

# 40 years promoting Brazil around the world

Our Editorial starts challenging our readers to answer the following question: What do the following facts have in common: the Oil Shock in 1973, the Brazil's Moratorium in 1982, the Bresser Plan in 1987, the Collor Plan in 1990, the Asian Financial Crisis in 1997, the Russian Financial Crisis in 1998, the trust crisis on the Brazil's future in 2002 and the current World Financial Crisis? The right answer is "the support of **BRAZIL EXPORT** Magazine to Brazilian exporters". Actually, this was a common fact that has been present in all of those crises and hard moments that have affected Brazilian foreign trade.

Today, our Magazine is celebrating its 40-year anniversary. That is right! 40 years! Since September 1969, we are struggling in favor of the Brazil's trade with the world and developing ourselves together with the evolution of that trade. It has been a hard way, but it has brought to us learning and experience, which are our great differential today.

It is important to point out that **BRAZIL EXPORT** Magazine is of private enterprise and politically neutral. It has never counted on subsidies, public kindnesses or political help. The economic resources of the Magazine come just from the advertising participation and subscriptions, what still turns that longevity a more outstanding fact. No magazine in Brazil, specialized in foreign trade, with national and international circulation, has got to survive for so long time, due to the difficulties in overcoming several adverse phases and turbulences of Brazilian economy in this period. Our intense and high quality marketing work, always giving the expected commercial return to our advertiser, has made this almost miracle, which we are celebrating today.

Our specialization in trade fairs turns us still stronger. From its creation, **BRAZIL EXPORT** Magazine has been circulating at the leading national and international fairs through a free of charge distribution, what enlarges its marketing power. Nobody knows a trade fair better than us. That is the reason why we have always reach the target public wanted by our advertisers.

We always believe in Brazilian entrepreneur, in his enterprising capacity and, mainly, in his power to overcome the

adversities, which have occurred a lot. Brazilian entrepreneurs also know the high quality of the work made by **BRAZIL EXPORT** Magazine, what can be verified by the several statements in the icon Brief Account of the Magazine's website ([www.brazilexportmagazine.com.br](http://www.brazilexportmagazine.com.br)).

It is gratifying to see the current Brazilian entrepreneurs' understanding in relation to the benefits that exports bring to their companies. It already exists in most of Brazilian companies what is called "Culture of Export". That new entrepreneurs' mentality together with the accumulated experience

of **BRAZIL EXPORT** Magazine, become a powerful instrument for any company to successfully participate in international market.

We had a lot of difficulties in this period. Our survival many times was not sure. We have had a lot of happiness and some deceptions. Among our deceptions there were a lack of support and small participation in our pages of the entities that officially promote the Brazilian foreign trade. After all, we have the same goal. Our work is more recognized abroad than in our own country.

Our main happiness is to have contributed to the evolution of Brazilian exports, which had a gigantic growth in volume and revenue in this period. We know that our foreign sales still have a lot to develop and grow in order to become compatible with the greatness of the Brazil's economy. That will be our goal for the next years, in other words, to make the Brazilian products and services more known and desired by international market.

Everybody can be sure that our efforts in favor of Brazilian foreign trade, our participation in the leading national and international trade fairs, our information and opinions given to entrepreneurs worldwide and the marketing of Brazilian companies abroad, through our pages, will continue with the same tenacity, simplicity and objectivity demonstrated up-to-now.

For those ones who want to know our secret for having completed 40 years working in a complex and very competitive sector, we can say that it is very simple: we love our work and our country.



