



The Alliance

NEWSLETTER

HAPPY 2012!



January 2012

We appreciate Your continual support...

Be always at War with your vices, at Peace with your neighbors and let each New Year find you a Better Person. (Benjamin Franklin)

Upcoming Events

Brazilian Culture Night

Saturday, February 11th, 2012 6:30pm- 9:30pm- University of North Florida Center, 1200 Alumni Drive
<http://www.jsca.org/events.php>

SAVE THE DATE!!!

BFA Networking Meeting February 28th, 2011: 5:30pm
<http://www.brazilfloridaalliance.com>

Recent Events

During our Christmas Networking Meeting held on December 13, 2011 Brazil Florida Alliance (BFA), with the support from members and those who donated like The Colomer Group, Aloft Hotels and Omni Amelia Island Resort, a silent auction was held and all proceeds were donated to Beaches Emergency Assistance Ministry (BEAM), a local charity helping the needy. We applaud with Thanks to all those that supported the effort and to BEAM for what they are doing.



2011 was a good year and 2012 will be a GREAT one..

Brazil is investing close to 2 trillion in the next few year and Florida continues to be Brazil's top trade partner capturing 22% of all US-Brazil trade and with an export surplus of \$13.8 billion in 2011 and Brazil Florida Alliance (BFA) is growing in partnerships and events to help you participate on this emerging market...



Mission in May 2011 provided speaking exposure opportunity, technical visits and meetings with city and state officials

During the December Christmas Network Meeting, BFA's president, Joshua Rodriggs presented the goals and actions BFA is supporting in 2012.

The Goals include:

Partnerships to develop Brazil on-the- ground commercial and operational support services for members to develop their business in Brazil



Mission in October 2011 with Mayor Brown helped strengthen relationships for a great 2012



Help Florida's Logistics and Distribution Members to access more Business from/to Brazil

Information and Training via BFA Newsletter, BFA Florida Chapters and partners

Monthly newsletter: news and updates



BFA New website is up!! You can now register your membership online... Final editing is being done and continuous improvements shall be made
www.BrazilFloridaAlliance.com



650 College Students from Brazil arrived in U.S. for Brazil-US Exchange Program.

Students will be studying in over 100 US universities in 42 states across the country. This is part of President Obama's initiative to increase international study with a target of 100,000 students from Latin America and the Caribbean studying in the US and reciprocal 100,000 students from US studying in that region.



Rio de Janeiro's main New Year's festival, was confirmed to be the Largest of Its Kind in the World

24 tons fireworks were set off, 2 million Brazilians and tourists partygoers attended the Copacabana beach party and enjoyed a 16 and a half minutes of fireworks extravaganza as well as musical performances on four stages. The 22,000 fireworks display was launched into the sky from 11 barges moored off the beach.



Brazil is moving into an "Era of Prosperity" According to President Dilma Rousseff

In the first 2012 radio edition of "Breakfast with the President", Brazilian president Dilma Rousseff said that with planning and the right policies Brazil government is managing to protect the economy, production and jobs, 2 million jobs were created in 2011. The Focus bulleting from the Central Bank shows that Brazil's GDP expanded 2.87% in 2011 and is expected to advance 3.2% this year. Rousseff is promising "descending interest rates" with lower debt payments, which also makes analysts feel that the Selic might reach one digit, something which has not been seen in Brazil for decades.



Despite being a great fruit producer, Brazil does not export as much as it could.

Problems with logistics infrastructure, structure of the international area of companies and lack of knowledge of quality norms in other countries result in Brazilian fresh fruit exports totaling just 0.5% of the country's production. Melon is the main fruit sold abroad, representing 24% of production volume and 22% of the financial volume in the Brazilian fresh fruit export basket. Currently, the main destination of Brazilian fruit is the Netherlands, a distribution hub in Europe. The next main buyers are the United Kingdom, Spain and the United States. Brazil and Florida are the two largest producers of Oranges and Orange Juice, with roughly 85% of the world market. Brazil exports 99% of its production, while 90% of Florida's production is consumed in the United States.



Brazil Exports Surpass 250 Billion in 2011 with a Growth of 43.1% over 2010

For the first time ever exports reached a daily average of US\$ 1.017 billion, 24% higher than 2010, which recorded 201.9 billion totals. Imports also rose with a total of US\$ 223.489 billion, high of 24.7%, with a daily average of US\$ 908.5 million.

For more news from Brazil go to www.brazilbdoffice.blogspot.com

For more Information on Brazil Florida Alliance:

www.BrazilFloridaAlliance.com

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