
PATROCINADOR OFICIAL



Global Summit of Women 2015

Doing Business With Brazil

A New Road Ahead

May 2015

Denise Pavarina
Managing Director of Bradesco
Anbima's Chair

Brazil: A market friendly place for your business. Financial System

- ✓ **Brazil has a sound, agile, flexible and deep banking system.**
- ✓ **Banks are able to meet corporate client needs offering a structured and diversified portfolio of products.**
- ✓ **Financial markets in Brazil are tightly regulated and closely watched by regulators and self-regulated entities.**
- ✓ **Brazil has a long-dated tradition and culture in credit, resulting in a sound financial system.**
- ✓ **Investors have their assets segregated to protect against any conflict of interests.**

Brazil: A market friendly place for your business. Business Culture and Institutions

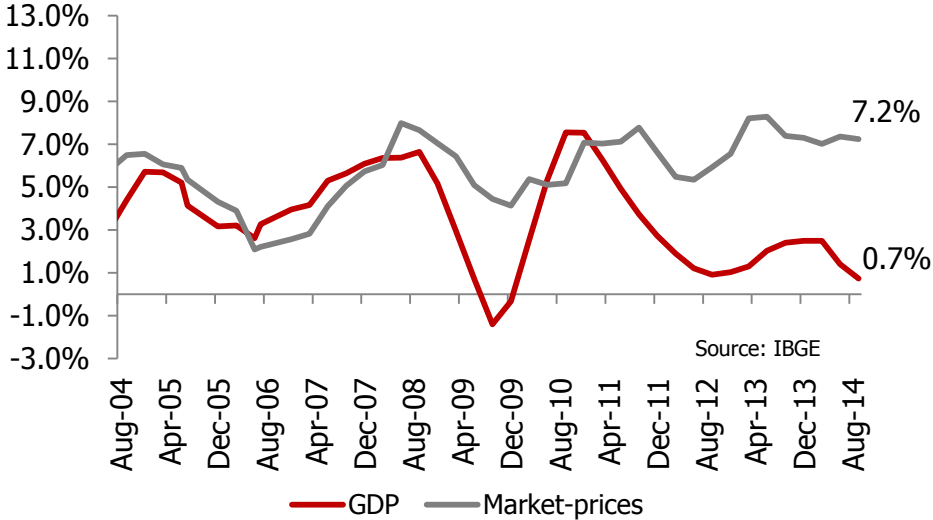
- ✓ **Property rights are protected and enforced by the Federal Constitution.**
- ✓ **Courts are independent and the right to contest is enforced by law.**
- ✓ **Anti-trust and Regulatory Agencies guarantee that fair competition will be in place and contracts will be respected.**
- ✓ **The local business culture is flexible and based on relationships seeking to foster business efficiency.**
- ✓ **Entrepreneurship is evident in local markets.**
- ✓ **Consumers are cheerful over new products and quickly incorporate innovation in their daily lives.**

Brazil: A market friendly place for your business. “Friendship” on foreign players

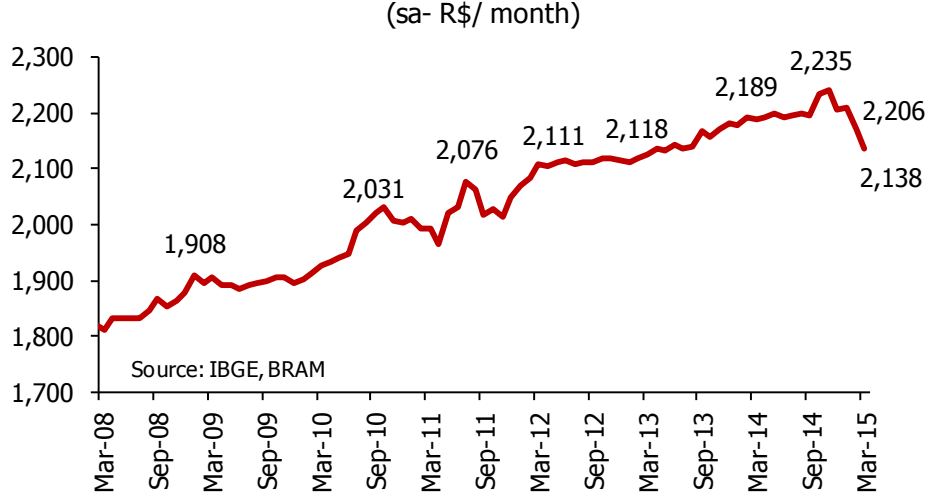
- ✓ **Foreigners are not required to have a local partner to start a business.**
- ✓ **Foreigners are welcome within the business community and are subject to the same rules as the locals.**
- ✓ **Foreign investments and profit remittances are part of the business history for more than a century in Brazil.**

