InvivoSciences, USA; Richard Freund, CEO, Konker, Brazil; Stiphan Beher, CEO, International Water Security Foundation, USA



Álvaro Duboc, Secretary for Economy and Planning, State of Espirito Santo, Brazil



Aysha Abba, Group Chief Executive Officer, Cainergy Group, Nigeria



David Wilcock, Chief Executive Officer, Spirit Well Land, USA



Mauro Souza, Chief Executive Officer, Quantum Tecnologia, Brazil



Carlos Foz, Chairman, Andbank, Brazil



Summary Plenary – Bridging Divides, Nurturing Cooperation



Bruno Lamas, Secretary of Science, Technology and Innovation, State of Espírito Santo, Brazil



Ayelet Vardi, Founder, Cinema Tribu, Brazil



Fabio Bertollo, Chief Executive Officer, ES Gás, Brazil

Bridging Divides, Nurturing Cooperation was the plenary theme chaired by **Mariana Luz**, Chief Executive Officer, Maria Cecilia Souto Vidigal Foundation, Brazil. She reminded us there are just a few years remaining to achieve the SDGs. But the gap between rich and poor is widening, with the first increase in extreme poverty and inequality in more than two decades recorded in 2022. Very often, it is children who bear the brunt of inequality, with enduringly high numbers living in extreme poverty. She was pleased that Brazil, as a leading emerging economy and the current president of the G20, is among those at the forefront of the required radical change of direction. Furthermore, **Michael Brown**, US Senator, District of Columbia, USA reflected on the freedom to profess any religion, as well as a set of inalienable rights and equality. ‘The power of a just government flows from the people,’ he said. **Murat Seitnepesov**, President, Greater Caspian Association, Switzerland had noticed the lack of the principle of ‘doing the right things,’ across the Greater Caspian Region (GCR). The situation is getting better as his Swiss-based non-profit aims to promote and connect the GCR to the World. The Rapporteur on this panel, **Benjamin J. Butler**, Futurist, Embassy of the Future, Hong Kong noted the historical

success of Brazil as a mediator and broker between disputing parties, and how other Global South nations can follow suit. Benjamin Butler also spoke of the power of the human imagination and story ‘Espírito Santo has a powerful story to be told. It could be a beacon of light for Brazil’, he concluded – a sentiment shared by **Bruno Lamas**, Secretary of Science, Technology and Innovation, State of Espírito Santo, Brazil.

Several plenaries followed on the final meeting day. The first considered **Fostering South American Unity** chaired by **Lucas Ferraz**, Professor, Fundação Getulio Vargas. He was a former Federal Secretary of Foreign Trade, Ministry of Economy, Brazil. He mentioned the global situation of



Murat Seitnepesov, President, Greater Caspian Association, Switzerland



Federico Lavopa, Former Deputy Secretary for Trade, Argentina



Roberto Fendt, Former Secretary for Trade and Foreign Affairs, Brazil



Nangula Nelulu Uaandja, Chief Executive Officer, Namibia Investment Promotion and Development Board, Namibia

trade tariffs, saying the tariff rates within the Mercosur group and with the potential EU/Brazil link are contentious, but could be resolved within Mercosur/EU discussions. **Luis Castiglioni**, Former Vice President of Paraguay, Paraguay said Paraguay for over 30 years has decided to take the road of consolidation of public freedoms, along the road of democracy, and on the road of the absolute respect of human rights; and also to help the strengthening of these values anywhere in the world. Importantly Paraguay has declared a war without quarters, without asking for quarters, to international crime, to drug trafficking, to arms dealing, to contraband, to the laundering of assets and money. **Roberto Fendt**, Former Secretary for Trade and Foreign Affairs, Brazil demonstrated the close connection between Brazilian business interests and

politics and its Latin American neighbors as well as the BRICS countries. A sentiment agreed by **Federico Lavopa**, Former Deputy Secretary for Trade, Argentina who is a coordinator of the Masters programme in International Relations and Negotiations at Flacso-Argentina at Higher University of San Andrés. **Rodrigo Alejandro Yáñez Benítez**, Secretary General, Sofofa; Former Vice Minister for Trade, Chile was unfazed by the varying trade volumes. As Vice Minister of Trade, he led Chile’s intense bilateral and multilateral trade agenda, including active participation in multilateral trade fora such as APEC, Pacific Alliance, and WTO: ‘I believe it strengthens my longstanding commitment to contribute to my country from the international perspective. Having met people with so many different backgrounds, all connected around a strong commitment to international understanding and cultural exchange, I see it has been of great inspiration.’



Isabel Jiménez, Vice President, Global Infrastructure Finance & Development Authority, USA



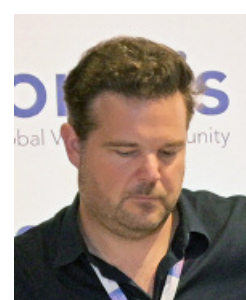
Gunnar Hauptmann, Executive Vice President, St. Gallen Symposium, Switzerland



Lucas Ferraz, Professor, Fundação Getulio Vargas; Former Federal Secretary of Foreign Trade, Brazil, chairing the panel on Latin America



Rossana Sadir, Board Member, Tata Group, Uruguay



Fabio Fernandes, Founder, Walking Together, Brazil



Gabriela Oliveira, Partner, NTConsult, Brazil



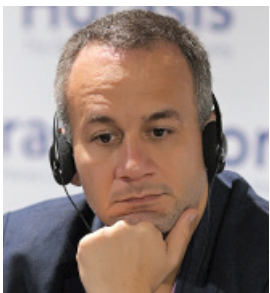
Plenary 'Creating Multiple Bridges Across Africa'



Júlio António Aponto Té, President, Brazil-Guinea-Bissau Chamber of Commerce, Guinea-Bissau



Christina Keller, Chief Executive Officer, Cascade Engineering, USA



Fabricio Noronha, Secretary of Culture, Espírito Santo, Brazil

The plenary **Creating Multiple Bridges Across Africa** looked towards Africa's future which is bright, as session chair **Shamsuddeen Usman** noted.

Armstrong Takang, Chief Executive Officer, Ministry of Finance Incorporated, Nigeria noted a distinct worry 'For every barrel of oil we extract and spend, if we do not invest it in productive assets, we are depreciating our common wealth.' He lamented that revenues from the oil sector have not been adequately channeled into long-term projects, which has left the nation poorer despite its oil wealth. He brought a strong message about the need for reforming Nigeria's state-owned enterprises, stating, 'The success of these firms is essential to Nigeria's economic future. Poor governance is preventing us from realizing our potential, but with the right reforms, we can change the narrative.'

Nangula Nelulu Uaandja, Chief Executive Officer, Namibia Investment Promotion and Development Board, Namibia focused on the collaborative role required between the public and private sectors to drive inclusive economic growth and find common solutions to these challenges. She noted the burden of the triple challenges of unemployment, inequality and poverty that are facing Namibia. **Sunday Adejojo**,

Co-Founder, Biodry2Energy, Nigeria is an entrepreneur with great passion for imparting knowledge on Africa's youths 'this is where the future lies'.

