

# IT'S TIME FOR BRAZIL *in* SINGAPORE

**2018**  
**A Year to**  
**Remember**



**Ready for Higher**  
**Growth Following**  
**Bilateral Tax & Trade**  
**Agreements**



Ministry of Foreign Affairs  
Department of Trade and Investment Promotion





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# FOREWORD

The year 2018 will be remembered by both Brazilians and Singaporeans. After more than a decade of deliberations, Brazil finally took Singapore off the list of jurisdictions with favoured taxation, which opened the way for the discussions of a bilateral agreement to avoid double taxation (DTA), signed by Ministers Vivian Balakrishnan and Aloysio Nunes, the latter in his second visit to Singapore in less than a year. Still in the economic realm, the renewed rapprochement also generated consultations between the four countries of Mercosur and Singapore aiming at the establishment of a Free Trade Area. The mandate from the Mercosur member states was agreed in December 2017, and the negotiations are going full steam ahead.



Throughout the year, the Brazilian presence in Singapore remained strong, be it in seminars, exhibitions or through the visits of governmental delegations. Already in February, EMBRAER put up its largest presence ever in the Singapore Airshow 2018, with four aircraft on display, an outdoors chalet and a booth in the exhibitors area. In March, the Executive-Secretary of the Ministry of Agriculture, Livestock and Food Supply, Mr. Eumar Novacki, visited Singapore, where he met Mr. Lim Kok Thai, CEO of the Agri-food and Veterinary Authority of Singapore (AVA) as well as executives of Brazilian food companies with offices in the Island-State. Thereafter, we saw Cafe Asia, in March, and our largest participation ever in the Food and Hotel Asia trade show, in April, which gathered fifteen companies under the Brazilian pavilion. We also had an exhibition of Latin American fashion brands, at the Paragon shopping mall, in September, and the Asia Investor Road Show Agribusiness (AIRSA), in early November.

Apart from the visit of Minister Aloysio Nunes and Secretary Novacki, other high-ranking Brazilian representatives also came to Singapore. In May, the President of the National Institute of Industrial Property, (INPI), Mr. Luiz Otávio Pimentel, was here to discuss possible forms of partnerships with INPI's counterpart, the Intellectual Property Office of Singapore (IPOS). In June, a delegation from the Special Secretariat of Investment Partnerships Programme and the Ministry of Transportation, Ports and Civil Aviation, gathered with GIC, Temasek Holdings, Changi Airports Group and PSA to discuss opportunities for investments in Brazil. In September, representatives of the Central Bank met their Singaporean counterparts to talk about fintech and regulatory sandbox programmes. Finally, in October, high-level representatives of the Ministry of Agriculture, Livestock and Food Supply met AVA once again. On the Singaporean side, Deputy Prime Minister Shanmugaratnam visited Brazil and met the governor of the Central Bank and the Minister of Finance to advance proposals for the global finance governance discussions under the G20 group. Finally, to crown all the achievements reached in 2018, President Temer and Prime Minister Lee met in Buenos Aires, during the G20 summit.

The cultural domain also showcased Brazil's uniqueness through exciting activities. In April, Chef Paulo Machado helmed a Brazilian Culinary Week at the Fullerton Hotel, with special lunches, dinners and a sold-out cooking class. In September, Brazil's Independence Day was celebrated with a reception at the Clifford Pier and with the renowned PianoBotanica open-air concert at the Singapore Botanic Gardens, where Brazilian saxophonist Léo Gandelman and pianist Eduardo Farias thrilled the public with a repertoire focused on jazz and bossa nova tunes. Brazilian Cinema was in vogue in November, when the traditional Keppel Latin American Film Festival returned to the National Gallery in Singapore for its 7th edition.

The editorial teams of the Brazilian Embassy and Sun Media, with the support of the Trade Promotion Department of the Ministry of Foreign Affairs of Brazil, have joined hands to brief readers on some of these meaningful and important events that happened in 2018. We hope you enjoy this edition of our magazine.

**Herbert Drummond**  
Editor

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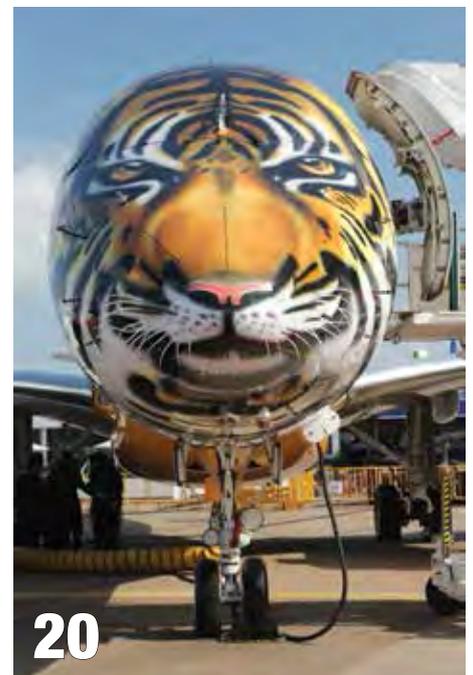
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# HE Flávio Damico: Where There's A Will... *By Nomita Dhar*

■ The Brazilian Ambassador to Singapore, H.E. Flávio Damico, shared some insights into the current ties between Brazil and Singapore and how the past year has been an “unprecedented” one in terms of the number of visits by Brazilian officials and organisations and the impact of the Free Trade and Avoidance of Double Taxation agreements

**Q** We are meeting at an important juncture in Brazil and Singapore bilateral relations. Could you tell us more about it?

As usual, I always cherish this opportunity to share our views with you and the readers. Indeed, Prime Minister Lee Hsien Loong is in Argentina to participate in the G20 Summit. We look forward to that meeting on the margins of the Summit. It is the culmination of a very good run in the past two and a half years (of activities) between Brazil and Singapore. In that time, we were able to commemorate the 50th anniversary of our bilateral relations as well as step up our economic and trade ties.

And even before that, Singapore has been a very important partner for Brazil. We always had a level of trade that placed Singapore ahead of many of our Latin American neighbours. What we want to do now is to step up from this already high plateau. To achieve that we have had an unprecedented array of meetings between the Foreign Minister of Brazil and his counterpart Dr Vivian Balakrishnan. In the last year alone they have met six or seven times! This clearly points to an intensification of the ties.

We managed to sign two landmark agreements related to the avoidance of double taxation, a long-held aspiration for both countries, and we initiated the negotiations for a free trade agreement between the Mercosur



countries (Argentina, Brazil, Paraguay, Uruguay and Venezuela). On top of that was an agreement of visa extension between Brazil and Singapore.

All these are important steps to bring the bilateral relationship to a whole new level. The gist of all these agreements is centered on trade and economy, but I think this is also geared towards creating predictability and stability for the economic actors to do their magic. So if they know exactly what to expect from each country, know there is a sense of direction that has been created, they will feel much more at ease to work and maximise benefits for all those involved.

**Brazil has completed the Presidential Elections in October. Could you tell us a little more about the elections?**

Oh yes, there had been an outburst of political energy throughout this year in preparations leading up to the elections. There had been two rounds of elections with two final candidates. One candidate was from the Workers Party, which has been in power for most of the last 15 years. The other candidate has been in parliament for 30 years and though without a well-established political party took the country by storm and won the elections.

He made use of social media channels and it showed how powerful social media networks can be in making political candidates better known to the population. His campaign cost very little compared to past traditional methods and his messages were enthusiastically received by citizens all over the country. The President-elect won more than 55% of the valid votes in the runoff.

President-elect Jair Bolsonaro will formally take office on 1st January 2019. The government is now in transition. As you might know, Brazil has a presidential system and the ministers he selects do not need to come from Parliament, so he has a much wider array of choices for the team that will help him govern Brazil.

The President-elect comes into power after Brazil has come out from very difficult economic circumstances. During the three years prior to the start of President Michel Temer's presidency, Brazil had lost 10% of

its GDP. There are still high levels of unemployment and challenges to be tackled, especially in the area of the country's fiscal debt. But we are quite hopeful as, for example, President-elect Bolsonaro has made a very good choice for the person who will lead the economic team - Paulo Guedes. A U.S. trained economist and successful banker in his own right, Guedes has put in place a strong team. They have made a very good diagnosis of the problems and have the prescription that is necessary to address the complicated sectors of our economy, particularly in the fiscal area which requires some belt-tightening.

**It is important for investors to perceive the political system and economic picture as a stable one. With 55% of the votes, President-elect Bolsonaro is a popular choice. Is now a good time for investors to consider Brazil?**

Absolutely. I have been reading reports and surveys in Brazil that are showing higher confidence levels, among both consumers and businesses. Now is the time to transform this confidence into actual initiatives.

**Recently has there been introduction of any new products or investments by organisations from Singapore or Brazil?**

The number of Brazilian start-ups in Singapore is increasing. One that comes to mind is a forestry business, Teak Resources Company. Other than that, I have been talking to Brazilian companies who are already here, have plans to expand their footprint substantially in Singapore and who have been enticed by the upcoming opportunities of the implementation of the double taxation agreement. Singapore companies too, such as the Singapore shipyards that are already established in Brazil, know the prospects in the oil and gas sector are really excellent. It is just a matter of time before activity returns to, and even surpasses, previous levels.

**How about the level of trade between both countries?**

It has always been consistent with Brazil maintaining its position as Singapore's third largest trading

partner in the Americas. We are importing more from Singapore, which is good as it indicates the level of our economic activity is moving faster.

Trade is doing well but still very much focussed on complementarities. Brazil is very well endowed with natural resources – a large provider of foodstuffs, minerals, oil & gas, energy, etc., that complement quite well with Singapore and the rest of Asia, with its large growing middle-class population and booming economies. These are the complementarities and they can bring you quite far, but it is not enough. We need to be a little more daring in fostering integration between our economic systems so as to build global value chains. Those are the things that are already the bulk of trade nowadays. That is not as yet a reality between Brazil and Singapore. We have one indicator as to what this could be, which is in the area of shipyards. There is a very large trade in oil rigs and platforms being built and moved from one country to another leaving a footprint in the external accounts. The introduction of the free trade agreement and avoidance of double taxation would enable us to expand this sector to other activities.

All this is also necessary as the chilly winds that are blowing between China and the USA are likely to spread everywhere and also affect Singapore and Brazil. We can sense that, even though a trade war might be an external phenomenon confined mainly to the two major powers, how Singapore and Brazil react to the fallout is important. One can hedge one's bets by diversifying our choice of trade partners and where to direct one's investments.

**Singapore has just handed over its Chair of ASEAN to Thailand in November. From your perspective, how do you think ASEAN and Latin America can leverage on each other?**

Before I answer your question, apart from the honour of being the ASEAN Chair in 2018, this year also marked the enormous profile of Singapore as a peacemaker by hosting the summit between US President Donald Trump and North Korea's Kim Jong-un. Singapore is one of the main centres for promoting peace and dialogue in the world.

The fact that Singapore has led ASEAN throughout 2018 as its pro tempore Chairman made Singapore one of the key centres of diplomacy capturing the world's attention as it hosted many leaders from around the world at the 33rd ASEAN Summit.

As expected, Singapore led ASEAN with skill and ability and showcased some key projects, particularly the one related to Smart Cities, and drew attention to non-conventional threats of terrorism in areas such as cyber-security. Unfortunately, it was not able to conclude the Regional Comprehensive Economic Partnership (RCEP), but negotiations will be extended to next year. In any event, the regional grouping under Singapore leadership did finalise the CPTPP (Comprehensive and Progressive Agreement for Trans-Pacific Partnership), a major achievement. Even though things are not going smoothly in trade, the message sent by the Asia-Pacific countries is an excellent and timely one.

We in Latin America were not blind to all those events. Singapore is negotiating a trade agreement with the Pacific Alliance (Chile, Colombia, Mexico and Peru) and also now with Mercosur. Countries want to tie the

knot with Singapore, which is better connected by free trade agreements with the entire region. Clearly, Latin America is becoming more aware of the fact that, although we were brought to the world by the great navigations in the 16th century and most of our destiny was previously tied to the Atlantic, the future resides, to a large extent, here in Asia. So ASEAN is very much in our radar.

**Collectively, the Embassy of Brazil and the Latin American embassies here have been active in promoting arts and culture programmes such as the Keppel Latin American Film Festival (KLAFF). How well are the programmes received in Singapore?**

Yes, these have been successful and the interest is reflected in the increasing number of people who attend. But these programmes require a lot of investment, as they have to complement what we do in terms of cultural diplomacy with people-to-people ties. It means bringing people, South Americans here and Singaporeans there. It takes time and, unfortunately, the long distances are still a factor. But where there is a will, there is a way.

*Singapore is negotiating a trade agreement with the Pacific Alliance (Chile, Colombia, Mexico and Peru) and also now with Mercosur. Countries want to tie the knot with Singapore, which is better connected by free trade agreements with the entire region. Clearly, Latin America is becoming more aware of the fact that, although we were brought to the world by the great navigations in the 16th century and most of our destiny was previously tied to the Atlantic, the future resides, to a large extent, here in Asia. So ASEAN is very much in our radar*





Introducing the new...

