

Brazilian market trends



America



Latin America

Latin America encompasses 20 countries: Argentina, Bolívia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Dominican Republic, Uruguay and Venezuela



Total population: 569 million
Brazil: 191 million

Latin America's data

Position	Countries	World Position	Total GDP (millions US\$)	Population
1	Brazil	9	1.833,601	191.480.630
2	Mexico	12	1.345,530	106.202.903
3	Argentina	22	523,169	40.403.943
4	Venezuela	30	334,212	27.730.469
5	Colombia	32	320,884	44.379.598
6	Chile	45	230,423	16.800.000
7	Peru	47	218,777	28.675.628
8	Ecuador	61	98,681	13.363.593
9	Dominican Republic	71	65,247	8.900.000
10	Guatemala	75	67,450	14.655.189
11	Costa Rica	81	55,950	4.327.000
12	Cuba	85	51,110	11.382.820
13	Bolivia	92	39,780	9.627.269
14	Uruguay	94	37,050	3.415.920
15	El Salvador	95	35,970	6.881.000

Source: IBGE

Brazilian Data



Unemployment rate



Source: IBGE

The lowest unemployment rate of the last 10 years.

Brazilian Data



New formal jobs



Source: MTE

Since 1996, the formal jobs have increased year by year up to a projected 962 thousand in 2010.

From 2003 and 2008

- 31.9 million persons became part of the medium class
- 19.4 million persons crossed over the poorness line

Projection for 2010 to 2014 – maintaining the present tendency

- 36 million more persons will be part of the medium class
- 14.5 million persons will pass over the poverty line

Redução das Desigualdades de Renda

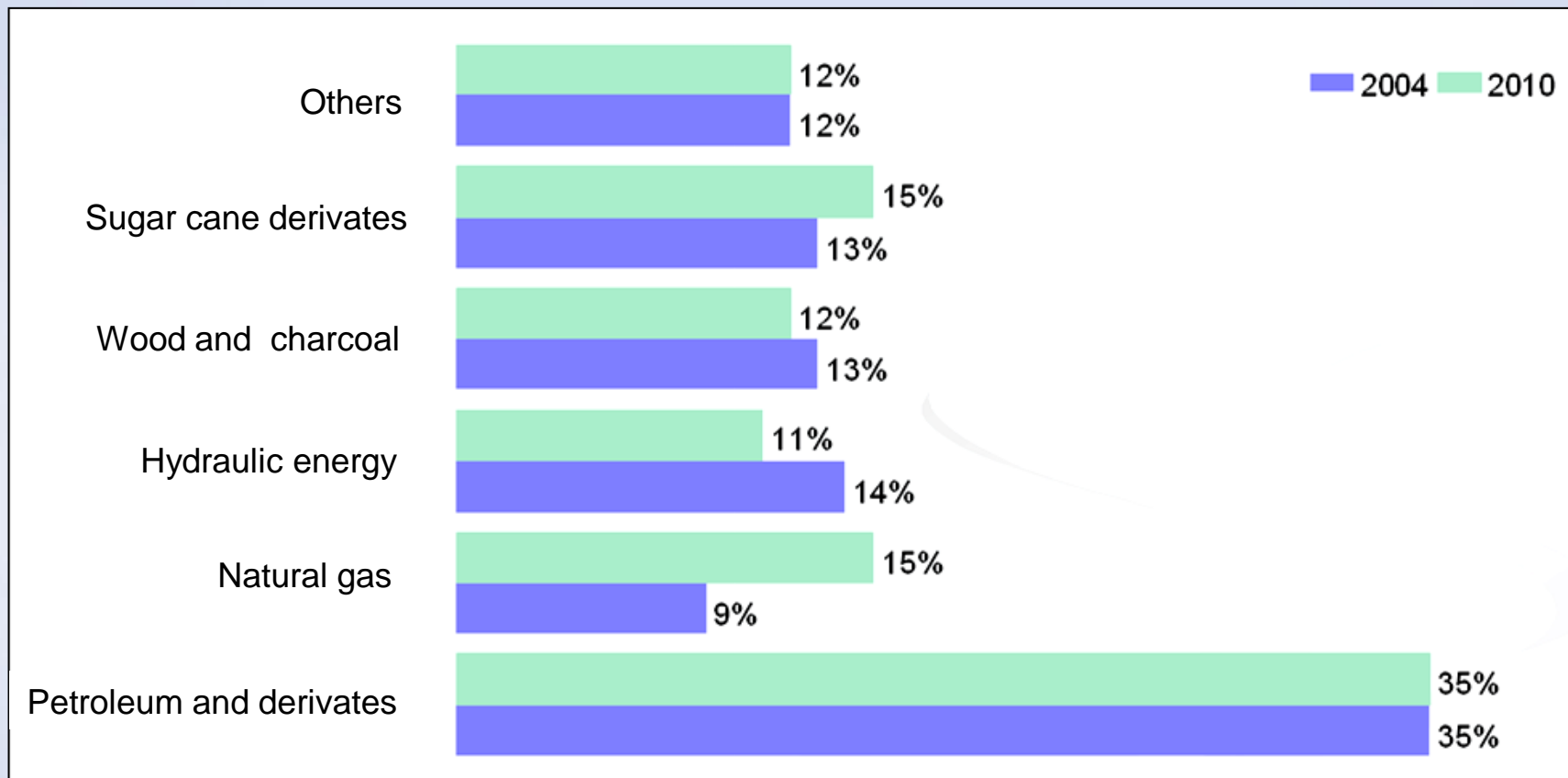
- Entre 2003 e 2008
 - 31,9 milhões de pessoas passaram a fazer parte da classe média
 - 19,4 milhões cruzaram a linha de pobreza para cima
- Projeções de 2010 a 2014 mantida a tendência
 - mais 36,0 milhões entrarão na classe média
 - mais 14,5 milhões sairão da pobreza

