



1809

ACRJ

Brazil and Rio: Opportunities & Challenges



COUNTRY ANALYSIS



ACRJ

STRONG POINT : GEOPOLITICAL POSITION

5th

in territory

6th

in population

It also boasts a vast diversity of natural resources: water, biodiversity, forests and mineral resources.

"Brazil is destined to be a great power"

BRAZIL AS A TRADITIONAL SOFTPOWER

A long tradition in diplomacy and negotiation with emphasis on multilateralism. International vocation for soft power. Pacifism as a tradition in the Brazilian boundaries since the XIX century.

A REGIONAL POWER

SOUTH AMERICA-17,4 millions km²

BRAZIL - 8.5 millions km²

SOUTH AMERICAN POPULATION- 430 millions

BRAZILIAN POPULATION - 203 millions

BRAZIL AS FREE MARKET ECONOMY

- The most powerful banking modern services
- A very successful take off in industrialization (from the thirties to the eighties)
- Dynamic and innovator Agribusiness export firms which correspond to 24 % of GDP.
- A very powerful oil and gas economy
- A vast field of new opportunities in the renewable energy: ethanol, biometan, green hydrogen.

3 BIG deals in Brazil

+ Agribusiness

(24% of GDP)

+ O&G

(R\$3.96 trillion in GDP by 2030)

+ Renewable energy

(93% of the electric matrix is clean)



O&G in Rio

87%



74%

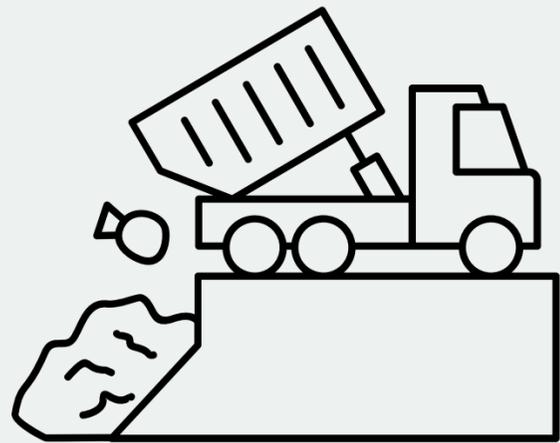


Rio de Janeiro's contribution to the national production of oil and natural gas.

Biogas

and the circular economy:

