

Brazil Business Guide

Compiled by:

Swiss-Brazilian Chamber of Commerce
Sao Paulo, July 2017



General Information*

Area: 8,514,877 sq km

Population: 206 million (2016)

Population Density: 25 per sq km (2016)

Capital: Brasilia (2,977 million)

Major Cities: São Paulo (12,038 million), Rio de Janeiro (6,498 million), Salvador (2,938 million), Fortaleza (2,609 million), Belo Horizonte (2,513 million)

Government: Federative Republic

Head of State and Government: President Michel Temer (since 2016)

Currency: Real (since July 1994)

GDP: US\$ 1,796 trillion (2016), US\$ 10.826 per capita (2016)

Inflation (IPCA): 6.29% (2016)

Labour Force: 101.9 million (2016)

Ethnic Groups: white (Portuguese, Italian, German) 47.7%, mulatto (mixed white and black) 43.1%, black 7.6%, Asian 1.1%, Indigenous 0.4%

Religions: 64.6% roman catholic, 22.2% protestant, 2.2% spiritist, 8.3% no religion

*Source: IBGE (The Brazilian Statistical Office), World Bank Database.

Arrival and departure

Documents:

Swiss passport holders, tourists and businessmen (for business discussions only) do not require a visa to enter Brazil for a stay of up to 90 days, which is extendable, at the discretion of the Federal Police (Polícia Federal), for a further 90 days in any 12-month period.

However, passports must be valid for at least six months and a return ticket may be requested on arrival.

Other nationals can find further information on the website of the Brazilian Consulate in Zurich:

<http://zurique.itamaraty.gov.br/de/>

An immigration form has to be filled in on arrival (normally distributed on the flight). Half of the form must be retained and shown at the departure.

Additionally a customs declaration has to be filled in.

Money above 10,000.00 Reais (approx. CHF 3,193.00), whether in cash, checks or traveller's checks, has to be declared. This can be done over the

internet
<https://idg.receita.fazenda.gov.br/orientacao/aduaneira/viagens-internacionais/guia-do-viajante/e-dbv/e-dbv> and is only for registration purposes, not for taxation.

To work in Brazil, a visa is needed. Further information on working in Brazil can be found on the guide '[Working in Brazil](#)'.

Work visa:

There are different visa for different sectors (cultural, temporary work / technical assistance, emergency technical assistance, journalists, missionary work, students, trainees, voluntary work etc.) Please contact the consulate for further information.

Custom Duties:

Baggage carried by the traveller consisting of a) items for the own use (clothes, shoes, hygiene items), b) books and newspapers c) other items (i.e. gifts) with a value up to US\$ 500.00 (air or maritime travel) or US\$ 300.00 (land travel, river or lake crossing), and d) other personal or professional used items, are duty free.

The value exceeding the exemption quota will be subject to customs duties, calculated at a 50% rate. Further information:

<http://idg.receita.fazenda.gov.br/orientacao/aduaneira/viagens-internacionais/guia-do-viajante/guia-do-viajante-versao-ingles>

The following items are prohibited from entering the country:

- Cigarettes and beverages manufactured in Brazil, intended for sale exclusively abroad;
- Cigarettes of a brand that is not marketed in the country of origin;
- Firearm Replicas;
- Wild animal species without a license and technical advice;
- Aquatic species for ornamental purposes and agriculture, without permission of the competent agency;
- Counterfeit products and / or pirated;
- Products containing genetically modified organisms;

- Pesticides, their components and related;
- Goods that offend morality, traditions, health or public order; and
- Narcotics Substances or drugs.

Should you bring the following items, please go through the “goods to declare” exit:

