



Presentation:

Evolution of Brazil – Canada Trade Relationship: The last 20 years

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President CCBC - Canada

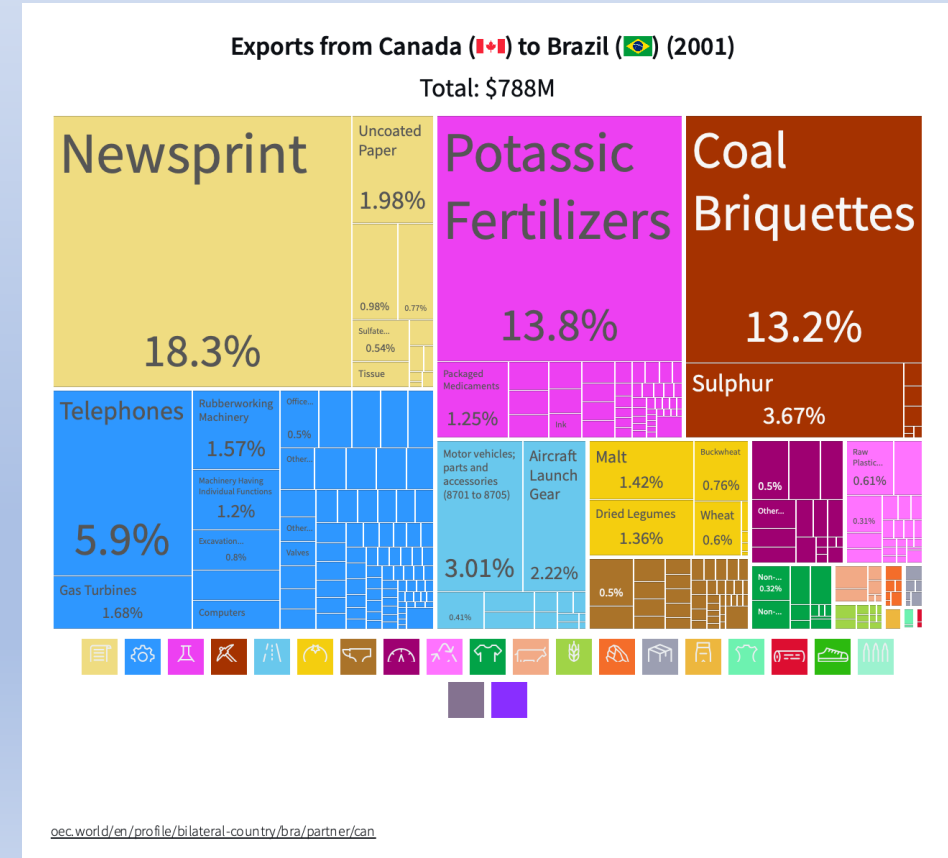
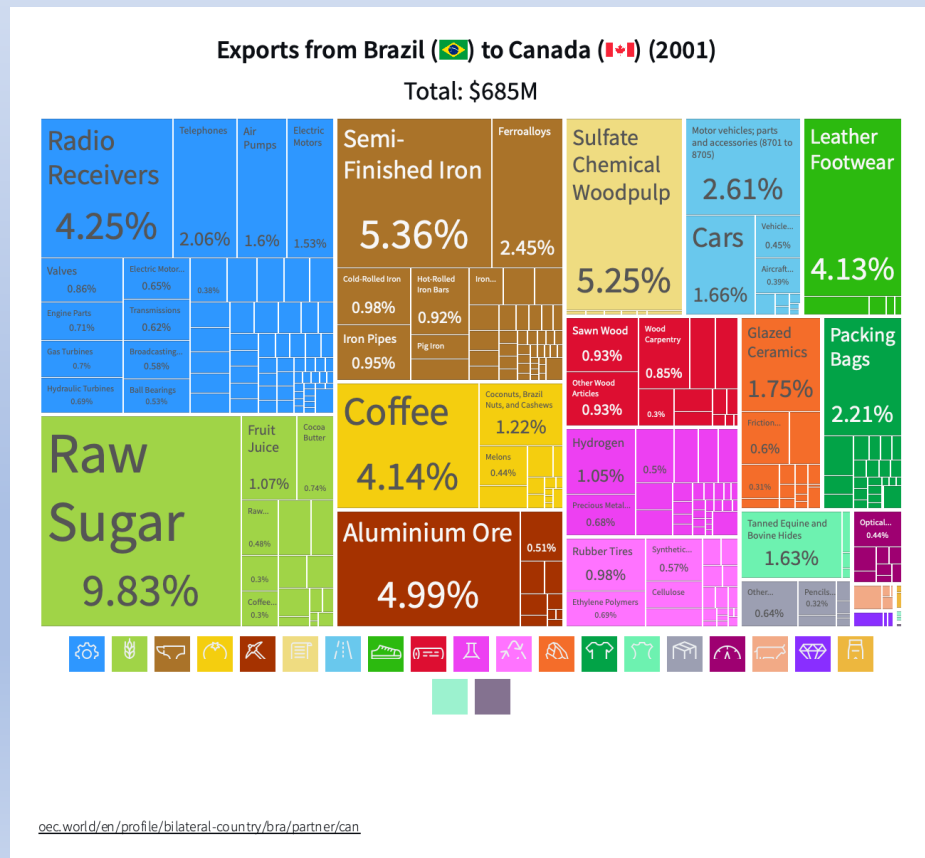
Summer 2001