19,5GW of unexplored potential*



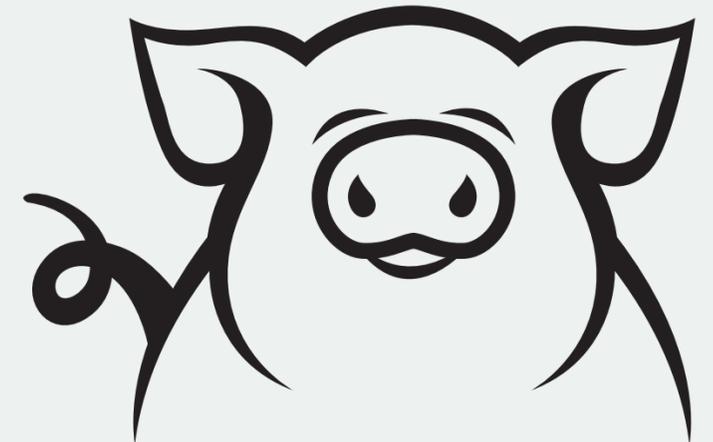
SANITARY LANDFILL



AGRICULTURAL PRODUCTION

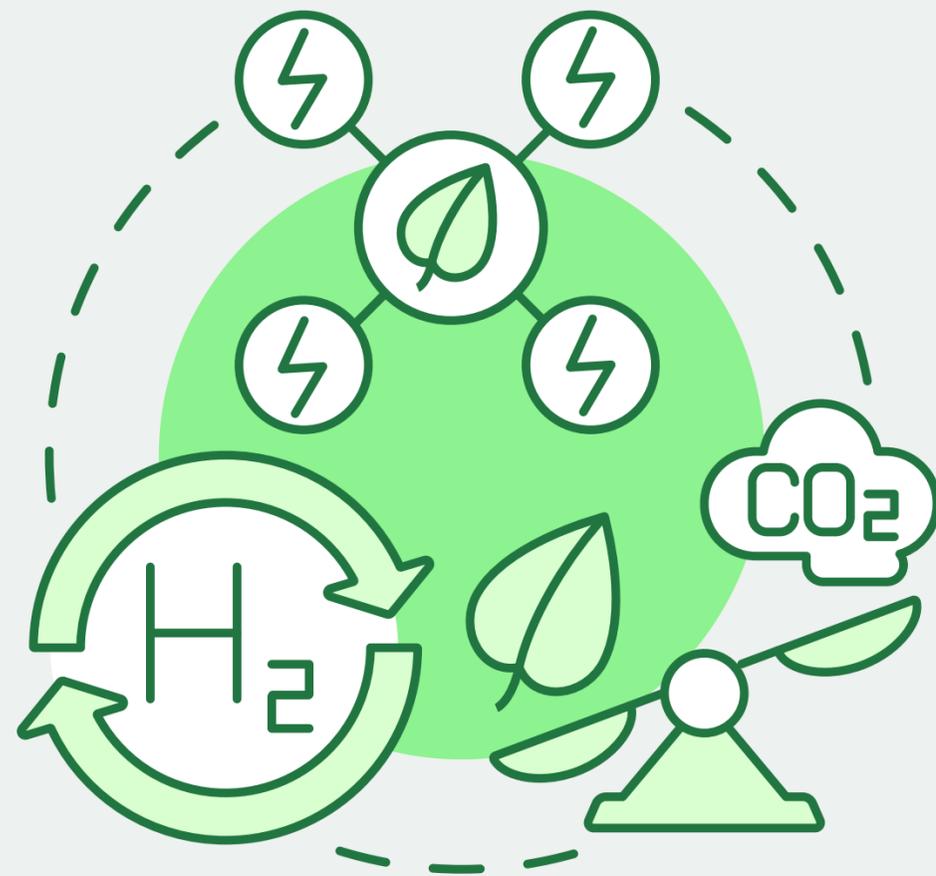


WASTEWATER TREATMENT



ANIMAL PROTEIN

*Brazil *Source:Abiogás



Green

Hidrogen

93,1% of the renewable electric matrix*
Consumption of 69,3 average MW in 2023
196,6GW of installed capacity

*Brazil *Source: CCEE

CHALLENGES



ACRJ

- A new path of reindustrialization
- A new tax reform to reduce Brazil costs
- Priority to upgrade Brazil in the international scale of **doing business**, reducing cross cut legislations, alleviating the burden of taxes and state centralization ;
- **MORE PRIVATE SECTOR AND LESS STATE INTERVENTION**
- To strengthen the emphasis on an entrepreneurial culture, concentrated on private investments, innovation and technology, and human resources and work force, in order to **increase the productivity** of the Brazilian Economy
- To invest in a new path of industrialization more competitive and more opened to the international market
- We have been successful in the control of inflation;
- We have a high level of science and technology human resources;
- Federal Universities are concentrated in Rio

WEAK POINTS



ACRJ

- **Low levels of investment, specially in technology and innovation.**
- **We need to develop a more aggressive business culture, focused on innovation and entrepreneurship;**
- **Our government does not always believe that the private sector is the key element in ensuring increased productivity and competition in the international market.**



