

CONQUISTANDO A VANTAGEM DIGITAL em Serviços Bancários, e-Commerce e Telecomunicações

18 a 20 de Abril • Gran Melia • São Paulo, Brazil



GAINING THE DIGITAL EDGE in Banking, eCommerce & Telecommunications

April 18 - 20, 2001 • São Paulo, Brazil



BANKERS' ASSOCIATION FOR FINANCE AND TRADE

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BANKERS' ASSOCIATION FOR FINANCE AND TRADE

www.baft.org

Established in 1921, BAFT is a trade association of international banks dedicated to promoting international trade and finance. BAFT is widely recognized as a leading spokesman for the international banking community.

BAFT membership includes virtually every U.S. commercial bank with significant international operations, numerous foreign banks with operations in the U.S. or those interested in developing U.S. markets, and non-bank service providers to the international banking community.



BANKERS' ASSOCIATION FOR FINANCE AND TRADE

CARIBBEAN LATIN AMERICAN ACTION

www.claa.org

Caribbean Latin American Action (CLAA) is a non-profit organization that promotes economic development in the Western Hemisphere. For a quarter century, CLAA has urged greater private sector participation in the economies of Latin America and the Caribbean. Today, CLAA plays a major role in promoting free trade, encouraging investment, and helping companies capitalize on new business opportunities in the region. To accomplish these broad goals, CLAA conducts policy-oriented programs in sectors such as financial services, transportation, energy, agriculture, textiles, intellectual property rights, tourism, telecommunications, and information technology.



AMERICAN CHAMBER OF COMMERCE SAO PAULO

www.amcham.com.br/english

Founded in 1919 by a small group of American companies operating in São Paulo, the American Chamber of Commerce has a clear vision about its role in society and the understanding that group work can be more productive and efficient.



With 80 years of existence, the Amcham-SP has historically promoted investment and international trade. Today, the globalization of the world's economies and the introduction of new technologies make us realize that it is necessary to work as business partners to contribute with the integration of Brazil within the global economic community.

S. SANCOVSKY & ASSOCIADOS

S. Sancovsky & Associados is a public relations and corporate events management company, founded in 1990. It provides services to international clients in Brazil and other countries. Its main clients include: J.P. Morgan, Goldman Sachs, Capital International, Ericsson, HSBC, ABN-Amro, and Bank Sudameris

Susana Sancovsky heads S.Sancovsky & Associados. She is a member of the Board of Directors of the Institute of the Americas and advisor of the World Economic Forum for Latin America.

PAULO ANDREOLI & ASSOCIADOS

Paulo Andreoli & Associados is one of Brazil's leading public relations and corporate affairs company. Among its clients are America Online, Embraer, Ericsson, J.P.Morgan, Philip Morris and Unilever.



Conquistando a Vantagem Digital em Serviços Bancários, e-Commerce e Telecomunicações

Patrocinadores Platina



Patrocinadores Ouro



Patrocinadores Prata



Apoio



PROGRAM

Wednesday, April 18

3:00 – 5:00 pm

SUMMIT REGISTRATION
Opening of B2B Exhibit Pavilion
Exhibit Premiere Client/Customer
Relations Networking

5:30 pm

WELCOME COCKTAIL RECEPTION
B2B Exhibit Pavilion/Foyer
SPONSORED BY COMERICA BANK



Thursday, April 19

7:30– 8:30 am

SUMMIT REGISTRATION/WELCOME
BREAKFAST
Foyer/B2B Exhibit Pavilion

8:30 –9:00 am

OFFICIAL OPENING OF SUMMIT AND
WELCOMING REMARKS

BAFT President Stewart E. Sutin, Senior.
Vice President & International
Department Head, Mellon Financial
Corporation
www.mellon.com

Ambassador Donald J. Planty, Executive
Director, Caribbean Latin American
Action
www.claa.org

9:00 – 9:30 am

KEYNOTE REMARKS
**BRAZIL'S VISION: COOPERATING TO
CREATE A GLOBAL MARKET FOR
INVESTMENT**

The Honorable Francisco Roberto André
Gros, Governor, Brazilian Development
Bank (BNDES)
www.bndes.gov.br

Introduction:
BAFT President Stewart E. Sutin

9:30 – 10:00 am

**OPERATING A GLOBAL ENTITY
IN THE LATIN MARKET**

Luis Carlos Pinto Correia, Managing
Director, Global Crossing – Brazil
www.globalcrossing.com

Introduction:
Ambassador Donald J. Planty, Executive
Director, Caribbean Latin American
Action

10:00 – 10:30 am

**TECHNOLOGY—INNOVATIVE
STRATEGIES TO ADVANCE
THE MARKET**

Olivier Trancart, VP and General
Manager for Financial Services Industry
Worldwide, Hewlett Packard
www.hp.com

10:30 – 11:00 am

COFFEE BREAK
B2B Exhibit Pavilion

11:00 – 12:30 pm

**E-STRATEGIES IN A MULTICHANNEL
ENVIRONMENT**

Jayant Sardeshmukh, Vice President,
Cross Industry Programs,
Unisys Corporation
www.unisys.com

B.G. Willison, Managing Director,
BroadVision Latin America
www.broadvision.com

David Brillembourg, Vice President
Business Development, StarMedia
Mobile, StarMedia Network
www.starmedia.com

Moderator: John Barham, Editor,
Latin Finance
www.latinfinance.com

12:30 – 2:00 pm

LUNCHEON KEYNOTE REMARKS
**BRAZIL'S CAPITAL MARKETS -
WHAT IS THE SCENARIO?**

José Luiz Osorio de Almeida Filho,
Chairman, Securities & Exchange
Commission of Brazil
www.cvm.gov.br

Introduction:
BAFT President Stewart E. Sutin

2:00 – 3:15 pm

**INNOVATORS: CREATING THE DIGITAL
EDGE**

Eduard Ritscher, Vice President and
Managing Principal, Unisys Corporation
www.unisys.com

Tim Geiken, Vice President of Electronic
Commerce, Corporate Marketing,
United Parcel Service
www.ups.com

Orlando Rodriguez, Senior Vice
President Sales, Zona Financiera
www.zonafinanciera.com

Elcio Morelli, Business Development
Manager, Sterling Commerce
www.sterlingcommerce.com.br

3:15 – 3:45 pm

**MAXIMIZING THE INTERNET FOR THE
BANKING INDUSTRY**

Betsy Scolnik, Senior Vice President,
Strategic Corporate Development,
StarMedia Network
www.starmedia.com

