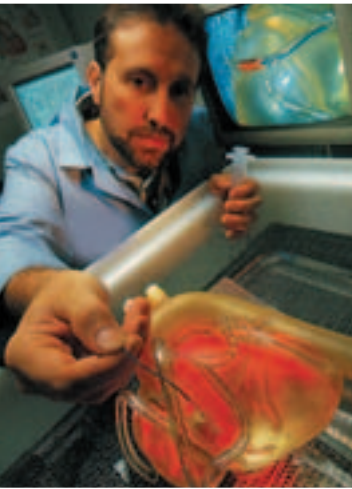


# TEAM FLORIDA TRADE MISSION



# BRAZIL

NOVEMBER 3-8, 2007

*An invitation to Florida Companies...to explore the excellent business opportunities in Brazil.*



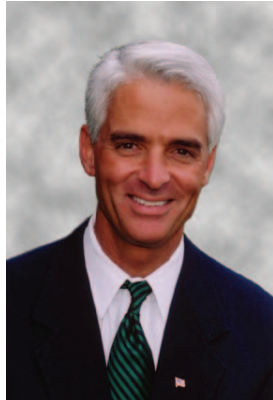
Organized by: **ENTERPRISE FLORIDA, INC.**  
Florida's Official Economic Development Organization



## AN INVITATION FROM GOVERNOR CHARLIE CRIST

Dear International Business Executive:

I am pleased to invite you to join me in the upcoming Team Florida Brazil mission which will take place November 3 – 8, 2007 in Sao Paulo, Brazil. Recognizing the tremendous potential to expand Florida-Brazil trade and investment ties, Enterprise Florida, our state's lead economic development organization, has organized this mission as part of its comprehensive strategy to market Florida products and services worldwide.



As Florida's largest trading partner, Brazil represents a significant economic relationship with total trade in excess of \$11.3 billion dollars in 2006.

Team Florida Brazil will provide an excellent opportunity for Florida companies to reach their business targets in the region. The mission will feature an exciting agenda, allowing for opportunities to meet and interact with high level business and government leaders. Participants will be able to create business development and partnership opportunities for Florida and Brazilian companies in various industries, and attend a Florida Business Matchmaker and Expo event for Florida's exporters.

Again, this mission will provide an excellent opportunity for Florida business leaders to network with their Brazilian industry counterparts to develop strong prospects for lucrative ventures. I hope you will join me in this important mission as we strive to further strengthen the Florida-Brazil relationship.

Sincerely,

A handwritten signature in blue ink that reads "Charlie Crist". The signature is written in a cursive, flowing style.

Governor Charlie Crist  
Chairman, Enterprise Florida

## OPPORTUNITIES FOR FLORIDA COMPANIES

With a gross domestic product of approximately US\$700 billion, Brazil represents roughly half of the South American territory and economy. The U.S. continues to be Brazil's single largest trading partner. Florida and Brazil have strong trade and investment ties, as Brazil is Florida's number one trading partner with total trade exceeding \$11.3 billion in 2006. Brazil also ranks first in both Florida total exports and Florida origin exports. The country is rich in agricultural, mineral, and industrial resources and offers substantial market opportunities for US exporters in a diverse array of sectors that support Brazil's drive to industrialize further, court energy and transportation investments, and cultivate export-led growth. Promising areas for U.S. exports and investment include: Agriculture, Aircraft and Parts, Airports, BioFuels, Computer Software, E-commerce, Franchising, Highways, Insurance, Iron and Steel, IT Hardware, Medical Equipment, Mining, Oil and Gas, Pharmaceuticals, Pollution Equipment, Ports, Railroads, Safety Equipment, Telecommunications and Tourism. We encourage you to contact an Enterprise Florida representative to evaluate the specific export opportunities for your products or services.

### Who Should Participate

The demand for American products in Brazil is vast. From telecommunications to medical and health technologies to pollution control equipment, the market for Florida products is excellent. On the following pages we have included a helpful guide to the Brazilian market. This guide pinpoints specifically the industries and products most in demand, allowing you to better take advantage of this opportunity. Opportunities also exist for many Florida product lines not listed, including laboratory and scientific equipment and process controls, industrial food processing and packaging equipment, cosmetics and toiletries, etc.

