

Trade Mission: Brazil

Brazil Overview

Brazil is the largest country in South America and represents an excellent market for experienced U.S. exporters across various sectors. In 2020, Brazil was the United States' ninth largest export market and Virginia's eighth largest, with more than USD 34 billion and USD 525 million in exports, respectively. Brazil's President Jair Bolsonaro has declared that Brazil wants the U.S. to be its number one trading partner – opening the potential for a stronger trade relationship. Brazilian consumers have a strong domestic appetite for U.S. products and high opinions regarding their quality and value.

Top opportunities for Virginia exporters to Brazil include:

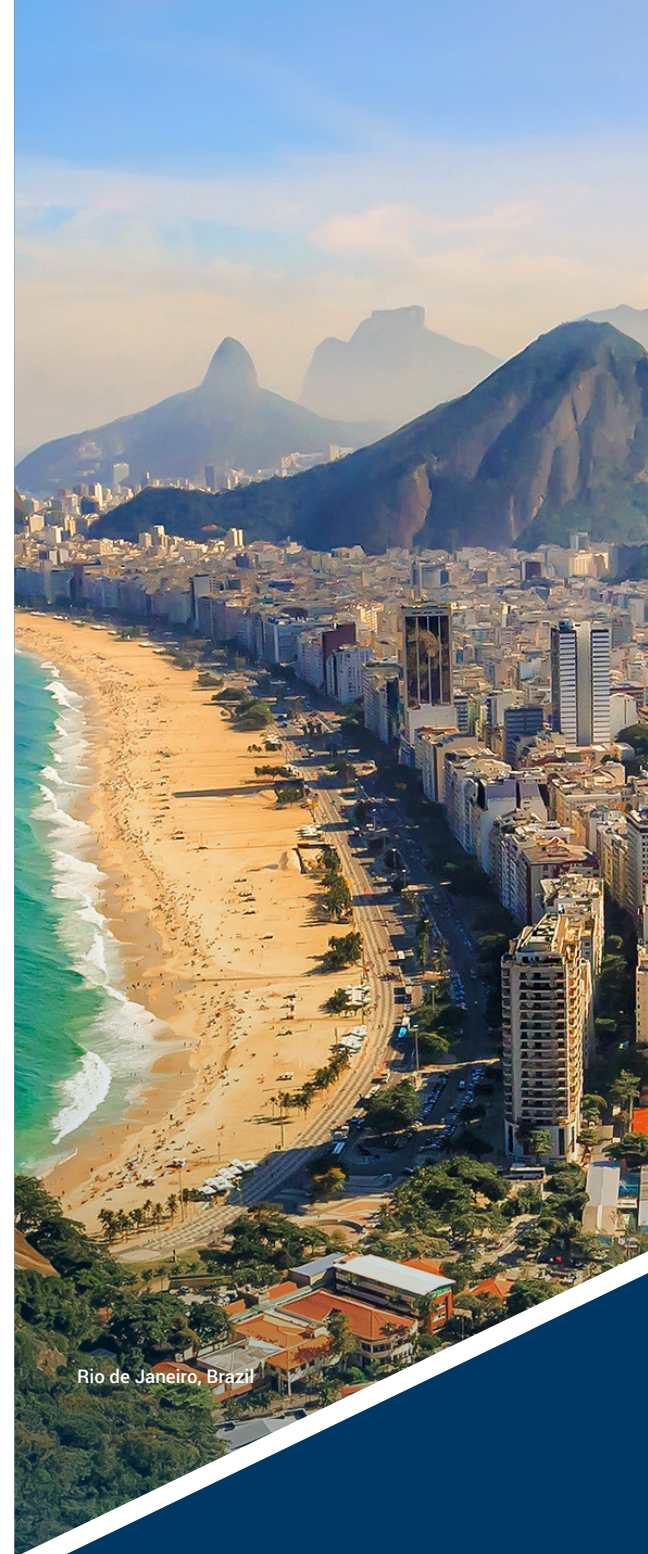
- Energy
- Infrastructure
- Health
- Chemicals
- Defense and Aviation
- Telecommunications
- Information and Communications Technology (ICT)

