



Virtual Trade Mission: Brazil

September 17, 2009, 2 p.m. EST

Purpose: In one hour, this Virtual Trade Mission (VTM) to Brazil will provide U.S. companies serving the transit industry, regardless of their prior experience doing business internationally, with essential information and tools to access and to compete in the market for transit goods and services in Brazil, without incurring travel costs.

Objectives:

- To educate U.S. companies serving the transit industry about how to identify and compete for opportunities in Brazil and in the global marketplace.
- To provide up to date information about upcoming tenders for transit projects in Brazil.
- To learn how to track tender opportunities on an on-going basis, after this Webinar is over.
- To provide contacts and resources for researching and pursuing market opportunities beyond this Webinar.
- To encourage U.S. companies to pursue opportunities in the large, rapidly growing markets in Brazil.
- To learn how to overcome barriers to trade including language and cultural barriers.
- To offer valuable expertise about the market for transit goods and services in Brazil without incurring travel costs.

Agenda:

Moderator: Jeff Wharton, General Manager of IMPulse NC and Chair of the APTA's Business Development Committee

- I. Opening Remarks**
 - Welcome from American Public Transportation Association, *William Millar, President*
 - Welcome from the U.S. Dept. of Transportation Federal Transit Administration (FTA), *Rita Daguillard, Director of Research Management*
- II. Overview of Public Transportation in Brazil, *Miguel Hernandez, Commercial Officer***
 - Orientation to public transportation within government of Brazil – national, provincial, and local
 - Role of private sector
 - How is public transportation funded
 - What agencies issue solicitations
- III. Public Transit Projects in Rio de Janeiro, *Nino Aquino, Consultant, Sinergia Estudos e Projetos***
 - Brazilian Urban transportation plans overview
 - Bullet Train Rio de Janeiro - São Paulo
- IV. Public Transit Projects in Belo Horizonte, *Fernanda Almeida, Advisor to Coordinator of the Minas Gerais World Cup Committee***
 - Transport infrastructure
- V. How to do business in Brazil and overcoming trade barriers, *Dr. Fabio Ferreira Kujawski, Attorney at Law, BKBG Attorneys***
- VI. Tracking market opportunities in Brazil, *David W. Fulton, Advisor & Director of Business Liaison Office of the U.S. Executive Director The World Bank***
- VII. Q&A**