



WECONNECT INTERNATIONAL ACTIVITY IN BRAZIL - 2017



167
women-owned businesses
(self-registered or certified)

61

Trained women business owners in the skills and knowledge necessary to grow their business

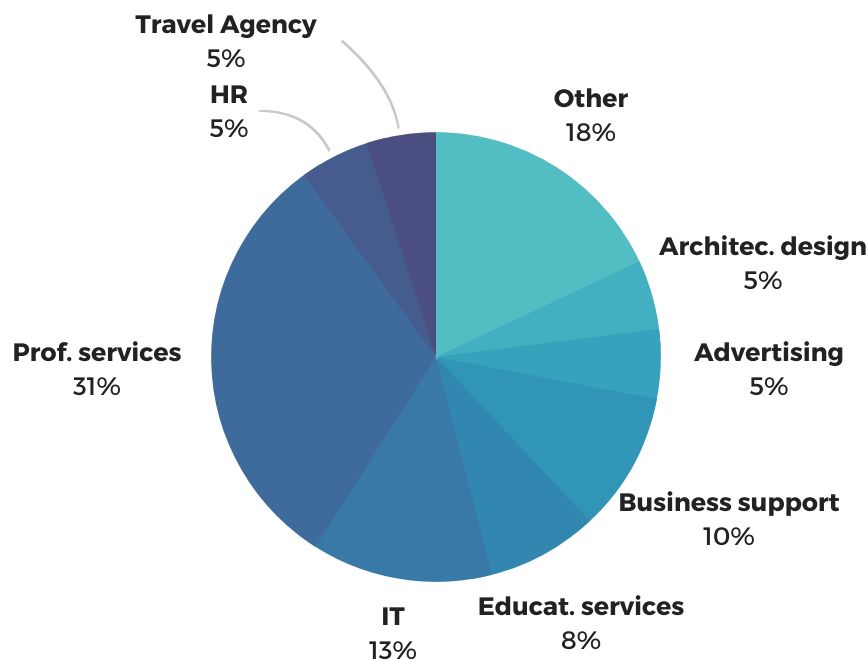
453

Facilitated connections between women business owners and corporate buyers

69

Facilitated connections between women business owners

Industry breakdown by WEConnect's certified Brazilian women-owned businesses





KEY ECONOMIC DATA BRAZIL

GDP (billion \$US)



GDP per capita (PPP)

\$ 15,500

Annual median per capita income in 2017

81st

Worldwide ranking of GDP per capita

The economy of Brazil is the 9th largest in the world measured by nominal GDP and 8th largest by purchasing power parity (PPP)

GDP growth rate (%)



Ease of doing business

#125
in worldwide Ease of Doing Business ranking

- Brazil is home to 43 billionaires as of 2018 - this marks Brazil as the 8th largest country billionaire population
- Brazil's major stock exchange, the BM&F Bovespa, had a market capitalization of \$ 1,073 billion as of April 2018

Top exports

- Transport equipment
- Iron ore
- Soybeans
- Footware

Labor force

- 111.6 million
- Agriculture: 10%
 - Industry: 40%
 - Services: 50%

Top industries

- Textiles
- Shoes
- Chemicals
- Cement



Practical information on doing business in Brazil

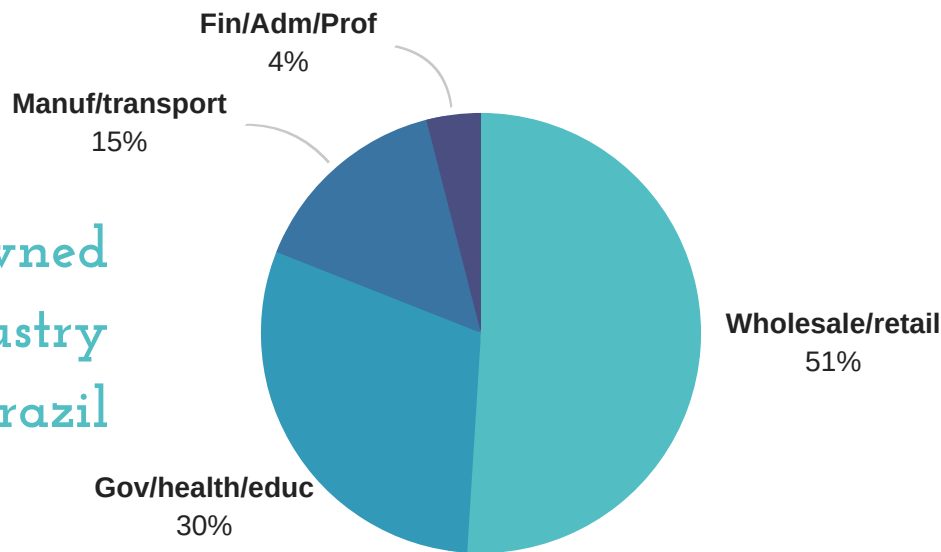
Brazil's worldwide ranking (out of 190 economies) in...

- Starting a business: #176
- Getting electricity: #45
- Registering property: #131
- Protecting minority investors: #43
- Trading across borders: #139
- Getting credit: #105
- Paying taxes: #184
- Enforcing contracts: #47
- Resolving insolvency: #80
- Dealing with construction permits: #170

Key information on Brazilian women in business

- Female labor participation: 43%
- Ratio female to male entrepreneurial activity: 1.0
- Female entrepreneurial activity out of necessity (indicating no other options are available): 47.7%
- Female entrepreneurial activity out of opportunity (indicating a growth-oriented mindset): 51.9%
- Over 30% of women entrepreneurs start businesses in the sectors of government, health, and social services - this is five times more than men in these sectors
- The level of international sales amongst Brazilian women entrepreneurs is currently less than 1%

Percentage of women-owned businesses per industry in Brazil



Women, business and the law: key indicator scores

Scores are determined by criteria defined by the World Bank regarding whether a country's legal framework prevents women from accessing certain rights, opportunities or protections. A perfect score is 100, indicating that women are not legally discriminated against and have the same rights and opportunities as men.

Brazil's legal framework does not discriminate against women as they...	Brazil	Latin-America
Access institutions, either public or private	100	97
Use property for either personal or professional purposes	100	98
Get a job in any industry, regardless of marital status or pregnancy	64	68
Are provided with incentives to work, including benefits	100	77
Go to court and access legal services, for either personal or professional purposes	75	67
Build credit and access finances	50	41