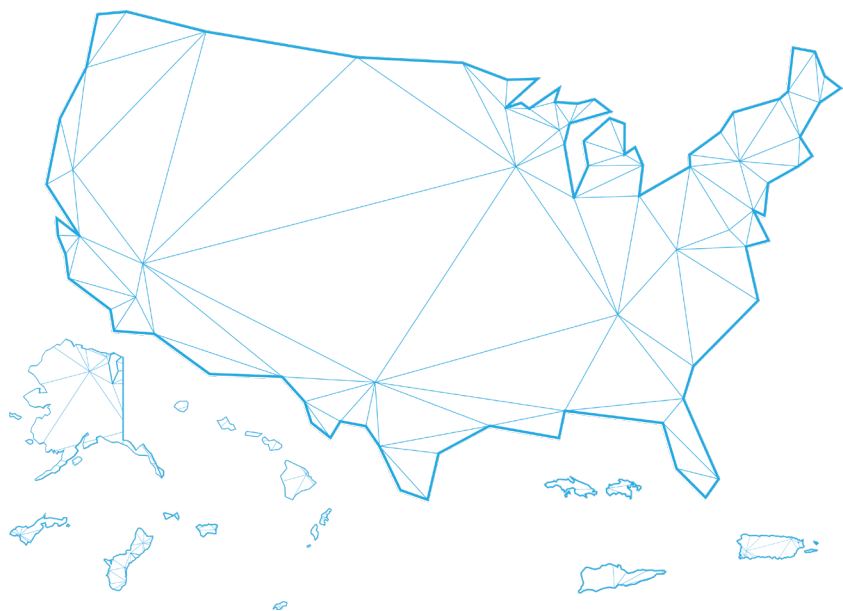


The main title of the event, "2024 SELECTUSA Brazil Roadshow", displayed in white text on a dark blue horizontal bar. The SELECTUSA logo is positioned between the year and the company name.The subtitle of the event, "Toolkit for EDOs", displayed in white text on a dark blue horizontal bar.The list of cities and dates for the roadshow, displayed in white text on a dark blue background. The cities listed are Rio de Janeiro, Porto Alegre, Florianópolis, and São Paulo, followed by the dates January 29 – February 6, 2024.

What is a SelectUSA Roadshow?

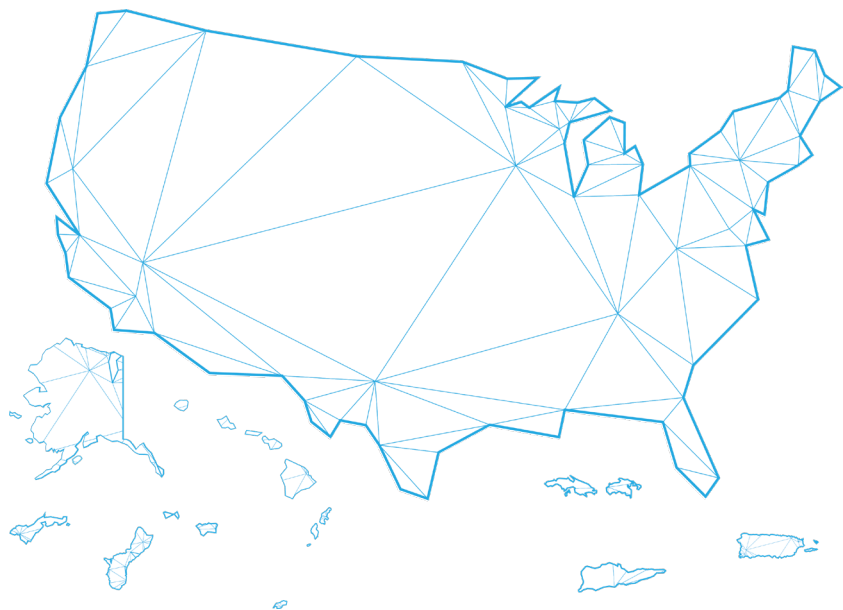


The Facilitated Investment Mission (FIM aka Roadshow) is organized to promote the U.S. as a destination for foreign direct investment (FDI).

The FIM involves the organization of multiple promotional events that connect Economic Development Organizations (EDOs) and service providers (sponsors) and potential investors in one or more locations in overseas markets.

