An invitation to Arkansas companies to explore business opportunities in Brazil.
Brazil is the seventh largest economy in the world and the most dynamic and prosperous economy in Latin America. In 2010, the country was named by the United Nations as the third destination for global investments, preceded only by China and India. In the same year, the Brazilian economy grew an impressive 7.5%, the largest growth since 1986. Constant and rapid growth is expected to generate new export opportunities for Arkansas firms wanting to benefit from a strong open business climate.

Brazil is characterized by large and well-developed agricultural, mining, manufacturing, and service sectors. Brazil’s economy outweighs that of all other South American countries, and Brazil is expanding its presence in world markets. Since 2003, Brazil has been steadily improving its macroeconomic stability, building up foreign reserves, and reducing its debt profile by shifting its debt burden toward real denominated and domestically held instruments. In 2008, Brazil became a net external creditor and two ratings agencies awarded investment grade status to its debt. After record growth in 2007 and 2008, the onset of the global financial crisis hit Brazil in September 2008. Brazil experienced two quarters of recession, as global demand for Brazil’s commodity-based exports declined and external credit dried up. However, Brazil was one of the first emerging markets to begin a recovery. Consumer and investor confidence revived and GDP growth returned to positive in 2010, boosted by an export recovery. Brazil’s strong growth and high interest rates make it an attractive destination for foreign investors.

An invitation from the World Trade Center Arkansas

Dear ARWTC members and Arkansas businesses:

The World Trade Center Arkansas is pleased to invite you to join us in the upcoming Trade Mission to São Paulo, Brazil being held on October 9-14, 2011.

Our mission for this event is to provide Arkansas companies with an excellent opportunity to enter or expand their market share in Brazil.

This will be an excellent opportunity to network with leading industry professionals and learn more about doing business in Brazil. Brazil will be hosting both the 2014 FIFA World Cup and the 2016 Summer Olympic Games.

The World Trade Center Arkansas will be pleased to provide you with our matchmaking services, networking opportunities, travel arrangements, hotel reservation, personalized agendas, assistance with passports/visas, and special tours of the area.

We hope you participate in this trade mission with us and help maximize the Arkansas—Brazil business relationship.

Sincerely,

The World Trade Center Arkansas

“Promoting Peace and Stability through Trade”
The size of the Brazilian market presents multiple opportunities. By joining the World Trade Center Arkansas in this trade mission you will have the chance to explore investments in the following sectors:

» Aeronautics
» Agriculture & Agribusiness
» Automobile
» Biofuels
» Biotechnology
» Foodstuff & Market chains
» Infra-structure & Construction
» Information Technology

» Machinery and Manufacturing Equipment
» Mining
» Oil & Gas
» Professional Services
» Real State
» Textiles
» Trading Companies
» Transport and Logistics
1. FUTURALLIA BRAZIL PACKAGE
   October 10-11

   - First Company Representative: $1,600
   - Additional Company Representative: $1,100 (same set of appointments)

   Package includes:
   - Registration to FUTURALLIA
   - Assistance in developing appropriate follow-up strategies
   - Personalized agenda for the trip
   - Market Research
   - Country Brief
   - Passport/Visa facilitation
   - Interpreters
   - Transportation Airport-Hotel-Airport
   - Flight arrangements
   - Hotel reservations
   - Meals
   - Tour packages *

2. GOLD KEY SERVICE PACKAGE
   October 12-13

   - Company: $1,500
   - Additional Company Representative: $1,100

   Package includes:
   - Appointments with prospective trade partners
   - Post meeting debriefing with trade specialists and assistance in developing appropriate follow-up strategies
   - Personalized agenda for the trip
   - Market Research
   - Country Brief
   - Passport/Visa facilitation
   - Transportation Airport–Hotel–Airport and to meetings
   - Flight arrangements
   - Hotel Reservations
   - FUTURALLIA: Meals
   - Interpreter

3. FUTURALLIA & GOLD KEY SERVICE
   October 10-13

   - Company: $2,600
   - Additional Company Representative: $1,100

   Package includes:
   - Registration to FUTURALLIA
   - Appointments with prospective trade partners
   - Assistance in developing appropriate follow-up strategies
   - Personalized agenda for the trip
   - Market Research
   - Country Brief
   - Passport/Visa facilitation
   - Transportation Airport–Hotel–Airport and to meetings
   - Flight arrangements
   - Hotel Reservations
   - FUTURALLIA: Meals
   - Interpreter

Please Note: All US citizens traveling to Brazil require a business visa to enter the country. The World Trade Center Arkansas can assist you in obtaining the required visa.

Cancellation: FUTURALLIA registration is open until September 29th, 2011. Refund is possible if cancellation is made before September 29th, 2011. Please note that an administrative fee of USD 150.00 will be charged per cancellation. Cancellation after this date until October 10th, 2011 is not eligible for reimbursement.
Why Participate?

♦ Matchmaking services: B2B meetings with pre-screened business executives selected based on their potential to buy from or partner with your company.

♦ Networking opportunities: meet companies in your industry; establish potential partners; learn more about doing business in Brazil; explore how to enter the Brazilian market and sell your product.

♦ The ARWTC will organize the travel arrangements, hotel reservations, personalized agendas, assistance with passport and visas, and special tours of the area.

♦ Direct contact with the US Commercial Services overseas.

FUTURALLIA BRAZIL

FUTURALLIA is a renowned and internationally recognized business to business forum developer, which has been promoting the most efficient model of matchmaking forum for companies in the world, for a high number of attendants from different regions of the world.

The concept of the forum is to provide a series of pre-selected one-on-one meetings to catalyze businesses opportunities for companies with converging interests.

GOLD KEY SERVICE

The gold key service offers private appointments with prospective trade partners, transportation to and from the meetings, and briefings by the Department of Commerce.

Why Sao Paulo, Brazil?

Brazil is in a very special social-economic moment and its poised to fulfill its potential as a global player. The country has developed reliance on its political and economic systems, a strong democracy and a dynamic economy. The key features of Brazil’s moments are widely recognized: expanded international trade, oil discoveries, financial stability, low inflation, growing foreign and domestic investment, booming consumer demand, social assistance focused on the neediest, and democratic political cohesion.

There are several promising regions in Brazil, but Sao Paulo has been the one leading this national economic boom. It is the financial, corporative and market center in Latin America, the 10th wealthiest city in the world and nationally and internationally recognized for its cultural diversity, its economic power and political relevance. São Paulo’s magnitude is tremendous. If it were a country São Paulo would be the 47th biggest economy in the world and its metropolitan population is equivalent to 20 million people. The city’s GDP is equivalent to US$ 102 billion, representing 12.2% of Brazil’s GDP.

São Paulo is the headquarter to 63% of the multinationals companies installed in Brazil and it is acclaimed as a city of business tourism. It hosts important events annually—more than 200 daily.

The entrance gateway to settle any type of initiative into Brazil comes to Sao Paulo. Join one of the most cosmopolitan and multicultural pool in the world.