Brazil

Population: **203 millions**

GDP: **R\$ 10,9 trillions**

Rio de Janeiro state

2nd LARGEST ECONOMY IN BRAZIL

Located in the SOUTHEAST REGION, the most developed in Brazil

Southeast Region

Population: **85 millions**

GDP: **R\$ 4,7 trillions**

43% of the Brazilian GDP

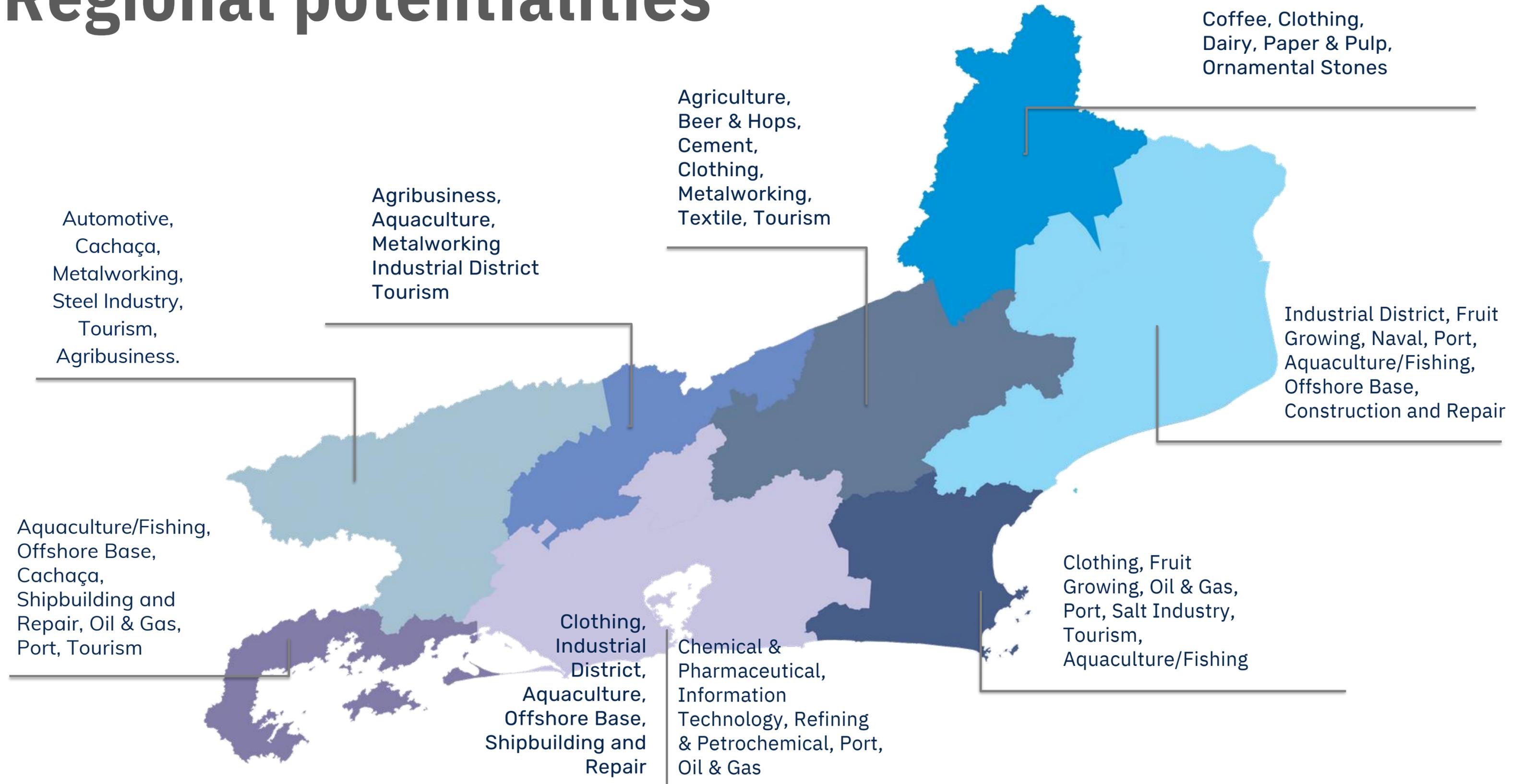
Rio de Janeiro

Population: **16 millions**

GDP: **R\$ 949 billions**

9% of the Brazilian GDP

Regional potentialities



The ACRJ was born with the opening of Brazilian ports to the “friendly nations” like UK, and has been since then the symbol of our claim to a more opened economy integrated with international trade.