President of Brazil

**H.E. Jair Bolsonaro**

**H**is Excellency Jair Bolsonaro is the 38th President of the Federative Republic of Brazil, having won the October 2018 elections. Born on 21 March 1955 in the small town of Glicério in the State of São Paulo, Jair Messias Bolsonaro graduated from the Agulhas Negras Military Academy in 1977, joined the reserve in 1988 with the rank of Captain and competed for the Rio de Janeiro city hall, being elected councilman.

In 1990, two years after his election, he won the first of seven consecutive terms in the position of Federal Congressman. In his recent legislative term, Bolsonaro was the head of the Committee on Foreign Relations and National Defence, and Substitute for the Committee on Public Security and Fight against Organized Crime, and also a party to legislative sessions of the Commission on Human Rights and Minorities. He is the father of Flávio Bolsonaro, Carlos Bolsonaro and Eduardo Bolsonaro, respectively Senator for the State of Rio de Janeiro, City Councillor of the Municipality of Rio de Janeiro and Federal Representative for the State of São Paulo.



*A gracious handover of power - former President Michel Temer to the new President, HE Jair Bolsonaro, who'll take office in January 2019*

Foreign Minister **H.E. Ernesto Araújo**



*(Above left): President Jair Bolsonaro and the Minister for Foreign Affairs, Ernesto Araújo*

**H**is Excellency, Ernesto Henrique Fraga Araújo, is a career diplomat who has been described by his predecessor, former Brazilian Foreign Minister Aloysio Nunes Ferreira, as an exemplary career diplomat. He has headed the Department of United States, Canada and Inter-American Affairs at the Brazilian foreign ministry over the last two years. He has also held positions in Brussels, Berlin, Ottawa and Washington, as well as those in Brasília in the domains of regional integration, financial affairs and trade negotiations.

The 51-year old diplomat Araújo was born in Porto Alegre (Southern Brazil) in 1967. He graduated from the University of Brasília, where he studied linguistics and literature, and was trained as a diplomat at the Rio Branco Institute. He is married and has a daughter.

# President Michel Temer and PM Lee Meet at **G20 Argentina**



**D**uring the 13th Group of 20 (G20) Summit in Buenos Aires, Argentina, from 30 November to 1 December 2018, the President of Brazil, Michel Temer, held a separate meeting with the Prime Minister of Singapore, Lee Hsien Loong. Brazil was one of the countries apart from Italy, the Netherlands and South Africa that the Prime Minister had discussions with on the sidelines of the G-20. At the G20 Leaders' Summit, PM Lee

participated in discussions under the theme of "Building Consensus for Fair and Sustainable Development". Prime Minister Lee was accompanied by Minister for Foreign Affairs Dr Vivian Balakrishnan, Minister for Finance Heng Swee Keat, and senior officials from the Prime Minister's Office, Ministry of Foreign Affairs and Ministry of Finance. According to the Brazilian Government, the discussions covered Brazil's priorities in the areas of foreign trade, climate change and labour regulations.

(Above): Outgoing Brazilian President Michel Temer (seated third from left) held discussions with Singapore's Prime Minister Lee Hsien Loong (facing him). Looking on (extreme right) is Singapore's Foreign Minister Dr Vivian Balakrishnan. (Source: Singapore Ministry of Communication & Information / Betty Chua)

(Below): The G20 'family group photo' in Argentina. (Source: G20 Argentina)



# On Foreign Assignment: Foreign Minister Aloysio Nunes Returns to Singapore

*By Carlos Brian Pheysey*

■ Foreign Minister HE Aloysio Nunes Ferreira continues the dialogue started last year on agreements, trade, investment and innovation



(L to R) Amb. Flávio Damico, Sec. Diogo Lyra, Minister Aloysio Nunes, Trade Advisor Carlos Pheysey, PM Lee Hsien Loong and Foreign Minister Vivian Balakrishnan

Retracing the steps that had led him to Asia in 2017, Brazil's Minister for Foreign Affairs once again graced Singapore with his presence in May 2018. In the absence of President Michel Temer, scheduled to visit Singapore but held back by pressing commitments in Brazil, Minister Aloysio Nunes Ferreira represented the affairs and aspirations of Brazil with his skills and insights during his tour of Ministries and statutory boards in Singapore.

While here, Minister Nunes was ably advised by two senior diplomats overseeing Brazil's relations with an Asian purview, as well as by Ambassador Flávio S. Damico and the team of the Trade & Economic Section of the Embassy. The team came equipped with the aim of resuming the dialogue held the preceding year, thus furthering talks to fine tune the interests of both nations to the next level.

His renewed encounter with his counterpart, Minister for Foreign Affairs Dr. Vivian Balakrishnan, enabled clarification

of various points of convergence between the efforts of the two countries towards good governance and insertion into global networks of trade, investment and innovation on various fronts. Minister Nunes also expressed hopes that more Singaporean companies will set up operations in Brazil and that projects in infrastructure, services and enhanced governance will receive inputs from Singapore. He further extended an invitation for President Halimah Yacob and PM Lee Hsien Loong to visit Brazil.

The two Foreign Ministers signed an agreement to avoid double taxation between Brazil and Singapore, which is to be ratified in due course. More talks ensued on a prospective free trade agreement between Singapore and the Mercosur bloc of nations comprising Brazil and its southern neighbours and eventually, one binding the nations of ASEAN with Mercosur. Minister Balakrishnan is also very curious and knowledgeable about the vast globalisation begun by the

Portuguese empire in the 16th century and the outcome of which is the echo of a distant familiarity between Brazil, East Asia, India, Africa and other former bits of that colonial enterprise.

Moving on to another crucial Ministry for bilateral links, Minister Nunes saw the Minister-in-charge of Trade Relations, Mr. S Iswaran. As expected, commerce, industry and other economic interests at the bilateral level led to a lively exchange of views. And yet, Minister Nunes's schedule in Singapore was not restricted to Ministries. He conferred with GIC Pte. Ltd. (formerly known as Government of Singapore Investment Corporation) and furthermore with Temasek Holdings, both outfits ultimately responsible for the vast financial reserves that drive Singapore's infrastructure, asset accumulation and stakeholding in projects overseas. It is hoped that these operators will expand the scope of their already flourishing presence in Brazil and inject further resources into the country's projects.

*More talks ensued on a prospective free trade agreement between Singapore and the Mercosur bloc of nations comprising Brazil and its southern neighbours and eventually one binding the nations of ASEAN with Mercosur*



Mission accomplished: Tax avoidance agreement inked by Minister Nunes and Minister Balakrishnan

### Meeting with PM Lee

Dominating the range of meetings, the exchange held with Prime Minister Lee Hsien Loong loomed large, as the national leader of Singapore and the Brazilian Minister touched on various compelling topics ranging from hopes for the international security outlook (including the Kim-Trump Summit in Singapore) to the line-up for elections in Brazil in late

2018, from trade protectionism woes to World Cup predictions, and from domestic reforms in Brazil to the benchmark of governance excellence set by Singapore. Undoubtedly, the years leading to the end of the decade point to a panoply of challenges and opportunities to be observed keenly as Brazil and Singapore forge ahead.



Investment growth: Minister Aloysio Nunes Ferreira and the CEO of GIC, Mr. Lim Chow Kiat

## Joint Statement by Brazil and Singapore

Following the official visit of the Minister of Foreign Affairs of the Federative Republic of Brazil, Aloysio Nunes Ferreira, to Singapore on 8th May 2018, both governments issued a Joint Statement that highlighted amongst others:

- The growing trade and investment cooperation between Brazil and Singapore. In 2017, trade in goods amounted to US\$3.4 billion, making Brazil Singapore's third largest trading partner in Latin America. Brazil is currently Singapore's largest source of frozen chicken, frozen beef, and frozen pork. Since 2004, bilateral trade in services has grown at a compound annual growth rate of 33.9%, amounting to US\$1.7 billion in 2016. Bilateral investments have also been growing steadily.

- Minister Nunes Ferreira welcomed Singapore's investments in Brazil. Singapore companies are active participants across critical sectors in Brazil, including oil and gas, infrastructure, real estate, agriculture, and transport. Minister Nunes Ferreira also welcomed Singapore's interest in exploring opportunities in sectors such as data analytics, financial technology (fintech), e-commerce and education. Recognising Brazil's position as a leading innovation hub in Latin America and the advanced capabilities of Singapore technology companies, both sides encouraged greater collaboration between Brazilian and Singapore companies in the area of technology.

- Recognising the importance of achieving deeper trade relations, both countries welcomed initial discussions on a free trade agreement between Singapore and MERCOSUR and committed to working towards launching a first round of negotiations in the third quarter of 2018. The MERCOSUR member states – Argentina, Brazil, Paraguay, Uruguay and Venezuela – make up a market of more than 260 million people with a combined GDP of US\$ 2.5 trillion. The free trade agreement will promote greater trade and investment between the MERCOSUR member states and Singapore by creating more favourable business conditions among the parties.

- The Ministers also agreed on the importance of increasing cooperation and exchanges in the fields of education, intellectual property and innovation, research, science and technology, wildlife conservation and tourism.

# Top-level Visit by DPM Tharman to Brazil



■ The August visit by Deputy Prime Minister Tharman Shanmugaratnam was timely as growing trade and investment exchanges between Singapore and Brazil will benefit from a streamlined financial framework



DPM Shanmugaratnam at the World Economic Forum

The growing trade and investment exchanges between Singapore and Brazil require a stable, streamlined and predictable financial framework, spanning matters of remittances, credit lines, taxation, transparency and more. In that spirit, the visit to Brazil in August by Deputy Prime Minister Tharman Shanmugaratnam was indeed timely, in view of his capacity as head of the Eminent Persons Group on Global Financial Governance, under the G20 group of economies.

During his time in São Paulo, he held meetings with the then governor of the Central Bank of Brazil, Ilan Goldfajn, and with the then Minister of Finance, Eduardo Guardia. DPM Shanmugaratnam requested these gatherings with Brazilian authorities with a view to brief them on the then upcoming report suggesting reforms that was due to be presented at the October summit in Bali congregating numerous Ministers of Finance and heads of Central Banks. In Brazil, they exchanged views on various aspects of the draft report.

Mr. Goldfajn and DPM Shanmugaratnam already knew each other from a number of years back, which eased the deliberations in great measure. The Singaporean leader stressed that other parties would be briefed in advance so as to obtain a majority in favour, at the said October meeting and then at the G20 summit in November-December. He pointed out that the report encompassed both measures aimed at stability of the global financial system and measures geared toward development aims.



Mr. Ilan Goldfajn, head of Brazil's Central Bank in 2016-2018

## Eminent Persons Group Report

The report from the Eminent Persons Group on developmental matters suggests three thrusts. The first one aims to reinforce the planning capacity of developing countries. Second, the report envisages the creation of joint-action platforms so that multilateral development banks (MDBs) and national development boards can complement development efforts. The third effort, indicated by the report, aims to ensure the issuing of bonds towards development credits, through new types of bonds that amalgamate various types of liability and debt which can be re-sold then to institutional investors.

The reform proposed for global financial stability by the Eminent Persons Group rests on three pillars. First, an early-warning mechanism for looming risks; the second point being the free flow of capital, an essential variable for the global economy; and third, a broadening



Eduardo Guardia, Minister for Finance in 2018

*The meeting of the DPM with the Minister of Finance addressed developmental issues. The Singaporean leader put to Minister Eduardo Guardia that he foresaw a need to engage the private financial sector if present levels of financing for projects for the 2030 Agenda of the UN Sustainable Development Goals are to remain the same*

of the intervention devices made available to the IMF, by means of a short-term liquidity facility that acts as a last-resort lender when liquidity is at an ebb.

The meeting of the DPM with the Minister of Finance addressed developmental issues. The Singaporean leader put to Minister Eduardo Guardia that he foresaw a need to engage the private financial sector if present levels of financing for projects for the 2030 Agenda of the UN Sustainable Development Goals are to remain the same.

These two meetings between Brazilian and Singaporean leaders regarding global finance and development thus proved fruitful beyond expectations. The insights exchanged and gleaned in the process served the purpose of fine-tuning the proposals toward a long-awaited reform of the world's financial order, thereby assuring a future of stability for all.



# Agribusiness Takes the Lead

By Carlos Brian Pheysey

## ■ Mission to Singapore by Brazil's Ministry of Agriculture, Livestock and Food Supply

**B**razilian agribusinesses have been feeding the world in the 21st century, the outcome of having not just vast tracts of arable land yet to be cultivated without harming the native forest but also of having the vertical integration, sanitation and food safety programmes that meet the stringent requirements of nations worldwide. Thus, Brazil is able to supply itself and moreover other continents with some of the best produce available, be it meats, grain, fruit, seafood, timber from renewable sources and so much more.

