

# Game Changers Guide

A booklet to call your own



World Petroleum Council

**Future Leaders Forum**  
**RIO 2016**

BE A GAME CHANGER

Organizer and Host:





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Game Changers!

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**Milton Costa Filho**  
Secretary General IBP

## Welcome, Game Changers!

“ Sharing all the steps we went through to bring the 5th edition of WPC Future Leaders Forum to life has been a terrific journey.

We have worked really hard to gather the most renowned executives in just one place, in an atmosphere of networking, fellowship, development and knowledge transfer.

We know that our industry is currently adjusting to difficult circumstances and we believe that FLF will bring to the table the insights you are looking for.

Jump in this special guide with both feet and discover the best places to spend your time in Rio.

Our journey together is about to start. Enjoy one of the most amazing places in the world.

See you there! ”

# Discover Us

WPC Future Leaders Forum is an event created by the World Petroleum Council (WPC), one of the most important institutions worldwide. This year, for the first time in its history, the event is being held in Brazil, as a result of a partnership of WPC and IBP – Brazilian Petroleum, Gas & Biofuels Institute. Under the motto “Game changers: new leaders for a new competitive energy industry”, the event has as pillars of discussion topics such as industry sustainability, business leadership and technology & innovation.

[LEARN MORE](#)

## Bright minds behind the scenes

WPC Future Leaders Forum is a collaborative event that has as a main objective to bring together young professionals and students all around the world. Altogether, over 60 people from more than 20 countries have done an amazing job on choosing the topics, inviting speakers and promoting FLF around the world. They believe the first step to become a leader is diving into something that makes them happy not only in their jobs but also in their lives. They definitely did it.

[GET TO KNOW US](#)



“I understood the future scenario of the industry, the professional profile required for this new reality and how I can start to improve myself and fulfill these expectations.”

**Christiano Pereira**  
FLF's volunteer



“The event is being built to and from young people that really understand what the world is craving for. The future belongs to us and we have to take all the actions in our power to change what needs to be changed.”

**Maria Eduarda Schardong**  
FLF's volunteer



“FLF has also changed my way of thinking the industry by bringing meaningful discussions and opinions with different points of view about the industry directions/movements and practices, as well as the changes it's been passing through and solutions for their challenges”.

