



2016 SelectUSA Brazil Road Show: FDI Opportunities from Brazil

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Presentation for U.S. Economic Development Organizations
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2016 Brazil Road Show Locations



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December 5th & 6th: São Paulo

December 7th & 8th: Curitiba

December 9th: Porto Alegre



Agenda



1. **Introduction**
2. **Brazil Market Overview**
3. **SelectUSA Brazil Road Show 2016**
4. **Q&A**



About SelectUSA



SelectUSA's mission is to promote and facilitate business investment in the United States. We are the single point of contact at the national level for international and domestic companies to invest in the United States.



Our Clients:

- ✓ Companies
- ✓ U.S. States, Regions, and Cities

Road Show Goals



- Promote inward investment into the United States by creating opportunities to connect U.S. economic development organizations and international investors in a high potential market.
- Educate international investors about the U.S. market and how to do business in the United States.
- Provide an opportunity for economic development organizations to directly engage in target markets and sectors

SelectUSA – Brazil Investment Specialist



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Andre Leal

SelectUSA Investment Specialist, Sao Paulo

- Joined SelectUSA in March 2015
- Previous jobs:
 - Investment Promotion Manager @Swiss Consulate General, Sao Paulo/ Brazil
 - Deputy Commercial Manager @British Consulate General, Rio de Janeiro/Brazil
 - Trade Officer @Swiss-Brazilian Chamber of Commerce, Sao Paulo/Brazil



Brazilian Market Overview

Brazil at A Glance



- ✓ 5th largest world economy;
- ✓ 207,847,528 million inhabitants
- ✓ Real GDP growth: 5.09% (2008), -0.13% (2009), 7.53% (2010), 3.91% (2011), 1.92% (2012), 3.02% (2013), 0.1% (2014); -3.85 (2015)
- ✓ GDP composition per sector (2015): 71.9% services, 22.2% industry, and 5.9% agriculture;
- ✓ Maintains well-developed agricultural, mining, manufacturing, and service sectors.



Brazilian FDI in the United States



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\$23.7B Total stock of FDI from Brazil in the United States in 2015 *(by UBO)*



Supporting
U.S. Jobs

72,400

Number of U.S. workers employed by U.S. affiliates of majority Brazilian-owned firms in 2014.



Investing in
Innovative R&D

\$28 million

Value of research and development (R&D) spending by U.S. affiliates of majority Brazilian-owned firms in 2014.



Expanding
U.S. Exports

\$5.6 billion

Total contribution to U.S. goods exports by majority Brazilian-owned firms operating in the United States in 2014.

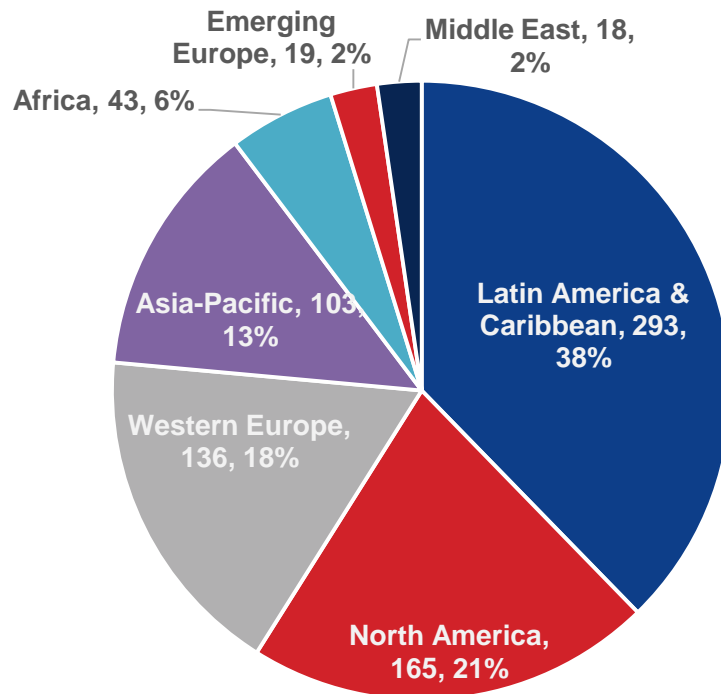
Brazilian FDI in the USA *(in USD millions)*

	2011	2012	2013	2014	2015
Position (UBO)	\$12,516	\$15,384	\$25,347	\$25,117	\$23,685
Flow	\$3,681	-\$101	\$555	-\$408	-\$758

