

# Brazilian Strategy for Investment Attraction



OECD Global Forum on International Investment

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Shanghai, December 2002

# World FDI Panorama

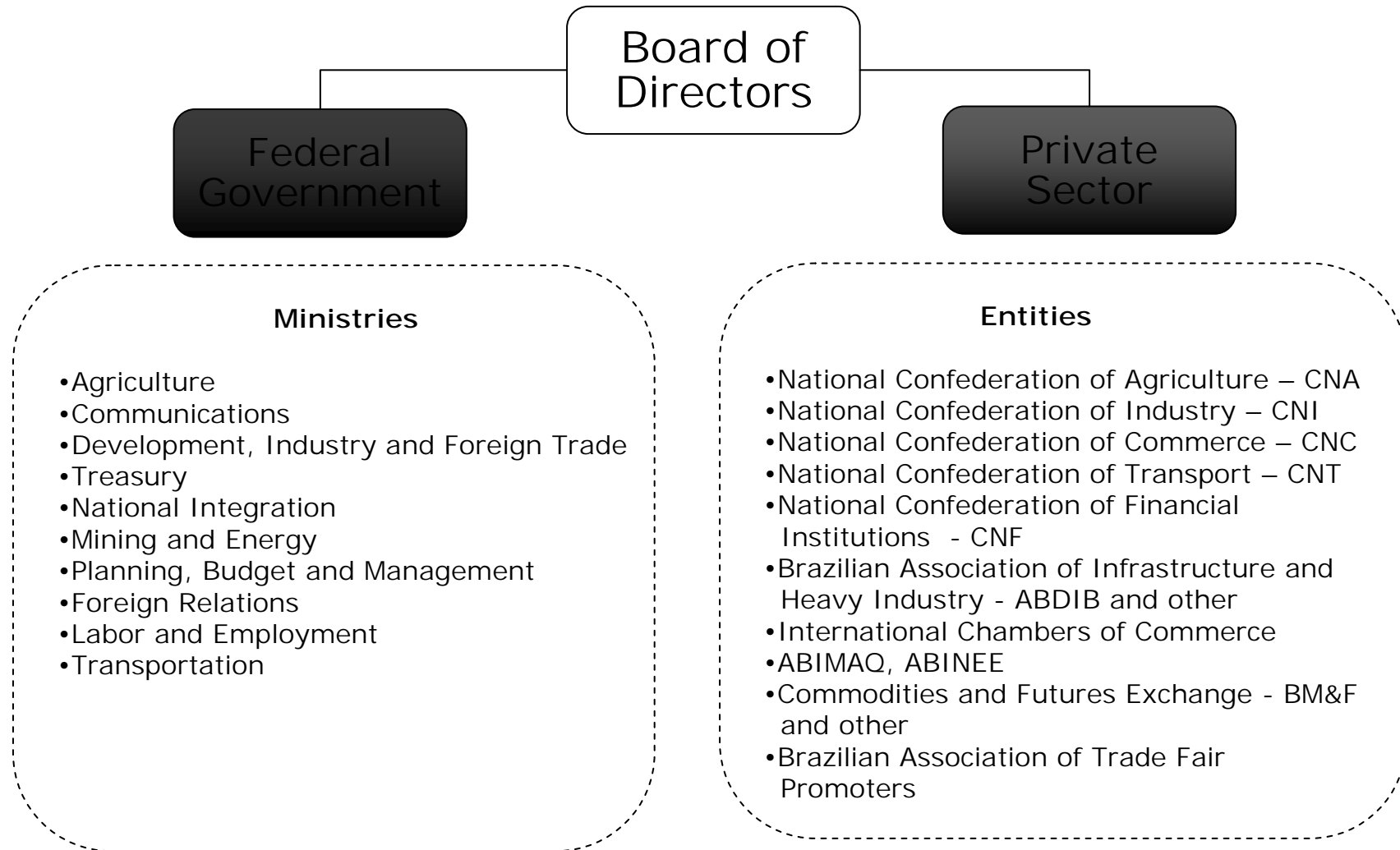
<i>WORLD TOTAL</i>	<i>(US\$ billion)</i>	1997	1998	1999	2000	2001	Average 97- 01
		<b>478</b>	<b>694</b>	<b>1.088</b>	<b>1.492</b>	<b>735</b>	<b>100%</b>
<b>Developed Countries</b>		<b>268</b>	<b>484</b>	<b>838</b>	<b>1.227</b>	<b>503</b>	<b>74%</b>
Europe		128	262	488	809	323	45%
United States		103	174	283	301	124	22%
<b>Developing Countries</b>		<b>191</b>	<b>188</b>	<b>225</b>	<b>238</b>	<b>205</b>	<b>23%</b>
Asia & Pacific		106	96	103	134	102	12%
China		44	44	40	41	47	5%
Africa		11	9	13	9	17	1%
<b><i>Latin America &amp; Caribbean</i></b>		<b>74</b>	<b>82</b>	<b>109</b>	<b>95</b>	<b>85</b>	<b>10%</b>
Argentina		9	7	24	11	3	1%
<b>Brazil</b>		<b>19</b>	<b>29</b>	<b>29</b>	<b>33</b>	<b>22</b>	<b>3%</b>
Chile		5	5	9	4	6	1%
Mexico		14	12	13	15	25	2%
Venezuela		6	4	3	4	3	0%