The plenary **B20's Recommendations for the Horasis Global Meeting** commented on the take-aways from the meeting. **Dan Ioschpe**, B20 Chair; Chairman, Ioschpe Maxion, Brazil said that although the G20 brings together countries with great differences in economic, social inclusion and sustainability indicators, this diversity should, in fact, be seen as a huge opportunity. It favors a multiplicity of views that can facilitate the emergence of creative responses to common problems. **Shariha Khanam Khalid**, Founding Partner,



Armstrong Takang, CEO, Ministry of Finance Incorporated, Nigeria



Shariha Khanam Khalid, Founder, Mission & Co., France



B20 recommendations, with Dan Ioschpe, B20 Chair; Priyam Gandhi-Mody, Founder, Vishwamitra Research Foundation, India; Shariha Khanam Khalid, Founder, Mission & Co., France

Mission & Co., France underscored the primary goals of the B20', themed as 'Inclusive Growth for a Sustainable Future.' She also elaborated on the systematic problems of bias against the female workforce. Women lack internet connectivity and digital literacy, partly due to women's lack of education or cultural/social norms that lead to the exclusion of women from the digital world. Gender stereotypes replicated in technological systems pose a pernicious challenge in reinforcing these inequalities in work and care, as they articulate outdated visions in a high-tech vernacular. The panel was chaired by **Priyam Gandhi-Mody**, Author and Founder, Vishwamitra Research Foundation, India – as a thoughtful reminder she reposted 'Irrespective of situation, firmness



Priyam Gandhi-Mody, Author and Founder, Vishwamitra Research Foundation, India

of personal and national character becomes the foundation of strength for the victory of auspiciousness and righteousness' originally presented by RSS Sarsanghchalak, Dr. Mohan ji Bhagwat.

Celebrating the Brazilian launch of 'The Inner Philosopher', a dialogue between the late Daisaku Ikeda and Lou Marinoff, which is published in many languages, **Lou Marinoff**, Professor of Philosophy, The City College of New York, USA noted their conversations on philosophy's transformative powers help readers to transform themselves 'The world is at war with itself. Pessimism is rife. Hobbes and Freud diagnosed war as a permanent feature of human life. But, arguing against these figures, I suggest war is not necessary. Peace is possible. The self-consciousness of human beings allows us to negate our animalistic instincts towards aggression and hatred. But we're asleep at the wheel.'



Gustavo Lopez Ghory, Chairman and Co-Founder, SmarterChains, Switzerland



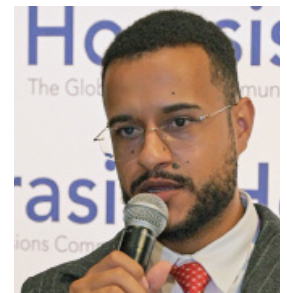
James Hodson, Chief Executive Officer, AI for Good Foundation, USA



Renata Welinski, ESG Consultive Board Member, Researcher, and Lecturer, Brazil



Connie D. M. Allsopp, Founder, The World's Registrar, Canada



Douglas Rodrigues, Editor-in-Chief, Portal da Reforma Tributária, Brazil



*Lou Marinoff, Professor of Philosophy, The City College of New York, USA
with Governor Casagrande and Frank-Jürgen Richter*



Moderators Kyle Bozentko and Nisaa Jetha



*Vera Nunes de Santana Ramos,
Chief Executive Officer,
Gentilização, Brazil*

Renato Casagrande, Governor, State of Espírito Santo, Brazil finally stated ‘The Horasis Global Meeting has positioned us as one of Brazil’s most competitive states. A modern state that wants to attract more and more investment. The meeting’s theme was about building bridges and we are very excited to look at this bridges that will lead the state to a sustainable future.’ I would like to personally thank Governor Casagrande and all delegates for their efforts in building bridges to the future. The 2024 Horasis Global Meeting was a unique experience which would not have been possible without the dedication and enthusiasm of our partners from Espírito Santo, Brazil and the world.

The Horasis Global Meeting has illustrated how cooperation between the host nation, Brazil, is developing important links for the future. In times of globalization, leaders from business and government must redefine themselves by understanding the new rules where collaborative policies could ensure globally equitable governance. Sharing wealth can accelerate growth. In the face of growing isolationism, the world’s leaders must recommit to multilateral governance ensuring fair trade, safeguarding human rights and promoting fair social policies – they need to build bridges. In this spirit, Horasis looks forward to welcoming you again next year to an equally fruitful edition of the Horasis Global Meeting.



Celebrating the Horasis Global Meeting



Developing Leaders for the Future

Leadership for a Sustainable Future: Reflections from the Horasis Global Meeting

By Nisaa Jetha,
Founder of ImpactforSDGs, United Kingdom

In Espírito Santo, Brazil, the Horasis Global Meeting brought together leaders from various sectors and continents to explore the integration of social impact, sustainability, and governance in modern business. Far from viewing sustainability as merely regulatory, this session, titled ‘Embedding ESG Throughout the Value Chain,’ highlighted sustainability as a strategic asset – one that strengthens resilience, fosters innovation, and creates value in a changing global landscape.



Jennifer Nadel, Director of Compassionate Politics CCARE, Stanford University, USA, chairing a panel

Responsible Business for Long-Term Impact

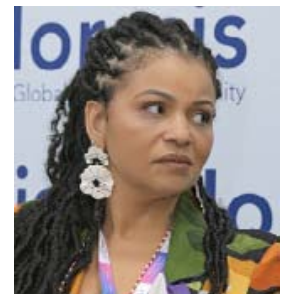
The panellists underscored that sustainability, social impact, and governance are not isolated areas but are intricately connected to organisational goals and community values. Tackling these challenges requires a collective approach that spans sectors and generations. True leadership in this domain is grounded in a vision of responsible business that serves stakeholders, communities, and the planet. Each speaker presented insights and strategies that underscore what leadership grounded in social responsibility can achieve through intentional, inclusive collaboration.

Empowering the Next Generation

Mamphela Ramphele, Honorary President of the Club of Rome, with a distinguished career in health, education, and sustainable development, emphasised the need for generational continuity in sustainability efforts. Her work with The B Team, a coalition advocating for responsible capitalism, has made her a prominent voice on the importance of actively involving the next generation in sustainability initiatives. Ramphele noted that effective social impact leadership doesn’t just engage with the present but is



Jorge Vilchez Guerrero, Deputy Director, OABES, Brazil



Priscila Gama, Founder, Instituto das Pretas, Brazil



Rodrigo Ruggiero, Director, Vale, Brazil



Panel 'Combatting Disinformation'



Ernesto Hanhausen, Partner for Latin America and the Caribbean, Circulate Capital, Mexico

forward-thinking, preparing today's youth to tackle tomorrow's environmental and social challenges.

Insights from the 'Planetary Health Check 2024' report reinforced the urgency Ramphele described. The report reveals that six of nine planetary boundaries, including climate change and biosphere integrity, have been breached, threatening Earth's life-support functions. These findings highlight the need for upcoming generations to inherit a world that operates within a 'Safe Operating Space,' prompting leaders to build a solid foundation upon which future generations can build.

Advancing Public-Private Partnerships (PPP)

Felipe Rigoni, Secretary of State for Environment and Water Resources in Espírito Santo, Brazil, illustrated the importance of Public-Private Partnerships in addressing large-scale environmental and social challenges. With his leadership in renewable energy initiatives and water conservation, Rigoni has long advocated for PPPs as a vehicle for transformative change. He explained that these partnerships enable a fusion of resources and expertise, making ambitious and actionable solutions possible.

For governments, PPPs bring the innovation and efficiency of the private sector, while for businesses, they offer the legitimacy and reach of public institutions. Rigoni's work highlights that collaboration between these sectors is crucial, particularly when addressing issues as broad as climate resilience and infrastructure sustainability. In a world where social impact initiatives often require complex, multi-layered solutions, PPPs provide a framework for addressing challenges in a scalable and impactful way.

