

Brazilian Strategy for Investment Attraction



OECD Global Forum on International Investment

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Shanghai, December 2002

World FDI Panorama

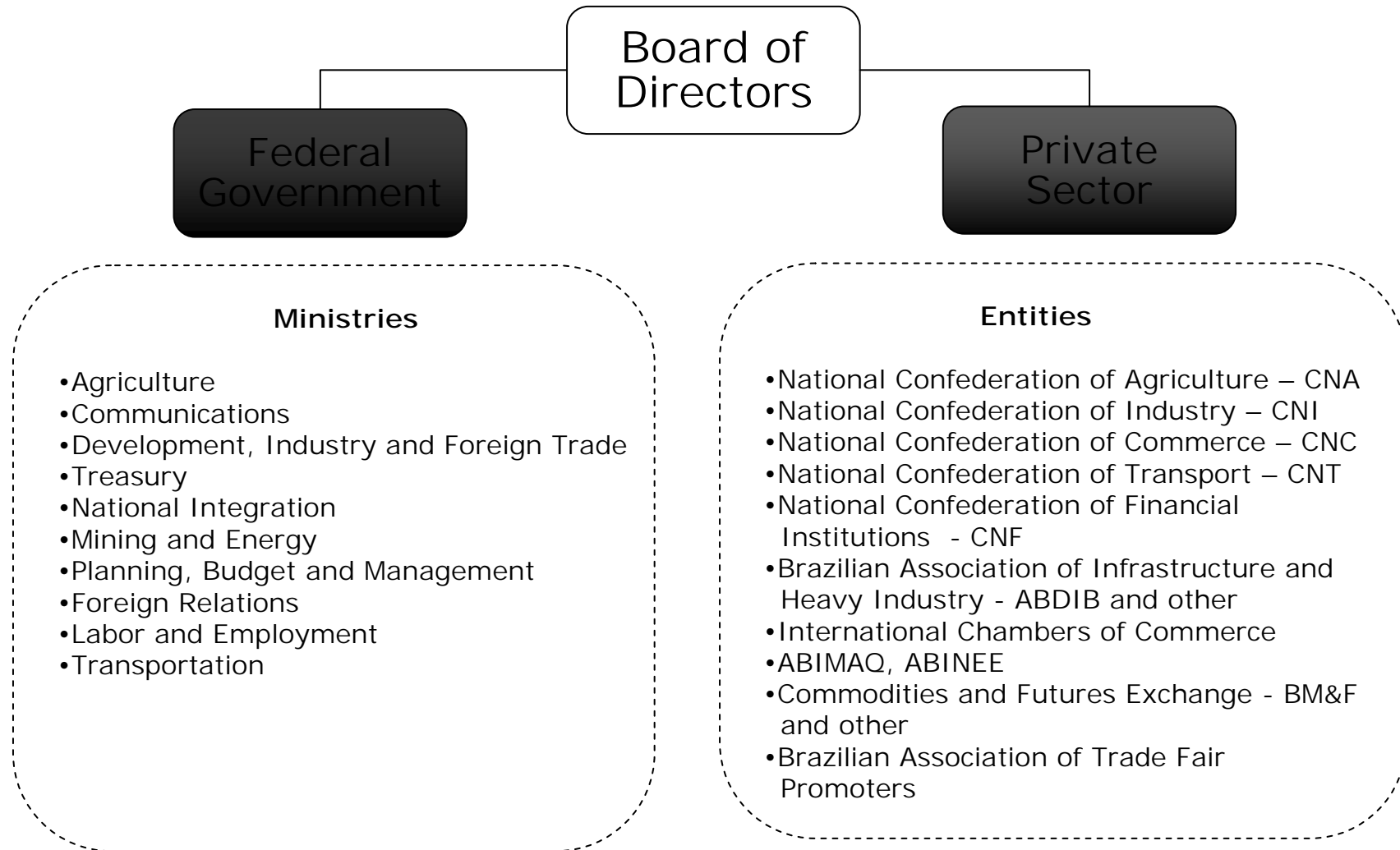
<i>WORLD TOTAL</i>	<i>(US\$ billion)</i>	1997	1998	1999	2000	2001	Average 97- 01
		478	694	1.088	1.492	735	100%
Developed Countries		268	484	838	1.227	503	74%
Europe		128	262	488	809	323	45%
United States		103	174	283	301	124	22%
Developing Countries		191	188	225	238	205	23%
Asia & Pacific		106	96	103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

