



Brazil Market Insights

Exploring Trade and Investment Prospects

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Leading Regional Economy

US\$ 1.6 trillion (2022)

A Land of Opportunities:

8,515,767 km² Territory

Large Pool of Potential Workers:

Population of 203 million

Direct Foreign Investment:

(IED) in 2022: US\$ 86 billion

5th World FDI recipient in 2022



7% of World

renewable energy comes from Brazil

10TH

largest oil producer in the world

4TH

agricultural producer in the world

Brazil in Big Numbers



Records in foreign trade

- Trade flow: USD 580 bi
- Exports: USD 339 bi (2023)
- Trade balance: USD 98.9 bi (2023) (+60.6%)



Resumption of investments

- USD 86 bi (2022) (+69.9%)
- 5th largest destination
- Diverse origins: EU, USA, Canada

Strategic Sectors



Agribusiness

- 24.8% of GDP
- 40% contribution to global food production by 2025
- 266% increase in production of the main agricultural crops in 40 years

Renewable energy

- 7% of all renewable energy production in the world comes from Brazil
- 3rd in the world in share of renewable energy in the energy matrix
- 80% of the country's energy generation capacity comes from renewable energy



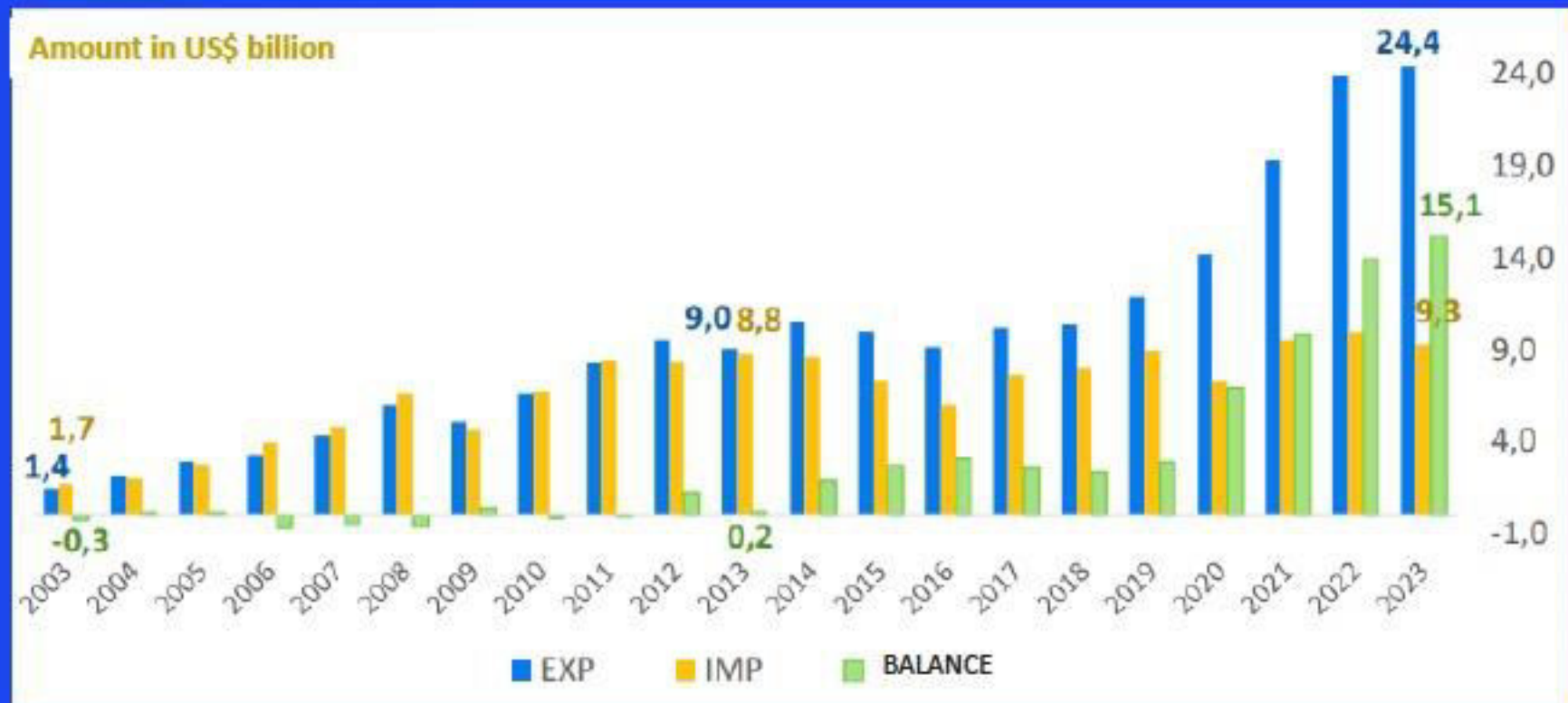
Logistics and Mining

- 1.7 million kilometers of highways
- 1.2 million tons of cargo transported from ports in 2022
- 500 million useful tons transported by rail in 2022