Leading Conservation Through Nature-Based Solutions

William Bohnett, Vice Chairman of American Forests, presented an approach that taps into the resilience of natural ecosystems. Through reforestation and urban forestry initiatives, Bohnett has led American



Juan Pedro Córca, Co-founder and Executive Director, QMAX Intelligent Energy, Argentina



Ligia Zotini, Founder, Voicers, Brazil



Joselito R. Henriques, Vice President, aka chairing the panel on smart cities



*Mónica A. Ramos Li, Founder, Musa, Peru
chairing the panel on techno-future*



Plenary – Fostering South American Unity

Forests in projects that restore biodiversity, mitigate climate risks, and enhance urban resilience. His work underscores that nature-based solutions are not only environmentally beneficial but economically sound, allowing businesses to address ecological challenges in ways that also support financial stability.

Bohnett’s leadership reflects the idea that conservation efforts, such as reforestation, can be integrated into business models as dual-purpose investments that safeguard natural resources while promoting sustainable development. For Bohnett, nature itself provides solutions that, when combined with thoughtful business strategy, become powerful assets in building climate resilience and supporting long-term profitability.



Guilherme S. Martins, President, The Inesper Institute of Education and Research, making a point

Fostering Global Collaboration

Charles Tang, Chairman of the Brazil-China Chamber of Commerce, illustrated the importance of international partnerships in driving sustainability. With extensive leadership across waste-to-energy projects, economic councils, and advisory roles with Chinese municipalities, Tang underscored that international cooperation is crucial for addressing global challenges. By fostering relationships that span borders and sectors, Tang’s work emphasises that sustainable impact relies on a diversity of perspectives, resources, and experiences.

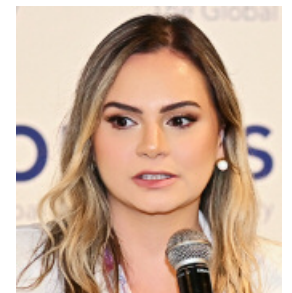
Tang’s efforts highlight that issues like resource scarcity, pollution, and climate change are challenges shared by all nations. International partnerships provide a means for countries and companies to share knowledge, scale solutions, and build frameworks that are globally relevant and locally actionable. His work demonstrates that in a world connected by shared challenges, multinational cooperation amplifies the effectiveness of sustainability initiatives and accelerates their impact.



Jorge Arbache, Professor of Economics, Universidade de Brasília, Brazil



Marcello DeMello, Co-founder, PicnicBank, United Kingdom



Tháila Maschio, Founder and CEO, Digital Fácil, Brazil



Leading for Impact and Resilience in Unstable Times



Licia Mesquita, President, Impact Hub Brasil Association, Brazil



Miquéias Gonçalves, CEO, Instituto Aprender Cultura, Brazil



Lino Gandola, Founding Partner, Riceberg Ventures, United Kingdom

Building Cross-Sector Partnerships and Innovation

Nisaa Jetha, Founder of ImpactforSDGs, brought forward a comprehensive perspective on partnerships as the cornerstone of impactful social and sustainability initiatives. With a background in private equity, impact advisory, innovative legal structures, and purpose-based governance, Jetha has launched various energy governance campaigns within UK Parliament. She has collaborated with businesses, government bodies, and international organisations to drive lasting social impact.

Jetha emphasised that tackling today’s complex global issues requires a cross-pollination of ideas and resources across sectors. By fostering alliances between industries, she noted that partnerships help share innovations, leverage complementary strengths, and enable organisations to address social impact goals more effectively. Through her work with ImpactforSDGs, Jetha has seen first-hand how cross-sector partnerships can be a driving force in building sustainable value. She advocates that by uniting various sectors under a shared purpose, organisations can create initiatives that extend beyond traditional boundaries, meeting social needs while aligning with business objectives.

Key Takeaways for Sustainability-Focused Leadership

The insights from this session highlighted sustainability leadership as forward-looking, collaborative, and deeply grounded in governance. To embed social impact and sustainability across the value chain, organisations must prioritise:

- **Empowering Future Generations:** Engaging youth in sustainability initiatives through mentorship and training programmes ensures continuity and injects fresh perspectives into sustainability efforts.
- **Building Cross-Sector Partnerships:** Collaborating with diverse partners enables organisations to pool resources and expertise, fostering scalable and impactful solutions.
- **Embracing Public-Private Collaboration:** Leveraging PPPs allows for innovative solutions to complex challenges, combining the best of both public accountability and private efficiency.
- **Integrating Nature-Based Solutions:** Conservation efforts like reforestation enhance biodiversity, mitigate climate risks, and offer economic benefits, making them essential to any long-term sustainability strategy.
- **Promoting Multinational Cooperation:** Engaging in international partnerships



Márcio França, Minister of Entrepreneurship, Microenterprise and Small Business, Government of Brazil, making a point on a panel

brings together global resources and local insights, creating a foundation for tackling shared challenges in sustainable ways.

Closing Vision: Collective Solutions for a Sustainable Future

The panel concluded with a unified message: the path to sustainable change is one that all sectors and communities must walk together. The panellists emphasised that impactful leadership requires embracing collaboration, inclusivity, and a shared sense of responsibility. When governments, busi-

nesses, and communities align on a shared purpose, the possibilities for progress are limitless.

The Horasis panel demonstrated that social impact, when grounded in strong governance and a collective vision, becomes a transformative force, strengthening businesses, communities, and ecosystems alike. The session set a path forward, calling on participants to combine their strengths, ideas, and commitment, working together to shape a future grounded in shared purpose.



Kevin Harrison, Founder and Chief Executive Officer, BGI, Capital Partners, UK



Nádia Júnia Almeida de Souza, Chief Executive Officer, Khene, Brazil



Anastasia Kalinina, Co-Founder and CEO, reState Foundation, Switzerland



Morning Contemplation - Building Towards Futuring



Dexus Almonte, Co-founder, Common, Canada; Batur Erdogan, Chairman, TDG – Technology Development Group, Turkiye; Jerry Power, Founder, I3 Systems, USA



Jennifer Nadel and Former Afghan Minister Fahim Hashimi



Ahmed El Tassi, Regional Medical Advisor, UnitedHealth Group, Brazil



Adriana Carvalho, Executive Director, Instituto Consulado da Mulher, Brazil



José Augusto Figueiredo, Country President, LHH Brazil



Andrew Fishman, President and Co-Founder, The Intercept Brasil, Brazil



Andres Hayes, President and CEO, Airtijae Group, USA



Claudiu Butacu, President and Co-founder, EFdeN, Romania



Deniz Erkus, Partner, Leonie Hill Capital, Switzerland



Rodrigo Baer, Managing Partner, Upload Ventures, Brazil



Andrea Burattini, Founder, Dinie, Brazil



Rodrigo Quercia, Founder and CEO, Ekata, Brazil



Managing the Energy Transition – What are the new technologies awaiting greater investment



Panel 'The Next Big New Economics Programme'

Building Global Connections: Key Insights from the 2024 Horasis Meeting in Vitória, Brazil

By Jasmin Cowin, Associate Professor, Touro University, USA

The author had the privilege of attending the Horasis Global Leadership Meeting in Vitória, Brazil, from October 24-27, 2024. This event convened thought leaders, policymakers, and industry experts for a forward-looking conference focused on addressing critical global issues. The meeting's theme of 'Building Bridges: Inspiring our Future' resonated within the attendees as both a practical and philosophical en-



Mauricio Prazak, President, Brazilian Institute of International Business Relations Development, chairing a panel

deavor: the collaborative efforts in Vitória underscored our shared responsibility to bridge divides, advance sustainable practices, and shape a world where technological innovation aligns with human values.

