



15th EDITION
**DOING BUSINESS
IN BRAZIL**



SESSION 3

**ENTERING THE BRAZILIAN MARKET:
PRACTICAL STEPS FOR CANADIAN SMES**

OCTOBER 21 | 2:00 PM EST - 3:30 PM EST



Gustavo Zentner

President at Interpoc & Chair
of BCCC Manitoba Chapter





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OCTOBER 21ST, AT 2 PM EST

Practical Considerations

- Ethos
- Which Brazil?
- End-Game in mind
- Regulatory regime
- Market-entry approach
- Environmental scan





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English

Español

Português

Français

- **Foreign Direct Investment / Foreign Direct Ownership: We become you Ears, Eyes, and Hands on the ground, in Canada and Brazil**
- **For industry: We develop and implement your Market Access Channels, lead your Business and Trade efforts, and develop JV-SA and M&A**
- **For Economic Development Organizations, NFP, and Associations: We led a practice of Research, Access and Representation, Mandate to Action**





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