

Brazil

Opportunities in Brazil

The top opportunities for U.S. exporters in Brazil include:

- Mining
- Information technologies
- Safety and security
- Environmental technologies
- Agriculture equipment
- Aerospace and aviation
- Telecommunications
- Electrical power systems
- Medical equipment
- Architecture, engineering, construction

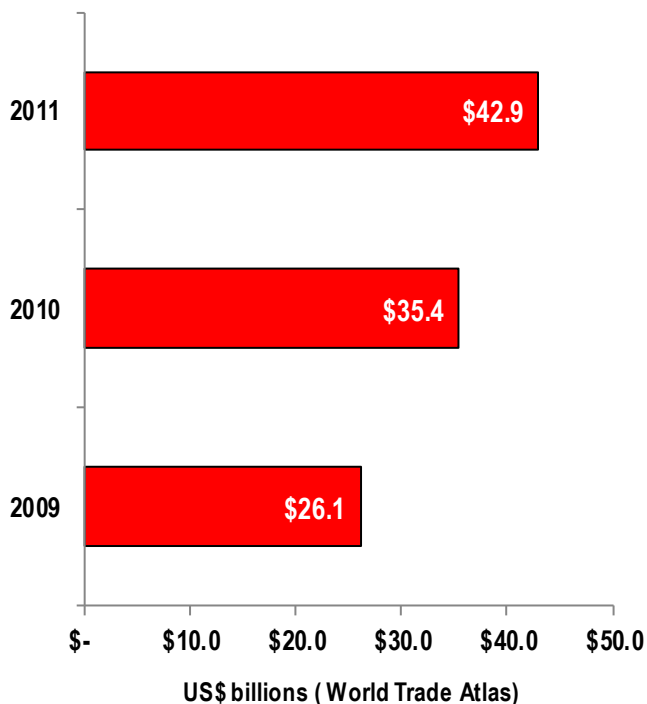
For further information, download the **Country Commercial Guide** in our [Salesforce Content Pack](#).

Map of Brazil



In 2011, Brazil was the #8 export destination for the United States and the #6 for Virginia exports.

Total U.S. Exports to Brazil



Top Virginia Exports to Brazil

Export Category	2011	Change 10/11
Total Exports	\$ 848.2	32%
Mineral Fuels	\$ 332.2	39%
Mechanical Machinery	\$ 157.0	24%
Fertilizers	\$ 85.0	36%
Vehicles [Not Railway]	\$ 56.3	136%
Plastics	\$ 37.1	13%
Cereals	\$ 22.3	166%
Manmade Fibers	\$ 20.6	1%
Electrical Machinery	\$ 19.9	19%
Pharmaceuticals	\$ 14.0	-5%
Fabrics [Cotton & Yarn]	\$ 13.1	11191%

In US\$ millions (World Trade Atlas)

Opportunities in Brazil for Exporters

Mining

Brazil is the world's fifth largest mineral producer and has one of the world's largest mining equipment markets. Brazil's minerals include iron ore, bauxite, gold, kaolin, manganese, niobium, potassium chloride, and metallurgical coal. The Brazilian mineral potential still has not been fully surveyed, and significant discoveries of mineral deposits are still expected in the future. A number of leading multinationals have manufacturing facilities in Brazil, with some even exporting their products abroad. These equipment manufacturers provide excellent opportunities for:

- Parts and components for earth-moving equipment
- Belt conveyors
- Crushers and grinding equipment
- Laboratory instruments
- Drill bits and equipment

Information Technologies

Brazil is the second-largest information technology (IT) market within emerging economies after China. According to a report from Gartner last year, IT end-user spending in Brazil is expected to grow the next four years to \$134.2 billion. This represents a compound annual growth rate of 7.3% from 2010 through 2014. The largest share of spending will be in telecom in 2010. Sales of corporate network servers in Brazil should increase this year. Falling prices for network equipment and the computerization of small and medium-sized companies are among the factors contributing to growth. Top opportunities include:

- Tablet computers
- Corporate network servers
- Personal computers and notebooks
- Computer hardware and peripherals

This information is adapted from the U.S. Commercial Service. [Click here to view more export opportunities.](#)

Safety and Security

Brazil has an extensive and well-developed security market that has consistently registered an average annual growth of 15-20% with annual sales of \$29 billion. High crime rates and general concern with personal security have increased the demand for security equipment and services. The best prospects for U.S. companies include:

- Access control
- Closed circuit television systems
- Alarm systems
- Surveillance technology
- Drug and explosive detectors
- Metal detectors
- Cellular telephone blockers
- Biometrics
- Home security equipment

