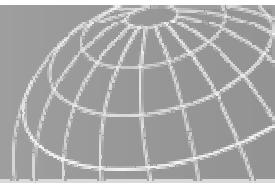


Business Opportunities in Sustainable Brazil

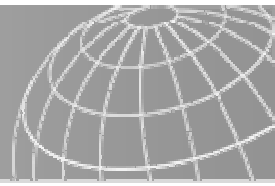
The German-Brazilian Cooperation's Perception

Ingo Melchers
Programme Director, Brazil
Nurnberg, 2010/02/10



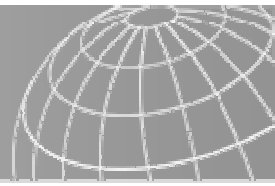
Contents

- Programmes and partners of technical cooperation in Brazil
- Brazilian family agriculture's and gathering's scenario – highlighting Brazilian public policies
- The German-Brazilian technical cooperation's contribution



The Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH

- German Government owned enterprise
- Cooperation with more than 130 countries
- 14 thousand employees
- Turnover in 2009: 1,4 billion EUR
- Active in Brazil since the sixties



GTZ in Brazil: Priority areas and partners



**Renewable Energy and
Energy Efficiency**

Eletrobrás



**Conservation and Management
of Tropical Forests**

MMA



**Integrated Regional
Development**

**MDA
MMA
Sebrae**



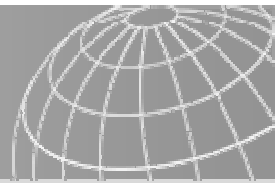
Triangular Cooperation

ABC



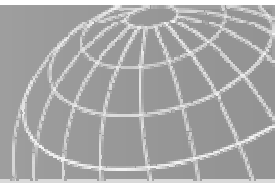
**Regional Amazonian
Programme**

OTCA



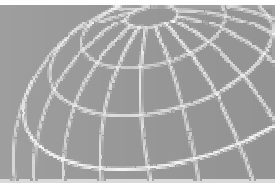
Brazilian Scenario of Family Farming, Gathering and Sustainable Business

- Favourable scenario: public policies, social appeal, world cup in 2014, Olympics in 2016
- Great internal and external potential:
 - Differentiated products (organics, fair-trade, socio-biodiversity, typical, traditional)
 - Other “products” (managed wood, REDD, CO2, Payment for Environmental Services)



The Technical Cooperation's Contribution

- Support for a better absorption and public policies' improvement, i.e.:
 - Programme for Acquisition of Foods, National Programme of School Alimentation, National Plan for Promotion of Socio-Biodiversity's Product Chains, Caatinga Cerrado Initiative, Saloon Andes Amazônia
- Promotion of family farmers' and gatherers' qualification
- Strengthening the ability to negotiate of family farmers' and gatherers' and their social and economic organization
- Promotion and support to inter-institutional cooperation and dialogue
- Important instrument: Public-Private Partnerships

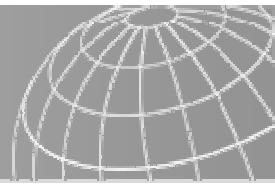


33.000 families benefitted
1,5 million EUR in business



25.000 families benefitted
1 million EUR in business



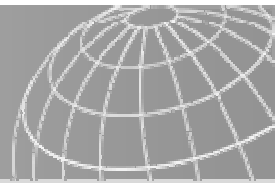


Public-Private Partnership (ex: Vegeflora – GTZ)



**Income increased by 230% by
productivity gains and better prices;
Conservation of jaborandi**

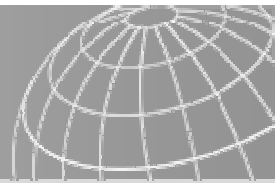
**Guarantee and improvement in raw
material supply (from 20 up to 104 t);
Product traceability;
Better reputation**



Training in community in Piauí

**Registered gatherers
with their identification
card**





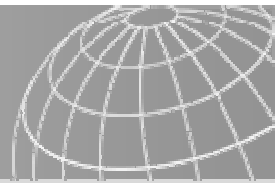
Public-Private Partnership (ex: ABIT – GTZ)



Win-Win-Situation

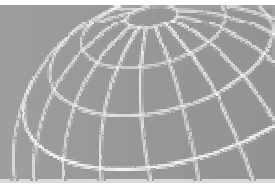
**Central cooperative is created;
Sales volume increased by 150%;
Quality improvement of products;
Diversification of commercialisation
channels**

**Diversification of associated
members by including family
farmers; Corporate Social
Responsibility**



Public-Private Partnerships with Family Farmers and Gatherers – Aggregated Information

- 13 partnerships in Brazil with 15 enterprises
- 13 thousand families (family farmers and gatherers)
- Invested resources:
 - Enterprises: 1,7 million EUR
 - GTZ: 800 thousand EUR
 - Third parties: 700 thousand EUR



Thank you.

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