

BRAZIL

INDIA BUSINESS COUNCIL



WOMEN'S INDIAN CHAMBER
OF COMMERCE AND INDUSTRY

ABOUT WICCI

Women's Indian Chamber of Commerce and Industry (WICCI) has been established based on our experience of ALL Ladies League (ALL) and Women Economic Forum (WEF), wherein women entrepreneurs have greatly benefitted with women's networking, exchange and collaborations.

As a National Business Chamber for Women, **WICCI** further strengthens women's entrepreneurship and boosts businesses through greater engagement with government, institutions and global trade.

WICCI enables fundamental changes in governmental policies, laws and incentives with a view to robustly encourage and empower women in business, industry and commerce across all sectors.

As a Nation, India is envisaging a 5 trillion USD economy. This can easily be achieved and exceeded by the active inclusion of women entrepreneurs, businesses and professionals in all walks of life: **by empowering our influence on decision-making.**



DR. HARBEEN ARORA

Founder, BIOAYURVEDA

Global Chairperson, ALL Ladies League (ALL)
& Women Economic Forum (WEF)

Founder President, WICCI, Women's Indian
Chamber of Commerce and Industry

Founder, SHEconomy



“For women in the workplace, 2020 will be about a culture of communication and honest relationships”.

*Welcoming
Council Members to
WICCI BRAZIL*



*President,
Vice President
and 20 Nominated
Members Council
for 2020-2021*

MONICA MONTEIRO

PRESIDENT, BRAZIL - INDIA BUSINESS COUNCIL



WORK EXPERIENCE

Monica Monteiro is the owner of Cine Group, content producer and advertising specialist in the audiovisual sector with companies in Brasília, São Paulo, Rio de Janeiro and Maputo - Mozambique. She acts as executive producer, author of television series production projects, documentaries, institutional videos, advertising films, interactive media, commercials for TV, educational series and entertainment at national and international level.

President of EGEDA - Entity of collective management of rights holders of rights on audiovisual works in Brazil, Vice President of the FME Federation of Women Entrepreneurs of the CPLP, Director of Hera and actually occupies the Executive Director of Grupo Bandeirantes, Band Internacional, Canal Arte 1, Band News, Bandsports, Terraviva, Smithsonian Channel and AgroMais.

EDUCATION

Master in Education
Universidade Católica de Brasília

Posgraduate in Marketing
ESPM São Paulo – 1996

Graduated in Pedagogia
PUC São Paulo – 1993

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e-mail: mmonteiro@band.com.br

MARIANNE FELDMANN

VICE-PRESIDENT, BRAZIL - INDIA BUSINESS COUNCIL

WORK EXPERIENCE

Austrian diplomat; at present, Austrian Ambassador to Colombia, Panama, Ecuador and several Caribbean countries. Strong ties with Brazil; Ambassador to this country from 2012 to 2016. Member of womens' network Grupo Mulheres do Brasil (45000 women in more than 60 cities worldwide) and founder of the network's "Nucleus" in Bogotá.



CLAUDIA MARTINS RAMALHO

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL



WORK EXPERIENCE

SESI - National Department (Sponsorship and Cultural Projects Manager)
April / 1987 - to the present day

She has experience and assignments focused on specialized activities for the elaboration, monitoring and evaluation of projects in the cultural area at the national level, analysis and control of project accountability, as well as the implementation of policies and the systematization of contents to support cultural management in Brazil. National Department of SESI. Responsible for the design and management of the following projects developed in Brazil:

- *Contemporary Art and Synergy Education Program at SESI;*
- *CNI Sesi Marcantonio Vilaça Award for Plastic Arts;*
- *SESI Musica Program;*
- *SESI Cultural Investment Technology;*
- *Company Gymnastics Program;*
- *Empreende Cultura Program;*
- *Largada 2000 Program - in partnership with Instituto Ayrton Senna;*
- *Esporte Solidário - in partnership with the Ministry of Sports;*
- *Implementation of the Sesi Policy and Action Guidelines in the Field of Leisure in the 26 states and the Federal District.*

EDUCATION

Specialization in Public Culture Policy Management
University of Brasília / DF - 2008

Specialization in Leisure
Federal University of Minas Gerais / MG - 1995

Specialization in Mobilization, Communication and Social Marketing strategies - University of Brasília / DF - 2002

