

Brand Institute participates in luncheon round table with Brazilian President, Jair Bolsonaro

On Sunday, March 8th, 2020, Brand Institute Chairman & CEO, James L. Dettore, joined Brazilian President, Jair Bolsonaro, and members of his cabinet for a wide-ranging discussion that included, among other things, healthcare initiatives and the global impact of COVID-19. The day before, the Brazilian President attended a private dinner hosted by President Trump at his Mar-a-Lago estate in Palm Beach, FL.

About the meeting, Mr. Dettore commented, “I am privileged and proud to have the opportunity to discuss President Bolsonaro’s agenda and our countries’ mutual goals in the field of health sciences and regulatory best practices.”

Brand Institute is encouraged by the global resources being brought to bear on the development of vaccines and therapeutics to prevent and treat the novel coronavirus; and we are committed to



supporting the brand naming needs of manufacturers. Brand Institute has partnered on the development of 74 vaccine brand names, including Merck’s Ervebo, the first FDA-approved vaccine for the prevention of Ebola virus.

Mr. Dettore attended the event with legendary Brazilian racecar driver, Emerson Fittipaldi, and the Fittipaldi Family, including Emerson’s wife Rossana, son Emmo Jr., and daughter Vittoria. Brand Institute is proud to be the main sponsor of Emmo Jr. Fittipaldi as he pursues his dream of becoming a Formula 1 Racecar driver.

Back Row Left to Right: James L. Dettore, Emerson Fittipaldi, Jair Bolsonaro
Front Row Left to Right: Vittoria Fittipaldi, Emmo Jr. Fittipaldi

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