

"The Gateway to Business Between Brazil and Austrália"



**The Australia Brazil  
Chamber of Commerce Inc.**

***In 2010 the ABCC proudly celebrates 32 years of  
turning business possibilities between Australia and  
Brazil into business realities***

***CORPORATE SPONSORSHIP KIT***

- **About the ABCC**
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## **About The ABCC**

### **Mission Statement**

*The ABCC's aim is to promote strong links in trade and business and closer relations between Brazil and Australia, providing business opportunities for our members through our network.*

*The ABCC supports two-way trade between Australia and Brazil by aiding Australian and Brazilian importers and exporters, investors, companies wishing to engage in business with Brazil working closely with various Australian and Brazilian Government representatives responsible for trade issues. We host regular seminars and a range of events to help businesses linkages between Australia and Brazil flourish and raise awareness of the business opportunities that exist.*

*We focus on various industry sectors such as: Mining, Oil & Gas, Renewable Energy, Agribusiness, Education, IT, Finance, Automotive, Aviation, Fashion, Sports, Tourism, New Technologies and Research, Cultural Interchange etc. The ABCC's main office is in Sydney, with branches also in Victoria, Queensland, Western Australia and South Australia as well as representatives in Brazil and the support of the Sister Chamber in São Paulo and Belo Horizonte.*

*We work closely with the Brazilian Embassy and the Brazil Trade Bureau of the Consulate-General of Brazil, as well as maintaining regular, direct communication with the Australian Department of Foreign Affairs, COALAR (Council on Australia Latin America Relations), the Australian Trade Commission (AUSTRADE) and State Governments to promote trade between Australia and Brazil.*



## Objectives

*Australia and Brazil are the 2 powerhouses in the Southern Hemisphere. Brazil is the world's eighth economy. There is an expanding and exciting business relationship between our two countries. Our main objectives are:*

- *Directly promote business across the ABCC's Australia-Brazil network.*
- *Provide a network for existing players and newcomers to Australia-Brazil business to share information and experience and develop business contacts.*
- *Assist in developing government policies so as to enhance Australia's economic, political and social relations with Brazil.*
- *Support Australia's broader diplomatic and economic objectives in Brazil.*
- *Foster a greater awareness of Australia in Brazil and vice-versa.*
- *Provide a forum for lobbying when necessary.*
- *Increase involvement and exposure of corporate sponsors, positioning those entities at the most prestigious level possible both within the business sector and in the mind of the general public.*
- *Establish and improve alliances with other Chambers of Commerce and Business Councils.*
- *Organize events and functions, trade missions and participate at trade shows giving members the opportunity to participate, interact and take advantage of the networking opportunities presented.*
- *Liaise with the Australia Government and bodies and lobbies for bilateral agreements, improvement in links and relations, ministerial visits and assists in dialogue.*
- *Provide useful information to corporate members through our monthly newsletter.*
- *Provide introductions and business matching to corporate members.*

## ABCC Management Committee

*The Chamber is guided by its Management Committee, elected annually by the financial members during the AGM. Office holders and other members of the Management Committee provide their services on a voluntary basis.*

- *Cristina Talacko – President (Director: Council on Australia Latin America Relations, Vice-Chair: Australia-Latin America Business Council, Director: SalDoce Fine Foods)*
- *Iain Mars – Vice-President and QLD Representative (CEO: JBS Swift Australia)*
- *Bruno Fiorentini – Vice-President NSW (COO: Yahoo 7)*
- *Leith Wale - VIC Representative (Business Development Manager: Phillip Capital Australia)*
- *Tim Hosking - VIC Representative (Business Development Manager: Karoon Gas Pty Ltd)*
- *Bernard Baxter - VIC Representative (Industry Relations Manager: Dairy Australia)*
- *Rodrigo de Luca – QLD Representative (Director: Duraface Australia, Engineering director: Hawkeye Engeneering)*
- *Edison Alvares – Treasurer, QLD (Director: JBS Swift Australia)*
- *Jose Santiago – WA Representative (General Manager Bauxite: BHP Billiton)*
- *Richard Hancock – SA Representative (Manager, Planning and Development: South Australia Department of Trade and Economic Development)*
- *Fabricio Mendonça – SA Representative (Export Manager: Thermo Fisher Scientific)*
- *Marcelo de Andrade – Brazil Representative (Chairman: Pro -Natura Foundation, Partner: Earth Capital Partners)*

