

UNO MUNDO

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MARCOS A. MANOZZO, MSC

- BA in Business Admin / Foreign Trade
- Major in Product Design
- MSc International Marketing Management
- Consultant, Student, Traveler, Father, Husband
- www.linkedin.com/in/marcosmanozzo
- Global Trade Manager
- 30+ Years' experience in foreign trade
- 200+ Clients and partners
- 300+ Projects
- 8.000+ Itens developed



UNO MUNDO: Praise



46º Prêmio
Exportação RS



A equipe da UNO MUNDO possui um olhar abrangente do mercado e grande vivência internacional, além de serem bastante metódicos no seu trabalho e grandes 'resolvedores' de problemas!

Luciano Debastiani

Trheiner Capacitação Competitiva – Associação Qualidade RS - PGQP

'Congratulazioni per l'idea. È un ottimo modo. Questo sistema è molto innovativo. È sicuramente un'ottima idea. Non avevo ancora sentito parlare di un simile approccio. Mi è piaciuto. Auguro molto successo!'

Nicola Minervini

Autor de "O Exportador" e uma autoridade em comércio internacional



'A UNO MUNDO possui profissionais extremamente qualificados e capacitados, especialmente em negociações internacionais, prospecção e intermediação de novos negócios. São profissionais bem articulados e de fácil comunicação, com ótimos resultados.'

Volnei Luís de Azevedo

Coordenador Administrativo no Simecs

'UNO MUNDO is an accomplished company with a diverse skill set including impeccable linguistic and communication skills; computer expertise; sales and management experience; strong research ability; experience with start ups and conducting international business.'

Danielle Milam

Vice President Latin America at Franklin International



'Em todas as atividades, a UNO MUNDO sempre desempenhou suas funções com largo conhecimento da área e extrema competência profissional, demonstrando facilidade para o trabalho em equipe e boa comunicação. É com satisfação que recomendo esses ótimos profissionais.'

Marta Guerra Sfreddo

Assessora de Imprensa na CIC Caxias

'The UNO MUNDO team is very well connected and has great knowledge on both local and international business. Their great advantage is the ability to stay focused in long projects, provide optimal solutions and take the projects to conclusion.'

Roy George

General Manager & Country Head - China at Wipro Infrastructure Engineering



'A UNO MUNDO é uma experiente consultoria em negócios internacionais. Possui vasta visão de negócio e experiência de campo. Recomendo!!'

Carlos Alessandro Dall'agno

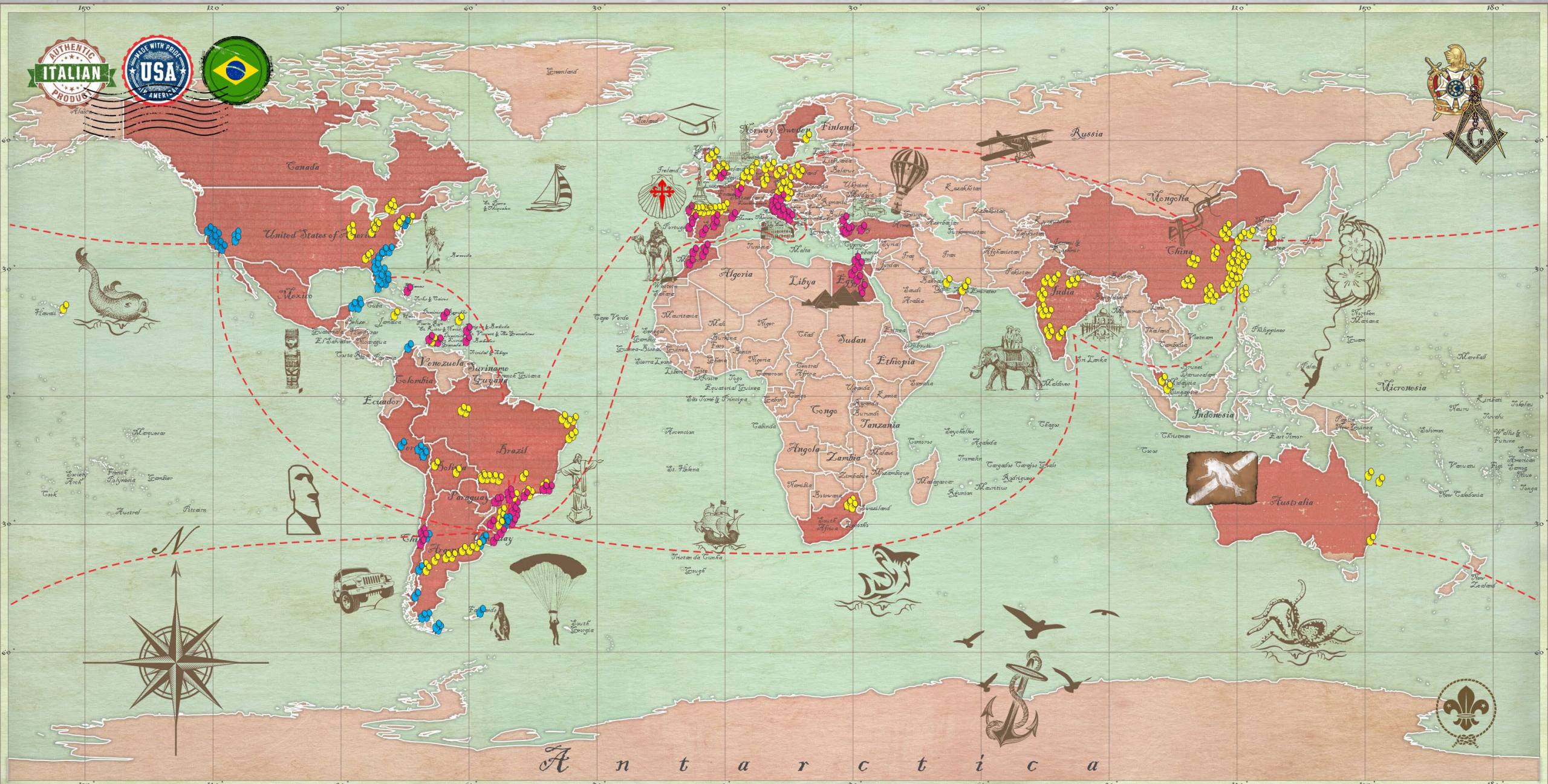
Sócio Diretor da MDB Brasil Assessoria em Vendas e Marketing

'UNO MUNDO is well connected and dedicated in their working. With the kind of enthusiasm and methodical working they will be a great boon to whosoever they get connected with.'

