

GO GLOBAL BRAZIL 2010

By SouthPartner and FKG



INTRODUCTION

Go Global is an initiative promoted by the Swedish auto-parts manufacturers' association, **Fordonskomponentgruppen (FKG)**. The objective is to promote the internationalization of its members by helping them enter new geographical markets. Since its inception in 2001 over 35 Go Global events have been organized in 16 countries on four continents.

GO GLOBAL

WHY JOIN GO GLOBAL BRAZIL?

Successful entry into the Brazilian automotive market can only be achieved through gaining a good understanding of the key elements of the industry. Go Global Brazil 2010 will provide the participants with the following:



THE BRAZILIAN AUTOMOTIVE INDUSTRY

The Brazilian automotive industry is one of the most vigorous in the world.

- ✓ Production increased from 1.5 million units a decade ago to a forecasted 3,4 million in 2010.
- ✓ Counts on the presence of nearly all world players, both in terms of makers and suppliers.
- ✓ Strong future expansion with volumes expected to reach nearly 5 million units by 2015.
- ✓ To nourish the strong rise in volumes, investments over 20 Billions U.S. dollars are in the pipeline.

Brazil is a strategically important market for any 1st tier supplier with global ambitions. Moreover, the present moment is propitious for entering it.

- ✓ Macro-vision of the general economic situation of Brazil and the prospects for the future
- ✓ Comprehensive overview of Brazil's automotive industry and its future trends
- ✓ The do's and don'ts of how to enter the Brazilian market including legal aspects
- ✓ Knowledge about import duties and logistics elements
- ✓ Pros and cons of various entry options
- ✓ First hand contact with key people of the major potential clients
- ✓ Discussions with potential local partners.

After the program, the participants will be in a good position to appraise whether or not to enter Brazil and, possibly, the best way of doing so.



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AGENDA

Day 1 – Sunday, November 21

- ✓ Arrival
- ✓ Welcome cocktail in the evening
- ✓ Dinner

Day 2 – Monday, November 22

- ✓ Full-day Seminar with presentations including:
- ✓ Prospects for the Brazilian economy,
- ✓ The Brazilian Automotive industry
- ✓ The Brazilian Auto-Parts Industry
- ✓ Material Logistics, Customs regulations and Duties in Brazil
- ✓ How to Establish & Grow your Business in Brazil
- ✓ Brazilian Legal Environment
- ✓ Experiences of Scandinavian companies already established in Brazil
- ✓ Formal dinner with Brazilian Automotive industry representatives

Day 3 – Tuesday, November 23

- ✓ Morning: Presentations by Fiat, Iveco and CNH in Sao Paulo (location to be defined)
- ✓ Afternoon: Visit to Scania's factory in Sao Paulo
- ✓ Evening: Flight to Curitiba

Day 4 – Wednesday, November 24

- ✓ Entire Day: Visit to Volvo's factory in Curitiba, including a presentation of VCE
- ✓ Evening: Return flight to Sao Paulo

Day 5 – Thursday, November 25

- ✓ Morning: Visit to Mercedes Benz' (Daimler) factory in Sao Paulo
- ✓ Afternoon: Visit to purchase organization of MAN

Day 6 – Friday, November, 26

- ✓ Company presentation by a construction equipment manufacturer (TBC)
- ✓ Free time for meetings with possible local partners

The agenda is subject to changes.

PROJECT MANAGEMENT BY SOUTHPARTNER

Founded in 2001 and based in São Paulo, SouthPartner is a Scandinavian-Brazilian company with the objective of being the natural business partner to foreign companies wanting to **establish, develop and grow** their business in South America. SouthPartner was chosen by FKG to organize **Go Global Brazil 2010** due to its extensive knowledge of the Brazilian automotive industry together with its expertise in helping foreign companies entering the Brazilian market.

SouthPartner's team has executed various projects for European and Brazilian auto-parts makers and can help your company in a variety of ways to enter the strategically important Brazilian automotive market:

- ✓ Comparing and evaluating different entry strategies
- ✓ Formal company establishment (all legal aspects)
- ✓ Opening the "right doors" in the purchase organizations of the main OEMs
- ✓ Finding a local partner
- ✓ Identifying potential acquisition or JV targets
- ✓ Company valuations
- ✓ Green-field start-ups
- ✓ Developing local aftermarket (AM) dealer network

By working with SouthPartner, your company will be able to minimize the needed investments whilst shorten the time necessary to successfully pass the hurdles involved with starting up operations in Brazil.

Please contact us for more information.

