

Standard Advisory for Indian Trade Delegations planning to visit Brazil

Indian companies and Export Promotion Councils planning to mount delegations to Brazil / seek BSMs are advised to instead participate in structured and sectoral fairs in Brazil, as that would be much more effective in meeting the right clientele. Brazil hosts hundreds of fairs in various sectors every year; lists / details of the Trade Fairs are at the links listed below. The first 2 links are of the Brazilian Ministry of Commerce and are the most reliable; in addition, the second site can be searched by sector, state, dates and/or name of the fair. The third and fourth sites give information about major fairs in English.

http://www.desenvolvimento.gov.br/arquivos/dwnl_1318870888.pdf

http://www.mdic.gov.br/sitio/sistema/expofeira/calFeirasExposicoes/feiExposicoes_P.php?ano=2011

<http://www.biztradeshows.com/brazil/>

<http://tradeshow.free-press-release.com/16,brazil/index-6.html>

*It is important to **book the required space in a Fair / Exhibition well in advance, around 8 months; availability of space thereafter becomes difficult. The list of exhibitors from India should be finalized early as per the datelines mentioned by the fair organizers and any exhibits that need to be sent in advance for display in the fair should be coordinated through the official clearing agency of the fair. The same advise may be followed for construction of booths, hiring of interpreters, hotels and transport arrangement and necessary coordination should be done with the fair's official organizers. Publicity material and brochures should be in Portuguese for wider reach.***

It is important to note that the fairs have website and catalogues on which the list of exhibitors is displayed. This is free publicity to the participating company and an advantage of participating in the structured fair. Many fairs also have magazines that are published before the event and these magazines may also carry articles about the participating companies. If the list of participants is finalized only few days before the event and not sent to the organizers on time, the participating companies lose out on these opportunities of publicity within the framework of the fair itself.

Exhibitors are also advised not to carry samples by hand as Brazilian customs authorities are very strict; if this becomes unavoidable, then the samples should be accompanied with proper documentation mentioning weight, price etc. Samples are Not for Sale and need to be carried in limited quantities; failure to take back the samples have in the past caused unpleasant incidents at the Customs.

If visiting any other city in Brazil, while arriving first in Sao Paulo, then the immigration will have to be done here and baggage collected and re-booked in the connecting flight. For this reason and given complications of language / airport, all travelers passing through Sao Paulo to any other city in Brazil / other countries in the region are advised to have connecting flight at least with 5 hour gap to ensure smooth transit.