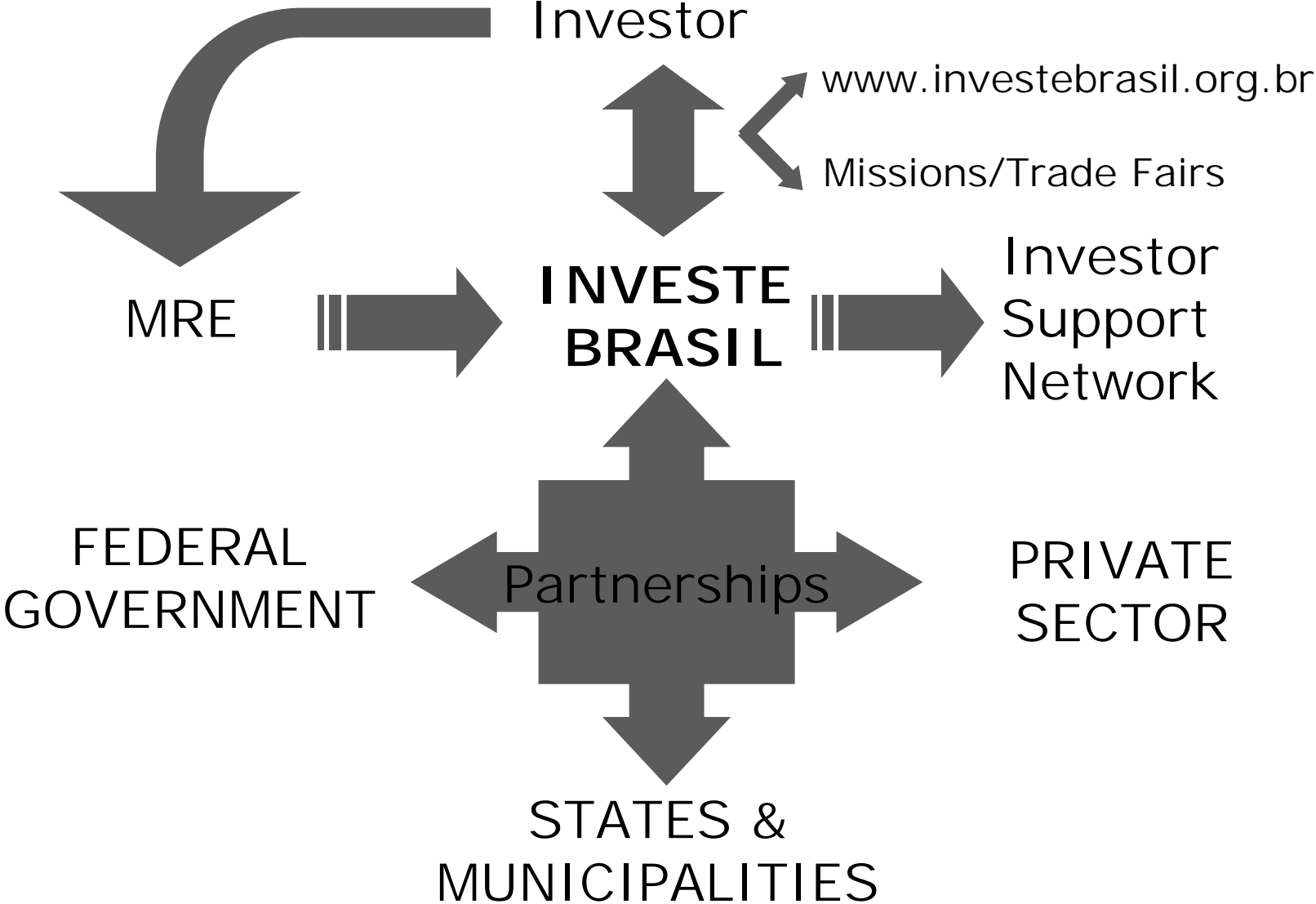
- ◆ Improve the overall competitiveness of the country.
- ◆ Develop infrastructure (Brazil/South America).
- ◆ Promote positive trade balance impacts.
- ◆ Create jobs.
- ◆ Transfer technology and/or use local intellectual capital.

