

INVEST IN BRAZIL

Brasilia, 24th of November
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General Manager - Investment Promotion

Brazil you know

- GDP: US\$ 1.573 trillion (2008) - 9th economy
- Population: 190 million people
- World's leading exporter of iron, coffee, soy beans, orange juice, beef, chicken, sugar and ethanol
- World's largest river basin
- Soccer....





**Largest
consumer
market
in Latin
America**

A close-up photograph of various cosmetic items. On the left is a silver tube with a black applicator tip. In the center is a red cylindrical container. On the right is a clear glass jar with a red lid. In the foreground, a black brush with a white handle lies horizontally. The background is a soft, out-of-focus red.

3rd largest market of cell phones, cosmetics and soft drinks

5th largest market of personal computers and automobiles



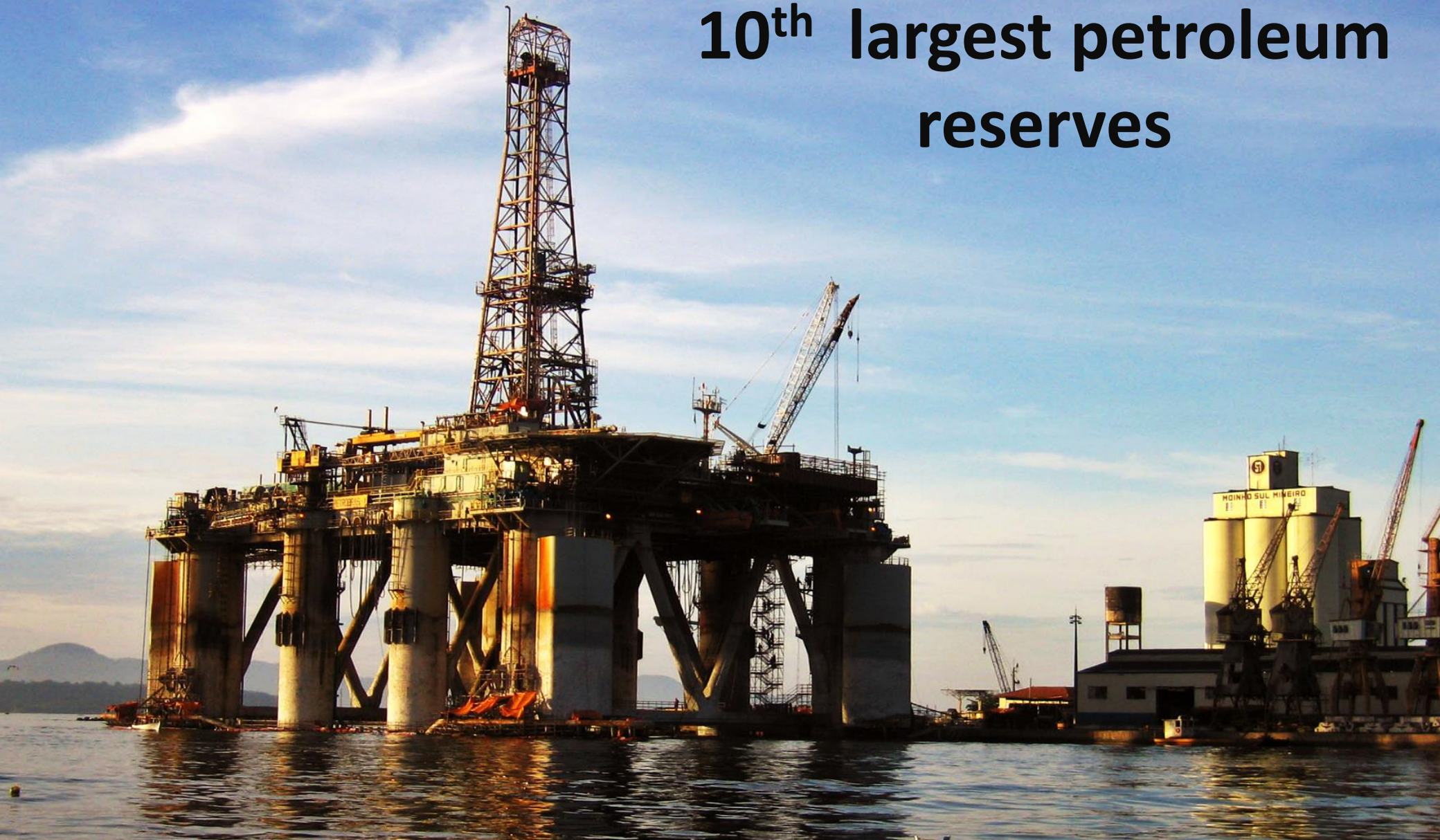


**World's 7th largest
manufacturer of
automobiles**

**World's 4th largest manufacturer of aircraft
and top producer of models seating up to
120 passengers**



Home to the world's 10th largest petroleum reserves



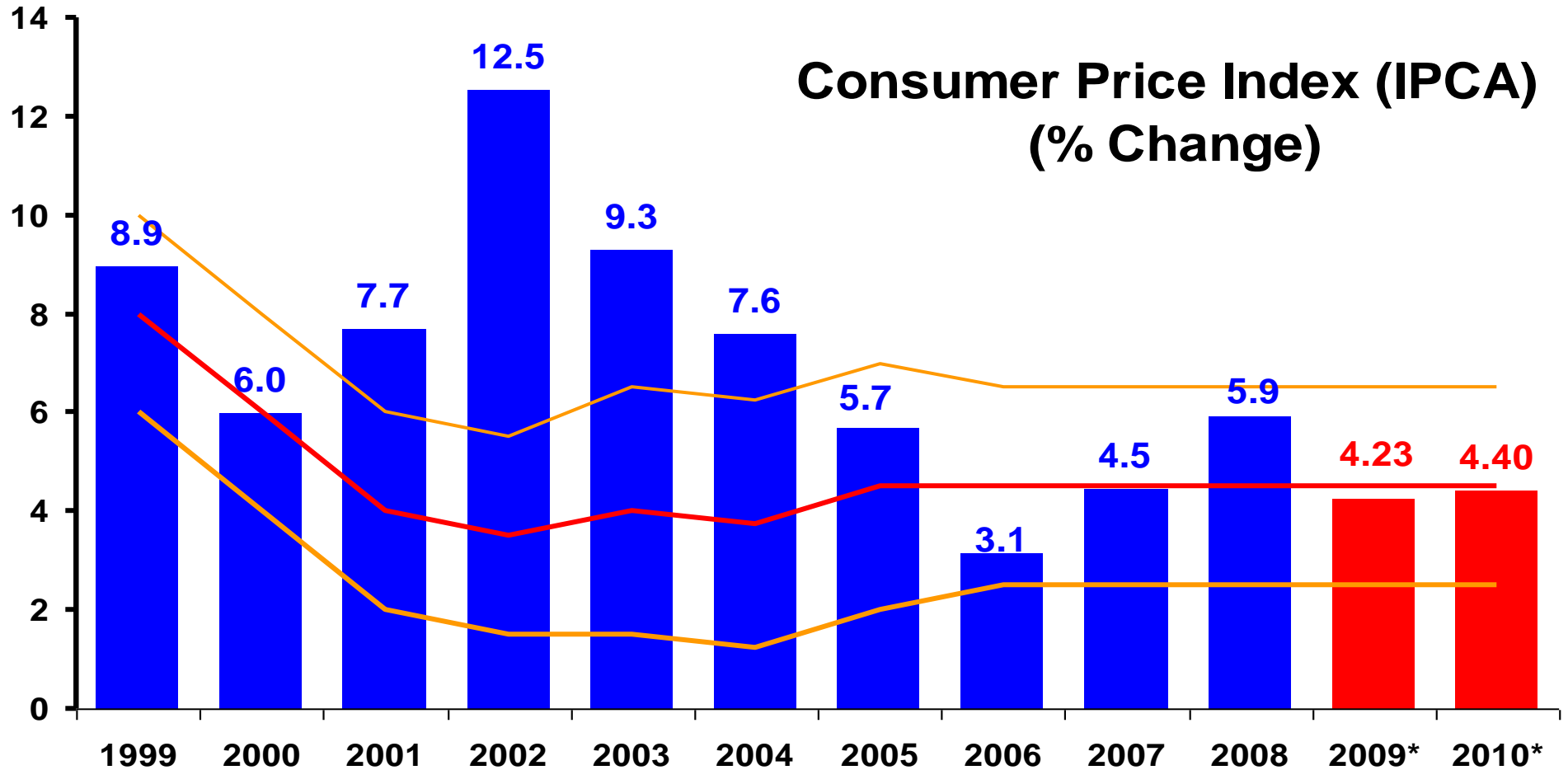
A close-up photograph of several dental instruments. In the foreground, a dental mirror with a circular, gold-tinted reflective surface is the central focus. Behind it, the handles and curved jaws of various dental forceps are visible, some with textured, knurled grips. The background is softly blurred, showing more dental tools and a blue cord. The overall lighting is bright and clinical.

**Top 5 producers
of medical and
dental
equipment**

Why Brazil?



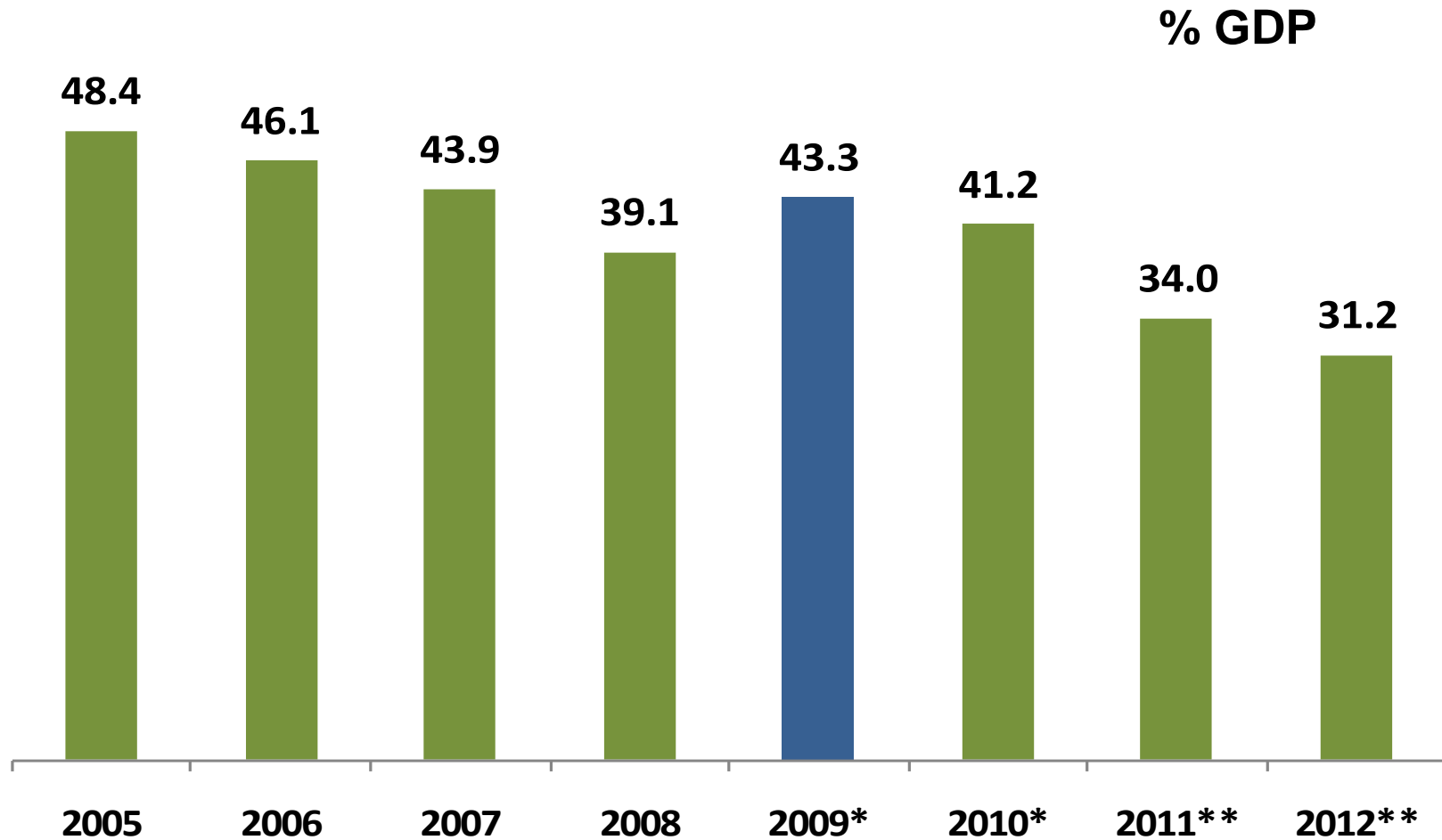
Stable Inflation



Market Expectations (Focus: 04/17/09).