**Daniel Braune**  
FLF's volunteer

# At The Event

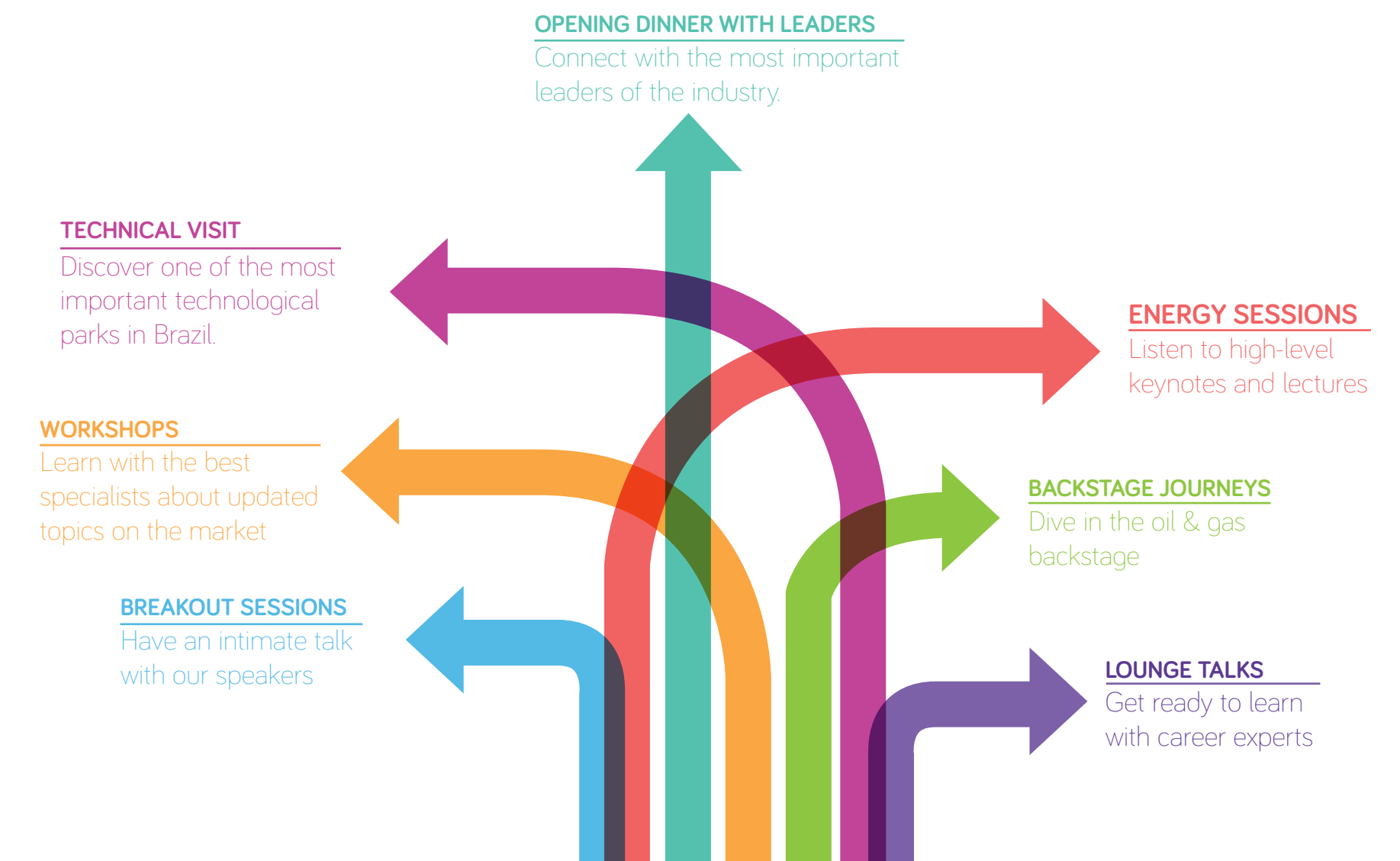
## Credentials

The accreditation starts at 8 a.m, at the main entrance located in pavilion 1. There will be signs all around the place that will indicate where you need to get your credential to FLF. It is mandatory to present an official document with photo to issue your badge.

## Our agenda

FLF is a dynamic event that includes several types of activities. To get the full agenda check out our website.

[LEARN MORE](#)







### Trace your route

**FREE BUS:** All attendees can enjoy free transportation to Riocentro. There are several bus lines with different stops around Rio de Janeiro, including departures from São Conrado, Copacabana, Barra de Tijuca, Santos Dumont Airport, Ilha do Fundão, and from companies such as ANP and Transpetro. To learn more, visit our website.

[LEARN MORE](#)

**PARKING LOT:** Riocentro offers an internal parking lot\* to over 7,000 vehicles. Parking rates:

Until 12h: 28,00 BRL | Additional hour: 6,00 BR | All day: 100,00 BRL

*\*Prices are subject to change without prior notice.*

**UBER AND TAXI:** It is easy to get a taxi or an Uber to get there. You can download the app of 99 Taxis, Easy Taxi or any other. At Santos Dumont airport, there is a special lounge for Uber’s passengers.

### What to eat

**FOOD COURT:** Rio Oil & Gas offers a food court with many different options of restaurants. All FLF attendees are able to access the area. You can pay in cash or by credit and debit card.

**SNACK MACHINES:** If you want to have a snack, you have the option to buy it in our snack machines. The payment is only by cash (notes and coins) and they only accept Brazilian reais.

