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 **SWITZERLAND
GLOBAL
ENTERPRISE**

enabling new business

Swiss Business Hub Brazil

BRAZILIAN AGRIBUSINESS



The Steady Growth of South America's giant and its demands for innovative tools

Information about Brazil



Key facts

- 5th largest global land area and enjoys favourable conditions for livestock and agricultural production
- 6th largest population in the world

Agribusiness Global Leadership

PRODUCTION											
	Orange Juice	Sugar	Coffee	Beef	Soybeans	Poultry	Corn	Swine	Pulp (Hardwood)	Cotton	
	1st	1st	1st	2nd	2nd	2nd	2nd	4th	1st	2nd	
	EXPORT	1st	1st	1st	1st	1st	1st	3rd	4th	1st	3rd

Brazil – A Leader in Global Agribusiness

Image compiled in October 2020 by the Swiss Business Hub with data from ABAG, ABIEC, CNA, APEX and USDA

Overview of the Brazilian Agribusiness Market

Agro represents **30% of Brazil's GDP**

Brazilian agrobusiness industry is **expected to grow even more** during the upcoming decades – it should reach 40% share of the global food production until 2050

Even during difficult periods, the sector continues its **steady growth**.

In contrast to the service and the manufacturing industries, agriculture is the only sector where the **productivity increased**

Reasons behind Brazil's success

- Key factors that make Brazil leading food producer
 - I. Large **population** to feed
 - II. Mild and wet **climate**
- Not only due to territory extension but to **productivity increase**
- New **technologies and efficient** practices from local farmers
- Using **natural advantage** of their production site



Challenges for the future

- Enhance and promote **sustainability**
- Increase the **capacity of grain storage**
- **Modernize systems for milk production** in order to increase the productivity
- **Increase the access to credit lines** for new investments aiming at improving production



Opportunities for Swiss companies in key sectors

Meteorology & Risk Management

Weather Stations

Weather Forecasts

Microclimate monitoring

Climate Risk Modelling

Irrigation, Soil & Plant Nutrition

Irrigation Automation and Monitoring

Topsoil Mapping

In-Field Nutrient Analytics

Biological and Organic Soil and Plant Nutrition Products

Precision Farming

Geospatial Analysis Techniques

Prescription mapping

Management Zone planning

Smart Application or sensor-based VAR

Robotics and Drones

Mechanical Weed Control Robots

Milking Robots

Drones

Opportunities for Swiss companies in key sectors

IoT, Sensor Technology
& Platforms

Crop Imaging
Technology (Satellite,
Aerial and Field)

Pests & Diseases in
Crops

Tracking & Supply
Chains

Livestock Automated
Weight Monitoring

Behaviour and Feeding
Monitoring

Satellite NDVI imaging

Aerial imaging

Deep Neural Networks
for Image Recognitions

Multispectral or
Hyperspectral Cameras

Weather Related
Disease Modelling

Biological Control
Systems

Automatic Insect Traps

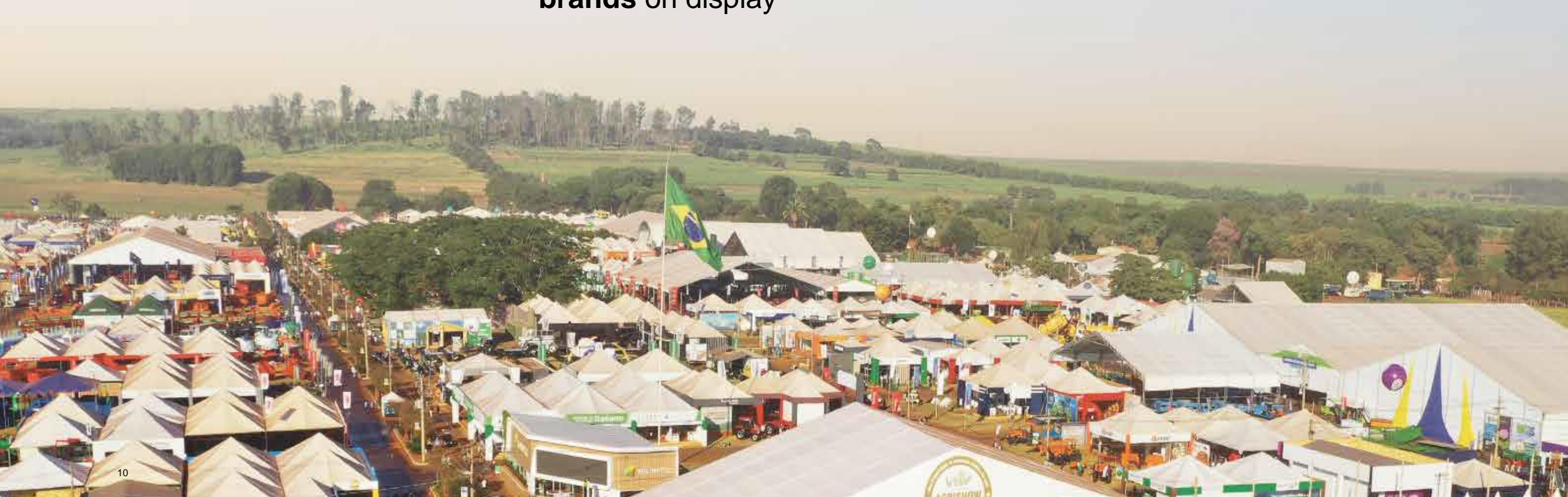
Block Chain Driven Food
Supply Chain
Applications

Food Authentication
Technologies

AgriShow

- When? **May 2023**
- Where? **Ribeirão Preto**
- Audience? **190.000 Visitors**

- Flow of **+193 thousand agribusiness professionals**
- Visitors from **49 countries** and all regions of Brazil
- **800 national and international brands** on display
- About **75% of visitors have a decisive and influential role**
- **+R\$ 11,243 billion** of business started at the event



Danke! Merci! Thank you! Obrigada!



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