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RELEASE

BrazilTradeNet
www.btn.gov.br
www.braziltradenet.com

BrazilTradeNet (BTN)

BrazilTradeNet, the trade and investment promotion portal of Brazil's Ministry of External Relations (also known as Itamaraty), is one of the most comprehensive commercial information networks.

The aim of BTN is to stimulate Brazilian exports and attract foreign direct investment to Brazil, by publishing extensive content of interest to businesspeople throughout the world, in Portuguese, English, and Spanish.

The portal provides swift, free, and safe access; easy browsing, and a pleasant layout.

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 (DPR).

Products and services for Brazilian users **www.btn.gov.br**

Information for exporters!

By means of the site, Brazilian users can **post free advertisements for products targeted at the international market**. Moreover, they can register their participation in events and trade missions organized by the Ministry of External Relations, or gain free access to the following:

- the largest database on importing companies in Latin America;
- import demand for Brazilian products;
- market surveys;
- publications;
- information on international public tenders;
- statistical and tariff data;
- indicators on countries and economic blocks;
- information on events in Brazil and abroad;
- frequently asked questions about Brazilian export and import procedures;



- contact information on the 84 Trade Promotion Sections (SECOMS) located at Brazilian diplomatic and consular posts in 71 countries. The SECOMS provide support for Brazilian companies seeking to expand their business and enter new markets, and stimulate participation of businesspeople in fairs, trade missions, and other commercial events;
- information on the special programs:
 - Export Promotion Program to the United Nations System (PPE-ONU/MRE);
 - Program for the Competitive Substitution of Imports (PSCI);
 - Brazilian Ports Sector.
- Brazilian tourism entities.

Furthermore, Brazilian users can access the following products and services:

Electronic catalog – The *BTNshowroom* enables registered Brazilian businesses, at no cost, to assemble their own exclusive company webpage, with photos, product descriptions, and conditions of sale for products and services, in Portuguese, Spanish, and English. Businesses can also rely upon free image treatment and English and Spanish text translation services of all content displayed in their virtual shop windows.

Access to the catalog can be effected by means of the following websites: www.btn.gov.br and <http://showroom.btn.gov.br>. Content on the *BTNshowroom* is also displayed to the non-Brazilian public at Brazil's diplomatic missions and consular posts abroad.

E-mail – Brazilian businesspeople, registered on the BTN website, have free access to *BTNmail*, a safe, swift, easily-accessed e-mail service, with storage capacity of 100MB per postbox.

Specialized publications – A variety of publications on issues relating to foreign trade is available, in print and electronic media, including:

- the “How to Export to ...” series, which provides information on how to market Brazilian products in different countries or integrated markets, and discusses commercial, economic, political, cultural, and social issues relating to 58 markets;
- “Exportation Step-by-Step”, a handbook containing information on exports from Brazil, including the steps and procedures that must be followed by Brazilian exporters; and
- the “Legal Guide for the Foreign Investor in Brazil”, a publication targeted at investors interested in making investments in Brazil, which includes essential information on such issues as the legal system in Brazil, Brazilian foreign-exchange regulations, types of companies etc.



Electronic tools for commercial intelligence

- *Trade Map*, the world's largest Foreign Trade database, which contains statistics on trade flows for 5,300 products, in 220 countries;
- *Market Access Map*, information on customs tariffs and other issues affecting market access applied bilaterally 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 foreign operators that attract direct foreign investment and promote greater international participation by Brazilian companies.

Throughout Brazil, institutions known as Focal Points identify and publicize investment opportunities that arise both in Brazil and abroad.

Abroad, the SECOMS have trained technical staffs that seek to establish contact between Brazilian and local companies, and provide information on the economic scenario and business environment in Brazil.

Products and services for non-Brazilian users
www.braziltradenet.com

Your gateway to do business with Brazil!

BrazilTradeNet provides free information on Brazilian products and services, economic indicators, and on events both in Brazil and abroad. It also enables access to:

- data on Brazilian export companies;
- Brazilian export offers;
- a showroom of Brazilian products and services;
- manuals, surveys, periodicals and other publications, including the “Legal Guide for the Foreign Investor in Brazil” and “How to export to Brazil”;
- content in support of foreign direct investment under “Investing in Brazil” which includes: information on foreign direct investment in Brazil; the main Brazilian economic indicators; mechanisms to stimulate foreign investment; contact data for Brazil's 26 states and the Federal District, on geography, economics, infrastructure and education; and publications of interest to investors;



- useful contacts for businesspeople:
 - the Brazilian Ministry of External Relations' network of national and foreign operators. This system is comprised of 84 Trade Promotion Sections (SECOMS), located at Brazilian diplomatic and consular posts in 71 countries, and institutions in Brazil known as Focal Points. The SECOMS assist foreign companies interested in investing in Brazil, or in importing Brazilian products and services. In South America, the SECOMS promote local exports to Brazil;
 - Chambers of Commerce;
 - the Trade and Investment Promotion Department of the Ministry of External Relations.

Further information

For more information, access the “Contact us” links on our websites: www.btn.gov.br and www.braziltradenet.com.