

Market research

Men's or boys' overcoats, car coats, capes, cloaks, anoraks (including ski jackets), windcheaters, wind-jackets and similar articles, knitted or crocheted, other than those of heading 6103

Product Code: 6101

SAMPLE

Brazil

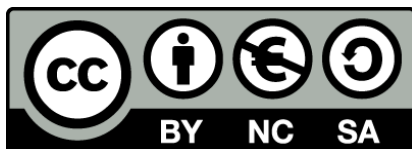
June 2014

The Free-Expoort report is only available in English. Additionally we offer the 6-Digits report that is available with the following languages: French, German, Italian and Spanish. The 6-Digits report offers improvements that can be found on the following link www.expoort.com

Index

- 1. Overview of Brazil.....3
 - 1.1. Economic Information.....4
 - 1.2. Policy and country risk Information.....6
 - 1.3. Demographic Information.....7
- 2. Demand Information9
 - 2.1 Potential demand for the HS 6101 product.....10
- 3. Supply information12
 - 3.1. Business directories and emarketplaces12
 - 3.2. Trade fairs and shows13
- 4. Market access16
 - 4.1. Tariffs and taxes16
 - 4.2. Customs documentation15
 - 4.3. Trade barriers17
 - 4.4. Commercial and trade laws17
 - 4.5. Patents and trademarks18
- 5. Other countries with opportunity for the HS 6101 product.....19

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1. Overview of Brazil

Sources used in this section: Cia FactBook - www.cia.gov | World Bank Group - www.worldbank.org | International Monetary Fund - www.imf.org | US Census Bureau - www.census.gov | Google Search - www.google.com | And personal compilation.

In the search for new markets, a company needs to get information of the country and sector, such as the environment (location, size, climate, demography ...), the economic structure (macro and micro data) and political and religious factors.

Brazil

Geography

Area total: 8,514,877 sq km

Climate:

mostly flat to rolling lowlands in north; some plains, hills, mountains, and narrow coastal belt

People

Population: 202,656,788 (July 2014 est.)

Capital: BRASÍLIA 3.813 million (2011)

-Major cities population: -Sao Paulo 19.924 million - Rio de Janeiro 11.96 million - Belo Horizonte 5.487 million - Porto Alegre 3.933 million - Recife 3.733 million

Languages: Portuguese (official and most widely spoken language)

Life expectancy at birth:

-Male: 69.73 years
-Female: 77 years (2014 est.)

Government

Executive branch:

-President Dilma ROUSSEFF (since 1 January 2011); Vice President Michel Miguel Elias TEMER Lulia (since 1 January 2011); note - the president is both the chief of state and head of government

Type: federal republic

Administrative divisions:

-26 states (estados, singular - estado) and 1 federal district* (distrito federal); Acre, Alagoas, Amapa, Amazonas, Bahia, Ceara, Distrito Federal*, Espirito Santo, Goias, Maranhao, Mato Grosso, Mato Grosso do Sul, Minas Gerais, Para, Paraiba, Parana, Pernambuco, Piaui, Rio de Janeiro, Rio Grande do Norte, Rio Grande do Sul, Rondonia, Roraima, Santa Catarina, Sao Paulo, Sergipe, Tocantins

Source: CIA FactBook



1.1. Economic Information

Economy

Money: reals (BRL) per US dollar 2.153 (2013 est.)

GDP (official rate): \$2.19 trillion (2013 est.)

GDP - by sector:

- Agriculture: 5.5%
- Industry: 26.4%
- Services: 68.1% (2013 est.)

Imports: \$241.4 billion (2013 est.)

-Partners: China 15.3%, US 14.6%, Argentina 7.4%, Germany 6.4%, South Korea 4.1% (2012)

-Commodities: machinery, electrical and transport equipment, chemical products, oil, automotive parts, electronics

Exports: \$244.8 billion (2013 est.)

-Partners: China 17%, US 11.1%, Argentina 7.4%, Netherlands 6.2% (2012)

-Commodities: transport equipment, iron ore, soybeans, footwear, coffee, autos

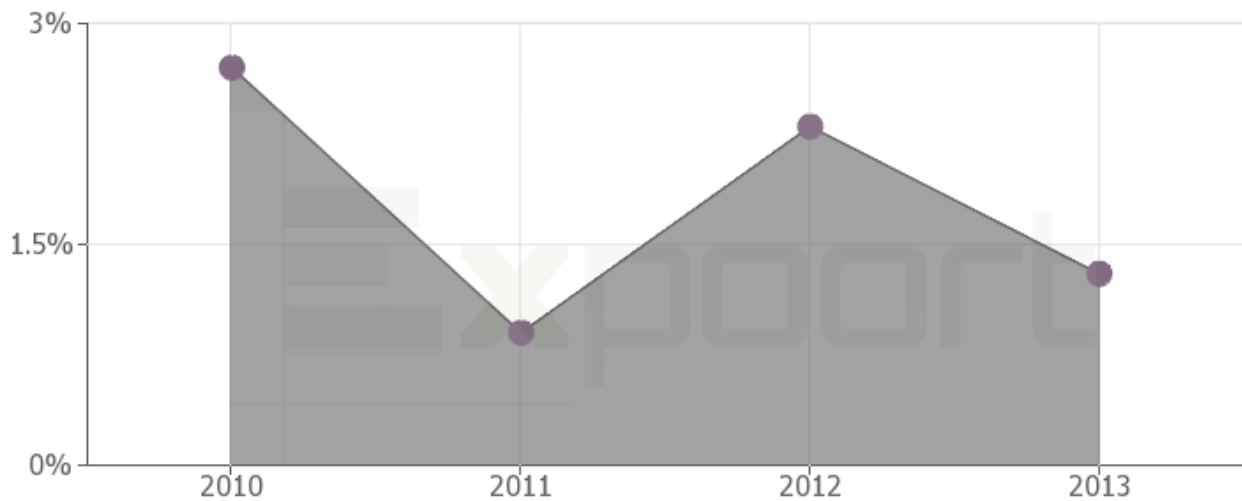
Source: CIA FactBook

Gross Domestic Product (GDP)

