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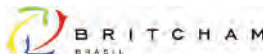
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SUPPORTING ORGANISATIONS



Brazil

10 destinations
82 weekly departures from
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Gatwick & Manchester

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Brazil overview

Located on the continent of South America, Brazil is the fifth largest country in the world, surpassed only by Russia, Canada, China and the United States of America. It is also the largest country in South America, by both population and area, spanning approximately 2,700 miles (4,350 km) from north to south and east to west with 4,600 miles (7,400 km) of coastline along the Atlantic Ocean. The country's official title is the Federative Republic of Brazil, Portuguese República Federativa do Brasil.

There are opportunities for UK businesses in various sectors, including agriculture, education, food and drink, healthcare, marine and maritime, mining, oil and gas, technology and water. Brazil is also seen as a gateway to business in other Latin American countries, being the largest economy in the region.

A number of business reforms took place in Brazil from 2017-2018, with the aim of attracting investment, creating more jobs and making the economy more competitive. Brazil is now ranked 109th out of 190 countries in the World Bank's 2019 Ease of Doing Business report, up from 123rd in the 2017 report, suggesting that the reforms have already been beneficial.

In order to do business successfully in Brazil, it is important to establish close personal relationships with your business counterparts. Building trust and relationships are key elements of Brazilian business culture.

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Welcome from Lesley Batchelor OBE, FIEEx (Grad) – Director General, Institute of Export & International Trade

The Doing Business in Brazil Guide looks at South America's largest economy and the world's 9th largest by GDP, according to the IMF and World Bank. As one of the so-called BRIC markets, Brazil's growth in the last two decades has been significant, despite a deep recession in the last few years. Indeed, by way of comparison, São Paulo state's economy alone is larger than Argentina's. Neighbouring Argentina, Bolivia, Colombia, French Guiana, Guyana, Paraguay, Peru, Suriname, Uruguay, and Venezuela, and as a member of the Common Market of the South (Mercosur), Brazil undoubtedly acts as a hub for the region.

Here in the UK there is a renewed enthusiasm about Brazil as a market. With the economy now coming out of its recent recession many industries are beginning to grow significantly. Automobile sales, for example, are expected to hit 2.9 million units in 2019, up from 2.05 million in 2016. Due to its size as a market, 400 of the world's 500 largest companies operate in Brazil, including Rolls Royce, BP and Shell from the UK. As with any market there are challenges and Brazil is ranked at 105th in Transparency International's Corruption Perceptions Index as of 2018. This, along with a cumbersome tax and regulatory system, leaves the country ranking at 109th in the World Bank's 'Ease of Doing Business' rankings. This makes the importance of doing your due diligence and forming reliable relationships with distributors paramount.

Communication is vital, and you need to go out to the market to meet your Brazilian partners as many complain that UK businesses don't do this enough. Also, appreciate that there are cultural differences to factor in regarding business etiquette, including less of an emphasis on punctuality and a greater taciturnity when it comes to meeting and greeting. Although Brazil is the largest market in South America, it is also distinct from many of its neighbours. For one, Portuguese is the main language spoken there, so having a Portuguese-speaking member of staff or a translator may be helpful. It's also a massive country, with many cities located long distances from each other and much of the distance between them is taken up by Amazonian rainforests.

As ever, if you need any support getting to grips with the Brazilian market, feel free to get in touch with the Institute of Export & International Trade.

Lesley Batchelor OBE, FIEEx (Grad)

Director General – Institute of Export & International Trade

www.export.org.uk



British Embassy Brasília

Foreword from Vijay Rangarajan, British Ambassador to Brazil

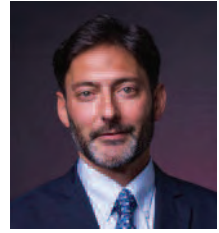
Brazil is a huge, complex country, currently opening up significantly to external trade and investment, and full of opportunities for the right companies.

Currently, Brazil is the 9th largest economy in the world by GDP and even through a hard recession over the last few years, the country maintained a massive and vibrant private sector and consumer market. As of 2012, Brazil's middle class had 115 million people – more than the UK's total population combined with Spain's.

The new Brazilian Government is committed to opening up the economy, significant privatisation, lower tariffs, much more foreign investment, and investor security.

There is already a healthy trade and investment relationship. Total UK-Brazil trade reached £5.5 billion in 2017, with the UK being the third largest provider of services to Brazil. Brazil is also the largest destination of UK exports in Latin America and the Caribbean, with £3.14 billion worth of exports. The UK has an investment stock in Brazil worth £38.8 billion – making Brazil the largest receiver of UK investment in the LATAM region. In turn, Brazil is also the largest LATAM investor in the UK, with a stock of investments worth of £6.2 billion. Our team here in Brazil has helped more than 100 Brazilian companies and investors to create over 1,000 new jobs in the UK. So the UK matters to Brazil and vice versa. But we could do so much more...

Our trade and investment strategy focuses on three main areas: supporting UK companies to export to Brazil, encouraging investment, both in the UK and here in Brazil and working to open up markets and facilitate business. We have more than 40 people located across the country (São Paulo, Rio de Janeiro, Recife, Brasília and Belo Horizonte) who are experts in a wide range of areas from energy, infrastructure, mining, financial services, education, life sciences, technology and advanced



engineering amongst others and are ready to support your business here. We also have a representative of UK Export Finance, our export credit agency that aims to work with Brazilian importers to finance exports from the UK. Working on various sectors, UKEF has a market risk appetite for Brazil of £2 billion towards companies and projects that procure British suppliers.

To encourage economic growth and opportunities for business at the macro level, over the next four years the UK is investing around £56 million in Brazil through the Prosperity Fund. This is our funding to reduce poverty by generating sustainable economic growth. It aims to do this by removing structural barriers and creating conditions for growth in certain key sectors. It has four key bilateral strands of work (Trade, Energy, Future Cities and Energy) as well a series of global Prosperity Fund programmes which will bring more investment to Brazil in future years.

There are plenty of reasons for you to look at Brazil as we embark on a new chapter of this relationship. It has its challenges – but our teams are here to help you and the UK offer of supporting sustainable economic growth in Brazil, along with a range of measures to increase competitiveness and transparency, will pave the way for a stronger trade and investment relationship between both countries.

If you are in the UK and wish to do business in Brazil or if you are in Brazil and are keen to invest in the UK, please do contact our teams.

Vijay Rangarajan

British Ambassador to Brazil

<https://www.gov.uk/world/organisations/british-embassy-brazil>

strat.e.gy

(noun)

1 From Greek *STRATĒGÍA*. The art of using available resources, situations and favorable conditions to attain certain goals.

2 Knowing every detail of your processes, identifying the business's capabilities and aligning them with opportunities that arise. Adopting an innovative vision to build structured planning to execute actions that drive business opportunities. Having a broad market vision to create a decision-making plan that generates unique experiences, that enhance your company's performance. Everything happens for a reason.

Related terms: grow and build competitive advantage, optimize deals, transform data into business opportunities, align costs with business strategy, stimulate innovation.



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Department for International Trade



Introduction from Renata Ramalhosa, Deputy Consul General São Paulo, Director DIT Brazil

A question I hear often when it comes to investment is “Why Brazil?”

Companies in the UK are not extremely familiar with the Brazilian environment for business.

According to a SEBRAE research, 34.5% of Brazilians between the ages of 18 and 64 are involved in starting their own business or have already established their own company. Brazil has a massive appetite for new businesses and ideas. In 2018, out of the 260 companies that achieved the Global Unicorn Club, six were Brazilian. Those companies achieved that status after only ten months after opening up for new investments.

Beyond this exciting scenario for new businesses, the Brazil-UK relationship goes back centuries in industries such as mining, railroads, constructions and more. The Brazilian market is open to British expertise as the country continues to grow and needs new technologies, infrastructure and investment.

In order for the UK to make the most of the opportunities available, it needs to move away from outdated perceptions of the country. This is in stark contrast with the positive light with which the UK is viewed by Brazilians where the history we share is more deeply remembered than in the UK.

The Department for International Trade is here to foster opportunities, connect companies interested in deepening business ties, and increase the partnership between the two countries. You can count on our team to support your internationalisation strategy to Brazil with local knowledge that understands your language and needs.

Renata Ramalhosa

Deputy Consul General São Paulo, Director DIT Brazil

<https://www.gov.uk/world/organisations/department-for-international-trade-brazil>

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Foreword from Sergio Clark, Chairman of the Administrative Council, Britcham Brazil

In March 2018, I had the honour of assuming the Presidency of Britcham, an institution with more than 100 years, which has in its trajectory successful experiences and the promise of an even more promising future. With the support of a solid Board of Directors, successful strategies have been drawn focused on its mission of fostering trade relations, investments and services, through advocacy and actions focused on networking.

Among the activities carried out by our branches in São Paulo and Rio de Janeiro, I would like to highlight the events organised by the thematic committees, which promoted important discussions and brought the know-how of expressive speakers to the most diverse attendees.

Events like the GBBC (Great British Business Club), Personality of the Year Award, CEO Lunch and the traditional Energy Seminar generate new businesses opportunities and strengthen networking within the British community in Brazil.

In 2019, at the request of the British Ambassador in Brazil, we will expand our partnership with the Consulates and the Embassy, by launching new branches in Belo Horizonte and Curitiba and working on the revitalisation of the Porto Alegre branch, all prominent states' capitals.

Recognising our potential for assertiveness and already in the possession of the new branches, we will work on expanding our membership and, as always, on maintaining those who have placed their trust in our work for so long.

I hope that this guide will encourage you to do business in Brazil, as the new Government indicates that great opportunities of investment will soon be available and strategic partnerships are in order! To share experience, technology and networking as part of a long term plan to influence policy decisions affecting bilateral relations is our core! We are ready to make you feel at home in Brazil!

Sergio Clark

Chairman of the Administrative Council

The British Chamber of Commerce and Industry in Brazil – BRITCHAM

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HM Government



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(formerly UK Trade & Investment - UKTI)

DIT is the British Government department that helps UK-based companies succeed in an increasingly global economy. DIT also helps overseas companies bring their high quality investment to the UK's economy. DIT's range of expert services are tailored to the needs of individual businesses to maximise their international success. DIT provides companies with knowledge, advice and practical support.

Through a range of unique services, including participation at selected tradeshows, outward trade missions and providing bespoke market intelligence, DIT can help you crack foreign markets and get to grips quickly with overseas regulations and business practice.

With headquarters in London, DIT have professional advisers around the UK and staff across more than 100 countries.

Contact DIT

Contact your local International Trade Team or Scottish Development International (SDI), Welsh Government (WG) or Invest Northern Ireland (INI) offices to find out more about the range of services available to you.

You can find your nearest International Trade Team at:

www.contactus.trade.gov.uk/office-finder/

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79% of all companies supported with finance and insurance were small to medium-sized businesses.

To check your eligibility for trade finance and insurance visit:
www.great.gov.uk/trade-finance

UK Export Finance is the operating name of the Export Credits Guarantee Department (ECGD)

Website: www.gov.uk/uk-export-finance
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About International Market Advisor (IMA)

International Market Advisor (IMA) works with British and foreign government departments, Embassies, High Commissions and international Chambers of Commerce throughout the world. Our work helps to identify the most efficient ways for British companies to trade with and invest in opportunity-rich overseas markets.

During the last ten years IMA has worked with the British Government's overseas trade and investment department, the Department for International Trade (DIT) (formerly UK Trade & Investment (UKTI)), and has written, designed, produced, launched and distributed over one million copies of more than 100 country-specific print and multi-media based reports, guides and publications, including the internationally-recognised 'Doing Business Guide' series of trade publications.

These are composed of market and industry sector-specific, multi-format print and digital trade reports, together with some of the internet's most visited international trade websites - all of which are designed to advise and assist UK companies looking to trade with and invest in overseas markets. These reports and guides are then distributed free-of-charge through the IMA and DIT global networks - over 500 distribution outlets in total. Further distribution takes place at global exhibitions, roadshows, conferences and trade missions, and IMA receives daily requests for additional copies of the guides from these networks and from businesses considering exporting.

Each of IMA's 'Doing Business Guides' is produced in three formats: a full colour, glossy, paper-based brochure; a supporting fully-interactive and updatable multi-media based website; and the website contents available as a free-of-charge downloadable smartphone/tablet app.

The guides' contents focus on the market in question, how to approach that market and the help and support available, and include informative market overviews, plus details of business opportunities, listings with website links to British and Foreign Government support services and essential private sector service-provider profiles.

Sponsoring a 'Doing Business Guide' therefore offers a unique opportunity to positively promote your products and services to high-profile business leaders, specific exporters, investors and effective business travellers who will be actively seeking out service providers to assist them in developing their business interests in the targeted markets.

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ABOUT THIS GUIDE

This guide aims to provide a route map of the way ahead, together with signposts to other sources of help.

The main objective of this **Doing Business in Brazil Guide** is to provide you with basic knowledge about Brazil; an overview of its economy, business culture, potential opportunities and to identify the main issues associated with initial research, market entry, risk management and cultural and language issues.

We do not pretend to provide all the answers in the guide, but novice exporters in particular will find it a useful starting point. Further assistance is available from the Department for International Trade (DIT) team in Brazil. Full contact details are available in this guide.

To help your business succeed in Brazil we have carefully selected a variety of essential service providers as 'Market Experts'.

The guide is available in 4 formats:

- this full colour hard-copy brochure
- a 'free' downloadable 'mobile device-friendly' app – available from the Apple App Store and Google Play store
- the website: www.Brazil.DoingBusinessGuide.co.uk
- PDF download/e-flipbook (available to download from the guide website)

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BRAZIL

Located on the continent of South America, Brazil is the fifth largest country in the world, surpassed only by Russia, Canada, China and the United States of America. It is also the largest country in South America, by both population and area. ►





Why Brazil?

■ Summary

Area: 8,515,770 km ²	GDP per capita: US \$9,894.9
Population: 209.2 million (World Bank, Dec 2018)	Annual inflation rate: 3.4%
Urban population: 85.9%	Unemployment rate: 12.8%
Population density: 24.8 people per km ²	General government gross debt: 84% of GDP
Population growth rate: 0.7% change	Fiscal balance: -7.8% of GDP
Capital city: Brasilia	Current account balance: -0.5% of GDP/US -\$9.8 billion
Official language: Portuguese	Exports of goods to UK: £1.990 billion
Currency: Brazilian Real (BRL)	Exports of services to UK: £407 million
Nominal GDP: US \$2.055 billion	Imports of goods from UK: £1.975 billion
Real annual GDP growth: 1%	Imports of services from UK: £1.029 billion

(Source – FCO Economics Unit, CIA World Factbook, World Bank)



■ Geography

Located on the continent of South America, Brazil is the fifth largest country in the world, surpassed only by Russia, Canada, China and the United States of America. It is also the largest country in South America, by both population and area, spanning approximately 2,700 miles (4,350 km) from north to south and east to west with 4,600 miles (7,400 km) of coastline along the Atlantic Ocean. The country's official title is the Federative Republic of Brazil, Portuguese República Federativa do Brasil. With the exception of Ecuador and Chile, Brazil shares inland borders with all of the South American countries, which include Uruguay, Argentina, Paraguay, Bolivia, Peru, Colombia, Venezuela, Guyana, Suriname, and French Guiana.

The vast area of the country enables a variation of landscapes, including tropical and subtropical climates, low mountains, wetlands, savannahs and plateaus, as well as containing the majority of the Amazon River basin, which encompasses the world's most extensive primary rainforest and the world's largest river system.

[Source – <https://www.britannica.com/place/Brazil>]

■ Political overview

There are a number of political challenges in Brazil. It is however, attempting to deal with fundamental corruption within the country, and hosted the 2016 Olympics and Paralympics with great success.

Brazil consists of 26 States and one Federal District. The Federal Senate and Chamber of Deputies make up National Congress.

