

**BRAZIL INFORMATION CENTER - BIC**  
*Building Brazil's image in the United States.*

**OUR MISSION**

The Brazil Information Center works to promote better knowledge about Brazil and the Made in Brazil Label in the US. center and is of the brand Made in Brazil.

**OUR EXPERIENCE**

The Brazil Information Center is an independent organization whose work is financed by a group of Brazilian companies and entities with interests in the American market.

The main objective of our work is to build a political and commercial platform with gives added relevance to Brazil in the US.

The BIC is a 501 (c) 6 non-profit organization, registered in the District of Columbia. Founded in March of 2000 through an initiative of the Brazilian Embassy in Washington D.C., the Brazil Information Center has the ambassador of Brazil in Washington as President of it Board of Directors.

**OUR ON-GOING PROGRAMS**

**Brazil on the Hill** – Series of events on Capitol Hill, aimed at building a strong network of contacts and promoting better knowledge of Brazil.

**BIC/APEX (An agency of the Brazilian government for the promotion of exportats** - A strategic partnership to optimize the return on commercial investment by Brazilian companies in the U.S.

**Grupo Brasil EUA-** An association of Brazilian Companies operating in the US, created by BIC to identifying the obstacles to successful operation in United States, and working to remove them.

**Contact Brazil** - A directory of strategic contacts for Brazil in the Unites States, with information on diplomatic missions, government agencies, press and many others.

**Know Brazil** - Promotion of visits to Brazil by opinion formers, analysts, researchers and students

**Brazil Tech** - A program to promote Brazilian IT services and capabilities in the US

**Brazil Speak** - Series of events to disseminate information of specific interest, in partnership with think tanks, non-government organizations, and centers of Brazilian studies.

**Good-Will** - Long term relationship building program to promote good relations

**Clipping** - Daily collection of information about Brazil published in the American press, for dissemination and tracking.

**Visit Brazil** - Tourism Promotion.

## OUR SERVICES

- Commercial Promotion
  - Identification of possible partners for strategic partnership agreements between Brazilian and American companies
  - Market study and commercial intelligence
  - Trade Mission organization
  - Trade Show participation organization
  - Business Networking between other Brazilian Companies operating the the US
  
- Communications
  - Organization of programs and activities to promote Brazil's exporters, governance standards and technological capabilities
  - Development of company specific communication strategies
  - Fostering the growth and strength of Brazilian interest groups in the United States
  - Insertion Brazilian products in BIC sponsored events
  
- Government Relations
  - Meeting facilitation on the Hill, executive government agencies and multilateral organizations
  - Infomining and Issue Monitoring in the US Congress
  - Id of relevant contacts and decision makers in the United States for issue specific needs

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