



# Brazilian Exports to Norway

## A Market Research for Potential New Members

By Rafael de Souza

## **Goal of this presentation**

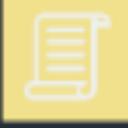
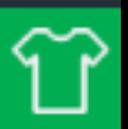
**Show how to get **more members** for BNCC by:**

- 1. Analysing export data from Brazil to Norway**
  - 1. Using data from the MIT Observatory of Economic Complexity (OEC);**
  - 2. Using data from the Ministry of Economy in Brazil**
- 2. Analysing OEC competitive advantage indexes applied to the trade of Brazil and Norway**

# **Brazil Export Data**

**OEC - MIT**

# Product Communities Classification

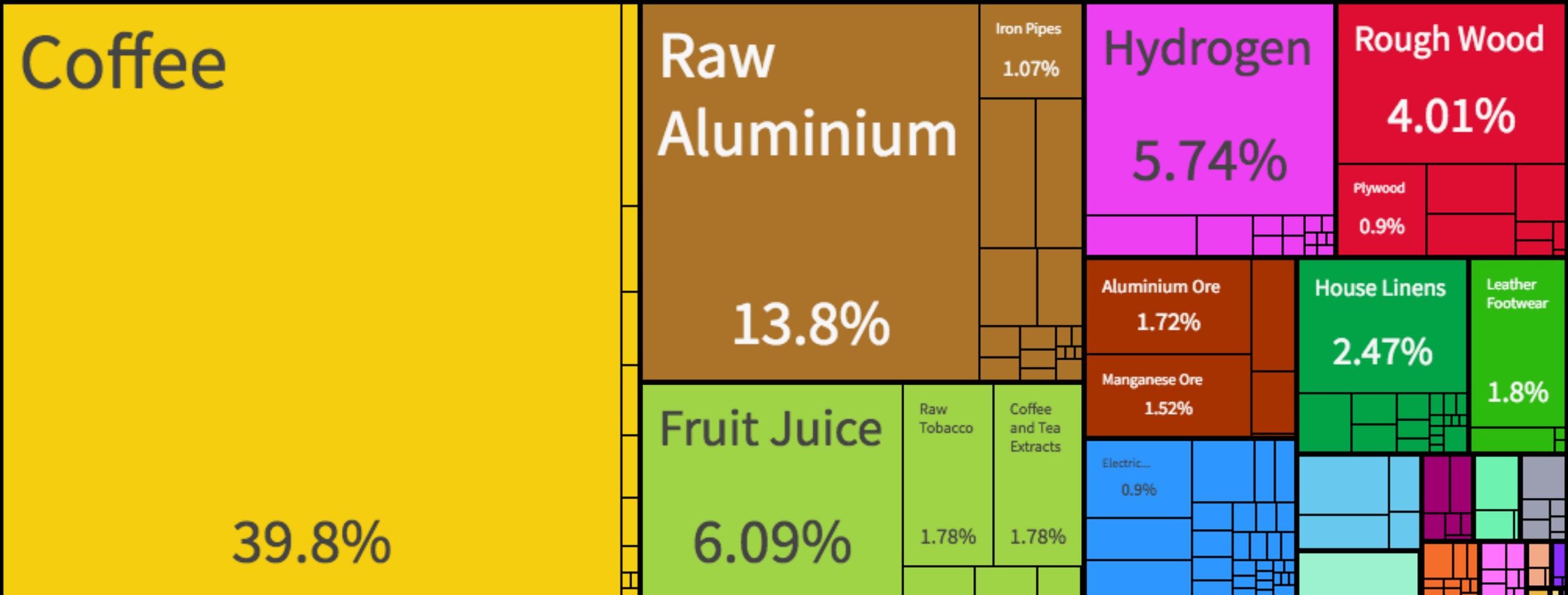
	<b>Chemical Products</b>		<b>Mineral Products</b>		<b>Wood Products</b>		<b>Weapons</b>
	<b>Vegetable Products</b>		<b>Instruments</b>		<b>Stone and Glass</b>		<b>Paper goods</b>
	<b>Foodstuff</b>		<b>Transportation</b>		<b>Miscellaneous</b>		
	<b>Animal Hides</b>		<b>Footwear and Headwear</b>		<b>Textiles</b>		
	<b>Machines</b>		<b>Animal Products</b>		<b>Precious Metals</b>		
	<b>Metals</b>		<b>Plastics and Rubbers</b>		<b>Arts and Antiques</b>		