Shirish Godbole

Business Development at Godbole Associates

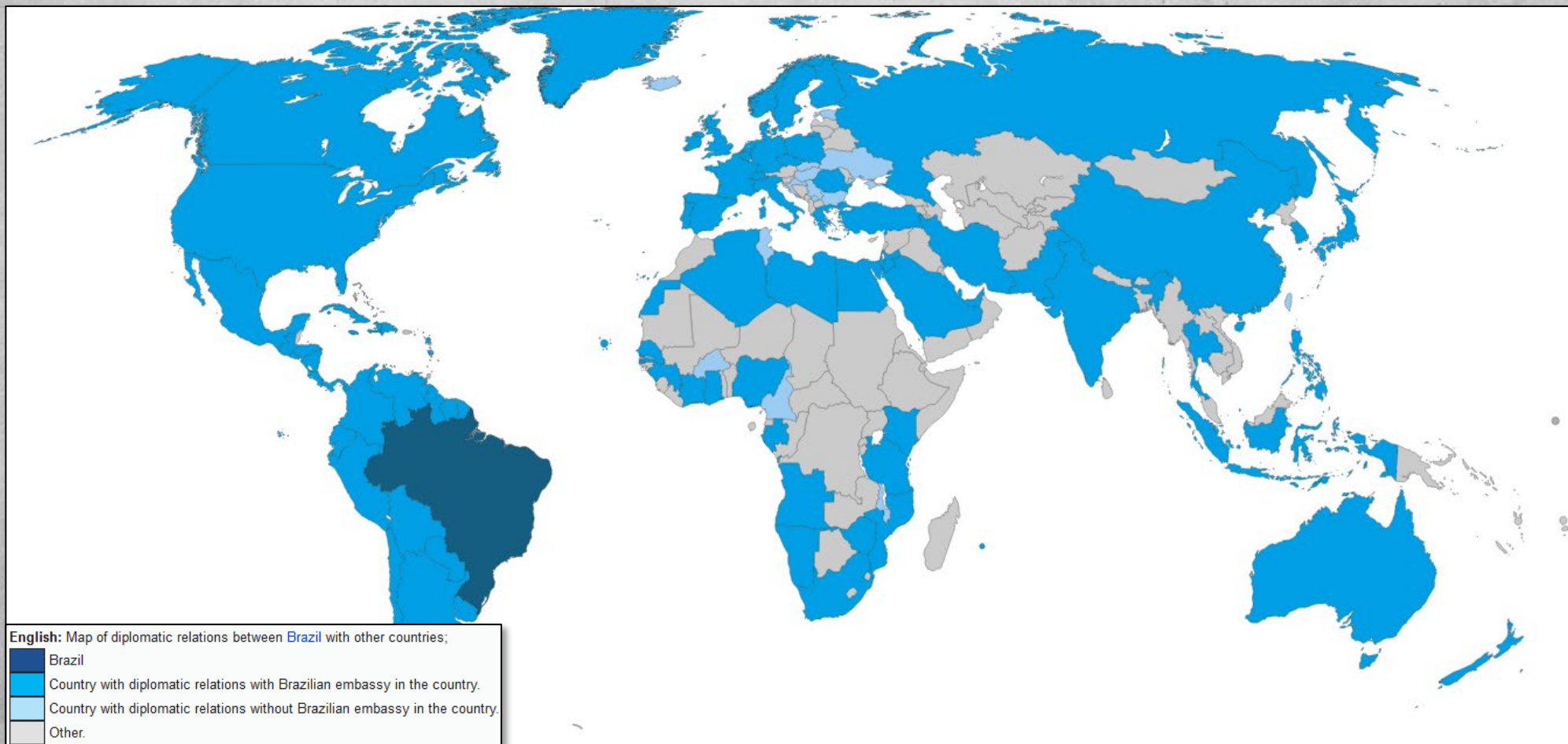




A n t a r c t i c a

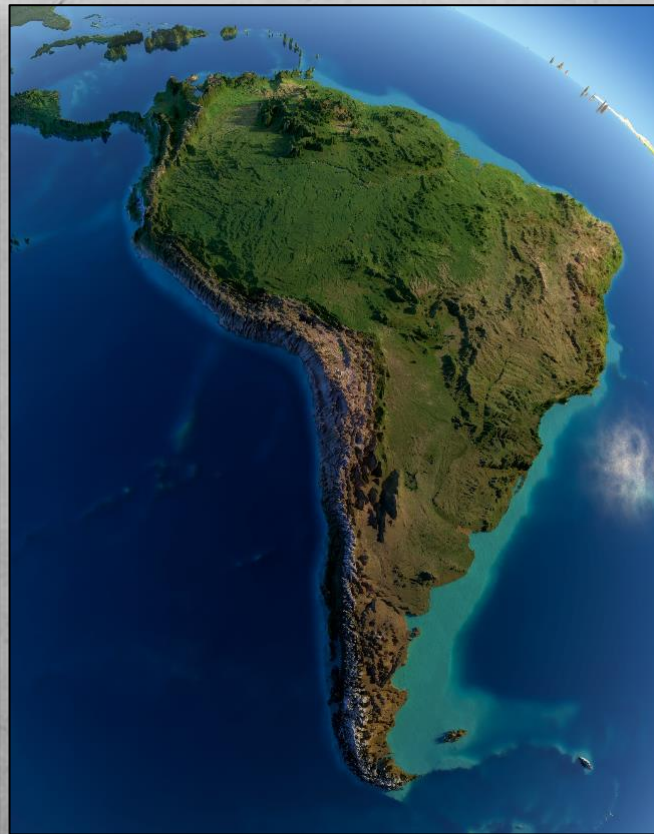


BRAZIL – International Relations





South America from above



Source: CIA World Factbook; Anton Balazh; Planetobserver



A Little Bit of History

- 1100 - 1532
- **Rise of the Inca Empire**
 - 30 million people in South America
 - Inca rule 9 to 14 million people
 - 100 different ethnic/linguistic communities
 - Connected by 25,000 kilometer road system
 - Did not know the wheel nor writing





A Little Bit of History

- 1532 - 1580
- **Iberian Conquest**
 - *Treaty of Tordesilhas* divided South America between Portugal and Spain
 - France, Holland and England do not accept the treaty
 - Longitude measurement not accurate allowed Portugal to expand the Brazilian territory





A Little Bit of History

● 1703 - 1810

- *Industrial Revolution*
- *USA Independence (1776)*

● Colonial Uprising

- Europeans brought smallpox and catholic religion
- Enlightened absolutism, colonial exploration, indigenous slavery and political divide resulted in conflict





A Little Bit of History

- 1810 - 1828
- **South-American Liberation**
 - Napoleonic Wars affected Spanish imperial control, which resulted in several colonial revolts and liberation of viceroyalties
 - Portuguese court transferred to Brazil to escape Napoleon, and later formed the Brazilian Empire
 - Portuguese royal family leaves in 1821





A Little Bit of History

- 1828 - 1870
- **Fragmentation and British Imperialism**
 - Pan-Americanism fails and fractures Spanish America
 - British private companies influence governments and incite wars





A Little Bit of History

- 1870 - 1930
- “Caudillos”
 - Authoritative and nationalist governments reeked war in all of South-America over power and territory
 - Brazil becomes a Republic in 1889





A Little Bit of History

- 1930 - 1954
 - Populism and North-American Imperialism
- 1954 - 1983
 - Military Cycles
- 1983 - 1999
 - Redemocratization and Neoliberal Experiences
- 1999 – Today
 - “Shift Left” (*and back and forth*)





Immigration in South America

1. Afghans
2. Arabs
3. Austrians
4. *Black Africans*
5. British
6. Castizo
7. Chinese
8. Croatian
9. Dutch
10. East Indians
11. Filipino
12. Finnish
13. French
14. **German**
15. Gypsies
16. Hungarian
17. Indonesians
18. Irish
19. **Italian**
20. **Japanese**
21. Javanese
22. Jews
23. Korean
24. Lithuanian
25. Lusitanian
26. Luxembourgers
27. Maroons
28. *Mulattos (mixed)*
29. Norwegian
30. Poles
31. **Portuguese**
32. Russian
33. **Spaniard**
34. Surinamese
35. Swedish
36. Swiss
37. Taiwanese
38. Tamil Hindus
39. Ukrainians
40. Vietnamese
41. Welsh

Source: CEPAL



Ethnic Distribution in S. America

	Amerindians	White people	Mestizos	Mulatos	Black people	Zambos	Asian people
Argentina	1,0%	85,0%	14,0%	-	-	-	-
Bolivia	55,0%	12,0%	30,0%	2,4%	0,1%	0,5%	-
Brazil	0,4%	47,7%	22,9%	20,1%	7,6%	-	1,1%
Chile	3,2%	52,7%	44,0%	-	-	-	-
Colombia	1,8%	37,0%	49,0%	8,2%	2,3%	0,1%	-
Ecuador	39,0%	9,9%	41,0%	5,0%	5,0%	-	0,1%
Paraguay	3,0%	20,0%	75,0%	3,5%	-	-	-
Peru	45,0%	15,0%	35,0%	2,0%	-	-	3,0%
Uruguay	-	88,0%	8,0%	4,0%	-	-	-
Venezuela	2,7%	42,7%	49,7%	7,7%	2,0%	-	0,8%

Source: Universidad Autónoma del Estado de México, Centro de Investigación en Ciencias Sociales y Humanidades.

There are 508 indiginous ethnic groups in South America

Source: Ethnologue



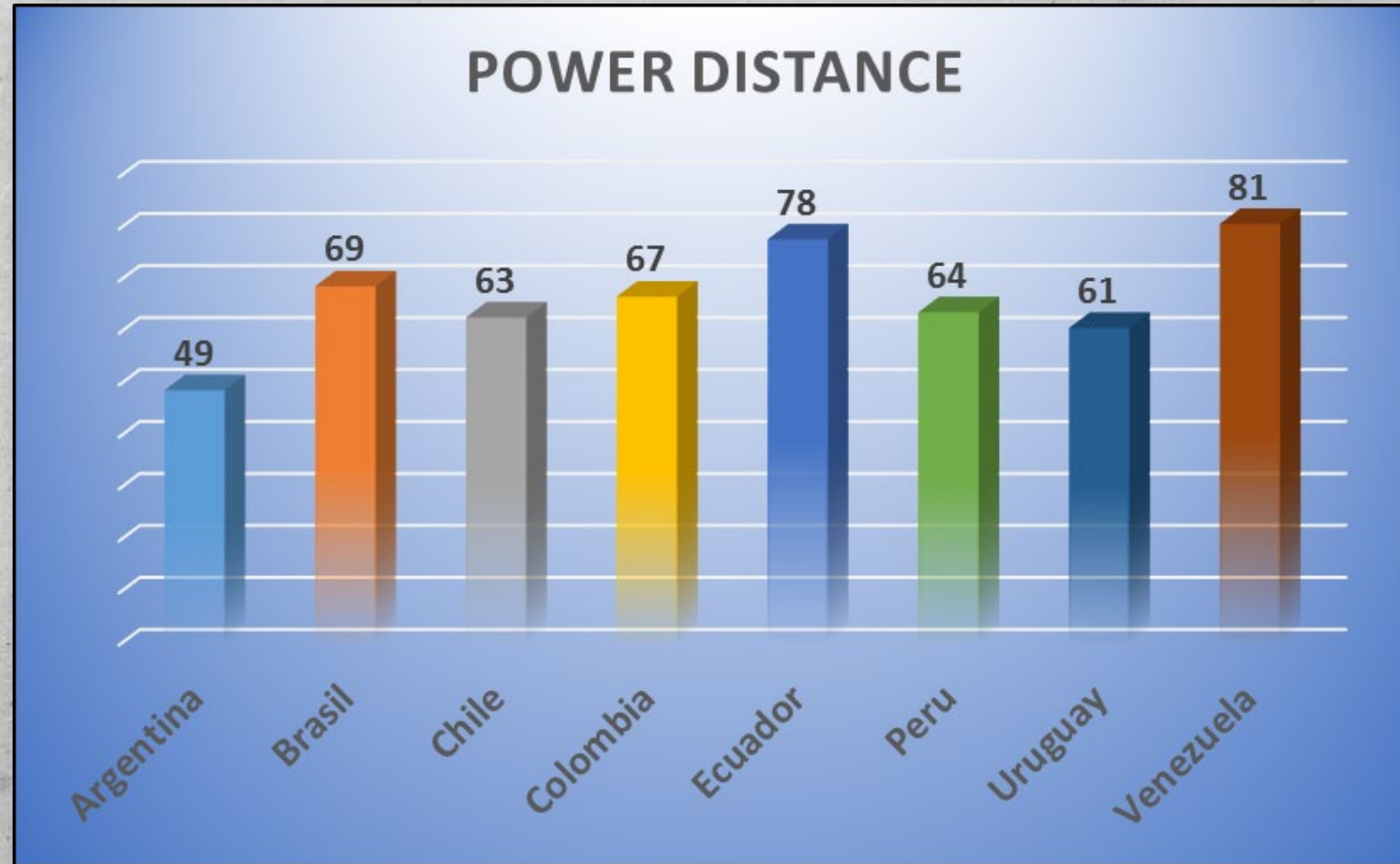
Religions in South America

- **90% of South Americans are Christians**
 - 19% of Christians worldwide
 - 82% Roman Catholic
 - 8% Protestants, Evangelicals and Orthodox
- **Crypto-Jews or Marranos, conversos, and Anusim**
 - Buenos Aires and São Paulo among the largest Jewish populations by urban area.
- **Japanese Buddhism, Shinto-derived Japanese New Religions**
 - Common in Brazil and Peru.
- **Korean Confucianism**
 - Especially found in Brazil
- **Chinese Buddhism and Confucianism**
 - Spread throughout the continent.
- **Kardecist Spiritism**
 - Found in several countries.
- **Mixed religions of African roots**



