



Câmara de Comércio Suíço-Brasileira
Swiss-Brazilian Chamber of Commerce
Schweizerisch-Brasilianische Handelskammer
Chambre de Commerce Suisse-Brésilienne

DOING BUSINESS IN BRAZIL
EXCLUSIVE EVENT IN ZURICH, SWITZERLAND

JUNE 28TH, 2018

About SWISSCAM

As a dynamic service provider, **SWISSCAM** delivers highly flexible personalized services for your business in Brazil and Switzerland.

Our services include the following:

- Business Consulting
- Search of companies that match your desired profile
- Surveys in partnership with experts in various fields
- Analysis of market sectors and competitors
- Organization of the Swiss Pavilion collective stand and/or your company's own stand on Brazilian trade fairs
- Brokering contacts
- Scheduling meetings
- Customized events and search of target-audience
- Holding presentations and meetings with members or guest speakers
- E-newsletter, website and LinkedIn page to promote your news and announcements.

BECOME A SWISSCAM MEMBER

Different membership categories offer benefits and advantages to suit your requirements, which may include attending exclusive events, opportunities to showcase your brand and matchmaking between companies and Swiss or Brazilian government entities.

For more details, e-mail us or request a meeting. SWISSCAM will support you to find the ideal opportunities for your business.

Business consulting

business@swisscam.com.br

Events and marketing

marketing@swisscam.com.br

Tel +55 (11) 5683 7447

Tel +41 (44) 586 3741

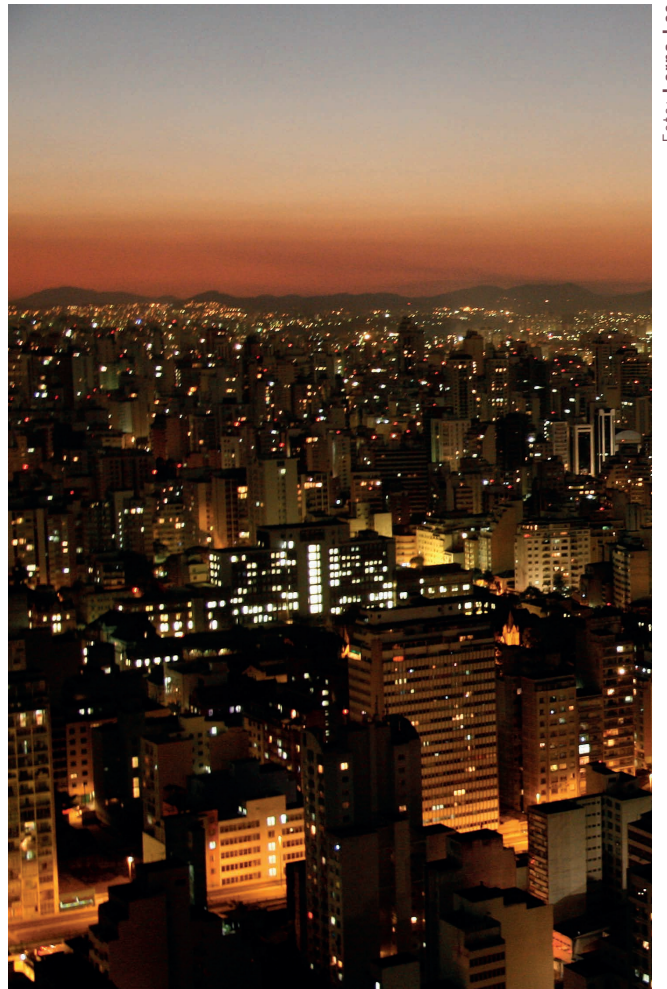


Foto: Lorna Lee

Brazilian Market Overview: Growth is Secured

Economy set to grow as much as 3% this year, but the real boom is expected for 2019, when foreign investments will really start to show results

After facing its biggest economic crisis ever, Brazil is now back on the path of growth. Considering the hazy scenario that is the presidential election later this year, the question now is how fast the economy will pick up. The market speculates that the Gross Domestic Product (GDP) in 2018 will grow 2 to 3%. Uncertainty coming from inside is caused by the large number of pre-candidates: as of April, there were 20 of them. Externally, the possibility of a trade war between the US and China looms in the air, something that could potentially cause the world economy to plunge deep down. "Under these conditions, any discussion about pace is rendered irrelevant. What matters is that the economy is growing again," says Sergio Vale, an economist with MB Associados consulting. The privatizations, concession auctions and the labor reform have all opened the door to new advancements. Many of those changes, however, will only start seeing results in 2019.