Elections are held by popular vote every four years. Voting is voluntary if you are aged 16-18 or over 70, but compulsory for those aged between 18 and 70.

On the 31st August 2016, the president at the time, Dilma Rouseff was impeached and was replaced by President Michel Temer of the Brazilian Democratic Movement Party, whose term officially ended in December 2018. Temer's Government formally applied for membership of the Organisation for Economic Co-operation and Development (OECD), and he aimed to restructure the Brazilian economy. However, in the 'Operation Car Wash' anti-corruption probe which has absorbed Brazil over the past couple of years, President Temer was named and put under investigation for allegedly admitting to misconduct in a voice recording whilst he was in office.

The most recent elections were held in October 2018. Jair Bolsonaro, a far-right former paratrooper and army captain, was elected as the new Brazilian president with a 55.2% victory over leader of the left-wing Workers' Party, Fernando Haddad. Much of the success of his Presidential campaign was due to his promise to reduce crime and corruption within the country, which have been prevalent. Bolsonaro was officially sworn in as President on the 1st January 2019.

The UK has a considerable official presence in Brazil with an Embassy, four Consulates, and a British trade office.

[Source – DIT: Overseas Business Risk – Brazil, BBC News]



Human rights

The 1988 Brazilian Constitution legally protects human rights. However, in terms of upholding the law and dealing with human rights issues, some areas are lacking and require improvement despite efforts to strengthen legislation and expand democracy. Brazil is a democratic state but there are deep-set social and economic inequalities. Between 1964 and 1985, Brazil was overseen by a military dictatorship, traces of which still remain in aspects such as the police forces, which are militarised to an extent.

Although there is no national plan for business and human rights, Brazil does have a national contact point for the Organisation for Economic Co-operation and Development (OECD) guidelines for multinational enterprises. This contact point enables the development of the impact and efficiency of the OECD guidelines through their promotion throughout Brazil and their contribution to resolving issues and enquiries. Awareness and commitment to acknowledging international standards for human rights from both public and private companies are increasing in Brazil.

Brazil scored 78 (0=worst; 100=best) in the 2018 Freedom House assessment of political rights and civil liberties. See the full Freedom House report here: <https://freedomhouse.org/report/freedom-world/2018/brazil>. The 2018 World Press Freedom Index ranked Brazil 102nd out of 180 countries with a score of 31.20, which shows an improvement of one position since the 2017 report. See: <https://rsf.org/en/brazil>.

Due to higher levels of immigration over the past few years, there have been increased concerns regarding working conditions related to slavery. In terms of modern slavery,

Brazil has a relatively low prevalence ranking at 142nd out of 167 countries in the 2018 Global Slavery Index, with an estimated proportion living in modern slavery at 1.79 per 1,000 people, which therefore transpires that out of a population of approximately 209.2 million there are an estimated 369,000 people living in modern slavery in Brazil. Visit: <https://www.globallslaveryindex.org/2018/data/maps/#prevalence> for more information.

Brazil ranked 94th out of 189 countries on the 2017 United Nations Development Programme (UNDP) Gender Inequality Index (GII).

[Source – DIT: Overseas Business Risk – Brazil, World Bank]

■ Economic overview

Brazil's economy is the 9th largest in the world, valued at US \$2.14 trillion, according to International Monetary Fund (IMF) data from 2018, see: <https://www.weforum.org/agenda/2018/04/the-worlds-biggest-economies-in-2018/>. It is a member of the Mercosur trading bloc, and is the biggest economy in South America, responsible for almost 50% of the continent's GDP. With a population of over 209 million, Brazil's registered GDP at PPP (Gross Domestic Product at Purchasing Power Parity) was US \$15,483.5 in 2017 according to the World Bank. See: <https://data.worldbank.org/indicator/NY.GDP.PCAP.PP.CD?locations=BR&type=shaded&view=map>.

Brazil's current economic growth has led experts at PwC to estimate that it will grow to be the world's 5th largest economy by 2050,

overtaking the UK who are currently 5th, according to a report from the World Economic Forum (<https://www.weforum.org/agenda/2017/12/these-will-be-the-most-powerful-economies-in-the-world-by-2050>).

A number of business reforms took place in Brazil from 2017-2018, with the aim of attracting investment, creating more jobs and making the economy more competitive. Brazil is now ranked 109th out of 190 countries in the World Bank's 2019 Ease of Doing Business report, up from 123rd in the 2017 report, suggesting that the reforms have already been beneficial. To view the World Bank's article on business reforms in Brazil, see: <http://www.worldbank.org/en/news/press-release/2018/10/31/doing-business-report-brazil-steps-up-reform-agenda-carrying-out-record-business-reforms>.

[Source – DIT: Overseas Business Risk – Brazil, World Economic Forum, World Bank]

There is an inherent potential to maximise and increase current automotive and aviation exports within South America, as well as to Europe, Africa and Asia.

[Source – International Trade Centre: <http://www.intracen.org/uploadedFiles/intracenorg/Content/Country/Brazil/Brazil2017.pdf>]

Economic growth

Brazil accounted for 2.55% of global GDP (PPP) in 2017, with annual GDP per capita of US \$9,894.9, which indicates a 10 year average annual GDP growth rate of 1.5%. See: http://reports.weforum.org/global-competitiveness-report-2018/country-economy-profiles/?doing_wp_cron=1544536884.1883029937744140625000#economy=BRA for the in-depth report.

In terms of growth and economic development, infrastructure has been identified as a priority sector, including road and aviation travel, logistics of cargo, and energy.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide, World Economic Forum]

Latin America

Brazil is seen as a gateway to business in other Latin American countries, being the largest economy in the region.

The port of Santos in São Paulo is the largest port on the continent, and is the primary commercial point of access for the majority of European imports.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

Free trade agreements

There is currently no free trade agreement (FTA) between Brazil and the UK.

Brazil is a member of the leading South American political and economic trade bloc, Mercosur, alongside Argentina, Paraguay, Uruguay and Venezuela, although Venezuela was suspended indefinitely in 2016.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide, Mercosur]

■ UK and Brazil trade

The value of the trade of goods and services between Brazil and the UK in 2016 was £5.4 billion, with Brazil accounting for 8.3% of the total UK exports to Latin America.

In preparation for leaving the European Union (EU), the UK views Brazil as a strategic partner in the World Trade Organization (WTO), and

will look to Brazil for support when becoming an independent member of the WTO.

On the 28th March 2018, the UK Secretary of State for International Trade, Dr Liam Fox, met with the Brazilian Minister for Industry, Foreign Trade and Services, Marcos Jorge de Lima, for the tenth UK-Brazil JETCO (Joint Economic and Trade Committee) meeting. Discussions regarding trade opportunities, mutually beneficial to both the UK and Brazil were welcomed. To read an in-depth report of the meeting visit: <https://www.gov.uk/government/news/joint-statement-from-uk-brazil-joint-economic-and-trade-committee>.

[Source – Joint statement from UK-Brazil Joint Economic and Trade Committee]

World rankings

- In Transparency International's 2018 Corruption Perceptions Index, Brazil was ranked 105th out of 180 countries in (the UK ranked 11th): <https://www.transparency.org/cpi2018>
- Brazil is ranked 109th out of 190 countries in the World Bank's 2019 Ease of Doing Business Index (the UK ranks 9th): <http://www.doingbusiness.org/en/rankings>
- The World Economic Forum's Global Competitiveness Report 2018 ranks Brazil 72nd out of 140 (the UK is ranked 8th): <https://www.weforum.org/reports/the-global-competitiveness-report-2018>
- Brazil is ranked 153rd out of 180 countries in the Heritage Foundation's 2018 Index of Economic Freedom (the UK ranks 8th): <https://www.heritage.org/index/ranking>

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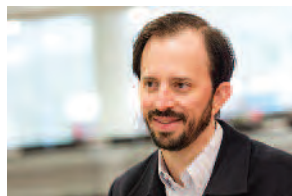
Hadler Favarin Martines,
Tax Director, PwC Brazil
Graduated: 2016

"Doing the MBA while working was very challenging but it was a life-changing opportunity. The Global MBA is very flexible so when you need to work more, you can work more and when you need to study more, you can study more."



Amanda Tucker,
Director, EY, Perth, Australia
Graduated: 2017

"Studying for the MBA made me think much more about my long-term goals and career strategy. It gave me the courage to look at other opportunities and think beyond day-to-day tasks and deadlines. I definitely believe that the MBA helped differentiate me from other candidates when applying for jobs."



Daniel Luis Ciotti,
Head of Market Research, Arrow G Capital, Brazil. Graduated: 2014

"The Global MBA brings together people from different career paths and backgrounds, and gives you the opportunity to interact, connect and learn from each other. I think the international aspect benefits all students because it brings different perspectives that can be compared and analysed."

Bringing the Manchester Method to South America

ALLIANCE MANCHESTER BUSINESS SCHOOL

Alliance Manchester Business School (Alliance MBS) was established in 1965 as one of the UK's first two business schools. We are triple accredited by AACSB, AMBA and EQUIS and we are part of the prestigious University of Manchester, UK, which is home to 25 Nobel Prize winners.

ORIGINAL THINKING APPLIED

'Original Thinking Applied' is at the heart of everything we do. We are ranked 2nd in the UK for research power (REF 2014) and our influential research impacts all areas of business and management – from accounting and health management to big data and human rights.

We provide world-class, industry-focused education to undergraduates, postgraduates and executives from across the globe and our centres in Dubai, Hong Kong, São Paulo, Shanghai and Singapore open up a world of opportunities for our students, researchers and clients.

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Since 2010, we have delivered the FGV-Manchester Global MBA in partnership with FGV, Brazil's most established business school. Ambitious executives from across South America study this two-year part-time programme while working full-time and graduate with an MBA from The University of Manchester.

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Visit www.manchesterbusinessschool.com.br for more information.



BRAZIL

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. ►



HELP AVAILABLE FOR YOU

Help available for you

■ Support from the UK Department for International Trade (DIT)

The UK Department for International Trade (DIT) provides tailored support packages for companies who are:

- first time exporters (FTEs)
- small and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)

Business opportunities

If you are a UK-registered company you can benefit from a unique programme 'Exporting is GREAT', presenting real-time export opportunities that you can apply for online. This is part of the drive to significantly increase the number of UK companies exporting.

'Exporting is GREAT' is part of the UK Government's GREAT campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels. Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on: <https://www.great.gov.uk/>.

Selling online overseas

Use this service to help choose a suitable online marketplace to sell your products overseas. You can:

- find major online marketplaces in other countries

- see whether these online marketplaces are suitable to sell your products
- discover how to list your products on an online marketplace
- get information about costs of listing on the marketplace and how logistics are fulfilled
- access special terms negotiated by the UK Government

DIT's E-Exporting Programme

DIT's E-Exporting Programme aims to help you get your brand to millions of global consumers and grow your business through online exports. DIT's E-Exporting Programme helps you if you are a UK company:

- new to selling online
- already selling online, but need help with specific issues
- experienced in online sales, but are looking to sell on multiple platforms globally

The programme enables you to:

- arrange a free meeting through your local DIT office to get expert international trade advice and support, and access to DIT's global network of contacts. See: <https://www.great.gov.uk/contact/triage/location/>
- meet a Digital Trade Adviser where relevant, to help you develop and implement an international online strategy
- set up on e-marketplaces quickly and also identify new e-marketplaces around the world



- access better-than-commercial rates to list on some e-marketplaces, including lower commission fees and 'try for free' periods. See: <https://www.gov.uk/guidance/e-exporting#preferentialrates>
- access the 'E-Expertise Bank', a community of over 175 B2B/B2C service providers offering free advice. See: <https://www.gov.uk/guidance/e-exporting#eexpertise>
- join DIT's mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends

Find a buyer service

This is the place to let international buyers know all about your business – highlight the vital facts about your company to give buyers confidence to get in touch; show-off your company's experience and outstanding projects to give potential buyers more insight; get emails from international buyers straight to your sales or business development teams; see relevant government-supported export development events where overseas buyers will be attending.

Events and missions

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SMEs to attend trade shows overseas. Participation is usually as part of a group – a great advantage for inexperienced businesses – and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

The DIT calendar of events has some 400 core events and missions, and 1,000 opportunities across the Trade Access Programme and the English national regions.

DIT Events Portal

The DIT Events Portal provides a single calendar view of all DIT events and missions, and has been developed to provide you with more-detailed information on each event in order to help you decide on the most appropriate event to attend. The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about each event, and also allow you to register for an event.

The DIT Events Portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. See: <https://www.events.great.gov.uk/ehome/index.php?eventid=2001830296>.

DIT webinars

The DIT webinar service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan.

These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance your knowledge.

To see upcoming DIT webinars, please visit: <https://www.events.great.gov.uk/ehome/index.php?eventid=2001830296> and search for webinars.



Other DIT services

DIT assists new and experienced exporters with information, help and advice on entering overseas markets such as Brazil. These services include:

- an Export Health Check to assess your company's readiness for exporting and help develop a plan of action
- training in the requirements for trading overseas
- access to an experienced local International Trade Adviser
- help to grow your business through online exports
- specialist help with tackling cultural issues when communicating with Brazilian customers and partners
- advice on how to go about market research and the possibility of a grant towards approved market research projects
- ongoing support to help you continue to develop overseas trade, and look at dealing with more-sophisticated activities or markets
- information, contacts, advice, mentoring and support from DIT staff in the UK and their network of staff in Brazil
- support to participate in trade fairs in Brazil
- opportunities to participate in sector-based trade missions and seminars
- access to major buyers, local government and supply chains in Brazil

- advice on forming international joint ventures and partnerships
- exploratory visits to Brazil
- alerts to the latest and best business opportunities

To find out more about commissioning any of these services, contact a DIT Export Adviser at: <https://www.great.gov.uk/contact/triage/location/> for a free consultation, or see further details at: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services>.

In-market support

If you already export, and have decided Brazil is part of your business strategy, you are advised to contact DIT at the British Embassy Brasilia prior to your visit to discuss your objectives and what help you may need. See: <https://www.gov.uk/world/organisations/department-for-international-trade-brazil#contact-us>.

They can provide a range of Brazil-specific services for you, including the provision of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts; and arranging in-market appointments for you. In addition, they can also organise events for you to meet contacts in Brazil, or to promote your company and your products/services.

For further information about DIT services, see: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services>.

[Source – DIT, gov.uk]

■ Support from the Institute of Export & International Trade (IOE&IT)

Raising the profile of international trade qualifications and experienced members is only part of how IOE&IT membership is essential for any individual or business involved with global trade.

Importantly, the IOE&IT also offer access to a unique range of benefits and services specific to international trade:

- Help with any export issues you come across. Our team of experts can help with questions on documentation, export controls, the UK Bribery Act, customs & VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics. Members get free access to our experts via a technical helpline. See: https://www.export.org.uk/page/Export_Helpline.
- A voice for your ideas and concerns. We represent your point of view and feed back to government, HMRC and other influencing bodies on issues that impact you, plus participate in Institute responses to central government with regard to proposed legislative changes.
- A complete range of international trade qualifications – for those that have no experience, up to those who wish to qualify themselves to take a business degree. The Institute's qualifications are widely recognised as providing both employers and employees with the necessary international business practice linked to satisfying career planning and development. See: <https://www.export.org.uk/page/qualifications>.

- A range of short courses giving you the skills and expertise you need to gain a competitive advantage in the challenging and complex world of export, import and international trade. See: <https://www.export.org.uk/page/TrainingCourses>.
- An extensive events programme to help you share information and connect at every level in the international trade community, whether it is sector-specific or regional. See: https://www.export.org.uk/events/event_list.asp.
- Inclusion in surveys to research the attitudes and changes to world trade.

For more information on how the IOE&IT can help you, or on becoming a member, contact the IOE&IT at: <https://www.export.org.uk/page/about>.