Sources: IBGE and BCB - Elaborated by: Finance Ministry

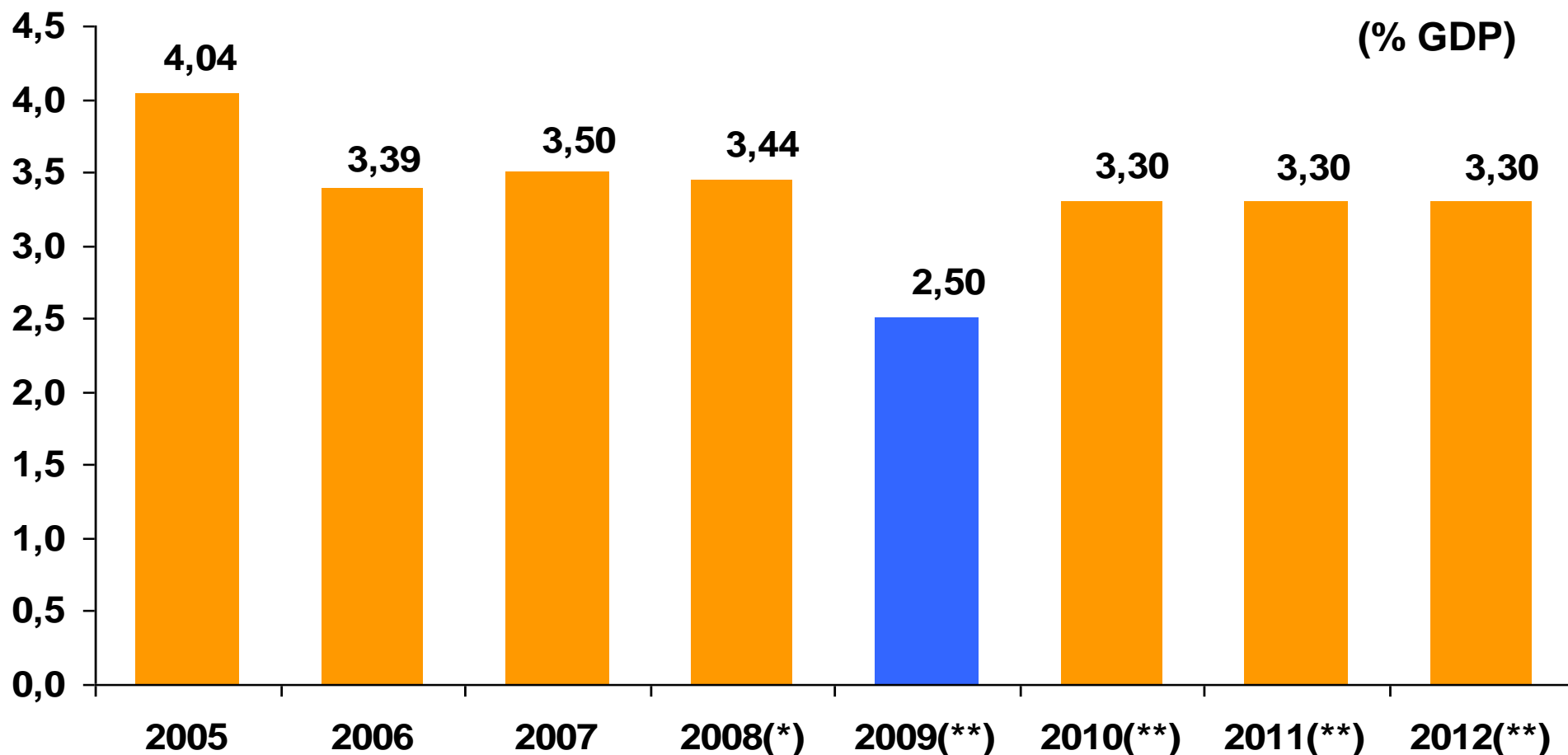
Public Sector Net Debt



(*) projected
(**) target

Source: Brazilian Central Bank

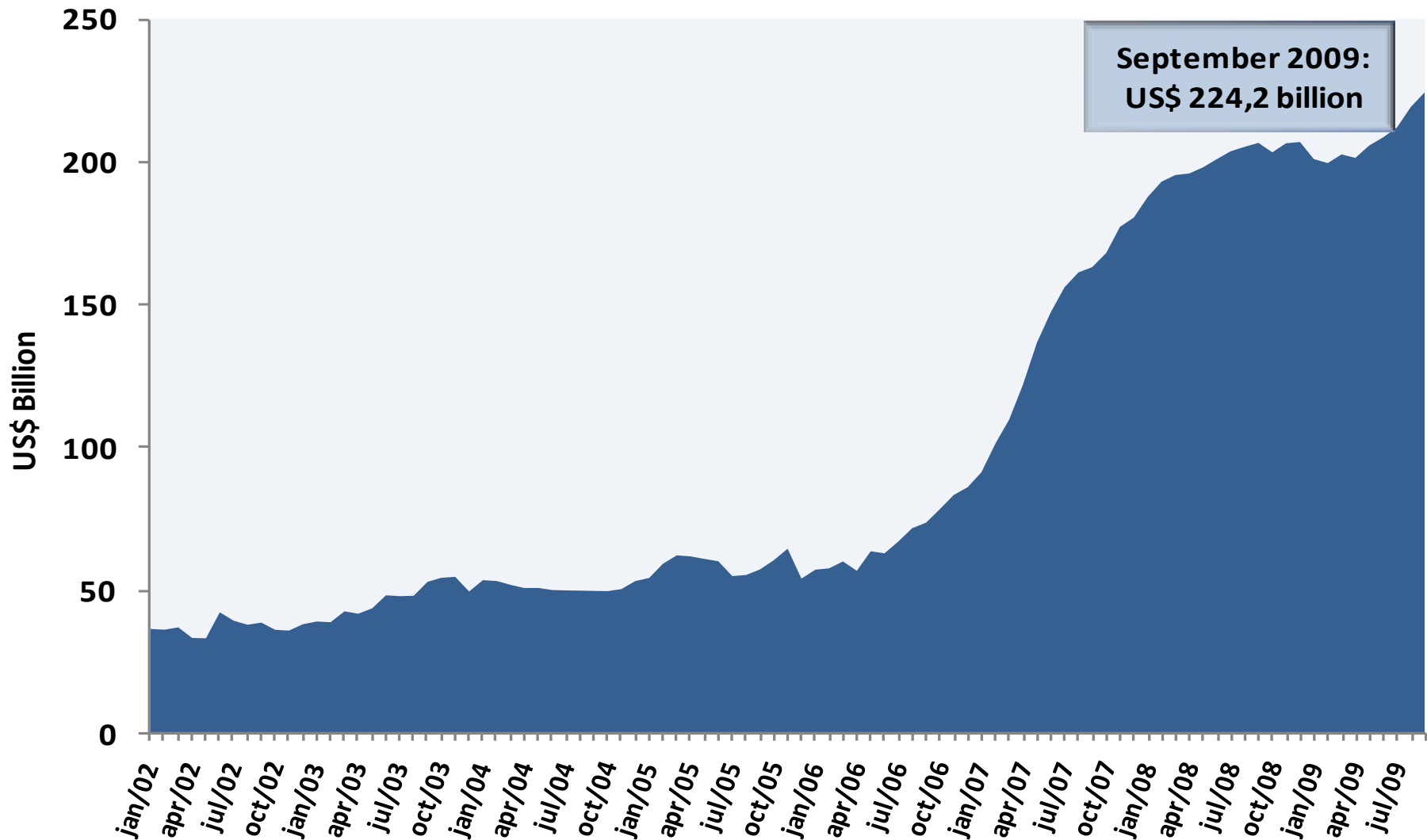
Fiscal Surplus



(*) Excluding Brazilian Sovereign Fund (**) Projected

