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Trade relations between the Netherlands and Brazil

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Current situation

- Long historical trade relation dating back to 1828
- Exports to Brazil €2,7 bln., imports from Brazil €3,8 bln.
- Examples of large Dutch companies active in Brazil are Royal Dutch Shell, Heineken, C&A, Unilever, and Adyen
- Four top sectors: (renewable) energy, agriculture, life sciences and health, and high tech systems and materials

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Future

- No signs of decrease in interest to start doing business in Brazil despite COVID-19
- Unsure what the actual impact will be of COVID-19 on trade figures
- Depreciation of Real could have an impact on exports to the Netherlands



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Challenges

- “Brazil isn’t for beginners” – country has a lot of opportunities, but it is not easy to enter the market
- Be aware of red tape – Brazil is known for its bureaucracy
- Brazil might look like an informal society, but it is very hierarchical



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Assistance

- Several financial assistance programmes through RVO:
 - Dutch Trade and Investment Fund (DTIF)
 - Knowledge vouchers
 - DHI-subsidy for demonstration projects
 - Market study vouchers
- Check www.english.rvo.nl for more information



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Recommendations

- Come with a plan – doing business in Brazil is not that easy, preparation is key
- Offer a unique product – find a niche market or Brazilians will not buy your product
- Speak the language – most Brazilians do not speak English



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Recommendations

- Be patient – things move at a different pace in Brazil
- Hire a local agent – without a local you will not be able to navigate the Brazilian bureaucracy
- Invest in relationships – Brazilians will not do business with you if they do not have a relationship with you