"Especially in infrastructure, the investments that came in last year were made to replace outdated equipment," says Frederico Turolla, of Pezco, an economic and business consulting firm. What Turolla is referring to are the concession agreements for airports, highways and transmission lines auctioned off last year, and whose winners began to manage this year. For this and other reasons, a survey by Pezco concluded that 2018 will see the lowest growth in history (1.65% of the GDP) in transportation, power, sanitation and telecommunications. For 2019, the forecast goes up to 1.85%.

Across November, December and January, Brazil recorded 12.7 million people unemployed per the IBGE, the country's Geography and Statistics Institute. This number corresponds to 12.2% of the total population, 0.4% less than the number recorded from November 2016 through January 2017. This slight improvement is irrelevant compared to the unemployment rate in 2014, at around 6.4%. Recent government reforms still haven't managed to create formal jobs. According to IBGE, the growth was sustained mainly by informal jobs. The numbers for 2017 show that 986,000 people became self-employed, 581,000 got informal jobs, 267,000 started working at home, and

562,000 have lost their formal jobs in the private sector. Families that managed to climb the social ladder are still afraid for their jobs, and people are still hesitant to spend on cars, property, clothing or engage in unnecessary spending. Consumption plays an important role in a booming economy. "Even at a slower pace, say 2.8% – which I think is a more realistic number –, even then the tendency is for household income to go up," states Augusto Sales, KPMG's strategy and consumer goods specialist. "The interest rate is low, making it easier for families to obtain credit, rethink their finances and pay off their debt." Just as the external market needs to have confidence if it's to invest in the country so do the people have to believe things are stable before they will start spending and make the economy grow. Sales believes this will come naturally so long as the reforms are kept in place. Moreover, the sector of infrastructure, which is the most promising, is always associated with job creation. "President Temer has been doing his homework. If we take into account that his approval rating is at 6%, what he's done is a miracle." If this administration managed to pull it through a scenario of complete political uncertainty, there will be more and better business opportunities past the October elections. The modest growth projections, of zero point two less in 2018, are the result of market fluctuations caused by the elections. "As October draws near, the economy becomes more volatile. Even at this pace of 2.8%, the outlook is favorable," he says.

Brazil has been pulling major investors. Sales adds that the Chinese play a major role in the economy of the country. "They are present in 70% of the power transmission business." China invests in other areas in Brazil as well. Aware that the BNDES, the Brazilian Development Bank, has been cutting back on the amount of credit offered, the Huayang Group and the Chinese government created an investment fund exclusively for Brazilians in the end of last year, where they made US\$ 3 billion available at lower interest rates than the market. "Things will heat up in the next year," concludes Sales, "and, if household income increases, Brazil will take off."



Rua Cincinato Braga, 340, 9th floor
Bela Vista, 01333-010
São Paulo - SP
Tel +55 11 3201-7550

Cassio Sztokfisz

cassio.sztokfisz@schneiderpugliese.com.br

SCHNEIDER PUGLIESE
WWW.SCHNEIDERPUGLIESE.COM.BR

We are **schneider, pugliese**, a Brazilian boutique law firm specialized in Tax Law, with high expertise professionals. Our practice areas include tax advisory and planning services, judicial and administrative tax litigation, and tax law consulting.

Some of our practices include developing legal opinions in order to solve issues regarding the interpretation and application of tax laws and creating legal tax saving structures. The firm has extensive experience in the tax advisory and planning areas, both nationwide and worldwide.

Furthermore, the firm participates in and organizes tax committees of companies, group of companies and trade associations.

The firm also acts before Administrative and Judicial Courts, including Higher Courts. Our professionals have vast experience in administrative and judicial litigation, which qualifies them to represent clients in disputes in all courts, as well as Treasury Offices of all levels of the Executive Branch and the Brazilian Federal Revenue.



