

NEWSLETTER

IBCC

Ref. August 2021



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18
Years



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YELLOW SEPTEMBER

Since 2014, the Brazilian Psychiatric Association – ABP, in partnership with the Federal Council of Medicine – CFM, nationally organizes the Yellow September. The 10th of this month is officially World Suicide Prevention Day, but the campaign runs throughout the year. Therefore, the entire month (1st to 30th September) is dedicated to suicide prevention. This is a campaign that aims to make people aware of suicide, as well as to prevent it from happening. More than 13 thousand suicides are registered every year in Brazil and more than 01 million worldwide. About 96.8% of suicide cases were related to mental disorders. First is depression, followed by bipolar disorder and substance abuse.

MORE INFO



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#YOU ARE NOT ALONE

Talk to someone.

You don't have
to go through this
alone.



NOVIDADES CCIB

ATUALIZAÇÃO CADASTRAL



No intuito de mantermos nossos registros atualizados e garantir que todos os nossos Associados e Parceiros estão recebendo todas as nossas comunicações sem nenhum problema, a CCIB está realizando uma atualização cadastral de seu mailing. Por esse motivo, pedimos que fiquem atentos à sua Caixa de Entrada pois, em breve, todos os nossos Associados receberão um e-mail de conferência de informações. Esperamos poder contar com a sua colaboração para mais essa iniciativa!

NOVOS ASSOCIADOS



REDES SOCIAIS CCIB

- INSTAGRAM: [CLIQUE AQUI](#)
- FACEBOOK: [CLIQUE AQUI](#)
- LINKEDIN: [CLIQUE AQUI](#)
- TWITTER: [CLIQUE AQUI](#)
- SITE: [CLIQUE AQUI](#)



EVENTS | PARTICIPATION



NUNESFARMA 41 BIRTHDAY

August 20th



IBSA COFFEE FESTIVAL

4th and 5th of August

[ACCESS](#)



BRICS TRADE FAIR

16 to 18 August, being a multi-sector virtual fair.

[ACCESS](#)



APACOMEX

August 26th at 8:30 am

[ACCESS](#)



VOLUNTEER DAY

FRIENDS OF INDIA ASSOCIATION + ARGILANDO

27th August



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CORONAVIRUS INDIA AND BRAZIL INFORMATION

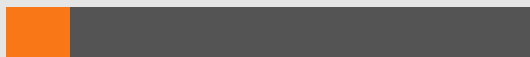
VACCINATION NUMBERS



INDIA

699 MILLIONS
OF APPLIED DOSES

163 MILLIONS
OF FULLY VACCINATED PEOPLE



12% OF THE VACCINATED POPULATION

BRAZIL



202 MILLIONS
OF APPLIED DOSES

67 MILLIONS
OF FULLY VACCINATED PEOPLE



31,9% OF THE VACCINATED POPULATION

ACHIEVEMENTS

SOMOS
WE ARE
5K
no LinkedIn
on LinkedIn

#Dhanyavaad
#Obrigado | #Thankyou

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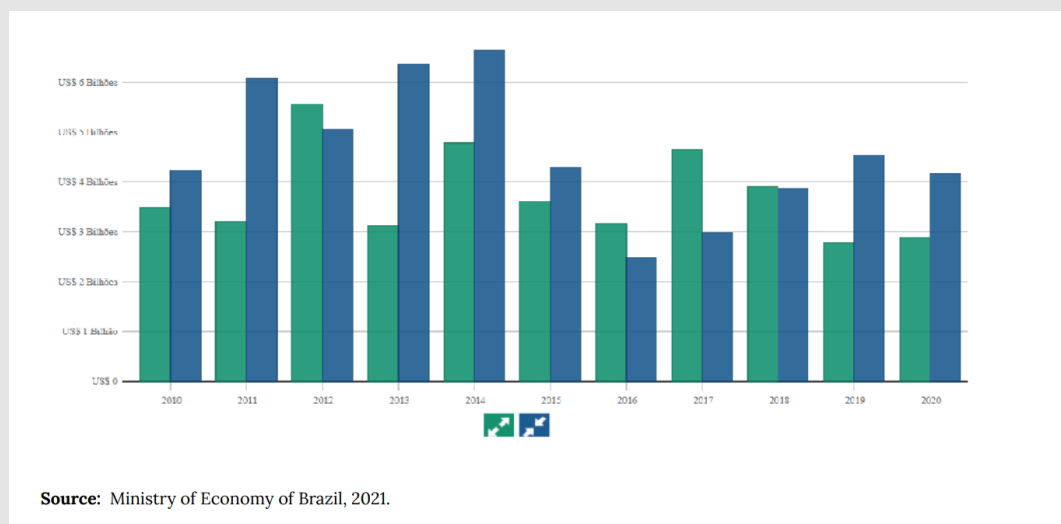


INDIA & BRAZIL: TODAY AND TOMORROW

By: Giovanna Menezes, Letícia Gomes e Nathalia Rodrigues

Since 1948, after India's Independence, India and Brazil have been developing their bilateral relationship as two independent countries and big players in the respective regional scenarios. These relations have been growing stronger ever since, however, it seems they can become even more relevant in the near future.

From 2004 to 2014, commercial trade between the two countries increased and diversified significantly. Although after the peak in 2014 trade between the two countries has been at lower levels, also as a result of international and national crisis, the strong recent interactions at the governmental and institutional level, leads to an expectation of growth in commercial trade of up to 15 billion dollars in 2022, according to H.E. Ambassador of Brazil in India, Mr. André Corrêa do Lago.