	2010	2011	2012	2013
GDP growth (%)	2.7	0.9	2.3	1.3

Evolution GDP

GDP growth (%)



Media	
<i>Media in Brazil</i>	
The Press	
O Dia - O Dia - Rio de Janeiro daily...	
O Correio Braziliense - O Correio Braziliense - influential daily...	
O Globo - O Globo - Globo-owned Rio de Janeiro daily...	
Jornal do Brasil - Jornal do Brasil - Rio de Janeiro daily...	
Folha de Sao Paulo - Folha de Sao Paulo - daily...	
Television	
TV Band - TV Band - commercial network operated by Grupo Bandeirantes...	
Rede Globo - Rede Globo - market leader, operated by Globo...	
Sistema Brasileiro de Televisao (SBT) - Sistema Brasileiro de Televisao (SBT) - ...	
TV Record - TV Record - major commercial network...	
TV Brasil - TV Brasil - operated by state-run EBC...	
Radio	
Radio Nacional - Radio Nacional - FM and mediumwave (AM) networks operated by st...	
Globo Radio - Globo Radio - commercial networks operated by Globo...	
Radio Bandeirantes - Radio Bandeirantes - network operated by Grupo Bandeirantes...	
Radio Cultura - Radio Cultura - public, cultural programmes...	
<small>Source: BBC</small>	
Documents	
<i>Other financial documents on Brazil</i>	
Brazil: Technical Note on Consumer Credit Growth and ... - IMF	
Inflation Persistence in Brazil - A Cross Country Comparison ... - IMF	
Brazil: 2013 Article IV Consultation--Staff Report; IMF Country ...	
<small>note:PDF linkable</small>	

1.2. Policy and country risk Information

Changes in the political environment may be important factors in the development of international trade.

Policy

Political parties and leaders:

- Brazilian Communist Party or PCB [Ivan Martins PINHEIRO]- Brazilian Democratic Movement Party or PMDB [Michel TEMER] - Brazilian Labor Party or PTB [Benito GAMA] - Brazilian Renewal Labor Party or PRTB [Jose Levy FIDELIX da Cruz] - Brazilian Republican Party or PRB [Marcos Antonio PEREIRA] - Brazilian Social Democracy Party or PSDB [Aecio NEVES] - Brazilian Socialist Party or PSB [Eduardo CAMPOS] - Christian Labor Party or PTC [Daniel TOURINHO] - Christian Social Democratic Party or PSDC [Jose Maria EYMAEL] - Communist Party of Brazil or PCdoB [Jose Renato RABELO] - Democratic Labor Party or PDT [Carlos Roberto LUPI] - the Democrats or DEM [Jose AGRIPINO] (formerly Liberal Front Party or PFL) - Free Homeland Party or PPL [Sergio RUBENS] - Green Party or PV [Jose Luiz PENNA] - Humanist Party of Solidarity or PHS [Eduardo MACHADO] - Labor Party of Brazil or PTdoB [Luis Henrique de Oliveira RESENDE] - National Ecologic Party or PEN [Adilson Barroso OLIVEIRA] - National Labor Party or PTN [Jose Masci de ABREU] - National Mobilization Party or PMN [Oscar Noronha FILHO] - Party of the Republic or PR [Alfredo NASCIMENTO] - Popular Socialist Party or PPS [Roberto Joao Pereira FREIRE] - Progressive Party or PP [Ciro NOGUEIRA] - Progressive Republican Party or PRP [Ovasco Roma Akimari RESENDE] - Social Christian Party or PSC [Vitor Jorge Abdala NOSSEIS] - Social Democratic Party or PSD [Gilberto KASSAB] - Social Liberal Party or PSL [Luciano Caldas BIVAR] - Socialism and Freedom Party or PSOL [Luiz ARAUJO] - United Socialist Workers' Party or PSTU [Jose Maria DE ALMEIDA] - Workers' Cause Party or PCO [Rui Costa PIMENTA] - Workers' Party or PT [Rui FALCAO]

Political pressure groups and leaders: Landless Workers' Movement or MST

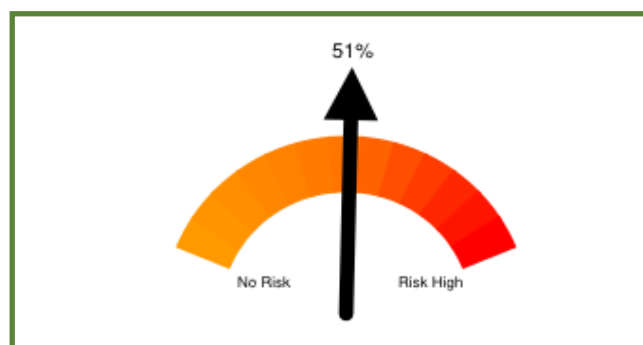
Disputes - international:

uncontested boundary dispute between Brazil and Uruguay over Brasileira/Brasileira Island in the Quarai/Cuareim River leaves the tripoint with Argentina in question; smuggling of firearms and narcotics continues to be an issue along the Uruguay-Brazil border; Colombian-organized illegal narcotics and paramilitary activities penetrate Brazil's border region with Venezuela

Source: CIA FactBook

Country Risk assessment:

Country risk is the degree of "danger" or collection of risks associated with political risk, economic risk, exchange rate risk, sovereign risk, and other factors about related to foreign investment.