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.

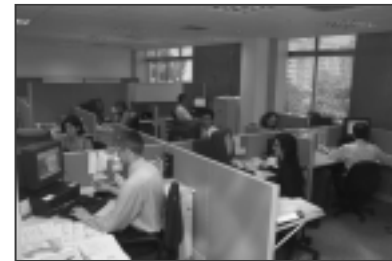


Operation



Inauguration

March 2002



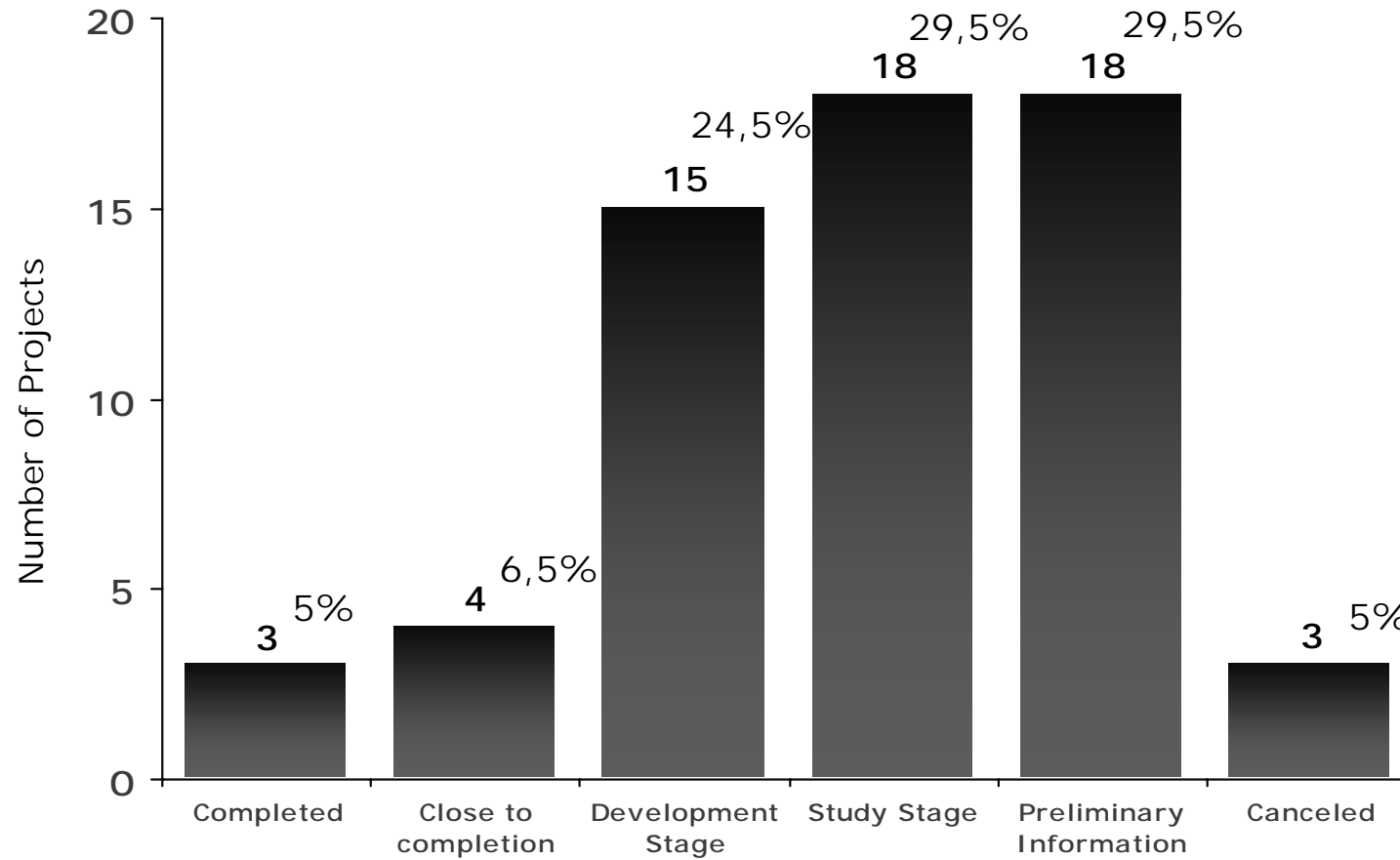
Investe Brasil's Missions

15 Missions completed



Project Status

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



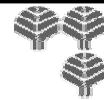
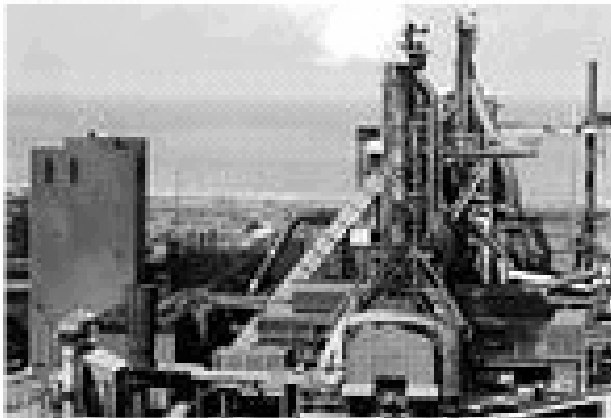
Projects per Industry

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%
Total	3	4	15	18	18	3	61	100%
	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)