Key Organizers and Vision

The meeting was co-hosted by two key Brazilian organizations: Espírito Santo em Ação and Findes. Espírito Santo em Ação, an advocate for sustainable development and transparency in governance, and Findes, the leading industrial federation in the state, provided invaluable local expertise. Together, their focus was to elevate Espírito Santo as a model of growth and sustainability on the global stage, focusing on environmental, social, and governance (ESG) priorities. Sponsorship was provided by Apex Partners, Cesan, Sicoob, Banestes, ArcelorMittal, Vale, Banded, Brazilian National Confederation of Industry (CNI), and ES Gás. Other sponsors were Fetransportes, representing the transport and logistics private sector in Espírito Santo; the Águia Branca Group, a major Brazilian transportation and logistics conglomerate; Marca Ambiental, the largest waste management provider in Espírito Santo; Suzano, a leading global pulp manufacturer committed to sustainability and the bioeconomy; Allemand Consulting and Business Law, a



Marjorie Lisette Garces Ocares, Chief Education Officer, IFEAmérica, Chile



Paulo Henrique da Costa Correa, Director, Valor Investimento, Brazil



Leo Gmeiner, Founder, School Guardian, Brazil



David Bruemmer, Chief Executive Officer, W8less, USA chairing the panel 'Getting to Know Your New AI Overlords'



Tomas Veloz, Founder, Foundation for Interdisciplinary Development of Science, Technology, and Arts, Chile



Gilles Jimpie Wouanko, Founder, blajik.com, Canada

law firm emphasizing ESG practices and data privacy; Espírito Madeira, which integrates the forestry and design sectors, promoting innovation and networking; GVBUS, representing urban transport companies in the Espírito Santo metropolitan area; and Portocel, a multimodal terminal for international cargo, co-owned by Suzano and Cenibra. The State of Espírito Santo, known for its economic transparency and fiscal balance, also participated, showcasing its progress in sectors such as oil, gas, mining, and tourism.



Elysangela Rabelo, Managing Partner, RabeloLaw, Brazil

The event's co-chairs included Bo Inge Andersson, Fetransportes, Águia Branca Group, Marca Ambiental, Suzano, Allemand Consulting and Business Law, Espírito Madeira, GVBUS, Portocel, the State of Espírito Santo, Shavkat Mirziyoyev, Chief Executive Officer of Uzauto Motors in Uzbekistan; Jose Amarildo Casagrande, Chief Executive Officer of Banestes in Brazil; Claude Béglé, Chairman of SymbioSwiss in Switzerland; William Bohnett, Vice Chairman of American Forests in the USA; Edison Carlos, Chief Executive Officer of Instituto AEGEA in Brazil; Fernando Cinelli, Chief Executive Officer of Apex Partners in Brazil; Maria Cristina Frias, Partner at Grupo Folha in Brazil; HH Princess Nisreen El-Hashemite,



Felipe Manara, Managing Partner, Stoic Capital, Brazil

Executive Director of the Royal Academy of Science International Trust in the USA; Fahim Hashimi, Chairman of the Hashimi Group and former Minister of Communications and Information Technology of Afghanistan; Sekai Holland, Chairperson of the Board of Trustees for the Zimbabwe Peacebuilding Initiative and former Minister of State for National Healing, Reconciliation, and Integration in Zimbabwe; Dan Ioschpe, Chairman of Iochpe Maxion in Brazil; Mamphele Ramphele, Honorary President of the Club of Rome in South Africa; Murat Seitnepesov, President of the Greater Caspian Association in Switzerland; Charles Tang, Chairman of the Brazil-China Chamber of Commerce & Industry in Brazil; and Luiza Helena Trajano, Chairperson of Magazine Luiza in Brazil.



David Wu, Founder and Chief Executive Officer, Motus Nova, USA, chairing a panel on health and healthcare



Yip Thy-Diep Ta, Founder, J3d.ai Labs, Germany



Jessica Regina, Founder, Financ.ia, Brazil



Santosh Kaveti, Chief Executive Officer and Founder, ProArch, USA

Spanning Continents, Connecting Minds and Transcultural Dialogues

Transcultural dialogue refers to conversations that actively bridge and blend diverse cultural perspectives, rather than merely comparing them. This form of dialogue goes beyond cross-cultural exchanges by focusing on finding shared understanding and creating new, hybrid perspectives that transcend individual cultural boundaries.

Horasis Global Meeting Opening Chaired by **Márcio França**, Minister of Entrepreneurship, Microenterprise, and Small Business, Government of Brazil, this opening session celebrated the eighth annual edition of the Horasis Global Meeting. Notable speakers included **Renato Casagrande**, Governor of the State of



Renato Casagrande, Governor of the State of Espírito Santo, Brazil

Espírito Santo, Brazil, **Paulo Baraona**, President of Findes, Brazil, **Nailson Dalla Bernadina**, President of Espírito Santo em Ação, Brazil, and **Frank-Jürgen Richter**, Chairman of Horasis, Switzerland, who emphasized the importance of building global partnerships to foster sustainable development in Vitória.

Bridging To Achieve the Potential of AI Chaired by **Yip Thy-Diep Ta**, Founder, J3d.ai Labs, Germany, this session addressed the specific challenges of deploying AI models across diverse cultural contexts. Participants included **Santosh Kaveti**, CEO and Founder of ProArch, USA, **Jessica Regina**, Founder of Financ.ia, Brazil, **Harold Schultz**, Chief AI Officer at MakeOne, Brazil, and **Demetrius Oliveira**, Founding Partner at Goshenland, Brazil, who discussed strategies for evaluating the effectiveness of AI systems in different cultural settings, the legal implications of using AI developed in foreign contexts, and the future role of AI in management.

Understanding and Using AI Models Chaired by **Rufus Lidman**, Chairman of Digitalenta, Singapore, this session explored the applicability of emergent AI models in enhancing occupational efficiency and pre-



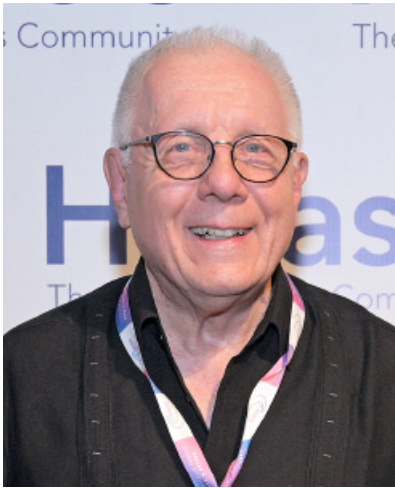
Ayla Annac, Chief Executive Officer, InvivoSciences, USA



Jan Eichbaum, President, ENRICH – European Network of Research Innovation Centres and Hubs, Brazil



Donovan Ferreti, Managing Director, Ticketmaster Brasil, Brazil



Harold Sjursen, Professor Emeritus of Philosophy, New York University, USA



Richard Freund, Chief Executive Officer, Konker, Brazil



Dimas Timmers, Founder, Mundos, Brazil



John D. Graham, Founder, Global Ideation, USA

cision. Speakers included **John D. Graham**, Founder of Global Ideation, USA, **Mickael Malka**, Founder and Executive Chairman of Kenlo, Brazil, and **Dimas Timmers**, Founder of Mundos, Brazil, who debated the potential for domain-specific AI learning to meet industry needs and addressed concerns over big tech’s dominance in cloud-based AI development.