3:45 - 4:15 pm

COFFEE BREAK
B2B Exhibit Pavilion

CONQUISTANDO A VANTAGEM DIGITAL em Serviços Bancários, e-Commerce e Telecomunicações

4:15 – 4:45 pm

THE FRONTERA NUEVA

Rance Hesketh, *Chief Executive Officer, Brazil, Optiglobe*
www.optiglobe.com

4:45 - 5:15 pm

INTERNET 2.0. THE SECOND WAVE

Driss Tamsamani, *Vice President Strategic Planning e-Business, Citibank, Latin America*

5:15 – 6:15 pm

CROSS BORDER INTEGRATION ISSUES OF PRIVACY AND SECURE TRANSACTIONS

Barry Miller, *Senior Partner, Wilkinson, Barker, Knauer LLP*
www.wbklow.com

Tim Scerba, *Publisher, Latin Trade*
Latintrade.com

6:15 – 8:00 pm

COCKTAIL RECEPTION
Sponsored by



From top to bottom:

Jose Luis Osorio

Amb. Donald J. Planty

Luis Carlos Pinto Correia

Olivier Trancart

Eduard Ritscher

Tim Geiken

Betsy Scolnik

Barry Miller

Orlando Rodriguez

Elcio Morelli

B.G. Willison

David Brillembourg



Gaining the Digital Edge in Banking, eCommerce & Telecommunications

PROGRAM

Continued

FRIDAY, APRIL 20

7:30 – 8:30 am

WELCOME BREAKFAST
B2B Exhibit Pavilion

8:30 – 9:00 am

KEYNOTE REMARKS
**HOW INCUMBENT FIXED LINE
TELECOM OPERATORS CAN CREATE
VALUE BEYOND PRODUCTIVITY
IMPROVEMENTS**

Manoel Amorim, CEO, Telesp-
Telecomunicações de Sao Paulo S.A.

9:00 – 10:30 am

PANEL –
SALES FORCE AUTOMATION AND CRM

Timothy J. Baker, Senior VP Manager
of International Marketing, and
E-Commerce Initiatives, Bank One
Corporation
www.bankone.com

Roberto Moron Martins, Jr., E-Business
Head Brazil, Citibank Brazil
www.citibank.com.br

Todd Rowe, VP and Regional Managing
Director, Latin America, E.piphany
www.epiphany.com

Moderator: Greg Brown, Technology
Editor, Latin Trade
www.latintrade.com

10:30 – 11:00 am

COFFEE BREAK
B2B Exhibit Pavilion
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11:00 – 12:00 pm

PANEL –
**THE DOT.COM EVOLUTION—
WHO WILL PREVAIL IN THE MARKET**

Luiz F. Castello Branco, Managing
Director, BancBoston Capital, Brazil
www.bancbostoncapital.com

Murillo Tavares, COO, Submarino.com
www.submarino.com

Moderator: Aluisio Sotero, Director-
General, Gazeta Mercantil Group and
Vice-President, InvestNews
www.gazetamercantil.com.br

12:00 – 12:30 am

FUNDING THE B2B REVOLUTION

Nicholas Reade, Executive Vice President,
Corporate Banking, Banco Brascan, S.A.
www.bancobrascan.com.br

12:30 – 2:00 pm

LUNCHEON KEYNOTE REMARKS
**BANKING, TECHNOLOGY AND
eCOMMERCE—THE CATALYST FOR
GLOBALIZATION**

Henrique de Campos Meirelles,
President of BankBoston and
Fleet Global Bank
www.fleet.com
www.bankboston.com.br

Introduction:
BAFT President Stewart E. Sutin

2:00 – 2:30 pm

**INTEGRATED SOLUTIONS FOR LATIN
AMERICAN E-BANKING**

David H. Rutchik, President, IP Business
& EVP Corporate Development, Diveo
Broadband Networks
www.diveo.net

2:30 – 3:00 pm

**ENABLING EFFICIENT E-BUSINESS
STRATEGIES**

Angel Martin, Vice President, Reuters
Financial Solutions
www.reuters.com

3:00 – 3:30 pm

**INTERNET DATA CENTERS – THE IDEAL
SOLUTION FOR CONTINGENCY SITES**

Alexandre Nunes, Chief Operating
Officer, .comDominio
www.comdominio.com.br



CONQUISTANDO A VANTAGEM DIGITAL em Serviços Bancários, e-Commerce e Telecomunicações



From top to bottom:

Manoel Amorim

Timothy J. Baker

Greg Brown

Roberto Moron

Nicholas Reade

Luiz F. Castello Branco

Henrique de Campos Meirelles

David H. Rutchik

Alexandre Nunes

Murillo Tavares

Angel Martin

Aluisio Sotero



Gaining the Digital Edge in Banking, eCommerce & Telecommunications

SPEAKER'S BIOS

Manoel Luiz Ferrão de Amorim **CEO** **Telesp**

Mr. Amorim is the CEO of US\$55 MMM Incumbent fixed line telecom operator in the State of São Paulo, Brazil. Prior to Telesp, Mr. Amorim served as president of America Online-Brazil where he turned the company into the fastest growing ISP in Brazil over a period of 6 months.

He also served as General Manager, Baby Care Latin America division of Procter & Gamble and Marketing Director, Procter & Gamble- Venezuela.

Mr. Amorim holds a BS in Chemical Engineering from the Military Institute of Engineering and an MBA from Harvard Business School.

Timothy J. Baker **Senior VP Manager of International** **Marketing, and E-Commerce** **Initiatives** **Bank One Corporation**

Senior Vice President and Manager, International Marketing and Sales Support of the International Group of Bank One. Mr. Baker presently oversees the strategic direction and initiatives revolving around eBusiness and eCommerce for the International Group, which includes global trade, international treasury, foreign exchange and structured trade finance. Mr. Baker also manages the development and delivery of sales tools and information and eCRM for the International Group including sales and call management, data mining, contact profiling and campaigning.

John Barham **Editor** **LatinFinance**

John Barham began his career in journalism at Gazeta Mercantil, the Brazilian business newspaper. He later joined the Financial Times as a correspondent, briefly covering Brazil before being assigned to Buenos Aires during the early 1990s. He later moved to Istanbul where he served as correspondent until returning to Sao Paulo for the FT. He was appointed editor of LatinFinance in 1999.

