



Looking for ways to increase sales in new markets?

Is your company interested in business opportunities in High Growth Market – Brazil?

If you are new to exporting, or just thinking about it, you can benefit from attending a FREE one-day high growth market workshop on Brazil.

Taking on Brazil - Business Workshop

When: Wednesday 8th October 2014
Where: Birmingham Science Park Aston
Cost: Free to eligible West Midlands SMEs

About the workshop:

This in-depth workshop will focus on the opportunities and challenges of doing business in Brazil. Brazil is too big a market to ignore. It is the fifth-largest country in the world, with a population of approximately 200 million. It has one of the world's most rapidly developing economies and a GDP per head that is greater than either India or China. It has natural resources in abundance, a developed industrial base and high standards in scientific research.

What you can expect from the workshop:

Presented by Brazil specialist Philip Gray from Commercial Doctor Ltd, the workshop will focus on the following areas:

- Why do business in Brazil?
- Where are the opportunities?
- Major Projects and sector focus:
 - 2014 World Cup & Rio 2016 Olympics – build-up and legacy
 - Infrastructure Development – urban, air, road, rail, ports
 - Oil & Gas
 - Healthcare and Education
- Winning and Delivering Business in Brazil – Personal and technical elements
- Creating a strategy to address the Brazilian marketplace – short-term and long-term
- What to do now

Lunch and refreshments will be provided throughout the day. Places are limited with expected high levels in demand. We recommend booking as soon as possible to guarantee your place. Places are limited, so please note there will be a £50 cancellation fee if you cancel your booking after Wednesday 1st October 2014.

To book your free workshop place please visit:

www.wmbusinessesexport.co.uk/newexporters Email us at info@wmbusinessesexport.co.uk or call us on **0247 623 6406** for further information

Funded by the European Regional Development Fund (ERDF) and managed by Coventry University Enterprises Ltd, the West Midlands (SME) Internationalisation Project is jointly delivered by UK Trade and Investment and West Midlands Chambers of Commerce and aims to increase the number and competitiveness of eligible West Midlands SMEs operating internationally.