Danilo Limoeiro, Co-Founder and CEO, Turivius.com, Brazil

Realizing Techno-Fantasy through Techno-Realism Chaired by **Stiphan Beher**, CEO of the International Water Security Foundation, USA, this session examined the gap between the promise of technological breakthroughs and their practical, scaled implementation. Panelists **Ayla Annac**, CEO of InvivoSciences, USA, **Richard Freund**, CEO of Konker, Brazil, **Ralf Hirt**, Founder and CEO of CovQ by 8W8, USA, **Tamer Nakisci**, Founder of Futureisblank, UK, and **Muhammad Lawan Zanna**, CEO of Oryo, Nigeria, discussed pathways to balance resource-sensitive innovation with a people-centered approach and how to align capitalism more closely with sustainable, impactful advancements.



Mauricio Queiroz, Chief Executive Officer, Tidalwatt, Brazil

The Tyranny of the Algorithm: The Blue Jean Syndrome Chaired by **Harold Sjursen**, Professor Emeritus of Philosophy, New

York University, USA, this session delved into the global trend toward uniformity in consumer products and experiences. Panelists **Yuri Binder**, CEO of 213 Sports, Brazil, **Sebright Chen**, Chairman and CEO of Summer Atlantic Capital, USA, **Saruhan Hatipoglu**, CEO of BERI, USA, and **Rajae Sahouri**, Founder and Host of The Straight Up Start Up, Jordan, examined how algorithm-driven preferences might suppress diversity and discussed ways to promote cultural distinctiveness in global markets.

Blending Profits and Goals to Aid Social Entrepreneurship Chaired by **Noel Akpata**, Founder of PLSLIA, Nigeria, this discussion centered on integrating social impact into profit-driven business models. Participants



Ralf Hirt, Founder and Chief Executive Officer, CovQ by 8W8, USA



Paula Barcellos, Changemaker, Oliveira Foundation, Brazil



Alberto Gavini Filho, Director General, ADERES, Brazil

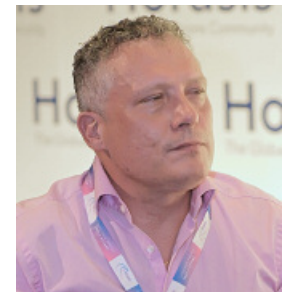


Mahesh M Gandhi, President, AFII Capital, Germany

Paula Barcellos, Changemaker at Oliveira Foundation, Brazil, **Mahesh M Gandhi**, President of AFII Capital, Germany, **Alberto Gavini Filho**, Director General of ADERES, Brazil, **Sergio Serapiao**, Co-founder & CEO of Labora, Brazil, and **Tanya Woods**, Chief Impact Officer at The Kind Village, Canada, explored frameworks for balancing corporate profitability with social responsibility and discussed regulatory adjustments needed to support this dual approach.

Exploring Sustainability and ESG A central focus of the meeting was sustainability, particularly the integration of ESG principles into business and governance practices. ESG principles, which stand for Environ -

mental, Social, and Governance, are criteria used to guide responsible and sustainable business practices. They form a framework to assess how organizations address environmental impact, social responsibility, and governance standards. The session ‘Modeling an ESG-friendly Capitalism’ explored frameworks for reconciling economic growth with environmental responsibility, while ‘Embedding ESG Throughout the Value Chain’ highlighted the critical role of leadership in creating sustainable, impactful businesses.



Michael Puscar, Co-founder, Puscar Buritica Family Office, USA



Sergio Serapiao, Co-founder & Chief Executive Officer, Labora, Brazil

Creating Multiple Bridges Across Africa Chaired by **João Canda**, President of Instituto Literáfrica, Brazil, this plenary focused on Africa’s potential as a burgeoning global economic force. Panelists **Bright Chukwuemeka Elumelu**, CEO of Bridan Global Trade Agriculture, Nigeria, **Mekbul Hassen Husse**, CEO of Tadesse Gidey Import & Export, Ethiopia, **Pedro Neto**, Managing Director of MediaNova Group, Angola, **Armstrong Takang**, CEO of Ministry of Finance Incorporated, Nigeria, and **Nangula Nelulu Uaandja**, CEO of Namibia Investment Promotion and Development Board, Namibia, discussed the critical role of economic reforms and digital transformation in achieving sustainable growth across the continent.



Luiz Giacomelli, Founder, Maximus Management and Operations, Brazil



Sérgio Costa, Chief Executive Officer, Strings Group, Brazil



José Luis Menghini, Chairman, NTT Data Energy & Utilities, Caroline Nunes, Founder, Infratoken and further participants



Gabriel Feitosa, Director of Leadership Development, Espírito Santo em Ação, Brazil

Geopolitics and International Trade The Horasis meeting also addressed global geopolitical challenges, emphasizing the importance of partnerships and trade. In sessions such as ‘Bridging to FDI in ES,’ ‘Bridging the world,’ and ‘Bridging to Goeconomics,’ leaders discussed strategies to strengthen international trade relations, enhance supply chain resilience, and establish fairer, more inclusive economies.

Beyond formal discussions, the event offered extensive networking opportunities, with receptions, dinners, and informal gatherings promoting cross-sector collaboration. A unique Nature Quest, a 2.5-day retreat, allowed select leaders to connect deeply with themes of leadership, environmental stewardship, and mental wellness in the scenic hills of Espírito Santo.



Sara Cardoso Vinha, Legal Manager and Governance Specialist, Usiminas, Brazil

This fertile cross-section of workshops and events highlights that bridge-building in our interconnected world takes many forms – from cultural understanding to technological integration, from social responsibility to economic development. Each session, led by distinguished chairs and supported by diverse panels of experts, contributed unique perspectives to this vital dialogue about global connectivity and cooperation.

Interviews and Insights

The author had the opportunity to interview participants, who shared their insights in response to three questions. Responses have been edited for brevity and clarity.

Q1. The conference aimed to bridge divides between North/South and East/West. Can you share a specific conversation or connection you made that exemplifies this bridge-building, and what tangible outcome might result from it?



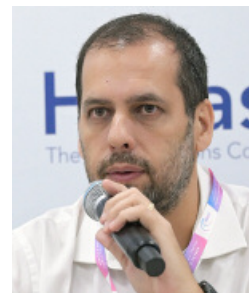
Luiz Calado, Board member, IBREI, Brazil



Wilbert Sanchez, Partner, TCP Partners, Brazil



Michele Notari, Professor, University of Teacher Education, Switzerland



Nabil Kadri, Deputy Managing Director, BNDES, Brazil



João Pedro De Simone, Co-Founder & COO, WORC, Brazil



Panel 'Moving Effectively Towards a Circular Economy' – sharing a light moment

Carlos Foz; Chairman at Andbank; Entrepreneur and Lifelong Learning Enthusiast 'The opportunity to engage with people from all over the world was incredible. I conversed with individuals from Europe, Asia, Africa, and America, discussing global cases and issues specific to our countries. This exchange was fantastic for bringing solutions implemented elsewhere to our local realities. For instance, I connected with professionals seeking investment opportunities in Brazil, with whom I will build relationships to unite our countries economically.'

Luiz Felipe Giacomelli; Visionary Leader with Entrepreneurial Success Across Diverse Industries 'One impactful conversation involved delegates from Europe, Africa, and Latin



Simona Ceci, Partner, E4Revive, USA chairing a panel on crossing large scale societal bridges

America discussing sustainable resource management and research. This connection highlighted how regions face similar environmental and economic challenges but approach them through diverse cultural lenses. The tangible outcome was a preliminary plan to foster collaborative research and training between institutions in Espírito Santo, a European country, and a West African nation to build sustainable development skills and share best practices.'