Open to Export

Open to Export is the IOE&IT's free online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media, where businesses can ask any export question and learn from each other.

Open to Export can be accessed at: <http://opentoexport.com/>.

[Source – Institute of Export & International Trade]



BRAZIL

Brazil is seen as a gateway to business in other Latin American countries, being the largest economy in the region. The port of Santos in São Paulo is the largest port on the continent, and is the primary commercial point of access for the majority of European imports. ►





GETTING HERE AND ADVICE ABOUT YOUR STAY

Getting here and advice about your stay

■ Entry requirements

Passports and visas

British nationals do not normally need a visa when travelling to Brazil on a British passport. Without a visa you will be classed as a tourist and will therefore not be able to work whilst in the country. Your passport should be valid for a minimum of 6 months from the date you enter Brazil.

Visit the British Consulate in London website for more information about visas at:
<http://cglondres.itamaraty.gov.br/en-us/>.

On arrival in Brazil, be sure to comply with immigration laws. You may be asked by the Federal Police (the Brazilian immigration authority) to explain the purpose of your visit, produce evidence of your return or onward travel, or even provide proof that you are financially-able to support yourself for the duration of your stay within the country. Ensure that your passport is stamped to avoid any fines on departure. You should also receive an immigration landing card which you will need when you depart, do not lose this or you may be fined.

You may apply to the Federal Police for an extension on your visa, should you wish to extend your stay. However, you should not overstay your visa, which may result in you being served notice to leave the country. You may be additionally fined and/or deported.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide, FCO: Foreign travel advice Brazil]

Dual nationality

If you are of British/Brazilian dual nationality, Brazilian immigration authorities may require that you travel using a Brazilian passport, rather than a British passport.

[Source – FCO: Foreign travel advice Brazil]

Travelling with children

For children (aged under 18) of dual British/Brazilian nationality, who are travelling alone, without their parents/legal guardians, or travelling with a single parent, there are additional requirements. Although the same requirements do not apply to foreign nationals, it is advisable for any British travellers under the age of 18 who are travelling to Brazil in the same manner, to carry a letter of authorisation from either the absent parent(s) or guardians, to avoid any unnecessary delays. If you require further information, contact the Brazilian Consulate in London.

[Source – FCO: Foreign travel advice Brazil]

Yellow fever certificate requirements

You may be required to be vaccinated and carry a yellow fever certificate to enter Brazil. Check if this is required by visiting the National Travel Health Network and Centre's TravelHealthPro website: https://travelhealth-pro.org.uk/country/34/brazil#Vaccine_recommendations.

[Source – FCO: Foreign travel advice Brazil]

UK Emergency Travel Documents (ETDs)

UK Emergency Travel Documents (ETDs) are accepted for entry, airside transit and exit from Brazil. Your ETD must be valid for a minimum period of 6 months from the date of entry into Brazil.

[Source – FCO: Foreign travel advice Brazil]



■ Local laws and customs

There is an epidemic of drug trafficking in Brazil. Those caught committing trafficking offenses face severe punishments, including long prison sentences. Penalties such as educational reform classes and community service can be given for the possession of drugs for personal use.

Email scams targeting British nationals, and involving illegal drugs, have been reported. The scammers offer financial rewards for individuals to travel to Brazil and take items out of the country on their behalf. The items often contain drugs and despite individual circumstances, those caught will be detained and charged with drug trafficking offenses.

Brazil has no laws against homosexuality. LGBT couples lawfully have equal rights, and same-sex marriage became legal in 2013. The Brazilian Constitution protects human rights in addition to Brazil being a signatory of both regional and international agreements which protect LGBT rights.

The world's largest Pride celebration takes place annually in São Paulo. The event is usually peaceful and acts of violence are rare. Pride events also take place across other Brazilian cities, including Rio de Janeiro, which attracts a large number of people. Traditionally, Brazil is a tolerant country; however parts of Brazilian society are reserved and somewhat conservative, in particular in small towns and villages outside the main cities. For LGBT community advice and guidance visit: <https://www.gov.uk/guidance/lesbian-gay-bisexual-and-transgender-foreign-travel-advice> prior to travel.

[Source – FCO: Foreign travel advice Brazil]

■ Safety and security

Favelas

Favela is the Portuguese word for slum. Favelas are shanty towns constructed of improvised, unplanned houses occupying areas of urban neighbourhoods in all major Brazilian cities. In some parts they cover a vast space, bordering areas visited by tourists.

The favelas can be dangerous and unpredictable with a lack of security. There have been instances of violence and armed conflict between gangs and police forces in the Rio de Janeiro favelas. It is therefore advisable to avoid these areas, and not to visit the favelas even on an advertised tour.

Ensure that when travelling using a GPS navigation system that your chosen route does not pass through a favela. It is recommended that you avoid entering unpaved or narrow streets which may lead into a favela. You should seek advice from your hotel or the local authorities if you are unsure about a route or location.

[Source – FCO: Foreign travel advice Brazil, Encyclopaedia Britannica]

Crime

The cities of Brazil experience high levels of crime. However, as in all major cities, crime levels vary throughout the different areas of each city. It is worth familiarising yourself with the city and seeking advice and/or reliable local knowledge to identify any high risk areas, and when and where it is safe to travel. You should remain vigilant particularly around the carnival season. You should not visit city beaches at night or in the dark.

It is recommended that you leave your passport and valuables in a safe place, but

you should keep a photocopy of your passport and an additional form of photo ID on your person at all times. You should keep a watchful eye over your possessions whilst on the beach, as thefts are commonplace on public beaches. You should also be aware that groups of thieves have been known to run across beach areas snatching possessions.

The areas of Rio de Janeiro with the highest number of incidents reported by British nationals are Lapa, Santa Theresa and the Copacabana and Ipanema beaches. In São Paulo, incidents have been reported in the downtown historical area, Avenida Paulista, and the various red light districts which can be particularly dangerous. The central bus station and the Federal District area have the highest number of incidents reported in Brasília.

In order to reduce the risk of becoming a victim of robbery or crime you should avoid walking down quiet streets or isolated areas, and it is advisable to take a taxi after dark. Keep any valuables kept in vehicles out of sight.

Carjacking has been known to take place on major access routes and in tunnels. You should lock your doors and keep windows sealed whilst driving. Be particularly vigilant when stationary at traffic lights, and avoid stopping at the side of the road when driving at night.

Cloning your card from ATMs, and bank and credit card fraud happens frequently in Brazil. If you intend to visit Brazil you should notify your bank in order to prevent your card from being blocked. Do not lose sight of your card during transactions and refrain from using an ATM if you notice anything unusual. Any cash notes withdrawn from an ATM containing

pink marks should be taken to the bank to be swapped immediately as they may be damaged or fraudulent.

Should you become a victim of crime whilst in Brazil, you should contact the local police and the nearest British Embassy or Consulate.

[Source – FCO: Foreign travel advice Brazil]

Demonstrations and civil unrest

Public demonstrations and occasional strikes take place across Brazil in various cities. During some events there have been reports of conflict between police and protesters leading to arrests, as well as disruption to transport in more urban areas. Even the most peaceful of protests can escalate into violence. It has not been unknown for the police to utilise rubber bullets and tear gas in order to disband protesters.

Protests take place regularly and often without warning in São Paulo, often resulting in disruption to public transport and roads, include the main road to Guarulhos International Airport. Other areas in São Paulo that are popular destinations for protests and demonstrations are Largo da Batata, and the historic downtown area of Avenida Paulista. It is also worth noting Esplanada dos Ministerios in Brasília and Copacabana Beach in Rio de Janeiro.

It would be advisable not to take part in demonstrations and to avoid demonstration areas if you are travelling or living in Brazil. You should follow local news reports, use your common sense and importantly follow instructions of local authorities. If you come across a demonstration, you should leave the area immediately.

[Source – FCO: Foreign travel advice Brazil]

Organised crime

There is a serious problem with organised crime in many areas, namely in the main cities, around the international sea ports and along Brazil's uncontrolled land borders.

Brazil is home to the world's largest domestic crack cocaine market and the second largest domestic cocaine market (after the United States). Gangs and organised crime units are primarily associated with drug trafficking, ultimately controlling the flow of Andean cocaine into and out of the country. Rivalries with other organised crime groups can lead to violence, with gangs often heavily armed. Other illegal groups associated with drug trafficking, can also be connected to counterfeit and fraudulent goods, as well as piracy.

In the past, organised crime has also had a presence within wealthier circles, including various illegal activities such as the theft of cargo, and manipulation of government procurement.

The Brazilian Government is committed to fighting organised crime. Recently inaugurated President Jair Bolsonaro made a promise in his presidential campaign to tackle Brazil's raging crime and corruption. In the Rio de Janeiro favelas there is also a Police Pacification Unit (UPP) in place in an attempt to combat organised crime and violence.

[Source – DIT: Overseas Business Risk – Brazil, BBC News]

Terrorism

There is no apparent threat of terrorism in Brazil, and the threat against any foreign interests in Brazil is low risk. However, terrorist attacks cannot be ruled out completely, and although they are unlikely, attacks could be random or imperceptible.

There remains a global threat of terrorist attacks against UK nationals and interests from individuals or groups provoked by the ongoing conflict in Syria and Iraq. Visit: <https://www.gov.uk/guidance/reduce-your-risk-from-terrorism-while-abroad> regarding the global threat from terrorism.

[Source – DIT: Overseas Business Risk – Brazil, FCO: Foreign travel advice Brazil]

Natural disasters

Disruption can be caused by heavy rains during the rainy season in Brazil, which can cause landslides and flash floods, especially in rural areas or in the poor urban areas. In the south and southeast, the rainy season begins in November and ends in March, and runs from April to July in the northeast. You should follow local media and news channels to monitor the weather and pay attention to any information provided by local authorities.

[Source – FCO: Foreign travel advice Brazil]

■ Travel

Please see the links below to some useful websites about travelling to Brazil, which are maintained by the Brazilian authorities:

- <http://www.visitbrasil.com/en/>
- <http://visit.rio/en/welcome/>
- <http://www.spturis.com/v7/index.php>

[Source – FCO: Foreign travel advice Brazil]



Public transport

There may be disruption to some public transport services during public demonstrations or at times of civil unrest. Be aware of petty criminals, sometimes working in a gang, stealing belongings on public transport, in particular during rush hour when it is very busy. In general, the Rio de Janeiro and São Paulo metro links are perceived to be a safer method of transport than buses.

Be aware that traffic in the main cities can be heavy, in particular during rush hour.

There are many acknowledged taxi ranks across Brazil. When taking a taxi, ensure that you only use licensed taxis and you should check that the taxi company details are displayed on the outside of the vehicle. There are also licensed taxi desks in the baggage reclaim areas of most airports which you can book and pay for in advance inside the airport as opposed to on the street.

There are various taxi apps available for your phone which can be a useful way of making sure that you are using a registered taxi, and they may have the facility to track and share your journey with friends and/or family. Be selective when choosing a taxi app, some rely on GPS and may try to divert through a favela or dangerous area.

There are facilities and adaptations for travellers with disabilities, including lifts to stations and platforms and easy-access buses, throughout the major cities in Brazil.

[Source – FCO: Foreign travel advice Brazil]

Road travel

Although it is possible to drive in Brazil on your UK driving licence, it is recommended that you obtain an international driving permit. See: <https://www.gov.uk/driving-abroad> for more details.

It is worth noting that you must turn your headlights on when driving on federal motorways or you will face a penalty. You should always check the speed limit.

There is a strict no tolerance policy on drink driving in Brazil. You will be prosecuted if you are caught driving under the influence of alcohol. Punishments for drink driving include fines, a 12 month driving suspension, or even imprisonment of up to 3 years.

There is a high rate of accidents on Brazil's roads, and standards of driving are generally poor. Away from the cities, roads can be inadequate and poorly-surfaced in rural areas. It can be dangerous to ride a bicycle on the road and would be best avoided. Bus crashes are not uncommon.

If a personal injury is sustained during an accident, this should be immediately reported to the police. You can file a police report in person at a police station or call the police on 190. If you are in Rio de Janeiro you should go directly to the nearest police station to register an accident (DEAT – Tourist Police station call 2332-2924 or 3399-7170 or 2334-6804). For medical assistance, the local emergency services (SAMU) can be contacted on 192, or on 193 to reach the fire and rescue service.

[Source – FCO: Foreign travel advice Brazil]

Air travel

You should only fly with nationally recognised airlines, as there have been incidents and accidents involving poorly maintained or substandard light aircraft.

Although not exhaustive, a selection of registered and audited airlines, which meet certain standards of operational safety and recommended practices, have been published by the International Air Transport Association. See: <https://www.iata.org/whatwedo/safety/audit/Pages/index.aspx>.

Be sure to allocate ample time to reach the airport for your flight as traffic in the main cities can be very busy, especially in rush hour.

[Source – FCO: Foreign travel advice Brazil]

Sea and river travel

When travelling on the sea or by river, you should familiarise yourself with safety procedures and where to locate a life jacket in the event of any emergency. There have been a number of boating accidents on the Amazon River.

Some routes in the Amazon and Solimões river basin are frequented by pirates and those who are drug trafficking, both of which are likely to be armed. You should speak to local authorities and seek reliable local advice to check your route is safe if you intend to travel by river. It may be worth considering accompaniment by an escort.

[Source – FCO: Foreign travel advice Brazil]

■ Health

You should visit your GP or health provider a minimum of 4-6 weeks prior to travelling to Brazil. This is an opportunity to assess any health risks specific to you or the country itself and will allow time for any necessary vaccinations.

Visit the Brazil-specific pages of the Travel-HealthPro website at: <https://travelhealthpro.org.uk/country/34/brazil>, for more information.

You can also receive useful information, advice and guidance from the NHS via the FitForTravel website at: <https://www.fitfortravel.nhs.uk/destinations.aspx>, or the NHS Choices website at: <https://www.nhs.uk/using-the-nhs/healthcare-abroad/>.

Some medicines prescribed or purchased in the UK can be of an alternative legal status and regulations surrounding their usage may vary in other countries. If it is necessary for you to travel with either prescription or over-the-counter medication you should consult the National Travel Health Network and Centre (NaTHNaC) or TravelHealthPro at: <https://travelhealthpro.org.uk/factsheet/43/medicines-abroad>.

Rules and regulations are subject to change therefore it would be advisable to seek advice or check with the Brazilian Consulate before travelling. You should take a copy of your prescription or a letter from your doctor to confirm that you are required to take the medication you are carrying. It is worthwhile to take surplus medication with you, as some medicines are not readily available in other countries, or may be counterfeit if they are.

UK nationals are entitled to receive emergency medical treatment in the public hospitals in Brazil, although they can be very crowded. You will not be seen or accepted into a private hospital or facility unless you are able to provide evidence of adequate insurance or satisfactory financial funds. Your travel insurance should cover the cost of any required medical treatment including repatriation. You should call 192 and ask for an ambulance if you require emergency medical assistance.

Contact your insurance company immediately if you are referred to a medical facility or hospital for treatment.

You should take extra care to protect your skin from the sun. The sun can be very hot and levels of UV are much higher than in the UK.

[Source – FCO: Foreign travel advice Brazil]

FCO travel advice

If you are travelling to Brazil for business, the Foreign & Commonwealth Office (FCO) website has travel advice to help you prepare for your visits overseas and to stay safe and secure while you are there.

For advice please visit the FCO travel section pages on the gov.uk website: <https://www.gov.uk/foreign-travel-advice/brazil/travel-advice-help-and-support>.

Travel insurance

You should take out comprehensive travel insurance before you travel. See the FCO foreign travel insurance guidance at: <https://www.gov.uk/guidance/foreign-travel-insurance>.

View of Copacabana Beach and Ipanema Beach, Rio de Janeiro





Working with you to strengthen your business

We are dedicated to providing our clients with complete legal support for their operations in Brazil

Aroeira Salles is a leading Brazilian law firm. We advise international clients in relation to all stages of their operations and investments in Brazil.

