

FACT SHEET

Overview

The Brazil-U.S. Business Council (BUSBC) is the premier business advocacy organization for U.S. companies conducting business in Brazil. Part of the U.S. Chamber of Commerce, the Council's work is dedicated to strengthening the economic and commercial relationship between the U.S. and Brazil.

Vision

Barrier-free bilateral trade and investment relationship between Brazil and the United States that contributes to a lasting partnership with decisive influence in world politics and global governance.

Mission

Protect and advance trade and investment between the U.S. and Brazil through free trade, free market and free enterprise.

Objectives

- Serve as an advocate in Brazil and the United States for members' interests.
- Promote substantive interaction between members and leading policymakers in Brazil and the U.S.
- Deliver timely information to members and facilitate member input into policy formulation and program development.
- Advance members' policy priorities through task forces, working groups, coalitions and joint programs with government and private sector stakeholders.

Advancing Members' Priorities

The Council represents a variety of industries including consumer goods, defense, energy, healthcare, infrastructure, logistics, security, technology and travel/tourism. It works to advance its members goals through:

- **Government Dialogue.** Engage with U.S. and Brazilian governments to promote consensus building on major issues in the bilateral relationship, advance business priorities and provide networking opportunities for members.
- **Trade and Investment.** Promote open trade and investment through bilateral tax and investment treaties, trade preference programs and other initiatives.
- **Trade Facilitation.** Advocate for measures that enhance competitiveness, making the flow of commerce between the U.S. and Brazil faster and more efficient and reducing trade transaction costs.

Founded in: 1976

U.S. Headquarters:
1615 H Street NW
Washington, DC 20062

Brazil Headquarters:
National Confederation of Industry –
Brasilia

Number of Members: 110+

Task Forces:

Trade
Innovation
Tax & Investment
Defense & Security
Energy
Healthcare
Retail & Consumer Goods

Annual Member Events:

Plenary Meeting
Annual Advocacy Missions
Strategic Planning Meeting and
Mid-Year Planning Session
Brazil Forum Series

Member-Exclusive Publications:

Weekly Brazil Bulletin
Weekly Policy Monitor
Studies

Partners:



STRATEGIC PRIORITIES & KEY INITIATIVES

The Council promotes policies that drive investments in Brazil while facilitating economic growth, creating jobs and fostering social stability and workforce productivity. These policies contribute to greater cooperation, increase bilateral trade and foster investment in Brazil.

Strategic Priorities

Brazil-U.S. Visa Free Coalition	<p>The Coalition focuses on three complementary goals:</p> <ul style="list-style-type: none"> • The inclusion of Brazil in the U.S. Global Entry program and reciprocal Brazilian government action to facilitate entry into both countries for U.S. and Brazilian tourists and business travelers. • The inclusion of Brazil in the U.S. Visa Waiver Program and reciprocal Brazilian government action to eliminate visa requirements in both countries for U.S. and Brazilian tourists and business travelers. • The reform of visa systems in the U.S. and Brazil in order to accommodate the current demand for and the expected increase in visa requests.
U.S.-Brazil Trade Agreement	<p>Encourage GOB and USG to engage in a dialogue on a trade agreement that includes broad commitments to market access with no a priori exclusions, trade rules and cooperation.</p>
Bilateral Tax Treaty (BTT)	<p>Encourage GOB and USG to launch negotiations of a BTT that would provide for elimination of double taxation and reduction and/or elimination of taxes on royalties, interests and dividends.</p>

All Policies

Bilateral Defense & Security Agreements	<p>Encourage GOB to ratify the following U.S.-Brazil agreements:</p> <ul style="list-style-type: none"> • 2012 Framework Agreement on Cooperation in the Peaceful Uses of Outer Space. • 2011 Air Transport Agreement (Open Skies). • 2010 Defense Cooperation Agreement. • 2010 General Security of Military Information Agreement. • Encourage the launch of negotiations on a Technology Safeguard Agreement to protect launching technologies.
Privacy and Data Protection	<p>Encourage GOB to adopt regulations that:</p> <ul style="list-style-type: none"> • do not disrupt trans-border information flows; • do not disrupt the decentralized nature of the Internet; • allow consumers to benefit from the use of data in a secure manner; and • contemplate respect for data privacy.
Local Content Requirements (LCR)	<p>Encourage GOB to roll back or provide flexibility to LCRs that affect multiple industries, including: ICT (software, spectrum allocation and data center localization), media, oil and gas, nuclear, and reinsurance.</p>
Legal Certainty, Regulatory Harmonization, and Transparency	<p>Work with GOB to provide legal certainty to safeguard and encourage private investment and to secure legislation that promotes harmonization and transparency in rulemaking, including provisions on:</p> <ul style="list-style-type: none"> • Regulatory impact analysis. • Notice of rule-making. • Public consultations. • Reasonable period of time for rule implementation.
Implementation of Bali Trade Facilitation Deal	<p>Encourage GOB's implementation of the Single Window and the Authorized Economic Operator programs and encourage expansion of Brazil's Express Delivery legislation.</p>
Intellectual Property (IP)	<ul style="list-style-type: none"> • Support an agreement to expedite patent application and approval. • Encourage Brazil's accession to the Madrid System for the International Registration of Marks. • Support copyright legislation in Brazil that maintains current protections on par with international IP agreements.