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## **BROWARD CENTER FOR THE PERFORMING ARTS HOSTS FOCUS BRAZIL**

*Business and cultural forum held May 4 – 7 has inspired annual events held in London and Japan  
and delivers an annual economic impact of \$10 million to Broward County*

**FORT LAUDERDALE** – The Broward Center for the Performing Arts will host Focus Brazil from Wednesday, May 4 – Saturday, May 7 featuring panels with business leaders, musicians, educators and journalists before culminating in the Brazilian International Press Awards U.S.A. All panels will offer simultaneous translation.

More than 20,000 people have participated in the annual event since the press awards first were held at the Broward Center in 1997, followed by the inaugural business and cultural forum in 2005. More than one-third of those attending over the years came from 14 countries and 31 different U.S. States. The annual economic impact is estimated around to be \$10 million, spent on air travel, lodging, food, transportation and shopping.

“Brazil is Florida’s top trading partner and a large Brazilian population contributes so much to South Florida’s vibrant community and strong economy,” said Broward Center President and CEO Kelley Shanley. “The Broward Center is proud to have been part of this energizing multi-cultural exchange of ideas between business and cultural leaders since its inception. Focus Brazil’s impact is demonstrated by the fact it has inspired similar annual events in London and Japan.”

The business panel on Thursday, May 5 will include a morning session with experts from the tri-county area: Manny Gonzalez, chief of economic development and international trade for the Miami-Dade County Regulatory and Economics Resource Department; Paola Isaac Baraya, an economic development specialist in international trade with the Broward County Office of Economic and Small Business Development; and Brian Cartland, vice president, business recruitment with the Business Development Board of Palm Beach County. The afternoon session, entitled “Brazil Beyond the Curve,” will be moderated by Fernando Silva Pinto, international correspondent for *Rede Globo* in Washington, D.C.

In addition to business, the topics of this year’s Focus Brazil include education, visual and performing arts, cultural activism, tourism, women’s empowerment and the media. Participants include: musicians Roberto Menescal (the founder of Bossa Nova) and Jorge Ben Jor; journalists Gloria Maria, Marcia DeVito and Caco Barcelos; celebrated publicist Washington Olivetto; researchers and educators Sérgio Rego Monteiro and Albert Fishlow; world music expert Tom Gomes; and psychologist and motivational speaker Eliana Barbosa, among many others.

The Brazilian International Press Awards U.S.A. will take place on Saturday, May 7 at 7 p.m. in the Amatur Theater. A highlight will be a concert by Brazilian singer-songwriter Guilherme Arantes.

The full program is available at <http://site.focusbrasil.org/new-york/>. Participation is free of charge but registration is necessary at [www.focusbrasil.org](http://www.focusbrasil.org). Registration for the free Brazilian International Press Awards U.S.A. is at [http://pressawards.us/td\\_d\\_slug\\_15-2/](http://pressawards.us/td_d_slug_15-2/).

The Broward Center was designated by the Brazilian Ministry of Culture as a Brazilian Point of Culture in the United States in 2006, as part of a program to provide access to appreciation, production and dissemination of culture to build new national values of cooperation and solidarity.

The now annual forum was originally created by the Broward Center in conjunction with numerous government, business and community partners. Focus Brazil is supported by the Consulate General of Brazil in Miami, Brazilian American Chamber of Commerce of Florida, Central Florida Brazilian Chamber of Commerce, Brazilian Business Group, American Organization of Teachers of Portuguese, Brazilian International Press Association and the Broward Center. Focus Brazil is sponsored by LATAM Airlines Group, Globo International, Banco do Brasil, Embraer and Canal PFC.

The Broward Center for the Performing Arts is located in the Riverwalk Arts & Entertainment District at 201 SW Fifth Avenue in Fort Lauderdale.

AutoNation, Bank of America, Greater Fort Lauderdale Convention & Visitors Bureau, Latam Airlines Group, MasterCard, Paramount Refreshment Solutions, Rick Case Automotive Group and *Sun Sentinel* are proud sponsors of the Broward Center.

All dates, programs and artists are subject to change.

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#### About The Broward Center for the Performing Arts

The Broward Center for the Performing Arts is one of America's premier performing arts venues. Presenting more than 700 performances each year to more than 700,000 patrons, the Center showcases a wide range of exciting cultural programming and events, and offers one of the largest arts-in-education programs in the United States, serving more than 150,000 students annually. The Broward Performing Arts Foundation, Inc. receives and maintains funds to sustain, develop and secure the future of the Broward Center. The Broward Center for the Performing Arts is located in the Riverwalk Arts & Entertainment District at 201 SW Fifth Ave. in Fort Lauderdale. For more information, visit [BrowardCenter.org](http://BrowardCenter.org).

The Riverwalk Arts & Entertainment Consortium is a cultural partnership between the Broward Center for the Performing Arts, Bonnet House Museum & Gardens, NSU Art Museum Fort Lauderdale, Florida Grand Opera, Fort Lauderdale History Center and the Historic Stranahan House Museum. It is supported by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council and the Greater Fort Lauderdale Convention & Visitors Bureau. Programs are sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs, the Florida Council on Arts and Culture.