Virtual Trade Mission: Brazil

Overview

Brazil is the largest country in South America and represents an excellent market for experienced U.S. exporters across various sectors. In 2018, Brazil was the United States’ ninth-largest export market, and its second-largest trading partner. The primary products traded in 2018 included crude oil, aircraft, iron and steel, and machinery. Brazil’s President Jair Bolsonaro has declared that Brazil wants the U.S. to be Brazil’s number one trading partner – opening the potential for a stronger trade relationship with Brazil.

Top opportunities for Virginia exporters to Brazil include:
- Defense, Aviation, and Security
- Education and Training
- Energy
- Healthcare
- ICT — Information and Communications Technologies

Infrastructure

To boost the economy and promote private sector participation in infrastructure, the Brazilian government created the Investment Partnerships Program (PPI). As of 2019, the Brazilian Ministry of Infrastructure has 59 new qualified projects under the PPI Program, to include six port terminals, 22 airports, and 14,500 kilometers of highways to be granted to the private sector. The estimated total investment is about $10 billion.

Opportunities for Virginia companies include: telecommunications networks, power generation, rail systems, improvement of port infrastructures to achieve efficiency and competitiveness, and others.

Safety and Security

Public security has become a fundamental problem in Brazil. With total expected allocations of $30 billion over the next four years, Brazilian officials are seeking to modernize public security agencies including the Federal Police Department, National Prison System, and the National Public Security Councils, among others.
Opportunities for Virginia companies include: products and equipment for states and municipal level police forces (acquisition of vehicles and equipment such as ballistic vests, holographic sights, stun guns), and others.

**Innovative Technologies and Advanced Manufacturing**

Although there are many companies practicing the application of modern technologies in manufacturing, the vast majority of SMEs need to switch from conventional production methods to computerized ones. Product development and production control through digital programs will be the basis of the technological evolution for these companies. Industries that have already reached a more advanced level in their production lines are expected to invest in automated and flexible cells of advanced manufacturing.

Opportunities for Virginia companies include: Industry 4.0 solutions, AI, cybersecurity, solutions for urban mobility (traffic management and control systems, parking systems, etc.), Agro 4.0, Healthcare 4.0, automation, robotics, and others.

“VEDP did a great job putting us in front of the right people and provided a great networking opportunity. As a result, we are better positioned in the Brazilian market than we could have possibly been without the help of VEDP.”

Trade Mission to Brazil 2019
Details

The objective for this virtual trade mission is to arrange and conduct quality meetings between you, our VEDP client, and potential sales partners (agents, representatives, or distributors) and/or customers in Brazil. Our ultimate goal is for these meetings to help you generate new sales for your company to customers in Brazil and to provide you with market intelligence.

To verify that Brazil is a good market for your company, contact your local International Trade Manager or the Trade Mission leader immediately! We only want you to participate if we think there is good market potential in Brazil for your company. We can perform exploratory market research within a short period of time to verify market potential for you. The more time you give us, the better job we can do!

Trade Mission Dates
October 26-30, 2020

Registration Deadline
September 11, 2020

Schedule:
The virtual trade mission will take place over a two- to three-week period (to be confirmed with consultant). This allows for flexibility when dealing with scheduling and time zone constraints.

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<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Activity</th>
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<tbody>
<tr>
<td>September 11, 2020</td>
<td>Friday</td>
<td>Last day for registration</td>
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<tr>
<td>During the week of</td>
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<td>Conduct virtual Doing Business in Brazil briefing</td>
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<tr>
<td>October 19, 2020</td>
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<tr>
<td>October 26, 2020</td>
<td>Monday</td>
<td>Virtual Trade Mission begins; Individual meetings</td>
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<td>Virtual meetings continue for two - three weeks as scheduled by the in-country consultant</td>
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<tr>
<td>November 13, 2020</td>
<td>Friday</td>
<td>Virtual Trade Mission ends</td>
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Frequently Asked Questions:

How many Virginia companies will participate?
The registration process is ongoing. Based on past trade missions, we expect 6 Virginia companies to participate.

