

José Rafael Guagliardi
Chairman
Alcantara Machado
Feiras de Negócios

“Alcantara Machado has been keeping up with the work of **BRAZIL EXPORT** Magazine since its foundation in 1969. That magazine has been collaborating with the marketing and consolidation of the national industry of events, publicizing trade fairs and events in Brazil and abroad.



In addition it has been contributing to the development of Brazilian foreign trade through the marketing of Brazilian companies and products among its readers, subscribers and mainly the participants in the leading international fairs.

The turnover in Brazilian industry of events attains R\$ 37 billion from the accomplishment of hundreds of thousands events. That industry has been experiencing a constant growth, what shows the importance of trade fairs to boost new businesses and improve the countries' foreign trades as a consequence. Through this process, **BRAZIL EXPORT** Magazine has been giving its collaboration for that sector's growth”.

João Batista de Lima
Director
Franca - Estrutural

“Foreign market knows the high potential of Brazilian companies, thanks to the work of **BRAZIL EXPORT** Magazine, which has always been present at the leading events and trade fairs all over the world since 1969.



No doubt that

trade fairs are the meeting point between the offer and demand, thus I would like to stress that **BRAZIL EXPORT** Magazine is part of the “propelling spring” that markets and publicizes Brazilian economy abroad.

BRAZIL EXPORT Magazine occupies, therefore, an outstanding place in the Franca - Estrutural Group, because we are together, since the beginning, learning and teaching how to be present in foreign market”.

Merheg Cachum
Chairman
Brazilian Association of Plastics Industry
(ABIPLAST)

“The plastics sector and Abiplast have been making a huge effort to increase and consolidate the presence of Brazilian plastics products in foreign market.



We believe that communication is a decisive instrument for achieving that aim. In this aspect, **BRAZIL EXPORT** Magazine has given

an assiduous and significant contribution to boost Brazilian exports in a general way and especially the plastics sector. In our countless trips abroad aiming to enlarge the business possibilities of the plastics sector in trade fairs or Congresses, we have always noticed the **BRAZIL EXPORT** Magazine presence. That magazine is an important ally in our task of selling not only the plastics products but the good image of Brazilian products abroad. Specialized publications, like **BRAZIL EXPORT** Magazine's are essential in the process to improve Brazilian business perspectives in the world market.

I have been keeping up with the effort and the high quality work of the **BRAZIL EXPORT** staff since the magazine's foundation, in 1969, when the foreign trade was not considered as an important matter. I highlight mainly the plurality of focuses and themes approached in the magazine's issues, as well as the

care with the divulgation of objective and precise information”.

Edivar Vilela de Queiroz
Chairman
Ind. e Com. de Carnes
Minerva Ltda

“During the period when I worked as the chairman of Brazilian Beef Industry and Exporters Association (ABIEC), I had the opportunity to verify the importance of the work developed by **BRAZIL EXPORT Magazine**. The articles on the potential and reality of Brazilian beef and agribusiness in that Magazine have contributed a lot to the current prestige of those sectors in international market.



In all leading international trade fairs that our sector have participated in, it was possible to see the presence of **BRAZIL EXPORT Magazine**, publicizing not only the Brazilian beef but also Brazil's products and companies as a whole.

The high level of articles and interviews, in which I had the opportunity to participate, and the simplicity of writing them have transformed **BRAZIL EXPORT Magazine** into an obligatory reading for the Brazilian entrepreneurs who participate or intend to participate in international market”.

Heitor Klein
Executive
Coordinator
Brazilian
Footwear
Industries
Association
(ABICALÇADOS)

“The many years that have given to **BRAZIL EXPORT**



Magazine its current wide experience in the Brazil's marketing abroad should be outstanding due to the magazine's pioneerism.

In fact, when we began to participate in European fairs, in the seventy's, we have already met **BRAZIL EXPORT Magazine** there. It was in a newspaper format being distributed by Cláudio Pinheiro and his team in the leading events. On that occasion, Cláudio had the leaders of European fairs as his friends and that good relationship has helped us a lot at the beginning of our marketing work for Brazilian industries and products in that market”.

Constantino Bäumle
Director
Hannover Fairs do Brasil

“Trade fairs are extremely effective marketing tools. That is the reason why we work focused on getting positive results for our customers in those events. It is an activity based on knowledge of the market and commercial aims of exhibitors and visitors at our professional events.



Towards this aim, Hannover Fairs do Brasil supports Brazilian companies in their activities abroad since 1979, organizing and managing the participation in fairs and events in Europe and all over the world. It offers a complete support in the planning, execution and after-event stages.

