Apex-Brasil
EXCELLENCE IN SERVICE DISTRIBUTION
The Brazilian Trade and Investment Promotion Agency – Apex-Brasil is the most important partner of the Brazilian companies when it comes to internationalization in all levels.

The Agency works in many complementary areas:

- promotion of exports of Brazilian products and services
- support for the internationalization of Brazilian companies
- strengthening the image of Brazil
- attraction of foreign direct investments into Brazil
Events in 2009: 862

Supported companies in 2009: 10,363

Exports list share in 2009: 16.82%

Market studies in 2009: 57

In 2006:
- Events: 4,699
- Supported companies: 394
- Exports list share: 6.5%
- Market studies: 0
Supported sectors in 2009: 74
In 2006: 52
0 from service sector

Sectorial projects in 2009: 79
In 2006: 46

Investment attraction actions in 2009: 357
In 2006: 0

8 From service sector
A NEW INSTITUTIONAL VISION

- Focus on departments and processes
- Focus on products
- Client oriented vision
HOW DO OUR PRODUCTS GET TO OUR CLIENTS?

- Website
- Call Center
- Regional Offices and Partners in Brazil
- Institutional Actions
- Industry Associations
- Project Managers
- Business Centres abroad

Integrated Communication
APEX-BRASIL SERVICES PORTFOLIO

Profile
- Exporter
- Non-Exporter
- International

Project Participation
- Participant
- Non-Participant

Focus
- Internationalization
- Investment attraction

Size
- Micro
- Small
- Medium
- Big

Exported Value
- Low
- Medium
- High

Exports Frequency
- Beginner
- Continuous
- Discontinuous
- Quitter

Export Mode
- Directly
- Indirectly
- Both

Segment
- Food, Drinks and Agribusiness
- Home and Construction
- Entertainment and Services
- Machinery and Equipments
- Technology and Health
- Fashion
Maurício Borges
Apex-Brasil Business Director