Source: UNCTAD – World Investment Report 2002

# Investe Brasil

- ◆ Investment Promotion Agency.
- ◆ Non-Profit, Private Organization.
- ◆ Maintained by Private and Public Funds.
- ◆ Focused on facilitating the investment process.

# Investe Brasil



# Investe Brasil - Focus

**Our main focus is on projects which:**

- ◆ Improve the overall competitiveness of the country.
- ◆ Develop infrastructure (Brazil/South America).
- ◆ Promote positive trade balance impacts.
- ◆ Create jobs.
- ◆ Transfer technology and/or use local intellectual capital.

# Services Offered

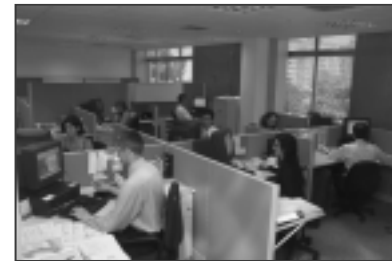
- ◆ Identification of investment opportunities.
- ◆ Promote the matching between investment opportunities and potential investors.
- ◆ Provide support to expedite investment initiatives, by:
  - Eliminating barriers;
  - Negotiating special conditions; .
  - Strategic matchmakings.
- ◆ Provide support to investors already established in Brazil.





