





Confederação Nacional de Indústria

CNI. A FORÇA DO BRASIL INDÚSTRIA

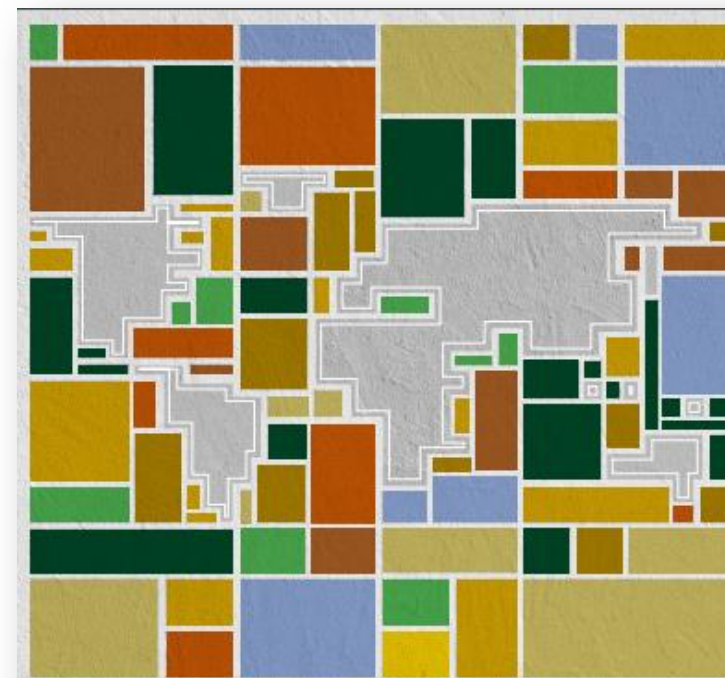
5th Diplomatic Briefing

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).



