

# Opportunities in Latin America

## A Focus on Brazil







 [Scan or click here](#)



# Meet the speaker

## Igor Maia Gonçalves

-  Coordinator of CCBC´s Chapter Ceará.
-  President of the Chamber of International Trade and Foreign Investment at the Economic Agency of the State of Ceará Government – Brazil
-  Partner and lawyer at APSV Advogados Law Firm, with extensive experience in legal advisory and business structuring for companies operating in global markets.
-  Professor at the Federal University of Ceará and the University of Fortaleza, Brazil; collaborator with national and international research institutions

# Chamber of Commerce Brazil-Canada: What do we do?

Since 1973, the Chamber of Commerce Brazil-Canada (CCBC) works to promote and support trade, investment, cultural and technological exchange relations between Brazil and Canada

---



## Commercial and Prospective Missions

CCBC organizes trade missions, scheduling of B2B meetings, training, technical visits and social events.



## Business Rounds

CCBC is specialized in promoting matchmaking between Canadian and Brazilian companies, identifying business opportunities.



## Market Mapping

Identification of potential suppliers, customers and/or partners, according to members specific needs.



## Promotion and Participation in Trade Shows and Events

There are several options for joint action, to expand markets and increase the visibility of members.

# CCBC Across Borders



## In Brazil

CCBC is based in São Paulo and operates nationwide through Regional Chapters, including one in Ceará



## In Canada

In Canada, CCBC has two offices: one in Montreal and another in Edmonton.

# Latin America

## General Information

Latin America is emerging as a region of significant business potential, particularly for investors and companies looking to tap into **dynamic, growing markets with strategic and economic diversity**.

Home to over 660 million people, predominantly young and increasingly **digitally connected**, the region presents a rapidly **expanding consumer base** alongside a competitively priced, yet skilled workforce in key sectors such as **renewable energy, agribusiness and tech**.

Countries such as Brazil, Mexico, Colombia, and Argentina are increasingly emerging as **innovation hubs**, with thriving ecosystems that are becoming more deeply integrated into global investment networks.



São Paulo City - Brazil

# Why Brazil?

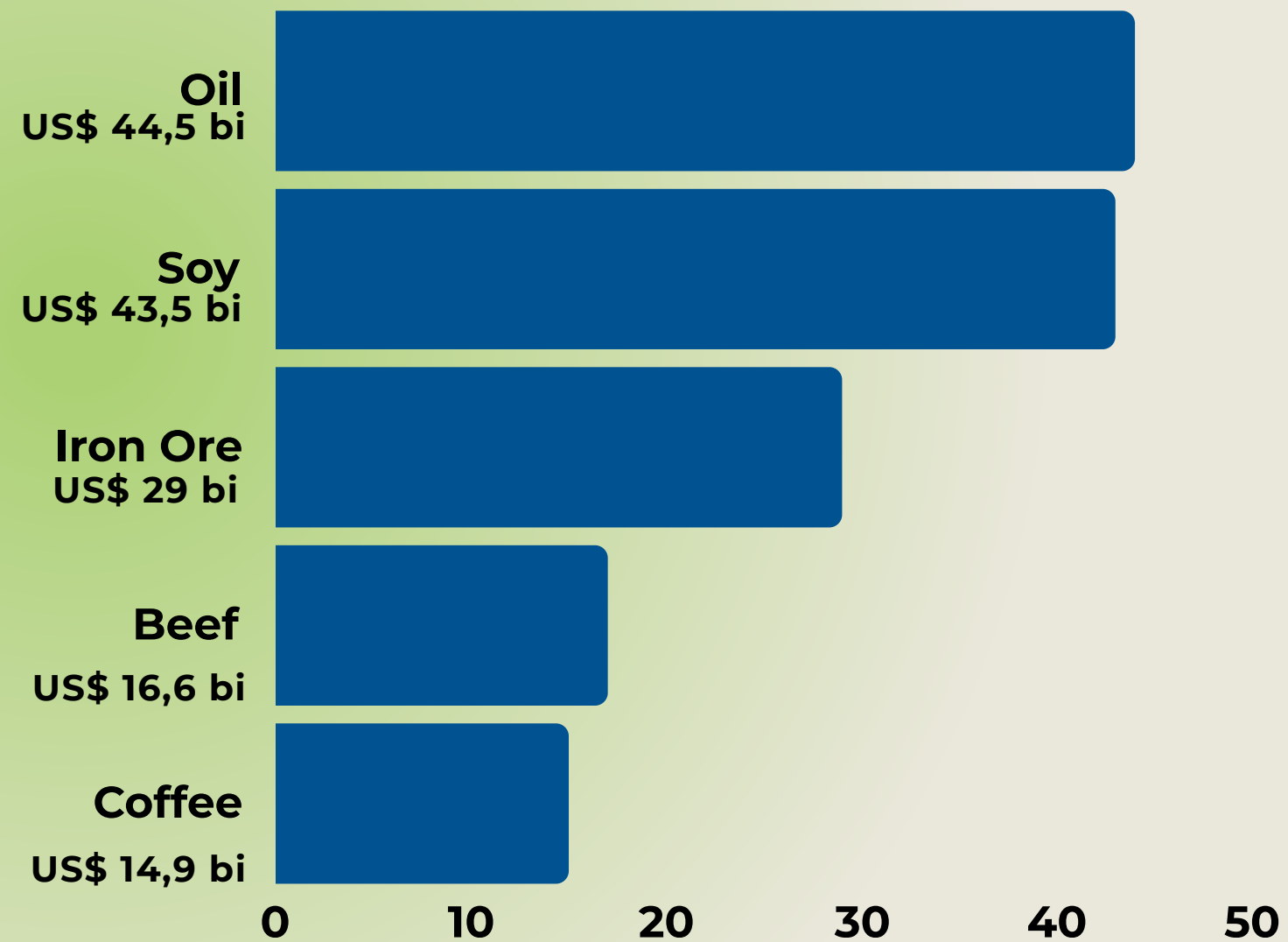
- Largest economy in Latin America,
- GDP of ~US\$ 2.2 trillion
- Over 200 million potential consumers in a growing domestic market
- Diversified economy
- Developed infrastructure and innovation hubs in major cities
- Reforms and tech-driven innovation are continuously making the business landscape more dynamic and attractive.
- Strategic entry point for companies expanding in Latin America



# Why Brazil?

## Brazil's Top Exports in 2025

Values in USD billion



Source: ComexStat

In 2025, Brazil exported USD 348 billion and imported USD 280 billion, reflecting a **3.2% increase in exports** compared to the same period in 2024.

