



国家级境外窗口机构
商务部海外贸易中心管理系列
国务院“走出去”战略重要举措之一
中巴经贸交流第一平台

Colorful Brazil, Wonderful South America

**The focus of the world's attention
The area can not be ignore**

China-Brazil Investment Development & Trade Center

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2014. 07

Brazil·Brasilia



Pay attention to Brazil

CTC

- Decade
- Breakthrough
- Broader Platform

CTC Business

- Investment
- Trade
- Fusion

China-invested Enterprise

- Region
- Industry
- Systematism

Development Prospect

- Opportunity
- Risk
- Bright Future

Pay attention to Brazil

To get into Brazil, first understand Brazil, comprehend Brazil, then success in Brazil

- What kind of market Brazil is
- How to effectively develop Brazil market

- Intermediaries
- Localization

Two advices:

1. The sense of direction is very important
2. Do not consider Brazil with Chinese thinking

Enterprises go abroad, need a global view

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Economic and trade cooperation between China and Brazil with rapid development, effective integration of 10 years Witness the rapid development of bilateral economic and trade cooperation between China and Brazil

Decade

In 2002 started the preparation; Opened in 2004
By the end of June 2014, the cumulative received 19202 consulting
Brazil > China; Free > Charge
Taxation, labor and investment environment in a high proportion

80%
Brazil Chinese
Enterprise

Breakthrough

- The first platform between China and Brazil economic and trade exchanges
- Ministry of commerce of overseas trade center management series
- One of the important measures of the state council for the strategy of "going out"
- Institution of national overseas window

5.05
Average daily
inquiries

Broader
Platform

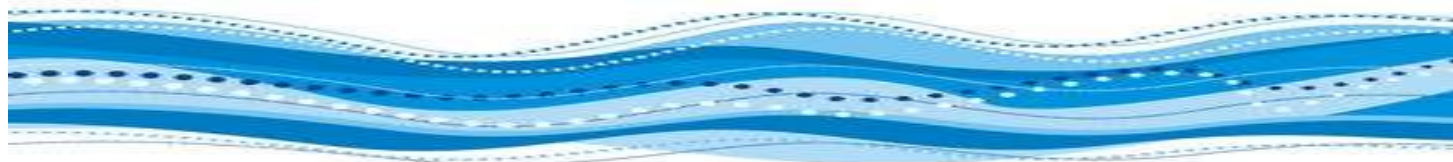
> 73%
import duty

Witnessed the economic and trade development between China and Brazil:
In the bilateral economic and trade exchanges between China and Brazil, it has experienced three waves:

Brazilian trade start

Manufacturing output

Consumption and services growth



Actively seek the breakthrough, diversified business development:
Three plates six kinds of service!

Decade

Breakthrough

Broader Platform

Enjoy Chinese companies in Brazil's success!

Main business: trade with Brazil, invest in Brazil, business travel in Brazil

Trade: Help Brazil smooth procurement from China is to promote exports! To assist door to door service and solve trade disputes

Investment: Assist Chinese Enterprises smooth investment in Brazil. Provide comprehensive service from research to the be born, from mergers and acquisitions to build factories.

Business Travel: International economic and trade cooperation must be started with business travel. Arrange business trip, conference and exhibition.



CTC–Broader Platform

Prived service for Chinese and Brazil enterprises

To help Brazilian companies to China procurement, to promote the development of China's advantage products and service for Brazil.

