

Brazil

Key indicators

Population (millions)	206.1
GDP (\$ billions)	1769.6
GDP per capita (\$)	8586.5
Share of world GDP (PPP\$, %)	2.6
Current account surplus/deficit, share of GDP (%)	-0.8
Tariff preference margin (percentage points)	1.9
Imports and exports (goods and services), share of GDP (%)	24.1
Services exports, share of total exports (%)	15.0
Geographic region	Americas
Country group	
Income group	Upper-middle income

SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
FIRM CAPABILITIES			
Small	54.1	41.0	32.9
Medium	63.8	63.7	52.3
Large	79.2	93.4	63.9
All	58.9	47.7	43.7
BUSINESS ECOSYSTEM	38.5	58.1	12.5
NATIONAL ENVIRONMENT	56.6	76.7	48.1

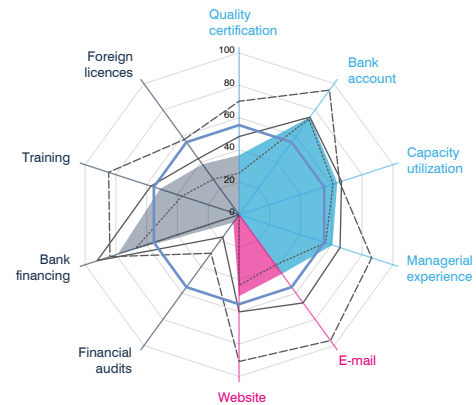
Reference level: 55.3 (a function of GDP per capita)

Weaknesses are scores below: 27.7 | **Strengths are scores above: 83.0**

SME Competitiveness Grid

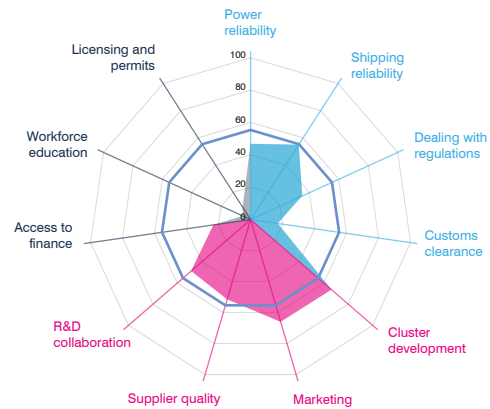
FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	25.6	48.3	70.1	36.7
Bank account	73.2	74.5	95.1	74.5
Capacity utilization	61.2	66.6	65.3	63.9
Managerial experience	56.2	65.7	86.2	60.6
Connect				
E-mail	38.4	67.4	96.2	45.2
Firm website	43.7	60.1	90.7	50.3
Change				
Audited financial statement	0.1	17.0	29.5	6.0
Investment financed by banks	67.2	92.1	83.9	78.8
Formal training programme	37.1	57.3	84.7	51.4
Foreign technology licences	27.1	42.8	57.4	38.5



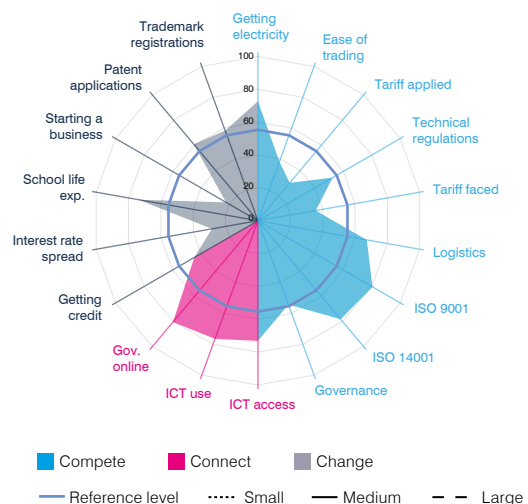
BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	46.8	46.8	48.0	46.8
Domestic shipping reliability	58.2	52.4	46.0	55.1
Dealing with regulations	39.4	29.5	22.6	35.2
Customs clearance efficiency	26.0	14.9	23.5	17.0
Connect				
State of cluster development				66.3
Extent of marketing				66.0
Local supplier quality				51.5
University-industry collaboration in R&D				48.7
Change				
Access to finance	22.8	23.0	30.5	23.2
Access to educated workforce	7.3	0.0	7.8	5.3
Business licensing and permits	13.3	0.0	11.7	9.0



NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	72.7
Ease of trading across borders	38.3
Applied tariff, trade-weighted average	30.1
Prevalence of technical regulations	52.5
Faced tariff, trade-weighted average	35.8
Logistics performance index	67.3
ISO 9001 quality certificates	80.5
ISO 14001 environmental certificates	78.3
Governance index	54.2
Connect	
ICT access	73.2
ICT use	76.5
Government's online service	80.5
Change	
Ease of getting credit	44.8
Interest rate spread	28.4
School life expectancy	73.8
Ease of starting a business	22.4
Patent applications	60.7
Trademark registrations	58.4



Note: Scores range from 0 to 100, a higher score indicates a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

Source: World Bank Enterprise Survey (2009) for firm level data; for other sources and methodology see Annex.

SME Export Potential

Brazil is an upper-middle income country with a population of 206.1 million and GDP of \$1,769.6 billion. Goods and services account for 85% and 15% of exports, respectively.

Brazil has an unrealized potential to increase existing exports within its home region and to Asia, Europe and Africa (see table below). There is potential to increase the existing exports of *motor cars* and *aeroplanes* to these regions.

Regarding new export products, Brazil has diversification opportunities in aircrafts, spacecrafts and parts, boats and parts, as well as metals with products such as *helicopters* and *light-vessels*, *fire floats*, *floating cranes* and *other vessels*. Other products for diversification include *line pipes for oil or gas* and *powders and flakes of nickel*.

Small firms in Brazil perform well in having bank accounts, maximizing the utilization of resources and having their investments financed by banks. They underperform, however, in having audited financial statements, international quality certificates and foreign technology licences. The largest performance gap between small and large firms lies in having managerial experience and international quality certificates. The country's national environment scores well in attaining ISO certification related to quality and in online services provided by the government.

Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports by destination (\$ million)					Development indicators				
			Africa	Americas	Asia	Europe	Oceania	Price stability	SME presence	Women employed	Technology	
			0 2000	0 2000	0 2000	0 2000	0 2000					
Soya beans, whether or not broken	1201	21452	■	■	■	■	■	■	■	■	■	■
Oilcake and other solid residues, whether or not ground or in the form of pellets, resulting from the...	230400	6474	■	■	■	■	■	■	■	■	■	■
Raw cane sugar, in solid form, not containing added flavouring or colouring matter	1701XX	8498	■	■	■	■	■	■	■	■	■	■
Frozen, boneless meat of bovine animals	020230	3894	■	■	■	■	■	■	■	■	■	■
Motor cars and other motor vehicles principally designed for the transport of persons, incl. station...	870323	2820	■	■	■	■	■	■	■	■	■	■
Maize (excluding seed for sowing)	100590	4785	■	■	■	■	■	■	■	■	■	■
Frozen cuts and edible offal of fowls of the species Gallus domesticus	020714	4437	■	■	■	■	■	■	■	■	■	■
Aeroplanes and other powered aircraft of an unladen weight > 15.000 kg (excluding helicopters and...	880240	2292	■	■	■	■	■	■	■	■	■	■
Semi-bleached or bleached non-coniferous chemical wood pulp, soda or sulphate (excluding...	470329	5285	■	■	■	■	■	■	■	■	■	■
Coffee (excluding roasted and decaffeinated)	090111	6139	■	■	■	■	■	■	■	■	■	■

Notes: Unrealized potential table: Top 10 products in decreasing order of unrealized export potential to the world. **Exports:** Average value over 2011-2015. **Price stability, SME presence, and Women employed:** Green - performance above a country's trade-weighted mean. Red - the opposite. **Technology:** Green - transformed products exported by countries at least matching the country's per capita GDP. Red - the opposite. Blank spaces - data not available.

Source: ITC Export Potential Map, <http://exporthpotential.intracen.org>