



wiym





# I AGRIBUSINESS FORUM

September 28, 2017



## I AGRIbusiness FORUM

Auditório Felsberg Advogados  
Av. Cidade Jardim, 803 – Edifício Cidade Jardim  
São Paulo – SP – Brasil



## Objective

Wiym in partnership with FAEMG and FELSBERG ADVOGADOS will promote forums to discuss the purchase of Brazilian agricultural products by countries that are interested in our productions. We are suggesting a different format of relationship, between the producer and the buyer, facilitating both logistics and import costs. We will present for discussion the suggestions and possibilities accompanied by the legislation and contracts that make the process viable.

.. FELSBERG  
ADVOGADOS

SISTEMA  
**FAEMG**  
FAEMG | SENAR | INAES | SINDICATOS



## AgriBusiness market

According to the ONU, the world population is expected to reach 8.5 billion in 2030, 9.7 billion in 2050, and exceed 11 billion in 2100.

The estimates by the International Research Institute Food Policy, based in Washington, by 2050 a total of 4.8 billion people will be in a situation of water stress. Aside from problems for human consumption, this scenario, if it is confirmed, will put in difficulty agricultural crops and industrial production, as water and economic growth go together.

***Brazil is one of the nations that will be able to supply part of the world food demand in the next few decades, due to the potential for productivity growth, based on the use of technologies. A great opportunity for the country.***



However, the export of Brazilian agricultural products, in the current format, with high cost, precarious infrastructure, a lot of bureaucracy and excessive tax burden generate absurd consequences for domestic producers. In another area, we know that selling or renting land in Brazil for foreigners, as well as potential problems in the conservation of the local natural resources - through the sole commitment to produce and export food - have restrictions imposed by the Brazilian laws that practically make these possibilities impracticable at the moment.

*In order to support domestic producers, who face difficulties in the production and export of their products, the "AGRIbusiness FORUM" was structured, which aims to discuss new models of relationships between domestic producers and the society of native food importing countries, which need to guarantee the supply of agricultural products, suggesting coordinated actions to create, expand the presence of our competitive products in the main markets.*



This model has as main insights:

- i. Generation of medium and long-term production and sales contracts between domestic producers and importing countries;
- ii. Strengthening of agribusiness networks from Brazil and of collective actions among national producers (purchase of inputs and sale of products).

***"The Forum comes with the task of creating the opportunity of bringing these countries closer to our producers, to discuss the possibilities supported by legal instruments."***



The forum will support a diversification of export products in calendar to be defined by the idiosyncrasies of both Brazilian production as well as the products that the countries import. It will be discussed:

- I. Experiences, commercial practices and business culture of the applicant countries;
- II. Identify the demand for products from the country's export focus;
- III. Guide the real possibility of business; Among other topics.

*The forum will enable a better mobilization, increase the opportunity for more producers and types of products, as well as the creation of opportunities and potential for Brazil and the other countries.*

# FÓRUM AGRICULTURA 2017

## Sobre o Fórum

A Wiym em parceria com a FAEMG e FELSBERG ADVOGADOS promoverá fóruns para discutir a compra de produtos agrícolas brasileiros por países que têm interesse em nossas produções.

Estarão sugerindo um formato diferente de relação, será entre o produtor e o comprador, facilitando tanto na logística como nos custos da importação.

Apresentaremos para discussão as sugestões e possibilidades acompanhadas pela legislação e contratos que viabilizem o processo.



## I FÓRUM DE AGRICULTURA

Auditório Felsberg Advogados  
Av. Cidade Jardim, 803 - Edifício Cidade Jardim  
São Paulo - SP - Brasil

28 de Setembro de 2017

## Parceiros



## Apoio



## Contato

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a apresentação completa



# Hot site

[www.wiym.com.br/forumagribusiness](http://www.wiym.com.br/forumagribusiness)



# Prévia do Programa

**8h** Welcome Coffee

**8h30** Opening of the event

**9h** “Doing business in Brasil”

Lucas von Wieser Ruggeri - Felsberg Advogados

**10h** Production

Pierre Vilela – FAEMG

**10h45** Coffee Break

**11h** “Arbitration in Agribusiness”-  
Fabiana Solano - Felsberg Advogados

**11h30** Fruit export opportunities and challenges  
Jorge Luis de Souza – Abrafirtas

**12h** Logistics  
LATAM

**12h30** Closing of activities



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