Life will not be easy in 2015....But

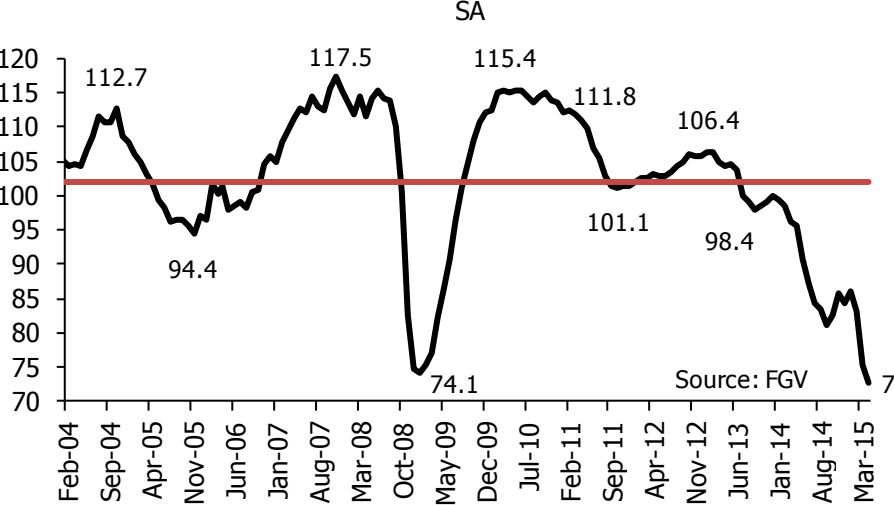
GDP and Inflation



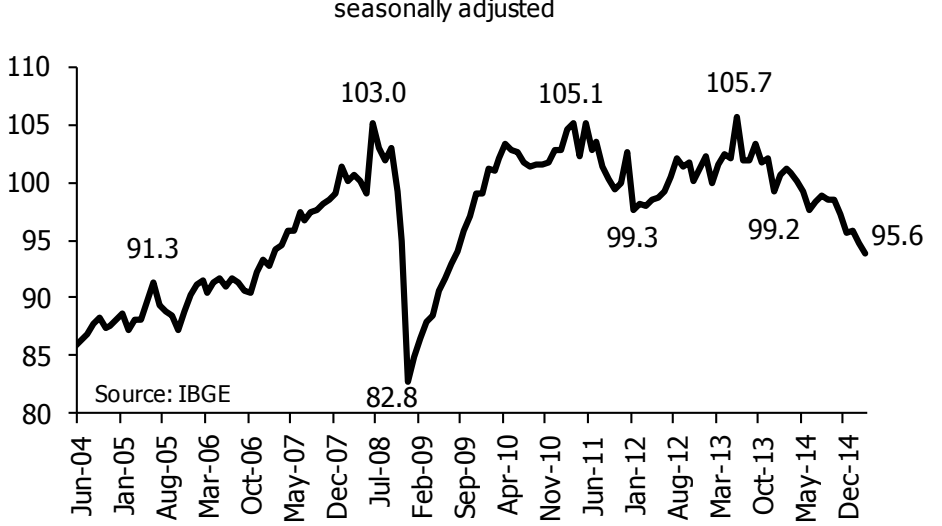
Average real income (sa- R\$/ month)



Industrial Confidence SA



Industrial Production seasonally adjusted



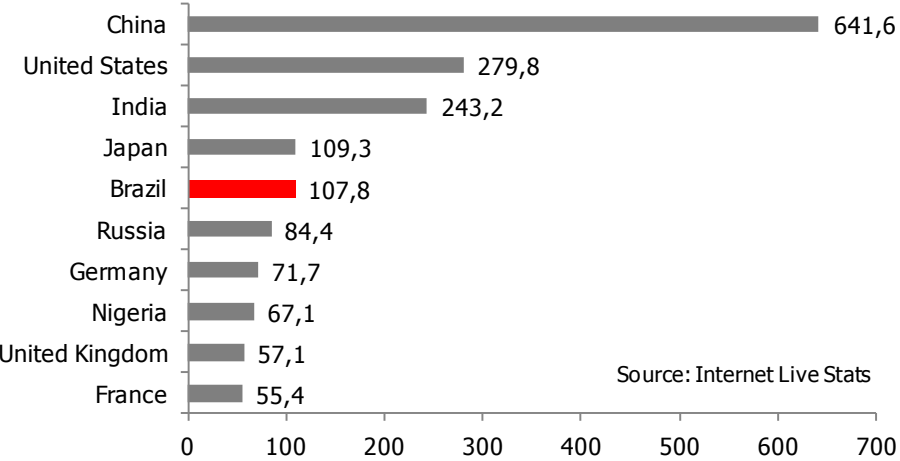
Where are we headed to? A new Macro Policy Framework

