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**Fwd: Webinar on agri/food products sector titled `Why and How to do Business with Brazil` - 17th August**

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NITHIN JOE DEPUTY DIRECTOR &lt;nithin.joe@nic.in&gt;

Wed, Aug 16, 2023 at 11:02 AM

To: isfeavashi@gmail.com, aisefcochin@gmail.com, info@fissh.org, "ipsta57 &gt;" &lt;ipsta57@yahoo.com&gt;, cii kerala &lt;cii.kerala@cii.in&gt;, Kolkata &lt;bibek.bajaj@indianchamber.net&gt;

Cc: B N JHA &lt;basisth.jha@nic.in&gt;, "Director Marketing, Spices Board" &lt;dm.sb-ker@gov.in&gt;, secretary Spices Board &lt;secy.kochi-sb@gov.in&gt;

Dear Sir,

With reference to the trailing mail, the Consulate of Brazil is organizing a **Webinar on agri/food products sector titled `Why and How to do Business with Brazil` on Thursday, 17<sup>th</sup> August 2023 at 9.30am (BRT) / 06.00pm (IST)**. The flyer of Webinar is attached herewith for kind perusal.

It is requested to circulate the same among your member exporters and ask them to participate in the webinar explore the opportunities by registering using the link provided in the flyer.

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सादर/Regards,  
नितिन जो /Nithin Joe,  
उप निदेशक /Deputy Director,  
मसाला बोर्ड/Spices Board,  
(वाणिज्य और उद्योग मंत्रालय)/(Ministry of Commerce & Industry),  
भारत सरकार / Govt. of India.

----- Forwarded message -----

From: **Suraj Mohan** <com.saopaulo@mea.gov.in>

Date: Tue, 15 Aug, 2023, 01:13

Subject: Webinar on agri/food products sector titled `Why and How to do Business with Brazil` - 17th August

To: PUBLICITY PUBLICITY &lt;publicity.sb-ker@gov.in&gt;

Cc: &lt;pmsureshkumar@gmail.com&gt;, PRATHYUSH TP ASSISTANT DIRECTOR &lt;prathyush.tp@nic.in&gt;, NALLAKANNU S DEPUTY DIRECTOR &lt;nallakannu.s@nic.in&gt;, Manisha Swami &lt;cg.saopaulo@mea.gov.in&gt;, Commercial Assistant &lt;com2.saopaulo@mea.gov.in&gt;

**From: Consulate General of India, Sao Paulo****To: Spice Board of India****Director from Vice Consul (Com)**

It shall be appreciated that Brazil has been given an export target of US\$ 11.6 billion by Dept of Commerce for financial year 2023-24 - food and agri products being one of the potential sectors. Food sector commodities such as Spices, Fruits & Vegetables, Cereal preparations and Misc processed item, processed food items, processed food & vegetables, etc. are export items with sizable potential.

2. To tap the Brazilian market potential, the traditional way for Indian companies would be to participate in prominent trade fairs such as APAS (Food & Beverages), FISA (Food ingredients), Naturaltech (Natural products), etc. However, mostly insignificant participation of Indian companies has been observed in these trade shows. In this context, it may be noted that India's food & agri product export to Brazil in 2020-21 stood at around US\$ 47 million, which although is higher than the US\$ 28 million exports in 2019-20, is drastically lower than agri product exports to major partners such USA (US\$ 1.1 billion), UAE (US\$1.2 billion) and UK (US\$ 430 million). The main reason for low imports by Brazil may be attributed to it's being very strong in agricultural and processed food industry sectors. Nevertheless, Brazil imports sizable amount of inputs for its processed food sector, and also some specialized food items, wherein share of Indian exports has scope for expansion.

3. Keeping the above in view, the Consulate is organizing a **Webinar on agri/food products sector titled `Why and How to do Business with Brazil` on Thursday, 17<sup>th</sup> August 2023 at 9.30am (BRT) / 06.00pm (IST)**. The Webinar will feature speakers from major Brazilian trade fair organizers such as FISA and Naturatech and also Food sector associations such as Brazilian F&B Association. There will also be an interactive session conducted by local business consultancy - WB Trade, who will brief the Indian exporters about opportunities in Brazilian market and issues related to regulatory issues, tariff and taxes and payment issues, etc.

4. This familiarization event is intended to be instrumental in introducing the Indian agri/food sector companies to get acquainted with the Brazilian market in general and encourage them for participation in next editions of prominent trade fairs in Brazil more so importantly led by APEDA / FIEO / Spice Board of India.

5. Spice Board of India are requested to mobilize participation of its member companies for them to make it convenient to join the Webinar and benefit from this opportunity to develop a better understanding of the Brazilian market so as to better plan future business visits / participation in trade fairs in Brazil. While disseminating the information with the companies, it may please be emphasized that pre-registration (link in Flyer attached herewith) is required. You are also requested to inform whether you would like an intervention by way of remarks in the programme, which although late addition at this stage, may be accommodated.

6. For any further information, please feel free to contact the undersigned.

Regards,

**Suraj Mohan**

Vice Consul/PS (Com)

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**2 attachments**

 **Webinar programme (1).pdf**  
289K

 **Flyer Webinar (2) (1).pdf**  
732K