CAMEX
Foreign Trade Board

24/07/2018 – TOKYO
XXI JAPAN-BRAZIL BUSINESS COUNCIL PLENARY MEETING
INVESTMENT OPPORTUNITIES AND BUSINESS ENVIRONMENT
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FOREIGN DIRECT INVESTMENT (FDI) – OVERVIEW

US Dollars at current prices in millions

Foreign Direct Investment - Inward Flows

FOREIGN DIRECT INVESTMENT (FDI) – OVERVIEW

World FOREIGN DIRECT INVESTMENT (FDI) INWARD
Billions of US$

<table>
<thead>
<tr>
<th>Host economies</th>
<th>Home economies</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>United States</strong></td>
<td><strong>United States</strong></td>
</tr>
<tr>
<td>391,104 (inflow)</td>
<td>299,003 (outflow)</td>
</tr>
<tr>
<td><strong>United Kingdom</strong></td>
<td><strong>China</strong></td>
</tr>
<tr>
<td>253,826 (inflow)</td>
<td>183,100 (outflow)</td>
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<tr>
<td><strong>China</strong></td>
<td><strong>Netherlands</strong></td>
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<tr>
<td>133,700 (inflow)</td>
<td>173,658 (outflow)</td>
</tr>
<tr>
<td><strong>China, Hong Kong SAR</strong></td>
<td><strong>Japan</strong></td>
</tr>
<tr>
<td>108,126 (inflow)</td>
<td>145,242 (outflow)</td>
</tr>
<tr>
<td><strong>Netherlands</strong></td>
<td><strong>British Virgin Islands</strong></td>
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<tr>
<td>91,956 (inflow)</td>
<td>94,820 (outflow)</td>
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<tr>
<td><strong>Singapore</strong></td>
<td><strong>Canada</strong></td>
</tr>
<tr>
<td>61,597 (inflow)</td>
<td>66,403 (outflow)</td>
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<tr>
<td><strong>British Virgin Islands</strong></td>
<td><strong>China, Hong Kong SAR</strong></td>
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<tr>
<td>59,097 (inflow)</td>
<td>62,460 (outflow)</td>
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<tr>
<td><strong>Brazil</strong></td>
<td><strong>France</strong></td>
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<tr>
<td>58,680 (inflow)</td>
<td>57,328 (outflow)</td>
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<tr>
<td><strong>Australia</strong></td>
<td><strong>Ireland</strong></td>
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<tr>
<td>48,190 (inflow)</td>
<td>44,548 (outflow)</td>
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<tr>
<td><strong>Cayman Islands</strong></td>
<td><strong>Spain</strong></td>
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<tr>
<td>44,968 (inflow)</td>
<td>41,789 (outflow)</td>
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<tr>
<td><strong>India</strong></td>
<td><strong>Germany</strong></td>
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<tr>
<td>44,486 (inflow)</td>
<td>34,558 (outflow)</td>
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<tr>
<td><strong>Russian Federation</strong></td>
<td><strong>Luxembourg</strong></td>
</tr>
<tr>
<td>37,668 (inflow)</td>
<td>31,643 (outflow)</td>
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<tr>
<td><strong>Canada</strong></td>
<td><strong>Switzerland</strong></td>
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<td>33,721 (inflow)</td>
<td>30,648 (outflow)</td>
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<tr>
<td><strong>Belgium</strong></td>
<td><strong>Korea, Republic of</strong></td>
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<tr>
<td>33,103 (inflow)</td>
<td>27,274 (outflow)</td>
</tr>
<tr>
<td><strong>Italy</strong></td>
<td><strong>Russian Federation</strong></td>
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<tr>
<td>28,955 (inflow)</td>
<td>27,272 (outflow)</td>
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<tr>
<td><strong>France</strong></td>
<td><strong>Cayman Islands</strong></td>
</tr>
<tr>
<td>28,352 (inflow)</td>
<td>25,736 (outflow)</td>
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<tr>
<td><strong>Luxembourg</strong></td>
<td><strong>Singapore</strong></td>
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<tr>
<td>26,857 (inflow)</td>
<td>23,888 (outflow)</td>
</tr>
<tr>
<td><strong>Mexico</strong></td>
<td><strong>Sweden</strong></td>
</tr>
<tr>
<td>26,739 (inflow)</td>
<td>22,851 (outflow)</td>
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<tr>
<td><strong>Ireland</strong></td>
<td><strong>Italy</strong></td>
</tr>
<tr>
<td>22,304 (inflow)</td>
<td>22,794 (outflow)</td>
</tr>
<tr>
<td><strong>Sweden</strong></td>
<td><strong>Finland</strong></td>
</tr>
<tr>
<td>19,584 (inflow)</td>
<td>22,760 (outflow)</td>
</tr>
</tbody>
</table>

