



INFORMATION NOTE

OECD-Brazilian International Conference on Financial Education 15-16 December 2009, Rio de Janeiro, Brazil

CONFERENCE INFORMATION

Information Note for Participants

The OECD-Brazilian International Conference on Financial Education will take place on 15-16 December 2009 in Rio de Janeiro, Brazil. The conference is co-organised by the Organisation for Economic Co-operation and Development (OECD) and the Comissão de Valores Mobiliários (CVM), with sponsorship of the Japanese government.

Venue

The conference will be held at the Hotel Sofitel Rio.

Address:

Av. Atlântica, 4240

Copacabana - 22070-002

Rio de Janeiro

Brazil

Tel.: +55 21 2525-1232

Fax: +55 21 2525-1200

<http://www.sofitel.com/gb/hotel-1988-sofitel-rio-de-janeiro/index.shtml>

Registration

Please note that participation is by invitation only. Those invited to register **by the OECD**, please do so by filling out the registration form of the event available at:

<http://webnet.oecd.org/Survey/Survey.aspx?s=18c8c6fb76064e3dbe072be0a99019a4>

You may contact, for further registration enquiries:

- *For OECD participants:*

Ms. Sophie Saltré, OECD, email: sophie.saltre@oecd.org

Fax: +33 1 44 30 63 08

- *For Brazilian participants:*

Ms. Celia Bittencourt, CVM, email: coece@cvm.gov.br

Meals and Social Events

Lunch:

Lunch for all participants will be provided on both days of the conference, 15– 16 December.

Evening:

A cocktail is offered on Tuesday 15th December.

Spouses/partners

The organizers regret that there is no program arranged for spouses/partners.

Dress Code

Dress code during the conference will be business-casual (i.e. no tie required).

Accommodation and hotel booking

We have obtained a negotiated rate with the Hotel Sofitel Rio, where a block booking has been made for registered participants of this conference. Some rooms have also been blocked for the conference participants at the Hotel Mercure Arpoador (see details below).

To make your reservation at Hotel Sofitel Rio, please complete the Hotel Reservation Form (attached to your invitation letter) and send it directly to the hotel. With regard to the Hotel Mercure Arpoador, go directly to its webpage (see below).

Please kindly note the deadlines for booking in both hotels

Hotel Sofitel Rio

This hotel in Rio de Janeiro lies in one of the most beautiful places in Brazil. The Copacabana Beach is the most famous beach in Brazil, with 8 km of extension and two military forts. Also famous for its sidewalk, the beach offers food stands, bike lane, lifeguard stations with showers and toilets, bars and restaurants. Between the enchantment of Ipanema and the splendor of Copacabana, the hotel is considered the one with the highest prestige in Rio de Janeiro.

Apartments with balcony and panoramic view in front of Copacabana Beach, special executive services and excellent cuisine (rooms with lower fare have view only for the internal area of the hotel). The guests of this hotel in Rio de Janeiro will also be able to use the conventions and businesses centers, two swimming pools, gym club and direct access to beauty cares and stores.

Reservations at the Sofitel must be made **by November 2nd, 2009 latest.**

After this date, the group booking made for conference participants will no longer be held and reservations thereafter will be subject to availability.

Neither OECD nor CVM can be responsible for any costs associated with participants' hotel rooms. Each participant is responsible for the reservation and payment of his/her hotel room and all incidental charges by his/her personal credit card.

Prices and Cancellation Policy:*

Classic Room: R\$ 549,50 (around US\$ 292.00)
Superior Room: R\$ 588,60 (around US\$ 313.00)
Deluxe Room(ocean front): R\$ 653,00 (around US\$ 348.00)
single room or double room

*The local taxes are already included in the above prices.

You can cancel your reservation in writing without charges up to 4 (four) days prior to the arrival date. After this, the Hotel holds the right to charge the first night on the credit card provided.

Hotel Mercure Arpoador

This hotel is located only 5 minute walking from Hotel Sofitel, where the conference will be held. Located in a street that interconnects Av. Vieira Souto in Ipanema to Av. Atlântica in Copacabana, Hotel Mercure Arpoador is close to commercial centers, stores and banks. Kids club, massage service, laundry, messenger service and garage with valet parking service.

