



Brazil Inbound Trade Mission

Miami, FL
October 2, 2018

Brazil is one of the leading economies in Latin America and in the world (7th largest). Previous stages of economic growth and development have allowed for the expansion of its middle class. Approximately more than 40% of Brazil's population is considered middle class and about 16 million are high-end consumers. Brazil is divided into five regions and the Southeastern region is the wealthiest one (including Sao Paulo and Rio de Janeiro among other cities), 55% of the country's GDP concentrates in this region.

As Brazilians change their tastes and consumption habits, this opens up new opportunities for US suppliers. In addition, the trade relationship with Brazil is improving. For example, US beef exports are back in Brazil after a 13 year long absence. Exchange rates between the Brazilian Real and the USD are improving from 2016, in other words the dollar is not as strong compared to the Real, a favorable condition when it comes to consumers' price sensitivity. Register with SUSTA for the Inbound Trade Mission and connect with select Brazilian buyers.

Participation Fee: One-on-one meetings \$8.33

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Brazil
- Travel and accommodations are the responsibility of the company.
- This activity is in conjunction with the Taiwan and South Africa inbound missions. If there is interest to meet with buyers, click on the registration under related events.

Refund Cancellation Date: No refunds for cancellation after July 31, 2018

PRODUCT DESCRIPTION (Suitable products include, but are not limited to):

- Gourmet products • Condiments & Sauces • Grains & Cereals • Olive oils • Snacks foods • Health food products • Fruit & vegetable juices • Frozen meals • Confectionary products • Pet Foods

Activity Managers:

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