

FLORIDA & BRAZIL Linkages



If you are a Florida company interested in exporting to the Brazilian market, please click here.

The U.S. State of Florida and the Federative Republic of Brazil have enjoyed a deep and mutually beneficial partnership for many decades. Florida is the *principal gateway for Brazilian companies interested in the North American market*, while Brazil has consistently ranked as Florida's top trading partner worldwide. Florida is home to a very large and prosperous community of Brazilians residing in the United States, and there are numerous Brazilian-owned companies active in the state. The multitude of transportation, communication, tourist, cultural, and family links has also strongly benefitted bilateral commercial ties.

Florida-Brazil Bilateral Merchandise Trade (\$22.6 Billion in 2022)

In 2022, total bilateral merchandise trade between Florida and Brazil was **\$22.6 billion**, making it Florida's **#1 bilateral merchandise trading partner**.



Merchandise trade measures the value of goods entering or exiting the United States through Florida's seaports and airports. This includes goods that are produced, grown, or mined in Florida as well as goods from other states and countries that are shipped through Florida. Merchandise trade data demonstrates Florida's pivotal role as a gateway to Latin America, the Caribbean, and the southeastern U.S.— a true nexus of western hemispheric trade.

- Brazilian imports from Florida totaled \$17.3
 billion in 2022, making Brazil the state's leading export market and representing nearly one-third of Brazil's imports from the U.S.
 - Brazilian exports to Florida totaled **\$5.3 billion** in 2022, making Brazil Florida's 6th largest source for merchandise imports.









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Brazilian Investment in Florida (FDI in 2020)

- Based on the most recent statistics from the U.S. Bureau of Economic Analysis, Brazil is the 14th largest foreign direct investor in Florida, with Brazilian-owned affiliates accounting for more than 5,500 jobs.
- Latin American Ranking: Brazil is also the 2nd largest Latin American investor in Florida, directly following Mexico and far exceeding investments from any other Latin American country.



- Brazilian affiliates in Florida were estimated to have total holdings of USD \$1.3 billion in gross property, plant, and equipment in 2020.
- According to SelectFlorida's database of foreign-owned affiliates in Florida, there are more than 100 Brazilian companies operating over 115 branch locations in Florida.

100+ Brazilian Companies





Select Brazilian-Owned Companies with Operations in Florida	
Brazilian Parent Company	Florida Subsidiary Company
Banco Do Brasil (Financial Services)	Banco Do Brasil Americas
Embraer SA. (Aviation/Aerospace)	Embraer
Gerdau SA. (Manufacturing)	Gerdau Ameristeel U.S. Inc.
ILS Cargo Transportes Internacionais Ltda. (Logistics)	ILS Cargo USA Inc.
ITAU Unibanco Holding SA. (Financial Services)	Banco Itaú International
Monte Carlo Assessoria E Corretagem de Seguros	Investmetrix, LLC
(Fin. Services)	

Florida-headquartered companies in a variety of sectors have operations in Brazil as well, including these well-known corporations:

Florida Companies in Brazil	
Jabil Inc. (Electronics)	FIS Global (Fin Services)
Bloomin' Brands (Food Services)	Sykes Enterprises (Bus. Services)
Carnival Corporation (Leisure)	Hertz Global Holdings Inc. (Car Rentals)
Sitel Worldwide Corporation (Services)	Fresh Del Monte Produce, Inc. (Produce)
Royal Caribbean Intl Cruise Line (Leisure)	Burger King Corporation (Food Services)



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Brazilian Tourism & Diaspora in Florida

- In 2022, 700,000 Brazilians visited Florida, accounting for 7% of total international visitors to Florida. This 436% growth over 2022 signals a strong recovery of Brazilian tourism.
- Brazil consistently ranks 3rd largest nationality of international visitors to Florida, following Canada and the UK.



- Over 300,000 Brazilian-born residents live in Florida as of 2021, showcasing their influence in communities and proudly keeping the historic connections of Brazilian business in Florida alive.
- An estimated 156,000 Floridians speak Portuguese at home as of 2021. Portuguese is also the 3rd
 most spoken non-English language in the state after Spanish and Haitian Creole.

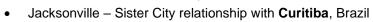


Cultural Linkages

Sister Cities:

The State of Florida has one of the most active Sister City programs in the United States, promoting the exchange of people, ideas, and culture as a first step towards establishing commercial ties. Partnerships include:

- Bay Harbor Islands Sister City relationship with Marechal Deodoro, Brazil
- Fort Lauderdale Sister City relationships with Belo Horizonte & São Sebastião, Brazil



- Miami Beach Sister City relationships with Fortaleza and Rio de Janeiro, Brazil
- Orlando Sister City relationship with Curitiba, Brazil
- Tampa Sister City relationship with Porto Alegre, Brazil
- Miami-Dade County Sister City relationship with São Paulo & Curitiba, Brazil
- Volusia County Sister City relationship with Diamantina, Brazil

University Linkages:

• Florida-Brazil Linkage Institute, University of Florida (UF) – Gainesville





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Air Linkages

There are numerous **non-stop flights** from Florida to Brazil:

- Miami (MIA) to **Rio de Janeiro** (GIG) American Airlines
- Miami (MIA) to São Paulo (GRU) American Airlines, LATAM Airlines
- Miami (MIA) to Brasília (BSB) GOL Airlines
- Miami (MIA) to Fortaleza (FOR) LATAM Airlines, GOL Airlines
- Miami (MIA) to Manaus (MAO) GOL Airlines



- Fort Lauderdale-Hollywood (FLL) to São Paulo (GRU) Azul Airlines
- Fort Lauderdale-Hollywood (FLL) to Recife (REC) Azul Airlines
- Fort Lauderdale-Hollywood (FLL) to **Belém** (BEL) Azul Airlines
- Fort Lauderdale-Hollywood (FLL) to Belo Horizonte (CNF) Azul Airlines



- Orlando (MCO) to São Paulo (GRU) LATAM Airlines
- Orlando (MCO) to Campinas (VCP) Azul Airlines
- Orlando (MCO) to Brasília (BSB) GOL Airlines
- Orlando (MCO) to Recife (REC) Azul Airlines



Brazilian Government Associations in Florida

- Consulate General of Brazil Miami
- Vice-Consulate of Brazil Orlando
- ApexBrasil, North America (Brazilian Trade and Investment Promotion Agency) – Miami





Brazilian Business Associations in Florida

- Brazilian-American Chamber of Commerce of Florida Miami
- Brazil-Florida Business Council, Inc. Tampa
- <u>Central Florida Brazilian American Chamber of Commerce</u> Orlando
- Brazil U.S. Business Council Orlando





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SelectFlorida Presence in Brazil

SelectFlorida - Brazil

Fabio Yukio Yamada, *Senior Director* Av. Roque Petroni Junior, 1089 – Suite 713 São Paulo, SP, Brazil 04707-900 Phone: +55-11-3044-4848

fabio@eflorida.com.br www.selectflorida.org/brazil

SelectFlorida - Brazil

Mariana Falkenburger, *Director* Av. Roque Petroni Junior, 1089 – Suite 713 São Paulo, SP, Brazil 04707-900 Phone: +55-11-3044-1294

mariana@eflorida.com.br www.selectflorida.org/brazil

