

Doing business in Brazil

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Brazil is the world's ninth largest economy. After a period of strong growth, the Brazilian economy started exhibiting signs of a slowdown in 2011 and has been in recession since 2015. Brazil is experiencing an unprecedented economic crisis due to the drop in domestic consumption and a decline in investment. After contracting in 2016 (-3.3%), growth should gradually recover in 2017 (0.5%), driven by ongoing budgetary adjustment measures and an increase in investment. 

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Introduction



CAPITAL: BRASILIA



POPULATION

Total Population: 207,652,865

Natural Increase: 0.8%

Density: 25 Inhabitants/km²

Urban Population: 85.9%

Population of main metropolitan areas: Sao Paulo (21,090,791); Rio de Janeiro (12,166,798); Belo Horizonte (5,813,410); Brasília (4,201,737); Porto Alegre (4,179,197); Salvador (3,953,288); Recife (3,914,317); Fortaleza (3,852,705); Curitiba (3,449,491); Campinas (3,081,247); Goiânia (2,421,831); Manaus (2,403,986); Belém (2,212,653); Grande Vitória (1,910,101); Santos (1,797,500)

Ethnic Origins: According to the IBGE ([Brazilian Institute of Geography and Statistics](#)), less than 48% of the Brazilian population is of European origin. About 43% of the population is of mixed ethnic origin, about 8% is of African origin and less than 2% have other ethnic origins, including Indian, Arab and Japanese.

Official Language: Portuguese

Other Languages Spoken: English is the most commonly spoken foreign language in Brazil. Spanish is generally understood by the Brazilians and French is spoken by around 570,000 people across the country.

Business Language(s): Portuguese, English and Spanish.

Religion: Despite a very strong Catholic tradition, religious freedom has been recognised and practiced for several decades. Religions of African origin were legalised in the 1950s and many Neo-Pentacostal churches have been opened since the end of the 1980s.

Literacy Rate: 88.6%

National Currency: Brazilian Real (BRL)



COUNTRY OVERVIEW

Area: 8,515,770 km²

Type of State: A federal republic based on parliamentary democracy. The Brazilian constitution gives extensive powers to the [government](#).

Type of Economy: Upper-middle-income economy, Emerging Financial Market. 7th world economy with high inequalities; leading producer of sugar and coffee in the world.

HDI*: 0.755/1

HDI (World Rank): 75/188

Note: () [The HDI](#), Human Development Index, is an Indicator Which Synthesizes Several Data Such as Life Expectancy, Level of Education, Professional Careers, Access to Culture etc.*



TELECOMMUNICATION

Telephone Code:

To call from Brazil, dial 00

To call Brazil, dial +55

Internet Suffix: .br

Computers: 16.1 per 100 Inhabitants

Telephone Lines: 22.3 per 100 Inhabitants

Internet Users: 49.8 per 100 Inhabitants

Access to Electricity: 99.5% of the Population

Foreign Trade in Figures

Foreign Trade Indicators	2012	2013	2014	2015	2016
Imports of Goods (<i>million USD</i>)	233,398	250,556	239,152	178,798	143,474
Exports of Goods (<i>million USD</i>)	242,578	242,034	225,101	191,134	185,280
Imports of Services (<i>million USD</i>)	75,832	81,053	85,916	68,921	63,750
Exports of Services (<i>million USD</i>)	37,393	36,482	39,047	32,989	33,300

Source: WTO – World Trade Organisation, 2017

[See the latest updates in the Country Profiles from Brazil.](#)

Last Updates: December 2017

Economic and Political Overview

ECONOMIC OUTLINE

Economic Overview

Brazil is the world's ninth largest economy. After a period of strong growth, the Brazilian economy started exhibiting signs of a slowdown in 2011 and has been in recession since 2015. Brazil is experiencing an unprecedented economic crisis due to the drop in domestic consumption and a decline in investment. After contracting in 2016 (-3.3%), growth should gradually recover in 2017 (0.5%), driven by ongoing budgetary adjustment measures and an increase in investment.

In 2016 the Brazilian economy remained in recession, for the second consecutive year, weakened by the fall in prices of oil and raw materials, as well as the slowdown of the Chinese economy. The country has undergone a severe economic and political crisis, and the 2016 Olympic Games did not boost growth as much as expected. On the contrary, the state of Rio has become indebted to the point of bankruptcy and many other states are in the same situation. At the federal level, public debt follows a worrying trend, approaching 80% GDP. In August 2016, President Dilma Rousseff was impeached and replaced by Michel Temer, who on his arrival in office announced a budget readjustment plan to limit the growth of public spending. A proposal to amend the Constitution (PEC) to set a ceiling on the increase in expenditure was approved at the end of 2016. For 2017, the Government's priority is the reform of the pension system and the Labour Code. Political instability is a concern due to possible revelations involving members of the Government in the Petrobras corruption case.

The country continues to face difficult social problems and has one of the highest levels of inequality in the world. There are high disparities between the regions, and there has been a rise in the rates of delinquency and criminal violence. The unemployment rate has continued to increase (over 11% in 2016), and informal employment remains high.

Main Indicators	2014	2015	2016	2017	2018 (e)
GDP (billions USD)	2,456.05	1,801.48	1,798.62	2,140.94e	2,238.43
GDP (Constant Prices, Annual % Change)	0.5	-3.8	-3.6	0.2e	1.7
GDP per Capita (USD)	12,113	8,810	8,727	10,309e	10,700
General Government Balance (in % of GDP)	-7.0	-9.7	-7.5	-7.6e	-6.7
General Government Gross Debt (in % of GDP)	62.3	72.5	78.3	81.2e	82.7
Inflation Rate (%)	6.3	9.0	8.7	4.4e	4.3
Unemployment Rate (% of the Labour Force)	6.8	8.3	11.3	12.1	11.6
Current Account (billions USD)	-104.18	-58.88	-23.51	-28.44e	-38.16
Current Account (in % of GDP)	-4.2	-3.3	-1.3	-1.3e	-1.7

Source: IMF – World Economic Outlook Database, 2017

Note: (e) Estimated Data

Main Sectors of Industry

Brazil has abundant natural resources and a relatively diversified economy.

Brazil is the world's largest producer of coffee, sugar cane and oranges, and is one of the world's largest producers of soy. It attracts many multi-national groups in the food and bio-fuels industries. The country is home to the world's largest commercial livestock herd. At the same time, agriculture contributes relatively little to the GDP (slightly over 5%), but represents 40% of exports. With forests covering half of the country and the world's largest rainforest, Brazil is the world's fourth largest exporter of timber.

It is also a large industrial power. Brazil has benefited greatly from its mineral ore wealth. The country is the world's second largest exporter of iron and one of the world's main producers of aluminium and coal. As an oil producer, Brazil is aiming to become energy independent in the near future, with reserves that could make Brazil one of the top five oil producers. Furthermore, the country is increasingly asserting itself in the textile, aeronautics, pharmacy, automobile, steel and chemical industry sectors. Many of the world's large automobile manufacturers have set up production plants in Brazil. The industry sector contributes nearly a quarter of the GDP, but it has experienced a strong slowdown in recent years, which it has tried to fight with the help of its 'Brasil maior' (Greater Brazil) plan.

The service sector represents over 70% of Brazilian GDP and employs over three-quarters of the active workforce. In recent years, the country has embarked on the production of high added-value services, especially in the fields of aeronautics and telecommunications.

Breakdown of Economic Activity By Sector	Agriculture	Industry	Services
Employment By Sector <i>(in % of Total Employment)</i>	10.3	22.2	77.3
Value Added <i>(in % of GDP)</i>	5.5	21.2	73.3
Value Added <i>(Annual % Change)</i>	-6.6	-3.8	-2.6

Source: World Bank, 2016

Find more information about your business sector on our service [International market studies](#).

Learn more about [Market Analyses about Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

Indicator of Economic Freedom

Score:	52,9/100
World Rank:	140
Regional Rank:	25

Distribution of Economic freedom in the world

Source: *2017 Index of Economic Freedom, Heritage Foundation*

Business environment ranking

Score:	6.57
World Rank:	43/82

Source: *The Economist - Business Environment Rankings 2014-2018*

Country Risk

See the country [risk analysis](#) provided by [Coface](#).

Sources of General Economic Information

Ministries	Ministry of Agriculture (MAPA) Ministry of Foreign Relations (MRE) Integrated Development Institute of Minas Gerais (INDI) Ministry of Development, Industry and Foreign Trade Ministry of the Economy (Fazenda)
Statistical Office	Brazilian Statistics Institute
Central Bank	Central Bank
Stock Exchange	Rio de Janeiro Stock Exchange

	São Paulo Stock Exchange
Other Useful Resources	Economic Statistics
Main Online Newspapers	Folha de São Paulo Estado de São Paulo Jornal do Brasil News publication focusing on business, finance and the economy Jornal do Comercio
Economic Portals	Economic Portal- Brazil

POLITICAL OUTLINE

Type of State	A federal republic based on parliamentary democracy. The Brazilian constitution gives extensive powers to the government .
Executive Power	The President is both Head of State and Head of the Government. He or she holds executive power and appoints the Council of Ministers. The President and Vice-president are elected by universal suffrage to a four year term.
Legislative Power	The legislative power is bicameral. The parliament, called the National Congress, is made up of two houses: the Senate (upper house) and the Chamber of Deputies (lower house). The Senate is comprised of 81 members (three members for each of the 26 provinces and the Federal District of Brasília), each elected on a majority basis for eight year terms. The Chamber of Deputies is comprised of 513 members, with seats allocated according to proportional representation for a four year term. There are also legislatures and administrations at the state level in each of Brazil's 26 states and in the Federal District.
Main Political Parties	About two dozen political parties are represented in the Brazilian National Congress. Parties typically group together to form coalition governments. The two prominent coalitions are the Worker's Party (PT) and the Social Democratic Party (PMDB). However, politicians often change parties, which has led to weak party discipline. Main parties by number of seats in Congress: <ul style="list-style-type: none"> - The Worker's Party (PT): centre-left, winning party since 2003, retains majority in both chambers of Congress, heads the ruling coalition - The Democratic Movement Party (PMDB): centrist - Partido Social Democrático (PSD): centrist - The Social Democratic Party (PSDB): centre to centre-left; chief opposition party, weakened by its inability to secure the presidency - The Progressive Party (PP): centre-right - The Party of the Republic (PR): centre-right - The Democrats (DEM): centre-right to right-wing - The Brazilian Socialist Party (PSB): centre-left
Current Political Leaders:	Interim President: Michel Temer (since 12 May 2016, Vice President since 1 January 2011) - PMDB
Next Election Dates	Presidential: 2018 Legislative: 2018

Indicator of Freedom of the Press

World Rank:	103/180
Evolution:	1 place up compared to 2016

Source: [Worldwide Press Freedom Index 2017, Reporters Without Borders](#)

Indicator of Political Freedom

Ranking:	Free
Political Freedom:	2/7

Civil Liberties: 2/7

[Map of freedom 2017](#)

Source: [Freedom House](#)

Last Updates: December 2017

Trade Profile

FOREIGN TRADE IN FIGURES

Although foreign trade only represents slightly over one-fourth of its GDP, Brazil is among the world's 25 largest exporters and importers. The country has an enormous economic potential. The country's main trade partners are China, the United States, the countries of Mercosur and the EU. Brazil mainly exports agricultural and food products (soya, coffee, sugar, maize, meat), minerals, oil and air vehicles. It mainly imports hydrocarbons, vehicles, chemicals and pharmaceuticals, and electrical and electronic products.

Brazil's trade balance is structurally positive, but has declined in recent years due to a drop in the prices of raw materials, an increase in energy imports and a decline in the competitiveness of Brazilian products. In 2014, for the first time since 2000, the country registered a trade deficit of USD 3.93 billion. Because of a fall in imports, the trade balance improved in 2015, reaching a surplus of USD 19.7 billion. In 2016, the trade surplus reached its highest level of USD 47.7 billion, due in particular to a fall in imports (caused by weak domestic demand and a decline in the real against the American dollar). This trend is expected to continue in 2017.

