

The BRAZILIAN ECONOMY

Economy, politics, and policy issues

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For the 19th edition of the FGV Business Excellence Award *Natura* corporation has been selected as both best business corporation in the country and best in its category, Perfumery and Personal Hygiene. In addition to *Natura*, and based on their 2008 performance, the best business corporations were selected by sector of activity: *Comgás* has once more been recognized as best in the Gas sector; *Whirlpool* in the Machinery and Equipment sector; *Confab* in Metallurgy; *Lojas Renner* in Retail; *Grendene* in the Leather and Shoe sector; *AmBev* in the Beverage sector; *Petrobras Distribuidora* in the Wholesale sector (distribution of petroleum products); *Accor of Brazil* in Real Estate; *Bunge Fertilizantes* in Chemicals; and *Duke Energy* (Paranapanema) in Electricity.

The Brazilian Economy also brings to you an exclusive interview with Barry Eichengreen, the George C. Pardee and Helen N. Pardee professor of economics and political science at the University of California at Berkeley. He is convinced that the US dollar, even though it is likely to fall in value considerably, will continue to be the world's reserve currency for the foreseeable future — if only because there are no viable alternatives. Professor Eichengreen disputes the “dark matter” theory that the existence of a big US external imbalance was an illusion, but he also points out that how the US external account adjusts depends on countries other than the US, and asks where the foreign demand needed for rebalancing will now come from. The answer, he believes, is from emerging markets like Russia, India, China — and Brazil. 