Challenging context:

- Lamont and Spencer case
- WTO dispute: Bombardier – Embraer
- Embargo on Brazilian meat product

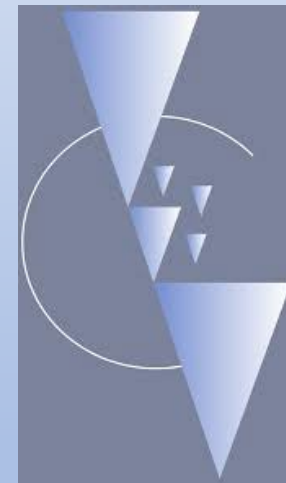


Trade Figures for 2001:



Trade Policy in 2001: Free Trade Area of the Americas – FTAA

- Proposed free-trade zone encompassing all of the Americas;
- Was to include all countries of North America, South America and of the Caribbean with the exception of Cuba;
- Negotiations ended in failure; the state parties unable to reach an agreement by the 2005 deadline they had set;



Brazil Economic Growth 2007 – 2010 (GDP)

- Fueled by global demand for commodities
- 2007: 6%
- 2008: 5%
- 2009: - 0.13% (Financial crisis)
- 2010: 7.5%



Canada – Brazil: Back on Track

- 2010: Brazil and Canada sign the Science, Technology and Innovation (STI) Agreement; to promote collaboration between partners from industry, academia and government;
- 2012: Launch of the Strategic Partnership Dialogue (SPD) between Foreign Ministers;
- 2018: Beginning of negotiations for a Canada – Mercosul (Argentina, Uruguay, Paraguay, Brazil) Free Trade Agreement;



Canada – Brazil: Education sector, a success story

- A growing strength in the bilateral relations; in 2022, there were 19,460 Brazilian students in Canada with study permits;
- In 2019, approximately 25,000 students pursued short-term language study in Canada;
- Total of 40,000 Brazilians who studied in Canada that year and making Canada the number one international destination for Brazilian students



Canada – Brazil:

