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The Pet Food Market In Brazil

June 1998

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Prepared by the
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and the
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Canada

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The Pet food Market in Brazil

EXECUTIVE SUMMARY

This report examines the market for pet food in Brazil. The information contained in this report was drawn primarily from secondary sources and the Canadian Consulate General in São Paulo.

Brazil is the largest and most industrialized nation in South America. Brazil's population of over160 million people makes up half of South America's total population. Over 70% of Brazil's population resides in urban areas.

After years of economic problems Brazil's economy is stabilizing. The average Brazilian's purchasing power has been substantially increased. Under Brazil's new economic plan, inflation has hit a 40 year low, and the decline in inflation rates has resulted in a growth of consumer confidence and spending.

Brazil's pet food market is growing at an impressive rate. Brazilian's have new disposable income which is increasingly being spent on items for their pets. Large multinational companies are battling for market share in Brazil. As a result the pet population is increasing and the diet of existing pets has vastly improved.

Despite some barriers to trade, Brazil remains an excellent market for investment. Continued growth is predicted for all imported pet food, as producers struggle to keep up with domestic demand.

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The Pet Food Market in Brazil

Market Overview

Sales of pet food increased 177% in Brazil between 1991 and 1995. Growth is expected to continue as the market is introduced to a wider variety of products and price.ranges. Pet food is a relatively new product to the majority of Brazilian consumers. Dogs and cats have traditionally been fed table scraps, but the convenience of prepacked meals for pets is appealing to Brazilian consumers. The health benefits of food made specifically for pets is becoming more widely known.

Table 1. Pet Food Volumes Sales (1991-1995, In '000 Tonnes)

.	1991	1992	1993	1995	1995	% growth (1991-1995)
Volume 'tonnes	145	178	205	301	402	177.2
Source: Euromonitor, Processed Food in Latin America 1997						

Many of Brazil's dogs are kept as guard or watch dogs, which is believed to contribute to the increase in dog food sales and growth in the sales of higher priced dog.foods.

The cat food market is not as big in volume sales or per capita expenditure as that of dogs. Cats are still more likely to be fed table scraps in Brazil.This is apparent as there are 15 million dogs and 6 million cats, but dog foods makes up almost 90% of total market volume. The bird and fish food segment is undeveloped with little variety.

Market size and projections

National average consumption for pet food has increased from .96Kg per annum in 1991 to 2.49Kg in 1995. Household expenditure has almost tripled from $1.18(US) in 1991 to $3.51(US) in 1995. Increases in disposable income allow consumers the freedom to purchase non-staple products like pet food.

Table 2. Brazilian Pet Food Per Capita Consumption and Expenditure (1991-1995, in U.S.$)

Units per Capita	1991	1992	1993	1994	1995
Consumption(Kg)	0.96	1.16	1.31	1.89	2.49
Expenditure(US$)	1.18	1.50	1.67	2.84	3.51
Source: Neilson Study, Confectionery in Brazil 1995					

The southeastern region of Brazil is the strongest region for most processed pet food imports. The southeast includes the states of Sao Paulo and Rio de Janeiro which have average incomes almost two thirds higher than the national average.

Euromonitor estimates continued growth in the pet food market, with dog food continuing to be the strongest performer . This growth will be attributed to increasing investment in product development, which will see moist food and snacks as the strongest growing individual segments.

According to Euromonitor, the pet food market will reach 694 000 tonnes in volume sales by the year 2000, up from 402 000 in 1995. In dollar terms the market will grow from $566 million (US$) in 1995, to reach an estimated value of $888 million ($US) by 2000.

The competitive environment

A small number of foreign companies vie for market share in Brazil. Multinationals have recently started to establish production facilities in Brazil, and have bought out domestic production companies in order to better meet the demands of the Brazilian market.

There is a low degree of product diversity in the pet food market. There is stronger product price segmentation in the dog food market. The largest part of the dog food sub-sector is the low price segment which accounts for the bulk of the market. Competition is heavy in this segment and is dominated by globally recognized name brands. The higher end segment is small, but developing, and includes nutritionally enhanced and specialty products.