Bearing in mind the large volumes of Brazilian produce supplied to Singapore, the Asian nation hosted in February 2018 a visit initiated by Mr. Eumar Novacki, the Executive Secretary, i.e. Deputy Minister for MAPA, the Ministry of Agriculture, Livestock and Food Supply. At the helm of operations within MAPA, Mr. Novacki has enacted a number of reforms that have further boosted the degree of automation in rural programmes and propelled Brazilian exports onto ever-farther corners of the globe.

One of the aims of Mr. Novacki during his time in Singapore was to rebuild trust toward the quality standards that Brazil had been building over the years. There had been some erosion of that trust as investigations in Brazil in 2017 revealed a limited number of wilful discrepancies and deviations from sanitation benchmarks and frameworks. True to its aim of being transparent, MAPA made the infringements known and took prompt steps toward rectification. Above all, poultry-meat production requires meticulous procedures, therefore the Agri-food and Veterinary Authority of Singapore (AVA) expressed some legitimate concerns about its sourcing of frozen chicken from Brazil, causing hold-ups in the new applications for meat accreditation, which Mr. Novacki sought to address on his trip, as Singapore won't be able to find alternative suppliers in Asia that have the sanitation standards expected.

At AVA, Mr. Novacki reassured his counterparts in Singapore that sanitation was back on track and that there was no risk to Singaporean consumers. Processes were improved, controls enhanced and compliance made paramount, through the seal "Agro+" denoting integrity. Officials from AVA



(Above left): Ambassador Flávio Damico, Executive Secretary Eumar Novacki and the CEO of AVA, Mr. Lim Kok Thai. (Above right): The 'Agro+' seal of integrity launched by Brazil's MAPA



expressed satisfaction at the promptness from MAPA in making all details so readily available whenever hiccups occurred. In the spirit of ongoing co-operation, more clarifications are being made available by Brazil to Singapore as this magazine goes to print. Mr. Eumar Novacki stressed Brazil's commitment towards sustainability at all levels: environmental protection, social inclusion and continued output and insertion into global food chains, to the point where Brazil is to account for 10% of the world's foodstuff by the early 2020s.

### Value-Added Products

Mr. Novacki and his team of experts also

met with executives of Brazilian poultry and bovine meat-plant conglomerates with branches in Singapore. The companies are eager for initiatives that would undo the image of Brazil being a mere commodities supplier and replace it with an image of value-added products, technology and the brand 'Brazil'.

He also met with Francis Chong, Senior Director for Emerging Markets, from the Ministry of Trade and Industry, as agribusinesses would benefit from a free-trade agreement between Singapore and the Mercosur bloc of nations in South America. The delegation also held a meeting with importers under the local Meat Traders

Grain from Brazil – soya, maize, etc. – and quality meats for protein-seeking consumers





Association, as organised by the Trade Section of the Embassy. The players were eager to hear about expansion of the poultry and pork production and about prospects of entry of bone-in meat and bovine offals, as so far Singapore had been allowing only boneless bovine meat. The occasion also saw the executives from Brazilian branch offices interact with the Singaporean buyers present.

The mission, when concluded, set the tone for other successful initiatives during that same semester. The Trade Section of the Embassy articulated the presence of Brazilian exhibitors at the trade shows 'Cafe Asia' and 'Food and Hotel Asia', outlined in the coming pages, further on in this publication. A more resounding success yet was the announcement in May, at a session of the OIE, the World Organisation for Animal Health, that Brazil is henceforth deemed officially free from foot-and-mouth disease with vaccination, which only opens more doors for Brazilian meats worldwide and reinforces the message of quality to be found amongst Brazilian agribusinesses geared to the world at large.

Connect with **Invest & Export Brazil – Trade and Investment Guide**, the Brazilian government website that consolidates information from more than ten official portals dedicated to trade and investment promotion.

**Invest & Export Brazil offers a host of resources including:**

- a directory of Brazilian exporters;
- the Brazilian Calendar of Exhibitions and Fairs;
- economic reports and commercial indicators related to Brazil;
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# Brazil's 196th Independence Day:



■ After last year's Golden Jubilee, 2018 has been another 'vintage year' as more bilateral milestones were created

**B**razil's annual reception to commemorate the nation's 196th Independence Day was another special one to remember. Ambassador Flávio Damico welcomed Brazilian nationals and friends of Brazil, who included Singapore's Minister of State (Foreign Affairs) (Social and Family Development) Mr Sam Tan Chin Siong at the event, and promised a special treat as one of the most celebrated Brazilian musicians, the saxophonist Léo Gandelman, provided soulful renditions of Singapore's *Majallah Singapura* and the Brazilian national anthem *Hino Nacional Brasileiro*.

In both their speeches, the Ambassador

and Minister were in agreement that, while 2017 was the Golden Jubilee for diplomatic relations, 2018 was shaping up to become what Minister Sam Tan described as another "vintage year" for bilateral relations. They reviewed all the milestones that have been achieved this year and the Minister stated that, once the final ratification of the Avoidance of Double Taxation Agreement or DTA goes through, he hoped Singapore can become the largest Asian investor in Brazil. Currently, the island republic is the third largest.

Looking ahead, he also expressed the hope that the meeting of Prime Minister

Lee Hsien Loong with President Michel Temer at the margins of the 13th Summit of the G20 in December would be an excellent opportunity for the countries' leaders to meet and take stock of their cooperation in areas such as trade facilitation, food security, education and wildlife conservation.

# Another Vintage Year



*...once the final ratification of the Avoidance of Double Taxation Agreement or DTA goes through, Minister Sam Tan hoped Singapore can become the largest Asian investor in Brazil. Currently, the island republic is the third largest*



(Top): Embraer parked its E190-E2 narrow-bodied single-aisle passenger plane on the Changi tarmac, its forward section painted to emulate a tiger, a fitting tribute to this Asian Tiger economy that is Singapore

(Above row): Photos taken of the E190-E2 prototype during its final assembly in Brazil on Oct 2015. The E190-E2 entered service in April 2018

# The **Tiger** has Landed *By Carlos Brian Pheysey*

■ The spotlight on the Singapore Airshow 2018 and Embraer's newly designed E190-E2 prototype, the Tiger



Embraer's Phenom 300E was also a hit at the airshow

Asia's largest aircraft trade exhibition and third in size globally, the biennial Singapore Airshow has earned a reputation for displaying state-of-the-art aerospace systems and vehicles, whether designed in Asia or elsewhere, targeting the region's booming numbers of air travellers and the defence needs of its nations. Among the exhibitors in February 2018 stood Embraer, a Brazilian giant that owns plants worldwide and ranks as the world's third main manufacturer of passenger aircraft – designed and built by Brazilian expertise – along with a noteworthy range of military airplanes conceived and crafted in the company's premises in São José dos Campos.

The Singapore Airshow, or SA2018, spanned the entire gamut of the industry: from air-traffic control systems to airframe design and interiors; from armaments to robotics; from aviation IT to alternative fuels; from cargo services to catering equipment; from coatings to communications; from engines to airfield gear; from avionics to composite materials; from drones to remote sensing; from ground-control systems to in-flight entertainment; from repairs and overhauls to surveillance and reconnaissance; from missiles to helicopters; from satellites to software; from terminal fixtures to rescue equipment; from training simulators to security technology; from imaging to launch systems; space and orbital flight to radar and navigation; from finance to R&D, and so much more.

This leading event drew over 51,000 professionals, showcased in its 40,000 sqm indoor space and 100,000 sqm



Ambassador Flávio S. Damico with Embraer's senior executives at the airshow



(Top): The static display drew large crowds. (2nd row from left to right): Boeing and Embraer have partnered for R&D in the area of sustainable fuels. The aerial interceptors, always a draw for everyone at SA2018.

area outdoors with a total of 1062 exhibiting companies from 50 countries – among them Brazil's Embraer, naturally – and saw 287 delegations from 91 countries, among them a Brazilian military delegation, led by Major-General Paulo Roberto de Barros Chã. The team, in charge of procurement for Brazil's Ministry of Defence, toured various booths and displays in search of solutions for the nation's defence needs.

Among the stationary aircraft, visitors could peruse helicopters and fighter aircraft, along with commercial airliners. Embraer showcased its E190-E2 narrow-bodied single-aisle passenger plane, its forward section painted to emulate a tiger, a fitting tribute to this Asian Tiger economy that is Singapore. The model entered service soon thereafter, in April 2018. This Brazilian high-tech manufacturer also displayed its Legacy 650E business jet, the Legacy 500 mid-size business jet, as well as the Phenom 300 light jet (now in use in the UK and US). The company hopes to tap into Asia's projected 4% future GDP growth and its need for 3000 aircraft of up to 150 seats over the next two decades. In particular, China's booming middle class is expected to require ever more means of air travel within the country. Boeing and Embraer have been in talks

about collaborating in some branches of manufacturing, amid the fluctuations and re-alignments in the sector.

It is hoped that future editions of the Singapore Airshow will draw more airlines from outside Asia, as the buying airlines surveying the equipment exhibited in 2018 were almost exclusively from this continent. Given the flurry of large-aircraft purchases in 2017, the deals concluded at the show in 2018 were mostly related to smaller aircraft, which may yet feed into Embraer's offers of medium-sized aircraft. Competition is fierce in the region and carriers have been nursing their existing fleets with hardly an edge over competitors or room for generous orders.

Embraer has also presented its technology at the European air shows (Farnborough and Le Bourget). In the meantime, all players look forward to the Singapore Airshow 2020, as new innovations hit the market and the world becomes ever more interconnected. It is with pride that one witnesses the genius and meticulousness of Brazilian expertise on display at such shows. The skies at the turn of the decade will tell which aviation winners will be criss-crossing oceans and continents worldwide.



# Powwow of Brazil's Trade+Investment Units in Asia *By Carlos Brian Pheysey*

■ Apex-Brasil gathers all Secom teams for a joint workshop in Beijing



(Above): Ambassadors, Apex-Brasil staff and all the Secom teams from the Trade & Economic section of each Brazilian Embassy/Consulate. (Right): At the helm of the Beijing workshop: Ambassador Roberto Jaguaribe, President of the Apex-Brasil board in 2016-2018

**B**razil's diplomacy has included for decades now an effort toward promoting Brazil's exports and drawing foreign investment into Brazil, a task performed by the Commercial Section team (abbreviated as Secom, in the Portuguese language) within its embassies or consulates worldwide. There are about a hundred Brazilian pro-business units (sometimes called a Trade and Economic Section, as the case may be) assisting private companies worldwide. Nevertheless,

the country also has Apex-Brasil, a statutory board that performs a similar role, which is funded in part by associations of producers from Brazil and with a few offices established in other continents. In order to curb this redundancy resulting from the prior existence of Secoms, Apex-Brasil was placed in 2016 under the Ministry for Foreign Affairs, thus achieving greater integration of efforts and rendering each Secom a new role as a "mini-Apex" around the globe. The task was made easier by



putting at the helm of that board a most dynamic diplomat, Ambassador Roberto Jaguaribe, who had led the Embassies in London and Beijing.

For enhanced coordination, the Apex-Brasil branch in Beijing invited all (some 20) Secom teams at Brazil's various embassies and consulates in Asia and Australasia to a workshop in May 2018 at a hotel venue. Present at the occasion in China was the corresponding Secom team from the Brazilian Embassy in Singapore. The gathering was aimed at securing an alignment of expectations, targets and methods. For the various Secom staff, it was a chance to not only understand the framework and mechanisms that make that board hum, but also for each Secom – from as far-flung as Pakistan, New Zealand, Japan and others within that huge triangle - to get to know one another and trade ideas on local realities, challenges, achievements and the need for fine-tuning and systematisation.

### Long Term Trends

In the course of several years of activity, the various Secoms developed an in-depth understanding of local business and acquired many useful contacts. Though diplomats are posted elsewhere after a given number of years, various locally hired staff (Brazilian or otherwise) at the various Secoms stay in that country for nearly a decade or more, pick up the local language (or are already native speakers), observe long-term social, economic and political trends and thus keep at the embassy or consulate a wealth of knowledge ready for use. Apex-Brasil decided to tap into the knowledge resources built up by those experienced officers and staff. Ambassador Jaguaribe himself was adamant that the staff of

the various Secoms must be treasured accordingly.

The proceedings began with a meeting between the Minister of Foreign Affairs, Aloysio Nunes Ferreira, and the numerous Brazilian Ambassadors to Asia and Australasia, including our very own

*For enhanced coordination, the Apex-Brasil branch in Beijing invited all (some twenty) Secom teams at Brazil's various embassies and consulates in Asia and Australasia to a workshop... aimed at securing an alignment of expectations, targets and methods for the various Secom staff*



Time out for a brief break among a busy schedule of presentations and group discussions

Ambassador Flávio S. Damico, in charge of Singapore. Blairo Maggi, the Minister for Agriculture, Livestock and Food Supply, also led a co-ordination meeting with the agricultural attachés present, highlighting what Brazil's massive supplies of soya, sugar, frozen chicken and other produce could do for the hungry markets of Asia.

