

International Agenda of Industry 2024-2028



IEL

Instituto Euvaldo Lodi
PELO FUTURO DA INDÚSTRIA

SENAI

Serviço Nacional de Aprendizagem Industrial
PELO FUTURO DO TRABALHO

SESI

Serviço Social da Indústria
PELO FUTURO DO TRABALHO

CNI

Confederação Nacional da Indústria
PELO FUTURO DA INDÚSTRIA

CNI's international activities

Contribute to the competitiveness of foreign trade and to a wider participation of the industry in the international scenario.



Expand the Brazilian industry's access to global markets and strategic technologies.



Lead the advocacy of the Brazilian industry interests before the Brazilian government and in international forums.



Promote business opportunities for new industries abroad.



Attract funds and foreign investment for the innovation and modernization of the Brazilian industry.

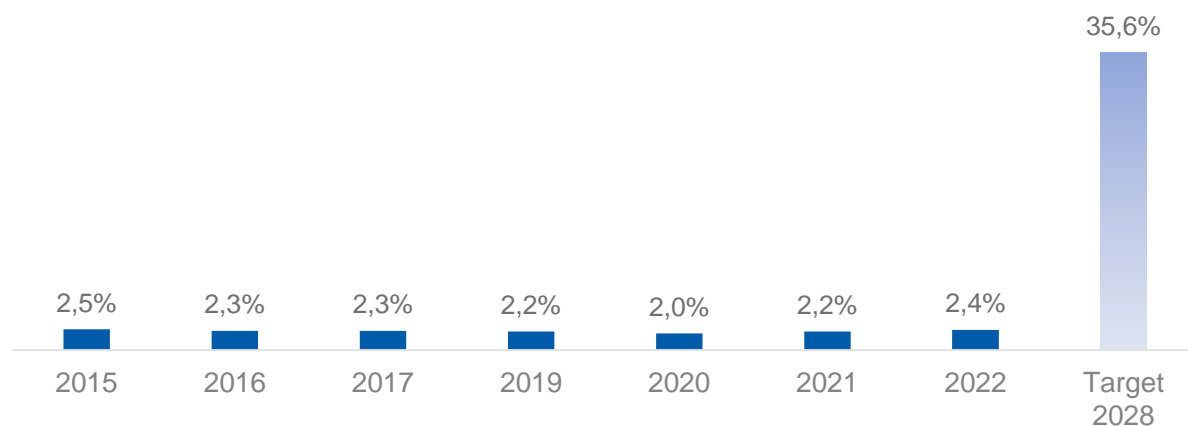


Promote the technological, methodological and marketing innovation capacity of CNI/SESI/SENAI/IEL.

Strategic Indicators

► Brazil's percentage of preferential access to international markets

Target: Expand Brazil's network of trade agreements to 35.6% of global imports by 2028, based on the entry into force of free trade agreements with Canada, the EFTA and the European Union.
(average growth of 5.5 percentage points per year).

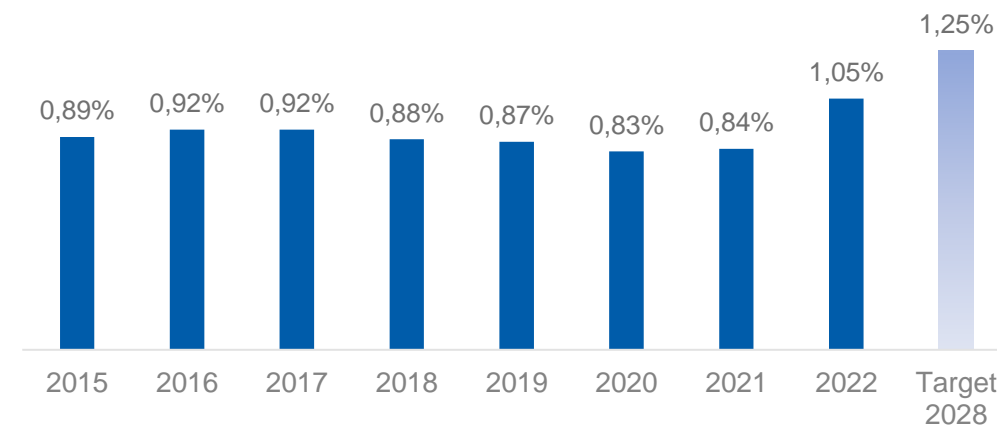


Source: WTO Stats. Prepared by: CNI.

Note: The series only takes into account countries that have concluded free trade agreements with Brazil, i.e., which broadly cover all trade in accordance with Article 24.8 of the General Agreement on Tariffs and Trade (GATT). Therefore, Brazil's trade agreements with Cuba, Guyana, India, Mexico, Saint Kitts and Nevis, Suriname, and the Southern African Customs Union (SACU) were not taken into account.