- ✓ **Fiscal Sustainability.**
- ✓ **Monetary and Credit Responsibility.**
- ✓ **Price Realism (Tariffs, Internal Rates of Return, Cost of Capital).**
- ✓ **Focus on Infrastructure and Efficient Capital Allocations.**
- ✓ **Support Towards Capital Market Financing Structures.**
- ✓ **Transparency in State-Owned Companies and Banks.**
- ✓ **Reforms / Micro Agenda:**
 - **Outsourcing.**
 - **Rational Unemployment Benefits**
 - **Tax Reform: ICMS, PIS/Cofins.**
 - **Business Facilitation.**
 - **Multilateral Trade Focus, Beyond Mercosul.**

Social improvements brought a lasting transformation of the economy

Internet Users

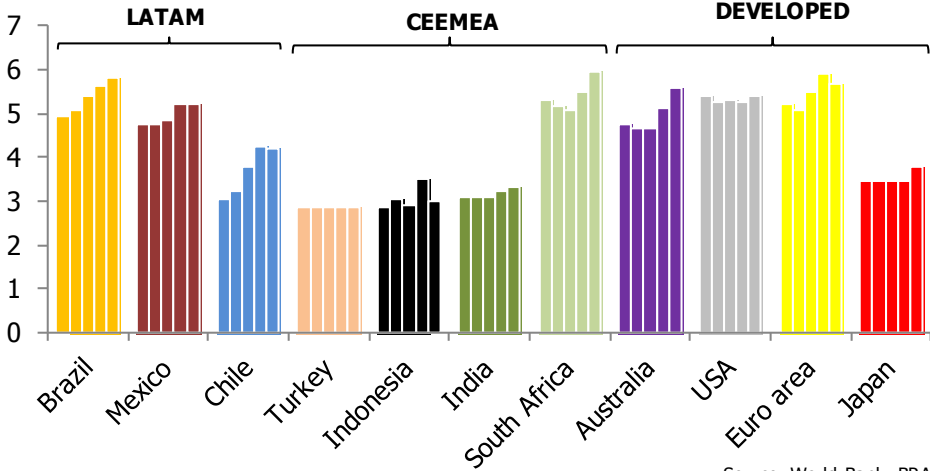
(Million users)



Source: Internet Live Stats

Education Expenditure

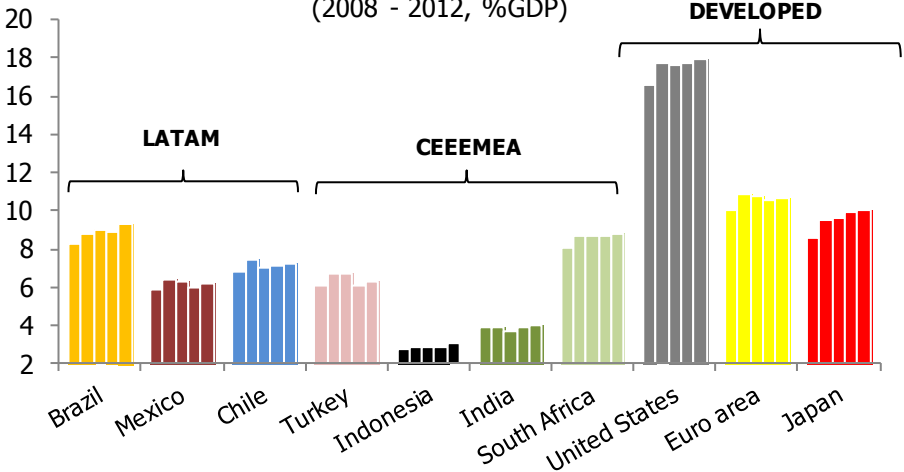
(2007 - 2011, % GDP)