The country's top export products included **crude oil**; **soybeans**, with Brazil as the world's second-largest producer; **iron ore**, primarily produced in the States of Minas Gerais and Pará; **coffee**; and **beef**, in fifth place, reinforcing Brazil's status as a leading global supplier.

**For 2025, Canada ranked as the eight-largest destination for Brazilian exports**, with trade totaling approximately USD 10 billion.

# Brazilian Exports to Canada

Brazilian exports to Canada reached **record levels in 2025**, totaling USD 7.25 billion, a 14% increase over the USD 6.31 billion recorded in 2024. This growth continues a strong upward trend since 2016, when exports were just USD 2.36 billion, marking a 207% increase.

The main exported products showcase **Brazil's diverse economy**. Gold leads due to the country's rich mineral reserves, followed by calcined alumina, widely used in industry. Cane sugar remains a key agricultural export, while aircraft highlight Brazil's advanced manufacturing sector. Roasted coffee also features prominently, reflecting Brazil's global coffee leadership.

Exports are expected to keep rising in 2026, with trade likely to reach new record levels.



# Brazilian Imports from Canada

In 2025, Canadian exports to Brazil totaled approximately US\$ 3.13 billion, representing a 12% increase compared to the previous year.

The main export products included fertilizers, especially potassium chlorid, with over 48% of the share. Non-electric machinery and equipment experienced notable growth, nearly doubling. Aircraft and parts also saw a significant rise in exports, reflecting Canada's advanced aerospace industry. Additionally, Canada exported a variety of pharmaceuticals, illustrating the **broad and diversified nature of trade between the two countries.**

Fertilizers -Potasssium Chloride US\$ 1,5 bi

Turbo-jets US\$ 329,2

Aircrafts US\$ 152,3 mi

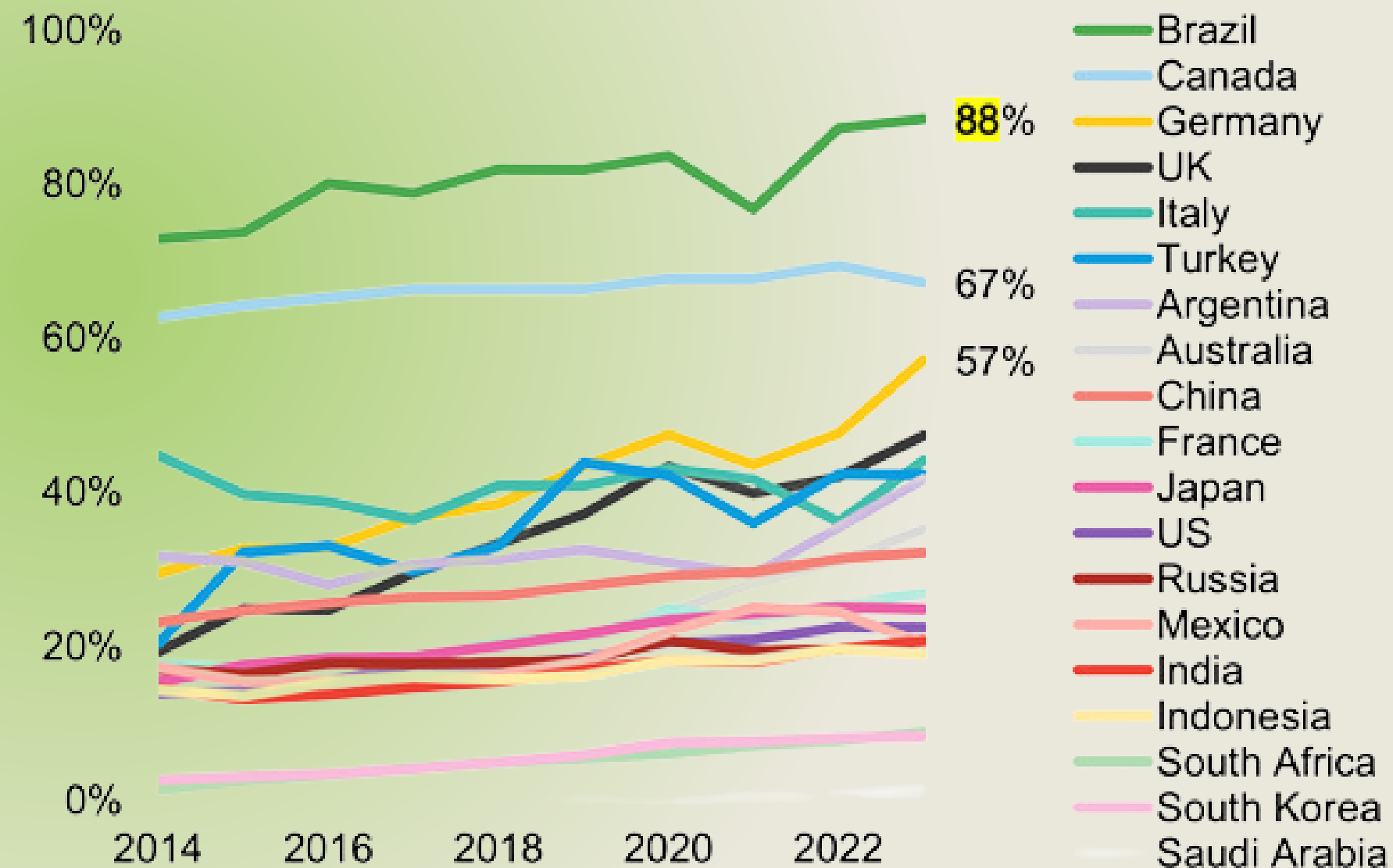
Medicaments US\$ 100,8 mi

Agricultural machinery US\$ 64,5 mi

# Why Brazil?

## Renewable Energy Landscape

Share of renewable energy generation in G-20 countries



Source: BloombergNEF, September 2024

**Total installed capacity: 210.2 GW**

**88% of Brazil's electricity** is sourced from renewables, the **highest among G-20 nations**, with Canada following at 67%.

Historically dominated by hydropower, Brazil has seen significant growth in **wind and solar energy** in recent years.

Operating capacity includes **8% solar (16 Gw)** and **16% wind (32 Gw)**

Brazil attracted nearly **US\$35 billion** in energy-transition investment in 2023 (6th-highest figure globally).

# Business Opportunities between Brazil and Canada



## Energy

Both Brazil and Canada have strong energy sectors, with abundant natural resources and a growing focus on sustainability.