The FIM is organized by overseas Commercial Service posts, in conjunction with SelectUSA staff, and includes investment promotion events, matchmaking meetings with pre-screened potential investors, and networking events.

Deliverables for 2024 SelectUSA Brazil Roadshow



#1: Market Briefing

- The briefing provides information about the market, FDI trends, and the FIM itinerary and programming.

#2: Investment Promotion Events

- The investment promotion event is designed to provide information about investing in the United States to potential investors and serves as a platform to promote the United States and recruit potential investors to participate in matchmaking meetings.

#3: One-on-One Matchmaking Meetings

- Matchmaking meetings are pre-arranged one-on-one meetings between EDOs and potential investors. It is expected that EDOs will have up to 10 matchmaking meetings in each stop. Matchmaking may also be conducted between potential investors and sponsors as a benefit of the sponsorship.



The 2024 SelectUSA Brazil Roadshow



Location: Brazil

Rationale: Brazil is the largest source of FDI to the U.S. from South America. With over \$ 46 billion in stocks of FDI in the U.S., U.S. affiliates of Brazilian companies support over 97 thousand jobs in the U.S.

In total, the 4 stops chosen for this roadshow represent 52% of the Brazilian national GDP, and are also home for 82% of the source of Brazilian FDI going to the U.S.

Each of these cities present unique opportunities for FDI attraction as they have the largest clusters, and major players within strategic industries targeted by SelectUSA.

This program will also celebrate the 10th anniversary of SelectUSA operations in Brazil.



Dates:

Rio de Janeiro – January 29-30, 2024

Porto Alegre – January 31, 2024

Florianópolis – February 1-2, 2024

São Paulo – February 5-6, 2024

SelectUSA encourages international participants to arrive in Brazil – through Rio de Janeiro – on January 28 to take full advantage of this program.



Rio de Janeiro



Porto Alegre



Florianópolis



São Paulo



Strategic target sectors

Companies (potential investors) invited to attend the roadshow will primarily represent the following industries:

Rio de Janeiro

Biotech, Cleantech, Energy, ITC;

Porto Alegre

Advanced Manufacturing, Agritech, ITC;

Florianópolis

Advanced Manufacturing, ITC, Cleantech;

São Paulo

Advanced Manufacturing, Aerospace, Financial Services, Food&Beverages, ITC, Life Sciences, Logistics & Supply Chain;