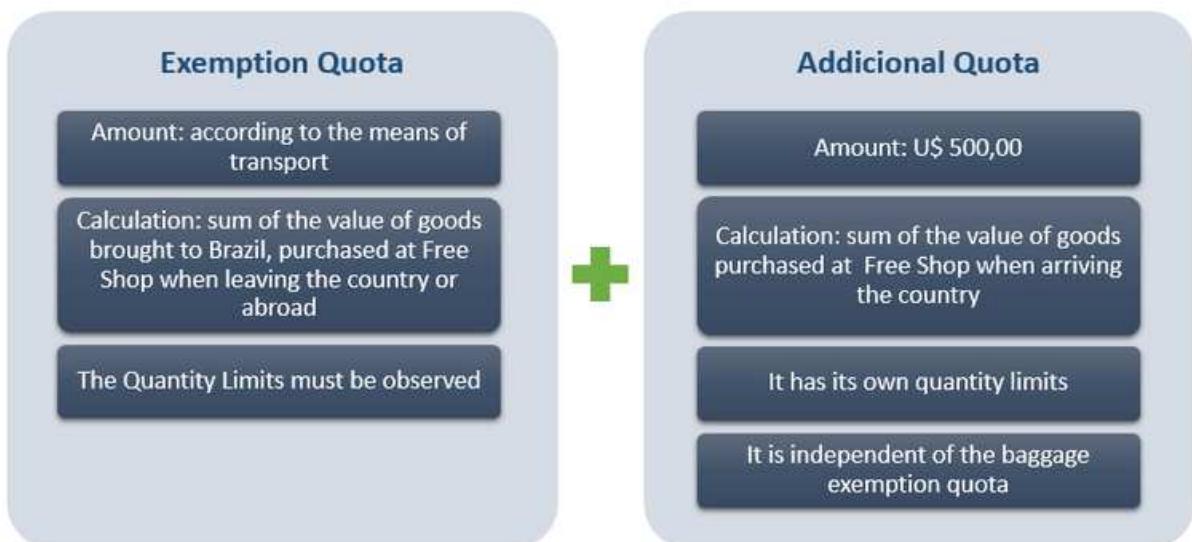
- Taxable goods that exceed the exemption limit
- Cash and Traveller's cheques when totaling more than BRL 10,000 or the equivalent in another foreign currency
- Lost goods
- Items under the control of the Sanitary, Agricultural and Army or subject to restrictions and prohibitions of another agency

Further information:

<http://idg.receita.fazenda.gov.br/orientacao/aduaneira/viagens-internacionais/guia-do-viajante/guia-do-viajante-versao-ingles>

Duty Free Shops:

Shopping in a Free Shop when leaving Brazil and abroad can be included by the baggage exemption quota. Upon arriving in Brazil, the traveler is entitled an additional quota in the Free Shop of entrance in the country. It's importante to notice how the quota is formed in each case:



Please note that prices are quoted in US\$, but Reais and all other major international currencies and credit cards are accepted.

Inoculation:

See also www.who.int/countries/bra/en/

In order to minimize any health risks all routine vaccinations should be up to date. Also vaccine against Hepatitis A and Typhoid are recommended. Additional vaccines can include Hepatitis B that is transmitted through sexual contact, contaminated needles, and blood products.

In the northeastern areas of Brazil but also in the cities of São Paulo and Rio de Janeiro Dengue fever and Zika fever is common. The agent is transmitted by day-active mosquitoes and up to today no vaccination is available for Zika

virus. For that reason it is recommended to wear long sleeved clothing and to use mosquito repellent.

Yellow fever is a risk in certain parts of Brazil, so CDC recommends the yellow fever vaccine for travelers 9 months of age or older to these areas.

Country entry requirement: Required if traveling from Angola or the Democratic Republic of the Congo (Congo-Kinshasa), including transit in an airport located in one of these countries. (*Updated August 1, 2016*)

For more information on recommendations and requirements, see [yellow fever recommendations and requirements for Brazil](#). Your doctor can help you decide if this vaccine is right for you based on your travel plans.

Malaria: When traveling in Brazil, you should avoid mosquito bites to prevent malaria. You may need to take prescription medicine before, during, and after your trip to prevent malaria, depending on your travel plans, such as where you are going, when you are traveling, and if you are spending a lot of time outdoors or sleeping outside. Talk to your doctor about how you can prevent malaria while traveling. For more information on malaria in Brazil, see [malaria in Brazil](#).

Hospitals and are Insurance: excellent net-

Medical care is inadequate in most public hospitals and the sanitary conditions precarious. Therefore it is advised to use private hospitals. Brazil has an

work of private hospitals in the major metropolitan areas.

Private medical care nevertheless is expensive, so it is advisable that all visitors purchase medical insurance prior to their arrival.

Languages used for Business:

The national language is Portuguese. In Brazilian companies with international activities, English is widely understood, followed by Spanish. As a general rule, the higher you go within an organisation, the easier it gets to find Brazilians speaking other languages.