David Brillembourg **VP Business Development, StarMedia** **Mobile** **StarMedia Network**

As Vice President of Business Development for StarMedia Mobile, Mr. Brillembourg spearheads StarMedia Mobile's initiatives to create new experiences for wireless consumers, making it today the leading mobile Internet enabler for wireless carriers in Latin America and other Spanish- and Portuguese-speaking markets. Prior to StarMedia, and after serving 5 years in key executive positions for Mobile Internet companies, David Brillembourg founded and served as CEO of CycleLogic (PageCell), a leading company producer of multi-language wireless software. In August of 1999, StarMedia acquired CycleLogic to create StarMedia Mobile. Mr. Brillembourg graduated Summa from Babson College, and currently serves on the America's Advisory Board for Babson College.

Greg Brown **Technology Editor** **Latin Trade**

Greg Brown is technology editor for Latin Trade magazine, the number one pan-regional business magazine serving the United States and Latin America. As editor of the Connection section, he deals with issues including Internet commerce, telecommunications, technology infrastructure, media and science. For the latter half of the 1990s he reported from Santiago, Chile as a correspondent for major international media. Previously, he was a staff writer for Dow Jones Newswires in Chile and for The Miami Herald in Broward County, Florida.

Luiz F. Castello Branco **Managing Director** **BancBoston Capital, Brazil**

Luiz Castello is the Head of BancBoston Capital in Brazil, being responsible for the coordination of all activities related to private equity and venture capital in Brazil. Luiz Castello joined BankBoston Brazil in 1997 as Director of Capital Markets. In 1999 he became head of the Corporate Finance Group being responsible for the management of the Debt Capital Markets, Loan Syndications, Equity, and M&A/Advisory units. He joined BankBoston from Chase Manhattan Bank in New York where he spent two and a half years in the Emerging Markets Investment Banking Divisions. Luiz Castello has 20 years of experience in banking, working in several Brazilian and international institutions in the areas of corporate relationship management, structured finance, financial advisory and capital markets. Luiz Castello received a bachelors in Economics from Fundação Armando Alvares Penteado of Sao Paulo in 1983.

Luis Carlos Pinto Correia **Managing Director** **Global Crossing - Brazil**

Luis Carlos Pinto Correia is managing director of Global Crossing Brazil where he is responsible for every aspect of day-to-day operations.

Prior to his joining Global Crossing, Mr. Correia served as manager of International Business Analysis and Finance for Embratel (Empresa Brasileira de Telecomunicações) where his responsibilities included the management of Incoming International Telephony Revenue and International Telephony Settlement Expense.

Mr. Correia also worked as the telecommunications advisor for Brazil's TV GLOBO, developing new telecommunications business opportunities with other key players in the industry such as NETSAT and TELEBRÁS.

Mr. Correia began his career in the telecommunications industry at Embratel serving in a variety of positions including international projects engineer, head of telephony and international transmission and head of international services, a position which made him responsible for the development of business relationships with major telecommunications companies such as MCI, Telefonica of Spain, and France Telecom.

Among his other accomplishments, Mr. Correia was responsible for the business and technical management of the telecommunications between Brazil and Spain during the 1992 Olympic Games in Barcelona, Spain.

Fluent in Portuguese, English and Spanish, Mr. Correia earned his bachelor's degree in Engineering as well as master's degrees in Engineering and Business Administration from Pontifícia Universidade Católica do Rio de Janeiro.

Tim Geiken **Vice President of Electronic** **Commerce,** **Corporate Marketing** **United Parcel Service**

Tim Geiken, Vice President of Electronic Commerce within Corporate Marketing for United Parcel Service, is responsible for the marketing activities of electronic commerce solutions. Tim is defining UPS's electronic commerce vision, as well as delivering new services and solutions through the development of Internet-based technologies.

More than just putting technology in place, though, Tim is aligning UPS's business processes and product offerings to help our customers meet their goals. With this foundation, UPS can act as a facilitator of commerce — a physical and virtual link in our customers' supply chains.

Tim represents UPS on the board of Rosettanet, a consortium of major information technology, electronic components and semiconductor manufactur-

ing companies working to create and implement industry-wide, open e-business process standards. Through its membership in Rosettanet, UPS has been instrumental in the development of XML protocol standards for the transportation industry.

Since beginning his career with UPS in 1982, Tim has held numerous positions with the company. He has held various positions in operations, business development and marketing. Tim has held district sales manager positions in both Central Ohio and Northern California and was named Vice President of Business Development for the Northwest Region in 1995. Since joining Corporate Marketing in 1999, Tim has gained valuable experience working with UPS's product marketing, where he was responsible for the strategy and deployment of a number of successful UPS access channel projects.

Tim holds an Engineering degree from DeVry Institute and resides in Alpharetta, GA. with this wife and three children.

Francisco Roberto André Gros Governor Brazilian Development Bank

Francisco Gros, a native of Rio de Janeiro, received his degree in economics from Princeton University (1964). Throughout his career he has worked in both government and in the private sector.

Mr. Gros was appointed President of the Brazilian Development Bank (BNDES) in February 2000, where previously he had worked between 1985-87 in the positions of director and vice-president of BNDESPAR. During this period he was responsible for Brazil's first privatization, which included the sale to the private sector of shares controlled by the BNDES and/or BNDESPAR, including shares in Nova América and Mafersa.

Other government posts held by Mr. Gros include President of the Brazilian Central Bank (1991-92 and 1987), and Director of the securities commission Comissão de Valores Mobiliários - CVM (1977-81). As President of the Central Bank, he led the negotiations that yielded agreements with the Paris Club (Feb 92) and the International Monetary Fund (Jun 92).

Early in his career, Mr. Gros worked on Wall Street at Kidder, Peabody and Co. (1972) and before his appointment to head the BNDES he was a high-ranking executive at Morgan Stanley Dean Witter, responsible for the bank's dealings in Brazil.

Mr. Gros was also president of BFC-Banco S.A. (Nov 89 - Mar 91, and Jan-Nov 93) and also of Aracruz Celulose S.A. (1987-89). He was also Director of Underwriting at Unibanco (1981-1985), and Director at Multiplic Corretora (1975-1977).

Mr. Gros has sat as a member on the Board of Directors of the following institutions: American Bank Note Company Gráfica e Serviços Ltda., Air Liquide Brasil Ltda., Brazilian American Chamber of

Commerce, Inc. (New York) - Advisory Council, and Americas Society, Inc. (New York) - Chairman's International Advisory Council.

Rance Hesketh Chief Executive Officer Brazil Management Team Optiglobe

Rance Hesketh has extensive international experience as both a consultant and telecom executive. Prior to joining OptiGlobe, Mr. Hesketh served as Executive Vice President of Business Development and Marketing at Netstream, a start-up provider of dedicated local fiber access in São Paulo, Rio de Janeiro and other leading Brazilian cities. Mr. Hesketh played a critical role in developing Netstream's business plan and strategy, driving rapid network expansion and service deployment, and successfully selling Netstream to AT&T for \$320 million on an investment of \$76 million.

