

**CFA Society
Brazil**

NEWSLETTER SECOND QUARTER 2013

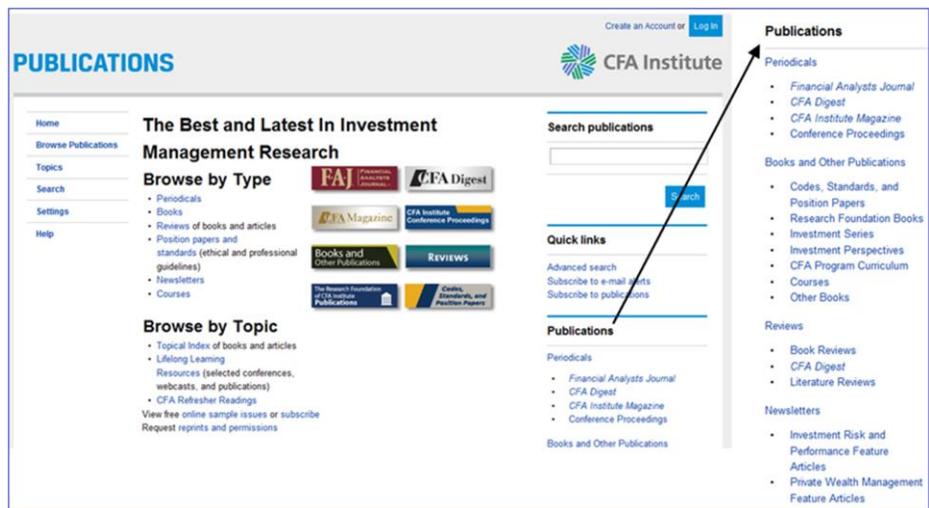
JUNE 2013

One of the Most Valuable and Underutilized Assets for CFA Charterholders:

THE RESEARCH FOUNDATION OF THE CFA INSTITUTE

One of the most valuable and yet underutilized resources provided by the CFA Institute is the vast research production and archive of its **Research Foundation**. Every CFA Charterholder should know his or her username and password in order to access all CFAI web pages. Substantial free content is provided to all interested and, to CFA Charterholders, most of the content is free. The following are the links to the main CFAI web pages followed by a picture of each.

1) CFA Institute Publications (www.cfapubs.org). The site, as shown below, contains access to the vast research archive as well as new materials published by the CFAI.



If one clicks on topics, the following index with more than 13 thousand articles is displayed on every major area of financial research

Home
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Topics

Click a topic to see related articles or expand a topic to see subtopics (parentheses indicate the numbers of corresponding articles).

- Alternative Investments (742)
- Behavioral Finance (412)
- Corporate Finance (626)
- Derivatives (447)
- Economics (1099)
- Equity Investments (1638)
- Financial Statement Analysis (480)
- Fixed Income (829)
- Leadership, Management, and Communication Skills (874)
- Performance Measurement and Evaluation (517)
- Portfolio Management (3342)
- Private Wealth Management (649)
- Quantitative Methods (204)
- Risk Management (675)
- Standards, Ethics, and Regulation (SER) (868)

2) Webcasts and Podcasts (need username and password to access).



All major academics and practitioners in finance may be found here. For instance, one can watch Eugene Fama talk about the Efficient Market Hypothesis and other perspectives on current financial research.

12/6/2012	Perspectives on Financial Research	PLAY 
	Speaker Eugene F. Fama Length 50Min Price (USD) Members: FREE CFA Program Candidates: FREE Standard Rate: FREE University: FREE	
	Formats  video webcast  audio podcast	

Try the CFA Institute's Educational Resources!