Cultural Dimensions

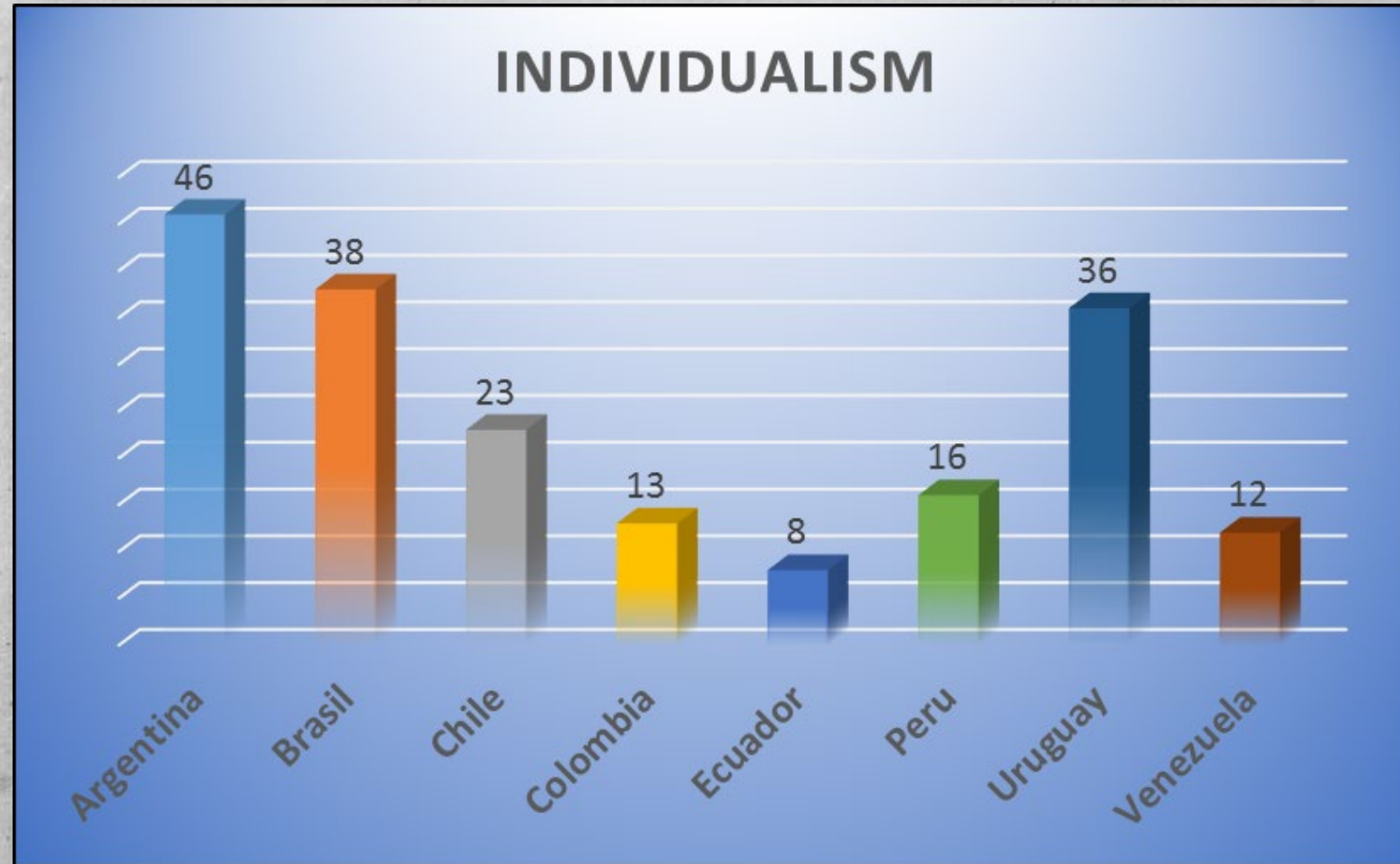
Predictability of Behaviour Standards





Cultural Dimensions

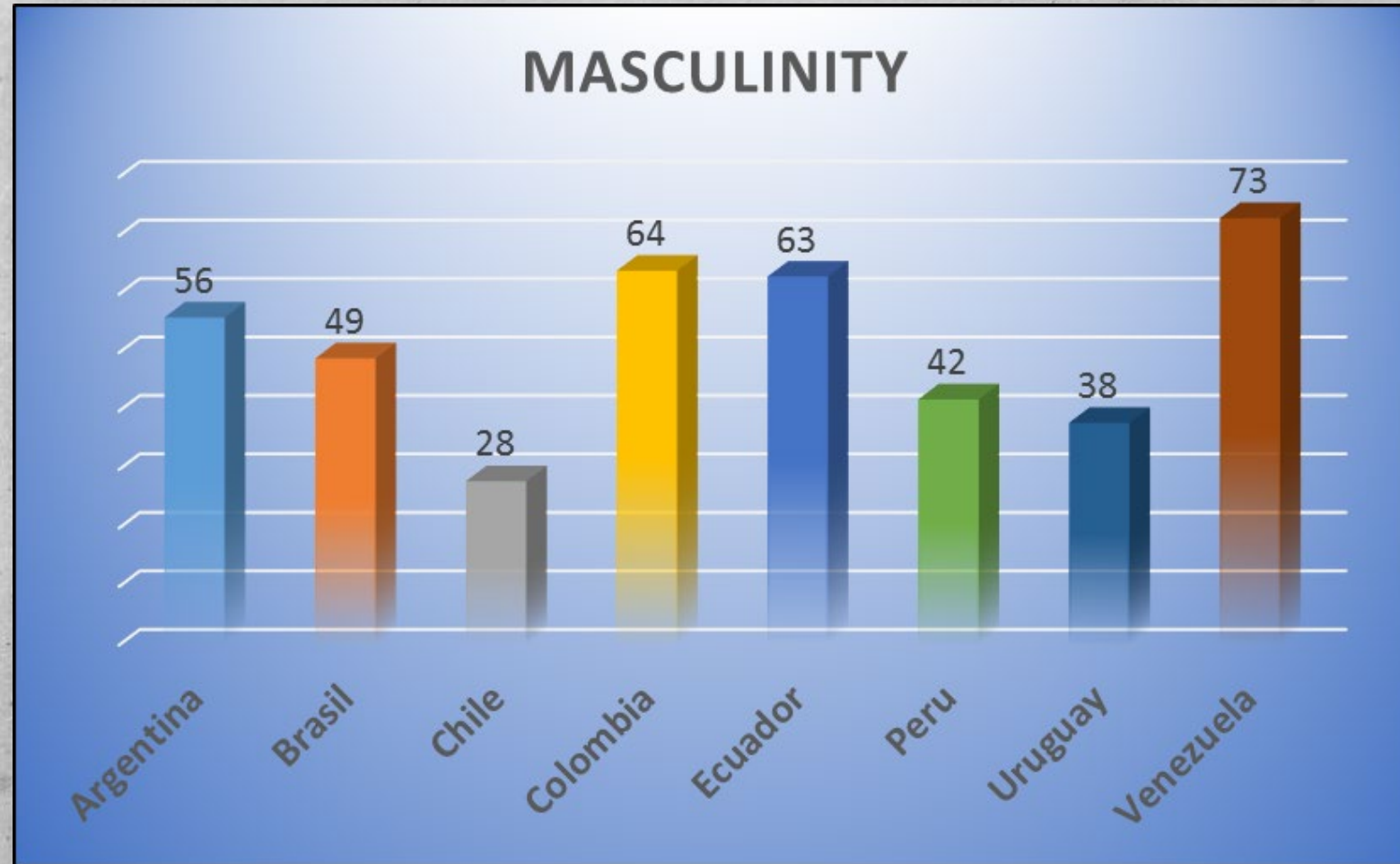
Predictability of Behaviour Standards





Cultural Dimensions

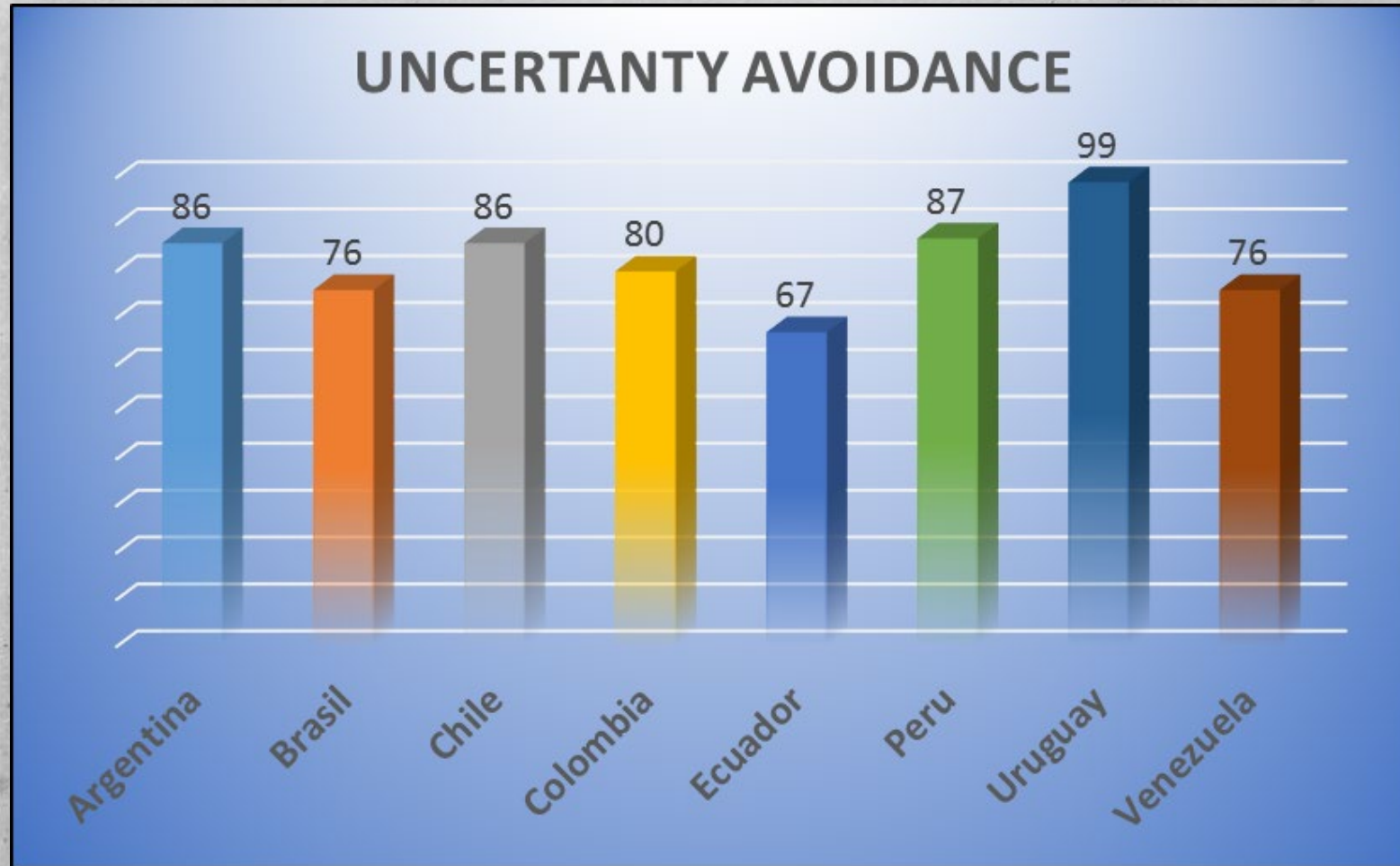
Predictability of Behaviour Standards





Cultural Dimensions

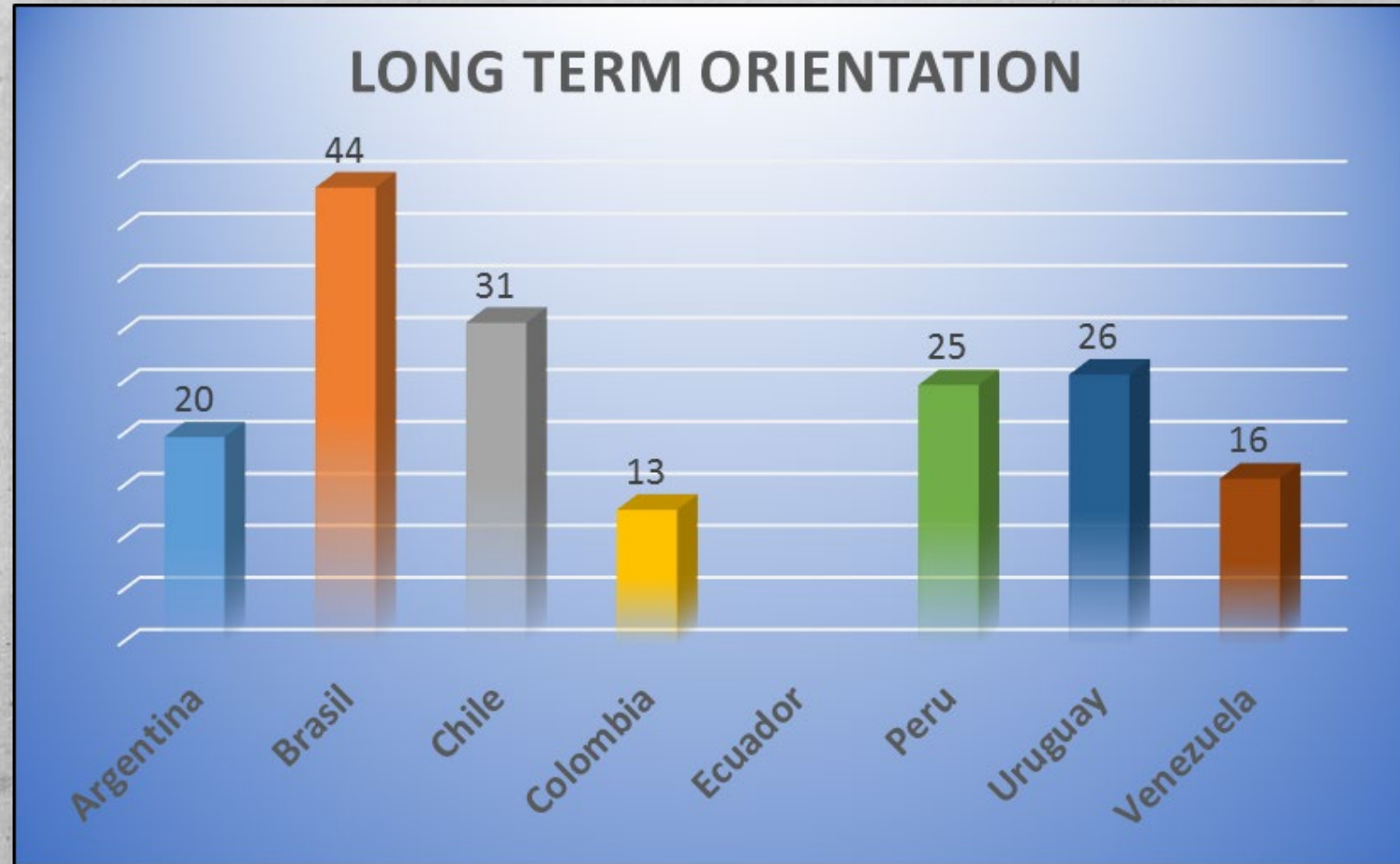
Predictability of Behaviour Standards