Address:

Rua Francisco Otaviano, 61

Arpoador - 22080-040

Rio de Janeiro - Brazil

Tel.: +55 21 2113.8600

Fax.: +55 21 2113.8605

<http://www.accorhotels.com/gb/hotel-5215-mercure-apartments-rio-de-janeiro-arpoador/index.shtml>

Reservations at the Hotel Mercure Arpoador must be made **by December 1st, 2009 at the latest**. After this date, the group booking made for conference participants will no longer be held and reservations thereafter will be subject to availability. To book Mercure you must pay the first night in advance.

Neither OECD nor CVM can be responsible for any costs associated with participants' hotel rooms. Each participant is responsible for the reservation and payment of his/her hotel room and all incidental charges by his/her personal credit card.

Prices and Cancellation Policy:*

Single Room: R\$ 339,15 (around US\$ 180.00)
Double Room: R\$ 388,50 (around US\$ 207.00)
Triple Room: R\$ 448,35 (around US\$ 238.00)

*The local taxes are already included in the above prices.

You can cancel your reservation until December 4th without charges.

Working Languages

The official language of the Conference is English. Simultaneous translation for English, Portuguese and Spanish will be provided at the event. The Conference documentation will be in English.

Passports and visas for Brazil

Valid passports are required for all non-Brazilian participants entering Brazil. Please also note that a visa is required for most nationalities to enter Brazil and it is strongly recommended that participants verify requirements with the embassy/consulate in his/her country.

In order to get updated information on how to get your visa, please refer to your local Brazilian Consulate which contact you may find on the following link:

http://www.mre.gov.br/index.php?option=com_content&task=view&id=1805&Itemid=1523

Registered participants who require an official invitation letter for visa purposes should contact CVM through e-mail: infebrazil@q2eventos.com.br or Skype – INFEBRAZIL (infebrazil@q2eventos.com.br).

For any other enquiry or information please call +55 21 2005-6382 or Fax +55-21 2005-5035 from 8:00 am to 8:00 pm Brazil time.

Airport

Rio's international airport is located at Ilha do Governador and it is served by 28 international carriers as well as three major Brazilian airlines which offer direct flights to approximately 80 international cities and most of the major Brazilian centers of population. A shuttle service operates between Rio and São Paulo and is based in Santos Dumont, Rio de Janeiro domestic. Located in an area very close to the south zone of the city where most of the major hotels are.

Please see below contact of the two airports:

- International: Aeroporto Internacional do Rio de Janeiro (Galeão) - Antônio Carlos Jobim

Address: Av. 20 de Janeiro, s/nº - Ilha do Governador - Rio de Janeiro / RJ

Tel.: +55 21 3398-4000

Email: jmlessa.sbg1@infraero.gov.br

- Domestic: Aeroporto Santos-Dumont

Address: Praça Senador Salgado Filho, s/nº - Centro - Rio de Janeiro / RJ

Tel.: +55 21 3814-7070

Email: lagueir.cnrj@infraero.gov.br

Transfer

Transportation from the Airport

Rio de Janeiro International Airport (Galeão) is located approximately 40 minutes away from the main hotels in Copacabana and Ipanema districts. For the transfer from airport to your hotel we suggest that you take the special taxis. You will be able to find the booths right after custom's exit (terminal 2) or at the arrivals area (terminal 1). They have a fixed fare by area which is paid in advance at the company's counter above which the fare price must be displayed.

The journey from the airport to Sofitel Hotel takes approximately 40/45 minutes and should cost maximum R\$ 80,00.

The journey from Rio de Janeiro Domestic Airport (Santos Dumont) to Copacabana and Ipanema districts takes approximately 20/25 minutes and should cost maximum R\$ 40,00 and you will be able to find the special taxi's booths right after the arrivals area.

How to Get to Hotel Sofitel Rio with the Sofitel Rio hotel transportation service

Airport transfers to and from the conference hotel from Rio international airport can be booked via the Hotel Reservation Form - R\$ 175,00 per car for group of 4/5 people with 1 luggage each - one-way. For one person the price remains the same.

