



DM.29/82

SP. 23/8/82

General Electric do Brasil S.A.
Rua Antonio de Godoy, 88 10º andar.
São Paulo - SP

At.: Engº Manoel Pedro Gianotto

Ref.: Vinda do Engº Larry Miles ao Brasil

Prezados Senhores,

Confirmamos nossos entendimentos:

1. A vinda do Engº Miles será custeada pela GE e Klabin em partes iguais, i.e., 2 passagens classe executiva de Baltimore a São Paulo, ida e volta (2ª passagem para Sra.Eleanor Miles) e estadia do casal no Brasil por cerca de 10 dias.
2. O Sr. Miles proferirá em compensação uma palestra a ser organizada pela ABAM uma na GE e outra na Klabin.
A metade do eventual lucro da conferência da ABAM será partilhada entre a GE e Klabin (cada uma com 25% do lucro).
3. Tentaremos arranjar outras conferências para o Sr. Miles (Rio, Porto Alegre, Salvador) que deverão ser pagas diretamente ao Sr. Miles (US\$ 1.000 cada), como a sua estadia e viagem a partir de São Paulo.
Em todos os programas destas conferências deverá constar: "Sob o patrocínio da GE e Klabin".
4. Solicitamos nos devolver a cópia desta com seu "De Acordo" e indicação do tema específico sobre o qual desejam versar a conferência na GE.
Remeteremos posteriormente cópia da carta que escreveremos ao Sr. Miles.

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XX TELEXOGRAMA

LARRY D. MILES

SEDFIELD R. 5 B. 840 - EASTON, MD. 21601 - U.S.A.

IKAPECE

08.09.82

DEAR LARRY


I RECEIVED TODAY YOUR BIBLE FOR VALUE ANALYSIS WITH YOUR DEDICATION THAT HAS TOUCHED ME DEEPLY.

MY PEOPLE ARE WORKING ON THE PROGRAM FOR YOUR BRAZILIAN VISIT AND WE GAVE ALL OF THEM AN ULTIMATUM TO CLEAR THE POSITION UNTIL SEPTEMBER 15. SO I WILL SEND YOU A DETAILED LETTER ON SEPTEMBER 16.

GIVE MY SPECIAL GREETINGS TO ELEANOR.

SINCERELY.

HERBERT L. STUKART.



HLS/oz

NOT-SENT

4.)

DM.35.82

São Paulo, September 16, 1982.

Mr. Larry D. Miles
Sedgefield R. 5 B. 840
Easton, MD. 21601
U. S. A.

Dear Larry:

We thank you very much in advance for your willingness to improve the rationalization and earnings in the Brazilian industries through conferences you will deliver in Brazil.

In principle, your coming to Brazil will be sponsored by General Electric and Klabin. We will send you from here the ticket for Eleanor and you:

(Baltimore/Miami open;
Miami/São Paulo for the date that you can come in time for the conference;
return São Paulo/Miami/Baltimore open for your decision).

Naturally, you will be our guest (Klabin and G.E.) for about a week or ten days.

1. In São Paulo, the Purchasing Management Association (ABAM), with the cooperation of the Business School (Fundação Getúlio Vargas) and "Federation of Industries", will organize one day seminar, which all interested collaborators of General Electric and Klabin will attend.

We enclose a first suggestion of the seminar from ABAM in which you will probably make some amendments.

I think that your conference should emphasize Value Analysis in Management and Purchasing.

Film: I would suggest to introduce a film in this seminar. We have here from Merit Film Productions, "Evaluation of Fuction Cost Worth" and the film on value analysis made by the American "Post-Office about lock-boxes" (We do not think that the films "Value-Oriented Creative Thinking" and "Value-Oriented Paperwork Management" are appropriate for this occasion). But if you know of any film you think is more suitable for this seminar, please let us have its title and supplier so that we may try to get it.

Book: We think that the attendees may want to buy your book "Techniques of Value Analysis and Engineering". So we will contact a bookshop to import some quantity. Could you please inform us if they should contact you directly or the editor McGraw-Hill.