Other initial presentations outlined the board's work in: trade promotion, globalisation of Brazilian companies and capturing investments; administrative functionality and resource optimisation within Apex-Brasil; guidelines on integration between the board and the diplomatic network of a hundred Secoms. The following day was devoted to particular cases pertaining to the commercial insertion of Brazil in Asia: promoting an image of creativity, innovation, diversity and sustainability for Brazil. It also included agribusiness

strategies and the outlook of Brazil-Asia trade; actions of Apex-Brasil offices in Asia; Market intelligence (surveys, database, information-sharing); investment attraction and globalisation of Brazilian companies; export promotions done with industry-sector associations; and, relationships with clients and users of Apex-Brasil services.

Most intriguing were the various presentations delivered by the heads of Secoms themselves, as they outlined peculiarities, challenges and often mirthful situations encountered by the units in their dealings with local frameworks and corporate cultures. There were four selected Trade and Economic Sections that provided their insights. Those were from Islamabad, Hong Kong, Tokyo and Kuala Lumpur. Last but not least, the 20 Secoms had a chance to interact with one another. This yielded numerous impressions and suggestions for Apex-Brasil

to fine-tune its information resources and databases, to improve its trade and investment services and to interact more meaningfully and fruitfully with these Trade & Economic Sections under each embassy and consulate of Brazil in Asia and Australasia.

Ending on a highly positive note, the workshop between Apex-Brasil and the many Secoms fulfilled its role, exceeded expectations and consolidated a more unified liaising between the many parties involved in the process of promoting Brazilian products and channelling investments toward the South American giant economy. The teams returned then to their projects, in their respective capitals, duly inspired by the new prospects of joint action stemming from this information-sharing exercise and the promise of a renewed and concerted effort between agencies.

# Quest for Enhanced Infrastructure

by Carlos Brian Pheysey



■ Brazil's Secretariat of the Programme for Investment Partnerships (SPPI) team seeks partnerships for logistics and more

Regardless of turmoils and fluctuations in performance, Singaporean investments in Brazil have gained a firm foothold and are set on staying the course. Operators from the Southeast Asian hub know that, in the long run, the trend is for Brazil to keep growing at the turn of the decade and beyond.

It was indeed a great relief to hear that Brazil's Inland Revenue ceased to consider Singapore a tax haven, in view of Singapore's clear standing as a manufacturing and value-adding nation abuzz with economic activity and enviable surpluses in outputs, capital accumulation, benchmarking and technology.

Yet, there is still room aplenty in Brazil for more inputs from Singapore, as the South American giant's requirements for further streamlining and removal of bottlenecks in its logistics, energy supply and more remain paramount. With that prospect in mind, Brazil sent a renewed feeler designed to draw more assistance from Singapore to that end.



(Top left): Marco Aurélio de Barcelos Silva, Secretary of Investments and Partnerships Coordination. (Top right): Dino Antunes Dias Batista, Secretary for Development and Partnerships, at the Ministry of Transport, Ports and Civil Aviation



Bountiful offshore blocks for oil and gas operators

The Office of the Presidency of Brazil encompasses a board known as SPPI, the Secretariat of the Programme for Investment Partnerships, which set its sights on Singapore and sent a team in June 2018 that included the Ministry of Transportation, Ports and Civil Aviation (MTPA), along with the representative in Asia for Apex-Brasil, the country's trade and investment promotion board.

The delegation displayed its strong technical knowhow and was equipped with all the necessary information to discuss financial and regulatory aspects. The schedule of meetings for that purpose was ably handled by the Trade & Economic Section of the Embassy of Brazil to Singapore.

Mr. Marco Aurélio de Barcelos Silva, from SPPI, Mr. Dino Antunes Dias Batista, from the MTPA, along with Mr. José Mario Moccia Antunes, from Apex-Brasil, and H.E. Ambassador Flávio Damico, began the programme with a meeting at GIC Pte. Ltd. a government-linked holder of vast assets that have supported the infrastructure



(Left): Changi Airport Group holds now the controlling stake in Rio's Galeão airport.

(Above): Singapore's Changi Airport - ranked the best airport worldwide

*Representatives from SPPI, MTPA and Apex-Brasil presented a solid case for placing one's trust and confidence in the performance of Brazil's economic sectors, its public tenders, new projects, ease of doing business and more*



(Above): FNS, the North-South Railway

(Below): Singapore's PSA port terminal in Colombia; it is hoped that one in Brazil could be in the cards

of Singapore and stakeholdings in foreign enterprises worldwide. During the gathering, GIC displayed interest in holding equity in Infraero, Brazil's state corporation responsible for airports. GIC has an office in São Paulo to scout opportunities in other logistics enterprises as well.

### Engagement with PSA

Further talks were held at PSA, the ports company that makes Singapore "The World's Port of Call", according to its slogan. PSA owns terminals in various continents, being present in South America by way of terminals in Argentina and Colombia, while also gauging Brazil closely as a future prospect. The operator hopes to join the public tender for Suape port, in Brazil's Northeast, but also wishes to see a consolidation of the nation's many ports into fewer ones so as to account for economies of scale.

There was also an exchange of ideas at the Embassy's premises with a team from Changi Airport Group (CAG), the conglomerate that manages not only Changi, deemed the best airport worldwide, but also holds a stake in other airports around the globe, as seen in its

controlling stake in the Galeão airport in Rio de Janeiro, Brazil's second leading international airport. CAG will observe openings in other existing airports in the region of São Paulo and Rio and the prospective privatisation of Infraero, thus an akin interest to that of GIC.

The next visit took the Brazilian team to Temasek Holdings, which acts as a sovereign fund for Singapore. Temasek possesses its very own branch in São Paulo and invests in Brazilian operations by way of its chosen partner there, Pátria Investimentos. The executives from Temasek Holdings posed many cogent questions regarding the regulatory frameworks and prospects of future developments in the economy in this Brazilian electoral year of 2018.

In summary the representatives from SPPI, MTPA and Apex-Brasil presented a solid case for placing one's trust and confidence in the performance of Brazil's economic sectors, its public tenders, new projects, ease of doing business and more. Further clarity of frameworks, reductions of bureaucracy and simplification of taxation would go a long way toward making the task easier, but it is nevertheless heartening to see the coordination between Brazilian boards and the quality of its envoys and likewise the eager interest displayed by Singapore's foremost and top-notch players, a tough bunch when it comes to selecting where to inject their top dollar.



# Central Bank: Tapping into **Fintech**

by Carlos Brian Pheysey



Mr. Mardilson Fernandes Queiroz, Senior Advisor at BCB

**B**CB, Brazil's Central Bank, has been tackling the revolution, challenges and promises posed by the power of fintech and regtech (a.k.a. FinTech and RegTech), i.e. the algorithms and applications that enable intelligent digital-aided financial services, particularly via the mobility provided by portable smartphones, and the ensuing corollary enhancement of regulatory oversight by such technical means. In turn, Singapore has been at the forefront of some of the advancements and experimentations into new realms made possible by fintech.

Bearing these trends in mind, two representatives from the Department of Financial System Regulation from BCB came to Singapore for a conference aimed at such professionals, the "Central Banking FinTech and RegTech Global Summit". Nevertheless, deeming it necessary to move beyond the conference setting, Mr. Mardilson Fernandes Queiroz, Senior Advisor, and Mr. Guilherme Thémes Miguel José, Deputy Advisor, scheduled extra meetings with key players.

Thus, they set up a full day of external meetings so as to get acquainted with and

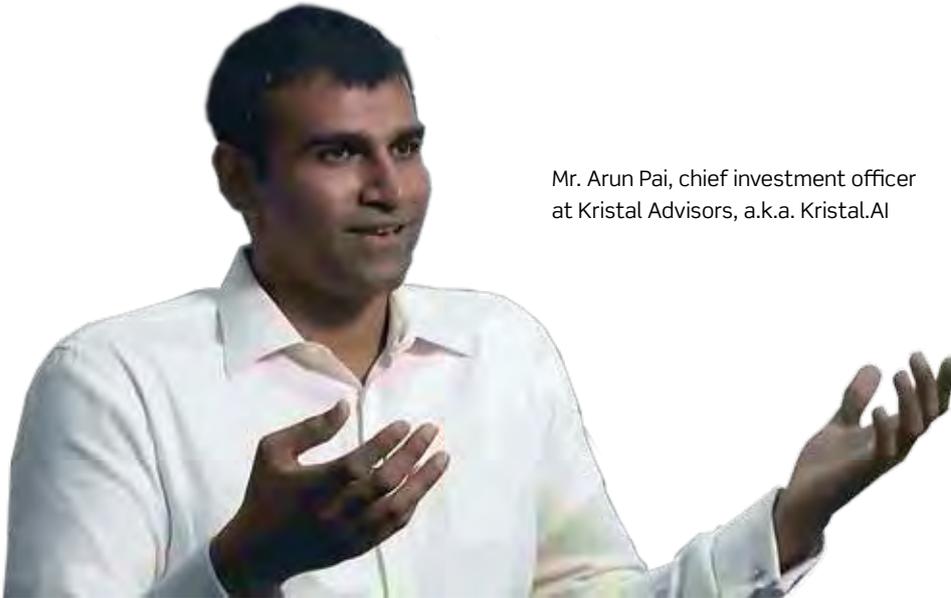
■ Representatives from BCB, Brazil's Central Bank, attended a fintech and regtech global summit and met other key players in the field to check out the latest developments

stay abreast of experiments taking place in Singapore in the field of open banking, namely the use of open-source technology to build interfaces between mobile-payment companies, products sellers, service providers and other operators.

In particular the two experts wanted to hear about pioneers being nurtured in a so-called sandbox environment, in other words, a separate and encapsulated ecosystem created by authorities to see how well a tech innovator's project will fare before it is taken mainstream.



(Above): Banco Central do Brasil or BCB: at the heart of Brazil's regulatory framework.  
(Inset): Solid foundations: the MAS plays the role of a central bank for Singapore



Mr. Arun Pai, chief investment officer at Kristal Advisors, a.k.a. Kristal.AI

*This start-up spent a while in 2018 in the sandbox arrangement by MAS. The firm's chief investment officer briefed the Brazilian visitors on how strictly MAS handled compliance with sandbox terms and conditions. Kristal.AI had to provide solid and plentiful evidence over time of the usefulness and inovativeness of its technology-led approach to finance. Notwithstanding the tough framework, the sandbox-ready status granted the company some sway in the finance sector's grapevine and drew clients as a result*

The Brazilians thus met with the Monetary Authority of Singapore, since MAS performs a role akin to that of a Central Bank and has built sandbox frameworks to accommodate novelties in open banking. The MAS technical staff outlined the parameters set by that statutory board for start-up companies to join the sandbox initiatives of Singapore. The companies allowed are those that have innovations but which would not yet meet all the rules for joining the financial markets, such as minimum launch capital or minimum staff size, for instance. The MAS grants that team and its technology some set time in the sandbox for the outfit to prove itself viable. If successful, normal statutory regulations that are standard for the market become applicable thereafter.

### World's Leading Digital Bank

The delegates next headed to DBS, the world's leading digital bank in a ranking compiled by *Euromoney* magazine and the world's best bank in the global-banks awards by the *Global Finance* monthly. The bank's experts expounded on its APIs, i.e. application programming interfaces, and on the security attached to all apps within the bank's operations, as well as on the costs and benefits for users of DBS banking. The executives pointed out that APIs don't always lead to cost reductions for the bank, yet DBS makes them available to the clients since technology trends in the

market lead to heightened expectations that demand more.

Later in the day the Brazilian team met with Kristal Advisors, or Kristal.AI for short, a consulting firm that employs intelligent algorithms being constantly tweaked to carry out improved match-making between prospective investors and promising ventures. A youthful outfit set up in a trendy shared-offices ambience, this start-up spent a while in 2018 in the sandbox arrangement by MAS. The firm's chief investment officer, Arun Pai, briefed the Brazilian visitors on how strictly MAS handled compliance with sandbox terms and conditions. Kristal.AI had to provide solid and plentiful evidence over time of the usefulness and inovativeness of its technology-led approach to finance. Notwithstanding the tough framework, the sandbox-ready status granted the company some sway in the finance sector's grapevine and drew clients as a result. The firm completed in mid-2018 its term in the sandbox and, thus no longer under a nurturing cocoon, operates now like any other financial entity, subject to the same rules as all market players.

The Brazilians also had a chance to interact with fellow countrymen at a business luncheon organised by BB Securities Asia, the bond-brokering local branch of Banco do Brasil. The executive from BB outlined the company's operations in Southeast Asia, which added to the overall impact that Singapore's financial and digital sectors combined caused upon the delegates. The two delegates were suitably impressed by the leaps and bounds that have led Singapore's financial sector into the digital future and the gentlemen assimilated the need to partner with such innovations and benchmarking landmarks so that new and equally promising and prosperity-driven horizons can emerge in Brazil.



