

# SLOVENIAN BUSINESS IN BRAZIL

# A LAND OF OPPORTUNITIES

## LEADING REGIONAL ECONOMY

1,43 trillion



## CONTINENTAL DIMENSIONS

8,515,767 km<sup>2</sup>  
territory



## LARGE POOL OF WORKERS

213 million



## LARGE CONSUMER MARKET

212,6  
million people



## A GLOBAL DESTINATION FOR INVESTMENTS

USD 58 billion



## 5TH LARGEST ONLINE POPULATION

161,96  
million people

Brazil's significant numbers have been attracting investments in many different sectors. This very diverse democracy of continental dimensions has already recovered from the decline seen at the worst moment of the pandemic and is often referred to as *the land of opportunities* by businesspeople all over the world. The exchange rate is favorable to foreign investments and the presence of international corporations is massive.



## DID YOU KNOW?

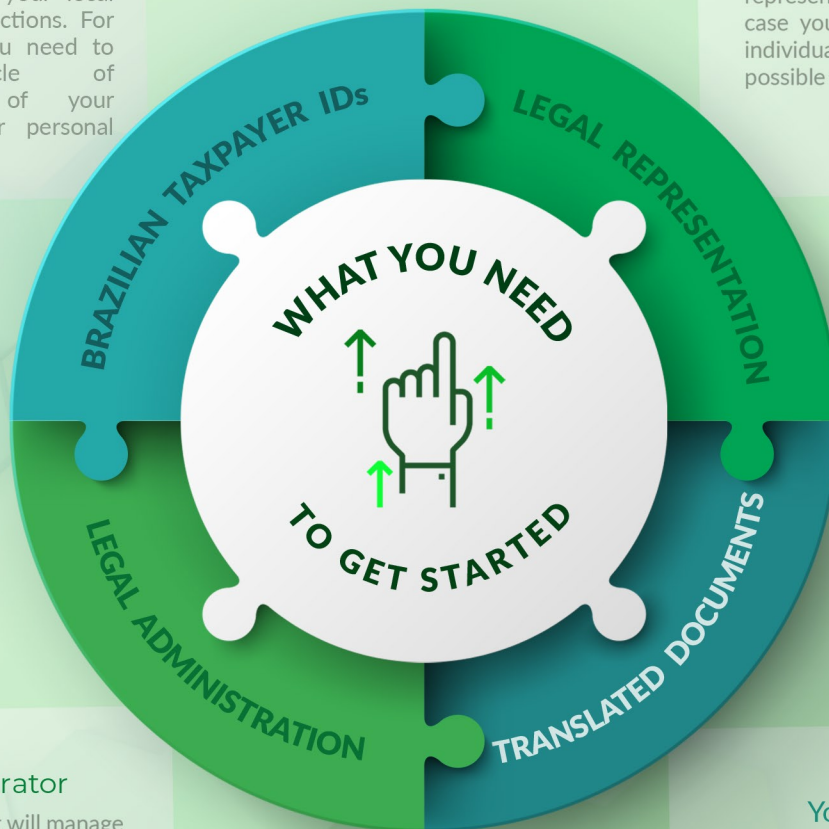
60% of Latin America's  
Unicorn Companies are  
in Brazil.

## CPF and CNPJ

are personal and corporate taxpayer numbers, respectively. You can request them online. After getting a CPF number it is necessary to contact your local Consulate for further instructions. For getting a CNPJ number you need to provide the article of association/incorporation of your company as well as your personal documents.

## Your Legal Representative

must be Brazilian or a foreigner with permanent residency in Brazil. They'll represent you in the case of claims. In case you don't have a trustworthy individual to represent you it is possible to hire a company to do so.



## Your Administrator

is a separate entity that will manage your company in Brazil. He or she must be a Brazilian resident. Not to be confused with the Legal Representative - as opposed to representing individual shareholders, the Administrator represents the company.

## Your Bylaws

must be signed by your Legal Representative and the documentation must be sworn translated and registered at a Brazilian notary office. Contact your local Consulate for more information about the requirements in your country.

Requests are submitted through the gov.br portal and authorization to operate in the country is granted digitally within three days.



With the simplification of the authorization process for opening branches of foreign companies through gov.br, in 2021 Brazil reached the historic mark of 36 new companies from abroad requesting installation on Brazilian grounds.

Brazil's infrastructure varies from state to state and so does the way of doing business. In certain states you will depend on networking to have access to accurate information, whereas in others you will be more independent.



# TAXATION



Regardless of nationality, any citizen doing business in Brazil is subject to the same taxation system. Occurring at three levels - federal, state and municipal - the main taxes cover excise duties, import and export duties, financial transactions, taxes on revenue, profit and income, as well as contribution charges that fund social security and employment benefits.

Aware of its complexity, the government has been taking measures to simplify the taxation process in the country. Brazil is very digital in this matter and once you cross the wall of the intricate taxation system you'll be up and running in the most fertile market of Latin America.

Do not be discouraged by headlines about political and economic turmoil in the country. Despite the inevitable setbacks, *it's a fact that foreign companies continue investing in Brazil in the long run.* The Brazilian market is long term and competitive but very profitable.



