

Foreign Trade Promotion for German Small and Medium-Sized Enterprises (SMEs) in Brazil

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Worldwide German Chambers Network



XXV. Encontro Econômico Brasil-Alemanha 2007
XXV. Deutsch-Brasilianische Wirtschaftstage 2007



German Chambers Network in the Mercosur



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- 6 Chambers
 - Asunción
 - Buenos Aires
 - Montevideo
 - Porto Alegre
 - Rio de Janeiro
 - São Paulo
- 8 additional Brazilian locations
- 1 Mercosur Project Office in Frankfurt

3 Pillars of German Foreign Trade Promotion



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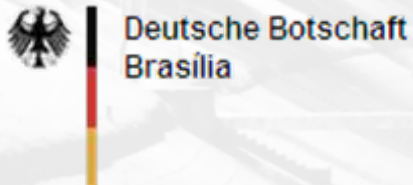
Information about business opportunities in foreign markets

www.bfai.de



Consulting service for a successful market entry

www.ahkbrasil.com



Support for German business interests

www.brasilia.diplo.de

State Activities in Foreign Trade Promotion



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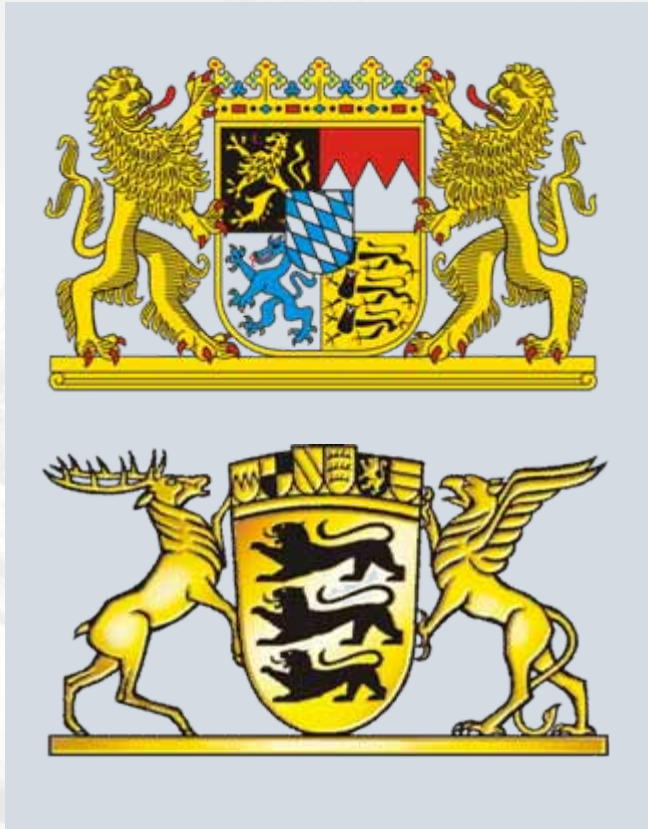
- **Federal Ministries**
 - Economics and Technologies
 - Environment
 - Education and Research
 - etc.
- **16 Federal States**
 - Bavaria
 - Baden-Württemberg
 - Hesse
 - Lower Saxony
 - Saxony
 - etc.

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- Trade delegations with business meetings
- Collective trade fair participations via AUMA (Association of the German Trade Fair Industry)
 - Agrishow (Agribusiness)
 - FIMEC (Machinery for footwear)
 - Expointer (Agribusiness)
 - CIOSP (Dental industry)
 - MECANICA (Machinery)
 - FEBRATEX (Textile industry)



- Foreign representations with consulting services
- Trade delegations with business meetings
- Collective trade fair participations
 - FIMAI (Environment)
 - EXPOSEC (Security)
 - HOSPITALAR (Healthcare)
- Financial support for market studies, etc.
- Special industries support programs
 - Wine
 - Wood manufacture industry
 - Plastics industry

The German-Brazilian Chambers of Commerce - Partner for a Successful Market Entry



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- Major partner in the German-Brazilian business community
- 1.700 members = 10 % of Brazilian GDP
- More than 10.000 enquiries p.a.
- 200 employees
- Market information and consulting services in the areas:
 - Foreign trade / Legal terms
 - Sustainability and environmental technologies
 - Innovation and Technology
 - Trade Fairs
- German Business Center
 - Office in Office
 - Virtual Office

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Event Series on Sustainability



- **Initiators**
 - German Embassy Brasilia
 - German General Consulate São Paulo
 - German-Brazilian Chamber of Commerce
- São Paulo, Brazil
- 17 - 22 March, 2009



Target Sectors

- CSR - Corporate Social Responsibility
- Environmental Technologies
- Renewable Energies
- Energy Efficiency
- Green Building
- Urban Planning
- Traffic
- Bio Fuels
- R&D - Research and Development



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Thank you very much for your attention !



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