## Agri-business

Cooperation can grow through Canada's advanced farming tech and Brazil's strong agricultural exports like soy, beef, and sugar.



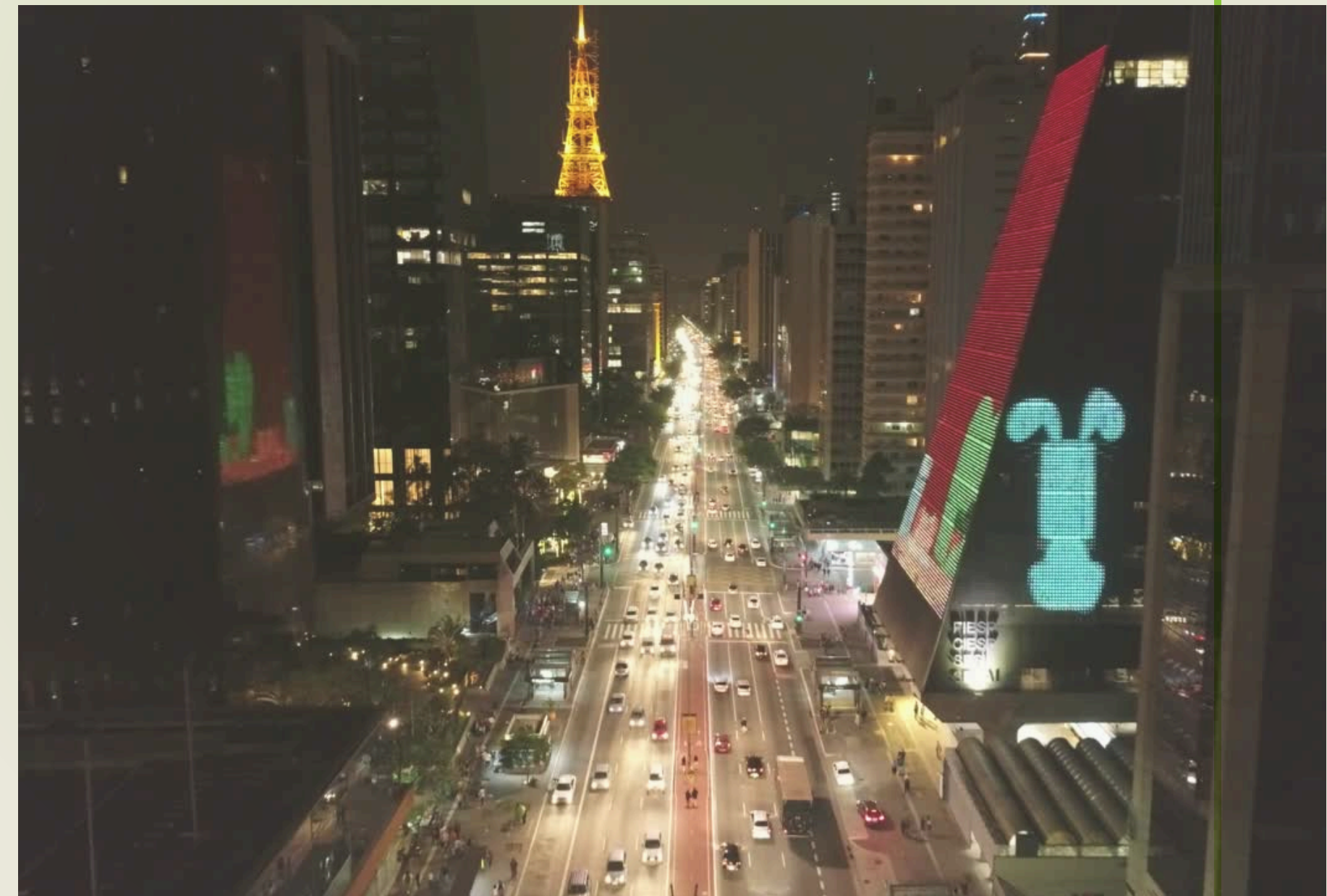
## Cleantech

Canada's clean technology solutions align with Brazil's sustainability goals, offering opportunities in water, waste, and carbon management.



## Canada Mercosur Free Trade Agreement

This pending deal could boost trade by lowering tariffs and easing market access, benefiting sectors like agriculture and manufacturing.



São Paulo City - Brazil

# Canada - MERCOSUR FTA

## WHAT IS IT?



## MAIN GOALS

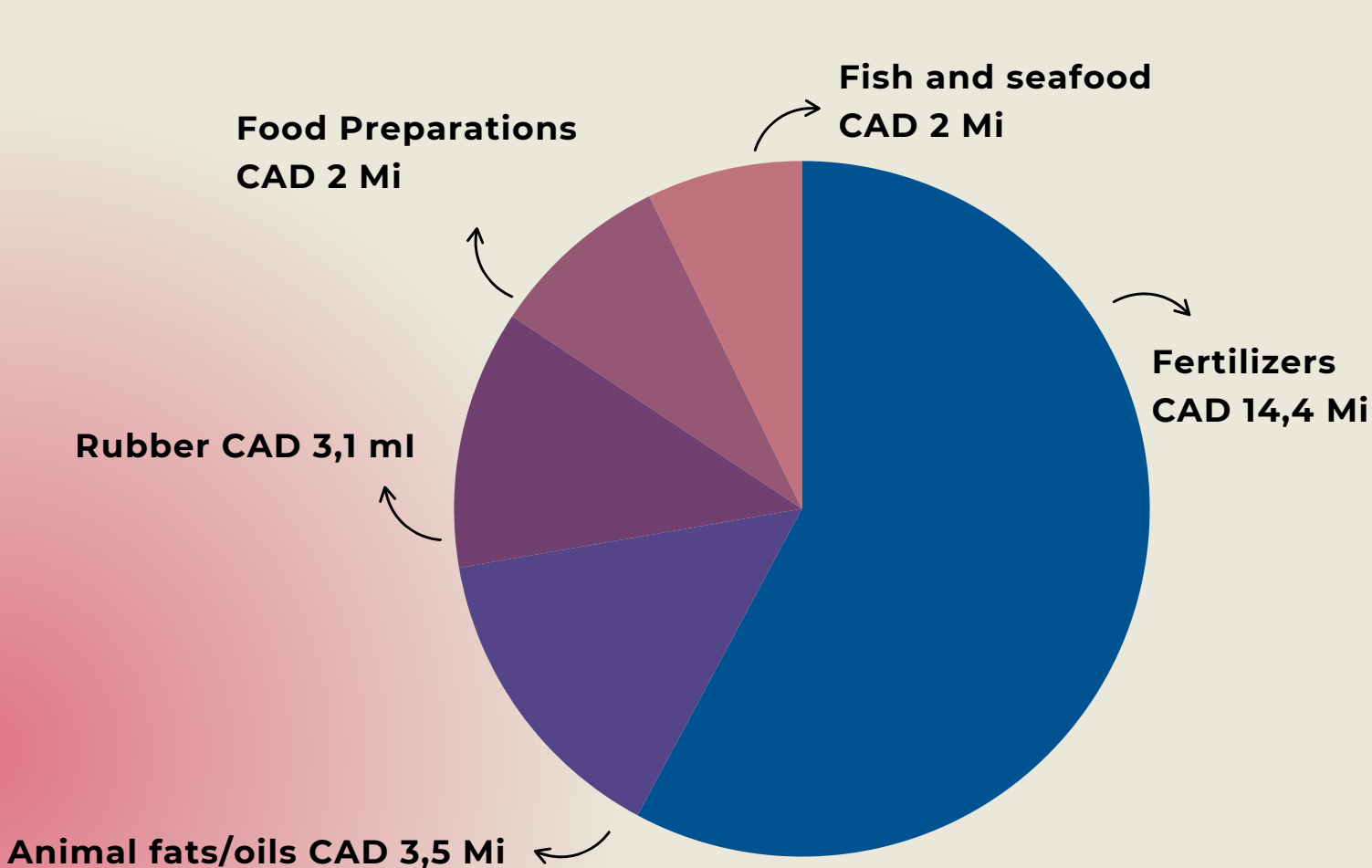
The Canada–Mercosur Free Trade Agreement is a proposed free trade deal between Canada and the Mercosur bloc. Its main goal is to **boost the exchange of goods and services** while **fostering a more favorable environment for investment, productive integration, and economic cooperation**. Beyond simply cutting tariffs, the agreement aims to create clear, modern, and predictable rules to **strengthen trade between Canada and Mercosur**.