Foreign Trade Indicators	2012	2013	2014	2015	2016
Imports of Goods (<i>million USD</i>)	233,398	250,556	239,152	178,798	143,474
Exports of Goods (<i>million USD</i>)	242,578	242,034	225,101	191,134	185,280
Imports of Services (<i>million USD</i>)	75,832	81,053	85,916	68,921	63,750
Exports of Services (<i>million USD</i>)	37,393	36,482	39,047	32,989	33,300
Imports of Goods and Services (<i>Annual % Change</i>)	0.7	7.2	-1.9	-14.1	-10.3
Exports of Goods and Services (<i>Annual % Change</i>)	0.3	2.4	-1.1	6.3	1.9
Imports of Goods and Services (<i>in % of GDP</i>)	13.1	13.9	13.7	14.1	12.1
Exports of Goods and Services (<i>in % of GDP</i>)	11.7	11.6	11.0	12.9	12.5
Trade Balance (<i>million USD</i>)	17,260	338	-6,629	17,670	45,037
Trade Balance (Including Service) (<i>million USD</i>)	-22,589	-45,933	-54,736	-19,249	14,590
Foreign Trade (<i>in % of GDP</i>)	24.8	25.6	24.7	27.0	24.6

Source: World Trade Organisation (WTO) - 2017; World Bank - 2017

Main Partner Countries

Main Customers (% of Exports)	2016	Main Suppliers (% of Imports)	2016
China	19.0%	United States	17.5%
United States	12.6%	China	17.0%
Argentina	7.2%	Germany	6.6%
Netherlands	5.6%	Argentina	6.6%
Germany	2.6%	South Korea	4.0%
Japan	2.5%	Italy	2.7%
Chile	2.2%	France	2.7%
Mexico	2.1%	Japan	2.6%

Main Customers (% of Exports)	2016
Italy	1.8%
Belgium	1.7%

Source: Comtrade, 2017

Main Products

185.2 bn USD of products exported in 2016	
Soya beans, whether or not broken	10.4%
Iron ores and concentrates, incl. roasted iron pyrites	7.2%
Cane or beet sugar and chemically pure sucrose, in solid form	5.6%
Petroleum oils and oils obtained from bituminous minerals, crude	5.4%
Meat and edible offal of fowls of the species gallus domesticus, ducks, geese, turkeys and guinea fowls, fresh, chilled or frozen	3.3%
Chemical wood pulp, soda or sulphate (excl. dissolving grades)	2.8%
Oil-cake and other solid residues, whether or not ground or in the form of pellets, resulting from the extraction of soya-bean oil	2.8%
Coffee, whether or not roasted or decaffeinated; coffee husks and skins; coffee substitutes containing coffee in any proportion	2.6%
Motor cars and other motor vehicles principally designed for the transport of persons, incl. station wagons and racing cars (excl. motor vehicles of heading 8702)	2.5%
Powered aircraft e.g. helicopters and aeroplanes; spacecraft, incl. satellites, and suborbital and spacecraft launch vehicles	2.4%

Source: Comtrade, 2017

See More Products

[More imports \(Intracen Data\)](#)

[More exports \(Intracen Data\)](#)

Main Suppliers (% of Imports)	2016
Mexico	2.6%
Chile	2.1%

137.6 bn USD of products imported in 2016	
Petroleum oils and oils obtained from bituminous minerals (excl. crude); preparations containing $\geq 70\%$ by weight of petroleum oils or of oils obtained from bituminous minerals, these oils being the basic constituents of the preparations, n.e.s.; waste oils containing mainly petroleum or bituminous minerals	5.3%
Parts and accessories for tractors, motor vehicles for the transport of ten or more persons, motor cars and other motor vehicles principally designed for the transport of persons, motor vehicles for the transport of goods and special purpose motor vehicles of heading 8701 to 8705, n.e.s.	3.5%
Medicaments consisting of mixed or unmixed products for therapeutic or prophylactic uses, put up in measured doses incl. those in the form of transdermal administration or in forms or packings for retail sale (excl. goods of heading 3002, 3005 or 3006)	2.4%
Electrical apparatus for line telephony or line telegraphy, incl. line telephone sets with cordless handsets and telecommunication apparatus for carrier-current line systems or for digital line systems; videophones; parts thereof	2.2%
Petroleum oils and oils obtained from bituminous minerals, crude	2.1%
Motor cars and other motor vehicles principally designed for the transport of persons, incl. station wagons and racing cars (excl. motor vehicles of heading 8702)	2.1%
Electronic integrated circuits and microassemblies	2.1%
Turbo-jets, turbo-propellers and other gas turbines	2.0%
Petroleum gas and other gaseous hydrocarbons	2.0%
Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses; antisera and other blood fractions and modified immunological products, whether or not obtained by means of biotechnological processes; vaccines, toxins, cultures of micro-organisms (excl. yeasts) and similar products	1.9%

To go further, check out our service [International trade](#).

MAIN SERVICES

33.3 bn USD of services exported in 2015		70.5 bn USD of services imported in 2015	
Other business services	52.48%	Other business services	40.81%
Travel	17.53%	Travel	24.62%
Transportation	14.78%	Transportation	15.06%
Computer and information services	3.50%	Royalties and license fees	7.45%
Insurance services	2.96%	Computer and information services	4.26%
Government services	2.37%	Government services	2.60%
Financial services	2.23%	Insurance services	1.87%
Royalties and license fees	1.74%	Financial services	1.45%
Communications services	1.30%	Cultural and recreational services	1.38%
Cultural and recreational services	0.94%	Communications services	0.48%
Construction services	0.16%	Construction services	0.01%

Source: United Nations Statistics Division, Latest Available Data

Exchange Rate System

Local Currency	Brazilian Real (BRL)
Exchange Rate Regime	Floating exchange rate.
Level of Currency Instability	The Real has recently been subject to increased volatility. In 2015, it fell to its lowest point compared to the U.S. Dollar in a decade, due to fiscal turmoil and signs of economic contraction.
Exchange Rate on :	

Monetary Indicators	2012	2013	2014	2015	2016
Brazilian Real (BRL) - Average Annual Exchange Rate For 1 EUR	2.41	2.75	3.00	3.55	3.71

Source: World Bank - Latest available data.

Find out all the exchange rates daily on our service [Currency Converter](#).

TRADE COMPLIANCE

International Conventions	Member of World Trade Organisation Party to the Kyoto Protocol Party to the Washington Convention on International Trade in Endangered Species of Wild Fauna and Flora Party to the Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and Their Disposal Party to the Montreal Protocol on Substances That Deplete the Ozone Layer Party of the International Coffee Agreement 2007
Main International Economic Cooperation	Full member of MERCOSUR since 2012. Latin American Integration Association (ALADI) Free Trade Area of the Americas , not yet elaborated (FTAA)

The country has signed a [trade agreement](#) with 21 other countries in the São Paulo Round of the Global System of Trade Preferences among Developing Countries (GSTP).

Party of the ATA Convention on Temporary Admissions and Use of the Carnets

No

As a Reminder, the ATA is a System Allowing the Free Movement of Goods Across Frontiers and Their Temporary Admission Into a Customs Territory With Relief From Duties and Taxes. The Goods Are Covered By a Single Document Known as the ATA Carnet That is Secured By an International Guarantee System.

[Look Up the Other Member Countries](#) And [Read the Web Pages of the World Customs Organization Devoted to the ATA Carnet.](#)

Party of the TIR Convention

No

As a Reminder, the TIR Convention and its Transit Regime Contribute to the Facilitation of International Transport, Especially International Road Transport, Not Only in Europe and the Middle East, But Also in Other Parts of the World, Such as Africa and Latin America. The UNCTAD Website Allows You to [Read the TIR Convention](#), [See the List of Member Countries](#) And to [Find Further Information](#).

Accompanying Documents For Imports

- single administrative document (SAD)
- commercial invoice (in triplicate, preferably in Portuguese, with a detailed description of the goods, the country of purchase, origin and provenance, tariff details, registration number in the importer's register of commerce and the classification number of the goods)
- phytosanitary or health certificate;
- free sale certificate for cosmetics;
- radioactive non-contamination certificate;
- certificate of analysis and origin for wines, consular declaration for other types of alcoholic beverages;
- transport documents and packing list.

To go further, check out our service [Shipping Documents](#).

Free Zones

There are 8 free zones in Brazil but only the Zona Franca de Manaus has managed to attract foreign investment and experienced real economic development.

For Further Information

[Customs Department](#)
[The WTO website](#) on Brazil's commercial policy

Non Tariff Barriers

A large number of imported products are subject to a prior license application to the SECEX (Secretariat for Foreign Trade), which is the only organisation authorised to issue this license. The license is valid for 60 days from the date of shipment of the goods (sometimes from the date of the license application). This period cannot be extended and is often insufficient. A new license application must then be made. For textiles, regulations are even stricter: the license is only issued if payment is carried out within 30 days following the date of the B/L (importers have to prove that they have effectively paid within the 30 days).

All imports must be accompanied at least by 2 copies of the commercial invoice and the B/L. In the case of non-compliance with the legal requirements of the country, customs officials have the right to impose large fines (commonly, up to 100% of the usual duties). It is advisable in any case to work with a very good Brazilian Customs broker, who stays up to date on [Customs](#) regulations.

One must consult the numerous sanitary regulations before undertaking any imports.

Since Brazil has launched the Brasil Maior (Greater Brazil) plan, a rise in trade protection has been observed.

Sectors or Products For Which Commercial Disagreements Have

Petrol, agricultural dumping, cotton, citrus fruit, heavy industry, patents (with the United States); aeronautical construction (with Canada); coffee, poultry, sugar, heavy industry (with the European Union). Brazil is often attacked for its import restrictions and on its side makes complaints about

Been Registered With the WTO	the agricultural subsidies in the OECD countries.
Assessment of Commercial Policy	Brazil and the WTO Barriers to exchanges , inventoried by the EU Sanitary and phytosanitary barriers , inventoried by the EU

Learn more about [How to Export to Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

STANDARDS

National Standards Organisations	Brazilian Technical Standards Association Brazilian Committee for Standardisation in the Fields of Electricity, Electronics and Telecommunications National Council of Metrology, Standardisation and Industrial Quality (CONMETRO) National Institute of Metrology, Standardisation and Industrial Quality (INMETRO)
Integration in the International Standards Network	Member of the International Organisation for Standardisation (ISO) , the International Electrotechnical Commission (IEC) , the Global Ecolabeling Network (GEN) , the Pan-American Standards Commission (COPANT) , the MERCOSUL Association for Standardisation (AMN) and of the Uniform Commercial Code (UCC) , which has become the GS1 after merging with a European group (an organisation concerning logistics chains and bar codes).
Obligation to Use Standards	Conforming to standards is obligatory for some products For others it is voluntary . As with all voluntary standards, market forces and preferences often lead to the need for a specific certification.
Classification of Standards	ABNT, NBR standards
Assessment of the System of Standardization	The Brazilian consumer's approach is twofold: the 40 million richest Brazilians have requirements close to those of OECD countries' markets regarding the quality standards of the goods they buy. On the other hand, the rest of the population is especially careful about prices and the product's commercial image. Brasil has strict rules regarding standards and an active group of standard organizations.
Online Consultation of Standards	The ABNT Catalogue
Certification Organisations	List of organisations authorised to issue certifications

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Business Practices

BUSINESS RELATIONS

The Fundamental Principles of Business Culture	However relaxed business relations may seem, they are in fact very sophisticated. Plan to spend time and patience as well as personal investment. Personal contact is valued. Quick and infrequent visits by foreign sales representatives or changes in the negotiating team are often badly perceived by executives, who prefer continuous working relationship.
First Contact	The first contact may be initiated by letter followed by a telephone call. Businesspersons generally have secretaries. It is recommended that you renew your calls to get in touch with your contact in person. A meeting should often be set up several weeks ahead and confirmed in writing a few days before. Although the Brazilian approach to time is somewhat flexible, it is advisable to be punctual, and to not show signs of frustration or impatience with delays. Persistent traffic issues should be taken into account. Appointments are usually from 10 a.m. to 12 noon and 3 p.m. to 5 p.m.
Greetings	Men shake hands, women sometimes kiss each other on the cheek. A woman should hold out her hand first if she wants to shake hands with a man. Relations become friendly very quickly and physical contact is common. Embracing is a normal form of greeting between people who know each other well.
How to Present Yourself	It is advisable to speak a little Portuguese, or to be accompanied by an interpreter. The first contact is relatively formal and it is usual to employ distinctive titles (Senhor, Doutor, Engenhero) according to age and qualifications. It is better to find out information about the person before meeting them so that you know how to address them.
Business Relations	Business relations are above all human relations. It is important to know your contact before negotiations start. Good understanding and mutual confidence are valued. The borderline between personal and professional relations is rather hazy.
Gifts	Recommended in personal relations, for example when you are invited to dinner, but not at a professional meeting. Flowers are always welcome, and a gift will be opened at once. During a first visit to a company, promotional items without great material value are welcome; but not expensive gifts that can be misunderstood as bribes.
Business Communication	Negotiations are generally in Portuguese. Take the time to get to know one another before dealing with business. It is better to let your contact bring up the subject and use local lawyers and consultants if necessary. Negotiations can be long and meticulous, and the final decision will be taken by the person highest in the hierarchy. Communication happens in an overlapped manner, with people interrupting each other, which is a sign of interest on the subject.
Dress Code	Dress is important: men are expected to be clothed in a plain and elegant manner; women are expected to be elegant, feminine and preferably well-manicured. Business dress code is often formal and conservative.
Visiting Cards	Visiting cards are exchanged at the first meeting (preferably in Portuguese or bilingual).
For Further Information	Executive Planet: Brazil

OPENING HOURS

Opening Hours and Days Saturday and Sunday

Public Holidays

New Year's Day	1 January
Carnival	4 days before Ash Wednesday
Good Friday (Friday before Easter)	March/April

Labour Day	1 May
Ascension	May
Independence Day	7 September
Our Lady of Aparecida	12 October
All Souls Day	2 November
Proclamation of the Republic	15 November
Feast of the Immaculate Conception	8 December
Christmas Day	25 December
St Sebastian's Day in Rio de Janeiro	20 January
Founding of the city of Sao Paulo	25 January
Our Lady of the Sailors in Porto Alegre	2 February

Periods When Companies Usually Close

Carnival	one or two weeks
Christmas and New Year	one or two weeks

For Further Information [Public holidays](#)

Learn more about [Business Environment in Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

Last Updates: December 2017

Tax System

CORPORATE TAXES

Tax Base For Resident and Foreign Companies Companies resident in Brazil pay taxes on their worldwide profits. Foreign companies are only subject to tax if they engage in certain sales operations involving companies or agents resident in Brazil.

Tax Rate

Corporate Income Tax	15%
Surtax on companies with taxable profits over BRL 240,000	10%
Social Contribution Tax (non-deductible)	9% (20% for financial institutions, private insurance companies and capitalisation companies until 2018)
Effective tax rate	34%

Tax Rate For Foreign Companies A foreign company is taxed only if it engages in specific sales activities in Brazil through a legally binding representative that is domiciled in the country, or a domestic branch. Foreign investors may also be subject to different capital gains rates on financial markets.

Capital Gains Taxation Capital gains arising other than out of financial instruments are subject to income tax at 15%. Tax rate applicable to capital gains is as follow as of 1 January 2017:

- 15% until BRL 5 million;
- 17.5% from BRL 5 million to BRL 10 million;
- 20% from BRL 10 million to BRL 30 million;
- 22.5% over BRL 30 million.

Non-resident investors are subject to an obligatory withholding tax of 15% - rising to 25% for residents of tax havens - for capital gains on investments registered with the Central Bank.