There is a fantastic range of quality learning resources available to Members on the CFA Institute website. These are split into 15 "Communities of Practice" so that you can browse by area of interest as follows:

- [Alternative Investments;](#)
- [Behavioral Finance;](#)
- [Corporate Finance;](#)
- [Derivatives;](#)
- [Economics;](#)
- [Equity Investments;](#)
- [Financial Statement Analysis;](#)
- [Fixed Income;](#)
- [Leadership, Management & Communication Skills;](#)
- [Performance Measurement & Evaluation;](#)
- [Portfolio Management;](#)
- [Private Wealth Management;](#)
- [Quantitative Methods;](#)
- [Risk Management; and](#)
- [Standards, Ethics & Regulations](#)

Each Community of Practice has articles, videos, webcasts, events, courses, and tools — many produced by CFA Institute but also including relevant items from member societies and vetted content published by third-party organizations. For more interactive discussion, there are also blogs, Twitter conversations and RSS feeds.

Worth highlighting is the "Take 15 Series", a continuing series of short interviews with leading practitioners on timely topics focused on the investment profession. These sessions are available in video and audio podcast format. They can be viewed from the CFA Institute website or downloaded to your mobile device by subscribing to the RSS feed or in the iTunes store by search for keyword "CFA Institute". There are just under 200 interviews available.

Continuing Education

To maintain and improve professional competence, an important part of the CFA Institute's [Code of Ethics and Standards of Professional Conduct](#), members are recommended to complete a minimum of 20 Continuing Education (CE) credits, including 2 [Standards, Ethics, and Regulations \(SER\)](#) credits, each calendar year. Each of the learning materials is eligible for a pre-defined number of credits. Credits can also be earned for educational activities from other providers and sources.

The CFA Institute also has a convenient online tracking resource where you can record, manage, and track your learning activities.

WE ARE LOOKING FOR VOLUNTEERS TO HELP US TO RAISE AWARENESS OF THE CONTENT OF THE RESEARCH FOUNDATION ARCHIVE AMONGST OUR MEMBERS. IF YOU'RE INTERESTED IN VOLUNTEERING, PLEASE CONTACT staff@cfasociety.org.br.

UPCOMING EVENTS QUARTER 3

1) July 23 Member Lunch in São Paulo - Cantaloup (30 guests)

Sponsors: Thomson Reuters, Ned Davis Research Group, FactSet and Behavior Cap.

Subject: "Why the CAPM does not work - Speculative Betas".

2) August Member lunch

To be defined: Location, Speaker and Sponsors.

3) September 18 Annual Conference Hotel Unique São Paulo

To be defined: Speakers and Sponsors.

4) November Member Lunch

To be defined: Location, Speaker and Sponsors.

5) End of November

CFA Institute Research Challenge Finals.

6) Early December

Charter Ceremony To be defined: Location, Speaker and Sponsors.

EVENTS

In the first half of 2013, the CFA Society of Brazil held a Member Lunch event at Cantaloup restaurant, exclusively for members of the Society. Our speakers were Alejandra Grindal, Senior International Economist, and Will Geisdorf, CMT Senior Global Analyst, both from the Ned Davis Company, who spoke about Global Cyclical & Secular Themes and Market Views.

The purpose of these events is to offer continuous education and to promote interaction among members. Strategically we always organize these events during lunch time, which fits in better with members' work schedules.



Happy Hour Event

In May, the CFA Society of Brazil in partnership with FACTSET promoted its first Happy Hour event, also exclusively for members and Level III candidates. The event was held at Praça São Lourenço restaurant – São Paulo, Vila Olímpia.



Jamil Sheppard, Vice President Sales, Sam Bottomley, Vice President, Senior Institutional Sales and Tristan Davis Senior, Consultant - Brazil / Latam at FACTSET Research Systems were representing FactSet. Rafael Campos, Rafa Tajouri, Allemander Neto and Rodrigo Boselli were representing the Board of the CFA Society of Brazil.



Strategic Planning Session

CFA SOCIETY BRAZIL
STRATEGIC PLANNING SESSION - OUTPUT

26 May 2013
Sao Paulo, Brazil



On May 26, the Board members of the CFA Society of Brazil received a visit from the CFA Institute to support a Strategic Planning Session for the CFASB.

