



Brazil: seize the opportunity

Trade Mission to Recife

16th - 22nd June 2012

A June **'trade mission to Brazil'**, which has the world's second fastest growing economy, is to be led by **Team Humber Marine Alliance, World Trade Centre Hull & Humber and UK Trade & Investment.**

Why Brazil...

Brazil has leapfrogged the UK to become the world's fifth biggest economy and is enjoying unprecedented growth at a time when a lot of the world is in recession. But there is a massive skills shortage and high demand for training.

Brazil intends to build 500 ships in the next five years in 21 shipyards. Hundreds of thousands of tonnes of steel are required.

Oil and gas finds are fuelling Brazil's development, creating a step change in the economy. General upgrade in infrastructure is taking place for the World Cup in 2014 and the Olympic Games two years later.

The country is hungry for expertise and skilled labour. Lack of it is holding up its shipbuilding programme, to give one example.

Recife, the mission trade venue, is booming even by Brazilian standards. It is in the north-eastern state of Pernambuco, which is showing GDP growth of nine per cent, driven largely by the SUAPE port and industrial complex located to the south of the Recife.

Already huge, the complex could multiply 20 times. State-owned oil company Petrobras is to invest US\$224bn there.

Brazilian governments have been pumping money from the rich south to a region that, economically, has similarities to the north-east of England.

Obstacles to clear...

The language barrier is the basic problem for businesses wishing to trade in Brazil. World Trade Centre partner Language is Everything will offer delegates basic 'courtesy' training in Brazilian Portuguese and translation services.

'Local content', a programme to guarantee a proportion of work for Brazilian businesses and people, 'is nothing to be scared of', according to Chris Cobb, regional trade and investment manager at the British Consulate in Recife, who recommends businesses to take the long-term view.

Brazil is not a low cost manufacturing economy.

The Cost....

The mission will be to Recife, the country's fourth biggest city, leaving on Saturday June 16th and back in England the following Friday.

With £795.00 funding from UKTI for qualifying companies, such as SMEs, the cost per person for flights, five-star seafront accommodation, and mission fee and translation services will be around £994.

To find out further information and to request an application pack please contact:

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