Source: World Bank, BRAM

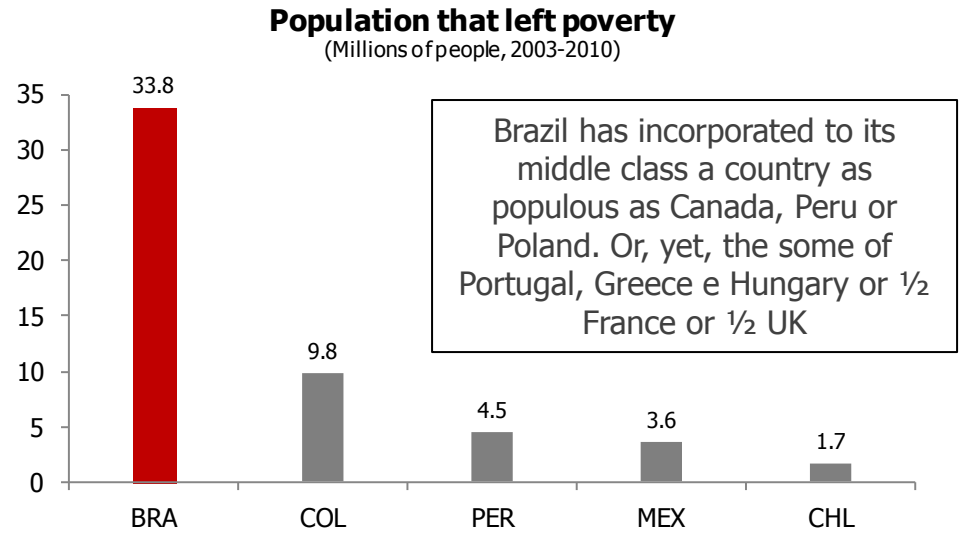
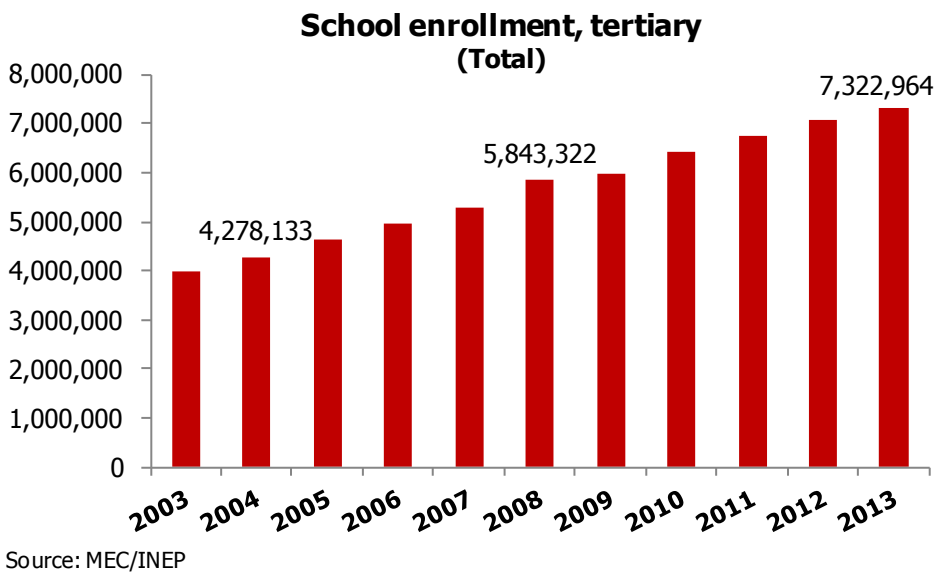
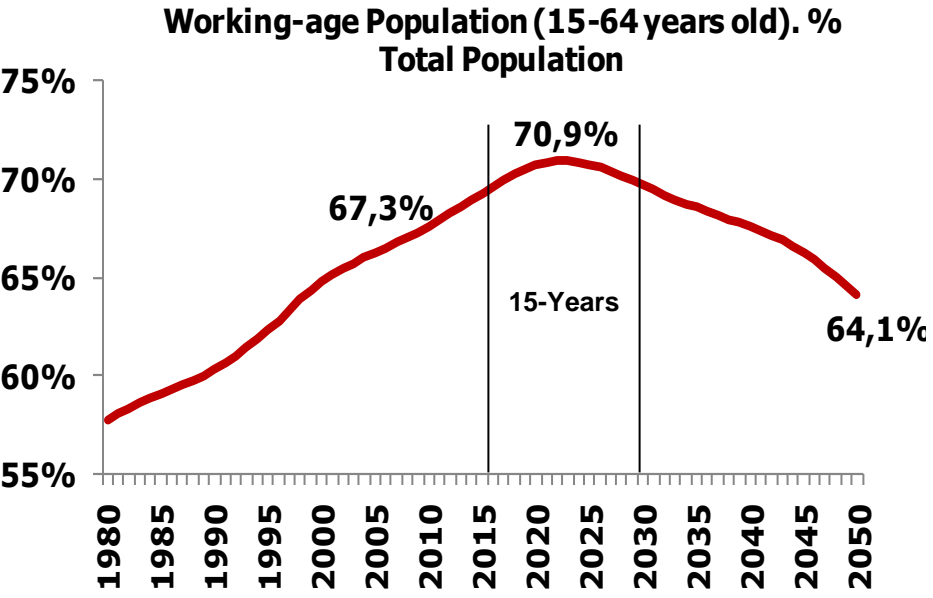
Health Expenditure