- Facilitate trade by reducing tariffs and other barriers
- Harmonization of rules and regulatory procedures
- Expand access to consumer markets, focusing on strategic sectors
- Diversify trade partnerships to reduce economic dependence
- Encourage bilateral investment
- Promote integration into global value chains
- Increase competitiveness and innovation

# Trade Brazil X Nova Scotia

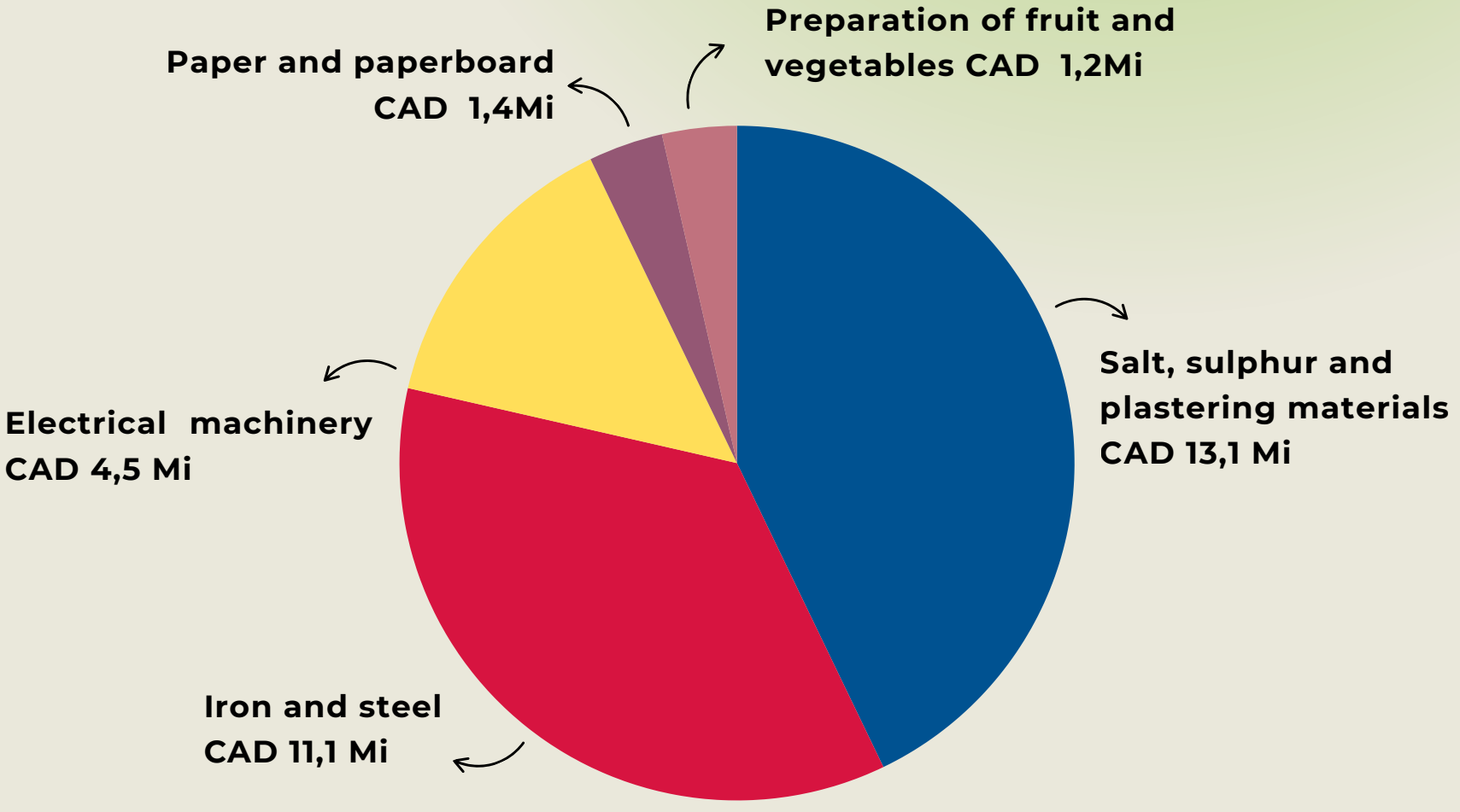
The commercial relationship between Brazil and Nova Scotia has experienced significant growth in recent years, particularly in exports. In 2025, Brazilian imports from Nova Scotia reached a record high of CAD 29 million.