The future will see increased competition as multinationals invest in new products localized product facilities and rely heavily on advertising and marketing to gain market position. The veterinary field will likely be a vehicule for marketing products that are nutritionally enhanced for animals special diets.

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The Canadian Position

The Brazilian pet food market was almost non-existent before 1991, and Canadian companies have not yet made an impact on the market. The market is almost exclusively dominated by the US. The remainder of the market is dominated by German and Argentinean companies.

Entrance into this market will be difficult for companies seeking to compete in the low price segment . There are however, options in this field. Brazil's retail sector has seen the introduction of supermarkets and hypermarkets in recent years. These new retailers have been aggressively seeking private label products in order to bring down prices of name brands. Canadian producers could seek a joint venture gaining access to the Brazil market by producing private label goods for retailers.

Canadian producers would be advised to enter the market in the high quality or specialty segments as domestic producers cannot compete with the quality of imports and multinational corporations are focussing on the larger lower priced market. This market is small, but could provide opportunities. The dry food segment is established , but the moist food and wet food markets are new to Brazil. The snack and treat markets are also new, and according to Euromonitor's report on processed food in Latin America, are the markets with the most potential for growth.

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DISTRIBUTION CHANNELS

Overview of distribution the system

The distribution system in Brazil is fragmented and regional. Brazil is experiencing growth in its retail sector, but this growth is focussed around specific areas of urban development. Quality distribution channels will be centred around the states with the highest economic development.

Importers and intermediaries

Because the Brazilian market was closed to foreign companies for years, a local agent/importer is critical to success. Due to Brazil's geographic size, it may be necessary to employ more than one agent to ensure national distribution. There are a number of types of independent importers who vary in size, product type, and regions of actively. Local agents should be able to preform some or all of the following functions:

- import the product;
- deal with regulatory agencies;
- handle local sales and distribution; and
- handle promotion of the product.

Choosing an agent must be done with the utmost care, and exporters should ensure that the agent is registered with local authorities prior to signing an agreement. Once an agent has been selected, it is recommended that the Consulate in Sao Paulo be contacted to verify the reputation of the agent. In addition, the Consulate can provide a list of companies that are capable of performing credit checks, and can advise on details such as sales volume, employees, and recommendations for credit limits.

Once an agreement has been signed, a Brazilian agent is protected by law from unilateral termination of the contract without just cause. "Just cause" is limited to: negligence of the agent, breach of the contract, acts by the agent which are damaging to the foreign principal, or conviction of the agent for a serious criminal offence.

Retail distributors

The key retail distributor of pet food in Brazil is the supermarket and hypermarket chains. Producers should also be ready for the introduction of pet super stores which are increasingly common in North America. In these markets, premium quality, bulk, and large size packages will dominate. Also producers would be wise to quickly try and secure a portion of the veterinary market. Veterinarians will more than likely carry a recommended brand of pet food which is superior in quality and nutritional value, both of which domestic producers cannot provide.

Many of the larger grocery stores are importing their own products to keep prices down. This practice is becoming less frequent, but is still in use in some of the larger retail chains.

Another, likely distributor of pet food will be the large chain stores like "Wal-Mart". These distributors have taken sales away from super and hypermarkets in North

America, and with there introduction into South America, the same trend can be expected.

Direct sales

Foreign companies are permitted to directly engage in trade in Brazil. In many regions, the north in particular, foreign companies are being actively sought to invest with the lure of financial incentives.

Equity or contractual joint ventures can be advantageous to companies which plan to take advantage of the rapidly developing markets of Brazil and South America. Joint venture companies will not only penetrate the Brazilian market, but will also establish a base for exports to other parts of South America.

Promotional considerations

Attractive packaging stressing the quality of the product is essential. Depending on where the product will be distributed, a variety of packaging sizes may be required. Due to shelving limitations, supermarkets, and to some extent hypermarkets prefer, reduced package sizes. Discount stores, pet stores, and large retail chains will have the space to stock large quantities and reduce costs to the consumer.