The above charge includes all taxes, payable directly to the driver or to the hotel upon check-out.

Further Enquiries

For further logistical information or enquiries about this conference, please contact:

- Ms. Morven Alexander-Drane, OECD, email: morven.alexander@oecd.org
- Ms. Sophie Saltr , OECD, email: sophie.saltre@oecd.org
- Ms. Celia Bittencourt, CVM, email: coece@cvm.gov.br

PRACTICAL INFORMATION

Language

The official language in Brazil is Portuguese. The accent and the intonation are very different from what one hears in Portugal and other former Portuguese colonies. Brazil is the only Portuguese-speaking country in South America.

Insurance and Health

Insurance and Medical Cover

Conference organizers do not take responsibility for medical, travel or life insurance, and participants are advised to hold valid international personal insurance policies.

Water and Food

Rio de Janeiro's water supply conforms to international standards; due to the pronounced taste of chlorine in the water it is advisable to drink bottled mineral water. Food from street vendors should be avoided.

Malaria/Yellow Fever/Dengue

There are no particular endemic health problems of concern to visitors to Rio de Janeiro. As normally, check up and updated vaccination certificates are always recommended.

There is no malaria in the main cities and tourist destinations, including Rio de Janeiro. While yellow fever is present in Brazil, there is no risk in coastal cities, including Rio de Janeiro. Dengue is becoming a very common disease in Brazil during summer time.

For the list of countries requiring yellow fever vaccination to get into Brazil, open the link: http://whqlibdoc.who.int/publications/2007/9789241580397_11_eng.pdf.

Tipping

Hotels: Tipping is generally included in the bill service charges.

Restaurants: tips are not a law but very usual and are very often found on the final bills as 10 per cent of the total bill.

Taxis: tips are not expected by taxi drivers although most passengers will round the fare up if satisfied with the service.

Airport and hotel porters: the Real equivalent of U\$1.00 per suitcase.

Electrical Appliances

Electricity voltages vary from one state to another. Check the voltage before connecting any electrical appliance to an outlet. Electrical appliances in Rio de Janeiro operate on 110-120 Volts. The frequency is 60 Hz, and most sockets are of the two-pin variety. Some hotels are equipped with sockets interchangeable between 110 Volts and 220 Volts.

Hotel Sofitel operates with 220 Volts within hotel's areas and 110 Volts in bathrooms in the sleeping rooms.

Climate and Recommended Attire

The climate in Rio de Janeiro is tropical and the average temperature in December is around 30°C (102°F). We strongly recommend the use of sun block during the stay at Rio de Janeiro.

National Currency and Exchange Rate

The Brazilian monetary unit is the real (R\$).

Real currencies are R\$ 100,00 / R\$ 50,00 / R\$ 20,00 / R\$ 10,00 / R\$ 5,00 / R\$ 2,00 / R\$ 1,00. Real coins: R\$ 1,00 / R\$ 0,50 / R\$ 0,25 / R\$ 0,10 / R\$ 0,05 / R\$ 0,01. Try to avoid notes above R\$ 50,00.

Delegates will need to have local currency (Real) in Brazil. Currency can be exchanged at all airports and banks.

We recommend that you always carry a small amount of cash in Reais since some places do not accept credit cards, examples are taxi drivers and beach stalls.

The exchange rate as of August 31st, 2009 was: 1 Euro = 2,70 Reais; 1 Dollar = 1,88 Reais (source: Brazil Central Bank).

For latest exchange rates please see: <http://www.x-rates.com/d/BRL/table.html>.

Communications

To make an international call, dial: 00 + operator code* + country code + area code (if there is one) + telephone number. For international collect calls dial 0800 7032111.

Smoking

Due to legislation the policy is not smoking in any area of the Conference. However smoking is allowed on the smoking floors of the hotel, in the balconies or outside the hotel.

SAFETY

Crime

As in all big cities foreigners are susceptible to opportunistic crime such as purse-snatching, armed street robbery, car theft and carjacking, especially in touristic areas, on public transports, outside major hotels, along beaches and in densely populated areas. In order to be safe, please pay attention to following recommendations.

