

5th annual business  
networking event

# CarbonMarkets

## AMERICAS

13-14 April 2010  
São Paulo, Brazil

Latin America's leading  
CDM congress & exhibition

Leading industry experts share their market insight and analysis, including:



Prof. José Goldemberg,  
Former Brazilian Secretary of State for  
Science and Technology, Minister of State  
for Education and Secretary for the  
Environment of the State of São Paulo,  
Brazil



Dr. Suzana Kahn Ribeiro,  
Secretary of Climate Change and  
Environmental Quality,  
Ministry of Environment,  
Brazil



Vicente Barros,  
Co-Chair, Working Group II,  
IPCC  
Argentina



Luis Filardi Carneiro,  
Climate Change Manager Latin America,  
Lloyd's Register Quality Assurance,  
Brazil



Eduardo Jorge Martins Alves  
Sobrinho,  
Environment Secretary,  
City of São Paulo,  
Brazil



Andrea Garcia Guerrero,  
Director, Climate Change Mitigation  
Group,  
Ministry of Environment, Housing  
and Territorial Planning,  
Colombia



Marcelo Labre,  
Global Head of Analytics,  
Standard Bank,  
UK



Irene Wasilevsky,  
Carbon Credit Specialist,  
Buenos Aires Stock Exchange,  
Argentina



Marco Monroy,  
Chief Executive Officer,  
MGM Innova,  
USA



A conferência será realizada  
em português, inglês e  
espanhol com tradução  
simultânea.



La conferencia se  
desarrollará en portugués,  
inglés, y español con  
traducción simultánea.

- ✓ Over 800 high caliber executives from 29 countries have attended to date
- ✓ Cutting edge insight from 40 of the industry's most influential speakers
- ✓ Networking opportunities with senior industry decision makers
- ✓ Extended exhibition featuring 50+ exhibitors
- ✓ High quality content during in-depth technical and business sessions
- ✓ \$99 passes available for approved project hosts

Silver Sponsors:

firstclimate<sup>2</sup> markit™



Supporting Sponsors:

Endress+Hauser   
People for Process Automation



LRQA   
Measure the Difference



Official Offset  
Partner:



Organized by:



www.carbonmarketsamericas.com

# Do business with prospective project developers

## Past attendees include:

Alcoa • Ambev • Biogás  
 Energia Ambiental • Brascan Energia • Brasil Energy • Cemex • Celulose Irani • Cementos Avellaneda • Comanche Clean Energy • Comexhidro • Compañía Uruguaya de Cementos Portland • Edegel Peru • Eletrobras • Endesa • Energias do Brasil • Eolica San Cristobal • Empresa de Saneamento e Tratamento de Resíduos Ltda • Hidroeletrica Boliviana • Marriott Hotels • Mesoamerica Energy • Metrobus Mexico • Metrogas Chile • Mitsubishi UFJ Securities • Natura Cosméticos • NovaGerar • Pacific Hydro • Pantaleon • Petrobras • Prefeitura de Guapimirin • Prefeitura de Itaboraí • Prefeitura de Magé • Prefeitura de Mesquita • Prefeitura de Niterói • Prefeitura de Rio Bonito • Prefeitura de Silva Jardim • Prefeitura Municipal de São Paulo • Refinaria de Petroleos de Manguinhos • Rio Tinto • Rhodia Poliamida e Especialidades • Sadia • Scania • Industria Naval e Petróleo • Solvay • Toyota • Suez • Uruguayan Ministry of Energy & Industry • Votorantim Cimentos and many more

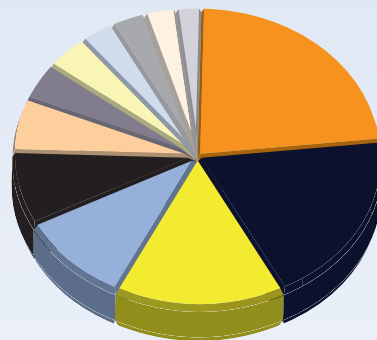


*“My colleagues were very pleased with the contacts they made”*  
**First Climate**

Carbon Markets Americas is the annual networking event, where major Latin American CDM stakeholders gather to learn about the latest market developments, meet new customers and do business.

It is a must attend event for project hosts, developers, carbon credit buyers, government and municipalities, regional DNAs, consultants, verifiers, lawyers, carbon brokers and media active in the region.