Announced Investment Projects from Brazil

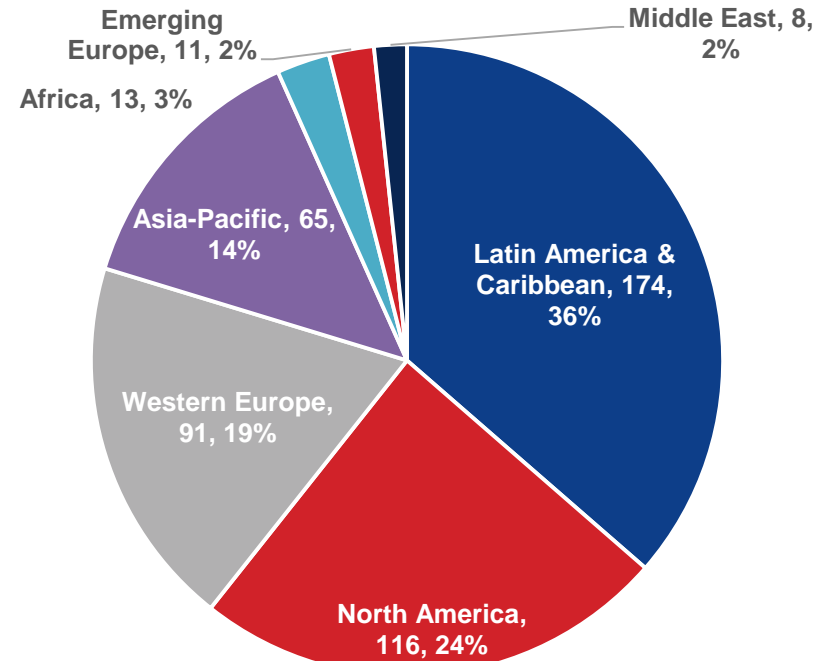


Investment Projects from Brazil to World Regions



- Between January 2003 and June 2016, there were 777 announced investment projects from Brazil to the rest of the world.

Announced Investment Projects from Parana, Rio Grande do Sul, and São Paulo

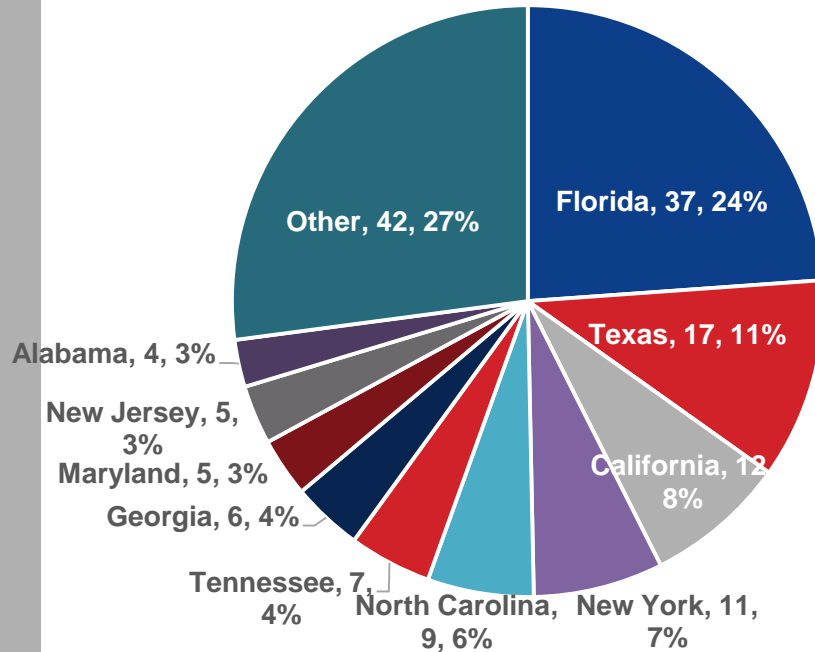


- Between January 2003 and June 2016, there were 478 announced investment projects from these three states to the rest of the world.