We understand that Brazil is a complex market that requires customised support. For this reason, we provide specialist advice in key areas for companies entering Brazil.

Aroeira Salles has dedicated offices in London and in the key commercial centres across Brazil.



Aroeira Salles
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Aroeira Salles is a leading Brazilian law firm advising international clients in relation to all stages of their operations and investments in Brazil. Our strategic presence in the key commercial centres in Brazil and active London office means that we are ideally placed to assist our clients across a number of areas.

Key practice areas

Projects: We have extensive experience advising on major projects in Brazil. Our expertise covers a range of areas including infrastructure, services and industrial projects. We provide comprehensive support from the inception to completion of a project including in relation to procurement, drafting and negotiation of contracts, project support, and dispute resolution.

We have particular expertise in relation to construction and infrastructure projects where our practice covers all sectors including energy, social infrastructure, oil & gas, transport and water & waste.

Corporate & Commercial: Aroeira Salles advises its clients on a broad range of corporate and commercial matters. The firm's expertise includes the drafting and negotiation of commercial contracts, transactions and corporate governance. Aroeira Salles also provides specific support to overseas companies in relation to setting up and running a business in Brazil. The firm's lawyers also add significant value by advising clients on company and commercial law matters that affect the day-to-day operation of their businesses.

Public & Administrative Law: Our expertise in this area includes public concessions and PPPs, negotiation and management of public contracts and public procurement. We also represent our clients in major disputes involving public law. We have significant ex-


perience advising clients in respect of internal and external audits of public projects as well as representing clients in proceedings before the Federal Court of Accounts (TCU) and other control institutions.

Dispute Resolution: Aroeira Salles has a broad disputes practice providing full support across a range of areas. We represent our clients in leading cases including in the Supreme Federal Court and Superior Court of Justice in Brazil. The firm has significant expertise in relation to disputes in the construction and infrastructure sector. We represent our clients in administrative and judicial proceedings as well as in alternative methods of dispute resolution such as arbitration, mediation and dispute boards.

Investigations and White Collar Defence: Aroeira Salles has extensive experience advising on civil and criminal investigations, as well as defending clients in public civil, improbity and collective actions. We guide our clients throughout all phases of these complex, high-stakes proceedings, from the initial allegation to the final resolution.

Projects in the public sector are often subject to auditing by control institutions, which can lead to investigations initiated by public prosecutors. Such investigations can relate to the improper use of public funds as well as corruption, money laundering and organised crime.

We help clients to navigate government investigations and lead negotiations with enforcement authorities. We also design and



conduct internal investigations to resolve internal issues with efficiency and discretion. Our practice also includes acting in relation to the defence of clients in criminal proceedings.

Anti-corruption and Compliance: We advise our clients on the implementation of effective compliance systems through an individualised approach which takes in to consideration the specific values and culture of the company. We undertake a comprehensive analysis of the documentation as well as visit the company and interview key representatives to understand the specific risks involved with the business. We also support our clients in putting together guidelines, policies and procedures, and undertake training and provide consultancy to the members of the company responsible for compliance.

We also assist our clients in relation to crisis management, internal investigations, negotiation of leniency agreements of the company as well as plea bargains of its executives.

Procurement: We advise on public and private procurement processes, including the interpretation of rules of participation, preparation of documents and bids, and negotiation of contracts, among other things. We use our knowledge and experience to support our clients in complying fully with the requirements in the invitation to tender (edital) or, where necessary, questioning effectively and correctly its terms.

Where necessary, we assist our clients with the preparation of objections to the invitation to tender, administrative appeals, responses to appeals filed by competitors, as well as representing clients in litigation.

Offices

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Rua dos Timbiras, nº 1.754, 12º, 13º e 17º andares | Bairro Lourdes,
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Av. Rio Branco, nº 147, Conj. nº 1.101, Centro,
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BRAZIL

It is important to acquire local knowledge in the Brazilian market. Thorough research is necessary, ideally using a combination of market visits and desk research in order to consider all possible routes and market entry requirements. ►





Sector-specific opportunities

There are opportunities for UK businesses in various sectors, including agriculture, education, food and drink, healthcare, marine and maritime, mining, oil and gas, technology and water.

■ Research

Before exporting to Brazil, you should carry out extensive planning and market research. Ideally you should use both desk research and market visits, as you will need to determine whether there is even a market for your product or service, and if your pricing is competitive.

Contact the Department for International Trade (DIT) trade-specialists to find local representatives for your products via: <https://www.gov.uk/overseas-customers-export-opportunities>.

From its worldwide network, DIT can provide international export sales leads. Find export opportunities in Brazil at: <https://opportunities.export.great.gov.uk/>. For more information about opportunities and advice on doing business in Brazil contact DIT at: <https://www.gov.uk/world/organisations/departament-for-international-trade-brazil#contact-us>.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

■ Agri-tech

Agri-tech is an important sector to Brazil, with the country being the second largest supplier of food and agricultural products in the world. Through a complicated and in-depth bio-renewables supply chain, the agri-tech

sector is also responsible for a third of Brazil's total energy supply.

In order to improve produce yields and efficiency, Brazil needs access to innovative technologies. There are opportunities for UK companies in:

- animal health and wellbeing
- genetics
- agricultural machinery and equipment
- dairy
- precision agriculture

For more information about the agri-tech sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

There is also a wealth of information about Brazilian agriculture and farming on the Ministry of Agriculture, Livestock and Farming website at: <http://www.agricultura.gov.br/assuntos/sustentabilidade/plano-agricola-e-pecuario/>.

■ Education

Brazil has the second largest private education market in the world. There is potentially an opportunity for UK school groups to access the private elementary school area, which is currently fragmented.

In order to reduce the costs of teaching, educational companies and institutions are encouraged and expected to invest in distance learning.



For more information about the education sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

■ Food and drink

Brazil is home to the largest middle class in Latin America, leading to high demand for quality goods. A large portion of Brazilian consumers are well-travelled and therefore prepared to pay more for high quality imports.

Popular imports to Brazil include:

- confectionery, jams, biscuits, teas, food with health-giving additives ('functional food')
- beer, cider, gin
- ready to eat products
- international sauces

There are high import duties; therefore products from the UK will be classed as premium. In order to adapt to the Brazilian market, you should be open to the negotiation of the price of your products.

For more information about the food and drink sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

■ Healthcare

Brazil has the largest healthcare market in Latin America. Worth 10.2% of GDP in 2016, it was worth £78 billion.

Until 2020, the market for Brazilian medical devices is predicted to grow by 15% to 25% each year, mainly due to demand from those with chronic illnesses. In 2015, this portion of the market was worth £7 billion alone, with 70% of consumption from imports valued at £3.7 billion.

There are opportunities for UK companies in:

- designing and managing hospitals
- e-health
- healthcare systems
- medical devices

For more information about the healthcare sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

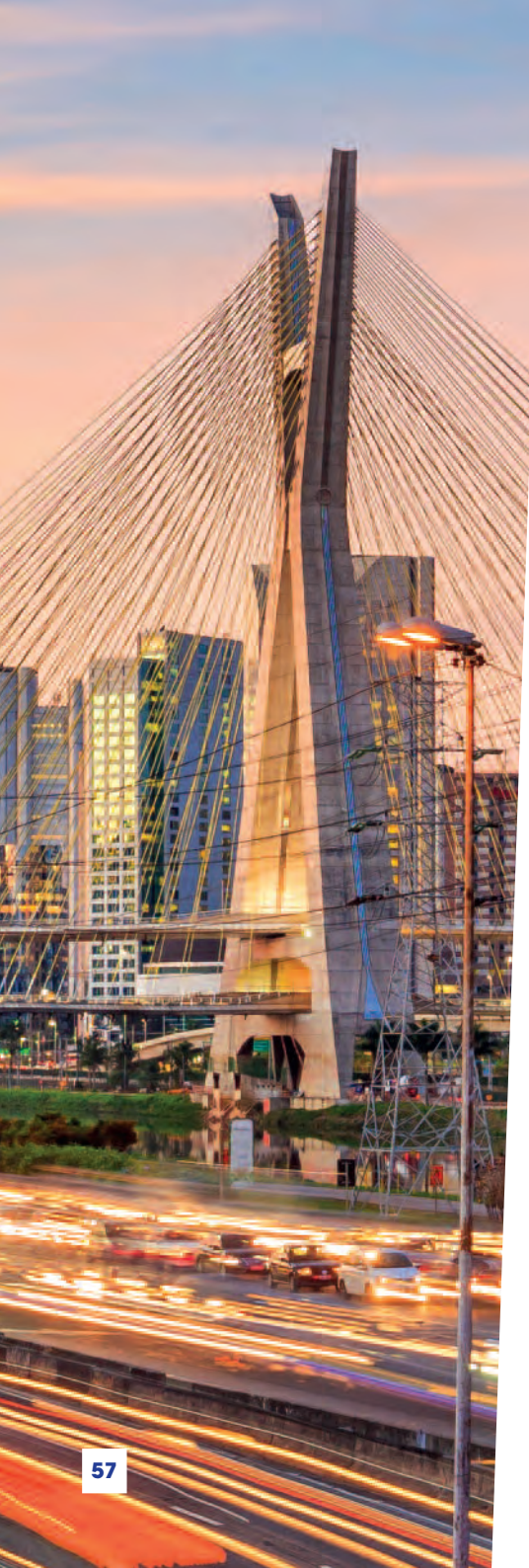
[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

■ Marine and maritime

There is a strong shipbuilding industry in Brazil.

Between 2012 and 2020, it has been forecast that there will have been US \$100 billion of investment into Brazil's commercial marine industry.





There are opportunities for UK companies in all marine and maritime areas including:

- maritime equipment
- marine construction and maintenance
- maritime navigation

For more information about the marine and maritime sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

■ Mining

Investment into Brazil's mining sector between 2014 and 2018 was estimated at US \$53.6 billion. Production of gold and other rare natural minerals are significant in Brazil. Brazil is also the largest producer of niobium, the second largest producer of magnesite, and the third largest producer of graphite and iron ore in the world. There are opportunities for UK companies in:

- innovative technology, including in sustainable reuse of waste, dam tailings solutions and water treatment
- environmental and water services expertise
- equipment, especially focused on cost reduction and productivity gains
- other supply chain products and services, including energy efficiency, project and asset management, health and safety, IT solutions and security systems
- port and rail logistics
- research and development, including industrial applications of advanced materials

For more information about the mining sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

■ Oil and gas

With the second largest oil reserves in Latin America, Brazil has the largest energy market in South America. By 2019 this year, Petrobras plan to have invested US \$98 billion in the market, with Shell already having a strong presence as the second largest company in Brazil.

There are opportunities for UK expertise in the following areas:

- bringing challenging oil and gas projects to completion
- offshore equipment and services
- subsea technologies
- inspection, repair and maintenance

For more information about the oil and gas sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

■ Technology and smart cities

There are already smart technologies materialising in Brazil in order to improve the coverage of emergency services, better manage the use of resources within cities, make shopping more efficient and simplify the movement of people.

There are opportunities for UK companies in:

- big data

- security and surveillance
- risk assessment
- 3D modelling

For more information about the technology and smart city sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

■ Water

Brazil aims to make sanitation services available to everyone in the country by 2033, due to the £6.7 billion investment plan. Private sector companies will be heavily involved in this initiative. Only 82.5% of the population currently have access to a water supply and 48.6% have access to sewerage collection, but only 39% of the sewerage is actually treated.

Opportunities for UK companies include:

- partnering with local companies in public private partnership (PPP) or concessions to design, build and operate new municipal water and sewage systems, solid waste management facilities and energy recovery plants
- water quality monitoring equipment
- water distribution network instrumentation
- energy saving water and wastewater pumping and aeration technologies
- membranes and sludge treatment techniques

For more information about the water sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

Your gateway

to the infrastructure market in Brazil





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BRAZIL

One option to test how viable your product/service could be in the Brazilian market would be to attend trade shows, which are generally held in Brazil every year. ►





Preparing to export

■ Consultation and bespoke research

There is a range of online information for exporters including advice and guidance on how to thoroughly research overseas markets. Visit: <https://www.great.gov.uk/> for more information.

Researching the Brazilian market

It is important to acquire local knowledge in the Brazilian market. Thorough research is necessary, ideally using a combination of market visits and desk research in order to consider all possible routes and market entry requirements.

You need to find out:

- is there a market for your product/service?
- is your pricing competitive?
- do you need to change or adapt your business model?

The questions listed here should help you to focus your thoughts. Your answers to them will highlight areas for further research and also suggest a way forward that is right for your company. You may then want to use this as a basis for developing a formal Brazil strategy, although this may not be necessary or appropriate for all companies:

Your aims:

- Do you wish to buy from Brazil, sell to Brazil or both?
- Do you wish to establish your own company presence in Brazil (for example

setting up a local company, branch office, commercial agency or representative office) or direct sales, online selling, licensing or franchising?

- Do you need to be involved in Brazil at all?
- Do you see Brazil as part of a wider plan including e.g. other Latin American markets now or in the future?

Your company:

- Can you carry out a detailed SWOT analysis of your company?
- Are your competitors already in Brazil? If so, what are they doing?
- Can you carry out a detailed SWOT analysis of your competitors?
- What are the unique selling points (USP) of your product or service?
- Do you know if there is a market for your product or service in Brazil?
- Do you know if you can be competitive in Brazil?
- Do you have the time and resources to handle e.g. the demands of communication, travel, product delivery and after-sales service?

Your knowledge:

- Do you know how to secure payment for your products or service?
- Do you know how to locate and screen potential partners, agents or distributors?



- Have you carried out any Brazil-specific customer segmentation, and do you know how to best reach potential customers in-market?

It is unlikely that you will have the answers to all these questions at the outset and these 'knowledge gaps' could form the basis for further research and investigation. Some of these questions will require quantitative research in your sector, while others involve more-contextual and cultural considerations.

[Source – Department for International Trade (DIT)]

Ideally, you should make regular visits to Brazil as well as making contact with other people in your industry/sector. This will enable you to access the most up-to-date advice and information, and may lead to new insights, or at the very least form the foundation for further research.

Visit: <https://www.great.gov.uk/>, for information and guidance on how to develop your marketing strategy, competitor and SWOT analyses and customer/market segmentation. The IOE&IT can also offer help with this, visit: <https://www.export.org.uk/>.

One option to test how viable your product /service could be in the Brazilian market would be to attend trade shows, which are generally held in Brazil every year. The Department for International Trade provides funding for eligible businesses in the form of grants to enable them to attend trade shows overseas via the Tradeshow Access Programme. Visit: <https://www.gov.uk/guidance/tradeshowaccess-programme> for more information.

The funding can help your business:

- to gather market knowledge
- to gain experience in attending and getting the most from overseas trade shows
- to receive advice and support from trade experts

To discover future events and trade missions in Brazil, visit the DIT events portal at: <https://www.events.great.gov.uk/ehome/index.php?eventid=2001830296>.

For company launches and events held at British Embassy locations, contact the Department for International Trade (DIT) in Brazil: <https://www.gov.uk/world/organisations/department-for-international-trade-brazil#contact-us>.

■ Start-up considerations

For a UK company starting up in Brazil, the most common options are:

- agents or distributors
- branch
- limited liability company (LLC)
- corporation
- joint venture
- direct or indirect investment

Before entering into an agreement or contract you should seek legal advice, as the tax and legal obligations pertaining to each business structure can be different.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]



You can avoid costly mistakes by seeking help and advice from a local lawyer. The UK Government website provides a list of lawyers in Brazil, see: <https://www.gov.uk/government/publications/brazil-list-of-lawyers>.

Once you have chosen your route of entry into the Brazilian market, due diligence checks are essential. If you wish to develop and establish a business relationship which will go beyond exporting however, you will need to carry out more research.