Sources: BCB - Elaborated by: Finance Ministry

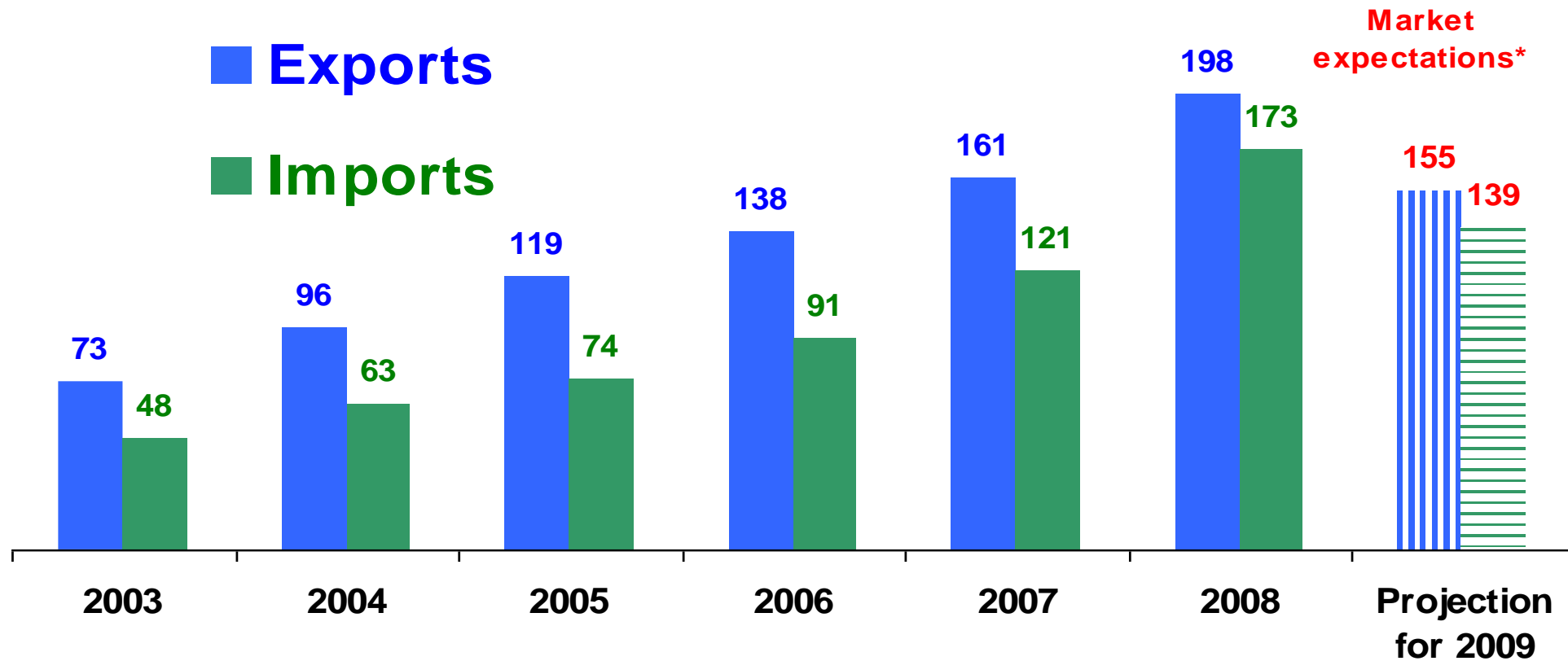
High Level of International Reserves



Source: Brazilian Central Bank

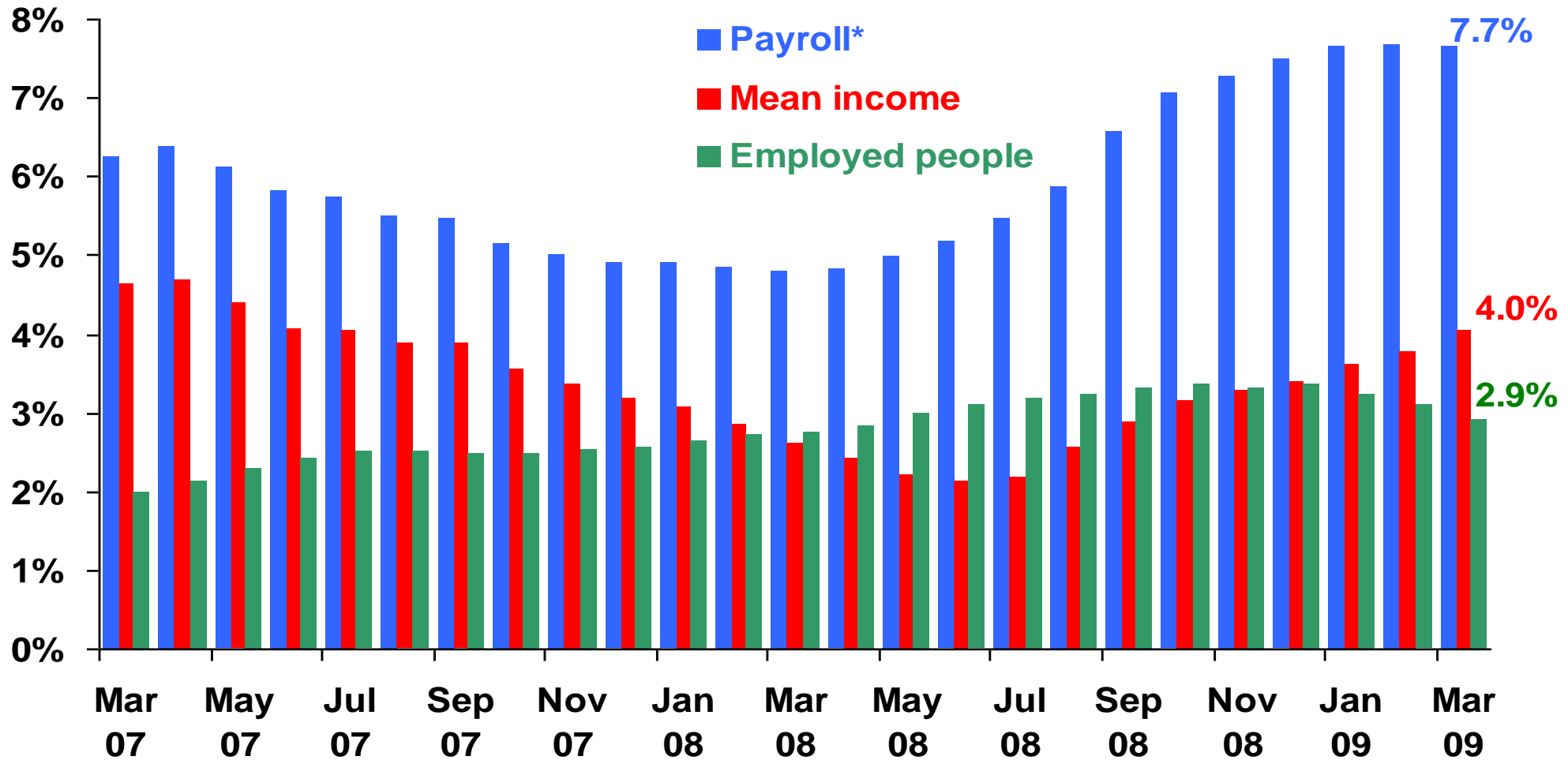
Trade Balance

- Diversification of Trade Partners and Products