Recommendations

Travelers should adopt prudent physical and procedural security measures to reduce the risk of falling victim of crimes, especially in Rio de Janeiro and Sao Paulo. Therefore, visitors should:

- Maintain a low profile and avoid ostentatious displays of wealth;
- Keep your money and valuable personal belongings in the hotel safety boxes;
- Avoid public transport and only use recommended radio-taxi companies which can be arranged by hotels or restaurants. If contracting driver services, visitors should ensure that he is reputable and recommended by local contacts;
- Avoid using automated teller machines (ATMs) outside banks or after dark;
- Avoid venturing out on to the streets alone at night;
- If you want to enjoy the beach, prefer the area in front of the Sofitel hotel where security personnel constantly monitor conditions;
- If you walk, do not wear watches, jewelry or carry expensive cameras, laptops and other electronic devices;
- Violence generally is not employed unless the victim resists so, do not react in case of any threat or attack.

Useful contacts

- Centro Integrado de Atendimento ao Turista (Integrated Center for Tourist Attendance)

Address: Av. Princesa Isabel, 183 - Copacabana

Tel.: + 55 21 2541-7522, 2542-8004, 2542-8080 (Monday to Friday, from 9am to 6pm)

- Fireman Force

Tel.: (21) 193 / +55 21 3399-1234

- Delegacia Especial de Apoio ao Turismo – DEAT (Tourist Police)

Address: Av. Afrânio de Melo Franco, 159 - Leblon

Tel.: +55 21 2332-2924 (24 hour attendance)

HISTORY AND TOURISM

General Information about Brazil

Brazil is the fifth largest country in the world, both in terms of territory and population (8,514,215.3 sq km and 186 million inhabitants). Located in east-central South America it occupies nearly 50% of the South American continent. Almost 58% of Brazil is covered with forests, which include the largest rainforest in the world, located in the Amazon River basin.

Brazil became Latin America's leading economic power by the 1970s.

Brazil is a Federal Republic consisting of 26 states and 1 federal district, in which the capital, Brasilia is located. The current president is Luiz Inácio Lula da Silva and the Vice-President is José Alencar Gomes da Silva. Portuguese is its official language.

The mix of races has made Brazil a culturally rich and at the same time unique country. This miscegenation began with the Indians, the African and the Portuguese, but in a short time, immigrants from other places in the world began to arrive: Europeans, Asians, Jews and Arabs. The result was a happy people, open to everything new, a people only found in Brazil. Because of this tremendous diversity, Brazil is one of the last places on earth where no one is a foreigner, where one can change one's destiny without losing one's identity and where each and every Brazilian has a little of the entire world in his or her blood.

The Brazilian climate is mostly tropical or semitropical with temperate zone in the south. The predominance of lower altitudes throughout the country provides more elevated temperatures, with averages exceeding 20°C. The seasons are the exact opposite of those in Europe and the United States, except in the northern region of the country. The average annual temperature is approximately 28°C in the northern region and 20°C, in the south. Extreme temperatures are rare, but they may occur: in the winter, some cities in the south of the country experience negative temperatures, with frost and snow.

Brazil lies within 4 different time zones. Southern Brazil uses daylight saving time from October until February: +1 hour

Information about Rio De Janeiro

The first official mention of the city occurs in connection with the second Portuguese exploratory expedition, commanded by Gaspar de Lemos, to the new land which had been discovered by Pedro Alvares Cabral in 1500. On arrival in the month of January, Lemos understandably thought that Rio de Janeiro's bay was the mouth of a river, and named the region accordingly: River of January. Later on, in 1519, Fernão de Magalhães called in at the port during his circumnavigation of the globe. But it was only in 1530 that the Portuguese court sent an expedition to actually colonize the land, instead of merely using it as a staging post for overseas adventures. However, the French had been in Rio de Janeiro and the surrounding area since the turn of the century, and did not give up the land without a fight. By 1560, after a series of skirmishes, the Portuguese expelled the French.