### Florida-Brazil Trade

Brazil is Florida's number one trading partner, with more than \$11 billion in total trade last year. Nearly \$8 billion worth of goods were exported to Brazil from Florida in 2006. Half were produced in the state – paving the way for future success. The real (Brazilian currency) is at an all time high and inflation and interest rates have hit record lows. These factors have spurred a wave of consumer spending and affordable credit, which had not been the case in many years. Brazil is enjoying its finest economic moment in a decade. Imports have taken off as the real reaches its strongest levels against the dollar in six years. Market conditions have never been this favorable for Florida companies to do business with Brazil.

### Program

- Two full days of pre-arranged one-on-one business appointments with pre-qualified Brazilian companies interested in your products
- Business Matchmaker and Expo promoted throughout Brazil
- U.S. Embassy Briefing
- VIP networking events
- Transportation to all Team Florida events
- Follow-up assistance through Enterprise Florida's office in Brazil
- A tentative daily itinerary is included in this brochure

### U.S. Commercial Service in Sao Paulo, Brazil

Participants will have the opportunity to take advantage of the unparalleled trade facilitation services provided by the U.S. Commercial Service in Sao Paulo, which will coordinate Team Florida Brazil. The U.S. Commercial Service in Sao Paulo offers a variety of products and services designed to facilitate U.S. exports. Products and services include addressing local market inquires, identifying qualified local partners and organizing highly sophisticated trade promotion events. The U.S. Commercial Service also has offices in Belo Horizonte, Brasilia, Porto Alegre and Rio de Janeiro and partnerships in over 40 additional cities.

# BEST EXPORT OPPORTUNITIES TO BRAZIL

## TELECOMMUNICATIONS

With telecom equipment and services revenue near US\$46 billion, Brazil is Latin America's largest telecom market. Sector revenues are split among fixed carriers (39.6%), mobile carriers (25.8%), manufactured products (19.3%) and services (15.3%). By the end of 2006, Anatel (the National Agency for Telecommunications) estimated the total telecom investment reached US\$45 billion, 47% for fixed services and 19 percent for mass communication services. As for e-commerce, there are approximately 28 million Internet users in Brazil, a figure that places Brazil among the global Internet elite.

*Top prospects for U.S. firms: Wireless industry, Voice over Internet Protocol (Voip), IP new generation networks, WiMax, new revenue-generating mobile services, broadband multiple services, intelligent services networks, new services merging voice, data, image and sounds, telemedicine equipment, security telecom equipment, and system integration services.*

## AVIATION/AEROSPACE/PARTS

In 2006 Brazil imported US\$836 million in aircraft, parts and components, approximately 40 percent originating in the U.S. Embraer, Brazil's largest aviation company, foresees a global demand for 7,500 jets in the 30 to 120 capacity segment over the next 20 years, with an estimated total market value of US\$220 billion. The U.S. is Embraer's largest parts supplier, with companies from more than 15 U.S. states supplying components and materials. With the growth experienced by the aeronautic market, the global maintenance market is estimated to reach US\$100 billion in 2007. In Brazil, the MRO (maintenance, repair and operations) market for commercial aviation alone totals US\$1.5 billion annually.

*The products expected to have the most potential are: Offshore helicopters, parts and components for helicopters, avionics and systems, turbojet aircraft engines, aircraft control systems, aircraft propeller parts, aircraft accessories.*

## HARDWARE & SOFTWARE EQUIPMENT/IT

Brazil's Information Technology market is one of the largest and most dynamic in Latin America, expanding 15% in 2005 to reach US\$48 billion. Brazilian firms spend approximately 28% of their IT budgets on hardware, 35% on software and outsourcing, and the remaining 37% on items and services including voice and data transmission. In 2006 U.S. exports to Brazil of IT hardware reached US\$2.7 billion with imports totaling US\$18.7 billion, an increase of over 24% more than in 2005.

*Best opportunities for U.S. companies: computer hardware and peripherals, telecommunication software, information security, data storage, software, integration of IT systems within companies.*

## MEDICAL EQUIPMENT

Brazil is the largest medical equipment market in South America. In 2006, the U.S. Commercial Service estimated the market reached US\$3 billion. The United States accounts for approximately 40% of the imports market, with U.S. sales mainly going through local agents, distributors and importers who sell to hospitals and clinics. Brazil's recently strengthened currency has meant that private and public hospitals have greater purchasing power, and with continued expansion of Brazil's private health care sector, the market is set to grow.