Public Holidays

Public Holidays	2017	2018
New Year's Day	January 1	January 1
Founding of Rio de Janeiro (City only)	January 20	January 20
Founding of Sao Paulo (City only)	January 25	January 25
Carnival	February 28	February 13
Good Friday	April 14	March 30
Tiradentes	April 21	April 21
May Day	May 1	May 1
Corpus Christi	June 15	May 31
Constitutional Revolution (Sao Paulo only)	July 9	July 9
Independence Day	September 7	September 7
Our Lady of Aparecida	October 12	October 12
All Souls' Day	November 2	November 2
Proclamation of Republic	November 15	November 15
Black Consciousness Day (Rio, Sao Paulo)	November 20	November 20
Christmas Day	December 25	December 25

Companies may extend the weekend if a holiday falls on a Thursday or Tuesday. All local holidays can be seen on <http://www.calendario2017.com.br/>

Time zones

There are four time zones in Brazil. Differences to Swiss time:

	Second Sunday in October to third Sunday in February**	in between	Last Sunday in March to last Sunday in October***
Fernando de Noronha*	-3	-3	-4
Sao Paulo Rio de Janeiro Brasilia Bahia Minas Gerais Rio Grande do Norte Paraiba Pernambuco Alagoas Sergipe	-3	-4	-5
Amazonas Roraima Rondonia Amapa Para*	-4	-4	-5
Acre	-5	-5	-6

* Do not operate Daylight Saving Time

** Brazilian Daylight Saving Time

*** European Daylight Saving Time

Local time:
 by state: www.worldtimeserver.com/current_time_in_BR-SP.aspx
 by city: www.timeanddate.com/worldclock/custom.html?continent=samerica

Weather:
 Although 90 per cent of Brazil is within the tropics, more than 60 per cent of the population lives in areas where altitude, sea winds, or polar fronts moderate the temperature.

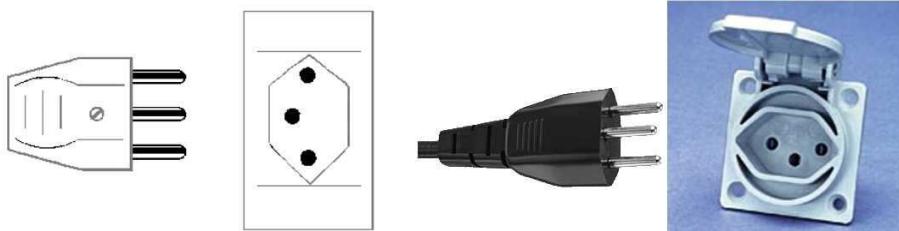
Weather forecast: www.weatheronline.co.uk/Brazil.htm

Electricity supply

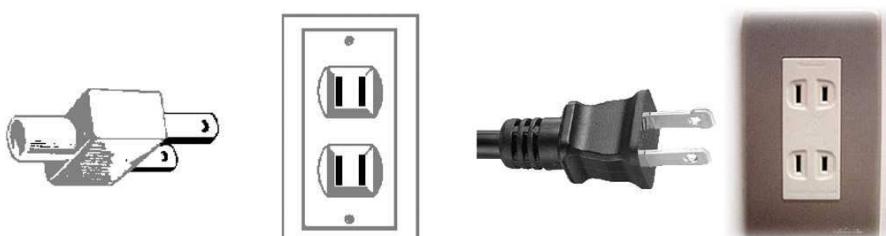
This varies throughout the country between 110 volts and 220 volts. All are on 60Hz. Sao Paulo is generally 110 volts but occasionally 220 volts. Brasilia is 220 volts, Rio de Janeiro is mainly 110 volts.

Plugs and sockets:
 Type J is the official Brazilian standard since 01/01/2010, nevertheless it is still not the most used type. (Please note that at a first glance, Brazilian type J seems to be pretty

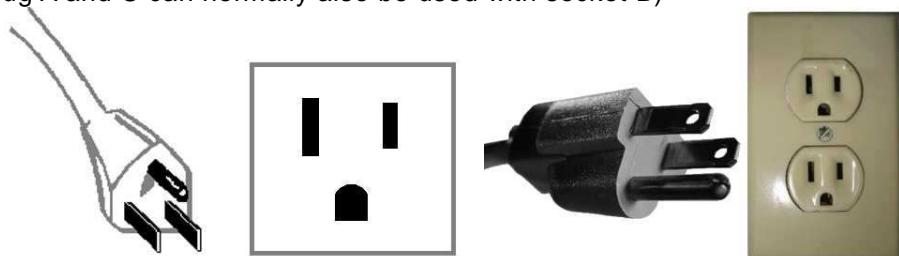
much the same applied in Switzerland, but there is no compatibility among them once plugs have a different angle arrangement.)