Dr. Ciprian-Dan Costea, PhD; Romanian Economist with Extensive Board and Management Experience 'I engaged with Brazilian bank board members and the Minister of Entrepreneurship and Small Businesses, Mr. Marcio França, who were very interested in the guaranteed schemes managed by the Romanian National Credit Guarantee Fund for SMEs. These schemes ease access to loans for small and medium-sized enterprises. We plan to further discuss these successful European financial products to potentially implement similar solutions in Brazil.'

Nikolas Mancebo; Educator and Advocate for Integrating Technology in Learning 'During the opening at Palácio Anchieta, I had a profound conversation with Mamphele Ramphele about ancestrally and reconnecting with our roots. The collective



Anne Victor, President, Victor Consultancy, Brazil



Thanos Mitrelias, Founding Director, Cambridge BioMagnetics, United Kingdom



Marcos Flávio Teixeira Pereira, General Director, Frisa Frigorífico Rio Doce, Brazil



Mattia L. Rattaggi, Managing Partner, METI Advisory, Switzerland, making a point whilst co-panellists look on



Nikolas Mancebo, Strategy Consultant focused on AI Product Management, Brazil



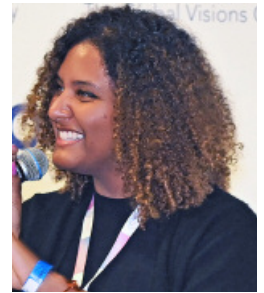
Carolina Teodoro, Coordinator, Sistema Ocepar



Thiago Camargo, Director, InvestSP, Brazil



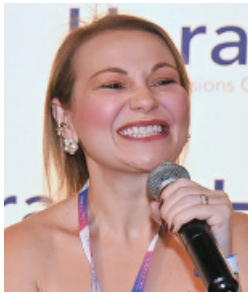
Maxim Matrenitski, Founder and Chief Executive Officer, Cyberian Mine, Germany



Jéssica Leite dos Santos, Founder & Chief Executive Officer, Lab F+, Brazil



Marcos Guirro, Co-founder, Lina Infratech, Brazil



Larissa Calegario, President, Cindes Jovem, Brazil



Luiz Alberto Baptista, President, Pneuix Ambiental, Brazil



Ralf Toenjes, Founder and Chief Executive Officer, Renovatio, Brazil



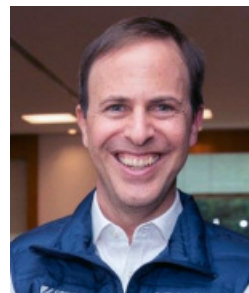
Marcela Nectoux, Director, GreenPlat, Brazil



Thais Carneiro, CEO and Founder, FIND and Andrej Vasle, Owner, Consultoria Vasle



Vitor Raposo, Country Head Brazil, SML Limited, Brazil



Ricardo Kanitz, Founding Partner, Spectra Investments, Brazil



Simone Garcia, Executive Head, Fettransportes, Brazil



Gen-Z will soon be the Dominant Working-age Group

unconscious and concepts like ‘swarm intelligence’ in robotics were discussed. Though initially challenging to bridge these ideas, we later utilized AI tools to continue the dialogue, which fostered a lasting connection among the four participants involved.’

Q2. Espírito Santo was chosen as the first South American location for this event, highlighting its role in sustainable development and global dialogue. From your experience at the conference, what unique perspectives or solutions did this location bring to discussions about pressing global challenges?

Raquel Kibrit, CEO of Sterna International Business. As an accomplished international strategist, she specializes in guiding companies through the complexities of global expansion. ‘As a world traveler, this was my first time in Vitoria, and I thought it was a brilliant

choice of location and venue. I was impressed with the city and how they are driving the climate agenda. I met so many people whose paths I would have not crossed otherwise and engaged in meaningful exchanges.’

Carlos Foz; Chairman at Andbank; Entrepreneur and Lifelong Learning Enthusiast ‘Vitória, the capital of Espírito Santo, boasts the second-highest Human Development Index in Brazil and is considered one of the best cities to live in by the UN. Its strategic location as an important economic hub, especially with the Port of Tubarão, makes it a vital connector from the south to the north and west of the country. Being an island connected by bridges, Vitória symbolized our event’s theme of building connections. The state’s moderate political governance has paved the way for economic, cultural, and social development, all of which were key topics during the conference.’



Lauri Tähtinen, Non-Resident Fellow, Finnish Institute of International Affairs FILA, Finland



Osama Bin Noor, Co-founder, Youth Opportunities, Bangladesh



Panel ‘Bridges to Shared Humanity’



Panel 'Promoting the Effectiveness of Industry 4.0'



Hugo Mathecowitsch, Founder, Tools for the Commons, Brazil

Luiz Felipe Giacomelli; Visionary Leader with Entrepreneurial Success Across Diverse Industries 'Hosting the Horasis Global Meeting in Espírito Santo showcased Brazil's commitment to sustainability through a local lens, particularly its model of sustainable agroforestry. Espírito Santo demonstrated that sustainable practices could align with economic growth, especially in industries like coffee and cocoa. This provided a unique perspective on balancing environmental protection with economic expansion, sparking discussions about applying similar models globally.'



Jacqueline Moraes, Secretary of Policies for Women, State of Espírito Santo

Dr. Jadir Pela; director of the Federal Technical School of Espírito Santo, was General Director of CEFETES and Rector of IFES and chaired the Council of Directors of Federal Centers of Technological Education from 1999 to 2001. He was Secretary of State for Science, Technology, Innovation, Professional Education, and Labor from 2011 to early 2014, in addition to being president of the National Council of State Secretaries for Science, Technology and Innovation Affairs and president of the State Labor Council. 'Our close relationship with government and business enterprises in Espírito Santo is exemplified by our 'Innovation City' project. The debates at Horasis are crucial for such initiatives. Inspired by global models, like those in Norway, we are deve-



Tania Zacharias, Founder, INNER Co, Brazil

loping a medium to long-term project to foster innovation. Espírito Santo's commitment to including people from peripheral communities in such projects brings a unique perspective to discussions about inclusive sustainable development.'

Paul Malicki; Founder and CEO of Flapper, Aerial Mobility Platform 'An interesting fact about Espírito Santo is that it accounts for 90% of all airplanes imported to Brazil in 2023, with 275 aircraft. For Flapper, a general aviation company, this underscores the state's openness to international trade and the aviation sector. Espírito Santo's proactive approach in building an ecosystem for startups in enterprise and industry sectors adds a valuable dimension to global dialogues on innovation and mobility.'



Panel 'Dreaming a Bridge – The Arts Igniting Human Imagination'



Experiential Masterclass with Paul Clements-Hunt & Jennifer Nadel – Inner Peace for Outer Impact

Q3. Looking back at these three days in Vitória, what conversation, moment, or insight shifted your perspective or touched you personally in a way you didn't expect?

Carlos Foz Chairman at Andbank; Entrepreneur and Lifelong Learning Enthusiast 'I was deeply moved by conversations with individuals from non-profit organizations. I was impressed by how these people do good without expecting anything in return – they are enlightened individuals transforming millions of lives. This resonates with a definition from Singularity University: a millionaire is a person who impacts millions of lives. Additionally, dialogues with businesspeople who find meaning in what they do reinforced the idea that having a purpose and doing the right thing brings transformation not only to oneself but also to those affected.'

Luiz Felipe Giacomelli; Visionary Leader with Entrepreneurial Success Across Diverse Industries 'An unexpectedly profound conversation revolved around the globally relevant issue of rising sea levels. Speaking directly with global experts made me reassess my decisions and preparedness concerning this matter, especially since I currently live on

the island of Vitória. This personal connection to a pressing global challenge underscored the urgency of collective action.'

