



Consulate-General of the Kingdom of the Netherlands in Rio de Janeiro

Suzanne de Bekker
March 2019



Dutch network in Brazil

Embassy in Brasília

Consulates-General in:

- Rio de Janeiro
- São Paulo

Netherlands Business Support Offices in:

- Belo Horizonte
- Porto Alegre

11 Honorary Consuls





Brazil

a country the size of a continent

The Netherlands fits 205 times into Brazil

Inhabitants:

Brazil: over 207 million

State of Rio de Janeiro: 17 million





What does the Consulate-General do?

- Economic diplomacy
- Public diplomacy and 'The Netherlands branding'
- Cultural cooperation



Network activities



Rio Oil & Gas
(24-27 September 2018)



Holland Business Forum, Innovation Games
(13 December 2018)



Who is in the lead?

BRAZIL



Jair Bolsonaro

President

(PSL – Social Liberal Party)

Paulo Guedes

Finance Minister

(not affiliated to a party)



RIO DE JANEIRO

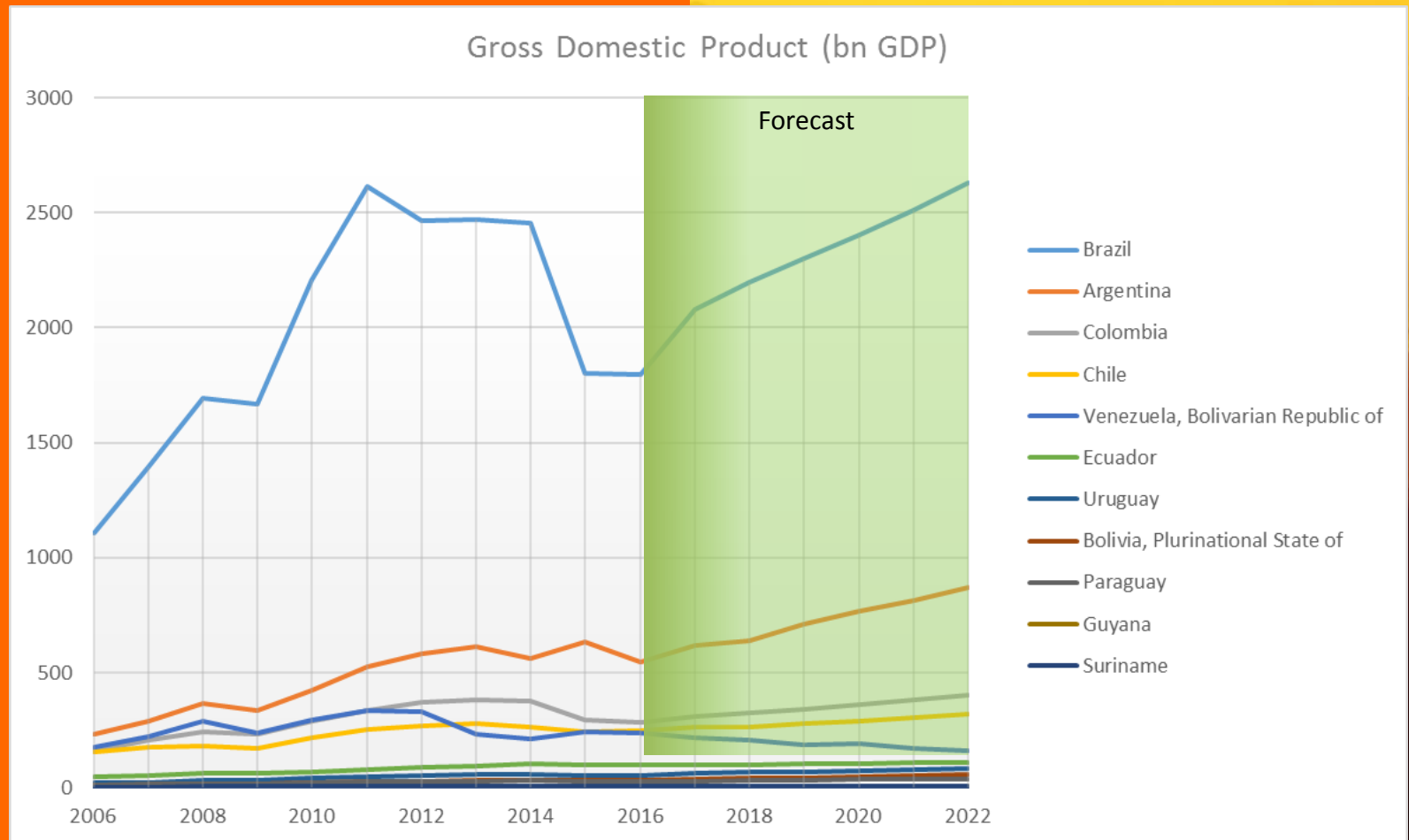


Wilson Witzel

Governor

(PSC – Social Christian Party)

Economic climate in South-America





The Netherlands in Brazil

NL is one of the largest foreign investors in Brazil.

No. 4 export destination for Brazil:

1. China (19.3%)
2. USA (12.8%)
3. Argentina (7.4%)
4. Nederland (5.7%)
5. Duitsland 2.7%)

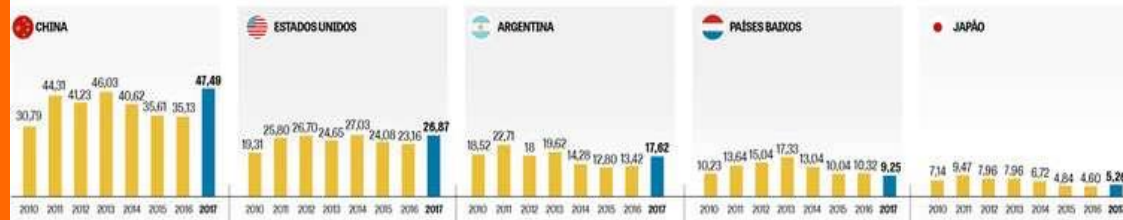
COMPRADORES DO BRASIL

Valor das exportações nacionais para China, EUA, Argentina, Países Baixos e Japão, entre 2010 e 2017