# Laying Claim to Intellectual Property

**INPI** INSTITUTO NACIONAL DA PROPRIEDADE INDUSTRIAL

by Carlos Brian Pheysey

■ Brazil's INPI surveys how Singapore harnesses ingenuity and accords due ownership of innovations

**M**atters of innovation, entrepreneurship and property rights go hand in hand, since only a degree of trust, placed on the holding of effective ownership of R&D results, will eventually keep the flame alive in the 21st century and spur ingenuity and start-up mavericks towards a renewed reach for the stars. Brazil's INPI – the National Institute of Industrial Property – plays the lead role of laying down the framework for such intellectual-property rights within the country, thus making it a counterpart of IPOS, the Intellectual Property Office of Singapore.

Now nearly half a century in existence, INPI handles trademark registrations, patent grants, technology transfers, franchise registrations, industrial-design registrations, software registrations, integrated-circuit topography registrations and last, but not least, geographical-indication registration, i.e. the linking of a product to a specific birthplace and region that originated that novelty. As a statutory board for the nation's interests, it also signs agreements and treaties with other countries and sometimes it denounces what it sees as violations taking place abroad.

In May 2018, the man at the helm of INPI, Mr. Luiz Otávio Pimentel, travelled to Singapore on the occasion of the Brazilian Foreign Minister's mission to Asia, in order for the former to gather intimate knowledge of the progress achieved by Singapore in protecting and adhering to patents, copyright, innovation and the like and to seek a dialogue with IPOS. Within



(Top): The luminary for Brazil's luminous ideas: Mr. Pimentel helms the nation's INPI. (Above): Mr. Pimentel (centre) and WIPO's Mr. Croze (next to him): a new partnership

the wider agenda of trade, investment and projects between both nations, naturally the matter of IP rights looms ever larger thus the visit was timely indeed.

As part of his various meetings Mr. Pimentel also held talks with the director of Singapore's office of the WIPO, the World Intellectual Property Organisation. Mr. Denis Croze outlined for the Brazilian delegates the challenges of aligning ASEAN's member countries and canvassing them towards joint IP

frameworks, given their sharp differences in development levels. Singapore stands out in the region in its firm commitment toward protecting the ownership of ideas and creations and in its top number of patent registrations amongst Southeast Asia. Mr. Pimentel also mentioned the backlog at INPI, as the applications exceed the board's processing capacity. He hoped that WIPO and Singapore could provide partnerships and training to ease the bottleneck.

Mr. Pimentel was then shown the NTU Innovation Centre, a unit created under the Nanyang Technological University, to foster among students a young inventiveness coupled with entrepreneurship. In fact, the outfit is now known as NTUitive Pte. Ltd., assisting with IP, incubation, a start-up ecosystem, placement in the market, staging of hackathons for IT buffs, postings with start-ups abroad, as also other initiatives to get the ingenuity

juices flowing and make them market-ready.

NTUitive provides funding for start-ups and sometimes buys shares in successful launches and earnings derived from such stocks are re-invested into NTUitive. Its model is something for Brazilian universities and research institutes to bear in mind despite the past reluctance in the country's academic circles to combine R&D with commercial market forces. NTUitive asked Mr.





IPOS, the guardian of patents and copyright in Singapore

*In comparing INPI and IPOS, Mr. Pimentel mentioned the Masters' and PhD degrees offered by the former, as a means to research on and re-think ways of handling IP in the emerging world of connectivity, globalisation, disruption and constant change. He proposed staff exchanges with his Singaporean counterpart and queried on how close Singapore would be to setting a "Patent Prosecution Highway", i.e. a fast-track processing of patents*



Maxwell Chambers, a mediation centre, houses a branch of the World Intellectual Property Organisation

Pimentel if there is a prospect of tie-ups with Brazilian start-ups, to which the Head of Trade from the Embassy responded by suggesting that feelers be sent to the various recent start-ups set up by Brazilian disruptors already based in Singapore. For instance, Eduardo Saverin, the Brazilian co-founder of Facebook, resides in the Southeast Asian hub that is Singapore.

In fact, Mr. Pimentel did meet in Singapore with Brazilian start-up entrepreneurs, Aydin Ilhan and David Python, the former having set up years ago a business consulting and facilitation outfit and the latter only recently a trendy footwear on-line distribution. The two players outlined the challenges they faced and the achievements they have scored on these Asian shores.

Mr. Pimentel's tour of entities took place as he engaged IPOS, the Intellectual Property Office of Singapore. The statutory board is becoming a hub for setting the standard for the rest of ASEAN, to the point where companies and innovators from the neighbouring nations file their patent claims in Singapore, deemed as solidly reliable, and then negotiate their licensing of the product or service among the other Southeast Asian countries thereafter.

In comparing INPI and IPOS, Mr. Pimentel mentioned the Masters' and PhD degrees offered by the former, as a means to research on and re-think ways of handling IP in the emerging world of connectivity, globalisation, disruption and constant change. He proposed staff exchanges with his Singaporean counterpart and queried on how close Singapore would be to setting a "Patent Prosecution Highway", i.e. a fast-track processing of patents. The two executives explored the prospect of signing a memorandum of understanding at a WIPO session set for late 2018, so as to



Aydin Ilhan, a Brazilian consultant whose start-up is based in Singapore

envision patent checks, training, research and mutual recognition between the boards of both nations. In fact, Singapore is considering such a mutual recognition of IP bodies in its scoping paper drafted for the negotiations toward a free-trade agreement between the Asian nation and Mercosur, the South American customs union, to which Brazil is party.

More than ever, IP has become a cornerstone of the new world, as the global economy is no longer based on primary extraction or industrial processing but rather on information, knowledge, creativity and inventiveness. Regulators, economic actors and innovators must act in concert if trust is to be built that will enable creators to be protected and rewarded and new conveniences and solutions be made available to the world.



The campus-based NTU Innovation Centre is an ecosystem for start-ups

# Agribiz Assertiveness via AIRSA

by Carlos Brian Pheysey



■ The Asia Investment Road-Show Agribusiness (AIRSA) amply demonstrated how, more than anywhere else in the world, Brazil has carefully positioned itself as the world's food silo

**T**he postwar worldwide green revolution in agribusiness has achieved formidable leaps in crop yields through new methods and innovations, as seen in greater agricultural capacities in rural areas freeing up migrations that have resulted in a world population far more urban than ever before. More



than anywhere else in the world, Brazil has manoeuvred to position itself as the world's food silo, feeding conurbations around the globe in the process.

Agribusinesses in Brazil have relied traditionally on domestic capital and various homegrown R&D solutions. However, as China, India, Korea, Persian Gulf nations and other giants of GDP rates join the race to secure food supplies for their rising middle classes, Brazil has decided to partner with those countries towards joint agribiz projects. In 2017, the "Agro+ Investments" programme to draw

foreign players was launched by the the Ministry of Agriculture, Livestock and Food Supply, or MAPA for short.

With a view to tapping into capital and networks from Asia, the Brazilian trade and investment board, Apex-Brasil, partnered with MAPA in triggering a mission of various Brazilian companies in order to visit in November 2018 any Asian players with potential to contribute, in particular China and Singapore. Accordingly, the mission designated by the name AIRSA – Asia Investment Road-Show Agribusiness.

In the case of Singapore, the cash-rich funds, holdings, asset-management and venture-capital players of the island have gravitated towards projects in Asia itself. A few have been drawn to Latin America, but then usually into ongoing concerns, not projects sprouting from ground zero. Many agribusinesses in Brazil have been around for decades or for over a century, but Singapore has not been keen to pump resources directly into agriculture, favouring instead arrangements in logistics or food-processing facilities for those farms. Nevertheless, the delegates



(Right): Using technology such as mechanical harvesters has made Brazil one of the most innovative and modernised coffee producing countries in the world. (From top clockwise): The "Agro+ Investments" programme: for investors eyeing Brazil's agribusiness sector; Indofood Agri Resources: an Indonesian agribusiness gone global; Haitong Securities: keen on Brazil's agribusiness prospects and Wilmar, a giant of the commodities sector

*In the late 20th century, the market had been dominated by ABCD (ADM, Bunge, Cargill and Dreyfus), but the current decade has seen the rise of the NOW grouping from Asia (Noble, Olam and Wilmar). Wilmar proved itself quite receptive to the AIRSA business propositions. In fact, the Singaporean company already sources some sugar from the largest global producer and exporter of this product for many years, Brazil. The company may also tap in future into soybeans, maize corn and other Brazilian crops*

managed to secure a meeting in Singapore with Haitong International Securities, an outfit demonstrating an appetite for rural ventures.

The trade team from the Embassy of Brazil based in Singapore likewise scheduled meetings with two key operators in the commodities market. In the late 20th century, the market had been dominated by ABCD (ADM, Bunge, Cargill and Dreyfus), but the current decade has seen the rise of the NOW grouping from Asia (Noble, Olam and Wilmar). Wilmar proved itself quite receptive to the AIRSA business propositions. In fact, the Singaporean company already sources some sugar from the largest global producer and exporter of this product for many years, Brazil. The company may also tap in future into soybeans, maize corn and other Brazilian crops.

### **Indofood Brazil Investment**

Another exchange of ideas was held at the local office of Indofood Agri Resources, a corporation that began with palm oil in Indonesia. The conglomerate has gone global and acquired a stake in CMMA, a large Brazilian sugar operator. Though the delegation comprised also non-sugar members, the local CEO was all ears to their projects, providing in turn the names and contacts of prospective partners in Asia who could take an interest in those other products, farms and production plants.



Energia da Terra: this company has devised the coffee stirrer made from sugarcane

The AIRSA companies encompassed a wide range of businesses, sizes, products and projects. One of them was Energia da Terra, a new outfit that is pushing sugarcane-based snacks as well as coffee stirrers made from sugarcane itself, chiefly for the Americas and Europe, but now opening other fronts farther east as well. In contrast with crops, another

line of business in the delegation was Escama Forte, a fish-farming and seafood enterprise that sources from the rich warm waters off the Northeast coast of Brazil.



Escama Forte: key player in fish farming and seafood production

Yet another model proposed was that of CEASA (State Centre for Food Supply), a vast and well-structured wet market for groceries and more, which exists in several state capitals throughout Brazil but was yet missing in Mato Grosso state, hence the presence of an authority from that state in the team so as to kick-start the process of setting up a counterpart in the state's capital to act as a hub for surrounding federal states and even South American neighbour nations to the west. Another major presence consisted of the chief executive of Brazilian Trade Ltda., a key player in Curitiba, for soya, biofuels and farming machinery. Those were just a few from among the wider grouping under the umbrella of the AIRSA initiative.



Brazilian Trade Ltda., a market enabler in biofuels and bioenergy

Yet, envisioning global partnerships and interplay scales with Asian operators also prompts new responsibilities in tandem. At the same time that the country pushes for mass-scale agricultural outputs, far greater care is applied by Brazil toward environmental protection and sustainability, preserving thus 66% of its native vegetation. The country is thus poised to not just feed the world with much-needed protein and fibres but also to ensure continuity of pristine conditions in the flora, fauna, soil, clean water and pure air that make up this giant gift of nature, Brazil.



# Business Expansion into Asia Made Simple

Strategic business consultancy SunCaged offers some steps to help businesses enter new markets. And don't forget to arm yourself with market intelligence and insights to increase your chances of succeeding in Asia

## 1 Join a business mission trip and have a sensing of the country.

A business mission trip is an easy way to learn and get insights about the local business culture, regulations, and critical steps to enter a new market. Unlike a leisure trip, you get to meet local companies and learn directly from them the actionable steps, common challenges and pitfalls when entering in a particular country. An additional bonus is that you get to know fellow businessmen on the trip who are interested in expanding into the same region. They can potentially be your alliance partners or a great network to exchange information. This is a relatively risk-free and low-cost way of learning and understanding a new country.

## 2 Do your market research

Before you expand into a new market, it's key to "deep dive" and get knowledge not only from the surface. An effective market entry requires learning about different angles, from legal to customer behaviour, understanding competitors and identifying potential partners. What worked in your country might not work in Asia. "We have clients that venture directly into countries such as China, Indonesia and Myanmar without a proper research. Many of them look for us to help them to re-position their business, after accumulating losses for 2 or 3 years due to lack of knowledge and a weak entry strategy. That's a huge amount of money and time, for zero results.", says Aydin Ilhan, CEO of SunCaged Consulting, a market research and strategy firm based in Singapore.



Members of the Brazilian delegation and SunCaged during the visit to Surbana Jurong

In May 2018, a delegation of 5 Brazilian construction companies travelled to Singapore under a programme organized by SunCaged Consulting. They visited Surbana Jurong and iconic developments such as The Interlace and The Pinnacle@Duxton and were given a detailed overview of the Singapore construction market.

## 3 Understand the local culture

The business culture in Asia is largely different from the western world. In countries like China, Vietnam, Indonesia and, Myanmar, be prepared to spend more time building relationships with the locals before they start doing business with you. Consumer behaviour and decision process also diverge and may impact drastically the business model of a company in Asian countries. "Strategies that work in Indonesia may not work in Malaysia, and definitely will not work in China. Even within Southeast Asian economies there are tremendous differences related to consumer power and preferences", says Aydin.



