

# Foreword from Her Majesty's Ambassador to Brazil, Alex Ellis



British Embassy  
Brasilia



It is a pleasure to welcome you to this guide to doing business in Brazil.

There are big opportunities for British business in Brazil. Exports have grown by over 70% in the last four years, to a country on track to have the 4th biggest economy in the world. Brazil's rapidly growing middle class has a strong appetite for goods and services in which the UK excels from luxury products to education. The UK also has a very strong presence in oil and gas, infrastructure and sports, with the close link between London 2012 and Rio 2016.

Brazil is by far the UK's biggest market in Latin America. Developing further our trade and investment relationship with Brazil is a high priority for the UK government. We have increased our presence in the key cities of São Paulo and Rio de Janeiro as well as in the capital Brasilia, opened a new Consulate General in Recife, and are looking to extend our reach still further in other promising areas of the country, to help British companies.

We still have a long way to go. We are playing catch up with Italy and France as well as Germany, who have a bigger market share than us. Brazil can be a land of frustration as well as opportunity, but for many British companies it is worth the investment. We are here to help your business succeed in Brazil.

We look forward to hearing from you.

**Alex Ellis Her Majesty's Ambassador to Brazil**  
[www.gov.uk/government/people/alex-ellis](http://www.gov.uk/government/people/alex-ellis)

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