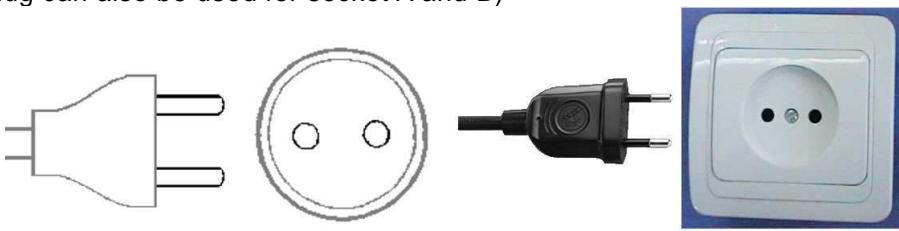
Other plugs widely found throughout the country:
 Type A (plug A can normally also be used with socket B and C)



Type B (plug A and C can normally also be used with socket B)



Type C (plug can also be used for socket A and B)



Source: <http://users.pandora.be/worldstandards/electricity.htm#plugs>

Dates, numbers and Measures

Date	Day, month, year; e.g., 1 June, 2017, or 01/06/2017
Currency	R\$ (singular: Real; plural: Reais)
Numbers	2.000,50 (two thousand Reais and fifty cents); point after thousands and comma to denote fractions
Weight	Kilogram
Distances	Metre

Payment Methods

- Currency:** The currency in Brazil is the Real (R\$), for each Real there are 100 centavos.
 1 sFr = approx. 3.30 R\$ (July 2017)
 1 R\$ = approx. 0.31 sFr.
- Currency calculator:** www.xe.com/ucc
- Import/export of** Money above 10,000.00 Reais (approx. CHF 3,193.00) whether in cash, currencies: cheques or Traveller's cheques has to be declared. This can be done over the internet <https://idg.receita.fazenda.gov.br/orientacao/aduaneira/viagens-internacionais/guia-do-viante/e-dbv/e-dbv> and is only for registration purposes, not for taxation.
- Cash:** Brazilian Reais are usually not readily available at banks in Switzerland and they must be ordered in advance. In addition the exchange rate (cash) is normally unfavourable in Switzerland, that's why it is recommended to exchange money only in Brazil. The easiest foreign currency to exchange is the US dollar, but Euros and lesser extent Swiss Francs are also welcome.
 Very few places accept cash in US\$. Foreign currency normally can be exchanged in money exchange offices (called "casa de câmbio") and not in banks. At arrival, it is worth getting hold of some low denomination notes and coins, as shops and restaurants always are short of change.
- Maestro cards:** There is also an extensive network of ATMs and at the ones with the Maestro card or VISA card, visitors can use their Swiss cash cards (Maestro or Visa cards) to cash money. It is advisable to use ATMs only inside of supervised banks and this only during the day.
- Credit cards:** Almost in all commercial places (hotels, restaurants, night clubs, shops) credit cards are accepted. Most major international credit cards (especially MasterCard, Visa and to a lesser extent Diners and American Express) are accepted in Brazil.
- Traveller's cheques:** Traveller's cheques are more difficult to be exchanged. Normally they are accepted at hotels, banks and money exchange offices ("casa de câmbio"). To avoid additional exchange rate charges, travellers are advised to take travellers cheques in US Dollars.
 Make sure you have additional identification when using your credit card or travellers cheques (passport, identity card or driver's license).



Transport and travel information

Travel and tourist: For general information on Brazil and its tourist attractions, you can visit the following pages:

English: www.embratur.gov.br or www.gringoes.com
German: www.brasilienportal.ch

Travelling to Brazil

Brazil has many international airports, such as Brasília International (BSB), Rio de Janeiro – Galeao (GIG), São Paulo – Guarulhos (GRU), Belo Horizonte, Florianópolis, Salvador, Natal, Recife or Fortaleza.

Flight time from Europe to Brazil's Southeast region is about 12 hours and a little over 9 hours or even less to the Northeast region.

Companies flying from Europe to Brazil: Air France, Alitalia, British Airways, Iberia, KLM, Lufthansa, Swiss, TAM and TAP.

Swiss International Airlines (www.swiss.com) serves São Paulo with daily flights from Zurich. The direct flight takes approximately 12 hours, back $11\frac{1}{2}$ hours.

Swiss office in São Paulo for flight information or flight confirmation in Brazil: Tel. +55 11 4700-8910.

Travelling in Brazil

Distances: <http://maps.google.com/>
www.aondefica.com

Air travel: Unless you have plenty of time, air travel is the best way to get from one city to another. Flights between major cities are frequent. Advanced booking is not necessary for flights on the air shuttle (ponte aérea) between São Paulo's city airport (Congonhas) and Santos Dumont airport in Rio. Business visitors intending to visit more than one city should consider a Brazilian Airpass, booked through Swiss travel agents.

Major Companies: Avianca (www.avianca.com.br), Azul (www.voeazul.com.br), Gol (www.voegol.com.br), and LATAM (https://www.latam.com/pt_br/).

