

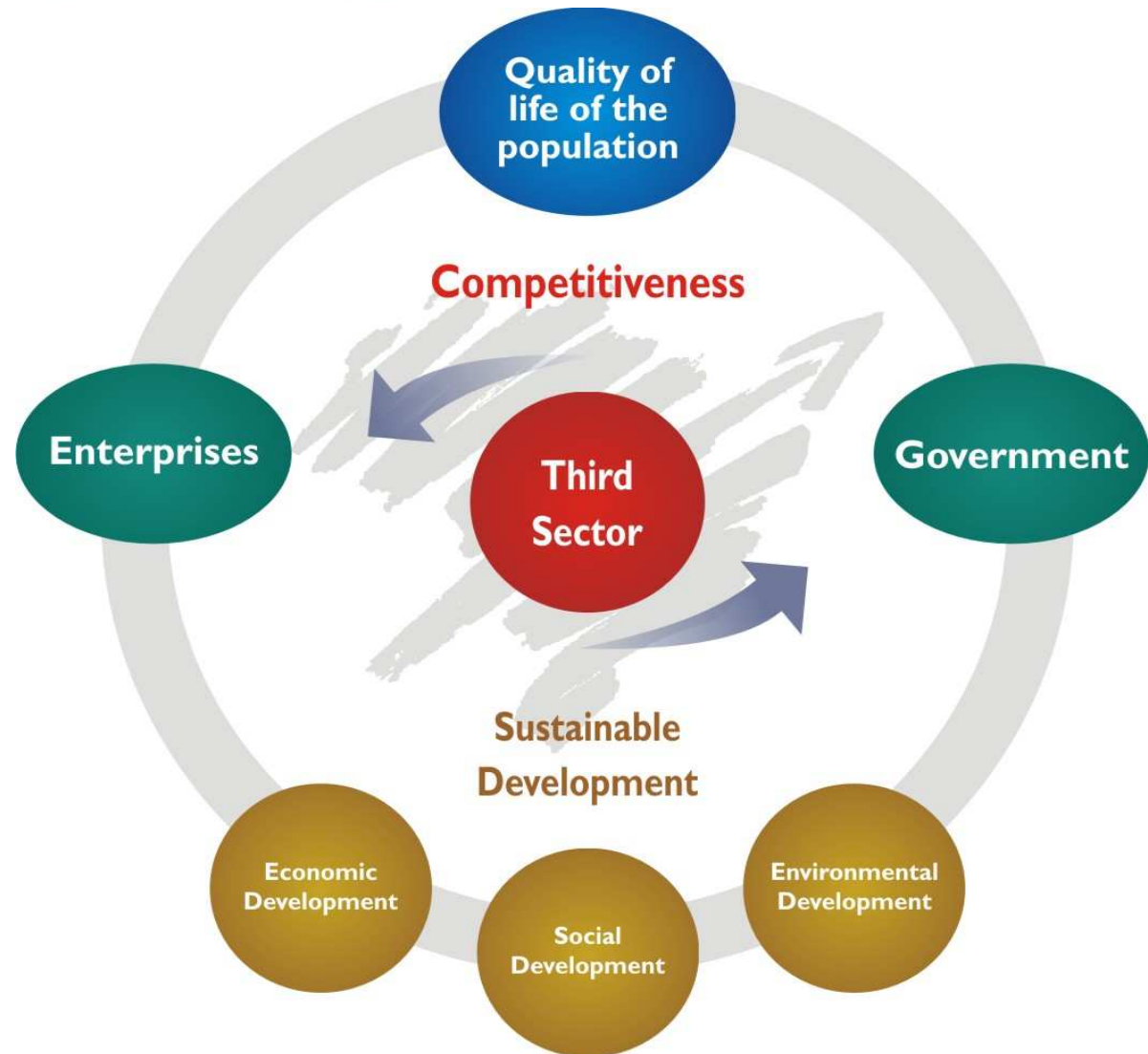


MBC[®]

BRAZIL COMPETITIVE MOVEMENT

WHO WE ARE...