Table 1 – FOREIGN DIRECT INVESTMENT

Source: UNCTAD. (Unctadstat 2018)
What are we doing to attract more Foreign Direct Investments (FDI)? Facilitating the business environment to investors.

- NATIONAL INVESTMENT COMMITTEE (CONINV)
- OMBUDSMAN FOR DIRECT INVESTMENTS (OID)
- WORKING GROUP TO SUPPORT INVESTORS
- FIRST FOREIGN TRADE REGULATORY AGENDA
CAMEX
New Investment Framework

**Investment issues since 2016**

Formulate, adopt, implement and coordinate policies and activities related to foreign trade in goods and services, including tourism, with a view to promoting foreign trade, **investments** and the country's international competitiveness.
Bodies

- CAMEX Board - body of superior and final deliberation.
- Executive Management Committee - Gecex
- Executive Secretariat (and Ombudsman for Direct Investments - OID)
- Private Sector Advisory Board - Conex
- Export Financing and Guarantee Committee - Cofig
- National Trade Facilitation Committee - Confac
- National Committee for Trade Promotion - Copcom
- National Investment Committee - Coninv
CAMEX Board – Council of Ministers

Body of superior and final deliberation

Composed of the following Ministers of State:

• Head of the Civil House of the Presidency of the Republic, who will preside over it;
• Industry, Foreign Trade and Services;
• Foreign Affairs;
• Finance;
• Transport, Ports and Civil Aviation;
• Agriculture, Livestock and Food Supply;
• Planning, Development and Management; and
• Head of the General Secretariat of the Presidency of the Republic
The Cooperation and Facilitation Investment Agreements (CFIAs) that Brazil has negotiated and signed bilaterally require, among other arrangements, the creation of an Investment Ombudsman;

Main attributions

- receive consultations and inquiries about matters related to investments, which should be answered jointly with government agencies involved in each case;

- Centralization of demands in a single body that should respond timely to the demands of investors;

- Supervised by the CAMEX board;
The OID integrates the structure of the Executive Secretariat under the supervision of the CAMEX Board and will be composed of:

I - the Executive Secretary of CAMEX (institutional representative and coordinator);

II - a Secretariat that will have employees / servants specialized in subjects related to investments;

III - an Advisory Group, composed of representatives of the ministries that constitute CAMEX; and

IV - the Network of focal points (agencies and entities of the Federal Public Administration, as well as those indicated by Federative Units).
OMBUDSMAN FOR DIRECT INVESTMENTS - OID

Investor
(Investors from country who have CFIA in force)

Ombudsman
-OID
(CAMEX)

Network of Focal Points
(more than 30 entities of public administration – national and subnational level).
**Chart/How Ombudsman Works**

- **CAMEX Board**
  - Supervises the OID

- **National Investment Committee**
  - (Coninv)

- **CAMEX – Executive Secretary**
  - Institutional Representative and Coordinator of the Ombudsman for Direct Investments

- **Secretariat of the Ombudsman for Direct Investments**
  - (CAMEX Executive Secretariat)

- **Advisory Group**
  - Headed by the Executive Secretary of CAMEX and composed by representatives of CAMEX members