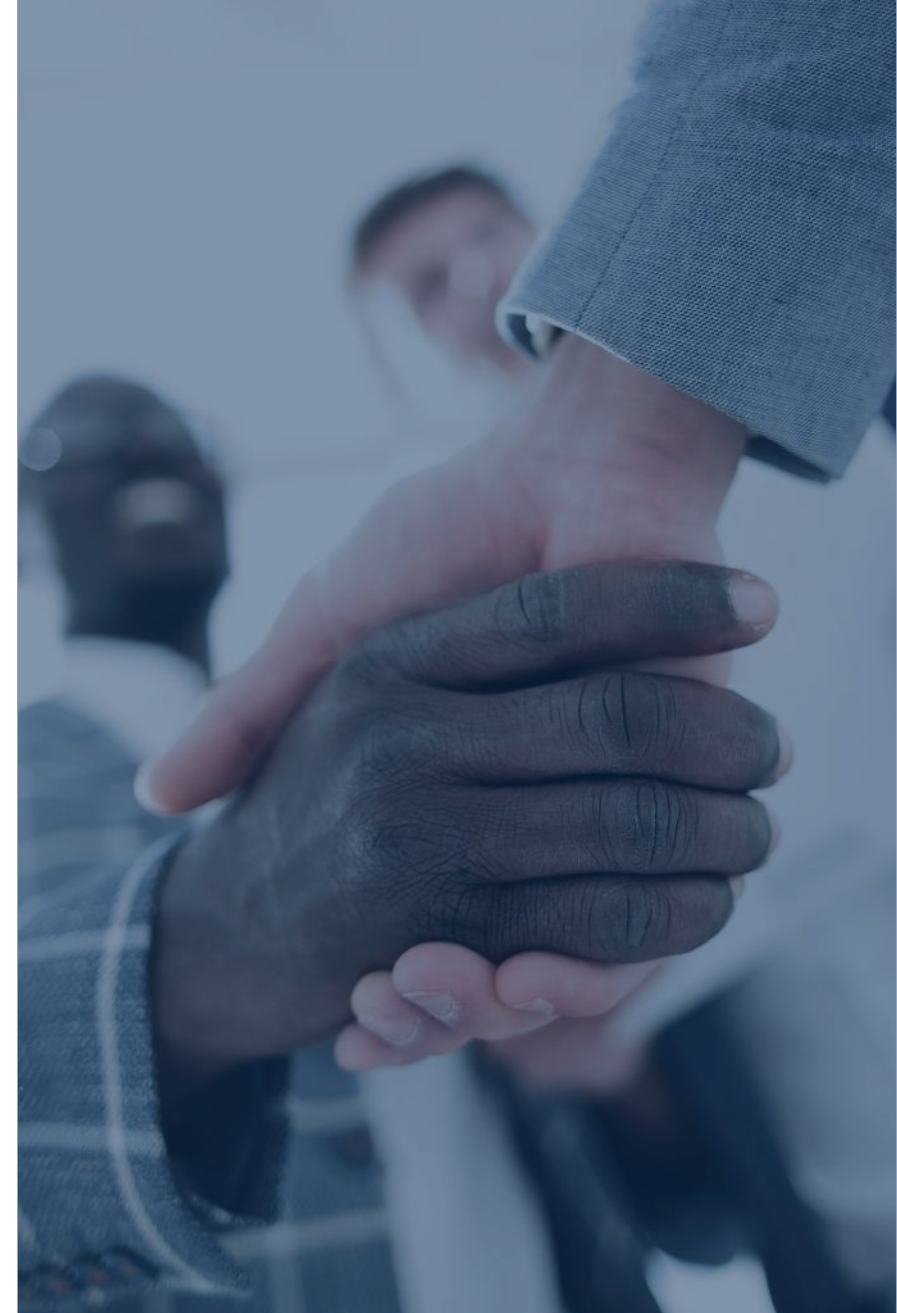


Program

The schedule of activities in each of the 4 Roadshow stops will include:

- **Briefing session**
About cultural tips and business awareness for participant EDOs
- **Seminars**
Aimed at providing insightful information for investors, and to create networking opportunities between executives with EDOs.
- **Networking reception (Rio de Janeiro and São Paulo only)**
Organized by the U.S. diplomatic mission to encourage networking between C-suite executives and EDOs.
- **Dinner with business leaders (Porto Alegre and Florianópolis only)**
Organized by the U.S. diplomatic mission to encourage networking between C-suite executives and EDOs.
- **1-on-1 meetings**
Organized as part of the seminars in each of the 4 stops, aimed at connecting EDOs with companies with confirmed investment projects, that have synergies with EDOs' regions.

In total, it is expected that participant EDOs will be exposed to over 1,000 unique contacts.





Investment



A FIM is financed by participation and sponsorship fees.

According to the U.S. Department of Commerce User Fee Policy, the EDO Participation fee for a FIM is \$1,200 USD per Post/stop in addition to direct costs (e.g., travel, lodging, subsistence etc.). Participant airfare and lodging are not included in pricing.

EDO participation fee

USD 4,800.00
Begins Dec. 2, 2023

EDO early-bird rate

USD 3,800.00
Up to Dec. 1, 2023

Participant EDOs will receive the following services:

- 2 tickets to attend all events as per the program;
- 1 table for the one-on-one matchmaking sessions in each of the seminars/conferences in the 4 cities – **up to 40 pre-arranged and vetted meetings in total;**
- 1 slot of 2 minutes to display a video about your region in each of the seminars/conferences as per the program;
- Logos displayed on mission banners and other marketing materials;
- 1 follow-up webinar to discuss about the region and reinforce your sales pitch (to be delivered between July 2024 and Dec. 2024).