MISSION: “To expressively contribute to improve, in a sustainable way, private sector competitiveness, and public sector quality and productivity, increasing Brazilian population’s quality of life”



MBC'S COUNCIL

Brazil Competitive Movement

Jorge Gerdau Johannpeter
Founding President

BUSINESS LEADERS

Elcio Aníbal de Lucca - *LUCCRA - President*

Wilson Ferreira - *CPFL Energia*

José de Freitas Mascarenhas - *Odebrecht S/A*

Carlos Alberto da Veiga Sicupira - *Varbra S/A*

Sérgio Gabrielli - *Petróleo Brasileiro S/A -
Petrobras*

João Sanches - *Merck, Sharp & Dohme*

Michel Levy - *Microsoft Brasil*

Daniel Feffer - *Suzano Holding S/A*

Marcos Lisboa - *Unibanco*

Cledorvino Belini - *Fiat Automóveis S.A*

CIVIL SOCIETY

Antonino Marmo Trevisan

Antônio Augusto Junho Anastasia

Carlos Augusto Salles
Advisor

GOVERNMENT

Chief Minister of Brazil's Presidency

**Minister of State for Science and
Technology**

**Minister of State for Development,
Industry
and Foreign Trade**

**Minister of State for Planning, Budget and
Management**

National Foundation for Quality- FNQ

Pedro Passos - *Natura*

Luiz Ernesto Gemigniani - *Promon*

ASSOCIATES

Brazil Competitive Movement



STRATEGIC POSITIONING

organizations, sectors, regions, chains, arrangements and networks

Strategy and
management

To contribute to improve
the strategic capacity
and management

Indexes, benchmarking
evaluation

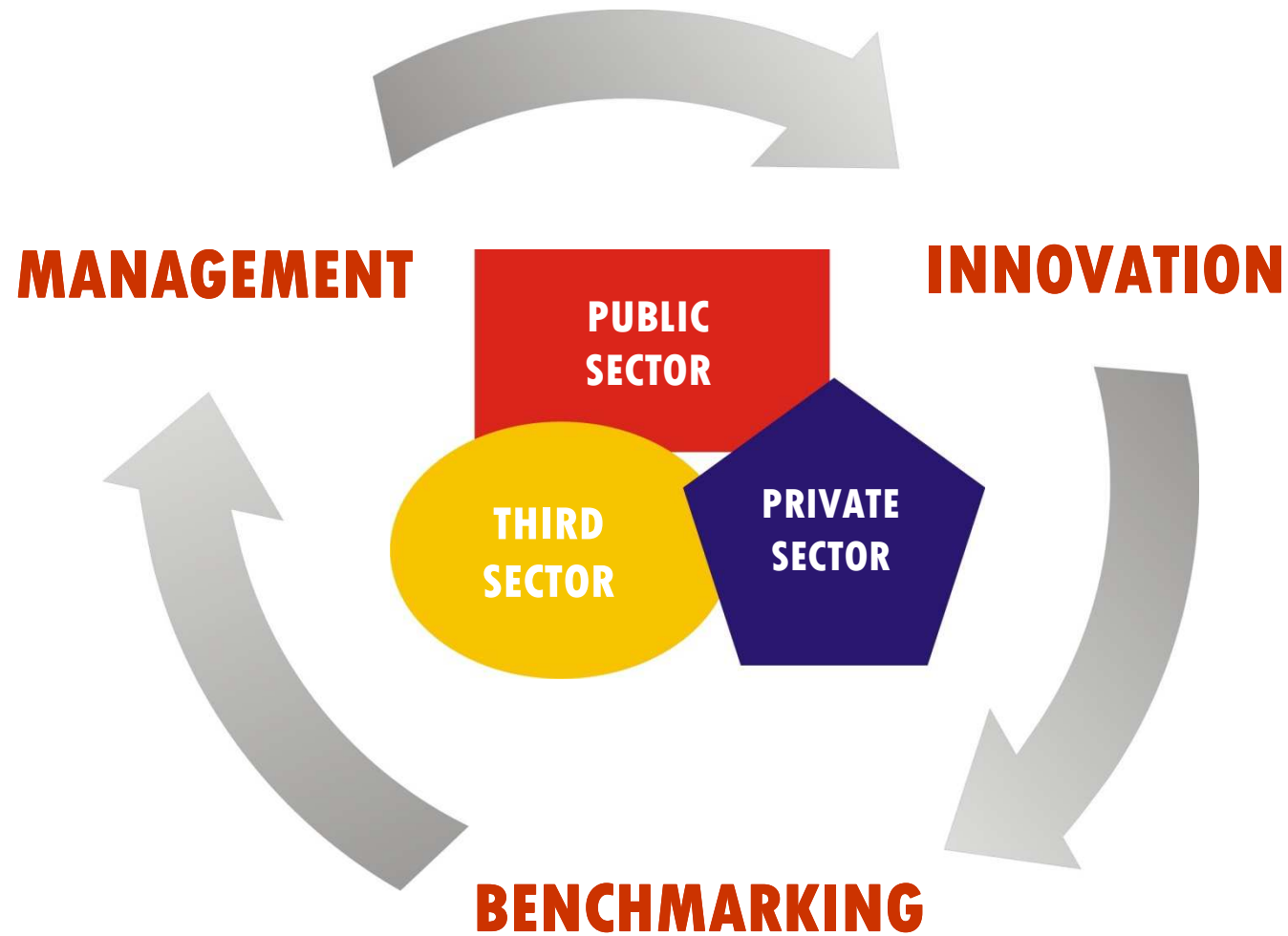
To watch the performance of
factors that affect the national
competitiveness

