

Get connected to ICT opportunities

Brazil has great potential to become an important partner for Canada, with opportunities in software development, telecommunications, Internet technologies and banking.

The Brazilian software industry is one of the country's most dynamic sectors and has been targeted as a business development priority by its government. Software sales were forecast to exceed \$12 billion in 2005, with imported products expected to account for over 40% of those sales. Opportunities for Canadian companies exist in business intelligence, mission critical enterprise software, e-business and electronic document management.

"The privatization of telecommunications infrastructure has been a key factor in the increased use of ICT," says David Verbiwski, Trade Commissioner with the Canadian Consulate General in Sao Paulo. As a result, the number of fixed lines has increased to over 40 million with another 40 million Brazilians using cell phones. Moreover, convergence strategies

are becoming more popular. "With the widespread development of Voice Over Internet Protocol, or VoIP, more companies are looking to incorporate Internet telephony with their broadband offerings. In fact, several companies have already combined VoIP, broadband and pay TV services," adds Verbiwski.

Brazil dominates the South American Internet market with some 25 million users. Since 2002, there has been a steady migration from dial-up to broadband, and while virtually all cable television companies offer modem services, ADSL is the access technology of choice, accounting for 83% of the country's broadband market.

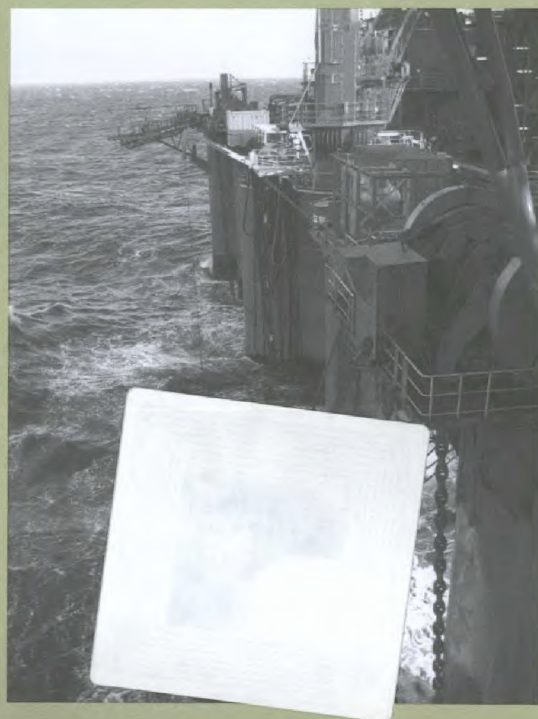
Its banking system is also advanced, with opportunities in IT security, auditing, fraud detection, regulatory compliance and IT Infrastructure Library technology.

For more information on Brazil's ICT sector, contact David Verbiwski, Canadian Consulate General in Sao Paulo, email: david.verbiwski@international.gc.ca.

Oil and gas opportunities run deep

The ambitious investment plans of over 30 international and local petroleum firms will open a wide range of opportunities for Canadian suppliers interested in Brazil's burgeoning deepwater oil and gas industry.

Brazil has launched an aggressive drive to increase its oil and gas production. Planned investments in this sector—greater than in any other industrial sector—could exceed \$13 billion in 2006. Market forecasts indicate that, over the next ten years, the volume of investments may reach \$95 billion for exploration, production, transportation and refining. Another \$17 to \$23 billion is expected to be allocated to natural gas projects including those related to thermal power plants and pipeline infrastructure.



While deepwater exploration and production is undoubtedly the greatest achievement of Brazil's petroleum industry, there are challenges. While Brazil has the second-

largest proven oil reserves in South America at 11 billion barrels, a deepwater supply requires extensive capital investment. Overall, the U.S. Geological Survey and International Energy Agency refer to deepwater fields as the world's most promising sources of oil, with reserve potential greater than 100 billion barrels.