(2008 - 2012, %GDP)



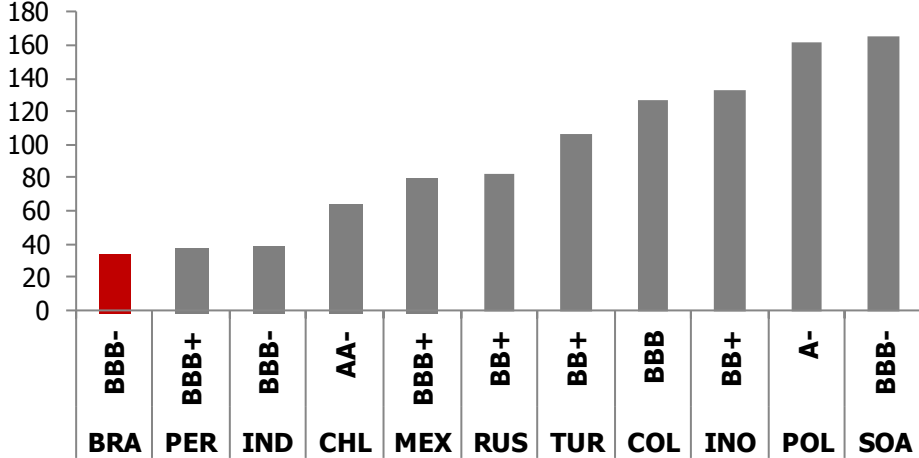
Source: World Bank, BRAM

Brazil's still under it's demographic bonus. Education is a growing story and social mobility is still an asset.



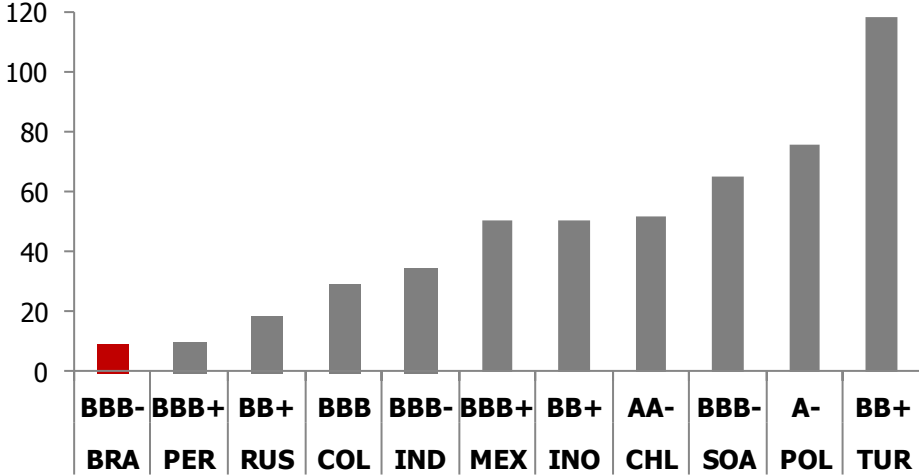
External and local solvency are remarkably high in Brazil

Public Sector Ext. Debt / Reserves (%)



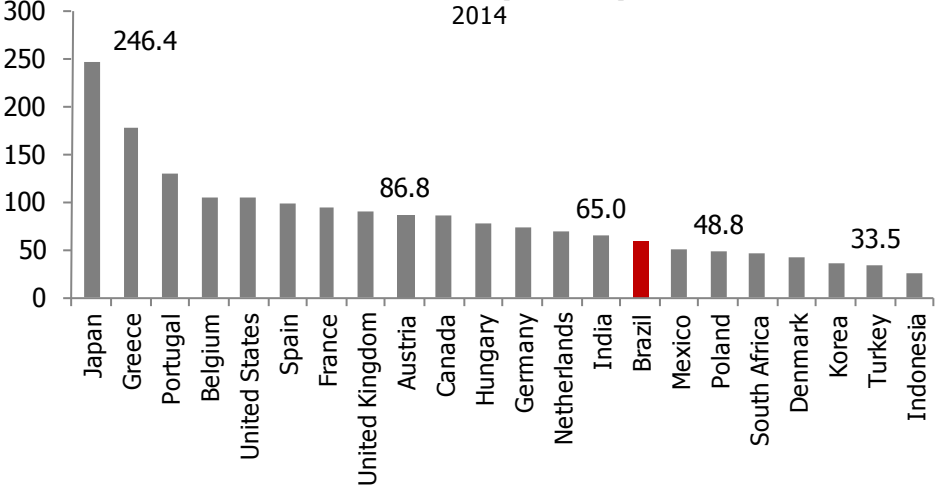
Source: BRAM, S&P, Moody's

Short-Term Ext. Debt / Reserves (%)