Agenda Internacional da Indústria 2016



Trade Policy Advocacy

Internationalization Services

Proposals
identified by
permanent
B2B and B2G
mechanisms

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

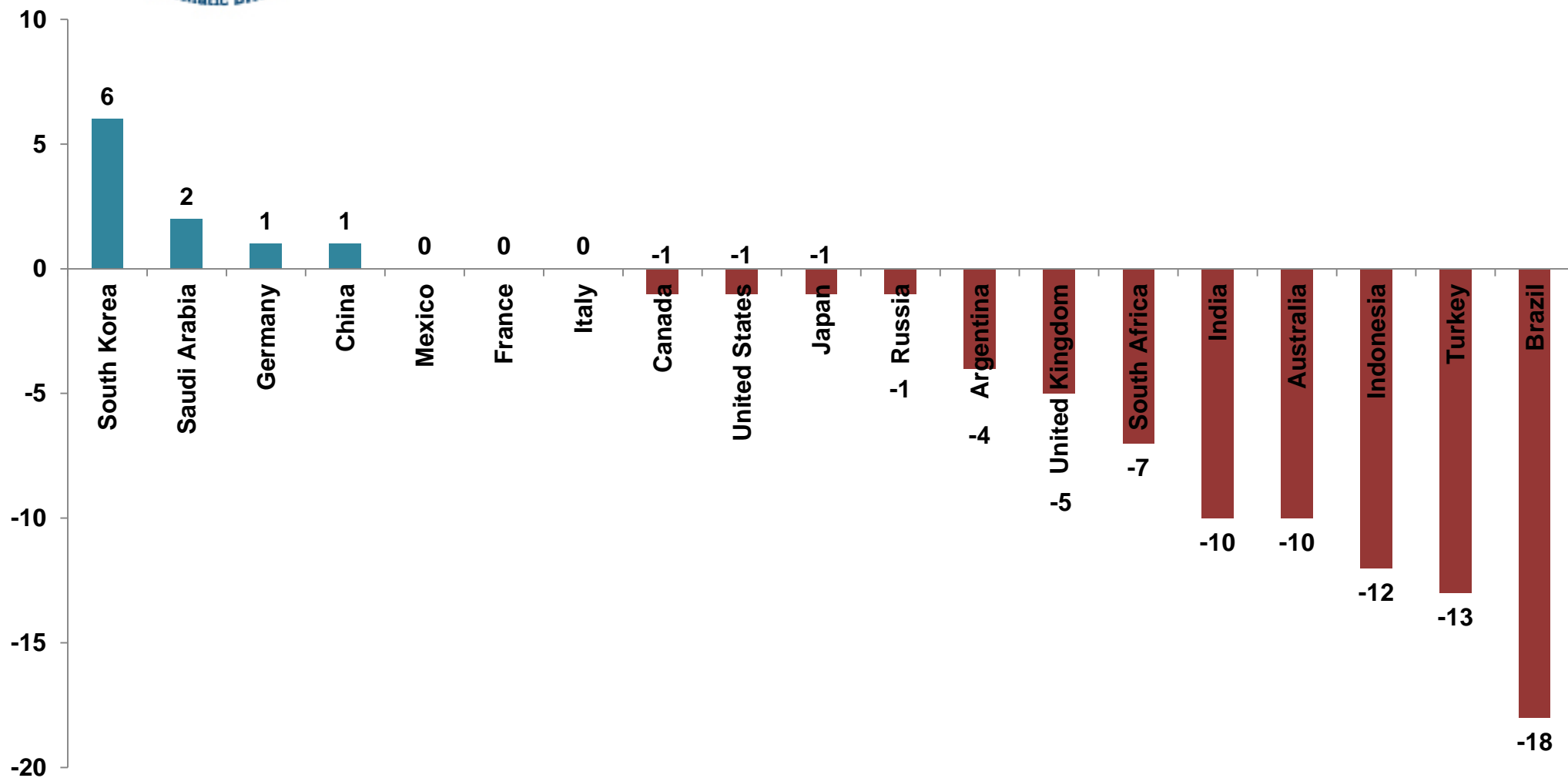
Trade
Finance

Trade
Remedies

Priorities in
Strategic
Markets

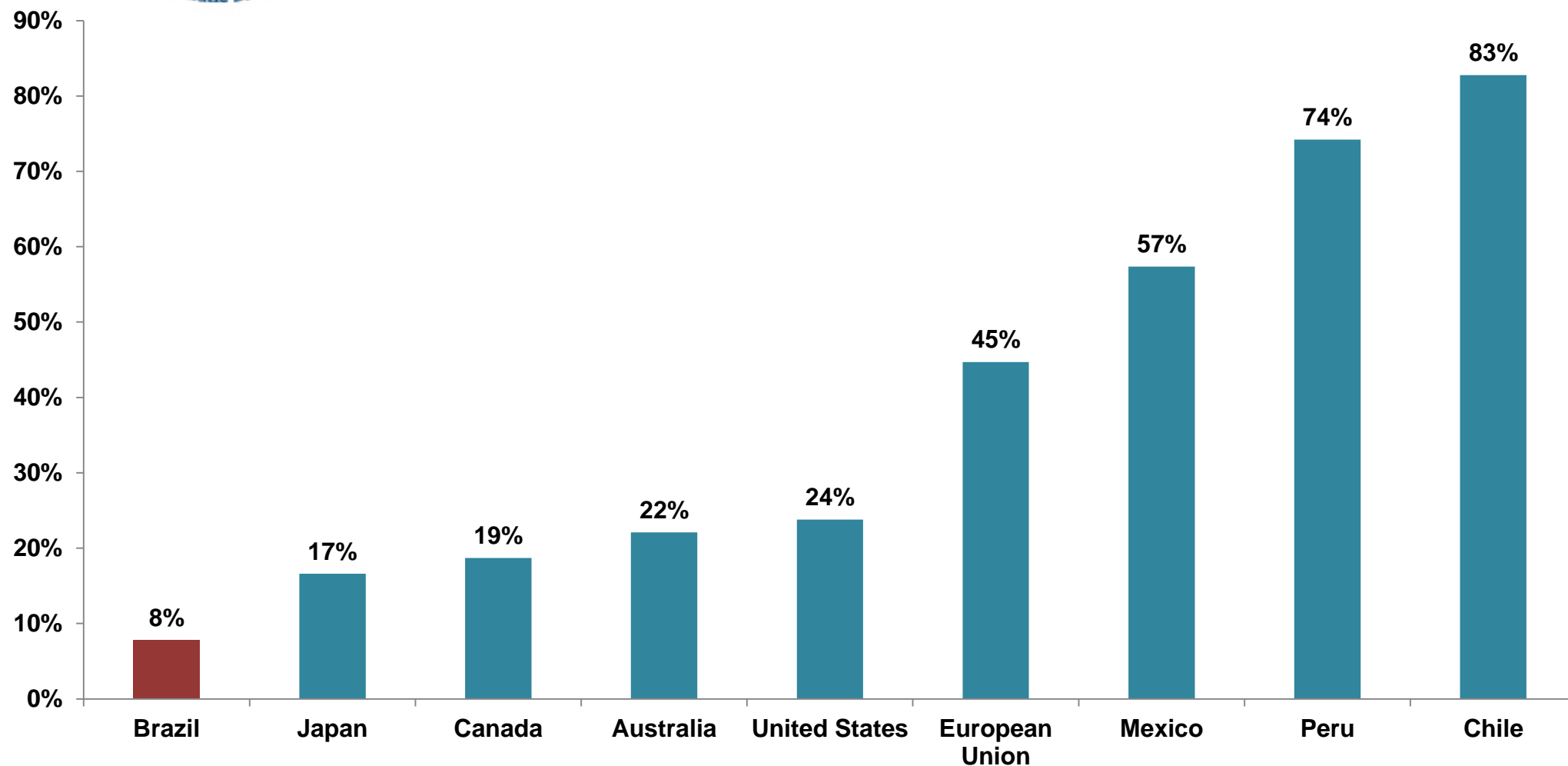


World Bank GDP Ranking X WTO Exports Ranking (2014)





World Market Access Potential (2014)





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.





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Thank you!