Agreements between governments favour certain exchanges of interest for both signing countries. It is locate threats and opportunities derive from the political situation.

Political information Documents on Brazil:

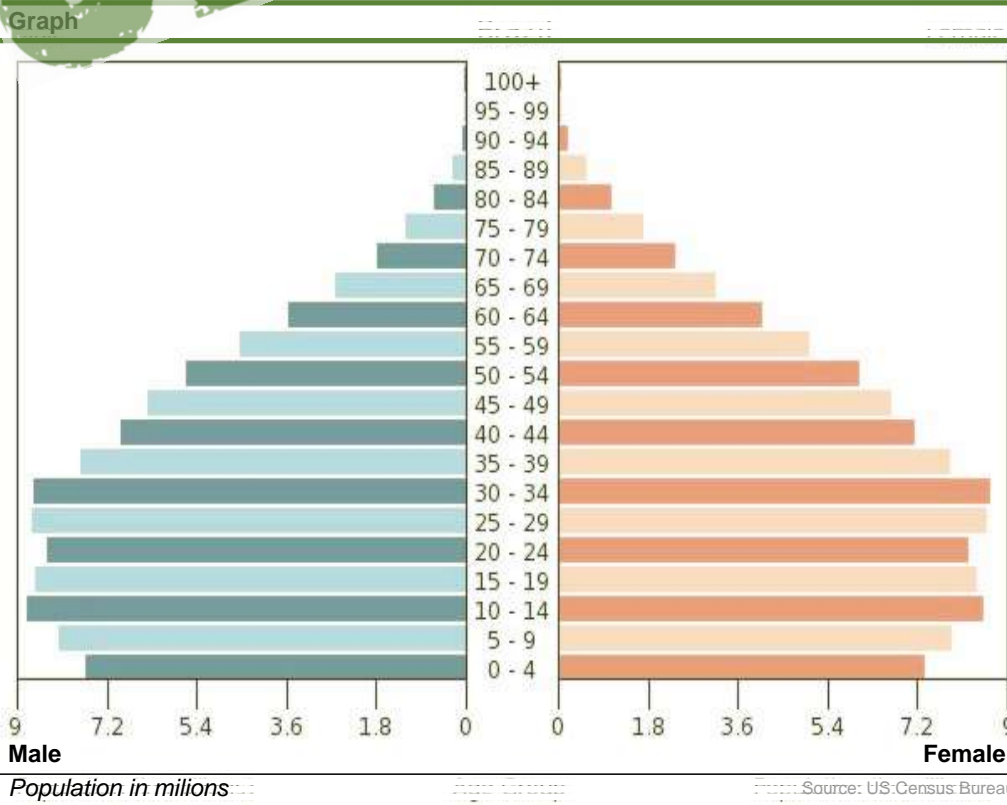
Documents	
<i>Other policy documents on Brazil</i>	
Politics of Brazil - Wikipedia, the free encyclopedia	W
Brazil Politics - Intro	W
Politics of Brazil	W
<i>note:linkable</i>	

1.3. Demographic Information

Population, evolution of the age pyramid, economic index as a GNP or GDP, or any interesting features that conditions our product and / or service in the destination country.

Age Pyramid:

People	
Population growth rate: 0.8% (2014 est.)	
Sex ratio:	
at birth:1.05 male(s)/female	
0-14 years:1.04 male(s)/female	
15-24 years:1.03 male(s)/female	
25-54 years:0.98 male(s)/female	
55-64 years:0.97 male(s)/female	
65 years and over:0.74 male(s)/female	
total population:0.98 male(s)/female (2014 est.)	
<small>Source: CIA FactBook</small>	



Sociological aspects:

Culture conditions habits and consumer behaviour. Language, education, attitudes, values, religion, ethnicity are variables that must be taken into account in our internationalization strategy.

Religion

Ethnic groups:

- white 47.7%, mulatto (mixed white and black) 43.1%, black 7.6%, Asian 1.1%, indigenous 0.4% (2010 est.)

Religions:

- Roman Catholic 64.6%, other Catholic 0.4%, Protestant 22.2% (includes Adventist 6.5%, Assembly of God 2.0%, Christian Congregation of Brazil 1.2%, Universal Kingdom of God 1.0%, other Protestant 11.5%), other Christian 0.7%, Spiritist 2.2%, other 1.4%, none 8%, unspecified 0.4% (2010 est.)

Literacy:

definition:age 15 and over can read and write
 total population:90.4%
 male:90.1%
 female:90.7% (2010 est.)

