

# INTERNATIONAL AGENDA OF INDUSTRY



*Brazilian National Confederation of Industry*

**THE FUTURE OF INDUSTRY**

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Every year, the Brazilian National Confederation of Industry (CNI) releases its International Agenda of Industry, a broad roadmap of trade policy proposals advocated by CNI and of internationalization services to Brazilian companies provided by both the Confederation and its affiliated state-level Federations of Industries.

CNI is the leading business organization in Brazil representing more than 800,000 companies, over 1,200 sectoral trade associations and the country's 27 state-level Federations of Industries.

The priorities of the International Agenda of Industry are defined by a regular consultation process with companies and other business organizations gathered in permanent coalitions, councils and fora led by CNI.

The document is issued every March and delivered to key policy makers within the Brazilian federal government agencies involved with foreign trade.

The 2020 edition of the International Agenda of Industry focuses on 109 actions to be pursued by CNI in four main areas: trade policy advocacy, trade-related services, strategic markets, and international cooperation. Out of them, 10 were selected as key priorities for the year.



## KEY PRIORITIES

1. Opening the Brazilian economy through the expansion and deepening of its trade agreements network.
2. Strengthening Mercosur through a more ambitious economic integration agenda.
3. Supporting Brazil's accession to the Organization for Economic Cooperation and Development (OECD) through domestic reforms.
4. Supporting World Trade Organization (WTO) reform.
5. Reforming the Expatriates Act to foster Brazilian foreign investment.
6. Fully implementing the Brazilian Single Window for trade facilitation.
7. Securing a Tax Reform that levels the playing field for Brazilian goods and services competing in the domestic and foreign markets.
8. Ensuring the maintenance of trade finance programs.
9. Modernizing the subsidies and countervailing measures regulations.
10. Implementing the Global Route methodology for the provision of trade-related services at the state level.



# TRADE POLICY ADVOCACY

In 2020, CNI will conduct 79 trade policy-related advocacy campaigns with the Administration, the Brazilian National Congress and the Judiciary Branch in nine areas:

01



Improvement of Brazil's trade policy-making process through the strengthening of the Brazilian Foreign Trade Chamber (CAMEX) and the adoption of a formal trade policy strategy.

Continuation and expansion of the Brazilian trade negotiations agenda through increased transparency; ratification of concluded trade agreements; conclusion of ongoing negotiations and launching of new ones; strengthening of Mercosur; reform of the WTO, including a solution to the Appellate Body impasse; accession to the OECD; and active participation in United Nations trade-related negotiations and in the business component of the G20.

02



03



Advancement of Brazil's strategy to identify, qualify, monitor and remove barriers to trade and investment in foreign markets through private sector awareness; identification and notification of new barriers; improvement of the Brazilian market access platform; regulatory cooperation; better use of bilateral government-to-government dialogues; active participation in the WTO Committees on Technical Barriers to Trade and Sanitary and Phytosanitary Measures; and the creation of Economic Attachés in Brazilian Embassies.

Protection and promotion of Brazilian foreign investment through tax and labor federal law reform; negotiation, renegotiation and ratification of bilateral and plurilateral agreements related to tax, investment, social security and visas; and provision of guarantees to Brazilian investment abroad.

04





05



Trade facilitation and risk management with the full implementation of the Single Window; negotiation of Authorized Economic Operator mutual recognition agreements; elimination of illegal and WTO-inconsistent duties and charges; full implementation of the WTO Agreement on Trade Facilitation; best regulatory practices; and an enabling e-commerce framework.

Improvement of trade-related infrastructure and logistics through the creation of Brazil's Shippers Council; elimination of illegal and WTO-inconsistent duties and charges on port and airport-related services; withdrawal of cargo reservation agreements; negotiation of "Open Skies" agreements; and better integration of cargo and transit controls.

06



07



Pursuit of a tax-friendly environment for trade in goods and services through a Tax Reform that levels the playing field for Brazilian goods and services competing in the domestic and foreign markets; reform and maintenance of tax rebate, tax credit and tax suspension programs; and improvement of federal law and regulation on customs valuation, services imports and exports, e-commerce, and transfer pricing.

Maintenance and modernization of trade finance programs through the improvement of Brazil's institutional framework and official export credit and private sector mechanisms; and Brazil's accession to the OECD Arrangement on Officially Supported Export Credits.

08



09



Fight unfair trade by improving and fully implementing trade remedies-related legislation and regulation; monitoring of non-market status economies and the trade war; and guaranteeing the functioning of WTO and Mercosur dispute settlement.



## TRADE-RELATED SERVICES

In 2020, CNI and its affiliated state-level Federations of Industries will pursue a strategy to offer more effective trade-related business solutions to companies of all sizes, sectors and regions based on three pillars:



Improvement of Brazil's federal government and private sector governance to provide efficient and effective trade-related services through the implementation of the Global Route methodology at the state level; better coordination within CAMEX; and renewed partnerships between CNI and the Brazilian Trade and Investment Promotion Agency, Brazilian Micro and Small Business Support Service, Brazilian Agency for Industrial Development, and Brazilian Agriculture and Livestock Confederation.



Better regulation of government-delegated services, including Certificates of Origin, ATA Carnet and Certificates of Free Sale; and improvement of tax incentives for trade promotion activities.



Provision of services in five areas: customs documents, business training, market intelligence, trade promotion, and export packaging design.



## STRATEGIC MARKETS

While CNI pursues its trade advocacy agenda, it will focus its efforts on the development of closer relations and an improved business environment with key markets for the Brazilian industry identified in the Confederation's Strategic Market Index.

The top 10 strategic markets for the Confederation in 2020 are, in the following order: United States, China, Germany, Argentina, United Kingdom, Japan, India, Mexico, France and South Korea. CNI will also focus its efforts on key trade blocks, including the European Union, Association of Southeast Asian Nations, Pacific Alliance and Mercosur.

The priorities for these markets include a range of bilateral and plurilateral agreements on trade facilitation and liberalization, investment, taxation, social security, intellectual property, visas and air services; as well as the removal of barriers to Brazilian exports and investment.



## INTERNATIONAL COOPERATION

In 2020, the Brazilian National Service for Industrial Training, managed by CNI, will continue its international cooperation agenda with a view to increasing funding to international cooperation initiatives; improving access to Brazilian public and private sectors institutions to world-class technical, technology, and research and development centers; and supporting Brazilian multinational corporations through skills development.



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