Announced Investment Projects from Brazil to US

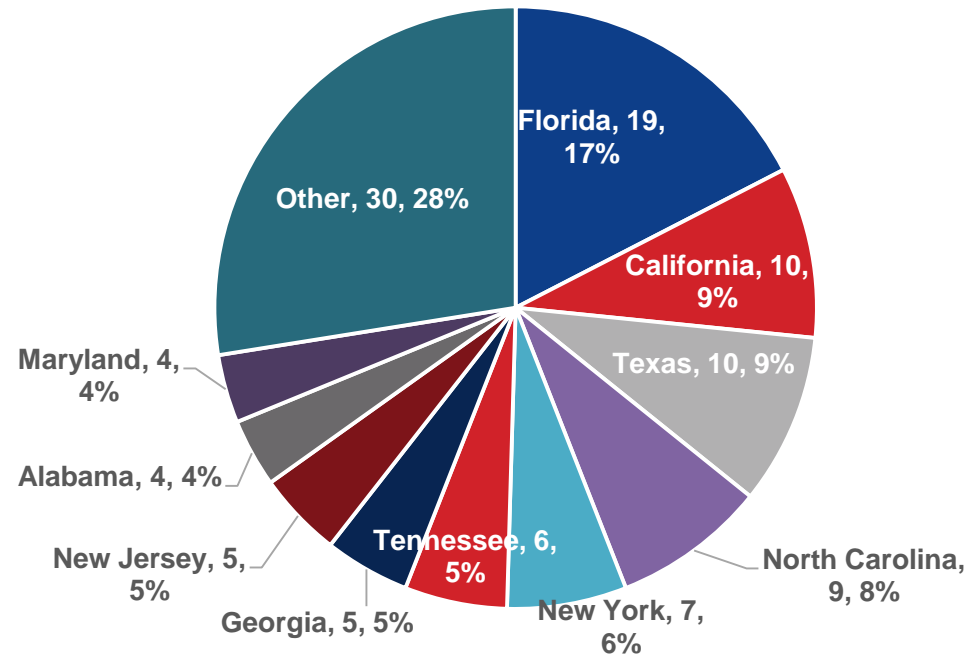


Announced Investment Projects from Brazil to the United States Between 2003 and July 2016



- Between January 2003 and June 2016, there were 155 announced investment projects from Brazil to the United States.

Announced Investment Projects from Parana, Rio do Sul, and São Paulo States

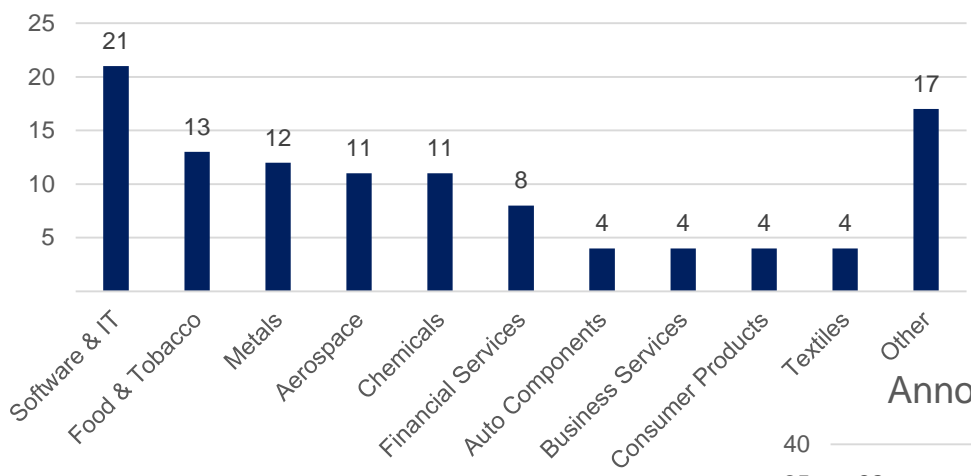


- Between January 2003 and June 2016, there were 109 announced investment projects from these three states to the United States.

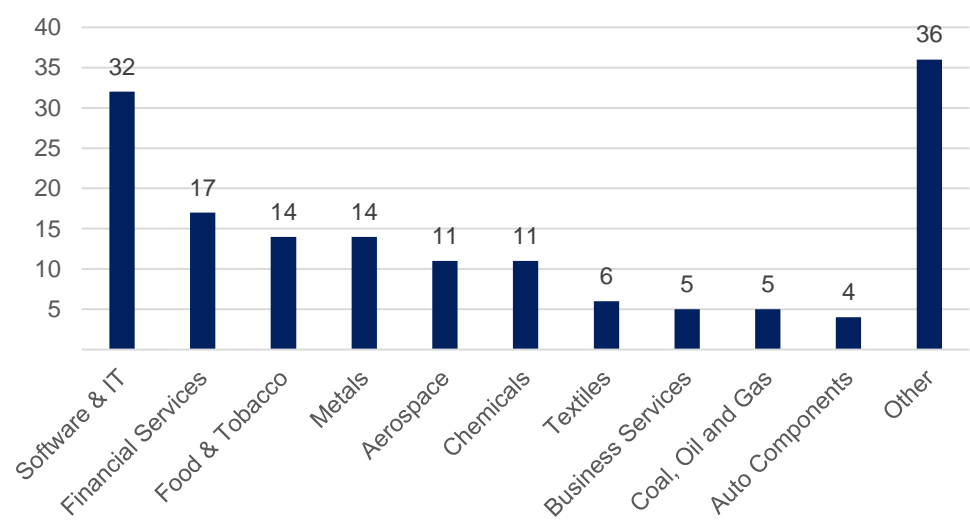
Announced Investment Projects from Brazil to US by Industry Sector



Announced Investment Projects from Parana, Rio do Sul, and São Paulo States by Industry



Announced Projects from Brazil by Industry



Largest Brazilian Companies Investing in the US



- As of 2015 had a company turnover of \$41.71 billion.
- Specializes in food processing sector.
- 12 announced investment projects in the US between 2003 and 2016.