Since 1980, the country's oil production has grown at an average of 9% per year. Today, Brazil's oil and gas market represents 9% of the country's GDP. In 2004, it produced an average of 1.6 million barrels of oil per day.

For more information on Brazil's oil and gas sector, contact Luiz Azevedo, Canadian Consulate General in Rio de Janeiro, email: luiz.azevedo@international.gc.ca.

Brazil to showcase e-government opportunities

Ottawa, Ontario, October 23-25, 2006 > Canadian ICT exporters will have the chance to network with the Brazilian e-government sector at GTEC, a unique and multi-faceted learning and networking event for public sector IT professionals.

Brazil, the featured country at GTEC, will showcase its innovative expertise and technology solutions driving government online across the country.

The Brazilian government has had an important role in promoting the use of ICT. According to the *United Nations Global E-Readiness Report*, Brazil improved its ranking in 2005 by reinforcing its ICT infrastructure and services. In fact, Brazil's one-stop shopping e-government website (www.e.gov.br) is perhaps the most effective in Latin America.

'E-tention' getters

Some of Brazil's e-government initiatives have gained international recognition. In the last presidential election in 2002, almost all of the 115 million votes were cast electronically—the largest such project in the world to date. Similarly, 98% of the 20.5 million federal tax filings were done over the Internet in 2005. Another innovative project, the Transparency Portal, is a password-free portal hosting over 300 million records of information, including direct federal government expenditures as well as details on resources transferred to states and municipalities.

Brazil's government has also made efforts to integrate the networks of different public sector service providers such as administration, postal,

health, and education services, as well as general guidelines for the simplification and consistency of Web interfaces for most government services.

For more information on e-government opportunities in Brazil, contact Fernanda Whitaker, Canadian Consulate General in Sao Paulo, tel.: (011-55-11) 5509-4321, fax: (011-55-11) 5509-4317, email: fernanda.whitaker@international.gc.ca, website: www.techgov.com.

Country Facts

- Exports to Brazil: \$1.1 billion (2005)
- Imports from Brazil: \$3.1 billion (2005)
- Canadian Direct Investment in Brazil: \$6.4 billion (2004)
- Brazilian Direct Investment in Canada: \$2.1 billion (2004)
- Canadian Visitors to Brazil: 30,400 (2004)
- Brazilian Visitors to Canada: 52,000 (2005)
- Language: Portuguese
- Population: 188 million
- GDP per capita: \$4,800 (2005)
- City population (2005):
 - Brasilia (Capital): 2.2 million
 - Sao Paulo: 10.3 million
 - Rio de Janeiro: 6.1 million
- Total area: 8.5 million square kilometres

Canada helps shape Brazil's health sector

The adoption of a Canadian health services accreditation system in Brazil will enhance the reputation that Canada enjoys in Brazil's health sector and may also provide Canadian suppliers of medical equipment and services with an additional—and powerful—tool to promote their products.

Over the past decade, both the private and public healthcare systems in Brazil have made great efforts to improve the quality of medical services and the modernization of management practices and systems.

To boost quality standards in health care, the Canadian Consulate General in Sao Paulo approached the Canadian Council of Health Services Accreditation (CCHSA) in 2002 to discuss a strategy to

introduce the Canadian accreditation system to the Brazilian hospital market.

CCHSA, which has been active in Canada for over 50 years with projects throughout the world, was a perfect match for the needs and requirements of Brazilian private sector hospital managers. CCHSA offers a system that not only is recognized internationally for its high quality but has the flexibility to take into consideration the particularities of the Brazilian market.

Despite the economic crisis that plagued emerging economies in the late 1990s, Brazil still ranks among the 10 largest health markets in the world, generating some \$67 billion in annual revenue. With over 50,000 hospitals, thousands of medical laboratories and other health services for a population of some 188 million people, the Brazilian hospital sector cannot be ignored.

For more information on Brazil's health sector, contact Marcio Francesquine, Canadian Consulate General in Sao Paulo, email: marcio.francesquine@international.gc.ca.