Regional Airlines: Passaredo (www.voepassaredo.com.br) and Trip (www.voetrip.com.br).

Buses: There are good long-distance express bus services between São Paulo and Rio de Janeiro (approx. 6 hours) and to other main towns. Seats can be reserved in advance at www.brazilbustravel.com. These buses are relatively cheap and, if the distance involved is not too long, a good alternative of getting around. Inter-city rail services were discontinued in 1998 following privatisation.

City buses: there are usually plenty of buses in all major cities but for personal security reasons we do not recommend their use.

Taxis: Taxis are the best way of getting around. Taxis in most cities are fitted with red numbered plates and have taximeters. Do not rely on taxi drivers knowing the major cities well (especially outside the centre). **Radio taxis** can be booked in advance and, although they are more expensive, they offer a better service since their drivers usually know the city very well. Most of the main hotels have 24-hour taxi ranks near by.

Taxis Comuns (regular taxis) are generally white in São Paulo and yellow with blue stripes in Rio. **Taxis de Luxo** are larger, mostly air-conditioned cars, which cost about double the price of a Taxi Comum. Taxi fares for cabs hailed in the street are payable in accordance with the meter. All meters should now show the precise fare to be paid in local currency. Certain journeys (eg. from hotel to airport) may be charged on a fixed-price basis, ask your hotel for advice.

If your journey takes you away from the town centre, it is recommended to ask the taxi to wait in case your appointment will not take too long. Expect most drivers to treat you fairly but take extra care in Rio. Bear in mind that São Paulo and Rio are large cities and it can take much longer than you think to get around.

In order to have an idea of taxi fares, check: www.tarifadetaxi.com

Underground:

There are very good underground (Metro) facilities in São Paulo and Rio, though the networks are quite limited. More information at: www.metro.sp.gov.br and www.metrorio.com.br

Car rental:

Cars can be hired at airports and in major cities. It is advisable to choose one of the major national or international firms and ask for a full explanation of the insurance covered on the offer. Some companies offer lower rates if the reservation is made from abroad and in advance. The minimum age to hire a car is normally 21 years and the driver must have 2 years of experience. To avoid inconveniences, an international driver's licence is recommendable.

As an alternative, most good hotels can arrange a car with an English-speaking driver on a daily basis. Street parking can be difficult, mostly in São Paulo and Rio de Janeiro, and it may be necessary to pay a street "guard".

Speed limit:

Speed limits are almost always signalled and can also exceed the limits mentioned below. If not otherwise indicated, speed limits are the follows:

Urban streets:	80 km/h fast line (vias de trânsito rápido) 60 km/h slower line (vias arteriais) 40 km/h communication road (vias coletoras) 30 km/h local road (vias locais)
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Non-urban streets:	110 km/h cars and pick ups 90 km/h buses and microbuses 80 km/h other vehicles
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Maps:

Political and regional maps can be found on the website www.guiageo.com, street maps of certain cities on www.maps.google.com.br.

Please be aware: roads are not always in the best conditions.

Hotels:

There are a variety of hotels to choose depending on your budget and needs. Below is a list of web sites that provide information on hotels in Brazil:

www.booking.com
www.hotel.com.br
www.reservehoteis.com.br

Tipping:

Nearly all hotels add a service charge to the bill, usually 10%. Most restaurants also add 10% to 15% to the total of the bill, but must make it clear that they have done so. Brazilians don't normally tip taxi drivers, although they may round the total up.

Safety:

Politically Brazil is a stable country; nevertheless criminality must be considered as an issue. Brazil has high rates of violent crimes such as murders and robberies. Although some regions show decreasing crime rates over the last years Brazil is still one of the most criminalized countries in the world. Petty crimes such as car jacking, pickpocketing, and express kidnappings are common in the major cities. Most assaults happen in quiet streets, at red traffic lights and crossroads; but also beaches, public transportation and even restaurants have been places for robberies lately.

In big city centres it is therefore advisable not to walk on dark and deserted streets or to go out alone at night. Also unknown places and locations should be avoided if not accompanied by a person of trust.

