



2012 SIGMA STUDY MISSION TO BRAZIL

Are you interested in participating in a study mission to Brazil with fellow motor fuel marketing leaders? Reserve your space now for the 2012 SIGMA Study Mission!

We are planning a trip to Ribeirão Preto, Brazil and Rio de Janeiro, Brazil on February 21- February 28, 2012 with an Optional Extension to Buenos Aires, Argentina from February 28 – March 2, 2012.

A \$100 deposit (fully refundable) will save you a space as we continue to plan the details of the trip



Seize this exclusive opportunity to visit two South American cities with strong economic ties to the U.S. and gain an understanding of how business in these regions affect the world market.

Brazil's state-owned oil company Petrobras is facing vigorous challenges from sugar and biofuel companies. 2008 was a historical moment for the Brazilian fuel sector. Ethanol sales in the country surpassed petroleum sales. There are more than 200 companies operating almost 400 mills in Brazil producing sugar and/or ethanol.

Expand your reach and build partnerships as you join a small group of senior-level Motor Fuel Industry Leaders on a trip to two key cities in rapidly developing Latin America— Ribeirão Preto and Rio de Janeiro, Brazil.

Developed for Fuel Marketing Leaders, this unique experience provides you the opportunity to:

- Meet senior policy makers, business leaders and marketing counterparts, and understand the different fuels that are produced, used and marketed in South America and the potential for use in North America.
- Network with leaders of the local Industry and potential export partners.
- Establish relationships with corporate executives and government officials.
- Learn about and experience the economic, social, and cultural environments.

GENERAL INFORMATION

Title: International Study Mission to Brazil with optional extension to Argentina
Date(s): Thursday, February 21, 2012 - Wednesday, February 28, 2012
Location: Brazil/Argentina

Program Description

The full program consists of two Brazilian cities – Ribeirão Preto and the 'The Marvelous City', Rio de Janeiro. An optional extension to Buenos Aires is also planned.

The program is developed exclusively for Motor Fuel Marketing Leaders and offers an opportunity to explore this key market where alternative fuels are the norm and production is expanding. This Study Mission will meet with representatives of Petrobras, the Brazilian state owned oil company. Petrobras has one of the largest oil finds in history, once they overcome the hurdle of extracting it from 10,000 feet under the ocean.

Also, Petrobras is facing vigorous challenges from biofuel companies. 2008 was a historical moment for the Brazilian fuel sector. Ethanol sales in the country surpassed petroleum sales. There are more than 200 companies operating almost 400 mills in Brazil producing sugar and/or ethanol.

Study Mission participants will meet with representatives of the one company leading the pack; Cosan. Cosan, based near Ribeirão Preto, is making huge investments in ethanol logistics. In 2008, it took control of ExxonMobil's operations in Brazil, announced the creation of an ethanol pipeline and bought 49% of one of the biggest and most modern sugar ports in Brazil. This is an excellent opportunity to see what is happening on the leading edge of alternative fuels. Further, participants will meet other fuel and equipment suppliers and our peers in the South American Motor Fuel Marketing Industry.

In recent years, Latin America has seen some very strong economic growth and Brazil continues to be the engine of regional growth, thanks to its large population, proactive government, and vast reserves of commodities. Ribeirão Preto, Rio de Janeiro, and Buenos Aires are further strengthening their positions as regional centers where multinationals and leaders in the Motor Fuel Industry set up their base to service their stakeholders in the region and the world.

For more information, please contact Nancy Muskett, Director of Advertising and Sponsorship, SIGMA: America's Leading Fuel Marketers, 3930 Pender Drive, Suite 340, Fairfax, VA 22030, 703-375-0492, Fax 703-709-7007, or nmuskett@sigma.org.

Carl Boyett, CEO, Boyett Petroleum and Frank Greinke, Chairman and CEO, United Fuel & Energy, will lead this Study Mission. This is a unique opportunity to visit a fast growing region, with strong economic ties to the United States and in a similar time zone. Network with peers, build relationships, and increase your understanding of how global developments provide challenges and opportunities for your business.

