



Deutsch-Brasilianische Wirtschaftstage 2008
Encontro Econômico Brasil-Alemanha 2008

Organization:



Cooperation:



Workshop 5

Doing Business in Brazil and in Germany

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Foreign Investments in Brazil:

- Innovations on regulations
- Permitted in almost all areas of the Brazilian economy
 - In general, no authorizations/approvals are required
 - Mandatory registration with the Central Bank of Brazil
 - Limitations/restrictions
 - Incentives

Structural Changes in Brazil (since 1990s)

- Plano Real – economic stabilization
- Increase in the opening of the Brazilian economy for foreign investors and imports
- Increase in the protection of intellectual property
- Privatization process
- Creation of government agencies
- Innovations on exchange regulations

Favorable environment for investments

- **Significant capital reserves**
- **Inflation under control**
- **Stable capital markets**
- **Increase in employment rates**
- **Investment Grade**
- **Government stability**

Recent Developments in Brazilian Law:

- Tax Responsibility Law
- New Civil Code
- Arbitration
- Amendments to the Law of the Corporations
- PPP – Private-Public Partnerships
- Competition rules

Alternatives to be considered by foreign investors to reach the Brazilian market:

- Direct exports into Brazil
- Distribution and commercial representation agreements
- Transfer of technology
- Joint Ventures
- Establishment of branches and/or subsidiaries

Certain issues to be considered:

- Environment rules
- Consumer protection
- Intellectual property
- Limited liability companies
- Tax regulations
- Labor regulations

Incentives for investments:

- Employment and tax benefits

- Regional/State benefits

- Incentives for investment in certain areas (examples):
 - Ethanol production
 - Health products
 - Mining
 - Aeronautics
 - Petroleum and gas
 - Pulp and paper

Conclusions



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Environment for investment in Brazil:

- **Investment Grade**
- **Incentives from the government**
- **Economic and political stability**
- **Clear rules for investors**
- **Potential growth**



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Thank you!

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