5th Diplomatic Briefing

Industry International Agenda

Diego Bonomo  
Executive Manager of Foreign Trade
● Outcome of CNI’s international area strategic planning in 2015;

● First time to be adopted by CNI with the goal of an annual update;

● Reference document for CNI leadership, its constituency, the Brazilian government and other stakeholders;

● To be officially published next Monday, June 20th, and presented to Minister Marcos Pereira (Industry and Trade) and Minister José Serra (Foreign Affairs).
Trade Policy Advocacy

Proposals identified by permanent B2B and B2G mechanisms

Internationalization Services

Challenges identified by a nation-wide survey of exporting companies

Direct debate with Federations of Industries, sector-specific associations and companies

Domestic and international economic scenario analysis
Trade Policy Advocacy

- Trade Agreements
- Brazilian Investment Overseas
- Trade Facilitation and Elimination of Red Tape
- Trade Barriers in Foreign Markets
- Trade-Related Taxation
- Trade Finance
- Trade Remedies
- Priorities in Strategic Markets
Trade Agreements and Brazilian Investment Overseas

- **More Free Trade Agreements (FTAs)**
  - Brazil has a relatively small network of 10 FTAs and five trade preferences agreements.
  - Expand this network with the conclusion of ongoing negotiations—European Union and Mexico—, deepening of existing FTAs in South America, and launching of negotiations with new partners—Canada, Central America, Cuba, EFTA, Japan, SACU, the United States and others.

- **More Bilateral Tax Treaties (BTTs)**
  - Brazil already has a network of 32 treaties in force.
  - Expand this network with the launching of negotiations with new partners—the United States, United Kingdom, Germany, Colombia, Uruguay, Paraguay and Australia.
Trade Agreements and Brazilian Investment Overseas

- **More Cooperation and Facilitation Investment Agreements (CFIAs)**
  - Six already negotiated pending congressional approval (three African countries and all four member of the Pacific Alliance—Chile, Colombia, Mexico and Peru).
  - Pursue new agreements with Mercosur members, other South American and African countries, and explore possibilities with developed economies, Japan in particular.

- **More Social Security “Totalization Agreements”**
  - Brazil already has a network of 15 agreements (two plurilaterals) and five new agreements pending congressional approval.
  - Expand this network with the launching of negotiations with 15 new partners—Angola, Austria, China, Colombia, Dominican Republic, Egypt, India, Mexico, Mozambique, Netherlands, Panama, Peru and UAE.
Internationalization Services

- Business Consulting
- Capacity Building and Business Mobilization
- Business Intelligence
- Business Promotion
- Customs and Commercial Operation
- Product and Production Process Design
- Investment Promotion
CNI helps state-level Federations of Industries to implement a portfolio of services to support foreign investors;

Federations in 10 Brazilian states can already offer support services to foreign investors, from pre-service to after-care;

These services are provided through the Federation International Business Center (IBC—or “CIN” in Portuguese);

More information at “Brazil4Business” website.
Thank you!