*Best opportunities for U.S. companies include: Medical equipment and devices, dental equipment and products, radiological and diagnostic imaging equipment, laboratory equipment, diagnostic services, implants and components.*

## OIL & GAS/ BIOFUELS

Brazil's oil & gas industry is one of the most attractive sectors for U.S. business. In 2006, the estimate for Brazil's oil & gas equipment market was US\$14.4 billion: US\$4.7 billion imported, US\$2.6 billion from the US. Opportunities exist for U.S. offshore & onshore equipment and services including flexible pipes, oil well completion systems, pumps, valves, drill pipes and undersea services.

In addition, Brazil is at the forefront of the biofuels movement in which many countries view sugar cane, corn, soybeans, beets, cornstalks and native grasses as cleaner, money-saving substitutes for oil produced in politically unstable countries. Ethanol is produced in many different parts of the country but Sao Paulo is the leading state in production and consumption. Last year Sao Paulo alone produced 2.63 million gallons of ethanol, or 60% of the national production. Today, investments in biofuels in Brazil account for US\$ 17 billion and 400,000 new jobs. Brazil has 325 ethanol/sugar plants and 86 new ones are in the pipeline.

## PHARMACEUTICALS

The Brazilian pharmaceutical market is the 10th largest market in the world and the second largest in Latin America. With an estimated total market value of US\$10.9 billion in 2006, the size of the pharmaceutical market as well as current tax-lowering initiative of products, represents an excellent opportunity for U.S. firms. U.S exports accounts for approximately 20% of Brazilian pharmaceutical imports.

*Best opportunities for U.S. firms: Raw materials used in the production of generic drugs, equipment and services associated with the construction of pharmaceutical plants.*

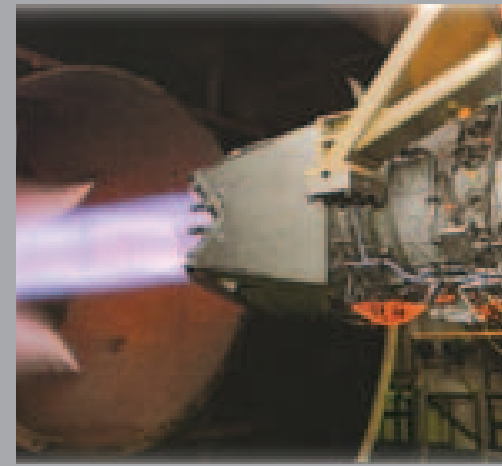
## POLLUTION CONTROL EQUIPMENT

Brazil's environmental technologies market (including equipment, engineering consulting services and instrumentation associated with pollution control and cleanup projects) is valued at roughly US\$3.1 billion, of which US\$2.1 billion are related to the water and wastewater sub-sector. According to the Ministry of the Cities, investments in water treatment and distribution in 2004 were US\$380 million and investments in sewage collection and treatment were US\$1.4 billion. Investments in solid waste management technologies are estimated at US\$700 million, whereas investment in air pollution control equipment and services are US\$300 million.

*Best opportunities for U.S. firms: soil/water contamination treatment equipment and services; waste treatment technologies, laboratory instruments, odor control products, recycling technologies.*

## Other Best Export Opportunities for Florida Companies:

- Cosmetics and Toiletries
- Energy
- Franchising
- Insurance
- Plastic Production Machinery
- Travel & Tourism
- Food Processing & Packaging Equipment
- Agricultural Equipment



## THE TEAM FLORIDA BRAZIL WILL OFFER TWO PACKAGES:

### TEAM FLORIDA Business Matchmaker & Expo Package

#### 1. Trade Package:

- One company representative \$1,600
- Additional company representative \$650

#### PACKAGE INCLUDES:

*Gold Key Service:* The U.S. Commercial Service in Brazil will schedule one-on-one appointments with pre-qualified Brazilian companies that have expressed an interest in a potential business arrangement with your company.