# Exports Breakdown

25 Years Ago

# Brazilian Exports to Norway - 1995

Total: \$111M

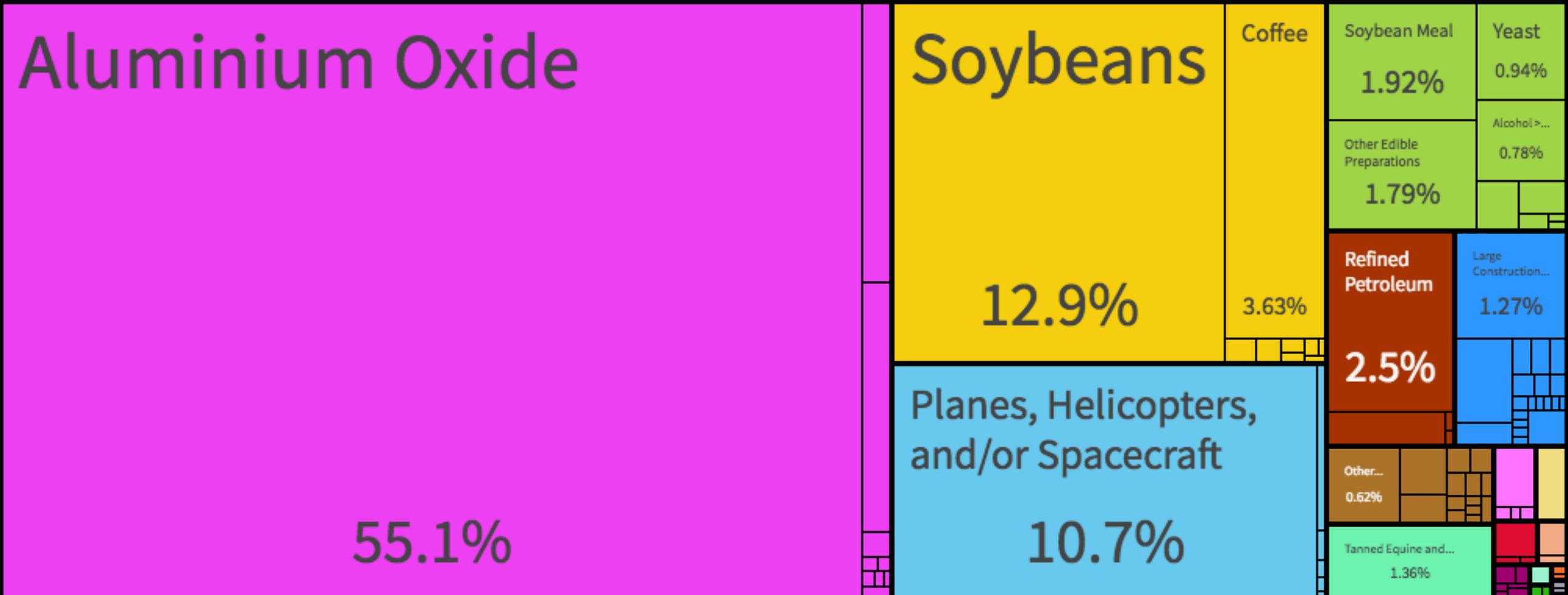


# **Exports Breakdown**

**Today (As of 2018)**

# Brazilian Exports to Norway - 2018

Total: \$878M

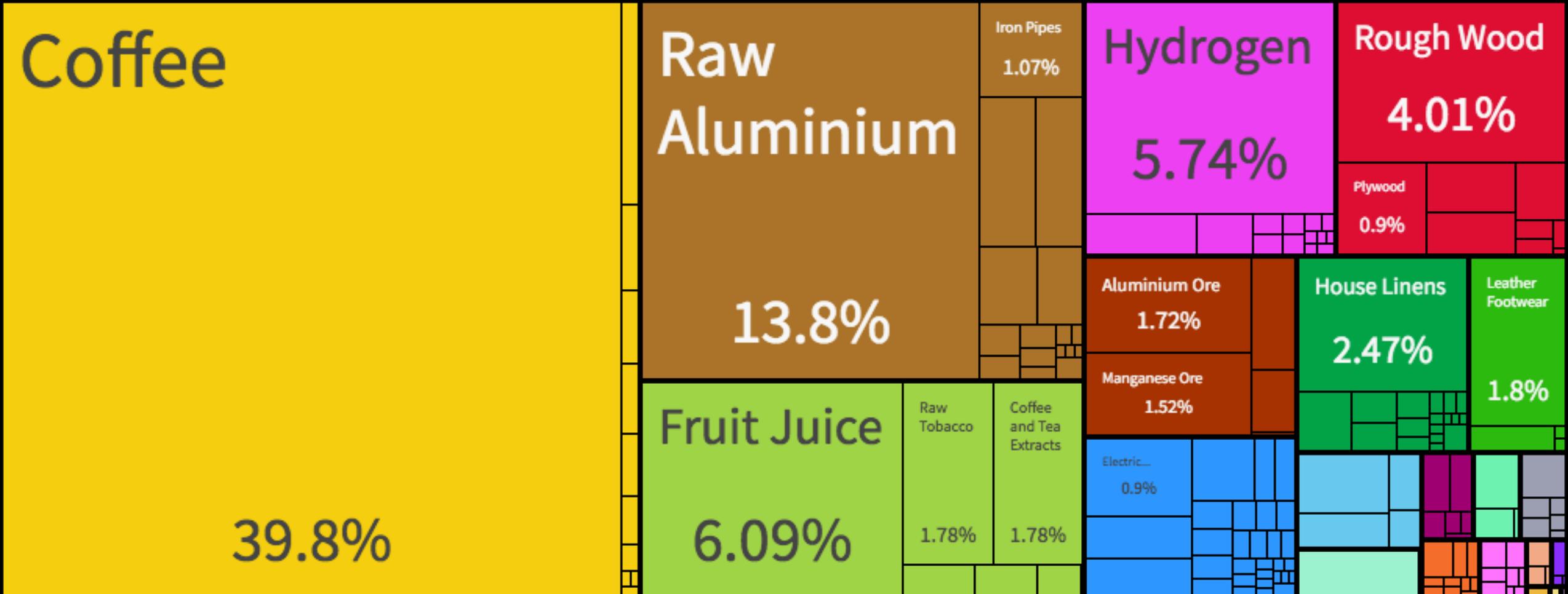


# **Exports Breakdown**

## **Annual Change**

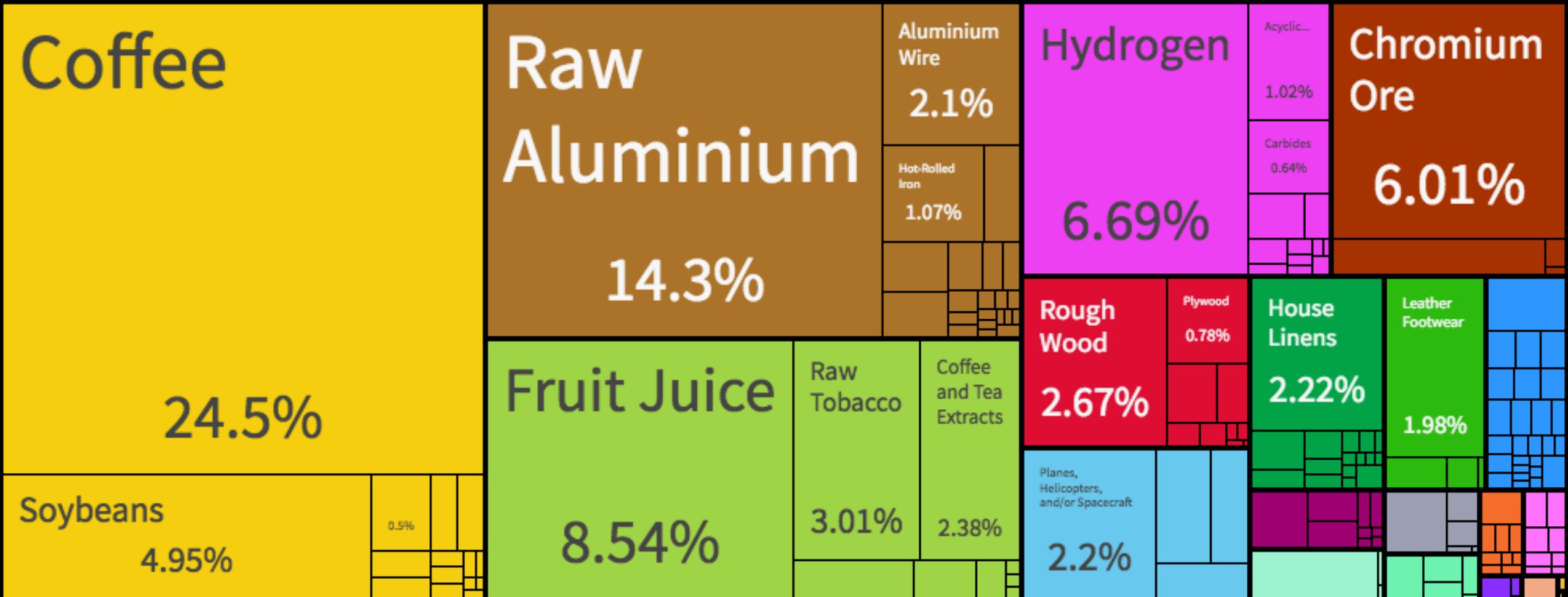