Degree in Physical Education
Gama Filho University / RJ - 1990

BEATRIZ GUIMARÃES

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL

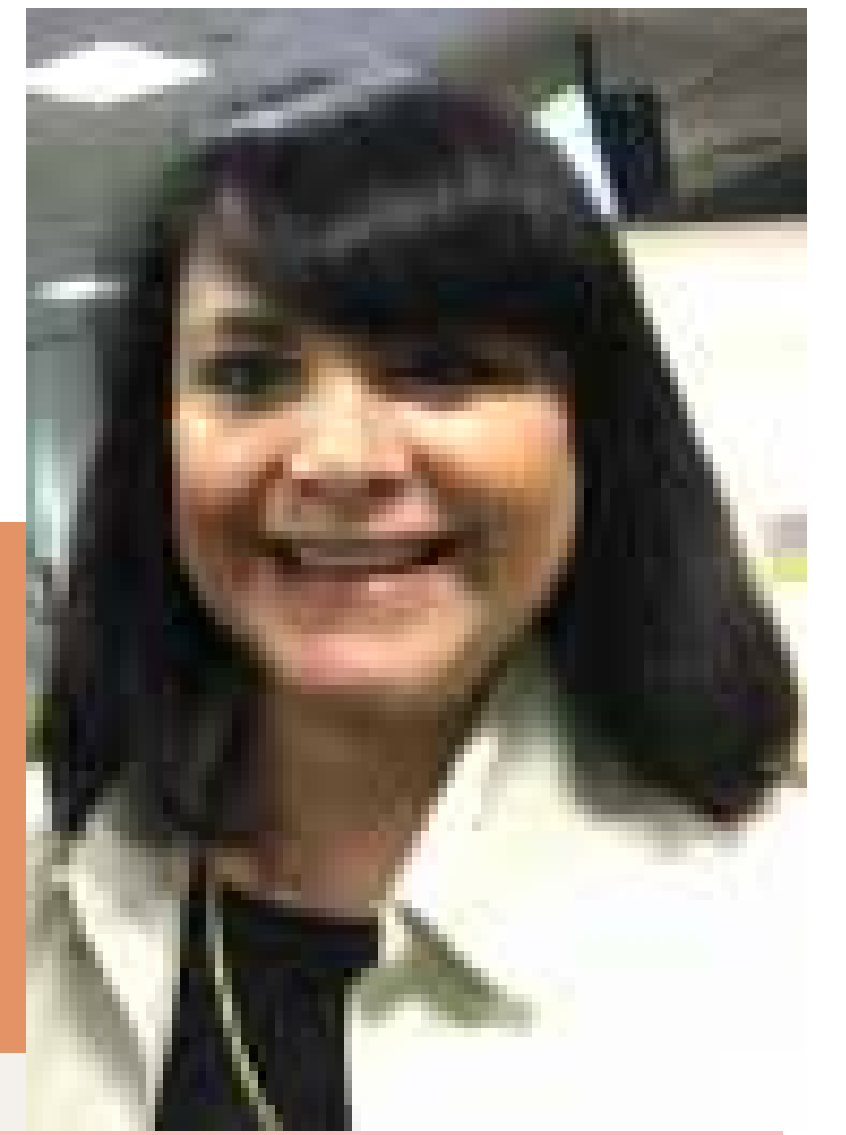


WORK EXPERIENCE

- o Businesswoman focused in the areas of tourism and cultural development;
- o Consultant and specialist in the creation, development and management of projects in the area of tourism for over 25 years;
- o Consultant in the Culture and Heritage segments;
- o Specialist in developing cultural projects;
- o Founder of Hostelling International in Brasília DF;
- o Creator of the Entrepreneurial Traveler project in partnership with Sebrae DF;
- o Had a program in social media about traveling around the world, Viramundo, in 2004.
- o Former Advisor to Fitur - Fund for the Development of Tourism in the Federal District;
- o Former Counselor of Condetur - DF Tourism Council;
- o Civil society representative at the Chamber of Tourism and Hospitality of Fecomércio - DF
- o Has a program 'Papo Empreendedor', AT Band Television, every Saturday, to interview businesswomen and talk about the woman Entrepreneurship;
- o Vice President of Lide Mulher do DF;
- o President of the Chamber of Women Entrepreneurs, businesswomen and Business managers of Fecomércio DF