It is important to advertise a new product in Brazil. Like North America, consumer loyalty will be strong in the pet food market. Television is a well developed medium in Brazil with over 100 stations. Radio, magazines and newspapers are also effective advertising vehicles.

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CONSIDERATIONS FOR MARKET ENTRY

Local standards and regulations

There are rules governing inter-state trade. Local trade regulations vary from state to state. These regulations can restrict the movement of goods between Brazil's various states. For specific information on state legislation and restrictions, contact the Canadian Embassy in Brasilia (see Appendix D).

Health, phytosanitary and food safety

New regulations were introduced in March 1997 regarding the importation of animal feed. These new regulations may apply to certain types of pet food.

A Health and Sanitary Product Certificate issued by Agriculture Canada and duly stamped by the Brazilian Embassy or Consulate in Canada is required. Processed food and beverages must be registered with the Brazilian Ministry of health. Any food imports of animal origin must be registered by the ministry of agriculture.

Packaging and labelling

It is essential that shipping marks, port of destination, and package number, be prominently shown on the shipping case, and be in such a position as to avoid being covered by any later strapping. Markings of any other kind should be in a less prominent location, and be limited to essential data. Any identifying marks used on the bill of lading should also appear on the shipping case. For written information, Portuguese is preferred, although English is also acceptable. Do not substitute Spanish, even though many Brazilian's understand and speak the language, they do not appreciate automatic inclusion into the Latin American sphere.

Retail packaging will depend on the outlet of sale. Supermarkets and hypermarkets favor smaller packaging to fit shelving units. Retail stores and pet food warehouses will have the space required to display bulk packages of food. Where veterinary offices will favour a wide variety of sizes.

Numbers can be used as identifying marks, provided they appear within a geometric figure. Local agents should be consulted to ensure that no additional markings are required. Under Brazilian law, (the Brazilian Consumer Protection Code), all product labelling must include the following:

- quality;
- quantity;
- composition;
- price;
- guarantee;
- shelf life;
- origin (to include name/address/phone of
- the producer); and
- risks to consumer health and safety.

All information must be clear, precise, easily readable, and translated into Portuguese. If the package is not printed in Portuguese, a label with the required information in Portuguese must be glued to the package (this is an alternative to printing the package and is commonly used by food product importers).

Documentation and Procedures

The following documents are required for the importation of any good into Brazil:

- import permit/license;
- a commercial invoice;
- the bill of lading; and
- any special certificates.

The remainder of this section will discuss how to acquire and complete the above documents, so as to facilitate efficient customs clearance and avoid heavy fines.

Required documentation

This is the most important document required for exporting to Brazil.

To acquire an import permit, an application must be made to The Foreign Trade Department of the Bank of Brazil (DECEX).

There is a new automated system for obtaining import licenses. All applications for licenses are now done on-line. The new system is called (SISCOMEX). When the import permit is issued, it will state the period for which it is valid. This period is usually 90 days, which is the maximum time for embarkation of goods, or in certain cases for registering the Import Declaration. Petitions for extensions are to be directed to the Secretariat of Foreign Trade (SECEX).

Import Licenses: Licenses were traditionally required for all imported goods. However, licenses are now only required for specific goods listed Brazilian authorities.

Commercial Invoice: The invoice should be prepared by the manufacturer or the seller in the country of origin, and it should provide the following: full address of the shipper, full address of the seller, full address of the consignee, import permit number, other reference numbers, date of order, shipping date, delivery and payment terms, complete description of merchandise, and complete description of markings.

Bill of Lading: The bill of lading should be nonnegotiable, numbered, dated and one copy attached to each commercial invoice. The bill must also display the following information:

- import licence number;
- import licence expiration date;
- freight charges in numbers; and
- freight charges in words.

A non compliance with these regulations will result in considerable delays at customs.

Special Documentation: There are various special documents required for the importation of specific products. Exporters are encouraged to consult with local agents to ensure their products documentary needs are met.

To clear goods from customs the importer or their agent must present copies of the commercial invoice, the bill of landing, import permit and any special documents (if required).