# Brazilian Exports to Norway - 1995

Total: \$111M



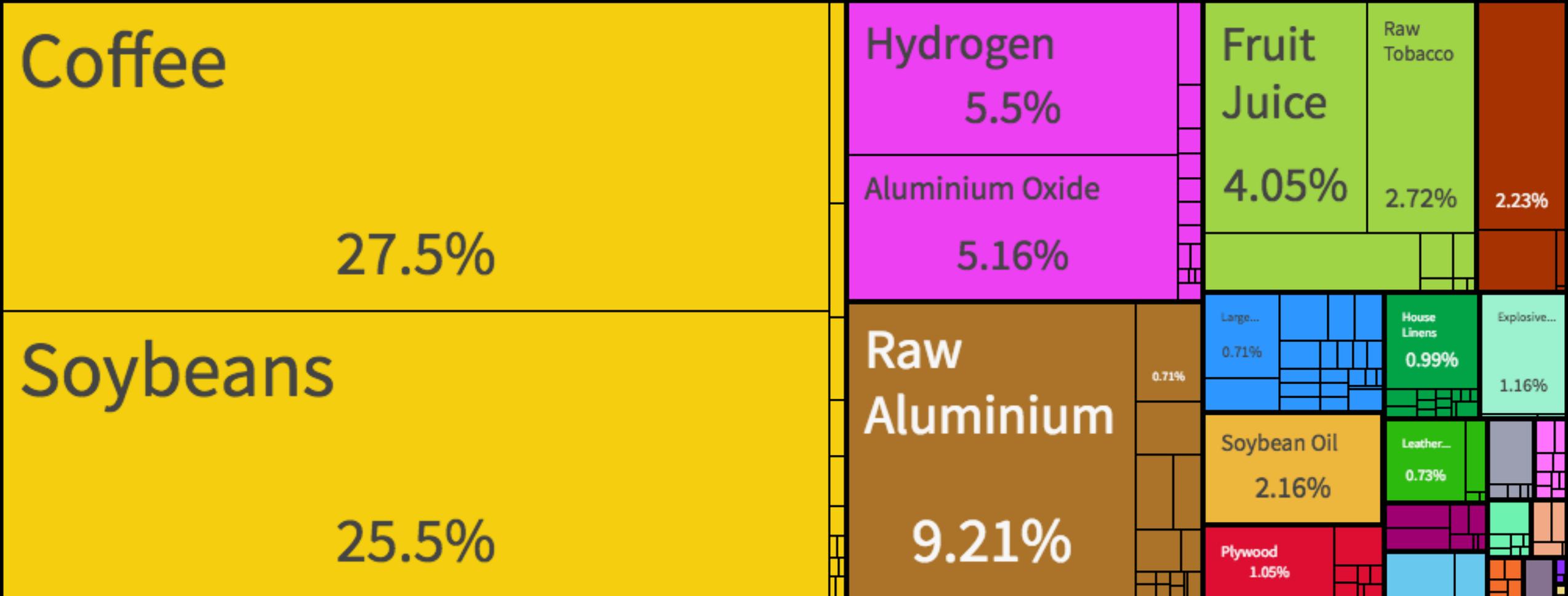
# Brazilian Exports to Norway - 1996

Total: \$99.5M



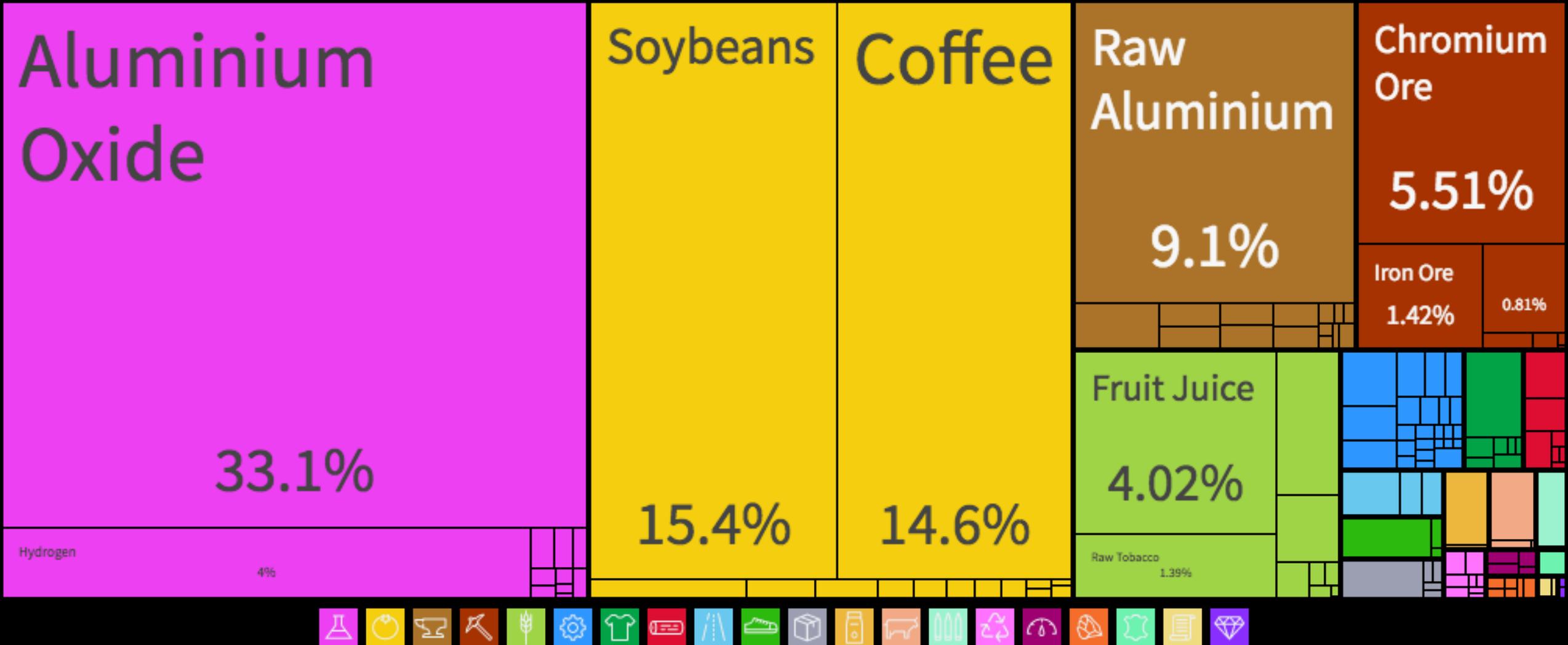
# Brazilian Exports to Norway - 1997

Total: \$167M



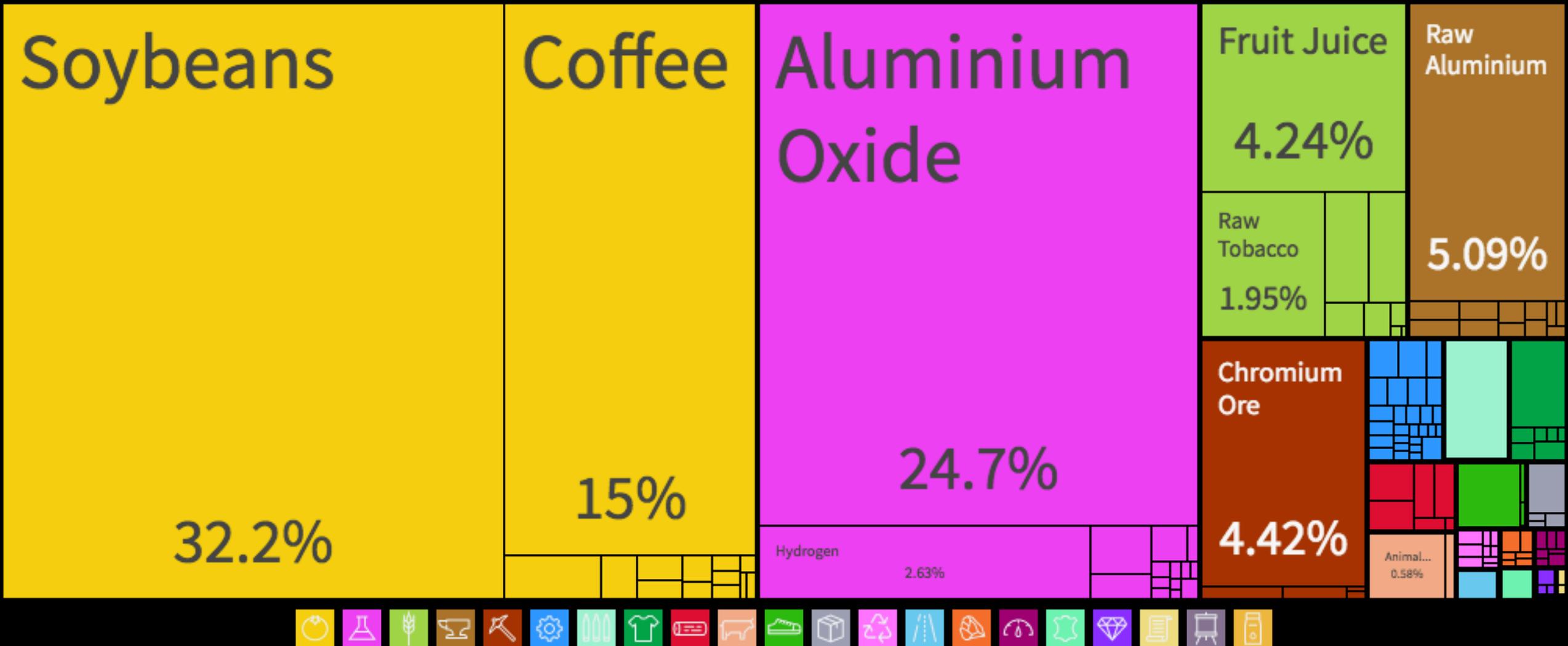
# Brazilian Exports to Norway - 1998

Total: \$198M



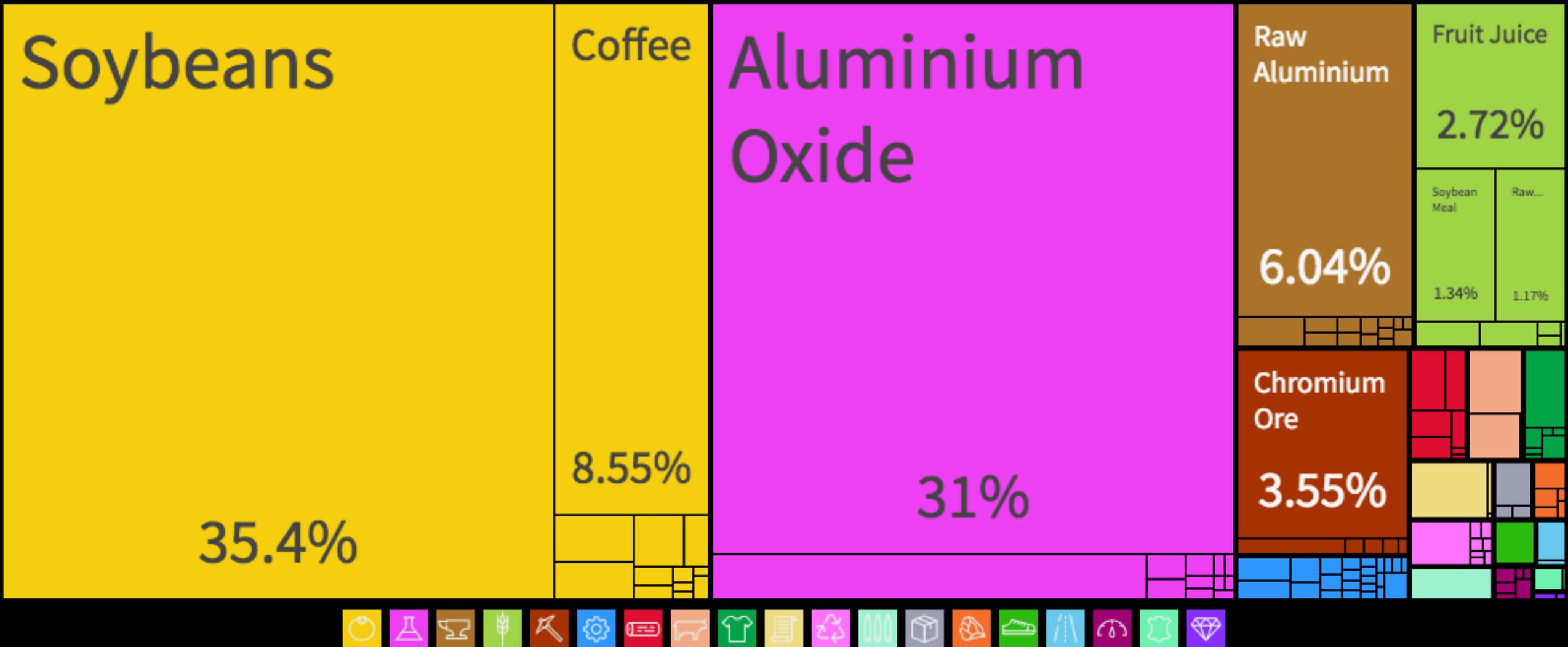
