



Release BTN English - Brazilian public - maio 10

RELEASE

BrazilTradeNet
www.btn.gov.br

Information for exporters!

BrazilTradeNet (BTN) is the trade and investment promotion portal of Brazil's Ministry of External Relations (MRE, also known as the Itamaraty). Regarded as one of the largest and most complete trade information networks in Latin America, the website aims to stimulate Brazilian exports and attract direct foreign investment to Brazil.

BTN provides swift, free and secure access; easy browsing; a pleasing layout; and comprehensive content in Portuguese, English and Spanish.

By means of the website, Brazilian businesses can **disseminate information on their products to the international market, at no cost**. Furthermore, they can register to participate in events and trade missions promoted by the Itamaraty's Trade and Investment Promotion Department (DPR) and **obtain access** to a large number of items, including:

- the largest database on importing companies in Latin America;
- demand for imports of Brazilian products;
- market surveys;
- publications;
- information on international public tenders;
- statistical and tariff data;
- indicators on countries and economic blocks;
- information on events both in Brazil and abroad;
- frequently asked questions about Brazilian export and import procedures;
- contact information on the Itamaraty's 84 Trade Promotion Sections (SECOMS) stationed in strategic diplomatic and consular posts in 71 countries. These SECOMS provide support for Brazilian companies seeking business opportunities in new markets, and assist Brazilian businesspeople participating in fairs, trade missions and similar events;
- information on:
 - the Export Promotion Program to the United Nations System (PPE-ONU/MRE);
 - the Program for the Competitive Substitution of Imports (PSCI);
 - the Brazilian Ports Sector.
- Brazilian tourism entities.



BTN was established in 1998, restructured in 2001, completely remodeled in 2003 and modernized in 2009. The portal is managed by the Itamaraty's Trade and Investment Promotion Department.

BTN facilities

Electronic catalogue – the *BTNshowroom* enables Brazilian businesspeople, registered at no cost on the website, to set up their own exclusive company webpage, with photos, product descriptions, and conditions of sale of their products and services, in Portuguese, English and Spanish. Businesses can make use of free image treatment services and text translation into English and Spanish of the entire content of their webpages, for display in the virtual shop window.

Access to the catalogue is effected through the BTN website: www.btn.gov.br, or through the internet address <http://showroom.btn.gov.br>. *BTNshowroom* is also disseminated to the non-Brazilian public by means of Brazilian diplomatic and consular posts abroad.

E-mail – Brazilian businesspeople registered on the website are entitled to free use of *BTNmail*, a secure, swift and easily-accessed e-mail service, with 100 MB of mailbox storage capacity.

Specialized publications – The latest print and web-based publications in the field of foreign trade, including:

- the “How to Export to ...” collection, with 58 handbooks containing essential information on regions, countries or integrated markets;
- “Exporting, Step by Step”, a complete handbook on the various stages and procedures of the Brazilian exporting process; and
- “Legal Guide for Foreign Investors in Brazil”, a publication targeted at those interested in investing in this country, which includes essential information on themes such as the Brazilian courts system, the Brazilian foreign-exchange regime, types of companies, etc.

Electronic commercial intelligence tools

- *Trade Map*, the world's largest foreign trade database, containing statistics on trade flows of 5,300 products in 220 countries;
- *Market Access Map*, information on customs duties and other issues relating to market access at the bilateral level, applied by 187 importing countries;
- *Product Map*, market information on over 5,000 products in 72 areas;
- *Investment Map*, a tool for attracting foreign direct investment.



Investment Promotion and Technology Transfer System for Companies (SIPRI)
– A Network of Brazilian and overseas operators that attracts foreign direct investment and promotes international participation of Brazilian companies.

Throughout Brazil, a network of Focal Points identifies and publicizes investment opportunities both in Brazil and abroad.

Outside Brazil, trained staff at the SECOMS expedite contacts between Brazilian and local companies and provide information on the Brazilian economy and business environment.

Additional information

For further information, visit our website: www.btn.gov.br, or use the “Contact us” link.