All documents must be present and accurately completed to avoid long delays and/or fines. The fines in Brazil can be heavy, for example, importing without an import permit can result in fines ranging from 20% to 100% of the c.i.f. value.

Authentication of documents

Documents that need to be authenticated, such as certificates of sale and letters authorizing an exporter's local agent or importer to act on their behalf, must first be notarized in Canada. Then, the notarized documents can be authenticated by sending them to (there is no fee for this service):

Department of Foreign Affairs and International Trade
Authentication and Service of Documents (JLAC)
125 Sussex Drive, Ottawa K1A 0G2
ATTN: Document Authorization Officer
Telephone: (613) 992-6602
Facsimile: (613) 992-2467

Customs Duties, Tariffs and Taxes

Imports to Brazil face duties ranging from 0% to 40%, with the average being 14%. In addition to import tariffs, several additional taxes and fees are levied against imports. For a list of these taxes and their rates see Table 2.

Table 3. Taxes and Fees Levied on Imports

Brokerage Fee	--1% of c.i.f. value
Warehouse Tax	--1% of import duty
Fee for handling charges	--varies, is now between C$28-$140
Administrative Commission	--fixed at C $140
Import License Fee	--approximately C$140
Additional Port Tax	--two fees totalling 3% of c.i.f. value
Merchant Marine Renewal Tax	--25% of ocean freight charge(sea imports only)
Syndicate Fee	--2.2% of c.i.f. value

Source: Customs Guide to the America's: Brazil, 1997

There are also two government taxes that must be paid.

1) The Federal Sales Tax (IPI) is tax that is levied on both imported and domestic products. The tax is assessed at the point of sale by the manufacturer/processor for domestic goods, and at the point of customs clearance for imports. The value of the tax ranges from 0% - 15%, and is based on the products c.i.f. value plus duties. As a guideline, products that incur a low import tariff generally pay a low IPI, and vice versa.

2) State Value Added Tax(ICMS) is a state government value added tax that is applicable to both imports and domestic products. The value of the tax varies from state to state, but the average is 17%. For imports, the ICM is assessed *ad valorem* on the c.i.f. value, duties, and IPI. The cost of this tax is generally passed on to the buyer in the price paid for the product.

Transportation and Storage

Ninety percent of the cargo shipped within Brazil is via its 1 670 148 km of roadways. Rail transportation is not as well developed, and is typically only used only for grains or manufactured goods (eg. cars). There are currently 30 133 km of rail of which 24 690 km is 1.000 metre gauge.

The most common method of transport into Brazil is via ship. In fact, ports handle approximately 98% of all Brazilian trade. Brazil has one thousand ports of which 39 are ocean ports, and can handle ships up to 100 000 tonnes. The most important ports in Brazil are in Santos and Rio de Janeiro. Both ports are located in southern Brazil and have extensive facilities, such as bonded and/or refrigerated warehouses. However, outside of these facilities refrigerated storage facilities will be difficult to locate.

For exporting to other regions of the country the main ports are:

- Northern Brazil - Belem, Parnaiba, Fortaleza, Cabedelo, Manous, Sau Luis, Arcacju, Natal, and Recife.
- Central Brazil - Maceio, Jaragua, Malhado, Salvador, and Victoria.
- Southern Brazil - Rio de Janeiro, Santos, Porto Alegre, Rio Grande, Orianpole, Paranagua, and Sao Francisco do Sul.

Export Financing and Payment

The Brazilian Central Bank has taken steps to control the flow of imports because of their adverse effects on inflation rates. Foreign exchange for imports finaced up to 179 days will have to be purchased immediately upon clearing the goods through customs. An importer must now pay the full purchase price to the Central Bank, wait until the payment is due, and then remit it to the foreign creditor.

Credit and Payment Conditions

There are recent changes regarding credit terms under 360 days. Imported processed food currently offers better credit terms for goods purchased by wholesalers and retailers in Brazil. Supermarkets appreciate foreign suppliers because they give up to 180 days of credit. Canadian producers would be wise to continue this practice. Domestic producers never extend credit past 30 days, and the average is 21 days, giving imports a distinct advantage.