Target audience

This Study Mission will benefit senior executives in the Motor Fuel Marketing Industry interested in expanding their business and learning about the future of alternative fuels:

- CEOs
- Fuel Buyers
- Marketing Executives
- Key Business Leaders

Participants are encouraged to bring their spouse/guest to share this unique program and an attractive price has been developed for guests sharing the same hotel room. Guests will join the main program with the delegates, although some unique activities for guests will also be scheduled.

One-to-One Meetings

A key feature of this Study Mission will be one-to-one meetings that will be arranged with fuel suppliers and our counterparts in the fuel marketing industry. SIGMA will work with the local business communities to coordinate these visits. Prior to departure, we will have a conference call with all delegates to better understand individual interests and objectives so that appropriate appointments can be scheduled and delegates can maximize their return on investment of this study mission.

EXAMPLE OF THE COSTS AS THEY ARE NOW ANTICIPATED:

Before 1 March 2010	<u>Participant</u>	<u>Guest (sharing room)</u>
• Study mission (Ribeirão Preto & Rio de Janeiro)	US\$ 4,000	US\$ 1,750
• Optional extension to Buenos Aires	US\$ 1,500	US\$ 750
By 1 March 2011	<u>Participant</u>	<u>Guest (sharing room)</u>
• Study mission (Ribeirão Preto & Rio de Janeiro)	US\$ 5,000	US\$ 2,000
• Optional extension to Buenos Aires	US\$ 1,750	US\$ 1,000
After 1 October 2011	<u>Participant</u>	<u>Guest (sharing room)</u>
• Study mission (Ribeirão Preto & Rio de Janeiro)	US\$ 6,000	US\$ 2,500
• Optional extension to Buenos Aires	US\$ 2,000	US\$ 1,250

Prices include hotel, meals, and all tours and excursions. The local flights in coach from Ribeirão Preto to Rio de Janeiro are included. **Your flights to and from the US (or from wherever you are based) are extra.**

For those extending their trip to Buenos Aires, Argentina, the fee includes an economy flight from Rio de Janeiro to Iguassu Falls and then to Buenos Aires.

Minimum participants: 20

Maximum participants: 50

TENTATIVE PROGRAM

(Full content details will be finalized in the next few months)

Departures:

For Ribeirão Preto, Brazil via connections through Sao Paulo which has 12 direct flights a day from major US airports.

Wednesday, February 22, 2012

- Arrive in Ribeirão Preto, the heart of Brazil's "Sugar Cane" country and therefore the heart of the Ethanol industry. It is an easy one hour flight from Sao Paulo, Brazil.
- After getting settled in, we will have a briefing session to review and summarize our trip.
- Introduction to Ribeirão Preto, Brazil:
Ribeirão Preto (Portuguese for "Black Creek") is a municipality and city in the Northeastern region of the state of São Paulo in Brazil. It is nicknamed Brazilian California, because of a combination of an economy based on agrobusiness plus high technology, wealth and sunny weather all year long. With 570,000 inhabitants, Ribeirão Preto is the ninth largest municipality in the state.
- Wine tasting & welcome dinner in Ribeirão Preto, Brazil.

Thursday, February 23, 2012

- Understanding Brazil
- History, Culture, Economic Situation and Development
- Overview of Motor Fuel Marketing Industry in Brazil and why Brazilians have chosen to push alternative fuels
- Discover Ribeirão Preto City Tour
- Famous Churrascaria dinner

Friday, February 24, 2012

- Tour of Sugar Cane plantation and farm life
- Development and Trends in Alternative Fuel production and distribution
- Brazil's Leading Position in the Energy Industry and Biofuels

Saturday, February 25, 2012

- Flight from Ribeirão Preto to Rio de Janeiro, Brazil
- City Tour & Orientation
- Wine tasting & welcome dinner

Parade of Winners: *The winner and the five runners-up from the Rio "Samba" Carnival Parade take part in the Winners' Parade the Saturday after Carnival.*



Sunday, February 26, 2012

Tour of Rio:

Visit to Corcovado followed by Floresta da Tijuca, Maracana stadium, and Sambodromo.