**OUTSIDE RIOCENTRO:** There are several options outside Riocentro, including a mall, but the event has no agreement with them. Check it out:

BECO - Estr. dos Bandeirantes, 8591 - Curicica, Rio de Janeiro - RJ, 22783-115 - [becoband.com.br](http://becoband.com.br)

Mc Donald’s - Shopping Map Band - Estr. dos Bandeirantes, 8591 - Loja 136 - Jacarepaguá, Rio de Janeiro - RJ, 22783-115

Metropolitano Shopping: Av. Embaixador Abelardo Bueno, 1300 - Barra da Tijuca, Rio de Janeiro - RJ, 22775-040



### Medical assistance

The event provides medical assistance. Our staff is prepared to give you all the information and help you in adverse situations.

### Social events

FLF Rio will bring together young people all over the world not only to listen to global speakers, but also to connect the brightest young minds. It’s a unique opportunity to broaden your connexions, make new friends and share experiences in a relaxed environment. Our social agenda includes a Closing Party, in October 27, just after the Closing Ceremony, and also a Happy Hour, to break the ice, in October 25, the day before the conference. Both events are opened to all FLF attendees.

[ENJOY OUR SOCIAL AGENDA](#)

[DOWNLOAD OUR APP AND KEEP THE AGENDA IN YOUR POCKET.](#)

# Rio Oil & Gas Connection



Can I attend the conference?

FLF attendees have free entrance to Rio Oil & Gas plenaries during the afternoon. Check it out:

- Oct 24| Transforming Brazil's Resources into Wealth for the country: Challenges and Opportunities
- Oct 25 | Past and Future Energy Supply and Demand Patterns and Implications for Capital Allocation
- Oct 26| Meeting Stakeholders Interests as a Mean to Stay in Business
- Oct 27| Transforming Data into Intelligence and Intelligence into Prosperity: New Ways to Operate

Should I attend?

Rio Oil & Gas is the largest oil & gas event in Latin America and its 18th edition will bring to the table debates on relevant topics and issues that will help the audience to understand the new pathways of the industry after the economic crisis. The event gathers over 100 speakers from 22 countries around the world, and it is the stage of the largest exhibition in Latin America, bringing together over 350 companies. It is a unique opportunity to stay in touch with specialists from different segments and to expand your network. The right question is... why not?

Exhibition

There will be over 350 exhibitors from oil & gas industry and its supply chain. It is a great opportunity to learn more about the innovative solutions that companies are developing, their services and, to expand your network. Enjoy your free time to visit the booths.

Parallel events\*

Rio Oil & Gas 2016 is the meeting of all oil & gas industry, which means that, this year, the event is the main stage of important gatherings such as the 22nd Asphalt Meeting, the Onshore, Financial and Compliance forums, among the Arenas, which will include Knowledge, Technology and Sustainability topics. As a FLF attendee, you can enjoy the arenas for free. You can also buy tickets, online or on-site, to other events.

[LEARN MORE](#)



# Rio: Feels Like Home



“After crossing almost all continents of the world, the WPC Future Leaders Forum lands in Brazil, in a turning point for our industry – and we are protagonists in this game. It’s time to rethink how things are done and how we work, bringing new tools, ways to get connected with others, and being open-mind. That is how we are reinventing the way we do business. There is no better place in the world to do this than inside the event organized by two of the major think-tanks of the global oil industry: WPC and IBP. Definitely, there isn’t a better host than our friendly city: Rio de Janeiro. Our organizing team shared their top tips in this guide. We hope you enjoy a little piece of us on the next pages”.

**Victor Alves**  
IBP Youth Committee Coordinator

## A City of must-see attractions

Here is a special guide prepared by our organizing team. We chose the places that we love the most. Discover on the next pages everything you need to know to enjoy every second in one of the most incredible cities in the world.

## Sugar Loaf

Near to: Botafogo Metro Station

Who is to blame: Bruna Bressane  
WPC FLF Project Manager



The Sugar Loaf Mountain guarantees a breathtaking view of the Botafogo cave and the entrance of Guanabara Bay. For those who enjoys an adventure, it is possible to follow a trail until the top of the hill, but to do that I advise you to look for a touristic guide.

[+] This is one of the best sunset scenarios and spectacular view of the city! Once you are back at the bottom of the hill, don't miss the opportunity to walk around the Praia Vermelha beach and maybe try out a few minutes of stand-up paddling. Due to its calm waters, these beach is perfect for the sport!