To facilitate the meeting we had David Deaton, Director of Strategic Planning for the CFA Institute. Other participants from the CFA Institute were Rafael Matallana, Relationship Manager for Latin America, Ellen Ratte, Director for Society Relations in the Americas and Dr. Ashvin P. Vibhakar, Managing Director/Senior Advisor & Executive Sponsor for the Future of Finance Project.

The meeting was very productive for the further development of our Society.

THE CFA SOCIETY OF BRAZIL IS GRATEFUL FOR THE AVAILABILITY, QUALITY, ORGANIZATION AND ACCESSIBILITY OF THE INFORMATION

"Future of Finance - Building A Trustworthy Industry"

Also in May, the members had the opportunity to attend another Member Lunch event in Cantaloup restaurant.

Organized in partnership with the CFA Institute, our speaker Dr. Ashvin P. Vibhakar, CFAI Managing Director/Senior Advisor & Executive Sponsor for the Future of Finance Project presented on the important subject: "Future of Finance - Building A Trustworthy Industry". The Future of Finance project is a long-term global effort to shape a trustworthy, forward-thinking financial industry that better serves society.

You can find more details about this project following the CFA Institute website:

<http://www.cfainstitute.org/learning/future/Pages/index.aspx>



CFA PROGRAM PARTNERS

The CFA Institute partners with globally diverse, high profile educational institutions who cover a significant portion of the CFA Program Candidate Body of Knowledge™ and who embrace the CFA Institute Code of Ethics and Standards of Professional Conduct in their degree programs.

Recognition as a CFA Program Partner provides a signal to potential students, current students, and the marketplace that the university curriculum is closely tied to professional practice and is well suited to preparing students to sit for the CFA exams.

We would like to announce the addition of Fundação Getulio Vargas (FGV) as one of our CFA Program Partners. The CFA Institute already has partnerships with INSPER and PUC, in Rio de Janeiro.

ONE YEAR OF ADVOCACY PROJECT – GREAT ACHIEVEMENTS

The CFA Society Brazil's Advocacy Project has just completed its first year and many important achievements have been reached in this period.

The Advisory Board was organized and an advocacy advisor was hired in September 2012. Several successful initiatives were pursued in this period and we highlight below the most relevant ones:

Interaction with the CFA Society of Brazil members:

- ✓ Two Commissions were created – Accounting and Corporate Governance - and 20 CFA Society Members volunteered to participate.
- ✓ Members were invited to participate in the CVM regulations' Public Hearings processes and in Societies Surveys with a relevant recall.

Interaction with the Securities Commission (CVM):

- ✓ The CVM issued 23 Public Notices inviting comments on a range of regulatory issues (15 of which were related to accounting standards). Each of these was analyzed and comments were submitted for three.
- ✓ CFASB met the director Ana Novaes, CFA, and the new chairman Leonardo Pereira in January 2013 when CVM presented its goals for the short, medium and long term and affirmed the importance of having CFASB participation in the upcoming public hearings from now on.

- ✓ A Memorandum of Understanding was signed between CFAI and CVM in order to stimulate the participation of the CVM staff in the upcoming CFA exams. CFASB is also negotiating with CVM the offering of very special conditions to CVM's staff to participate in the training courses sponsored by the Society.
- ✓ The Society was invited to participate in the CVM's strategic planning process and Advisory Board representatives met with CVM on May 20 to start this process.

Interaction with other market entities:

- ✓ In this period, there was continuous interaction with other relevant market entities: ANBIMA, AMEC, IBGC, APIMEC, CPC and IBCPF. This interaction generated the opportunities for the development of joint initiatives such as the sponsorship of GIPS in Brazil (with ANBIMA) and the discussion of a new regulatory proposal for minority shareholder participation in general meetings held by S.A. Companies (with AMEC).

