

GERMANY TRADE & INVEST

OPORTUNIDADES ENTRE BRASIL E ALEMANHA

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www.gtai.com



Oportunidades de Negócios

entre Brasil e Alemanha no cenário pós-pandemia

1. **Sobre nós**
2. Comércio exterior
3. Cadeias produtivas globais
4. Perguntas



Perguntas?

Participe pelo chat!

1. SOBRE NÓS



Germany Trade & Invest (GTAI) is the economic development agency of the Federal Republic of Germany.



***Export
Promotion***



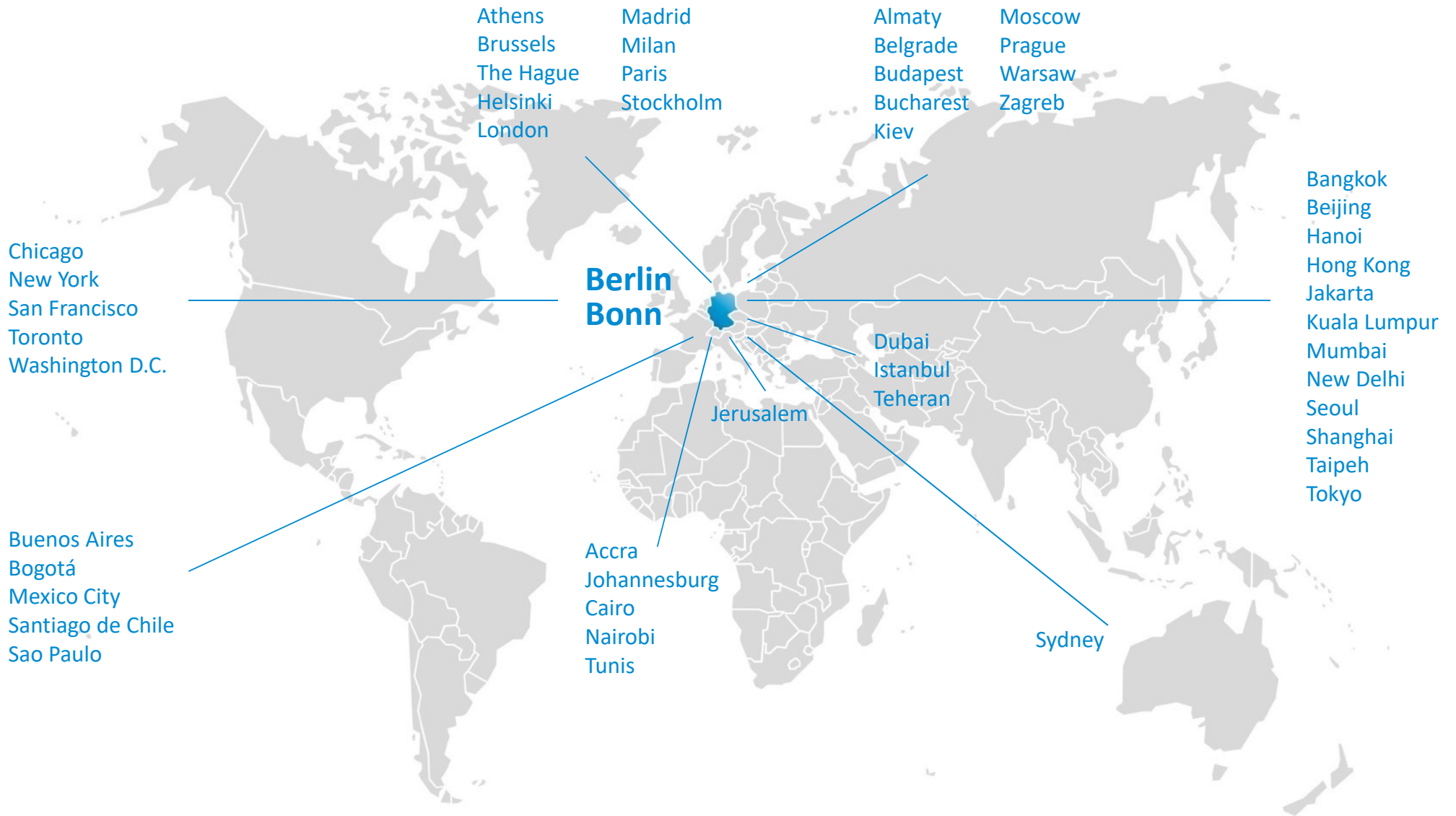
***Investor
Consulting***



***Location
Marketing***



***New Federal
States***