## Meet representatives from the entire carbon markets value chain



### Breakdown of past attendees

● Industry Project Hosts	.....	23%
● Finance / Buyers / National Funds	.....	19%
● Carbon Consultants / Developers	.....	15%
● Governments / Municipalities / Associations	.....	10%
● Verifiers / Lawyers	.....	8%
● Utilities	.....	6%
● Technology Providers	.....	4%
● DNAs / CDM Promotion Offices	.....	4%
● Carbon Brokers / Exchanges	.....	3%
● Analysts / Research Institutes	.....	3%
● Press / Media	.....	3%
● Alternative Energy Producers	.....	2%

*“An excellent opportunity for sharing experiences and getting up to date with trends from global and local perspective”* **Mitsubishi UFJ Securities**

*“This conference is the most important in Latin America”* **Votorantim Cimentos**

*“Congratulations on a wonderful event”* **MGM International**

*“I was able to meet several previous contacts and to get in touch with many interesting new faces”* **Compañía Uruguaya de Cementos Portland**

## Carbon Markets GLOBALSERIES

Over 2000 sustainability professionals have participated in our global Carbon Markets events which provide first class networking platforms for project hosts, carbon credit buyers, government representatives, DNAs and carbon experts. Our events have an excellent track record of attracting high caliber project developers in developing regions to help drive the adoption of CDM projects across the globe.

### Media Partners:



08.15 Registration, welcome coffee & exhibition visit

09.00 Chair's opening remarks  
 Marco Monroy, *Chief Executive Officer, MGM Innova, USA*

## 09.10 Opening Keynote Session

### Keynote Addresses from:

Prof. José Goldemberg,  
*Former Brazilian Secretary of State for Science and Technology,  
 Minister of State for  
 Education and Secretary for the Environment of the State of São  
 Paulo, Brazil*

Vicente Barros, *Co-Chair, Working Group II,  
 IPCC*

Eduardo Jorge Martins Alves Sobrinho, *Environment Secretary,  
 City of São Paulo, Brazil*

Danielle Violetti, *Officer in Charge, CDM and Secretary to the CDM  
 Executive Board,  
 UNFCCC*

10.30 Networking refreshment break & exhibition visit

## 11.10 Global Emission Markets & Analysis from COP 15

### Latin America's Role in the Post Copenhagen Marketplace

- COP15 outcome: What does it all mean for Latin America?
- What are the future opportunities for the region?
- How can regional energy security and emission reductions best be achieved?
- Review of Mexico's Green Fund proposal
- Overview of avoiding deforestation in the Amazon region

Andrea Garcia Guerrero, *Director, Climate Change Mitigation Group,  
 Ministry of Environment,*

*Housing and Territorial Planning, Colombia*

Dr. Suzana Kahn Ribeiro, *Secretary of Climate Change and  
 Environmental Quality,*

*Ministry of Environment, Brazil*

Christiana Figueres, *Senior Advisor, C-Change Capital LLC and Former  
 Member,*

*UNFCCC Executive Board, USA*

Marco Monroy, *Chief Executive Officer,*

*MGM Innova, USA*

Luz Abusaid, *Emissions Marketer Latin America,*

*BNP Paribas, Brazil*

### Reflecting on Global Emissions Trading Schemes

- National and unilateral emission reduction efforts around the globe
- Examining the possibilities for, and challenges created by new mechanisms and instruments
- Impact of US cap-and-trade legislation on Latin America and beyond
- Will the global recession be impacting emission reductions in 2010?

Moderator: Madlen King, *Global Climate Change Manager,*

*Lloyd's Register Quality Assurance, UK*

Jørgen Fenhann, *Senior Scientist,*

*UNEP Risø Centre, Denmark*

Arnold Jacques de Dixmude, *Environment Policy Expert,  
 DG Environment,*

*European Commission, Belgium*

Felipe Bottini, *Owner,*

*Green Domus Sustainable Development, Brazil*

Zach Scott, *Director, US Carbon,*

*Gazprom Marketing and Trading, USA*

12.40 Networking lunch break & exhibition visit

## 14.10 Investment Opportunities & Risks

### Growing and Strengthening the Global Carbon Market in Testing Times

- In volatile financial times what is the role of financial institutions and governments?
- Does the carbon market need to be managed more strictly to ensure more financial stability?
- What new avenues of finance are available to project developers?
- What new insurance products are available to the carbon markets?