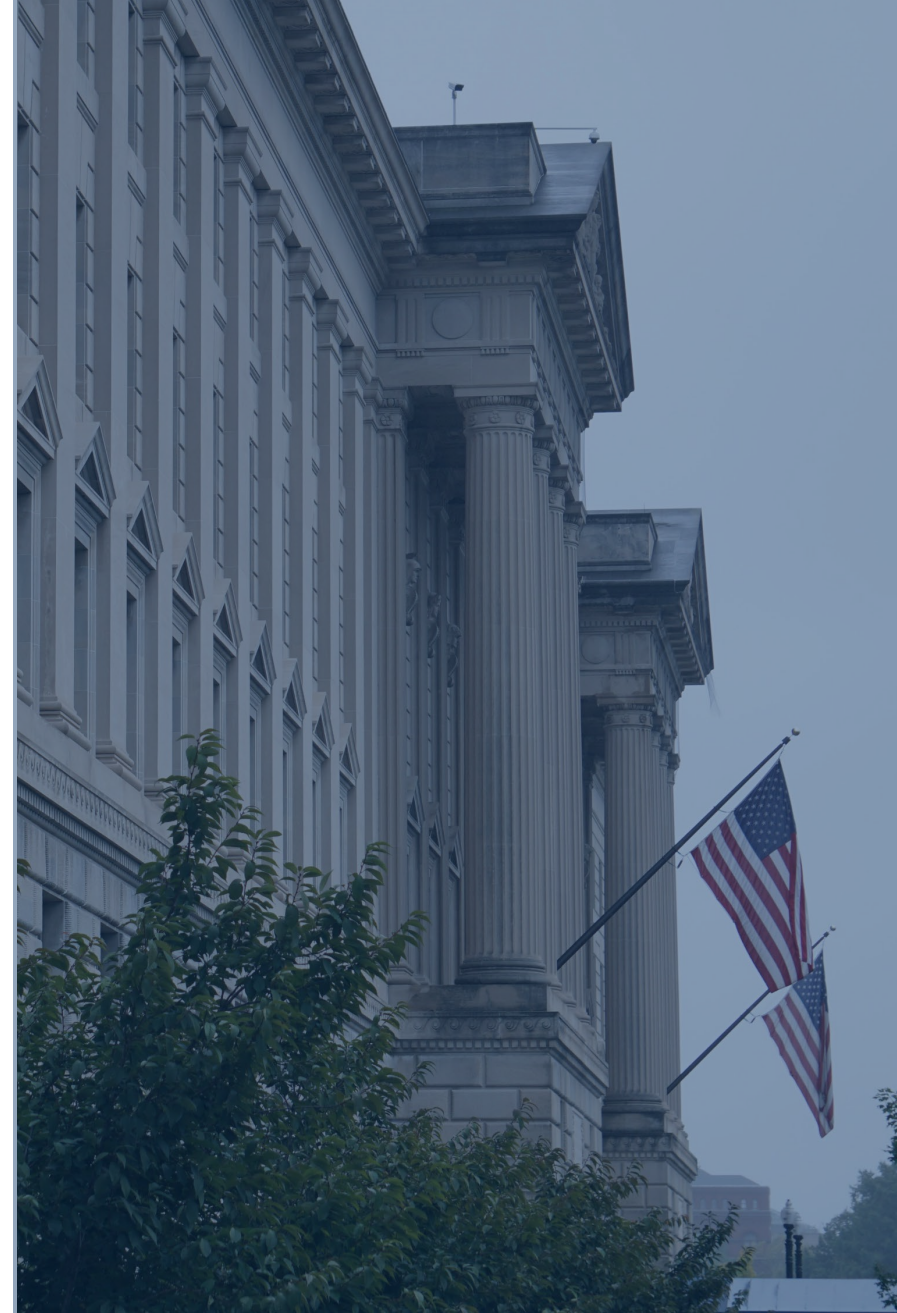
In-market support

All participants will be advised by the U.S. diplomatic mission in Brazil throughout the whole process of attending the 2024 SelectUSA Brazil Roadshow – from logistics to screening of one-on-one meeting participants.

The U.S. Department of Commerce will also be represented by Foreign Service Officers – American diplomats – at this event, so as SelectUSA.



This will be the 7th edition of the SelectUSA Brazil Roadshow and above you may find photos from the 2015, 2018, and 2022 editions, respectively.





U.S. Embassy
and Consulates
in Brazil

Contact us



André Leal

Investment Specialist

+55 11 3250-5416

Andre.Leal@trade.gov