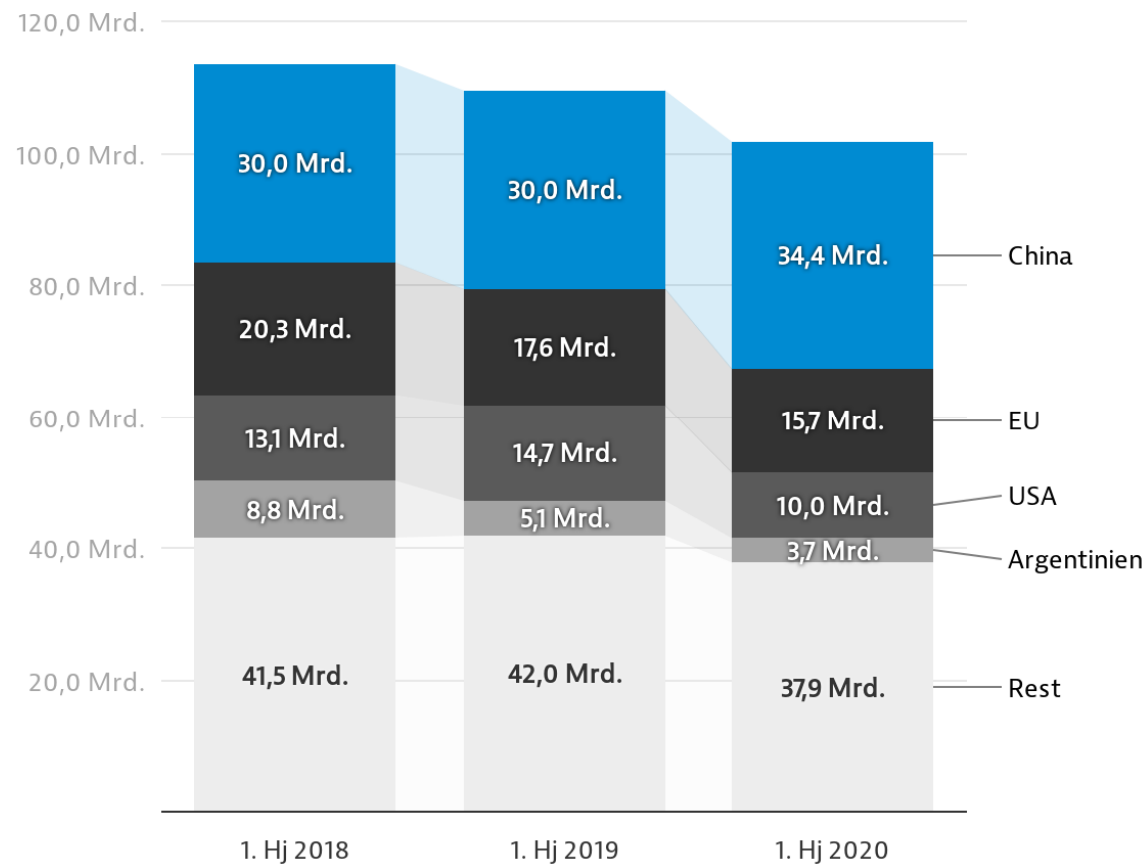
2. COMÉRCIO EXTERIOR

CENÁRIO PÓS-PANDEMIA

Export

Wichtigste brasilianische Abnehmerländer

Export in US-Dollar*



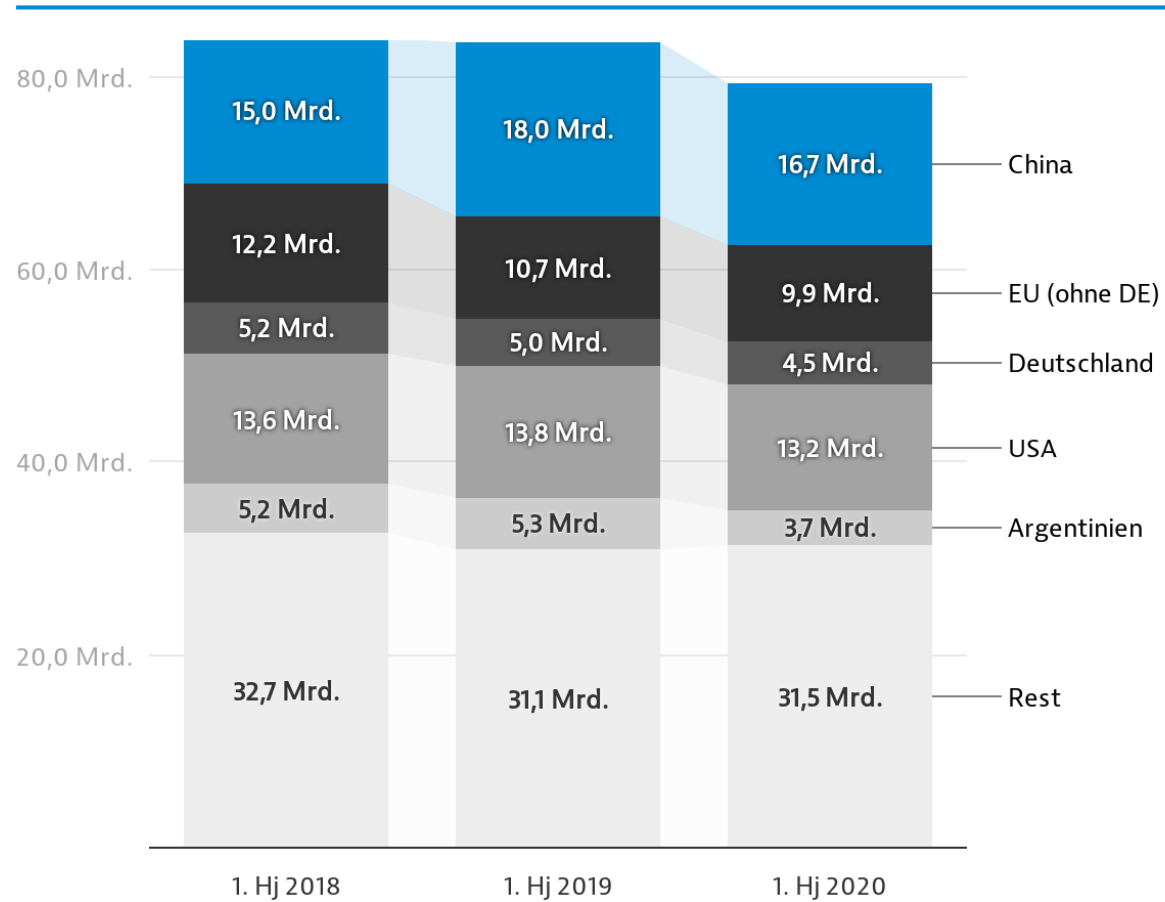
* Valor FOB

Quelle: Comexstat

Import

Wichtigste brasilianische Lieferländer

Import in US-Dollar*