[-] It is common to face huge lines during the weekends, so I recommend that you try to go during weekdays. If cloudy better save the trip for another day!

Useful information: Open daily from 08am to 8pm. The fee is BRL 76 for adults. Cariocas have a discount for tickets, thus it might be a good idea to ask a local/host/friend to help!



Who is to blame: Louise Melo  
Conference Program & Extra Activities Committee

## Christ the Redeemer

Near to: Largo do Machado Metro Station



Located in Rio de Janeiro, Christ the Redeemer is a statue of Jesus Christ. It measures 38 meters and it was built over "Corcovado". It is the greatest symbol of Rio de Janeiro city and also a symbol of Brazilian Christianity, being inaugurated on October 12th, 1931.

[+] Who visited this tourist spot enjoys one of the best views of the City, and also has a pleasure to know one of the 7 wonders of the world.

[-] If the weather is cloudy, the city view is not so good. Long lines often common on weekends.

Useful information: Open daily from 08am to 7pm. The value of the ticket depends on the means of transport to be used.



## Copacabana Beach

Near to: Cantagalo, Siqueira Campos and Cardeal Arcoverde Metro Stations

Who is to blame: Rodrigo Terrazas  
Social Events Committee



One of the most iconic beaches around the world, Copacabana is the heart of Rio. The Fort Copacabana, built in 1914, is at the south end by Posto Seis – amazing place for a breakfast.

[+] The best beach infrastructure, just recently upgraded for the Olympics.

[-] Might get too crowded and might be a bit dangerous at late hours.

**Useful information:** Beware of pickpocketing. Furthermore, you can rent beach chairs and umbrellas to enhance your experience and comfort.



Who is to blame: Nina Fernández  
Social Events Coordinator

## Praça Mauá

Near to: Parada dos Museus Station



Located at Port Region, where for many decades was the entrance of the city. An area that was forgotten for many years is now a new place – with modern buildings of Rio Museum and the Museum of Tomorrow contrasting with the first skyscraper of the city, built in 1930. The open space with an amazing view, perfect for a picnic after a bike ride.

[+] Amazing view, culture and great food-trucks!

[-] The revitalization is brand new, so the trees are still very young. If it's a sunny carioca day it can be really hot.

**Useful information:** It is better to arrive early at "Museu do Amanhã - Museum of Tomorrow".



## Santa Teresa

Near: Gloria Metro Station

Who is to blame: Raquel Kroich  
WPC FLF Project Coordinator



The traditional neighborhood is located on top Santa Teresa hill. With its narrow streets and colonial architecture, Santa Teresa is the home of many artists and a favorite among tourists.

[+] Full of famous and typically carioca restaurants and bars. On Saturday nights there's Samba & Choro at Mercado das Pulgas (check first, since the schedule changes sometimes).

[-] You shouldn't walk around by yourself at night, and transportation can be a bit tricky.

Useful information: take the old "Bondinho" (trolley car) to get to the top, near Carioca Station! It crosses over the famous "Arcos da Lapa".



Who is to blame: Rodrigo Terrazas  
Social Events Committee

## Rodrigo de Freitas Lagoon

Near to: Ipanema Metro Station



When you are in Rio, you must visit the famous "Lagoa", one of the most beautiful views in the city.

[+] In particular the many bars and restaurants along its waterline: from the fancier (and a bit over-priced) Palaphita, to the more local and musical "Parque dos Patins".

[-] It might also be a bit dangerous when walking at night. Try not to go alone.

Useful information: There are many options throughout the Lagoa surroundings but one worth checking out is the famous "Pedalinhos", allowing one to pedal in little floating boats.





## Alternative guide

As every place in the Earth, Rio keeps secrets that can be pioneered by those who are interested in connecting themselves to local people. FLF volunteers shared their special places.

## Go Shopping

Forget about malls. Rio has many options to lovers of local craftwork – and those ones who have small budget for their trip.