## 4 reasons why Brazil is a good idea



INCREASING  
POPULATION

1



GROWING  
MIDDLE  
CLASS

2



YOUNG  
WORKFORCE

3



easier access to the  
MERCOSUR  
MARKET

4

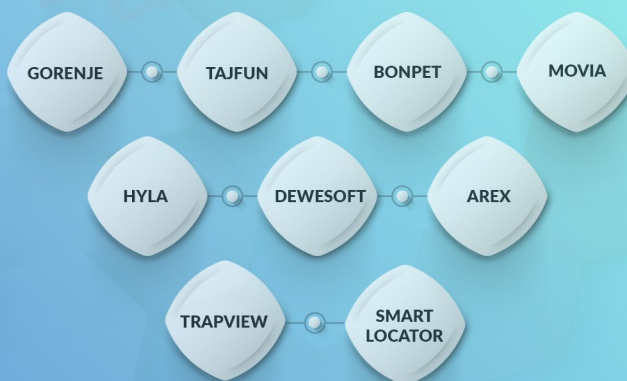
# SLOVENIAN BUSINESS IN BRAZIL

The Slovenian Community in Brazil is very active and has a strong presence in digital media.

More than being just a hub of Slovenes, the entities offer support and solutions for Slovenian companies all over the world so they can make their entrance into the Brazilian market.

You can also count on a very supportive Embassy and Consulates around the country that do not limit themselves to diplomatic services but will offer guidance on your business endeavors.

## Slovenian companies in Brazil



With initiatives such as **Slovenian Business Map by SloBraz**, you will be able to locate fellow Slovenian products and services all over the country.







# SLOVENIAN GLOBAL BUSINESS NETWORK

Slovenian Global Business Network is an online platform that encourages business cooperation between Slovenes around the world. By regularly organizing online meetings, SGBN gives the attendees the opportunity to actively interact with one another, exchange experiences, clear out questions and foster partnerships.

WATCH THE CONFERENCE "WINNING BUSINESS IN BRAZIL" [HERE](#)



### Drava Metais

The first manufacturer of valves and connections for the LPG segment to get ISO 9000 certification



### Hisense Gorenje

2<sup>nd</sup> largest importer of dishwashers



### BioLinker

Supplies proteins of the Corona virus to more than 10 Brazilian universities and research institutes



### Arex

The first company in their field to get a license for local production in 87 years



## Best practices by experienced Slovenes



Partner up with someone who understands the local culture

Learn Brazilian Portuguese



Collect enough data before making your investments

Test your candidates before hiring them



Be willing to change plans along the way

Train the staff according to your needs



Have a financial reserve

Forget the local politics, focus on your business



Brazilians can be very informal in their work environment, and you must learn when that attitude represents a "no" in business terms.

Slovenian Global Business Network, together with the support of the Government Office for Slovenians Abroad, Ministry of Foreign Affairs of the Republic of Slovenia, and Embassy of the Republic of Slovenia in Brasília, Brazil, has recently announced the launch of their digital business networking platform, meant to foster, connect, inform and promote business partnerships between the Slovenian diaspora.



União dos Eslovenos do Brasil  
Zveza Slovencev Brazilije

The first records of Slovenian immigration in Brazil date back to the year of 1890. In May 1991 the Union of Slovenians of Brazil was established and remains a strong point of convergence in our community, promoting the Slovenian cultural heritage and organizing several types of events.

The Slovenian legacy in Brazil is made up by more than 100 companies of different sectors, from agribusiness to medicine among others. The active companies count on more than 15 thousand employees. This displays the possibilities for strong links in the implementation and development of businesses in Brazil.

No matter where you are in the world, our Slovenian community is ready to assist you in your entrance to the complex yet very promising market of Brazil.







# USEFUL LINKS

EMBASSY OF THE REPUBLIC OF SLOVENIA IN BRASÍLIA

CHAMBER OF COMMERCE SLOVENIA-BRAZIL | SLOBRAZ

SLOVENIAN BUSINESS MAP

SLOVENIAN GLOBAL BUSINESS NETWORK

UNION OF SLOVENIANS OF BRAZIL | UEB

THE GOVERNMENT OFFICE FOR SLOVENIANS ABROAD



FEDERAL GOVERNMENT OF BRAZIL | GOV.BR

CENTRAL BANK OF BRAZIL

BRAZILIAN TRADE AND INVESTMENT PROMOTION AGENCY | APEXBRAZIL

WORLD BANK

AMERICAN CHAMBER OF COMMERCE | AMCHAM BRAZIL

BRAZIL-GERMANY CHAMBER OF COMMERCE AND INDUSTRY | AHK

BRAZIL-CANADA CHAMBER OF COMMERCE | BCCC

BRAZILIAN AGENCY FOR INTERNATIONAL TOURISM PROMOTION | EMBRATUR

RIO DE JANEIRO STATE GOVERNMENT

SÃO PAULO STATE GOVERNMENT

BRASÍLIA FEDERAL DISTRICT GOVERNMENT



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