



Brazil-Canada
Chamber of Commerce

Day Long Seminar on How to Do Business in Brazil-Huge Success

by Almeiri Santos, RealTrade Magazine

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The Brazil-Canada Chamber of Commerce organized last Thursday, June, 4, in Toronto a day-long workshop "Doing Business in Brazil". The experts invited to talk at the event provided guidance with the most frequently asked questions about trade and investment in Brazil.

Among the topics presented at the event included practical suggestions for local partners, tips regarding mergers and acquisitions, expert insights regarding Brazilian legal, financial, taxation and logistics systems. The attendees also had the opportunity for one-on-one meetings with the experts and advisors.



Felipe Pinel, Senior Vice President, Renewable Power Development – Latin America for Brookfield speaks at the workshop "Doing Business in Brazil".

The activities started with a Presentation by Wanja Nobrega, the Brazilian Trade Commissioner in Toronto, on Brazil as a country. She called attention to the 49% of Brazilians that form the class C (low income), a new population of consumers in Brazilian society. "They are people who now can buy a car, a phone. This is a large market within Brazil that should be explored by Canada. In addition, Brazil should also be seen as a gateway to the other Mercosur countries"she said.

An overview of the investment climate was made by Ernesto Araujo, Deputy

Head of Mission at the Brazilian Embassy in Ottawa. He touched a few key points about the Brazilian approach to external markets. "Brazil has to be more exposed to external markets. We are focused on the domestic market because we have such a huge market" he said. Araujo also noted that Brazil has a work force of 4 million new working people, and academic and technological capacity of 20 thousand new engineers each year.

Cintia Panucci Zanellato, Manager Legal Affairs & Corporate Secretary for Vaaldiam Resources Ltd spoke about the Investment and the Legal System. Zanellato had the job of explaining the Foreign Investment and Legal System, Direct Investment, Intellectual Property, Foreign Investment Restrictions applied. "Brazil is time consuming, but people are not giving up" she said.

Doing Business in Brazil also show-cased two success stories: Great Lakes Trading Inc Food Exports to Brazil and Brookfield Power Investments in Brazil. "It is possible to be successful investing in Brazil. We (Brookfield) have over 2 billion dollars invested in Renewable Power Generation in Brazil with close to 600MW" said Felipe Pinel, Senior Vice President, Renewable Power Development – Latin America for Brookfield.

The one-day workshop offered substantial information regarding the Brazil trade and investment climate and equipped you with the insight to enhance your success.

Brazil is the sixth biggest economy in the world and the biggest Latin American market. With strong mining, manufacturing, and agro-industry Brazil is an attractive destination for trade and investment.

The Brazilian market requires innovative machinery, equipment, electronics, chemicals, automotive parts, and a number of products and services that Canadians can supply. The economy has opportunities for investment in infrastructure, mining, oil, telecommunications, science, technology and more.