Direct exports and sales

Direct export means supplying your products /services directly to the customer/client, and involves you taking care of the logistics of marketing, selling, exporting and getting paid.

You also have the option to use local representation, for example by using an agent, distributor or wholesaler.

To help you to identify local representatives in Brazil, contact a specialist trade advisor at the Department for International Trade at: <https://www.gov.uk/overseas-customers-export-opportunities>.

Appointing an agent, distributor or importer

It is not uncommon for overseas companies to assign at least one agent or distributor who can monitor market regulations which may change at short notice. It is advisable to research a number of potential agents or distributors before choosing one. Beware of agents who are promoting products or services which are the same or similar to yours.

The Department for International Trade (DIT) in Brazil can assist in locating and meeting potential agents and distributors.

Visit: <https://www.gov.uk/world/organisations/department-for-international-trade-brazil#contact-us> for more information.

Online selling

The Department for International Trade (DIT) can help you export your goods to Brazil through the E-Exporting programme. Find out more at: <https://www.gov.uk/guidance/e-exporting>.

DIT has also negotiated listings at better-than-commercial rates. See online market-places in Brazil at: <https://selling-online-overseas.export.great.gov.uk/>.

Franchising

For more information on franchising, visit the international section of the British Franchise Association website, at: <http://www.thebfa.org/international>.

■ Financial considerations

Getting finance to fulfil an export contract to Brazil

In the World Bank's Doing Business Report 2019, Brazil ranks 99th out of 190 global economies for ease of getting credit. See: <http://www.doingbusiness.org/data/exploreeconomies/brazil>.

There are schemes available to simplify the growth of your business and to fulfil an export contract, aimed at UK companies who wish to sell products and services to Brazil. Contact your bank or financial advisor for more information on any current schemes.

UK Export Finance (UKEF) has significant risk capacity to support exports to Brazil. See: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#brazil>.

You can contact one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your finance options.

Payment risks

UK Export Finance (UKEF) helps UK companies to get paid by insuring against buyer default.

Be confident you will get paid for your export contract. Speak to one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your insurance options, or contact one of UKEF's approved export insurance brokers at: <https://www.gov.uk/government/publications/uk-export-finance-insurance-list-of-approved-brokers/export-insurance-approved-brokers>.

[Source – UK Export Finance (UKEF) <https://www.gov.uk/government/organisations/uk-export-finance>]

Currency risks when exporting to Brazil

In order to fix your price, it is essential to fix your exchange rate. Before signing any contract you need to consider whether the best option for you is to agree terms in Pounds Sterling (GBP) or Brazilian Real (BRL). It may also be advisable to seek expert financial advice on exchange rates (FX).

[Source – DIT, UKEF, gov.uk]



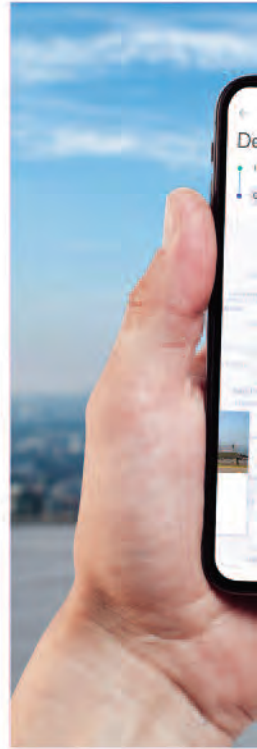


www.voom.flights

Voom - a wholly owned subsidiary of Airbus - has developed a mobile platform that makes the dreams of commuters come true: to fly over traffic jams with the tap of a button. It's no secret that rush-hour traffic is not just a nuisance for commuters, but rather an experience that can ultimately be detrimental to their health. Traffic congestion is a significant global issue that is only expected to worsen. It's estimated that by 2030, 60% of the world's population (5 billion people) will live in cities. Today's ground infrastructure will not be able to support this massive population growth.

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gic initiative and special project of A³ (A Cubed), Airbus' Silicon Valley outpost. Voom is currently available in São Paulo, Brazil and Mexico City, Mexico, and will be launching in other cities worldwide. To learn more about the service, visit www.voom.flights or download our iOS app.

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Voom requires all helipad operators to be fully licensed and all helipads to be operated in accordance with all applicable regulatory guidelines.

Operators

We only invite best-in-class helicopter operators to participate in the Voom network. Furthermore, each operator must be fully licensed by the local government aviation authorities to conduct air taxi flights. In industry speak, this means that they are “Part 135 certified” – the highest qualification level available for commercial helicopter operators.



Where We Fly

Voom flies between convenient locations in the city center and the airports, as well as Alphaville region. Flights run Monday through Friday from 7am to 8pm and on Saturdays and holidays from 10am to 4pm. Routes and business hours are subject to change.

Congonhas Airport

Rua Jorge Faleiros, 250 (Aeroporto de Congonhas) São Paulo, SP

Campo de Marte & Scenic Flight Departures

Avenida Olavo Fontoura, 1078 - Santana, São Paulo, SP

Guarulhos Airport

Rod. Hélio Smidt, s/nº - Cum-bica, Guarulhos, SP

Itaim Bibi

Hotel Blue Tree Premium Faria Lima - Av. Brg. Faria Lima, 3989 - Itaim Bibi, São Paulo, SP

Alphaville

Helicenter Alphaville - Al. Ásia, 298 - Polo Empresarial Tamboré, Alphaville - Santana de Parnaíba, SP

Jaguaré

Helicidade - Av. Onófrio Milano, 186, São Paulo, SP

Berrini

Sheraton São Paulo WTC Hotel - Av. das Nações Unidas, 12559 - Cidade Monções, São Paulo, SP

Paulista

Maksoud Plaza Hotel - R. São Carlos do Pinhal, 424 - Bela Vista, São Paulo, SP

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BRAZIL

You can use a freight forwarder to move your goods if you are not well-informed about international shipping procedures. A freight forwarder will have vast expertise and familiarity of regulations, documentation requirements and transportation costs in Brazil. ►





Legal

There have been a number of laws introduced in Brazil in recent years designed to make legal proceedings more efficient and the country a fairer place to do business. One of the principal legal developments has been the introduction of tough anti-corruption laws and regulations. This new legal framework, combined with a stronger enforcement environment, has led companies across all sectors to make changes to their corporate practices and procedures.

Brazil has also improved its dispute resolution procedures through the adoption of a new Civil Procedure Code designed to facilitate alternative means of resolving disputes and make court proceedings more efficient. Specific reforms have also further strengthened arbitration in Brazil including express provision relating to its use by the public administration.

Other important legal developments include the enactment of the "Public Companies Law" in 2016 (Law 13.303/16) designed to improve the management of companies owned or controlled by the state as well as transform the legal framework for procurement and contracts for such entities. In 2018, important changes were also introduced to the legislation governing the interpretation and application of laws in the country, including clear provision that administrative and judicial decisions must take into account their practical consequences.

System of Law

Brazil has a legal system based on civil law under which statute is traditionally the main source of law. The Brazilian Constitution is the supreme law in Brazil and establishes principles that all other laws must follow.

The Constitution determines the organisational structure of the country as a federal republic made up of the federal government, states and municipalities. Each level of the federation has autonomy to create its own laws, subject to their being compatible with the principles of the Constitution. Laws created by municipalities must also be compatible with the constitution of the state in which they are situated.

Regarding the judicial system in Brazil, this is made up of the federal and state courts as well as certain specialised courts such as the Labour Court. The federal courts mostly deal with disputes involving the federal government and disputes between private parties are generally dealt with in the state courts. Municipalities do not have a judicial branch. The Supreme Federal Court is the highest court of law in Brazil dealing mainly with constitutional issues.

Types of company

A foreign company looking to set up a corporate entity in Brazil can create a branch office or incorporate a company. The formation of a Brazilian branch has a number of specific requirements such as obtaining governmental authorisation which can make the process difficult and time consuming. Foreign companies often therefore opt to set up a subsidiary in Brazil in order to carry out their business.

Some of the most widely used corporate entities in Brazil are the limited liability company (*sociedade limitada*) and the joint-stock corporation (*sociedade anônima*). Some key differences between these two types of companies include the fact that limited liability companies cannot issue securities whereas this is possible with joint-stock corporations. Limited liability companies are also subject to fewer formalities and disclosure requirements when compared to joint-stock corporations. The legal framework governing joint-stock corporations does, however, allow for the use of more sophisticated corporate structures and capital raising options.

Liability is generally restricted for both limited liability companies and joint-stock corporations to the amount paid for the shares or quotas. It should be noted, however, that in certain specific situations, such as in the case of fraud, a court may be able to disregard the corporate entity and hold the individual directly liable.

Public Procurement and Contracts

The Brazilian government is increasingly encouraging private sector participation in public projects, including from overseas companies. The drive for private investment is particular strong in the infrastructure sector with a number of initiatives designed to encourage companies to enter into infrastructure concession and public private partnership (PPP) arrangements.

The main legal framework for public procurement is set out in the Brazilian Constitution and Public Procurement Law

(Law 8.666/93) which includes detailed rules on public procurement procedures and public contracts at a federal, state and municipal level. It is important to note that there is currently under discussion in the Brazilian Congress a new law to replace the existing Public Procurement Law that looks to bring about greater legal certainty in relation to public procurement procedures and contracts and also to reduce bureaucracy.

One of the key aspects of public contracts in Brazil is that the public administration has the power to modify various elements of the contract in benefit of the public interest, for example, to change its scope or even to terminate the contract. The Brazilian Constitution does, however, provide that the original economic-financial balance of the contract must always be kept. In practice, this means that the parties are under a constant obligation to maintain the balance of the mutual consideration provided at the outset of the contract which has a significant impact on risk management.

It is important to note that projects involving public resources in Brazil are generally monitored and audited by internal and external control institutions. During the auditing processes of these institutions, issues are often raised that can impact or even make unviable a project. Understanding how such institutions operate and what effect their actions can have on each type of project is therefore fundamental in order to efficiently manage public projects in Brazil. Some of the main control institutions include the Public Prosecutor's Office and the Courts of Accounts (federal, state and municipal).

Employment

Brazilian employment law is set out principally in the Brazilian Constitution, the Consolidation of Labour Laws (CLT), the Brazilian Social Security Law and collective bargaining agreements. The law stipulates equal treatment for Brazilian and foreign workers. Foreigners working in Brazil will be subject to Brazilian employment law regardless of any choice of law in the employment contract.

Employees in Brazil have a number of rights under law including the right against arbitrary dismissal, a minimum wage and unemployment insurance. In addition, the Brazilian Constitution includes broad provisions against employment discrimination.

Regarding the formation of an employment relationship, a formal employment contract is not a requirement under Brazilian law and there are a number of inherent rights that will apply regardless of whether they are set out in writing. Terms of an employment contract that conflict with an employee's legal rights will generally be deemed void.

Certain categories of workers are not considered employees under the CLT, including the following: independent contractors, apprentices and outsourced work. It is important to analyse each relationship specifically and seek advice as to whether an employment relationship is being created. Even if a worker is hired under one of the aforementioned categories, a court may still find that the legal conditions for them to be considered an employee are met and apply the relevant employment laws accordingly.

In 2017, major reforms were made to Brazilian employment law designed to decrease some of the restrictions placed on employers and thereby incentivise job creation. New outsourcing laws were also enacted in the same year, allowing for more flexibility to determine the nature of working relationships.

Dispute Resolution

The main forms of formal dispute resolution in Brazil are litigation and arbitration. It is important to note that a new Civil Procedure Code entered into force in Brazil in 2016 which includes a number of important reforms to dispute resolution procedures. One of the main objectives of the Code is to reduce litigation by facilitating alternative means of dispute resolution.

The Brazilian courts will often have jurisdiction over a dispute where the defendant is domiciled in Brazil (including foreign companies with a local presence) or where the dispute relates to facts that occurred in Brazil. Parties to an international contract can choose where the dispute will be resolved, except where Brazilian courts have exclusive jurisdiction over the matter.

An alternative to litigation is arbitration whereby parties agree to submit disputes to the decision of one or more independent third parties (arbitrators). The use of arbitration in Brazil has grown significantly in recent times and it is an established form of dispute resolution in the country. In 2015, a law containing amendments to the Brazilian Arbitration Law came into force. The new legislation introduces a number of provisions designed strengthen

the use of arbitration and enhance cooperation between arbitral tribunals and the courts. The law also introduces express provision relating to the use of arbitration by the public administration.

Brazil is a signatory of the New York Convention which requires courts to recognise and enforce arbitration awards made in other contracting states. Arbitration decisions in Brazil are binding and can only be challenged in court as to the formal aspects of the decision.

Compliance and Anti-Corruption

Brazil continues to experience significant changes in enforcement following the introduction of tough anti-corruption laws and regulations. The Operation Car Wash (Operação Lava Jato) corruption investigation has been the most widely-reported example of the changing enforcement environment, with prosecuting authorities embracing novel prosecutorial techniques inspired by the United States and other jurisdictions.

This scenario has led companies across all sectors to evaluate, and often reform, their corporate practices and procedures. In a number of states in Brazil, including the State of Rio de Janeiro, a compliance program is now in many cases a requirement for companies looking to contract with the public administration.

The Anti-Corruption Law, which came into force in 2014, is a central pillar in the new legal framework and includes a broad range of offences including bribery of Brazilian and overseas public officials, defrauding public tender processes and obstructing investigations. Strict liability

is established for companies where an offence set out in the Anti-Corruption Law is committed for the benefit or interest of the company.

Penalties under the Anti-Corruption Law are extremely severe including fines of up to 20% of the company's previous year's gross revenue, suspension of corporate activities, publication of condemnatory decisions and even the dissolution of the company. Penalties under the Anti-Corruption Law may be reduced where the company has an effective corporate compliance program in place.

The Anti-Corruption Law includes provisions for leniency agreements to be entered into between authorities and companies which can lead to fines being reduced by up to two-thirds and the company being exempted from other penalties. The Organised Crime Act of 2013 also sets out important provisions in relation to the use of plea bargaining in Brazil. These mechanisms are being utilised extensively by Brazilian authorities.

Other important laws dealing with white-collar offences include the Brazilian Criminal Code and the Public Improbability Act which cover, among other offences, corruption, fraud and various offences against the public administration.

For more information regarding Brazilian law, please contact Aroeira Salles Advogados at contato@aroeirasalles.com

How to do business in Brazil

■ Legal considerations

There is a complex system of regulations for goods being imported into Brazil. The packaging, labelling, quality and safety requirements for products involve a number of government agencies.

It is essential to consult with an import agency or legal professional to gain expert advice, before you export to Brazil. The UK Government website provides a list of lawyers in Brazil, see: <https://www.gov.uk/government/publications/brazil-list-of-lawyers>. The British Chamber of Commerce in Brazil also provides a list of members who offer legal advice and services. Visit: <http://www.britcham.com.br/>.

For more advice, contact the Department for International Trade (DIT) Brazil: <https://www.gov.uk/world/organisations/departments-for-international-trade-brazil#contact-us>.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

Standards and technical regulations

It is important to check if your product requires any certification before being sold in Brazil.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

Intellectual Property (IP)

As a member of the World Intellectual Property Organization (WIPO), Brazil's legal provisions are mainly in line with international standards.

In 1996, Brazil enabled a new trademark and patent agreement law, which adheres to the international standards of the Trade-Related Aspects of Intellectual Property (TRIPS).

Certain legal proceedings in Brazil can take a lot of time and money, it is therefore recommended that you grasp an understanding of the process and seek professional legal advice about Intellectual Property rights.

For more information about protecting your Intellectual Property in Brazil, visit: <https://www.gov.uk/government/publications/intellectual-property-rights-in-brazil>, or contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

IP rights are territorial, meaning that they only provide protection within the countries where they are registered or granted. You should consider registering your IP rights (if necessary) in Brazil, before entering the market. There is an online guide to protecting your IP in Brazil from the Intellectual Property Office at: <https://www.gov.uk/government/publications/intellectual-property-rights-in-brazil>.

