

# BRAZIL

EXPORT SALES MISSION  
AUGUST 12-15, 2019



GLOBAL  
TAMPA BAY



**Dear International  
Business Leader,**

It is our pleasure to invite you on the highly anticipated Global Tampa Bay Export Sales Mission to Sao Paulo, Brazil from August 12-15, 2019.

We look forward to strengthening Tampa Bay's ties to this strategic Latin American market. As the 9th largest economy in the world, Brazil offers a diverse consumer base for U.S. exporters. As Florida's number one trading partner, Brazil received \$14.7 billion in merchandise exports from Florida last year. With two weekly service connections to Brazil, the South American country is also Port Tampa Bay's largest market for exports.

On behalf of Global Tampa Bay and our partners, we encourage you to explore the opportunities that await you in Brazil.

Sincerely,

**Mike Meidel**  
*Director,  
Pinellas County Economic Development*

**Craig J. Richard**  
*President and CEO  
Tampa Hillsborough Economic  
Development Corporation*

**Bill Cronin**  
*President and CEO  
Pasco Economic Development Council*

**TOP 5 REASONS WHY TAMPA BAY  
COMPANIES SHOULD CONSIDER  
EXPORTING TO BRAZIL:**

- The United States is Brazil's second largest trading partner behind China, with \$65.3 billion in total trade between the two countries in 2017.
- Brazil is Port Tampa Bay's number one trading partner for cargo tonnage, handling 2 million tons of cargo last year.
- Of the 50 U.S. states, Florida accounted for over 11% of U.S. exports to Brazil.
- As Florida's leading export destination, Brazil received 7.9% of Florida-origin exports in 2018.
- Brazil is the largest country in South America, and the second largest economy in the Western hemisphere after the United States.





## SECTORS FOR U.S. EXPORTS <sup>1</sup>

- Agriculture
- Defense, Aviation, and Security
- Education and Training
- Energy
- Healthcare
- Information and Communications Technologies
- Infrastructure
- Financial Technology
- Franchising
- Travel and Tourism

**NOTE:** This is a partial list. Brazil has more potential sectors for U.S. companies. All sectors are encouraged to submit a questionnaire as every business will receive a formal evaluation.

<sup>1</sup> Source: <https://www.export.gov>

## MISSION ITINERARY <sup>2</sup>

### Monday, August 12

- Early arrival in Sao Paulo and transfer to hotel for check-in
- Evening Country Commercial Briefing with U.S. Embassy

### Tuesday, August 13

- One-on-one Gold Key meetings
- Lunch with Brazilian industry associations
- Welcome Reception hosted by the U.S. Consul-General, Sao Paulo

### Wednesday, August 14

- One-on-one Gold Key meetings
- SelectUSA networking luncheon with Brazilian investors

### Thursday, August 15

- Morning Brazil Florida Business Council Annual Forum
- Hotel check-out
- Overnight flight back to Tampa

<sup>2</sup> Subject to change

## CUSTOMIZED ONE-ON-ONE MEETING STEPS

STEP 1

Meet with your local Global Tampa Bay staff to review your mission objectives.

STEP 2

Fill out Gold Key questionnaire so our sector specialists understand your requirements.

STEP 3

Sector specialist in Brazil review the questionnaire and provide a market assessment. Further in-depth discussion may take place to confirm your company's objectives.

STEP 4

You receive a registration link once sector specialist approves the application. A limited number of spots are available.

STEP 5

Guiding of eligible companies through the grant application process.

STEP 6

Travel to Sao Paulo to meet your potential buyers or distributors.

# MISSION COSTS AND REGISTRATION

## TRADE/GOLD KEY PACKAGE

Grants may cover up to 100% of the Gold Key registration for qualified companies.

**Primary Company Representative** ..... \$1,550  
**Additional Representatives** ..... \$450 each

Pricing is for small size companies only (per USCS guidelines).  
 Medium and large size companies please contact Global Tampa Bay team for pricing and details.

### PACKAGE INCLUDES:

- Customized counseling on market entry/expansion strategy
- **Pre-screened one-on-one matchmaking appointments**
- Portuguese/English Interpreter
- Country briefing by U.S. Embassy officials
- Admission to all mission events
- Airport transfers in country when traveling on official mission flights
- Ground transportation to all official mission events
- Each company may be assigned a vehicle and interpreter based on requirements.

**Gold Key Service\***: The U.S. Commercial Service will schedule one-on-one appointments with pre-screened Brazilian companies that have expressed an interest in your product or service.

\*Gold Key participation will be limited to Florida manufacturers, distributors, and service companies that best meet the participation criteria. Selection of these firms will be on a first-come, first-served basis. Final selection will be determined by the U.S. Commercial Officer after a review to ensure market suitability.

**Enterprise Florida Gold Key Grants**: Small Florida manufacturers and professional services providers may qualify for a Gold Key Grant from Enterprise Florida, which will reimburse 100% of the Gold Key Package registration fee for the Primary Company Representative.

As part of Global Tampa Bay's Gold Key Package, participants will have the opportunity to take advantage of the unparalleled trade facilitation services provided by the U.S. Commercial Service (USCS) in Sao Paulo. The USCS will coordinate all one-on-one Gold Key appointments. The USCS offers a variety of products and services designed to facilitate U.S. exports.

## DELEGATE PACKAGE

Each Delegate ..... \$750

SPONSORSHIP OPPORTUNITIES  
AVAILABLE

### PACKAGE INCLUDES:

- Country Briefing by U.S. Embassy officials
- Admission to all "group" mission events
- Airport transfers in country when traveling on official mission flight
- Ground transportation to all official mission events

**NOTE:** The delegate package does not include matchmakings and therefore we encourage delegates to schedule their own individual appointments.

## TRAVEL ARRANGEMENTS & ESTIMATED COSTS

**Renaissance Sao Paulo Hotel.... \$248**  
 (Price per night, includes breakfast and wifi.  
 Taxes are not included.)

**American Airlines RT Airfare from Tampa**  
 ..... **\$1,186.85**  
 (Tax and fee included)

\*A limited number of spots are available.

**NOTE:** US citizens traveling to Brazil require a valid passport.

## REGISTRATION DEADLINES:

**Trade/Gold Key Package**, June 17, 2019  
**Delegate Package**, June 24, 2019

**NO REGISTRATIONS OR REFUNDS WILL BE ACCEPTED AFTER THE DEADLINES.**

### FOR MORE INFORMATION OR TO REGISTER, PLEASE CONTACT:

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