Maurik Jehee, *Vice President,*

*Santander Global Banking & Markets, Brazil*

Diego Masera, *Climate Change Regional Technical Advisor, MDG Carbon Fund,  
 UNDP, Panama*

Jorge Barrigh, *Managing Director Latin America, Natsource, Panama*

Vikram Widge, *Head Carbon Finance Unit,*

*International Finance Corporation (IFC), USA*

Eduardo Dopazo, *Fund Program Manager,*

*World Bank, USA*

Hajime Watanabe, *Chairman, Clean Energy Finance Committee,*

*Mitsubishi, Japan*

### CDM Challenges and The Way Forward

#### - The Investor Outlook

- Analyzing CDM projects from the investor perspective: What are the drivers for investors in carbon emissions as an asset class?
- Considering carbon risk in long term investment strategies
- Contractual and financial options for managing market risk

Luis Filardi Carneiro, *Climate Change Manager Latin America,*

*Lloyd's Register Quality Assurance, Brazil*

Marcelo Labre, *Global Head of Analytics,*

*Standard Bank, UK*

Ricardo J. Esparta, *Director,*

*Ecopart/Ecoinvest, Brazil*

Bruno Magalhaes Vidal, *Chief Executive Officer,*

*Nemorus Securities, Brazil*

Lukas Habluetzel, *Global Industry Manager, Renewable Energy,*

*Endress+Hauser, Switzerland*

15.40 Networking refreshment break & exhibition visit

## 16.10 Carbon Pricing & Trading

### Carbon Prices and Trading

- What are the wider implications of the falling carbon credit prices over the past year?
- How are gas, oil and the power markets related to the price of carbon?
- The infrastructure of trading in the United States
- Comparing exchange-based trading with OTC trading
- Auctioning: Impact on prices, markets and players

Irene Wasilevsky, *Carbon Credit Specialist,*

*Buenos Aires Stock Exchange, Argentina*

Camila Ramos, *Manager, Brazil,*

*Bloomberg New Energy Finance, Brazil*

Jorge Saffie, *Project Leader,*

*ENAEX, Chile*

Christian Giles, *President,*

*Anaconda Carbon, The Netherlands*

Guglielmo Cioni, *General Manager,*

*Green Initiative Carbon Assets, Switzerland*

### Developing the first Central American carbon market as a Nationally Appropriate Mitigation Action

- Goals of the exchange
- Differences with other markets
- "Niche" market and projects targeted
- Players involved

J. Felipe De León, *CDM Advisor,*

*Anaconda Carbon, Costa Rica*

Ivan Hernandez, *Regional Manager, Latin America,*

*The Gold Standard Foundation, Chile*

Edwin Aalders, *Partner, Operations and Development,*

*IDEAcarbon*

17.40 Close of day one & networking drinks

08.30 Welcome coffee & exhibition visit

09.00 Chair's opening remarks  
Helen Robinson, *Managing Director,*  
*Markit Environmental Registry, USA*

## 09.10 Voluntary Carbon Markets

### Latin America's Voluntary Market: Current Status and Future Strategy

- Assessing the evolution of the voluntary carbon market over recent years
- Which standards have proven most valuable for Latin American projects?
- Accurately determining the value of VERs
- How to establish whether the voluntary market is right for your project
- Looking ahead: The role of the voluntary market alongside the regulatory market

Anna Terroba, *Project Implementation Manager,*  
*South Pole Carbon Asset Management, Mexico*  
Sebastian Charchalac, *Regional Director,*  
*EcoLogic, Mexico*

Ivan Hernandez, *Regional Manager, Latin America,*  
*The Gold Standard Foundation, Chile*

Juarez José Ferraz de Campos, *Partner,*  
*Gestão Origami, Brazil*

### Voluntary Carbon Finance in an Economic Downturn

- Encouraging investment in the voluntary market in financially difficult conditions
- Do financiers see the voluntary projects as a good investment?
- How can standardization help to minimize financial risks?
- Overcoming credibility challenges
- What types of offsets attract the most investment?

Vaty Colombo, *Marketing Director,*  
*Anjo Química, Brazil*

10.30 Networking refreshment break and exhibition visit

## 11.00 Forestry and Amazon Focus Session

### Assessing the Potential and Ongoing Opportunities for REDD Projects

- Analysis of the results of international negotiations on REDD
- How will the new Brazilian land law affect deforestation in the Amazon
- Latin American REDD Forum and bi-national forestry climate change deal

Jorge Cantuarias, *General Director,*  
*SFM BAM, Peru*

Duncan Marsh, *Director International Climate Policy,*  
*The Nature Conservancy (TNC), USA*

Luiz Saporta, *Consultant,*  
*Fundacao Brasileira para o Desenvolvimento*  
*Sustentavel (FBDS), Brazil*

