



APEX **BRASIL**

AGÊNCIA DE PROMOÇÃO
DE EXPORTAÇÕES
E INVESTIMENTOS

DOING BUSINESS IN BRAZIL

November 20th 2007



- ✓ World's 7th largest consumer market;
- ✓ 50% of South American territory;
- ✓ 20% of worldwide biodiversity;
- ✓ World's 5th largest population (180 million);
- ✓ Urbanization index: 81%;
- ✓ Birth rate: 2 children per couple;
- ✓ 60% of South America's industrial output;
- ✓ 51% of South America's effective consumption.

A huge consumer market

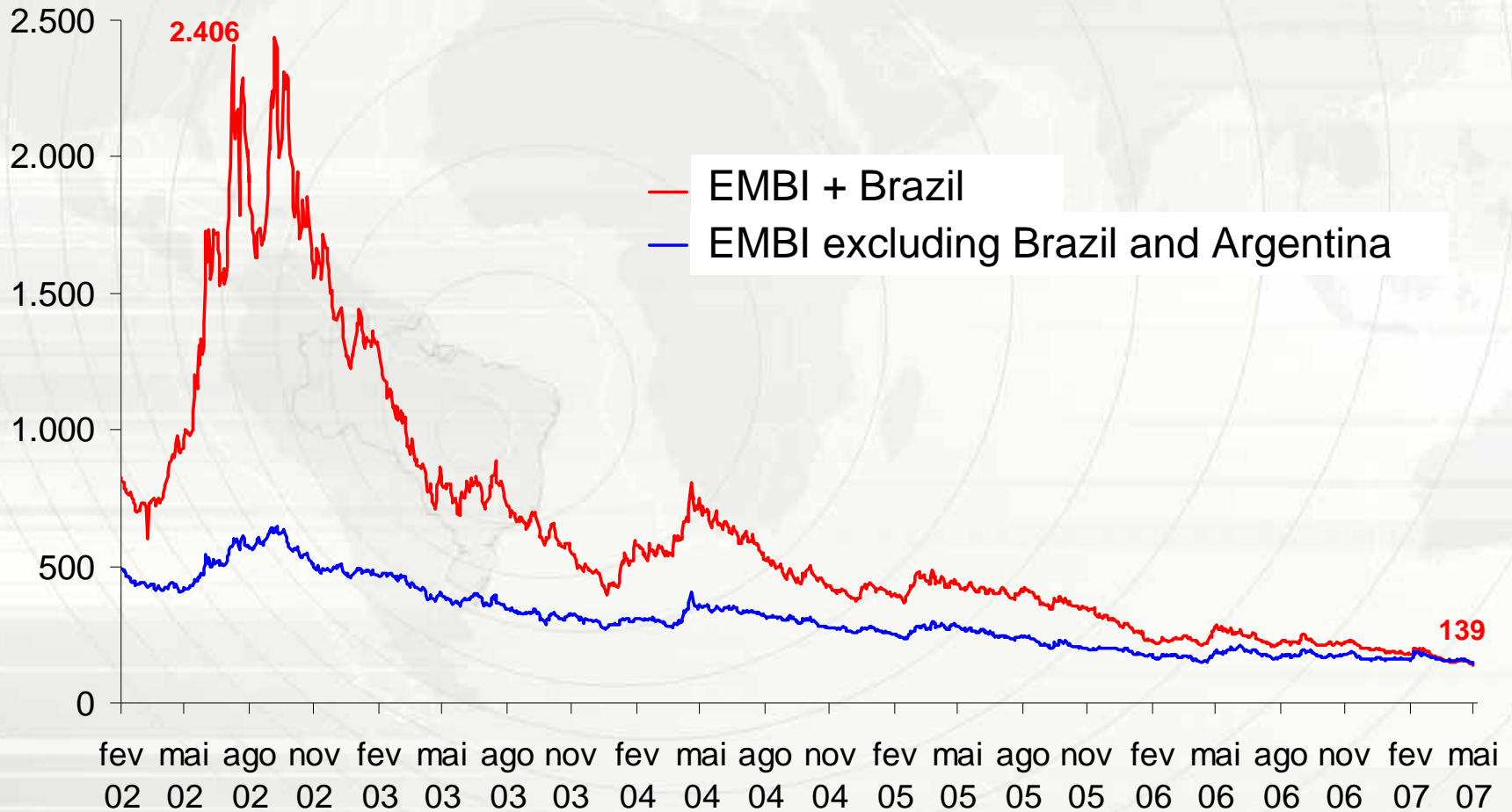
- ✓ 2nd helicopter fleet;
- ✓ 3rd executive airplane fleet;
- ✓ 3rd cosmetic market;
- ✓ 4th largest market for mobile telephony;
- ✓ 5th market of books and music;
- ✓ 7th service center;
- ✓ 8th consumer of steel and energy;
- ✓ 10th vehicle fleet;
- ✓ 10th computer market.