Cultural and Business Practices

When establishing contacts in Brazil, avoid an unannounced telephone call or meeting. Brazilians tend to be put off by this type of approach and are much more receptive to a introduction by a mutual friend or acquaintance. The Embassy or Consulate are useful for this type of introduction.

When negotiating, be prepared to discuss all aspects of the contract simultaneously rather than sequentially, and remember that Brazilians often find the aggressive

North American attitude towards business offensive. It is also important in developing trust to demonstrate a commitment to a longstanding business relationship in Brazil. Avoid making changes to your negotiating team, as it could undermine any progress made, because Brazilians value the people they do business with. It is also a good idea to have a local accountant and notario (similar to a lawyer) or a lawyer to advise on contract issues, as Brazilians resent an outside legal presence.

OTHER REFERENCE MATERIAL

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Brazil - An Introduction, Canadian Foreign Service Institute Centre for Intercultural Learning Anthology, 1997.

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Brazil Basic Import Regulations:
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Brazilian Embassy in London Home-page:
http://www.demon.co.uk/Itamaraty/body.html

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USDOC, International Trade Administration, *Brazil, Processed Food,* 1996.

Contacts On-Line

Canada's Department of Foreign Trade and international Trade
www.dfait-maeci.gc.ca

Industry Canada's Strategis business information site
www.strategis.ic.gc.ca

Brazilian Ministry of Finance
http://www.fazenda.gov.br

Brazilian Central Bank: statistical tables on economic activity, financial markets, public finance, the international economy, imports, exports, and trade balances.
http://www.bcb.gov.br

Brazilian Development Bank: responsible for the implementation of the National Privatisation Program; also provides low-interest loans for industrial development.
http://www.bndes.gov.br

Brazilian Ministry of External Relations - includes information from Brazil's Pinheiro Neto law firm on company formation and other legal aspects of doing business in Brazil
http://www.dpr.mre.gov.br

Brazilian Institute of Geography and Economics, counterpart to Statistics Canada: information on population, labour, housing and basic sanitation, medical and health services, education, agriculture, manufacturing, national accounts
http://www.ibge.gov.br

Brazilian Support Service to Small Business, a quase-public sector body with chapters across the country: information on new technology, business development opportunities and business news.
http://www.sebrae.org.br

FGV - Fundacao Getulio Vargas, Brazil's leading business school: information on courses, services, library support, partnerships, news and events, publications and student activities. Linked to the Brazil Financial Wire Newspaper.
http://www.fgvsp.br

American Chamber of Commerce in Brazil
http://www.amcham.com.br

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APPENDIX A -- STATISTICAL TABLES

Brazilian Imports of Pet Food 1991-1995 (in '000 US$)					
	1991	**1992**	**1993**	**1994**	**1995**
World	18	47	22	1384	6748
US	0	0	209	1384	6648
Argentina	18	14	13	0	93
Germany 0 34 0 0 6	0	34	0	0	6
Source: International Trade Databank SITC code revision 3, 08195					

Brazilian Pet Food Market Share of Major Manufacturers, 1995.	
Producer Sector Share	**(% Value)**
Effem/Mars	32
Ralston-Purina	25
Guabi-Mogiani	15
Cargill	7
Other	21
TOTAL	100
Source: Euromonitor Processed Food in Latin America 1997.	

Brazilian Pet Food Market By Product Sector and Value (US$ Millions)					
	1991	**1992**	**1993**	**1994**	**1995**
Dog Food	137	182	198	361	450
Cat Food	35	42	54	79	103
Other	7	7	9	12	13
Total	179	231	261	452	566

APPENDIX B -- TRADE SHOWS AND PROMOTIONAL VENUES

Show	**Description**	**Contact**
Abras-Supermarket, September 1998 Convention & Food Show	Supermarket Goods: Suppliers and Purchasers	Associacao Brasileiro dos Supermercados, São Paulo Telephone:(011-55-11) 837-9922 Facsimile:(011-55-11) 837-9933
FI-Food ingredients South America, October 1998 Sao Paulo Brazil	Food Products and Beverages	Miller Feeman do Brasil São Paulo Telephone:(011-55-11)223-5501 Facsimile:(011-55-11)222-6198
Feria Internacional Agrroalimentraia de la Argentina, March 1998 Buenos Aires, Argentina.	International Food and Beverage show	Compania Argentina de Ferias, Buenos Aires. Tel:(011-54-1) 327-2599/2089Facsimile:(011-54-1)325-3742