If you do not possess sufficient IP protection, it may become very hard to trade in Brazil and you could swiftly lose your place within the market. It is also crucial to have competent trademark registration and patent protection in place. These are covered by the Brazilian IP Office based in Rio de Janeiro: Indústria Nacional de Propriedade Industrial (INPI). See: <http://www.inpi.gov.br/>.

Although the trademark, patent, copyright and industrial design structures comply with



the World Trade Organization (WTO) TRIPS law, there can be major delays in processing.

For example, dependent on categories it can take up to 6 years for trademarks and 12 years for patents. Although experience in the courts when dealing with IP claims is growing and they are fair, legal proceedings can be slow. In order to reduce risks, it is recommended that you contact the IP attaché who can also advise on current delays.

Ensure that your IP rights are protected by contacting a local lawyer who is specialised in Intellectual Property. Remember that it is easier and more cost effective to prevent any issues by preparing correctly, rather than dealing with problems and legal issues that arise later from a dispute.

Visit the DIT Intellectual Property page at: <https://www.gov.uk/government/organisations/intellectual-property-office>, for more information.

[Source – DIT: Overseas Business Risk – Brazil]

■ Taxation

In Brazil, the tax year runs from January to December. Taxes in Brazil include the following:

- COF, a social security tax
- STT, a state tax of 17% or 18%
- PIS, income tax
- ICMS, value added tax which varies between states
- IPI, excise tax

- ISS, service tax
- IOF, financial transactions tax
- import tax – value depends on product classification defined by WTO regulation (origin and specifications), 60% for less than £2,000 regardless of product classification

There is a special tax regime which gives temporary reduction in import duty rates on capital goods, information technology (IT) and telecommunications goods produced outside of Brazil, called the Brazilian Chamber of Foreign Trade (CAMEX) ex-tariff list. For more information about the ex-tariff list, applying for an exemption from import duty or general taxation advice, contact the Department for International Trade team in Brazil at: <https://www.gov.uk/world/organisations/departement-for-international-trade-brazil> #contact-us.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

■ Customs

Before exporting to Brazil, you should research the import duties on your product. Be aware that high duties on certain products may make an export too expensive for the market.

The Market Access Database (MADB) has information about import tariffs, see: <http://madb.europa.eu/madb/indexPubli.htm>, and a full list of trade barriers for Brazil, visit: http://madb.europa.eu/madb/barriers_result.htm?isSps=false&countries=BR.

Open to Export is a free online information service from The Institute of Export & International Trade, **dedicated to helping small UK businesses** get ready to export and **expand internationally**



How can we help?

A wealth of free information and practical advice on our website using:

Step-by-step guides covering the whole export journey from 'Selecting a market' to 'Delivery and documentation'

A comprehensive webinar programme covering all aspects of international trade

The online Export Action Plan tool helping businesses create a roadmap to successful new markets

Quarterly competitions for the chance to win £3,000 cash and further support

Sign up today to take your next steps in international trade

Register for free on www.opentoexport.com for updates on our content and webinars, and to start your Export Action Plan.

Powered By

Receita Federal, the tax authority in Brazil, grants Authorized Economic Operator (AEO) certificates to credible Brazilian companies. Companies with these certificates are prioritised when importing and exporting goods. For more information about the AEO programme and certificates, contact: oea.df@rfb.gov.br.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

■ Shipping your goods to Brazil

You can use a freight forwarder to move your goods if you are not well-informed about international shipping procedures. A freight forwarder will have vast expertise and familiarity of regulations, documentation requirements and transportation costs in Brazil.

The British International Freight Association (BIFA) at: <http://www.bifa.org/> and the Freight Transport Association (FTA) at: <http://www.fta.co.uk/> can assist in locating freight forwarders to transport your goods to Brazil.

Posting goods

For information about sending goods to Brazil by post, visit Royal Mail at: <http://www.royalmail.com/brazil>.

Shipping restricted, banned and dangerous goods

Certain goods are classed as restricted or dangerous. If you wish to import any of these goods into Brazil they are subject to special rules. For more information visit: <https://www.gov.uk/shipping-dangerous-goods/what-are-dangerous-goods>.

Seek advice on the latest import licensing requirements, or even consider employing a local agent who will have this knowledge. For information and assistance contact the Department for International Trade (DIT) team in Brazil at: <https://www.gov.uk/world/organisations/departments-for-international-trade-brazil#contact-us>.

Terms of delivery

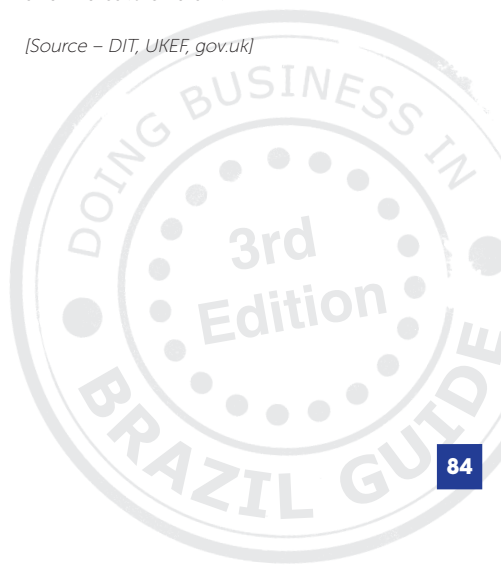
Your contract should include agreement on terms of delivery using incoterms. Visit: <https://www.gov.uk/guidance/international-trade-paperwork-the-basics#international-trade-contracts-and-incoterms> for more information.

UK Export Finance

The UK Government can provide finance or credit insurance specifically to support UK exports through UK Export Finance (UKEF) – the UK's export credit agency. See: <https://www.gov.uk/government/organisations/uk-export-finance>.

For up-to-date country-specific information on the support available see UKEF's cover policy and indicators for Brazil at: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#brazil>.

[Source – DIT, UKEF, gov.uk]





BRAZIL

In order to do business successfully in Brazil, it is important to establish close personal relationships with your business counterparts. Building trust and relationships are key elements of Brazilian business culture. ►



■ Business and working practices in Brazil

Working hours in Brazilian cities are generally between 8.30am and 5pm, including an hour or two for dinner/lunch. Most businesses are open Monday to Friday from 9am to 7pm, and Saturday 9am to 1pm. Some larger businesses may have longer opening hours.

[Source – <https://www.communicaid.com/country/brazil/>]

■ Structure and hierarchy in Brazilian companies

Most Brazilian companies have a vertical structure of hierarchy, generally consisting of the business owner at the top above a series of managers making the majority of company decisions and taking control of the company employees.

Social class divisions remain commonplace within Brazilian society, as well as business culture. For the main part, class is determined by monetary status, and therefore reflected in worker's salaries. Overall, class differences within business are subtle, and there are laws in place against discrimination.

[Source – <https://www.communicaid.com/country/brazil>, <http://www.businessdictionary.com/definition/vertical-management.html>]

■ Working relationships in Brazil

In order to do business successfully in Brazil, it is important to establish close personal relationships with your business counterparts. Building trust and relationships are key elements of Brazilian business culture. Brazilians prefer to do business with people that they know and trust, which is why you will often find numerous members of the same family working for the same company. Family relations in Brazil are very important and significant.

[Source – <https://www.communicaid.com/country/brazil/>]

■ Greeting and business etiquette

Brazil's official and most widely spoken language is Portuguese.

You should arrange business meetings at least two or three weeks in advance, leaving two to three hours in between if you have other appointments scheduled on the same day in case they are unexpectedly delayed or cancelled, or they go on for longer than expected. Be sure to confirm any meetings a day or two before. You will be expected to arrive punctually to meetings.

You should dress smartly and conservatively. Brazilians are somewhat fashion conscious, even though in general Brazilian culture is relatively informal.



The most common form of business greeting between colleagues is a handshake. In a more informal setting, men and women may meet with one or two kisses on the cheek or a brief embrace. You should make eye contact, which will not only give a good impression but show that you are paying attention and interested in what they have to say.

It is polite to say 'muito prazer' (my pleasure in Brazilian Portuguese) when you meet someone for the first time. Once you have met someone, you can use expressions such as 'como vai' and 'tudo bem' to say hello, which will demonstrate that you are making an effort in attempting to tackle the language and get to know them further.

When first meeting or writing to a Brazilian business contact, it is polite to address them with their title and surname. It is common to refer to them by just their first name, or even their title and first name once you get to know them. Expect to be interrupted during meetings. People are not afraid to say what they think and the Brazilian method of communication usually involves a lot of overlapping speech and people talking over each other. Remain in control and do not show feelings of frustration or impatience. This will reflect poorly on you as an individual.

In Brazil, it is commonplace to hire a middleman or 'despachante' to assist with your business affairs. For a nominal charge they will help you to navigate bureaucracy.

Brazilians are renowned for being sociable and enjoy spending time with other people. Many meetings, both formal and informal, take place over lunch or during mid-morning coffee breaks. These meetings may go on for a number of hours. You should accept any food or drinks that you are offered during social or business occasions. Coffee is often served before or in the duration of a meeting.

With an in-depth structure of regulations and the relaxed Brazilian attitude to time, business meetings can be fairly lengthy. However, it is important not to rush proceedings, and instead use the time wisely to further develop your business relationships, which will no doubt give way to successful negotiations.

[Source – <https://www.communicaid.com/country/brazil/>]



> Clear, consistent content is vital to making your business understood overseas. **So don't leave it to chance.**

- > Well-known companies we already work with include: Serco, Experian, Intertek, IKEA and Caterpillar
- > For a structured approach to translation, please read the article that follows



Protecting your Reputation
Worldwide™

If you're reading this guide, the chances are you're either a seasoned exporter, or you're committed to investigating new export opportunities for your business. Whichever category you fall into, you'll have a good idea of the huge investment in time, effort and resources which is required for export success.

Your priority will be to get your product or service to market, and it's a fact of life that procurement of peripheral resources such as translation is often left to the last minute. In this article we'd like to demonstrate to you how building translation into the early planning stages of your export campaigns can pay dividends.

The internet, mobile connectivity and social media mean that now more than ever before customers, be they B2B or B2C, are buying goods and services within the context of a connected world of instant communication.

Buying decisions carried out in isolation of wider and constantly changing sector, economic or social contexts are a thing of the past. This means that increasingly any product or service has to be supported with professional technical, marketing or other contextual content.

As examples of this, exporters need their technical documentation to be easily assimilated, their marketing content to be compelling, and their website to be informative and memorable. Human resources departments on the other hand need sensitive localisation of policies & procedures in line with local legislation, corporate guidelines and house style.

After all an international expansion strategy or company restructuring could easily be undermined by insensitive internal communication.

In non English-speaking markets, all of the above can be achieved by working with a reliable and professional translation partner.

So how can really good translation help build your export success:

- clear and accurate foreign-language branding and content will motivate foreign customers to buy from you
- consistent and harmonised messaging helps to convey and reinforce your company's values and ethos
- corporate and operational risk through poor quality communication and misunderstanding is eliminated
- overall brand integrity and reputation are enhanced

The following components are key to a successful translation project, and show how AST can make the process of internationalising outward-facing and internal communications simpler, more professional and more cost-effective:

Rigorous selection of translators

AST's ISO9001 certified and ISO17100 compliant processes mean that the company has approved sector-specialist translators whatever the language and deadline requirements, with experienced proofreaders to give the text precision and professionalism to really focus the reader's attention.

Translation memory technology

Client-facing documents produced periodically often contain sections which stay the same and sections which need updating. Similarly company websites and technical data or manuals can contain identical paragraphs and sections. Translation Memory technology is used in this situation to identify duplicate and legacy text. The duplicates are logged and reused – leading to reduced turnaround times and resulting

cost savings – with company wordings for products, processes, titles and descriptions translated consistently.

Terminology management

The key words used to describe your company's products, services and processes support your brand and identity. This is equally true in your foreign language communications. Unfortunately, once translated it is often easy to lose control of key terms, leading to uncertainty as to whether the translations are having the desired impact. AST's terminology management prevents this. Glossaries are maintained in multiple languages and client terminology is checked in each language by industry sector experts. As the glossary grows it can be reused with each new project, so client content is always on-message and brand integrity consistent.

So there's really no need for you to leave the "softer" aspects of your export campaign to chance. Using a professional translation company like AST provides a guarantee that your international content will be clear, consistent and effective. Whatever the language.

> YOU NEED YOUR SALES, TECHNICAL AND WEBSITE CONTENT TO BE **TRANSLATED BY EXPERTS!**

- > We're recognised as a UK leader for translating high profile, client-facing documents
- > All our translators are rigorously selected so your text will be translated by the best people in the business
- > We ensure you get premium quality translations every time, on time and within budget

No matter how urgent your assignment we can translate it.



BRAZIL

Ensure that your IP rights are protected by contacting a local lawyer who is specialised in Intellectual Property. Remember that it is easier and more cost effective to prevent any issues by preparing correctly, rather than dealing with issues that arise later from a dispute. ►





WHAT ARE THE CHALLENGES?

What are the challenges?

■ Challenges when doing business in Brazil

There is huge potential for UK companies in Brazil, but you should be patient and be prepared to invest a lot of time and money.

Challenges include:

- complex tax system with high taxes
- complex regulatory system
- local content laws in certain sectors
- long journeys between cities and states, where cultures can vary significantly
- a lot of importance is put on personal contact so you may need to visit several times before securing a deal
- ranked 105th in the Transparency International's Corruption Perceptions Index (CPI)
- ranked below average in the World Bank's Ease of Doing Business Index at 109th out of 190 countries
- organised crime is a significant problem in some parts of Brazil

[Source – DIT: Overseas Business Risk – Brazil]

■ Business risk

Bribery and corruption

Bribery is illegal. It is an offence for British nationals or someone who is ordinarily resident in the UK, a body incorporated in the UK or a Scottish partnership, to bribe anywhere in the

world. In addition, a commercial organisation with a business in the UK can be liable for the conduct of a person who is neither a UK national or resident in the UK or a body incorporated or formed in the UK. In this case it does not matter whether the acts or omissions which form part of the offence take place in the UK or elsewhere.

Although Brazil is one of the world's top destinations for investment and on the surface there is a formal well-functioning business environment, there are serious issues with bribery and corruption which can be a hindrance to doing business in Brazil.

Due to the federal structure of the political framework in Brazil, there are a number of regulatory agencies, which may possibly increase demands for bribes from public officials. Currently, the tax system is very complicated and reports suggest that it is susceptible to corruption. There have been reports that tax collectors have asked for bribes in return for relaxing inspection assessments, to prevent them from pursuing tax fraud claims, or to provide advice on the legal avenues of reducing tax requirements.

Corruption presents a significant issue with regards to business dealings with the government, at both federal and local levels. Brazil was ranked 105th in the 2018 Transparency International's Corruption Perceptions Index (CPI), see: <https://www.transparency.org/cpi2018>.

Important signs of improvement in combating corruption have been more visible in the past few years. Three laws were passed, and have been implemented at federal, state and municipal levels: the Brazilian Transparency Law (2009), the Brazilian Freedom of Information Law (2011) and the Brazilian Anti-Corruption Law (2013) – based on the UK Bribery Act.



There is a window of opportunity for UK expertise with an increasing encouragement for market liberalisation, to replace Brazil's traditional closed economic policy.

In terms of managing employment, there is a well-established network of HR managers and lawyers that can offer expert advice, even though local labour law is complex and requires careful handling in order to avoid incurring potentially costly liabilities. This is another area for UK businesses to consider, in most cases, engaging a local partner when establishing interests in Brazil.