GERDAU

- As of 2015 had a company turnover of \$18.54 billion
- Specializes in steel production.
- 11 announced investment projects in the US between 2003 and 2016.



Brazil Road Show 2016

What is the Road Show? Why Join?



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The Road Show will provide U.S. state, local, and regional economic development organizations (EDOs) the opportunity to market their offerings directly to qualified Brazilian investors and prospects.

- Direct engagement/one-on-one meetings
- Half-day seminars
- Networking
- Country Briefing
- Promotion in program brochure



2015 Brazil Road Show



- More than 400 firms in 3 locations
- EDOs and SelectUSA have ongoing cases/prospects
- Sector diversity, including:
 - IT & Communications
 - Consumer goods
 - Metal-mechanics
 - Pharma
 - Engineering services



2016 Road Show Itinerary



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Dec. 5th – São Paulo, SP

- Late afternoon Welcome/briefing session at the U.S. Consulate General, São Paulo
- Evening C-level executives reception

Dec. 6th – São Paulo, SP

- 09:00am-12:30pm SelectUSA Investment Seminar
- 12:30pm-02pm Networking lunch
- 02pm-05pm One-on-one matchmaking sessions
- Evening Depart to Curitiba by plane

Dec. 7th – Curitiba, Paraná

- 09:00am-12:30pm SelectUSA Investment Seminar
- 12:30pm-02pm Networking lunch
- 02pm-05pm One-on-one matchmaking sessions

Dec. 8th – Curitiba, Paraná / Porto Alegre, Rio Grande do Sul

- Afternoon Depart to Porto Alegre by plane

Dec. 9th – Porto Alegre, Rio Grande do Sul

- 09:00am-12:30pm SelectUSA Investment Seminar
- 12:30pm-02pm Networking lunch
- 02pm-05pm One-on-one matchmaking sessions

São Paulo: December 5th and 6th



- Population: 21.2 million inhabitants in São Paulo Metropolis which includes 39 cities
- Accounts for 11.4% of national GDP
- Industry Clusters: Aerospace, Automotive, Chemical, ICT, Financial Services, Life Sciences, and Manufacturing
- Home to Brazilian multinationals such as: Bradesco, Braskem, JBS, Odebrecht, Oxitenó/Grupo Ultra, Sabó, Stefanini and others



Curitiba: December 7th and 8th



- 8th largest city in Brazil – with a population of 1.9 million inhabitants
- 5th major GDP by city in the country
- Sectors of strength: Agriculture, Mining, Chemical, Pharmaceutical, Food & Beverage, and Furniture
- The state of Paraná is home to Brazilian multinationals such as: Copel, Klabin, Vivo, Coamo, Positivo Informática among others



Porto Alegre: December 9th



- 10th largest city in Brazil – with a population of 1.4 million inhabitant
- 8th largest city by GDP
- Sectors of strength: Agribusiness, Construction, Technology and Tourism
- State of Rio Grande do Sul is home to Brazilian multinationals such as: Gerdau, Ipiranga, Cia. Zaffari, Renner, Grendene and Grupo Tramontina among others



EDO Participation Benefits



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- Participation in the **one-on-one matchmaking sessions** in each of the three cities with a table-top/booth space;
- Access to the **list of participants** from half-day seminars in each city;
- Access to the **list of participants from C-level Brazilian executives reception** in São Paulo/SP;
- **2 tickets** to attend the half-day seminars in each of the three cities, as well as official reception in São Paulo/SP;
- 1 promotional page containing **EDO profile** and contact details, region logo and seal on the official event brochure;
- **Logo** applied in all official promotional materials related to the Road Show.

Registration



- USD \$2,000 (register by October 3, 2016)
- USD \$2,800 (register after October 3, 2016)
- Registration deadline: October 28, 2016

Register at <https://connect.eventtia.com/en/dmz/selectusabrazil/website>

Road Show registration fee does not include costs for travel, lodging, subsistence and other personal expenses that may be incurred.

How to Prepare for the Road Show?



- Language matters - translate promotional materials (Brazilian Portuguese)
- Don't be generic: tailor materials to focus on industries your location looking to attract
- Support network: be prepared to discuss local support for Brazilian business in your location
- Relationships come 1st, 2nd and 3rd (...) in Brazil
- Chitchat is important! Be relaxed and informal to start engaging with a Brazilian businesses;
- Always make sure to demonstrate your commitment to the market. Things take time in Brazil, so make sure to point out to your customer your eagerness to keep things moving.

Marketing Partner Opportunities



Service providers may participate as a marketing partner

**To indicate interest and for more information please contact
Andre.Leal@trade.gov**



Questions?



Thank You!

We look forward to seeing you in December!

For further information, please contact:

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