# Brazilian Exports to Norway - 1999

Total: \$213M



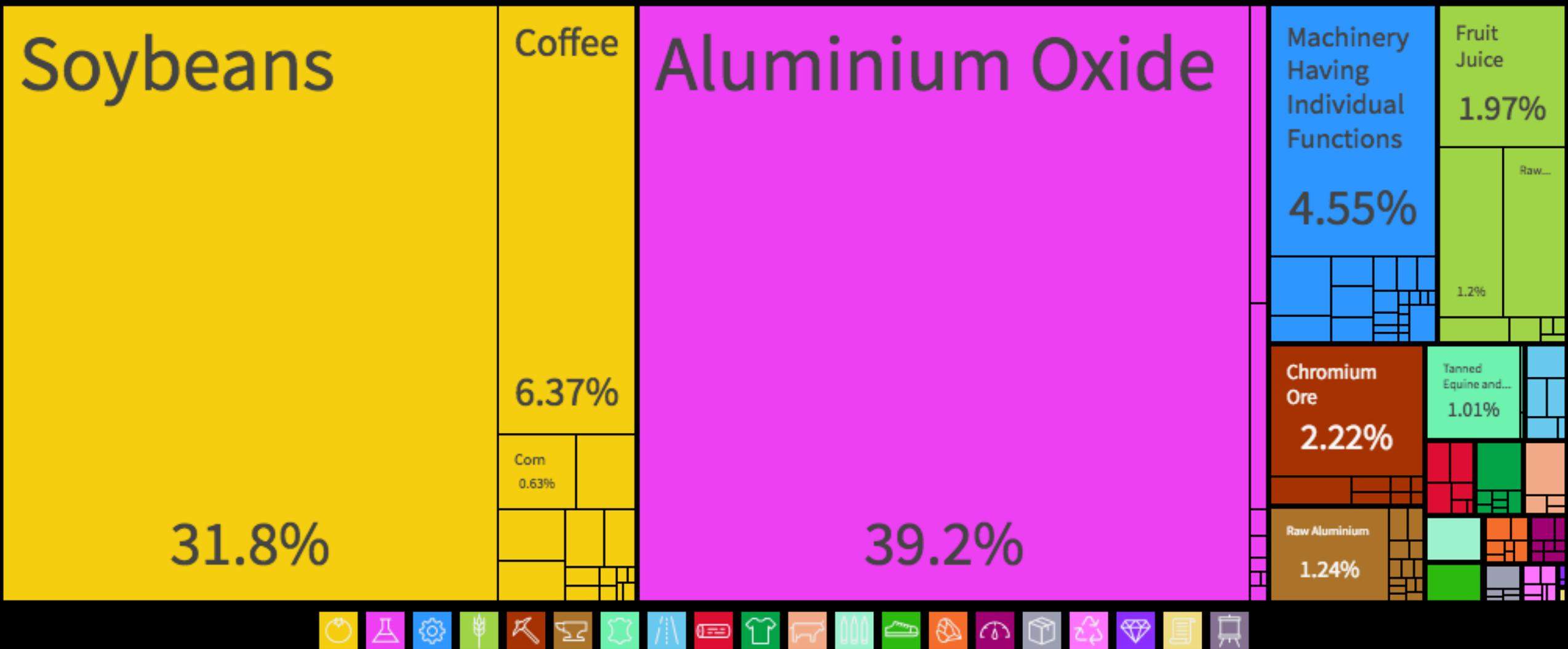
# Brazilian Exports to Norway - 2000

Total: \$260M



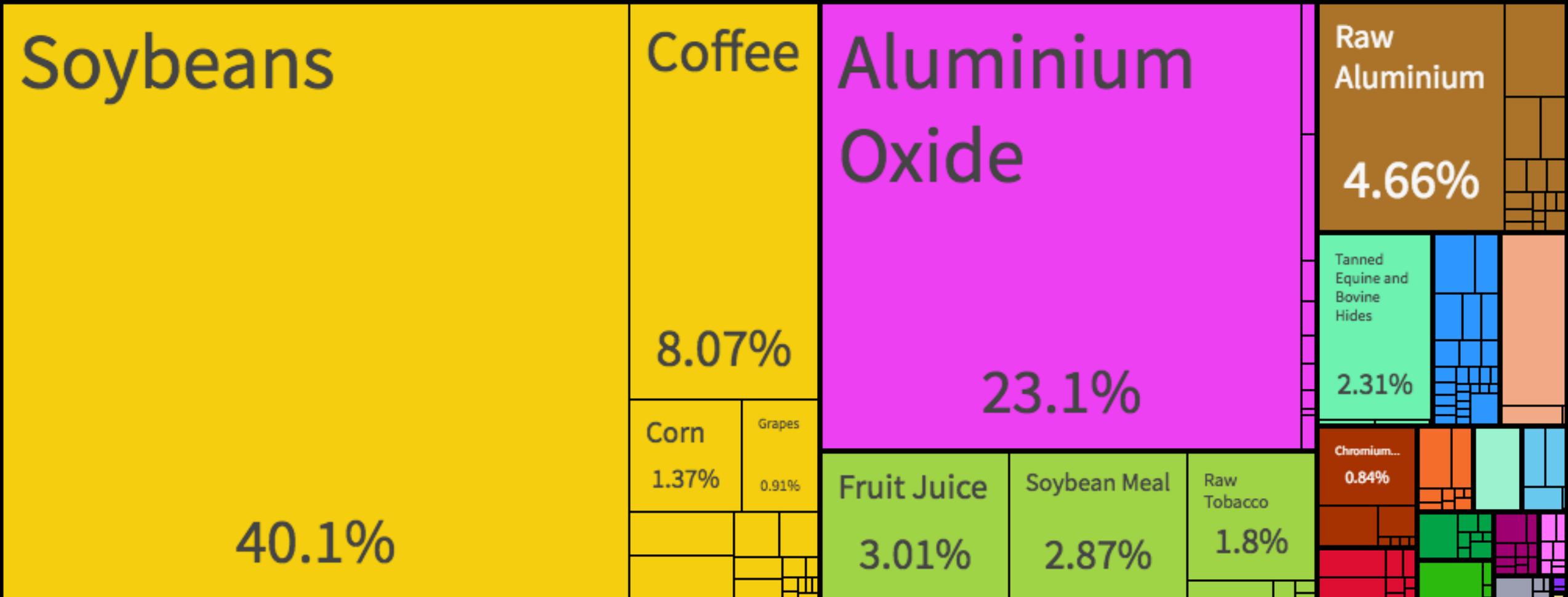
# Brazilian Exports to Norway - 2001

Total: \$241M



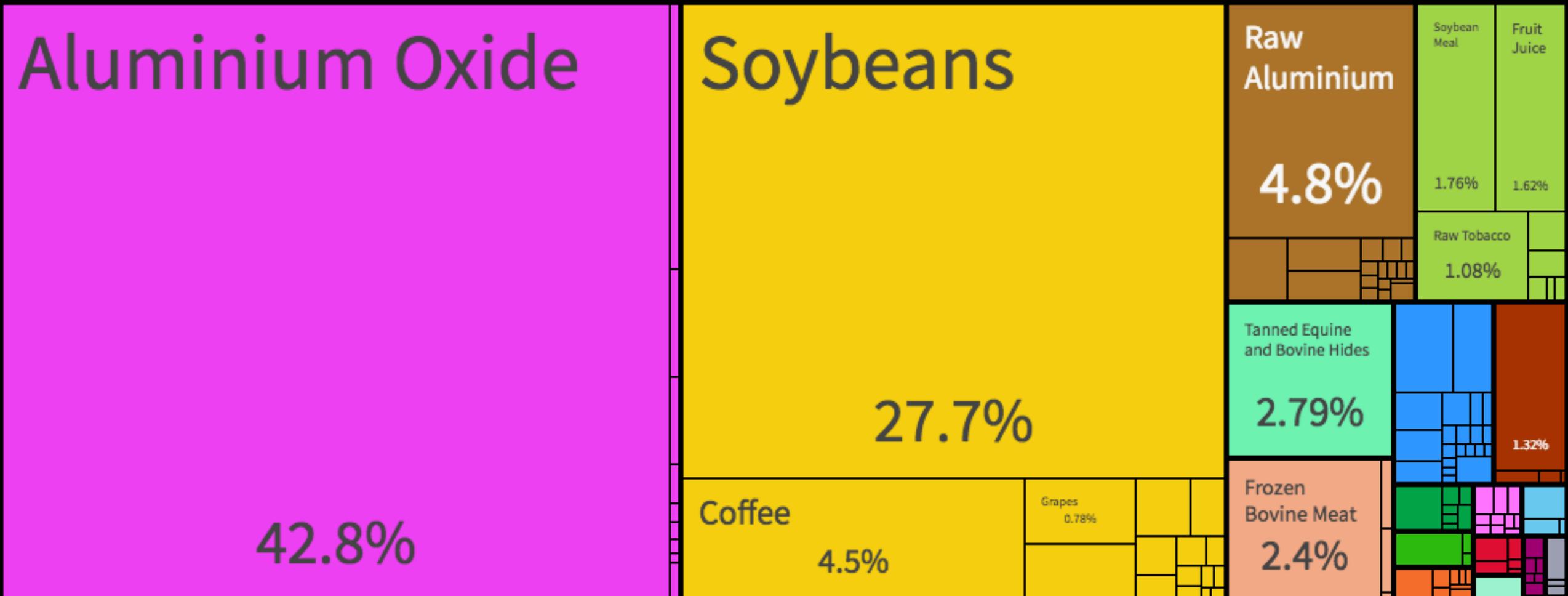
# Brazilian Exports to Norway - 2002

Total: \$199M