What is the cost for my company to participate?
You must pay the trade mission participation fee of $2,500 to the VEDP at the time of registration. The participation fee includes the following:

- Identifying, contacting, and pre-qualifying local distributors, reps, and/or partners and organizations of your meetings with interested prospects
- Briefing on “Doing Business in Brazil”
- Your VEDP Trade Mission Leader and in-country consultant available to you to ensure everything runs to plan
- Interpreter

The virtual trade mission will take place over a two- to three-week period (to be confirmed with consultant). This allows for flexibility when dealing with scheduling and time zone constraints.

During virtual meetings, someone from the consultant’s team will likely participate in all meetings in order to facilitate the meeting, making sure everyone joins, and ensuring logistics run smoothly.

How are the meetings organized?
The VEDP has engaged the services of TVZ International, to identify, screen, and arrange meetings with potential partners for each of our trade mission delegates. TVZ International was selected through a competitive bidding process and has demonstrated extraordinary expertise, enthusiasm, and commitment to the work of introducing Virginia companies to their markets. If you would like to learn more about TVZ International, please review their website: [http://tvzint.com.br/?lang=en](http://tvzint.com.br/?lang=en).

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Will I need an interpreter?
The official language in Brazil is Portuguese. An interpreter will be provided by VEDP and is included in your registration fee.

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This was our very first trade mission and it could not have gone better. The entire process moved smoothly without a single issue. The team on the ground did phenomenal work and VEDP assisted us every step of the way. I HIGHLY recommend this to any new Virginia company and I will be attending another soon!

Trade Mission to Brazil 2019
How to Prepare
To best represent your company in a virtual environment you need to be prepared. Here are some items that you should consider before your meeting:

- Do I need to have my marketing materials or presentation translated?
- Could my product best be demonstrated with a video?
- Does my company have the appropriate technology to participate in virtual meetings?
- Do I have the right people from my company on the call?

Registration:

How do I register to participate?
You can register and pay the trade mission fee online. You may do this by visiting the following page on our website: https://braziltrademission2020.eventbrite.com

Contact the Trade Mission Leaders for more information:

John Elink-Schuurman
VALET Program Manager
Phone: 703.506.9741
Email: jelink-schuurman@vedp.org

Stephanie Agee
Vice President, International Trade
Phone: 804.545.5752
Email: sagee@vedp.org

“VEDP’s in-country consultant was of great value in arranging meetings that we would not have been able to get on our own. The Trade Mission helped us learn the needs of the Brazilian market.”

Trade Mission to Brazil 2019
Vania Zulatto

Vania Zulatto, founder and co-director of TVZ International, brought to the company 15 years of experience in working with American companies and U.S. government agencies in International trade, export promotion, market entry strategies, marketing, and Foreign Direct Investment in the U.S., positioning foreign companies to enter the Brazilian market and Brazilian businesses in establishing subsidiaries overseas. Ms. Zulatto is also TVZ's financial and administrative director responsible for the company's finance strategies, and for all the office's budgetary, personnel and administrative aspects. Prior to founding TVZ in December 2004, Ms. Zulatto worked with the Council of Great Lakes Governors Brazil Trade Office and assisted the CGLG member state companies to improve and expand their exports.

Ms. Zulatto was previously associated with the USFCS in São Paulo, Brazil, as a Co-Manager of the Trade Events Unit. Prior to that Ms. Zulatto experienced nine years of working in the private sector, acting as Buyer for a health food store where she was responsible for the purchase and pricing of approximately 2,000 items.

Ms. Zulatto received her Bachelor’s Degree in Social Sciences from The Catholic University of São Paulo, Brazil in 1993 and is also graduated in Visual Communication at Escola Panamericana de Artes in São Paulo. Ms. Zulatto who speaks Portuguese and English fluently, accomplished her English language studies in 1979 in Brazil, taking soon after that an English extension course in California, and concluded a Business English course at the Wall Street Institute in Brazil.