Fonte: FGV-CPS

 BANCO CENTRAL DO BRASIL

25

Brazil's energy matrix - 2010



Source: Anuário Exame (2005)

Brazilian Data



Industrial Production

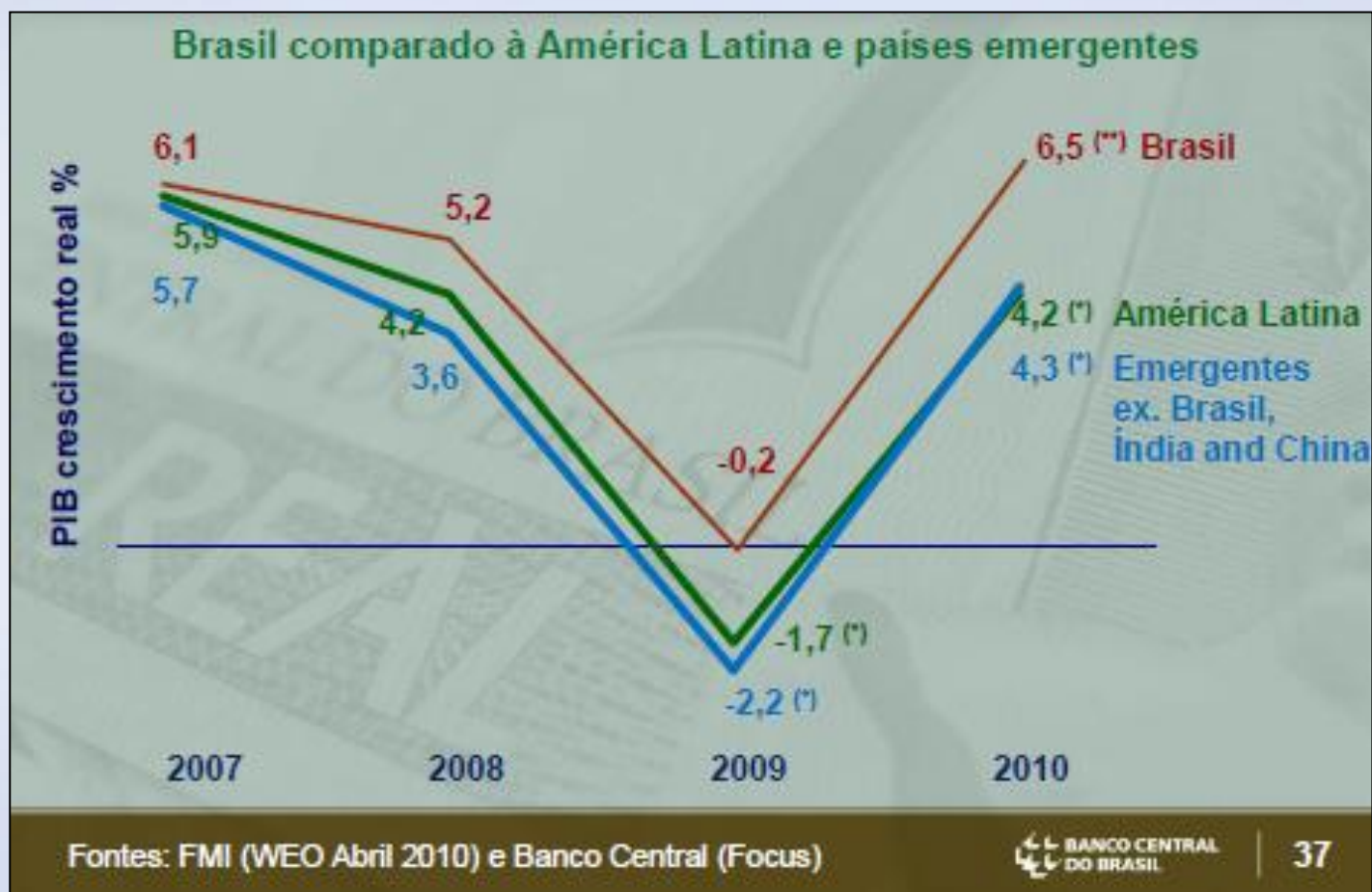


Source: IBGE

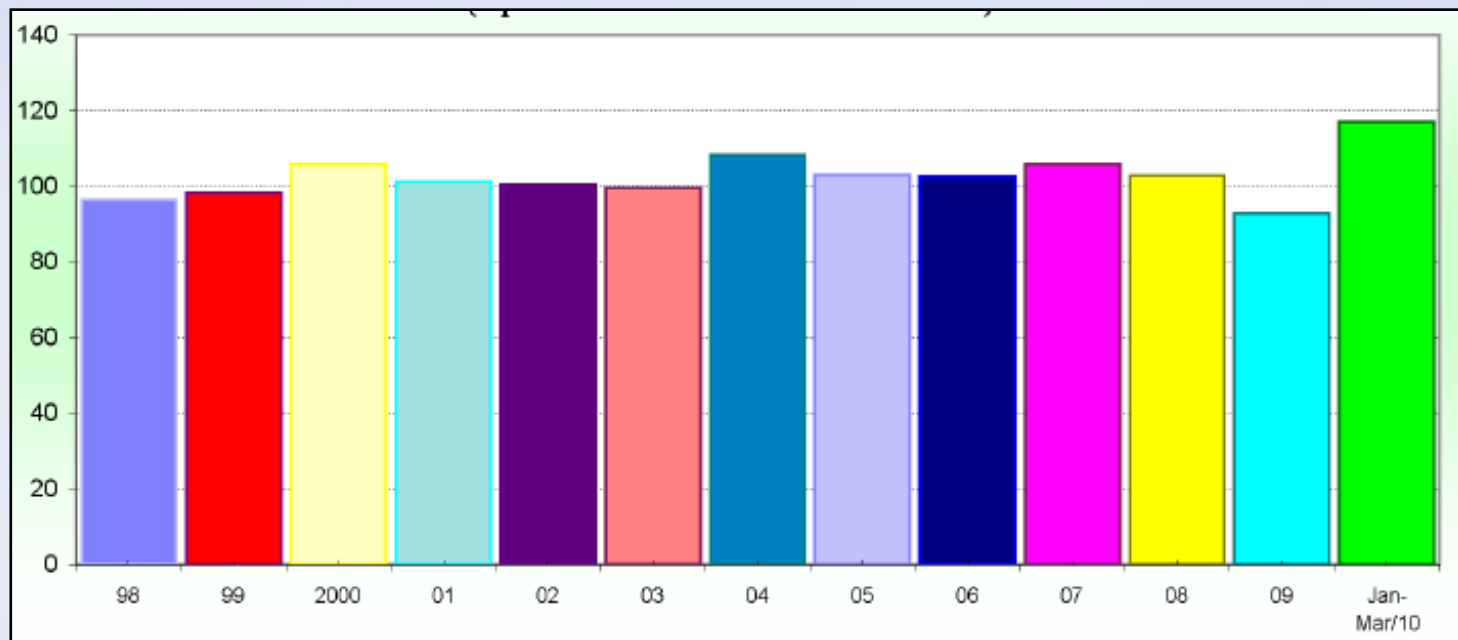
15th month of growing industrial production.