Opportunities in Brazil

Infrastructure

The infrastructure sector is comprised of railways, ports, highways, airports, water, wastewater, sanitation, and solid waste. U.S. business opportunities include design and construction, equipment, and project operations. The Government of Brazil has pursued a large privatization effort through a pipeline of concession auctions and regulatory reforms aimed at attracting financing to help narrow the largest infrastructure funding gap in Latin America.

The Government of Brazil has been working to increase private investments in railways, especially for cargo, and has a portfolio of concessions in the pipeline over the next few years. The “BR do Mar” (or “Ocean Highway”) project, which was presented to Congress in 2020, will bring an incentive package for cabotage aimed at opening the market to increase supply, foster competition,



Rio de Janeiro, Brazil

lower costs, and create new routes. There are two other major port privatization projects in the works: Santos Port Authority (SPA), which is the largest and busiest port in Latin America; and CODESA, located in Espírito Santo.

Defense, Aviation and Security

The Brazilian defense, aviation, and security industries remain some of the most important in the Southern Hemisphere. Brazil is one of only six countries in the world that manufactures commercial jets and has been one of the top 10 export destinations of U.S. aerospace products over many years. Currently, there are successful government-to-government and industry-to-industry efforts promoting joint ventures and bilateral commercial cooperation between Brazil and the U.S.

Public safety remains a fundamental concern in Brazil, resulting in considerable investment in security equipment and technology. The federal government recently created a Public Security Department to coordinate a portfolio of law enforcement agencies throughout the national territory.

Medical Devices/Health IT

The market size for medical equipment is approximately USD 11.1 billion, a decrease of 1.2% in 2020.

In 2020, Brazil increased imports of medical devices by 12.9%, reaching USD 6.2 billion. Imported medical devices correspond to 80% of the market in Brazil and the United States represents 16.9% of this share. Brazil is the 14th largest market for U.S. medical devices and second in Latin America, after Mexico. In 2020, U.S. medical device exports to Brazil reached USD 947 million.

Ministry of Health announced investments of USD 83 million by 2020 to digitize the public basic care units of the country's Unified Health System (SUS). Private hospitals are also investing in technology and several new hospitals are formalizing their process by obtaining international certificates for data management and reduction of paper use. The Ministry of Health has established the "Digital Strategy for Brazil" to plan, organize, and boost the integration of digital solutions and platforms in the public system for the period of 2020 to 2028.

“

Our industry has a very long sales cycle with large companies that are very hard to penetrate. VEDP did a great job putting us in front of the right people and provided a great networking opportunity.

Trade Mission to Brazil

Innovative Technologies and Advanced Manufacturing

Although there are many companies practicing the application of modern technologies in manufacturing, the vast majority of SMEs need to switch from conventional production methods to computerized ones. The pandemic has accelerated this trend, but there is still much to be done. Product development and production control through digital programs will continue to be the basis of the technological evolution for these companies. Industries that have already reached a more advanced level in their production lines are expected to invest in automated and flexible cells of advanced manufacturing.

“

We were able to make connections with possible Sales Channel partners, supply chain partners, legal resources and Accountant resources. This opened many options for us to accelerate our launch into Brazil.

Trade Mission to Brazil

Trade Mission Details

Objective:

The objective for this trip is to arrange and conduct quality meetings between you, our VEDP client, and potential sales partners (agents, representatives, or distributors) and/or customers in Brazil. Our ultimate goal is for these meetings to help you generate new sales for your company to customers in Brazil and to provide you with market intelligence only attainable by an in-country visit

Trade Mission Dates

May 15 – 19, 2023

Registration Deadline

March 17, 2023

Schedule:

We will focus on São Paulo, however, there may be meetings in adjacent cities depending on your particular needs. Our consultants will ensure that your meetings are scheduled with the best contacts, regardless of their location. We will keep you apprised as your itinerary develops and suggest travel and logistics options for your itinerary.