Prior to his tenure at Netstream, Mr. Hesketh held the position of European Practice Manager for Telecommunications & Multimedia at McKinsey & Company. During his time at McKinsey, he served as the Consulting Director on projects to determine growth and transition strategies for a host of leading telecommunications companies including, Telefônica, France Telecom, Telia, Omnitel, and L.M. Ericsson. Mr. Hesketh also worked for European operator Tele Danmark, where his accomplishments included the successful IPO of Tele Danmark A/S on the NYSE (NYSE: TLD) and responsibility for all marketing activities in connection with the successful application for a GSM license in Poland in cooperation with AirTouch International.

Educated at the University of California at Berkeley, Mr. Hesketh earned an Executive MBA from INSEAD (The European Institute of Business Administration). A native English speaker, Mr. Hesketh is fluent in Portuguese and Danish and has a working knowledge of French and some knowledge of Spanish.

Henrique de Campos Meirelles President BankBoston and Fleet Global Bank

Henrique de Campos Meirelles is President of BankBoston and of FleetBoston's Corporate and Global Bank and leads Fleet's strategic efforts in the New York metropolitan market as the senior executive in the region.

Mr. Meirelles joined the company in 1974 as managing director of BankBoston Leasing. In 1978, he became vice president in São Paulo, Brazil, and in 1980 was appointed head of the Commercial Bank in Brazil, responsible for Marketing, Credit, and Operations. Mr. Meirelles was promoted to deputy country manager in 1981 and became president and regional manager in Brazil in 1984. Mr. Meirelles was

appointed president and COO of BankBoston Corporation in 1996. He was named President of FleetBoston Financial's Global Bank in October 1999, following the merger of BankBoston and Fleet Financial Group. Mr. Meirelles currently oversees all of the company's business lines dedicated to corporate clients as well as its operations based in Asia and Europe, and BankBoston which is the name of its Latin America franchise.

Mr. Meirelles is a member of the Board of Directors of FleetBoston Financial, the Raytheon Corporation, the New York City Investment Fund, the New England Conservatory, the Institute of Contemporary Art, and Accion International. He is also a member of the Advisory Council of the Sloan School of Management of the MIT, the Harvard Business School Initiative on Global Corporate Governance, the Boston College Carroll School of Management, the Center for Latin American Issues of the George Washington University, the Brazilian-American Chamber of Commerce in New York and the Adolfo Ibañez University in Santiago, Chile. He is the founding President of the Latin American Leasing Federation, Chairman Emeritus of the Brazilian Association of International Banks, Chairman of the Society for the Revitalization of the City of São Paulo, and Chairman of the Travessia Foundation. In addition, Mr. Meirelles is an Executive Committee Member of the U.S. Brazilian Business Council and of the American Chamber of Commerce in São Paulo, Brazil.

Mr. Meirelles received his degree in civil engineering from the University of São Paulo and his M.B.A. from the Federal University of Rio de Janeiro, and has completed the Advanced Management Program at Harvard Business School.

Barry P. Miller Partner Wilkinson Barker Knauer, LLP

Barry Miller is a partner at Wilkinson Barker Knauer, LLP, an international law firm with Offices in Washington, D.C.; Caracas, Venezuela; and Frankfurt, Germany. Wilkinson Barker provides a wide range of services to clients in the communications and technology industries, and specializes in international and national regulatory affairs, legislation, intellectual property, litigation and corporate and commercial transactions. The firm represents various Fortune 500 companies including large wireless and other telecommunications companies, utilities, municipalities, independent providers of telecommunications and media services, communications equipment manufacturers, universities, trade associations, foreign governments, and foundations.

Mr. Miller assists these companies, and particularly wireless service providers, Internet companies, publishers, software companies, and a variety of technology companies, with their intellectual property, pri-

vacy, and transactional matters. Mr. Miller was a delegate to the NAFTA negotiations in Mexico City and assisted the U.S. Trade Representative in negotiating the intellectual property provisions of the GATT, now known as the WTO. He served as a Legal Attaché to the U.S. Mission to European Communities, where he conducted an international symposium on trademarks and copyrights, and has served as the Industry Coordinator for the APEC Conference to Implement the World Trade Organization Agreement on Trade Related Aspects of Intellectual Property. Mr. Miller recently hosted a team of Latin American attorneys at the offices of Wilkinson Barker for a seminar on Internet Law in Latin America.

Mr. Miller has been a Senior Attorney in the Intellectual Property Branch of the U.S. Customs Service, where he adjudicated infringement cases, drafted rules and regulations, and lectured internationally on intellectual property law.

Mr. Miller is a Member of the Board of Directors and the General Counsel of, the Art League of Northern Virginia, Inc. He has been an Adjunct Professor of Law at the George Mason University Law School and holds a B.S. and an M.B.A. in Finance (Honors Program), and a J.D., from the University of Alabama, where he received the Certificate of Merit for Excellence in Economics, Finance and Legal Studies.

Angel Martin
Vice President
Reuters Financial Solutions

As responsible for business development of Reuters Financial Solutions, Mr. Martin is involved in trading floors automation, expanding the information managed at the trading floors to the Intranet and Internet for connectivity to internal systems and external partners, customers and employees. His most recent projects at Reuters include the enabling the internet-based retail transactions at the Mexican Stock Exchange (BMV) for all of its member firms as well as the new generation global Financial Portal of Patagon.com.

As Business Manager of the Enterprise Line of Business at Cisco Systems Latin America, Mr. Martin work with leading financial institutions to enable the networks secured and reliable eBusiness operations.

Angel has a Degree in Electrical Engineering from the Spanish Air Force Academy and has over 20 years of experience providing leading-edge solutions to financial institutions throughout Latin America.

Roberto Moron Martins, Jr.
e-Business Head Brazil
Citibank Latin America

Roberto Moron Martins Junior, e-Business Head for Brazil, is responsible for the business-to-business sector at Citibank, providing customers a full range of Internet-based business, logistics and financial solutions.

A graduate of the Politechnical School at the University of São Paulo, he began his career with Andersen Consulting, Villares and Unilever, where he worked on consulting, technology and business systems projects.

Since 1995 he has been active in matters relating to Internet, and participated in the first wave of ISP set-ups as well as developing early projects involving B2C and B2B transactions in the country. With his experience as an entrepreneur and operator of New Economy companies, he joined Citibank with the purpose of developing its new e-commerce business in conjunction with the Bank's investment and service areas.