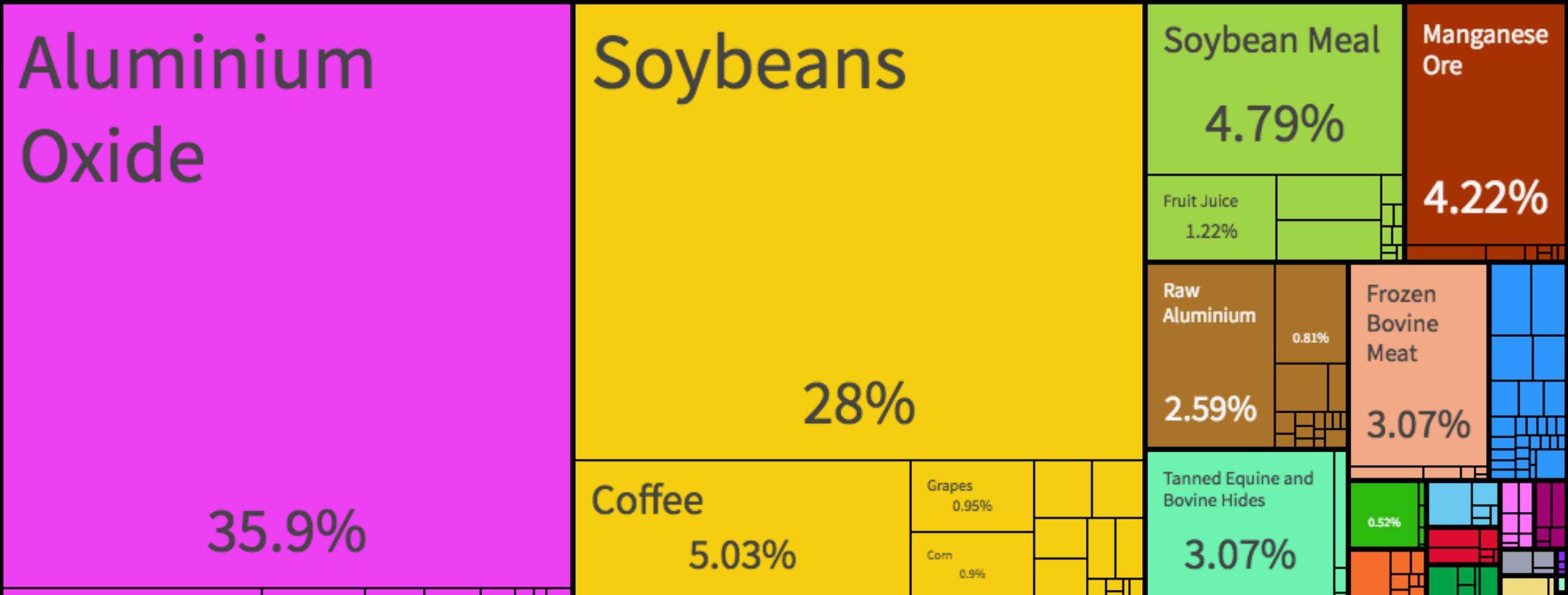
# Brazilian Exports to Norway - 2003

Total: \$321M



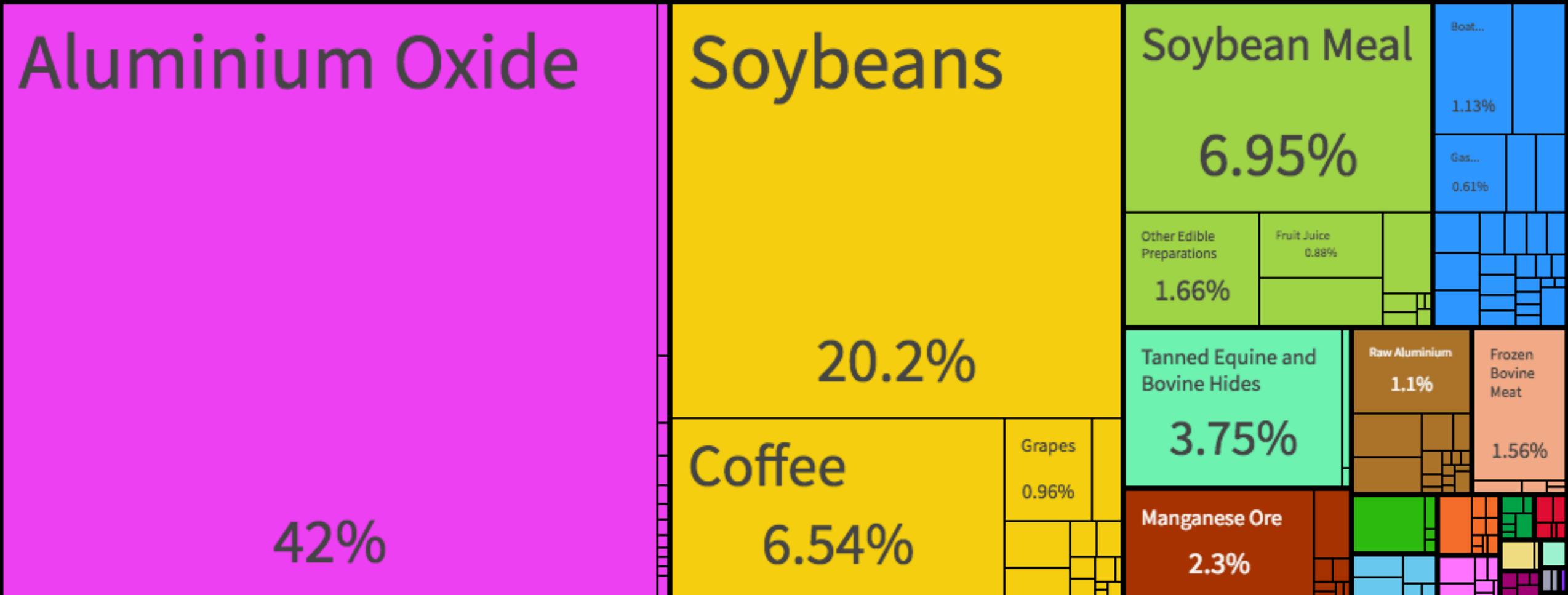
# Brazilian Exports to Norway - 2004

Total: \$363M



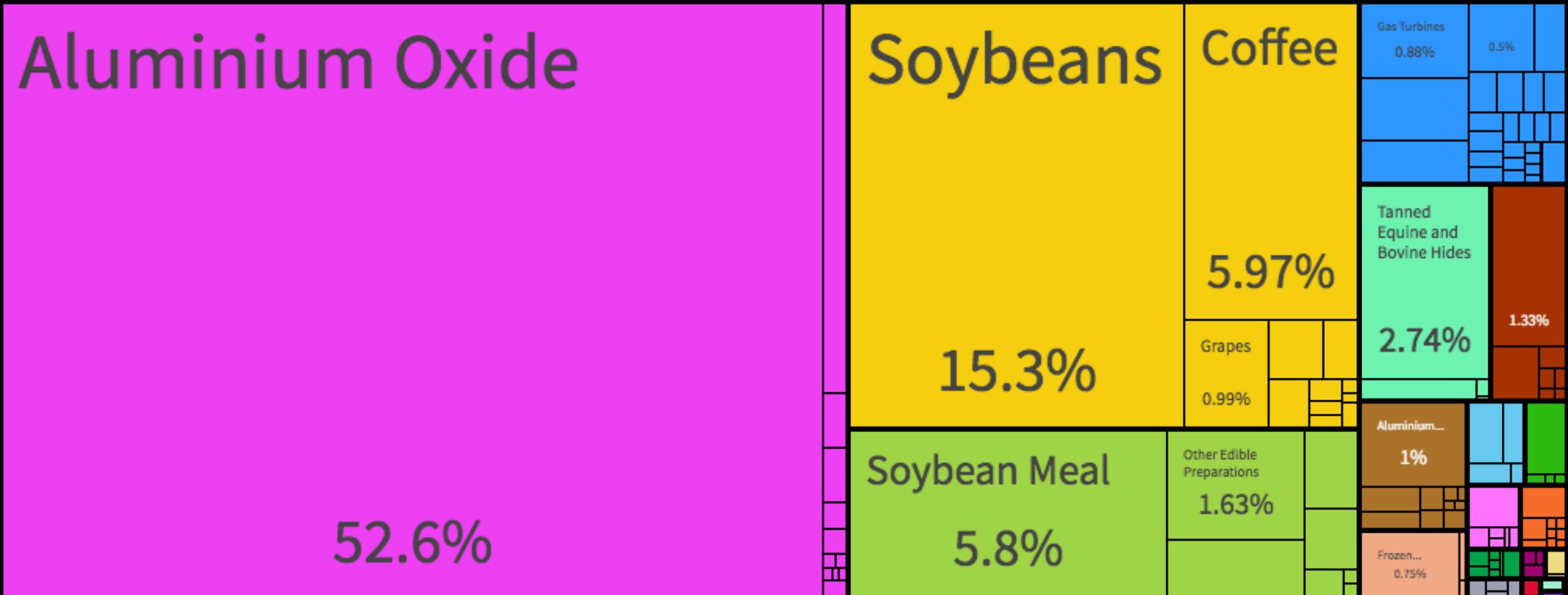
# Brazilian Exports to Norway - 2005

Total: \$488M



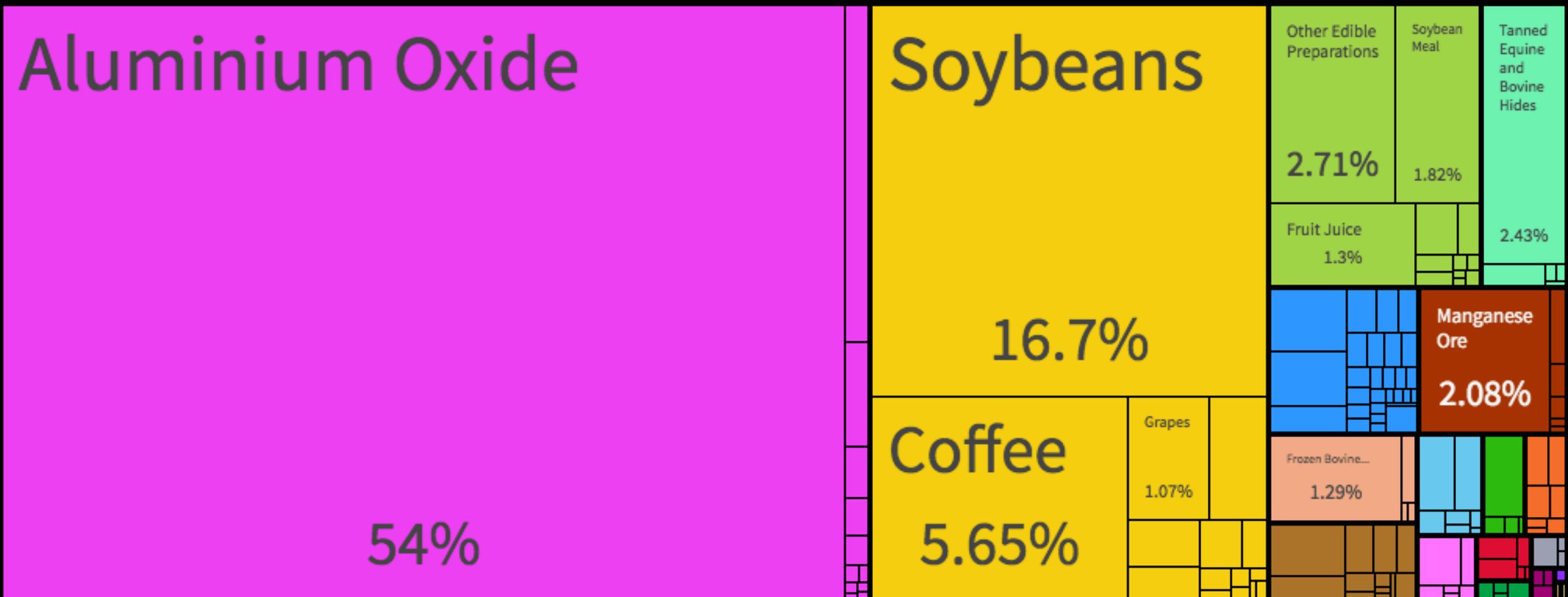
# Brazilian Exports to Norway - 2006

Total: \$608M