Group photo of the Singaporean delegation at Guangzhou Knowledge City in China.

local shareholder would open up about 200 different grants or subsidies. Although Asian countries present different levels of challenges, taking the right overseas expansion steps can bring rewards beyond the most optimistic expectations.

## 4 Find a local partner

Having a local partner is one of the most effective and efficient ways to penetrate a new market. The local counterpart can advise on the culture, regulations and the written and unwritten rules. They also have existing networks that can help you quickly establish and gain traction even before committing large investments. Companies with local shareholding are also eligible to a higher number of subsidies and governmental support, depending on the country. In Singapore, companies with at least 30% shares under a

### About SunCaged Consulting

*Based in Singapore, SunCaged Consulting is a market intelligence and strategy consulting company specializing in helping businesses expand overseas into Asia. It has done projects in China, India, Indonesia, Myanmar, Thailand, Vietnam, among others. Find out more at [www.suncagedconsulting.com](http://www.suncagedconsulting.com)*

# Cool **PianoBotanica**: Saxy Soul & Jazz

■ Immaculate showmanship with a great sense of 'the people's touch,' Léo Gandelman made sure many won't soon forget this year's flagship public event celebrating the 196th anniversary of Brazil's independence

**G**reat singers and musicians with artistic and cultural ties to Brazil have always been featured in the PianoBotanica series of public concerts to mark Brazil's national day. And the fame attached to the 'branding' of the event is further enhanced by the venue - a stage set amidst the rolling greens of Singapore Botanic Gardens, an UNESCO World Heritage Site. The sixth annual edition proved to be one of the most memorable in the series thanks to this year's featured performer saxophonist Léo Gandelman. The star of the show is one of the most celebrated Brazilian musicians, with a great global following of fans, especially those who are into Brazilian Popular Music (MPB).

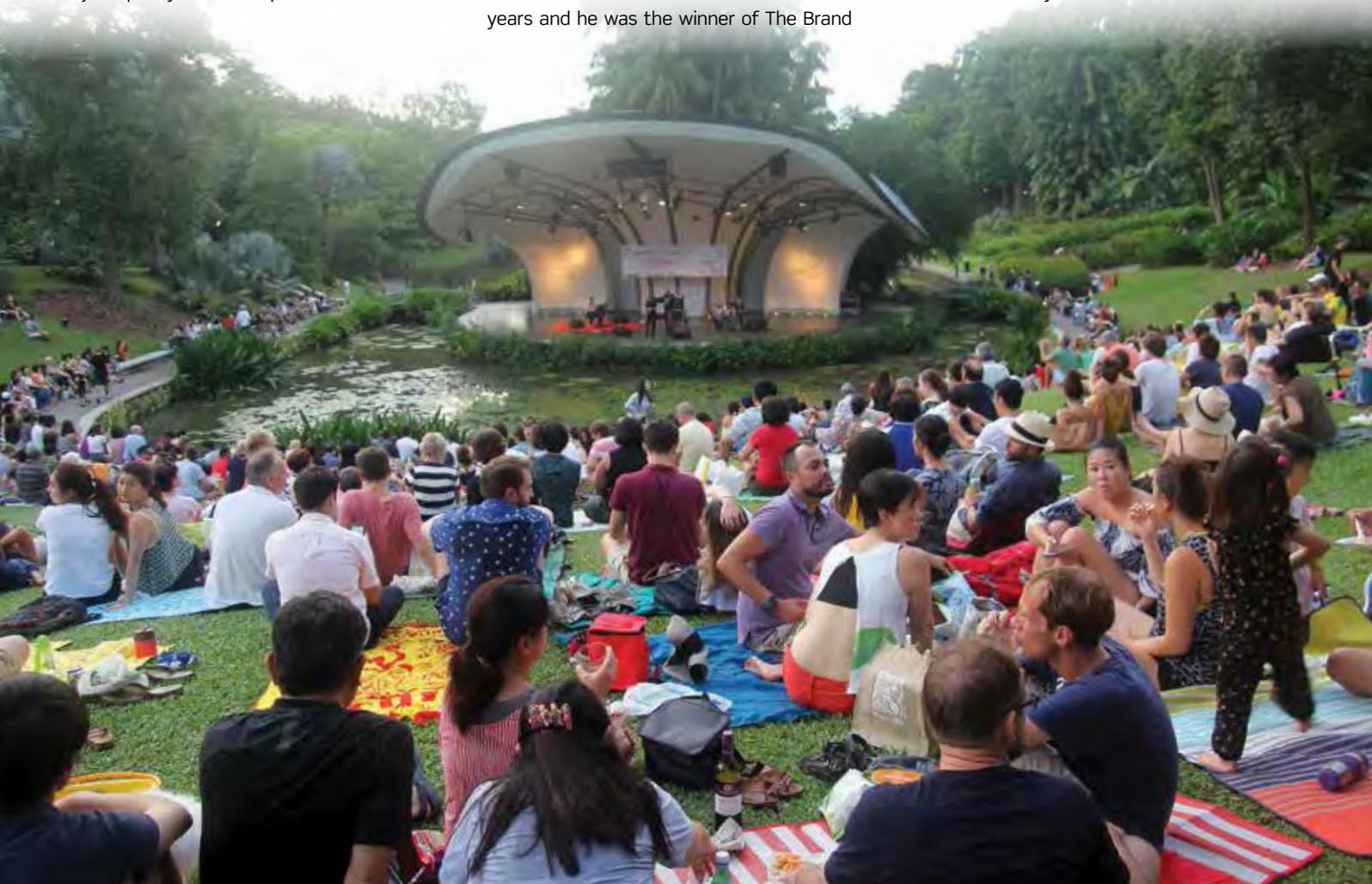
The appeal of his music is very universal as the repertoire he played on the Sunday of 9th September 2018 showed it overlaps the borders of classic and popular music through the sometimes soulful as well as jazz quality of his saxophone.



As one writer puts it, he "masterfully blends carefully selected portions of Samba, Jazz, Bossa Nova, Choro and pop to create an effervescent new hybrid that shimmers with tropical passion as it burns with the urban energy of a new global music language."

Readers of the popular daily newspaper "Jornal do Brasil" have voted him "Best Musician of Brazil" for 15 consecutive years and he was the winner of The Brand

Laureate International Brand Personality Award in 2017. Gandelman has made over 800 recordings and has 10 albums to his name. The 62-year old musician, composer and producer has been composing and arranging music for the last 30 years with a reputation as one of the most influential Brazilian musicians in this era. A native of Rio de Janeiro, Gandelman has performed around the world at festivals such as Hollywood Rock and the Montreux Festival. The popular jazz musician also greatly endeared himself to the audience when, midway through, he stepped off stage to play his saxophone *and* mingle with the audience - something that has not happened much in past PianoBotanica performances. By the evening the audience lighted up their smartphones and swayed to the music of the consummate saxophonist. On stage Gandelman was superbly supported by Eduardo A. Farias on piano, Christy Smith on bass and Eddie Layman on drums.



# Brazilian Gastronomy Making its Stand in Singapore

by Shobha Sankarankutty

■ The profile and popularity of Brazilian cuisine in Singapore were heightened by the visits of world-class Brazilian chefs in 2018



**C**hef Paulo Machado (see page 36) was the head Chef for the Passion Ball, which was held at The Fullerton Hotel on the 7th of April in its 15th edition. The Passion Ball is a fund-raising event organized by Food from the Heart, a not-for-profit organization that caters to the underprivileged in Singapore. This year, the theme was “Brazilian Dreams - Romance in Rio” and Chef Paulo delivered a menu of dreams combining typical Brazilian dishes with a twist that delighted the senses.

In September, Tono Cevicheria organized its first week-long journey through Latin American cuisine, in a festival called Latinada with the theme “A Week in Bali”. Brazilian Chef Nelson Nardocci Neto of Kiln Petitenget, Bali, was invited for a night of “Carnaval” at Tono where he presented some of the most traditionally loved Brazilian recipes such as acarajé with vatapá and casquinha de siri with pirão de peixe.

Chef Rafael (Rafa) Costa e Silva, a native of Rio de Janeiro and former investment banker, found his passion for the culinary arts which culminated in the opening of Lasai, in 2014, a farm-to-table Michelin-star restaurant in Rio

(Top row, from l to r): Chef Nelson Nardocci Neto with HE Ambassador Flávio Damico and wife; Chef Paulo Machado at the Passion Ball and Chef Rafael Costa e Silva of Lasai, Rio de Janeiro. (2nd row, far left & middle photos): Good food goes well with good company at the Passion Ball. This year’s charity fundraising programme paid tribute to Brazilian culture and cuisine. (2nd row far right): Chef Ivan Brehm of Nouri Restaurant, Singapore. (Other photos): Some delicious examples of the dishes created by the chefs

that offers a 12-course tasting menu that changes daily. It was ranked #16 in Latin America’s 50 Best Restaurants 2017 and is listed in The Diners Club® World’s 50 Best Restaurants Academy - Global Selection (2018). After graduating from The Culinary Institute of America, New York, in 2003, Chef Rafa worked at Jean Georges and René Pujol. Before returning to Brazil, in 2011, he was Executive Chef of the two-Michelin-star

restaurant, Mugaritz, in Spain, where he started as a stagier in 2007.

In November, Brazilian Chef Ivan Brehm, of 1-Michelin-star restaurant Nouri in Singapore and former Executive Head Chef of Bacchanalia, who had met Chef Rafa at the Culinary Institute of America, welcomed the latter for a collaborative experience showcasing Brazilian gastronomy with great ingenuity and flair.

# Chef Paulo Machado Serves Brazilian Food at Fullerton Hotel

■ The award-winning chef launches a successful Brazilian food promotion at Singapore's leading heritage hotel with a master class

**M**rs Rosa Maria Campos Damico, the wife of the Brazilian Ambassador in Singapore, HE Flávio Damico, welcomed Chef Paulo Machado on 5 April 2018 at the Fullerton Hotel, where he conducted a masterclass for several diplomats' wives. He shared many interesting insights on South American cuisine as well as on how to cook some Brazilian dishes: caldinho de feijão and moqueca, as well as a the romantically inspired white cheese and guava-based dessert called 'Romeu e Julieta'.

Chef Machado was brought to Singapore by the Brazilian Embassy and The Fullerton Hotel to kick off Fullerton's 'More Than Just Açai and Churrasco' Brazilian food promotion from 9 to 15 April 2018. According to The Fullerton, Brazilian food has been riding the wave as the next big thing and Chef Paulo, who is also the owner of the Institute of Brazilian Food Research and member of the Slow Food Movement, showed the ladies why his native ingredients are shaking up the cuisine scene.

The wives of the heads of misions from Argentina, Colombia, Egypt, Peru, Poland, Portugal, Turkey and Ukraine, along with members of the media, received cooking tips by the articulate chef (he was first trained as a lawyer).

The Brazilian food sensations were also offered by Fullerton at dinner buffets at its Town Restaurant before culminating in a final superfoods Sunday brunch on Sunday, 15 April 2018.

## About the Chef

With profound knowledge of Brazilian and specifically Pantanal (his native land) food, Paulo Machado celebrates Brazilian flavours as a genuine Ambassador of his native cuisine. After many years of experience working in different kitchens of many restaurants in Brazil and the world, (for example at Martin Berasategui's 3-star Michelin Restaurant in Spain, Bar Uriarte in Buenos Aires, and Casa Europa in São Paulo). He studied cuisine at Paul Bocuse Institute in France and Anhembi Morumbi University in Brazil. The Chef has designed food classes worldwide called Food Safaris. During three years Machado presented a TV Show called Comitativa de Sabores (Entourage of Flavours) and in 2017 he had a special part as judge in the world-renowned show Master Chef Brazil. He is a member of the Slow Food Movement and 'Cumari - From Forest to Table' conservation programme



Chef Paulo Machado (below) showed Brazilian food is more than just açai and churrasco

for Amazonian biodiversity. In 2015 he won the prize Dolma for best Brazilian Chef in his country.



# MasterChef's Sense of 'Place in Cuisine'

■ Winner of Brazil's MasterChef Professionals title in 2017 takes diners on a journey featuring dishes that pay homage to his native Minas Gerais

**F**rom 10 to 14 September 2018, Guest Chef Pablo Oazen and hosting Chef de Cuisine Heidi Flanagan presented an exclusive 5-day gourmet collaboration at Origin Grill, Shangri-La Hotel, Singapore. Focusing on provenance, both chefs created a gastronomic fare featuring curated, unique and quality-driven ingredients sourced from local and regional producers as well as from Brazil.

The restaurant played host to Chef Pablo, winner of MasterChef Brazil Professionals 2017, and chef-owner of Garagem Gastrobar and Bull & Beer.

In the final round of MasterChef Brazil Professionals 2017, Chef Pablo had won over the judges with his 6-course menu described as "From Everyday to Luxury" – an interpretation of his belief that common ingredients can be used in refined gastronomic expression.