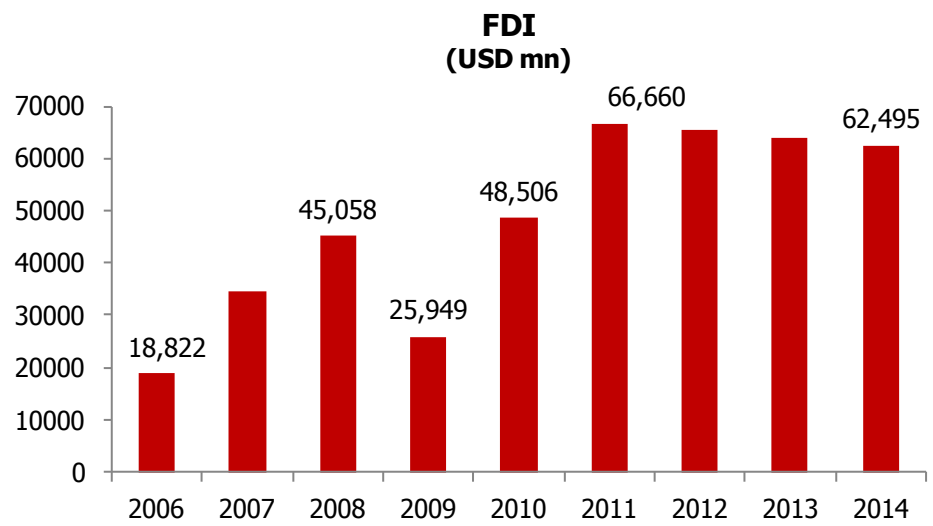
Source: BRAM, S&P, Moody's

Gross Debt (% GDP)

