

# Brazil

*“The Latin America market represents an important strategic growth area for our business.”*

-Monsanto Company  
St. Louis, MO

## Missouri's Brazilian Owned Companies:

Gerda - Kansas City, Independence  
Iochpe Maxion - Sedalia  
Tupy S.A. - Blue Springs

## Education:

Missouri State University - Springfield  
Courses in Portuguese

St. Louis University - St. Louis  
BA in Latin American Studies

University of Missouri - Columbia  
Portuguese/Brazilian Studies Minor  
Bachelor of Arts in International  
Studies with a concentration in Latin  
American Studies

Washington University - St. Louis  
Courses in Portuguese  
BA in Latin American Studies

**Brazil is the 7th largest economy** in the world and one of the largest IT markets among emerging economies. Business in Brazil is based largely on personal relationships, with face-to-face meetings being the preferred method of conducting business. Opportunities in Brazil are expected to continue to grow with the approaching 2016 summer Olympics taking place in Rio de Janeiro.

## Quick Facts

GDP:	\$2.284 trillion (2011 est.) (U.S. = \$15.04 trillion)
Currency:	Real (BRL)
Language:	Portuguese
Population:	203,429,773 (July 2011 est.) (U.S. = 313,232,044)
Land Area:	8,459,417 sq km (≈5,256,438 miles)
Major Cities	São Paulo, Rio de Janeiro, Salvador, Brasilia (Capital)
Industries:	textiles, shoes, chemicals, cement, lumber, iron ore, tin, steel, aircraft, motor vehicles and parts, other machinery and equipment
Agricultural:	coffee, soybeans, wheat, rice, corn, sugarcane, cocoa, citrus, beef

## Infrastructure

Number of Ports:	37 public sea and river ports, 47 private ports
Number of Airports:	4,072
Major Airports:	Rio de Janeiro International, São Paulo Guarulhos, Brasilia International, Belo Horizonte, Viracopos
Railways:	28,538 km (≈17,732 miles)
Waterways:	50,000 km (≈31,068 miles)

*Data Sources: CIA World Factbook, Missouri Partnership, The World Bank, U.S. Commercial Service Commercial Guide, U.S. Department of State Background Note*

## Missouri Connections

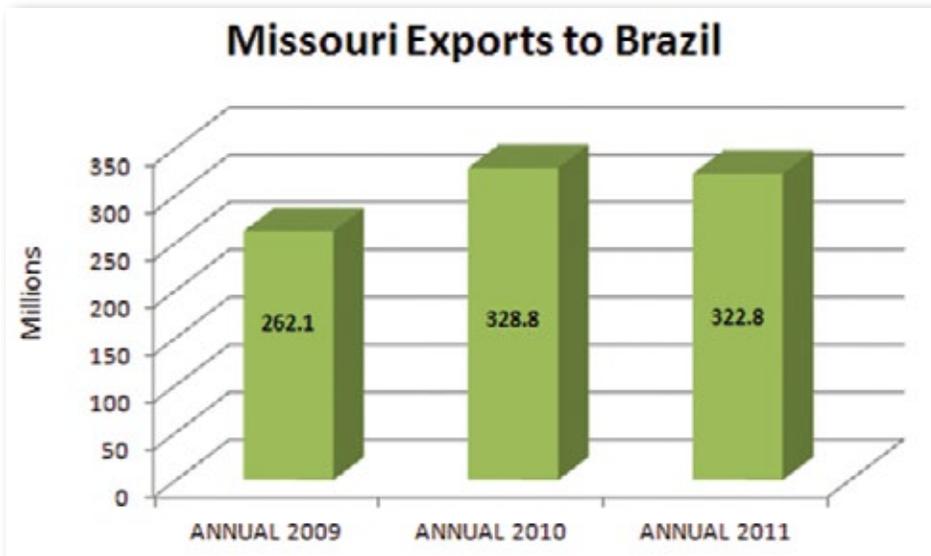
Missouri companies with connections to Brazil include:

- » Arch Coal
- » Ashland - Hercules, Inc.
- » Boehringer Ingelheim Vetmedica
- » Energizer Holdings Inc.
- » Harley Davidson
- » ICL Performance Products LP
- » International Fuel Technology Inc.
- » Kawasaki
- » Monsanto
- » Novus International
- » Pfizer
- » Sigma Aldrich



The World Bank ranks Brazil 126th out of 183 countries for ease of doing business.

