Sustainable Agricultural Trade: A Brazilian Approach regarding deforestation-free exports and the EUDR

Brussels

Programme for Brussels

Date: 5 November
Event hours: 09:00–16:00
Format: in person, in English or with simultaneous interpretation between Portuguese and the local language, as appropriate.
Venue: Thon Hotel EU

09:00–09:30 | Registration

09:30–10:00 | Institutional Opening

Pedro Miguel da Costa e Silva, Ambassador of Brazil to the European Union — 5 min

Aloysio Nunes Ferreira, Head of Strategic Affairs at ApexBrasil in Brussels — 5 min

Paolo Garzotti, Head of Unit for Trade Relations with Latin America at DG-TRADE — 5 min

Muni Loureço Silva Júnior, Vice-President of the Brazilian Confederation of Agriculture and Livestock (CNA) — 5 min

10:00–11:30 | Session "EUDR: Obligations and Brazilian Solutions"

What are the features of Brazilian public policies in the main areas assessed under the EUDR?

Moderator: Counsellor Eduardo Chikusa, Head of the International Trade Division at the Brazilian Ministry of Foreign Affairs — 5 min
Introduction of the topic and participants

Ambassador Felipe Hees, Director of the Trade Policy Department at the Brazilian Ministry of Foreign Affairs — 20 min
Overview of Brazilian Government policies on sustainability

Pedro Mariano Martins Pontes, General Coordinator for Bilateral Cooperation, Office of International Affairs, at the Brazilian Ministry of the Environment and Climate Change (MMA)(ASIN/MMA) — 15 min
Environmental legislation

- Presentation on key aspects of Brazilian environmental legislation.

Silvana Kampel, Image Processing Division, Brazilian Institute for Space Research (INPE) — 15 min
Monitoring and deforestation (PRODES)

- Presentation of PRODES.

Counsellor George Marques, Department of Trade Policy at the Brazilian Ministry of Foreign Affairs — 15 min
Social protection and human rights

- Presentation on legislation protecting Indigenous Peoples.

Closing remarks by the moderator — 5 min

Q&A — 15 min

11:30–12:30 | Practical Workshop: Agro Brasil + Sustentável Platform

Guided demonstration and simulated exercise:

Bruno Leite, General Coordinator for Animal Production at the Brazilian Ministry of Agriculture and Livestock (MAPA)

Eduardo Chikusa, Head of the International Trade Division at the Brazilian Ministry of Foreign Affairs

Sectoral associations

1. **Live on-screen demonstration — 30 min**
   - Accessing the platform;
   - Types of data available (using beef, soybeans or coffee as examples);
   - Producer/exporter/operator workflow;
   - Issuance or viewing of a report or certificate, if available;
   - How the information may be used by a European importer;
   - Information required by the European operator;
   - How the platform helps structure the response.

2. **Practical next steps and technical Q&A — 30 min**
   - Next steps;
   - MAPA and sectoral associations answer operators' questions;
   - Contact channels.

12:30–13:30 | Lunch

13:30–14:00 | Brazilian Technologies and Policies in Support of Sustainable Agriculture

Ambassador Felipe Hees, Director of the Trade Policy Department at the Brazilian Ministry of Foreign Affairs

14:00–15:30 | Sustainability of Brazilian Supply Chains

Moderator: Minister Durval Carvalho, Head of the Agricultural Promotion Division at the Brazilian Ministry of Foreign Affairs — 5 min

Ana Terra de Medeiros Felipe and Anderson Luis Alves, Researchers at the Brazilian Agricultural Research Corporation (EMBRAPA) — 20 min
Sustainability of Brazilian agriculture.

Muni Loureço Silva Júnior, Vice-President of the Brazilian Confederation of Agriculture and Livestock (CNA) — 20 min
Sustainability of Brazilian agriculture.

Beef – Fernando Zelner, Sustainability Director at the Brazilian Beef Exporters Association (ABIEC) — 15 min

- *Sustainability of Brazilian livestock production;*
- *Traceability; and*
- *Supplier controls.*

Soybeans – André Meloni Nassar, Executive President at the Brazilian Association of Vegetable Oil Industries (ABIOVE) — 15 min

- *Sustainable production;*
- *Protocols, legal compliance and traceability; and*
- *Relations with European traders and industry.*

Perspective of European Importers (speakers tbc – 20 minutes)

Q&A (15 minutes)

15:30–16:30 | Networking

Objective: Networking space for Brazilian associations and companies and their European counterparts