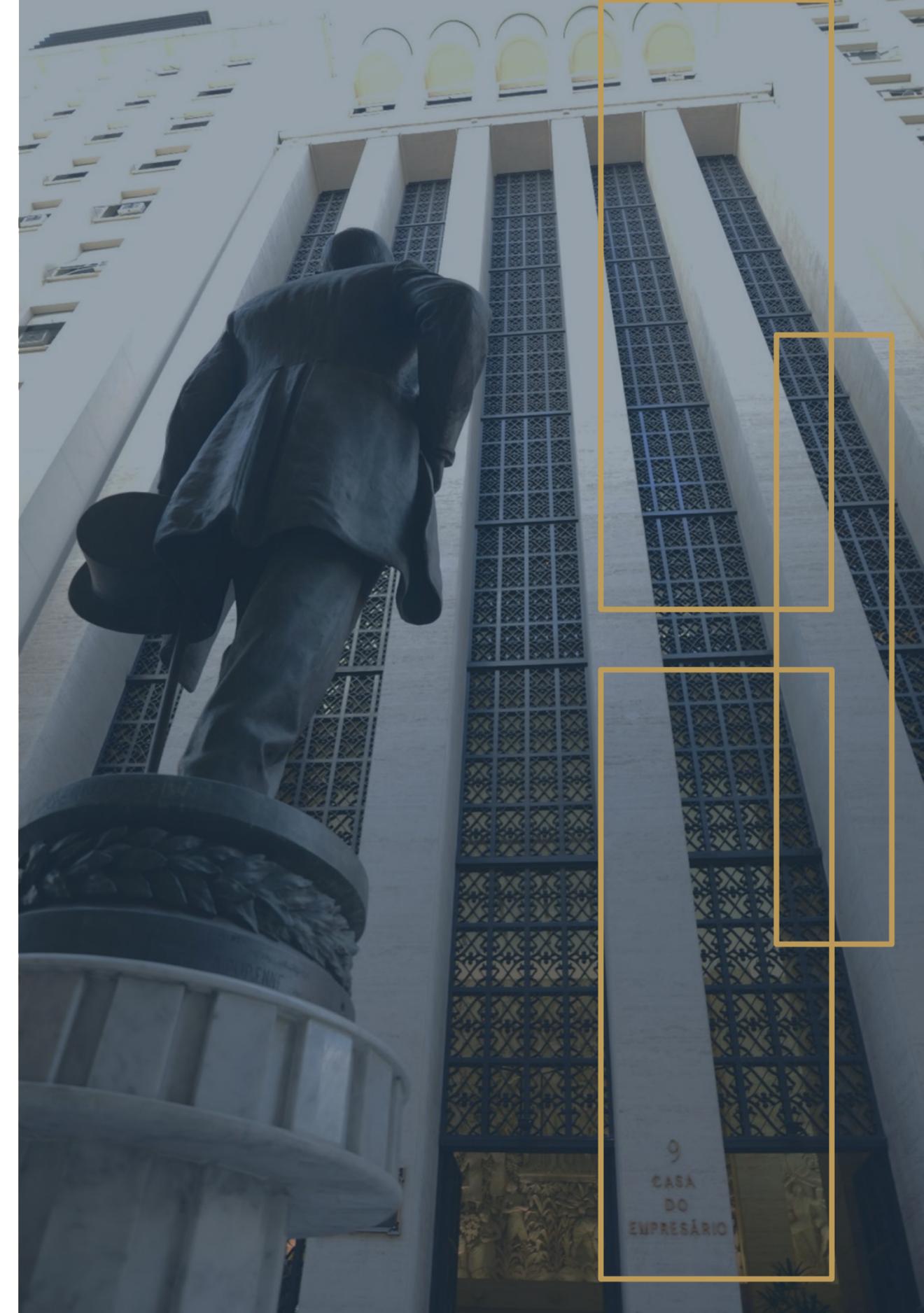


1809

ACRJ

The Entrepreneur's House

A non-profit organization and
the 1st Commercial Association
in the country, founded in 1809
by the King of Portugal Dom
Joao VI



The purpose:

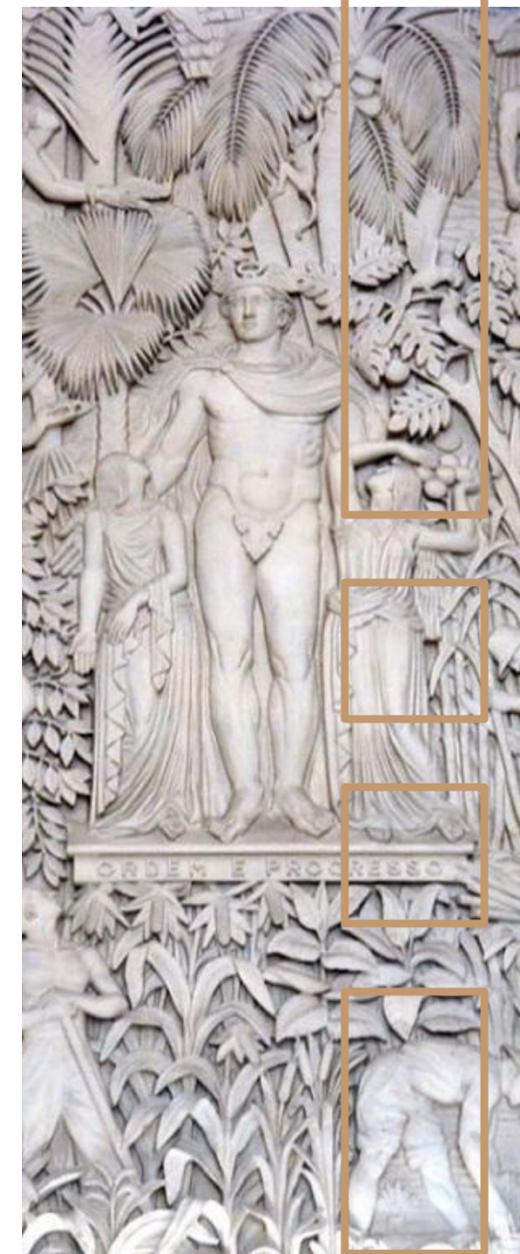
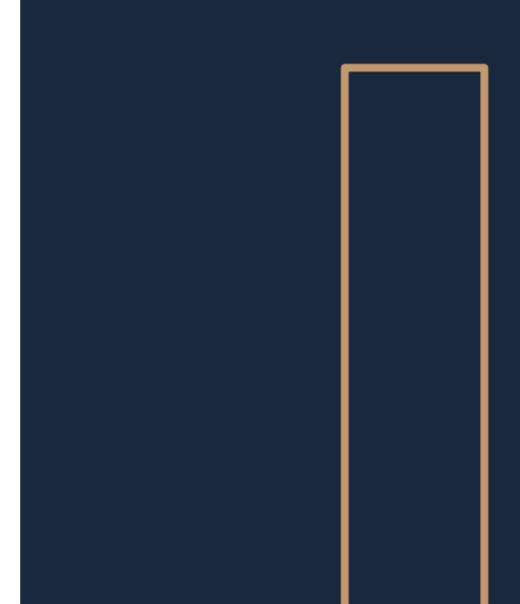
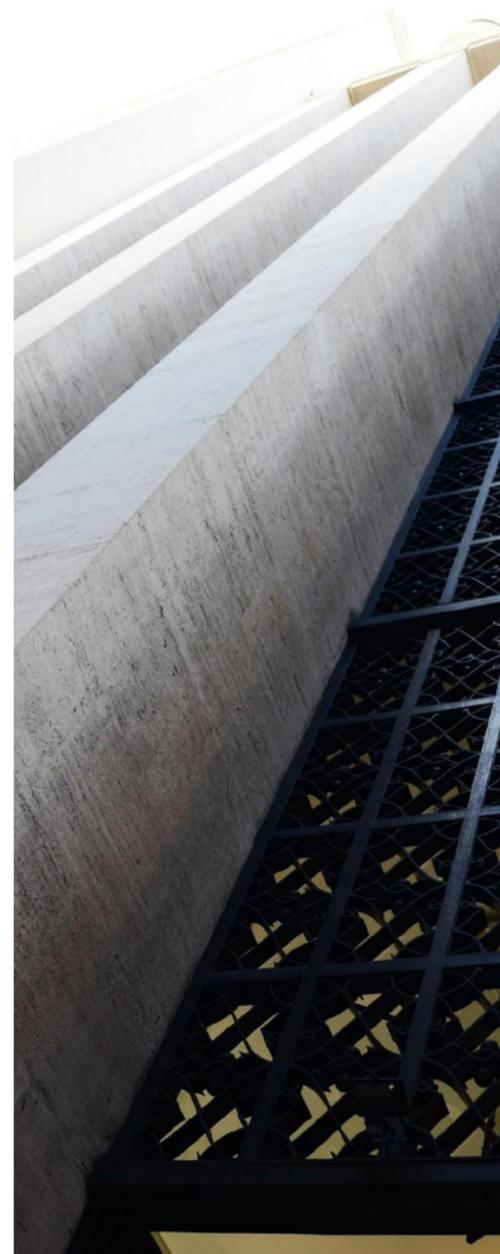
Integrate the public sector and private sector to transform Rio de Janeiro in one of the economies most dynamic in Brazil.