Innovation and
marketing

To help the broadcast of
innovation culture and marketing

FRONTS OF ACTION

Brazil Competitive Movement



TWO PROGRAMS TO BE HIGHLIGHTED...

Brazil Competitive Movement



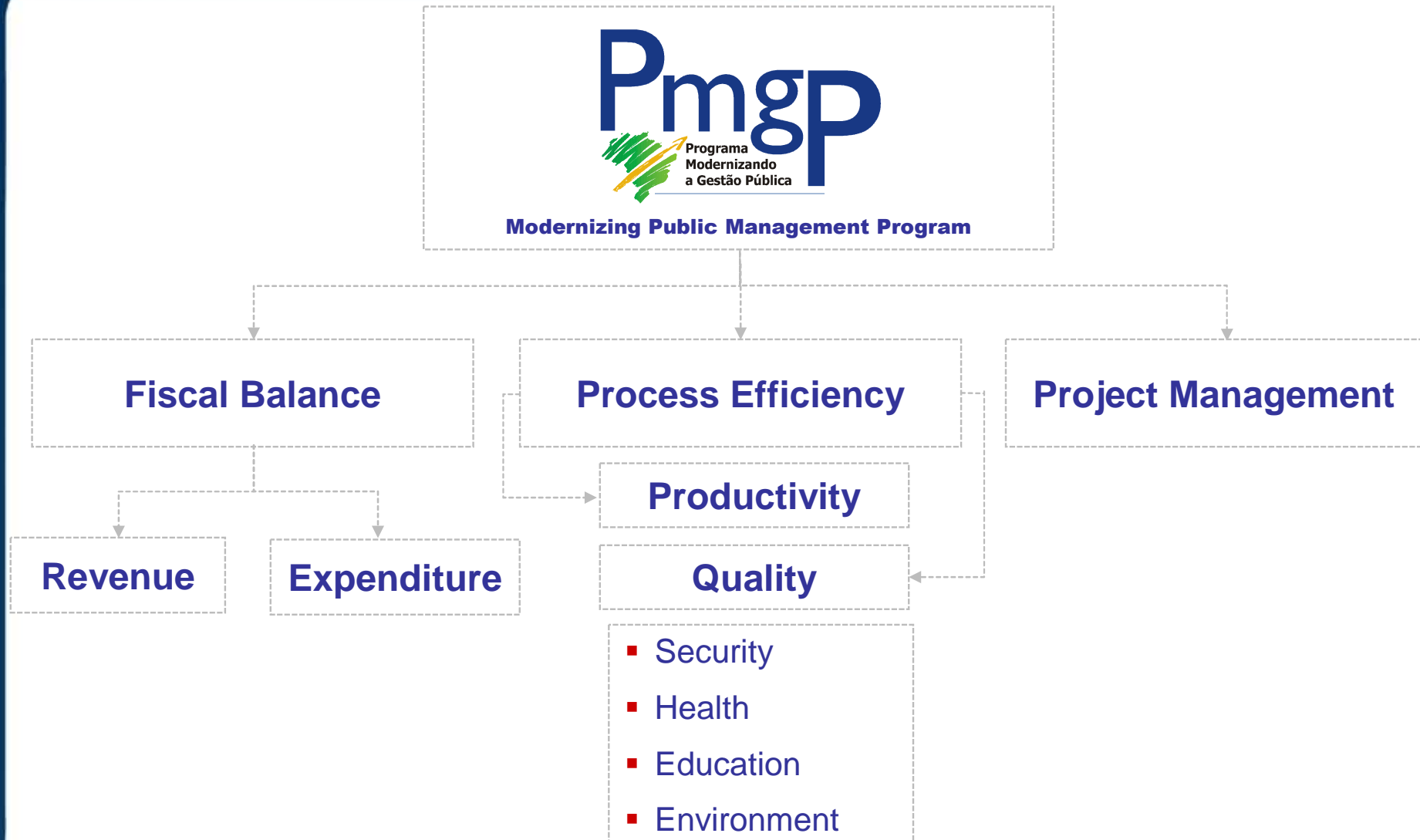
**The Modernizing Public
Management Program**