The city started to take shape on the Morro de São Januário, later known as Morro do Castelo, and later in what is still the nerve centre of the city, Praça Quinze. In 1585 its population numbered 3,850, of whom 750 were Portuguese and 100 African.

Rio de Janeiro's undeniable natural vocation as a port ensured its continued development. At the same time that gold was discovered in the state of Minas Gerais (which translates as General Mines), at the end of the seventeenth century, the Governor of Brazil became the Viceroy. Salvador was, at that time, the capital of the colony, but the increased importance of Rio's port ensured that the seat of power was transferred

south to the city which would be the intellectual and cultural centre of the country right up until the present day. The next leap in the development of the city took place from 1808, when the Portuguese royal family chose Rio de Janeiro as their refuge from the threat of Napoleonic invasion. By the time the royal family returned to Portugal and Brazilian independence had been declared in 1822, the gold mines had been exhausted and had given way to another treasure: coffee.

The city's development continued through most of the 1800s, its tentacles feeling first northwards, to São Cristóvão and Tijuca and then south, through Glória, Flamengo and Botafogo to the south zone. But by 1889, the abolition of slavery and poor harvests halted progress. This period of social and political unrest led to the Proclamation of the Republic. Rio, now referred to as the Federal District, remained the political hub and capital of the country.

Despite its continuous metamorphoses, the city remained something of a colonial backwater until the early 1900s, when wide streets were built and impressive, palatial buildings were erected, mainly in the French fin-de-siècle style. Rio de Janeiro held its ground until Brasília was inaugurated as the capital of the republic in 1960. Despite the loss of the diplomatic representations and government offices, Rio de Janeiro, now the capital of the State of Rio de Janeiro, remains the cultural and social centre of the country.

Rio de Janeiro's beauties are famous around the world: the beaches, Carnival, the largest urban forest in the world. Unique privileges of the second largest city in Brazil with a population over five million inhabitants.

But Rio is more than that. At each curve between the sea and the mountains, it is possible to find a new spot that explains why the city is unforgettable. And why it fascinates every year two million foreign tourists and more than five million visitors who come from other parts of Brazil.

The city, with almost 500 years of history holds cultural treasures. They are marks of its period as capital of the empire and later capital of the republic. Its architectural treasures tell the history of the country and its museums hold an enviable collection, besides being part today of the roadmap of great exhibitions worldwide. As well as its theaters and concert halls, registered in the agendas of the great orchestras and ballet companies.

A green city that without interrupting its progress and growth, has preserved its nature, be it along the coastline of over 90 kilometers of beaches, or by sheltering the largest urban forest in the world, or by providing a unique integration between the nature and population.

Land of football, Rio still offers many different sports options or, for those who just want to enjoy good spectacles. From the most traditional sports to the most radical ones, the city gives a lesson in variety. Variety that also appears when you imagine tours for events participants. Be it inside the city, that within its icons such as the Christ Redeemer and the Sugar Loaf, still allows themed walks focused on nature, religion, history, culture and others, as well as boat rides among tropical islands.

In order to get complementary information about Rio de Janeiro, we recommend visiting the following internet web-sites: www.rio.rj.gov.br/riotur, www.riodejaneiro.info.

Places of interest in and around Rio

Corcovado - The Statue of Christ

This is one of the main beauty spots in the city, standing 2,330 feet above sea level and providing a sweeping panoramic view of sea and mountain, a world famous vista. The mountain is crowned with the statue of Christ, 98 feet high with a 26 foot pedestal containing a chapel that can hold 150 people. The top of the Corcovado can be reached by electric train or by car. Address: Railroad Station - Rua Cosme Velho, 513 - Cosme Velho - Phone: 2558-1329 Visiting hours: Daily 8:30am - 6:30pm

Pão de Açúcar - Sugar Loaf

This natural symbol of Rio de Janeiro can be seen at the entrance to Guanabara Bay. There are two stages in the cable-car trip to the top of the rock. The first is from the station at Praia Vermelha to Urca Hill, which rises 705 feet above the bay, and the second links Urca Hill to the top of Sugar Loaf, 1,300 feet high. Each stage lasts three minutes. For tourists seeing Rio from the air, there is now a Tourist Heliport located on the top of Urca Hill. Address: Cable Car Station - Av. Pasteur, 520 - Praia Vermelha - Phone: (55 21) 2546-8400 Visiting hours: Daily, 8am - 10pm.