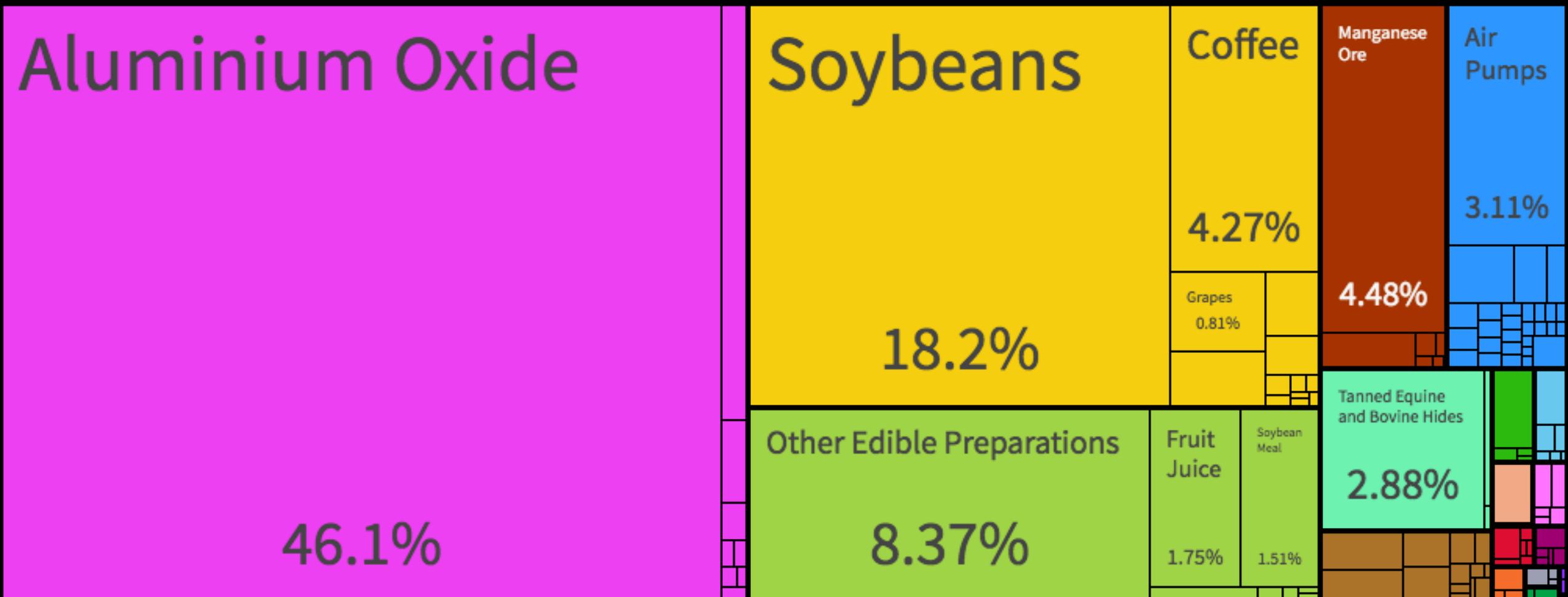
# Brazilian Exports to Norway - 2007

Total: \$756M



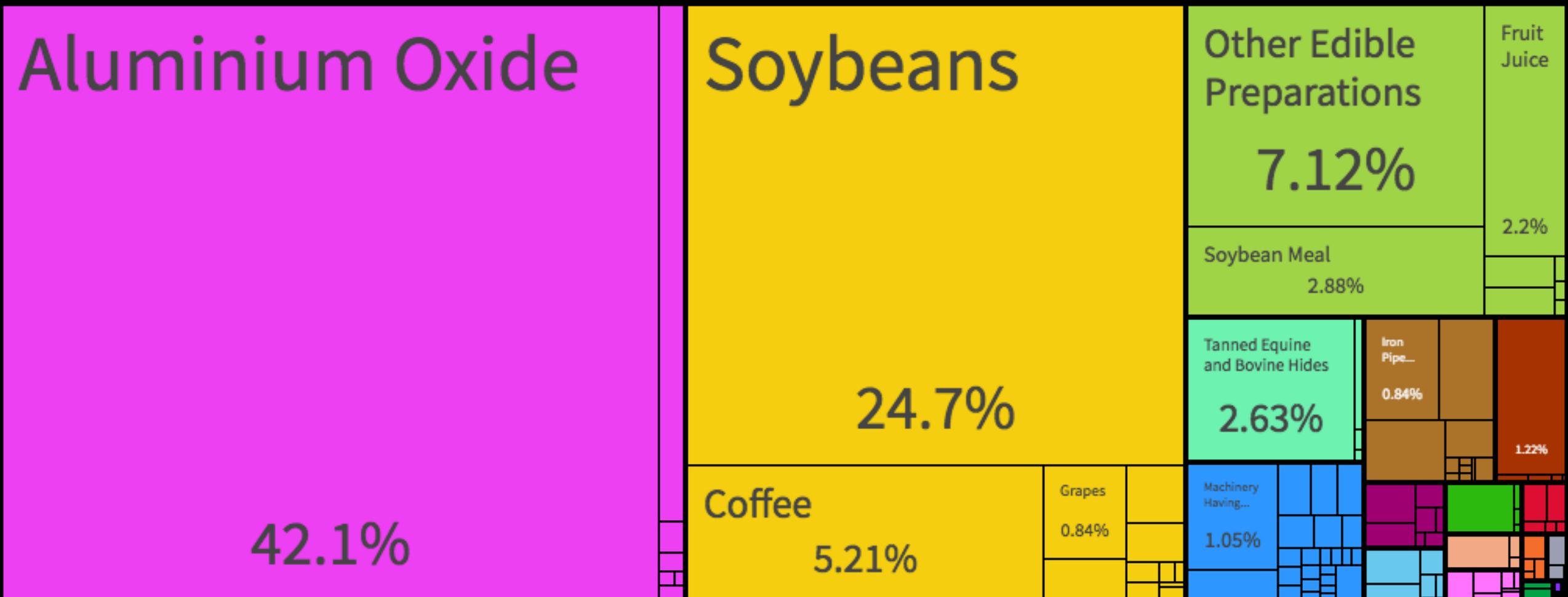
# Brazilian Exports to Norway - 2008

Total: \$1.04B



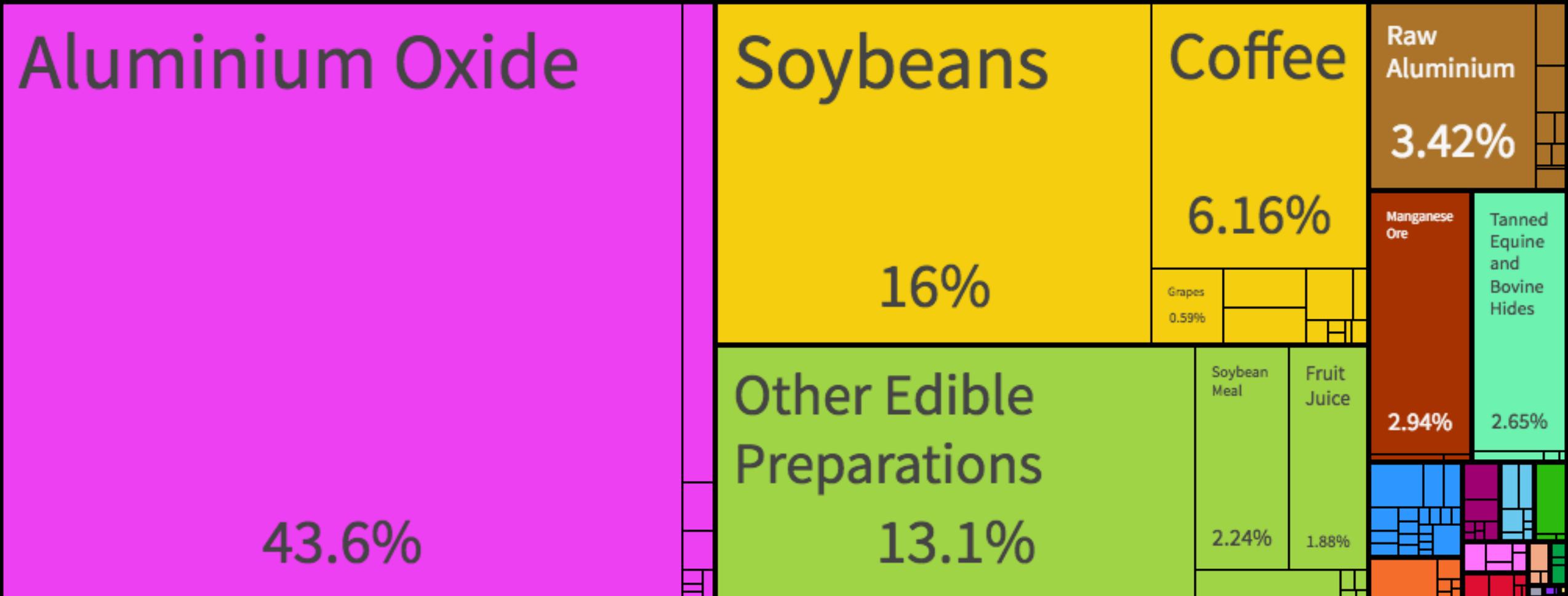
# Brazilian Exports to Norway - 2009

Total: \$749M



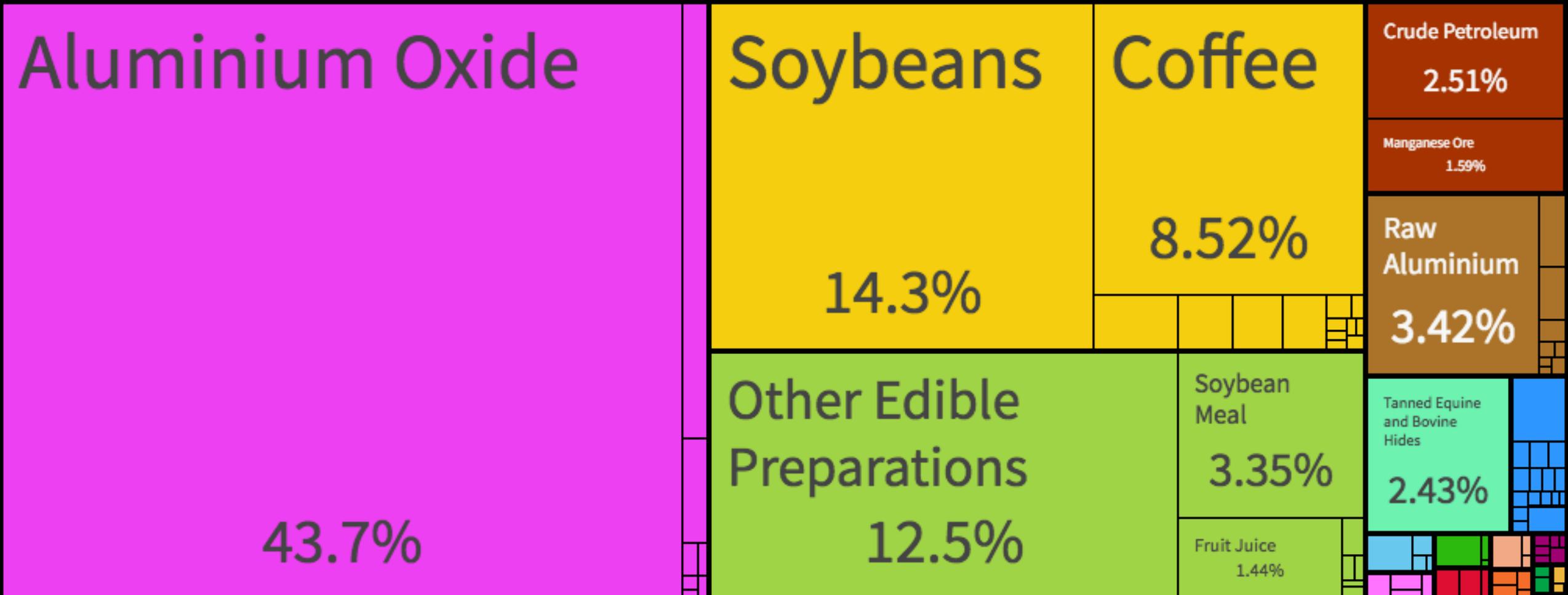
# Brazilian Exports to Norway - 2010

Total: \$930M