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APPENDIX C -- PET FOOD IMPORTERS IN BRAZIL

Addresses of Top Supermarket Chains

Adriano Coselli Distribuidora
Mr. Paulo Eduardo (purchaser)
Rua Gal. Aufusto Soares dos Santos, 205
14095-240 Ribeirao Preto, SP
Telephone: (55-16) 627-4646
Facsimile: (55-16) 624-1785

Carrefour Food Trading S.A.
Mr. Sylvio Jardim, Import Manager
Rua Paul Valery, 255
Granja Julieta
04719 São Paulo, SP
Telephone: (55-11) 521-1959
Facsimile: (55-11) 523-9425

Casa Veneza
Mr Leon Sulam Neto (Dir.)
Rua São Januario, 355
São Cristovão
20921-000 Rio de Janerio, RJ
Telephone: (55-21) 580-6716
Facsimile: (55-21) 580-6972

Eldorado Trading S.A.
Mr Antonio Dias, Import Dept.
Rua Conselheiro Crispiniano, 72
8th andar
01307-000 São Paulo, SP
Telephone: (55-11) 227-9233
Facsimile: (55-11) 228-6261

Mappin-Casa Anglo Brasileira
Mr Pedro Carbone, Import Dept.
Rua conselheiro Crispiniano, 72
8th anadar
01037-000 São Paulo, SP
Telephone: (55-11) 214-4411
Facsimile: (55-11) 605-8837

Magazine Luiza
Mr Luiza Helena, Superintendent
R. Do Comercio 1924
Centro
14400-66- Franca, SP
Telephone: (55-15) 711-2000
Facsimile: (55-16) 724-1406

Petipreço
Ms. Maria Viana, International Purchase
Av. Otavio Mangabeira 4435
Jd. Armacao
41750-240 Salvador, Bahia
Telephone: (55-71) 372-1109
Facsimile: (55-71) 372-1103

Supermercado Real
Mr. Luiz Gonzales, Director
R. Buarque De Macedo
90230-250 Porto Alegre, RS
Telephone: (55-51) 343-9800
Facsimile:(55-51) 343-9800

Casas Sendas S.A.
Mr. Arthur Antonio Sendas, CEO
Rod. Pre.Dutra 4674
25565-901 S. João do Meriti, RJ
Telephone: (55-21) 751-4112
Facsimile: (55-21) 756-4891

Claudino S.A. Lojas De Departamento
Mr. João Claudino Jr., Director of International Purchases
R. Paraíba 210
Pari
03013-030 São Paulo, SP
Telephone: (55-11) 264-8422
Facsimile: (55-11) 693-0720

Brazilian Importers and Import Consultants

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R. Sa e Albuquerque, 235
57025-180 Maceio AL Brasil
Telephone: 55-82-326-2700

Barreto Fornecedora Exportacao e Importacao Ltda.
R. Do Pilar, 51
40460-040 Salvador BA Brasil
Telephone: 55-71-243-5311

Cia Exportacao e Importacao
Av. Nossa Sra. Dos Navegantes, 675, 6. An
29055-131 Vitoria ES Brasil
Telephone: 55-27-325-3939

Casa Costa Exportadora e Importadora S.A.
R.da Alfandega, 267, 269
20061-020 Rio de Janeiro RJ Brasil
Telephone: 55-21-224-0323

Pampa S.A. Exportadora e Importadora
Av. Pernambuco, 1001
90240-004 Porto Alegre RS Brasil
Telephone: 55-51-342-1300

S & B do Brasil Exportacao e Importacao Ltda.
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04548-005 São Paulo SP Brasil
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03324-000 São Paulo SP Brasil
Telephone: 55-11-217-4286; 55-11-941-9682
Facsimile: 55-11-217-4286; 55-11-941-9682
E-mail: newtrader@geocities.com
Homepage: http://www.geocities.com/wall street/2279