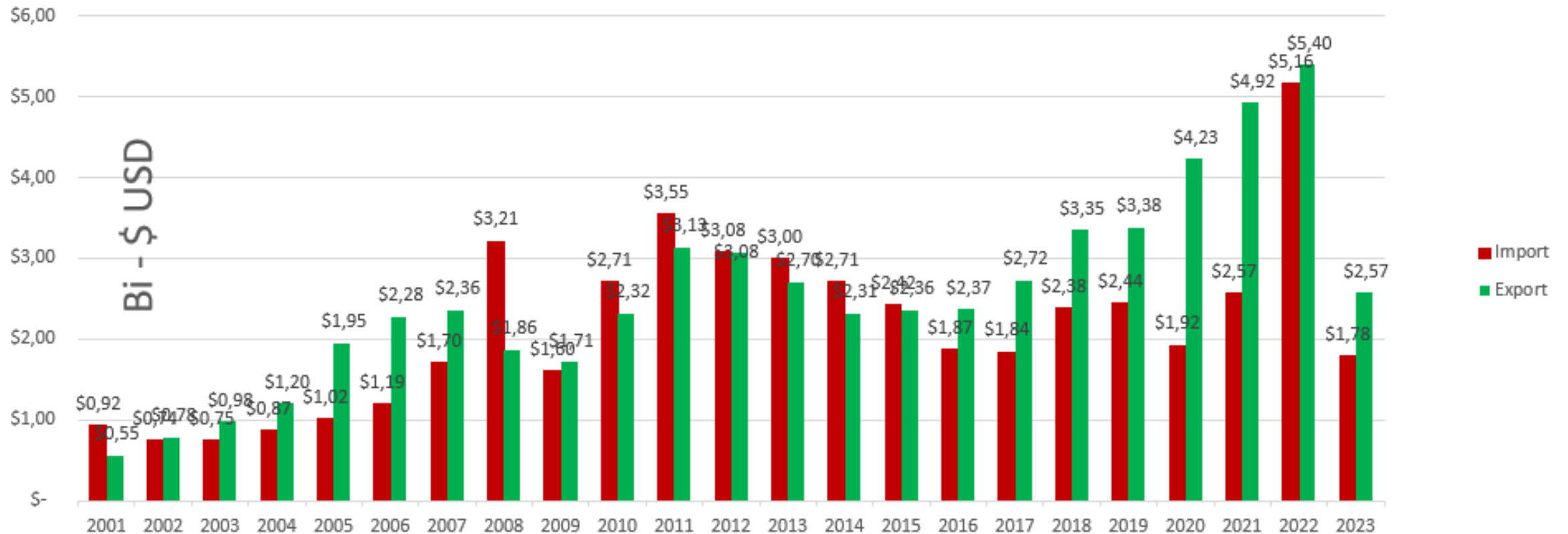
So where are we now...

- Little progress on Canada - Mercosur: Brazil focused on Mercosur - EU Agreement which proves challenging;
- Areas of contentions: Government procurement and environmental protection measures; lessons for Canada;
- Still, Canada – Brazil trade increasing...



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Import and Export Brazil - Canada 2001- June 2023