Taking a closer look at some of the latest interactions between the two countries, the bilateral relations have gained relevance, with both governments showing political interest in coming closer together. This became evident after the invitation of the Indian Prime-Minister, Mr. Narendra Modi, to have Brazil as the guest country in the Celebration of the Independence of India in January 2020. This visit of the Brazilian Federal Government to India led to the signing of 15 agreements, in many different sectors, to facilitate business engagement and cooperation between the two countries. The agreements go from technological and scientific cooperation to childcare and cultural exchange matters.

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Nowadays, facing the Covid-19 pandemic, the importance of the Indo-Brazilian bilateral relations has been highlighted, especially in the Pharmaceutical sector. According to data from the Ministry of Economy of Brazil for 2020, pharmaceutical products correspond to almost 30% of India's exports to Brazil. Furthermore, some of the largest investments by Indian companies in Brazil are in this sector: ACG, Zydus, Lupin and Dr. Reddy's, just to mention a few.

Moreover, when talking about the India-Brazil Relations, another sector that deserves great attention is Information Technology. India is recognized around the globe for its strong technology market, as the birthplace of relevant companies in the sector and it is an international reference for software development and programming, being a world leader in the sale of outsourcing services and retaining an average of 75% of global talents in the digital age, according to the India Brand Equity Foundation (IBEF).

On the other hand, Brazil is not in the spotlight for Information Technology services and has a lot to improve in its national industry and supply capacity. The complementation of high demand and market space in the Brazilian market resulted in the installation of Tata Consultancy Services, Infosys, Wipro, HCL Technologies, Tech Mahindra and others, turning IT into one of the most relevant sectors for these bilateral relations.

Moreover, even though Brazil is not a key player in the international scenario for IT, the vision of a creative economy is stimulating the development of several start-ups, in many sectors, willing to fill the market gaps with innovative products. According to the Global Innovation Index 2019, Brazil is the 10th biggest developer of mobile apps and appears in the top 10 of metrics for quality of innovation, meaning that besides the lower quantity of internationally recognized companies and lower quantity of overall products/services offered in the Technology sector, Brazil has a potential for quality creation.

In that sense, besides the market complementation, Brazil and India show great potential for technology cooperation, especially in areas that are international tendencies and in which India is already ahead in its development, while Brazil has a lot to explore of its creativity and market capacity. Some of the segments that have become international tendencies, which can be interesting for cooperation in the scope of the bilateral relations are: Artificial Intelligence, Cybersecurity and Safety Technologies, for instance.



Undoubtedly, IT & pharmaceutical sectors play protagonist roles when talking about business between Brazil and India. Also, if we look at the commercial trade balance of products exchanged between the two countries, we notice as well the expressivity of the Oil and Gas sector, including crude materials and Fuel Oils: 48% of Brazilian exportations to India, in 2020, were represented by Crude Petroleum Oil and 20% of Brazilian importations from India were represented by Petroleum Fuels, in the same year.

However, there are other areas that must be considered for deeper cooperation, since COVID-19 is leaving an important lesson in what concerns the necessity to reinvent, adapt and find new forms of cooperation. Some of the sectors that can be mentioned regarding this potential are Agribusiness, Renewable Energy and Aerospace Aviation, for example.

Brazil is internationally recognized for its contribution to agribusiness, as the country is the largest producer and exporter of products like soybean, corn, sugar, meat and others that are part of basic consumption globally. It is also favoured with large stretches of land and hydric resources that can be also used to grow pulses that are largely consumed in India. In this panorama, it is also possible to mention that India, although being a large producer of pulses, has also a huge internal demand that requires the importation of agricultural goods. Recent data shows that India isn't still included in the Top 10 countries to which Brazilian exports in this sector are direct to. Therefore, it is clear the wide potential for growth of the bilateral relations in this sector, specifically in the pulses segment.

Furthermore, let's bring to the discussion the renewable energy topic that has become a trend worldwide. According to IBEF, India is the fourth most attractive market for this sector. On the other hand, Brazil has been using ethanol for 40 years as a source of renewable energy and is willing and open to sharing its experiences with India as the country has already shown interest. Therefore, technological cooperation in order to produce ethanol, relying on the vast Brazilian experience, in addition to enabling the increase of Indian production of this biofuel, will also help to balance the world sugar supply and provide greater price stability for this commodity, said Brazilian Minister Tereza Cristina.

At last, another sector that has shown some potential is the Aerospace Aviation sector which we have been following the interaction between Indian and Brazilian companies.



An example of this is the operation of the largest Brazilian company in the segment and the third largest in the world, Embraer, which is in India and it is responsible for supplying the ERJ-145 executive jet for the Indian air force and for short trips for the Prime Minister and President. Moreover, an associate company of the India Brazil Chamber of Commerce, IAS, a Brazilian company specialized in solutions and maintenance of aircraft engines for commercial and defense aviation, has recently started its importations of aircraft parts to India, adding more value to the bilateral relations in this segment.

The bilateral relations between India and Brazil celebrated 70 years in 2018, a very significant mark and result of efforts and mutual interest from both sides in coming closer together. However, it is clear that these relations can still become stronger, in many spheres, bringing benefits for both countries. Brazil and India are both relevant regional and international players and even though they have outstanding cultural differences, the similarities between those countries can also be seen, especially when looking into social problems faced by both, the need for economic development, the shared democratic values and the usually common alignment in the global scenario.

Nowadays, in this context of “new normality”, even though there is an intensification in protectionist and international transit restrictions, the importance of international transit restrictions, the importance of international cooperation, with strategic partners, has been highlighted and Brazil and India can become key partners for a deeper and long-term relationship, especially considering the still underexplored opportunities in this interaction. Therefore, it seems there is a tendency for India and Brazil to explore further the synergies between them and make this alliance even stronger for mutual growth.

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THANK YOU!

धन्यवाद

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