Solid Macroeconomic Fundamentals

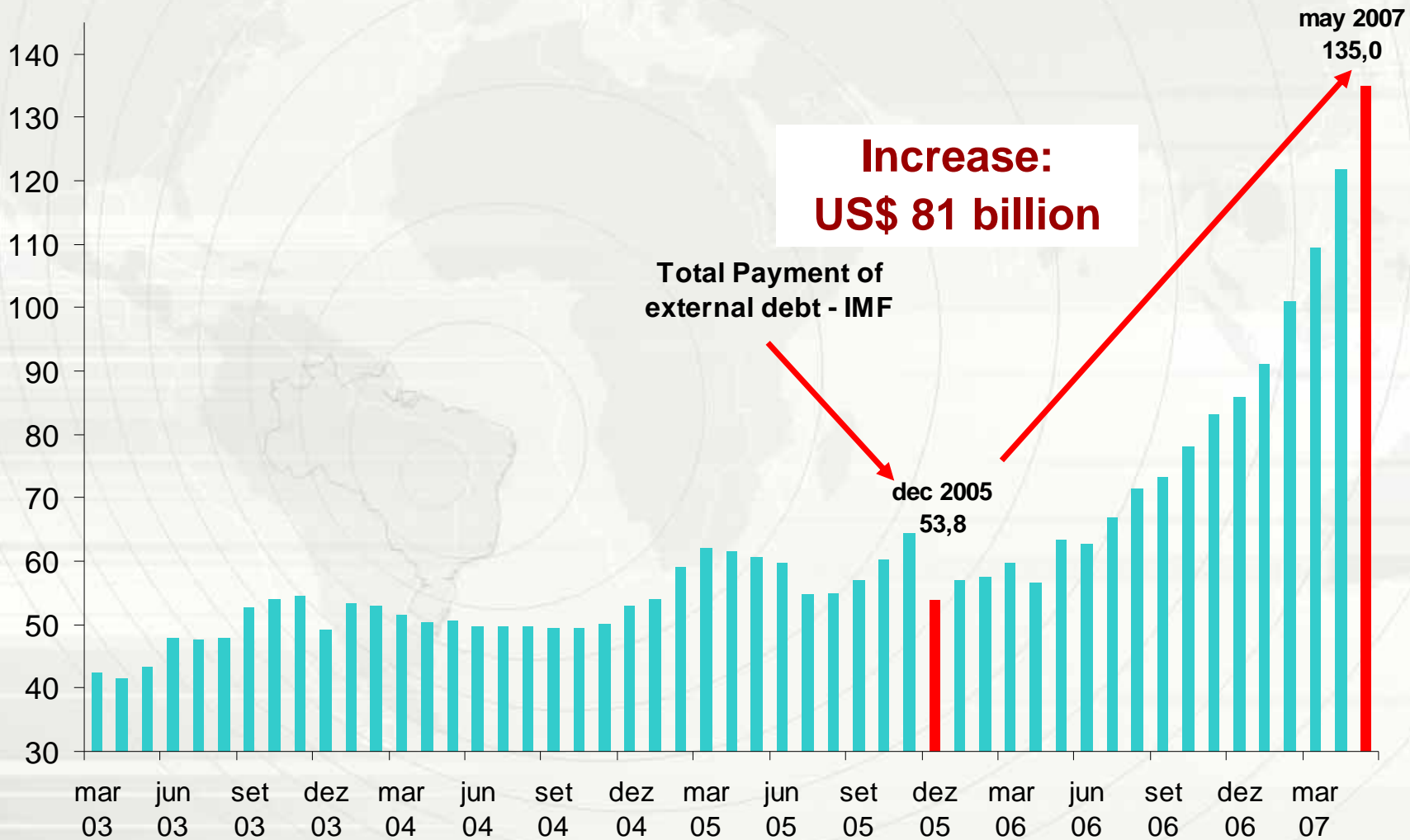
- ✓ Rise in global GDP ranking;
- ✓ Latin America's largest science, technology and innovation system;
- ✓ Investment grade forecast by 2008.