The schedule is planned as follows, and is subject to change:

Date	Day	Activity
March 17, 2023	Friday	Last day for registration
May 13, 2023	Saturday	Latest day to depart the U.S.
May 14, 2023	Sunday	Rest / Sightseeing
May 15, 2023	Monday	Trade Mission begins; individual meetings
May 16, 2023	Tuesday	Individual meetings; travel to other cities may be required
May 17, 2023	Wednesday	Individual meetings; travel to other cities may be required
May 18, 2023	Thursday	Individual meetings; travel to other cities may be required
May 19, 2023	Friday	Final day of individual meetings
May 20, 2023	Saturday	Return to the U.S.



Rio de Janeiro, Brazil

Frequently Asked Questions:

How many Virginia companies will participate?

The registration process is ongoing. Based on past trade missions, we expect 6–10 Virginia companies to participate.

What is the cost for my company to participate?

You must pay the trade mission participation fee of \$2,500 to VEDP at the time of registration. The participation fee includes the following:

- Identifying, contacting, and pre-qualifying local distributors, reps, and/or partners, and organization of your meetings with interested prospects
- Briefing on “Doing Business in Brazil”
- Your VEDP Trade Mission Leader and in-country consultant on hand during the week to ensure everything runs to plan
- Interpreter

All travel expenses including airfare, hotels, meals, individual ground transportation to be paid directly by each participant. Additional *estimated* costs you will incur include (but are not limited to):

Expense	Estimated amount (\$)
Roundtrip airfare from Dulles to São Paulo, Brazil and intra-Brazil flights, Economy class	2,250
Hotels (7 nights)	1,500
Meals	500
Airport transfers, taxis, public transportation, and other miscellaneous items	500

How are the meetings organized?

VEDP has engaged the services of TVZ International, to identify, screen, and arrange meetings with potential partners for each of our trade mission delegates. TVZ International was selected through a competitive bidding process and has demonstrated extraordinary expertise, enthusiasm, and commitment to the work of introducing Virginia companies to their markets. If you would like to learn more about TVZ International, please review their website:

<http://tvzint.com.br/?lang=en>.

In most cases, you will be traveling independently to the locations of the local companies with which you are meeting. Because most appointments will be held at the companies' locations, travel and other logistics may prevent each delegate from having a minimum of 3–4 meetings each day of the trade mission.

How will I get to my meetings?

For travel between meetings, our consultants will recommend the most effective method of transportation. This will likely be a local car/driver.

Will I need an interpreter?

The official language in Brazil is Portuguese. A translator will be provided for all meetings.

How are airline and hotel reservations handled?

Airline tickets: You book (and pay for) your own airline ticket via local travel agent or online air travel website. If you do not have a travel agent, the Trade Mission Leader can recommend one for you.

Hotels: VEDP will choose the hotel(s) and make reservations at a pre-negotiated government rate for each delegate. **However, delegates will be responsible for their own hotel charges throughout the mission.** All delegates will stay at the same hotel in order to facilitate logistics as well as to encourage the interaction and networking that is always a collateral benefit of traveling with a group. You will pay all hotel room charges directly to the hotel.

How can I verify that Brazil is a good market for my company before we register for the trade mission?

Contact your local International Trade Manager or the Trade Mission Leader (see bottom of last page) **immediately!** We only want you to make the trip if we think there is good market potential in Brazil for your company. We can perform exploratory market research within a short period of time to verify market potential for you. The more time you give us, the better job we can do!

What are the entry requirements for Brazil?

Will I need a passport or visa?