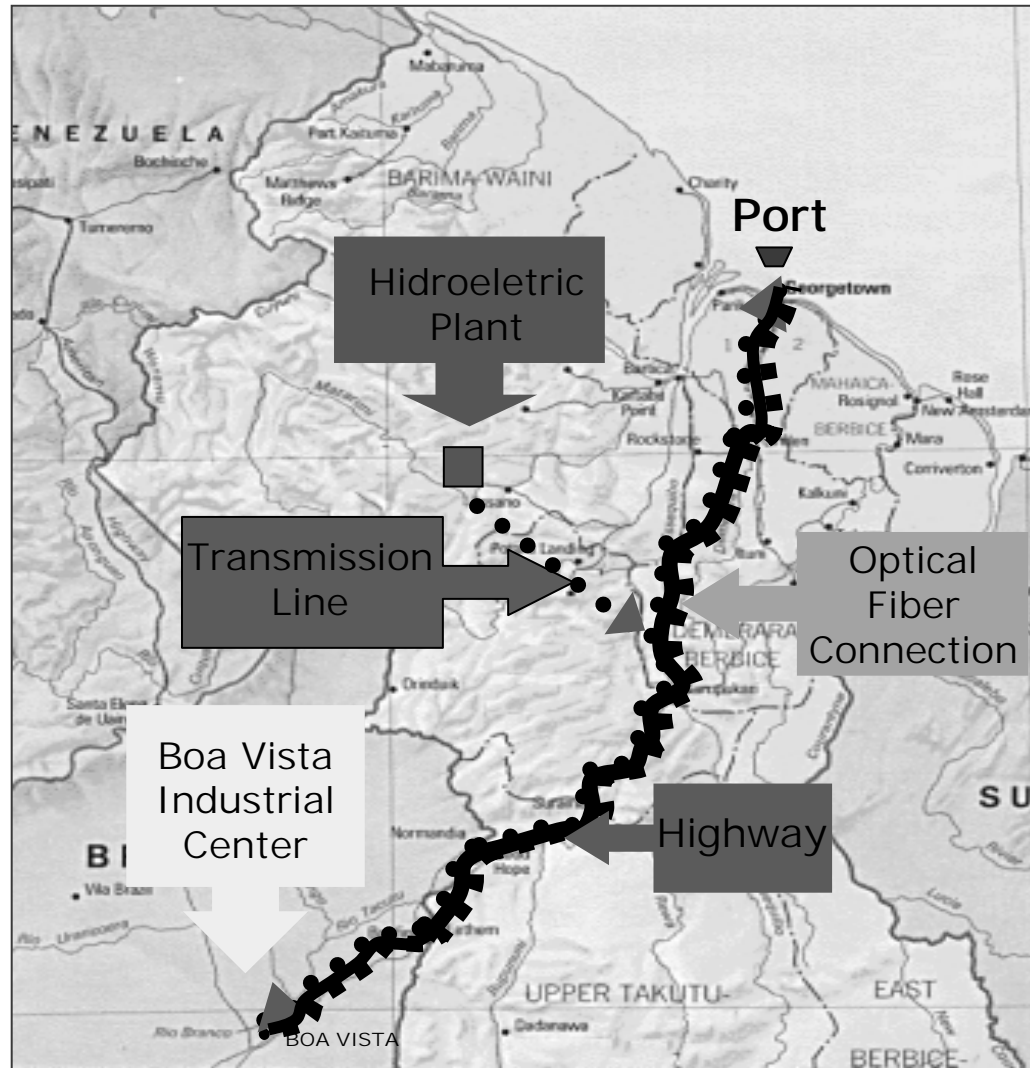
USC
Usina Siderúrgica do Ceará



BrancoCel



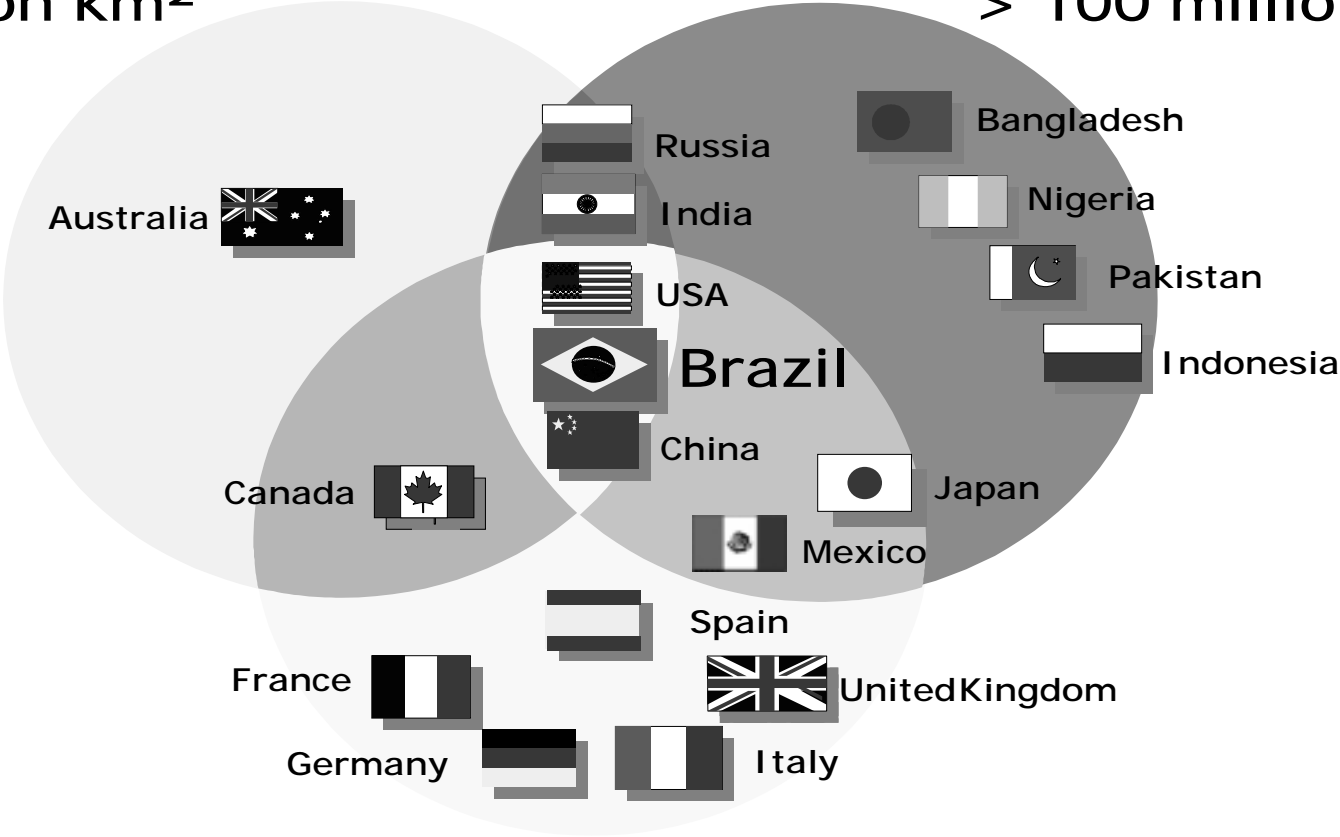