To develop such wide work during all these years, we have always counted on strong, serious and efficient partners.

BRAZIL EXPORT Magazine, as a neutral and strong information vehicle and always intended for professional events, is one of our longest partnerships concerning international fairs. That Magazine has always been present at Hannover Industrial Fair and many other leading fairs in the world, making a complete covering on exhibitors and opinion-makers, who circulate in those events. **BRAZIL EXPORT**

Magazine brings to the market a business point of view from the most important trade fairs in the world”.

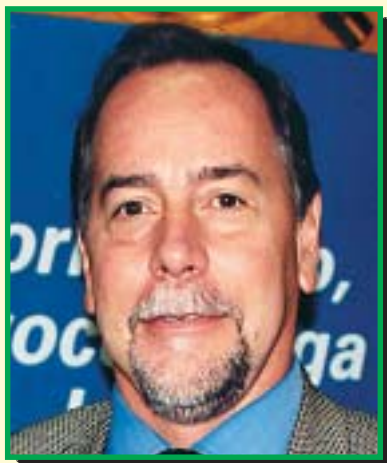
Marco Hupe
Attached Director
International Business Center
FIRJAN-SEBRAE/RJ

“I keep up with the work of **BRAZIL EXPORT** Magazine since the time in which Itamaraty was the largest promoter of the Brazilian participation in international trade fairs, therefore, a long time ago.

To survive in this country as a company or an information vehicle since 1969 is an unquestionable certificate of high competence and recognition of its usefulness and efficiency by the market.

I am part of this market and I also recognize the Magazine as a noble information vehicle, as much for the relevant information of trade promotion, translated by means of a differentiated and objective way, as by its efficiency as a marketing instrument of international events, which I have been coordinating and promoting along those years.

A good work deserves our respect and support. I hope that **BRAZIL EXPORT** Magazine keeps going on through that successful way”.



Washington Preti Júnior
Director
Trend Fairs & Congresses

“Since its foundation in 1969, as a newspaper format, I have used the most varied and updated



information published in **BRAZIL EXPORT** Magazine on the Brazilian participation in foreign market, especially in international trade fairs.

With its peculiar objectivity and with a simple way to present its articles, **BRAZIL EXPORT** Magazine continues to be a part of my tool kit, which I use in my work.

The dedication, knowledge and talent that the leaders and team transfer to each issue of **BRAZIL EXPORT** Magazine transformed it into the best magazine on foreign trade that circulate in the market. It is, therefore, an information source that has to be on the table of the executives of industrial, commercial and service segments”.

Iramaia Kotschedoff
Director
Iramaia Messe-Service

“Since 1981, I keep up with **BRAZIL EXPORT** Magazine in its support to the Brazilian entrepreneurs in their businesses and participations in trade fairs and events abroad. I could verify at the German fairs, in which my company renders its services, the constant presence of **BRAZIL EXPORT** Magazine. It is a magazine that has always believed in the Brazilian export potential, even when the country went through crisis periods. The Magazine’s support to the small and medium Brazilian entrepreneurs has always served as a huge incentive in order they keep investing in the foreign market.

The growth of Brazilian exports shows that **BRAZIL EXPORT** Magazine has been right since 1969. No doubts that it will contribute more intensively to market Brazilian products and companies, in order to increase significantly the country’s participation in international trade”.



Lauri Müller
Director
MDK Feiras Internacionais

“MDK Feiras Internacionais is present in the pages of **BRAZIL EXPORT** Magazine since 1976. In this period, we opened markets, faced challenges and above all we had an advertising return above our expectation.



We have always believed in **BRAZIL EXPORT** Magazine

and in a certain way we had a parallel growth. In spite of different activities, we have had some common aims. The chief common aim is concerned with international fairs and, in our case, the trade fairs of Cologne and Düsseldorf in Germany.

BRAZIL EXPORT Magazine is, therefore, a strong ally that has always been at our side, contributing to the success of the events that we promote and work. The presence and the work developed by the Magazine in international trade fairs are very important for our segment and the growth of Brazilian foreign trade”.

Norberto M. Jochmann
Director
ABSA Cargo Airline

“With its multiple aspects, the foreign trade is a perpetual Pandora’s box and an eternal challenge for those who work in that gratifying activity. The great merit of **BRAZIL EXPORT** Magazine has always been to attract in a comprehensible and convincing way the



attention of the business community about the immense - many times latent - opportunities that specialized trade fairs can offer. They launch the bases that make possible for interested businessmen to establish business contacts with foreign customers in export and import areas.