The Port of Halifax, located in Nova Scotia, plays a strategic role in this trade, serving as a key gateway for Brazilian products headed to North America, Europe, and Asia. With **ongoing export growth and expanding logistics operations in Nova Scotia, the outlook for bilateral trade is promising, signaling stronger commercial ties in the years ahead.**



**Brazilian Imports from Nova Scotia (2025)**

Source: StatCan



**Brazilian Exports to Nova Scotia (2025)**

Source: StatCan

# Business Opportunities between Brazil and Nova Scotia



## **Ocean Technology and Fishing**

A leader in marine innovation, Nova Scotia focuses on sustainable fishing and new technologies to improve efficiency and reduce environmental impact.



## **Clean Energy**

Nova Scotia targets 80% renewable electricity by 2030, with investments in wind, solar, and marine energy, plus initiatives in green building and transport.



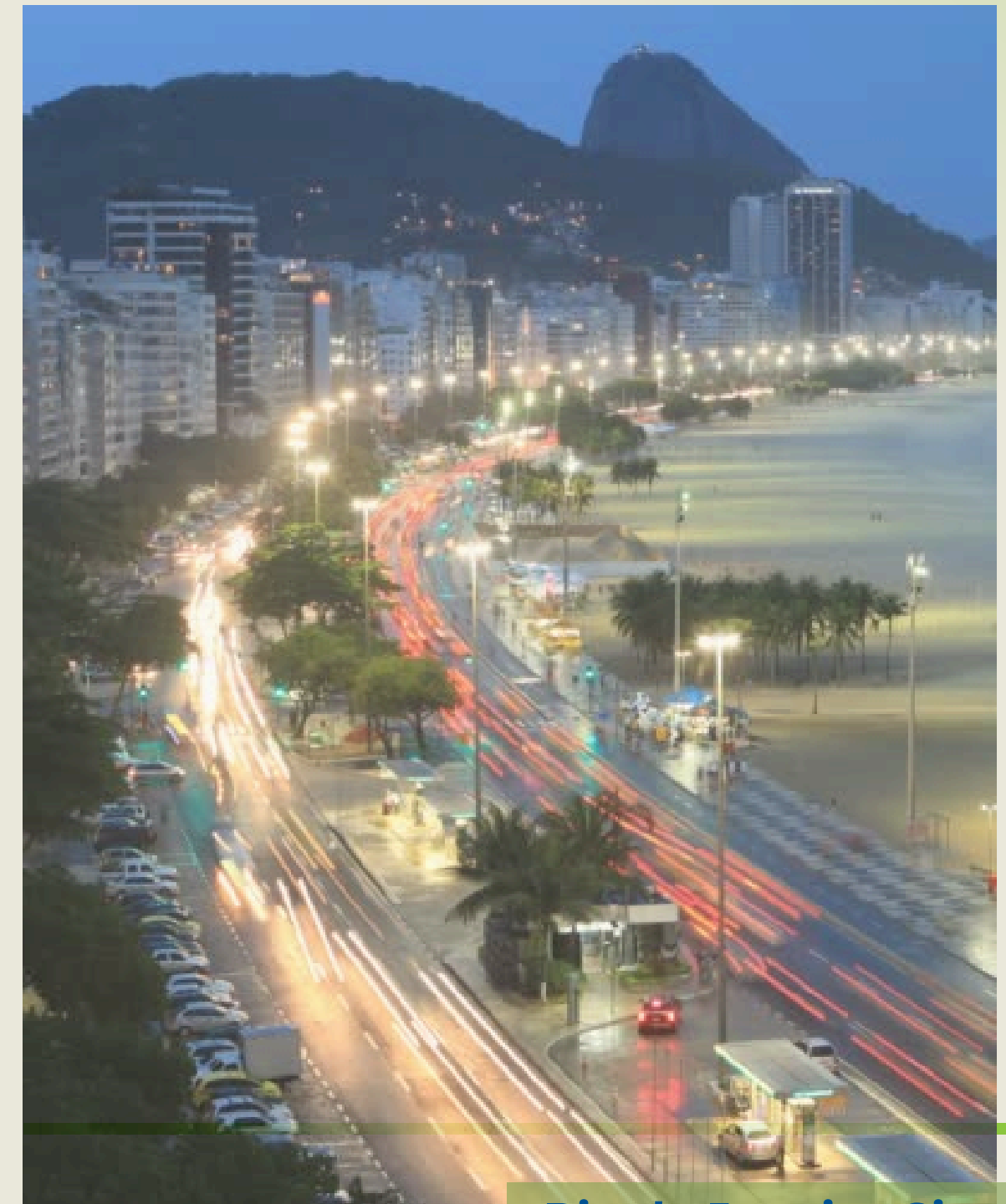
## **Information and Communication Technology**

Halifax is a growing tech hub, attracting global companies with incentives and strong infrastructure. Key areas include AI, cybersecurity, and data services.



## **MedTech and Life Sciences**

The province is advancing in digital health, AI-based medical solutions, and clinical research, supported by a growing ecosystem of startups and institutions.