Boa Vista Axis – Georgetown



Opportunities

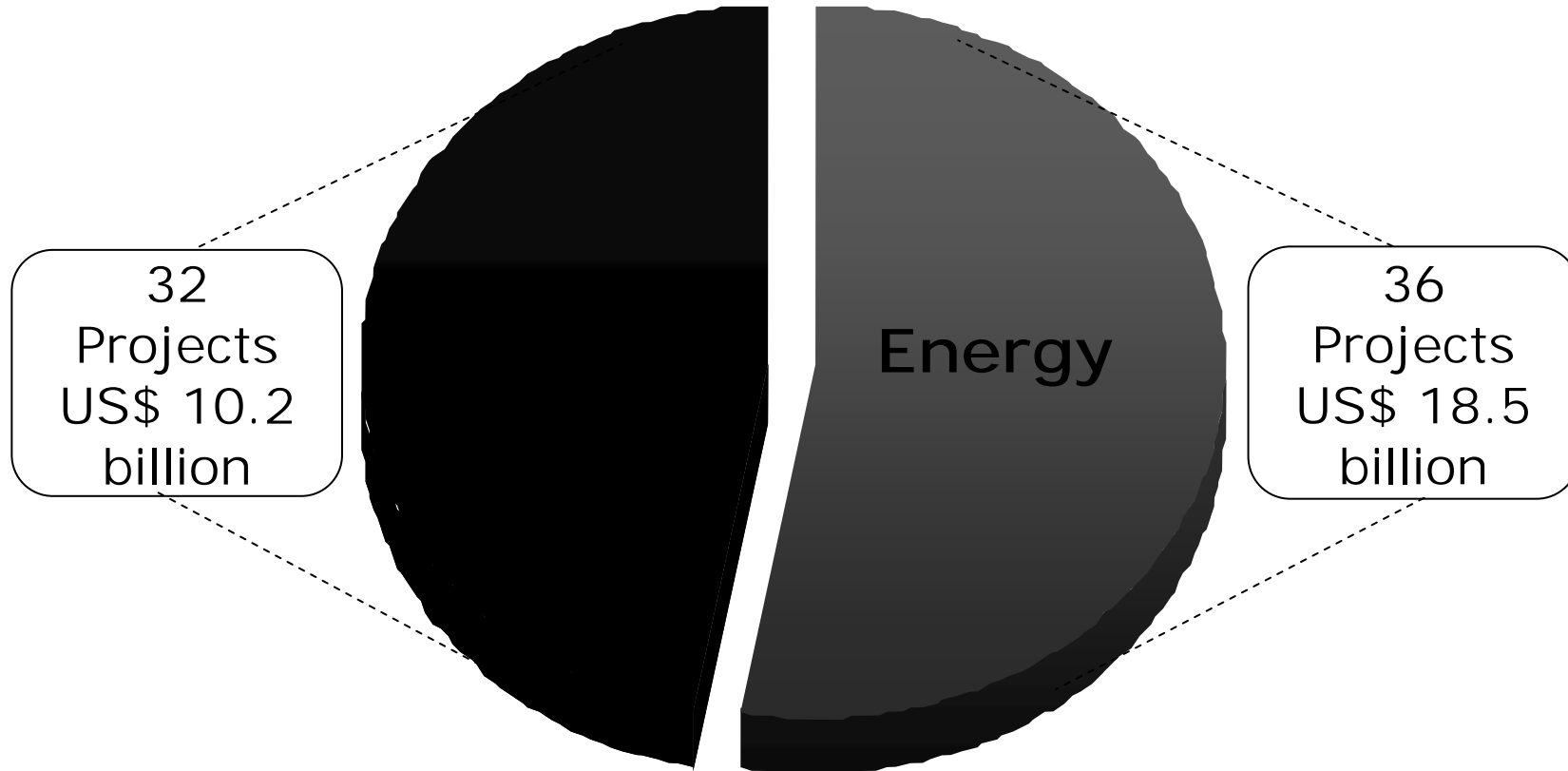
Surface
> 3 million km²

Population