## HOW WE CAN ASSIST OUR MEMBERS

- Goods and services in Brazil
- Business and investment opportunities
- Suppliers, buyers, potential partners in Brazil and Australia
- Networking opportunities
- Market Research
- Relevant business information through our newsletter

## SERVICES WE PROVIDE TO OUR MEMBERS

- Seminars, background information, business functions and briefings by Australian government trade officials and visiting diplomatic representatives from Brazil and Australia.
- Inward and outward Trade Missions and official visits.
- Participation in Trade Fairs and Exhibitions.
- Monthly newsletter featuring updates on many issues including Trade, Economy, Politics, Education, Sport, Legal, Mining, Agribusiness, Environment and Culture.
- Regular business e-news bulletins circulated to all members via email.
- Periodic reports on new products, taxation and business practices.
- Letters of introduction to relevant Chambers of Commerce, prior to visits to Brazil or Australia.
- Chamber representation in commercial and trade forums and government briefings.
- Events and activities to provide networking opportunities with potential business partners in trade and commerce, in Australia and in association with other Latin American Chambers of Commerce.
- Marketing through the ABCC website and newsletter.
- **NEW:** Receipt of ABCC quarterly printed magazine "Brazil Talk" as of October 2010 covering finance, economy, mining, agribusiness, energy, food & beverage, tourism and more.

## **Proposed Events for 2010 - 2011**

**In 2010 and 2011 the ABCC provides SPONSORS with opportunities for profiling and/or hosting events as:**

- *Queensland Brazil Business Club Functions in Brisbane*
- *Annual Gala Dinner (Carnaval) in VIC, NSW and QLD with Export Awards and entertainment*
- *Outgoing Trade Mission to Brazil: Opportunities with the World Cup 2014 and Olympic Games 2016*
- *Seminars and Networking Sessions on how to do business with Brazil (WA, NSW, SA, QLD and VIC)*
- *Participation at Fairs and Exhibitions (EXPOSIBRAM, INOVATEC and Soccerex)*
- *Incoming Trade Mission by Brazilian Federal Minister for Sport accompanied by business delegation*
- *Participation at International Chambers World Cup Tournaments: Sydney and Melbourne*
- *Seminar on mining opportunities in Perth*
- *Mix@6 networking drinks in NSW*
- *ABCC Christmas Drinks (SA, NSW, VIC, WA and QLD)*
- *Exposure through ABCC website: more than 50,000 hits per year and linked to other 100 business websites*
- *ABCC monthly newsletter sent to members, VIPs, Embassies, Consulates and Government representatives in Brazil and Australia*
- *ABCC promotional materials: logos of corporate sponsors are featured on all materials, flyers, brochures and invitations*

## **ABCC "Brazil Talk" Business Magazine**

In 2010 the ABCC is launching for the first time the publication of a Quarterly Business and Investment Magazine featuring Brazil-Australia relations. It will be the only magazine edited in Australia focussing in business and investment between Brazil and Australia to bring awareness and foster stronger ties with Brazil.

There will be 10,000 copies in English and Portuguese covering economy, mining, oil & gas, renewable energy, retail, food & beverage, agribusiness, investment, tourism, education and culture.