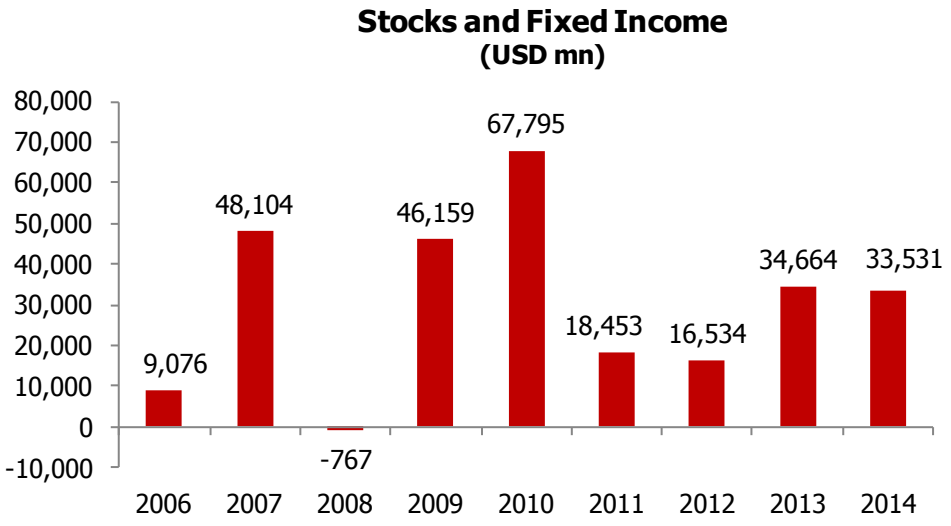


Source: WEO - IMF, Apr/2015

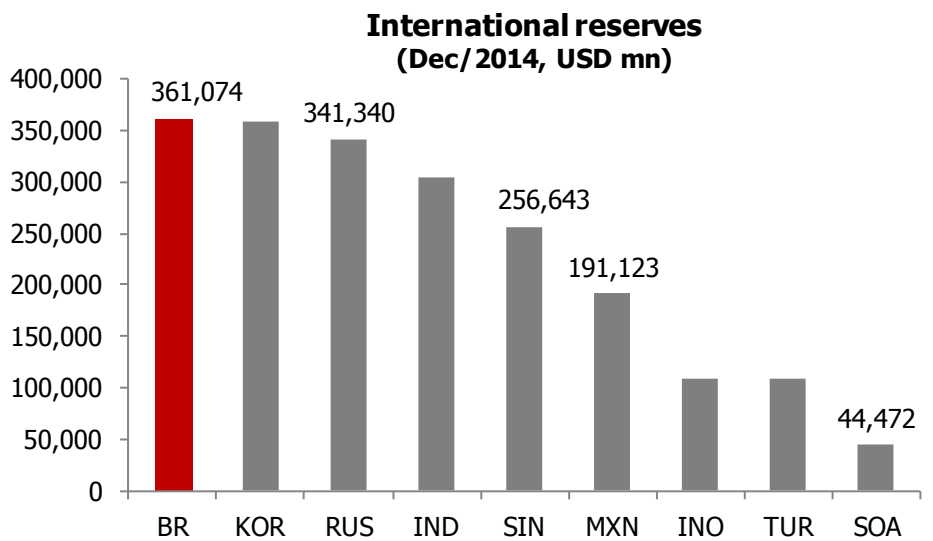
Foreign Investment in Brazil is a long-dated and robust history. Brazil is the third largest receiver of FDI in the EM World.