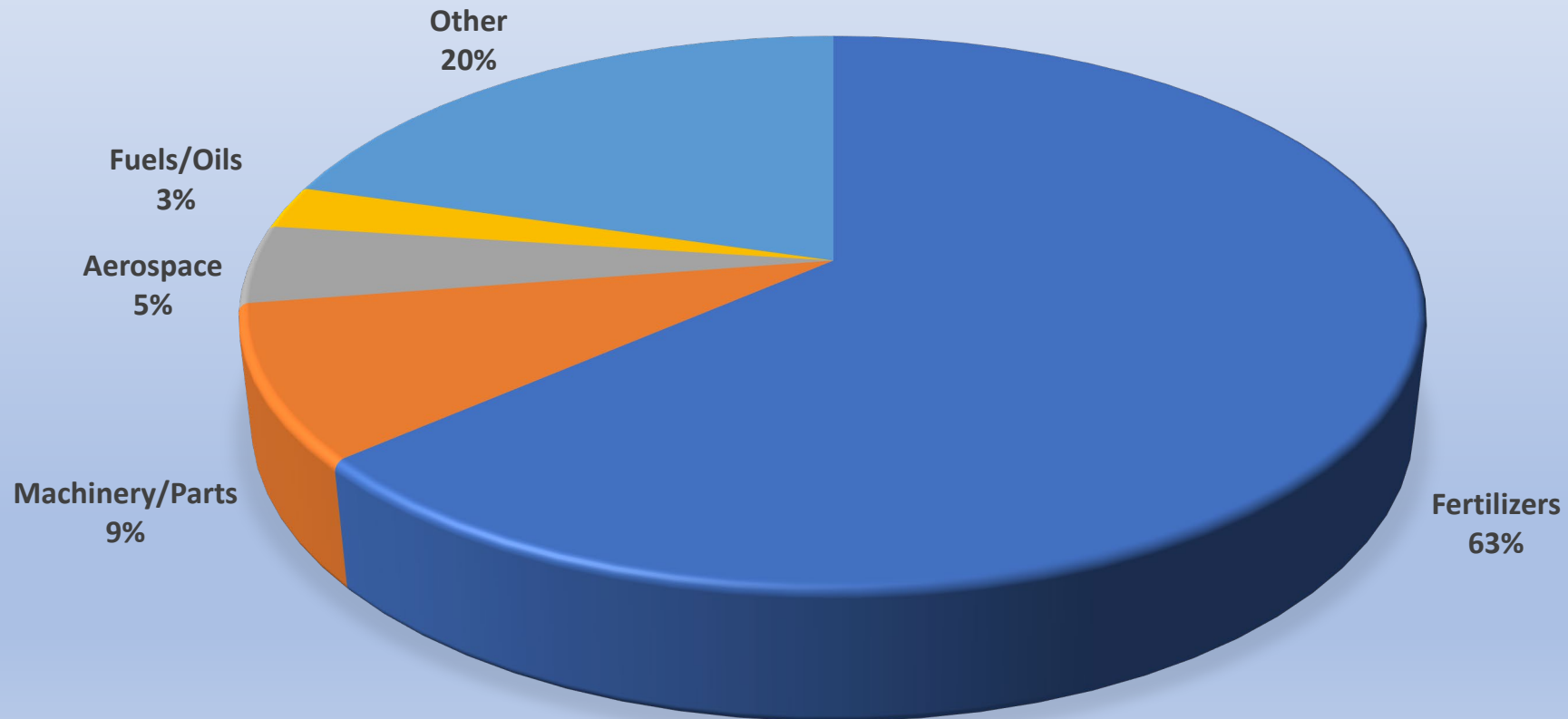


Canada – Brazil:

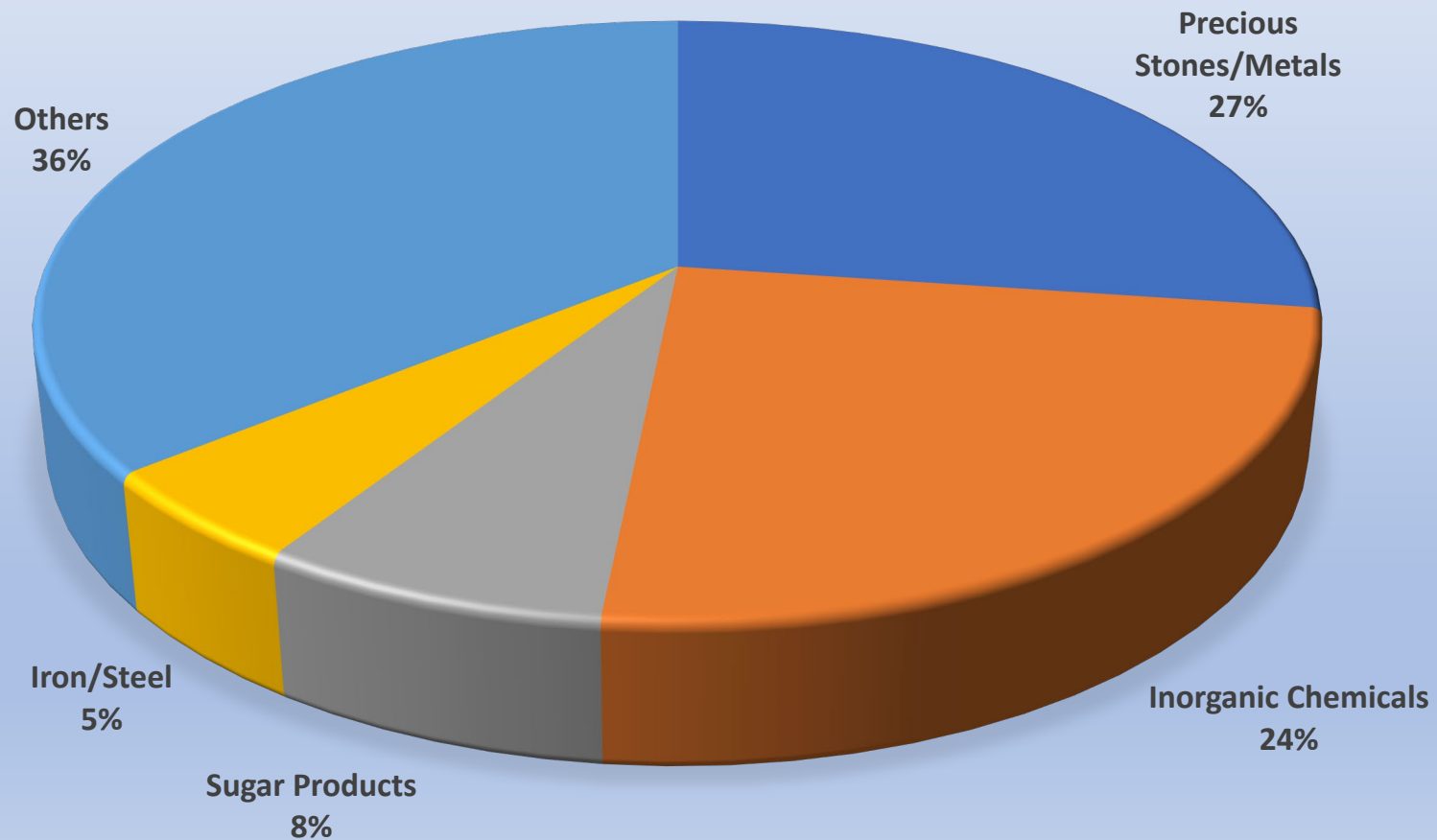
Record trade in 2022

- Merchandise trade totaled US\$10.5 billion in 2022, an increase of more than 40% when compared to 2021. And an even higher increase of 614% when compared to 2001
- Two-way trade in services in 2022 was US\$1.4 billion, with services exports of \$1.05 billion and imports of services US\$ 332 million
- Increase largely due to sale of fertilizers (Ukrainian crisis)

CANADA EXPORTS

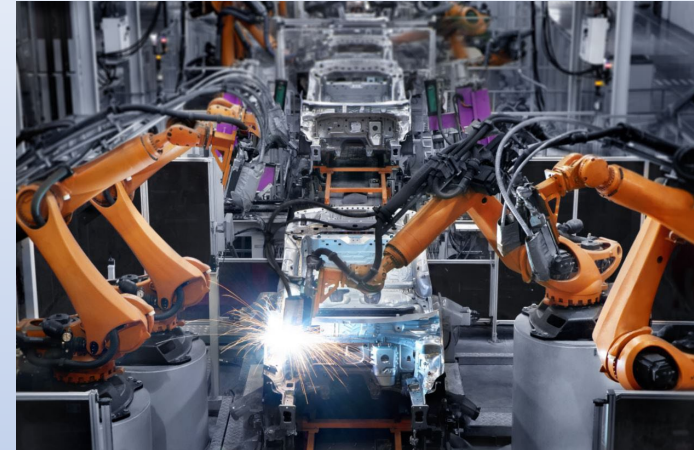


BRAZIL EXPORTS



FEATURED SECTORS BR-CAN

- Mining
- Agriculture
- Food & Beverage
- Aviation
- Creative Industry
- Advanced Manufacturing
- Oil & Gas
- Clean Technologies
- Smart Cities



The CCBC – 50 years of partnerships



+ 60 employees

São Paulo - SP - Brazil

Auditorium for 90 people

Space for events of 50 people

16 meeting rooms

Montreal – QC / Edmonton - AB



Meeting rooms and event space
for up to 50 people

The Canada Hub

Support Canadian companies interested in expanding business in Brazil through a soft-landing platform;