Claudiu Butacu; Co-founder and Chairman of EFdeN and energiaTa; Pioneer of Romania's Sustainable City Concept 'One moment that struck me was a discussion on the role of education in shaping future urban ecosystems. Listening to leaders across the Americas reinforced my belief in actively fostering sustainability-minded leaders equipped with real-world skills. Inspired by this, we are launching the European Institute for Sustainability (EIS) as a platform to cultivate a new generation of changemakers ready to address sustainability on a systemic level.'

Nikolas Mancebo; Educator and Advocate for Integrating Technology in Learning 'The conversations about ancestry and the collective unconscious not only bridged cultural and technological concepts but also touched me on a personal level. Using AI to facilitate and continue these discussions showed me the potential of technology to enhance human connections and understanding.'



Luiz Cláudio Allemand, Partner, Allemand Consultoria e Advocacia Empresarial, Brazil



Paul Brandus, White House Bureau Chief, West Wing Reports, USA



Saville Alves, Founder, Solos, Brazil



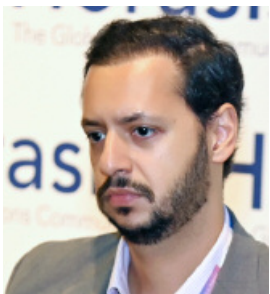
Hichem Mechichi, Former Prime Minister, Tunisia, Bjørn Berge, Deputy Secretary General, Council of Europe, Rosalia Arteaga Serrano, Former President, Ecuador, Kyle Bozentko, Executive Director, Center for New Democratic Processes, USA



Anne Chang, Partner in Digital Law, Vella Pugliese Buosi e Guidoni Advogados, Brazil

Building Bridges: Virtue, Purpose, and the Pursuit of Wisdom
 Reflecting on the Horasis Global Meeting 2024 through the expansive lens of Nicomachean Ethics – with its emphasis on virtue, purpose, and the pursuit of wisdom – highlights a profound intersection of ethics with not only AI and education but with every facet of societal progress. As the author considers AI’s impact on global systems, economies, and individual lives, Aristotle’s philosophy reminds her that true advancement requires more than technical prowess. It demands a commitment to virtues that enable responsible, human-centered innovation.

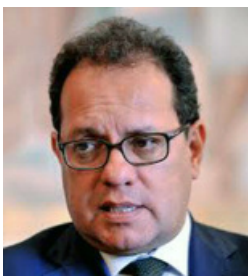
This idea underscores that genuine progress – in technology, policy, and global relations – must align with virtues that advance the common good. As we navigate complex challenges and bridge divides across cultures, industries, and continents, Aristotle’s insights remind us that the path forward is most sustainable when built on a foundation of moral integrity and purposeful action, principles as timeless today as they were in his era.



Marcus Figueredo, Chief Executive Officer, Hilab, Brazil

Aristotle’s words from Nicomachean Ethics resonate powerfully here:
‘The good for man is an activity of the soul in conformity with excellence or virtue’
 Aristotle (Nicomachean Ethics, Book I, Chapter 7)

The upcoming Horasis Asia Meeting in Dubai, scheduled for November 18-19, 2024, will continue this momentum by gathering top executives and ministers to explore economic futures, specifically through the Global Freight Summit. With the support of DP World, this event seeks to strengthen global partnerships, encouraging cross-regional cooperation essential for building a more interconnected and resilient world.



Ricardo Meléndez-Ortiz, Founder and Fellow, Caeruleum, Switzerland



Samuel Oliveira, Managing Partner, Northstone, Brazil



Monalisa Gomes Mühlböck, Country Manager, Schauer Agrotropic, Austria



Beatriz Nóbrega, Chief Executive Officer, Instituto Viva Cidades, Brazil



Raquel Kibrit, Chief Executive Officer, Sterna International Business, Brazil



Gaia – A Holistic Vision for Saving the Amazon and Earth – is it time to resurrect the concept of Gaia so we might pass on a thriving planet to future generations

Horasis Global Meeting reúne mais de 1,3 mil líderes de 37 países

De Conexão Safrá

Evento internacional impulsiona o Espírito Santo como polo de ESG e inovação no país. Projetos globais e regionais estão em discussão para os próximos anos. Mais de 1,3 mil lideranças globais, de 37 países, estiveram conectadas durante os três dias do Horasis Global Meeting, um dos maiores fóruns mundiais de ESG, inovação, sustentabilidade e governança, realizado pela primeira vez na América Latina. O encontro colocou o Espírito Santo como a capital



Luis Castiglioni, Former Vice President of Paraguay, with Governor Casagrande and Frank-Jürgen Richter

do ESG no Brasil e serviu de ponte para projetos futuros. **Frank-Jürgen Richter**, fundador do Horasis, celebrou o potencial de novos negócios e parcerias: ‘Esse talvez seja o melhor evento de todos – as pessoas estão conectadas, formando uma verdadeira comunidade que une o espírito brasileiro ao internacional. Espero estar aqui novamente ano que vem’, declarou, ao reforçar a possibilidade de fazer novos encontros globais e também regionais, com a China e a Índia, por exemplo, no Espírito Santo.

Ainda segundo Richter, o tema ‘Construindo Pontes para o Futuro’ foi considerado apropriado para o momento atual, marcado por desigualdades e divisões globais. ‘Vivemos um cenário global de transformação e de atenção, com as eleições nos EUA e as tensões no Oriente Médio e na Ucrânia’, adiantou ele. O governador do Espírito Santo, **Renato Casagrande**, destacou que o Horasis Global Meeting trouxe visibilidade ao Brasil e, especialmente, ao Estado, transformando-o na ‘capital do ESG’, com debates produtivos que prometem gerar benefícios para o planeta. ‘Queremos levar o Estado para o mundo e atrair o mundo para fazer negócios conosco’, ressaltou.



Rodrigo Pedrosa, President, Pacto Energia, Brazil



Becky Wong, Chief Executive Officer, Globex Capital Partners, Hong Kong



Priscila Bentes, Chief Executive Officer, Circuito Elegante, Brazil



Panel 'Nurturing Brazil's Investment Climate'



Henry Mentink, Chairman,
UNO Foundation Veerhuis,
The Netherlands



Denise Endringer, Rector,
Vila Velha University, Brazil



Stephan Kriesel, Senior Advisor,
Boston Consulting Group, Spain

Além de debates estratégicos, o evento também contribuiu com insights para outros projetos de longo prazo, como o 'ES 500 Anos'. **Nailson Dalla Bernadina**, diretor-presidente do ES em Ação, comentou o compromisso do Horasis em fortalecer o Estado para o futuro. 'Foram mais de mil participantes nas plenárias e nas sessões, a maioria delas com temas relacionados ao ESG e essa nova economia, o que nos permitiu colher a visão de mundo sobre perspectivas de colocar o Espírito Santo cada vez mais a frente'. Já o presidente da Federação das Indústrias do Estado (Findes), **Paulo Baraona**, reforçou o protagonismo do Estado na agenda ESG. 'Acredito que teremos daqui por diante parcerias duradouras que vão nos permitir transformar o debate qualificado em soluções que tragam ganhos para os negócios e para a sociedade'.

Balanço

O Horasis Global Meeting reuniu as maiores lideranças globais que, em mais de 60 sessões e 11 plenárias em três dias, em Vitória (ES), debateram temas sobre mudanças climáticas, energias renováveis, projetos sociais e sustentáveis, políticas públicas, economia, universalização do saneamento básico, inovação, governança, entre outros.