Source: CIA FactBook

Other demographic documents on Brazil:

Documents	
<i>Demographic documents on Brazil</i>	
Demographics of Brazil - Wikipedia, the free encyclopedia	W
Brazil Demographics Profile 2013 - Mundi	W
Brazil - CIA	W
Brazil Data	W
<i>note:linkable</i>	

2. Demand Information

Sources used in this section: UN Comtrade - comtrade.un.org | European Commission - Trade Websites - trade.ec.europa.eu | International Monetary Fund - www.imf.org | Google Search - www.google.com | And personal compilation.

Much of the information in this report, is based on Combined Nomenclature, of the Common Customs Tariff and Integrated Tariff of the European Communities (Taric)
The Combined Nomenclature (CN) is the tariff and statistical nomenclature of the Customs Union. The Common Customs Tariff is the external tariff applied to products imported into the European Union (EU). The Integrated Tariff of the European Communities is referred to as Taric.

Taric incorporates all EU and trade measures applied to goods imported into and exported out of the EU. It is managed by the Commission, which publishes a daily updated version on the official Taric website.

Each CN subheading has an eight digit code number. The first four and six digits refer to the harmonised system (HS) headings and subheadings. The seventh and eighth digits represent the CN subheadings. The ninth and tenth digits represent Taric subheadings. The more digits have a CN, the product is more specific.

For example:

SECTION XI	TEXTILES AND TEXTILE ARTICLES
CHAPTER 61	ARTICLES OF APPAREL AND CLOTHING ACCESSORIES, KNITTED OR CROCHETED
6105	Men's or boys' shirts, knitted or crocheted
6105 10	-Of cotton
6105 20 ▼	-Of man-made fibres
6105 20 10	- -Of synthetic fibres
6105 20 90	- -Of artificial fibres
6105 90 ▼	-Of other textile materials
6105 90 10	- -Of wool or fine animal hair
6105 90 90	- -Of other textile materials

The heading 6105 (Men's or boys' shirts, knitted or crocheted), composed of 4 digits, includes a group of products containing the subheadings...10, 20,90...

However, a subheading like a 610510 (of cotton), of six digits, refers only to a specific product (Men's or boys' shirts, knitted or crocheted of cotton).

Understanding the combined nomenclature is important to extract specific import and export data of products in different destination countries.

**The Free-Expoort report does not show information about competitors.
The 6-Digits report analyzes the main countries where your competition exports.
For more information about the 6-Digits report, visit the following link
www.expoort.com or check the table at the end of the document.**

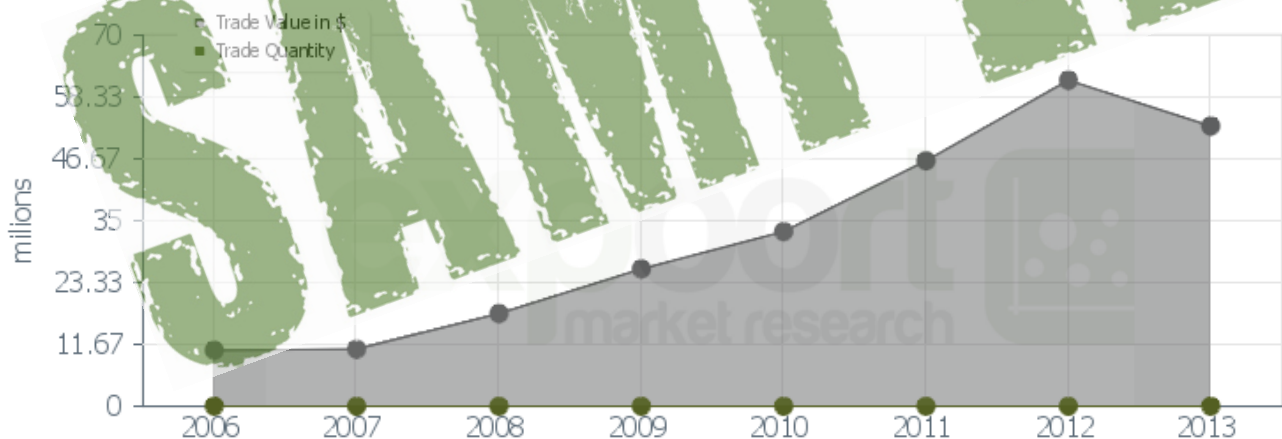
2.1 Potential demand for the HS 6101 product

It seeks to establish the import capacity of the country, through the imports and exports statistics. How much HS.6101 product Brazil import?

Period	Trade Value	Trade Quantity
2006	\$10,536,988	3,101,984
2007	\$10,766,401	1,926,234
2008	\$17,477,119	2,639,285
2009	\$25,899,151	3,681,449
2010	\$32,948,725	<i>1,781,100</i>
2011	\$46,310,195	6,548,541
2012	\$61,493,145	8,155,424
2013	\$52,860,052	<i>7,525,647</i>

