



Export Opportunities in Brazil

Ms. Igly Serafim

September 1, 2010

Brazil is the largest country and economy in South America with significant ties to The United States. The U.S. is Brazil's largest trading partner and the demand for U.S. products is high. In 2008, the bilateral trade relationship between the U.S. and Brazil reached US\$ 53 billion, with Brazil importing US \$25.6 billion worth of U.S. goods and services.

Brazil has one of the most advanced industrial sectors in Latin America. Accounting for one-third of GDP, Brazil's diverse industries include automobiles and parts, machinery and equipment, textiles, shoes, cement, computers, aircraft, and consumer durables. Brazil continues to be a major world supplier of commodities and natural resources, with significant operations in lumber, iron ore, tin, other minerals, and petrochemicals. Brazil has a diverse and sophisticated services industry as well, including developed telecommunications, banking, energy, commerce, and computing sectors.

Some particular areas of interest for U.S. exports include the following:

- Agricultural Equipment
- Aircraft parts and Airports
- Computer Software, E-commerce, IT Hardware
- Highways
- Iron and Steel
- Medical Equipment & Drugs
- Mining, Oil and Gas
- Pollution Equipment
- Ports, Railroads
- Safety and Equipment
- Telecommunications and Tourism

Although Brazil offers excellent export opportunities, due to a complex business structure and business culture based on personal relationships, U.S. companies will see the most success when they invest time in building relationships in Brazil: conducting in person visits, one-on-one meetings, attending local trade shows and working with Brazilian companies. The US Commercial Service Brazil has 9 US officers and over 50 Brazilian staff, who are pivotal in helping US companies conduct research and build in country connections. Their services aid US companies to enter the Brazilian market and develop their export presence. The previous year, CS Brazil assisted US companies in gaining around 500 distinct export successes in Brazil.

Useful Resources:

- US Country Commercial Guide for Brazil (2009) :
<http://www.focusbrazil.org.br/ccg/>
- US Commercial Service Brazil Site :
<https://www.focusbrazil.org.br/siteusa/index.htm>
- The World Bank Group :
<http://www.doingbusiness.org/brazil>

World Cup and Olympic Games:

While Brazil is currently a successful country to export to, export opportunities are expected to grow even more. In 2014 the Soccer World Cup will be held in Brazil, followed by the Olympic Games in 2016. These two large events hold tremendous export opportunities for US firms in many sectors, particularly for companies involved in construction. The Olympic Games will be held in the state of Rio de Janeiro, which estimates that investments from 2010 to 2016 will reach US \$50 billion. These investments will be spent on a variety of things, including:

- Construction of sports and transportation infrastructure
- Public security
- Education and training, etc.
- Construction of hospitals and hotels

In preparation for these major events the following trade shows will be held in Rio de Janeiro:

- 1) **Sports Events Expo** September 22-24, 2010. This trade show is focused on solutions, innovations, infrastructure, technologies, products and services. It is expected to bring in professionals from the following industries: Event producers and Consulting Companies, Security Companies, Hotels and Tourism, Technology, Web Security Companies, Printing Companies, Design and Communication Companies, Licensing and Licensed Products, Architecture Firms, Sport Facilities and Equipment, and Urban Infrastructure and Transport. For more information please visit: http://www.sportseventsexporio.com.br/a_feira/6/apresentacao
- 2) **The Expo Estadio 2010** October 6-8, 2010. This trade show will focus on the design, construction, furnishing, maintenance, management and operations of sports venues. The show will have representatives of the following products and services: Access control, Audio/visual equipment, Billboards and scoreboards, Cameras, Customer Relationship Management, Design and Construction, Fencing, Furniture, Lighting, Maintenance Equipment, Services, Signage, Sports Equipment for Stadiums and Facilities, Ticketing, and Turf and Athletic Surfacing. For more information please visit: <http://expoestadio.com.br/>

For additional information and guidance on exporting goods and services to Brazil for the World Cup and the Olympic Games, please contact:

U.S. Commercial Service - Rio de Janeiro
Patrick Levy, Commercial Specialist
Avenida Presidente Wilson, 147
20030-020 Rio de Janeiro, Brazil
Phone: 011 55 21 3823- 2413, Fax: 011 55 21 3823-2424
E-mail: patrick.levy@trade.gov