Elcio Morelli
Business Development Manager
Sterling Commerce.

Mr. Morelli is responsible for develop the Partners Programs to Brazil and Latin America. Development of Integrate Partners, Consultings and Strategic. He is responsible for sales in Companies from Brazil like: Petrobras, Procergs, Telefonica, Embratel among others. His carrier has developed on Technology Companies in Commercial and Marketing areas, like Sterling Commerce, Hewlett Packard and Labo Computers S/A. He hold a Specialization in Marketing Administration - on Gvpec Fundação Getulio Vargas and post graduate Postgraduation in Marketing- ESPM, Escola Superior de Propaganda e Marketing.

Juan R. Navas Sacasa
Managing Director & Group Manager
International Financial Institutions
FleetBoston Financial

Juan R. Navas Sacasa is Managing Director and Group Manager of FleetBoston Financial's International Financial Institutions Division, based in Boston, MA. Mr. Navas Sacasa was appointed to this position in September 1999. Mr. Navas Sacasa has worked his entire career at FleetBoston Financial. He joined BankBoston in 1974 to work in the Latin American Division based in Boston. From 1976 to 1980 he worked in BankBoston's Panama Branch and the Guatemala Representative Office as a lending officer and as Representative for Central America. In 1980 Mr. Navas Sacasa returned to Boston and joined the Multinational Division responsible for global relationship management for US-based

multinational corporations. Following assignments in the Large Corporate New England and Foreign Multinational divisions, Mr. Navas Sacasa was a Managing Director in the Multinational Division responsible for US and European corporate relationships.

Alexandre Nunes
Chief Operating Officer
.ComDominio

Alexandre joined .comDominio in July, 2000, and was responsible for the start-up of the company. Prior to his post at .comDominio, Alexandre was New Businesses Manager for Brasil Telecom, an ILEC for the Central, CenterWest and Southern regions of the country having been directly responsible for all Internet, E-commerce, Systems Integration and Call Center initiatives. He began his career at Shell Brasil, where he acted in various areas such as Sales, Marketing and Strategic Planning, throughout a 9-year period. Alexandre has a degree in Electrical Engineering and a Masters Degree in Telecommunications from ITA (Instituto Tecnológico da Aeronáutica – Airforce Institute of Technology). He also holds a degree from the Management Development Program from IBMEC Business School.

José Luiz Osorio De Almeida Filho
Chairman
Securities And Exchange Commission
Of Brazil

José Luiz Osorio serves as Chairman of the Securities and Exchange Commission (CVM) of Brazil since January 2000. Before joining CVM he was Director of Privatizations at Banco Nacional de Desenvolvimento Econômico e Social - BNDES, and Director-Superintendent BNDES Participações S.A. - BNDESPAR (BNDES Investment subsidiary).

Mr. Osorio's managing experience includes his positions as President and Managing Director of Lehman Brothers do Brazil, Partner and Director of Banco Icatu, Investment Banking Department and Icatu Securities in New York, Banco de Investimentos Garantia in São Paulo and Garantia Inc. in New York - Corporate Department (November 1986/July 1993), Vice-Director of Chase Manhattan Bank (June 1985/October 1985), and Assistant Vice-President of Banco de Boston in Rio de Janeiro and Boston.

Mr. Osorio holds a B.S. in Civil Engineering from Pontifícia Universidade Católica do Rio de Janeiro, 1975 and a MSc in Engineering from Stanford University.

Ambassador Donald J. Planty
Executive Director
Caribbean Latin American Action

In October of 1999, Ambassador Planty was named Executive Director of Caribbean/Latin American Action. Previously (1996 to 1999), he was the United States Ambassador to Guatemala.

Ambassador Planty has nearly 35 years of experience in Latin America and Europe, including 28 years in the US diplomatic service. He has lived and worked in Panama, Chile, Mexico, Norway, Italy, and Spain at key periods in the modern history of these nations. He is widely acquainted with Latin American politics, culture and society and is an expert on European security issues.

Ambassador Planty helped negotiate the Treaty of Friendship, Defense and Cooperation between the United States and Spain and the historic agreement to restore diplomatic relations between the United States and the Vatican. In 1982, he was awarded the State Department's Superior Honor Award for his work on the negotiations. Ambassador Planty is considered one of the State Department's foremost experts on Spain.

Before joining the US diplomatic service in 1970, Ambassador Planty held professional positions in the legislative and executive branches of New York State and the New York City Government.

Nicholas Reade
Executive Vice President
Corporate Banking
Banco Brascan

Mr. Reade obtained his degree in Economics from Cambridge University, but has spent his entire business career in Brazil. He began his career in Banco Bozano Simonsen, and subsequently became Director of Citibank's leasing subsidiary, Managing Director of Brasilpar and then representative of Midland Bank. From 1990 he was Senior Adviser and Director of SG Warburg & Co., before joining Bear Stearns in 1995 as Managing Director with responsibility for Investment Banking in Brazil. He joined Banco Brascan in 1998.

Eduard Ritscher
Vice President and Managing
Principal
Unisys Corporation

Eduard Ritscher is Vice President and Managing Principal with the North America Financial Services Group of Unisys Corp, a worldwide leading provider of products and consulting services to the Financial Services industry. His responsibilities include the formulation and execution of the Electronic Commerce Strategies related to the Financial Sector and development of strategic partnerships with third-party technology vendors and leading Financial Institutions.

Prior of joining Unisys, Mr. Ritscher was Vice President, Universal Banking Solutions and Managing Director of the European Banking Division of Computer Sciences Corporation. He also served as Vice President, Strategic Planning for Corporate Technology with Chase Manhattan Bank where he had a central role in creating the Bank's corporate Electronic Commerce Strategy. On behalf on Chase he co-funded the Financial Services Technology Consortium and served in the Board of CommerceNet and other major industry forums. Mr. Ritscher holds a Ph. D in Economics and a MS in Computer Sciences from University of Paris.

Orlando G. Rodríguez
Senior Vice President, Latin
American Sales
ZonaFinanciera.com

With extensive experience in management of sales and customer support for a wide array of financial products across much of Latin America, Orlando serves as Senior Vice President of Latin American Sales. He supervises sales representatives at the corporate headquarters in Virginia, as well as the offices in Mexico City, São Paulo and Buenos Aires. Orlando has a vast background in selling financial products and a thorough knowledge of the Latin American financial product market.

Prior to joining ZonaFinanciera.com, he served 7 years at Brown Brothers Harriman & Co., where he managed sales of investment, banking, credit, brokerage, trust and offshore holding products. While there, he worked with a wide variety of significant people and institutions in the financial sector, ranging from banks and corporations to high net worth individuals. Orlando was directly responsible for clients in Brazil and Mexico, and also worked with many customers in Venezuela, Argentina and Panama.