BRAZIL EXPORT Magazine is aware of all the important innovations and modifications that occur in each industrial sector and are exhibited in those international events. Thus, it has assumed the task to inform and evaluate for the business community of the foreign trade the impacts that those developments certainly will bring to each productive segment in the short and long terms.

The assiduous reading of **BRAZIL EXPORT** Magazine contributes to make the entrepreneur of the foreign trade always updated. In addition, through the magazine he can simply get off that unpleasant sensation of having lost a great opportunity for not having the ideal information source”.

Abdala Jamil Abdala
Chairman
Franca Feiras e Empreendimentos

“In our trade fairs involving all economic sectors, from organic foods to rubber goods, from footwear to toys, we have always heard the same sentence: “foreign market boosts economic growth”. To count on a respectful and competent communication vehicle like **BRAZIL EXPORT** Magazine in order to market the image of Brazilian products abroad is a reason to be happy. We become still happier when we notice how fast the time went by since 1969, when that Magazine was founded.



BRAZIL EXPORT is our companion in Brazilian pavilions and leading international events. It represents in Brazil and abroad not only the many economic segments included in the magazine but the own Brazilian

editorial market through high quality and selected articles.

We are sure that we will keep meeting **BRAZIL EXPORT** Magazine in the pavilions for many, many years”.

Lígia Amorim
Director-General
Messe Frankfurt Feiras

“We congratulate **BRAZIL EXPORT** Magazine on the services rendered to the market in all these years. The information and articles on trade fairs and foreign trade have the high quality that a communication vehicle should have. The pioneerism and experience from a presence in foreign market since 1969 increase as time goes by. That is why we believe in the continuity of the **BRAZIL EXPORT**’s success”.



Ronaldo de Almeida
Director-General
Columbia/Colfairs

“I congratulate **BRAZIL EXPORT** Magazine on its high quality, professionalism and objectivity of the articles publicized. The tenor of the Magazine’s technical and professional information is of great interest for our sector. The articles are publi-



cized in a simple and didactic way and are intended for encouraging and presenting, in a transparent way, the methods, actions and attitudes that benefit commercial and government policies, thus, aiming a stability and a support for a sustainable development.

BRAZIL EXPORT Magazine also presents to a target public many foreign trade tools, which are a result from its great experience in this area. In addition, it is important to highlight the Magazine’s commitment to work for the success of Fairs, Exhibitions, Congresses and Events, highlighting its importance to the economic growth and creation of jobs. Thus, **BRAZIL EXPORT** Magazine contributes a lot to our integration and growth in the world economy”.

Theophil Jaggi
Board Member
National Association of Auto Parts
Manufacturers (Sindipeças)

“Since a long time ago, I keep up with **BRAZIL EXPORT** Magazine working for helping our country to conquer new markets and consolidate its participation in those markets, in which it is always present. To export in a successfully way is necessary much more than only manufacture good products. We need to take them to where the future customers are.



Sindipeças, an association that represents the auto parts industry in Brazil, has been encouraging its associates to participate in all leading international trade fairs on the sector. And in practically all of them we have received the support of **BRAZIL EXPORT** Magazine.

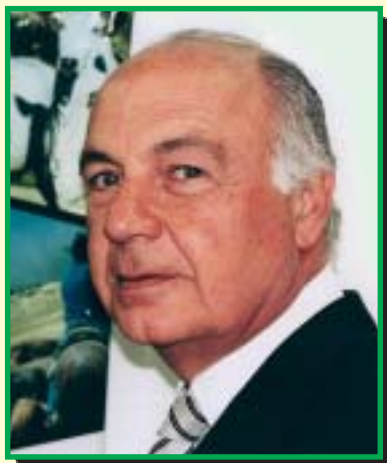
Brazilian auto parts exports should amount up about US\$ 7.4 billion in 2006. Sindipeças, an association that represents about five hundred companies with national and foreign capital, has agreements of technological cooperation with similar associations from all countries that produce auto parts.

We have been working hard to enlarge our participation in foreign market and an information vehicle like **BRAZIL EXPORT** Magazine is an important marketing instrument towards this aim.

I congratulate the editors on their pioneerism and all those years of services rendered to Brazil. You can continue to count on our support”.

José Américo Ribeiro dos Santos
Chairman
Centro de Exposições Imigrantes

“I am very happy with the development, ripening and growth of **BRAZIL EXPORT** Magazine, since it is an important tool that encourages Brazilian exporters and gives information on the foreign market to our country’s professionals. It is a magazine that has always publicized up-to-date news, kept up with the national and international fairs calendars and showed the characteristics and success of Brazilian products inside the country and abroad.

