

2018 Strategic Priorities

Initiatives

Brazil's Accession to the OECD

- Present a document with description of policy areas and asks.
- Hold a series of workshops in Washington and Brazil on priority topics.
- Outreach to USG White House, Commerce, USTR, State, and Congress in support of Brazil being invited to join the OECD accession process considering that Brazil must progress in certain policy areas for OECD alignment.

Elections Campaign

- Elections campaign series hosting dialogues with presidential candidates and /or managers and economists.
- Convey BUSBC bilateral agenda to Presidential candidates.
- Release bimonthly elections newsletters, in partnership with Patri, to inform and update members on the electoral process and candidates.

Two Way Investment

- Execute events on Brazil's investment opportunities, highlighting sectors, i.e. energy, transportation, healthcare, business climate, and financing.
- Produce a bilateral investment mapping study with partnering organizations, Apex and AmCham Brazil.

Congressional Engagement

- To position Brazil-U.S. economic relationship as strategic before U.S. Congress and Administration

Agendas

Innovation

- Data Regulation and Digital Economy: Monitor and influence legislation in the Brazilian Congress and Executive branch.
- Brazilian Digital Strategy: Monitor implementation of the guidelines.
- Cybersecurity: Raise awareness on cyber threats and advocate for international cooperation.
- Intellectual Property: Monitor renewal of PPH and INPI Patent initiative (express).
- Participate in the ICT Dialogue in April in D.C.
- Advocate for Brazilian Congress' approval of the Madrid Protocol.

Tax & Investment

- Advocate for effective Tax simplification measures in the Brazilian Congress and Executive branch.
- Advocate for reduction of tax burden in Brazil
- Partner with Brazilian government in the Brazil Investment Forum to address U.S. investors priorities.
- Use OECD campaign as a vehicle to host workshops focused on the Brazilian tax system and a possible BTT.
- Support for the MOC on Infrastructure Development and recommendations for bottlenecks.
- Endorse modernization of the Public Procurement law.

Trade

- Support U.S.-Brazil Commercial Dialogue meetings.
- Advocate for Brazilian Congress' approval of a revised and effective framework for regulatory agencies.
- Monitor and advocate for improvements on draft chemical regulations bill.
- Advocate for Brazilian Congress' approval of Revised Kyoto Convention.
- Support for Brazil's implementation of the WTO trade facilitation agreement.
- Oppose new U.S. tariffs on imported steel and aluminum.

Consumer Goods & Retail

- Advocate to Brazilian Ministries of Industry and Finance for the improvement of e-commerce regulation, e.g. payment terms.
- Develop private sector strategy to promote best practices in recycling via Brazil's National Waste Policy.

Health

- Build relationship with municipal and state-level secretaries of health.
- Expand campaign on chronic disease study.
- New domestic legislative agenda: support for positive bills.
- Support the role of health IT in patient care.

Defense

- Support Defense Industry Dialogue Working Groups focused on long-term binational cooperation, space, policy and commercial opportunities.
- Advance campaign in support of passage of Technology Safeguard Agreement.

Energy

- Support legislative agenda to improve energy market in Brazil.
- Advance campaign for the rescheduling of the Strategic Energy Dialogue.

Oil and Gas

- Advocate for an international cooperation focused on: (1) Response to emergencies; (2) Decommissioning of platforms; (3) Environmental licensing.

Tourism

- Advocate for congressional approval of Gambling Regulation.
- Support the approval of a reciprocal Global Entry Program.
- Monitor implementation of Open Skies Agreement.