



Looking for ways to increase sales in new markets?

Taking on Brazil - Business Workshop

This in-depth workshop will focus on the opportunities and challenges of doing business in Brazil.

When: Monday 10th November 2014

Where: Birmingham Science Park Aston

Cost: Free to eligible West Midlands SMEs

About Brazil:

Brazil is too big a market to ignore. It is the fifth-largest country in the world, with a population of approximately 200 million. It has one of the world's most rapidly developing economies and a GDP per head that is greater than either India or China. It has natural resources in abundance, a developed industrial base and high standards in scientific research. 400 of the world's 500 largest companies operate in Brazil. These include many UK companies such as Rolls Royce, BG Group, Shell, BP, JCB, Rexam and Experian.

Opportunities for UK businesses in Brazil:

- Aerospace
- Automotive
- Creative Industries
- Education
- Energy
- Healthcare
- Sports Infrastructure
- Marine
- Airports, Rail and Ports

What you can expect from the workshop:

Presented by Brazil specialist Philip Gray from Commercial Doctor Ltd, the workshop will focus on the following areas:

- Why do business in Brazil?
- Where are the opportunities?
- Major Projects and sector focus:
 - 2014 World Cup & Rio 2016 Olympics – build-up and legacy
 - Infrastructure Development – urban, air, road, rail, ports
 - Oil & Gas
 - Healthcare and Education
- Winning and Delivering Business in Brazil – Personal and technical elements
- Creating a strategy to address the Brazilian marketplace – short-term and long-term
- What to do now

To book your free workshop place please visit:

www.wmbusinessexport.co.uk/news-events Email us at info@wmbusinessexport.co.uk or call us on **0247 623 6406** for further information

Funded by the European Regional Development Fund (ERDF) and managed by Coventry University Enterprises Ltd, the West Midlands (SME) Internationalisation Project is jointly delivered by UK Trade and Investment and West Midlands Chambers of Commerce and aims to increase the number and competitiveness of eligible West Midlands SMEs operating internationally.