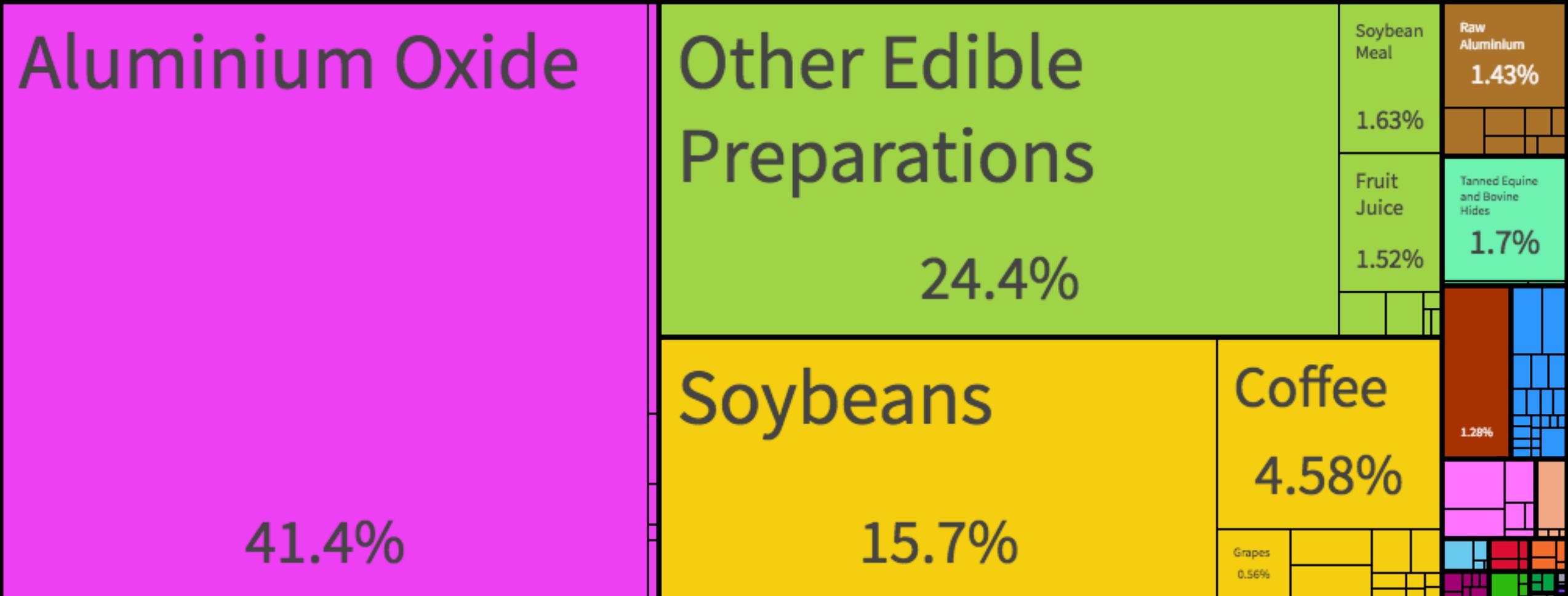
# Brazilian Exports to Norway - 2011

Total: \$1.2B



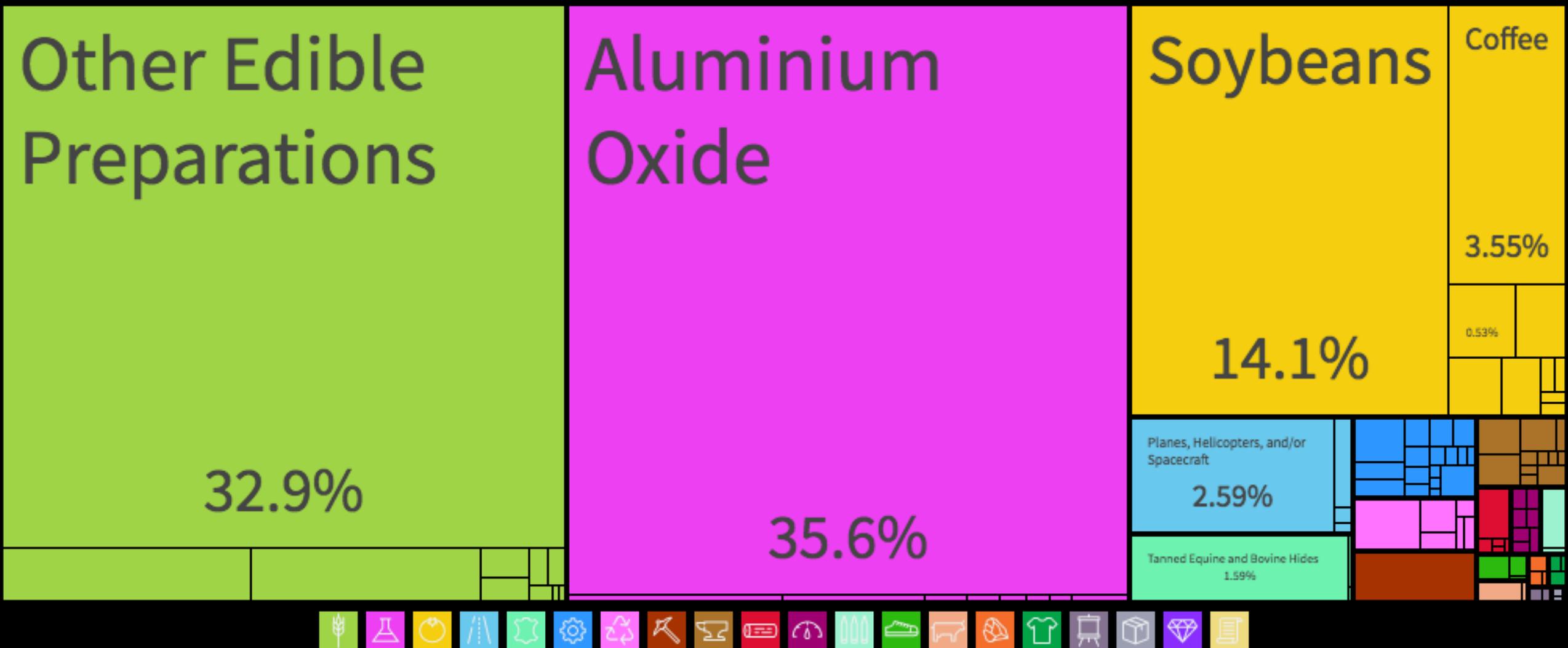
# Brazilian Exports to Norway - 2012

Total: \$1.31B



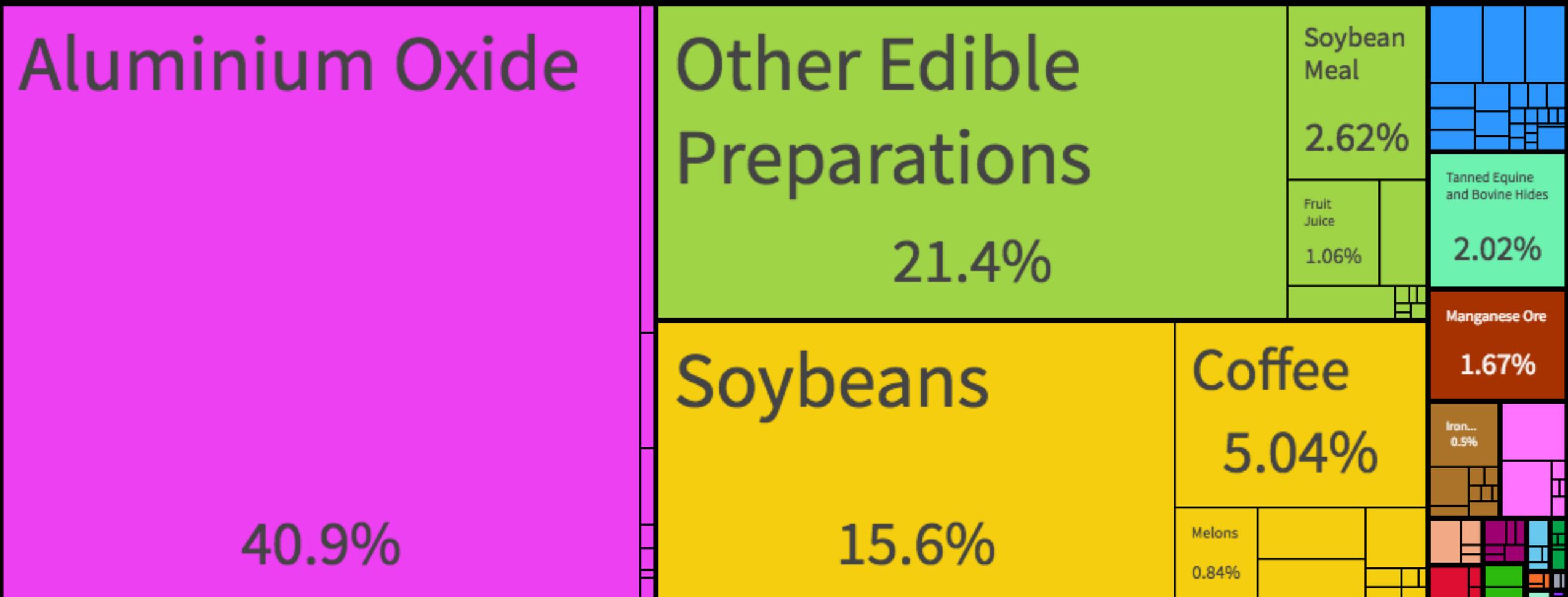
# Brazilian Exports to Norway - 2013

Total: \$1.25B



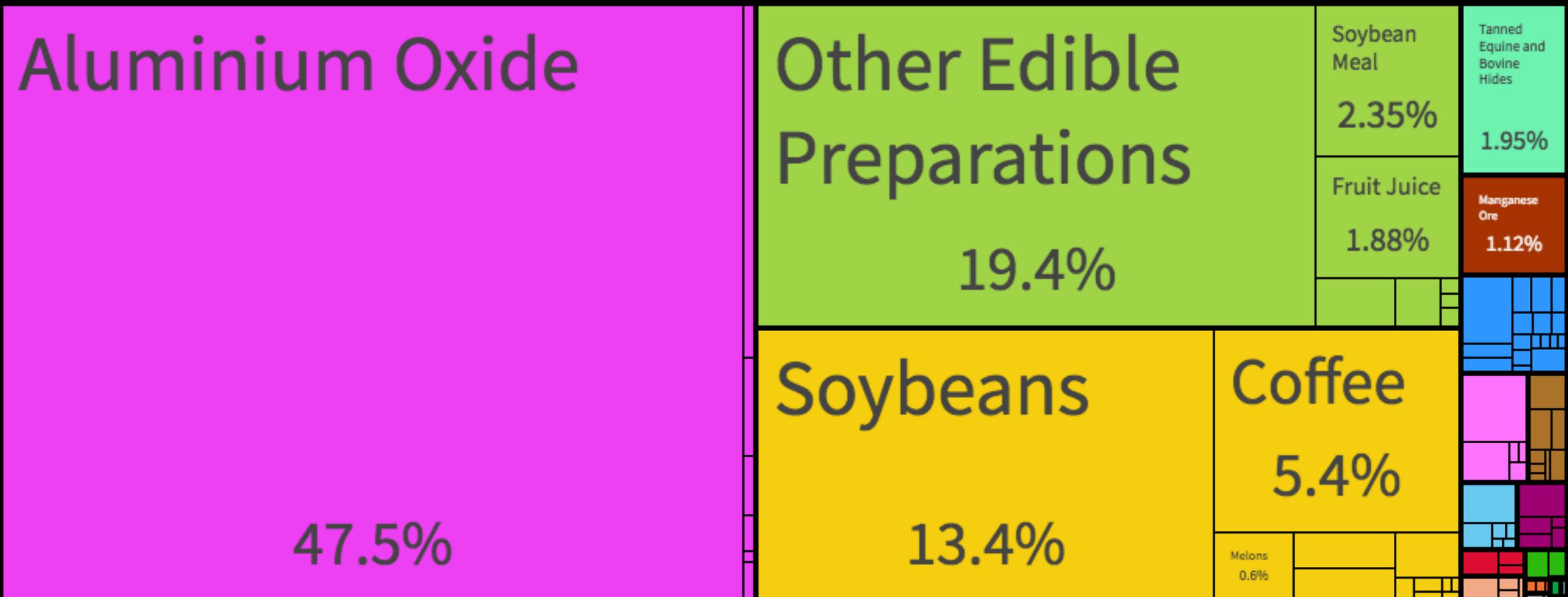