Main Allowable Deductions and Tax Credits All the expenses necessary for company activity are deductible. Other deductible items include social security taxes, private pension contributions, alimony, qualifying educational and medical expenses and qualifying cultural contributions. Taxpayers may also elect for a standard annual deduction of 20% of taxable income, capped at BRL 16,754, instead of itemising deductions. Exemptions and reductions of corporate income tax are provided for businesses in certain less developed areas. Foreign tax credit is available for resident companies on foreign income tax paid, generally limited to the amount of CIT and SCT on the foreign income.

Other Corporate Taxes There are numerous other taxes, including:

- Tax on Financial Operations (IOF): levied on certain financial operations, such as loans, foreign exchange operations, insurance, and securities, as well as operations with gold (as a financial asset) and foreign exchange instruments. The applicable rate will vary depending on the operation.
- Social Integration Programme (PIS) tax: a federal social contribution calculated as a percentage of revenue, is levied at the rate of 1.65%
- Social Security Financing Contribution (COFINS): a monthly federal social assistance contribution calculated as a percentage of revenue, is levied at the rate of 7.6%.
- Municipal Service Tax (ISS): imposed on a cumulative basis (it is not creditable), and the rates may vary between 2% and 5%, depending on the type of service (rates to be stipulated on a municipal basis).
- Severance Pay Indemnity Fund (FGTS): levied on employee's salary at the rate of 8%

Other Domestic Resources [Doing Business: Brazil](#), to obtain a summary of taxes and mandatory contributions

Country Comparison For Corporate Taxation

	Brazil
Number of Payments of Taxes per Year	9.6
Time Taken For Administrative Formalities (Hours)	2,038.0
Total Share of Taxes (% of Profit)	68.4

Source: Doing Business - 2017.

Note: *The Greater the Index, the More Transparent the Conditions of Transactions. **The Greater the Index, the More the Manager is Personally Responsible. *** The Greater the Index, the Easier it Will Be For Shareholders to Take Legal Action. **** The Greater the Index, the Higher the Level of Investor Protection.

ACCOUNTING RULES

Accounting System

Accounting Standards	Brazil adopted the IASB's International Accounting Standards on a gradual basis between 2008 and 2010. As a consequence, there are several important changes to the Brazilian accounting practices, the most important of which is that these new accounting practices are required not only in consolidated financial statements but also in the individual financial statements (Law 11638/07). These include the recognition of leasing transactions, depreciation treatment, the recognition of intangible assets, impairment concept etc.
Accounting Regulation Bodies	CFC , Federal Accountancy Council Regulation of financial institutions , Internet Portal on Brazilian Accounting Resources
Accounting Law	Law nº 6.404 of 15 December 1976 (Amended in 1997 by Law No. 9.457, in 2007 by Law No. 11.638 and in 2009 by Tax Law No. 11.941 .)
Difference Between National and International Standards (IAS/IFRS)	Brazil made the full adoption of IFRS in 2011.
Accounting News	Brazil Accounting News

Accounting Practices

Tax Year	From 1 January to 31 December
Accounting Reports	Financial statements must include at least: a balance sheet, profit and loss statement, statement of cash flows and notes to the financial statements. For additional information see: Brazil Company Handbook .
Publication Requirements	Commercial companies are required to annually publish : a balance sheet, a profit and loss account and all the information necessary to understand the financial health of the company. The documents are required within the 60 days preceding the shareholders' Annual General Meeting.

Accountancy Profession

Accountants	There are no real differences compared with most other countries. Qualified chartered accountants, working independently or for an accounting practice, must certify the company accounts.
Professional Accountancy Bodies	IBRACON , Professional Association of Chartered Accountants CFC , Federal Accountancy Council CPC , Accounting Pronouncements Committee
Member of the International Federation of Accountants (IFAC)	Yes

Member of Other Federation of Accountants Audit Bodies	Member of IASB . Independent auditors and international firms are registered with the Instituto Brasileiro de Contadores. Financial statements are controlled by an independent auditor registered with the 'Securities and Exchange Commission' or the 'Instituto Brasileiro de Contadores'. Approximately half of the audits in Brazil are carried out by international audit firms. The present trend is towards an increase in the number of companies audited, even those which are not required to be audited. The guarantee of quality arising from a certification represents a considerable advantage for Brazilian companies.
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CONSUMPTION TAXES

Nature of the Tax	ICMS (Imposto sobre circulação de mercadorias e serviços), IPI, ISS, PIS-PASEP and COFINS
Standard Rate	<p>ICMS rates vary across states from 0% to 35%. The standard rate is in 18% in Sao Paulo and 19% in Rio de Janeiro. Special rates apply to interstate sales</p> <p>IPI rates vary on how essential the product is considered to be, from 0% for the most essential and 330% for 'superfluous' or luxury items. The IPI tariff table contains 9,728 different classification codes and follows the Brazilian External Tariff Code (BTEC).</p> <p>ISS varies across municipalities, generally from 2% to 5%.</p> <p>PIS-PASEP is 0.65% for taxpayers under the cumulative system and 1.65% for taxpayers under the non-cumulative system. Certain companies and products, such as the automotive industry, receive special tax treatment under PIS-PASEP and COFINS.</p> <p>Consult the Guide on Brazilian Import Duty and Taxation by Category to find import duty and taxes which apply to your product.</p>
Reduced Tax Rate	Reduced rates generally apply to items of basic necessity (e.g. IPI applies at 0% to wheat and rice flour, 8% to pipes and 330% to luxury products).
Exclusion From Taxation	Exports are generally exempt. Certain items are tax-exempt e.g. medicine from ICMS, wheat flour from IPI.
Method of Calculation, Declaration and Settlement	Four types of value-added tax are in effect: (i) State VAT (ICMS) applies to the circulation and importation of goods and the supply of interstate transportation, communication services and electricity; (ii) Federal VAT (IPI) is levied on "finished goods" that are moved in and out of the country; (iii) Municipal Service Tax (ISS), a sales tax payable to municipalities that applies to service not taxable by ICMS; (iv) Gross Receipt Contributions (PIS-PASEP and COFINS) levied on companies' gross revenues and imports. Companies must register with federal and state authorities to sell goods and with municipalities to provide services as well. In general, all the taxes are filed monthly.
Other Consumption Taxes	A tax on industrialised products (IPI) is also collected. An excise duty levied at the federal level, it applies to almost all sales and transfers of goods manufactured or imported in Brazil. The IPI rate can vary between 0% and 330% (between 10 and 15% on average). The least taxed products are basic foodstuffs, while the most taxed are alcohol and cigarettes.

INDIVIDUAL TAXES

Tax Base For Residents and Non-Residents	Foreigners who are naturalised, who have a permanent visa or a temporary visa with a local work contract or who live in Brazil for at least 183 days in the year are considered as residents. Resident taxpayers are taxed on their worldwide income, unless otherwise agreed in a tax treaty. Non-residents of a nontreaty country are liable for a flat rate 25% tax on their wages earned in Brazil and 15% on their other income.
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Tax Rate

Annual Taxable Income	Rate
Below BRL 22,848	0%
From BRL 22,849 to 33,920	7.5%
From BRL 33,921 to 45,012	15%
From BRL 45,013 to 55,976	22.5%
Over BRL 55,976	27.5%

Allowable Deductions and Tax Credits When calculating monthly tax liability, the following expenses are deductible: social security and pension contributions to government entities, alimony and pension amounts decreed by court, dependent allowance (BRL 189.59 per capita), tuition expenses. Some deductions, such as those for dependants, alimony, and Brazilian official social security contributions are allowed on a monthly basis.

When calculating annual federal income tax liability, taxpayers may elect for a standard deduction of 20% (up to BRL 16,754.34) or reduce liability by the monthly deductibles as well as educational expenses (up to BRL 3,561.50 per capita), medical payments, contributions to cultural and sport activities and social security payments on behalf of a maid.

Special Expatriate Tax Regime No special regime for expatriates.
Non-residents of a non-treaty country are taxed at a flat rate of 25% (on earned income) or 15% (on other income, except dividends paid from a Brazilian entity, which are tax-exempt).

Capital Tax Rate A state estate and gift tax of up to 8% is applicable on transfers of real estate by donation or inheritance. For resident foreigners and nonresidents, this tax applies on assets located in Brazil only. In general, the rate is 4% in Sao Paulo and Rio de Janeiro.
Capital gains are taxed at a flat rate of 15%, though one transaction of sale price below BRL 35,000 is exempt each month.

DOUBLE TAXATION TREATIES

Countries With Whom a Double Taxation Treaty Have Been Signed [List of tax treaties signed by Brazil](#), Brazil has signed a total of 34 treaties to avoid double taxation and prevent tax avoidance

Withholding Taxes Dividends: 0%, Interest: 15%/25%, Royalties: generally included in taxable income and are taxed at the standard rates

SOURCES OF FISCAL INFORMATION

Tax Authorities [Administration of Federal Tax Revenue](#)
[Ministry of Finance and Development \(in Portuguese\)](#)

Country Guides [International Tax Review](#)
[Deloitte International Tax and Business Guide](#)
[PKF Guide](#)

Learn more about [Service Providers in Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

Learn more about [Taxes and Accounting in Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

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Legal Environment

BUSINESS CONTRACT

General Observation	Be precise in the description of the obligations of the contracting parties and of quality control.
Law Applicable to the Contract	In 2012, Brazil signed the Vienna Convention on International Contracts , which entered into force in the country in October 2014. The Brazilian legal system is complex. It is not easy for a foreigner to understand Brazilian law. It is recommended that you use international law or call on an arbitration system and that you get help from a Brazilian lawyer.
Language of Domestic Contract	Portuguese.
Other Laws Which Can Be Used in Domestic Contracts	The main rules of international law are likely to be accepted by a Brazilian supplier.

INTELLECTUAL PROPERTY

National Organisations	The organisation in charge of the patent protection and trademarks in Brazil is the INPI (Instituto Nacional de la Propiedad Industrial).
Regional Organisations	MERCOSUR (Mercado Común del Sur); UPOV (International Union for the Protection of New Varieties of Plants)
International Membership	Member of the WIPO (World Intellectual Property Organization) Signatory to the Paris Convention For the Protection of Intellectual Property

National Regulation and International Agreements

Type of property and law	Validity	International Agreements Signed
Patent Lei de Propriedade Industrial	20 years for inventions	Patent Cooperation Treaty (PCT)
Trademark Lei de Propriedade Industrial	10 years, renewable	
Design Lei de Propriedade Industrial	10 years, renewable three times for five years	
Copyright Lei de Direitos Autorais	70 years after the death of the author or from the publication (for audio-visual and photographic works)	Berne convention For the Protection of Literary and Artistic Works Convention for the Protection of Producers of Phonograms Against Unauthorized Duplication of Their Phonograms Rome Convention For the Protection of Performers, Producers of Phonograms and Broadcasting Organizations
Industrial Models Lei de Propriedade Industrial	15 years	

LEGAL FRAMEWORK OF BUSINESS

Equity of Judgments

Equal Treatment of Nationals and Foreigners	Judicial power guarantees a fair trial to foreign nationals.
The Language of Justice	Portuguese
Recourse to an Interpreter	It is often necessary to resort to an interpreter if you do not speak Portuguese.
Legal Similarities	The main source of the law is the Constitution of 1998. The legal system is based on Roman codes. The civil code, inspired previously by the Napoleonic code, is nowadays closer to the Italian code.

The Different Legal Codes

Contract and property law	Lei nº 9.279 de 14 de maio de 1996
Consumer rights	Lei nº 8.078 de 11 de setembro de 1990
Company law	Lei nº 556 de 25 de junho de 1850
Labour law	Lei nº 10.406, de 10 de janeiro de 2002

Checking National Laws Online	Brazilian legislation Guide to Brazilian Law Online
Other Useful Resources	Ministry of Justice Interlegis Direitodoestado , Legal website
Country Guides	American Secretary of State website Lexmundi Country Guide

Learn more about [Lawyers and Legal in Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

The Jurisdictions

State Court of Justice	All disputes, crimes and offenses on state territory. The criminal courts are themselves divided into courts of judgment and courts of appeal, and have specialized branches such as the Court of Assizes when murderers are judged by a jury of citizens, the Court for the enforcement of sentences and the Court for police cases.
Federal Court of Justice	Competent within the states for disputes involving the federal authorities or for disputes between states.
Regional federal Court of Justice	Hears judgements on appeal given by federal judges or state judges ruling on a federal dispute.
Industrial Tribunal (local, regional, supreme court for labor)	Settles disputes between employers and employees and all cases connected with labor law.
Electoral tribunal (local, regional, supreme)	Competent for the way elections are held and the creation of political parties.
Court martial (local, superior)	Competent for crimes and offenses involving the army.
Others	Specific courts have been set up in certain States to cope with a workload which is too heavy: public finance courts, family and inheritance courts, public register courts and courts for minors.
Higher Court of Justice	Judges appeal proceedings at the federal level.
Supreme Court	Rules on constitutional issues.

Court Officials

Judge	A judge appoints a duly authorized professional who will review information in order to clarify certain elements of a case.
Lawyer	The lawyer's first role is to inform his clients about their rights and obligations. Then he can represent them in court and make a speech for the defense.
Public prosecutor	He is a magistrate who represents the Prosecution .

Learn more about [Legal and Compliance in Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

INTERNATIONAL DISPUTE RESOLUTION

Arbitration	Arbitration has been officially recognized as a legitimate procedure for domestic and international commercial conflict resolution for 10 years. The Brazilian Court system, in general, is overburdened, and contract disputes can often take years to move through the system. According to a study by the World Bank, it takes 44 procedures and 731 days to litigate a contract breach at an average cost of 15.3% of the claim.
Arbitration Law	Law nº 9307 of 1996 . Article 34 of Brazilian Law 9.307, the 1996 Brazilian Arbitration Act, defines a foreign arbitration judgment as any judgment rendered outside the national territory. The law established that the Brazilian Federal Supreme Court must ratify foreign arbitration awards. This law also stipulates that the foreign arbitration award is to be recognized or executed in Brazil in conformity with the international agreements ratified by the country and in their absence, with domestic law.
Conformity to International Commercial Arbitration Rules	Party to the New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards.
Appointment of Arbitrators	Chosen by the opposing parties.
Arbitration Procedure	Arbitration procedures are only accepted for cases of an economic nature. International arbitration must be ratified by the Supreme Court to be valid in Brazil. Brazilian justice can be referred to if an arbitration decision is not observed.
Permanent Arbitration Bodies	Arbitration practice in São Paulo (Sectors Covered: All commercial disputes in their jurisdiction.) Arbitration practice in Rio (Sectors Covered: All commercial disputes in their jurisdiction.) Brazilian Chamber of Arbitration (TAAB) (Sectors Covered: All commercial disputes in their jurisdiction.)

