

# Brazil's \$200-billion low carbon trade opportunity

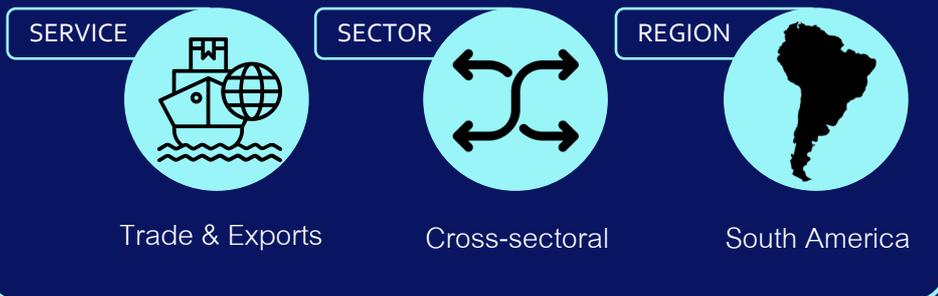


*It has been a pleasure working with you and let me say a special thanks to the piece of work you delivered for the British Government, where you provided a clear picture of areas where Brazil offered promising opportunities for UK low carbon businesses.*

*The report supplied an overview of commercial opportunities in Brazil created by a transition to a low carbon economy, as well as detailed examples of six areas of strong UK competitive advantage at that time.*

*You clearly understand the purpose, motivation and method of the Prosperity Fund programme, and proved your strategy when prioritising low carbon sectors that match UK capabilities with opportunities in destination countries like Brazil.*

**Valeria Martinez** | Sector Manager Infrastructure | UK Department for International Trade | British Embassy Brasilia



## CHALLENGE

- Wanted to determine the best low carbon markets for UK exporters to Brazil and the market's size and accessibility
- Needed an evidence base to show which sectors should be prioritised, which companies should be targeted for trade missions, and what trade barriers needed to be overcome

## ACTIONS

- Researched Brazil's policy and regulatory environment and the cost drivers aligned with its marginal abatement cost curve
- Identified six sectors where Brazilian cost and policy drivers complemented UK international competitive advantage
- Broke down the six sectors into 55 subsectors across 5 value chain segments to perform detailed opportunity analysis
- Segmented the \$200-billion Brazilian investment forecasts
- Specified opportunities with exemplar corporate case studies

## RESULT

- The British Embassy Brasilia used the report's evidence to prove that low carbon sectors should be prioritised for trade
- Trade ambassadors used the findings to encourage UK companies to join the Clean and Cool trade missions to Brazil