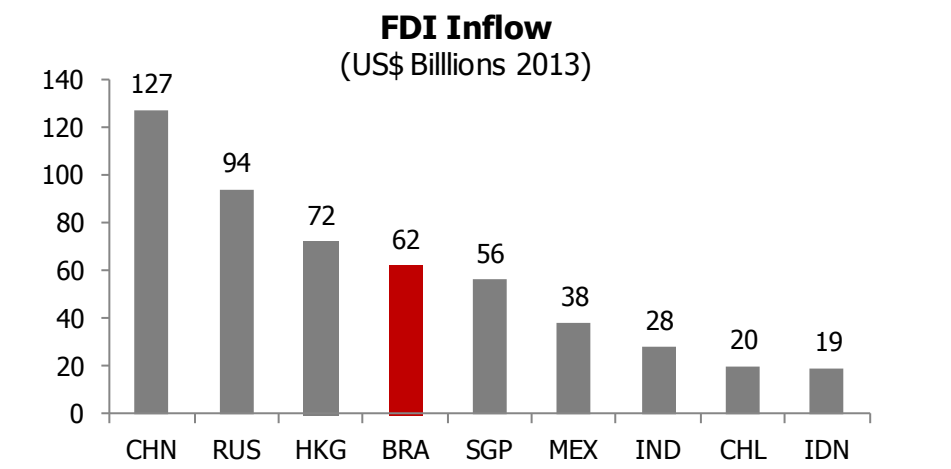
Source: BCB



Source: BCB



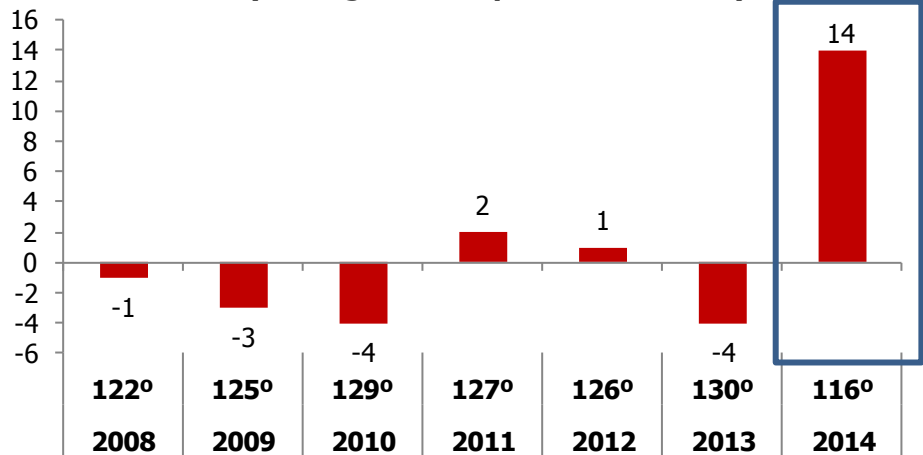
Source: IMF



Source: Unctad

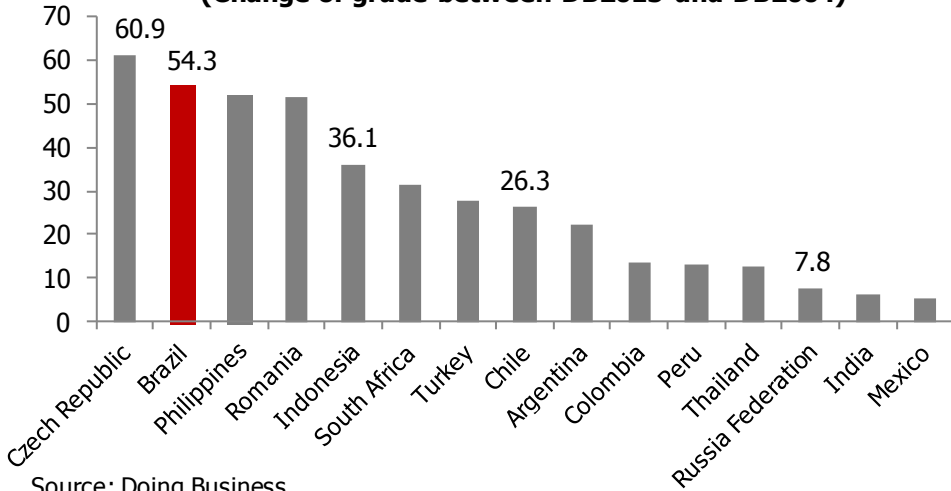
Improvement in the Doing Business Ranking

Ranking Doing business
(Brazil gained 14 positions in 2014)



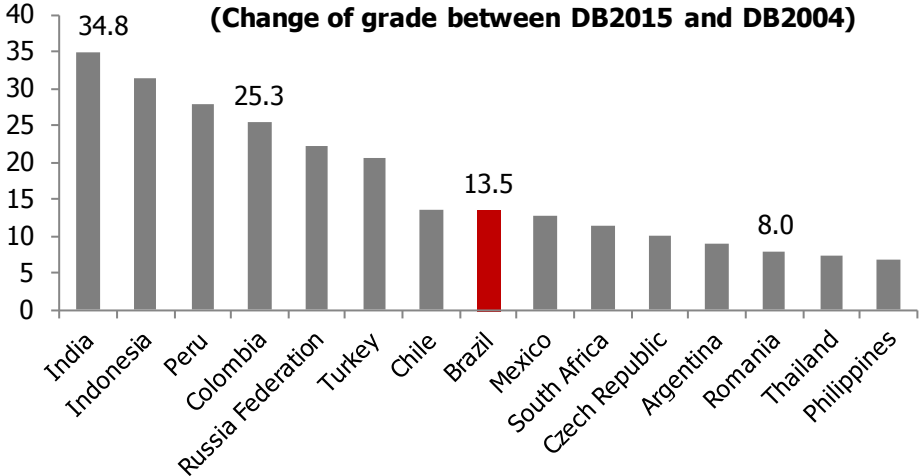
Source: BRAIN

Resolving Insolvency
(Change of grade between DB2015 and DB2004)



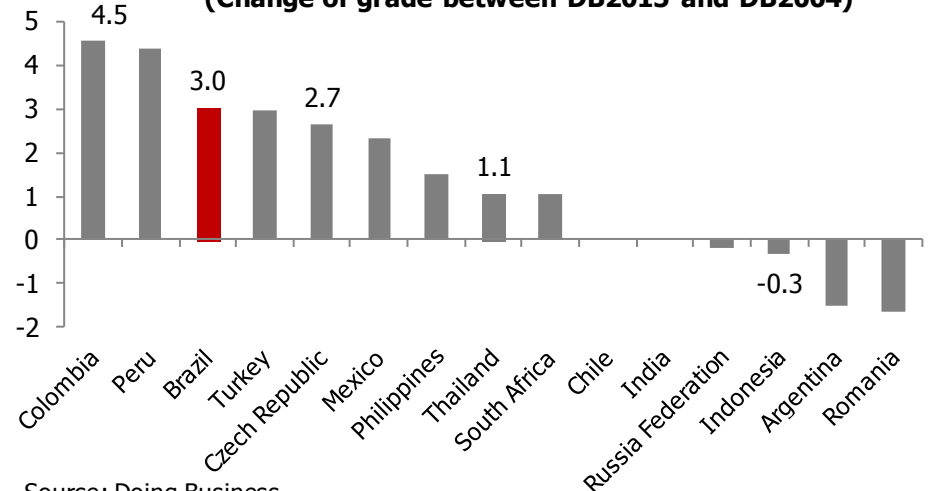
Source: Doing Business

Starting a Business
(Change of grade between DB2015 and DB2004)



Source: Doing Business

Enforcing contracts
(Change of grade between DB2015 and DB2004)



Source: Doing Business

Thank you!



BRADESCO: a bank with international presence

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