Cultural Dimensions

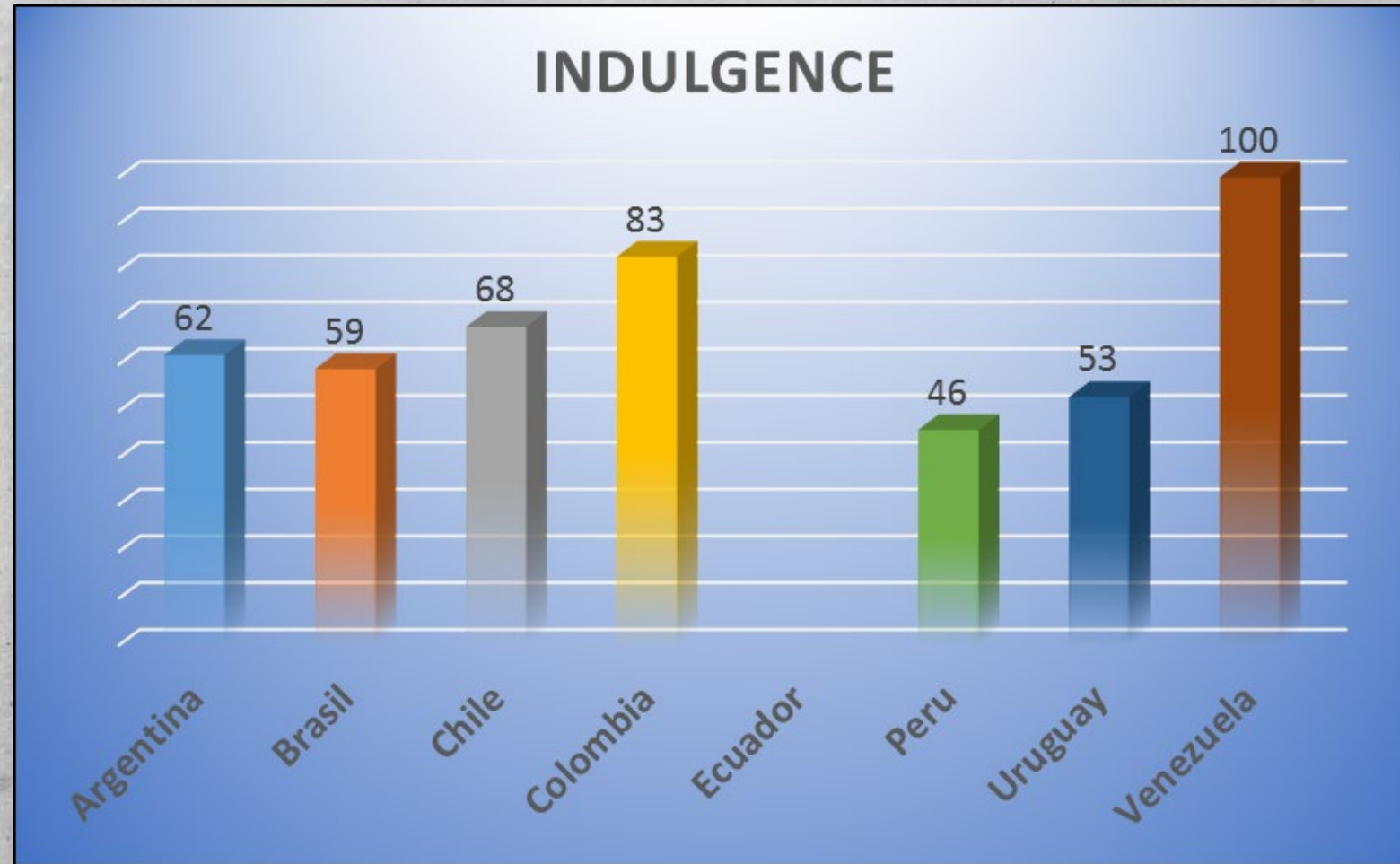
Predictability of Behaviour Standards





Cultural Dimensions

Predictability of Behaviour Standards





Impeding Factors for Development

- Bureaucracy
- High Taxation
- Low quality of education
- Unsatisfactory infrastructure
- High regional differences
- High concentration of wealth
- Political corruption / Public-Private Partnerships
- Violence / Drug Traffic



