Global Business: Sourcing Your Next Customer In Brazil.

By: Valerie Samuel & Amiscia K. Christopher
Business Advisors, York College SBDC

If you are interested in increasing your sales, expanding your brand, and learning about a new culture, then Brazil is the place you need to be. For U.S. businesses, going global has never been easier since President Obama announced the National Export Initiative (NEI) in his 2010 State of Union Speech (Trade.gov 2012) concluding new trade agreements to help businesses enter new markets and obtain export financing. More specifically, the NEI addressed the following:

(a) **Exports by Small and Medium-Sized Enterprises (SMEs).** Members of the Export Promotion Cabinet shall develop programs designed to enhance export assistance to SMEs, including programs that improve information and other technical assistance to first-time exporters and assist current exporters in identifying new export opportunities in international markets.

(b) **Federal Export Assistance.** Members of the Export Promotion Cabinet shall promote Federal resources currently available to assist exports by U.S. companies.

(c) **Trade Missions.** The Secretary of Commerce shall ensure that U.S. Government-led trade missions effectively promote exports by U.S. companies.

(d) **Commercial Advocacy.** Members of the Export Promotion Cabinet shall take steps to ensure that the Federal Government's commercial advocacy effectively promotes exports by U.S. companies.

(e) **Increasing Export Credit.** The President of the Export-Import Bank shall take steps to increase the availability of credit to SMEs.

(f) **Macroeconomic Rebalancing.** The Secretary of the Treasury shall promote balanced and strong growth in the global economy through the G20 Financial Ministers' process or other appropriate mechanisms.

(g) **Reducing Barriers to Trade.** The United States Trade Representative shall take steps to improve market access overseas for our manufacturers, farmers, and service providers by actively opening new markets, reducing significant trade barriers, and robustly enforcing our trade agreements.

(h) **Export Promotion of Services.** Members of the Export Promotion Cabinet shall develop a framework for promoting services trade, including the necessary policy and export promotion tools.

With all these initiatives and incentives to promote exporting in the U.S., Brazil is definitely a great option! Here’s what Brazil has going:

- Brazil will host the world’s two premier sporting events— the 2014 FIFA World Cup and the 2016 Rio Olympics.
- Brazil has government incentives and programs to stimulate consumption by slashing interest rates, lowering electricity tariffs, reducing the red tape and reducing payroll taxes for industry.
- Brazil is the home to the fastest growing industries.

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According to Export.gov the leading sectors for U.S. Export and Investment in Brazil are:
1. Aerospace/Aviation
2. Agriculture Sectors: Food, Equipment & Services
3. Construction and Engineering Industry
4. Cosmetics
5. Defense
6. Drugs and Pharmaceuticals
7. Education & Training
8. Electrical Power and Renewable Energy Industries
9. Environmental Technologies
10. IT Hardware Software
11. Computer Hardware
12. Medical Equipment
13. Environmental Technologies
14. Mining
15. Oil and Gas Industry
16. Telecommunications
17. Transportation

The Small Business Network of the Americas: Initiative

Recognizing the importance of small and medium-sized enterprises (SME) as key drivers of job creation and broad-based economic growth in the U.S. as well as in the Western Hemisphere, President Obama launched in April 2012 the Small Business Network of the Americas (SBNA) Initiative to support the SME sector and encourage greater trade throughout the Americas.

The Initiative aims to increase available resources for small businesses, expand SME assistance services and provide the framework to link all entrepreneurs in the Western Hemisphere.

The goals of the SBNA will be achieved by:

• Expanding the successful U.S. Small Business Development Center (SBDC) model to other countries;
• Connecting the more than 2,000 SBDCs and similar SME support centers throughout the hemisphere;
• Enhancing the use and availability of online trade platforms like SBDCGlobal.com;
• Leveraging partner organizations in assisting SBDC clients to do business in other countries.

The La Idea Partnership

The SBNA Initiative will also generate employment and growth via the Latino American Idea (La Idea) partnership, which is a business competition platform that will foster trade relationships among diaspora communities and entrepreneurs in the United States and Latin America.

La Idea will be implemented in the context of the International Diaspora Engagement Alliance (IDEA) launched by the previous Secretary of State, Hillary Rodham Clinton, and will leverage partners, such as the Small Business Administration (SBA) and the Association of Small Business Development Centers (ASBDC), in engaging and supporting the global communities in the U.S., which include over 50 million highly skilled and educated entrepreneurs who are an important engine of growth and development in the U.S., Latin America and elsewhere.
Mr. Ulrich is a business development specialist with over 20 years of experience assisting U.S., European and Asian companies expand their interests in Latin America. Mr. Ulrich is resourceful, speaks fluent Portuguese and has an extensive business network in Brazil. Workshop one introduced businesses to market potential and go-to-market strategies in Brazil for their products or services. Specifically, the following was discussed:

- Stereotypes and misconceptions
- The cultural calendar and its impact on commerce
- U.S. companies doing business in-country
- Global presence of Brazilian companies
- A demographic profile
- Cultural ‘rules of the road’
- Cultural values and attributes
- Mega-event opportunities
- Business strategies to consider
- Market characteristics and tendencies
- Selecting a business model
- Overcoming tariff and non-tariff barriers
- Optimizing business participation in the marketplace
- Gaining market advantage
- Building business equity at home and abroad
- Leading sectors of opportunity

Mr. Imbriani has been in the international/domestic transportation and logistics field for over four decades. He has held various senior executive positions with major U.S. Customs brokers/freight forwarders. He is currently Vice President, Corporate Development for Team Worldwide. Mr. Imbriani is a well-known speaker and educator in the areas of trade compliance, contract negotiations, transportation, logistic/supply chain solutions, customs brokerage, trade development and financial services.

Mr. Imbriani presented the workshop during World Trade Week New York City 2013 and covered all of the most important topics, skills, and resources needed to become a successful exporter. Participants were introduced to these specific topics:

- 2010 Incoterms and import documentation.
- Legal aspects of doing business in Brazil
- Direct foreign investment
- How to use freight forwarders and customs house brokers
- Regulatory compliance issues
- Brazil’s duties and taxes
- How to determine standards, regulations, and market requirements exporters have to meet
- Restricted imports
- Customs required Inspection of incoming merchandise
- How to pack goods for safe transit

Mr. Robert Imbriani has also joined the York College SBDC as one of our consultants and will work alongside advisors to assist existing and new exporters with their international trade initiatives. Businesses interested in meeting with Mr. Imbriani should contact the SBDC directly to schedule an appointment by calling (718) 262-2880.
The Director's Corner

Since Super Storm Sandy, the York College SBDC functioned as a Business Recovery Center. Both business and homeowners came to our center for assistance. In addition, we operated another center in Far Rockaway. Right after the storm, we played a leading role in organizing disaster information workshops at Russo’s on the Bay and the Resorts World Casino. It was a rewarding taxing experience as we completed disaster applications and financial projections for weeping and distraught clients. Despite the fact that many of our loans are still pending, we have obtained over 5 million dollars in disaster loans for Queens businesses.

Although we delayed many of our international trade projects, the York College SBDC held several export training workshops. We recently hosted the second of our “Doing Business in Brazil” workshop on May 13 at New York City World Trade Week. Nearly fifty people attended and the speaker gave an excellent and thorough presentation.

The York College SBDC is uniquely position to facilitate trade with Brazil. Next fall, through our relationship with Brazil’s Economic Development Agency, SEBRAE, SBDC clients will be able to utilize SBDCGLOBAL.com, a free business-to-business website to pursue concrete Brazilian opportunities. This multi-lateral relationship between our two agencies will be an effective integrated network that provides small and medium New York enterprises with high-value assistance that enable them to grow sales, improve global competitiveness and achieve long-term economic impact.

Currently, we are providing one-to-one technical assistance to help selective companies develop their export plans, obtain export finance and prepare to travel to Brazil to meet with potential buyers. Perhaps you can join us at next year’s carnival.

With Regards,
Harry Wells
Regional Director

About The York College Small Business Development

Welcome to the York College SBDC International Trade Initiative! Our goal is to provide you with expert advice before, during and after you start doing business internationally. Please familiarize yourself with the free support and services available to you:

- Introduce U.S. companies to connections that save time and research/investment dollars.
- Daily briefing on how to promote, price and position your products internationally.
- Get company's name on bidder's lists.
- Obtain active invitations for bids (solicitations).
- Understand bidder qualification/bidding requirements-advice on contract financing.
- Clarify/Interpret a bid request.
- Coordinate B2B and IT missions.
- Obtain information on: Metric Conversion, Technology/Transfer.
- Coordinate translators, local assistants to locate trading prospects, identify trade tour guides.
- Advice on dress, networking, receptions and follow-up meetings and hotel rooms.

Our focus at the York College SBDC is to assist entrepreneurs and small businesses through individual counseling and workshops. Our efforts have resulted in business expansions and job creation. To date we have achieved over $91.8 Million in economic impact through loans we helped our clients obtain. Our expert advisors have worked with 13,615 businesses, and have created or saved 3,313 jobs.

Specific areas of expertise include:

- Business plan development
- Corporate and government procurement
- Start-up information
- Financial planning decisions
- Loan packaging
- Marketing
- Business growth guidance
- M/WBE Certification

http://www.facebook.com/Yorkcollegesmallbusinessdevelopmentcenter

York College Small Business Development Center
94-50 159 Street, Rm. S107, Jamaica, NY 11451
718-262-2880 718-262-2881 (fax) E-mail: sbdc@york.cuny.edu

Funded in part through a Cooperative Agreement with the Small Business Administration (SBA). All SBA-funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodation for persons with disabilities will be made if requested at least two weeks in advance.