

## DOING BUSINESS IN BRAZIL

### 1. RECOMMENDATIONS

#### a. A structured request

There are many challenges when you are doing business with Brazil. Taking into account the investment required in terms of costs and human resources, it is important to be well prepared. Brazil, a country the size of a continent located 9500 km from Brussels, is no exception to this logic.

Before you jump in the Brazilian market, make sure that you have not only the availability but also essential human and financial resources to start your sales approach.

If necessary, do not hesitate to validate your strategy by people who already have field experience.

#### b. A patient approach

Brazil is a country rich in business opportunities. Its market is characterized by sustained domestic demand in almost all sectors.

However, a period of two to three years of effort is often a necessary step before the realization of the first profits - and that even if your offer ideally corresponds to the market demand.

Frequent visits are expected in the starting phase. If the business grows, it will probably be advisable to provide a commercial structure in Brazil.

#### c. Communication

Business relationships in Brazil are above all human relationships and personal contact is highly valued. Take time to know your audience outside business meetings as such.

As a support to e-mail communication, telephone contact is essential and indispensable.

Systematically confirm your appointments the day before the meeting.

#### d. Brazil, *Brazils*

Brazil is the largest country in South America, occupying about half the total area of the continent. It has a multiethnic population of 200 million inhabitants, half of which belongs since a couple of years to an emerging middle class.

In terms of its political system, Brazil is a federal republic made up of 26 federal states and one Federal District, each with its own local government.

For statistical purposes, the country is also divided into five different regions: the Northern Region, Northeast, South, Southeast and Central West. If the southern states concentrate both the major part of the economy and industry of the country, those in the north are much less developed.

Before you export your products or services, know then that there is not only one Brazil but several *Brazils* with so many contrasts and particularities that you would be willing to know and master in order to approach the market in the best possible conditions.

e. Hour and climate

If you are planning a business trip to Brazil, note that there are 4 time zones.

In Rio and São Paulo, the time difference with Belgium is 3:00 in winter and 5:00 in summer.

The country has a tropical climate.

The weather is mild all year round with temperatures ranging between 15 and 35 ° C. The seasons are reversed compared to Europe. December, January and February are the hottest months with temperatures between 30-35 ° C. The winter months, cooler, extend from July to September. The temperature in the Southeast is then 15-25 ° C.

f. Work language

Business in Brazil is done mainly in Portuguese.

If you do not master the language sufficiently, bring along a translator who will also be your guide. Plan a commercial literature in Portuguese.

#### g. Security

As in most big cities around the world, security is an important element to consider. For general guidelines, visit the Belgian Ministry of Foreign Affairs ([http://diplomatie.belgium.be/fr/Services/voyager\\_a\\_letranger/conseils\\_par\\_destinati on/amerique\\_latine\\_caraibes/bresil/ra\\_brazili\\_.jsp](http://diplomatie.belgium.be/fr/Services/voyager_a_letranger/conseils_par_destinati on/amerique_latine_caraibes/bresil/ra_brazili_.jsp))

#### h. Transfers and travel

In several major Brazilian cities, there are two (or even more) airports, often distant one from another. So check well where it suits you to land in function of the business appointments' locations.

For trips from the airport to the city center and / or remote destinations, opt for taxis "credenciado" whose drivers are listed. Counters for those taxis are usually found in the baggage reclaim hall.

If you travel around the country, move preferably during the day.

In Rio and São Paulo, the congestion of major roads at peak times makes traveling extremely difficult. So avoid peak hours or between 7h-9h and 16h-20h.

#### i. Time management

Unlike our monochronic approach to time, mainly focused on deadlines and scheduled maturities, experts often speak of a polychronic approach to time in Brazil. The latter gives less importance to punctuality and planning.

Without falling into the cliché that punctuality is not an exact science in Brazil, plan still some margins in appointment times. In case of delays of your interlocutors it is important to stay positive and not to openly display a sense of impatience or frustration.

#### j. CPF (Natural Persons Register)

If you are traveling for a long time in Brazil you will probably need a tax ID number to make routine purchases.

This number can be requested online from the Department of Federal Revenue. (<http://www.receita.fazenda.gov.br/Aplicacoes/ATCTA/CpfEstrangeiro/fcpf.asp>).

It is also possible to get it at the agencies of *Banco do Brasil*.

## **2. USEFUL CONTACTS**

### **Belgium-Luxemburg-Brazilian Chamber of Commerce**

Directeur : Nicolas Crutzen  
Avenue Louise 500  
B-1050 Bruxelles  
Tel : + 32 2 643 78 24  
Fax : + 32 2 640 93 28  
E-mail : [info@brascam.com](mailto:info@brascam.com)  
Site web : [www.brascam.be](http://www.brascam.be)

### **Câmara de Comércio e Indústria Belgo-Luxemburguesa-Brasileira no Brasil**

### **Belgian-Luxembourgese-Brazilian Chamber of Commerce and Industry in Brazil**

#### ***São Paulo***

Av. Paulista 2073 - Conjunto Nacional - Horsa I - Salas 1113/1114  
01311-300 São Paulo, SP – Brasil  
T: +55 11 3284 9557  
F: +55 11 3283 3601  
F: +55 11 9 7569 7067  
E-mail: [liaraujo@belgalux.com.br](mailto:liaraujo@belgalux.com.br)  
Site: [www.belgalux.com.br](http://www.belgalux.com.br)

#### ***Rio de Janeiro***

Executive Manager: Mrs. Véronique Collage  
E-mail: [veronique.collage@gmail.com](mailto:veronique.collage@gmail.com)

### **Rio Negocios - Agência de Promoção de Investimentos do Rio de Janeiro**

Rua da Candelária nº9, 10º andar – Centro,  
Rio de Janeiro, RJ CEP 20091-904 Brazil  
Tel : +55 21 3031 4001  
E-mail : [info@rio-negocios.com](mailto:info@rio-negocios.com)

### **FIRJAN RIO DE JANEIRO**

Avenida Graça Aranha nº1  
Centro – Rio de Janeiro  
Tel : (+ 55 21) 0800 0231 231  
E-mail : [faleconosco@firjan.com.br](mailto:faleconosco@firjan.com.br)  
Site web : [www.firjan.org.br](http://www.firjan.org.br)

**Rio 2016 Organising Committee**

Rua Ulysses Guimarães, 2016, Cidade Nova  
CEP 20.211-225 Rio de Janeiro RJ Brasil  
Contact: M. João Saravia – Head of Procurement  
E-mail: [joao.saravia@rio2016.com](mailto:joao.saravia@rio2016.com)  
Site web: [www.rio2016.com](http://www.rio2016.com)  
Tel. (55 21) 2016-5987  
Fax. (55 21 3433-5992

**Apex Europe (Bruxelles)**

Avenue des Arts, n° 19 A/D  
B-1000 Bruxelles  
Tel : (+ 32 2) 211 05 30  
E-mail : [cn.eu@apexbrasil.com.br](mailto:cn.eu@apexbrasil.com.br)  
Site internet : <http://www2.apexbrasil.com.br/en/about/who-we-are>