Political Challenges

- Integration
 - History
 - Geography
 - Nationalism / Regional Leadership
- Development
 - Human
 - Culture
 - Education
 - Poverty
 - Infrastructure
 - Production
 - Added-Value
- Stability
 - Political
 - Economic
- Border conflicts
 - Border Lines / Sea access
 - Border Control / Migration
 - Environmental
 - Energy
 - Agriculture
 - The Amazon



S. America Country Groups

- **G5** – Represents developing countries
- **G4** – US Security Council
- **G22** (G8+14) / **G33** (G7+26) / **G20** (UN+19) – World Central Banks
- **ALADI** – Latin-American integration
- **CELAC** – Latin-American integration and development
 - **CALC** – Latin-American Integration and development
 - **Rio Group** – Political Integration
 - **CARICOM** – Caribbean economic and political cooperation
- **ALCA** – Free Trade
 - **NAFTA** – Free Trade
- **ABC Pact** – Diplomacy



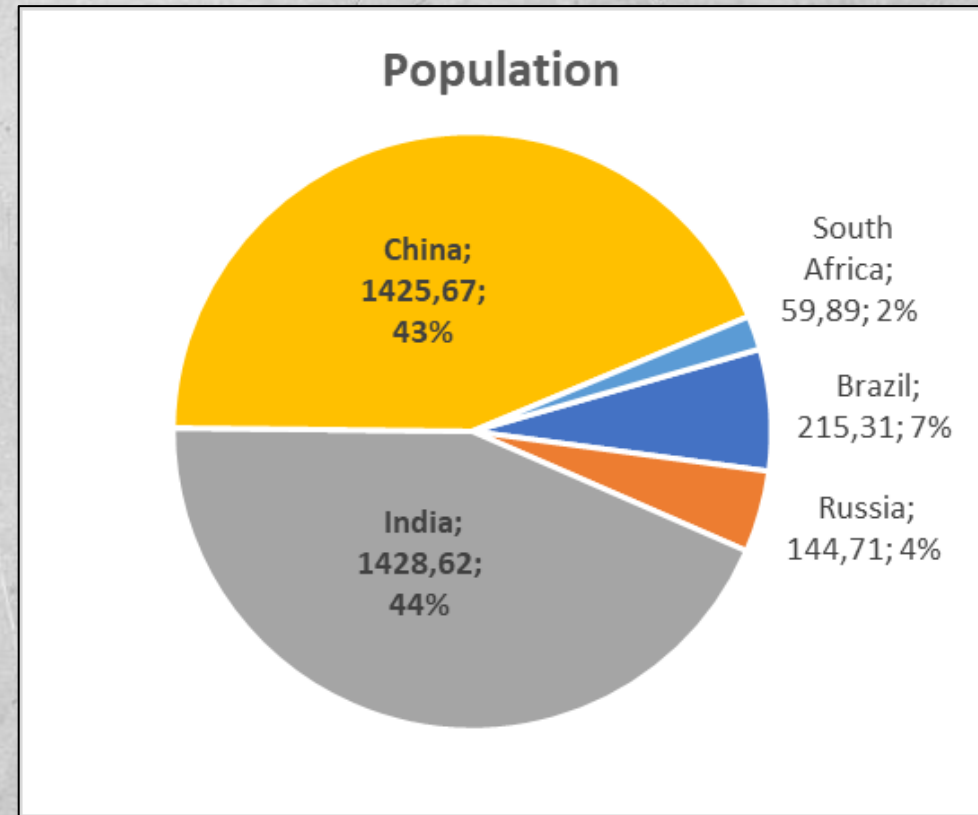
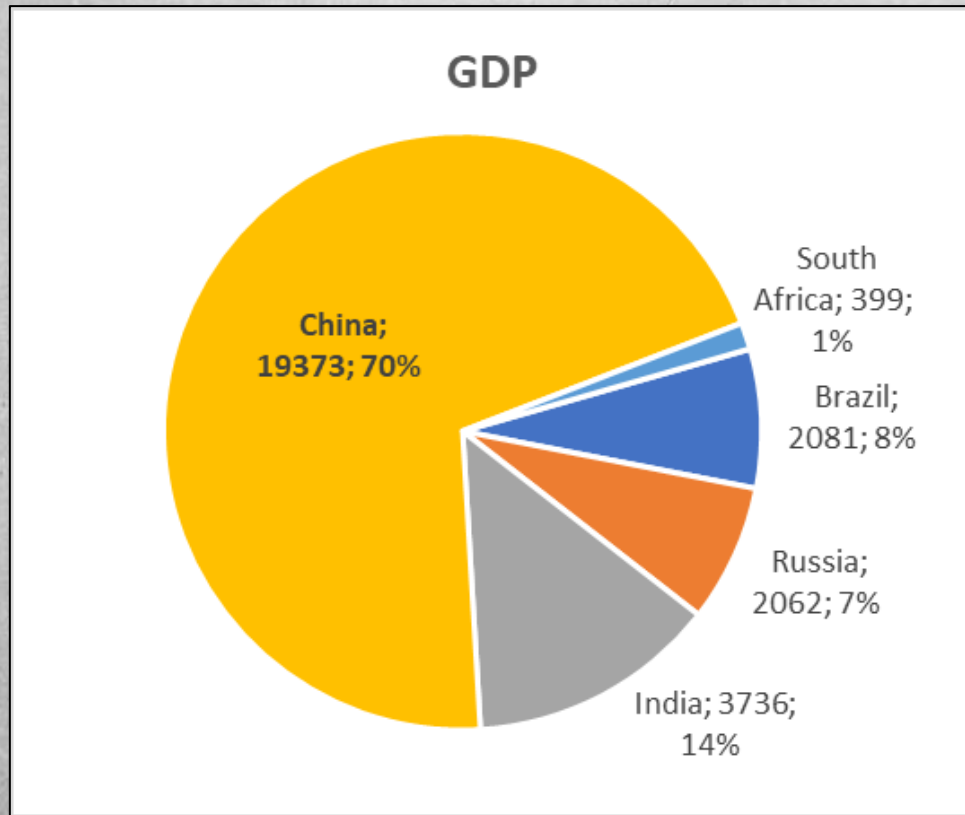
BRICS

- Goldman Sachs - Jim O'Neill (2001) - *"Building Better Global Economic BRICs"*
 - *"Fast-growing economies that would collectively dominate the global economy by 2050"*
 - Brazil, Russia, India, China
 - South Africa
- *From 2024:*
 - *Argentina, Egypt, Emirates, Ethiopia, Iran, Saudi Arabia*
- *Applied:*
 - *Algeria; Bahrain; Bangladesh; Belarus; Bolivia; Cuba; Honduras; Kazakhstan; Kuwait; Palestine; Senegal; Thailand; Venezuela; Vietnam*
 - *Afghanistan; Angola; Comoros; DR Congo; Gabon; Guinea-Bissau; Nicaragua; Pakistan; Sudan; Syria; Tunisia; Turkey; Uganda; and Zimbabwe*
- *Nope:*
 - *Indonesia; Morocco*





BRICS





Mercosur

- Full Members
 - *Argentina (1991)*
 - *Brazil (1991)*
 - *Paraguay (1991)*
 - *Uruguay (1991)*
 - *Venezuela (2012)*
- Associated States
 - Bolivia (1996)
 - Chile (1996)
 - Peru (2003)
 - Colombia (2004)
 - Equador (2004)
 - Guiana (2013)
 - Suriname (2013)
- Observant States
 - Mexico (2010)
 - New Zealand (2010)





Mercosur - Integration

- Internal migration
 - Persons (travel, work, live)
 - Products (import, export)
 - Production factors (manufacturing, service)
- Customs Union
 - TEC – Tarifa Externa Comum
 - HS-based
- Convergence
 - Appraisal report acceptance
 - Norms and standards



Mercosur Trade Agreements

- Multilateral Trade Agreement Talks
 - Andean Community of Nations
 - Organization of Ibero-American States
 - Southern Africa Customs Union
 - Cooperation Council for the Arab States of the Gulf

- Cuba
- Egypt
- India
- Israel
- Jordan
- Morocco
- Palestine
- Paquistan
- Singapore
- Siria
- South Africa
- Turkey



Latin-American Integration



- “Simón Bolívar’s dream”
- World War II
 - Organization of American States
 - Rio Group
 - Ibero-American Summit
- Central American Integration System – SICA
- Latin American Free Trade Association – ALADI
- Andean Community of Nations
- Union of South American Nations