The following precautionary measures are to be considered:

- do not carry any belongings of value on you that call attention, in general: do not carry anything you are not needing
- only carry photo copies of your documents on you
- know where you are going, criminality varies strongly depending on the area and district
- only use ATMs in supervised banks and avoid getting money at night time
- if you are carrying a bag put it in front of you with the strap laterally across your shoulder
- if you should be robbed do not offer any resistance and do exactly as you are told, often robbers are only interested in one specific item, for example they just want your mobile phone while they are not interested in your watch nor your money

In case of any emergencies the most important phone numbers are:

- 190 Police and general emergencies
 192 Ambulances, Medical Emergency
 193 Fire Service

Communication

Telephone:

From Switzerland	00 55 (+city code + phone number)
From Brazil	00 xx 41 (+city code + phone number)

Within Brazil	0 xx (+city code + phone number)
Same city	phone number only

xx are the phone operators' codes, www.ddi-ddd.com.br/Codigos-Telefone-Operadoras/

Phone directories

www.telelistas.net or www.102busca.com.br

Mobile telephone:

Approx. 87% of Brazil's territory has mobile phone coverage. European mobile phones operating with GSM, TDMA or CDMA normally work in the country.

Mobile phones can also be rented. The companies mentioned below bring the phone to your hotel.

Uniir Tele-comunicações	www.uniir.com.br	São Paulo	+55 11 2114 0080
Press Cell	www.presscell.com	São Paulo Rio de Janeiro	+55 11 3253 0077 +55 21 2422 9300

Internet: There are many internet cafés around the major cities and all major hotels have internet access. The domain for Brazil is designated as **.com.br** but many organizations and institutions use **.org.br** or **.gov.br**.

Business Hours

There are no formal business hours in Brazil. Nevertheless most of the cities adopt opening hours from 8:00 AM to 6:00 PM, some exceptions are listed below.

Banks: Monday to Friday, 10:00 – 16:00

Automated Teller Machines (ATM's) can be found at most banks, shopping centres, big supermarkets, petrol/gas stations and main avenues.

Offices: Monday to Friday, 8:00 – 17:00 or 9:00 – 18:00.

Petrol stations: Petrol stations are allowed to operate 24 hours a day, although not all of them do so.

Shopping centres: Monday to Saturday, 10:00 – 22:00. The largest shopping centres also open on Sunday from 14:00 – 20:00

Stores: Monday to Friday, 9:00 – 19:00
 Saturdays, 9:00 – 13:00, depending on the district.

Supermarkets: Monday to Saturday, 8:00 – 22:00. Some also open on Sundays or are open 24 hours.

Tips for initiating business contacts

Business etiquette

First contact: Brazilians are mostly very warm and friendly. Shake hands every time you meet or take leave of a Brazilian (even if you have met the person previously the same day). Meeting with a group, shake hands with everyone. If you are male, remember that Brazil is a Latin country: expect Brazilian men to stand close to you (for Europeans almost uncomfortably close), to hold your hand or arm for extended periods, and to put their arms around your shoulders and hug you in some cases. These are normal and socially acceptable signs of friendship. Shake hands with Brazilian women on a first meeting, and expect to be kissed (on the cheek, usually more like a kiss in the air) on subsequent encounters. If you are female, both Brazilian men and women will shake hands with you on a first encounter but may kiss you on subsequent meetings and leave-takings.

Forms of address: In Brazil the main surname (unlike the Spanish) is usually the last. Thus, Dr Paulo Lopes Pereira would normally be referred to as Dr Pereira. However, Brazilians are often known only by their first names, e.g Dr Paulo. You should also bear in mind that the title Dr is sometimes used as a mark of respect and may have nothing to do with professional qualifications.

If you are having difficulties with a person's name, you may inquire about the correct pronunciation, before trying to guess it.

Indication: Personal relationship is an essential element of business in Brazil, sometimes personal contacts count more than a convincing business plan, that's why

referred contacts can open doors and facilitate contact with new business partners.

Meetings:

Allow yourself ample time to get to your appointment since traffic and long distances in major cities like São Paulo and Rio de Janeiro could cause serious delays, especially if it rains or if it is prior to a local holiday or purchasing season. During a business trip, it is recommended to arrange one or two meetings in the morning and depending on the location, maximum two in the afternoon if you want to make it on time. Check beforehand the best alternative path to get to the desired places.

It is not recommended to arrange business meetings in the evening or in between holidays. Besides the heavy traffic and difficulty to find plane tickets, as the majority of Brazilians leave their own cities to travel, you may not be able to find all the contacts you want to meet.

You should arrive at meetings/appointments promptly at the agreed time. If you know that you are going to be late for a business appointment, call and let your contact be informed. Nevertheless it can happen that you will have to wait for your Brazilian counterparty. Poor punctuality is sometimes a characteristic of Brazilian business culture. As a general rule, the higher a Brazilian ranks, the longer the wait.

Big meetings, seminars and social events normally start 15 to 30 minutes late. Business entertaining is conducted over lunch or dinner. Breakfast meetings are much less common. Sometimes, brunches are used during seminars. Set aside two hours for a business lunch and around three hours for a business dinner.