Switzerland Global Enterprise

Stampfenbachstrasse 85
CH-8006 Zürich, Switzerland
Tel: +41 44 365 51 51
www.s-ge.com
LinkedIn | @SGE

Fabio Speciale

Senior Consultant South America
fspeciale@s-ge.com
Direct +41 44 365 54 75
Mobile +41 76 528 24 61

SWITZERLAND GLOBAL ENTERPRISE
WWW.S-GE.COM

Working on behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO), Switzerland Global Enterprise (S-GE) acts as a first point of contact for internationalization, to help Swiss companies, especially SMEs, to identify and develop new business potential on a worldwide basis.

Do you have questions about export documents, free trade agreements and the origin of goods? Are you evaluating new markets for your international business? Or looking for a distribution partner in the target country? Our export consultancy services offer you information, country consultations and market analyses, provide support at trade fairs and establish contact with partners and decision-makers in the target country.



Itaú Private Bank Zurich

Bleicherweg 30
CH-8002 Zürich, Switzerland
Private.Banking@itau.ch

ITAÚ PRIVATE BANK

WWW.ITAUPRIVATEBANK.COM

Itaú Unibanco is the largest bank in Latin America, offering a broad range of retail, corporate, investment banking and asset management services for clients around the world. Itaú Unibanco resulted from the merger of Itaú and Unibanco in 2008 and now has operations in 19 countries throughout the Americas, Asia, Middle East and Europe. **Our vision is to be the leading bank in sustainable performance and customer satisfaction.**

Itaú Private Bank

Market leader in Brazil, Itaú Private Bank has more than 20 years of expertise in Wealth Management. Our services include a global platform for investments and a high qualified team located in Brazil, Miami, New York, Switzerland, Bahamas, Chile and Paraguay to attend our Latin American clients worldwide. The tailor made service is also allied with digital solutions.

SONIA MARQUES DÖBLER Advogados

Sonia Marques Döbler Advogados

Rua Dona Maria Paula, 123, 19º andar
Ed. Main Offices, 01319-001
São Paulo, SP – Brazil
Tel: + 55 11 3105-7823
www.dobler.com.br

Dr. Sonia Maria G. Marques Döbler

Mobile: +55 11 94492-1142
sonia@dobler.com.br

Dr. Fabiana Nitta

Mobile: +55 11 94492-4494
fabiana.nitta@dobler.com.br

SONIA MARQUES DÖBLER

WWW.DOBLER.COM.BR

Sonia Marques Döbler Advogados is a law firm located in the city of São Paulo, Latin America's main commercial and industrial hub, also with an office in Brasília, the capital of Brazil.

Founded in 1996, **Sonia Marques Döbler Advogados** has always been committed with the companies' day-by-day, creating a solid relationship with its clients, with close contact with their legal departments or acting like one.

Counting with high-skilled professionals, **Sonia Marques Döbler Advogados** offers intelligent and business orientated legal solutions to companies, faithful to its commitment to provide customized and high-quality services to its clients.

Sonia Marques Döbler Advogados has recognized experience in several areas of practice, with focus on Corporate, Contracts, Mergers and Acquisitions, Litigation, Civil, Labor and Employment, Tax and Competition (Antitrust), among others.

Woodman Asset Management AG

Poststrasse 26
CH - 6300 Zug, Switzerland

Tel +41 41 725 04 44
info@woodman.ch



EBP Schweiz AG

Zollikerstrasse 65, 8702 Zollikon

Bruno Basler

bruno.basler@ebp.ch
Tel +41 44 395 11 11

WOODMAN
WWW.WOODMAN.CH

Woodman is a Swiss registered, asset and wealth manager, licensed and regulated by the Swiss Financial Market Supervisory Authority (FINMA). Headquartered in Zug, Switzerland, Woodman was founded in March 2010 as a multi-family office, together with two Scandinavian families.

In 2011, Woodman founded its asset management division in order to provide optimal investment management to family office clients. The first Woodman fund was launched in September 2011. Today, Woodman is an independent investment manager, providing a broad range of wealth & asset management solutions to high net worth individuals, families and institutions.

Woodman received its FINMA licence in 2013, demonstrating a strong internal control framework and a commitment to high ethical standards, ultimately protecting client interests.

In 2015, Woodman acquired a majority stake in Chorus Capital Management Ltd., a specialist asset manager, investing in performing credit portfolios through risk-sharing transactions with European financial institutions.

