



CHALLENGES OF THE FINANCIAL INCLUSION IN BRAZIL 14:00 pm to 15:30 pm, 17 June 2012

OVERVIEW

The panel will address financial inclusion practices that are being developed in Brazil, considering the different local realities and the economic growth regarding the rising of the base of the pyramid. It will be discussed issues such as financial education, products and services targeted to low income population, and a case study of actions undertaken in the Amazon region.

PROGRAMME

Moderator:

- Luiz Angelotti
Executive Director and Investor Relations Director, Bradesco Bank

Speakers:

- Eugênio Velasques
Executive Director, Bradesco Seguros e Previdência, Bradesco Bank
- Virgílio Viana
Director, Fundação Amazonas Sustentável
- Fábio Cassio Costa Moraes
Director, FEBRABAN

AGENDA

- Opening and Welcome
- Sustainable Development at Amazon: Innovative ways to work with the base of the pyramid
- Financial Education in Brazil
- Inclusive Business: Banking Services and Insurance



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