Previously, he was a Senior International Investment Advisor for Bank of Boston International in New York, where he managed investment, credit and trust products for customers throughout Brazil.

Orlando also worked for Marine Midland Bank, Crocker National Bank, and The First National Bank of Chicago. While at these financial institutions, he assisted clients in Brazil, Venezuela and Argentina.

In addition to marketing and management, Orlando also has a wide range of experience in credit analysis, evaluation and recommendation, and country analysis. His in-depth understanding of the Latin American market and professional experience are complemented by his having lived in Caracas and Panama City.

He holds a B.A. in Economics from the University of Notre Dame and an M.A. in Economics from Stanford University, and is fluent in English, Spanish and Portuguese.

Todd Rowe
Vice President and Regional
Managing Director - Latin America
E.Piphany

Todd Rowe brings 13 years experience to Epiphany as their Vice President of Latin American operations. He has a blend of 6 years business development experience, 3 years of strategy consulting expertise and 4 years in Sales. Todd has worked for blue-chip companies such as IBM, Apple Computer and PeopleSoft prior to joining Epiphany. He has lived and worked overseas, specializing in European, Asian and Latin American markets and is completely fluent in Spanish and Portuguese. Todd graduated Magna Cum Laude and Phi Beta Kappa in Finance and earned his MBA from the Wharton School of Business.

David H. Rutchik
President, IP Business and
Executive Vice President Corporate
Development
Diveo Broadband Networks

Mr. Rutchik is President of IP Business, Diveo's Enhanced Internet Services division and EVP Corporate Development. Mr. Rutchik has been responsible for the development of the IP Business division into a leading provider of Internet Infrastructure in the region, with Internet Data Centers operational in Argentina, Brazil, Colombia and Mexico. From July 1999 - June 2000, Mr. Rutchik also served as General Counsel and EVP Corporate Development for Diveo Broadband Networks.

Mr. Rutchik joined Diveo from WinStar Communications, where he was Vice President for Commercial and Legal Operations. He was responsible for both domestic and international transactions in areas such as Internet and e-commerce development, telecommunications infrastructure and inter-networking with these transactions having cumulative values of several billion U.S. dollars. In addition, Mr. Rutchik was actively involved in WinStar's Office.com property, a portal and e-commerce enabler for businesses. Mr. Rutchik also worked closely with WinStar's regulatory group on spectrum acquisition, Internet policy, voice and data interconnection and overall federal, state and local compliance.

Prior to joining WinStar, Mr. Rutchik was a Telecommunications and High Technology Attorney and Consultant with the Washington, D.C. firm of Shaw Pittman where he drafted and negotiated complex technology and telecommunications agreements on behalf of numerous Fortune 500 companies. Mr. Rutchik also worked on numerous Data Center, application development, client/server and inter-networking projects.

Mr. Rutchik graduated from the University of Pennsylvania, magna cum laude and earned his law

degree from the Vanderbilt University School of Law where he served as Associate Editor of the Vanderbilt Law Review.

**Jayant Sardeshmukh,
VP Cross Industry Programs
Unisys**

Jayant Sardeshmukh is currently Vice-President of Unisys e-action Solution Programs for e-Business, e-Relationship Management & e-Workflow.

During his 25 years in the industry, the first half was spent in managing Service Delivery Organizations (keeping the salesman's Promises) and the latter half in Marketing.

Jayant has been involved in the launch and growth of numerous new initiatives within Unisys in all the important vertical market segments Unisys has chosen to focus on: Financial, Retail, Telecom & Public Sector. Collectively these programs have generated business of more than \$600Million over the life-cycle of these programs.

As these programs have been in diverse sectors, Jayant has a broad perspective and experience in the successful application of technology to transform and modernize organizations in various sectors.

Jayant has a Masters Degree in Computer Science from one of the premier engineering institutes in India- Indian Institute of Technology, Bombay.

He speaks 4 languages – Spanish being one of them and his current hobbies include reading about technology and business and a recently acquired passion for golf. (At this time though – based on his golf scores there is more enthusiasm than skill!)

**Federico Sacasa
President
Latin America Corporate &
Investment Banking Group
Bank of America**

Federico Sacasa is President at Bank of America's Latin America Corporate & Investment Banking Group based in Miami, Florida. He manages all of the Global Corporate and Investment Bank's client relationships in the region. Now serving his second tour as head of Latin America, he and his team are charged with developing comprehensive solutions that effectively deliver the bank's global capabilities to meet client's working capital, capital markets, capital raising and advisory needs. Sacasa was appointed to this position in January 1998.

From June 1997, Sacasa was Group Executive Vice President and head of Sales, Marketing and Product Development for the bank's Global Payment Services & Wholesale Operations Group responsible for providing integrated cash management and trade services to wholesale and middle-markets clients worldwide. In July 1993, he was named to start-up the

International Trade Bank, the first of the wholesale bank's global product groups. For the two years prior to that assignment, Sacasa was head of Relationship Management for the Europe, Middle East & Africa Division based in London, England. From November 1990 to July 1991, he was manager of Support Services for the newly created United States Division. In June 1988, Sacasa began his first tour as head of the Latin America Division. He joined the bank in April 1988 as manager of International Affiliates.

Before coming to Bank of America, Sacasa worked for Banco de Credito del Peru (1982-1988) and Wells Fargo Bank (1975-1982). He received a MBA from American University (1975) and is a graduate of Georgetown University's School of Foreign Service (1972).

Sacasa is Vice-Chairman of the United States-Mexico Chamber of Commerce (USMCO), Vice Chairman of Caribbean/Latin American Action (CLAA) and past president of the Bankers Association for Finance and Trade (BAFT), USMCO, CLAA and the Pan American Society of California. He serves on the boards of the Florida Grand Opera, the Council of the Americas, the Landegger Program in International Business Diplomacy at Georgetown University's School of Foreign Service and the Foundation for Management Education in Central America (INCAE).

**Tim Scerba
Publisher
Latin Trade Magazine**

Tim Scerba brings more than 20 years experience in communications and publishing to his post as publisher of Latin Trade, the number one business magazine for Latin America and the Caribbean. Before joining Latin Trade in October 2000, Scerba was executive vice president of the Mexico City office of Hill and Knowlton, Inc. and senior director of that agency's Latin America Technology Group. A graduate of Yale University, he has also held senior posts with communications companies in New York and Los Angeles. He began his career as an editor with the trade publishing division of Harcourt Brace Jovanovich. A native of New Jersey, Scerba has traveled extensively throughout Latin America and has lived in both Peru and Mexico.