MARIA BEATRIZ CASTRO GAROTTI

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL



WORK EXPERIENCE

Adviser to the Presidency of the Brazilian National Confederation of Industry (CNI)

From April/1986 - to present

Professional activities focused on the implementation of projects to be developed by the Industry Social Service (SESI)'s 27 Regional Departments at national level, including analysis, monitoring, and control of projects' accountabilities;

Assist the President of CNI in the execution of SESI's National Department strategic investment projects;

Advise the 27 Presidents of the Federations of Industries in the implementation of initiatives with the support of SESI's National Department;

Responsible for the investment process of institutional sponsorship projects.

EDUCATION

**Bachelor of Letters awarded by the
University Center of Brasilia
(CEUB) –1982.**

FABI SAAD

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL



WORK EXPERIENCE

Fabi Saad has a degree in communication, postgraduate degree in International Marketing and an MBA in Digital Marketing. Studied Digital Awareness at Hyper Island and participated in the Women Leadership Program in Oxford.

Author & Coordinator of 2 books with the theme female entrepreneurship & empowerment: "Tips from Inspiring Women in Command of Their Careers" and "Positive Women". Founder of the Positive Women movement, which aims to develop Brazilian women. Curator of the SOS Mulher Platform, a project in partnership with the Social Fund, an organ of the Government of the State of São Paulo, with the objective of supporting and raising awareness among women.

Specialist in Multi-Platform Digital Content, Mobile and Big Data, has been working in the Digital market for fifteen years, focusing on mobile interactivity. Developed and manages the APPS BandSports, BandNews, Terraviva, AgroMais, Mujeres Positivas, Mulheres Positivas and SexPrive.

Passionate about languages, culture & gastronomy; is a columnist for the website Viagem e Gastronomia & partner of the startup HomeIT - Your trendy home.

JANETE VAZ

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL



WORK EXPERIENCE

Janete Vaz is Co-Founder and Vice President of the Sabin Group, one of the largest players in diagnostic medicine in the country, which is present in twelve states and in the Distrito Federal, in Brazil.

Graduated in Biochemistry from the Federal University of Goiás, with an MBA in Business Management from the National Graduate Institute (Instituto Nacional de Pós Graduação - INPG) and an MBA in Business Management from Fundação Dom Cabral (FDC), Janete Vaz was elected in 2016 and 2017 by Forbes Magazine, as one of the most powerful women in Brazil and as one of the outstanding women in the health sector. For two consecutive years, she was one of the Best Business Managers in Brazil by Valor Liderança Magazine, always heading the Sabin Group.

She also received the title of Health Professional Reference in Corporate Governance, granted by Live Healthcare in 2015. Member of the Board of Directors of the University of Brasília (UnB). She also participated on the Economic and Social Development Council of the Presidency of the Republic (CDES) and was President of the Soroptimist International Club of Brasilia, on 2013\2014.

Currently integrates several others Councils, such as: Curator Council of Fundação Dom Cabral (FDC); Board of Directors of ICIPE-Institute of Childhood Cancer and Specialized Pediatrics; National Service for Commercial Learning (Senac - DF); Junior Achievement Brasil Board; Feicomercio Council of Notable Women; VP of the Brazilian Human Resources Association in Distrito Federal (ABRH-DF); VP of IBEF - Brazilian Institute of Finance Executives of the Federal District

SONIA REGINA HESS DE SOUZA

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL

WORK EXPERIENCE

Sonia Regina Hess de Souza was born in Santa Catarina and she is the 6th daughter in a family of 16. She holds a degree in business administration with a specialization in clothing dressing. She started her professional career when she was very young at the family owned business. For 12 years she was the CEO of Dudalina – a male and female fashion company founded by her parents.

In 2014 she joined Warburg Pincus as a consultant and acts in this position at Sequoia and PETZ. She also holds the position of Vice-President of the Women of Brazil group, acts as a mentor of EY Brazil Winning Women and at Endeavor and is also a board member of Fundação Dom Cabral. She is a board member of Sequoia and PETZ and consultant at Warburg Pincus do Brasil.



DANIELA MIGNANI

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL

WORK EXPERIENCE

“Daniela Mignani, director of the variety entertainment unit at Canais GLOBO, which comprises the GNT, VIVA and MAIS Globosat brands, leads a team of 100 people in which all leadership positions are held by women.

