



## The Low Carbon Business Action in Brazil

### Upcoming SME Business Missions to Brazil



### What is the Low Carbon Business Action in Brazil?

The Low Carbon Business Action in Brazil is an initiative funded by the European Union. It is helping European small and medium-sized companies (SMEs) from the low carbon technology sectors to establish long-lasting business collaborations in Brazil. Selected European companies get the opportunity to participate in a four-day business mission focused on a specific low carbon technology sector. It is a unique chance for European SMEs to enter the Brazilian market for minimized costs. Cooperation Partnership Agreements between EU and Brazilian companies will benefit from further implementation assistance provided by the LCBA.

### Upcoming business Missions

The business missions will take place in conjunction with major trade exhibitions/fairs and sector events in in São Paulo, Brazil, in the second half of 2016.

Mission Period	Sector/Topic	Event
07 - 12 August	<i>Energy Efficiency in Buildings</i>	Greenbuilding Brazil – International Conference and Fair
02 - 07 October	<i>Solid Waste Management</i>	FIMAI ECOMONDO - FIMAI E SIMAI, International Fair for Environmental Technology and Sustainability
16 - 21 October	<i>Biogas and Biomethane</i>	3 <sup>rd</sup> Forum of the Biogas Industry
07 - 12 November	<i>Renewable Energy (solar, photovoltaic and biomass)</i>	ELAN –EU Latin America Business Network Renewable Energy Conference (Annual Meeting)

### What are the benefits for European SMEs?

European SMEs selected for the missions will meet with identified potential Brazilian partners. They benefit from an information programme, B2B meetings and a range of business support services, which include interpretation and coaching. Participants have the possibility to showcase their products and services at a joint booth on a Brazilian trade fair, conference or at another venue. Participants will benefit from professional follow-up coaching at all stages. Cooperation partners can apply for further technical assistance to implement their agreements. Travel expenses will be mostly covered by the LCBA.

### Who can participate?

SMEs from the low carbon technology sectors registered in the EU can apply for mission participation. In the EU SMEs are defined as follows:

Company category <sup>1</sup>	Staff headcount	Turnover	o r	Balance sheet total
Medium-sized	50 - < 250	>€ 10 m - ≤ € 50 m		>10m - ≤ € 43 m
Small	10 - < 50	€ 2 m - ≤ € 10 m		>2m - ≤ € 10 m

All other eligibility criteria will be published on the LCBA website ([www.lowcarbonbrazil.com](http://www.lowcarbonbrazil.com)) previous to the opening of the Expressions of Interest and Application period.

### How can an eligible SME participate in the business mission?

Eligible companies must register and apply only online on [www.lowcarbonbrazil.com](http://www.lowcarbonbrazil.com) during a four-week application period announced on the website. A team of LCBA experts will evaluate the application and identify possible matches with Brazilian companies. Then video-conferences (including interpretation support) will be organized between Brazilian and EU companies. If the matches and the mutual interest are confirmed during the video-conferences the LCBA will invite the selected EU and

<sup>1</sup> SME Definition User Guide - [http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition/index\\_en.htm](http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition/index_en.htm)

Brazilian companies to the mission in São Paulo to meet with each other and conduct negotiations. All applicants will be notified individually about the results of the selection process, even in case these are not shortlisted.

### **The Mission Programme**

Each 4-day sector matchmaking mission is tailored for promoting business relationships between Brazilian and EU SMEs in a professional and conducive atmosphere and in an exclusive venue dedicated to the participants.

The programme will include:

- Presentations on how to do business in Brazil and on technical topics related to the mission sector
- Collective booth with multimedia facilities and space for showcasing of participants' equipment, information materials and videos at the trade fair or – if not feasible – as a mini trade fair in the mission hotel;
- Assisted bookings for visits to external businesses within the trade fair premises;
- B2B meetings between pre-selected EU and Brazilian SMEs
- Interpretation services and help desk during the B2B sessions
- Possibility to visit the sites of prospective Brazilian business partner (in São Paulo only)
- Guided on-site visits to other local companies operating in the sector
- Introduction to professional B2B assistance and advice from local service providers

### **How can a selected SME prepare its mission?**

The LCBA will conduct webinars some days before the Expression of Interest and Application period. Dates are published on the website ([www.lowcarbonbrazil.com](http://www.lowcarbonbrazil.com)). Companies invited to the missions will receive a package of input papers which also contain advice on how to prepare for an effective mission. A help desk is available under [info@lowcarbonbrazil.com](mailto:info@lowcarbonbrazil.com).

### **What are the costs for the participants?**

Participants have to cover only their personal expenses (private consumption, phone/fax at the hotel, private transport in São Paulo etc.).

The LCBA will cover for one senior executive of each invited company:

- Return flight ticket in Economy Class (to be bought by the participant and reimbursed by LCBA upon submission of original travel documents), shortest way from Europe to Brazil and return..
- Taxi from/to international airport in Brazil at date of arrival and departure.
- Single accommodation in a 4 star hotel (Mission Hotel) in a central location in São Paulo.
- Exclusive venue for the business rounds.
- Group business dinners or luncheons.
- Collective transport to the mission venue and other sites listed in the mission programme.
- All organizational costs (including costs of the booth, interpretation services, coordination).

The LCBA will not cover Business Class tickets and accommodation outside the official "Mission Hotel". Selected companies will be notified. They have to confirm their participation and the acceptance of the above mentioned condition by submitting a Letter of Commitment which you can find on the website.

### **Will the LCBA provide any support after the mission?**

The LCBA will provide follow-up coaching after the mission to European and Brazilian companies which want to close a Cooperation Partnership Agreement (CPA). The business partners can apply for free Technical Assistance (e.g. development of a feasibility study) from the LCBA to facilitate the implementation of the CPA and improve the chance for its financing. The LCBA will not provide any credit or other financial facilities.

### **Do you have questions or need help?**

If you have any questions regarding your eligibility, the application process etc. please contact [info@lowcarbonbrazil.com](mailto:info@lowcarbonbrazil.com). Members of the LCBA team are also available in case any individual technical queries from SMEs are deemed relevant without jeopardizing the transparency and fairness of the selection process.

**Use this unique chance!  
The LCBA team is looking forward to your application.  
We hope to see you in Brazil!**