Total por país • Em bilhões de US\$



Por ano • Em bilhões de US\$



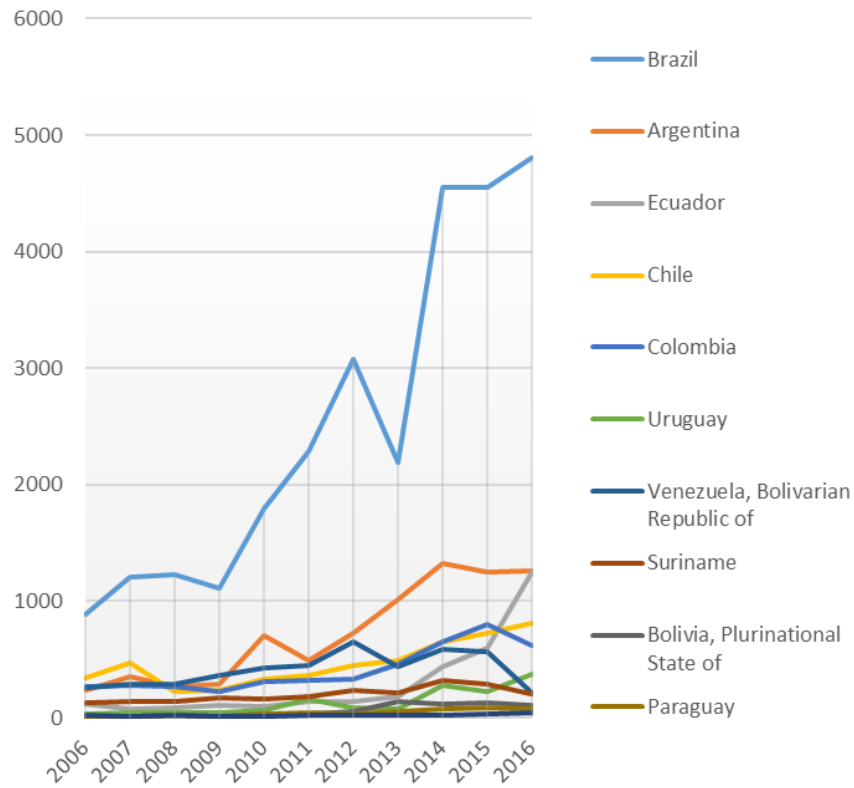
FONTE: MDIC

Brazil

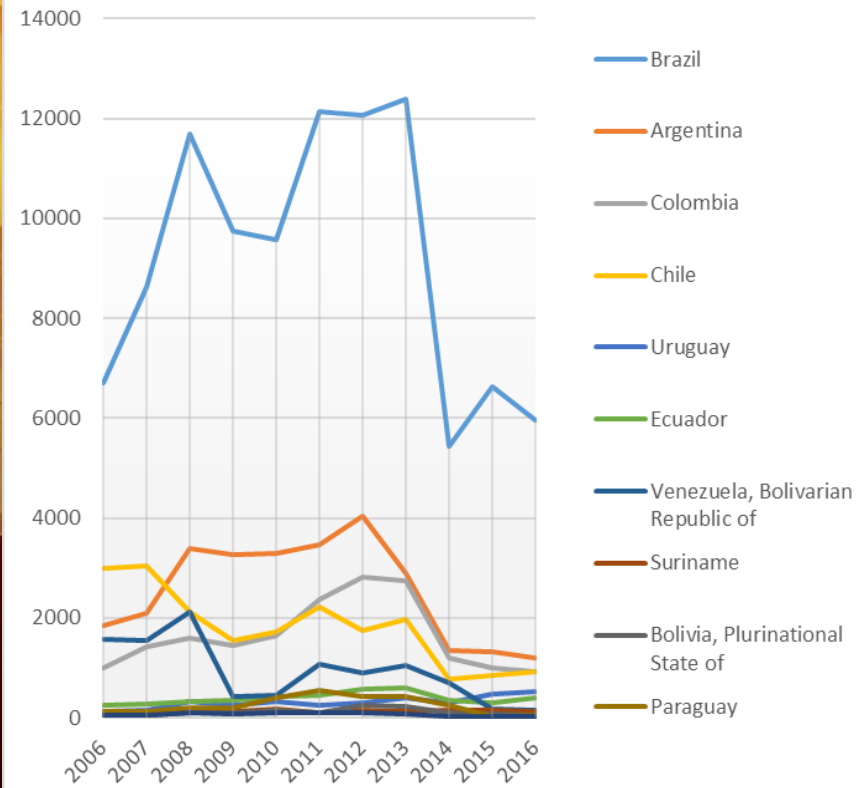
No. 1 destination for