Prefeito Inovador
do serviço público municipal
NBC - MOVIMENTO BRASIL COMPETITIVO

Innovative Mayor

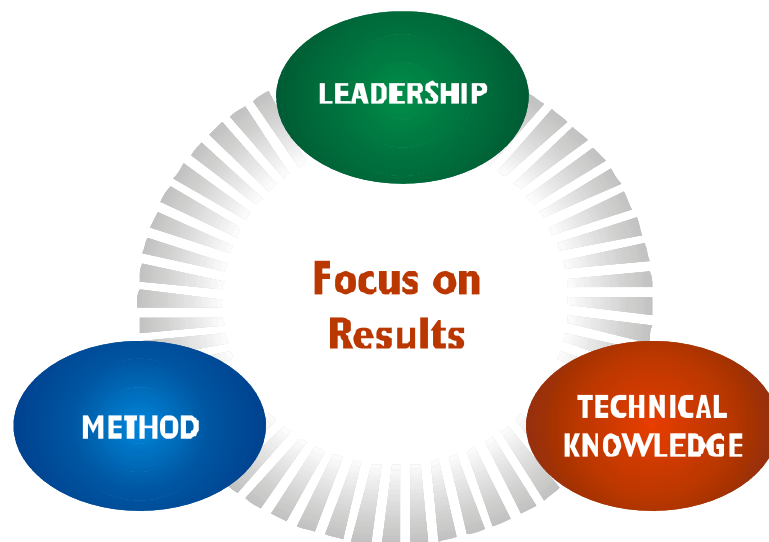
1- How to deal with common situations in Public Services...



PROJECT MODEL

Brazil Competitive Movement

Project aims at improving public management throughout government levels: federal, states, and municipalities.



The Modernizing Public Management Program is based on the following principles:

- » National Project
- » Public and Private Support
- » Qualified and technological support
- » Commitment by the public administration
- » Transparency

PROGRAM COVERAGE

RUNNING

States: Rio de Janeiro | Bahia | Pernambuco (fase2)
Mato Grosso | Rio Grande do Sul | Alagoas (fase2) | Pará

Municipalities : Pelotas/RS
Rio Grande/RS
Rio de Janeiro/RJ
Aparecida de Goiânia/GO
Guarujá/SP