Comparison between Brazil, Latin America and the emerging countries (excluding Brazil, India and China)

Performance before and after the crisis

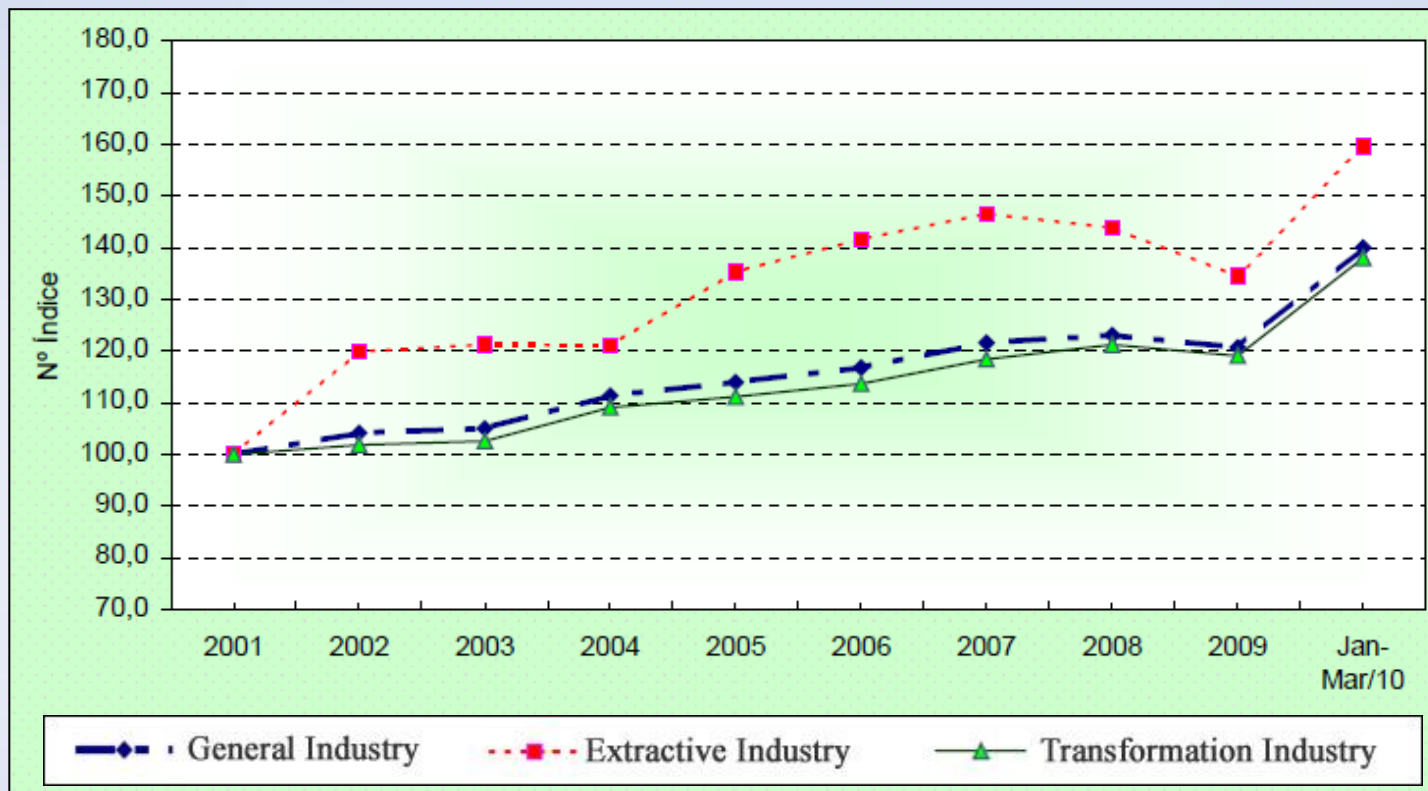


Growth index of the physical production of the transformation industry



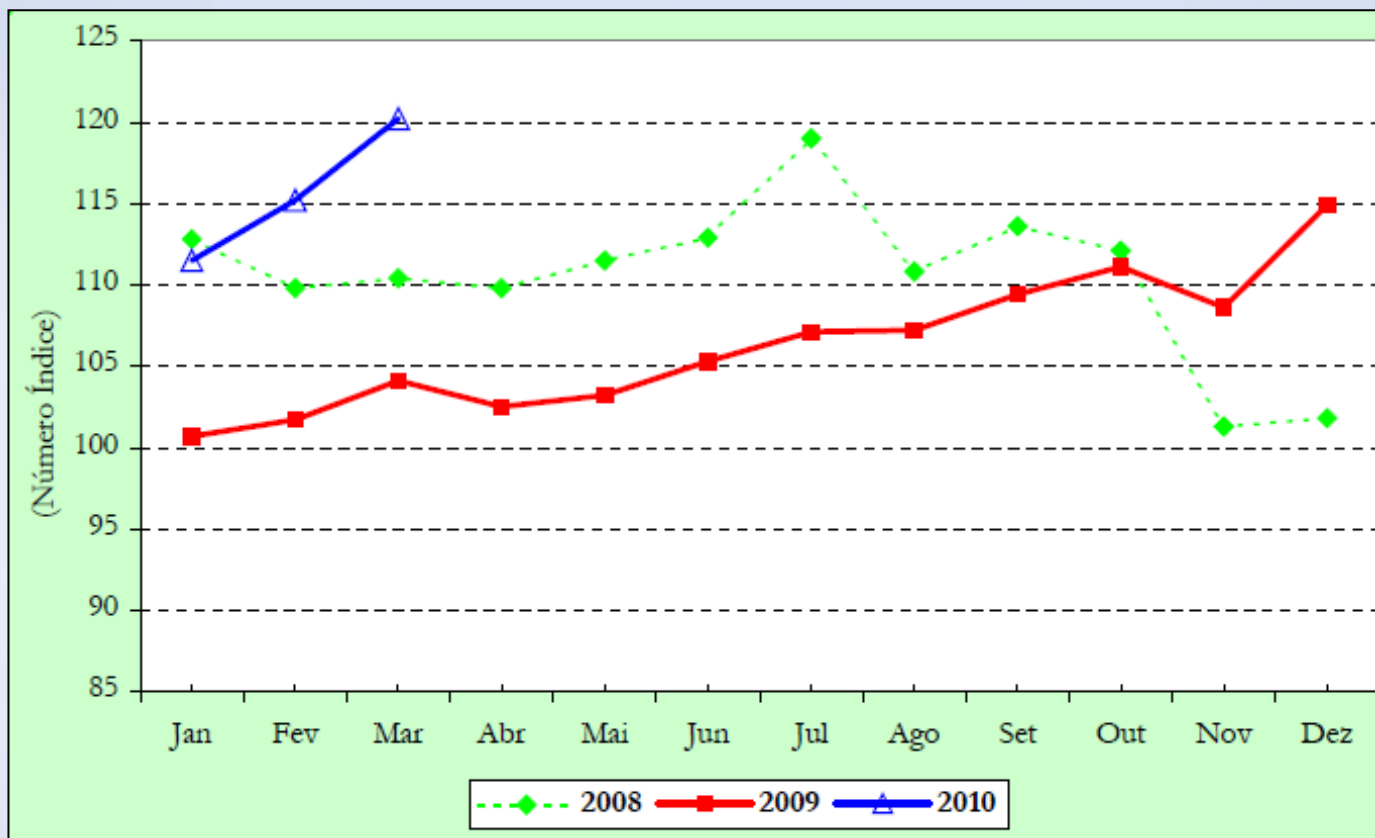
Source: IBGE (*) Base: Média de 2002=100 Com Ajuste Sazonal

Accumulated productivity growth index of the Brazilian industry (Basis 2001= 100)



Source: IBGE – (Base 2001=100)

Brazil – Transformation industry real invoicing 2008/2009/2010



Source: Cni – Vendas (base jan2006=100) – com ajustes sazonais

GDP of several countries - first quarter of 2010



According to the Institute, the rise of the Brazilian GDP in the first quarter of 2010, as compared to the same period in 2009, projects to close to 9%, thus losing only to China, whose expansion was 11.9%.