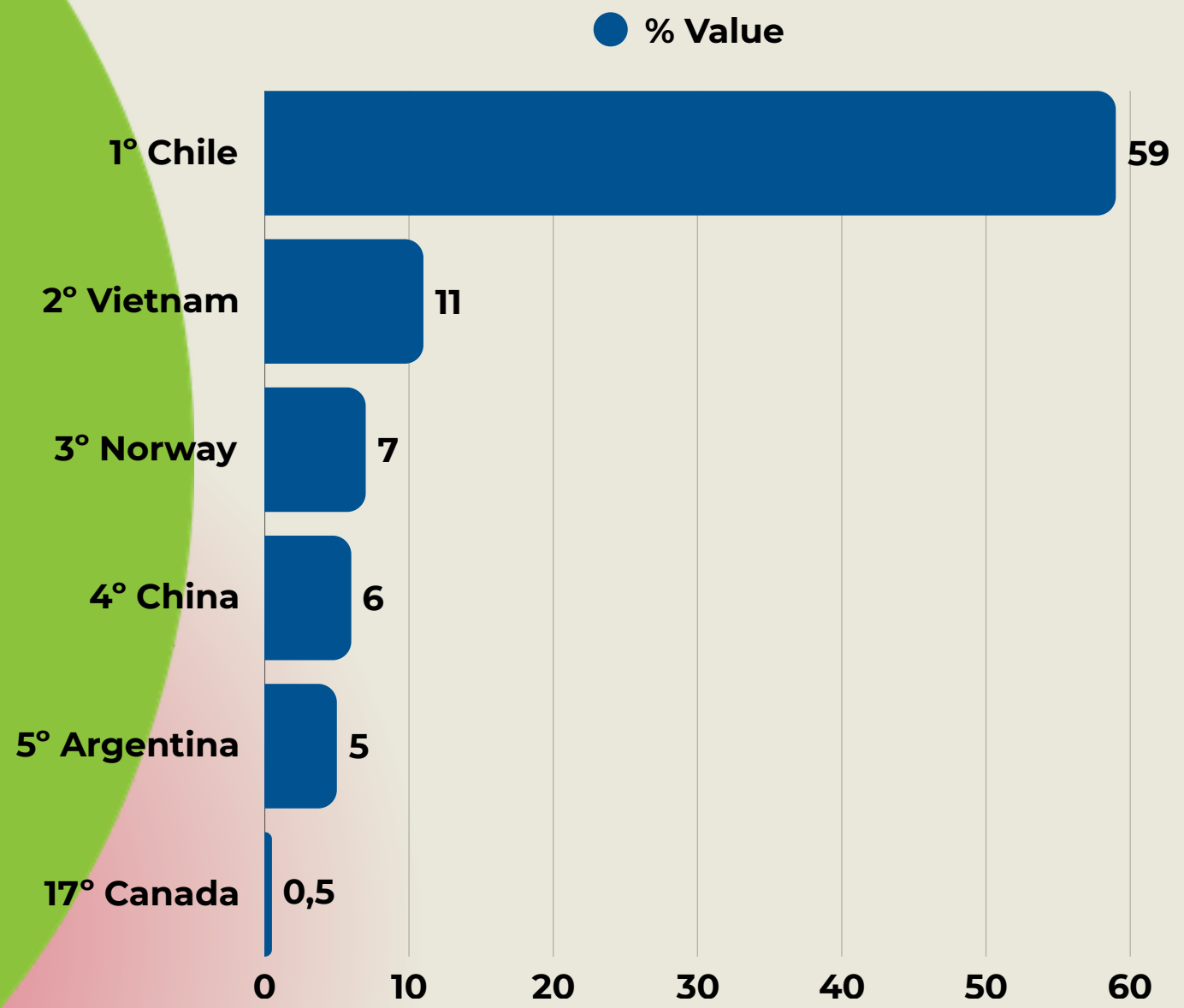


**Rio de Janeiro City - Brazil**

# In detail - Brazilian Imports Seafood Sector (SH2 03)



Import market share for Brazil in 2025



- Fish and seafood products are among the top 5 products more exported from NS to Brazil.
- Since 2022, the annual amount has remained above CAD 2 million.

# State of Ceará



Fortaleza City - Brazil

**Capital: Fortaleza**  
4<sup>th</sup> largest city in Brazil









**Area: 148,886 km<sup>2</sup>**

**Population: 9.8 million inhabitants**

**GDP: USD 35 billion**

**Ceara grew by 5.5% (2024)**

## Direct Flights from Fortaleza

|  |   |  |   |
|--|---|--|---|
| <br><b>(USA) Miami</b><br>GOL<br>Average of 7h20min               | <br><b>(USA) Orlando</b><br>LATAM AIRLINES<br>Average of 8h00min | <br><b>(FRA) Paris</b><br>AIRFRANCE<br>Average of 8h20min   | <br><b>(POR) Lisbon</b><br>AIRPORTUGAL<br>Average of 7h00min |
| <br><b>(CHI) Santiago</b><br>LATAM AIRLINES<br>Average of 6h20min | <br><b>(ARG) Buenos Aires</b><br>GOL<br>Average of 5h00min       | <br><b>(GUF) Cayenne</b><br>AIRFRANCE<br>Average of 3h00min | <br><b>Madrid</b><br>IBERIA                                  |

# State of Ceará



Port of Fortaleza



Port of Pecém

- 2 main Ports in the State
- Brazil's Closest Terminal to North America and Europe, with Transit Times of 6-9 Days to New York or Spain
- Export Processing Zone (a Free Trade Zone) integrated with the Pecem Port
- Access to North America, Europe, Africa, Central and South America. And a new shipping route to China



# State of Ceará

## RENEWABLE ENERGY

**Total operational capacity: ~5 GW**

**Wind and Solar represent ~72%**

**Wind: 103 plants – 2.7 GW – 41% of capacity**

**Solar: 71 plants – 2 GW – 31% of capacity**

## GREEN HYDROGEN HUB

**30+ MoUs** signed between the State Government and national & international companies, with **~USD 30 billion in potential investments**

