

TC ABSTRACT

I. Basic Project Data

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| ▪ Country/Region: | BRAZIL/CSC - Southern Cone |
| ▪ TC Name: | Investment Attraction and Export Promotion |
| ▪ TC Number: | BR-T1584 |
| ▪ Team Leader/Members: | DINIZ LAHUD, LEONARDO (INT/TIN) Team Leader; DORANTES GOMEZ, ANGELA CARMELIA (INT/INT); HELGUERO MARIA (INT/TIN); ESTEVES, YASMIN (INT/INT); ESCHOYEZ, GUILLERMO ANTONIO (LEG/SGO); NATHALIE TIBA (INT/TIN) |
| ▪ Taxonomy: | Client Support |
| ▪ Number and name of operation supported by the TC: | N/A |
| ▪ Date of TC Abstract: | 23 Feb 2024 |
| ▪ Beneficiary: | Brazilian Trade and Investment Promotion Agency (ApexBrasil) |
| ▪ Executing Agency: | INTER-AMERICAN DEVELOPMENT BANK |
| ▪ IDB funding requested: | US\$500,000.00 |
| ▪ Local counterpart funding: | US\$0.00 |
| ▪ Disbursement period: | 36 months |
| ▪ Types of consultants: | Individuals; Firms |
| ▪ Prepared by Unit: | INT/TIN - Trade & Investment |
| ▪ Unit of Disbursement Responsibility: | INT/TIN - Trade & Investment |
| ▪ TC included in Country Strategy (y/n): | Yes |
| ▪ TC included in CPD (y/n): | Yes |
| ▪ Alignment to the Update to the Institutional Strategy 2010-2020: | Productivity and innovation ; Economic integration; Institutional capacity and rule of law; Environmental sustainability; Gender equality; Diversity |
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II. Objective and Justification

- 2.1 The objective of the Technical Cooperation is to support investment attraction and export promotion activities in the Brazilian Amazon region, including: (i) the design, capacity-building and execution of a strategy for export promotion and investment attraction in the Amazon region, including the creation and implementation of a possible structure for investment attraction and export promotion in the Amazon region and (ii) export promotion and investment attraction activities, particularly in the bioeconomy, food, and beverages sectors.
- 2.2 This project is strategic in promoting exports and attracting investments to Brazil and its subnational entities (States and Municipalities), particularly to the Brazilian Amazon region. Furthermore, resources from this TC will be used in the preparation and execution of export promotion activities, particularly in the bioeconomy, food, and beverages sectors with a view to attract investments to Brazil and its subnational entities. The operation is consistent with the second update to the Institutional Strategy (AB 3190-2), and it is aligned with the development challenges of economic integration and productivity and innovation. This project will promote economic growth, intraregional and global trade through the strengthening of trade and investments in the Amazon region. This project addresses the major development challenges identified in the IDB Group Country Strategy with Brazil 2019-2022 (GN-2973), which are (i) to promote trade liberalization and (ii) integrate the less developed regions. Therefore, the project will

promote: (i) the increase of trade flows; (ii) the increment of investments; and (iii) the reduction of red tape in international trade, by developing capacity-building programs directed to government stakeholders.

III. Description of Activities and Outputs

- 3.1 **Component I: Opportunities for export promotion and investment attraction in the Amazon Region.** The objective of this component is to support the Brazilian government, in its federal and state-level, the design, capacity-building and execution of a strategy for export promotion and investment attraction in the Amazon region, including the creation and implementation of a possible structure for investment attraction and export promotion in the Amazon region.
- 3.2 **Component II: Investment and Export Promotion activities in the Amazon region.** The objective of this component is to support the preparation and execution of export promotion activities, particularly in the bioeconomy, food, and beverages sectors, with a view to attract investments to Brazil and its subnational entities.

IV. Budget

Indicative Budget

| Activity/Component | IDB/Fund Funding | Counterpart Funding | Total Funding |
|--|-----------------------|---------------------|-----------------------|
| Opportunities for export promotion and investment attraction in the Amazon Region. | US\$250,000.00 | US\$0.00 | US\$250,000.00 |
| Investment and Export Promotion activities in the Amazon region. | US\$250,000.00 | US\$0.00 | US\$250,000.00 |
| Total | US\$500,000.00 | US\$0.00 | US\$500,000.00 |

V. Executing Agency and Execution Structure

- 5.1 In response to the request from the beneficiary, this TC will be executed by the Bank, through the Trade and Investment Division (INT/TIN), given the highly technical nature of the activities and the fact that it needs a high level of coordination and interdependence, engaging multiple levels of government (federal and state), several agencies, and entities. Moreover, INT/TIN has gained invaluable know-how and experience in the execution of international trade and investment promotion activities. The requesting entity does not have the necessary technical, operational, or institutional capacity to duly and timely execute the activities provided in this project.
- 5.2 This is in accordance with Annex II of the Procedures for the Processing of Technical Cooperation Operations and Related Matters (OP-619-4). Furthermore, Leonardo Lahud, Lead Specialist at the Trade and Investment Division (ldinizlahud@iadb.org) will be in charge of this TC. The activities to be carried out under this operation are included in the Procurement Plan (Annex IV) and will be executed in accordance with the Bank's procurement policies: (i) Complementary Workforce (CW) (AM-650) ; (ii) Policy for the Selection and Contracting of Consulting Firms for Bank-executed Operational Work (GN-2765-4); Operational Guidelines for the Selection and Contracting of Consulting Firms in Bank Executed Operational Work (OP-1155-4); and IDB Corporate Procurement Policy (GN-2303-28).

VI. Project Risks and Issues

- 6.1 The success of the project will depend on a significant level of engagement and participation of the relevant stakeholders. The operation will mitigate the risks by engaging government officials in the activities from the beginning of the TC and through

an intensive promotion strategy. Also, the activities were previously discussed with the beneficiary who agreed and expect an increment in their technical capacity as a result. Furthermore, given the multiplicity of beneficiaries within federal and state levels in Brazil, there are intrinsic coordination risks. These risks are mitigated as there is a strong commitment towards this project at the decision level.

VII. Environmental and Social Aspects

- 7.1 This TC does not have applicable requirements of the Bank's Environmental and Social Policy Framework (ESPF).