Dutch export
to South-America

No. 1 country of origin of
Dutch import
from South-America

Dutch Total Exports (Mn EUR)



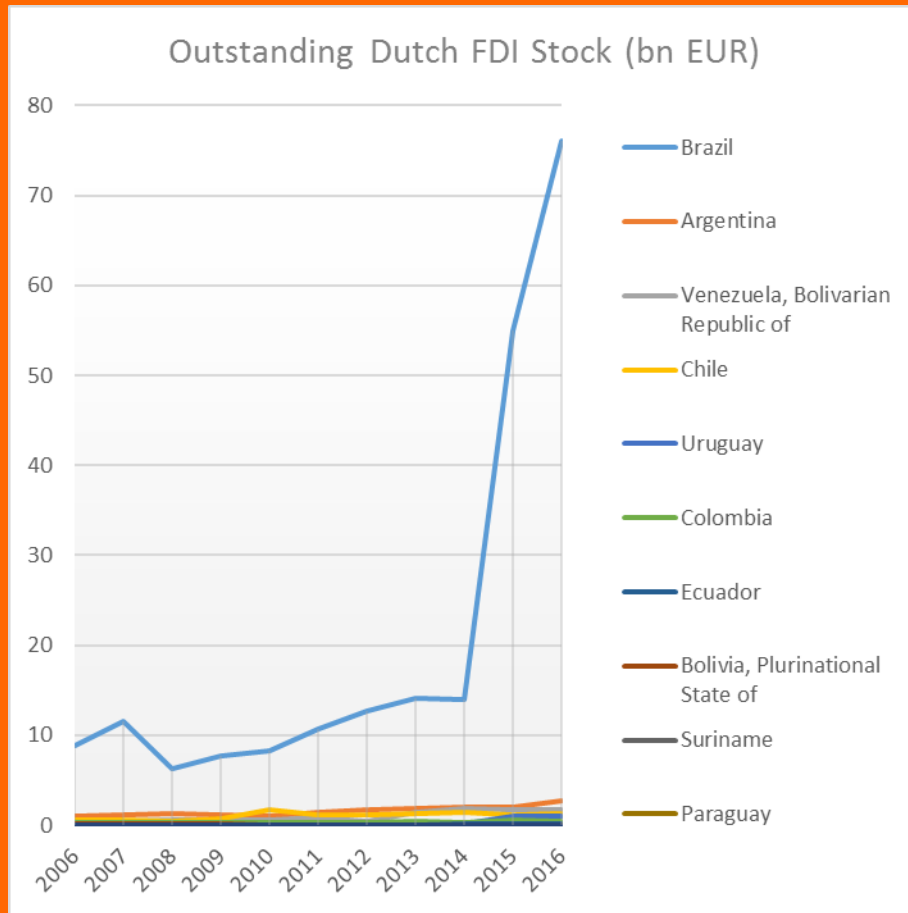
Dutch Total Imports (Mn EUR)



