

Brazil Smart Grid Technologies

Reverse Trade Mission

Washington D.C. - San Francisco, CA

October 18-27, 2010



Sponsored by The U.S. Trade
And Development Agency
Organized by MFM Trade Meetings

THE BRAZIL DELEGATION

- Ministério de Minas e Energia
- Agência Nacional de Energia Elétrica (ANEEL)
- Agência Nacional de Telecomunicações (ANATEL)
- The National Institute of Meteorology, Standardization and Industrial Quality (INMETRO)
- Light Serviços de Electricidade S.A.
- Eletrobrás
- Cemig Distribuição S.A.
- Associação Brasileira de Distribuidores de Energia (ABRADEE)
- Centrais Elétricas de Santa Catarina S.A. (CELESC)
- Companhia Paulista de Força e Luz (CPFL)

BACKGROUND ON THE BRAZIL SMART GRID DELEGATION

Brazil is currently challenged with massive power outages resulting from an overburdened, aging power infrastructure, while energy consumption is expected to increase by 60 percent from 2007 to 2017. In response, the Government of Brazil is promoting the implementation of smart grid technologies to reduce technical and commercial losses. Brazil's energy regulator, ANEEL, announced plans for a nationwide rollout of smart metering while defining regulation for electronic meters and communication over power lines and addressing the country's electricity tariff methodology. Major utilities have moved forward quickly to modernize their distribution systems to reduce losses through the incorporation of a wide range of smart grid systems and technologies, including: electronic and smart meters and Automated Meter Reading technology; substation automation; SCADA; GIS AM/FM; and Outage Management Systems. State owned Eletrobrás alone announced investments of around \$700 million in operational and commercial process automation at the group's six distributors and it is estimated that the country will replace more than 60 million meters over a 10-year period.

Objective

The **U.S. Trade and Development Agency** is sponsoring the **Brazil Smart Grid Technologies Reverse Trade Mission** to the United States to familiarize Brazilian officials and private and state power utility company representatives with the most recent regulatory advances in the smart grid deployment, meet with U.S. smart grid solution providers and encourage U.S. company involvement in the early stages of the Brazil Smart Grid implementation plan. The delegation includes 10 senior public and private sector official from Brazil. The visit will take place from October 18 to 27, 2010 and includes meetings and site visits in the Washington, D.C. and San Francisco, CA areas.

Agenda

The Reverse Trade Mission will provide U.S. companies with an opportunity to:

- Showcase their capabilities and expertise in smart grid solutions to create linkages for future collaboration through site visits;
- Highlight leading edge technology solutions and best practices;
- Learn about the Brazilian smart grid market and the benefits of establishing partnerships and business relationships with Brazil and its upcoming procurement needs.

Contact Information

MFM Trade Meetings is organizing this Reverse Trade Mission on behalf of USTDA. For information on hosting a meeting and/or sponsorship, please contact Ms. Pamela Peseux, Director of Marketing, (ppeseux@trademeetings.com) or Mr. Douglas Shuster, International Trade Specialist (dougshuster@hotmail.com)

For more information on the RTM please visit www.trademeetings.com or call +1-866-636-7350

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