### Junta Local

Near to: Botafogo Metro Station

Who is to blame: Bruna Bressane  
WPC FLF Project Manager



Travelling street fair of organic Brazilian food from local producers of Rio de Janeiro. There you will find fresh, creative and tasty products that are not on the supermarket and you can have a little taste of Brazil. During FLF, it will take place on October 23 in Comuna Bar.

[+] The quality of the products is exceptional and the price is fair. The producers who are in the fair selling it handcraft every product. My favorite ones are the local beers and the pork sandwich.

[-] Usually it happens in tiny spaces and get crowded. Arriving early might be a good idea as some products are sold out by the end of the day.





## Feirinha Hippie (Hippie Fair)

Near to: General Osorio Metro Station

Who is to blame: Maria Clara Cardona  
Communications Committee Coordinator



One of the most traditional fairs in Rio, where you can find local cuisine, gifts and craftwork. The art lovers can find amazing paintings created by local artists.

[+] Variety, homemade food and near to the beach.

[-] Very crowded and not so cheap.

Useful information: Held in an open-space, the fair is free. Wear soft clothes and bring a hat. You can pay in cash or by credit and debit card.



## Best food ever

Almost every city in Brazil offers to its tourists amazing and unforgettable food experiences. In Rio, it is the same. You can enjoy several flavors and discover local restaurants that you will love.



## Org Bistrô vegetarian restaurant at Barra

Located in: Barra da Tijuca

Who is to blame: Flavia Cortez  
Conference Program & Extra Activities Committee



A small vegetarian/vegan restaurant serving dishes full of flavor my favourite restaurant in Rio!

[+]: Food is very tasty and dishes are well served!

[- ]: Closed on Sundays

Useful information: Opens from 12am to 8pm, every day.





Adega Pérola, very traditional “botequim” Rio.

Near to: Siqueira Campos Metro Station

Who is to blame: Vinicius Accurso  
Communications Committee



Located in Copacabana next to Siqueira Campos Metro Station the botequim was founded in the 50s by Portuguese immigrants.

[+] It maintains its fish and seafood tradition. Smoked salmon is a classic. Deep-fried breaded frog (yes, frog) for the brave ones!

[-] Small place



## Drinking tour

When touring a new city, there's no better way to dive in the culture than by imbibing what the local bars, restaurants, distilleries, and breweries have to offer. Rio has many options.





## Esquina 111

Near to: Ipanema beach, General Osorio subway station

Who is to blame: Maria Eduarda Schardong  
Communications Committee



Great spot for a get together with friends after the beach. Great food and amazing drinks!

[+] Full of beautiful people in the heart of Ipanema

[-] May get very crowded as the space is a bit small.

Useful information: Rua Maria Quitéria, 111 – Ipanema. (21) 3256-9375



## Espaço Lapa Café

Near to: Carioca Metro Station

Who is to blame: Victor Alves  
IBP Youth Committee Coordinator



Great spot for a get together with friends after the beach. Great food and amazing drinks!

One of the best Rio's Beer Tasting!

[+] Cozy place and good beers

[-] Dark neighborhood

Useful information: Open from Monday to Saturday, between 10h and 23h





## Music out and loud

Concerning to music styles, Rio is a multicultural city. From one point to another, you can listen to every single type of music, from 'Samba' to Brazilian rock and roll.



Bukowski

Near to: Botafogo Metro Station

Who is to blame: Tatiana Campos  
IBP Press Advisor



Do you like rock n'roll? Best place in town. Enjoy it!

[+] Fair prices, great rock music and good to meet people and hang out with friends.

[-] Crowded, especially on Fridays. Arrive early in the night.

Useful information: R. Álvaro Ramos, 270 - Botafogo - (21) 2244-7303





## Rio Scenarium

Near to: Cinelandia Metro Station

Who is to blame: Maria Clara Cardona  
Communications Committee Coordinator



The most famous place to hang out with your friends. There, you can listen to several types of Brazilian songs.

[+] Multicultural and amusing.

[-] Expensive, crowded and with lots of foreigners.

Useful information: Check out the agenda before going to. There are several shows scheduled.