Sources: BCB - Elaborated by: Finance Ministry

Growth Sustained by Domestic Demand

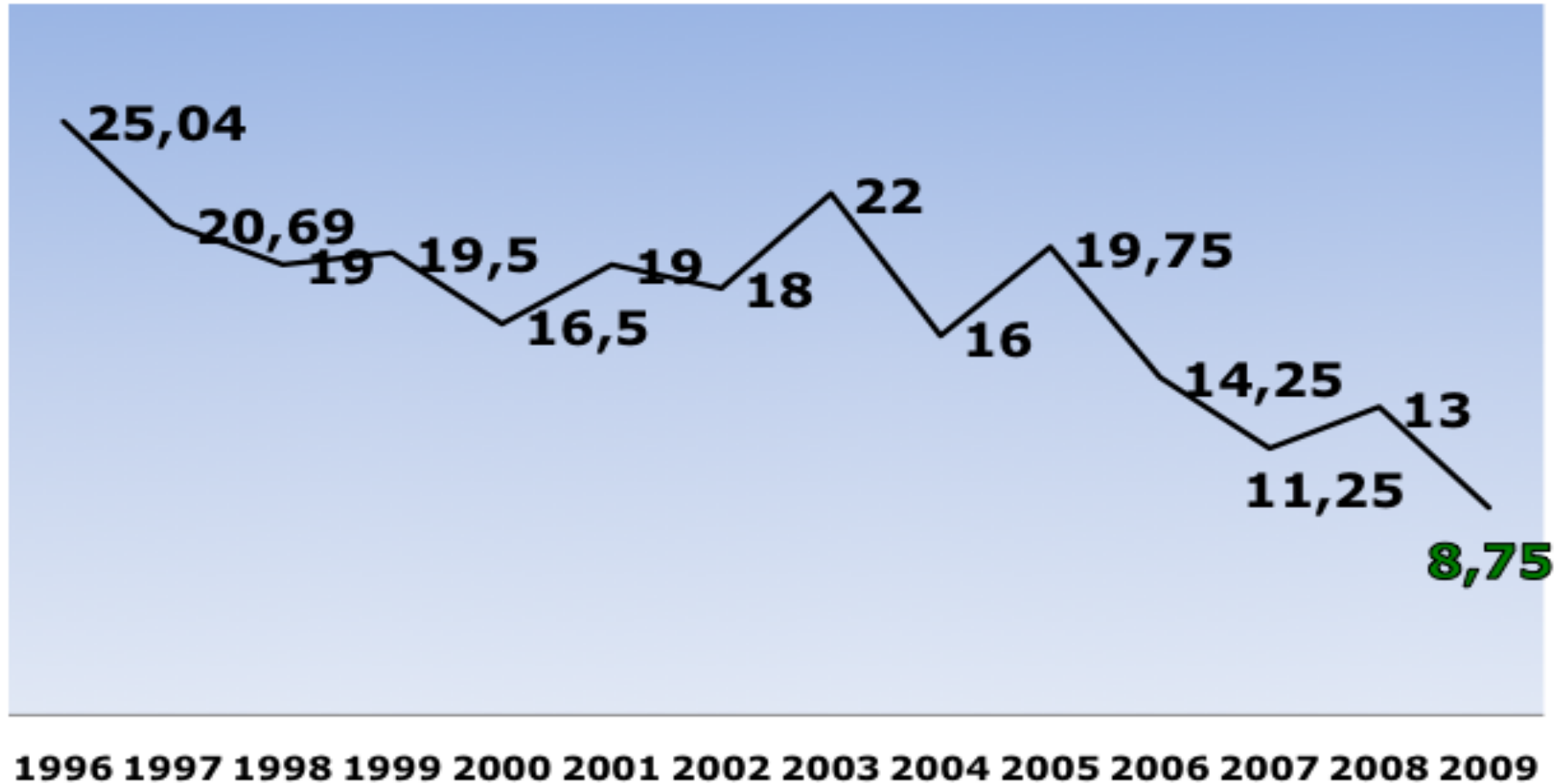


• % change in accum. In 12 months - **/ Based on the income of the main job

Source: IBGE – Elaborated: Finance Ministry

Interest Rate on Public Bonds

