



# Brazil

Brazil represents tremendous opportunities for US exporters in virtually all sectors. Brazil's economy is Latin America's largest and the world's 10th largest with a \$1 trillion GDP. With Brazil's currency at an eight-year high compared with the dollar, U.S. exports are more competitive than ever. The U.S. exported \$19 billion to Brazil in 2006, an 11% increase over 2005. Not only is the U.S. Brazil's largest trading partner, but Brazil's economy is Latin America's largest and the world's 10th largest. The State of São Paulo alone, the commercial center of Brazil, represents close to 40% of South America's total GDP.

Many Brazilian firms are investing in plants and equipment in order to improve their global competitiveness. With 190 million people, Brazil's economy is also getting a push from consumers with access to interest rates at 15 year lows. Any U.S. company seeking to learn about the economy of Brazil should start in São Paulo, where the largest corporations and distributors are headquartered. In addition to Brazil's large consumer base, successful, globally-recognized corporations such as Petrobras and Embraer regularly look to the U.S. for new suppliers. A country with geography as large as the continental U.S., Brazil is also home to a number of regional markets, including Rio de Janeiro, Belo Horizonte, the Northeast and the capital, Brasilia.



The U.S. Commercial Service in Brazil has over 50 employees working to assist US exporters interested in the Brazil market. With offices in São Paulo, Rio de Janeiro, Belo Horizonte and Brasilia, Commercial Service Trade Specialists are well-positioned to help U.S. exporters target Brazilian companies, including end-users, distributors and strategic partners.