EBP SCHWEIZ
WWW.EBP.CH

As an independent enterprise, we offer a broad range of consulting, planning, construction, information technology and communications services. Based at various locations throughout the world, our 500+ employees help our clients to arrive at the viable and sustainable solutions they need in order to meet the challenges of our times. Since 1981, we have worked to secure sustainable development in the context of a larger, caring approach to the future.

Shaping the future: With a sense of enthusiasm and dedication, we aim to offer our clients innovative, customized and effective solutions to help them meet the challenges of our time. Our success in this endeavor is based on our local expertise and regional ties, as well as our extensive international experience and competence. Based in Zurich, Berlin, São Paulo, Santiago de Chile, Boston and Hongkong, our enterprise has completed projects in more than 70 countries throughout the world.

Interdisciplinary cooperation: We direct our attention to complex services and projects that require specialist knowledge, many years of experience and orientation skills across the disciplines. We see the key to success in the kind of interdisciplinary cooperation that gives us a comprehensive view of the assignments at hand. It is then a far shorter step to arriving at sound, novel and creative solutions to today's increasingly complex problems, and to the questions that we will be faced with in the future.



Switzerland:
Stampfenbachstrasse 138,
8006 Zürich
Tel. +41 / 44 212 00 40
roger.mueller@bravest.ch

Portugal:
Bravest Portugal Ltda.
Edifício Tower Plaza,
Rotunda Engenheiro Edgar Cardoso,
nº 23, 16º andar, 4400-676

Vila Nova de Gaia
Tel. +351 / 224 908 572
info@bravest.ch

Stüssi-Neves Advogados

Stüssi Neves Advogados

São Paulo
R. Henrique Monteiro, 90 – 10º andar
Pinheiros
05423-020 São Paulo - SP
Tel: ++55 11 3093-6612

stussi.sp@stussinevessp.com.br
www.stussi-neves.com

Gustavo Stüssi Neves - Founding partner
Maria Lúcia Menezes Gadotti - Partner

Rio de Janeiro
Praia do Botafogo, 440 – 14º andar
Botafogo
22250-908 – Rio de Janeiro - RJ
Tel: ++55 21 2509-7234
stussirj@stussi-neves.com

www.stussi-neves.com

Guilherme Stüssi Neves - Founding partner

Karin Ernst de Azevedo Sodré – Partner

Arthur Stüssi Neves LL.M. (München) – Partner

BRAVEST

WWW.BRAVEST.CH

BRAVEST AG, Swiss, Brazilian and Portuguese law, since 2004, Business law, tax consulting and relocation, International Mutual Legal Assistance and Exchange of fiscal information, White Collar Crime, Banking law and Compliance, Family and Inheritance law, assistance with the Brazilian and Portuguese administration.

STÜSSI-NEVES ADVOGADOS

WWW.STÜSSI-NEVES.COM

The firm of STÜSSI-NEVES ADVOGADOS has existed since November 1977. The firm's lawyers (partners, associate lawyers and consultants) are divided between the São Paulo and Rio de Janeiro offices in the proportion of around 50% each. Our clients are mainly European companies (the majority German-speaking) with Brazilian subsidiaries, companies wishing to start operating in Brazil or companies wishing to or already doing business with Brazil.

STÜSSI-NEVES ADVOGADOS' main area of practice is corporate law, meaning that we are capable of rendering all services that a company needs in order to get established in Brazil, either by incorporating a subsidiary or by acquiring an existing Brazilian company or even through a joint venture, as well as assisting companies in their daily business routines, in tax, contractual, corporate, labour and litigation areas, compliance, among others.

Our clients are active in all types of industries, such as automotive, metallurgical, machinery, capital goods (for beverage, food, paper and tobacco industries, among others), medical, chemical and pharmaceutical industries, as well as consultation, engineering, logistics and financial services.



Câmara de Comércio Suíço-Brasileira
Swiss-Brazilian Chamber of Commerce
Schweizerisch-Brasilianische Handelskammer
Chambre de Commerce Suisse-Brésilienne

Av. das Nações Unidas, 18.001
04795-900 - São Paulo - SP - Brasil
Tel +55 (11) 5683 7447

swisscam@swisscam.com.br