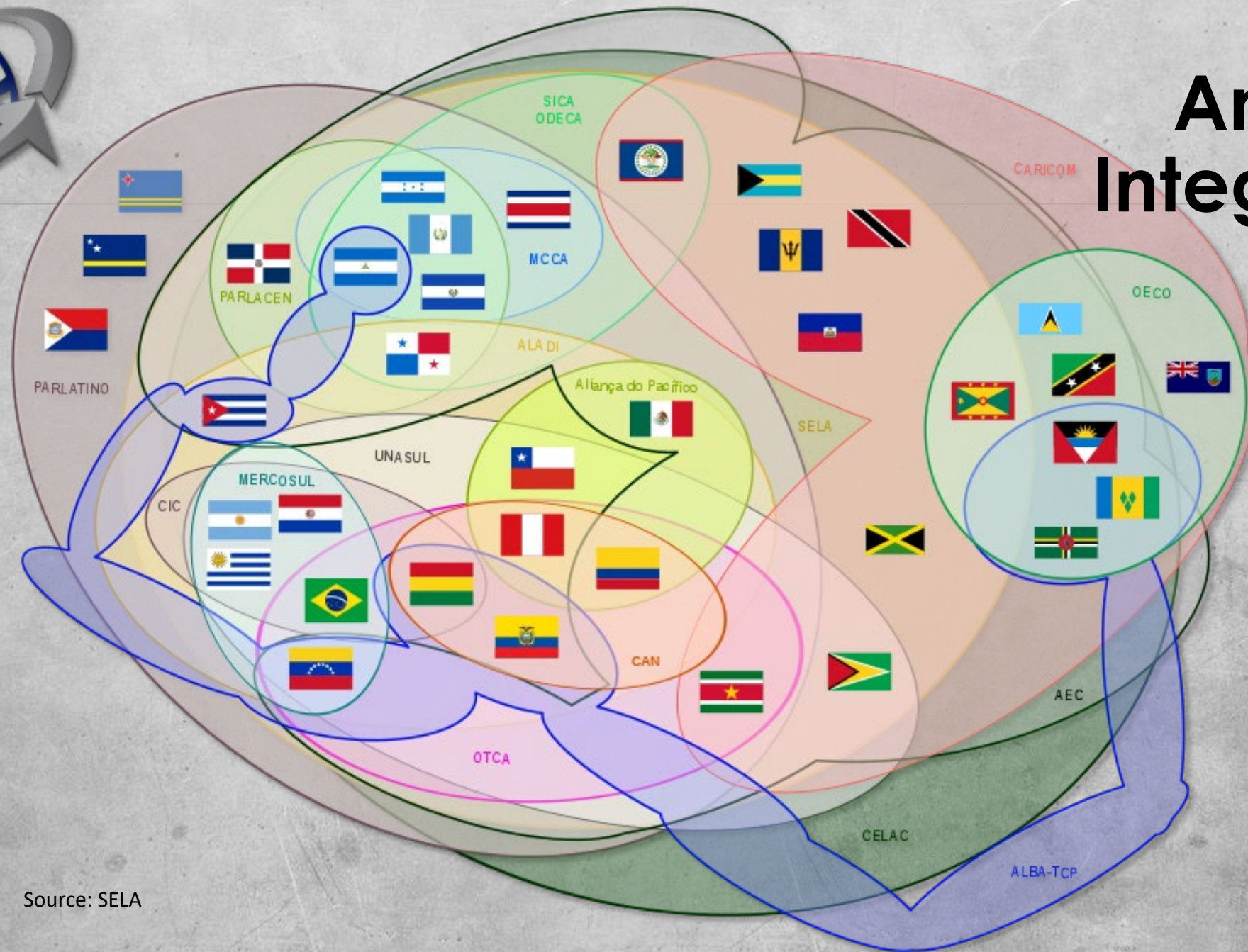




America Country Groups

Country	OAS	CELAC	ACS	Caricom	OECS	UNASUR	CAN	MERCOSUR	LAP	LAIA	LAES	RG	SICA	ALBA	PA
Canada	x			o											o
USA	x														o
Mexico	x	x	x	o		o				x	x	x	x		x
Guatemala	x	x	x							x	o	x	x	x	o
El Salvador	x	x	x							x	o	x	x	x	o
Honduras	a	x	x							x	o	x	x	x	o
Nicaragua	x	x	x							x	o	x	x	x	x
Costa Rica	x	x	x							x	o	x	x	x	a
Dominican Republic	x	x	x	o						x	o	x	x	a	o
Panama	x	x	x			o				x	o	x	x	x	o
Cuba	a	x	x							x	x	x	x		x
Venezuela	x	x	x	o		x		x		x	x	x	x		x
Colombia	x	x	x	o		x	x	a		x	x	x	x		x
Ecuador	x	x	o			x	x	a		x	x	x	x		x
Peru	x	x	o			x	x	a		x	x	x	x		x
Bolivia	x	x				x	x	a		x	x	x	x		x
Chile	x	x	o			x	a	a		x	x	x	x		x
Argentina	x	x	o			x	a	x		x	x	x	x		
Uruguay	x	x				x	a	x		x	x	x	x		o o
Paraguay	x	x				x	a	x		x	x	x	x		o o
Brazil	x	x	o			x	a	x		x	x	x	x		
Antigua and Barbuda	x	x	x	x	x										x
Bahamas	x	x	x	x								x			
Barbados	x	x	x	x								x			
Belize	x	x	x	x								x	x	x	
Dominica	x	x	x	x	x										x o
Grenada	x	x	x	x	x							x			o
Guyana	x	x	x	x		x						x	x		
Haiti	x	x	x	x								x	x		o
Jamaica	x	x	x	x								x	x		
Saint Kitts and Nevis	x	x	x	x	x										
Saint Vincent and the Grenadines	x	x	x	x	x										x
Saint Lucia	x	x	x	x	x										
Suriname	x	x	x	x		x				x		x			
Trinidad and Tobago	x	x	x	x								x			o
Montserrat					x	x									
Anguilla					a	a									
Bermuda					a										
British Virgin Islands					a	a									
Cayman Islands					a										
Turks and Caicos Islands					a	a									
Aruba					a	o									
Netherlands Antilles					a	o									
France	o			a											o
Puerto Rico					o										
U.S. Virgin Islands															

Latin America Integration



Source: SELA



International Relations in South America

- Few Multilateral x Many Bilateral Agreements
 - Brazil x Mexico
 - Chile x USA
 - Peru x China
 - Venezuela x Palestine
 - TTIP - Transatlantic Trade and Investment Partnership
- Economic / Political Influence
 - USA
 - Consumer market of primary and manufactured goods
 - Investments in all sorts of enterprises since WWII
 - China
 - Consumer of primary goods (*soy, oar, oil*)
 - Supplier of manufactured goods
 - South-South Cooperation
 - Military Cooperation



Military Cooperation

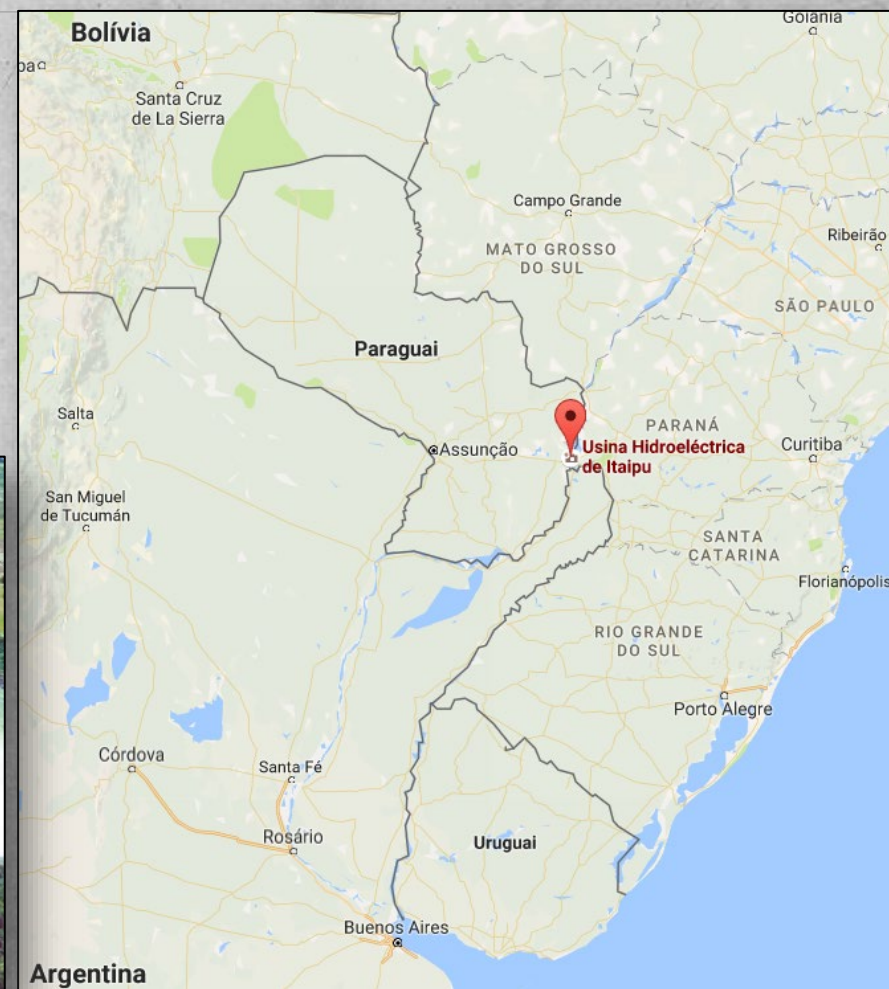




Energy Cooperation

Itaipu Dam

- Border of Brazil and Paraguay
- Second largest hydroelectric plant in the world
 - Capacity: 98.000 TWh





Pan-American Highway

- Network of roads linking almost all of the mainland countries of the Americas in a 30.000 km highway system
- From Alaska to Argentina (*well, almost*)