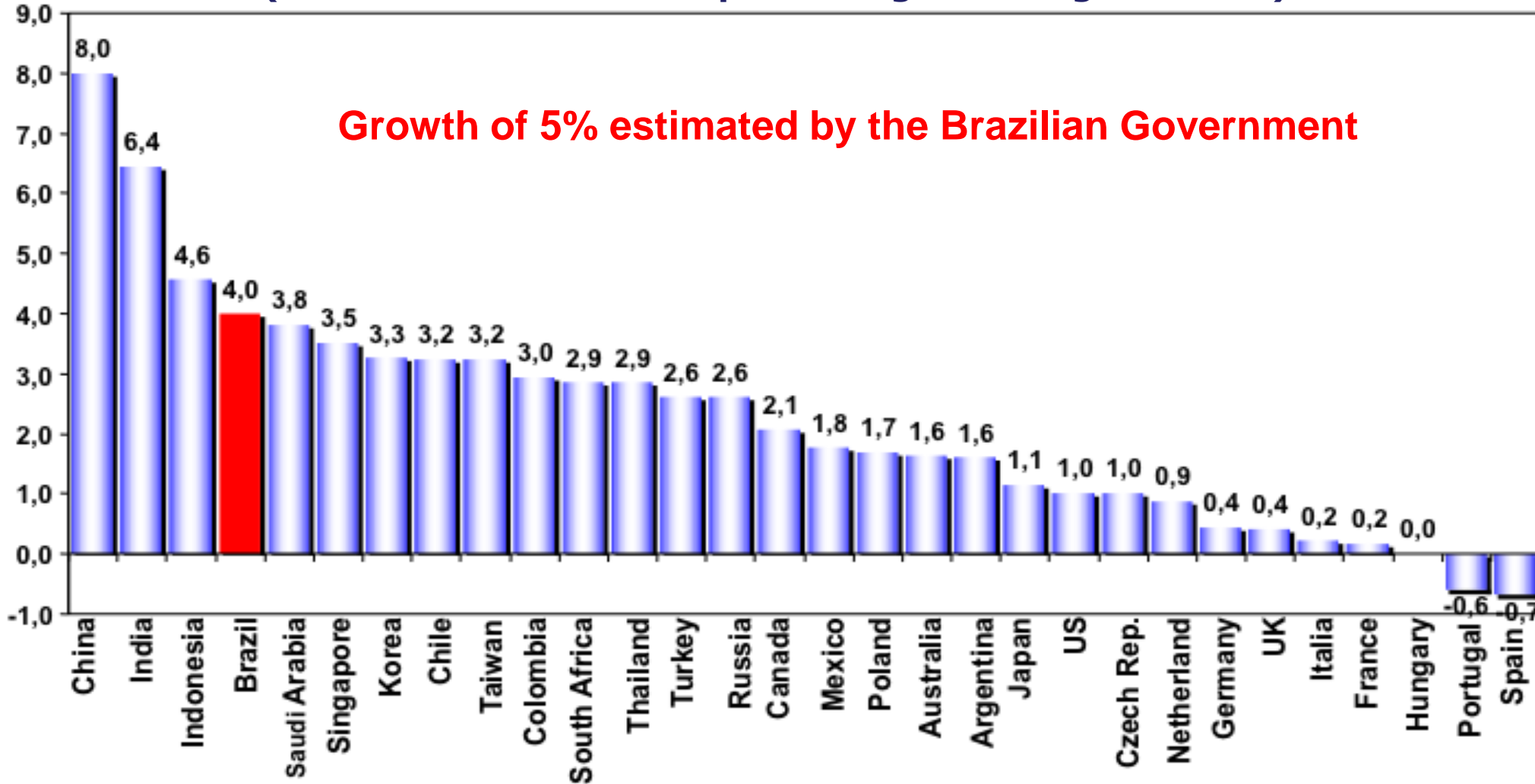
(% per year)



Source: BCB

2010 Worldwide Growth Forecast

(30 selected countries representing 83% of global GDP)



Source: Deutsche Bank, JP Morgan, Barclays, Merrill Lynch, Goldman Sachs, Credit Suisse, UBS, Citibank.
Compiled by BRADESCO