Learn more about [Lawyers and Legal in Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

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Reaching the Consumers

CONSUMER PROFILE

Growing Sectors	Automobiles, computers and software, e-commerce, IT related equipment, computer equipment, pharmaceutical products, telecommunications and tourism.
Consumer Behaviour	While in the past, consumers of all income levels were loyal to brands, this no longer appears to be the case as a result of the country's economic downturn. An increasing number of Brazilian consumers are abandoning higher end brands in search of more affordable options and special offers, and they are increasingly shopping for groceries at discount and cash-and-carry stores. More well-off consumers continue to pay particular attention to quality, after-sales service and the company's social commitment (protection of the environment, sanitary standards, etc.). National pride is reflected in consumer habits, but Brazilians remain attached to foreign products as signs of wealth (technological equipment, American sports brands, etc.). Payment terms are an important factor when considering a purchase.
Consumer Profile and Purchasing Power	<p>Consumption among the majority of the population is focused on food and housing. The Brazilian consumer is more demanding and selective, aware of quality, the price of goods and special offers. Brazil is a dual economy, in which the wealthier consumers distinguish themselves by consumption close to that of the United States and Europe, while lower income consumers have to be careful with prices and buy almost exclusively on the unofficial market. Consumption growth can thus vary greatly in Brazil by product and region.</p> <p>According to McKinsey&Company's Brazilian consumer profile, Brazil enjoyed a dramatic rise in purchasing power and consumption over the past decade. Indeed, by 2012, more than half of Brazilians had entered the ranks of the middle class. However, this trend has been reversing in recent years, with economic recession translating into a drop in consumer confidence. Nonetheless, the thriftier Brazilian consumer also offers some opportunities for retailers: more Brazilian consumers are eating at home than in restaurants, for example, and they increasingly tend to seek out good deals and promotions. Also, there are a few product categories in which Brazilians are 'trading-up' for more expensive products rather than 'trading down' for cheaper brands. These include alcoholic beverages and personal-care products. Overall, Brazilians care about value for money and the functional value of the goods they purchase.</p>
Consumer Recourse to Credit	In full expansion, especially among the middle classes and in spite of some of the highest interest rates in the world. Everything is bought on credit: real estate, household appliances, brand name clothes, etc. Many shops offer to spread payments over a period of time, sometimes without charging interest.
Consumers Associations	IDEC , Brazilian Institute for the Defence of the Consumer

Population in Figures

Total Population:	207,652,865
Urban Population:	85.9%
Rural Population:	14.1%
Density of Population:	25 Inhab./km ²
Men (in %)	49.3%
Women (in %)	50.8%
Natural increase:	0.82%
Medium Age:	27.0
Ethnic Origins:	According to the IBGE (Brazilian Institute of Geography and Statistics), less than 48% of the Brazilian population is of European origin. About 43% of the population is of mixed ethnic origin, about 8% is of African origin and less than 2% have other ethnic origins, including Indian, Arab and

Japanese.

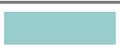
Population of main metropolitan areas

Name	Population
Sao Paulo	21,090,791
Rio de Janeiro	12,166,798
Belo Horizonte	5,813,410
Brasília	4,201,737
Porto Alegre	4,179,197
Salvador	3,953,288
Recife	3,914,317
Fortaleza	3,852,705
Curitiba	3,449,491
Campinas	3,081,247
Goiânia	2,421,831
Manaus	2,403,986
Belém	2,212,653
Grande Vitória	1,910,101
Santos	1,797,500

Source: Citypopulation.de, 2015 - Latest available data.**Age of the Population**

Life Expectancy in Years	
Men:	71.6 
Women:	77.2 

Source: World Bank, last available data., 2009 - Latest available data.

Distribution of the Population By Age Bracket in %	
Under 5:	7.8% 
6 to 14:	17.7% 
16 to 24:	17.3% 
25 to 69:	52.7% 
Over 70:	4.5% 
Over 80:	1.5% 

Source: United Nations, Department of Economic and Social Affairs, Population Division, Prospects 2010- Latest available data.**Household Composition**

Average Age of the Head of the Household	29.5 Years
Total Number of Households (in million)	54.6
Average Size of the Households	3.5 Persons

Percent of Households of 1 Person	11.1%
Percent of Households of 2 Persons	20.5%
Percent of Households of 3 or 4 Persons	47.0%
Percent of Households of 5 Persons and More	20.5%

Source: *PNAD 1996, 1996; National statistics institute (IBGE), 2006 - Latest available data.*

Consumption Expenditure

Purchasing Power Parity	2012	2013	2014	2015	2016
Purchasing Power Parity (Local Currency Unit per USD)	1.53	1.60	1.69	1.82	1.91

Source: *IMF – World Economic Outlook Database, 2015*

Definition: *Purchasing Power Parity is the Number of Units of a Country's Currency Required to Buy the Same Amounts of Goods and Services in the Domestic Market as USD Would Buy in the United States.*

Note: (e) Estimated Data

Household Final Consumption Expenditure	2014	2015	2016
Household Final Consumption Expenditure (Million USD, Constant Price 2000)	1,526,830	1,466,661	1,404,356
Household Final Consumption Expenditure (Annual Growth, %)	2.3	-3.9	-4.2
Household Final Consumption Expenditure per Capita (USD, Constant Price 2000)	7,477	7,121	6,763
Household Final Consumption Expenditure (% of GDP)	63.0	63.8	64.0

Source: *World Bank, 2015*

Consumption Expenditure By Product Category as % of Total Expenditure	
Food	16.9%
Housing	29.0%
Rent	13.4%
Transport	15.1%
Household maintenance	3.4%
Acquiring a car	5.9%
Health	5.7%
Clothing	4.6%
Education	3.3%
Fuel	3.2%
Leisure	1.9%
Household appliances	1.9%
Hygiene and personal care	1.8%
Tobacco	0.6%

Source: *IBGE National statistics institute, POF 2002-2003, Latest available data*

Information Technology and Communication Equipment, per 100 Inhabitants	2012
Telephone Subscribers	123.2
Main Telephone Lines	22.3
Cellular mobile subscribers	123.2
Internet Users	49.8
PCs	16.1

Source: [International Telecommunication Union](#), Latest available data

MARKETING OPPORTUNITIES

Media in Which to Advertise

Television A means which makes it possible to reach all of the Brazilian population, all social categories taken into account. Everyone watches television, especially when the telenovelas are on in prime time, and during sports events that the country is taking part in.

Main Televisions
[Grupo Bandeirantes de Comunicação](#)
[Central Nacional de Televisão \(CNT\)](#).
[Rede Globo](#)
[Multirio-Empresa Municipal De Multimeios LTDA.](#)
[Rede Record](#)
[Sistema Brasileiro de Televisao \(SBT\)](#)
[Fundacao Padre Anchieta](#)

Press Much read by the more well-off and more educated people, company managers and civil servants. The main dailies are published regionally but read all over the country. The most popular magazine in Brazil is the weekly Veja, and the largest daily circulation newspaper is Folha do Sao Paulo.

Mail There is large potential for targeting the Brazilian consumer via direct marketing.

In Transportation Venues Adverts on means of transport are common, but not on public transport. The city of São Paulo has even prohibited any advertising posters anywhere in the urban area. Given the very low cost of labor, sandwich men or touts are used a lot by small companies.

Market Leaders:
[National association of bus advertising companies \(in Portuguese\)](#)

Radio Television has widely replaced radio as a means of daily entertainment, but listening ratings are still high, especially in rural areas, small shops or means of transport. Most transmitters are local or regional.

Main Radios
[Radio Bandeirantes](#)
[Radio Globo / CBN](#)
[Radio Eldorado](#)
[Radiobras](#)

New Technologies (E-Marketing, SMS, etc.) On line commerce is in full expansion; the Brazilian market is the leader in Latin America, with 20 million regular Internet users. Consequently, on line advertising uses the same means as in OECD countries, and seeks to target Internet users more subtly, by e-mail, hyper-links, pop-ups, meeting web-sites. The now famous "facebook" has not really made imitators in Brazil, where its competitor "orkut" is already in a dominant position.

Market Leaders:
[Buscape](#)

[Precomania](#)

Main Advertising Agencies [Search for members of the Professional Association of Brazilian Advertising Agencies](#)

Main Principles of Advertising Regulations

Beverages/Alcohol	Advertising concerning alcoholic beverages must not incite people to drink, nor to behave irresponsibly. They must target people over 25, and not be broadcast on television and radio except between 9.30 pm and 6 am. On billboards and in events sponsored by firms, only the name of the brand and the representation of the product are authorized. Any advert must be accompanied by an official message advising against excessive drinking.
Cigarettes	Must not be aimed at people under 25, must not be associated with a source of pleasure, relaxation or well-being, nor promote excessive consumption. No official sports personality may appear in the advert.
Pharmaceuticals/Drugs	Advertising for over the counter medicines must not use excessive scientific jargon, must not call on non scientific but strictly approved tests, nor encourage the systematic use of the medicine or use which is foreign to its purpose.
Other Rules	Advertising must not overstep the principles of respect, decency, honesty and integrity of people's private life, must not lead to violence, nor be based on fears, beliefs or superstitions. Comparative advertising is allowed but with a strict respect for objectivity.
Use of Foreign Languages in Advertisement	Tolerated to the extent it is necessary to put over the advertising message. Must be carried out in Portuguese and in a Brazilian socio-cultural context.
Organizations Regulating Advertising	Brazilian council for the regulation of advertising

Learn more about [Sales in Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

Last Updates: December 2017

Selling

MARKET ACCESS PROCEDURES

Customs Procedures

Import Procedures	<p>Every importer must be registered with the authorities in charge of foreign trade (SISEX) in order to be integrated into the customs computer system (SISCOMEX). More information is available here.</p> <p>Registration represents a costly investment, as the prerequisites- especially in terms of minimum capital- are considerable. There is an automated process for issuing import licenses, with some exceptions. Almost all used consumer goods are prohibited from being imported, although a few exceptions exist.</p>
Specific Import Procedures	<p>It is necessary to obtain a specific agreement from the ministry concerned for the following products: beverages, pharmaceutical or veterinary products, arms and munitions, as well as many cosmetics, rare metals, radioactive products or those which can damage the environment, and petroleum and all its derivatives. The Ministry of Health regulates all products that may affect the human body, including pharmaceuticals, vitamins, cosmetics and medical equipment/devices. Such product can only be imported and sold in Brazil if the foreign company establishes a local Brazilian manufacturing unit or local office, or if the foreign company appoints a Brazilian distributor who is authorized by the Brazilian authorities to import and distribute medical products. The import of several types of meat is prohibited.</p>
Importing Samples	<p>Imported samples will be considered by the Customs at their market value, unless there is a particular agreement according to the quantity and size of the samples.</p>

To go further, check out our service [Import Controls](#) and [Export Controls](#).

Customs Duties and Taxes on Imports

Customs threshold (from which tariffs are required)	No duty and ICMS are levied on imports where the CIF value is below USD 50.
Average Customs Duty (Excluding Agricultural Products)	10.73 %, which is within the average for emerging countries. You can find Customs duties by country on the International Customs Tariffs Bureau website.
Products Having a Higher Customs Tariff	Agricultural products, fermented liqueurs, IT and telecommunications equipment.
Preferential Rates	<p>Member of MERCOSUR (Mercado Comun del Sur : Argentina, Brazil, Paraguay, Uruguay). Customs duties between member countries were theoretically abolished in 1994, but with many exceptions, according to the "adaptation regime" (Regime de adequação): capital goods, information technologies, telecommunications sector, automobiles, sugar sector.</p> <p>The Mercosur Common External Tariff (CET) does not concern all products: only 75% of the tariff lines benefit from a single tariff. Moreover, there are a certain number of sensitive products according to the country (about 300 for Brazil) which are also exempted from this single tariff. The CET was completely in place in 2006, with the following structure:</p> <ul style="list-style-type: none"> - 0% to 14% for capital goods; - 16% to 20% for textiles, articles of clothing, consumer goods; - 10% to 15% for metallurgy; - 12% to 16% for agricultural products and the information processing and telecommunications sectors.

The countries apply the recommendations of the central institution more or less, according to their economic situation. It should also be noted that re-exporting within Mercosur does not entitle you to an exemption from duties: so if you export a product to Brazil, to sell it on to Argentina, you will pay Brazilian duty and then Argentine duty.

There are various [Customs agreements](#), either between Mercosur and other countries (EU, Chile and Bolivia), or bilaterally between Brazil and other countries (Chile, Andean Pact). Brazil launched in May 2013 a system of consultation of the agreements on tariff preferences signed by the country named [CAPTA](#).

Customs Classification	Brazil applies the Mercosur Common Nomenclature (NCM) is used to comply with the Harmonised Customs system.
Method of Calculation of Duties	Ad valorem on the CIF value of the goods. Be careful, there are a certain number of minimum prices applied by Brazilian Customs for the calculation of duties. Most of the taxes are calculated on a cumulative basis.
Import Taxes (Excluding Consumer Taxes)	<p>The cost of importing is composed of an import tax (II), taxes on the standard added value (ICMS) and a tax which is added to industrial products (IPI). The import duty is a federally mandated product specific tax levied on a CIF basis. In general, import duty rates range from 10% to 35%. The IPI is a federal tax levied on most domestic and imported manufactured products. It is not considered a cost for the importer, since the value is credited back to the importer. Generally, the IPI tax rates range from 0 to 15%. The ICMS is a state government value-added tax applicable to both imports and domestic products. Although importers have to pay the ICMS to clear the imported product through Customs, it is not necessarily a cost item for the importer because the paid value represents a credit to the importer. The rate of this tax varies among Brazilian states: in the State of São Paulo, the rate varies from 7% to 18%. Some sectors of the economy can be exempted from this tax.</p> <p>In addition to these taxes, several smaller taxes and fees apply to imports :</p> <ul style="list-style-type: none"> - Guia de Importação: USD 70, a fixed sum paid to obtain an import license; - Merchant Marine Renovation Fee: 25% of the total amount of the freight. - shipments by plane, between USD 50 and USD 3,000, subject to a tax of 60% on the FOB value of the goods.