* Valor FOB

Quelle: Comexstat

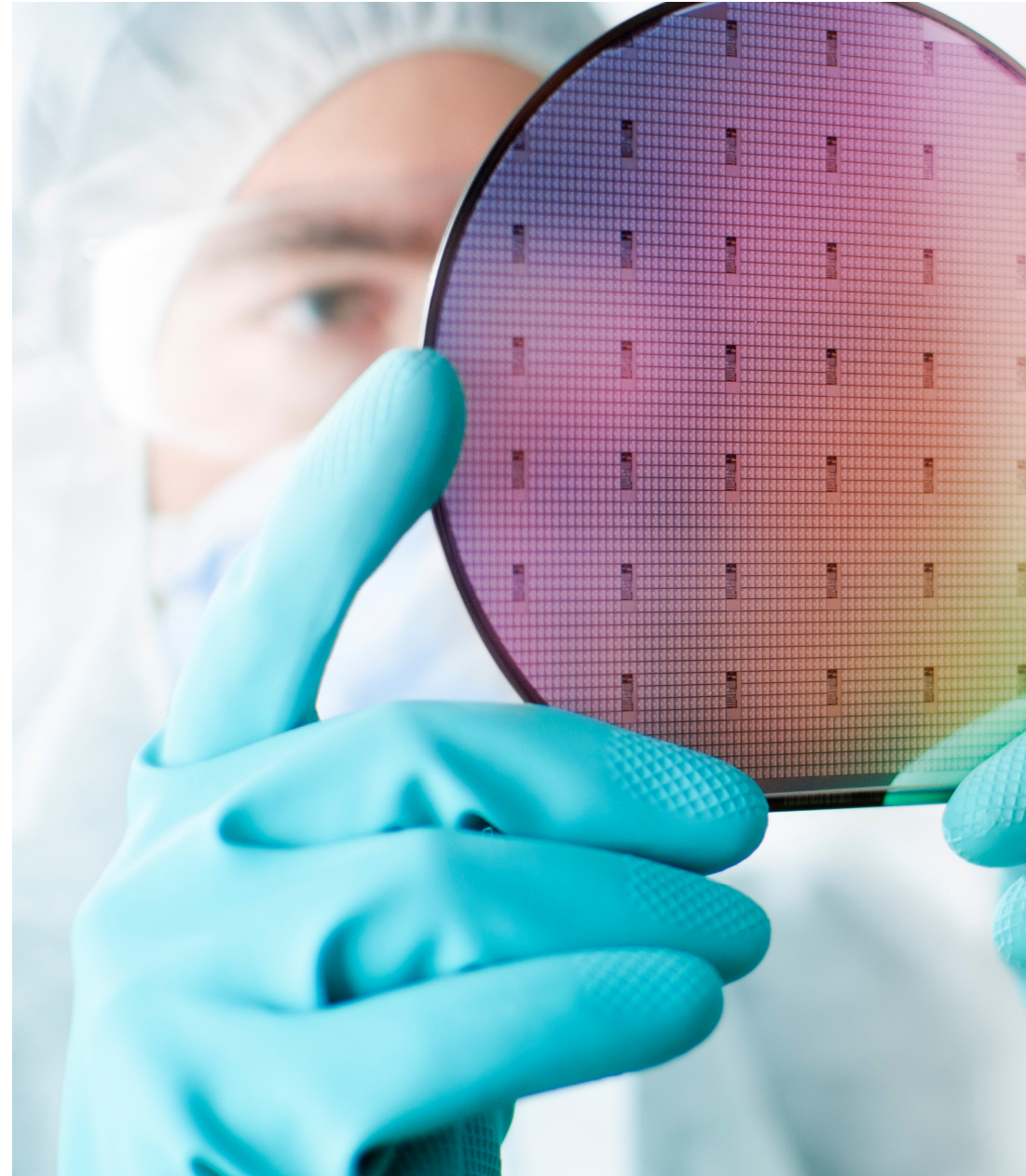
Trends Pós-Pandemia

- conflitos e tendências protectionistas
- acordo EU-Mercosur (?)
- concorrência acirrada
- desvalorização do BRL
- e-commerce
- maior relevância de transparência e
de sustentabilidade/compliance/gmp