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2. General Electric want you to make a conference, here in São Paulo, about the application of value analysis on their products.
3. We will take you, by airplane, to our mill in Monte Alegre, a small town which you will not find in your map. It is located in Paraná State, between Curitiba and Londrina. We would be very happy if you could conduct there a workshop. Emphasis should be given on maintenance, projects and Installation and how to organize value analysis for systematic work.
4. The Institute of Engineers of Brazil, in São Paulo, want to pay homage to you and it will take place in a ceremony at this Institute in São Paulo.
5. We have been asked by the Federation of Industries in the south of Brazil, in the city of Porto Alegre, if you could make a conference. The same request we received from Purchasing Management Association in Salvador, Bahia. The program could eventually be the same of São Paulo (point 1). However, we are still waiting for more specific details about these two points.
6. We have also contacted Morgans Bank, in Rio de Janeiro, and "Superior Military High School", in Brasília, to promote your conference. But we have not had a definitive reply so far.

As you can see, we can only fix exact dates for all these events at the beginning of November.

As I have already informed you, your coming to Brazil should not be before the end of the week starting November 15, the day we will have elections that will draw everybody's attention.

By the way, we would like to inform you that November in Brazil is already a warm month, with an average temperature of 80° to 100°F. In this way, it is advisable to bring light clothes only.

We would like to have:

- a) your general agreement to these above programs and all the suggestions you would like to make;
- b) information about places you would like to know;
- c) handout to be distributed among the attendees of your conference, as you did in Los Angeles, so that we can make the translation into Portuguese.

After everyting is fixed, in principle, I will get out of the circuit and my assistant, Ing. Jacques B. Leiderman, will take care of all details. His address is the same as mine. For your convenience, I attach his calling card.

cont.

DM. 35.82

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cont.

I hope your cruise around the Greek Islands will be enjoyable and I expect you will also like Brazil.

We trust that the value analysis will get a big push so that your presence will be benefic for more economies and greater productivities in Brazil.

Best regards,

Herbert L. Stukart,
Director.

HLS/oz

NOT SENT

C O N F I D E N T I A L

São Paulo, September 16, 1982.

Mr. Larry D. Miles
Sedgefield R 5 B. 840
Easton, MD. 21601
U. S. A.

Dear Larry:

1. This is a confidential information. General Electric and Klabin will pay for your and Eleanor's trip and stay in Brazil for about 10 days.
2. You will make three conferences, as described in points 1 - 4 of our principal letter.
3. No fee can be paid officially (authorization takes 12 months, taxes are high, exchange is difficult). I hope this condition can be approved by you. You will come to Brazil with a tourist visa, which you can get at your end, in the nearest Brazilian Consulate. You may tell them that you were invited by us, but you will receive no fee.
4. For the other conferences (points 5 - 6), we will ask a remuneration for you, in principle \$ 1,000.00 (minimum \$ 500.00) per conference. This remuneration will be paid in Cruzeiros (Brazilian currency) at the official rate, as payment for things you want to acquire in Brazil, such as: special excursions, jewels, clothes, etc., provided there will be a voucher from the shops.

My kindest regards,

Herbert ~~██████████~~.

P.S. The principal letter may be shown at the Consulate, if necessary.

HLS/oz.

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1121078KLAB BR

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SAO PAULO, 22/09/82 - TLX 6325/82