Provides infrastructure to register and operate Canadian companies in a rich networking environment and navigate the Brazilian business ecosystem





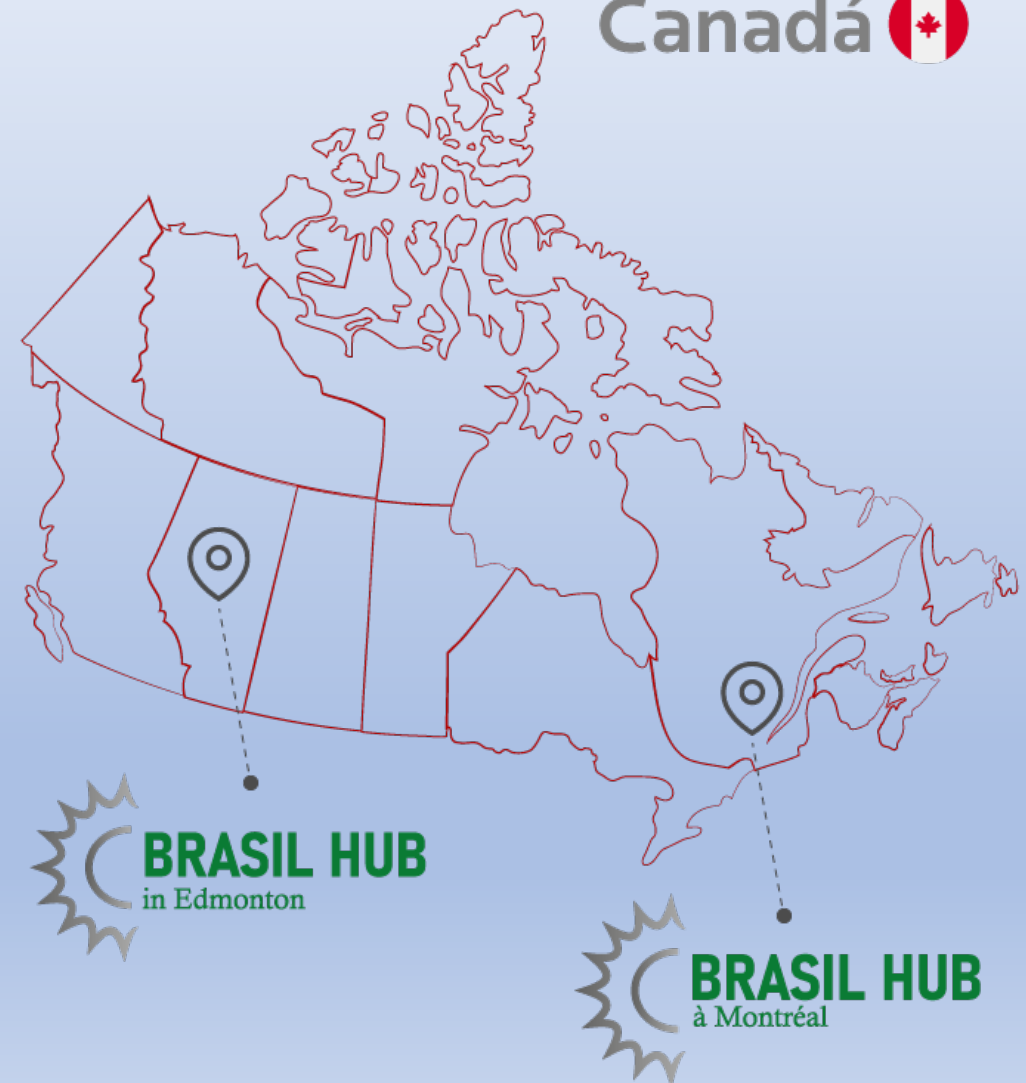
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The Brazil Hub

Brasil Hub offers support and infrastructure for Brazilian companies interested in establishing their operations in Canada

Soft-landing platform: Addresses the main factors that impact the international expansion of the enterprise

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Thank you
Merci
Obrigado