**Betsy Scolnik
Senior Vice President, Strategic
Corporate Development
StarMedia Network**

Betsy Scolnik is currently Senior Vice President of Strategic Corporate Development, focusing on new business development, corporate initiatives, strategic direction and partner relations for all of StarMedia Network's properties. Before this, she was responsible for all e-Commerce, Content and Distribution Development for the company.

Prior to StarMedia Network, Ms. Scolnik oversaw Business Development for Xerox Corporation's Latin and South American region. In this position she launched the company's first indirect sales and distribution network and its first Latin American Direct Sales Call Center Operations. Before Xerox, Ms. Scolnik was General Manager of Latin America Tandem Corporation UB Networks Subsidiary where she oversaw sales, customer support and product distribution throughout the region.

In the span of her career, Ms. Scolnik has launched and administered operations for several high-end technology companies, including Ingres Corp., The ASK Group and Information Builders.

Ms. Scolnik is originally from Missouri, and was raised in Cancun, Mexico. She has a B.S. degree in International Relations from the University of California Berkley.

**Stewart E. Sutin
Senior Vice President & International
Department Head
Mellon Financial Corporation**

Stewart E. Sutin is Senior Vice President and head of the International Department of Mellon Financial Corp., Pittsburgh, PA.

Prior to joining Mellon Bank Mr. Sutin served as President of Bank of Boston International, Division Executive for International Private Banking, Division Executive for International Trade and Banking Services, Director of the Financial Services Division in Brazil, Project Manager for International Strategic Planning (working with a team from McKinsey & Co.), District Manager for Retail Banking and Executive Vice President and Chief Executive Officer of Banco de Boston Dominicano.

While at Bank of Boston, Mr. Sutin founded and was the first Chairman of the Board of the New England Export School. He served on the Governor's International Advisory Council, and was named state coordinator for Massachusetts for the War on Waste in Government (Grace Commission).

He is currently a member of the International Advisory Board of Duquesne University Business School, Center for International Business and the Center for Latin American Studies at the University of Pittsburgh, Vice Chairman of the World Trade Center of Pittsburgh, is co-founder of the Global Trade Institute of Pennsylvania, Chairman of the District Export Council of the U.S. Department of Commerce, and Vice President of the Banker's Association For Finance and Trade. He has served on the Board of Overseers of the Lemberg Program in International Economics and Finance at Brandeis University, the Board of Advisors of the Master's in International Business at the University of Miami and the Board of Trustees of the International Fine Arts College.

Mr. Sutin has published articles on doing business

overseas, and has lectured at the Darden School of the University of Virginia, Georgetown, Babson, Brandeis, Boston College, Boston University, University of Miami, Florida International University, Carnegie Mellon University and Penn State. He co-edited Financing Development in Latin America and contributed to International Banking Handbook.

A graduate from Chemical Bank's credit training program Mr. Sutin was promoted to Assistant Manager, Latin American Division. He holds a B.A. from Pennsylvania State, an M.A. from Georgetown and a Ph.D. in Latin American History from the University of Texas at Austin.

Murillo Tavares
COO
Submarino.com

Murillo Tavares, is country manager in Brazil, was a principal at Gradus Management Consultants, a consultancy firm affiliated with GP Investimentos, where he was responsible for the development of a new logistics organization for Brahma, Brazil's largest brewery. Before that, he was an engagement manager at McKinsey and Company, in Sao Paulo. Additionally, he was the CFO responsible for the planning and launching of a real estate development company for low-income families, and, previously, he was a systems engineer at IBM Brazil. Murillo has a BS in Electronics Engineering from ITA, and an MBA from MIT Sloan School of Management.

Driss Tamsamani
Vice President e-Business Strategic Planning
Citibank Latin America

Driss Tamsamani is the Vice President of e-Business Strategic Planning at Citibank in Latin America. In this role, Tamsamani has created the e-Infrastructure Blue Print, the standard Internet and e-Commerce technology architecture for the region. In addition to his proven experience in developing financial products and delivering e-Business solutions for multinational corporations, he has also written several articles describing the impact of the Internet on the emerging market economies.

A current member of The International Institute of Finance, The Global Business Dialogue on Electronic Commerce, and The TechRepublic Group, he has been recently recognized by Strathmore Who's Who as one of the most accomplished individuals in the field of e-Business. As a result, his biography will be featured in the upcoming 2001 directory of The World Business & Technology Leaders.

Tamsamani conducted his studies in Morocco followed by intensive technical and management studies in the USA. He attended The University of Miami, The Creative Center of Leadership, IBM Business University, The American Management Association

and Harvard Business School. Tamsamani has focused his research and interests on Leadership, Communication, Technology, and Electronic Commerce. He is fluent in English, French, Spanish, and Arabic and speaks several dialects from North Africa and the Middle East.

Olivier Trancart
Vice President and General Manager
Financial Services Industry
Worldwide
Hewlett-Packard Company

Olivier Trancart is vice president and general manager of the E-Financial Services Business Unit and drives HP's worldwide financial services sales and marketing for the banking, capital markets and insurance industries.

Olivier is chartered to grow HP's financial services business exponentially, providing innovative E-Services value propositions to financial institutions, as well as, core solutions in customer relationship management, internet banking, payment systems and wireless internet technologies.

Olivier develops this leading edge activity by leveraging cross-organisation and integrating the overall HP product portfolio to gain market share.

During his 17 years at HP, Olivier has acquired extensive experience of the financial services industry through his previous posts as general manager of HP's Enterprise Accounts Organization in France, general manager for Hungary and sales manager of HP Switzerland's financial-services business.

He started his career with sales and support responsibilities for the Middle Eastern and African territory.

Olivier, 44 years old, Swiss and French citizen, is a graduate of the Swiss Federal Institute of Technology. He currently resides with his family in Geneva, Switzerland.

B.G. Willison
Managing Director
BroadVision Latin America

As BroadVision's top manager for Latin America, Mr. Willison is responsible for developing and implementing the company's growth strategy for the region. He has opened offices for BroadVision in Argentina, Brasil and Mexico and has grown the company's local presence in Latin America to ensure 100% customer satisfaction. Educated in England and the U.S., he has extensive international experience having traveled to 87 countries around the world in a variety of management roles.