BRAZIL

Country Risk Fall



International Reserves

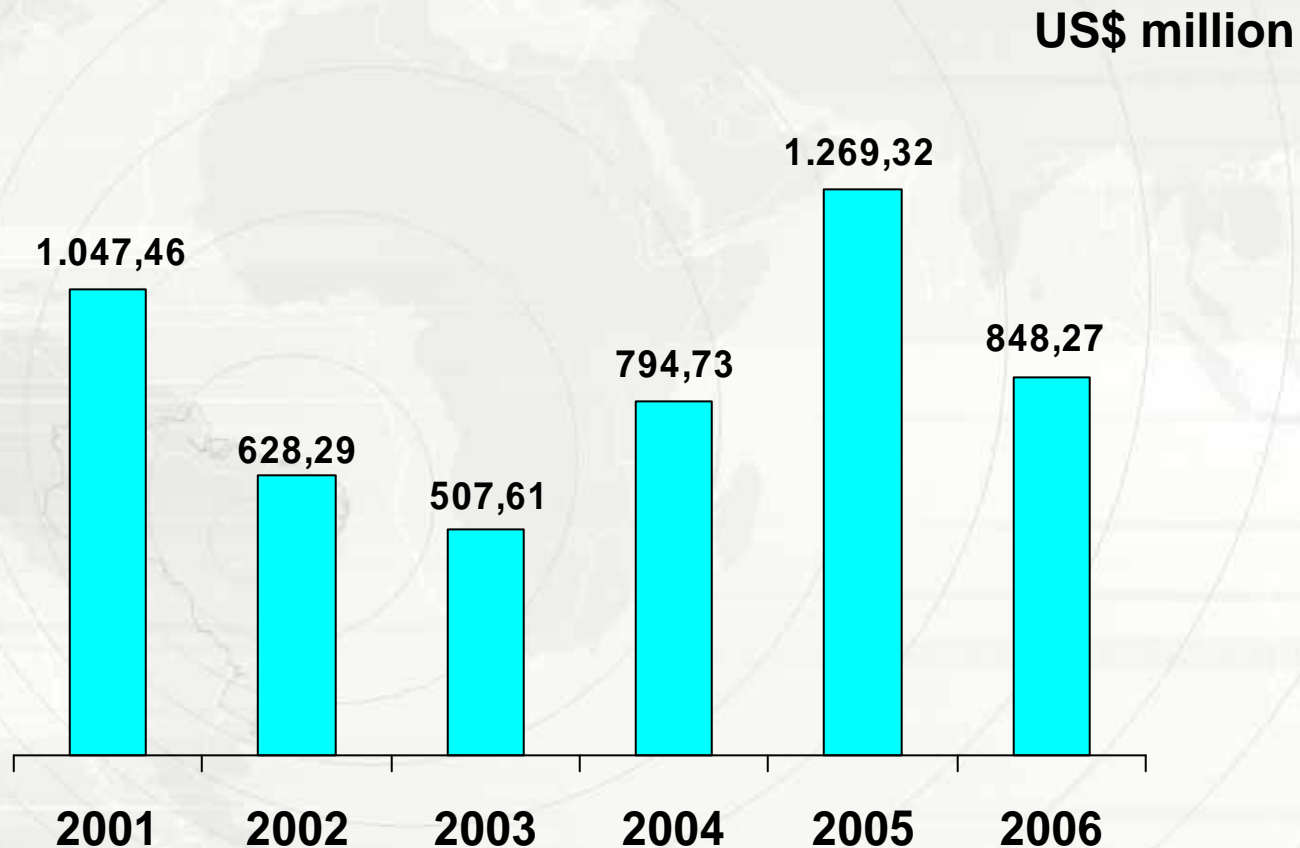




* Forecast

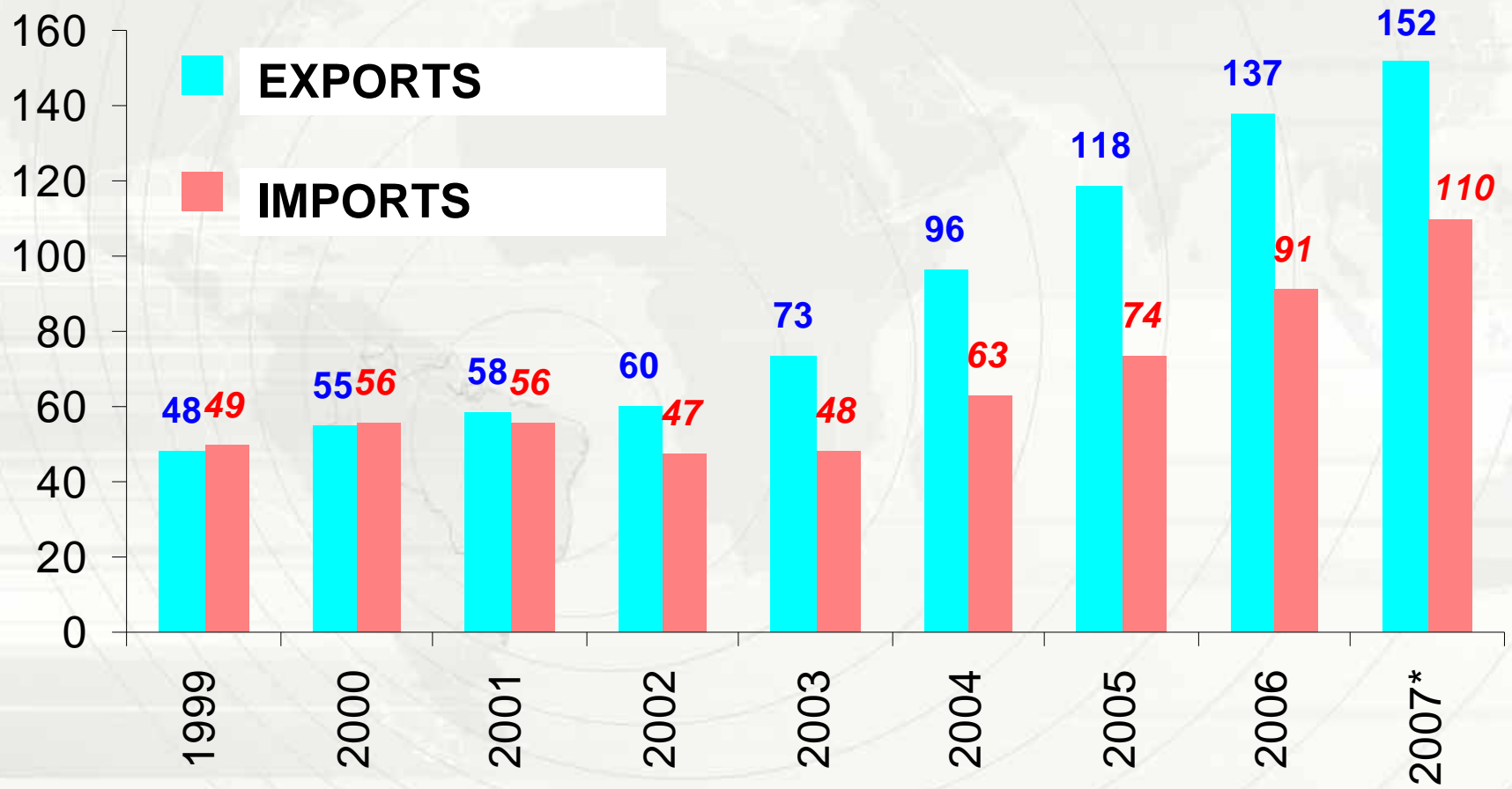
BRAZIL

German FDI Inflows



