



Edmond Safra, a biografia

O selo BestBusiness, da Record, está lançando no Brasil “A jornada de um banqueiro”, do jornalista americano Daniel Gross, sobre Edmond J. Safra (1932-1999), o criador de um império financeiro mundial, que inclui a fundação de quatro bancos em três continentes. Foram eles: Banco Safra, em São Paulo; Republic National Bank, em Nova York; Trade Development Bank (TDB), em Genebra; e Safra Republic Hol-



dings, em Luxemburgo. Nascido no bairro judeu de Beirute, conflitos entre árabes e judeus no início dos anos de 1950 fizeram a família se mudar para o Brasil, mais precisamente para o Leme, no Rio (o bairro, aliás, abrigava à época várias famílias judias, o que levou o humor carioca a batizá-lo de “JerusaLeme”). Safra, não custa lembrar, foi casado com uma brasileira, Lily Monteverde, herdeira do Ponto Frio. No livro, Gross narra a frustrada associação do banqueiro com a American Express, empresa americana de serviços financeiros: “Os executivos da

American Express orquestraram uma sórdida campanha para insinuar que Safra estava envolvido com o tráfico de drogas e lavagem de dinheiro”. O caso terminou com a empresa americana publicando uma nota de desculpas ao banqueiro e sendo obrigada a fazer doações a causas sociais no valor de R\$ 8 milhões.

Quando morreu, em Mônaco, vítima de um incêndio criminoso promovido por um empregado, Safra tinha patrimônio avaliado em mais de US\$ 3 bilhões.

Em tempo: o libanês era um homem muito supersticioso. Ele carregava por onde fosse um “nazar” (olho turco) para afastar o mal. Mas isso aí é outra história...





'A banker's journey': a book about Edmond Safra's career arrives in Brazil

August 5, 2023

Written by the American journalist Daniel Gross, the work is published by the BestBusiness editions.

Edmond Safra was born in Lebanon, but came to live in Brazil as a child.

The BestBusiness label, from Record, is launching in Brazil “The journey of a banker”, by the American journalist Daniel Gross, about Edmond J. Safra (1932-1999), the creator of a world financial empire, which includes the founding of four banks on three continents.

They were: Banco Safra, in São Paulo; Republic National Bank in New York; Trade Development Bank (TDB) in Geneva; and Safra Republic Holdings, in Luxembourg.

Born in the Jewish neighborhood of Beirut, conflicts between Arabs and Jews in the early 1950s made the family move to Brazil, more precisely to Leme, in Rio (the neighborhood, by the way, was home to several Jewish families at the time, which led the carioca humor to baptize it “JerusaLeme”). Safra, by the way, was married to a Brazilian, Lily Monteverde, heir to Ponto Frio.

In the book, Gross recounts the banker's frustrated association with American Express, an American financial services company: “American Express executives orchestrated a sordid campaign to insinuate that Safra was involved in drug trafficking and money laundering”. The case ended with the American company publishing a note of apology to the banker and being obliged to make donations to social causes in the amount of BRL 8 million.

When he died, in Monaco, victim of an arson attack promoted by an employee, Safra had assets valued at more than US\$ 3 billion.

In time: the Lebanese was a very superstitious man. He carried a “nazar” (Turkish eye) wherever he went to ward off evil. But that is another story...

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