## Culinary Journey

Trained in tourism, Chef Pablo fell in love with the culinary arts after his internship in the kitchen of a hotel in Portugal. His 5-year culinary journey in Europe brought him through the kitchens of several Michelin-starred establishments, which deepened his passion for incorporating a sense of place into his cuisine, expressed through a strong focus on ingredients indigenous to Minas Gerais state. His ardour led him back to Brazil to open his first gastrobar, Garagem, in 2013. This elegant bar showcased familiar Minas Gerais flavours using contemporary techniques.

On his first time in Singapore, Chef Pablo led Singapore diners through a gastronomic journey delivering expressions of his home country using contemporary techniques featuring ingredients native to Minas Gerais. The menu also included dishes that earned him the MasterChef title as well as items served at Garagem. Chef Heidi also showcased a course of authentic flavours of fresh produce sourced from local and regional purveyors.

The 5-day collaboration featured a 2-course and 3-course set lunch menu by Chef Pablo and a 5-course collaborative dinner menu with Chef Heidi.



## About Chef Pablo Oazen

The chef-food entrepreneur and winner of MasterChef Brazil Professionals 2017, Chef Pablo spent five years in Europe and worked in Michelin-starred establishments like Aucomté de Gascogne in France, El Cingle and Hacienda Benazuza El Bulli in Spain, as well as the celebrated Quinta de Catralvos in Portugal. His culinary journey in Europe deepened his passion for his home state – Minas Gerais - its cuisine and its native ingredients.

His passion for his country is manifested by the tattoo on his arm, with the phrase "Libertas Quae Sera Tamen", a Latin motto – "Freedom, although late", adopted from the Minas Gerais flag. Back in Brazil after his stint in Europe he worked as a French Sous-Chef with Chef Erick Jacquin at La Brasserie Erick Jacquin in São Paulo.

Chef Pablo opened Garagem Gastrobar, an elegant bar showcasing familiar Minas Gerais flavours using contemporary techniques. In 2016, Chef Pablo opened Bull & Beer, specialising in specialty beers and gourmet sandwiches.

# KLAF 2018: Screen Art at the National Gallery

By Catarina Longman



■ The Keppel Latin American Film Festival (KLAF) puts on display the best curated choices of Brazilian and other Latin American cinema



(Above): A full house for the opening film, Costa Rica's *First Lady of the Revolution*. (Inset): A movie still from Brazil's entry for KLAF 2018, *The Movie of My Life*

Cinema enthusiasts rejoiced as the Keppel Latin American Film Festival returned to the National Gallery in Singapore for its 7th edition, held from 22 to 25 November 2018. The renowned film festival brought the magic of movies to the Singaporean public by presenting Latin American culture and its myriad nuances, with feature films from Argentina, Brazil, Chile, Colombia, Costa Rica, Cuba, Mexico, Panama, Peru and Venezuela.

This year, Brazil's film of choice was *The Movie of My Life* (*O Filme da Minha Vida*). Directed by Selton Mello, a well-known Brazilian actor and director; the movie is based on the novel "A Distant Father" by Chilean writer Antonio Skármeta. As the story goes, a young man (Johnny Massaro) returns to his hometown in rural Brazil, only to find that his French-born father (Vincent Cassel) has gone back to his old country. He works as a teacher and dabbles in romance while struggling to understand



Guest of Honour, Singapore's Non-Resident Ambassador to Panama, HE Mdm Mary Seet-Cheng

why his father left. The film received high acclaim and several nominations, including praise for the cinematography of Walter Carvalho.

Movie lovers in the Lion City were able to enjoy the curated showcase of 10 films entirely for free, as tickets were



Poster of Brazil's *The Movie of My Life*

complimentary and distributed to the public before the start of each screening. Held at the Singapore National Gallery,



Scenes at the pre-screening reception of the opening of the Keppel Latin American Film Festival 2018

this edition of the festival attracted over 2,000 people during its four days. Attendees were also pleasantly surprised to receive courtesy ticket vouchers to visit the Gallery and its many exhibitions.

Jointly organised by the Embassies of Argentina, Brazil, Chile, Colombia, Costa

Rica, Cuba, Mexico, Panama, Peru and Venezuela, the traditional Keppel Latin American Film Festival in Singapore was sponsored by Keppel Offshore & Marine, CrimsonLogic, VCT Wines, Diplomático Rum and El Esteco Wines, with the National Gallery as venue partner.

# Building for Brazil

BrasFELS Shipyard – Angra dos Reis, Rio de Janeiro, Brazil

Keppel Offshore & Marine is the global leader in offshore rig design, construction and repair, ship repair and conversion, and specialised shipbuilding.

Our shipyard in Brazil, BrasFELS, is the most established offshore and marine facility in the Latin American region, and has delivered more than 70 significant projects, which have contributed more than 1.8 million barrels in total for Brazil's oil production capacity.



**Keppel Offshore & Marine**

# Tasting Brazil at **FHA 2018**



By Carlos Brian Pheysey

■ Brazil registers a strong presence in this year's edition of Food and Hotel Asia with its national pavilion and other independent Brazilian exhibitors



(Above): Under one roof: the range of Brazilian exhibitors at the national pavilion at FHA. (Bottom row): Sample selection of the diverse range of products on exhibit



The FHA – Food and Hotel Asia – is the largest trade show along Asia’s southern fringe relating to food, beverages and related equipment. In keeping with the massive 120,000 sqm space of FHA occupying all 10 halls of the Singapore Expo complex plus an overflow into a section of the Suntec Exhibition Centre, in April this year, Brazil featured at the exhibition a commensurately sizeable 90 sqm pavilion, congregating over a dozen companies in the largest display ever of Brazilian products at this fair that already spans four decades. The Trade Section of the Embassy and the Ministry of Agriculture, Livestock and Food Supply co-organised the Brazilian participation in a national pavilion in this event that gathered nearly 4000 other exhibitors and saw a turnout of close to 82,000 visitors.

### Diversity of Products

The green-clad Brazilian space at the show featured a range of products as diverse as the country itself, from the colder highlands and valleys of the far south to the sweltering equatorial greenery of the Amazon in the north, along with the cattle-rich hinterlands of central Brazil and the wealth of Brazil’s coastal regions. Needless to say, Brazilian cuts and processed products made from chicken, pork and bovine meats dominated parts of the pavilion’s make-up. Brazil remains the lead supplier of these items to Singapore (see accompanying story next page), but there was much more to be seen. Various beverages were on display, from coffee to yerba-mate (MAH-tey) herbal tea, as well as from juices, through to canned guaraná fizzy, and on to Brazilian wine and cachaça, the typical national spirit made from sugar

cane. Another strong presence came from the exporters of açai, the powerful antioxidant berry that is now all the rage in health-

conscious circles, and is available in pulp, paste, powder, juice or other formats. Other products that drew attention were the vegetable oils, cocoa extracts, guaraná powder, Brazil nuts, chia seeds, heart of palm, honey/propolis extract, various flavours of biscuits, confectionery and bakery products, along with many more wonders of the agribusiness and food-



Mr. Gopi Nathan, from Garnet & Peridot, showcased Brazilian wine and other national beverages

processing sector of Brazil. Along the exhibitors, there was even a manufacturer of machinery for mixing, forming and encrusting pastries.

However, the Brazil pavilion would not claim to represent every single Brazilian exhibitor at the fair. Brazilian outfit for produce from the Amazon forest, Selvá Food, based in Singapore, set up its own booth at the exhibition, in order to showcase – you’ve guessed it - its native Amazon açai pulps and pastes. Hailing from southern Brazil, Tramontina, a global leader in the manufacturing of steel kitchenware, displayed at its own space its array of BBQ and kitchen knives, grills,

pans, pots and other fine metal wares, at the section of FHA devoted to utensils, implements, devices, etc.

### Strength of National Display

Visitors were suitably impressed by the strength of the national display and were able to sample and taste for themselves various food items and beverages. Prospective contacts were initiated and a number of agreements, partnerships and deals were closed between Asian importers and the Brazilian executives, constituting an overall positive outcome for the exhibitors who put a huge effort by bringing their items and expertise from the opposite side of the globe for this event. FHA also encompasses conferences, lectures, culinary contests, wine tasting and more occasions for networking, though the Brazilians were so engrossed in the numerous queries and dealings with operators that many a side event had to be ignored for the time being, such was the success of the country pavilion.

Being a biennial event, the next edition of FHA is set for the turn of the decade, in 2020. As an oversized event that now exceeds the capacity of the showgrounds available in Singapore, it is to be split into two separate events in distinct weeks of March 2020, the FHA Food & Beverage on the one hand and, on the other hand, the FHA HoReCa, i.e. geared to equipment and services for hotels, restaurants and catering. The Trade Section of the Embassy envisages an effort to make the Brazilian presence even bigger than in 2018, by adding more companies and variety to the mix. As the saying goes, the more the merrier – and the tastier the experience will be for all those who know how to appreciate the marvels and quality of Brazilian produce and culinary treats.



# Sadia Vision & Expansion in Singapore



**F**OUNDED in 1944, Sadia, the award-winning Brazilian brand recognised globally, today remains committed to delivering quality, nutritious and wholesome meals for families. With a culturally diverse population, Singapore is one of Sadia's most cosmopolitan consumer bases.

Sadia's vision has always been to advocate home-cooking – firmly believing that preparing a quality meal in your kitchen should neither be time-challenging nor a chore, but an enjoyable, fuss-free activity to experience with family. This vision is especially relevant to Singapore, where the majority face hectic lifestyles and dining out is preferred for its affordability and accessibility.

With this vision, Sadia strives to provide a diverse range of quality and convenient products that caters to all cooking styles

and needs, growing from just 10 products available at Fairprice in 2015, to over 50 products across retailers today. With Sadia, cooking is easier and tastier than ever.

Through a combination of quality, convenient products and engaging marketing initiatives, Sadia achieved 50% brand awareness amongst Singaporeans and is now one of the leading players in total raw chicken, burger, steak and cutlet categories.

## Innovation for Convenience

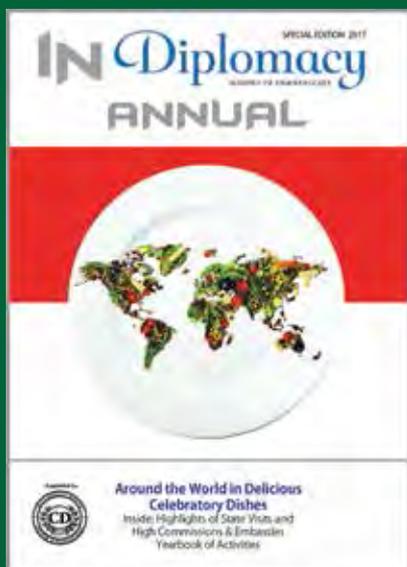
When Sadia first entered Singapore in 2015, its portfolio was predominantly focused on traditional raw offerings. Identifying consumers' key concerns with frozen chicken – long defrost time and tedious meat preparation – led to two key innovations: IQF (Individually Quick Frozen) and Helper Cuts.

IQF pieces are individually frozen to reduce thawing time, enabling families to cook just what they need. Helper cuts, a pre-cut meat product, eliminates slice and dice meat preparation to give families complete convenience.

To further reduce any perceived obstacles faced with home-cooking, Sadia launched its first fully-cooked, main dish line in 2017 – Family Recipes, that can simply be popped in the oven and enjoyed in under 15 minutes.

Since then, building a comprehensive assortment of fully-cooked products has become a key focus for Sadia. In 2017, gourmet burger patties were introduced, growing the burger category by 10% in value. Notably, Sadia's Primo Beef Burgers was recognised as a finalist in the 2018 Asia Food Innovation Awards. Further expansion in gourmet steaks and cutlets saw the latest launch of Chef Creations, an epicurean line of fully-cooked chicken products.

Growth outlook for Sadia is focused on increasing diversity in fully-cooked items, with potential expansion into healthier options and snacks.



## *By invitation only* Diplomacy needs publicity

Sun Media heard the call from leaders in the diplomatic community who have expressed the need to have “a consolidated source of information to reach more institutions and Singaporeans to highlight the many initiatives undertaken by the embassies and high commissions in Singapore. They need to be given publicity to the many events... that are currently not in the press.” IN Diplomacy is the first step towards fulfilling such an information gap. To be on our mailing list and to find out how it helps reach the people who matter to you, drop us a line at [edit@sunmediaonline.com](mailto:edit@sunmediaonline.com) and visit us at: [www.indiplomacy.com](http://www.indiplomacy.com)



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# Aromas and Flavours of Brazil at Cafe Asia

By Carlos Brian Pheysey

■ Brazil, a global leader in coffee, expands its repertoire of speciality coffees and sees its BSCA - the Brazilian Specialty Coffee Association - meeting global demand for the best in coffee

**B**razilian agribusiness is known nowadays for its vast outputs of grain (soya, maize, etc.), sugar, orange pulp, frozen meats (beef, chicken, pork, etc.), yet the country remains one of the traditional global leaders in coffee. With the ever-spreading culture of coffee embedding itself into Oriental palates, a resulting Asian kaleidoscope of local coffee growers, roasting facilities, coffee shops and obsessive aficionados, has grown exponentially on this side of the world. As Brazil moves away from generic coffee, it has sought to climb the value-added chain by offering specialty coffees for the discerning consumers of Brazil, Europe, Asia and beyond, a trend that has given rise to BSCA - the Brazilian Specialty Coffee Association - in order to meet global demand for the best in coffee.