Swap business cards during introductions. Expect a number of appointments to be cancelled or re-arranged at short notice; on the positive side, you may be able to arrange further meetings at very short notice.

Spend the first few minutes of a meeting in social chat - Brazilians like to get to know you and a little of your background and interests. It is appreciated when foreigners show that they value people and relationships over business. Reluctance on your part to chat may be interpreted by your host as representing a lack of interest in doing business. Resist the temptation to get straight down to business, even if time is short.

Do not expect to do much business on a first visit - Brazilians like to get to know a business partner first, so be prepared that it will probably take several contacts and trips to bring the negotiations to a satisfactory conclusion. A mid term vision is necessary.

Negotiation:

Brazilians normally prefer to negotiate in groups. The group work is more valued than the individual work. Nevertheless, the Brazilian business culture is intensely hierarchical; only the highest person in authority makes the final decision. Therefore, it is indeed important to find the "key person", it saves time and facilitates negotiations. Brazilians normally conduct business only through personal connections. It is important to show commitment and the desire to establish a long-term business relationship. During negotiations, avoid confrontations and mask frustrations. Brazilians take criticism less issue-related but very personally.

Communication:

Most Brazilians are very polite and will often avoid giving an outright "no". Instead of disagreeing, they will try to find other ways of showing what is preferable. Expect the majority to be completely honest but do not expect them to volunteer

information, particularly where they could benefit from you being kept in the dark. If you hit a problem that seems not possible to be negotiated, do not give up: in Brazil, there is usually a way round things "jeitinho".

After the meeting and deadlines:

Usually documents are not signed immediately after an agreement is reached; a handshake and person's word are considered sufficient. The necessary papers will be prepared and signed later. After a meeting, if your Brazilian counterpart is expected to take the next step, feel free to charge it in case of a delay. In general, Brazilians are not keen on following agendas or deadlines, even if it is something of their interest. Brazilian's time perception is quite different from the Swiss one.

Business dress:

On clothing, some Brazilian businesspeople dress fairly casually at their office but they generally expect visitors to wear appropriate business attire. When deciding what to wear, remember that in the north-eastern States, suits are rarely worn because of the heat. In the South, however, lightweight suits made of natural fibres are fine for most of the year. A dark lightweight suit will be useful for more formal evening appointments. Dinner jackets are rarely needed.

Women wear light cotton dresses in summer. During the winter, light woollen clothing is suitable for southern Brazil and for Rio de Janeiro and the north-east, European summer clothing is appropriate. Brazilian women are very fashion conscious.

Business cards:

Bring a plentiful supply of business cards, since Brazilians tend to be very keen about exchanging them. Not being able to present a business card or a material from your own company could be viewed by your Brazilian contact as unprofessional and eventually hurt your credibility as a legitimate and serious business.

Conversation:

Maintain steady eye contact at all times. People stand closely in front of each other, even when talking. Brazilians tend to be very fast talkers. It is normal for a conversation to be highly animated. During meals, "small talk" is welcomed. Business may be discussed at the conclusion of the meal, when coffee is served.

Generally, Brazilians are open to discuss a wide range of subjects, particularly in a business context. Make an effort to learn different words and phrases in Portuguese. Don't worry about the mistakes; Brazilians will appreciate your efforts even if your vocabulary is limited. Welcomed topics of conversation are: "futebol" (soccer) as Brazilians are enthusiastic soccer fans, food, your travels and family, positive aspects of Brazilian industry and other aspects of the country's arts. Try to avoid discussions about class differences, economic problems and politics.

Gifts:

Small gifts are very welcomed by Brazilians. Something typical from Switzerland might be a good idea. Instead of a gift, you might also offer to treat for lunch or dinner and use this opportunity to learn more about the recipient's tastes.

Other Considerations:

If your Brazilian counterparts have doubts about you, this attitude will not be overcome by presenting them impressive charts, graphs, or other empirical data. Instead, you will have to effectively use your personality, cultural awareness, and other interpersonal skills to win your Brazilian counterparts over to your side.

In general, being a foreigner is a plus. Brazilians like to know about other countries and cultures. Foreign products are often considered to be superior to local ones.

One of the strong points about Brazilians is their readiness to work, if necessary, long hours and their willingness to learn about new technologies and products.

In general, Brazilians perceive Swiss products as reliable, high tech and high quality. The brand "Swiss Made" makes a good impression and facilitates the entrance of Swiss goods in the Brazilian market.