Prior to joining BroadVision, Mr. Willison grew his previous employers international client base by 1200% over three years. He has consulted on major projects for Abbey National plc, Bancomer, Interbank Perú, Halifax plc and HSBC. His twelve years of work

experience in Latin America earned him the distinction as a Foreign Area Expert by the U.S. Government and as "Person of the Year" by Argentina's Gente magazine. Mr. Willison also served as a Captain and Officer-in-Charge in the U.S. Marine Corps where he was awarded the Navy and Marine Corps Commendation Medal with Gold Star in Lieu of Second Award, The Joint Service Achievement Medal for service in El Salvador and the Navy & Marine Corps Medal for Heroism, the highest U.S. military medal awarded during peacetime.

Aluisio Sotero
Director-General, Gazeta Mercantil
Group and
Vice-President, InvestNews

Patrocinadores Platina

BANKBOSTON

Operating under the BankBoston brand, FleetBoston Financial manages a Latin American franchise of more than 240 offices in eight countries. Flagship operations in Argentina and Brazil are complemented by country franchises in Chile, Colombia, Mexico, Panama, Peru and Uruguay.

With more than 50 years of experience in the market BankBoston Brazil is organized as a full-service branch and located in the major industrial centers of the country. It offers full commercial banking services to individuals, small businesses, middle market and corporate customers. BankBoston Brazil specializes in debt capital raising, corporate finance, leasing trade finance, cash management and investor services.

Hewlett-Packard Company

HP envisions a world where people and businesses derive new value from the Internet by moving beyond Web-based access to information to a world where a rich array of nimble, modular electronic services, e-services, are accessible by virtually anyone and any device. HP has been working to solve the technical challenges that such a world presents — inventing the devices and technologies that provide access, building the back-end systems that support the billions of Internet transactions generated, and developing the software that ensures information is always protected. HP's e-Financial Services Business Unit works closely with world-class partners to design and build solid industry-specific business solutions that position organizations for success in the future world of e-services. With leading technology solutions for Internet Security, Risk Management, Network and Systems Management, Mission Critical Transactions, and Customer Relationship Management, HP provides a roadmap to help organizations compete in the new world of e-services.

Patrocinadores Ouro

BANCO BRASCAN

Banco Brascan is a wholesale oriented bank with investment banking activities centered on mid cap and large local companies as well as multinational corporations. It has three shareholders: Mellon Financial Corporation, Brascan Brasil, and Financetec.

The Bank provides a full range of financial advisory and structured services to corporate clients, institutions and governments. The Bank has been involved in numerous federal and state government privatizations, mostly in the energy, steel, telecommunications and banking sectors.

In the corporate area, the Bank is focused on six core industries in Brazil: technology (telecommunications, media and the internet); power, concessions (water, sewer systems, waste management); food, pulp and paper; and oil, gas and petrochemicals.

For our portfolio of approximately 300 medium and large corporations, we seek to provide adequate funding products, trade finance, international operations and short and long-term loans, such as commercial credit, BNDES on-lending operations and consumer credit, also involving Treasury products, options and derivatives. Stock Exchange operations are handled by Brascan Corretora.

DIVEO

Diveo Broadband Networks, Inc. is a facilities-based Internet infrastructure and communications provider offering services through fixed wireless and Fiber optic broadband networks leveraging its "first mile" connectivity to provide Internet, data, voice and video services.

Diveo also addresses the need of Latin American businesses and their mission-critical Internet applications and services with its IP Business portfolio. Diveo provides dedicated web hosting services and facilities-based transit in its state-of-the-art Internet Data Center (DCs) in Argentina, Brazil, Colombia, Mexico and Miami, FL.

Currently, Diveo maintains operations in Argentina, Brasil, Colombia, Mexico, Panama, Peru, Uruguay and Miami, FL.

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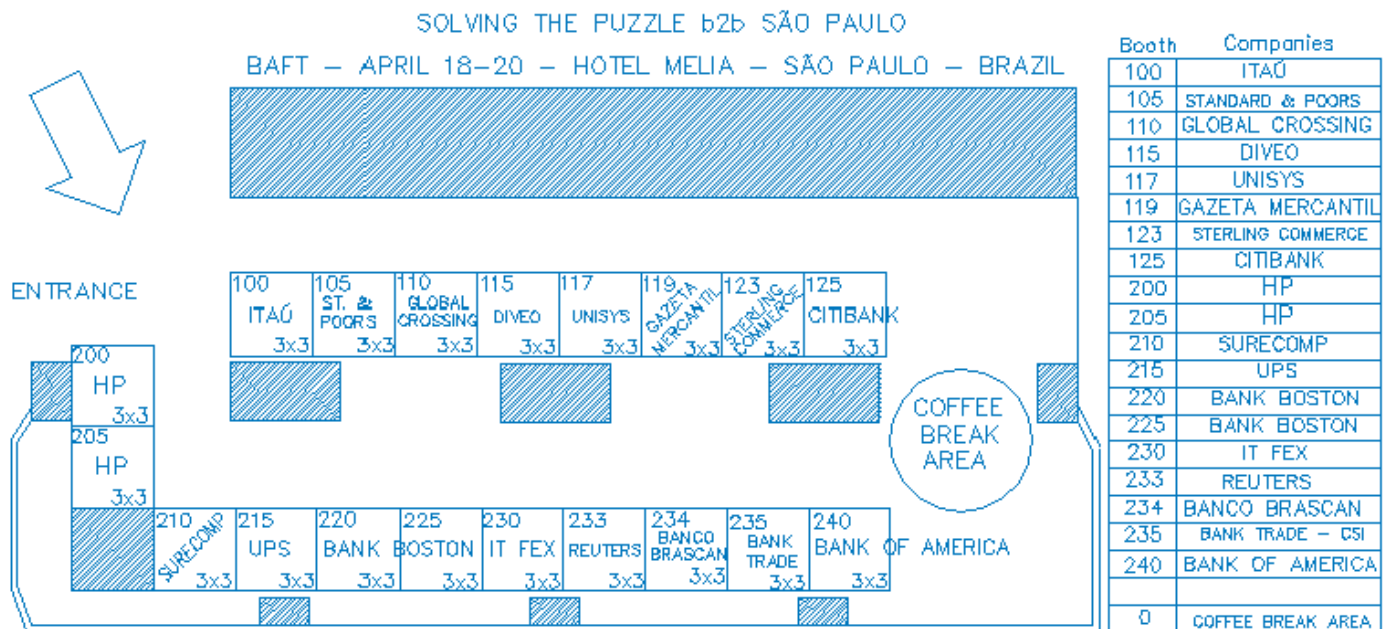
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*Senior Vice President & International
Department Head
Mellon Financial Corporation*



Federico Sacasa
*Managing Director & Group Head,
Latin America
Bank of America*



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