> 100 million



GDP > US\$ 500 Billion

Investment Opportunities

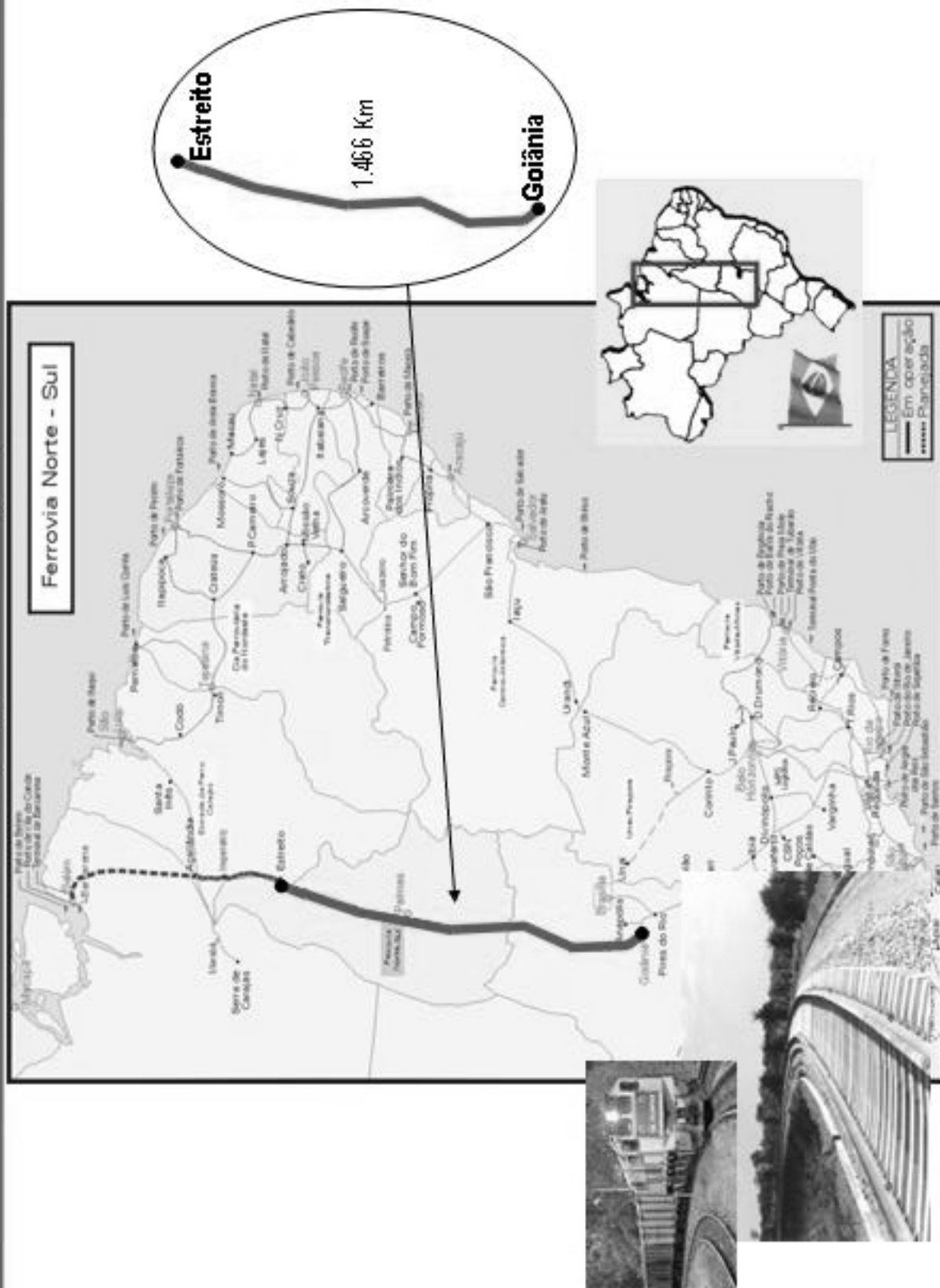


Investment Opportunities - Logistics

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



FERROVIA NORTE-SUL Goiania (GO) - Estreito (MA)