# Inauguration

March 2002



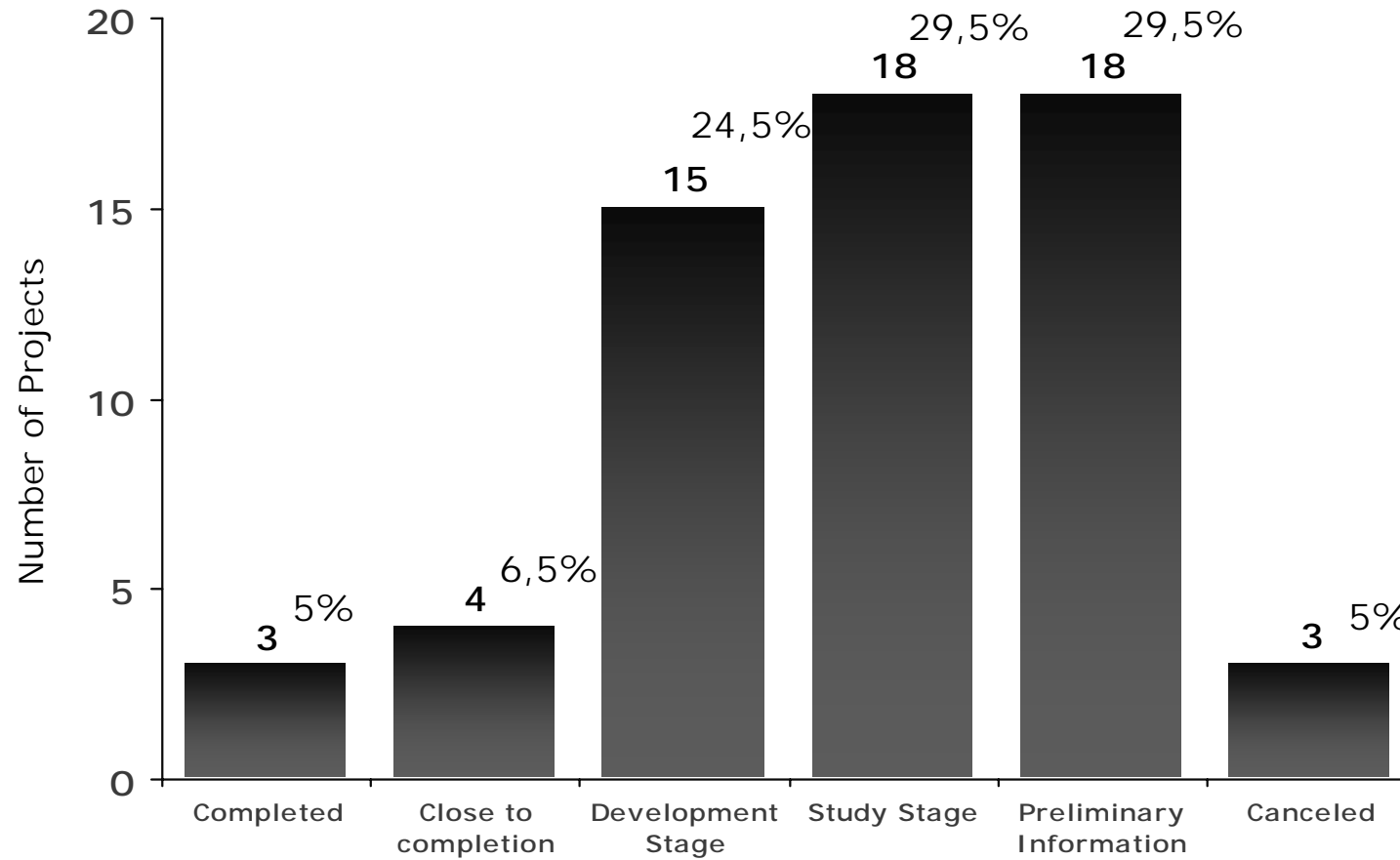
# Investe Brasil's Missions

15 Missions completed



# Project Status

Total: 61 Projects (*Approximately US\$ 8 Billion in 5 years*)



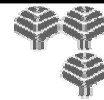
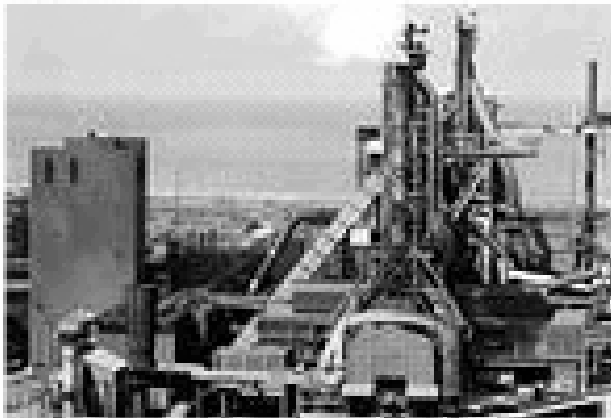
# Projects per Industry

Industry	Completed	Close to completion	Develop. Stage	Study Stage	Preliminary Information	Canceled	Total	
Agribusiness		1	3	1	3	2	10	16%
Electronics	1		1	4	2		8	13%
Energy			3		2		5	8%
Marble/Granite			1				1	2%
Metal/Mechanic		1	2	5	3	1	12	19%
Paper & Pulp	1		1		1		3	5%
Infrastructure			2	1	1		4	6%
Water & Sewerage			1		1		2	3%
Transport		2	1	1	3		7	11%
Tourism				3			3	6%
Services				2			2	3%
Chemistry				1	1		2	3%
Steel Industry	1				1		2	3%
<b>Total</b>	<b>3</b>	<b>4</b>	<b>15</b>	<b>18</b>	<b>18</b>	<b>3</b>	<b>61</b>	<b>100%</b>
	5%	6,5%	24,5%	29,5%	29,5%	5%	100%	