Acex Brasil Comercio International Ltda.
Ciaxa postal 5574-Campias-SP
Facsimile: 55/21/277-2514
Contact: Flavio Franceschetti

Wal-Mart Brazil
Av.Dos Autonomistas
1828 Auosco, São Paulo
CEP 06020-904

Grupo Martins
Departmento de Lojas de Conveniecia
Av. Jose Gassani, 5400
38405-390 Uberlandia, MG
Telephone: 55/34/212-1122
Facsimile: 55/34/232-4198

MPP Servicos de Marketing
R.Carlos Steinen, 412
04004-012 Sao Paulo, SP
Telephone: 55/11/885-4877
Facsimile:55/11/885-4877
Contact: Jose Claudio

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APPENDIX D -- KEY GOVERNMENT CONTACTS AND SUPPORT SERVICES

Canadian government contacts

Market access/Government regulation inquires:
The Canadian Embassy in Brazil
Ses-Av. Das Nacoes, Lote 16
Brasilia, DF 70410
(Caixa Postal 00961, Brasilia DF 70359-970) Brazil
Telephone: (011-55-61) 321-2171
Facsimile: (011-55-61) 321-4529

Agriculture and Agri-Food Canada
Sir John Carling Building
930 Carling Ave.
Ottawa, K1A 0C5
Senior International Marketing Officer
Telephone: (613) 759-7633
Facsimile:(613)759-7505
Email: MIRANDAJ@EM.AGR.CA

Trade inquires
The Canadian Consulate General in São Paulo
Edificio Top Centre,
Avenida Paulista 854, 5th floor
01310-913 São Paulo, SP, Brazil
Telephone: (011-55-11) 287-2122
Facsimile: (011-55-11)

Canadian Export Development Corporation
151 O'Connor St.
Ottawa, K1P 5T9
Telephone: (613) 598-2500
Facsimile: (613) 598-2503

Canadian government contacts continued

Department of Foreign Affairs and International Trade
South American and Inter-American Division (LSR)
125 Sussex Drive
Ottawa, K1A 0G2
Telephone: (613) 996-5546
Facsimile: (613) 943-8806

Department of Foreign Affairs and International Trade
Market Support Division (TCM)
125 Sussex Drive
Ottawa, K1A 0G2
Telephone: (613) 995-1773
Facsimile: (613) 944-0050

Brazilian Government Offices in Canada

The Brazilian Embassy in Canada
450 Wilbrod Street
Ottawa, K1N 6M8
Telephone: (613) 237-1090
Facsimile: (613) 237-6144

Brazilian Consulate General, Montreal
2000 Mansfield Street
Montreal, H3A 3A5
Telephone: (514) 499-0968
Facsimile: (514) 499-3963

Brazilian Consulate General, Vancouver
1140 Bender Street
Suite 1300
Vancouver, V6E 4G1
Telephone: (604)687-4589
Facsimile: (604)681-6534

Brazilian Consulate General, Toronto
77 Bloor St. W. Suite 1109
Toronto, Ont.
M5F 1M2
Telephone: (416)922-2503
Facsimile: (416)922-1832

Brazilian Government Offices in Brazil

Foreign Trade and Investment Department - DECEX
Rio de Janeiro
Av. Nilo Peçanha, 50 32 ° andar / sala 3216
20044-900
Rio de Janeiro - RJ
Telephone: (021) 534-8145
Facsimile: (021) 262-1495

Foreign Technical Department of Tariffs- DTT
Av. Presidente Antonio Carlos,
375 11° andar 20020-010
Rio de Janeiro - RJ
Telephone: (021) 240- 2548
Facsimile: (021) 240-2857

Ministry of Foreign Affairs - MRE

Secretaria de Comerio Exterior (SECEX)
Ministerio da Industria, do Comerico e do Turismo

Trade Promotion Department
Esplanada dos Ministérios
Palácio do Itamaraty - 70170-900
Brasília - DF
Telephone: (061) 211- 6240
Facsimile: (061) 223 - 2392