Venture capital

- More than 22,000 startups
- More than 220 fund managers
- 66% of capital comes from international investors
- More than 30 unicorns are in Brazil

Trade Balance Between Brazil and ASEAN (US\$ FOB)



Average growth from 2003 to 2013: EXP ↑ 20.1% IMP ↑ 17.9%

Average growth from 2013 to 2023: EXP ↑ 10.5% IMP ↑ 0.5%

Average growth from 2019 to 2023: EXP ↑ 19.8%, higher than average growth of the total export value (11.3%)

Highlights

- ASEAN is **3rd main destination** for Brazilian exports in 2023, behind only China and the United States and ahead of MERCOSUR.
- **Singapore** (30.4%), **Malaysia** (16.9%) and **Indonesia** (16.8%) are the main destinations for Brazilian exports within ASEAN.
- Brazil's exports to ASEAN are concentrated in **commodities**, especially oil, iron ore and agricultural goods.
- Significant growth in exporting **sugar** (107,1%), **pork** (48,1%), **soybean**(33,3%), **crude oils** (35,4%) and **fuels** (34,3%).
- ASEAN is **6th origin** of Brazilian imports in 2023. **Vietnam** (32,5%), **Thailand** (21,3%) and **Malaysia** (15,8%) are main suppliers of Brazil in ASEAN. The exporters from Vietnam and Thailand lead almost all the products that Brazil imports from ASEAN.



Investment of ASEAN In Brazil



- FDI of ASEAN in Brazil **US\$12,2 billion**(2021)
- No. of Greenfield investment announcements **17** (2013-2023)
- No. of M&A announcements **20** (2013-2023)
- No. of Infrastructure Projects **6** (2000-2023)
- Singapore has the largest investment with **US\$10.9 billion** in Brazil (**88.9%** of ASEAN)

apexBrasil 



Brazil's official Agency for international trade



We are present in the lives of Brazilian companies, international buyers and foreign investors in Brazil.

A large, detailed image of the Earth from space, showing continents and clouds, positioned on the right side of the slide. A yellow triangle is visible in the background behind the globe.

For 25 years
boosting Brazilian
exports and foreign
investments in Brazil,
with a focus on
sustainable
development.

Our range



Offices in the
5 Brazilian regions
and in **10**
international
markets



Partnerships with more
than **50 industry**
associations and **35**
educational institutions
throughout Brazil





Network with
the main
public and private
institutions in
Brazil and abroad

15 ApexBrasil Offices

Integrated work with institutional partners, SECOMs (Departments of Trade and Investment Promotion) and ApexBrasil offices abroad

1,148 Brazilian companies served by the offices abroad in 2021.

 Brasília, São Paulo, Porto Alegre, Recife, Belém, Bogotá, Moscow, Miami, San Francisco, Brussels, Dubai, Jerusalem, Beijing and Shanghai.

 South Africa and India

Worldwide coverage



Depending on your need, we have the right solution for your company:



Market intelligence

For customers seeking market analysis and information, strategic sectors and investment data in Brazil.



Qualification for international businesses

For companies seeking to prepare to export or open a foreign operation.



Business Promotion

For customers willing to start or expand sales abroad.



International Expansion

For companies that want to start and/or expand their operations abroad.



Foreign investment attraction

For Brazilian customers seeking foreign investment and for foreign investors seeking opportunities in Brazil.



Image Promotion

For customers looking to participate in actions that promote the image of Brazil's products and services abroad.

Our results in 2023

17,064

Companies supported

50

Sectorial Projects

47

New openings aboard

USD 140,7 bi

in supported
exports

41.4%

Participation in
Brazil's trade balance

USD 10,2 bi

In supported FDI
announcements

+106,000

Jobs generated

14 Sectorial Projects of ApexBrasil in ASEAN

Sectors	Brazilian Associations	Target Markets
Food, Beverage and Agribusiness	ABCZ, ABICAB (chocolates, peanuts and cakes), ABPA (pork, chicken and eggs), ABRA (animal recycling), ABRAPA (cotton), BSCA (specialty coffee), IBRAFE (beans and pulses), UNEM (corn), UNICA (ethanol and derivatives)	Philippines, Indonesia, Laos, Malaysia, Thailand and Vietnam
Machinery and equipment	ABIMDE (defense materials)	Philippines, Indonesia
Fashion	ASSINTECAL (components for shoes), CICB (leather)	Vietnam
Health	ABIMO (medical devices)	Indonesia, Malaysia and Thailand
Others	ABVCAP (venture capital)	Singapore



Thank You!

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