Additional information to the market

- Brazil is the fifth largest country in the world and the largest in the southern hemisphere. It has the 9th largest economy (by GDP) and a population of about 206 million people. Brazil is home to the fifth largest grouping of people in the world and the largest in Latin America.
- Brazil is the 25th largest export economy in the world and the 34th most complex economy according to the Economic Complexity Index (ECI). In 2016, Brazil exported US\$185.2B and imported US\$137.5B, resulting in a positive trade balance of US\$47.7B. In 2016 the GDP of Brazil was US\$1.79T and its GDP per capita was US\$8.6k.
- The top exports of Brazil are Soybeans (US\$19.3B), Iron Ore (US\$13.2B), Crude Petroleum (US\$10B), Raw Sugar (US\$8.2B) and Poultry Meat (US\$5.9B). Its top imports are Medicines (US\$5.7B), Vehicle Parts (US\$4.8B), Organic Chemicals (US\$2.9B), Mineral fuels including oil (\$2.9B), Crude Petroleum (\$2.8B). (www.mdic.gov.br).
- The top export destinations of Brazil are China (US\$35.1B), the United States (US\$23.1B), Argentina (US\$13.4B), the Netherlands (US\$10.3B) and Germany (US\$4.8B). The top import origins are the United States (US\$23.8B), China (US\$23.3B), Germany (US\$9.1B), Argentina (US\$9B) and South Korea (US\$5.4B).
- The country represents the gateway to the Mercosur trade block, including Argentina, Paraguay, Uruguay and Venezuela, as well as with special relationships with Bolivia, Chile, Colombia, Ecuador, Peru, Guiana and Suriname, which together form a common market of more than 310 million consumers. Brazil has an enormous internal growth potential, a broad industrial base and infrastructure and a diversified economy.
- Regionally speaking, Brazil faces sharp differences in terms of economic output between its various regions. The economic power is concentrated in the southern and south-eastern regions of the country, especially in the State of São Paulo which contributes with 33% of the national GDP itself, although it only occupies 3% of total territory and accommodates 22% of the total population. Thus, GDP per capita (averaging about R\$ 28,876 in 2015) is 3 times higher in the south and south-east than in the northern and north-eastern regions.
- Brazil has a long record of good relations with foreign companies. Approximately 80% of the Fortune Top 500 have subsidiaries in the country.
- Representing 20% of Switzerland's volume of trade with Latin America, and it ranks 26th among the major Swiss trading partners in 2016. The economic relations between the two countries are successful and lasting. Around 300 Swiss companies are currently established in the country.
- Bureaucracy is still high in Brazil, especially within government institutions. Previous awareness, knowledge and patience are recommended. Brazilian Customs is quite different from the Swiss one. Strict controls and regulations sometimes make processes time consuming and complex. In order to avoid clearance problems followed by steep fines, be well prepared regarding export/import procedures in advance.

- Up to the mid 90's, local industry was protected from imports and overall tax burden was high. Trade barriers were set because of the need to develop local industries and reduce foreign debt. However, in the last few years, import duties have been gradually reduced and import of various products have been encouraged, specially when local prices are higher or when there is a shortage of local production.

Recommendation

No matter the differences in business practices and attitudes, it is essential that you are well prepared and have the financial commitment to enable a successful entrance in Brazil. Before entering this promising country, obtain information on your specific segment of business. Consider who is already in the market, what the opportunities are, the threats and main regulations. The Swiss Business Hub in São Paulo or the Swiss-Brazilian Chamber of Commerce are willing to provide Swiss companies with the appropriate support.

Swiss Business Hub Brazil

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Swiss-Brazilian Chamber of Commerce

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Addresses of the Brazilian Embassy and General Consulates in Switzerland

Brazilian Embassy in Bern

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Consulate General of Brazil in Zurich

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E-mail: geral.cgzurique@itamaraty.gov.br
<http://zurique.itamaraty.gov.br>
Open: Monday to Friday, 9:00 - 13:00

Consulate General of Brazil in Geneva

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Addresses of the Swiss Embassy and General Consulates in Brazil

Swiss Embassy in Brasilia

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Useful Links and Sources

List of Trade Shows in Brazil www.ubrafe.org.br or www.expofeiras.gov.br

Brazilian Exporters Directory www.brazil4export.com

Credit Rating Database www.serasa.com.br

Official Government Site www.brasil.gov.br

Brazilian Institute of Geography and Statistics www.ibge.gov.br

National Institution of Industrial Property www.inpi.gov.br

CIA Factbook Brazil
<https://www.cia.gov/library/publications/resources/the-world-factbook/geos/br.html>

The World Bank www.worldbank.org/en/country/brazil

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