

WHY DONATE OR SPONSOR?

- Strengthen SMEs and help them become a potential supplier in Brazil.
- Gain exposure as an SME supporter among clients and collaborators.
- Increase sales to stronger SMEs and local economy.

For **Small Business** owners, pursuing business in Brazil could represent the essential and necessary step to maintain their business alive and growing in U.S.



Until now, reaching Brazilian consumers might have seemed unrealistic for a small business owner with no contacts, leads, language or country knowledge but with solutions now provided through the programs offered will eliminate these issues and help SMEs gain immediate access to a new and emerging market at very little to no investment, based on available donations and sponsorships.

Why Brazil? According to August 15, 2012 fact sheet provided by U.S. Department of State, “in 2011, the United States accounted for 10% of Brazil's exports and 15% of Brazil's imports. The flow of investment between the United States and Brazil is increasingly important, as the United States is one of Brazil's top foreign investor. Brazil has been designated a priority market under both the President's National Export Initiative (NEI) and for FY 2012 via Select USA to promote exports and two-way investment.

Some 150,000 U.S. citizens visit Brazil annually. In 2011, more than 1.5 million Brazilians visited the United States, spending more than \$6.8 billion, extending the arrivals expansion streak to eight years and setting a second consecutive record.

Brazil has also traditionally been a leader in the inter-American community, and is a member of the sub-regional Mercosur and UNASUR groups”.

Donations received will be handled by the not-for-profit organization, Brazil Florida Alliance (BFA) who will convert 100% of donations into sponsorships.

Sponsors will provide opportunities for SMEs to participate on campaigns at little to no cost, based on available funds and may indicate the small business they would like to sponsor, thus help strengthen companies within their own network. Sponsors will also be perceived as an SME supporter through online and media exposure.

Summary of Campaigns (C-1/C-2):

C-1 will provide exposure in print to top decision makers through selected logistics magazines in Brazil with the impact of full page ads with Florida companies combined with tradeshow and online (www.FloridaSupplyChain.com) exposure and on-ground support with local phone and live native person to handle all calls in Portuguese.

C-2 An excellent way to sale or test the Brazilian market without having to make any changes to existing website.

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Magazine
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Campaign



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