**Sponsors of the ABCC will have the opportunity to have a ¼ page article on all publications FOR FREE, valued at \$4,000.**

## **Corporate Sponsorship**

*ABCC is a non-profit organisation dedicated to serving its members at the highest standards. To provide our members with the maximum benefits we need the support of sponsors in a variety of areas.*

*(Advertising placement and public relations exposure is available to your organisation should it participate in the Australia Brazil Chamber of Commerce Sponsorship package),*

*On behalf of ABCC we invite you to assist us in our endeavours and become a sponsor. In return for your contributions, we will greatly enhance the exposure, and brand awareness of your organisation to our members, corporate and government participants, and the general public in Australia and Brazil. Furthermore, we will provide you with a Complimentary membership to the growing Australia Brazil Chamber of Commerce.*

**ABCC is offering the following sponsorship opportunity packages for 2010-2011:**

### **Platinum Sponsorship**



### **Golden Sponsorship**



# Platinum Sponsorship



## Financial Sponsorship: \$10,000

*ABCC Platinum sponsorship enables the sponsoring organisation's brand to become synonymous with the Australia/Brazil business community, as well as any other in any other area where this link may be of interest to the public. ABCC sponsorship is also idea for those organisations wishing to launch a new product or strategy in this market.*

- *Complimentary Membership to ABCC worth \$450*
- *Naming rights for the inaugural ABCC Export Awards, for functions including Ministerial visits and trade delegations, ABCC Mix@6Drinks, informative seminars and all ABCC events*
- *Priority seating at all ABCC events*
- *Branding - Logo and company name shown and mentioned in all activities of the Chamber and highlighted in all prestige events, trade fairs (banner stands), seminars, and luncheons*
- *Mention of the sponsoring organisation in any relevant media exposure including radio, television, the press and on the internet*
- *Space for a representative at any events to distribute organisation material*
- *Ten minute speaking opportunities and podium recognition at events where ABCC is able to negotiate*
- *Special attention to any opportunities where the chamber can provide any helpful introductions to the sponsoring organisation*
- *Access to direct mail opportunities with ABCC member organizations*
- *Publication of an article in 4 editions of the ABCC Business Magazine worth \$4,000*

## **Internet advertising package including:**

- *Front page logo on ABCC web page*
- *Branding - Logo on Sponsorship Page of ABCC web page, with company description and link to homepage*
- *Branding - Logo on weekly News Flash e-mails to members*
- *Branding - Logo in all ABCC outgoing e-mails*
- *Branding - Logo on all newsletters, fliers and printed material with priority placement over Gold sponsors*
- *Personalised articles and interviews upon special arrangements*

## Golden Sponsorship



### **Golden Sponsorship: \$7,000**

*Exclusive association with high profile business events and business leaders through the ABCC Gold Sponsorship can generate highly credible publicity and business community exposure, and provide access to new business relationships.*

- *Complimentary Membership to ABCC worth \$450*
- *Branding - Logo and company name shown and mentioned in all activities of the Chamber*
- *Distribution of organisation material at trade events*
- *Five minute speaking opportunities at events where ABCC is able to negotiate*
- *Attention to any opportunities where the ABCC can provide any helpful introductions to the sponsoring organisation*
- *Access to direct mail opportunities with ABCC member organizations*
- *Publication of an article on 2 editions of the ABCC Business Magazine worth \$2,000*

### **Internet advertising package including:**

- *Logo on Sponsorship Page of ABCC web page, with company description and link to homepage*
- *Logo on weekly NewsFlash e-mails to members*
- *Logo on all Newsletters, fliers, and printed materials*
- *Personalised articles and interviews upon special arrangements*
- *All ABCC newsletters*

**The Australia Brazil Chamber of Commerce 2010 – 2011  
SPONSORSHIP FORM**

**Sign my company up as:**



( ) Platinum Sponsor\*: \$10,000

( ) Golden Sponsor: \$7,000

*\*limited sponsorships available at Platinum Level*

Name of Business: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Post Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Main Contact Name/Title \_\_\_\_\_

Phone Number: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment options:**

( ) Cheque made to Australia-Brazil Chamber of Commerce

( ) Direct Deposit

Australia-Brazil Chamber of Commerce

ANZ Bank - BSB 012 003 Account No: 1345852

Please send confirmation of deposit via:

Fax : 02 9908 5826 or E-mail : [abcc@australiabrazil.com.au](mailto:abcc@australiabrazil.com.au)

*For more information contact:*

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