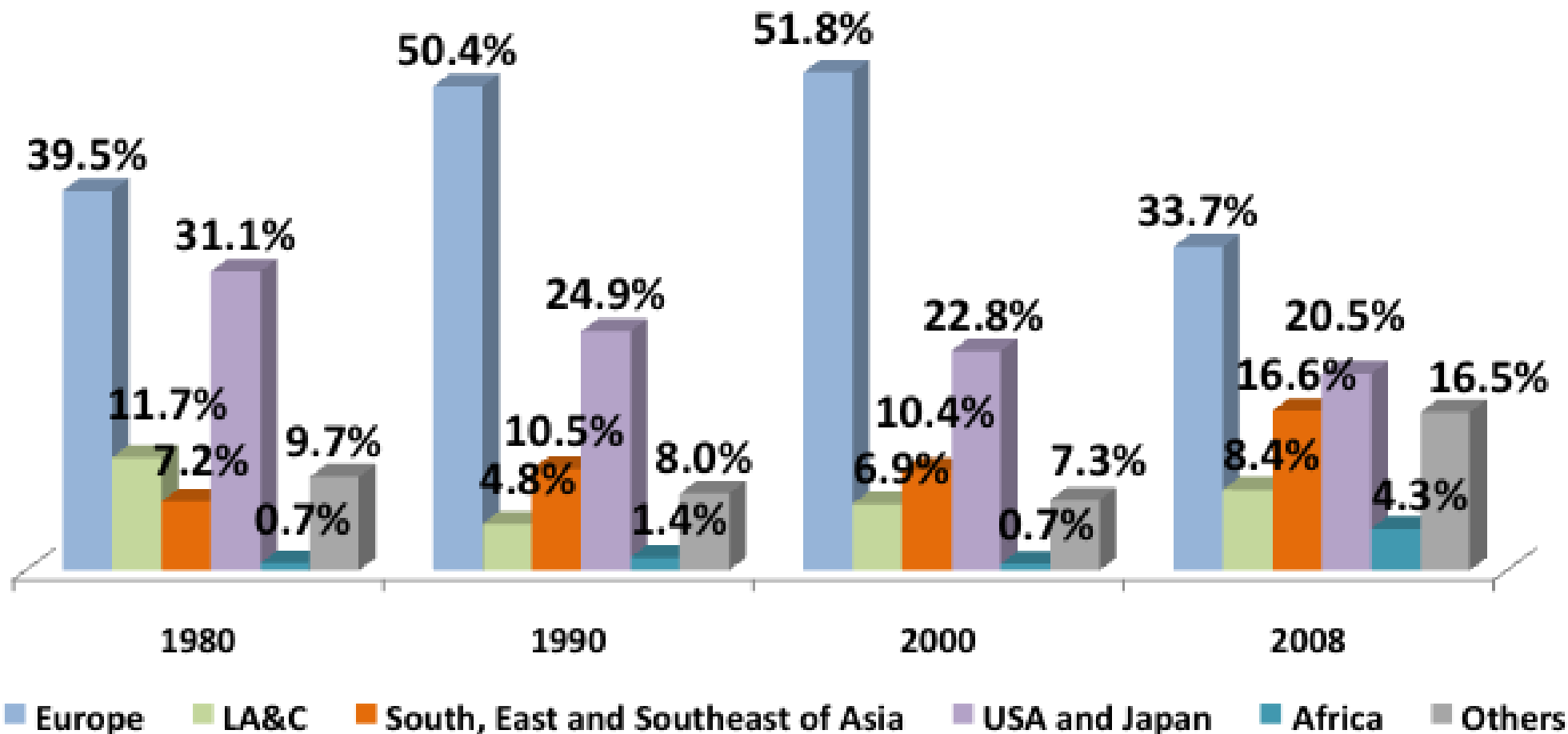
Investment Climate

- 4th most attractive FDI location for 2009/2011*
- Active National Development Bank
- Institutional environment favorable to foreign investors

National = foreign investment

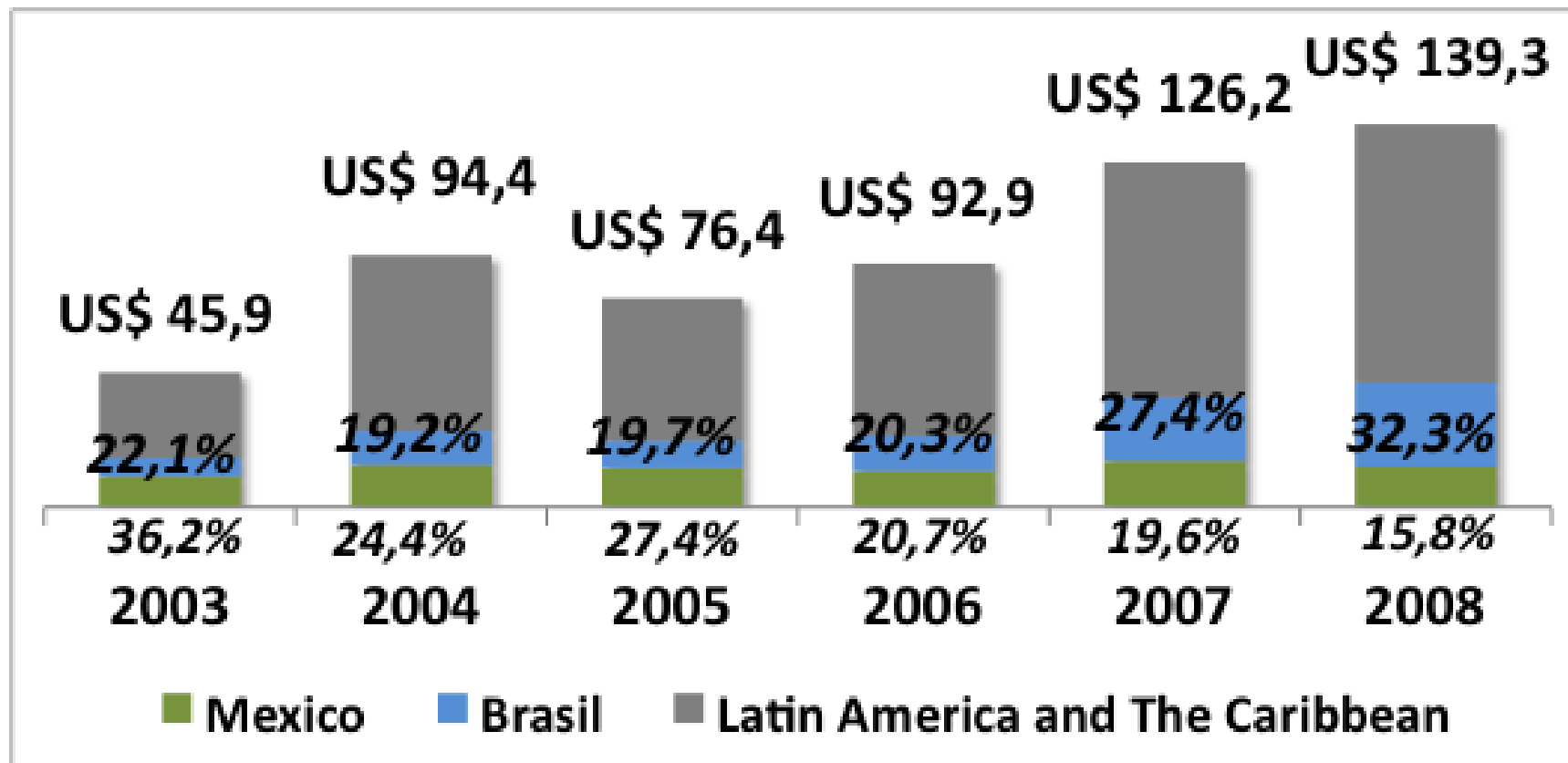
- Brazil has by far the largest skilled labor force in Latin America
 - 90 million workers