* Estimated quantity shown in italics Source: UN Comtrade

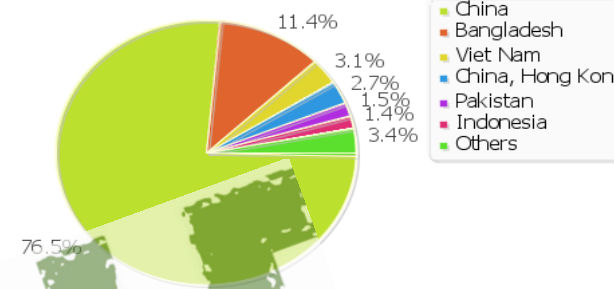
Evolution imports
in millions



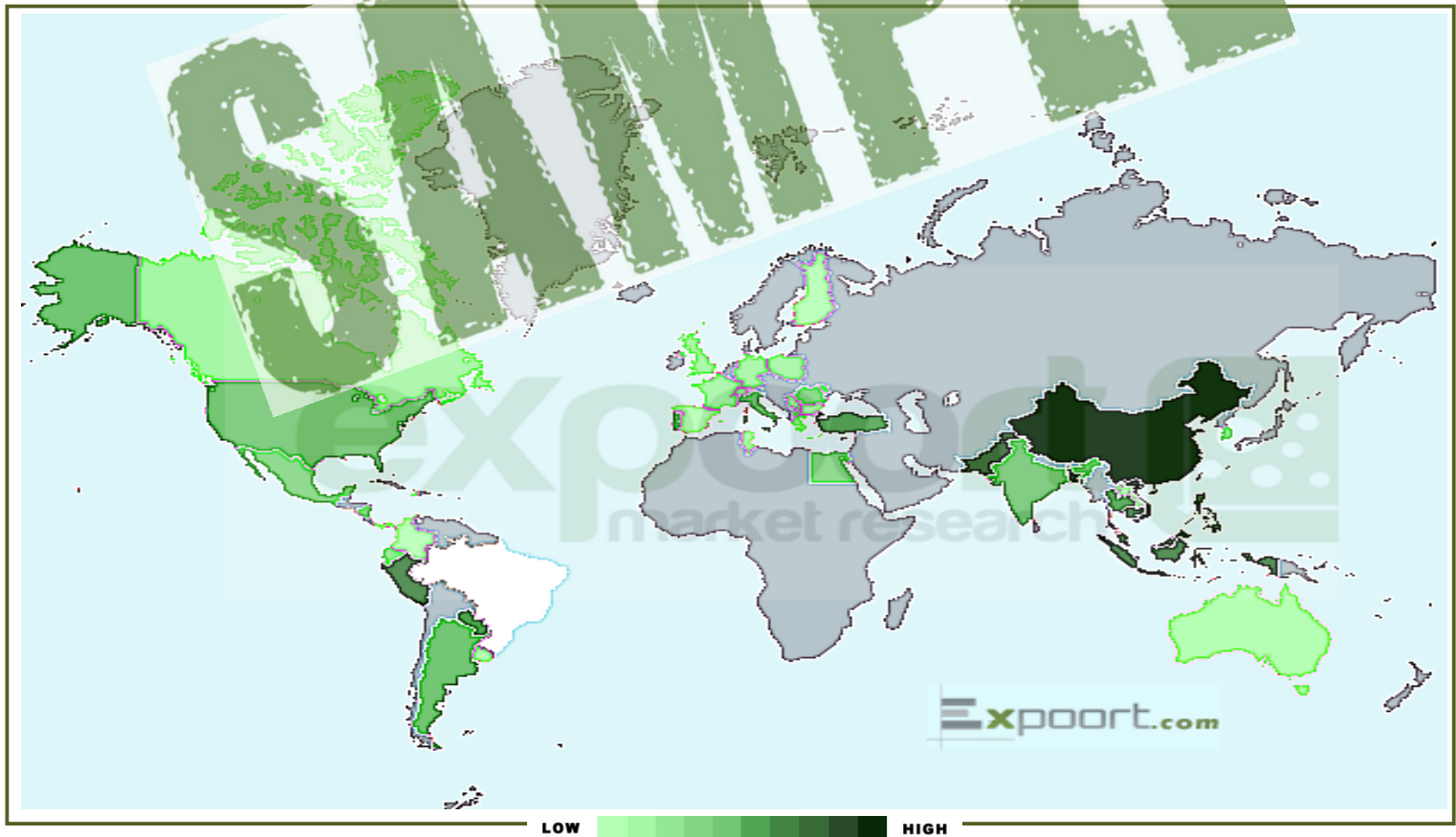
Top 10 countries from with Brazil imports the HS 6101 product:

Partner	Trade Value	Trade Quantity
China	\$39,382,360	5,708,613
Bangladesh	\$5,849,171	1,061,722
Viet Nam	\$1,597,266	123,796
China, Hong Kong	\$1,385,992	247,887
Pakistan	\$795,533	67,751
Indonesia	\$744,185	94,012
Cambodia	\$494,542	40,131
Malaysia	\$470,953	35,452
Philippines	\$399,869	36,079
Peru	\$372,111	19,721

Graph



Source: UN Comtrade



3. Supply information

Sources used in this section: eMarket Services - www.emarketservices.com | LinkedIn - www.linkedin.com | Doing Business World Bank Group - www.doingbusiness.org | TSNN - www.tsnn.com | Bvents - www.bvents.com | Google Search - www.google.com | And personal compilation.

Next, it is necessary to study the global supply of the destination country, such as company research, competitors, suppliers and potential customers.

Highlights to consider:

3.1. Business directories and emarketplaces

Emarketplaces and directories	
<i>Brazil business directories</i>	
B2Brazil - MAIN ASP	W
ComprasNet Bahia - MAIN ASP ...	W
Bolsa Electronica de Compras - MAIN ASP	W
Comprasnet - MAIN ASP ...	W
Abimaq - MAIN ASP ...	W
Brazil Yellow Pages - YP.com	W
Brazil Yellow Pages and Brazil IN Guide	W
Brazil Yellow Pages and Brazil White Pages	W
<i>note:linkable</i>	

In the 6-Digits report you could found a list of companies about your export destination country. These companies may be potential customers, distributors, wholesalers, importers, partners, etc. For more information about 6-Digits report, visit the following link www.expoort.com or check the table at the end of the document.