Arcos da Lapa e Santa Tereza - Lapa Arches and Santa Tereza

Located in the Largo da Lapa Square, the center of Rio's turn-of-the-century nightlife, the Lapa Arches hold their place in history as the most monumental work undertaken in colonial Rio. This magnificent structure contains 42 arches in two tiers. Originally built as an aqueduct to supply the city with water, today they carry another outstanding attraction: the scenic tramlines linking the Carioca Station downtown to the picturesque Santa Teresa district, a vibrant artistic community, with a great range of bars, restaurants, museums, cultural centers and artist's studios.

Teatro Municipal - Municipal Theatre

Designed and built by A. Guilbert and Francisco de Oliveira Passos, the theatre was inaugurated on July 14, 1909. The main murals are by Eliseu Visconti - the ceiling and back drop - by Rodolfo Amoedo. Mosaics are by Henrique Bernadelli. Address: Pça. Floriano, s/nº - Downtown - Phone: (55 21) 2544-2900 - Guided visit: Mon/Tue and Thu/Fri , 9am - 4pm

Jardim Botânico - Botanical Gardens

A paradise of plants and trees from the four corners of the earth. Founded in 1808, it spreads over an area of about 340 acres. Over 5000 species of plants, some of the most impressive being the Imperial Palms planted in 1842. Address: Rua Jardim Botânico, 1008 - Jardim Botânico - Phone: (55 21) 2294-9349 Open: Daily, 8am - 5pm

Tijuca National Park and Tijuca Forest

Rio's largest park is the Tijuca National Park, covering 3,300 hectares, and including Tijuca Forest. The Park is the largest urban forest in the world. As you look up at the Corcovado from the Lagoa, the mass of greenery clinging to the edge of the mountain and stretching miles to your left, is the Tijuca National Park. Roads run through the entire length of the park allowing visitors to enjoy its many natural wonders, and at the weekend some of the routes become pedestrian only. The most well known part of the park is the Tijuca Forest which is reached from Alto da Boa Vista, accessible from all parts of the city. Address: Praça Afonso Viseu - Alto da Boa Vista.

Beaches

Rio has 90km of white sand beaches of which the following are the most interesting:

Vermelha - At Urca - 245 meters long situated below hill.

Leme - Leme and Copacabana seem to be the same beach as there's no physical break separating them. Leme is around 1km long.

Copacabana - One of the world's most famous beach, curving along the elegant Av. Atlântica. It stretches for around 3,4km from Av. Princesa Isabel, in the east, to the Copacabana Fort in the west. The widest beach in Rio, Copacabana is the home of beach soccer and volleyball.

Arpoador - 800 meters of sand located at the beginning of Ipanema and backed by a pleasant park.

Ipanema - Renowned for the hit tune "Girl from Ipanema", spreads over 2km and is separated from Leblon by the canal at Jardim de Alah (Alah's Garden) which links the Lagoa to the sea.

Leblon - Around 1,3km Leblon runs from Ipanema to the Leblon belvedere, one of the most beautiful views of both beaches.

São Conrado - Its official name is Praia da Gávea, but is better known as Pepino. It is the landing area for the city's hang gliders who pack the sky each weekend with their colorful kites.

Barra da Tijuca - Rio's longest beach, it stretches over 18km along Av. Sernambetiba. A hot spot on the beach is the area around the Barraca do Pepê, a famous Brazilian hang glider who died competing outside Brazil.

Recreio dos Bandeirantes - A charming 2km long inlet at the end of Sernambetiba Ave. Sheltered by a the large rock, Recreio is safe for swimming.

Prainha - A secluded sandy strip, 700 meters long, Prainha is a surfer's beach. It is an Environmental Protected Area.

Grumari - Reddish sand in an unspoiled setting. The sea is often rough here. It is also an Environmental Protected Area.