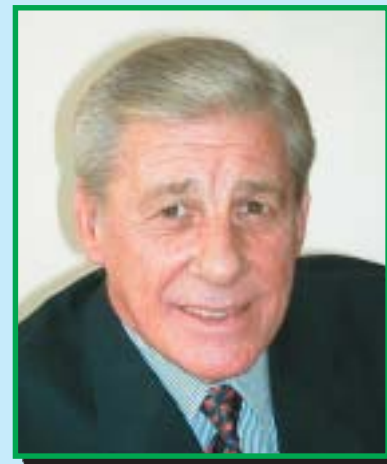


Through many interviews granted to **BRAZIL EXPORT** Magazine, usually on Feicorte Fair or CELEX (Export Logistics Center), I had the opportunity to participate in this communication vehicle, thus contributing to the marketing of Brazilian livestock, agribusiness and exports.

As an entrepreneur, I consider **BRAZIL EXPORT** Magazine as the best specialized magazine of the sector. That is the reason why it has been carrying out very well its function since 1969. I have no doubt that, consolidating its excellence in the market and keeping the high quality of its services, **BRAZIL EXPORT** Magazine will contribute, more and more, to the improvement of the Brazilian foreign trade”.

Cláudio Pinheiro
Chairman
BRAZIL EXPORT Magazine

“I become surprised when I look back and I see all the way that **BRAZIL EXPORT** Magazine has gone through since 1969. It was a hard way, but it brought to us learning and experience, which, today, are the chief differential of our magazine.



I am not going to deny that our concern in transmitting to our readers, up-to-date, true and objective information as well as opinions that we consider pertinent, has weighed on our shoulders during all that time. It has weighed a lot. However, the Brazilian entrepreneur’s new mentality concerning the foreign market has been facilitating our work. It has made that our articles had importance to the country’s companies, mainly in relation to those of small and medium sized, what increases still more our responsibility.

Nowadays, Brazilian exports have been the locomotive of the country’s economy. And the fact that we have always worked in this direction is very gratifying to us.

Many competitive magazines will appear, most of them financed or subsidized by public institutions, but, even if they manage to survive, they won’t to divert us a millimeter of our normal way. That way has been built by our readers’, subscribers’ and advertisers’ trust. That is because our commitments, our promises and our goals have been put to the test since 1969.

Everybody can be sure that our efforts in favor of Brazilian foreign trade, our participations 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 and objectivity demonstrated up-to-now.

BRAZIL EXPORT Magazine continues to put its enthusiasm and experience in favor of Brazilian entrepreneurs, helping them to attract foreign investments and close good business deals in international market”.

Export is the Solution !

BRAZIL EXPORT Magazine works in the Brazilian foreign trade since 1969. That is right, since 1969. When we began our activities, Brazilian exports were just "crawling". Until reach the current export volume and diversity of products, our pages have traveled a long and hard road.

Our longevity is unheard-of in the country for a private Magazine and specialized in foreign trade. It is exactly for being of the private enterprise that we struggled so much for our survival in such a competitive area. Many similar magazines – some of them financed by public institutions, which even with more reduced costs and without the obligation to render a personalized service to readers, advertisers and subscribers, usually given by a private company – had to close their doors due to the difficulty in overcoming the several adverse phases and the turbulences of the Brazilian economy in that period.

During all this time, we were always beside exporters, class entities, fair organizers and service sector, besides giving a special attention to micro, small and medium companies, encouraging them to participate in the international market. We accomplish the marketing of Brazilian products in the foreign market, giving to our companies information and the necessary subsidies for this purpose.

The promotion and participation in the largest and most important fairs in Brazil and abroad have always been the **BRAZIL EXPORT** Magazine specialty. We consider trade fairs as great shop windows, or rather, as one of the main responsible instruments for a successful presence of a company in global market.

It is gratifying to see the current Brazilian entrepreneurs'

understanding in relation to the benefits that exports bring to their companies. It already begins to widely appear in Brazilian companies the called "Export Culture". 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.