(MICT)
Esplanada dos Ministerios, Bloco J, 8 andar
Brasilia, DF
70056-900, Brazil
Telephone: (55-61) 325-2077/325-2080
Facsimile: (55-61) 325-2075

Chambers of commerce and industry associations

National Confederation of Industry
Rio de Janeiro
Ac. Nilo Peçanha, 50/34° andar
20044-900
Rio de Janeiro - RJ
Telephone: (021) 534-8000
Facsimile: (021) 262-1495

Federation of Foreign Trade Chambers - FCCE
Av. General Justo, 307/ 6° andar
20021-130
Rio de Janeiro - RJ
Telephone: (021) 297-0011
Facsimile: (021) 240-1622

Brasília
SBN - Quadra 1 - Bloco C
Ed Roverto Simonsen
Brasília - DF
70040-903
Telephone: (061) 321-7788
Facsimile: (061) 224-2292

Brazilian Association of Trading Companies - ABECE
Rua Da Quitanda, 191 - 6° andar
20091-000
Rio de Janeiro - RJ
Telephone: (021) 253-1225
Facsimile: (021) 253-7278

National Confederation of Commerce
Av. General Justo, 307
20021-000
Rio de Janeiro - RJ
Telephone (021) 297-0011
Facsimile: (021) 240-1622

Brazil-Canada Chamber of Commerce
Suite300, 360 Bay street
Toronto, ON M5H 2V6
Telephone: (416) 364-3453
Facsimile: (416) 364-3555

Brazilian Foreign Trade Association - AEB
Av. General Justo, 335/ 4° andar
20021-130 Rio de Janeiro - RJ
Telephone: (021) 240-5048
Facsimile: (021) 240-5463

Canadian banks in Brazil

Bank of Montreal
(Banco De Montreal S.A.)
AV. Rio Branco 143-18 Andar
20040-006
Rio De Janeiro
20149 Brazil
Representative: Ely Couto
Telephone: (55-21) 271-0428
Facsimile: (55-21) 242-9543

Royal Bank of Canada
(Banco Royal Do Canada (Brasil) S.A.)
Avendia Paulista 460-16 Andar
0310 São Paulo, S.P.
Brazil
Representative: C.A. Barbouth
Telephone: (55-11) 283-3911
Facsimile: (55-11) 384-0508

Reader Evaluation

Please help the Team Canada Market Research Centre to produce market reports which meet your information needs by completing this evaluation form and returning it by facsimile at (613) 943-8820. Thank you for your valuable input.

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1. How did you obtain a copy of this market report?

☐ InfoCentre FaxLink system ☐ Government worldwide web site
☐ InfoCentre help line ☐ InfoCentre bulletin board system
☐ Local government office ☐ Other: ___________________________

2. How would you describe this market report?

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Useful	☐	☐	☐	☐	☐
Complete	☐	☐	☐	☐	☐
Well organized	☐	☐	☐	☐	☐
Well written	☐	☐	☐	☐	☐
Ideal length	☐	☐	☐	☐	☐

3. In what form do you prefer to obtain these reports?

☐ Print ☐ Electronic

4. Based on the information in this report, what specific action(s) does your organization plan to take in this market? Check all that apply.

☐ Seek an agent/distributor ☐ Contact Canadian trade office abroad
☐ Visit the market ☐ Participate in a trade show abroad
☐ Do more research ☐ Nothing
☐ Other: ___________________________

5. What other market reports would be of benefit to your organization? Please identify specific products and countries. ____
____
____

6. Which of the following categories best describes your organization? Check one only.

☐ Processor/manufacturer ☐ Government
☐ Trading house ☐ Student/academia
☐ Export service provider ☐ Consultant
☐ Industry/trade association ☐ Other: ______________________________

7. What were your organization's total sales last year, in Canadian dollars?

☐ Less than 10 million ☐ 10 million to 50 million
☐ More than 50 million ☐ Not applicable

Additional comments/suggestions for improvement: ____________________
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OPTIONAL — The name of your organization is: _________________________

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