

This is not our version of *Big Brother Brazil*. It's ABACO's BRAZIL BUSINESS BULLETIN, new insights into why your clients, colleagues, competitors - *and hopefully you* - now call Brazil the world's most attractive market.

ABACO BBB

When there's significant news, we'll send a BBB indicating market opportunities, unless you opt out ("Remove" reply).



WORLD CUP 2014...
...will inject **R\$142B** (~US\$80B) in Brazil's economy, creating 3.6M jobs in sectors such as construction and telecom.

Snack bar:
TV + beer

Flag-draped
fan running

BURGEONING ECONOMY

US billionaire investor Sam Zell calls Brazil the next super-power. Also see this excerpt from SLATE, by Daniel Gross (6/18):

"Say Bom Dia to Brazilian Businesses. Their economy is strong, and they're buying U.S. companies." Full article: <http://www.slate.com/id/2257361/>

"Meatpacker Marfrig agreed to acquire Keystone Foods for \$1.25B....become a key supplier to all-American fast-food chains like Subway and McDonald's.... Brazilian firms are in a good position to...invest. Driven by a rising middle class, robust commodity markets, and trade with China, Brazil's domestic economy powered through...crisis and recession...."

Gross cites Brazilian inroads in US Food, Beverage, Petroleum, Plastics, and Banking sectors. Suggests: *"Wall St. bankers should begin to learn Portuguese."*

RIO DE JANEIRO: RAPID RENEWAL:

Preparing for **2016 Olympics**, 5 km² of rundown port areas will undergo massive urban renewal with mix of tourist, office, cultural, educational, residential facilities: *Projeto Porto Maravilha*.

SOUTH AMERICAN TIGER

IMF upgrades 2010 Brazilian GNP growth estimate from 5.5% to **7.1%**.

WOMAN-POWER AT GM

Denise Johnson will be first woman to command a Brazilian auto maker.

CAN A BUS RUN ON CAIPIRINHAS?

SP is testing city busses with diesel fuel from sugar cane, same origin as Brazil's famed cachaça beverage.

UNDERSTAND BRAZIL

WHAT IMPACT HAS WORLD CUP?

At 3 p.m. on 6/28, SP had 164 km (102 mi) of measured traffic jams.

At 4 p.m. during Brazil x Chile game: 0 km.

Photo of 'busy' Avenida Paulista from ÁBACO.

HIGHEST-TECH HEAD COUNT

191,000 Census workers starting *paperless* visits to 58M homes. First results out in weeks.

COST OF LIVING IN SÃO PAULO

Mercer found SP is now costliest city in the Americas, surpassing NYC. Rio is #3, Havana #4, LA #5. Launda and Tokyo lead the world.

TOP HEALTH CARE MARKET

"ED": Viagra goes generic in world's #1 self-medication market as Brazilian government retires Pfizer's 17-year-old patent. Pfizer cut price 50%. Nine generic labs rush to market.

ASTHMA: Brazil is #8 in number of sufferers, main reason for child hospitalization and school absence. Asthma = 2,2m pediatric visits/year.

ANTIBIOTICS: *Less Self-Medication?...As of 9/2010, federal organ Anvisa, concerned with diminishing efficacy of misused antibiotics, will enforce ban of antibiotic sale sans prescription.*

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What subject do you want to see in ABACO BBB? Ask abaco@abacoresearch.com

For any specific QL/QT, B2B or B2C Marketing Research in Brazil or LatAm, contact ABACO's Native English Speaking directors:

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