Goals for the next 2 years

Rio de Janeiro as an attractive and safe place to Live, Work, Invest, Undertake and Visit.

ACRJ 2023 - 2025

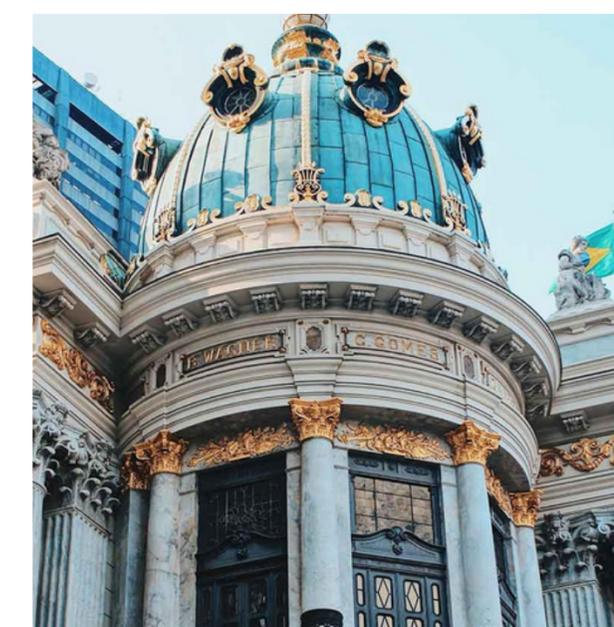
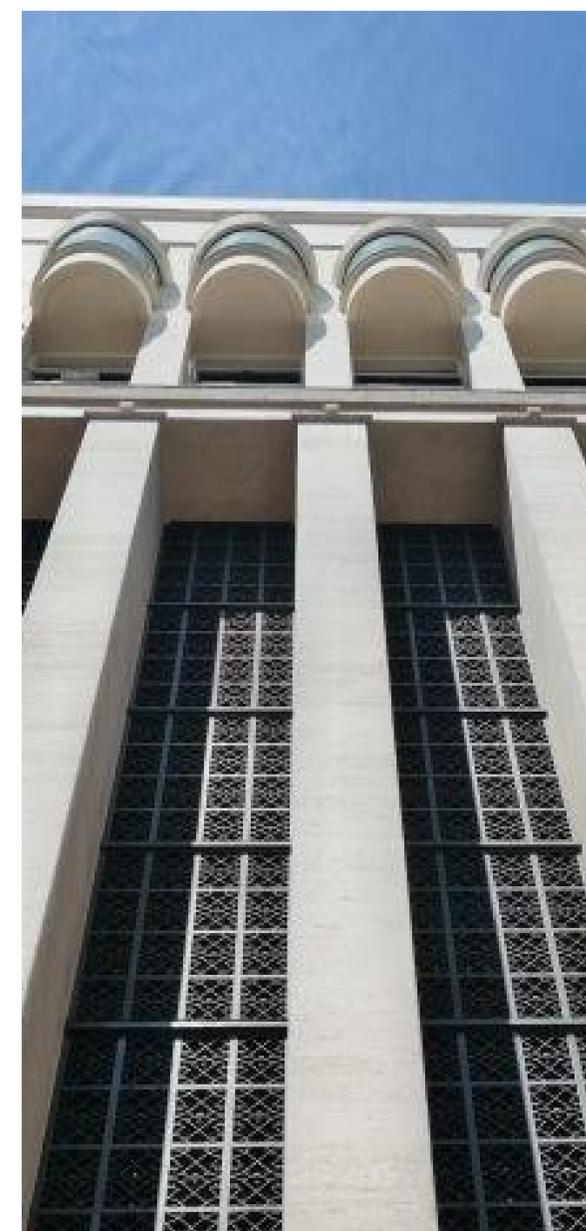


OUR CHALLENGE

Our challenge: Fully exercise the role of Advocacy and make the voice of the entrepreneur /businessman heard through the Rio de Janeiro Commercial Association (ACRJ).