U.S. citizens do not need a visa if they are traveling to Brazil for tourism, business, transit, artistic, or sport activities, with no intention of establishing residence. Your passport should have at least 6 months of validity remaining.

“

This was our very first trade mission and it could not have gone better. The entire process moved smoothly without a single issue. The team on the ground did phenomenal work and VEDP assisted us every step of the way. We highly recommend this to any Virginia company.

Trade Mission to Brazil

Registration:

How do I register to participate?

You can register and pay the trade mission fee online by visiting:
<https://brazil-trade-mission-2023.eventbrite.com>.

Contact the Trade Mission Leaders for more information:

Mercedes Sanchez

International Trade Manager, Northern Virginia

Phone: 703.307.4818

Email: msanchez@vedp.org

Mary Wood

Managing Director of International Trade Programs

Phone: 804.545.5766

Email: mwood@vedp.org

“

Our industry has a very long sales cycle with large companies that are very hard to penetrate. VEDP did a great job putting us in front of the right people and provided a great networking opportunity.

Trade Mission to Brazil

Consultant Bio

Brazil

Claudia Tomaselli

Claudia Tomaselli, founder and co-director of TVZ International, is also the manager of the Marketing Department of the company. An expert in International Trade Promotion and New Businesses Development, she also manages the commercial intelligence activities – monitoring, coaching, and guiding the in-house and associated business analysts from day one to the end of each project, guaranteeing the standard and quality of the customized services offered by TVZ. Prior to founding TVZ, Ms. Tomaselli held such positions as Interim Director and Deputy Director of the Council of Great Lakes Governors Brazil Office (CGLG), where she represented and promoted exports from Indiana, Ohio, New York, Pennsylvania, and Wisconsin in Brazil, having initiated her activities with this organization since it was established in Brazil back in September 1997; Special Assistant to the U.S. Commercial Center's Director at the U.S. & Foreign Commercial Service (U.S. Consul General); Trade Event Assistant at the USFCS; and Founder and Director at CMT Design, a Design and Promotional Event company. In 1990 Ms. Tomaselli received her Bachelor of Arts degree in Industrial Design from Fundação Armando Alvares Penteado (FAAP) in São Paulo, Brazil. In addition to her native Portuguese, Ms. Tomaselli has fluency in reading, writing, and speaking English and has a conversational and reading understanding of French and Italian.

Vânia Zulatto

Vânia Zulatto, founder and co-director of TVZ International, brings 15 years of experience in working with American companies and US government agencies. Ms. Zulatto is also TVZ's financial and administrative director responsible for the company's finance strategies, and for all the office's budgetary, personnel, and administrative aspects. Prior to founding TVZ in December 2004, Ms. Zulatto worked with the Council of Great Lakes Governors Brazil Trade Office and assisted the CGLG member state companies to improve and expand their exports by establishing partnership agreements like technology transfers, joint ventures, distribution, and representation agreements in several Brazilian industry sectors. Ms. Zulatto was previously associated with the USFCS in São Paulo, Brazil, as a co-manager of the Trade Events Unit. Her activities included the coordination of all trade fair events on a countrywide basis, assisting the Trade Fairs Unit director in event recruiting, and negotiation of trade fair space and price with prospective exhibitors. Prior to that Ms. Zulatto has nine years of working in the private sector, acting as Buyer for Alternativa Produtos Naturais e Integrais, a health food store where she was responsible for the purchase and pricing approximately 2,000 items. Ms. Zulatto received her Bachelor's Degree in Social Sciences from The Catholic University of São Paulo, Brazil in 1993, and is also graduated in Visual Communication at Escola Panamericana de Artes in São Paulo. Ms. Zulatto who speaks Portuguese and English fluently, accomplished her English language studies in 1979 in Brazil, taking soon after that an English extension course in California, and concluded a Business English course at the Wall Street Institute in Brazil. Ms. Zulatto also has conversational and reading skills in Spanish and is studying elementary Mandarin.