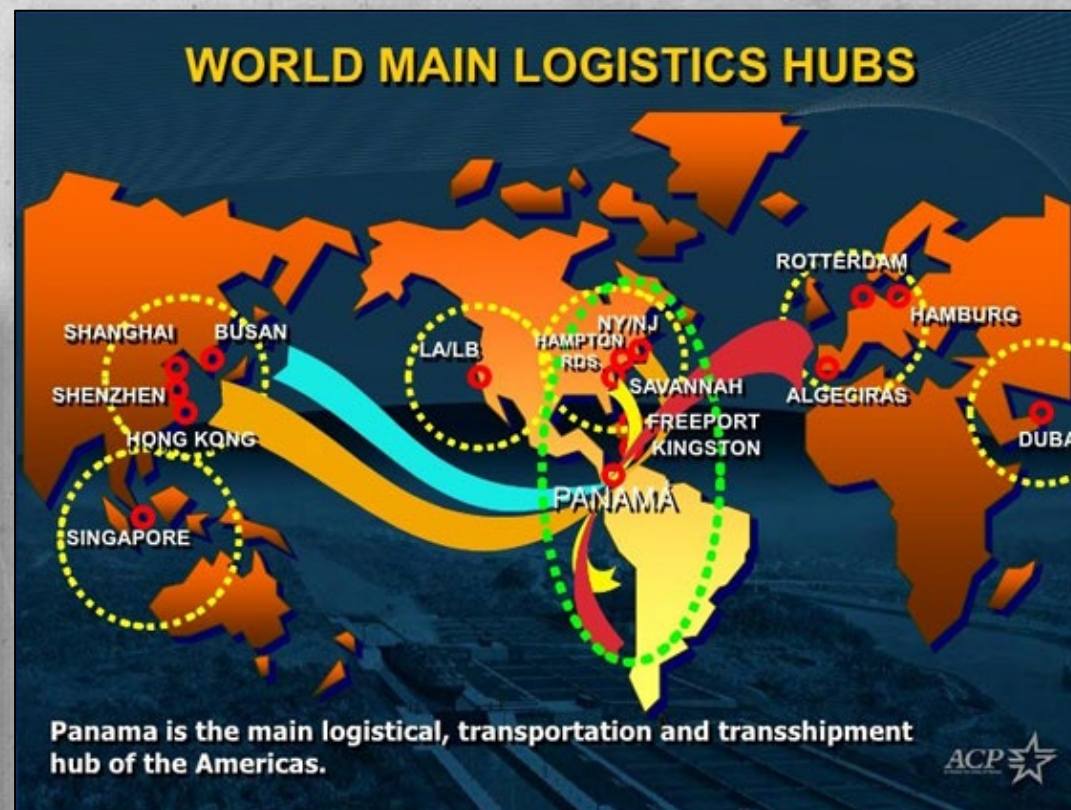


Source: Seawegee



Panama Canal

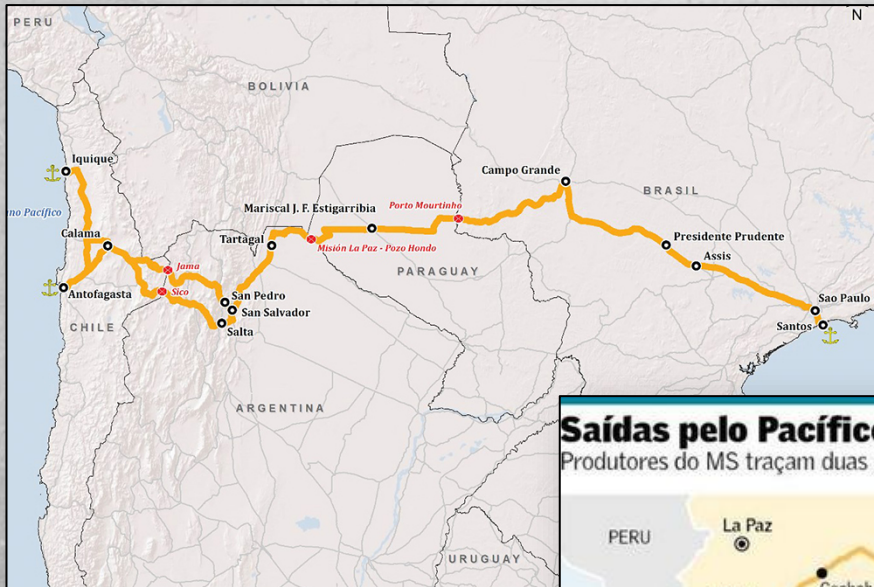
- Earliest mention: 1534
- Construction: 1914
- Expansion: 2016





Inter/Bi/Trans-Oceanic Highway

- Links Brazil (*Atlantic*) to Chilean and Peruvian (*Pacific*) ports



Saídas pelo Pacífico

Produtores do MS traçam duas rotas para tentar escoar parte da produção



Cruz de la Sierra, Cochabamba, Arica e Iquique

Rota 2
Campo Grande, Porto Murtinho, Vilamontes, Arica e Iquique

----- Trecho que necessita de asfalto



Reasons for low logistical integration in South America

- Lack of financial and technical resources
- Conflicting agreements
- Regulatory / institutional asymmetry and conflicts between transport operators
- Exclusively governmental organization
- Inadequate external policies
- Countries with different priorities
- Nationalism and protectionism
- Income gap and cost / benefit unbalance
- Focus on politics reduced the priority given to economic bottlenecks



Source: IIRCA / CNI



The Amazon

1 forest, 9 countries, countless NGOs



- Almost 16.000 NGOs
- *“1 for every 12 indians”*



Brazil in South America

Country	Area (Km2)		Population (2021)		GDP (M USD)	
BRAZIL	8.514.877	48%	214.326.223	53%	2.080.894	49%
Argentina	2.766.890	16%	45.276.780	11%	641.235	15%
Bolívia	1.098.580	6%	12.079.472	3%	45.045	1%
Chile	756.950	4%	19.493.184	5%	358.560	8%
Colombia	1.141.748	6%	51.516.562	13%	334.163	8%
Ecuador	283.560	2%	17.797.737	4%	108.401	3%
Falklands (UK)	12.173	0,1%	3.764	0,001%	206.400	5%
French Guiana (FR)	91.000	1%	297.449	0,1%	4.580	0,1%
Guyana	214.999	1%	804.567	0,2%	3.875	0,1%
Paraguay	406.750	2%	804.567	0,2%	44.557	1%
Peru	1.285.220	7%	6.703.799	2%	239.217	6%
Suriname	163.270	1%	612.985	0,2%	4.110	0,1%
Uruguay	176.220	1%	3.426.260	1%	62.893	1%
Venezuela	916.445	5%	28.199.867	7%	87.010	2%
TOTAL	17.828.682		401.343.216		4.220.940	

Source: World Bank

www.unomundo.com.br



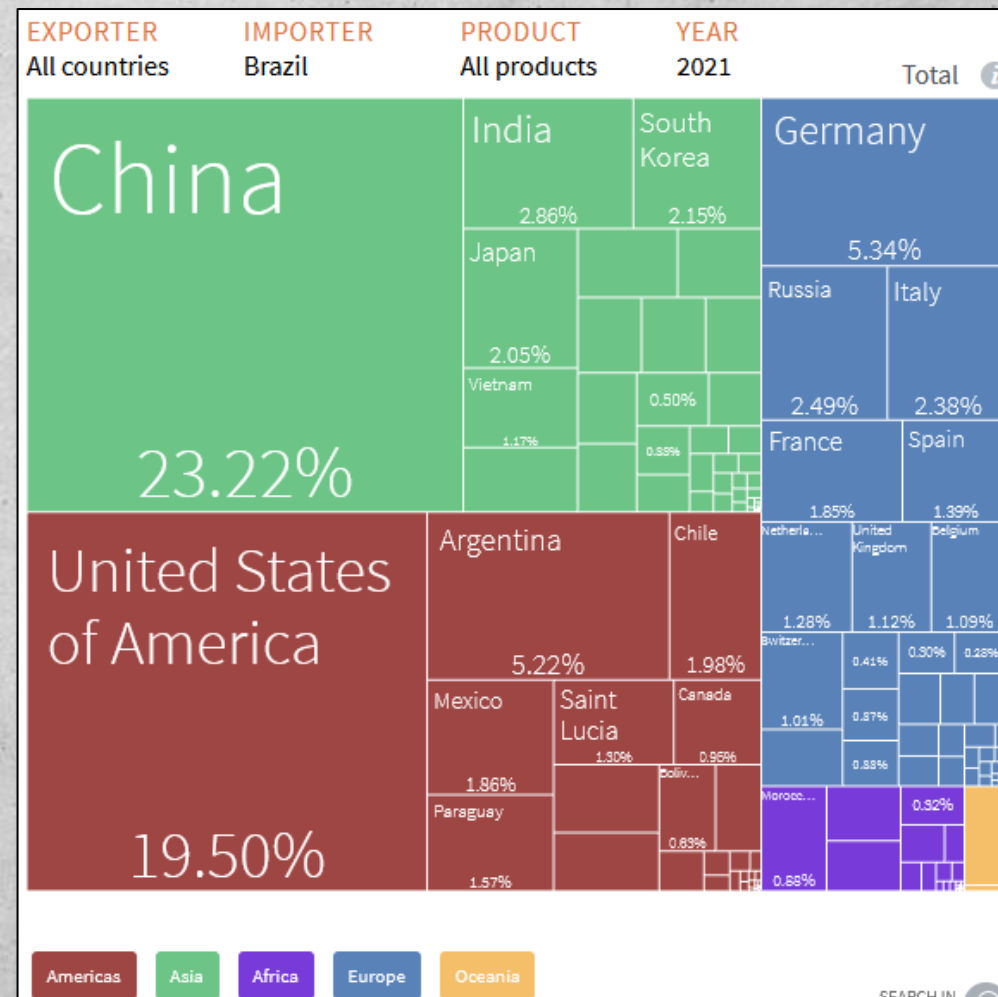
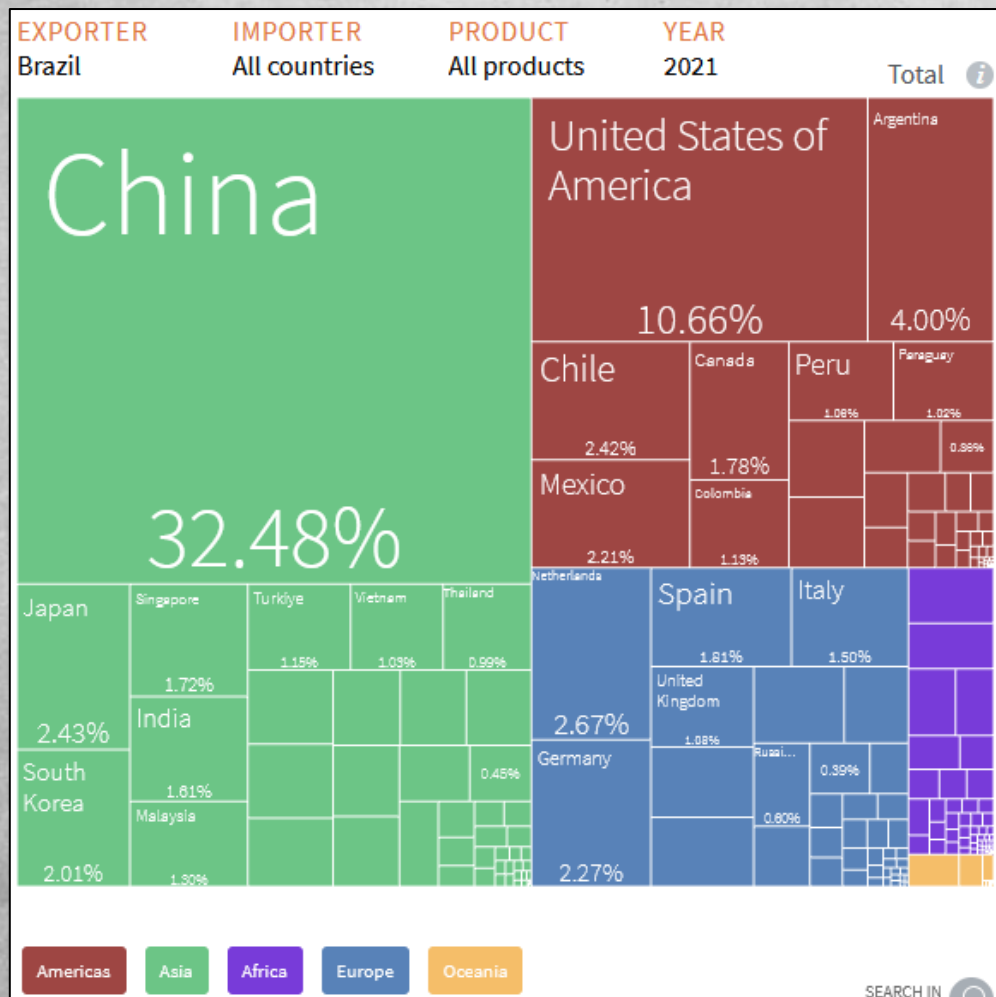
Industrial Tech Renewal

