

# Apex-Brasil 2010 TPO Network Award

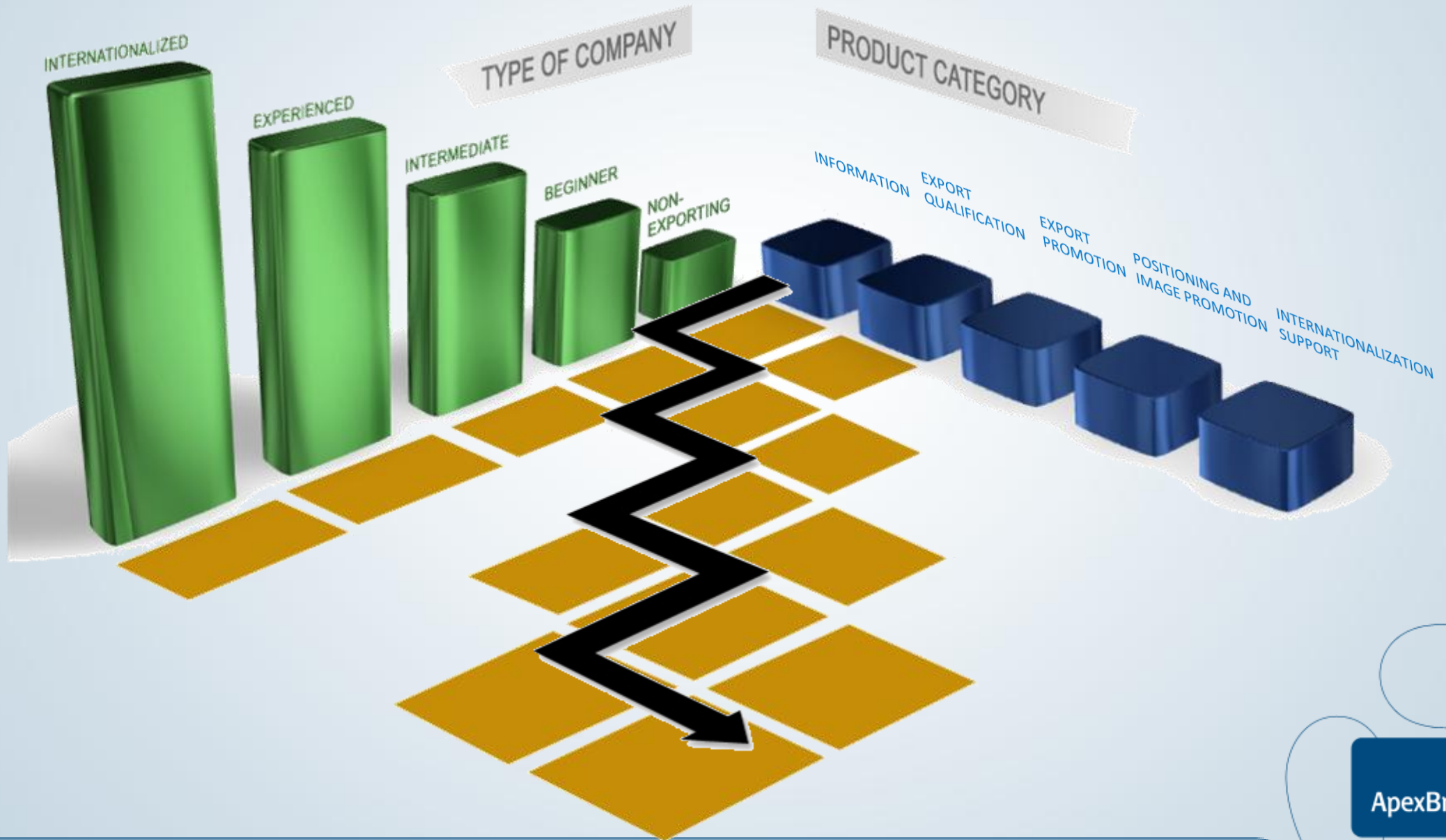


# APEX-BRASIL

The Brazilian Trade and Investment Promotion Agency – Apex-Brasil is the most important partner of the Brazilian companies when it comes to internationalization in all levels.