List of tariffs and local taxes that apply to your product on our service [Customs Duties and Local Taxes](#).

Labeling and Packaging Rules

Packaging	Must respect the Brazilian Consumer Code adopted in 1990. This requires the packaging of a product to give the consumer correct information, which is legible, clear and precise, about the quality, quantity, composition, price, guarantee, origin, expiry date and risks for health and safety.
Languages Permitted on Packaging and Labeling	Translation into Portuguese is mandatory for imported products.
Unit of Measurement	Metric system.
Mark of Origin "Made In"	Yes
Labeling Requirements	Quality, quantity, composition, price, guarantee, origin, expiry date and risks for health and safety.
Specific Regulations	Any product containing GMOs must show this very clearly.

DISTRIBUTING A PRODUCT

Distribution Network

Types of Outlet

Supermarkets, retail

hypermarkets	Carrefour , Pao de Açucar , Bompreço , Paes Mendonça
Markets	Wholesale, retail-wholesale, retail Mostly fresh products for the majority of Brazilian households; exist in town and especially in rural areas
Shops, grocery stores	Retail Small shops make up a network of more or less formal distribution in rural areas and in the poor districts of towns, selling vital commodities.
Unauthorized street hawkers	The last link in the distribution chain, characterized by a large number of salesmen, often undeclared, who sell drinks and food in public places, on the roads, outside concerts and sports meetings.

Evolution of the Retail Sector

Growth and Regulation	With the liberalisation of trade, undertaken since 1990, many agents and distributors have formed themselves into companies and started to import and sell on their own account. Today, the majority of the large distribution chains have their own import agencies. Over the past few years, supermarkets and, in particular, hypermarkets have become increasingly important in the distribution domain- nearly 80% of the sales of staple commodities can be attributed to Brazilian hypermarkets. Retail sales fell over 6.2% in 2016 due to weak demand and economic recession.
Market Shares	CBD/Casino: 9.19%; Carrefour : 5.96%; Wall Mart : 4.1%; Atacadao : 2.43%; Lojas Americanas : 2.18%; SHV Makro: 2.01%.
Retail Sector Organisations	Brazilian Supermarket Association (Abraset)

Commercial Intermediaries

Trading Companies

Type of Organization	- Trading companies, public limited companies, listed on the Stock Exchange and registered with the Secretariat for Foreign Trade (SECEX), they manipulate large volumes of imports thanks to substantial financial capacities; - empresas comerciais, limited liability companies, less expensive and more flexible, better adapted to lower volumes of imports or on the regional scale. In addition, it is essential to go through these importers-exporters to penetrate the retail sales market, and they take charge of distribution.
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Main Actors [List of import-export companies.](#)

Wholesalers

Type of Organization	Importers are also wholesalers in accordance with Brazilian legislation.
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Main Actors [Atacadão](#), a wholesaler bought by Carrefour in 2007.
[Makro Atacadista S.A.](#)
[Association of wholesalers and distributors \(ABAD\)](#)

Useful Resources

[Brazil TradeNet](#)
[Association of wholesalers and distributors](#)
[Association of pharmaceutical product wholesalers](#)

Using a Commercial Agent

The Advantages	It is advisable to begin commercial operations through an agent or a distributor. Agency and representation agreements are governed by the law of 10 December 1965. An agent knows his area of activity, his potential customers, his town and/or his region well. Less expensive than going through a trading company.
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Where to Be Vigilant	A single agent cannot cover the whole country. In spite of considerable progress made at the level of domestic transport and communications, the regional orientation of the economy remains important. A company desiring more complete coverage across the country is advised to place at least one agent in each of the two main centres of activity: Rio and Sao Paulo. Moreover, regional economic disparities and varying states of infrastructure often make it necessary to use several agents to access the Brazilian market. Agents are not always specialised in one type of product. Companies are advised to seek prior information about their contacts.
Elements of Motivation	The agent has exclusivity for the distribution of the product once he has proved his sales capacities in the area concerned.
The Average Amount of Commission	Commission on the volume of sales is negotiated between the two parties. It is better to go through a bank which pays the income from sales to the exporter and commission to the agent.
Breach of Contract	The content and the extension of the agent's work must be specified in the contract. This cannot be broken unless there is a professional fault or the two parties request it.
Finding a Commercial Agent	French Chamber of Commerce in Brazil Association of distributors and wholesalers , State of São Paulo Alibaba

Learn more about [Traders, Agents in Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

Setting Up a Commercial Unit

The Advantages	The company's physical presence in Brazil is an essential element given that business relations are based on personal contact and mutual confidence.
Where to Be Vigilant	Be careful of fiscal declarations and the legal constitution of your company; the initial formalities can be long and complex. The advice of a local lawyer is not superfluous.
Different Possible Forms of Settlement	
A Representative Office	It is relatively easy to set up a representative office to make the first contacts on the ground. If the office is to be responsible for importing, it must be formed into an "empresa comercial" (commercial company).
A Branch Office	There are no major legal obstacles to setting up a branch office in Brazil. It will be considered as a local company in the eyes of the fiscal authorities.
A Company	The forming of a company in Brazil, as a corporation (anonimas) or limited liability company (limitada) is relatively easy but all participating foreign capital must be registered with the Central Bank. Failure to comply may cause serious foreign exchange losses, as well as problems with capital repatriation or profit remittance.

Franchising

Evolution of the Sector	<p>Franchise stores represent about 25% of retail turnover. Brazilian franchises dominate 92.4% of the market, but foreign names are beginning to appear. The Brailizan franchise sector grew faster than the overall economic sector in the past few years. Nowadays, even traditionnal retail companies will include franchises in their growth strategy. In 2013, the Brazilian franchise sector grew by 11.9%, and total sector revenue was about US \$52 billion. There are an estimated 2,703 franchising chains and 114,409 franchising units in the country. In 2014, the growth projection for franchises is about 10%, mainly driven by the opening of new shopping centers around the country.</p> <p>It is important to adapt a foreign name to the Brazilian context. At the legal level, a specific form is required for any official franchise offer, called "Circular de Oferta de Franquia," which must contain a certain amount of information concerning the company's financial health and the settlement of legal disputes. The main sectors in which franchises have developed are catering, language courses and fitness and body care centres.</p>
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It is increasingly common for a Brazilian investor to negotiate risk-sharing agreements with the foreign franchisor when introducing a new brand to the market.

- Some Big Franchises
 - [Habib's](#) , Fast-food
 - [O Boticario](#), body care and products
 - [Kumon](#) , language and mathematics courses
 - [Wizard](#), English courses
- For Further Information
 - [Setting Up Your Company and Office in Brazil](#)
 - [Brazilian franchise association \(in Portuguese\)](#)

Finding Assistance

- Export Trading Companies
 - [Association of foreign trade companies](#)
- Recommended Resource
 - [Export Support Center](#)

Distance Selling

- Most Popular Forms of Direct Marketing
 - Telemarketing, e-mail, mail order, radio sales and teleshopping.
- Type of Products
 - All types of products.
- Evolution of the Sector

E-commerce is spreading and opening up new opportunities in business. Direct selling amounted to around USD 14.4 billion in 2014, according to the Brazilian Electronic Chamber of Commerce. It grew by 24% compared to 2013. 51.5 million Brazilian consumers have already made an online purchase. Moreover, increasing numbers of people have a smartphone (which are becoming less and less expensive), which can ease direct selling. Thus, m-Commerce (mobile commerce) is on the rise, reaching nearly 10% of total transactions in 2014. Most users of online shopping live in the main urban areas of Brazil, with 34.2% in the state of Sao Paulo.

As in many countries, e-commerce is popular in Brazil, because it provides for more product offerings that can be found in a typical store. Moreover, online payment methods are on the rise, although some Brazilians still used varied and complex payment methods, including payment slips.

Even as this sector is being developed, direct mail, e-marketing and telemarketing are still considered by many agencies and customers as merely a channel for selling products and services. It is still not seen as a tool for building relationships that drive sales through offering real value to the customer, thereby gaining his or her loyalty and fidelity. According to research conducted by the American company Acton International, almost three quarters of Brazilian consumers prefer receiving direct mail. Brazil leads Latin America in direct marketing activities due to its reliable postal service, large consumer base and growing economy.

- Direct Marketing Enterprises
 - [ABEMD](#) , Brazilian direct marketing association

Big Names in Distance Selling

O compra facil	E-commerce	Electronics, IT, music, decoration, beauty, perfumes, household appliances, telephone, clothes, shoes, games.
Natura Brasil	Catalog sales	Health and beauty products.
Meu Amigo Pet	E-commerce	Products for pets.

Learn more about [Sales in Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

Buying

CUSTOMS PROCEDURES

Export Clearance	You must be registered with the Secretariat for Foreign Trade (SECEX), have a registration number in the national register of persons (CPF) or in the national tax register (CGC). You must also have all the documentation for the products exported, licenses, certificates of origin, invoices and some proof of the order of the product from the country it is being exported to.
Necessary Declaration	There is a specific declaration for agricultural products, in particular for GMOs.
Restrictions	Prohibited or restricted products for export, especially agricultural products, are listed on the Ministry of Industry and Development website.
Export Taxes	You can simulate the export cost of a product.

INDUSTRIAL AND MANUFACTURING PROFILE

Type of Production	Industry is dynamic and constitutes 37% of GDP. The following sectors are especially crucial: agri-foods, textiles, aeronautics, pharmacy, iron and steel, automobile and chemical.
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Type of Manufacturers

Original Equipment Manufacturers	Manufacturers of spare parts for the automobile, aeronautics, IT and electronics industries, appreciated for their excellent technological skills for a relatively low cost.
Original Design Manufacturers	A great number of subcontractors have had to adapt to the requirements of their industrial customers and take a larger part in the industrial production process. They have gone from the simple task of making parts to that of assisting in decision making or marketing.
Subcontractors	This involves a certain number of fields, but many fewer than its South East Asian competitors because of the cost of labor and its overvalued currency. Nevertheless, the national industrial fabric relies for a large part on these effective and flexible intermediaries, in particular in high-tech industries, in order to respond to international competition. This expansion of subcontracting meets with some resistance on the Brazilian job market, traditionally protected because of the flexibility demanded and low wages.
Useful Resources	Brazil Outsourcing

IDENTIFYING A SUPPLIER

Business Directories

Multi-sector Directories	<p>All.biz - Brazil - Directory of companies in Brazil.</p> <p>BrazilBiz - Vendors and business opportunities in Brazil.</p> <p>Brazilian Exporters Directory - List of Brazilian exporters provided by Brazil4export.com.</p> <p>Cyclex Brazil - Brazil's business directory.</p> <p>Cyclex Brazil - Brazil's business directory.</p> <p>NEI Directory - Solar and photovoltaic panels - Directory of solar and photovoltaic manufacturers in Brazil.</p> <p>PlanetaBrasileiro - A search engine for companies in Brazil.</p> <p>Telelistas.net - Brazil's business directory.</p> <p>The Yellow Pages - Find a business in Brazil.</p>
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To search directories by industry in Brazil, check out our service [Online business directories](#).

Marketplaces

Regional Marketplaces [Touchmercosur](#)

To go further, check out our service [Online Marketplaces](#).

Other Useful Resources

Trade Agencies and Their Representations Abroad [Chamber of Commerce and Industry of Rio de Janeiro](#)
[Official foreign trade website](#)
[Brazilian Trade and Investment Promotion Agency](#)
[Brazilian Chambers of Commerce abroad](#)

Contact Your Commercial Representations in Brazil [Contact the economic mission.](#)
[Embassy of France in Brazil](#)

Fairs and Trade Shows [Calendars of trade shows and exhibitions](#)

To go further, check out our service [Professional Trade Shows](#).

Learn more about [Service Providers in Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

CONTROLLING THE QUALITY OF THE PRODUCTS

Quality Control Organizations [Brazilian association for technical standards](#)
[National institute for standardization](#)
[National Council of Metrology, Standardization and Industrial Quality \(CONMETRO\)](#)

ORGANIZING GOODS TRANSPORT TO AND FROM BRAZIL

Main Useful Means of Transport The most commonly used means of transport in Brazil is roads- about 85% of the transport of people and products in the country (58% of the total freight) move along roads. Practically all the State capitals are linked by tarmac roads and major states (including São Paulo and Rio de Janeiro) have expressways. Road and motorway networks cover approximately 1.5 million kilometres, of which some 160,000 are tarmac- an increase of more than 300% over the last two decades. The management of several motorways has recently been transferred to the private sector.

Rail transit is the second most frequently utilised method of transportation, with railway networks carrying 22.5% of goods moved throughout Brazil. Only 7% of railway lines are electrified. Despite the enormous potential for river traffic, only 13% of cargo is transported through waterways. Brazil's large cities are well served by air, but this type of goods transport is not very developed, mainly because of the high cost.

Overall, Brazilian transportation infrastructure faces many challenges, as roads and ports need to be upgraded. However, the transportation sector was among the sectors showing the highest economic growth.