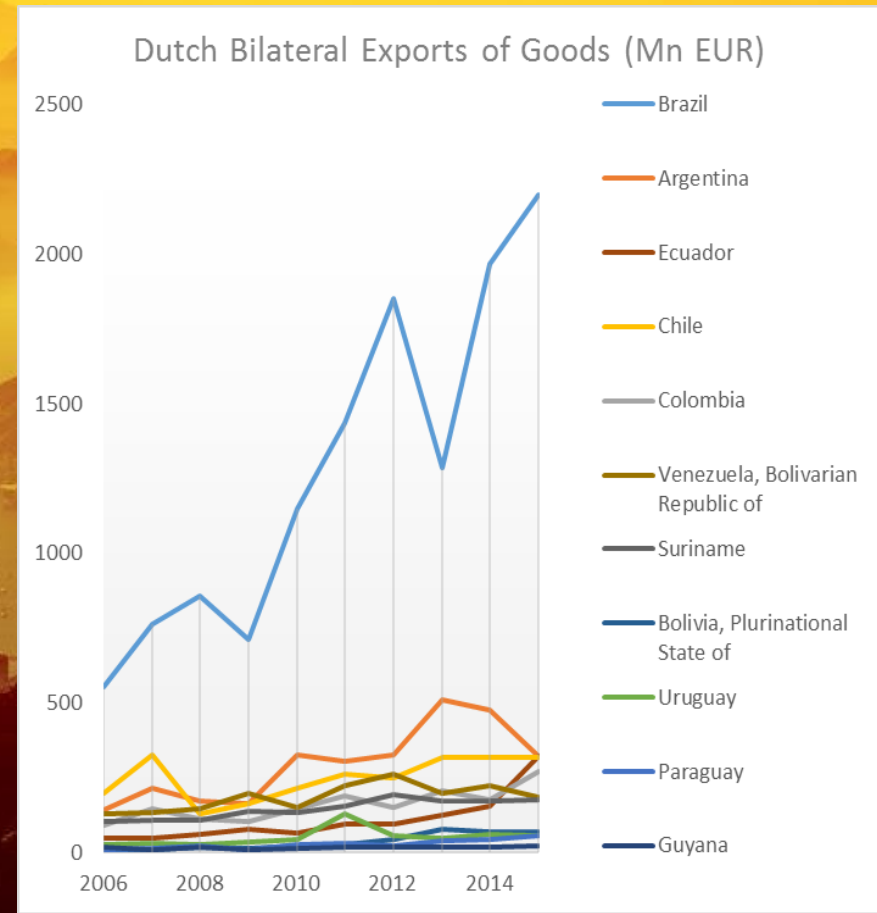
Source: CBS, 2017

Brazil most important destination

for Foreign Direct Investment from NL
in South-America



for exports from NL
to South-America



Source: CBS, 2016



Business climate

World Bank, Ease of Doing Business index 2019:
no. 109 out of 190 economies

Hurdles:

- paying taxes
- construction permits
- starting a business
- registering property
- public security



Brazilian economy is recovering

Challenges:

- reform of tax system
- reform of pension system
- fight against corruption
- reduction of bureaucracy



Thank you

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