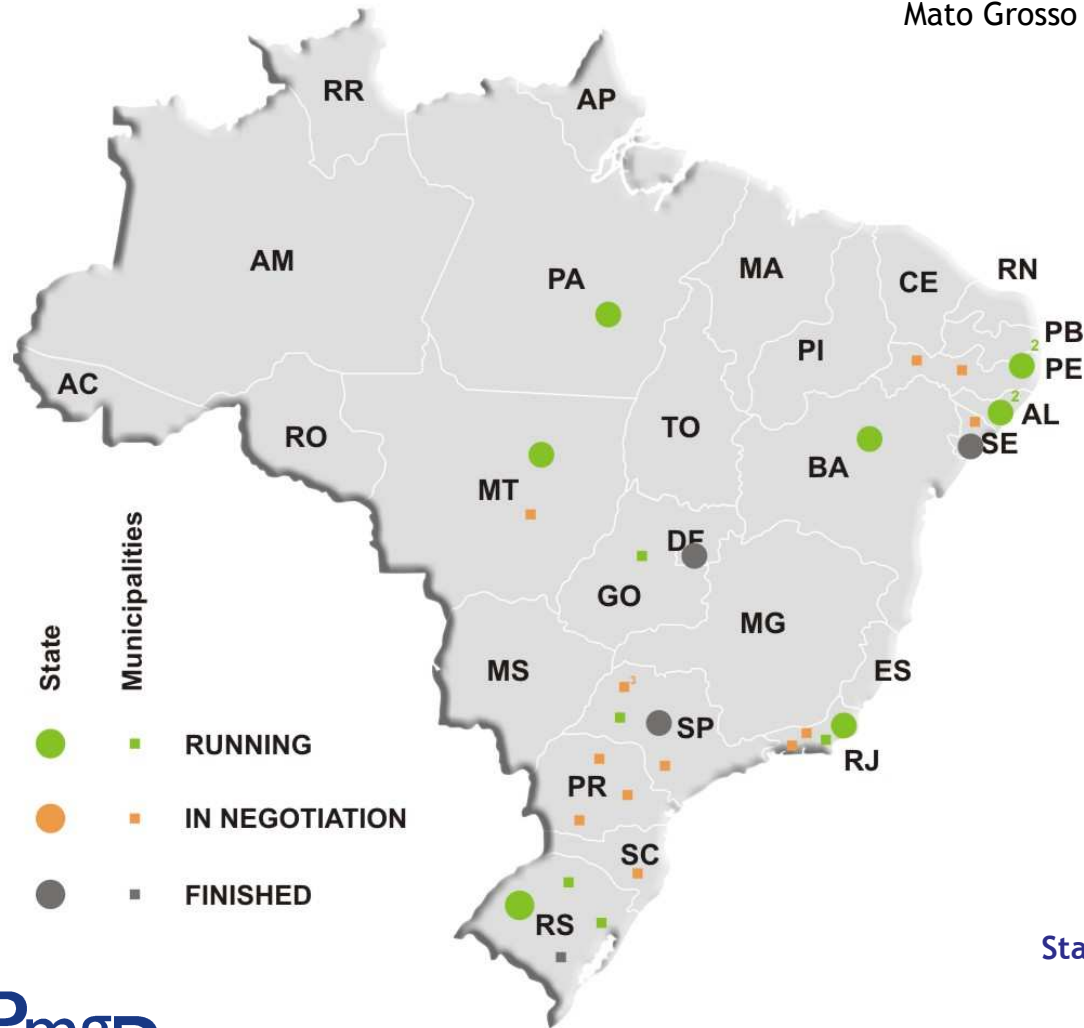
IN NEGOTIATION

Municipalities: Recife/PE
Jaboatão dos Guararapes/PE
Nilópolis/RJ
São Paulo (fase 3)
Angra dos Reis/RJ
Aracaju/SE
Curitiba/PR
Londrina/PR
Maringá/PR
CIDESA/MT
Brusque/SC

FINISHED

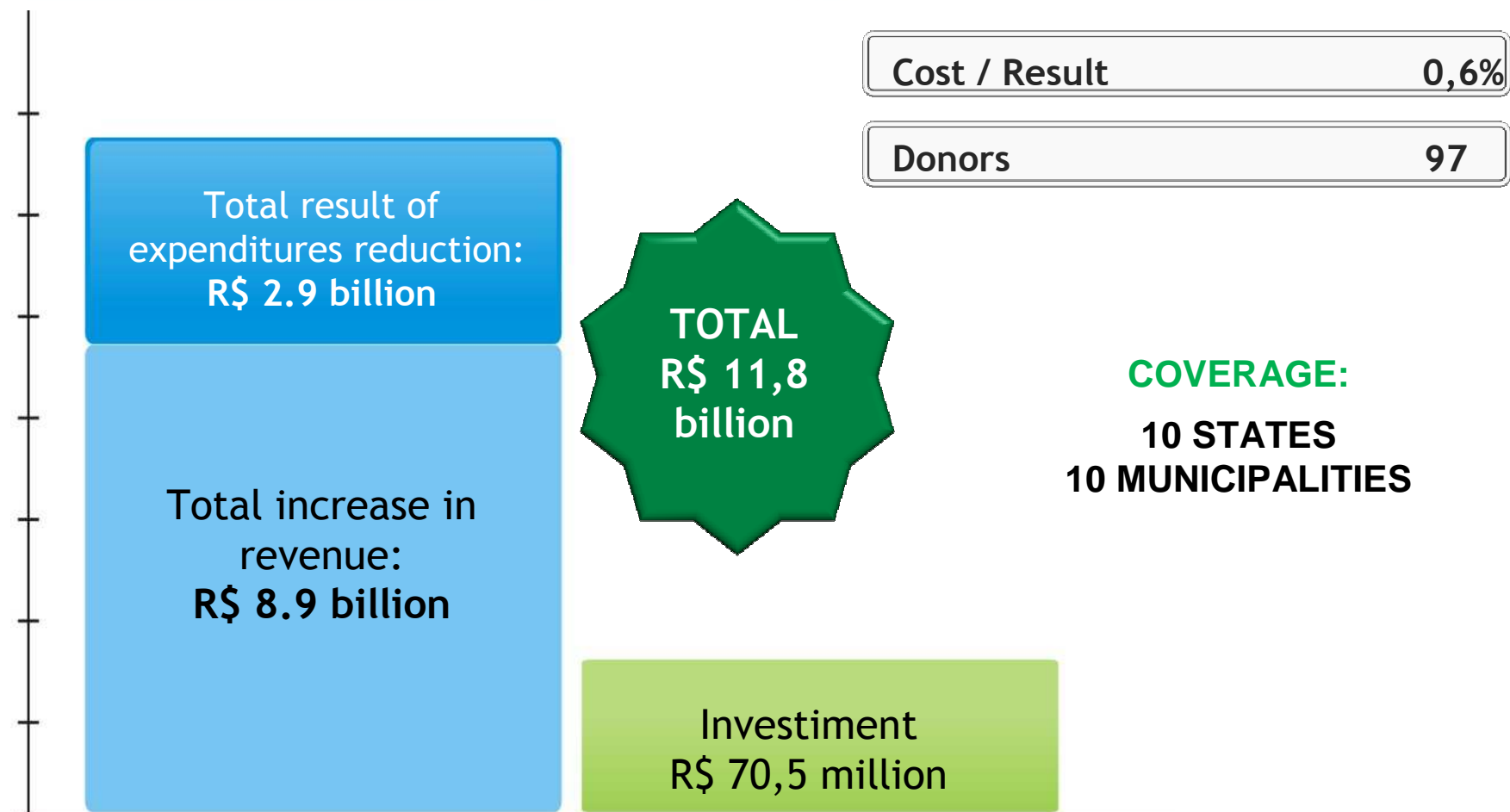
States: São Paulo | Sergipe | Distrito Federal