Booth space at the Florida Expo trade show which includes:

- 10' x 10' hard wall booth, signage, electricity, table, 2 side chairs, wastebasket
- Translator
- A targeted promotional campaign throughout Brazil to attract prospects
- Admission to all official Team Florida networking events
- Commercial briefing by the U.S. Embassy
- One networking lunch
- Two networking receptions
- Airport transfers when traveling on **official** mission flights
- Ground transportation in Brazil to all Team Florida events

*Participation is on a first come first serve basis. Only 50 exhibition booths available. Full payment guarantees space.*

### TEAM FLORIDA DELEGATE PACKAGE

#### 2. Delegate Package:

- One company representative \$650
- Additional company representative \$650

#### PACKAGE INCLUDES:

- Admission to all official Team Florida networking events
- Commercial briefing by the U.S. Embassy
- One networking lunch
- Two networking receptions
- Access to the 'Business Opportunities in Florida' Seminar
- Airport transfers when traveling on **official** mission flights
- Ground transportation in Brazil to all Team Florida events

#### Travel Arrangements

Enterprise Florida (EFI) uses the services of Express Travel, an independent travel professional to coordinate airline and hotel arrangements for Team Florida mission members. Special airfare and hotel rates have been negotiated for this mission. Mission participants are expected to travel as a group. All travel arrangements will be coordinated and confirmed individually with each participant. For additional information please contact Express Travel, (305) 341-1200 ext. 222.

#### Mission Registration

**Registration deadline for Business Matchmaker & Expo Package: September 21, 2007**  
**Registration deadline for Delegate Package: October 5, 2007**

- Please complete one registration form and one travel form **per participant**
- Fax completed forms to Enterprise Florida -Malvina Gasco at (305) 808-3586.
- The Business Matchmaker & Expo registration will be reviewed for product suitability, and approval usually takes 5-7 business days.
- The Delegate Package **does not** include one-on-one business appointments and registration will be processed immediately
- An EFI representative will contact each participant to complete registration process
- EFI will send a Mission Confirmation letter and a Conditions of Participation agreement that must be reviewed, signed and returned to EFI

#### Mission Travel Registration

- EFI staff will forward the Travel Forms to Express Travel
- A travel agent will contact each participant to review travel preferences
- The travel agent will send an e-mail confirming travel arrangements
- Participant must respond to Express Travel to authorize the airline ticketing
- Airline ticket and hotel reservation confirmations will be sent to each participant in the Mission Binder, 7-10 days before departure date

*When making travel arrangements for Team Florida Missions, please be aware of the specific airline and hotel cancellation penalties applicable.*

#### PLEASE NOTE!

**All U.S. citizens traveling to Brazil require a business visa to enter the country. Visas can be obtained in person through the Brazilian Consulate or by mail (Please allow up to three weeks for processing time). If you are not a U.S. Citizen or to obtain addition information regarding entrance requirements to Brazil please visit the following website:**  
<http://www.brazilmiami.org>

#### Cancellations

Cancellations must be received in writing or by e-mail only. Verbal cancellations are unacceptable for refunds. Cancellations must be received by the deadline for a full refund.

#### Refunds

- Business Matchmaker and Expo participants full refund deadline: October 3, 2007
- Delegate package full refund deadline, October 19, 2007

# PARTICIPATION REGISTRATION

Please complete and fax to: Malvina Gasco at (305) 808-3586  
By mail: 201 Alhambra Circle, Suite 610, Coral Gables, FL 33134

Company Name \_\_\_\_\_

Name of Company Representative \_\_\_\_\_

Title \_\_\_\_\_

Address (Your delegate package will be mailed here) \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

## PARTICIPATION PACKAGE – Please select one:

### TEAM FLORIDA Business Matchmaker & Expo Package

#### 1. Trade Package:

- One company representative \$1,600
- Additional company representative \$650

### TEAM FLORIDA DELEGATE PACKAGE

#### 2. Delegate Package:

- One company representative \$650
- Additional company representative \$650

## COMPANY TYPE – Please select one:

### COMPANY TYPE

- Agent/Distributor
- Exporter
- EDO
- Government
- Manufacturer
- Manufacturers' Rep
- Professional Services
- Other (specify) \_\_\_\_\_

Credit Card Information: Please choose one:

Mastercard  Visa  American Express Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Signature \_\_\_\_\_

Billing address on credit card \_\_\_\_\_

Do you have any representatives in Brazil?  Yes  No If yes, please list names(s) and address(es):

\_\_\_\_\_  
\_\_\_\_\_

Please list any specific companies, if any, you would like to meet:

Do you need a translator? (Applies only to Trade Package Participants)  Yes  No

What are your primary objectives for going to the mission:

- Finding a Sales Representative or Distributor
- Market Testing or Research
- Immediate Sale
- Joint Venture or Strategic Alliance partners
- Exposure to New Business Contacts
- Other (specify) \_\_\_\_\_