MAIN ADVOCACY ACTIVITIES Q2 2013

In the second quarter of 2013, we highlight two initiatives in which CFA Society Members were involved.

In April, CFA Society Members were invited to participate in the survey about the most important issues that should be addressed in the advocacy effort. Eight subjects were presented. The 107 members that participated highlighted in the survey that participation of minority shareholders in the governance of companies and actions to prevent and punish non-ethical behavior of financial market agents are the most urgent issues. These concerns were presented to the Securities Commission as key areas for the CVM to concentrate its efforts and were defined as high priority in the Agenda of the Advisory Board.

Another important process conducted by the Securities Commission from March to May was the Public Notice inviting comments on Changes in the Reference Form (*“Formulário de Referência”*). This is a key source of information for all analysts and investors about the governance, performance and risk control processes of public companies and may significantly impact investment decisions. With the coordination of Pedro Martins, member of the Advisory Board, and the relevant contributions from the Corporate Governance and Accounting Committees, as well as the CFA Society of Brazil Members, we sent our suggestions and comments to the CVM on May 14.

SPONSORSHIP CAMPAIGN

The CFA Society of Brazil has grown significantly in the last few years and we were able to accompany the growth with a steady increase in activities such as our luncheon meetings and our annual conference. However, as a large-sized society we do not have yet sufficiently diversified sources of revenue.

The CFA Society of Brazil has grown from less than 100 members a couple of years ago to over 500 now and we can project that within the next five years this number will grow to approximately 1000 – making the CFA Society of Brazil one of the biggest societies within the CFA community worldwide. This quantitative growth was accompanied by a growth in society activities such as our regular member luncheons, annual conference, charter award ceremony as well as the CFA Investment Research Challenge. While a couple of years ago our member lunches attracted a mere handful of members, we have today regularly over 40 members wanting to attend. The same applies to our Annual Conference who today attracts usually the interest of over 150 members. In addition to these events, which are great platforms for our members to network within the financial industry in Brazil while continuing their education, there are many more activities and formats that are in development but cannot yet be realized due to financial constraints.

Unfortunately, our society today finds itself financially in a situation which can be described as “stuck in the middle”: we are sufficiently big to attract strong interest for member activities and events but we are not yet big enough to finance sustainably all these activities through membership fees. This situation should be alleviated once we reach 1000 members which is still some five years in to the future. The solution to this challenge is our sponsorship program.

Tailored Sponsorship Packages

Over the last year the society board has developed a sponsorship program with the aim to diversify our sources of finance. An interested company can buy one of several tailored sponsorship packages in order to gain visibility and market its services to our membership base. Today, we have three annual packages (Platinum, Gold, Silver) whose price ranges from 30000 to 10000 BRL, offering distinct and gradual rights and opportunities. It is important to mention here that we do not provide member contacts or details to our sponsor: member confidentiality is non-negotiable, we respect your (and our) privacy!

Campaign Launch: How Can I Help?

The official launch of our campaign to actively seek companies interested in buying sponsorship packages will be as soon as the recently approved new bylaws become effective.

The success of this campaign will depend to a great extent on the active cooperation that we will get from our members. Our membership base of over 500 offers an invaluable network into all the companies comprising the Brazilian financial industry: banks, brokers, asset managers, research companies, facilitators, suppliers and regulators. We call for the support of our members to being able to present the advantages and benefits of being an official sponsor of the CFA Society Brazil to key decision makers. We ask anyone who works in a company that may be interested or has a colleague or friend who is in a position to decide whether or not such a company becomes a sponsor to get in touch with our Society Coordinator Débora Fernandes (staff@cfasociety.org.br). The success of this enterprise is absolutely key for the ability to maintain and continue all the achievements of the last three years.

We are grateful to our Sponsors:

Platinum



THOMSON REUTERS

Gold



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CFA SOCIETY OF BRAZIL

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