The Agency works in many complementary areas:

- promotion of exports of Brazilian products and services
- support for the internationalization of Brazilian companies
- strengthening the image of Brazil
- attraction of foreign direct investments into Brazil



# EXPORT DEVELOPMENT BY APEX-BRASIL

# APEX-BRASIL SERVICES PORTFOLIO



## PEIEX

- Export capacity-building project focused on enhancing Brazilian SMEs' competitiveness in the local and international markets
- Continuous alongside coaching and consultancy
- Covered areas: management, marketing, human resources, financing and costs, production and international trade
- Strategic partnerships with academic and research institutions
- Effective results

## PEIEX IN NUMBERS

Over 5,000 companies supported

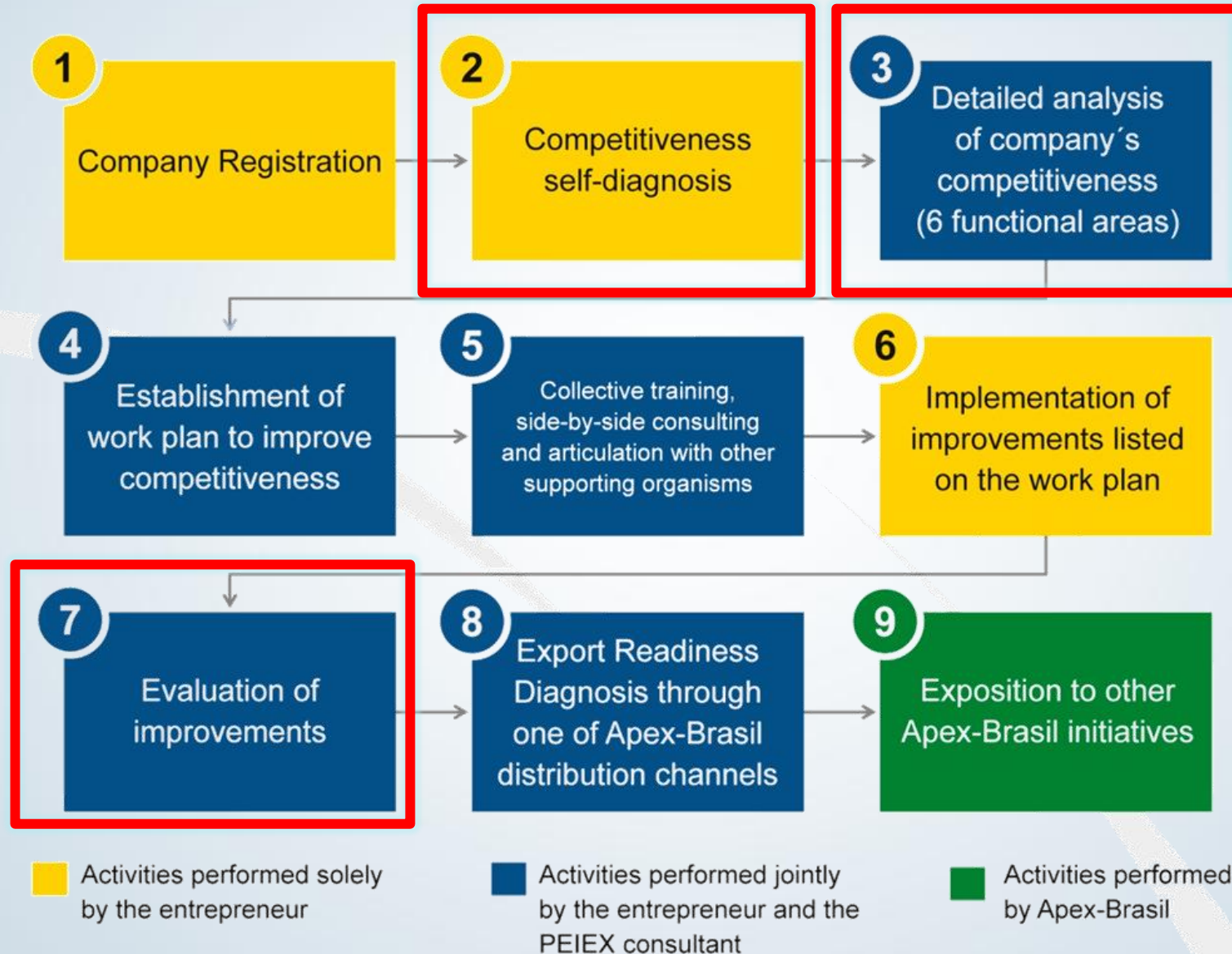
200 consultants all around Brazil

30 operating units

10 States

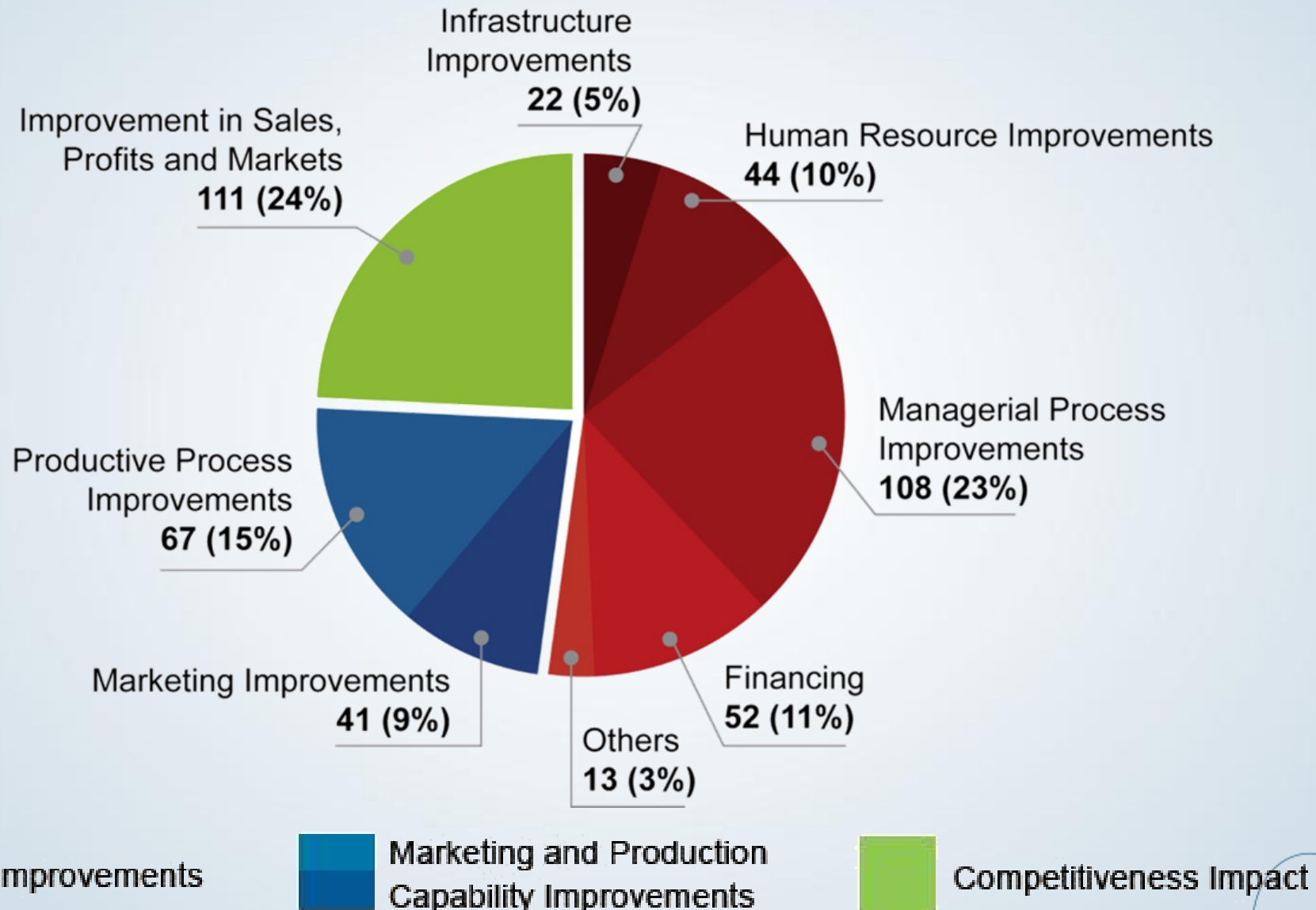
355 cities

# PEIEX METHODOLOGY



# PEIEX RESULTS IN MINAS GERAIS

# IMPROVEMENTS AND IMPACTS OF PEIEX IN MINAS GERAIS



Source: Apex-Brasil Planning Unit based on PEIEX reports

# WHY PEIEX HAS BEEN SUCESSFUL

## DISTINGUISHED FEATURES OF PEIEX

- Interconnection of PEIEX and Apex-Brasil integrated support system for the internationalization of Brazilian companies.
- Continuous monitoring of outcomes and results achieved by the supported companies.
- Whenever needed, corrective measures are properly taken.
- Constant interaction with the companies. The consultants know the companies very well and discuss each step with them.
- High capillarity given Apex-Brasil partnerships.

## CHALLENGES

- Making PEIEX available in more regions while still being a cost effective initiative.
- Maintaining high standards of quality all over the country, despite the Brazilian regional differences.
- Always keep up with state-of-art methodologies of coaching, consulting and business management, what means continuous updates on PEIEX methodology and constant training of PEIEX team.

*Mauricio Borges*  
Business Director

# Apex-Brasil & ITC Strategic Partnership