3.2. Trade fairs and shows

Trade Shows

Events in Brazil

FENIT

- every year

Parque Anhembi, Sao Paulo, Brazil

www.reedalcantara.com.br

FENINVER

14.01.2013 - 17.01.2013 - every year

Parque Anhembi, Sao Paulo, Brazil

www.couromoda.com

RIO-À-PORTER

31.05.2012 - 03.06.2012 - two times every year

Cais do Porto, Rio de Janeiro, Brazil

www.rioaporter.com.br

Sao Paulo Prêt-à-Porter

12.01.2014 - 15.01.2014 - every year

Expo Center Norte, Sao Paulo, Brazil

www.saopaulopretaporter.com

FEBRATEX / TECNOTEXTIL

12.08.2014 - 15.08.2014 - every two years

Centro de Eventos Via Germanica, Blumenau, Brazil

www.febratex.com.br

ITMEX Americas

02.04.2013 - 05.04.2013 - every four years

Parque Anhembi, Sao Paulo, Brazil

www.itmex.com.br/

Tecnotextil Brasil

07.04.2015 - 10.04.2015 - every two years

Expo Center Norte, Sao Paulo, Brazil

www.tecnotextilbrasil.com.br

FEIMACO

02.04.2013 - 05.04.2013 - every two years

Parque Anhembi, Sao Paulo, Brazil

<http://v2.feimaco.showsite.rxnova.com/>

FENIT

- every year

Parque Anhembi, Sao Paulo, Brazil

www.reedalcantara.com.br

[Brazil Design Week](#)

05.11.2012 - 07.11.2012 - every year

Transamerica Expo Center, Sao Paulo, Brazil

www.bdw11.com.br/

[FEINCO](#)

12.03.2012 - 16.03.2012 - every year

Imigrantes Centro de Exposições, Sao Paulo, Brazil

www.feinco.com.br

[EXPOINTER](#)

24.08.2013 - 01.09.2013 - every year

Parque Estadual de Exposições Assis Brasil, Esteio/RS, Porto Alegre, Brazil

www.expointer.rs.gov.br

[Bio Brazil Fair](#)

24.05.2012 - 27.05.2012 - every year

Pavilhão da Bienal do Ibirapuera, Sao Paulo, Brazil

www.biobrazilfair.com.br

[AGRISHOW](#)

29.04.2013 - 03.05.2013 - every year

Institute of Agriculture, Riberão Preto, Brazil

www.agrishow.com.br

[Expodireto Cotrijal](#)

04.03.2013 - 08.03.2013 - every year

, Não Me Toque/RS, Brazil

www.expodireto.cotrijal.com.br

[HORTITEC](#)

19.06.2013 - 21.06.2013 - every year

Feira Holambra, Holambra, Brazil

www.hortitec.com.br

[Florestal and Biomassa](#)

18.09.2013 - 20.09.2013 - every year

Parque de Exposições Conta Dinheiro, Lages, Brazil

www.florestalbiomassa.com.br

[FENASUCRO and AGROCANA](#)

27.08.2013 - 30.08.2013 - every year

Centro de Eventos Zanini, Sertãozinho, Sao Paulo, Brazil

www.fenasucroeagrocana.com.br/

[FIEPAG](#)

12.03.2012 - 16.03.2012 - every two years

Parque Anhembi, Sao Paulo, Brazil

www.reedalcantara.com.br

[Digital Image](#)

13.03.2013 - 16.03.2013 - every two years

Expo Center Norte, Sao Paulo, Brazil

www.digitalimaging.com.br

[Expografica \(FIEPAG\)](#)

12.03.2012 - 16.03.2012 - every two years

Parque Anhembi, Sao Paulo, Brazil

www.semanainternacional.com.br

[Digital Image and Print](#)

13.03.2013 - 16.03.2013 - every two years

Expo Center Norte, Sao Paulo, Brazil

www.digitalimaging.com.br

[Expoprint Latin America](#)