28-year experience in the financial, retail and media companies.

In 2014, Daniela received the Caboré Professional of the Year Award. The following year, she joined the Steering Committee of UN Women in Brazil for the HerForShe cause and intensified the debate on women's issues in communication and programs on the GNT channel to foster dialogue and inspire change. In 2016, she was honored by Women to Watch, an event organized by Advertising Age USA and represented in Brazil by Meio & Mensagem, which celebrates women empowerment in the job market.”



PATRICIA MONTEIRO

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL



WORK EXPERIENCE

Patricia Monteiro has a background in Psychology, an MBA in Strategic Marketing.

International Sales, Production, Management since 2012. Develop international market and institutional brands on audiovisual market, acting as interlocutor with television channels, sales international contacts and development.

Prospecting for new customers and present projects for sales in national and International TV channels. Analysis of market research for support and sponsor to all kinds of projects. Implementation and coordination for the development of the audiovisual market. Monitoring for production area of projects and review on translation of audiovisual projects.

Challenge to work with people coordinating a big team, building sales and marketing strategies to search results on sales business. Head hunting for professionals with new skills and encouraging new expertises. University Projects Coordinator, and develop projects in interaction between University and new entrepreneurs, coordinate students in scholarship, with Universities.

ANA CLAUDIA BADRA COTAIT

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL

WORK EXPERIENCE

Mini curriculum Ana Claudia Badra Cotait, born 6/19/63, married to Alfredo Cotait Neto. Graduated in Letters and Social Communication. She was Director of FOCO editora LTDA. Career employee of the Federal Senate from 1984 to 2016, currently retired, she served as Chief of Staff, Director of the Library, General Coordinator of the Senate projects at the Biennials and Book Fairs in Brazil and the Cultural Senate. Participated as a member of the Bidding and Accessibility Commissions. He is currently President of the Entrepreneurial Women and Culture Council of the São Paulo Commercial Association and the Federation of Associations of the State of São Paulo. This totally voluntary work fosters female entrepreneurship in the state and also culture, under the seal of the Tarsila do Amaral Award.



SAMANTA PINEDA

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL

WORK EXPERIENCE

Acting lawyer specialized in Socio-environmental Law, qualified as Environmental Management Coordinator by DGQ in Germany, Invited Professor in the MBA at Fundação Getúlio Vargas (FGV) in São Paulo and Brasília, and also at INSPER / SP, where teaches classes in Environmental Law. Lecturer requested throughout the country on topics related to sustainability, has published several articles, and collaborates with Exame Magazine. Columnist for TerraViva Newspaper and host of the program Ação Sustentável on Agromais, a channel from Band Group. Founding partner of the firm Pineda e Krahn Sociedade de Advogados.



RENATA MALHEIROS

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL



WORK EXPERIENCE

Renata Malheiros Henriques has over 10 years of experience in small business development in Latin America. She is currently the coordinator of Women Entrepreneurship Program for SEBRAE – the Brazilian Small Business Development Agency, where she oversees capacity-building activities for women entrepreneurs in partnership with UN Women and the Brazilian ecosystem for small businesses. Her managerial experience includes trade facilitation for small business, start-up internationalization as well as digital transformation, particularly in the field of e-commerce. She is an ambassador to the WE Project, a Microsoft and SEBRAE initiative to foster start-ups led by women and a member of the WIT – Women Inside Trade Network. She is alumna to the following networks: Women and Leadership Program at NYC Columbia University, and Chevening, the United Kingdom fellowship for leaders.

She holds an MPhil in Development Studies from the University of Cambridge, UK (2015), an MBA in Project Management from the Getulio Vargas Foundation (FGV), Brazil (2008) and a B.A. in International Relations from the University of Brasilia, Brazil (2007). Her main interests are entrepreneurship, women empowerment, gender equality, and digital transformation for small business development. She is fluent in Portuguese, Spanish and English.