- **Network of Focal Points**
  - (Governmental bodies and agencies)

- **Ad hoc Grievance Settlement Body**
  - (Coordinator, specialists, representatives of the Advisory Group and of governmental bodies and agencies related to the issue)

- **FINAL REPORT**
  - (Suggestions and Recommendations)

- **Governmental Body/Agency related to the issue**

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**CAMEX – Executive Secretary**

- Institutional Representative and Coordinator of the Ombudsman for Direct Investments

**Advisory Group**

- Headed by the Executive Secretary of CAMEX and composed by representatives of CAMEX members

**Network of Focal Points**

- (Governmental bodies and agencies)

**Ad hoc Grievance Settlement Body**

- (Coordinator, specialists, representatives of the Advisory Group and of governmental bodies and agencies related to the issue)

**FINAL REPORT**

- (Suggestions and Recommendations)
Working Group to Support Investors

Other Tools to Help the Investors

Investors not cover by the OID - UNDERGOING

Will be created under the National Investment Committee to deal with the demands of foreign investors.

Investors from countries who have not yet investment agreement with Brazil;

Periodic Reports to the National Investment Committee;
National Investment Committee - Coninv

Purpose
Formulate proposals and recommendations to CAMEX for the promotion and facilitation of Foreign Direct Investments in Brazil and the Brazilian Direct Investments abroad, coordinate

Members
Vice Ministers Level
I – General-Secretary of the Ministry of Foreign Affairs (co-chair);
II - Executive Secretary of the Civil House of the Presidency of the Republic;
III – Executive-Secretary of the Ministry of Finance;
IV – Executive-Secretary of the Ministry of Agriculture, Livestock and Supply;
V – Executive-Secretary of the Ministry of Industry, Foreign Trade and Services (co-chair);
VI – Executive-Secretary of the Ministry of Planning, Development and Management;
VII - Deputy Executive-Secretary of the Program of Investment Partnerships of the Presidency of the Republic; and
VIII – Executive-Secretary of CAMEX.

Benefits
Improvement in the discussion and the coordination of government actions for the implementation of investment policies, in order to create a better investment environment in the country.
Interaction with the OID

- CAMEX's Executive-Secretary is a member of Coninv and is the institutional representative of OID;

- The consultations and inquiries received by the OID on a recurring basis may be subject to proposals for improving the investment environment in Brazil;

- Coninv will evaluate them and submit to CAMEX Board such proposals as it deems appropriate;

- Coninv will also be responsible for monitoring the implementation by the respective bodies of the recommendations made by the OID for the solution of questions.
Investment attraction strategy
Coordinating Actions to Cover all the Investment Cycle

- Investment Climate Improvement
- Policy Advocacy
- Subnational Relationship
- Aftercare
- Image, Proactive Promotion, Attendance and Services for Investors

SE-CAMEX and MDIC
CAMEX Board and Coninv
MDIC and Apex Brasil
Apex Brasil
The CAMEX Board will monitor the implementation of the Foreign Trade Regulatory Agenda.

**Main Objective of the Agenda**

Identify laws and normative acts related to foreign trade with priority to change, update or revoke between 2018 and 2019.
“The relatively more transparent are the country’s policies and institutions, the more attractive is the country to foreign investors. An improvement in a country’s ranking by only a few points will significantly improve the country’s attractiveness to foreign investors and should lead to a correspondingly large marginal inflows of FDI.”

First Foreign Trade Regulatory Agenda
Regulatory Stock to be worked

EIGHT AXES and 68 NORMS

1. Customs and Foreign Trade Procedures: 13 Norms
2. Technical and sanitary regulations: 17 Norms
3. Defense products: 3 Norms
4. Export Financing and Guarantees: 7 Norms
5. Trade remedies and rules of origin: 5 Norms
6. Export Processing Zones: 6 Norms
7. Transport Logistics and infrastructure: 7 Norms
8. Government Procurement and Services: 10 Norms
Thank You!

www.camex.gov.br

Esplanada dos Ministérios
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