Setores

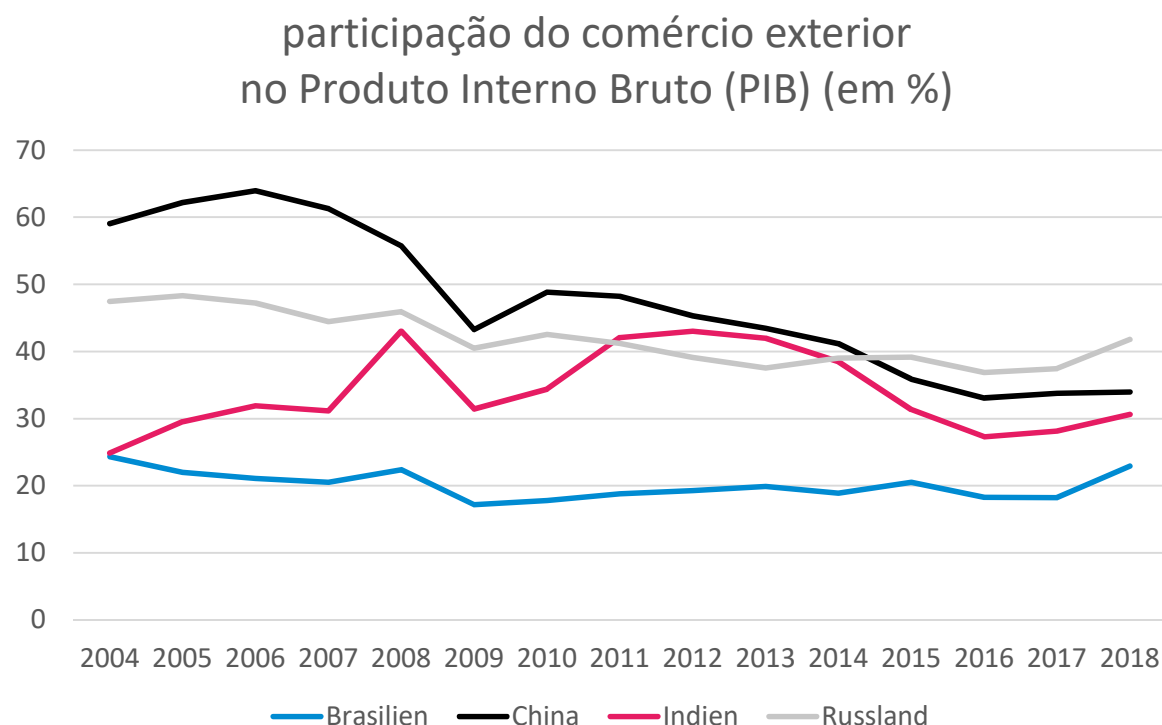
- Agrobusiness muito competitivo, mas precisa atender à crescente demanda por sustentabilidade e rastreabilidade
- Mineração (EITI - Extractive Industries Transparency Initiative)
- Bioeconomia
- Indústria de transformação depende de reformas para diminuir o 'custo Brasil' e fomentar p&d e a exportação (Reintegra e acordos comerciais)



3. CADEIAS PRODUTIVAS GLOBAIS

COMPETITIVIDADE INTERNACIONAL EXIGE
PREVISIBILIDADE E REDUÇÃO DO ,CUSTO BRASIL‘

Integração às cadeias globais de valor (CGV)



Fonte: Banco Mundial

Meta do governo:

**Aumento para 30%
até 2022**

**Participação em 2019
era de 24%**



Tendências na Alemanha e UE

- Acordo Verde Europeu
- Estratégia para energia à base de hidrogénio-> energias renováveis à baixo custo
- Lieferkettengesetz (marco legal para a gestão da cadeia de suprimentos) -> rastreabilidade e certificação
- Eletrificação do transporte -> baterias e minerais estratégicos

Business Location Germany

- Market and industry analyses
- Market entry analyses
- Extensive legal information (tax, labor law, etc.)
- Funding and financing information



Investment promotion *in the crisis* with selected core industries

I 2020/2021

Hypothesis: The corona crisis is an extensive but one time event. The effects will take years to be compensated. Non critical economy will catch up with pre crisis value chains after the crisis.

Key questions: Which industries are particularly struck by the crisis AND which are relevant for a fast restart of the German economy?

Industries evaluated on the basis of research and studies done by: GTAI March 2020, Institut für Mittelstandsforschung 7.4.2020, Sachverständigenrat Sondergutachten März 2020, 3. Leopoldina ad-hoc Stellungnahme vom 13.04.2020, Fuest/Lohse 07.04.2020

Focus Industries

Pharma-Medtech-E-Health

Automation Technologies and Robotics

Digital Infrastructure (Hard- and Software)

Innovative, Climate saving Mobility- / Supply Chain Solutions

Trade and Logistics

Investment promotion *after the crisis* with extended industry portfolio

II 2021/2022

**Hypothesis : After the crisis
Core and future industries of
Germany need broader support to
ensure regaining traction and
enhancing competitiveness.**

**Key questions: Which industries are
critical for the success of a
sustainable and resilient economy in
Germany? Where can we as an IPA
substantially support?**