16.07.2014 - 22.07.2014 - every four years

Transamerica Expo Center, Sao Paulo, Brazil

www.exoprint.com.br

Source: TSNN,Auma, others and personal compilation

SAMPLE

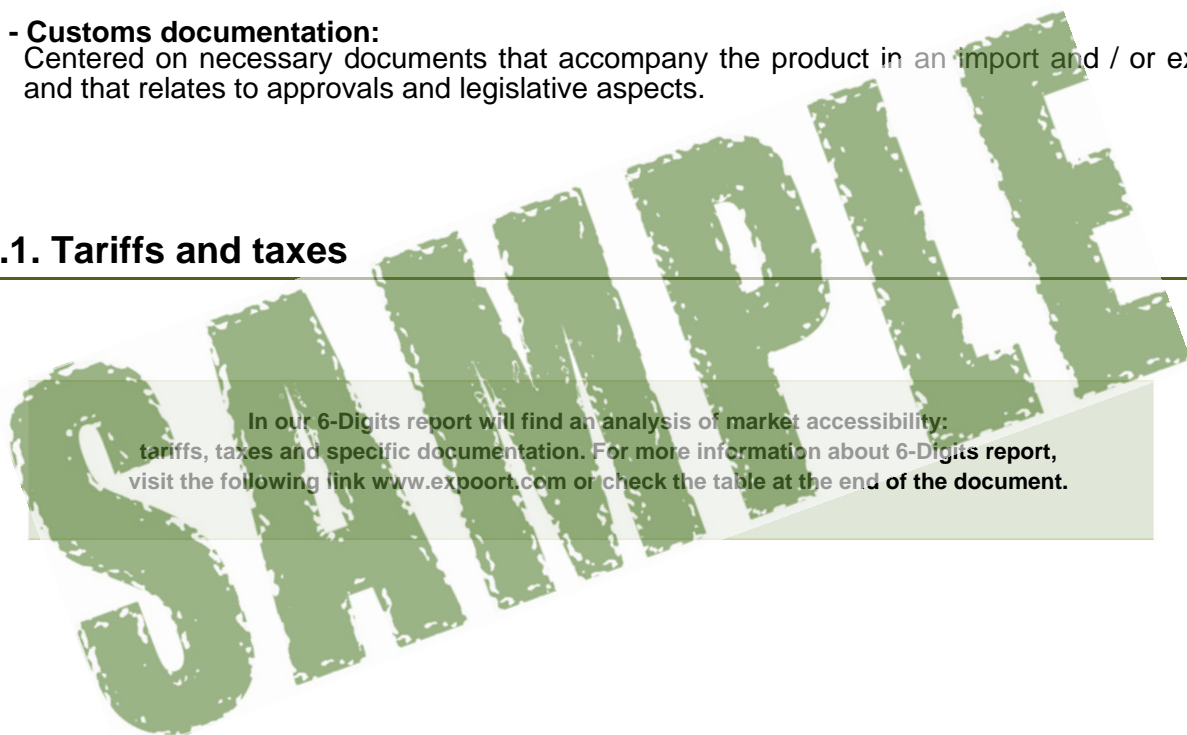
4. Market access

Sources used in this section: European Commission - Trade Websites - trade.ec.europa.eu | Doing Business World Bank Group - www.doingbusiness.org | Google Search - www.google.com | And personal compilation.

This is another key point in reaching new markets, especially in third countries (outside the EU). Some variables to be consider:

- **Harmonized system (HS):**
It is the harmonized product identification number.
- **Duties and taxes:**
Tariffs are levied on goods imports and exports, well as other derivative taxes. To locate this information, you need to have the HS product.
- **Customs documentation:**
Centered on necessary documents that accompany the product in an import and / or export, and that relates to approvals and legislative aspects.

4.1. Tariffs and taxes



4.2. Customs documentation










Export Documents
<ul style="list-style-type: none"> - Bill of lading - Commercial invoice - Customs export declaration - Export Invoice (Nota Fiscal) - Packing list - Technical standards/ Health certificate

Source: Doing Business World Bank Group







Import Documents
<ul style="list-style-type: none"> - Bank document - Bill of lading - Cargo release order - Commercial invoice - Customs import declaration - Entry Invoice (Nota Fiscal) - Packing list - Technical standard/health certificate

4.3. Trade barriers

Market barriers for countries outside the EU:

Trade Barriers	
<i>Title / Sector / Last Update</i>	
Internal Taxation / Horizontal / 08 Oct 2009	
Government Procurement / Horizontal / 10 Jan 1997	
Foreign Direct Investment Limitations / Horizontal / 01 Feb 2000	
Enforcement problems on IPR / Horizontal / 30 Jul 2007	
Export Taxes / Textiles and Leather / 10 Jan 1997	
Tariffs and Duties / Horizontal / 28 Aug 2008	
Sanitary and Phytosanitary measures / Agriculture and Fisheries / 01 Apr 2009	
Sanitary and Phytosanitary measures / Agriculture and Fisheries / 10 May 2011	
Sanitary and Phytosanitary measures / Agriculture and Fisheries / 08 May 2014	
<small>Source: Market Access Database</small>	

4.4. Commercial and trade laws

Economy Laws	
<i>Commercial and trade Laws</i>	
Commercial and Company Laws	
Lei nº 9.445, de 14 de março de 1997 -- Regulamento concede subvenção e...	
Lei nº 9.432, de 8 de janeiro de 1997 -- Dispõe sobre a ordenação do tr...	
Lei nº 9.279, de 14 de maio de 1996 -- Regula direitos e obrigações rela...	
Trade Laws	
Decreto-Lei nº 2.295, de 21 de novembro de 1986 -- Isenta do imposto de ex...	
Lei nº 8.630, de 25 de fevereiro de 1993 -- Dispõe sobre o regime jurídi...	
Lei nº 8.666, de 21 de junho de 1993 -- Regulamenta o art. 37, inciso xxi,...	
<u>MORE LAWS</u>	
<small>note:linkable</small>	<small>Source: Doing Business World Bank Group</small>

4.5. Patents and trademarks

Contact Information

[WIPO office](#)

[National IP offices](#)

[WIPO depository libraries](#)



Legal Information

[Joined WIPO in 1975](#)

[National IP laws and regulations \(WIPO Lex\)](#)

[Membership of WIPO treaties and Treaties notifi...](#)

[Membership of WIPO bodies](#)

Statistics

[IP statistical profile: \(patents, utility models, t...](#)

[Number of domain name disputes: Complainant | Resp...](#)

Cooperation

[Technical assistance activities: Beneficiary | Host](#)

[WIPO meetings](#)

* Source: World Intellectual Property Organization (WIPO)

SAMPLE

5. Other countries with opportunity for the HS 6101 product

Sources used in this section: UN Comtrade - comtrade.un.org | Google Search - www.google.com | And personal compilation.



