

ONTARIO – BRAZIL TRADE & INVESTMENT OPPORTUNITIES

BCCC Doing Business in Brazil

October 4, 2018

ONTARIO
CANADA

WHERE
THE WORLD
IS GOING

ONTARIO GLOBALLY

**Ontario Trade and Investment Offices and Trade Development
Representatives in 21 locations across key global markets**

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CANADA

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- ★ International Trade and Investment Offices
- International Trade Development Representatives
- ▲ International Economic Development Representatives

Ontario's office in Brazil is co-located in the **Canadian Consulate General in São Paulo** and led by **Ines Gomes**, Senior Economic Officer. **Marcos Duarte** is Ontario's Trade Development Representative in **Porto Alegre**.



WHERE
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IS GOING

BUSINESS SERVICES

ONTARIO
CANADA

WHERE
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IN SAO PAULO, Brazil

Trade Development

Identifying Ontario goods and services

- One-on-one exploration of Ontario trade opportunities for your company
- B2B matchmaking with Ontario companies
- Invitations to networking events with Ontario suppliers
- Full service itinerary development and logistics coordination for sourcing missions to Ontario

Foreign Direct Investment

Supporting global expansion projects

- Exploration of investment opportunities for your company
- Providing data and intelligence on Ontario's economy, business costs and opportunities
- 'One-window' access to Ontario government, institutional, and private sector partners
- Investor visits to Ontario
- Post-investment support and coordination with Ontario partners

Science, Technology & Innovation

Facilitating international research and innovation partnerships

- Identification of Ontario-based institutions/organizations and projects
- Introductions to Ontario science and technology clusters

IN TORONTO, Ontario

Export Development

Identifying Brazil Buyers and Supply Opportunities

- One-on-one exploration of market opportunities and potential for your company
- Customized market entry strategy and key contact report
- Full service itinerary development, B2B meeting coordination and translation for business visits to Brazil

Ontario Trade Missions

Coordinating Ontario-led business delegations to Brazil

- Exploration of sector supply opportunities for your company
- Market briefings with data and intelligence on Brazil sector, business costs and opportunities, legal and cultural overviews.
- Customized B2B meetings
- Site visits to key organizations
- Business networking receptions

Export Planning and Financial Assistance

Export Preparation Workshops and Global Growth Fund

- Local export prep workshops to craft export plan and tap into expert advisor referrals
- Two Ontario government grants to hire export manager or pursue international market activities
- Administered by OCC

SECTORS OF FOCUS

HIGH OPPORTUNITY SECTORS



Financial and Business Services - Brazil's largest financial institutions spend about US\$10 billion (C\$13 billion) annually on technology and innovation, and Brazil's fintech scene is growing fast. Ontario's strong fintech ecosystem is a good match for Brazilian financial services companies looking to source innovative technologies.



Life Sciences - Brazil ranks among the top ten global life sciences markets, and is the 6th largest global market for pharma products. Local pharma companies are dependent on imported components and face the challenges of limited local research and development access and overwhelming bureaucracy. These challenges provide opportunities for Ontario companies seeking international expansion.



Information, Communication and Technology - Brazil is one of the world's largest emerging ICT markets with annual expenditures of over US\$120 billion (C\$153 billion), representing more than 46% of the total ICT market in Latin America. Opportunities in Internet of Things, artificial intelligence, Big Data being areas of most interest to local companies in terms of access to innovation as well as new technologies.



Energy and Environmental Tech - The Brazilian environmental technologies market is the largest in Latin America, being valued at US\$29.6 billion (C\$37.7 billion). Opportunities are growing in water and wastewater, renewable energy, and energy efficiency.



Advanced Manufacturing - Brazil's aerospace sector is the largest in the Southern Hemisphere valued at US\$7.4 billion (2017) and Automation & Robotics has been gradually growing. Aeronautics, and A&R has been evolving with Industry 4.0, notably Electro/Electronic and Automobile sectors, A&R - 1,500 industrial robots installed/year (2017). Aviation market opening to foreign companies, airports privatization, Industry 4.0 represents significant market opportunities.

2018 MISSIONS

AI Trade Mission to Ontario in September 2018 organized for 15 companies, including large corporations such as Itau bank and TOTVS. The mission mobilized main AI institutions in Ontario to showcase the potential in the region.

September 10-19: Ontario Water and Wastewater Mission to Brazil for FENESAN (Water, Sewage, Waste & Environment) Trade Show. 6 Ontario water and waste water firms participated in targeted B2Bs in Sao Paolo, Curitiba, Marilia, Jau and Camacari before visiting FENESAN.

October 22-24: FinTech Trade Mission to Ontario aims to promote the Toronto-Waterloo region innovation ecosystem by connecting Ontario and Brazilian fintech and financial services leaders and firms. Program will include individual/B2B meetings and panel discussions. Ontario partners include the Brazil Canada Chamber of Commerce. Brazilian companies include Stone, Matera and GR1D.

November 22-30: Ontario Energy Mission to SENDI (Electric Power) Trade Show will see 7 Ontario energy distribution technology companies attend the SENDI industry exhibition to participate in targeted B2Bs, market briefings and networking events.

For more information or to meet with the Brazilian/Ontario companies, please [contact us](#).



OBRIGADA!

Carla Tsambourlianos

Manager, Americas, Export Services

(647) 223-9182

Carla.Tsambourlianos@Ontario.ca

Claudia Penalosa

Area Director – Brazil, Argentina & the
Caribbean

(416) 303-9173

Claudia.Penalosa@Ontario.ca

Melanie Fernandes

Ontario Trade & Investment Offices

(416) 705-2732

Melanie.Fernandes@Ontario.ca

Ines Gomes

Senior Economic Officer, Brazil

+55 11 2050 3016

Ines.Gomes@international.ca