Environmental Technologies

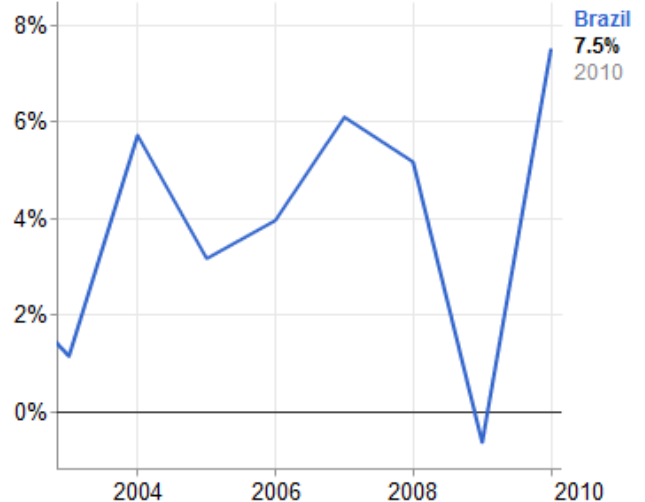
Environmental experts estimate that Brazil's environmental technologies market (including equipment, engineering/consulting services, instrumentation, construction and clean up services) is roughly estimated at \$10 billion, of which \$5.5 billion is related to the water and wastewater subsector; solid waste management at \$3.5 billion and air pollution control at \$1 billion. Top opportunities in both the public and private sector include:

- Equipment, laboratory and analytical equipment for water treatment stations
- Efficient water distribution and reuse projects
- Water saving and rain water systems
- Membrane filtration
- Recycling
- Air pollution controls and gas emission monitoring

Economic Overview

- With a gross domestic product exceeding \$1 trillion, Brazil is among the world's top 15 economies and represents about half of South America's economic output.
- Brazil has been weathering the turmoil in the global economy relatively well due to strong consumer demand, policies that have promoted fiscal discipline, and a banking sector that was less exposed to "toxic" real estate assets. As a result, the country is now experiencing its fastest economic growth in almost two decades.
- Brazil is a country rich in natural resources, and its economy depends heavily on commodity exports, specifically minerals and agricultural products.
- The uncertain outlook in Brazil's export markets in North America and Europe means that fluctuations in global commodity prices will have a significant impact on Brazil's prospects going forward.

GDP Growth Rate



(U.S. Central Intelligence Agency, International Monetary Fund, Google Public Data Explorer)

Cultural Guide

- When meeting and greeting expect a firm handshake, often for a long time, combined with strong eye contact. Both men and women greet women with a kiss on each cheek. On departure, repeat all the handshaking and kissing.
- When arranging a meeting, it is advisable to provide the Brazilian company with the subject of the meeting in advance, although only limited detail will be required at that stage.
- Punctuality can sometimes be an issue in Brazil, but you should not interpret lateness as a sign of rudeness or laziness. Plan your trip with plenty of time to allow for delays.
- Meetings can be lengthy affairs, allowing for small talk before getting down to business. It is normal to exchange business cards at the start of meetings, although in restaurants or at business lunches they should be changed after the meal.
- Formal dinners have always been a part of doing business in Brazil. Frequent toasts to good health are standard. Brazilians usually arrive 15 minutes after the agreed time for social functions. After a meal is finished, they usually stay to socialize.
- Although Brazilians are concerned with quality, price is usually the key factor to determine the success of a business partnership. Brazilians tend to avoid exclusive agreements and being dependent on a single supplier.

Establishing personal relationships is essential to conducting business in Brazil.

(UK Trade & Investment)

Brazil



Trade Mission to Brazil: November 8 - 12, 2012

For more information, please contact:

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The VEDP offers a number of export-related services to Virginia businesses, including group market visits and market research by our Global Network of in-country consultants. These services are available to all Virginia exporters. For more information, please visit our website: www.exportvirginia.org.

Additional Resources

Market Reports

[Country Commercial Guide](#)

[Doing Business in Brazil](#)

[Ease of Doing Business Report](#)

[Sector Opportunities in Brazil](#)

U.S. Commercial Service

United Kingdom Trade & Investment

World Bank

United Kingdom Trade & Investment

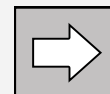
Website Links

[Embassy of Brazil in Washington D.C.](#)

[U.S. Embassy in Brazil](#)

[Brazilian National Confederation of Industry \(Portuguese only\)](#)

Click here to access market reports and data in our custom Salesforce Content Pack for Brazil.



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