New Business Opportunities

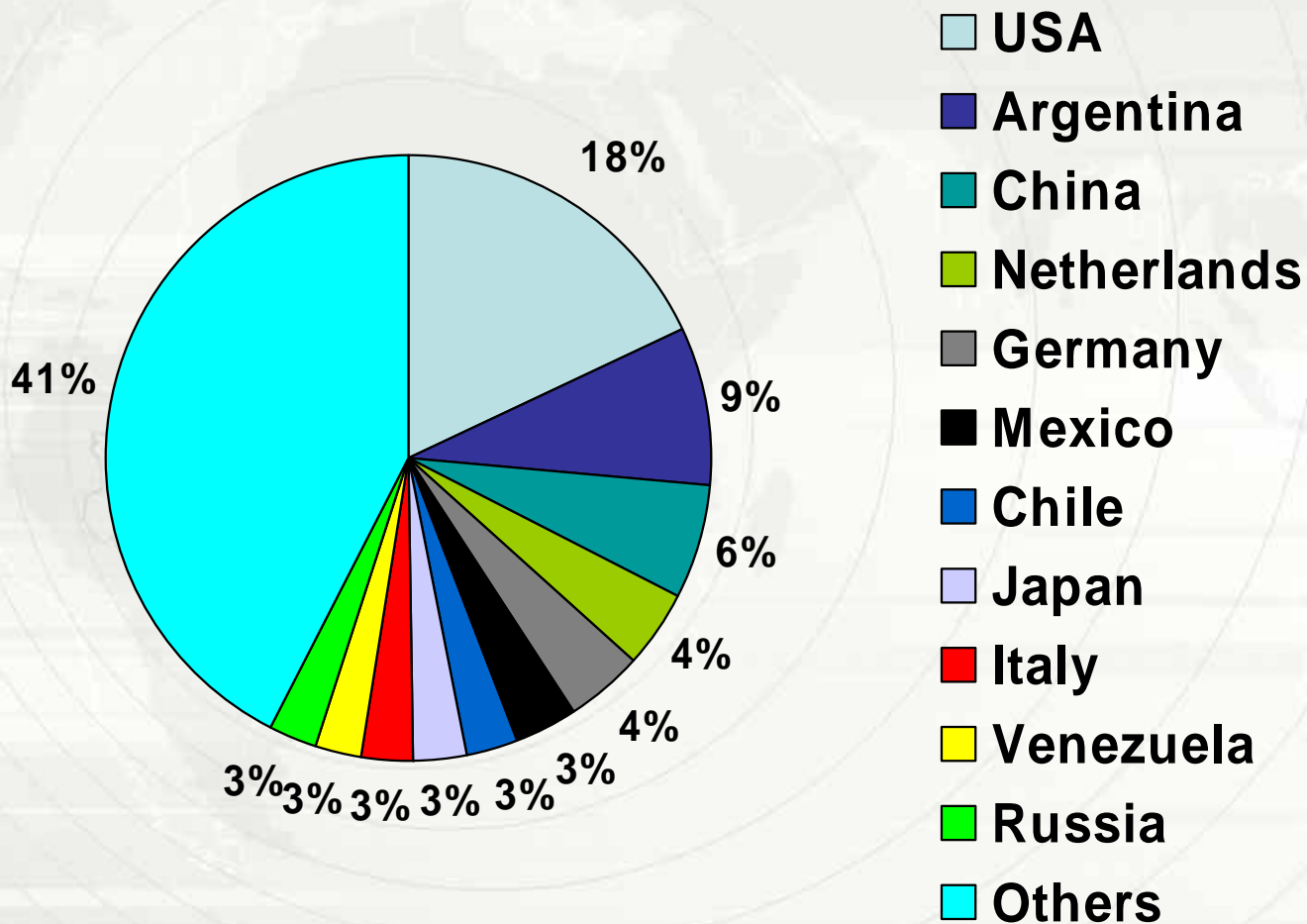
- ✓ Growth Acceleration Program (PAC);
- ✓ Public and Private Partnerships - PPP's;
- ✓ Capital market growth;
- ✓ Industrial Sectors:
 - Healthcare
 - Automotive
 - ICTs / software
 - CDM
 - Biofuels
 - Infrastructure
 - Aerospace industry
 - Biotechnology