Transform ACRJ into a space for generating business and business growth

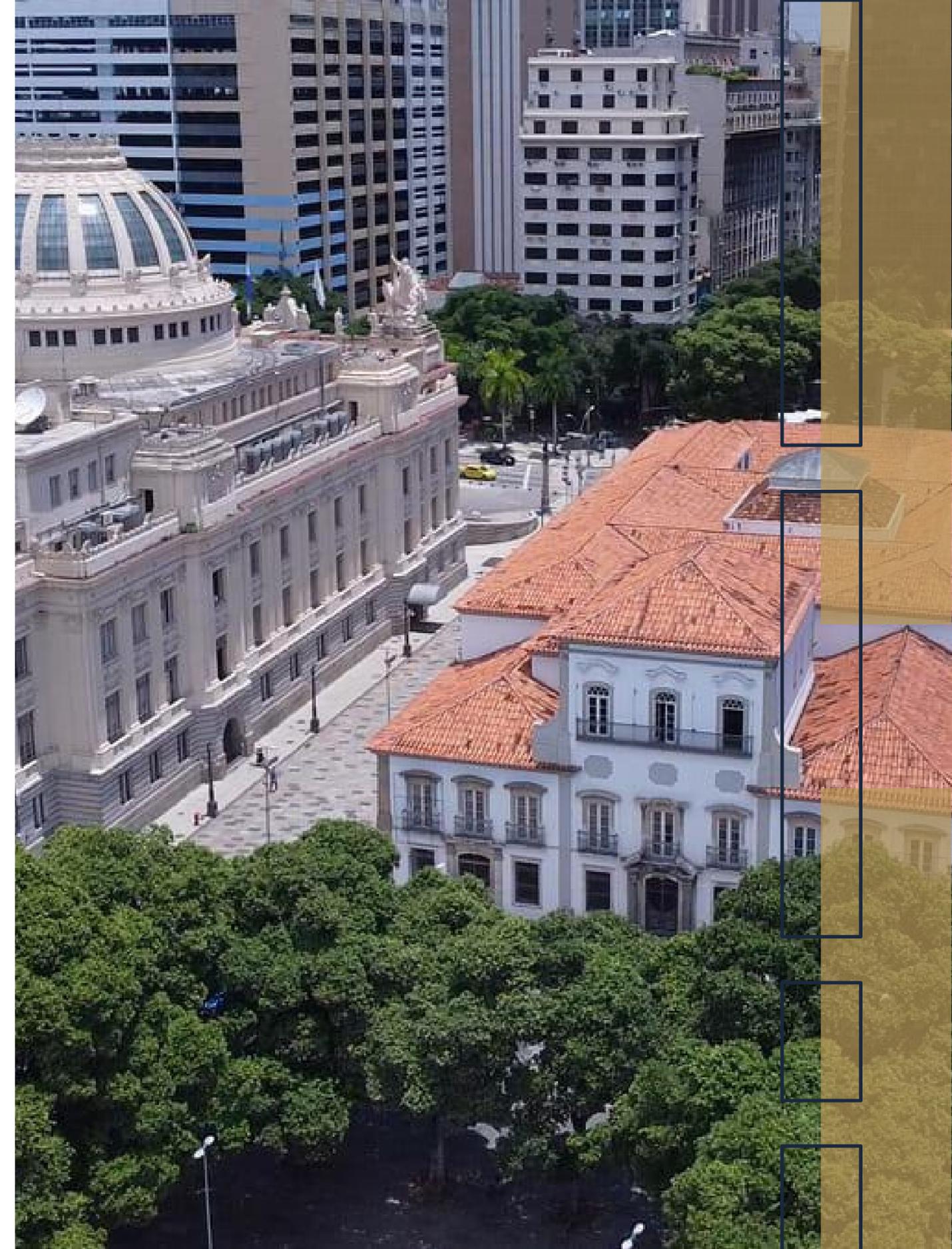
Improve the quality of the business environment and business ecosystem in RJ



OUR TECHNICAL SUPPORT

WE HAVE 25 THEMATIC BUSINESS COUNCILS, AMONG THEM THE COUNCILS FOR MICRO AND SMALL BUSINESS, TOURISM, WOMEN BUSINESSES, SOLIDARITY AND CREATIVE ECONOMY, ENVIRONMENT AND URBANITY, HEALTH, EDUCATION, INNOVATION AND DIGITAL TRANSFORMATION, TRANSPORT LOGISTICS, SECURITY, ETC.