## Rio's treasures

One of the greatest things in Rio is the number of different options of open-air activities. No matter which one you choose, the view will be espetacular.

### Pedra Bonita trekking

Near to: Antero de Quental Metro Station

Who is to blame: Flávia Cortez  
Conference Program & Extra Activities Committee



If you are a nature enthusiastic, do not miss the best view in Rio – free!

[+]: short trekking for the best view in Rio in my opinion – you can even go for a hand-gliding stroll with an instructor, as this is the spot in Rio where they practice this sport.

[-]: car parking

Useful information: Located at São Conrado, between Barra and Ipanema, you can take a taxi to the start of the trail. It is very well signalized and if you are a non-smoker, it should be easy!





## Urca trekking

Near to: Botafogo Metro Station

Who is to blame: Vinicius Accurso,  
Communications Committee



Easy trail (30min at tourist speed) even though it has its vertical moments! Enjoy some of the most iconic views from Rio.

[+]: Close contact with nature. The trail guides you to the first mountain of the “Sugar Loaf” Complex.

[-]: It might be dangerous visiting it at night.

Useful information: Located at Praça General Tibúrcio, also called Pista Claudio Coutinho.

## “Short wall of Urca”

Near to: Botafogo Metro Station

Who is to blame: Gabriel Freitas  
Conference Program & Extra Activities Committee



Relaxed place with a wonderful view on the sidelines of Guanabara Bay and overlooking the Christ the Redeemer. It's the best evening of the city.

[+] Buy a cold bottled beer and some snacks.

[-] None!

Useful information: Best time - sunset (5-7 pm); \$\$



## Top Tips

Check out the dress code for each occasion:

**FLF's conference / Workshops**

Business Casual : you will be seen by professionals all over the world, so be dressed in a business outfit but also a comfortable one as you will spent the whole day in it.

**Opening-dinner**

Social attire: In this special occasion, you may want to dress up a bit.

**Technical Visit**

For the technical visit, it is mandatory the use of trousers and closed shoes. You also need to present an official document with photo.



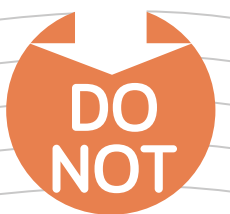
At FLF:

- 1 Establish some goals before you attend FLF and make sure you know who you hope to meet and what you want to accomplish there.
- 2 Prepare questions to know what you will ask in advance. Focus on questions that cannot be answered by just “Yes” and “No”. Remember: don’t be shy. It is a unique opportunity to learn with the best professionals in the market.
- 3 Take notes to remember important details of every lecture. If you meet someone that has something to say about the market, you can take notes after the conversation.
- 4 Ask people’s contacts to be able to keep in touch with them in the future. Ask for their email address and LinkedIn page.

During your trip:



- ✓ Most of the Brazilian people are cheerful, creative and extremely hospitable. People usually give a strong handshake, hug or kiss each other’s cheeks. Physical contact is usual so be aware of that!
- ✓ The Brazilian people like to party and celebrate every occasion so be opened to enjoy the city at its fullest.
- ✓ Usually, the weather in Rio is sunny and extremely hot. Give preference to wear soft clothes and do not forget wearing sunscreen.



- ✓ Even though Rio is an amazing city, as every metropolis in the world it keeps its dangers. Avoid walking just by yourself, especially during the night. Carry just the needed supplies inside your handbags and backpacks.
- ✓ Not many Brazilians speak English. Therefore, it is important to download a translation app that can help you solving any problem during your trip.



Be nice

Once you are in a country that has a mother-language different than yours, it’s polite to learn basic words and phrases. Start rehearsing:

Hello .....	◦ Oi
Good morning.....	◦ Bom dia
Good evening .....	◦ Boa noite
How are you?.....	◦ Tudo bem?
Excuse-me.....	◦ Com licença
Can you help me?.....	◦ Pode me ajudar?
I don’t speak Portuguese .....	◦ Eu não falo Português
Sorry.....	◦ Desculpe
Thanks .....	◦ Obrigado





[www.alfrio.com](http://www.alfrio.com)