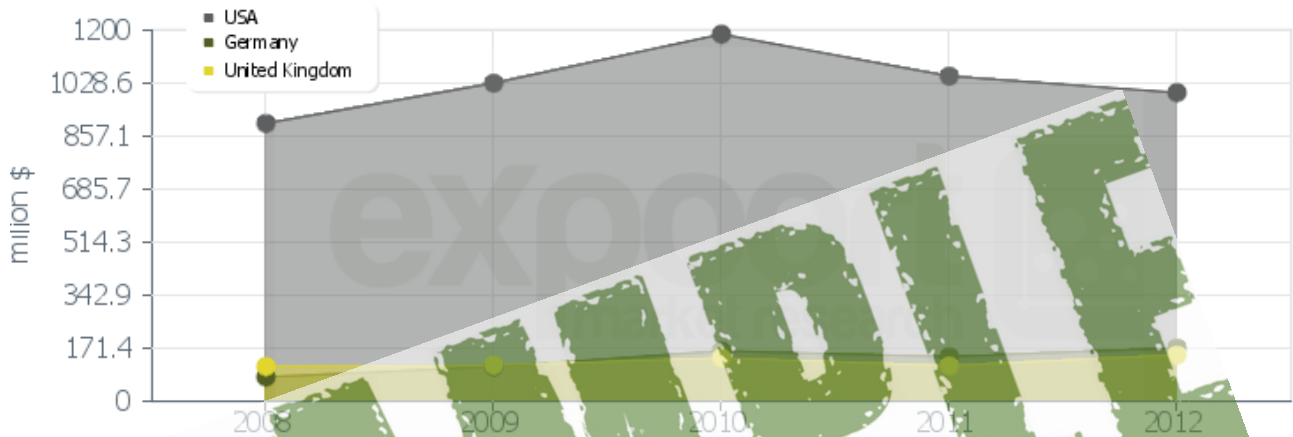
Top 10 countries that import HS 6101 product, in the last three years:

Partner	Trade Value	Trade Quantity
USA	\$3,236,742,128	384,941,100
Germany	\$478,814,099	8,887,003
United Kingdom	\$404,313,185	30,339,714
Canada	\$348,405,367	29,711,079
Belgium	\$291,926,096	15,136,946
Japan	\$278,550,798	4,268,824
France	\$230,796,730	12,694,686
Spain	\$196,459,019	12,987,873
Netherlands	\$160,986,287	10,688,371
Brazil	\$160,663,392	22,229,612

Source: UN Comtrade

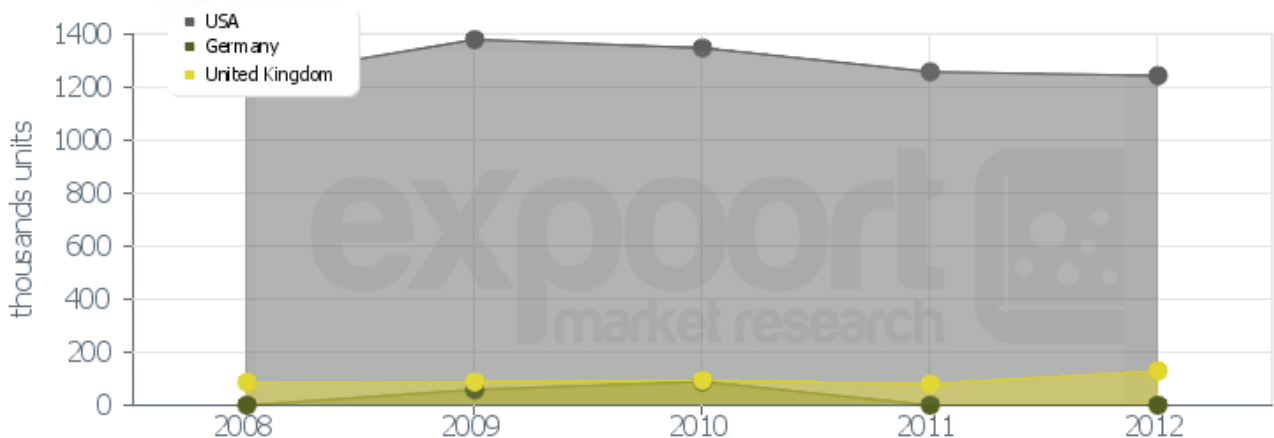
Evolution in millions of dollars of the leading importers , of the HS 6101 product, in the last years:

Evolution top country dollars imports
in milion \$



Evolution quantity imports of the leading importers, of the HS 6101 product, in the last years:

Evolution top country quantity imports
number of units



expoort This report Free-Export, is one of the reports can be found on our website:

Free

- 4 digits (Product Group)

6-Digits

- 6 digits (Specific product)
- In 5 languages
- Possibility to choose origin and destination country
- Analysis of the main countries where your competition exporting
- List of companies (potential clients, partners...) of your destination country
- Information of duties and taxes of the destination country (EU origin)
- Specific documentation export (EU origin)
- Information about starting a business
- Ability to download the report tables in spreadsheet

BUY