FERNANDA BORNHAUSEN

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL

WORK EXPERIENCE

She has an extensive experience on multi-stakeholder partnerships, having held key positions in the private, public, and third sectors. She is the owner of Clear Innovation, a company that offers innovation solutions for established companies and has strategic partnerships and clients at Silicon Valley and Portugal. She is the founder and president of Social Good Brasil, a non-profit organization based in Brazil which fosters the use of technology, innovation and data for social good. She is also a board member Centro Ruth Cardoso and a Synergo's Senior Fellow (New York). She is member and Vice President of the board of ACATE - Santa Catarina Association of Technology Companies and is also the President of Lide Mulher Santa Catarina.

Education

Bachelor of Arts degree in Psychology from the Federal University of Santa Catarina 1986
MBA in Global Administration from the State University of Santa Catarina 2001



MARCELLA DE ALENCASTRE CEVA

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL

WORK EXPERIENCE

Investment banker with a background in law and 10 years of experience in IB, corporate law and M&A. Over BRL 4bn in advised transactions. Seasoned runner, marathon finisher and passionate volunteer in social projects. Core member of Mulheres do Mercado networking group for women in finance and law (@mulheresdomercado). Proud mother of Nicholas and excited to bring this experience into my career.



LAURA OLIVEIRA

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL



WORK EXPERIENCE

Founder and President of the LEVVO Group. Graduated in Administration (UFMT), MBA in Business Management (FGV, 2001), MBA in Financial Administration and Capital Markets (GFV, 2008), Leadership and Negotiations (Harvard, 2013), MBA in Retail Management (FDC, 2019).

Philanthropist, Founded LEVVO Instituto in 2018, created Costura Mais Renda Program, developing a line of products such as Jeans do Bem (Friendly Jeans), which reuses materials that could be disposed of, generating profit, changing lives and contributing to a better, sustainable world. She is Ambassador of the Ronald McDonald's Institute; Member of the Brazil's Womens (Grupo Mulheres do Brazil) and adviser of the DF nucleus.

Founder of LEVVO USINA in 2018, a photovoltaic power plant, a pioneering investment of Group among all McDonald's franchisees in Brasil. Laura also is Member of the Training and Operations Committee of the McDonald's Franchisees Brazilian Association (ABFM), acting with Arcos Dorados. Born in Cuiabá/MT, lives in Brasília, capital of Brazil since 1998. She has two children: Valentina e Enzo.

ANA MARIA CURADO MATTA

DIRECTOR COUNCIL MEMBER, BRAZIL - INDIA BUSINESS COUNCIL

WORK EXPERIENCE

Ana Maria Curado Matta, graduated in Social Communication from the University of Brasilia (UNB), with two executive MBAs, in Marketing from ESPM and in Strategic Management from Fundação Dom Cabral.

She was Sub-secretary of Tourism of GDF, Director of Communication of TCO Celular, Manager of Institutional Relations of Sebrae, since 2008 Superintendent of Public Relations of CNI, where she currently holds the Directorate of Communication.



“Women will naturally choose to work in places where they see and feel that the leadership cares, understands and responds to their unique challenges with an understanding of the cultural contexts, enabling the person in the best possible, and in fairness to others and the organisation.”



DR. HARBEEN ARORA

SUPPORTED BY

WICCI is supported by the massive women's networks of ALL Ladies League (ALL), Women Economic Forum (WEF), and SHEconomy.

ALL is a movement of 'Sisters Beyond Borders.'

WEF is a platform for 'Business Beyond Borders.'

SHEconomy is e-commerce for women worldwide in Goods & Services.



WOMEN ECONOMIC FORUM

Worldwide Web of 200,000
Women for Mutual Support
and Business Exchange
35 Global Editions in 20+
countries (2015-2020)

COUNTRIES REPRESENTED

Armenia, Australia, Bangladesh, Brazil, Bulgaria, Cameroon, Canada, Chile, China, Costa Rica, Croatia, Czech Republic, Colombia, Dominican Republic, Ecuador, Egypt, Ghana, Germany, Greece, Hong Kong, Italy, Israel, Ireland, Japan, Kazakhstan, Kenya, Lesotho, Malaysia, Mexico, Moldova, Monaco, Montenegro, Morocco, Mozambique, Malta, Netherlands, Nigeria, Nepal, Portugal, Peru, Puerto Rico, Philippines, Romania, Rwanda, Serbia, Slovenia, Spain, South Africa, Suriname, Sweden, Syria, Turkey, Uganda, UK, Venezuela, Vietnam, UAE, USA, Zimbabwe.