Estiveram presentes nomes como **Paul Clements-Hunt**, conhecido por ter coordenado a equipe da Organização das Nações Unidas (ONU) que criou o conceito ESG; **Rosalía Arteaga**, ex-presidente do Equador; **Hichem Mechichi**, ex-primeiro-ministro da Tunísia; **Luis Castiglioni**, ex-vice presidente do Paraguai; **Mamphela Ramphole**, presidente honorária do Club de Rome; **Benjamin Butler**, da Embaixada do Futuro; **Charles Tang**, presidente da Câmara de Comércio Brasil-China; **Márcio França**, ministro de Empreendedorismo, da Microempresa e da Empresa de Pequeno Porte; **Veronica Cruz Rios**, presidente da Agência Nacional de Águas e Saneamento, entre outros. Em sua plenária, Butler ressaltou que ficou inspirado com todos os debates durante o Horasis. 'Nos três dias, percebi caminhos, pontes para o futuro. A gente pode mobilizar recursos, capital e pessoas para resolver conflitos e paradoxos. E isso só acontece se nos engajarmos como seres humanos. No evento, fizemos reflexões diárias'.



Panel 'Creating ESG Mindscapes Throughout Supply Chains'

CEOs alertam para o impacto da reforma tributária no Horasis Global Meeting

De Portal da Reforma Tributária

O Brasil vem passando por um momento de atração de investimentos, mas com muitos obstáculos a serem observados, apontam presentes no evento.

O clima para investimentos no Brasil foi tema de debate entre autoridades governamentais, investidores e CEOs de grandes empresas em um evento realizado em Vitória (ES) na última semana: o Horasis Global Meeting, realizado pela primeira vez na América do Sul. O editor-chefe do Portal da Reforma Tributária, Douglas Rodrigues, esteve em um dos debates para apontar os desafios da transição do novo modelo tributário sobre o consumo, aprovado pelo Congresso em 2023.

Segundo Rodrigues, milhares de empresas terão que fazer um planejamento estratégico em tax para se manterem competitivas com o novo sistema, o que necessitará de maior investimento nesse segmento e na atualização das cadeias de suprimentos de

grandes companhias. 'A reforma tributária está em fase avançada de regulamentação no Congresso e novos tributos vão começar a funcionar já em 2026', falou. 'As empresas terão que conviver com o velho e o novo sistema por 7 anos, o que pode impactar as receitas e os lucros das companhias que não se preparem'.

Nesse contexto, o Brasil registrou uma entrada de investimento direto de US\$ 71,8 bilhões R\$ 410 bilhões nos últimos 12 meses, o que equivale a 3,23% do PIB (Produto Interno Bruto), de acordo com o Banco Central. **Adalberto Bueno Netto**, fundador e CEO (Chief Executive Officer) da LAT Global, citou que a maior parte do investimento é concentrada em 500 cidades. Isso significa que, ao aplicar recursos no país, é importante observar como os players municipais estão de posicionamento para a atração dessas empresas, o que pode ser um fator decisivo para o sucesso das companhias. Ele alertou também para a guerra fiscal entre os Estados, que pode impactar o modelo de negócio no país. No Brasil, Estados dão subsídios tributários para atrair negócios. Com a reforma tributária, as isenções fiscais vão acabar nos próximos anos e olhar para outros pontos ofertados pelos players municipais será cada vez mais essencial.



Juliana Oliveira Nascimento, Co-founder, Compliance Women Committee, The Netherlands



Rafael Fuchs, Artist, Photographer, Director, Curator and Producer, USA



Sara Isbell, Chief Executive Officer and Co-Founder, Enabled Therapeutics, USA



Panel 'Brazil Fighting Climate Change' chaired by Marcelo de Andrade, Founder, Pro Natura International



Jose Luis Finocchio, Managing Partner, Finocchio & Ustra, Brazil



Heloisa Glad, C-Level Executive, Board Member & Mentor, Brazil



Mathias Mangels, President, RethinkingWorks, USA

O governador do Espírito Santo, **Renato Casagrande**, citou na abertura do evento que está investindo pesadamente em infraestrutura para melhorar o ambiente de negócios, elevar a renda da população local e atrair turistas. Na avaliação dele, o poder de compra maior pode elevar o consumo local. O Estado é bem-posicionado geograficamente, entre os Estados do Rio de Janeiro, Minas Gerais e Bahia. A região tem grandes operações de mineradoras, como a Vale, e petroleiras, como a Petrobras. 'Nosso estado tem 4,1 milhões de habitantes. É um estado pequeno em população. Para a gente poder ter poder de consumo, nós precisamos ofertar qualidade de vida ao estado. Isso vai atrair gente para cá', afirmou o governador.

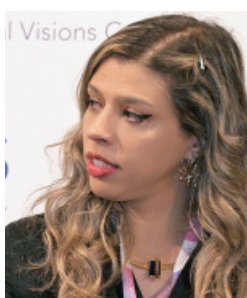
O ministro do Empreendedorismo, **Márcio França**, esteve no local e falou que o Brasil tem 20 milhões de empresas. Mas o número pode dobrar nos próximos anos com a

necessidade de maior formalização dos negócios com a reforma tributária para apropriação de créditos. **Thais Carneiro**, CEO e fundadora da FIND, uma plataforma de soluções tributárias, apontou que a aplicação de tecnologias é um caminho para a adaptação para o novo modelo.

Ao mesmo tempo, o país vem se posicionando cada vez mais para receber investimentos verdes, com sua diversidade e matriz energética, apontou Silas Pinto, mediador do seminário sobre o ambiente de investimentos. Ele também é CEO do U.S. Brazil Network – companhia que faz conexões entre o Brasil e os Estados Unidos. No painel, **Paulo Henrique da Costa Correa**, diretor do Valor Investimentos, apontou que o país tem muitas oportunidades para quem quer aplicar recursos no longo prazo. A tese foi reforçada por **Sérgio Costa**, CEO do Strings Group, que listou as possibilidades de negócios na região da Amazônia.



Luciano Brunherotto, Co-founder, ARO Facilities Management, Brazil



Raquel Molina, Co-founder and CEO, Futuriste Technology, Brazil

O Horaris Global Meeting já foi realizado em Portugal, Inglaterra e Turquia, reunindo representantes de 70 países. O fundador é Frank-Jünger Richter, que promoveu debates sobre o futuro do planeta, ESG, economia e posicionamento do Espírito Santo nesse segmento.



Steering the world toward more cooperation, not less



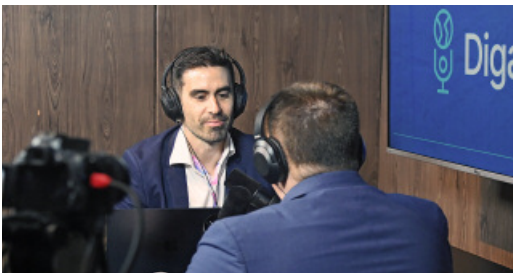
Breakout session



Panel on Infrastructure, chaired by Isabel Jiménez, Vice President, Global Infrastructure Finance & Development Authority, USA



Panel 'Closing the Gender Gap'



Podcasts recorded during the summit



During one of the coffee breaks



Horasis Auditorium



Panel 'From Geopolitics of the UN to Technopolitics of the Network'



Panellists of 'Managing the Energy Transition'



During the Opening Dinner



Brazilian Carnival comes to Horasis



A dialogue session – time for intensive discussions



Symphony orchestra during the Closing Dinner



Governor Casagrande arrives at the conference site



Frank-Jürgen Richter and Governor Casagrande



Visiting Vitoria after the summit



During the sightseeing tour



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