Challenges to be the 5th* world economy in 2025

- ✓ **Education – our population is far from that of the best 10 countries in quality of education**
- ✓ **Responsibility – We have to grow, respecting our natural resources and looking for a minimization of social differences**
- ✓ **Goodwill – choosing the right person for our government**
- ✓ **There is a lack of Infrastructure**
- ✓ **New companies spend too much time to start up – burocracy**
- ✓ **Taxes – high, with a bad quality of public services**

According to Pricewaterhouse Coopers, Brazil could became be the 5th world economy in 15 years



São Paulo - Brazil

The city of São Paulo is considered the economical capital of Latin America. It stands out not only for its business tourism but also as a world gastronomical capital and for its cultural opportunities.



The South-eastern state of São Paulo is the “economical engine” of the country, generating 31% of its GDP.



ABTS – the Brazilian Surface Treatments Association

Located in a valuable district of the Southern region of the city of São Paulo, it affords all facilities required for the successful performance of its activities.



ABTS – Associação Brasileira de Tratamentos de Superfície

Has been active in this specialized professional and industrial field for more than forty years, represents an expressive forum for its technical development, by promoting presentations, courses, meetings and expositions, with the main objective of bringing together the industries and the professionals which dedicate themselves to the surface treatment area.

ABTS maintains related activities and joint actions with various Brazilian and international bodies, such as AESF and IUSF, SADAM, Canacintra, aiming at the technical and professional development and strengthening within its field of activity.

ABTS actuates in the most different areas of the surface treatment field, such as:

- **Anodizing**
- **Autocatalytic plating**
- **Corrosion**
- **Electroplating**
- **Environmental technologies**
- **Heat treatments**
- **Industrial painting processes**
- **Phosphating**
- **Plating of non-metallic substrates**
- **Process and quality control**
- **Pretreatments**
- **Printed circuits**
- **Run-off and residues treatments**
- **Special coating processes**
- **Surface treatment equipments**
- **Work safety and health**



ABTS members

ABTS's members constitute a technical and business community covering the most diverse specializations and their companies. ABTS conglomerates from raw material and hardware suppliers, process, equipment and service companies, job-shop and in-company coaters to users of coated products, as well as specialized consultants.

The members of ABTS take part in events which afford a direct contact with their market, thus having the opportunity to propagate in an institutional way their companies' image, widening their business and personal contacts.

EBRATS – "Encontro Brasileiro de Tratamentos de Superfície" - the Brazilian Surface Treatments Encounter - will realize the 14th edition of this event in April, 2012.



EBRATS is presently the most important Latin-American exposition-fair in this field, having conquered an international renown in this area. The event is focused on promoting the visibility of the participating companies and on generating business.

Simultaneously EBRATS constitutes a forum for the meeting of specialists from the most different fields, promoting the sharing of the informations which are so much needed for strengthening and expanding the quality of this area.



In its 1994, 1997 and 2006 editions EBRATS assumed an international level on promoting INTERFINISH events, organized in partnership with the International Union for Surface Finishing, the IUSF.

The 2006 event, the II LATIN-AMERICAN INTERFINISH, reached the participation of the delegations from eleven countries.

2009 was the year in which a significant number of European exhibitors showed-off their products. Preliminary inquiries promise that the April 2012 edition will continue the ever-rising success of this event.







ABTS – Future Goals

- **Support the surface industry to be ready for this future**
- **Prepare the professionals, offering courses and training**
- **Participating more in IUSF, AESF and other events**
- **Attracting new interessees to EBRATS 2012 and introducing them to the Brazilian market**

Brazil stands out, from North to South, for its natural exuberance and the Brazilian are renowned for their contagious cheerfulness.

Come and get to know Brazil,

ABTS welcomes you with open arms!

WELCOME TO BRAZIL!