### Companies with announced investments:

 Fortescue - US\$ 6 bilhões

 Casa dos Ventos - US 7 bilhões

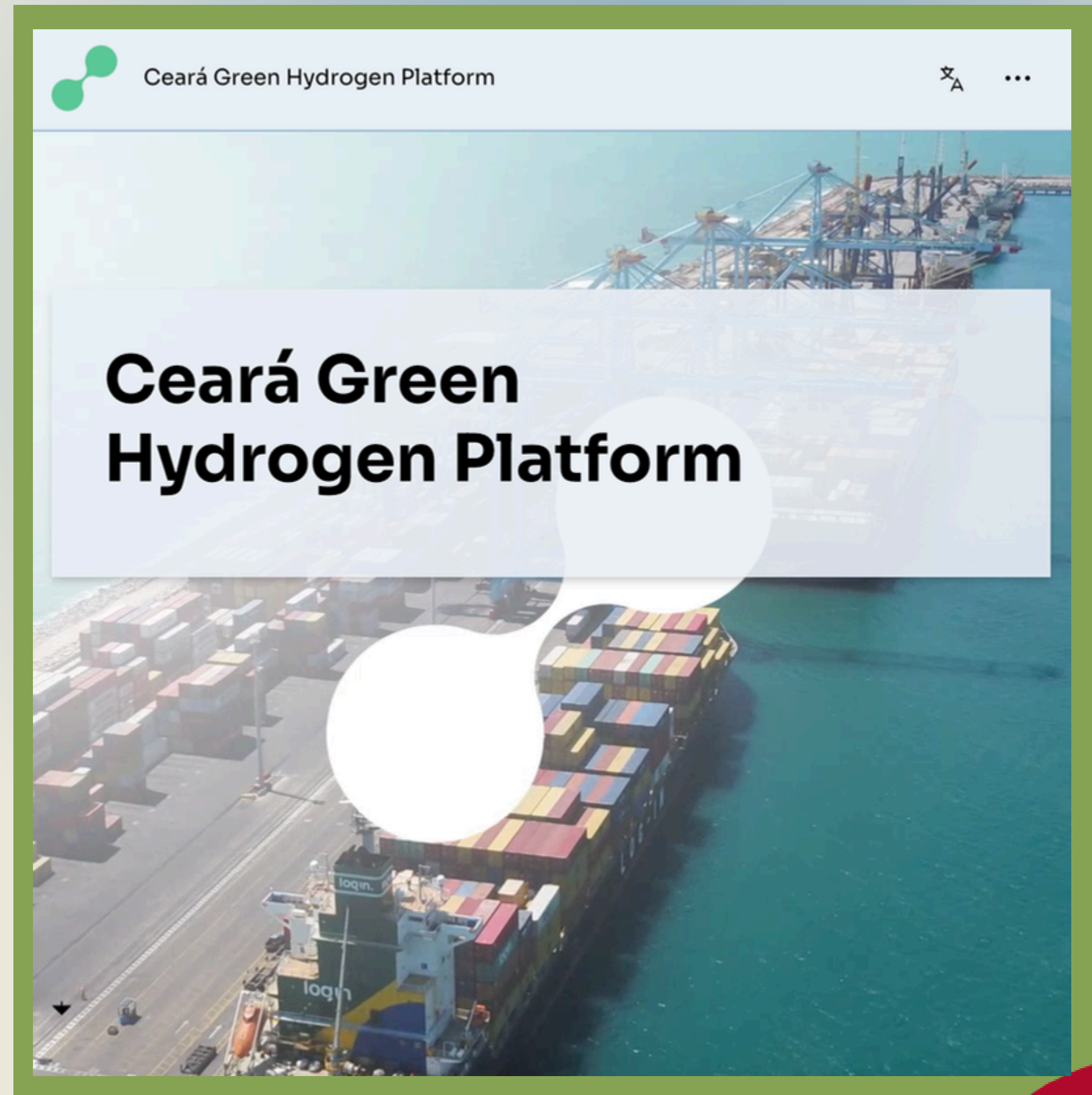
 Qair - US\$ 7 bilhões

 Voltalia - US\$ 3 bilhões

 AES Brasil - US\$ 2 bilhões

 Cactus - US\$ 2 bilhões

 FRV - US\$ 5 bilhões



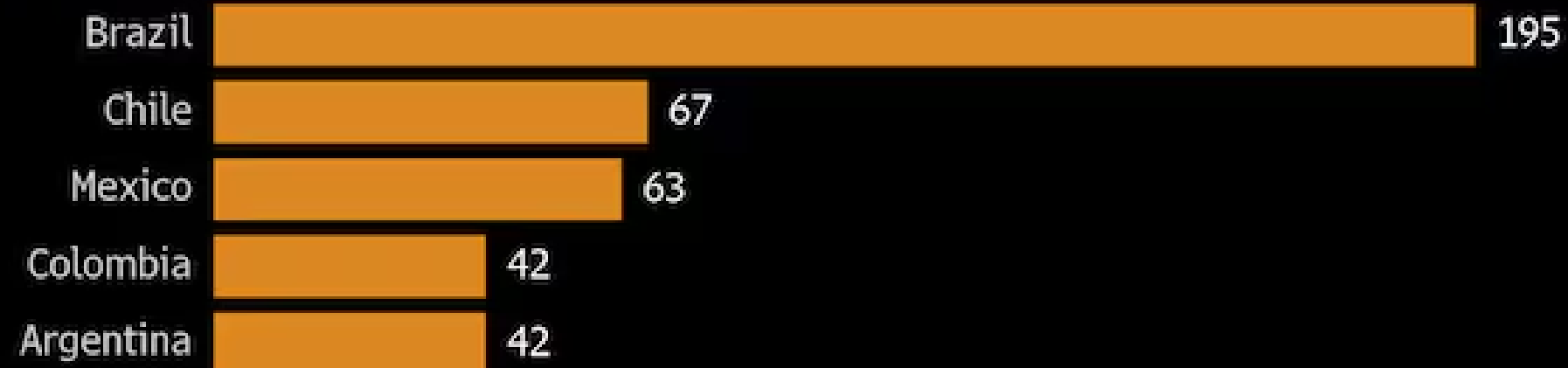
[CLICK HERE to Access the Ceara Green Hydrogen Platform](#)

# State of Ceará

## TECHNOLOGY AND TELECOMMUNICATIONS

### Brazil Leads Region in Number of Data Centers

Existing and announced data centers



Source: Data Center Map  
Note: Data center listings are updated daily and primarily submitted and maintained by operators