By Sea

Ports [Port of Recife](#)
[Port of Santos \(São Paulo\)](#)
[Port of the Rio Grande](#)
[Port of Salvador](#)
[Port of Rio de Janeiro](#)

- [Port of Belem](#)
- [Port of Paranagua](#)
- [Port of Vitoria](#)
- [Port of Itaquí](#)
- [Port of Sao Sebastiao](#)
- [River Port of Manaus](#)

- Transport Professionals
 - [Links to sea transport companies](#)
 - [Task Logistics](#)
- Government Transport Organisations
 - [Government Agency for Sea Transport](#)

By Air

- Airports
 - [Brazilian airports website](#)
- Transport Professionals
 - [Links to air transport companies](#)
 - [Task Logistics](#)
- Government Transport Organisations
 - [National Civil Aviation Agency](#)

By Road

- Transport Professionals
 - [Links to road transport companies](#)
 - [Professional carriers' association](#)
- Government Transport Organisations
 - [National Land Transport Agency](#)

By Rail

- Transport Professionals
 - [Links to rail transport companies](#)
 - [List of contractors on the Ministry website](#)
- Government Transport Organisations
 - [National Land Transport Agency](#)

Learn more about [Sourcing in Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

Last Updates: December 2017

Operating a Business

LEGAL FORMS OF COMPANIES

<p>La Sociedade a Responsabilidade Limitada (SARL): Limited Liability Company</p>	<p>Number of partners: 2 partners minimum. Capital (max/min): No minimum capital requirement. Shareholders and liability: Liability is limited to the amount of capital contributed. Partners are also jointly liable for the company's commitments within the limit of the capital remaining to be paid up.</p>
<p>La Sociedade Anonima (SA): Public Limited Company.</p>	<p>Number of partners: 2 partners minimum. Capital (max/min): No minimum capital requirement. 10% minimum of the issue price of the subscribed shares must be paid up in cash. Shareholders and liability: The partners' liability is limited to the amount of capital contributed.</p>
<p>General Partnership</p>	<p>Number of partners: 2 partners minimum. Capital (max/min): No minimum capital requirement. Shareholders and liability: The partners' liability is limited to the amount of capital contributed.</p>
<p>Limited Joint-Stock Partnership</p>	<p>Number of partners: 2 partners minimum. There are two types of partners- active partners and the silent partners. Capital (max/min): No minimum capital requirement. Shareholders and liability: The liability of the active partners is unlimited. The liability of the silent partners is limited to the amount of capital contributed as long as they do not participate in the management of the company.</p>
<p>Enterprises Federation</p>	<p>Union Representation for Trade in Goods, Services and Tourism National Confederation of Industry National Agency for Support for SMEs</p>
<p>Find a Company or a Financial Report</p>	<p>DNRC, Registro Mercantil</p>

BUSINESS SETUP PROCEDURES

Setting Up a Company	Brazil
Procedures (number)	11.00
Time (days)	79.50

Source: *Doing Business*.

<p>For Further Information</p>	<p>Consult Doing Business Website, to learn more about procedures to start a business in Brazil Register of Commerce Civil Register of Legal Entities</p>
<p>The Competent Organisation</p>	<p>All necessary information is on the SEBRAE website. It is also possible to make an application for registration by Internet. It is advisable to call on a lawyer for assistance.</p>

Recovery Procedures

<p>Principle</p>	<p>Law 11 101 of 2005 simplified bankruptcy, recovery and repurchasing procedures in order to favor creditors and credit fluidity. The new system enables minority creditors who are too insistent to be marginalized and favors dialogue between debtor and creditor in order to perpetuate the activity of the company. The priorities in reimbursing debts in the case of bankruptcy are according to several categories: the employees (within a limit of 150 salaries minimum), then the fiscal administration,</p>
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then the other creditors according to the preferential rank given to their claims.

Minimum Debt-to-Capital Ratio Triggering Liquidation

A creditor or an association of creditors can claim bankruptcy if the debtor cannot reimburse his debts at the required date, from an amount equivalent to 40 salaries minimum.

Bankruptcy Laws

[LEI N o 11.101, DE 9 DE FEVEREIRO DE 2005](#). (Law 11.101 of 9 February 2005)

Reorganization and Rehabilitation Laws

Legal and extra-legal stabilizing procedures are always possible. In the first case, under the direction of a judge and with the agreement of some of the creditors (at least 1/3 of the claims in each category and the majority for two of them), all debts are suspended for a maximum of 6 months to leave the debtor company the time to reorganize the payment of its debts. In the second case, there is a simple renegotiation and rescheduling of the debt between the company and its creditors, but it requires the agreement of the creditors who hold at least 60% of each category of debt. [The same law as for bankruptcies governs legal stabilizing.](#)

THE ACTIVE POPULATION IN FIGURES

	2012	2013	2015
Labour Force	107,100,000	107,300,000	109,200,000

Source: CIA – The World Factbook

	2015	2016	2017
Total activity rate	67.11%	66.96%	66.79%
Men activity rate	60.24%	60.19%	60.09%
Women activity rate	56.31%	56.18%	56.04%

Source: ILO, Laborstat - Yearly Statistics

Employed Persons, by Occupation (% of Total Labour Force)	2016
Wholesale and retail trade; repair of motor vehicles and motorcycles	19.3%
Manufacturing	11.4%
Agriculture, forestry and fishing	10.2%
Construction	8.1%
Education	6.7%
Public administration and defence; compulsory social security	5.7%
Accommodation and food service activities	5.1%
Transportation and storage	5.0%
Human health and social work activities	4.8%
Administrative and support service activities	4.1%
Professional, scientific and technical activities	3.3%
Financial and insurance activities	1.4%
Information and communication	1.3%
Arts, entertainment and recreation	1.0%
Water supply; sewerage, waste management and remediation activities	0.7%
Real estate activities	0.6%
Mining and quarrying	0.5%
Electricity, gas, steam and air conditioning supply	0.2%

Source: [ILO, Laborstat - Yearly Statistics](#)

For Further Statistics [IPEA Data](#)
 For Further Information [Ministry of Social Security](#)
 About the Labour Market [ILO, International Labour Organisation](#)

WORKING CONDITIONS

Opening Hours

Legal Weekly Duration	The legal duration is 44 hours, although the norm in Brazilian and foreign companies is 5 weekly working days of 8 hours.
Maximum Duration	Overtime is paid 50% more than the basic wage. The maximum number of hours per day and/or per week is 2 hours a day, with the agreement of both parties.
Night Hours	A maximum of seven consecutive hours is allowed in town (from 10 p.m. to 5 a.m.) and height hours in the countryside (from 9 p.m. to 5 a.m.). Hours worked over this are considered to be overtime.

Working Rest Day

Saturday and Sunday.

Paid Annual Vacation

30 days of annual vacation granted at the end of the first year in the job.

Retirement Age

The minimum retirement age is 55 for women and 60 for men in civil service. In the private sector, men have to have contributed for 35 years to the retirement scheme and women for 30 years. If the number of years of contributions is lower than these figures but over 15 years, it is also possible for men to retire at 65 and women at 60. If these conditions are not met, there is a minimum retirement pension accessible to everyone over 65.

Child Labour and Minimum Age For Employment

The minimum age for working is 16 and 14 for apprentices.

Informal Labour Market

Nearly 25% of the active population works in the informal sector, and almost as many are self-employed, 80% undeclared. In total, the informal sector represents almost half of the labor market in Brazil.

THE COST OF LABOUR

Pay

Minimum Wage	BRL 937 per month
Average Wage	Gross average monthly wage for men: BRL 1,774 in 2014 (source: ILO) Gross average monthly wage for women: BRL 1,393 in 2014 (source: ILO)
Other Forms of Pay	
Pay For Overtime	150% of the basic wage. A maximum of six consecutive hours is allowed. Hours worked over this are considered to be overtime.
Pay For Rest Days Worked	Considered to be overtime (50% more than the basic wage).
Pay For Night Hours	In urban areas, there is an increase of 20% within a limit of 8 hours of daily work, equivalent to 7 hours at night (a night hour lasts 52 min 30s). In rural areas the increase is 25%, but the legal limit is 8 hours per night.
Pay For Overtime at Night	The increase for night work is added to the increase for overtime.

Social Security Costs

The Areas Covered	Social insurance (covering old age, disability, maternity, unemployment), social assistance (for people in situations of increased vulnerability) and health
Contributions	<p>Contributions Paid By the Employer: 26.8-28.8% of monthly payroll, without cap, comprising of social security contributions (20% or 1-2% of company's gross revenue under the Greater Brazil Plan), social assistance contributions (1-3% depending on the level of risk of activity) and additional "S" system contributions (approximately 5.8%).</p> <p>Self-employed individuals contribute at 20% base salary, capped at BRL 932.75.</p> <p>Contributions Paid By the Employee: 8-11% withholding tax on monthly payroll, capped at BRL 513.01</p>
Competent Organization	Ministry of social providence

MANAGEMENT OF HUMAN RESOURCES

Recruitment

Method of Recruitment	In spite of the cost of labor in Brazil, the job market is very dynamic especially for managers. Adverts are put in the newspapers, on specialized web-sites, and by word of mouth. For high level management, methods of recruitment are basically the same as those of European or American firms. For less qualified personnel, a simple interview is enough.
Recruitment Agencies	Brazilian and international recruitment agencies are taking a growing place on the job market.
Recruitment Websites	Recruitment website Manager online People consulting Jora

The Contract

Type of Contract	Legal measures govern work contracts; collective agreements and individual negotiation complete them. The formality of work contracts and constraints of dismissal are very rigid, while hiring conditions are rather flexible. The two types of contract mainly used are fixed term and open ended. A variation on the fixed term contract is a contract with no hierarchical relation for carrying out a particular task.
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Breach of Contracts

Retirement	Workers can retire according to the terms described above.
Dismissals	In the case of fixed term contracts the employer can part with an employee without penalty when the contract runs out. In the case of an open ended contract or before the end of a fixed term contract, either of the parties can terminate the work contract with 8 or 30 days' notice, according to whether the worker is paid weekly or monthly. If the employer has no valid motive for dismissal, half of the wages remaining until the expiry of the fixed term contract must be paid. In all cases, the balance of remaining vacation must be paid, as well as the balance of the fund into which the company pays contributions every month for the employee, the FGTS, up to 8.5% of gross salary, increased by 40 to 50% when an employee with an open ended contract is dismissed without a valid motive. The Brazilian Labor Code is very rigid, so a serious motive is necessary to dismiss an employee, or a difficult economic situation must be proved.
Other Possible Methods	Direct negotiation with the employee concerned.
Labour Laws	Labor Law in Brazil Doing Business: Brazil , to obtain a summary of labour regulations that apply to local enterprises

Dispute Settlement

Conciliation Process

Cases of Dispute	Disputes regarding working conditions, misuse of power and moral harassment, individual or collective negotiation.
Legal Framework	The creation of a conciliation commission ("juntas de conciliação prévia") before which any decision concerning the dispute must be taken. One of the two parties can appeal to this conciliation court whose decisions must be accepted.
Procedure	Law 9 985 of February 2000 promotes conciliation in disputes between companies and their employees.

Judicial Structures

Competent Legal Body	There are industrial tribunals in each State where disputes not settled by conciliation are heard. There are Magistrates' courts in the four macro-regions of the country and a Higher Industrial Tribunal settles the last appeal procedures. The Higher Industrial Tribunal (in Portuguese) (the Constitution of 1988, title 4, chapter 3, section 5, article 111 governs the role of the Higher Industrial Tribunal).
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Social Partners

Social Dialogue and Involvement of Social Partners	<p>Labour unions, especially in sectors such as metalworking and banking, tend to be well-organised and aggressive in defending wages and working conditions. Unions in various sectors engage in industry-wide collective bargaining negotiations mandated by federal regulation. Strikes occur periodically, particularly amongst public sector unions.</p> <p>The Labour Code prohibits having too many unions for a single profession and in each region. Although the law has not created a central institution representing the unions, four groups have tried to provide this, but without legitimacy: the Unitarian Workers Group (CUT), the General Confederation of Workers (CGT) and the Força Sindical (FS). Some industrial and mining sectors have powerful unions; however, the unions are more or less absent from the rural areas where the great landowners still hold sway.</p>
Unionisation Rate	The Ministry of Labour estimates that there are 15,000 labour unions in Brazil but these figures are considered by some to be inexact. Labour unions account for approximately 19% of the official workforce according to the Brazilian Institute of Geography and Statistics (IBGE). Union dues are compulsory for all workers in the formal sector and are set at one working day's income per year.
Unions	Unitarian Workers Group CGT Brazil Força Sindical
Regulation Bodies	Ministry of Labour

Learn more about [Operating a Business in Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

Last Updates: December 2017

Investing

FDI IN FIGURES

Foreign direct investment (FDI) into Brazil boomed over the period 2009-2011, but has been slowing down ever since. After reaching USD 73 billion in 2014, FDI inflows to Brazil declined to USD 64 billion in 2015. The flows continued to decline in 2016, reaching USD 58 billion. However, Brazil remains the largest recipient of FDI in Latin America and the eighth largest recipient in the world. The country is currently the fourth largest investor in emerging markets and the largest investor in Latin America.

Brazil is attractive for international investors due to several factors:

- A domestic market of nearly 210 million inhabitants
- Easy access to raw materials
- A diversified economy that is less vulnerable to international crises
- A strategic geographic position that allows easy access to other South American countries

However, investment in Brazil remains risky because of the country's economic crisis, the large embezzlement scandal revealed by the Lava Jato investigation and the high rate of inflation. Other negative factors affecting FDI include cumbersome and complex taxation, bureaucratic delays and heavy and rigid labour legislation. Brazil ranked 123rd out of 190 countries in the [World Bank's 2017 Doing Business ranking](#), falling by 7 places.

The main investors in Brazil are the United States, Spain and Belgium. Key sectors attracting foreign investment include finance, beverages, oil and gas and telecommunications. The plan of concessions (airports, sections of highways) launched by the Government is likely to attract investors.

Foreign Direct Investment	2014	2015	2016
FDI Inward Flow (<i>million USD</i>)	73,086	64,267	58,680
FDI Stock (<i>million USD</i>)	614,853	468,672	625,876
Number of Greenfield Investments***	363	287	200
FDI Inwards (<i>in % of GFCF****</i>)	14.7	19.6	19.6
FDI Stock (<i>in % of GDP</i>)	25.0	26.0	34.8

Source: UNCTAD, Latest available data.