Share of Global FDI



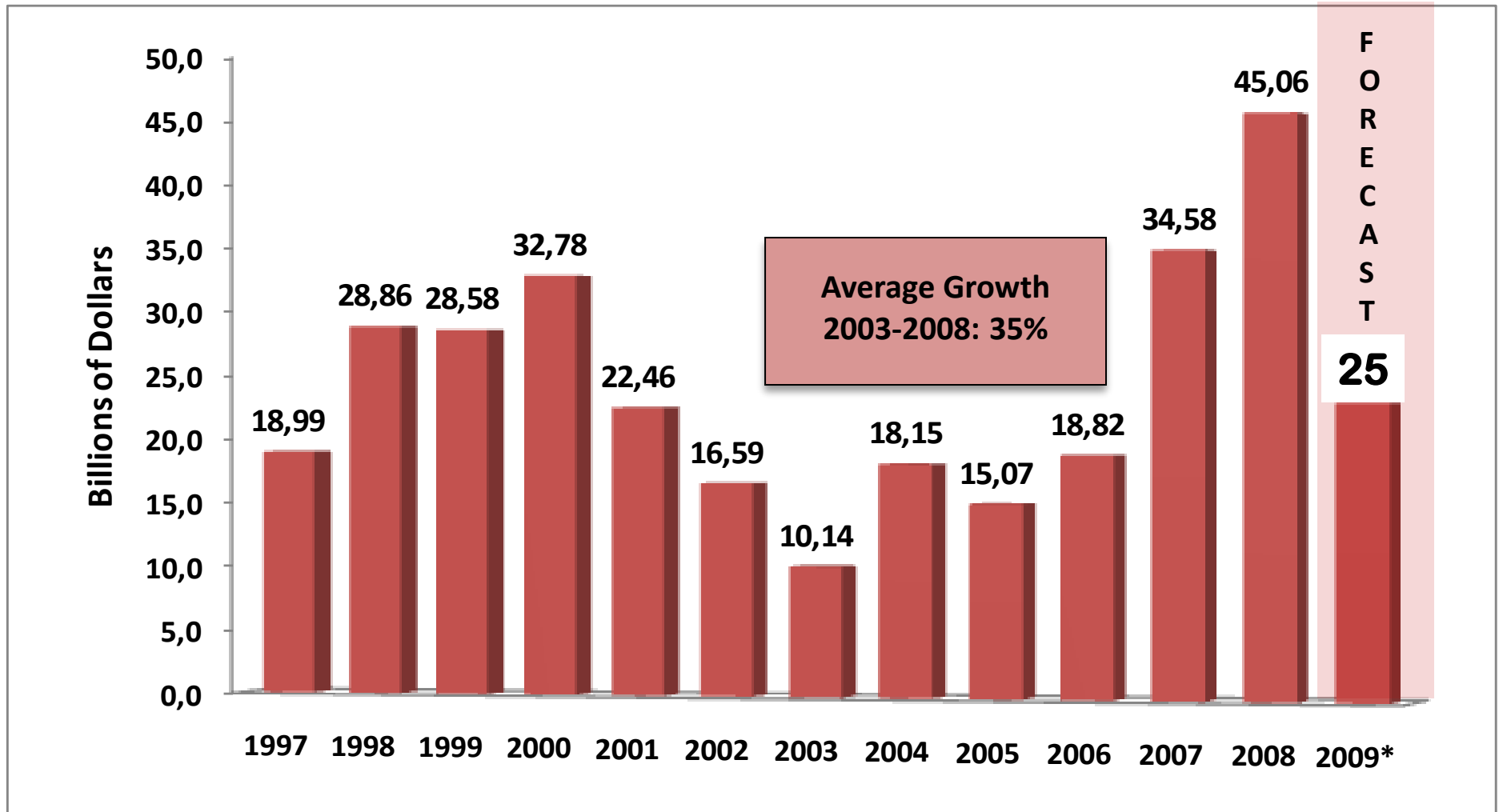
Source: Unctad. Developed by Apex-Brasil.

FDI in Brazil and LAC



FDI in Brazil

5th largest in the World – in 2008



Source: Unctad, Brazilian Central Bank; 2009*: FORECAST various economic analysis

More than 90% of the biggest MNCs have been in Brazil for a long time



Note: Non exhaustive list

Growing Opportunities



**Biofuels and
Cleantech**



Oil & Gas



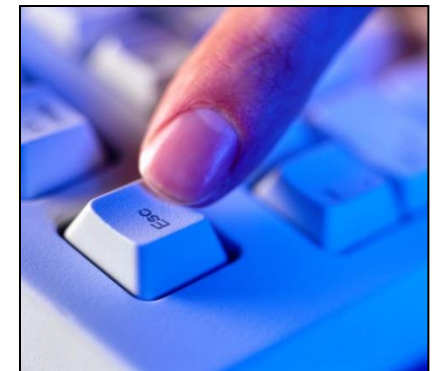
**Real Estate and
Tourism**



Infrastructure



**Electronic
Components**



ICT

Services to Investors

Support during the entire decision making process:

- Strategic knowledge about markets and industries
- Tailor-made information
- Contact with key players
- Identification and promotion of investment opportunities
- Organization of prospective missions to Brazil
- Guidance on key investment location issues
- National Network

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