## Missouri Trade



Brazil ranks 69th among 178 countries in Transparency International's Corruption Perception Index.

Brazil is Missouri's 10th largest export partner, with exports to Brazil making up 2.3 percent of Missouri's total exports in 2011. Missouri exports to Brazil totaled \$322.8 million in 2011, down by \$59.8 million, or 1.82 percent, from 2010.

## Missouri Trade Continued

Top Five Missouri Export Commodities to Brazil		
Code	Description	Annual 2011
27	Mineral Fuel, Oil etc, Bitumin Subset, Mineral Wax	\$87,805,955
29	Organic Chemicals	\$41,367,494
30	Pharmaceutical Products	\$28,595,591
84	Industrial Machinery, including Computers	\$24,487,200
87	Vehicles, except Railway or tramway, and parts, etc	\$21,519,117



Mineral fuel, organic chemicals, pharmaceutical products, industrial machinery, and vehicles and parts were the top commodities exported to Brazil for 2011.

## Market Opportunities

- » Aerospace and Aviation
- » Agricultural Equipment
- » Airports
- » Architecture, Engineering, Construction
- » Electrical Power
- » Environmental Technologies
- » Information Technologies
- » Medical Equipment
- » Mining
- » Oil and Gas
- » Safety and Security
- » Telecommunications
- » Transportation

## Services

The International Trade & Investment Office has eight foreign offices that provide trade promotion and export transaction assistance to existing Missouri firms. The offices also play a major role in foreign direct investment lead generation within their respective markets. The offices are located in Brazil, China, Europe, India, Japan, Mexico, South Korea, and Taiwan. The International Trade & Investment Office provides the following services to Missouri firms: Advocacy, Agent/Distributor Search, Background Check, Business Protocol, Certificate of Free Sale, Customized Company Trade Missions, Export Finance, Market Research, Trade Counseling, and Trade Shows. Please contact our office for more information on the services provided.

## Market Challenges

- » Uneven income distribution
- » Imbalance of market concentration
- » Complex customs system
- » Heavy taxes
- » Tariff barriers
- » Overloaded legal system
- » Rising costs of bureaucratic procedures



### Helpful Resources/Links

- » **ABINEE:** <http://www.abinee.org.br/>
- » **Brazilian Customs Regulations:** [http://www.fedex.com/us/international/irc/profiles/irc\\_br\\_profile.html?gtmcc=us](http://www.fedex.com/us/international/irc/profiles/irc_br_profile.html?gtmcc=us)
- » **Brazilian Embassy:** <http://www.brasilemb.org/>
- » **CIA World Factbook:** <https://www.cia.gov/library/publications/the-world-factbook/geos/br.html>
- » **Ex-Im Bank:** <http://www.exim.gov>
- » **Trade Events:** <http://www.export.gov/tradeevents>
- » **U.S. Commercial Service -Doing Business in Brazil:** [http://www.buyusainfo.net/docs/x\\_2501465.pdf](http://www.buyusainfo.net/docs/x_2501465.pdf)
- » **U.S. Commercial Service:** <http://export.gov/>
- » **U.S. Department of State-Background Note Brazil:** <http://www.state.gov/r/pa/ei/bgn/35640.htm>
- » **U.S. Export Control Information:** <http://www.bis.doc.gov/>
- » **World Business Culture-Brazil:** <http://www.worldbusinessculture.com/Brazilian-Business-Style.html>

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