Note: * The UNCTAD Inward FDI Performance Index is Based on a Ratio of the Country's Share in Global FDI Inflows and its Share in Global GDP. ** The UNCTAD Inward FDI Potential Index is Based on 12 Economic and Structural Variables Such as GDP, Foreign Trade, FDI, Infrastructures, Energy Use, R&D, Education, Country Risk. *** Green Field Investments Are a Form of Foreign Direct Investment Where a Parent Company Starts a New Venture in a Foreign Country By Constructing New Operational Facilities From the Ground Up. **** Gross Fixed Capital Formation (GFCF) Measures the Value of Additions to Fixed Assets Purchased By Business, Government and Households Less Disposals of Fixed Assets Sold Off or Scrapped.

FDI INFLOWS BY COUNTRY AND INDUSTRY

Main Investing Countries		2015, in %	
Netherlands	20.0		
United States	12.0		
Luxembourg	11.0		
Spain	11.0		
Germany	6.0		
Japan	5.0		
France	5.0		
Norway	4.0		

Main Invested Sectors		2015, in %	
Trade	9.0		
Oil and gas	8.0		
Telecommunications	8.0		
Car industry	8.0		
Electricity	7.0		
Chemical industry	4.0		
Food industry	4.0		
Tobacco	4.0		

Main Investing Countries	2015, in %
Italy	3.0
United Kingdom	3.0

Main Invested Sectors	2015, in %
Real estate	4.0

Source: [Deloitte Doing Business Guide](#) - Latest available data.

Form of Company Preferred By Foreign Investors	Very large companies, mergers and international acquisitions. The sociedades anonimas are the legal form of company preferred by foreigners.
Form of Establishment Preferred By Foreign Investors	Joint-ventures
Main Foreign Companies	Renault, Peugeot, Carrefour, Casino, Mc Donalds, Zara, General Motors.
Sources of Statistics	Central Bank of Brazil

WHY YOU SHOULD CHOOSE TO INVEST IN BRAZIL

Strong Points	<p>Some of Brazil's strengths include:</p> <ul style="list-style-type: none"> - Extensive raw materials, a large pool of workers at all levels of education, a large domestic market and a diversified economy. - Export sectors, particularly in industry, could provide investment opportunities, as the weak real can make Brazilian products cheaper for foreign buyers. - After recent corruption scandals, there may be more interest at local and national levels in cracking down on corruption and crony capitalism, which could benefit investment in the long-term.
Weak Points	<p>Some of Brazil's weaknesses include:</p> <ul style="list-style-type: none"> - Despite being open to world trade, several administrative barriers cripple international trade; labour laws are very onerous, involving substantial costs to foreign companies and keeping a good part of the local business in the informal sector. - Foreign investments are restricted in several sectors, such as insurance, aviation and media. - Some foreign investors have encountered obstacles engaging with regulatory agencies, underlining the high level of regulatory risk.
Government Measures to Motivate or Restrict FDI	<p>The Brazilian Government encourages and promotes FDI. The National Investment Bank (BNDES) encourages foreign investment. In 2013, BNDES disbursements rose 22% to reach BRL 190 billion, making it one of the largest development banks in the world.</p> <p>Most of the barriers to foreign investor activity have been removed, particularly on the stock market. A very large number of public companies have been privatised and many sectors deregulated over the last fifteen years.</p>

PROTECTION OF FOREIGN INVESTMENT

Bilateral investment conventions signed by Brazil	Brazil has signed bilateral agreements for the protection of foreign investment with 14 countries, but seven of them have not been ratified by the Congress. To see the list of countries and conventions, click here .
International Controversies Registered By UNCTAD	There has not been any major controversy over the last few years.
Organizations Offering Their Assistance in Case of Disagreement	ICCWBO , International Chamber of Commerce in Rio
Member of the Multilateral	No

Investment Guarantee
Agency

Country Comparison For the Protection of Investors

	Brazil
Index of Transaction Transparency*	5.0
Index of Manager's Responsibility**	8.0
Index of Shareholders' Power***	7.0
Index of Investor Protection****	6.5

Source: *Doing Business* - Latest available data.

Note: *The Greater the Index, the More Transparent the Conditions of Transactions. **The Greater the Index, the More the Manager is Personally Responsible. *** The Greater the Index, the Easier it Will Be For Shareholders to Take Legal Action. **** The Greater the Index, the Higher the Level of Investor Protection.

PROCEDURES RELATIVE TO FOREIGN INVESTMENT

Freedom of Establishment	Guaranteed
Acquisition of Holdings	The investment regime in Brazil is liberal, allowing foreign investors to have a majority share in the creation of their company.
Obligation to Declare	The Agency for the Promotion of Foreign Investment gives information about the authorisations necessary for setting up. All inflows of capital must be declared to the Central Bank.
Competent Organisation For the Declaration	Central Bank of Brazil
Requests For Specific Authorisations	Foreign investment is restricted and requires special authorisation in the nuclear, health, land ownership, fishing, postal, telegraph, aviation, aeronautics, media communications and highway freight sectors.

Learn more about [Foreign Investment in Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

OFFICE REAL ESTATE AND LAND OWNERSHIP

Possible Temporary Solutions	There are plenty of offices to rent.
The Possibility of Buying Land and Industrial and Commercial Buildings	<p>There are no restrictions on foreigners buying land and commercial buildings, except at the borders of the country.</p> <p>In October 2009, the Brazilian Chamber of Deputies approved legislation that further restricted foreign ownership of land along Brazil's borders and within the Amazon. In August 2010, the government issued a revised interpretation of Brazil's 1971 land ownership legislation (Law 5709), strengthening existing language limiting foreign ownership of agricultural lands in rural municipalities. The new regulations have the potential to disrupt purchases of farmland by foreigners.</p> <p>In August 2013, a set of new rules covering the purchase of Brazilian land by foreigners was published. The area bought or leased by foreigners cannot account for more than 25% of the overall area in any municipal district. When a foreign group wants to purchase large plots of land, congressional approval is required.</p>
Risk of Expropriation	Risks of expropriation are very low today. Compensation is provided for in case of expropriation, especially for foreigners.

INVESTMENT AID

Forms of Aid	The government encourages foreign investment in the form of tax exemption, aid, etc.
Privileged Domains	Companies which export more than 80% of their production in IT and communications are exempt from certain taxes (COFINS and PIS) on their exports. This regime has been extended to all exporting companies, but for three years only. In addition, there is much public aid for SMEs that export. Furthermore, Brazilian states try to attract investment by offering ad hoc tax benefits and infrastructure support to specific companies, negotiated on a case by case basis. This has led to a "fiscal war" between Brazilian states. Until now, it has not been possible to standardise this tax rate issue.
Privileged Geographical Zones	Tax reductions are granted to companies who set up in economically disadvantaged regions such as the North, Nordeste and the Amazonian regions (Manaus in particular).
Free Zones	There are 8 free economic zones in Brazil but only that of Manaus, Zona Franca de Manaus , has managed to attract foreign investment and seen real economic development. In 2011, a constitutional amendment extended Manaus's status as an industrial zone for another 50 years.
Organizations Which Finance	The National Investment Bank (BNDES) The PROEX (en anglais) The Instituto de Desenvolvimento de Minas Gerais (INDI) .

INVESTMENT OPPORTUNITIES

The Key Sectors of the National Economy	Agriculture (sugar cane, coffee, oranges, soya, bananas, walnuts, cashew nuts, corn, pineapples and peppers), beef, poultry, tobacco leaves; mineral ores, iron and aluminum. The country is increasingly asserting itself in the textile, aeronautics, pharmacy, automobile, iron and steel and chemical sectors. Moreover, the Brazilian government launched the Logistics Investment Program (PIL) to attract investment for infrastructure development.
High Potential Sectors	Numerous sectors in Brazil offer excellent short term opportunities: Raw materials, agriculture, agri-food industry, IT (hardware and software), energy, petroleum, gas, franchises, insurance, iron, steel, medical equipment, pharmaceutical products, mining sector, pollution control equipment, ports and airports, aeronautical industry, railways, telecommunications infrastructures and tourism.
Privatization Programmes	None. Auctions for infrastructure concessions are expected for 2011-2015. Since 2013, the Brazilian government has been willing to ease access of FDI in the media sector. However, the revision of the regulation is still pending.
Tenders, Projects and Public Procurement	Tenders Info , Tenders in Brazil Comprasnet , Tenders DgMarket , Tenders Worldwide

SECTORS WHERE INVESTMENT OPPORTUNITIES ARE FEWER

Monopolistic Sectors	Electricity and energy in general, but the trend is towards the opening up of natural monopolies to the private sector, subject to the supervision of a public regulation organization.
Sectors in Decline	The sectors most affected by Asian competition, especially textiles.

FINDING ASSISTANCE FOR FURTHER INFORMATION

Investment Aid Agency	BNDES Agency for the Promotion of Investment in Brazil FINAME
Other Useful Resources	Central Bank of Brazil

Doing Business Guides

[SEBRAE](#)

[The Lexmundi guide « Doing Business » on Brazil](#)

[The Deloitte "International Tax and Business Guide" on Brazil](#)

Learn more about [Investing in Brazil](#) on Globaltrade.net, the Directory for [International Trade Service Providers](#).

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Entry Requirements

PASSPORT AND VISA REQUIREMENTS

Passport and Visa Service [Federal police](#)

For Further Information [Ministry of Foreign Affairs \(in Portuguese\)](#)

Check [IATA Travel Website](#) for visa requirements and health advices.

TAXES AND RESTRICTIONS ON PERSONS WHEN GOING THROUGH CUSTOMS

Taxation On Persons	None
Tobacco	400 cigarettes 25 cigars
Alcohol	2 bottles
Foreign Currency	No restrictions.
Obligatory Declaration of Foreign Currency	Above 10 000 BRL.
Local Currency	No restrictions.
Obligatory Declaration of Local Currency	Above 10 000 BRL.
How to Refund Consumption Tax	The Brazilian VAT system does not yet allow private individuals to get back the VAT on goods purchased in Brazil.
Other Requirements	Bottles of more than 100 ml are prohibited in the baggage holds.

HEALTH PRECAUTIONS

Obligatory Vaccination and Other Recommendations	There is no major health risk if you are traveling in large Brazilian cities. If you go to the interior, particularly to the Amazon region, you should be vaccinated against yellow fever and protected against malaria and dengue. For further information, consult the World Health Organisation's web page on International Travel and Health .
For Further Information	Ministry of Health World Health Organisation

SAFETY CONDITIONS

Crime	There is a high level of violence in Brazil, concentrated in the big shanty towns of large cities. Avoid disreputable districts and parts of towns which are very quiet at night, be alert when you leave a bank, and avoid wearing gaudy and expensive clothes and accessories that could attract thieves. The incidence of crime against tourists is greatest in touristic areas. In certain large cities, a specialized touristic police exists.
Terrorist Risk	No terrorist groups have been recorded.
Risk of Natural Disaster	Rare storms on the coast, but not a particular danger.
Traveling Women Conditions	Traveling alone is not advisable for a woman, but it is not impossible if she speaks the language and takes elementary precautions (avoid deserted streets, unwholesome districts (favelas), some bus journeys, especially at night, and check taxi drivers' professional card).
For Further Information	The Advice of the Canadian Ministry of Foreign Affairs The US State Department

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In the Country

ACCOMMODATION

Youth hostels	Basic comfort, but this varies from one hostel to another. Typically comprised of dormitories, sometimes includes smaller bedrooms. Hostel Brazil
Pousadas	Tourist hotels in Brazil, all ranges and all prices. Pousada
Hotels	European standards, only in large cities. Hoteis.com HotelInside.com.br
Hotel Rules	The prices (taxes included) are usually given per night and per person, breakfast included. It is advisable to check with the hotel keeper. In the low season, you can negotiate 10 to 20% off the basic price in pousadas.

Price Indications

Economy Room	10-30 BRL
Medium Price Room	40-100 BRL
Good Quality Room	200 BRL and more

Source: Lonely Planet

EATING OUT

Categories of Restaurant

Lunchonete	Small, basic establishment, found on every street corner, selling fruit juices, alcoholic and non-alcoholic beverages, some snacks.
Restaurante	Various ranges at different prices, Brazilian and international cuisine.
Rodizio	"Eat as much as you like" formula, very popular in Brazil. It may be grilled meat (churrascaria), pizzas, sushi.
Rules For Eating Out	Restaurants are open all day, from noon to midnight.

Price Indications

Economy Meal	5-10 BRL
Medium Price Meal	10-30 BRL
Good Quality Meal	50 BRL and more

Food Specialties Staples of the Brazilian diet include: arroz (white rice), feijão (black beans), farofa (cassava flour), carne (beef), peixe (fish) and galinha (chicken). Feijoada, Brazil's national dish, is a stew of pork and black beans.

Brazil's large size has allowed for a great culinary diversity. The food of the northern region is heavily influenced by the culture of the indigenous peoples who lived there before the arrival of the Portuguese and includes many root vegetables and fruits (such as the açai berry). On the northeast coast, the cuisine has a more African flavour, including chillies, spices and dendê oil (palm oil). Moqueca, a sort of sea-food based sauce or stew, is a specialty of Bahia. Acarajé, composed of peeled red beans, fried in palm oil and stuffed with vatapa (dried shrimp, with chili

and tomato), is sold by the Baianos on street corners. In Minas Gerais, they prepare 'comida mineira', which is pork and vegetable based. Two specialties include kuiabo (a sort of bean) and tutu (fried bean paste). In the south, 'comida gaucha' is prepared, with a heavy use of meat.

Drinks	Brazilians are very fond of beer. Cachaça, a sugar cane spirit, is a strong liqueur of which there are many varieties. As the cheapest and most common alcohol in Brazil, Cachaça is the basis of many delicious cocktails-including the famous caípirinha. Wine is not as common and is generally only served in international restaurants.
Dietary Restrictions	There are no dietary restrictions in the country.
Table Manners	Continental. Tips are optional but strongly advised according to the quality of the service and the friendliness of the waiter; about 5 to 10% of the bill.

