



# SCDI TRADE VISIT BRAZIL, RIO DE JANEIRO AND SAO PAULO

Scottish Council for  
Development and Industry

**MON 28 NOV– FRI 2 DEC 2011**

**Financially Supported by:**



**In Partnership with:**



## WHY BRAZIL

Brazil is the fifth-largest country in the world with a population of around 185 million people. It has one of the world's most rapidly developing economies and a GDP per head greater than either India or China. The value of Scottish exports in the last year totalled £180m.

The World Bank has forecast that Brazil will achieve 4.5% GDP growth for 2011.

Brazil is set to host the next World Cup in 2014 and the Summer Olympics in 2016; it is therefore a key time to explore sporting opportunities and potential partnerships between Scotland and Brazil. In June 2011, the Trade and Investment Minister Lord Green announced a commitment to doubling exports with Brazil by 2015

This will be SCDI's 7<sup>th</sup> visit to Brazil.

## WHY RIO DE JANEIRO

Rio is the second-largest city in Brazil. Aside from tourism, Rio has a vibrant business district and is home to the dominant oil and gas industry and many of Brazil's largest companies and many multi-nationals. Sectors of interest to Scottish businesses include: oil and gas, power and renewable energies, life sciences (and related biotechnology), mining, infrastructure and sports infrastructure.

## WHY SAO PAULO

With a population of nearly 20million, the city of São Paulo is one of the largest metropolitan

areas in world and the recognised business centre of Brazil.

The interior of São Paulo state is also a very rich industrial and agricultural region, accounting for 25 per cent of the nation's industrial production. Other sectors of interest for the city include education and training, creative and media industries, food and drink, ICT and software, security, aerospace, automotive, engineering, environment, water and construction.

## KEY SECTORS

There are exciting opportunities in various sectors for Scottish companies, including in automotive components, electronic, machinery, food and drink and chemicals.

Whisky exports confirm that this emerging market is of interest to Scottish companies, with more than 41million bottles shipped to Brazil in 2009. There are also significant opportunities in the oil and gas sector in Brazil. The local oil and gas companies recognise that they need to attract international expertise to develop their business further.



## VISIT PROGRAMME

### Mon 28<sup>th</sup> Nov– Fri 2 December 2011

As part of the trade delegation, you are required to attend the following events on **Monday 28<sup>th</sup> November:**

Trade visit briefing (am) hosted by UKTI Rio de Janeiro

Evening networking reception hosted by UKTI Rio de Janeiro

SCDI will organise additional group meetings over the course of the week which will compliment your individual business meetings. SCDI will transfer to Sao Paolo on Wednesday 30<sup>th</sup> November.

**Soccorex** will take place at the same time as the visit. This trade show is a football business event attracting many businesses. It takes place in Rio de Janeiro from 26 – 30 November. For more information visit <http://www.soccerex.com/events/global/>

## FINANCIAL ASSISTANCE

Ten grants of £750 are available for SMEs that are new exporters to this market, to companies that have no previous exports to the market within 12 months, to companies whose turnover from exports is less than 25% of total turnover, and who do not have existing representation in the market. This funding is provided by UK Trade & Investment via Scottish Development International. Please note we are unable to confirm places or eligibility for the financial assistance until a few days after the cut off date.

All companies will be asked to complete a short post-visit questionnaire.

## APPOINTMENT MAKING

Should you require assistance with bespoke research into the opportunities for your product in the Brazilian market or with arranging a

programme of calls/meetings whilst in Brazil, it is **strongly recommended** that you utilise the Overseas Market Introduction Service (OMIS Service) available via Scottish Development International. If you intend to use these services you are advised to complete and return the Application Form promptly as at least 8 weeks' notice is required for market research. Please note there is a charge for this service. For further information on this service please visit

<http://www.sdi.co.uk/Export/Find-New-Markets/understanding-international-markets/overseas-market-introduction-service.aspx>

## TRAVEL AND ACCOMMODATION

SCDI will co-ordinate hotel accommodation and provide details of the hotel and group rate once application forms have been processed and approved. You are responsible for organising your own flights.

To benefit from the group networking activities and business networking it is strongly advised that you stay at the group hotels.

## HOW TO APPLY

Please email Amy [amy.burnett@scdi.org.uk](mailto:amy.burnett@scdi.org.uk) or call 0141 222 9724 requesting an application form. There is no administration charge for participating on this mission.

The closing date for applying for the visit is Friday 5<sup>th</sup> August 2011.

Late applications may be accepted but will not qualify for the grant of £750 or commercial assistance.

## FURTHER INFORMATION

<http://www.ukti.gov.uk/export/countries/americas/southamerica/brazil.html>

<http://ukinbrazil.fco.gov.uk/en/>

<http://www.economist.com/countries/brazil/>