



# BRAUSA TRADING CO.

Making The Connection

September 29 – October 4, 2024

## Trade Mission Brazil

### Brazil Commercial Overview

With the largest consumer market and GDP in South America, Brazil is an excellent market for U.S. exporters. Brazil possesses the third largest economy and the second largest population in the Western Hemisphere.

U.S. exporters across a wide array of industries continue to achieve success as a result of Brazil's diversified domestic market and demand for international products, as well as a favorable view of technology and brands from the United States.

The United States is Brazil's largest trading partner and in 2023, Brazil was the ninth largest export market for U.S. products and

### The Leading Sectors for U.S. exports to Brazil:

- Agriculture Sector/Equipment
- Renewable Energy Infrastructure
- Healthcare
- Oil and Gas
- Aerospace & Civil Aviation
- Safety and Security
- Information and Communications Technology (ICT)



# Trade Mission Details

## Dates:

Trade Mission Dates: September 29, 2024 – October 4, 2024 (last day to depart the U.S. is September 28<sup>th</sup>)  
Last Day to Register: June 14, 2024

See *Schedule* below for details

## Organizers:

New Hampshire based firm, BRAUSA TRADING CO., was formed by a group of Brazilian-Americans and is focused on establishing business, economic, cultural, and academic ecosystems between Brazil and the U.S. BRAUSA is organizing this trade mission with the support and collaboration of the U.S. Commercial Service of the U.S. Dept of Commerce/ International Trade Administration and the New Hampshire Office of International Commerce/ NH Department of Business and Economic Affairs.



## Objective:

The objective for this trade mission is to help the participants to meet their goals and objectives in the Brazilian market. Market objectives will vary with each participant and may involve export development, sourcing for import, investment opportunities, strategic alliances, partnerships, or simply network development. This is accomplished vis-à-vis customized matchmaking; scheduling quality meetings for the participants on a one-on-one basis which meet your stated goals and objectives. Perhaps you are looking for an agent, representatives, or distributor, direct customers, or direct sourcing, setting up an operation, or academic institutions to work with. Our ultimate goal is for these meetings to help you achieve your market objective and to provide you with market intelligence only attainable by an in-country visit.

## Schedule:

The trade mission will focus on São Paulo but will include representatives from other Brazilian States. São Paulo is Brazil's financial capital and its primary hub for international business activity. As the most influential Brazilian city on the global stage, São Paulo is currently classified as an alpha global city.

The schedule is currently planned as follows and is subject to change. Note that earlier or later departures or travel to additional cities is readily accommodated.

Date	Day	Activity
June 14, 2024	Friday	Last day for registration
Sept 10, 2024	Tuesday	Mission Pre-Briefing
Sept 28, 2024	Saturday	Latest day to depart the U.S.
Sept 29, 2024	Sunday	Arrive in São Paulo; rest/sightseeing, Country Briefing and Group Dinner
Sept 30, 2024	Monday	Individual Meetings, Networking reception at residence of U.S. Consul General
Oct 1, 2024	Tuesday	Individual Meetings, Group Dinner
Oct 2, 2024	Wednesday	Tours/Meetings TBD (ie Santos Port, University of São Paulo, etc) based on group sectors, relocate to Guarujá/Enseada Beach
Oct 3, 2024	Thursday	Fun day in Guarujá/Enseada Beach; sightseeing, beach lounging, evening cocktail and group dinner
Oct 4, 2024	Friday	Return to the U.S.

## Cost:

The cost per person is \$4,000 which includes:

- All briefings
- Customized individual meetings and relative research
- Networking events
- Hotel accommodations for 6 nights/7 days, including breakfast
- In-country transportation
- Official meals

Does not include:

- Roundtrip airfare
- Personal interpreter if deemed necessary
- Some meals

Note: Costs may be recalculated based on additional persons traveling with you on a shared room basis.

## Process:

- Arrange a pre-registration briefing to discuss goals and objectives
- Register
- Complete a questionnaire to be submitted to the:
  - U.S. Commercial Service for market evaluation relative to your export development goals
  - Additional partners for import or other goals
- Customized itinerary development begins; virtual meetings will be required
- Continuous itinerary updates
- Attend pre-briefing on September 10<sup>th</sup> in New Hampshire
- See you at the airport on September 28<sup>th</sup> and vamos para o Brasil!

## Registration and Guidance:

Dawn Wivell, Mission Organizer

Email: [dwivell@firebrandinternational.com](mailto:dwivell@firebrandinternational.com)

Mobile: (603) 205-1001

## Interested in Sponsorship Opportunities?

If you are interested in being a sponsor, it is imperative to sign up as soon as possible, so you don't miss out on even one branding opportunity. Recruitment marketing and media coverage opportunities are currently ongoing. To discuss sponsorship, contact:

Dawn Wivell, Mission Organizer

Email: [dwivell@firebrandinternational.com](mailto:dwivell@firebrandinternational.com)

Mobile: (603) 205-1001

**See benefits below**

<b>Sponsor Benefits</b>	<b>Platinum \$10,000</b>	<b>Gold \$5,000</b>	<b>Silver \$2,500</b>
Logo on all event materials (printed & digital)	✓	✓	✓
Recognition at all events	✓	✓	✓
Recognition on all Social Media posts	Individual	Group	Group
Press Coverage in both markets	✓	✓	✓
Marketing material displayed at events	✓	✓	✓
List of attendees with contact information	✓	✓	✓
Advertisement in trade mission "facebook"	Full Page	Half Page	Quarter Page
Introductory presentations to participants at mission briefing	✓	✓	
Capabilities Statement on all digital materials	3 lines	2 lines	
Remarks at the Official Consul General Reception	✓		
Post-event email promotion to attendees	✓	✓	
Pre-Mission briefing held at your venue	✓		
Industry Exclusive	✓		