Grant Galloway, *Chief Financial Officer,*  
*Green Giant Venture Fund, Brazil*

### Equity investments in carbon forestry projects

- Investments in sustainable forestry plantations
- Carbon performance
- Timber and carbon cash flows
- Contribution of sustainable plantations to REDD
- Investment vehicles

Dr. Joachim Sell, *Regional Manager, Latin America and Head of Forestry*  
*and Biofuels,*  
*First Climate, Germany*

### Case Study: The Juma REDD project - foundation, maintenance and results thus far

Gabriel Ribenboim, *Special Coordinator,*  
*Amazonas Sustainable Foundation, Brazil*

12.50 Networking lunch break & exhibition visit

## 14.20 Stream A: Advances in Programmatic CDM

- Are PoAs the future of the CDM?
- Programmatic CDM: The solution to up scaling carbon reduction measures?
- How can project hosts and DOEs deal with the liability issue?
- Can structured legal agreements outlining the liability conditions of each party be the solution?

Máximo Sáenz, *Consultant,*

*Fondo Argentino del Carbono (FAC), Argentina*

Christina Figueres, *Senior Advisor, C-Change Capital LLC and*  
*Former Member,*

*UNFCCC Executive Board, USA*

Rodrigo Sales, *Partner,*

*Baker & McKenzie, Brazil*

Edwin Aalders, *Partner, Operations and Development,*

*IDEAcarbon*

## 14.20 Stream B: Tax, Regulation & Legislation

- Definition of the legal nature of carbon credits in Brazil
- Definition of taxes over carbon assets in Brazil
- Legal considerations when structuring CDM agreements

Flavio Rufino Gazani, *Chief Executive Officer,*

*Agenda4 and President,*

*ABEMC, Brazil*

Werner Grau Neto, *Partner,*

*Pinheiro Neto Advogados, Brazil*

Flavio Menezes, *Partner,*

*Menezes e Abreu Advogados, Brazil*

15.30 Networking refreshment break & exhibition visit

## 16.00 Financing the technology transfer in the 2012 regime

- Creating mechanisms to accelerate the deployment, diffusion and transfer of environmentally sound technologies
- Identifying and prioritising technology needs
- Ensuring the technology transfer is measurable, reportable and verifiable
- Securing adequate and reliable funding

Andrea Rudnick, *Project Manager,*

*Poch Ambiental, Chile*

Juan Carlos Orge, *Director, Brazil,*

*Zeroemissions Abengoa*

## 16.30 The Way Forward

### The World after Copenhagen and Future Directions for CDM in South America

- Now the dust has settled...
- New project trends
- Implications for the region

Andrew Howard, *Programme Officer, Sustainable Development*  
*Mechanisms Programme,*

*UNFCCC*

### Crystal Ball: Post-2010 CER prices and project eligibility

- How are the CER markets reacting to post-2012 uncertainty now?
- What will the CER markets do post-2012?
- What project types are likely to be in favour post-2012?
- What could the post-2012 UNFCCC and ETS frameworks for CERs look like?

Olga Chistyakova, *Analyst, Point Carbon, USA*

17.00 Close of conference



# Carbon Markets AMERICAS

## Build relationships and drive sales

Taking a sponsorship or exhibition stand is the most targeted and cost effective way of reaching key industry decision makers. Investing in Carbon Markets Americas will help you to raise your company profile and showcase your expertise before a group of high caliber business leads.

- Gain access to an audience of quality project host leads
- Shorten the sales process by meeting decision makers face to face
- Save time and money by meeting them in one place
- Establish your company's position as a market leader in the region
- Benchmark your strategy with other major solution providers
- Make the right connections to ensure the future success of your business

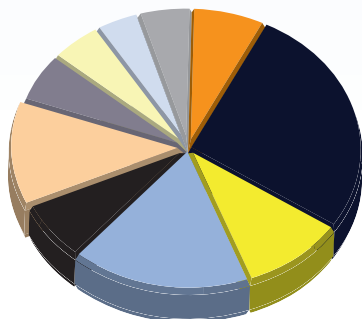


Contact Paul Shearer to ensure your prime position at the region's leading industry event

Paul Shearer on Fax: +44 207 900 1853 Tel: +44 (0)20 3355 4211

Email: paul.shearer@greenpowerconferences.com

Access key decision-makers and shorten the sales process



### 34% director level or higher in 2009

• C Level	7%
• Vice President / Director / General Manager	27%
• Country and Regional Managers	10%
• Senior GHG / Environmental Managers	17%
• Business Development / CSR Managers	7%
• Analyst / Research / Consultant	12%
• Marketing / Sales Management	6%
• Legal / Policy Development	5%
• Technical Management	4%
• Press	5%

**“Essential platform for making new contacts and meeting existing partners”**

**FirstClimate**

Showcase your solutions to key strategic decision-makers

A limited number of exhibition opportunities are available for companies looking to enhance corporate visibility and generate high quality business leads.