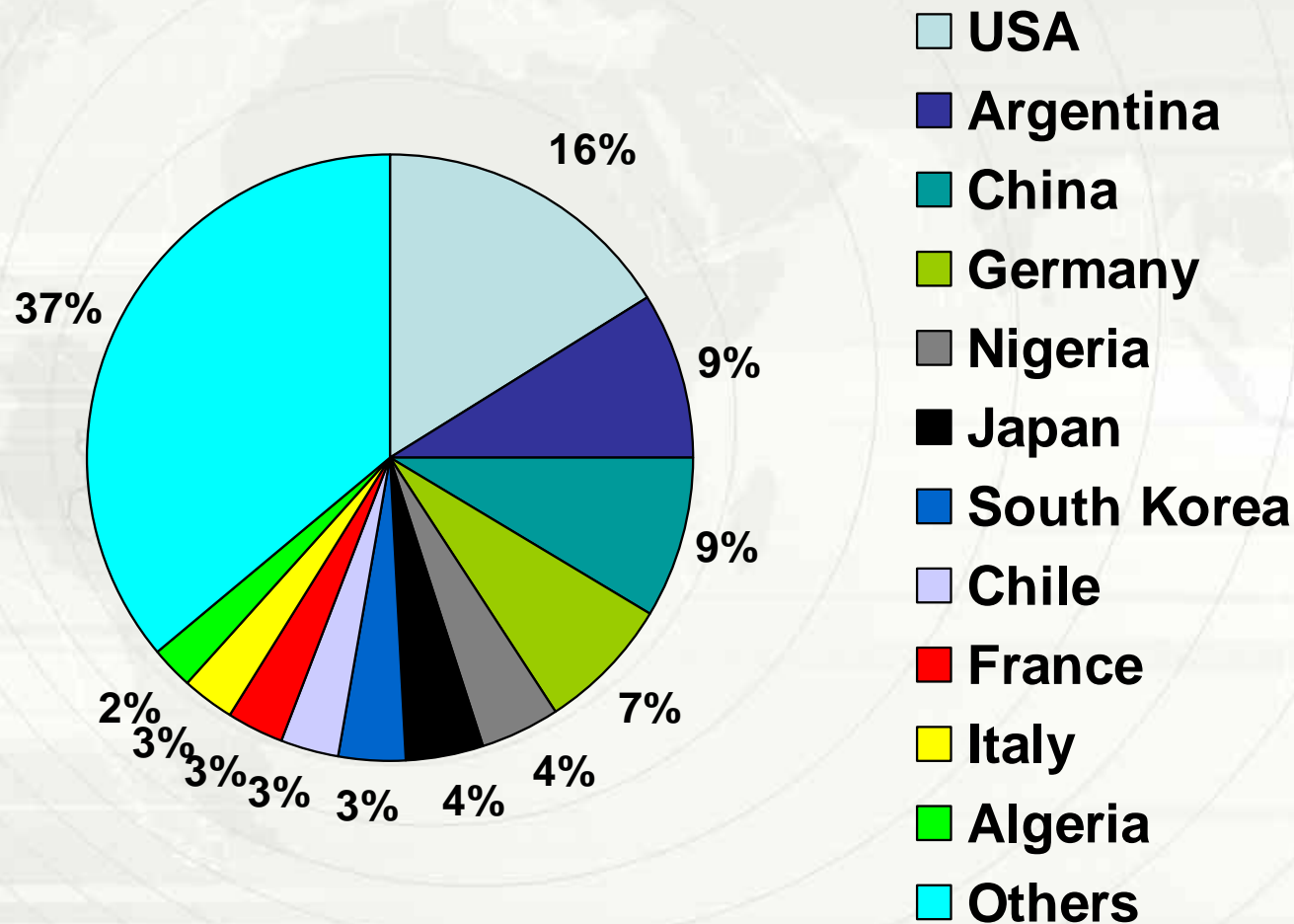
* Forecast

Source: Ministry of Development, Industry and Commerce

Exports - 2006

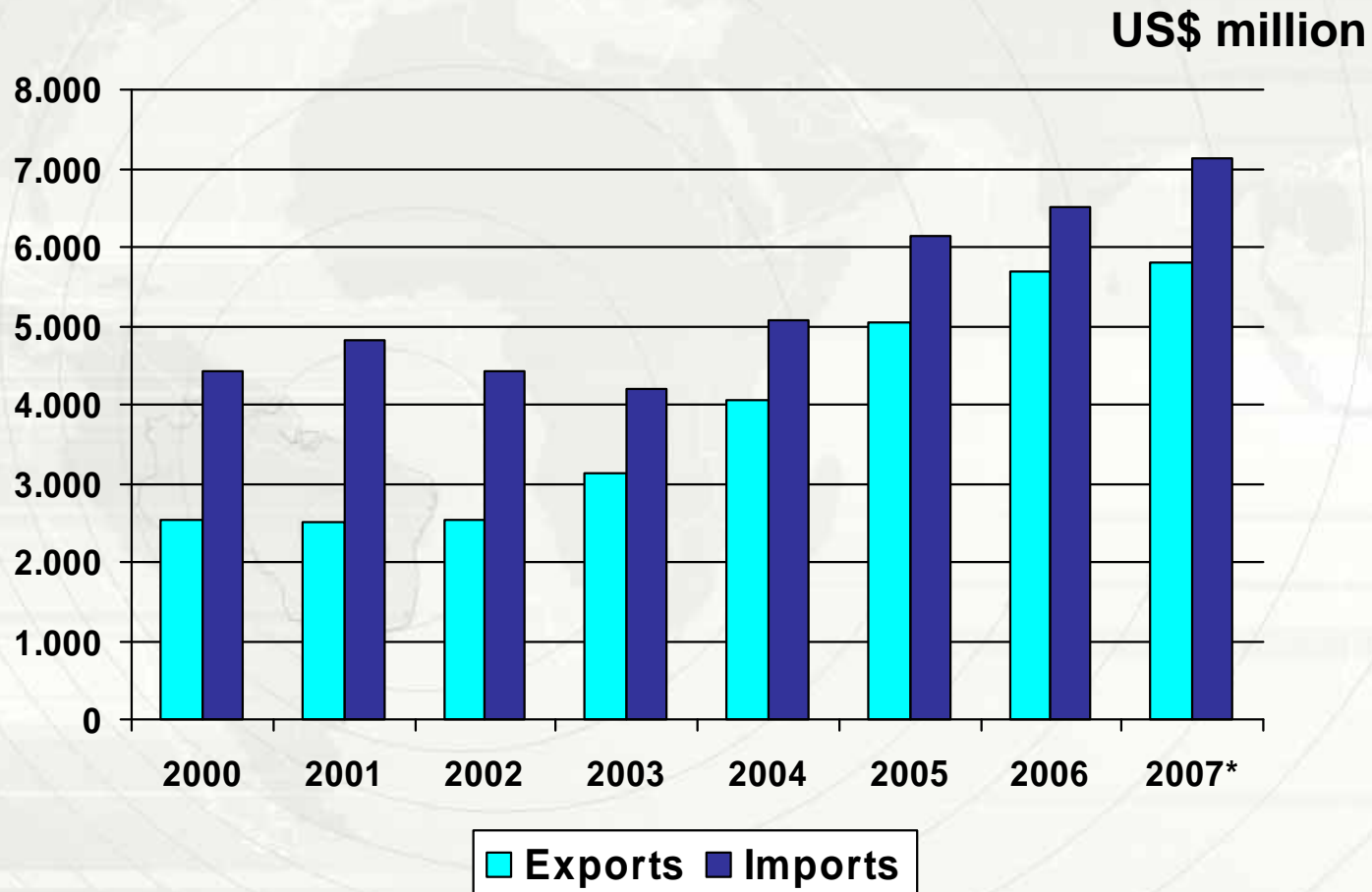


Imports - 2006



TRADE FLOW

Brazil - Germany



* Until October 2007

Source: Ministry of Development, Industry and Commerce

Business and Distribution Centers

5 Centers in the world

Germany: Frankfurt am Main



Business and Distribution Centers

- ✓ Center for the purchase of Brazilian products;
- ✓ Logistics and market support.

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