# Completed Projects

Projects	State	Investment (US\$)	Revenue (US\$)	Jobs
BrancoCel	RR	380 M	90 M	300 (direct) 2.000 (indirect)
Usina Siderúrgica do Ceará	CE	560 M	300 M	600 (direct) 2.400 (indirect)

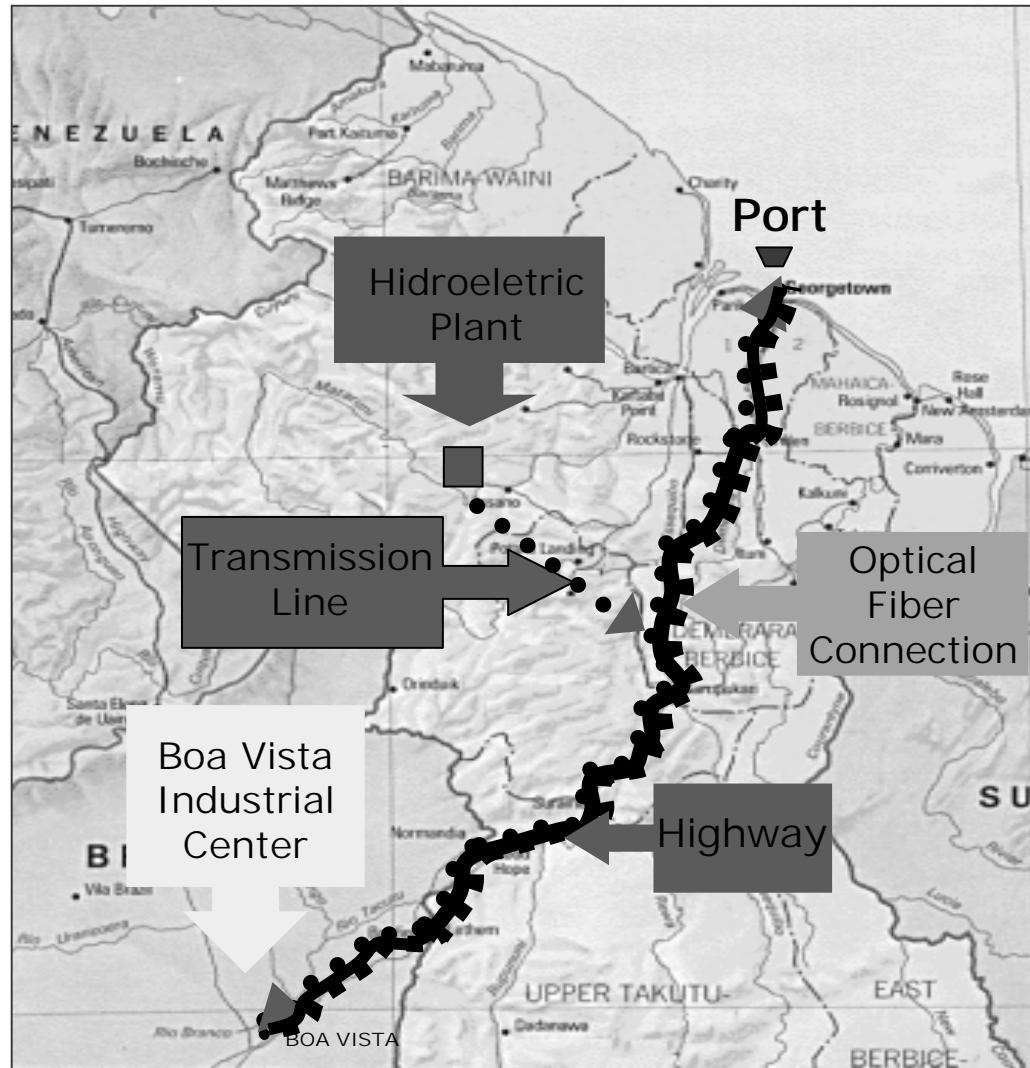
