



## **UK Partnering with Brazil Showcase**

***The British Cultural Centre - Sao Paulo***  
***15th October 2009***

Be part of this high profile, UK Trade & Investment (UKTI) supported event designed to showcase UK Advanced Engineering expertise and bring UK and Brazilian companies together to form successful partnerships in the Advanced Engineering sector.

### **Why should you attend?**

Leading Brazilian manufacturers and technology companies are being recruited by UKTI staff in Sao Paulo. Our staff are in regular contact with companies such as **EMBRAER** and their key tier 1 suppliers who are looking to the UK to supply specific solutions and state-of-the-art technology for their civilian and defence aerospace programmes, including sustainable aviation.

Locally based multinationals such as **FORD / VW / GM / SCANIA / MERCEDES-BENZ / CATERPILLAR / KOMATSU / VALTRA / JCB ETC** representing the country's large and growing automotive, motorsport and construction equipment sectors will be available to discuss their future programmes and technical requirements. UKTI-Sao Paulo are also targeting a broader range of firms who will be interested in the use of **composites and lightweight materials** and **advanced manufacturing**, including automation and precision equipment.

Brazil is the **fifth largest country in the world**, boasts a rapidly developing economy and a GDP per head that is greater than China and India. The UK has a strong and historic trading relationship with Brazil, stretching back over 200 years. There is a desire within the Brazilian Advanced Engineering sector to connect with UK companies who are prepared to work in partnership and to make a sustained commitment to the Brazilian market.

To find out more about the programme please visit [www.ukaeinbrazil.uktradeinvest.gov.uk](http://www.ukaeinbrazil.uktradeinvest.gov.uk)

## Showcase your expertise

UKTI is hosting this high-profile event for UK and Brazilian companies to connect and offering UK companies the following participation incentives:

- A complimentary poster stand exhibit located in a prime spot to promote your company's expertise to Brazilian delegates
- A complimentary business matching advice to pre-arrange one-to-one meetings with your company and key Brazilian decision makers
- Participation in a series of interactive seminars covering key areas of UK expertise and cooperation.
- Guest invitation to the VIP networking dinner on the 14 October.
- Networking lunch with key Brazilian contacts

## Marketing exposure

- Extensive promotion of your company profile to the Brazilian Advanced Engineering community via a dedicated Portuguese language website, officially advertising the showcase event and UK expertise.
- Associated coverage of your company profile in all related marketing activities and media exposure in Brazil and in the UK.
- Complimentary company entry in the specially designed market visit promotional brochure available in both English and Portuguese.
- Post-event publicity supported by UKTI's experienced Brazilian press team.

## Market knowledge

This unique showcase event allows you to:

- Research the market thoroughly and build market knowledge.
- Facilitate access to reliable local partners, staff and buyers.
- Better promote your company and products.
- Build relationships & trust.
- Build a long-term vision for the Brazilian market as part of your overall business plan.
- Allocate marketing resources more effectively.

## Travel and itinerary contributions

- **£750** to support each participating UK company.\*
- Coverage of all in-market ground transportation costs and hotel transfers during the official market visit programme
- Assistance with all of your travel and accommodation requirements.
- Organisation of your personalised market visit programme and facilitation meetings with key contacts via the UKTI Overseas Marketing Introduction Service.

\* This offer is available for a limited number of companies so please register to confirm availability

## The Programme

The programme will include a **VIP networking dinner**, hosted by UKTI with selected Brazilian guests, facilitated **interactive panel discussion** exploring key themes, **pre arranged one-to-one business meetings** and **poster exhibition area**.

The showcase event will be complemented by **market visits** from the sectors of Aerospace, Automotive, Manufacturing Technologies and Construction Equipment.

## Secure your place

To find out more about the programme and to register your interest in attending this high profile event contact **Adam Pointer** on **02476 692 600** or email [adam.pointer@the-mia.com](mailto:adam.pointer@the-mia.com)