Rank	Economy	Score	Rank	Economy	Score	Rank	Economy	Score	Rank	Economy	Score
1	Switzerland	64.6	34	Hungary	39.8	67	Morocco	28.8	100	El Salvador	19.9
2	United States of America	61.8	35	Bulgaria	39.5	68	Costa Rica	28.7	101	Trinidad and Tobago	19.8
3	Sweden	61.6	36	Malaysia	38.7	69	Argentina	28.6	102	Bangladesh	19.7
4	United Kingdom	59.7	37	Turkiye	38.1	70	Bosnia and Herzegovina	28.5	103	United Republic of Tanzania	19.4
5	Netherlands	58.0	38	Poland	37.5	71	Mongolia	28.0	104	Tajikistan	18.8
6	Republic of Korea	57.8	39	Lithuania	37.4	72	Bahrain	27.9	105	Rwanda	18.7
7	Singapore	57.3	40	India	36.6	73	Tunisia	27.9	106	Madagascar	18.6
8	Germany	57.2	41	Latvia	36.5	74	Georgia	27.9	107	Zimbabwe	18.1
9	Finland	56.9	42	Croatia	35.6	75	Indonesia	27.9	108	Nicaragua	18.1
10	Denmark	55.9	43	Thailand	34.9	76	Jamaica	27.7	109	Cote d'Ivoire	17.8
11	China	55.3	44	Greece	34.5	77	Belarus	27.5	110	Guatemala	17.8
12	France	55.0	45	Mauritius	34.4	78	Jordan	27.4	111	Nepal	17.6
13	Japan	53.6	46	Slovakia	34.3	79	Oman	26.8	112	Lao People's Democratic Republic	17.4
14	Hong Kong	51.8	47	Russian Federation	34.3	80	Armenia	26.6	113	Honduras	17.3
15	Canada	50.8	48	Viet Nam	34.3	81	Panama	25.7	114	Nigeria	16.9
16	Israel	50.2	49	Romania	34.1	82	Uzbekistan	25.3	115	Algeria	16.7
17	Austria	50.2	50	Chile	34.0	83	Kazakhstan	24.7	116	Myanmar	16.4
18	Estonia	50.2	51	Saudi Arabia	33.4	84	Albania	24.4	117	Ethiopia	16.3
19	Luxembourg	49.8	52	Qatar	32.9	85	Sri Lanka	24.2	118	Zambia	15.8
20	Iceland	49.5	53	Iran (Islamic Republic of)	32.9	86	Botswana	23.9	119	Uganda	15.7
21	Malta	49.1	54	Brazil	32.5	87	Pakistan	23.0	120	Burkina Faso	15.3
22	Norway	48.8	55	Serbia	32.3	88	Kenya	22.8	121	Cameroon	15.1
23	Ireland	48.5	56	Republic of Moldova	31.1	89	Egypt	22.7	122	Togo	15.1
24	New Zealand	47.2	57	Ukraine	31.0	90	Dominican Republic	22.7	123	Mozambique	15.0
25	Australia	47.1	58	Mexico	31.0	91	Paraguay	22.6	124	Benin	14.6
26	Belgium	46.9	59	Philippines	30.7	92	Brunei Darussalam	22.1	125	Niger	14.6
27	Cyprus	46.2	60	Montenegro	30.3	93	Azerbaijan	21.4	126	Mali	14.2
28	Italy	46.1	61	South Africa	29.8	94	Kyrgyzstan	21.1	127	Angola	13.9
29	Spain	44.6	62	Kuwait	29.2	95	Ghana	20.8	128	Yemen	13.8
30	Czech Republic	42.8	63	Colombia	29.2	96	Namibia	20.6	129	Mauritania	12.4
31	United Arab Emirates	42.1	64	Uruguay	29.2	97	Cambodia	20.5	130	Burundi	12.3
32	Portugal	42.1	65	Peru	29.1	98	Ecuador	20.3	131	Iraq	11.9
33	Slovenia	40.6	66	North Macedonia	28.8	99	Senegal	19.9	132	Guinea	11.6

Source: Global Innovation Index



Brazil's Foreign Trade - Partners





Why invest in Brazil

- **Geography**
 - Natural resources
- **Population** (*world 7th*)
 - Large middle-class
 - Cost of living
 - Consumption and Credit
 - E-commerce
 - Real Estate and Infrastructure
- **Agricultural Powerhouse**
 - Brazil feeds 10% of the world
 - Grain, livestock, poultry, fruit
- **Logistics**
 - Gateway to South America
 - Mainly roads, Little air
 - Almost nil infrastructure for rail and waterways
- **Diversified Industry**
 - Clean energy
- **Tourism**
- **Economy** (*world 8th PPP*)
 - Venture Capital
 - Currency Exchange



Why NOT to invest in Brazil

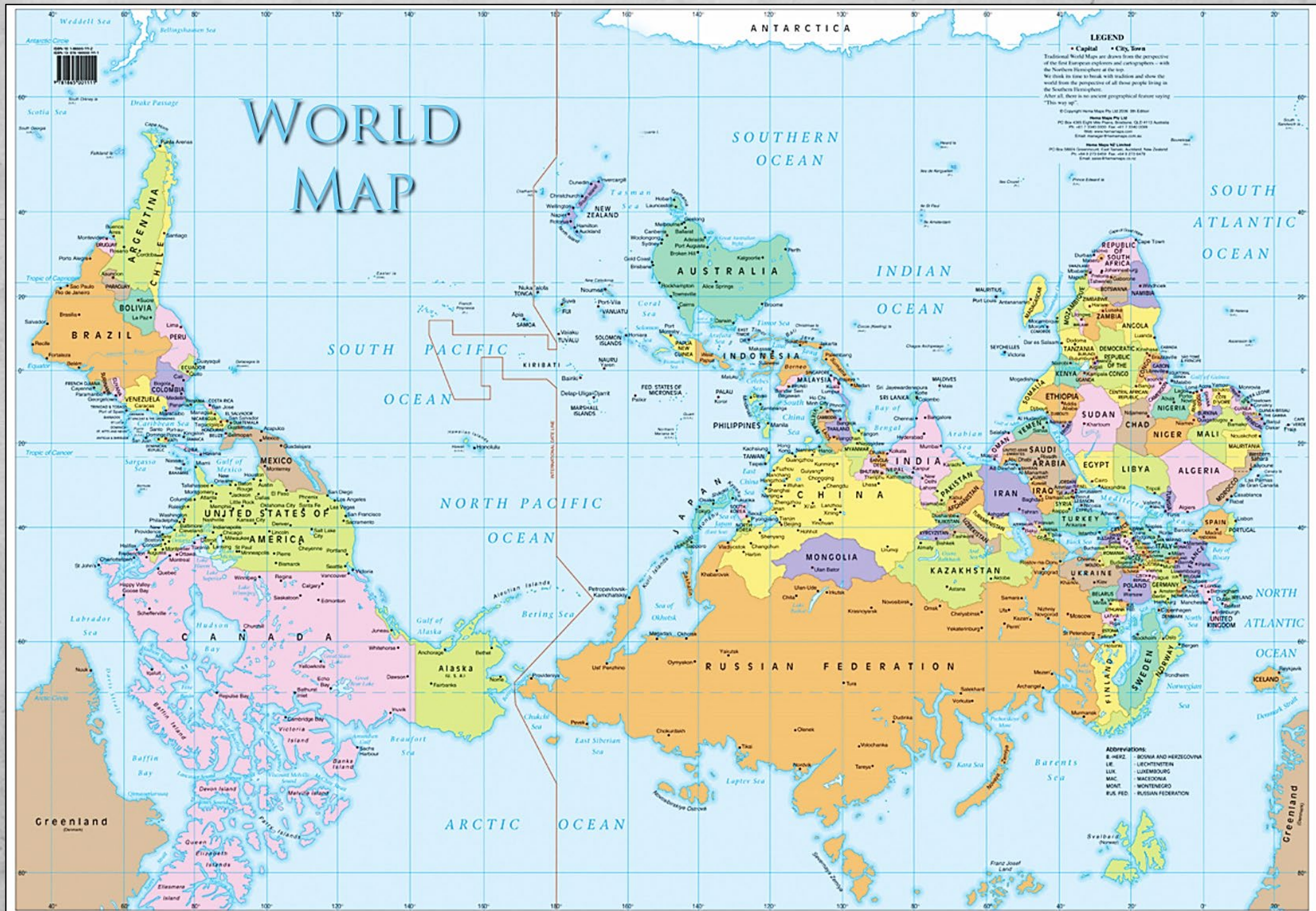
- Economy vulnerable to global commodity prices
- High production costs
- Red tape and taxation
- Political corruption



Essay

- **WHAT** would YOU invest on in Brazil?
 - **WHY**
 - **HOW**
 - 2,000 words
- Source Material: <https://t.ly/PskxK>





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