GENERAL ELETRIC

AT. ENG. MANOEL GIANOTTO

SETOR PLANEJAMENTO ESTRATEGICO

1. CONFORME ENTENDIMENTOS ANTERIORES, CITADOS EM NOSSA CARTA DM. 29/82, HAVIAMOS OBTIDO SEU "'DE ACORDO"' VERBAL PARA A VINDA DO ENG. MILES AO BRASIL.
2. DEVIDO A EXIGUIDADE DE TEMPO (O PERIODO PROVAVEL DA ESTADA NO BRASIL DO SR. MILES SERIA A 2A. QUINZENA DE NOVEMBRO/82) E CONFORME OS PLANOS TRAÇADOS MUTUAMENTE COM GE, INFORMAMOS AS SEGUINTES ENTIDADES QUE TINHAM INTERESSE EM CONFERENCIAS:
 - ASSOCIAÇÃO BRASILEIRA DE ADMINISTRAÇÃO DE MATERIAIS (ABAM)
 - REGIONAL SAO PAULO
 - REGIONAL BAHIA
 - REGIONAL RIO GRANDE SO SUL
 - FIESP
 - FUNDAÇÃO GETULIO VARGAS (SAO PAULO)
 - INSTITUTO DE ENGENHARIA (SAO PAULO)
 - ESCOLA SUPERIOR DE GUERRA (RIO DE JANEIRO)
 - BANCO MORGAN
3. NECESSITAMOS COM URGENCIA DE SUA CONFIRMAÇÃO ESCRITA QUE A GENERAL ELETRIC IMPOSSIBILITOU-SE DE COMPARTILHAR A VINDA DO ENG. MILES AO BRASIL PARA CANCELARMOS OS EVENTOS COM AS ENTIDADES CITADAS ACIMA.
4. AGUARDAMOS SUA BREVISSIMA RESPOSTA.

ATENCIOSAMENTE

JACQUES LEIDERMAN
KLABIN DO PARANA

*
1124018GESA BR
1121078KLAB BR

GENERAL ELECTRIC

GENERAL ELECTRIC DO BRASIL S.A.

RUA ANTONIO DE GODOI, 88 - 6º
TELEFONE 222-1177
CAIXA POSTAL 547
END. TELEGRAF. "INGENETRIC"
TELEX 1124018 - 1125440 GESA BR
SÃO PAULO - SP - CEP 01034

5.1

JMS.174/82

São Paulo,
22 de setembro de 1982.

Sr. HERBERT L. STUKART
Diretor de Materiais
Indústrias Klabin do
Paraná de Celulose S.A.
Rua Formosa, 367 - 18º a.
01049 - São Paulo - SP

Prezado Sr. Stukart:

Com esta, queremos responder formalmente ao seu gentil convite de patrocinar junto com a Klabin, a vinda para o Brasil do Sr. Laurence Miles para proferir palestras sobre Análise de Valores.

Aliás, agradecemos essa sua iniciativa de incluir a GE num programa de tal destaque.

Portanto lamentamos comunicar que devido a circunstâncias de ordem interna, não será possível a GE participar desse programa.

No entanto, desejamos êxito ao Sr. na execução do seu programa, contando também com a sua compreensão profissional no caso desta comunicação.

Cordialmente



JOHN M. SANDERS

Gerente - Organização e Desenvolvimento
de Recursos Humanos.

c.c. M.P. Gianotto



7.1
Indústrias
Klabin do Paraná
de Celulose S.A.

GM.065/82

São Paulo, 23 de setembro de 1.982

GENERAL ELECTRIC DO BRASIL S.A.
Rua Antonio de Godoi, 88 - 10º
São Paulo - SP

At.: Sr. John M. Sanders
D.D. Gerente da GE

Ref.: Vinda do Eng. Miles ao Brasil

Prezado Senhor,

1. Acusamos recepção de sua carta de 22/9, que diz declinar a participação da GE no patrocínio da vinda do Eng. Miles.
Pela boa ordem, desejamos esclarecer que sua carta não significa a rejeição de um convite, mas a anulação de um compromisso verbal entre nosso diretor e a GE.
2. Os entendimentos havidos com a GE, aliás, confirmados pela carta DM.29/82, nos permitiram contatar em nome da GE e no nosso, a FIESP, a Fundação Getúlio Vargas, o Instituto de Engenharia e a ABAM em São Paulo; a Escola Superior de Guerra, a Fundação Getúlio Vargas e Monteiro Aranha no Rio; a FIERG de Porto Alegre, e o pólo petroquímico de Salvador, aos quais somos agora obrigados a informar sobre o seu cancelamento.
3. Realmente, nosso Diretor nunca manteve contato com o signatário de sua carta citada acima, mas sô com o seu estimado Presidente Dr. José Bonifácio de Abreu Amorim e Eng. Manoel Pedro Gianotto.
4. Em resumo, consideramos o assunto definitivamente encerrado.

Atenciosamente,


ARTUR DOS SANTOS FERREIRA
Gerente do Material

cc: Dr. José Bonifácio de Abreu Amorim
Eng. Manoel Pedro Gianotto