Prompted by the Trade & Economic Section of the Embassy of Brazil to Singapore, the trade board of Brazil, known as Apex-Brasil, opted to have a Brazilian foothold in Southeast Asia by means of a BSCA booth set up in March 2018 at the trade show named 'Cafe Asia and ICT Industry Expo'. The trade team from the Embassy staffed the special booth which was set up along with an expert from BSCA and a dealer from Bourbon Specialty Coffee, who made himself available for discussions with operators and importers, for the duration of the three-day event.



The Brazilian installation, placed strategically close to the entrance, became an instant hit among visitors, simply by serving coffee brewed on the spot to all. The set-up included a sampling room that also doubled up as a meeting room for trade-related exchanges of ideas.

Along the front panel, a colourful map outlined the distinct regions, soils and varieties of specialty coffee grown and roasted throughout Brazil. Copious amounts of the business magazine produced by the Embassy's Trade Section were also distributed widely. A constant stream of queries and clarifications punctuated the work performed by the professionals who made the booth all the more informative and educational regarding the current outlook and trends in Brazilian coffee worldwide.

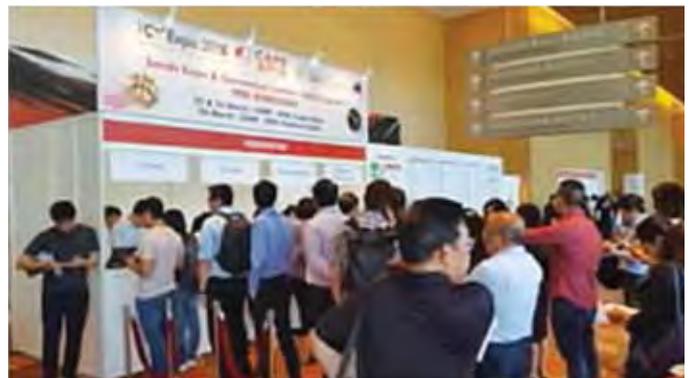
## More Than Just Coffee

However, Cafe Asia is not restricted to coffee and its devices, as a far wider

range of beverages, delicatessen items and accoutrements is envisioned by the event. One other operator present at Brazil's booth hailed from Garnet & Peridot Pte. Ltd., a long-time importer of products from Brazil, with the gentleman promoting at the counter the tasty and healthy properties of typical Brazilian products such as carbonated guaraná and açai juice. Several metres away, another booth was manned by Mr. Helio Ciffoni, a Brazilian operator based in Asia. His company, Sapiens Global Pte. Ltd., featured to the public wooden utensils, açai beverages and also yerba-mate (MAH-teh), the native herb used for tea in the southern colder parts of Brazil and in neighbouring countries farther south. The Embassy's trade team assisted and promoted his booth in multiple ways, reinforcing thus a wider presence of Brazil at the event. Another presence was that of Selvá Food, a Brazilian-Singaporean outfit promoting açai in its pulp variety.

There are great expectations about the next round of Cafe Asia, due in late March 2019. An enhanced Brazilian participation would be in order, for a fuller showcasing of a far more diverse range of the nation's exporters than was available at the 2018 edition. Coffee remains a supreme and much-sought delicacy, which Brazil is ready to provide with the quality that Singaporeans have come to expect and demand in their daily lives.

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(Top left): Various Brazilian organisations made the booth possible; (top right): The booth of Brazil's BSCA Association and the Embassy's Trade Section offered coffee, canned guaraná and more

(Above 2nd & 3rd rows): The trade show in Singapore catering to coffee, tea, accompaniments, equipment and such

(Left): Mr. Helio Ciffoni (standing far right), CEO of Sapiens Global Pte. Ltd., exhibited beverages made from açai berries and yerba-mate (MAH-teh) herbal tea

# Surgical Intervention by **ABIMO** *By Carlos Brian Pheysey*



■ The Brazilian Medical Devices Manufacturers Association (ABIMO) has reinforced the presence of Brazilian dental and medical devices worldwide by making itself visible in key shows such as IDEM Singapore and Medical Fair Asia

**A**BIMO, the Brazilian Medical Devices Manufacturers Association, was established in 1962 and, half a century later, has been at the forefront of the export drive intent on placing Brazilian dental and medical technology and supplies in the global markets. In 2002, it partnered with Apex-Brasil, the country's trade board, in setting up the "Brazilian Health Devices" programme of exhibiting at international trade fairs, staging seminars, managing an export-oriented database, and taking business missions abroad. The segment plays a large role in Brazil's industrial output, accounting for 8.8 billion reais in 2017, or 3.1 billion Singapore dollars, and generating 62 thousand jobs, mostly in the states of São Paulo and Paraná.

With a keen eye for the Asian Market, the association made sure that in April 2018 it was a participant in 'IDEM Singapore', the dental equipment show held every two years in Singapore as the Asian counterpart to an akin European trade fair. The large booth set up by ABIMO at the event, featuring five high-tech manufacturers from Brazil, competed with other national pavilions at this truly cosmopolitan exhibition. The team from the Trade & Economic Section of the Embassy of Brazil visited the set-up, in order to offer whatever assistance was needed and to gather fresh insights.

Aditek, one of the Brazilian companies present, showcased its orthodontic products, such as bracket systems, buccal tubes and so on; it also has a branch in Miami, USA, as the company has been successful in entering the American Market. In turn, Alliage had already participated at the event in 2016 and resumes its contacts in 2018 in order to promote drill hand pieces prostheses, implants, dental sets (i.e. chair and its fixtures), autoclaves, bleaching materials and more items from this alliance of great manufacturers such as Gnatus, Dabi Atlante and others.

A third company, Angelus, likewise displayed dental drills, orthodontic items, prostheses, fillings, bleaching materials and also consumption and disposable materials. In the case of Biodinâmica, the company exhibited dental cements, molding, fillings, cosmetic dentistry items, gels, masks and more materials.

Last but not least, Microdont, the fifth exhibitor, presented its tapers, burs, prophy brushes, polisher products, lab materials and other consumption or disposable materials. Taking all this



(Top): ABIMO's pavilion at IDEM Singapore featured several Brazilian dental-gear manufacturers



(Above): Medical Fair Asia: the Opuspac booth showed its medication-packing machine to the Embassy's trade team

(Above right): At Medical Fair Asia, the orthopedic implants from Impol drew numerous enquiries

*ABIMO reinforced the presence of Brazilian dental and medical devices worldwide by making itself visible at two key shows that reached out to wider Asia. Indeed, human health around the world is well served by the likes of such innovations coming out of Brazilian research teams devising national products for international demands, expectations and standards*

into consideration, the Brazilian presence at 'IDEM Singapore' left therefore a lasting impression that ought to see a repeat at the 2020 edition of the exhibition.

However, it should be pointed out that rather than waiting for two years, ABIMO took a leaf out of the Embassy's book and heeded the often-reiterated message from its Trade & Economic Section to the effect that the association should join 'Medical Fair Asia'. Thus ending its many years of absence from this latter show, ABIMO booked a pavilion for August of the same year, with a suite of companies to represent the strength of Brazil's medical manufacturers.

For instance, Hpbio Próteses showcased its implants and surgical-procedure devices, with emphasis in the neurosurgery domain for cardiac and brain-related uses, thus ranking as a leader in cutting-edge innovations. Another operator, Ibramed, displayed its aesthetic enhancement devices (for liposuction, peeling, etc.), along with physical-rehabilitation electronic units and more products geared toward corrective treatments, much in demand among the rising Asian middle class and its purchasing power with an eye on better versions of the human self.

A third producer, Impol, is actually an aluminium products manufacturer, also specialising in the use of this malleable material for pharmaceutical use, be it as foils, strips and slugs, but also encompassing orthopedic prostheses and implants for hips, body joints, etc. Further, within the Brazilian pavilion, Opuspac exhibited its automated solutions for pharmaceutical dosage in hospitals, in matters of packing, cutting, vial/tube-filling, labelling, intelligent storing and such.

ABIMO has thus reinforced the presence of Brazilian dental and medical devices worldwide, by making itself visible at two key shows in Singapore that reached out to

wider Asia. Indeed, human health around the world is well served by the likes of such innovations coming out of Brazilian research teams devising national products for international demands, expectations and standards.



# BRAZILIAN TRADE SHOW CALENDAR

Compiled by Carlos  
Brian Pheysey

Note: in each trade  
show's website,  
click on a UK or US  
flag or the option  
for English

2019



**COUROMODA - International Shoe, Leather Goods and Accessories Fair**  
14-17 January  
[www.couromoda.com/en/fair](http://www.couromoda.com/en/fair)

**Vitória STONE Fair - International Marble & Granite Fair**  
12-15 February  
[www.vitoriastonefair.com.br](http://www.vitoriastonefair.com.br)

**INTERMODAL South America - International Exhibition for Logistics, Cargo & International Trade**  
19-21 March  
[www.intermodal.com.br](http://www.intermodal.com.br)

**TECNOMULTIMEDIA & INFOCOMM - Multi-media and ICT Fair**  
2-4 April  
[www.tecnomultimedia.com](http://www.tecnomultimedia.com)

**LAAD - Defence & Security**  
2-5 April  
[www.laadexpo.com.br](http://www.laadexpo.com.br)

**AUTOMECA - International Trade Fair for Autoparts, Equipment and Services**  
23-27 April  
[www.automecafeira.com.br](http://www.automecafeira.com.br)

**EXPOSEC - International Security Fair**  
21-23 May  
[www.exposec.tmp.br](http://www.exposec.tmp.br)

**ECOMONDO BRASIL - Technological Solutions for Sustainability Management Trade Show**  
21-23 May  
<http://ecomondobrasil.com.br>

**FCE PHARMA - International Exhibition of Technology for the Pharmaceutical Industry**  
21-23 May  
[www.fcepharma.com.br](http://www.fcepharma.com.br)

**HOSPITALAR - International Technology Fair for Hospitals, Laboratories, Pharmacies & Clinics**  
21-24 May  
[www.hospitalar.com](http://www.hospitalar.com)

**FRANCAL - International Shoes and Accessories Fashion Fair**  
3-5 June  
[www.franca.com.br](http://www.franca.com.br)

**BIO BRAZIL Fair - International Fair of Organic Products & Agroecology**  
5-8 June  
[www.biobrazilfair.com.br](http://www.biobrazilfair.com.br)

**FISPAL Food Service - International Food Service Trade Show**  
11-14 June  
[www.fispalfoodservice.com.br](http://www.fispalfoodservice.com.br)

**BRASIL OFFSHORE - International Conference and Fair for the Oil & Gas Sector**  
25-28 June  
[www.brasiloffshore.com](http://www.brasiloffshore.com)

**ETHANOL Summit - International Technology Exhibition on the Sugar & Ethanol Industry**  
late June / early July  
[www.ethanolsummit.com.br](http://www.ethanolsummit.com.br)

**AVESUI - Latin America Fair for the Poultry and Pork Industry**  
23-25 July  
[www.avesui.com](http://www.avesui.com)

**FIEE - Electric, Electronic, Power and Automation Trade Show**  
23-27 July  
[www.fiee.com.br](http://www.fiee.com.br)

**MARINTEC South America NAVALSHORE - Shipbuilding & Offshore Industries' Expo & Conference**  
13-15 August  
[www.marintecsa.com.br](http://www.marintecsa.com.br)

**FISA - Food Ingredients South America**  
20-22 August  
[www.figlobal.com/southamerica/](http://www.figlobal.com/southamerica/)

**NETCOM - Network & Telecom Exhibition**  
27-29 August  
[www.arandanet.com.br](http://www.arandanet.com.br)

**FENASUCRO & AGROCANA - International Fair of Sugar, Ethanol and Energy Technology**  
late August  
[www.fenasucro.com.br](http://www.fenasucro.com.br)

**RIO PIPELINE - Trade Show for Tubes and Pipelines, for Oil, Gas and More**  
3-5 September  
[www.riopipeline.com.br](http://www.riopipeline.com.br)

**TUBOTECH - International Fair on Tubes/Pipes, Valves, Pumps, Fittings & Components**  
1-3 October  
[www.tubotech-online.com](http://www.tubotech-online.com)

**IBAS - International Brazil AIR SHOW**  
1-3 October  
[www.internationalbrazilairshow.com](http://www.internationalbrazilairshow.com)

**MOVIMAT - Transport & Logistics Brazil**  
14-18 October  
[www.expomovimat.com.br](http://www.expomovimat.com.br)

**FENATRAN - International Transport Industry Show**  
14-18 October  
[www.fenatran.com.br](http://www.fenatran.com.br)

**FUTURECOM - Information & Telecommunications Technology**  
28-31 October  
[www.futurecom.com.br](http://www.futurecom.com.br)



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