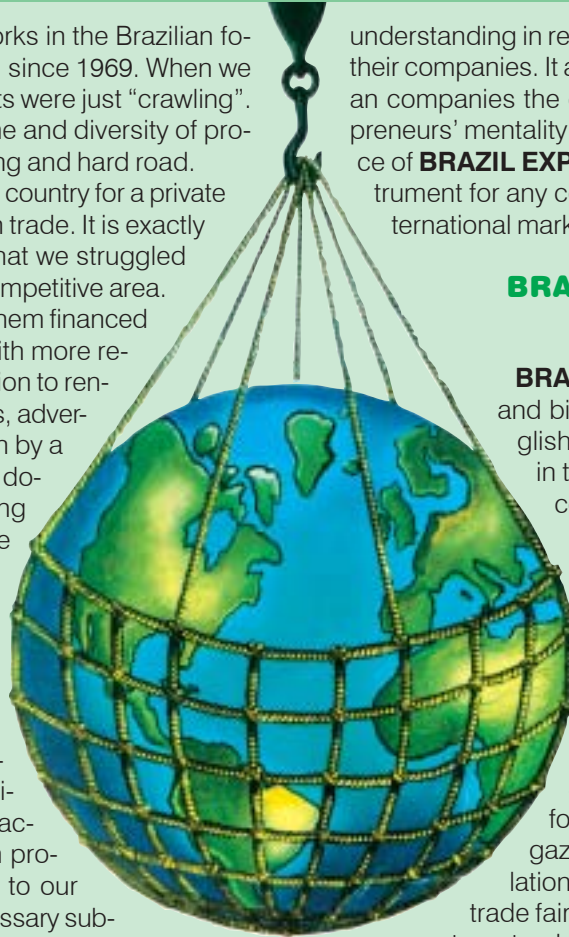
BRAZIL EXPORT MAGAZINE CHARACTERISTICS

BRAZIL EXPORT Magazine is a two-monthly and bilingual publication (Portuguese and English), which has an accumulated experience in the national and international market since 1969. It has an editorial line that is intended for presenting business opportunities, articles focusing on new and traditional markets, reports on Brazilian companies, interviews with Brazilian and foreign entrepreneurs, sections of services, tourism, etc.

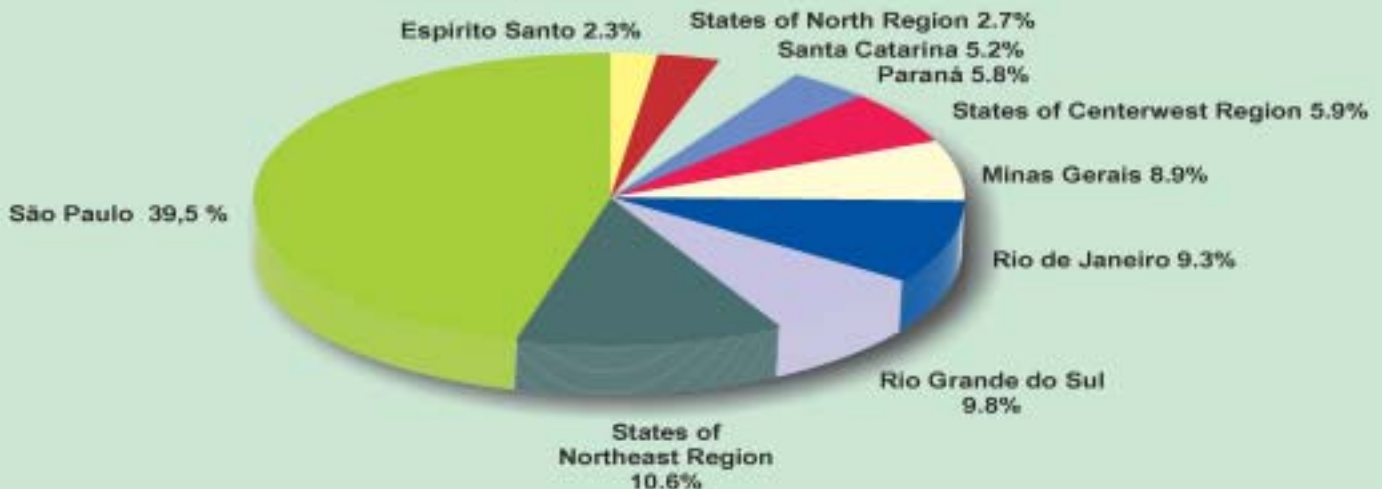
Besides the distribution to strategic entrepreneurs, authorities, class associations, fair organizers and its Brazilian and foreign subscribers, **BRAZIL EXPORT** Magazine also circulates - with additional circulation - in the leading national and international trade fairs, thus, reaching a specific and qualitative target public.

With a distribution of 37,500 issues, being 17,700 to Brazil and 19,800 abroad – without considering the issues distributed in trade fairs – **BRAZIL EXPORT** is the communication vehicle of your company in the domestic and international markets.

Put your company's message in **BRAZIL EXPORT** Magazine and wait for the good news from abroad.



DISTRIBUTION IN BRAZIL



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