GETTING AROUND

Means of Transport Recommended in Town

Recommendation	The Metro is an efficient means of transport in large cities. Taxi drivers speak very little English, Spanish or French, but it is enough to state the place where you want to go. Women travelling alone or those traveling late at night should ask for the taxi's official number. In the daytime, outside the shanty towns, buses present no danger- you should just have your destination confirmed by the 'cobrador', the ticket inspector or another passenger. A bus journey costs 2 BRL, as opposed to 12 on average for a 10 to 15 minute taxi ride.
Maps of Urban Networks	Plan of the São Paulo metro Plan of the Rio network Plan of the Brasilia network
Urban Transport Agencies	São Paulo metro Brasilia metro Metros
Find an Itinerary	Finding an itinerary in São Paulo
Taxi Companies	Taxi agency in Rio

Transportation From Airport to City Centre:

Airport	Distance	Taxi	Bus	Train	Car Rental
São Paulo - Guarulhos Intl (GRU)	28 km / 18 miles	BRL 85 / 35-60 min	BRL 30 / 45-60 min	-	Available
Rio de Janeiro - Galeão Intl (GIG)	18 km / 11 miles	USD 15 / 20 min	USD 2.50	-	Available

Means of Transport Recommended in the Rest of the Country

Recommendation	The safest and fastest method of transportation is the airplane. Prices are within European standards. There is an airport tax for travelers leaving Brazil by plane, which has to be paid in local currency at the day's rate. Unless this is paid, a boarding card is not issued. If you have time and a more limited budget, there is an excellent bus network all over the country. Train networks are almost nonexistent.
Rail Companies	SuperVia

Airlines

Name	Type	Domestic Flights	International Flights
TAM	Major company	Yes	Yes
GOL	Low cost company	Yes	No

Name	Type	Domestic Flights	International Flights
BRA	Low cost company	Yes	No

You Can Consult [the List of Airlines Banned Within the EU](#). Look Also at [the rating](#) of the [United States Federal Aviation Administration \(FAA\)](#).

Travelling By Yourself

Recommendation	Brazil has an extensive road network over 1.5 million kilometres, but only 10% is asphalted. Expressways are rare, with roads in bad condition and very few road signs outside towns. Be careful and avoid driving at night.
Driver's License	Foreign driver's licenses are accepted but it is preferable to have an international license.
Conditions For Renting a Vehicle	You have to be 21, or even 25 for certain companies, you must have a credit card in your name and a valid driver's license either from your own country or an international one.
Rental Agencies	Localiza Hertz Brazil Avis Brazil Directory of car rental agencies
Tolls or Taxes	There are practically no tolls, just on the very large main roads in the States of Rio and São Paulo.
Road Maps	Road maps by State
Find an Itinerary	Addresses and itineraries
Traffic Conditions Online	Traffic conditions in São Paulo
Parking Facilities	Rarely guarded by an officially designated agent. Free parking places in town and meeting places are often "guarded" by children who have no other source of income. It is highly recommended that you leave them some small change (from 25 centavos to 1 real) when you leave the spot. For a few reals more, some of them may wash your car.

Rules of the Road

Minimum Driving Age	18
Side of the Road For Driving	Right
Speed Limits	80km/h on most roads, from 45 to 80km/h in town.
Safety Belts	Obligatory and liable to a fine.
Permitted Amount of Alcohol in the Blood	0.6 g/liter of blood.
National Roads Organizations	Brazilian roads

TIME AND TIME DIFFERENCE

Summer Time	Summer time from October to February.
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CLIMATE

Type of Climate	Brazil is largely tropical, but there are five different climatic regions. The climate is very mild in Sao Paulo and Brasilia, on average 19°C, but it is considerably warmer in Rio de Janeiro. It is best to visit the south of Brazil between September and November. The tropical climate in the north allows visiting all year, but be careful of the rainy season from December to March and the very high temperatures which go with it. The ideal time to visit Amazonia is the dry season, from June to September.
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For Further Information [National Meteorological Institute \(Inmet\)](#)

ELECTRICAL STANDARDS AND MEASUREMENT SYSTEMS

System of Measurement Used Metric system
 Unit of Measurement of Temperature Degrees Celsius (°C)

Use our service [Measurement Converter](#).

Electricity

Voltage 110-220 according to the region, with a two pin plug.
 Frequency 60 Hz
 Type of Electric Socket [Type A&B, C](#)
 Type of Telephone Socket [US RJ-11](#), [Brazilian](#)
 DVD Zoning Zone 4

PAYING

Domestic Currency Brazilian Real
 ISO Code BRL
 To Obtain Domestic Currency Foreign currency is rarely accepted. There are ATMs which take foreign cards in towns throughout the country. You should plan to have cash on you when you go to more isolated places, such as seaside villages, parks or rural areas.
 Possible Means of Payment Credit cards are often taken in large cities, but usually not elsewhere. Only 27% of the country's payments are made by credit card. Traveler's checks are accepted in banks and some large hotels in Rio and São Paulo. Cash is the easiest means of payment when traveling. Debit/credit cards are useful for those with bank accounts in Brazil.

To Find a Cash Machine Where You Need, Use the [ATM locator](#)

SPEAKING

Official Language Portuguese
 Other Languages Spoken English is the most commonly spoken foreign language in Brazil. Spanish is generally understood by the Brazilians and French is spoken by around 570,000 people across the country.
 Business Language Portuguese, English and Spanish.
 Getting Some Knowledge Use [travlang](#).
 Free Translation Tools [Lexilogos](#) : Online dictionary
 [Eurodicautom](#) : EU dictionary

EMERGENCY NUMBERS

Police	190
Ambulance	192
Firemen	193

COMMUNICATIONS

Quality of Communications	Good quality; telephone boxes in all urban areas, and the mobile telephone network covers all the inhabited areas of the country.
Telephone Codes	To Make a Call From Brazil, Dial 00 To Make a Call to in Brazil, Dial +55
Number of Digits of National Telephone Numbers	Use the operator code (021 or 023), then the State code (unless you are phoning inside the State), then the 8 digit number.
Mobile Telephone Standards	The network accepts bi-band telephones. You can buy a local chip without a subscription.
National Mobile Phone Operators	Tim , Claro , Vivo , Oi .

Availability of Internet

Internet Suffix	.br
National Internet Access Providers	Universo On Line , AOL , TERRA
Access in Public Places	Internet access points, free or chargeable, in Internet cafés in all urban areas.
Access in Hotels	In most hotels except those in the lowest price range.

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Living

COMMUNITIES OF EXPATRIATES

Blogs For Expats	Expat-blog Meetup
For Further Information	Websites for expats
Immigration Authority	Ministry of Foreign Affairs
Transportation Companies For Moving/Removals	Intlmovers
Contact Your Embassy	Embassy of France in Brazil

RANKING OF CITIES

Cost of Living	Brazilian cities, once ranked among the most expensive places in the world, are now considered to be significantly cheap due to the depreciation of real. Rio de Janeiro now ranks 156th while Sao Paulo is 128th out of 209 cities surveyed by Mercer.
Quality of Life	Mercer's 2017 Quality of Living Survey ranks Rio de Janeiro 118th and Sao Paulo 121st out of 231.
Sanitary Conditions	Conditions of hygiene in town are quite acceptable, but unfortunately not for all the population. Tap water is not drinkable, but filtering it is enough, or you can buy 10 liter carboys in all small shops.
For Further Information	2017 Quality of Living Worldwide City Rankings –Survey - Mercer 2016 Cost of Living Worldwide City Rankings –Survey - Mercer

RENTING AN APARTMENT

Description of apartments	Apartments (« apartamento ») in all price ranges according to town, district, comfort. Many apartments in town have security services, swimming pool, gym.
Normal Lease Term	The shorter and more flexible the lease, the more you will pay. « Temporadas » are short term furnished rentals (a few months at most). Leases are usually for 1 year, and can be terminated with notice of one month minimum.
Rental Costs	A deposit is required. The price will depend on the type of apartment, on the town, the district and on your situation (whether you have guarantees or not).
Agencies or Private Rentals	Going through an agency: gains time but may be expensive. It is preferable to rent from private individuals.
Rental Agency Websites	Property in Brazil Directory of real estate agencies RT Imobiliaria ImovelnoBrasil
Private Rentals Announcements Online	Expatriates.com Brazil Green acres
Other Possibilities For Accommodation	You can stay with local people; get information on the spot.
For Further Information	Expatriates.com Brazil

SCHOOL SYSTEM

School Level	It reflects the inequality of Brazilian society. Universities are public, generally excellent and free,
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but only children whose parents have been able to send them to elementary school, secondary school and a private prep school for university called "vestibular" can go there. Public education at elementary and secondary schools is of a distinctly lower level than that of private schools.

Infant education (from 3 to 5)

Fundamental education (from 6 to 14)

Middle education (from 15 to 17)

Vestibular (18/19)

First University cycle (4 years)

Second University cycle (2/3 years)

Third University cycle (3/4 years)

International Schools Network of [American](#) and [French](#) schools in Brazil.
[List of international schools in Brazil.](#)

For Further Information [Ministry of Education](#)

HEALTH SYSTEM

Quality of Healthcare Healthcare is of very varying quality in Brazil. The universal healthcare system is accessible to everyone, but it is of poor quality and there are long waiting times. However, private clinics have an excellent reputation and the country is also a place for "medical tourism", especially for cosmetic surgery.

International Hospitals It is not advisable to go to a public hospital in Brazil. Apart from the language barrier, the quality of healthcare is only average and the waiting times are endless. It is better to go to a doctor for slight problems or to a private clinic if the problem is more serious, such as [The American Hospital in São Paulo](#).

Health Insurance Theoretically, the social security system gives all citizens free access to healthcare, but private complementary insurance has to be paid for.

Accessibility of the Health Insurance Network to Foreigners Possible

Health System Insurance Body [Medical insurers](#)
[Health Ministry](#)

Health Ministry [Ministry of Health](#)

TOURISM AND CULTURE

Different Forms of Tourism

Historical Brazil's rich history is on display throughout the country. Those interested in colonial history can find much in the northeast region of the country (Salvador, Recife, Olinda, São Luis).

Cultural Brazil's main museums are located in São Paulo, where one can find a more contemporary artistic dynamism. Modern architecture can be found in the works of Lucio Costa and Oscar Niemeyer in Brasilia. Musical wealth is expressed across the country. Rio de Janeiro's celebration of Carnival- held before Lent every year- is not to be missed. It is considered the biggest carnival in the world, with two million people per day on the street.

Nature There are many natural parks. Some examples include: the Amazon basin, the ["Chapada Diamantina"](#) in Bahia, the ["Chapada dos Viadeiros"](#) around the Federal District and the magnificent [Pantanal](#) region in the west of the country.

Religious Churches dating from colonial times can be found in the historic towns of the northeast region of the country.

Niemeyer's famous [Cathedral](#) in Brasilia is a beautiful example of his modern architectural style.

Thermal There are several hot springs, such as: [Caldas Novas](#), [Rio Quente](#), [Águas Mornas](#) and [Santo Amaro da Imperatriz](#).

- Beach There are thousands of kilometres of beach in the country. Beaches range from crowded and urban to family friendly. Seaside resorts are developing and providing a pleasant, simple lifestyle for those who visit- some examples include Pipa (Rio Grande do Norte) and Jericoacoara (Ceara).
- Outdoor Activities Sport is widespread (jogging, body building, football, volleyball), as well as seaside activities (surfing, fishing, sailing) or walking in the natural parks.
- Shopping Beautiful craftsmanship can be found in the north and northeast. Tourists often purchase wooden decorative items, stone jewelry, musical instruments, cloth, hammocks and off-the-rack beachwear.

Top Highlights in the Main Cities	Top Highlights of the Country
La Torre da Televisao	Belem
Catedral Metropolitana	The Pantanal
Museu dos Três Poderes	Minas Geraí
Palácio do Buriti	Iguaçu Falls
Catetinho	Ouro Preto
Memorial Juscelino Kubitschek	Amazonia
Monumento dos Candangos	Salvador de Bahia
Teatro Nacional Claudio Santoro Brasília	Pão de Açúcar (Sugar loaf) in Rio
Palácio do Planalto	Corcovado and the Cristo Redentor (Christ the Redeemer) in Rio
	Jericoacoara

- Tourism Organisations [Brazilian Tourism Portal](#)
[Ministry of Tourism](#)
[Rio Convention & Visitors Bureau](#)
- Cultural Organizations [Association of Samba Schools of Rio de Janeiro City \(AESCRJ\) \(in Portuguese\)](#)
[Ministry of Culture](#)

INDIVIDUAL AND CIVIC FREEDOMS

- Political Freedom Widespread.
- Civil Liberty 2/7
- World Ranking of Freedom of the Press According to "Reporters sans Frontières", 2017 report : 103/180
- Evolution: 1 place up compared to 2016
- For Further Information, Consult [Worldwide Press Freedom Index 2017, Reporters Without Borders](#)
- Free Access to the Internet Yes.
- Rule of Law Guaranteed.
- Personal Autonomy and Individual Rights Respected.
- Women's Condition The law protects women from domestic violence, rape and prostitution, but they are common practices and not often declared. The social position of women is still vastly inferior to that of men and there is far from being equality in positions and wages in companies.
- For Further Information [US Department of State Country Reports on Human Rights Practices](#)

RELIGION

Degree of Freedom	Free
Beliefs	Despite a very strong Catholic tradition, religious freedom has been recognised and practiced for several decades. Religions of African origin were legalised in the 1950s and many Neo-Pentacostal churches have been opened since the end of the 1980s.
Role of Religion in Society	Catholicism exerts strong social control and imposes strict values which are nevertheless not scrupulously used to compromising with religion. Religion should have a positive effect on individual life, and because of this there is a large rotation between the various movements, and the success of the Neo-Pentecostal Churches created or influenced by their American sister-churches, in particular in the favelas, abandoned by social services and the authorities. In general it is recommended that you avoid joking about religion.

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