



UK Advanced Engineering: Partnering with Brazil Showcase

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The British Cultural Centre - Sao Paulo

15th October 2009

Be part of this high profile, UK Trade & Investment (UKTI) supported event designed to showcase UK Advanced Engineering expertise and bring UK and Brazilian companies together to form successful partnerships in the Advanced Engineering sector.

Why should you attend?

Leading Brazilian manufacturers and technology companies are being recruited by UKTI staff in Sao Paulo. Our staff are in regular contact with companies such as **EMBRAER** and their key tier 1 suppliers who are looking to the UK to supply specific solutions and state-of-the-art technology for their civilian and defence aerospace programmes, including sustainable aviation.

Locally based multinationals such as **FORD / VW / GM / SCANIA / MERCEDES-BENZ / CATERPILLAR / KOMATSU / VALTRA / JCB ETC** representing the country's large and growing automotive, motorsport and construction equipment sectors will be available to discuss their future programmes and technical requirements. UKTI-Sao Paulo are also targeting a broader range of firms who will be interested in the use of **composites and lightweight materials** and **advanced manufacturing**, including automation and precision equipment.

Brazil is the **fifth largest country in the world**, boasts a rapidly developing economy and a GDP per head that is greater than China and India. The UK has a strong and historic trading relationship with Brazil, stretching back over 200 years. There is a desire within the Brazilian Advanced Engineering sector to connect with UK companies who are prepared to work in partnership and to make a sustained commitment to the Brazilian market.

To find out more about the programme please visit www.ukaeinbrazil.uktradeinvest.gov.uk

Showcase your expertise

UKTI is hosting this high-profile event for UK and Brazilian companies to connect and offering UK companies the following participation incentives:

- A complimentary poster stand exhibit located in a prime spot to promote your company's expertise to Brazilian delegates
- A complimentary business matching advice to pre-arrange one-to-one meetings with your company and key Brazilian decision makers
- Participation in a series of interactive seminars covering key areas of UK expertise and cooperation.
- Guest invitation to the VIP networking dinner on the 14 October.
- Networking lunch with key Brazilian contacts

Marketing exposure

- Extensive promotion of your company profile to the Brazilian Advanced Engineering community via a dedicated Portuguese language website, officially advertising the showcase event and UK expertise.
- Associated coverage of your company profile in all related marketing activities and media exposure in Brazil and in the UK.
- Complimentary company entry in the specially designed market visit promotional brochure available in both English and Portuguese.
- Post-event publicity supported by UKTI's experienced Brazilian press team.

Market knowledge

This unique showcase event allows you to:

- Research the market thoroughly and build market knowledge.
- Facilitate access to reliable local partners, staff and buyers.
- Better promote your company and products.

- Build relationships & trust.
- Build a long-term vision for the Brazilian market as part of your overall business plan.
- Allocate marketing resources more effectively.

Travel and itinerary contributions

- **£750** to support each participating UK company.*
- Coverage of all in-market ground transportation costs and hotel transfers during the official market visit programme
- Assistance with all of your travel and accommodation requirements.
- Organisation of your personalised market visit programme and facilitation meetings with key contacts via the UKTI Overseas Marketing Introduction Service.

* This offer is available for a limited number of companies so please register to confirm availability

The Programme

The programme will include a **VIP networking dinner**, hosted by UKTI with selected Brazilian guests, facilitated **interactive panel discussion** exploring key themes, **pre arranged one-to-one business meetings** and **poster exhibition area**.

The showcase event will be complemented by **market visits** from the sectors of Aerospace, Automotive, Manufacturing Technologies and Construction Equipment.

Secure your place

To find out more about the programme and to register your interest in attending this high profile event contact **Marlena Zacharuk** on **0207 700 0424** or email marlena@btob.co.uk.