**Don't let your competitors leave you behind**

**Past sponsors and exhibitors include:**

ABN Amro Banco Real • Asja Ambiente • Banco Sumitomo Mitsui Brasileiro • Bunge • BSI • CO2e • Carbotrader • Climate Change Capital • DNV • EcoAdvance • EcoSecurities • Ecofys • Environ • FC2E Carbon Fund • First Climate • G.A.S. Energietechnologie GmbH • Gazprom • Green Initiative • JBIC • JP Morgan • KfW Bankengruppe • Kommunal Kredit • Landtec • LRQA • Luso Carbon Fund • Mapa Distributors • Menezes Dessimoni Abreu Advogados • Methane to Markets Partnership • MGM International • Mitsubishi UFJ Securities • Nobel Carbon Credits • Norwegian Ministry of Finance • Orbeo • Pinheiro Neto Advogados • PriceWaterhouseCoopers • The Climate Change Project Office • The World Bank • TFS Energy • Trading Emissions • uev Sued • Tz1 • UK Department of Trade & Industry • Climate Change Project Office • Unicarbo • Vattenfall

Please Register Me For	INTERNATIONAL DELEGATES	LATIN AMERICAN DELEGATES	PROJECT HOST DELEGATES
2 Day Conference (13-14 April 2010) <small>A limited number of US\$99 project host passes are available for industrial CDM project hosts or prospective project hosts only (see our website for details). Passes will be awarded at the sole discretion of Green Power Conferences.</small>	<input type="checkbox"/> US\$999	<input type="checkbox"/> US\$499	<input type="checkbox"/> US\$99
<input type="checkbox"/> <b>Non Profit Discount:</b> Receive a 20% discount with the non profit organization rate <small>Note: Non Profit Rates are available for registered NGOs, government representatives and non profit organizations only. Discounts are at the discretion of Green Power Conferences and proof of status may be required.</small>			
<input type="checkbox"/> <b>Special Group Offer:</b> Register 3 delegates, only pay for 2			
<input type="checkbox"/> <b>*Early Booking Rates:</b> Receive reduced rates of up to 10% if you book before 26 February 2010			

## Delegate Details




**Delegate 1:** Name: ..... Surname: .....  
 Job Title: .....  
 Telephone: ..... Business email: .....  
**Delegate 2:** Name: ..... Surname: .....  
 Job Title: .....  
 Telephone: ..... Business email: .....  
**Delegate 3:** Name: ..... Surname: .....  
 Job Title: .....  
 Telephone: ..... Business email: .....

## Company Details

Company name: .....  
 Address: .....  
 Postcode: .....  
 Country: ..... Fax: .....

## Payment Details

### Please charge my credit card

Please debit my:        
 Card no.   
 Expiry date   
 Amount  Security code   
 Cardholder's name   
 Signature

### International Bank Transfer

Account name: Green Thinking (Services) Ltd  
 Bank: Barclays  
 Bank Address: 38 Hans Crescent, London,  
 SW1X 0LZ United Kingdom  
 Sort Code: 20-47-35  
 Account Number: 87434988  
 Swift Code: BARCGB22  
 IBAN: GB44BARC20473587434988

**PAYMENT MUST BE  
RECEIVED PRIOR TO  
THE CONFERENCE**

**Venue:** Hotel Novotel Center Norte, Avenida Zaki Narchi 500, Vila Guilherme, 02029000 São Paulo, Brazil

Tel: +55 11 222 44000, Fax: +55 11 222 44100, [www.novotel.com](http://www.novotel.com)

Registered delegates will be sent suggested accommodation details.

**Confirmation:** You will receive confirmation of your booking by email. If you do not receive anything within 48 hours, please contact [info@greenpowerconferences.com](mailto:info@greenpowerconferences.com) to ensure we have received your registration.

**Cancellations:** If you cancel at least 10 full working days before the event date you will be charged a 15% cancellation fee. We regret that no cancellations can be accepted after this date and full payment is due. Amendments to your booking may incur a 5% charge. Substitutions are welcome at any time.

**Content:** It may be necessary for reasons beyond the control of the organizers to alter the content and timing of the agenda or the identity of the speakers.

**Data Protection:** The personal information provided by you on this brochure will be held on a database. Sometimes your details may be made available to partner companies for marketing purposes. If you do not wish your details to be used for this purpose, please tick here