**USC**  
Usina Siderúrgica do Ceará



**BrancoCel**



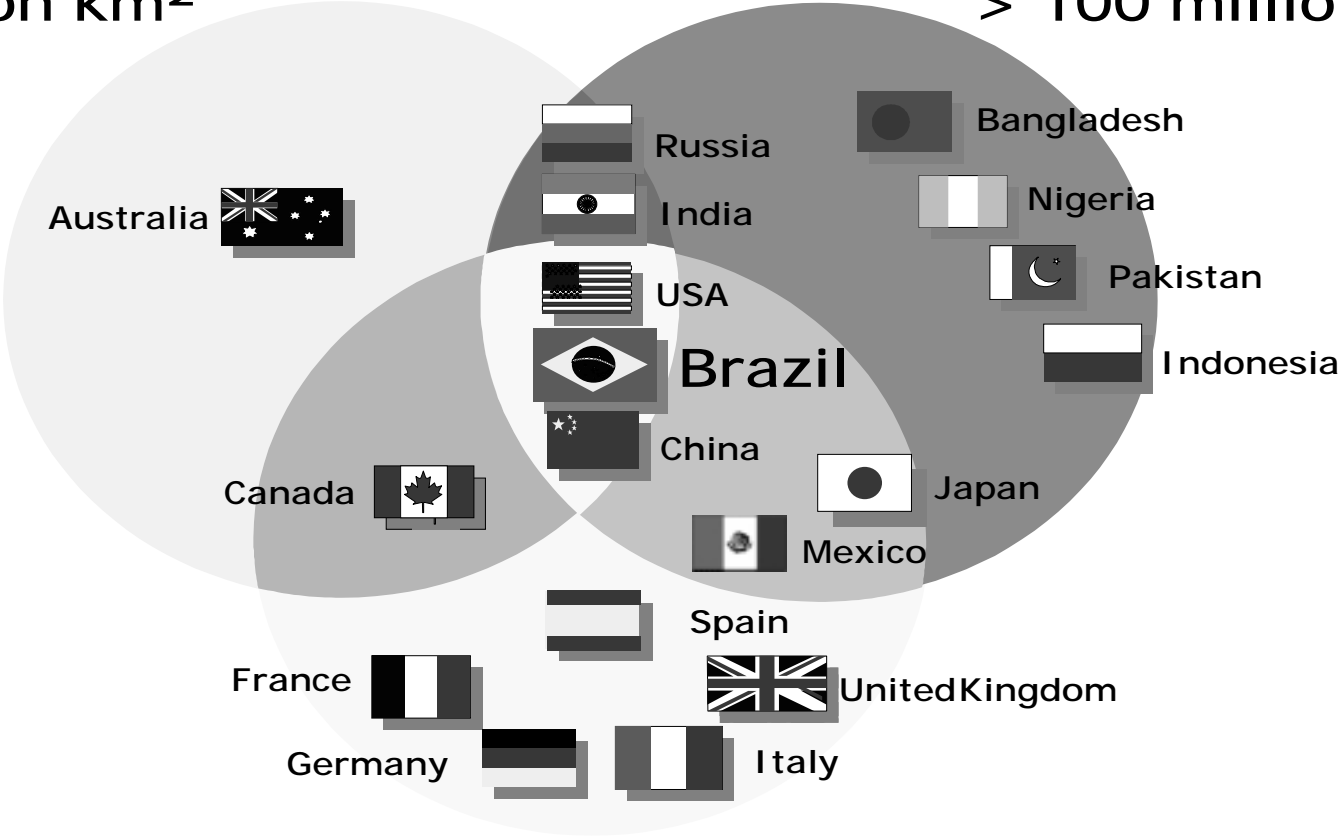
# Boa Vista Axis – Georgetown



# Opportunities

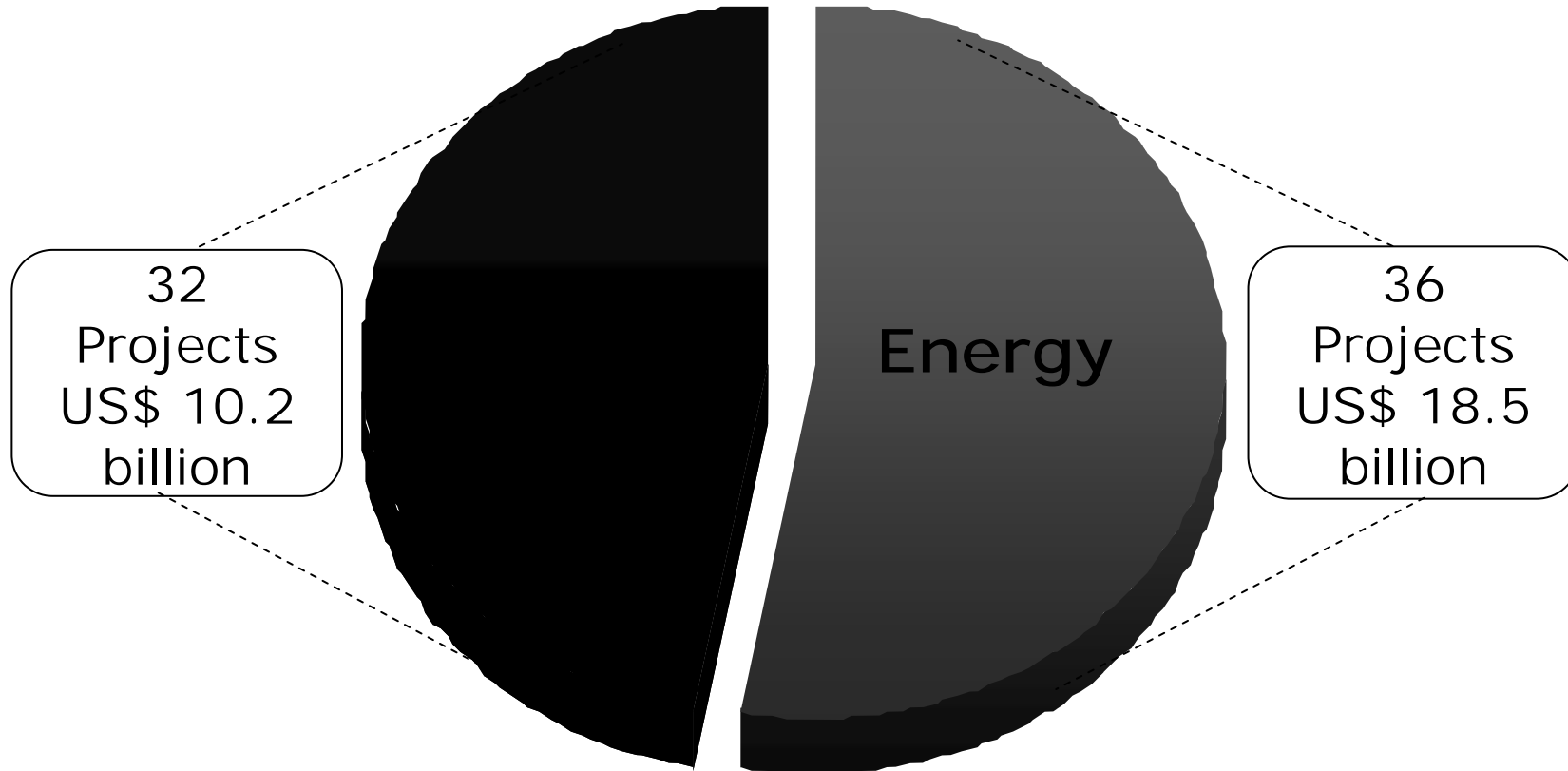
Surface  
> 3 million km<sup>2</sup>

Population  
> 100 million



GDP > US\$ 500 Billion

# Investment Opportunities



# Investment Opportunities - Logistics

	Number of Projects	Volume in US\$ M
Airports	4	87
Highways	13	3,672
Railroads	11	5,406
Ports	1	77
Waterways	3	962
<b>Total</b>	<b>32</b>	<b>10,204</b>