Bloomberg

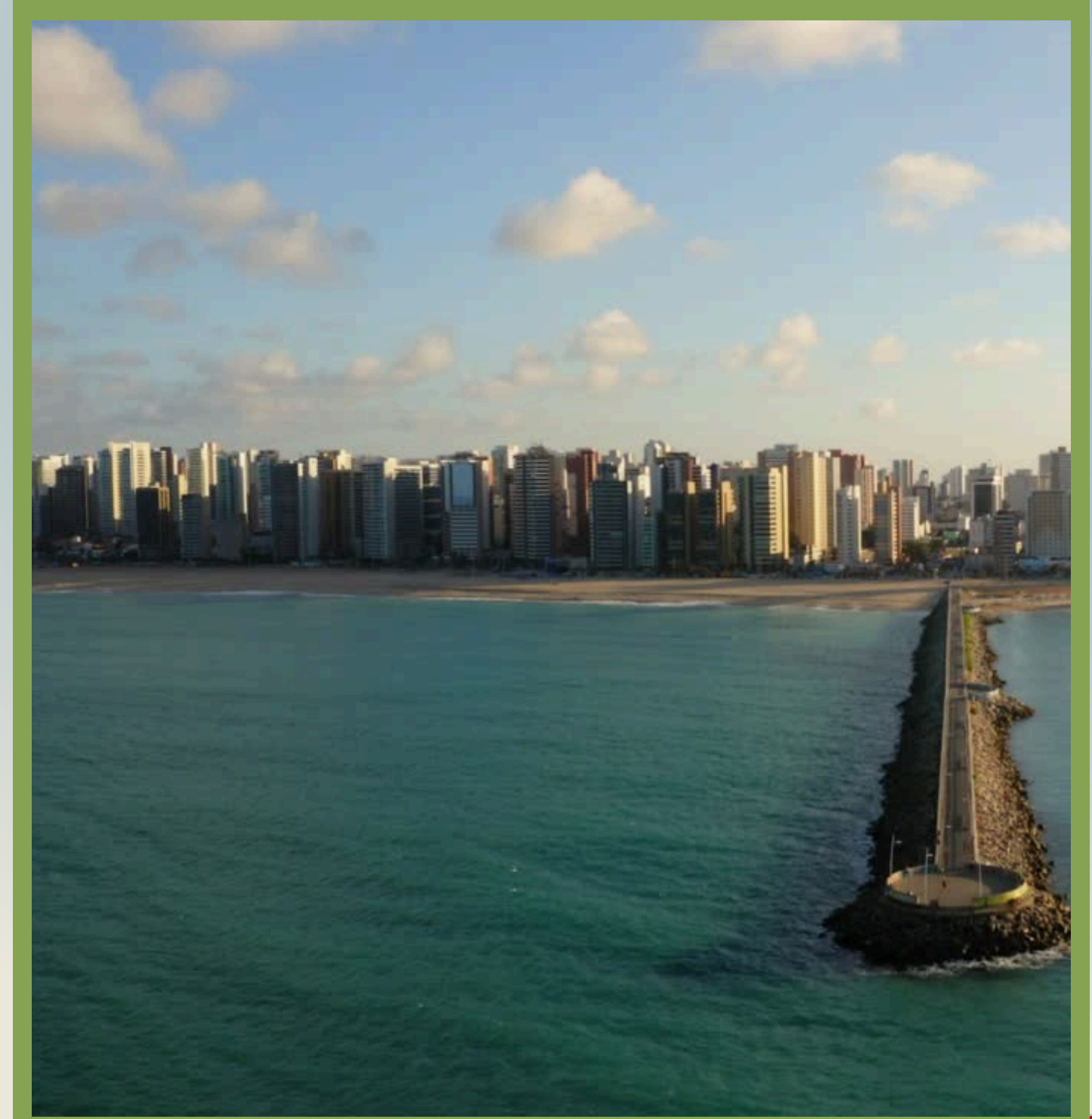
≡ Bloomberg

Subscribe

TikTok: US Joint Venture Deal | New CEO | 'Major Win' for ByteDance | Why a Spinoff Still Matte

Technology

**TikTok to Invest More Than \$37 Billion in Brazil Data Center**



Fortaleza City - Brazil

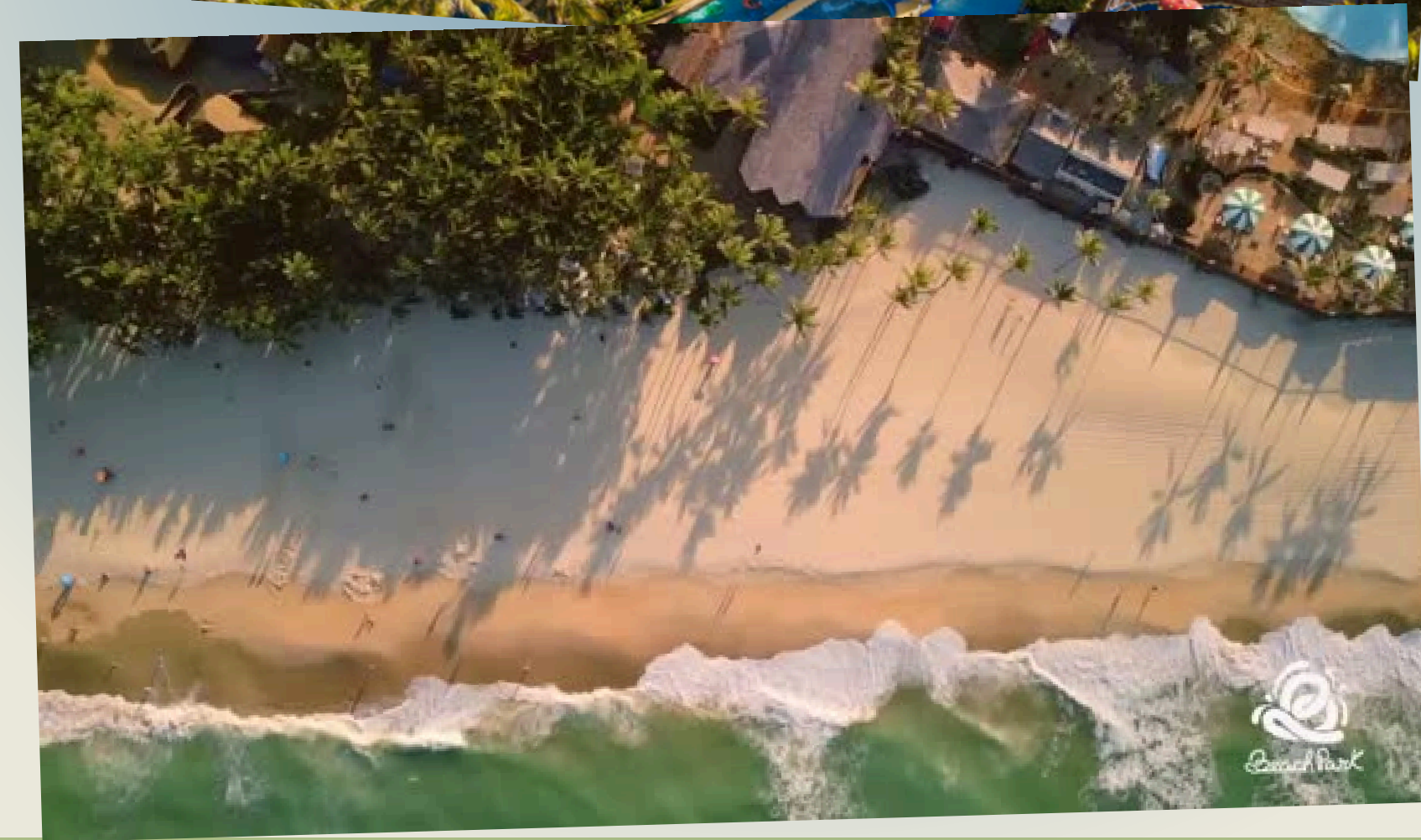
# State of Ceará

## TOURISM

One of Brazil's top tourist destinations.

13.5 million passenger flow in the state in 2025, including 340K international visitors.

Result in 2025: USD 13.8 billion in direct tourism revenue.



### Beach Park

TripAdvisor Travellers' Choice 'Best of the Best': 3rd Worldwide, 1st in the Americas

# State of Ceará



**GUINNESS WORLD RECORD - Largest parade of kite surfers**

**Cumbuco Beach, Caucaia, Ceará, Brazil**, in 2022. Surfers from **more than 31 nationalities** participated on the event

**Thank you!**  
**Get in contact!**



Scan or  
[Click here](#)

**CHAPTER**  
**CEARÁ**