Focus Industries

Renewable Energies, Efficiency
and Integration

Environmental Technologies
and Resource Efficiencies

Digital Infrastructures and
Transformation

Research & Development

Autonomous and Networked
Mobility

Produktion Technology /
Automation/ Industrie 4.0

Health

Chemicals and Materials

Education, Attraction of
qualified Personnel

Corporate Services

Trend and Innovation Scouting

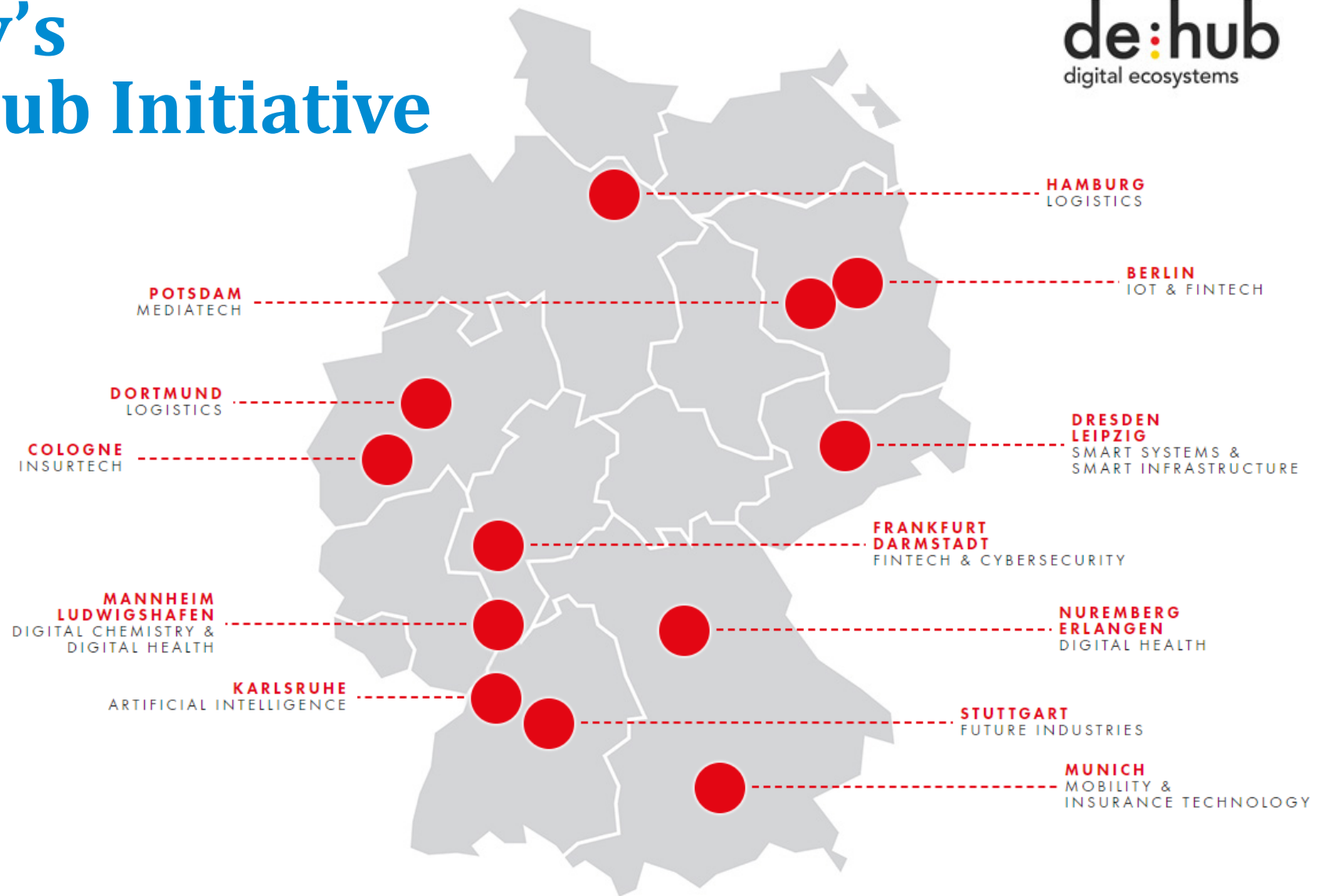
- Digital Hub Initiative
- Identification and recruitment of foreign start-ups
- Promoting Germany as a business location for the innovative digital economy



Germany's Digital Hub Initiative

12 hubs
one digital network

de:hub
digital ecosystems



4. PERGUNTAS

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Mais informações:

www.gtai.com