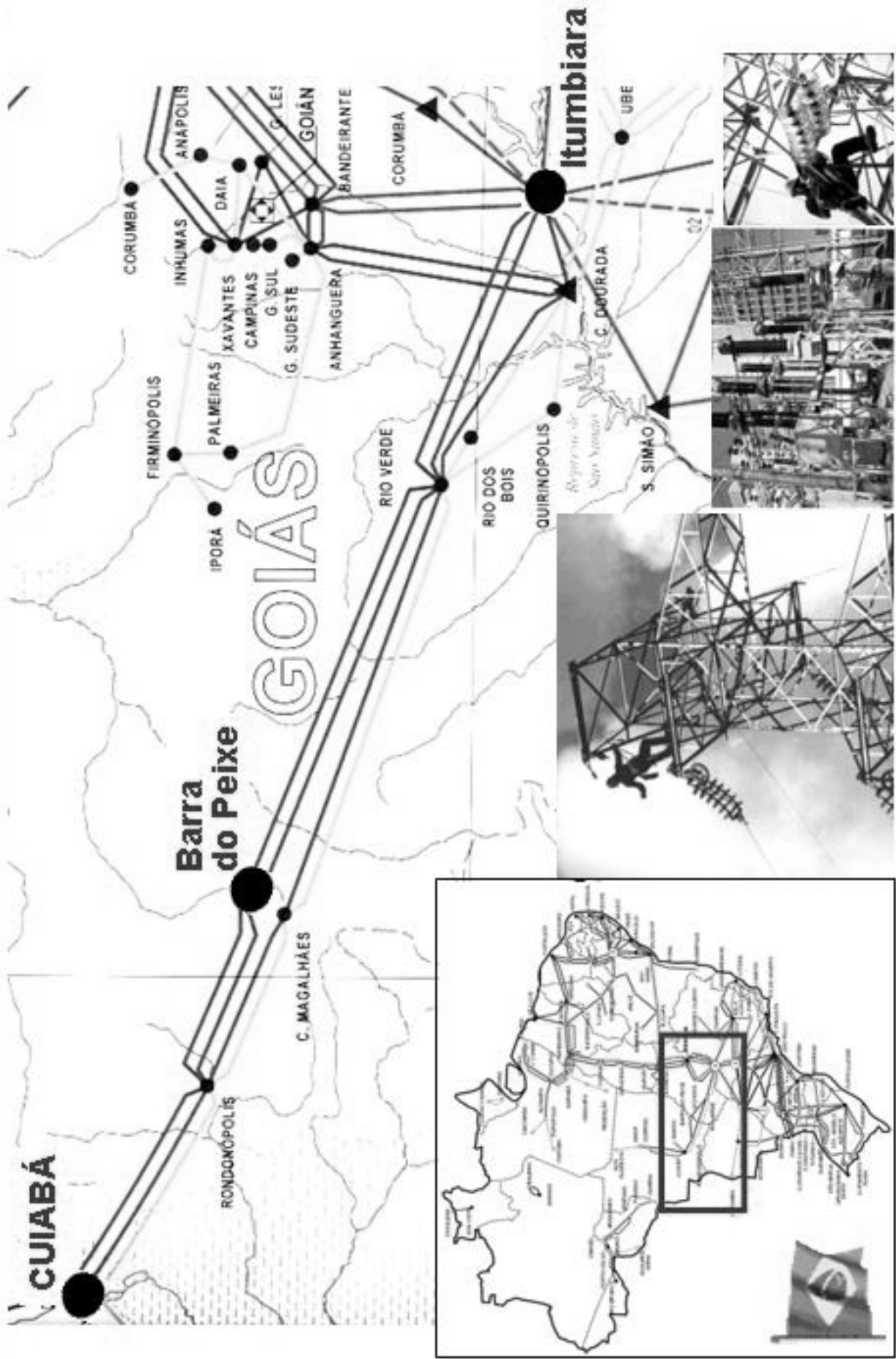


# Investment Opportunities - Energy

	Number of Projects	Volume in US\$ M
Hydropower	19	13,574
Thermal Power	10	3,338
Transmission Lines	3	495
Gas	3	930
Wind Power	1	100
<b>Total</b>	<b>36</b>	<b>18,487</b>



# LT CUIABÁ-BARRA DO PEIXE / SECCIONADORA-ITUMBIARA



# Reasons for Investing in Brazil

- ◆ Solid institutions.
- ◆ Open economy.
- ◆ Ample domestic market – 73 million consumers.
- ◆ Large and qualified workforce.
- ◆ Abundant natural resources.
- ◆ Warm and friendly environment.

# Investe Brasil

[www.investebrasil.org.br](http://www.investebrasil.org.br)

(55 21) 3212-3550