WE ALSO HAVE THE MAUÁ INSTITUTE, A NON-PROFIT ORGANISM, RESPONSIBLE FOR THE OPERATIONALIZATION OF PROJECTS PREPARED BY BUSINESS COUNCILS.





STRATEGIC ACTIONS IN PROGRESS

Our Commitment until July 2024

To be operating THE ENTREPRENEUR STORE in the online model, as a multi-service platform that meets the needs of micro, small and medium-sized businesses in Rio de Janeiro.

To be offering a digital commerce Entrepreneurship School.

Having a Competitive Intelligence Nucleus with the creation of a datalake that, through artificial intelligence, offers the entrepreneur socio-economic and demographic information, consumer habits, etc., which allows for better strategic decision-making.

Online assessment of the degree of digital maturity of companies associated with ACRJ through a specific assessment.

RELATIONSHIP

- Lunch with entrepreneur
- Business breakfast
- Thematic meetings with business councils
- Integration with other business entities in Brazil.
- Support for events such as the RIO HEALTH FORUM, which will discuss the implementation of the Health Economic and Industrial Complex, placing Rio de Janeiro at the center of public policy discussions in Brazilian health.



RELATIONSHIP

FÓRUM RIO empreendedor
Realização ACRJ

28 de setembro
11h às 12h30

Painel
Os desafios para uma Cidade Inteligente e Amigável

Moderador

DAVID ZYLBERSTAJN
ACRJ

MIGUEL PINTO GUIMARÃES
Arquiteto

EDMAR ALMEIDA
PUC RJ

LUIZ FERNANDO JANOT
UFRJ

Sede da ACRJ
Rua Candelária, 9
Centro - RJ

Acesse a programação no link abaixo.

fisweek
POWERED BY INICIATIVA FIS

NOV. 06
10:00h

Abertura #FISWeek:
Conversando Sobre Saúde e o Mundo da Ciência

Transmissão Ao Vivo

fis'23

Moderador

Mario Moreira
FIOCRUZ

Josier Vilar
INICIATIVA FIS

CONFIRA

Faça a sua inscrição no site
www.fisweek.com.br
Ou no link da bio.

fis'23 | 23 | sv/mz3 | @uozp | @mimoz | @health | @cbex

INCENTIVO: FAPERJ

POWERED BY INICIATIVA FIS

O Presidente da ACRJ, Josier Vilar, e o Presidente do Conselho Empresarial do Ecosistema do Turismo da ACRJ, Savio Neves, convidam para

ACRJ
A CASA DO EMPRESÁRIO
A CASA DE MAUÁ

SUMMIT DE TURISMO
MITOS, REALIDADE E DESAFIOS SOBRE O IMPACTO ECONÔMICO DO TURISMO PARA O RIO DE JANEIRO

Moderador
PEDRO PAULO
Deputado Federal

Debatedores

CARLOS COSTA
Professor Catedrático do Departamento de Economia, Gestão, Engenharia Industrial e Turismo (DEGEIT) da Universidade de Aveiro