[Source – DIT: Overseas Business Risk – Brazil]

Intellectual Property (IP)

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Certain legal proceedings in Brazil can take a lot of time and money, it is therefore recommended that you grasp an understanding of the process and seek professional legal advice about Intellectual Property rights.

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If you do not possess sufficient IP protection, it may become very hard to trade in Brazil and you could swiftly lose your place within the market. It is also crucial to have competent trademark registration and patent protection in place. These are covered by the Brazilian IP Office based in Rio de Janeiro: Indústria Nacional de Propriedade Industrial (INPI). See: <http://www.inpi.gov.br/>.

Although the trademark, patent, copyright and industrial design structures comply with the World Trade Organization (WTO) TRIPS law, there can be major delays in processing. For example, dependent on categories it can take up to 6 years for trademarks and 12 years for patents. Although experience in the courts when dealing with IP claims is growing and they are fair, legal proceedings can be slow. In order to reduce risks, it is recommended that you contact the IP attaché who can also advise on current delays.

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Visit the DIT Intellectual Property page at: <https://www.gov.uk/government/organisations/intellectual-property-office>, for more information.

[Source – DIT: Overseas Business Risk – Brazil]

BRAZIL

There are opportunities in Brazil for UK businesses in various sectors, including agriculture, education, food and drink, healthcare, marine and maritime, mining, oil and gas, technology and water. ►







INSTITUTE OF EXPORT

& INTERNATIONAL TRADE

What does membership of the Institute of Export & International Trade mean?

To most the Institute of Export & International Trade simply plods away providing much needed qualifications to professionalise the industry however, did you realise that our helpline is one of the busiest and best in the industry? It's all part of membership and, if you need more than a phone call, we can put together a project to fulfil your needs. 2015 saw the launch of our Technical Help for Exporters that recognises the volume of legislation and regulation that covers our industry and gives you the comfort of knowing that if you don't know, you know someone who does!



Innovation is key to the success of the Institute and new ideas include our New Exporter package. This allows a business to enter a new market secure in the knowledge that they have an understanding of how they will operate and comply with any specific regulations and standards. Practical help and assistance is always available from the Institute so any additional training can be tailored to the business and the team that needs the knowledge.

The work of the IOE&IT also extends to representing membership views. Knowledge gained from our members' feedback, those who get involved with

the forums and Special Interest Groups, and those who attend our training courses or study with us, enables us to represent the industry at government levels in both the process and delivery of policy for international trade. These views also help us to ensure that the training programmes are effective and pertinent to the industry needs. Our Diploma in World Customs Compliance and Regulation is testament to the way we listen to our members' needs. This was driven by Nissan, Adidas, John Lewis and many others and will neatly dovetail into any AEO work ensuring that quality standards are met at manager and junior staffing levels.

Starting in 1935, the Institute committed itself to building competence and growing confidence for businesses trading in goods and services, which at the time, was a far reaching remit. Over the years this remit has seen us develop from simply providing training in short course format over a day, or perhaps two, into a fully-fledged Ofqual Awarding Organisation that operates specifically to deliver international trade education.



This status allows our individual members and corporates alike to be sure that they are part of a quality organisation with plans for growth integrated with a sustainable future for the global prosperity of UKPlc.

Part of our work includes mapping existing qualifications to roles and producing training needs analyses to ensure staffing progression and continuity. The need to upskill our workforce to match those of our competitors is a key element vital for growth. Our focus is on recognising that International trade needs specific knowledge, coupled with a strong belief that we must start to talk to

our young people at an earlier stage. We need to engage the next generation in thinking about how world trade works and how it will be great for British businesses. They need to know how items arrive in the shops which, in turn, will begin to spark ideas. As these young people join companies they will bring a fresh outlook that all things are possible especially if you operate globally.



Why not call us and get involved?

It has never been more important that we act as an industry to help – we need experts and commitment to professionalising international trade from businesses large and small – help your institute to stay ahead of the curve.

Institute of Export & International Trade

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Peterborough, Cambridgeshire,
PE2 6FT, UK

Telephone: +44(0)1733 - 404400

Fax: +44(0)1733 - 404444



Lesley Batchelor OBE, FIEEx (Grad) –
Director General, Institute of Export & International Trade

Focusing on qualifications.

A focus on qualifications - but why do we need them?

I'd like to tell you about my story, it's ok it won't take too long but I think it's similar to a lot of people that work in international trade.

I left school with no ambition to do anything other than help my mum make ends meet. I wanted to be a seamstress but we couldn't afford the material for the interview so I went into an accounts department at a large pharmaceutical company. Luckily for me they recognised a hard worker and asked me to work in various departments. After a year they asked me which one I like the best and without even thinking I said "international", and that was my career set out for me.

Working in international trade I found that I needed to understand so many different things - from how trade agreements impacted a sale to the legal aspects of trade and how different systems worked in terms of contract and disputes. Getting paid brought about a whole new set of issues and this really made me learn and think about the implications of offering credit and how it can be used to your advantage.

Things I learnt about logistics and the paperwork that was needed to support a trade were empirical and slowly I became sure of my knowledge. The problem was, that when I wanted to move on to the next company, I had nothing to show I had that knowledge. It was frustrating to find that the knowledge that I had accumulated over 11 years wasn't evidenced in any way and that no-one knew exactly what I knew. I was lucky enough to get my next job with a well-known Japanese computer company but it made me realise that if I wanted a career, I needed to get qualified.

So I spent the next two years, two nights a week at night school honing my skills and building a knowledge and understanding of all aspects of the trade I had entered "by the back door". Finally, exhausted but with a full understanding of how planning and control worked, I passed and became a Graduate Member of the Institute of Export & International Trade, suffix MIEEx (Grad) in 1991.

Well, many things have changed since then, as after many years of working in international trade, I took over at the helm, steering the qualifications and the Institute towards a better place. We have now gained Ofqual Awarding Organisation status for the qualifications and have worked hard on ensuring we are ready for the next 80 years of representing the industry and standing as guardian of professional standards in international trade.

OFQUAL* awarding status is hard earned and we are proud to be the only professional body operating in this international trade environment.

IOE&IT Qualifications in brief

www.export.org.uk/page/qualifications

- Level 1 Young International Trader
(Available electronically)
- Level 2 International Trade Logistic Operations **
- Level 3 Certificate of International Trade
Certified International Trade
Adviser
- Level 4 Advanced Certificate in
International Trade
- Level 5 Diploma in International Trade
Diploma in World Customs
Compliance and Regulations
- Level 6 Foundation Degree jointly
delivered with *** Anglia Ruskin
University
**Higher Apprenticeship in
International Trade - the first
so far.**

Our courses at level 3 onwards are delivered online using a blended learning technique which involves the support of an expert tutor for each topic. The IOE&IT online campus offers a range of learning tools, from power-point presentations and videos to online chats and forums for the students. The Institute has a success rate of 95% in helping our students through these academic programmes.

The Advanced Certificate in International Trade - Elective modules have been added to the level 4 Advanced Certificate syllabus. In addition to the three core modules of Business Environment, Market Research & Marketing and Finance of International Trade, students can now choose a fourth elective module from:

- a. International Physical Distribution
- b. Selling Services, Skills and Software Overseas
- c. Or one of:
 - i. Doing business & communicating in Arabic speaking markets
 - ii. Doing business & communicating in Spanish speaking markets
 - iii. Doing business & communicating in German markets
 - iv. Doing business & communicating in Chinese markets
 - v. Doing business & communicating in Russian markets

The series of modules above carry language skills training, the focus being on basic business language needed and business culture

eBusiness internationally was launched in summer 2016.

The Diploma in International Trade - level 5 is equivalent to the second year of a degree and is accepted as entry level for:-

BSc (Hons) in Management Practice - International Trade with Plymouth University
-Online 24 months

MSc International Trade, Strategy and Operations with Warwick University - 36 months part residential

www.export.org.uk/page/qualifications will give you more detail and a contact who will talk you through your options.

*The OFQUAL Register of Regulated Qualifications contains details of Recognised Awarding Organisations and Regulated Qualifications in England (Ofqual), Wales (Welsh Government) and Northern Ireland (Ofqual for vocational qualifications and CCEA Accreditation for all other qualifications).

** International Trade Logistic Operations is delivered through our approved centres

*** Anglia Ruskin University is Entrepreneurial University of the Year



British Embassy Brasilia

The British Embassy Brasilia maintains and develops relations between the UK and Brazil.

Find out more on their UK and Brazil news page: <https://www.gov.uk/world/brazil/news>. The British Embassy Brasilia provides services to British nationals living in and visiting Brazil. You can access UK Government services while in Brazil, here: <https://www.gov.uk/world/brazil>.

Urgent assistance

If you are in Brazil and you need urgent help (for example, you have been attacked, arrested or someone has died), call +55 61 3329 2300. If you are in the UK and worried about a British national in Brazil, call 020 7008 1500.

Get an emergency travel document

You can apply for an emergency travel document if you are abroad and your passport has been lost or stolen, damaged or expired, and you cannot get a new or replacement passport in time to travel, here: <https://www.gov.uk/emergency-travel-document>.

If the person needing the emergency travel document is under 16, a parent or guardian should apply on their behalf.

If you are due to travel in the next 24 hours, contact the British Embassy Brasilia as soon as possible, here: <https://www.gov.uk/government/world/organisations/british-embassy-brazil#contact-us>.

If you are travelling in more than 3 weeks, check if you can get a new or replacement passport in time to travel, here: <https://www.gov.uk/renew-adult-passport>.

Contact details

British Embassy Brasilia

Quadra 801 - Conjunto K -
Lote 08 Av. das Nações -
Asa Sul CEP 70408-900
Brasilia Brazil

Switchboard:

+55 (61) 3329 2300

Fax: +55 (61) 3329 2369

For enquiries that are not
about consular issues,

Email:

press.brasilia@fco.gov.uk

British Consulate General Brasilia

Quadra 801 - Conjunto K - Lote
08 CEP 70408-900 Av. das
Nações - Asa Sul Brasilia Brazil

Telephone:

+55 (11) 3094 2700

Fax: +55 (11) 3094 2717

Email:

brazil.consulate@fco.gov.uk

British Consulate General São Paulo

R. Ferreira de Araújo, 741 -
Pinheiros CEP 05428-002
São Paulo Brazil

Switchboard:

+55 (11) 3094 2700

Fax: +55 (11) 3094 2717

For enquiries that are not
about consular issues,

Email:

saopaulo@gra-bretanha.org.br

If you are not a British citizen or have not had a British passport before

If you are not sure, check if you are a British citizen, here:

<https://www.gov.uk/check-british-citizen>.

If you are not a British citizen but think you may be eligible, contact the British Embassy Brasilia to apply for an emergency travel document, here: <https://www.gov.uk/world/organisations/british-embassy-brazil#contact-us>.

Once you have contacted them, you will be advised to book an appointment for an emergency travel document at the British Embassy Brasilia, here: https://www.consular-appointments.service.gov.uk/fco/#!/british-embassy-brasil/issuing-an-emergency-travel-document/slot_picker.

Other consular services

Notarial and documentary services

The British Embassy Brasilia may be able to offer notarial services, including administer an oath, affirmation or affidavit; witness a signature; make a certified copy of a document; unite documents; legalise a document. Where local notaries can provide services, the British Consulate will not provide them.

In many cases local notaries or lawyers can provide services more cheaply, quickly and conveniently.

See the full list of notarial and documentary services they provide, here: <https://www.gov.uk/guidance/notarial-and-documentary-services-guide-for-brazil>.

Consular fees

The British Embassy Brasilia charge fees for some of our services. See the full list of consular fees in Brazil, here: <https://www.gov.uk/government/publications/brazil-consular-fees>.

They also provide services in:

Belo Horizonte:

<https://www.gov.uk/government/world/organisations/british-consulate-general-belo-horizonte>

Recife:

<https://www.gov.uk/world/organisations/british-consulate-general-recife>

Rio de Janeiro:

<https://www.gov.uk/world/organisations/british-consulate-general-rio-de-janeiro>

Sao Paulo:

<https://www.gov.uk/world/organisations/british-consulate-general-sao-paulo>

British Consulate General Rio de Janeiro

Praia do Flamengo, 284 -
Flamengo CEP 22210-030
Rio de Janeiro Brazil

Switchboard:

+55 (21) 2555 9600

Fax: +55 (21) 2555 9671

For enquiries that are not
about consular issues,

Email:

bcg.rj@fco.gov.uk

British Consulate General Recife

Av. Agamenon Magalhães nº
4775 - Ilha do Leite, CEP 50070-
160 Recife Pernambuco Brazil

Switchboard:

+55 (81) 2127 0200

Fax: +55 (11) 3094 1899

For enquiries that are not
about consular issues,

Email:

recife@britishconsulate.org.br

British Consulate General Belo Horizonte

Rua Fernandes Tourinho,
669/702 - Savassi 30112-000 Belo
Horizonte Minas Gerais Brazil

Switchboard:

+55 21 2555 9600

For enquiries that are not
about consular issues,

Email:

bcg.bh@fco.gov.uk



British Consulate-General São Paulo

The British Consulate-General São Paulo represents the UK Government in Brazil.

Find out more on their UK and Brazil news page: <https://www.gov.uk/world/brazil/news>. The British Consulate-General São Paulo provides services to British nationals living in and visiting Brazil. You can access UK Government services while in Brazil, here: <https://www.gov.uk/world/brazil>.

Urgent assistance

If you are in São Paulo and you need urgent help (for example, you have been attacked, arrested or someone has died), call +55 11 3094 2700. If you are in the UK and worried about a British national in Brazil, call 020 7008 1500.

Get an emergency travel document

You can apply for an emergency travel document if you are abroad and your passport has been lost or stolen, damaged or expired, and you cannot get a new or replacement passport in time to travel, here: <https://www.gov.uk/emergency-travel-document>.

If the person needing the emergency travel document is under 16, a parent or guardian should apply on their behalf.

If you are due to travel in the next 24 hours, contact the British Consulate-General São Paulo as soon as possible, here: <https://www.gov.uk/world/organisations/british-consulate-general-sao-paulo#contact-us>.

If you are travelling in more than 3 weeks, check if you can get a new or replacement passport in time to travel, here: <https://www.gov.uk/renew-adult-passport>.

If you are not a British citizen or have not had a British passport before

If you are not sure, check if you are a British citizen, here: <https://www.gov.uk/check-british-citizen>.

If you are not a British citizen but think you may be eligible, contact the British Consulate-General São Paulo to apply for an emergency travel document, here: <https://www.gov.uk/world/organisations/british-consulate-general-sao-paulo#contact-us>.

Once you have contacted them, you will be advised to book an appointment for an emergency travel document at the British Consulate-General São Paulo, here: https://www.consular-appointments.service.gov.uk/fco/#/british-consulate-general-sao-paulo/issuing-an-emergency-travel-document/slot_picker.

Other consular services

Notarial and documentary services

The British Consulate-General São Paulo may be able to offer notarial services, for example administer an oath, affirmation or affidavit; witness a signature; make a certified copy of a document, unite documents; legalise a document. Where local notaries can provide services, the British Consulate will not provide them. In many cases local notaries or lawyers can provide services more cheaply, quickly and conveniently.

See the full list of notarial and documentary services they provide, here: <https://www.gov.uk/guidance/notarial-and-documentary-services-guide-for-brazil>.

Legalisation services

Read the British Consulate-General São Paulo notarial and documentary services for more information on legalisation, here: <https://www.gov.uk/guidance/notarial-and-documentary-services-guide-for-brazil>.

Consular fees

The British Consulate-General São Paulo charge fees for some of our services. See the full list of consular fees in Brazil, here: <https://www.gov.uk/government/publications/brazil-consular-fees>.

