

Seminar presented by Dr. Marcos Troyjo (Columbia University)

Date: December 6, 2012, at 9 a.m. to 10:20 a.m.

Place: Room 3611, Mercury Tower

'Brazil's Stance in Contemporary and Future Global Affairs'

Up until very recently, it was believed Brazil had devised an economic model assembling high growth and social inclusion.

In the past 10 years, Brazil has based its economic expansion on both the appetite of the domestic market for higher consumption levels and income distribution mechanisms that lifted the lives of millions. Low productivity, poor infrastructure and outdated labour and fiscal laws have however cooled off much of the enthusiasm for Brazil as growth stalled in recent months.

Is Brazil really adopting a set of policies that amount to a “development model” to lead the country toward global economic stardom? Or is Brazil just experiencing a cyclical “growth pattern” that now loses momentum? What does the road ahead look like for Latin America’s largest economy?

Marcos Troyjo, a leading BRIC economist and social scientist, will discuss whether Brazil’s rise as an economic power can be sustained over time or if the country is destined to fall short of its vast potential. He will also provide a perspective of comparison between Brazil/Latin America's regional economic alliance and the one in Asia.



Biography:

Marcos Troyjo is the Co-Director of the BRICLab at Columbia University, a SIPA special forum on Brazil, Russia, India and China. He teaches *The Rise of BRIC* at SIPA.

Troyjo is the founder of the Center for Business Diplomacy, an independent think-tank on global entrepreneurship. He holds a PhD in sociology of international relations from the University of São Paulo and pursued postdoctoral studies at Columbia University. An economist and political scientist, he is an alumnus of The Rio Branco Institute (Instituto Rio Branco), the graduate school of international relations and diplomatic academy of Brazil's Ministry of Foreign Affairs. He undertook additional graduate studies at Harvard University's Kennedy School of Government.

Troyjo is a lecturer in the graduate programs at IBMEC (Brazilian Institute of Capital Markets) University, a Visiting Professor at the *Centre d'Études sur l'Actuel et le Quotidien*, Université Paris Descartes (Sorbonne), and a member of the International Schumpeter Society. He worked as a career diplomat and was Press Secretary at the Brazilian Mission to the United Nations in New York and Chief of Staff of the Science and Technology Department of Brazil's Ministry of Foreign Affairs.

He is a regular op-ed contributor and commentator for print and electronic media outlets in Brazil and around the world. He serves on the Advisory Board of numerous for profit as well as not-for-profit institutions. Troyjo has been chosen one of "*The Outstanding Young Persons of the World - TOYP*" by the Junior Chamber International in 2004. Troyjo was the winner of the "*Latin America Fellowship-2005*" awarded by the Rt. Hon Helen Clark, former Prime Minister of New Zealand.

He is the author of such books as *Technology & Diplomacy, Brazil: Competitiveness in the Global Marketplace*, *Manifesto of Business Diplomacy*, *Trading Nation: Power & Prosperity in the 21st Century* (chosen by *Americas Quarterly* as one of the best new books on policy, economics and business in the hemisphere in 2007). He has lectured at Yale University, Harvard University, University of Washington, MIT (Massachusetts Institute of Technology), IE-Instituto de Empresa (Spain), IVA-The Royal Academy of Engineering Sciences (Sweden), Tsinghua University (China), University of Auckland (New Zealand) and Canning House (UK).