Decade

Breakthrough

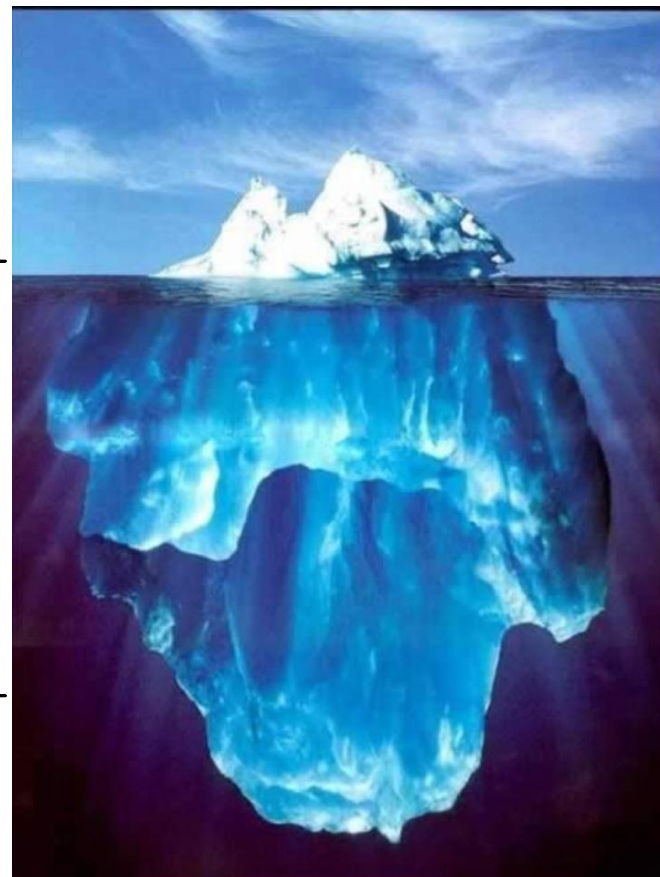
Broader Platform

Public service platform:
Regular project consulting free of charge
+ value-added project paid services

Visible service:
Trade consulting
Investment consulting
Ground support
... ..

Lubricants and navigator of economic and trade cooperation between China and Brazil

The actual service ability:
Integration with China and Brazil are widely resources: the chamber of commerce, associations, trade unions, Banks, law firms, accounting firms, professional services, industry leading enterprises
.....



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China is Brazil's largest source of investment, and the first big Brazilian accepting foreign direct investment.

Investment

Trade

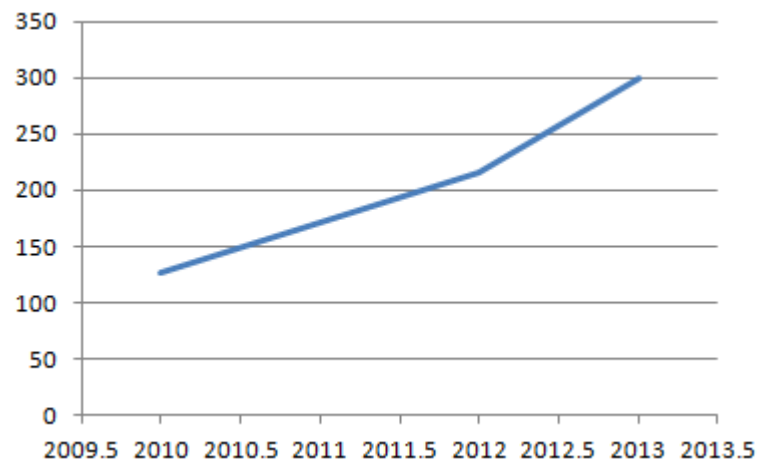
Fusion

Chinese investment volume in Brazil

In 2010, \$126 billion

In 2012, \$215 billion

In 2013, \$300 billion



Invest in Brazil:

Brazil can enjoy favorable trade environment and transparent regulatory system.

Suggested that Brazilian company cooperation with more experience in the Brazilian market.

Pay attention to the expatriate executives and staff visa policy.

China is Brazil's largest trading partner.

Bilateral trade structure is very complementary.

Investment

Trade

Fusion

■ Brazil exports to China's main products:

- Mineral products } 78.3%
- Plant products }
- Chemical products, transport equipment, animal products

Brazil exports to China

Mineral and agricultural commodities etc.

■ Brazil imports of major commodities from China:

- Machinery and electronic products, textiles and raw materials and chemical products.
- Textiles and raw materials, furniture and toys, leather bags and other light industrial products.

Brazil imports from China

Machinery and electronic products, textiles and raw materials, chemical products, furniture, toys, leather bags and other

Chinese export competitive country:

India, and Indonesia, Bangladesh, Italy, and France, and Argentina, and Uruguay, and Viet Nam.

Adequate preparation and rigorous research are the prerequisite for success.

Investment

Trade

Fusion

Adequate preparation

Talent preparation
Capital reserve
Time to prepare
Anti-risk preparation

Fusion

Enter recommendations

Due diligence investigations
Forensic consulting
Financial and tax consultation
... ..

Typical cases

A large electronic enterprises
trade disputes
An iron and steel project
stalled

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China-invested Enterprise-Region

Chinese-invested enterprises mainly concentrated in Sao Paulo, Rio DE janeiro and surrounding.