They also provide services in:

Belo Horizonte:

<https://www.gov.uk/world/organisations/british-consulate-general-belo-horizonte>

Brasília:

<https://www.gov.uk/world/organisations/british-embassy-brazil>

Recife:

<https://www.gov.uk/world/organisations/british-consulate-general-recife>

Rio de Janeiro:

<https://www.gov.uk/world/organisations/british-consulate-general-rio-de-janeiro>

Contact details

British Consulate-General São Paulo

R. Ferreira de Araújo,
741 - Pinheiros
CEP 05428-002 São Paulo
São Paulo
Brazil

Switchboard:

+55 (11) 3094 2700

Fax:

+55 (11) 3094 2717

The Institute of Export & International Trade

**The Institute of Export & International Trade**

Export House
Minerva Business Park
Lynch Wood
Peterborough
PE2 6FT, UK

T: +44 (0) 1733 404400
www.export.org.uk

Department for International Trade (DIT)

**Department for International Trade (DIT)**

If you have a specific enquiry about the Ukrainian market which is not addressed by the information in this guide, you may contact:

Email: enquiries@trade.gsi.gov.uk
Enquiries: +44 (0)20 7215 5000

Otherwise contact DIT at the British Embassy Brasilia or the British Consulate-General São Paulo directly, for more information and advice on opportunities for doing business in Brazil:

British Embassy Brasilia

Setor de Embaixadas Sul
Quadra 801, Lote 8
70408-900 Conjunto K Brasilia
Brazil

E: DITBrazil@fco.gov.uk
T: + 55 61 3329 2300

www.gov.uk/world/organisations/british-embassy-brazil

British Consulate-General São Paulo

R. Ferreira de Araújo,
741 - Pinheiros
CEP 05428-002 Sao Paulo
Sao Paulo
Brazil

T: +55 (11) 3094 2700

www.gov.uk/world/organisations/british-consulate-general-sao-paulo

UK Export Finance



UK Export Finance

UK Export Finance

UK Export Finance is the UK's export credit agency and is the operating name of the Export Credits Guarantee Department (ECGD). UKEF's mission is to ensure that no viable UK export fails for lack of finance or insurance from the private sector, while operating at no net cost to the taxpayer.

We help UK companies of all sizes and in all sectors win, fulfil and get paid for export contracts. We provide insurance to exporters and guarantees to banks to share the risks of providing export finance.

In addition, we can make loans to overseas buyers of goods and services from the UK.

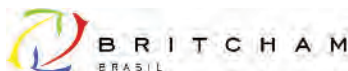
As the world's first export credit agency, established in 1919, we've been innovating since day one.

- Last year, we provided £2.5 billion of support for UK exports, helping 191 companies sell to 75 markets around the world.
- 77% of all companies we supported were small to medium-sized businesses.
- We also lent £666 million directly to overseas buyers to help them buy from the UK - more than double the amount for 2016 to 2017.

New business enquiries: Visit:
www.great.gov.uk/get-finance

T: +44 (0) 20 7271 8010
E: customer.service@ukexportfinance.gov.uk

BRITCHAM BRAZIL



BRITCHAM BRAZIL

Adriana Kanhan –
General Manager

T: +55 21 2262-5926
T: +55 21 2240-1058

E: akanhan@britcham.com.br
www.britcham.com.br

British Expertise

**British Expertise**

23 Grafton Street
London
W1S 4EY

T: +44 (0) 20 7824 1920

F: +44 (0) 20 7824 1929

www.britishexpertise.org

International Market Advisor

**International Market Advisor**

IMA Ltd
2nd Floor
32 Park Green
Macclesfield
SK11 7NA

Email: info@ima.uk.com

General enquiries switchboard

T: +44 (0) 1298 79562

www.DoingBusinessGuides.com

Media enquiries

Newsdesk & out of hours

T: +44 (0) 1298 79562

Language Services

**AST Language Services Ltd**

Unit 8, Ayr Street, Nottingham
NG7 4FX United Kingdom

T: +44 (0) 115 970 5633

F: +44 (0) 845 051 8780

E: office@astls.co.uk

www.astlanguage.com

Law/Legal

**Aroeira Salles Advogados****Belo Horizonte**

Rua dos Timbiras, 1.754, 12, 13 e 17 andares, Bairro Lourdes
Belo Horizonte - MG
Minas Gerais Brazil 30140-061

T: +55 31 3248 2300

Brasília

Setor de Autarquias Sul, Quadra 05, Bloco K, Conjunto 512, Edifício OK Office Tower, Brasília - DF
Distrito Federal Brazil 70070-050

T: +55 61 3213 0500

Rio de Janeiro

Avenida Rio Branco, 147, Conjunto 1.101, Centro
Rio de Janeiro - RJ
Rio de Janeiro Brazil 20040-006

T: +55 21 3861 2150

São Paulo

Rua Helena, 260, 11 Andar, Conjunto 114, (Edifício Atrium IV) Vila Olímpia, São Paulo - SP
São Paulo Brazil 04552-050

T: +55 11 4550 1667

London

1 Royal Exchange, London EC3V 3DG UK

T: +44 (0) 20 3751 6285

E: contato@aroeirasalles.com

www.aroeirasalles.com

Construction/Engineering Services

**Contracta Construction UK Ltd**

Central Court, 25 Southampton Buildings, London WC2A 1AL

T: +44 (0) 20 3709 9510

www.contractaconstruction.co.uk

Bank/Financial Services

**Banco Bradesco Europa S.A****Banco Bradesco Europa - London Branch**

Salesforce Tower,
25th Floor
110 Bishopsgate,
London
EC2N 4AY

T: +44 (0) 20 7382-0070
E: info@bradesco.co.uk

Website address:

Brazil: banco.bradesco
Europa: bradescoeuropa.eu

Contact names:

Humberto Carvalho
General Manager

T: +44 (0) 20 7382-0072
E: hcarvalho@bradesco.co.uk

Andrea Boltz
Corporate Relationship Manager

T: +44 (0) 20 7382-0072
E: aboltz@bradesco.co.uk

Felipe Bevilacqua
Corporate Relationship Manager

T: +44 (0) 20 7382-0072
E: fbevilacqua@bradesco.co.uk

Accountants/Professional Business Services

**PwC Brazil**

1400 Francisco Matarazzo Avenue
São Paulo, SP, 05001-903, Brazil

T: +55 (11) 3674 2000

www.pwc.com.br

Airline

**TAP Air Portugal**

Contact: Ricardo Dinis

T: 0345 601 0932

E: rdinis@tap.pt

www.flytap.com

Education

**The University of Manchester Worldwide**

T: + 55 11 2844-1651

E: contato@mbsbrazil.com.br

www.manchesterbusinessschool.com.br

Transport

**Voom Flights**

To learn more about our flight schedule, operations, and partnership opportunities, please contact:

Voom Concierge Team

T: +55 11 4280-5344

E: support-br@voom.flights

Business Development

T: +55 11 3197-2202

E: felipe.fonseca@voom.flights

Marketing

T: +55 11 4680 6810

E: raissa.palma@voom.flights

www.voom.flights

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Instagram: <https://www.instagram.com/voomflights/>

Twitter:

<https://twitter.com/voomflights>

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TICKETS**

AT WWW.GOINGGLOBALLIVE.CO.UK

 [@GoingGlobalLive](https://twitter.com/GoingGlobalLive)



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GLOBAL**

RUNNING
ALONGSIDE



**FOREIGN DIRECT
INVESTMENT EXPO**

EUROPE'S LARGEST EVENT FOR
**UNPARALLELED ADVICE ON
HOW TO ENTER OVERSEAS
MARKETS AND SUCCEED**

SEMINARS LED BY INTERNATIONAL BUSINESS EXPERTS

CUTTING EDGE SUPPLIERS TO HELP YOU SET UP OVERSEAS

1-2-1 ADVICE & INTERACTIVE FEATURES

CO-LOCATED WITH **THE BUSINESS SHOW**



Going Global runs annually every May at the ExCeL London. For the dates of the next event, please visit www.goinggloballive.co.uk



■ Trade shows

A trade show is a method of promoting a business through the exhibition of goods and services, an organised exhibition of products, based on a central theme, where manufacturers meet to show their products to potential buyers.

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SME firms to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

For more information visit: <https://www.gov.uk/tradeshow-access-programme>.

IOE&IT's events:

www.export.org.uk/events/event_list.asp

10 Times

(formerly BizTradeShows.com):
www.10times.com/brazil

British Expertise Events:

www.britishexpertise.org/events/

EventsEye.com online database:

www.eventseye.com

DIT online events search facility:

www.events.great.gov.uk/ehome/index.php?eventid=200183029&



Useful Links

■ Country information:

BBC Website:

http://news.bbc.co.uk/1/hi/country_profiles/default.stm

FCO Country Profile:

<https://www.gov.uk/foreign-travel-advice/brazil>

■ Culture & communications:

ICC – The international language association

<http://www.icc-languages.eu/>

■ Customs & regulations:

HM Revenue & Customs:

<https://www.gov.uk/government/organisations/hm-revenue-customs>

■ Economic information:

The Economist:

<https://www.economist.com/topics>

Trading Economics:

www.tradingeconomics.com

■ Export control:

Export Control Joint Unit:

<https://www.gov.uk/guidance/beginners-guide-to-export-controls>

■ Export finance & insurance:

British Insurance Brokers Association (BIBA):

www.biba.org.uk

UK Export Finance (formerly ECGD):

www.gov.uk/government/organisations/uk-export-finance

■ Intellectual Property:

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

World Intellectual Property Organization (WIPO):

http://www.wipo.int/treaties/en/text.jsp?file_id=288514

■ Standards & technical regulations:

British Standards Institution (BSI):

<https://www.bsigroup.com/en-GB/industries-and-sectors/import-export/>

Export Control Joint Unit (ECJU):

<https://www.gov.uk/government/organisations/export-control-organisation>

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

National Physical Laboratory:

<http://www.npl.co.uk/>

■ Trade statistics:

HM Revenue and Customs (HMRC):

<https://www.uktradeinfo.com/statistics/buildyourowntables/pages/table.aspx>

National Statistics Information:
<https://www.gov.uk/government/statistics/announcements>

Office for National Statistics:
<http://www.ons.gov.uk/>

■ Trade shows:

British Expertise Events:
<https://www.britishexpertise.org/events/>

EventsEye.com online database:
www.eventseye.com

DIT Events Portal:
<https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>

■ Travel advice:

FCO Travel:
www.gov.uk/browse/abroad

FCO Foreign Travel Insurance:
<https://www.gov.uk/guidance/foreign-travel-insurance>

■ Healthcare abroad:

Travel health:
www.travelhealth.co.uk

TravelHealthPro:
<https://travelhealthpro.org.uk/countries>

NHS (Scotland):
<http://www.fitfortravel.nhs.uk/destinations.aspx>

NHS Choices:
<https://www.nhs.uk/using-the-nhs/healthcare-abroad/>

■ International trade:

British Chambers of Commerce (BCC):
www.britishchambers.org.uk

British Council:
www.britishcouncil.org

British Expertise:
www.britishexpertise.org

British Franchise Association:
<http://www.thebfa.org/international>

Centre for the Protection of National Infrastructure (CPNI):
<http://www.cpni.gov.uk/>

Confederation of British Industry (CBI):
www.cbi.org.uk

Department for Business, Energy & Industrial Strategy (BEIS):
<https://www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy>

Department for International Trade (DIT):
<https://www.gov.uk/government/organisations/department-for-international-trade>

DIT e-exporting programme:
<https://www.gov.uk/guidance/e-exporting>

Export Britain:
<http://exportbritain.org.uk/>

Exporting is GREAT:
<https://www.great.gov.uk/>

Foreign & Commonwealth Office (FCO):
www.gov.uk/government/organisations/foreign-commonwealth-office

Heritage Foundation Index of Economic Freedom:
<https://www.heritage.org/index/ranking>

Institute of Directors (IoD):
www.iod.com

Institute of Export & International Trade (IOE&IT):
www.export.org.uk

International Monetary Fund (IMF):
<http://www.imf.org/external/index.htm>

Market Access database:
<http://madb.europa.eu/madb/indexPubli.htm>

Open to Export:
<http://opentoexport.com/>

Organisation for Economic Co-operation and Development (OECD):
<http://www.oecd.org/>

Overseas business risk:
<https://www.gov.uk/government/collections/overseas-business-risk>

Transparency International:
<http://www.transparency.org/>

UK Trade Tariff:
<https://www.gov.uk/trade-tariff>

UK Visas:
<https://www.gov.uk/government/organisations/uk-visas-and-immigration>

World Bank Group economy rankings:
<http://www.doingbusiness.org/en/rankings>

World Economic Forum Global Competitiveness Report:
<http://reports.weforum.org/global-competitiveness-report-2018/>

■ Brazilian websites:

Government of Brazil:
<http://www.brasil.gov.br/>

Institutional Security Office:
<http://www.gsi.gov.br/>

Ministry of Agriculture, Livestock and Food Supply:
<http://www.agricultura.gov.br/>

Ministry of Cities:
<http://www.cidades.gov.br/>

Ministry of Culture:
<http://www.cultura.gov.br/>

Ministry of Defense:
<https://www.defesa.gov.br/>

Ministry of Education:
<http://www.mec.gov.br/>

Ministry of the Environment:
<http://www.mma.gov.br/>

Ministry of Finance:
<http://www.fazenda.gov.br/>

Ministry of Foreign Affairs:
<http://www.itamaraty.gov.br/>

Ministry of Health:
<http://portalms.saude.gov.br/>

Ministry of Human Rights:
<http://www.mdh.gov.br/>

Ministry of Industry, Foreign Trade
and Services:
<http://www.mdic.gov.br/>

Ministry of Infrastructure:
<http://infraestrutura.gov.br/>

Ministry of Justice:
<http://www.justica.gov.br/>

Ministry of Labour:
<http://www.trabalho.gov.br/>

Ministry of Mines and Energy:
<http://www.mme.gov.br/>

Ministry of National Integration:
<http://www.integracao.gov.br/>

Ministry of Planning, Development and
Management:
<http://www.planejamento.gov.br/>

Ministry of Science, Technology,
Innovation and Communications:
<http://www.mctic.gov.br/portal>

Ministry of Social Development:
<http://www.mds.gov.br/>

Ministry of Sport:
<https://www.esporte.gov.br/>

Ministry of Tourism:
<http://www.turismo.gov.br/>

Ministry of Transparency, Supervision
and Control:
<http://www.cgu.gov.br/>

São Paulo Turismo:
<http://www.spturis.com/v7/index.php>

Visit Brazil:
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Quick facts

- **Location:** Eastern South America, bordering the Atlantic Ocean
- **Area:** 8,515,770 km²
- **Population:** 209.2 million (World Bank, Dec 2018)
- **Urban population:** 85.9%
- **Capital city:** Brasília
- **GDP per capita:** US \$9,894.9
- **Languages:** Portuguese (official and most widely spoken language)
- **Religions:** Roman Catholic 64.6%, other Catholic 0.4%, Protestant 22.2% (includes Adventist 6.5%, Assembly of God 2.0%, Christian Congregation of Brazil 1.2%, Universal Kingdom of God 1.0%, other Protestant 11.5%), other Christian 0.7%, Spiritist 2.2%, other 1.4%, none 8%, unspecified 0.4% (2010 est.)
- **Government type:** federal presidential republic
- **Legal system:** civil law; note - a new civil law code was enacted in 2002 replacing the 1916 code
- **Currency:** Brazilian Real (BRL)
- **Climate:** mostly tropical, but temperate in south
- **Natural resources:** bauxite, gold, iron ore, manganese, nickel, phosphates, platinum, tin, rare earth elements, uranium, petroleum, hydropower, timber
- **Natural hazards:** recurring droughts in the northeast; floods and occasional frost in the south
- **Time difference:** UTC-3
- **Internet country code:** .br
- **National holidays:** Independence Day, 7th September (1822)
- **National symbols:** Southern Cross constellation; national colors: green, yellow, blue

[Source – FCO Economics Unit, CIA World Factbook, World Bank (January 2019)]





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