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# The Brazilian Cosmetic Sector

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**Israeli Economic Mission to Sao Paulo, Brazil**



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## The Economic Mission in SP

- **Assisting** Israeli companies in the Brazilian Market
- **Identifying** cooperation opportunities.
- **Building** G2G infrastructure
- **Organizing** incoming and outgoing delegations
- **Attracting** foreign direct investments



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## Why This Webinar?

- Large number of requests by Israeli cosmetics companies
- Available high quality and free basic information
- Good reach – knowledgeable personnel in hand
- Valuable information from Brazilian companies
- Getting out of the box – out of the ordinary export sectors



## **Brazilian Cosmetics Market – Huge Potential**

- 3rd largest market (after US and Japan)
- 7% of the worldwide market share 58% of the LATAM
- Growth: 2013, 10%. Estimation 2014, 11.8% (R\$ 42.6B)
- R\$ 14.1B investments in 2014 (5.2% increase)
  - R\$ 9 billion in branding
  - R\$ 3,5 billion in assets
  - R\$ 1,6 billion in R&D



## But...

- Some saturated fields some preset great potential.
- Anvisa Anvisa Anvisa
- Slow processes, very very slow
- Higher costs
- Local partner is one of the keys to success
- Taxes – many of them and complicated.

**Brazil - A Strategic Decision**



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## Israel Mercosul Free Trade Agreement

- In action since 2010
- 90% of products are/will be exempted
- More than just a reduction of import duties
- Huge competitive advantage for Israeli products
- Import tax on Jan 1st 2015: 7.2%
- will be 0% on Jan 1st 2019



## Lessons learnt

- The market in Brazil is eager for new / innovative / different / unique technologies and products
- Strong partnership is a must. Ordinary model does not work.
- Israel: an unknown brand – investments in branding
- Sharing the responsibility
- Patience



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# Obrigado

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