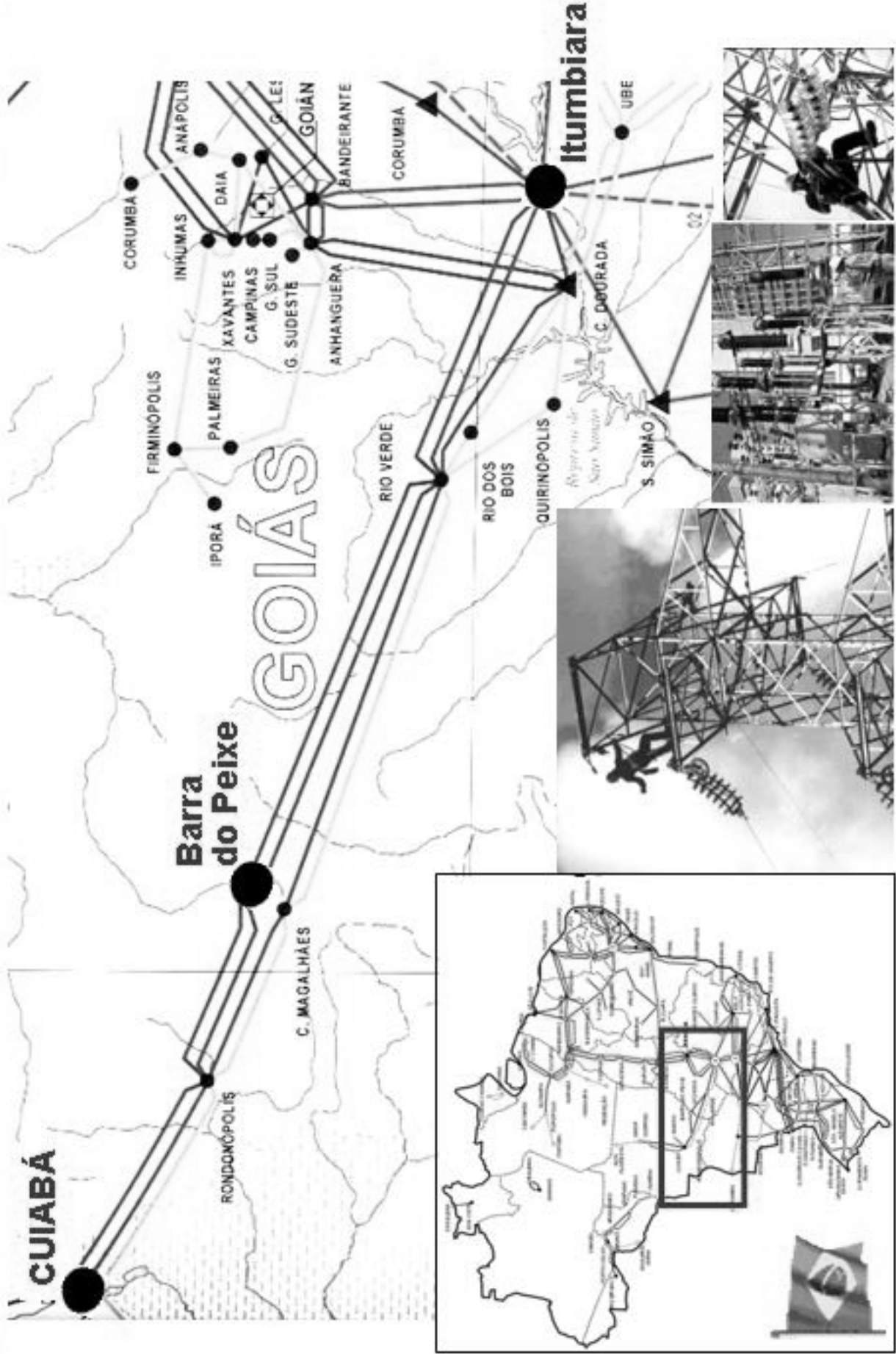


Investment Opportunities - Energy

	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
Total	36	18,487



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

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