SAVIO NEVES
Presidente do CE do Ecosistema do Turismo da ACRJ

RICARDO RIBAS
Presidente do CE de Segurança e Ordem Pública da ACRJ

MAURO OSORIO
Economista UFRJ

GUSTAVO TUTUCA
Secretário de Estado de Turismo RJ

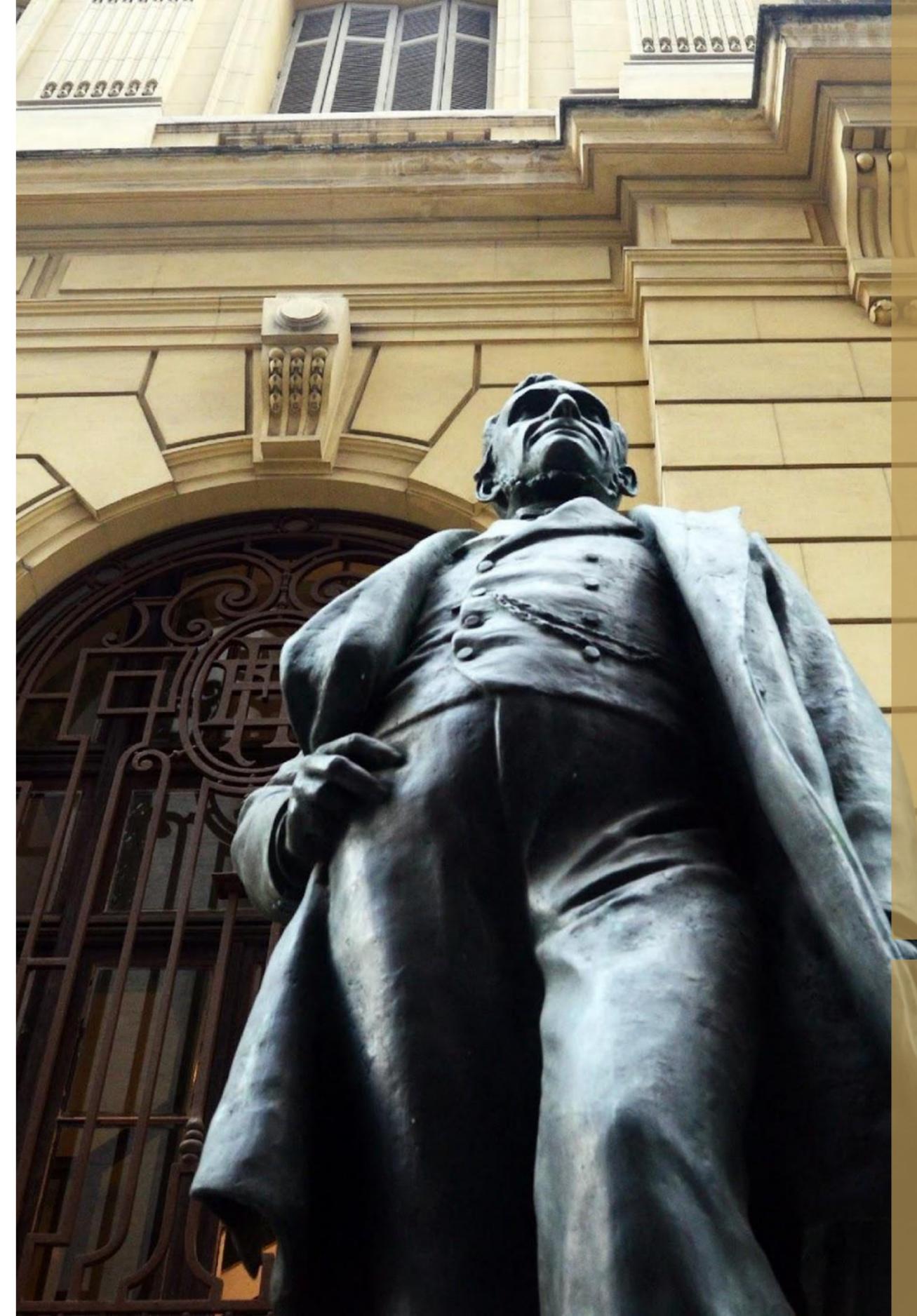
11 de março de 2024, segunda-feira, às 10 horas

SEDE DA ASSOCIAÇÃO COMERCIAL DO RIO DE JANEIRO

Rua Candelária, 9 - 12º andar
Auditório

CLIQUE NO LINK ABAIXO PARA CONFIRMAR SUA PARTICIPAÇÃO

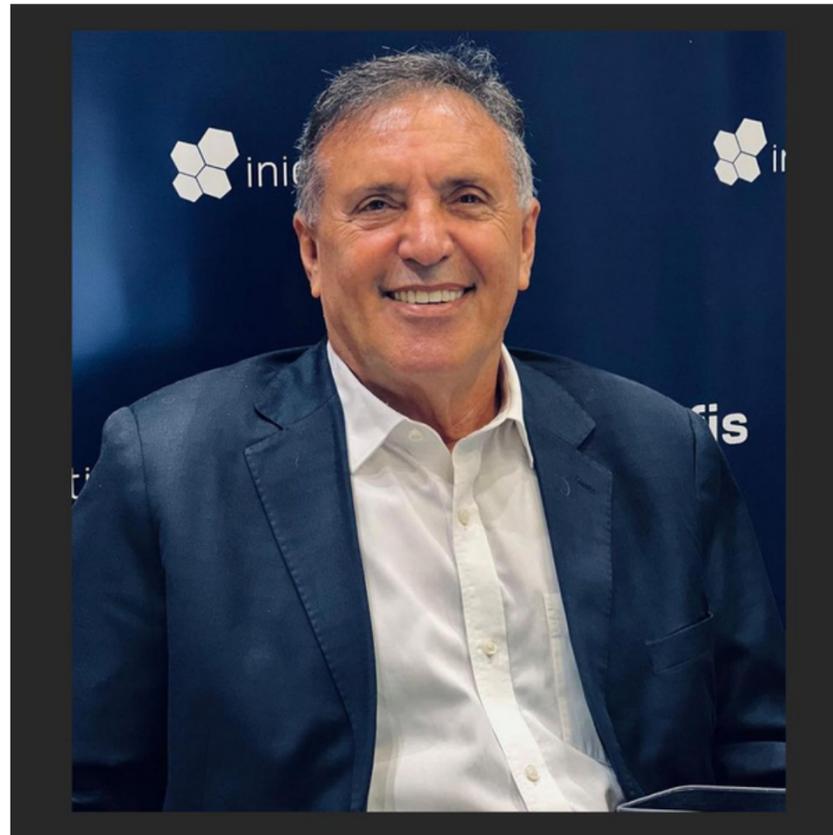
Informações: (21) 2514-1203 | cecilia@acrj.org.br



THANKS



ASPASIA CAMARGO
PRESIDENT OF THE COUNCIL
OF THE MAUA INSTITUTE



JOSIER VILAR
PRESIDENT OF ACRJ

