

Opportunities in Brazil

The Brazilian Government is making very significant investments in energy and logistics infrastructure. Specific opportunities have been identified for companies in: energy (power generation, oil & gas and renewable energy) ports, airports and road logistics, aerospace, chemicals and the environment. Opportunities also exist in healthcare and personal hygiene and the food and drink sector, both for novel products, as well as the related technology.

Event: 21 September 2009, 2pm - 5pm

Find out how you can grow your business in one of the world's fastest growing economies by joining experts at World Trade Centre Hull & Humber for a Question Time session and take part in interactive workshops with the UKTI and World Trade Centre teams in Brazil via video conferencing link.

Martin Raven, HM Consul-General in Sao Paulo, along with Paul Eadie MBE and Chris Wall, specialists in the Brazilian market, will reveal opportunities for businesses to capitalise on Brazil's growth. Humber-based Simpson Seafish and Supply Chain Europe, specialists in supply chain management, will share their experience of entering the Brazilian market.

Following this, Brazilian cuisine will be served and experts will be on hand to help you get started, including Canning House who are dedicated to engaging UK businesses with Brazil and Latin America. Delegates are invited to join workshops to gain specialist business advice as well as the opportunity to speak directly with UKTI staff in Brazil, via live video link.

The event is open to all Yorkshire and Humber companies.

Venue: World Trade Centre Hull & Humber

Register your attendance now

To register your attendance please call 01482 485200 or email racheal.damen@wtchumber.com. A car park space can be reserved for you in the adjacent multi-storey car park on request.



Quick facts

- A third of the World's growth this decade has originated from 'BRIC' countries: Brazil, Russia, India and China.

- Brazil's economy is predicted to grow at 4%, a stark contrast to advanced economies such as UK and USA.

- Significant investment into infrastructure - ports, road and rail, and airports - is facilitating economic development.

- The UK is one of Brazil's largest foreign investors, and many large UK corporations have well-established operations there.

Further information: the opportunities

As a BRIC market (Brazil, Russia, India and China), Brazil is a sophisticated market with demand for high value technologies and knowledge needed to excel and help achieve ambitious growth plans. Examples include:

Expertise to support infrastructure investment– The Brazilian Government has introduced a significant investment programme for into its infrastructure in 2007- 2012, in ports, airports, rail and road networks, in order to meet expectations in growth – a factor which has previously been a barrier to economic development. Whilst there are construction companies undertaking this work there is a demand for expertise to deliver the projects and in specialist areas such as airport security. There are also opportunities for UK companies to help develop the infrastructure needed for the Football World Cup 2014 which will be hosted in Brazil.

Advanced engineering – Specific UK expertise of interest to the Brazilian audience are: motor-sport (components & fuel); low-carbon technology (for aerospace and automotive, including motor-sport, applications); advanced materials, automation & robotics; sensors & instrumentation and advanced engineering R&D centres and testing facilities.

Deep sea oil and gas expertise – Recent discoveries of deep sea oil off the Brazilian coast has led to a demand for the expertise and experience gained from extracting fuel from deep sea reserves in the North Sea.

Chemicals - UK manufacturers of chemicals are amongst the leading European exporters of chemicals to Brazil. Opportunities are open for UK companies within the chemical sector, mainly in speciality products such as organic/inorganic chemicals, resins, coatings, inks, paints, pigments and dyes.

Energy – The current 5 year plan is to produce an additional 38,000MW of electricity, which has a market value of £365bn. There is a requirement for expertise to support the build of the new energy infrastructure and asset management. In addition, Brazil is the 2nd largest user of renewable energy, with opportunities for new technologies and carbon finance.

Environment – Opportunities exist for UK companies offering laboratory products, services and cleaner technology, especially in water provision, water waste treatment, air pollution technology and waste management.

Healthcare and Personal Care - A rising cosmetic consumption, coupled with increasing income level and demand of personal care is fuelling growth in this sector which is expected to rise by 15% between 2008-2011.

Ports & Logistics – The Port of Suape is a new port under development which will be the largest petrochemical and ports complex combined in the southern hemisphere. Opportunities exist for example in equipment supply and logistics technologies.