Region

Industry

Systema
tism

The Southeast: 46%
The Midwest: 17%
The northeast: 17%
South : 10%
North : 10%



China-invested Enterprise-Industry

Relative concentration of industries are also characteristics of Chinese-invested enterprises into the emerging markets. Recommendations to guide enterprises in order to enter, rather than clumped together after mutual strife.

Region

Industry

Systematism

Main industries	key enterprises
Motor vehicle	Chery, JAC, Sinotruk, SQ Auto, Foton, Geely, BYD, CCAG, LIFAN, HCD
Machinery and equipment	XCMG,ZOOMLION,SANY,GUANGXI LIUGONG,BSG
Electronic communications	HUAWEI,ZET,LENOVO,FOXCONN,CHINA TELECOM
Financials	BC,ICBC,CCB
Energy and electricity	State Grid,CNPC,CNOOC,SINOCHEM GROUP
Agriculture	CQGG, BBCA Group,Guanfeng Seeds、 Hope Full Grain Oil
IT	Baidu,Tencent,360
Infrastructure	SINOHYDRO,CGGC
Mineral	Baosteel Group,WISCO,TISCO,CITIC

China-invested Enterprise- Systematism

After China-invested enterprises to enter Brazil, suggestions quickly get in touch with organizations, especially maintain contact to the Counsellor's Office of the Embassy

Region

Industry

Systema
tism

Close contact with government agencies accredited:

Embassy

Consulate
General

E &C Counsellor's
Office of the Embassy

Maintain communication with the official organization:

Branch of CCPIT Brazil

China-Brazil Business Council

Moderate contact with standardizing on civil organizations:

Note that identification of standardizing on civil society organizations

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Brazil has many investment opportunities.

Converted into real business opportunities for distance collaboration is a long process.

Opportunity

Risk

Bright Future

With the rise and development of the BRICS countries on the world stage, the cooperation between China and Brazil will be more deeply.

Just the end of the World Cup, China has accounted for 80% of the Brazilian World Cup manufacturing products;

Will soon celebrate the Olympic Games, China manufacturing has begun to actively prepare.

Brazil focused investment opportunities may also exist in the following areas:

Infrastructure: PIL, the government invested \$ 100 billion:

Railways, 11,000 km, \$ 50 billion

Highways, 7,000 km, \$ 23 billion

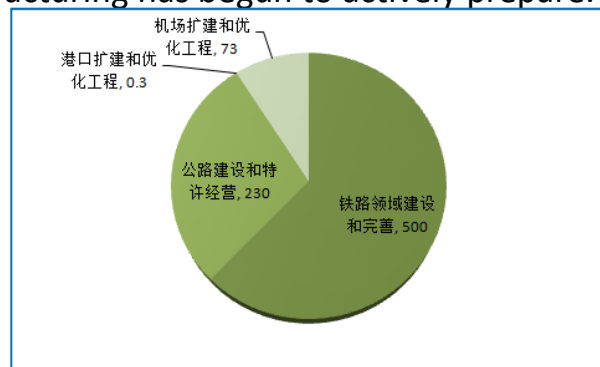
Port, is expected to invest \$ 30 billion

Airport, 270, \$ 7.3 billion

Energy power industry: in addition to the logistics bottleneck, Brazil's power shortage has become the second big obstacle restricting the development of the economy

Aviation, communication, large complete sets of equipment, high precision and technical cooperation in the field of clean energy

The depth of the mineral, agricultural processing cooperation



Development Prospect-Risk

Terrible Brazil cost!

Opportunity

Risk

Bright Future



Only fully understand Brazil, comprehend Brazil ,then you will succeed in Brazil!

Opportunity

Risk

Bright
Future

1. In-depth understanding of industry and insight into potential opportunities
2. Preliminary research and analysis are essential steps
3. Study of local policies and regulations, to minimize business risks
4. Full site survey: tax support from the Government's policy, the target market distribution, upstream and downstream industry chain match, local labour aspects such as quality, optimized selection
5. Local partner credit investigation, financial analysis
6. Carefully chosen partners, seeking support from local consulates, and trusted commercial expert service
7. When in Rome, do as the Romans do,, cautious about labour policies, respecting the local business, corporate culture, avoiding unnecessary conflict
8. Combined with the deepening of bilateral economic and trade cooperation, recommends preparation of China-Brazil Fund.



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