Stop for Feijoada lunch at Copacabana Palace Botanical Gardens

Sunset at Sugarloaf

Dinner at famous Zozô Restaurant at the foot of Sugarloaf
Take a two-stage cable car to Sugarloaf Mountain to see the Municipal Theater, Candelaria Church, and Sao Benito Monastery. Enjoy a welcome reception on the summit while watching the sunset on one of the world's most scenic harbors.

Monday, February 27, 2012

- Boat Tour of Guanabara Bay
- Typical meal from the Northeast of Brazil

Example of Possible Tour:

Meet with officials from UNICA, the largest syndicate of independent sugar producers in Brazil. In the US we can buy flex fuel vehicles that can burn up to 85% ethanol. In Brazil the vast majority of new vehicles can burn a mixture containing 0 to 100% ethanol. A representative from the GM factory in Sao Paulo could be there to discuss the newest flex fuel engine technology as well as the history behind it. At this same meeting, Monsanto could have a representative on hand to give us a multinational corporation's viewpoint of agriculture in Brazil. After lunch we board our charter bus for Piracicaba where we will visit Dedini Industria de Base. Most of the ethanol and bio-diesel plants in Brazil have at least some equipment designed and built by this company. This company not only builds equipment, it designs systems to integrate farming and livestock into ethanol and bio-diesel production. We will visit a large ethanol plant.

Tuesday, February 28, 2012

- Motor Fuel Marketing Industry Leaders and Legal Issues in Brazil

Example of Possible Tour:

Visit with the Ministry of Mining and Energy to discuss, among other things, Brazil's national bio-energy programs, the implications of the discovery of the huge oil reserves off the coast of Rio, and the bio-energy agreement signed with the US. Meeting and shaking hands with some of the people who helped write this agreement could prove very useful in the future.

- Afternoon departures to airport to return home or the optional visit to Buenos Aires, Argentina

OPTIONAL EXTENSION TO BUENOS AIRES, ARGENTINA



Tuesday, February 28, 2012

- Morning airport transfer for the flight to Iguassu Falls.
- Afternoon Falls Tour
Iguassu Falls are more spectacular than Niagara, more thunderous than Victoria, and larger than both. Two hundred and seventy-five cascades form a 1.5 mile long crescent where torrents of water plunge into cataracts far below.
- Dinner on your own at the Hotel overlooking the Falls.

Wednesday, February 29, 2012

- Morning flight to Buenos Aires
- Arrival Buenos Aires, Argentina and hotel check-in.
- Program - Understanding Argentina
History, Economic Situation, and Development,
Industry and Legal Structure

- Possible Tour
Our afternoon sightseeing reveals an elegant and cosmopolitan capital city. Among the highlights: Visit May Square to see the Government House, Colon Theater, one of the world's most famous opera houses, the bohemian neighborhood of San Telmo, the Italian harbor neighborhood of la Boca, the Rose Garden at Palermo, and La Recoleta, the city's most fashionable section.
- Wine tasting & welcome dinner

Thursday, March 1, 2012

- Experience Argentina & Buenos Aires
- Business in Argentina and the Role the Motor Fuel Marketing Industry Plays in the World: Relevant Ministry or National Council.
- City & Country Tour
Today visit the local market in San Telmo before heading outside the city for the vast Argentine Pampas area and one of the cattle ranches (estancias) that helped build Argentina's reputation as beef supplier to the world. After a tour and riding demonstration, we will enjoy a traditional asado (barbecue) dinner.
- Traditional Argentinean 'gaucho/steak dinner'

Friday, March 2, 2012

- Transfer to Buenos Airport Internacional Airport Ezeiza for return home