

## [Meet the PRPA's International Representatives](#)

PRPA employs trade and transportation specialists in Australia, Brazil, China, and Germany. **They speak English, they are natives in their local markets, they know the Delaware Valley, and they are extremely experienced in international transportation.** They are your direct contact in overseas markets; they are ready to assist you whenever you need.

Our series has already profiled PRPA's representatives in Australia, China, and Germany. This article features our representative in **Brazil, Carlos Cappellano.**



*Brazil is the largest country in South America; it is larger than the continental United States. Brazil has the largest economy in South America and is a key trading partner of the Port of Philadelphia.*

(Philadelphia, PA August, 2011) “Fruit, forest products, steel, meat and textiles: there are so many Brazilian products that are a perfect fit for the Port of Philadelphia. And Brazil is a growing market for industrial and food exports from the Northeastern USA,” says PRPA’s Brazil Representative, Carlos Cappellano.

Carlos has been the PRPA’s “Man in Brazil” since 1998. Based in Sao Paulo,

the country's largest city and its economic capital, his job is to market Philadelphia's marine terminals, inland infrastructure, and strategic location as a gateway for Brazil's international trade with the United States and Canada. He also assists the international trade community in finding better transportation solutions for the inland portion of the journey in Brazil—in other words, he can help you get your cargo the “last mile” to the customer.

Carlos is happy to help Delaware Valley businesses explore opportunities in Brazil: “I organize meetings and events in Brazil for PRPA shippers, staff, and terminal operators. I can be your guide here.”

Todd Brown of **Holt Logistics** (which operates PRPA's Packer Avenue Marine Terminal) has worked with Carlos for several years, and praises his ability to work with Philadelphia-area shippers: “Carlos has been an incredible help to me during my visits to Brazil. He set up meetings, gave me economic and commercial background, and translated. In fact, he really made the trip possible. He not only opens doors, he helps you walk through and get the business.”



Carlos has been involved in international trade between Brazil and the United States, Canada and Europe since 1983, and recently expanded into trade consulting.

Earlier in his career, he worked as a buying agent in Brazil for overseas customers such as retailers, distributors, department stores and mail-order catalogs. Working with South American suppliers, he exported a wide range of consumer goods, including oral hygiene products, modern furniture made of renewable forest wood, textiles, kitchenware, men's and women's tailored clothing, ceramic products, confectionery products, jewelry and semi-precious stones.



Today, Carlos focuses on the Philadelphia-Brazil corridor. He notes that many of Brazil's main export products can ship via the Port of Philadelphia very efficiently.

“Most importantly, Brazil is a global leader in the production of traditional Philadelphia cargos, including fruit, wood pulp, paper and steel. Ores, minerals, oil, natural gas and petrochemicals are other areas of opportunity given the strengths of Philadelphia's marine terminals and Brazil's resources.”

And, he emphasizes, the ships bringing those products north are all looking for US exports for the return trip to Brazil.

“The Brazilian economy is hot right now, and Brazilians are looking for quality US manufactured goods and food products. They are open to US goods, and they have more purchasing power than ever before.”

Brazilian industrial firms and construction companies are also looking for US suppliers. Now is the time, he insists, to try exporting to Brazil.

“US exports have an excellent reputation, and the Brazilian middle class (which is growing rapidly) is looking for new products to try.”

One of the reasons Brazil is booming is their strength in agriculture. Brazil's farms and cattle ranches provide almost 25% of the total world food trade. Brazil leads the world in the production and export of coffee and orange juice, and is also the main world producer of ethanol from sugar cane. The country is also among the world's leaders in soy products (grains, oil and meal), sugar, beef, chicken, corn, rice, pork products, fish and fruits.

Perhaps the main reason that the Brazil – Philadelphia trade is so strong is the excellent steamship service connection. Hamburg Sud, its subsidiary Aliaca, and their partner CSAV operate a weekly US East Coast – South America East Coast Service, which calls on the Brazilian ports of Rio Grande, Navegantes, Santos, Rio de Janeiro, Salvador, Suape and Pecem. These services call at the Port's **Packer Avenue Marine Terminal**.

“I went to school in the USA, worked in the USA, and have friends there. I care about the Delaware Valley, and want to help Philadelphia area companies do business in my country,” concludes Carlos.



To find out more about Carlos or the other PRPA Foreign Representatives, see <http://www.philaport.com/marketing/foreignreps.htm>

To learn more about how PRPA can help you grow your business internationally, call PRPA Marketing Representative Dominic O'Brien at (215) 426-2600.

## Key Statistics for the Brazil – USA Trade and the Brazil – Pennsylvania Trade

- The USA was Brazil's #2 export partner in 2009, taking over 10% of Brazil's exports.
- The USA was Brazil's #1 partner for imports in 2009, shipping 16.1% of Brazil's total imports.
- US Exports to Brazil **in US dollars (billions)**: 32,298,654,561 (2008)  
26,095,455,340 (2009) 35,425,091,507 (2010).
- US Imports from Brazil **in US dollars (billions)**: 30,452,944,177 (2008)  
20,069,606,594 (2009) 23,957,920,834 (2010).
- 2010 Exports to Brazil **products**: Chemicals (23%) Computer and Electronic Products (18.7%) Transportation Equipment (15.7%) Machinery, Except Electrical (13.8%) All Others (28.8%).
- 2010 Imports from Brazil **products**: Oil & Gas (30.3%) Primary Metal MFG (10.3%) Agricultural Products (6.7%) Machinery, Except Electrical (6.5%) All Others (41.2%).
- **PENNSYLVANIA** Exports to Brazil **in US dollars**: 1,125,759,144 (2008)  
562,050,025 (2009) 1,262,576,193 (2010).
- **PENNSYLVANIA** Merchandise Exports to Brazil **products**: Chemicals (35.6%) Machinery, Except Electrical (21.3%) Minerals & Ores (14.4%) Transportation Equipment (9.7%).
- 2010 Brazil was **PENNSYLVANIA's** sixth largest trading partner; it is one of the Commonwealth's fastest growing export markets.