

Sector-specific opportunities

There are opportunities for UK businesses in various sectors, including agriculture, education, food and drink, healthcare, marine and maritime, mining, oil and gas, technology and water.

Research

Before exporting to Brazil, you should carry out extensive planning and market research. Ideally you should use both desk research and market visits, as you will need to determine whether there is even a market for your product or service, and if your pricing is competitive.

Contact the Department for International Trade (DIT) trade-specialists to find local representatives for your products via: <https://www.gov.uk/overseas-customers-export-opportunities>.

From its worldwide network, DIT can provide international export sales leads. Find export opportunities in Brazil at: <https://opportunities.export.great.gov.uk/>. For more information about opportunities and advice on doing business in Brazil contact DIT at: <https://www.gov.uk/world/organisations/department-for-international-trade-brazil#contact-us>.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

Agri-tech

Agri-tech is an important sector to Brazil, with the country being the second largest supplier of food and agricultural products in the world. Through a complicated and in-depth bio-renewables supply chain, the agri-tech sector is also responsible for a third of Brazil's total energy supply.

In order to improve produce yields and efficiency, Brazil needs access to innovative technologies. There are opportunities for UK companies in:

- animal health and wellbeing
- genetics
- agricultural machinery and equipment
- dairy

- precision agriculture

For more information about the agri-tech sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

There is also a wealth of information about Brazilian agriculture and farming on the Ministry of Agriculture, Livestock and Farming website at: <http://www.agricultura.gov.br/assuntos/sustentabilidade/plano-agricola-e-pecuario/>.

Education

Brazil has the second largest private education market in the world. There is potentially an opportunity for UK school groups to access the private elementary school area, which is currently fragmented.

In order to reduce the costs of teaching, educational companies and institutions are encouraged and expected to invest in distance learning.

For more information about the education sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

Food and drink

Brazil is home to the largest middle class in Latin America, leading to high demand for quality goods. A large portion of Brazilian consumers are well-travelled and therefore prepared to pay more for high quality imports.

Popular imports to Brazil include:

- confectionery, jams, biscuits, teas, food with health-giving additives ('functional food')
- beer, cider, gin
- ready to eat products
- international sauces

There are high import duties; therefore products from the UK will be classed as premium. In order to adapt to the Brazilian market, you should be open to the negotiation of the price of your products.

For more information about the food and drink sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

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Healthcare

Brazil has the largest healthcare market in Latin America. Worth 10.2% of GDP in 2016, it was worth £78 billion.

Until 2020, the market for Brazilian medical devices is predicted to grow by 15% to 25% each year, mainly due to demand from those with chronic illnesses. In 2015, this portion of the market was worth £7 billion alone, with 70% of consumption from imports valued at £3.7 billion.

There are opportunities for UK companies in:

- designing and managing hospitals
- e-health
- healthcare systems
- medical devices

For more information about the healthcare sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

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Marine and maritime

There is a strong shipbuilding industry in Brazil.

Between 2012 and 2020, it has been forecast that there will have been US \$100 billion of investment into Brazil's commercial marine industry.

There are opportunities for UK companies in all marine and maritime areas including:

- maritime equipment
- marine construction and maintenance
- maritime navigation

For more information about the marine and maritime sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

Mining

Investment into Brazil's mining sector between 2014 and 2018 was estimated at US \$53.6 billion. Production of gold and other rare natural minerals are significant in Brazil. Brazil is also the largest producer of niobium, the second largest producer of magnesite, and the third largest producer of graphite and iron ore in the world.

There are opportunities for UK companies in:

- innovative technology, including in sustainable reuse of waste, dam tailings solutions and water treatment
- environmental and water services expertise
- equipment, especially focused on cost reduction and productivity gains
- other supply chain products and services, including energy efficiency, project and asset management, health and safety, IT solutions and security systems
- port and rail logistics
- research and development, including industrial applications of advanced materials

For more information about the mining sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

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Oil and gas

With the second largest oil reserves in Latin America, Brazil has the largest energy market in South America. By 2019 this year, Petrobras plan to have invested US \$98 billion in the market, with Shell already having a strong presence as the second largest company in Brazil.

There are opportunities for UK expertise in the following areas:

- bringing challenging oil and gas projects to completion

- offshore equipment and services
- subsea technologies
- inspection, repair and maintenance

For more information about the oil and gas sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

Technology and smart cities

There are already smart technologies materialising in Brazil in order to improve the coverage of emergency services, better manage the use of resources within cities, make shopping more efficient and simplify the movement of people.

There are opportunities for UK companies in:

- big data
- security and surveillance
- risk assessment
- 3D modelling

For more information about the technology and smart city sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

Water

Brazil aims to make sanitation services available to everyone in the country by 2033, due to the £6.7 billion investment plan. Private sector companies will be heavily involved in this initiative. Only 82.5% of the population currently have access to a water supply and 48.6% have access to sewerage collection, but only 39% of the sewerage is actually treated.

Opportunities for UK companies include:

- partnering with local companies in public private partnership (PPP) or concessions to design, build and operate new municipal water and sewage systems, solid waste management facilities and energy recovery plants
- water quality monitoring equipment
- water distribution network instrumentation
- energy saving water and wastewater pumping and aeration technologies
- membranes and sludge treatment techniques

For more information about the water sector, contact the DIT team in Brazil at: DITBrazil@fco.gov.uk.

[Source – DIT: Doing business in Brazil: Brazil trade and export guide]

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