Municipalities: Porto Alegre/RS



PROGRAM RESULTS

Movimento Brasil Competitivo



LEGAL PROCEDURE

Movimento Brasil Competitivo

The viability of PMGP is guaranteed by an institutional model developed by MBC ensuring security, transparency and application of resources:



2010 CHALLENGE

Brazil Competitive Movement

- >> 113 Municipalities with more than 200 thousand people
- >> 39% of the Brazilian Population
 - >> 31% of Brazilian GDP

What is running or has been executed

- >> 61% of the Brazilian Population
 - >> 69% of Brazilian GDP
- >> REPRESENTING 117 million people

2- How to recognize good Practices...



PROGRAM RESULT



29 Applications

11 Evaluated

11 Recognized

3 Finalists

1 Awarded

Target

**5.560 Brazilian
Municipalities**

2010 Challenge

**100 Brazilian
Municipalities**

**How to
Innovate
based on our
experience?**

BY....

Decreasing Crime's rate by fixing indexes....

In the year of 2008 the rate of crime in the State of Pernambuco decreased 13.4%, compared to previous rate set on 12%.

In the State of Rio de Janeiro Police officers can be awarded up to R\$ 1.500,00/year per target achieved - it was installed a online system tool to help tracking the targets

Reducing Expenditure s by fixing targets....

State of Alagoas: Improvement in control of fuel expenditures. Today the whole state of Alagoas spends what only the city of Maceio used to spent on fuel before the implementation of control chips in vehicles

State of Sao Paulo: Replacement of off-season food. The replacement showed savings opportunities

BY....

Increasing revenue through Cross Control....

Implementation of systematic tax monitoring

Analyze in detail revenue by product and segment for target definition

After Monitoring, recommend new actions for recovery

Improving education by creating opportunities...

State of Pernambuco: 169% increase in of available jobs for professional education and scientific knowledge support

State of Sergipe: Tripled number of students transported to schools

Increasing the capacity of health care by increasing its efficiency...

State of Bahia: Increased health service capacity by 19% in the ICU and 7% in emergencies after operational procedures redesign.

BENCHMARKING...

Promoting digital inclusion in schools....

Offering students the Internet for educational activities, fun and games in addition to homework research support ...

Supporting integrated environmental development planning programs through projects that cut across departments...

Providing information and guidance to promote health care through specific website, where you can find important orientations...

Installing administrative management control that integrates health units directly from the Department of Health and other government agencies, providing support in the management of purchasing and inventory control.

BENCHMARKING...

Offering online services for the population...

Providing budget monitoring for the population access in a “transparency website”... which guarantees citizens the perception of results and regards the management and transparency offered

The level of satisfaction of the population in **São Carlos/SP** - awarded city at the **Innovative Mayor** -on public services is higher than those found in the region.



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*SBN - Quadra 1 - Bloco B - Sala 404 - Edifício CNC 70041.902 - Brasília/DF
Fone/Fax: 55 61 3329 2101 - mbc@mbc.org.br*