► Brazil's share of global manufacturing exports

Target: Increase Brazil's share of global manufacturing exports to 1.25% by 2028.
(average growth of 0.06 percentage points per year)

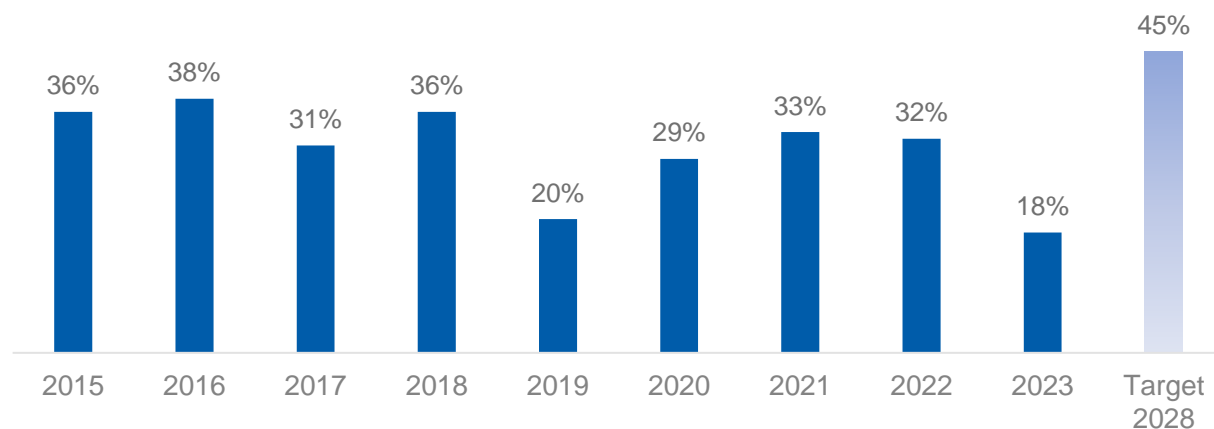


Source: Global Industry Performance, 2023.

Strategic Indicators

➤ Percentage share of the manufacturing industry in Direct Foreign Investment (DFI)

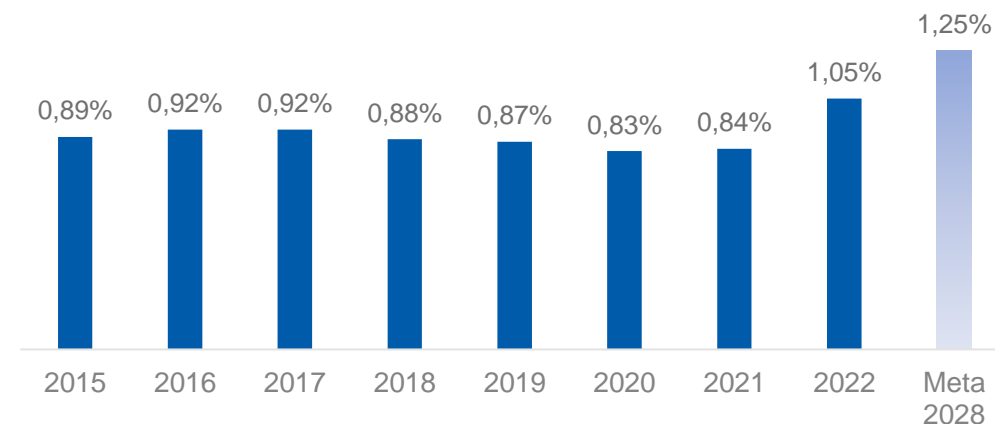
Target: Increase the share of the industrial sector in Foreign Direct Investment to 45% by 2028. (average growth of 5.4 percentage points per year).



Source: BCB. Prepared by: CNI.

➤ Share of products with high technological value in exports

Target: Resume export growth of high technology value products to 15.0% by 2028. (average growth of 0.9 percentage points per year).



Source: Wits. Prepared by: CNI.

Trade Promotion

Industry Internationalization

- Implement the trade promotion agenda in partnership with ApexBrasil, MDIC, MRE and Sebrae.
- Establish dialogue mechanisms and business missions with China and India.
- Restructure business forums with Germany, Japan and Sweden to promote business, investment and technical-technological partnerships.
- Expand the use of the COD (export certificate) System by State Federations of Industry through new business models.
- Strengthen trade promotion in countries in Africa, the Middle East and Latin America.
- Establish a network of industry contact points abroad for trade promotion, advocacy and collaboration in the areas of technology and innovation.

Attraction of Foreign Investment

- Create a business model that attracts sustainable investments.
- Build partnership with Development Banks and International Funds for the new industry agenda.
- Lead CEBRICS 2025 and focus on the attraction of investment and the promotion of businesses.
- Structure a roadshow to attract foreign investment for the innovation and modernization of Brazilian industry.

International Trade and Integration

Advocacy for foreign trade competitiveness and market access

- Lead the B20.
- Lead 4 priority campaigns: Export Credit; Proposals for DTAA; Trade Barriers; Tackling Illicit Trade.
- Restructure existing business forums.
- Update the Trade and Sustainability Agenda.

Business Intelligence

- Publish a survey on the competitiveness of Brazilian foreign trade and studies on foreign trade.
- Publish a tool for monitoring the trade balance of the industry.

Technical Cooperation

Scientific and Technological Cooperation Projects

- Establish new partnerships with South Korea, the US, India and Canada in the areas of educational technologies and OSH.
- Promote the internationalization of the SENAI Institutes of Innovation.
- Establish an international partnership for the Institute of Innovation in Biological Diversity.
- Create with MRE, MDIC and MCTI a scientific and technological cooperation agenda linked with trade promotion.
- Relaunch the strategic partnership between Brazil and Germany for access to strategic technologies and commercial exchange in collaboration with the Brazilian government.

Technical Cooperation Projects

- Strengthen international technical cooperation in vocational education in Portuguese-speaking African countries, Latin America and ASEAN member states.
- Strengthen international technical cooperation in technical and technological services in Latin America and the Middle East.

Thank you

Frederico Lamego

Superintendent of International Relations



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