**Business Matchmaker & Expo Package delegates will need to complete a gold key form.**

# TRAVEL REGISTRATION

Please complete and fax to: Malvina Gasco at (305) 808-3586  
By mail: 201 Alhambra Circle, Suite 610, Coral Gables, FL 33134

Company Name \_\_\_\_\_

Name of Representative \_\_\_\_\_

Title \_\_\_\_\_

Passport Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Country where issued \_\_\_\_\_

Address (must match billing address of credit card used below) \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

*Express Travel has negotiated group airfare rates with American Airlines and the Hilton Sao Paulo. If you would like for Express Travel to process your airfare and hotel please complete the information below. One of their representatives will be contacting you soon.*

## CREDIT CARD INFORMATION

Please choose one:

Mastercard  Visa  American Express Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Credit Card \_\_\_\_\_ Signature \_\_\_\_\_



**AIRFARE** (Transportation to the hotel will be provided by EFL for the Official Mission Flights.)

### Departure Flights - Miami to Sao Paulo

- Saturday, November 3 • 9:35pm - 7:55am (following day)
- Saturday, November 3 • 11:30pm - 9:35am (following day)

### Return Flights - Sao Paulo to Miami

- Thursday, November 8 • 11:50pm - 5:00am (following day)
- Friday, November 9 • 1:55am - 7:20am (same day)

American Airlines Advantage # \_\_\_\_\_

## HOTEL

**Hilton Sao Paulo** (all rooms include breakfast)

- Single Room: \$189.00 USD (plus 5% tax & \$3 tourism tax)
- Executive Single: \$239.00 USD (plus 5% tax & \$3 tourism tax)

### CHECK-IN/CHECK-OUT OPTIONS (Fee: 50% of room rate)

Please Select:

- Early check-in (Before 3pm)
- Late check-out (Until 6pm)

# PRELIMINARY ITINERARY

São Paulo, Brazil • November 3 - 8, 2007

MISSION AGENDA *(Subject to Change)*

## **Saturday, November 3, 2007**

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- Team Florida Mission departs from various cities in Florida to São Paulo-Guarulhos International Airport via American Airlines

## **Sunday, November 4, 2007**

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- Team Florida Mission arrives from various cities in Florida early morning in São Paulo-Guarulhos International Airport
- Team Florida Mission members attend Country Commercial Briefing Luncheon hosted by the U.S. Commercial Service in Brazil and U.S. Embassy-Brazil
- Day open for all Team Florida Mission members

## **Monday, November 5, 2007**

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- Team Florida Mission members attend a Business Networking Breakfast hosted by a major Brazilian Business organization
- Team Florida Mission members attend Business Networking Luncheon: Keynote Speaker: Governor Charlie Crist
- Team Florida Business Matchmaker & EXPO participants set-up for Business Matchmaker & Expo
- Team Florida Mission members attend Welcome Reception hosted by the U.S. Ambassador

## **Tuesday, November 6, 2007**

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- Team Florida Business Matchmaker and EXPO participants begin one-on-one business appointments with Brazilian companies
- Team Florida Mission members attend inauguration and reception of the Florida-Brazil Business Matchmaker & Expo hosted by Governor Charlie Crist

## **Wednesday, November 7, 2007**

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- Team Florida Business Matchmaker & EXPO participants continue with one-on-one business appointments with Brazilian companies
- Team Florida Mission delegates attend "Business Opportunities in Florida" seminar
- Evening free for all Team Florida Mission members

## **Thursday, November 8, 2007**

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- Day open for all Team Florida Mission members for follow-up appointments
- Early evening transfer from hotel to São Paulo-Guarulhos International Airport
- Team Florida Mission delegates depart from São Paulo-Guarulhos International Airport to various cities in Florida via American Airlines

## **Friday, November 9, 2007**

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- Team Florida Mission delegates arrive early morning in Florida

**Team Florida Brazil is sponsored by:**

EMBRAER Aircraft Holding, Inc.

Odebrecht

Banco do Brasil

American Airlines

Express Travel

American Chamber of Commerce of Sao Paulo

Federation of Industries of the State of Sao Paulo

U.S. Commercial Service-Brazil

U.S. Export Assistance Centers-Florida



Contact information: Tel 305.808.3660 • Fax 305.808.3586  
Email: [ibarrios@eflorida.com](mailto:ibarrios@eflorida.com) • [lbelovich@eflorida.com](mailto:lbelovich@eflorida.com) • [mgasco@eflorida.com](mailto:mgasco@eflorida.com)