# Brazilian Exports to Norway - 2014

Total: \$1.04B



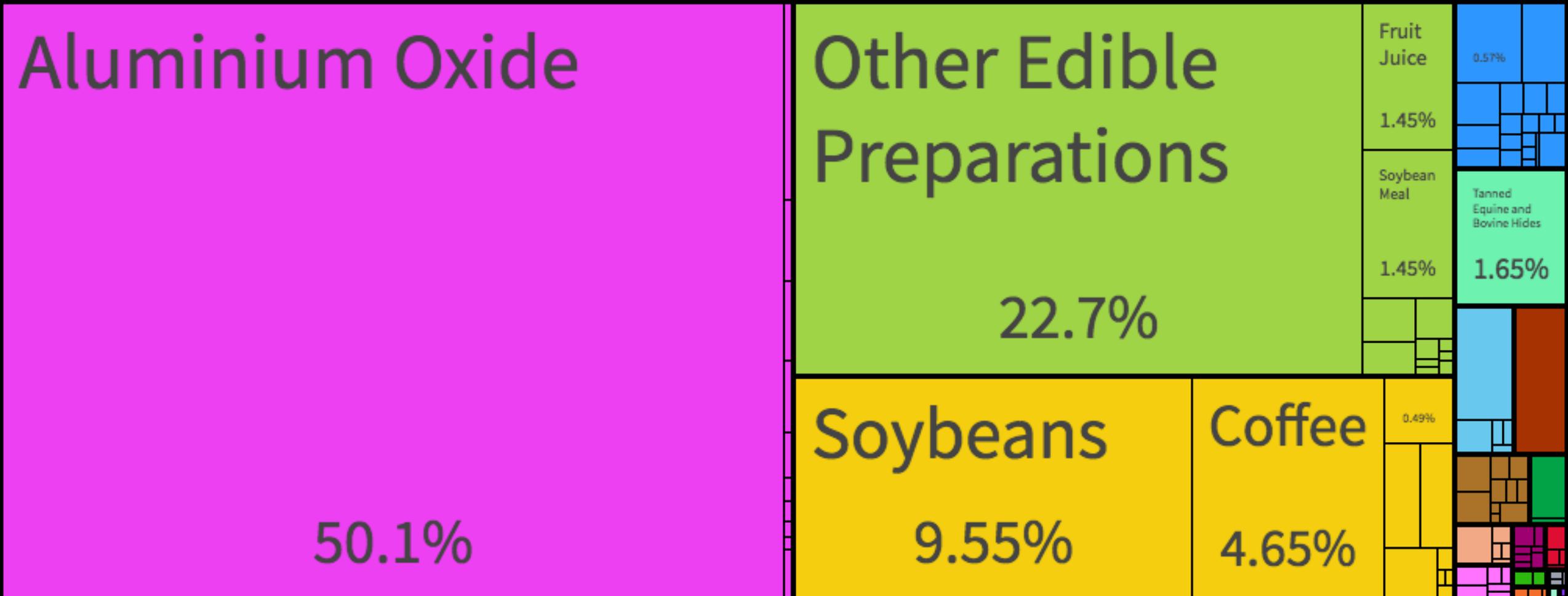
# Brazilian Exports to Norway - 2015

Total: \$1.02B



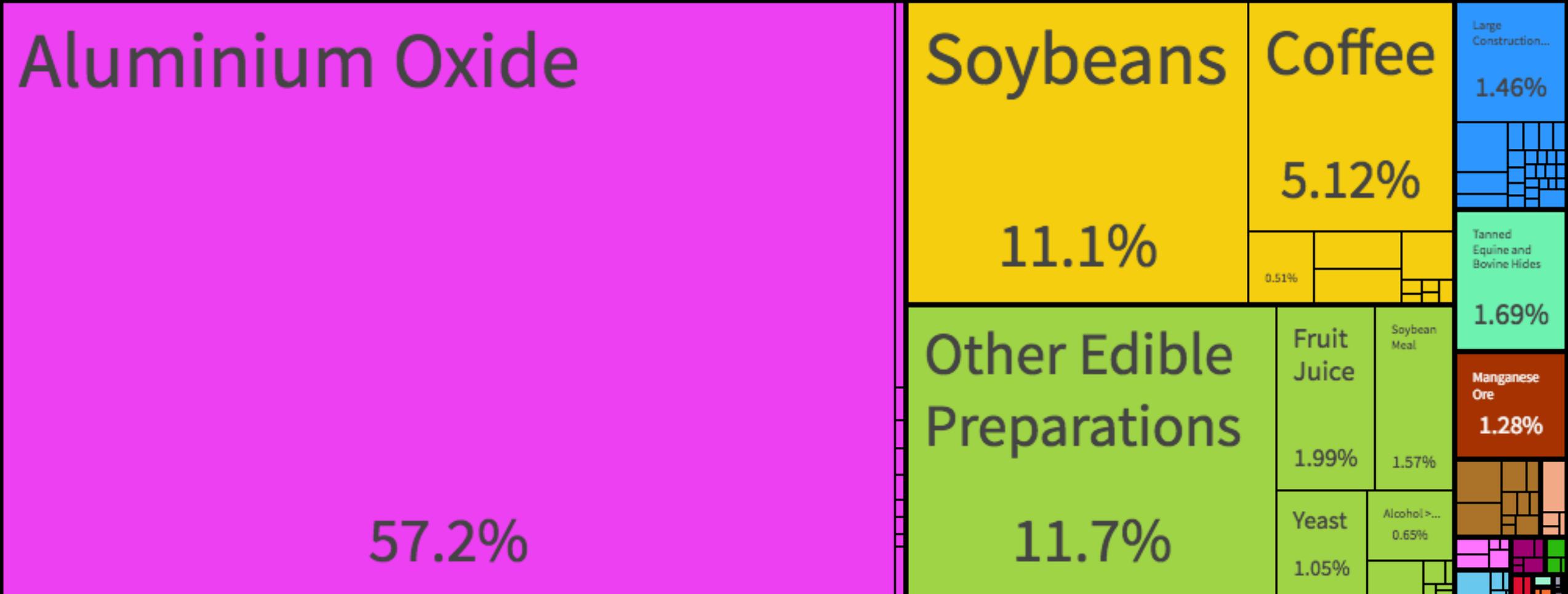
# Brazilian Exports to Norway - 2016

Total: \$1.06B



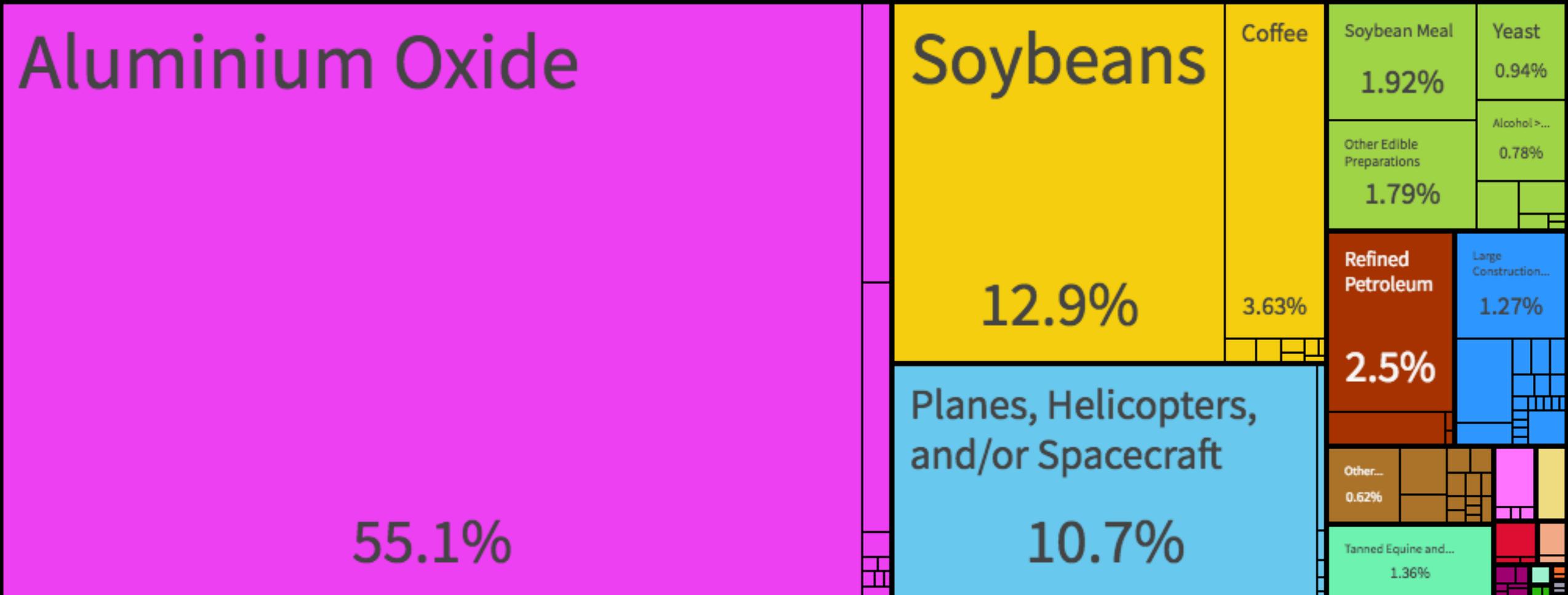
# Brazilian Exports to Norway - 2017

Total: \$1.02B



# Brazilian Exports to Norway - 2018

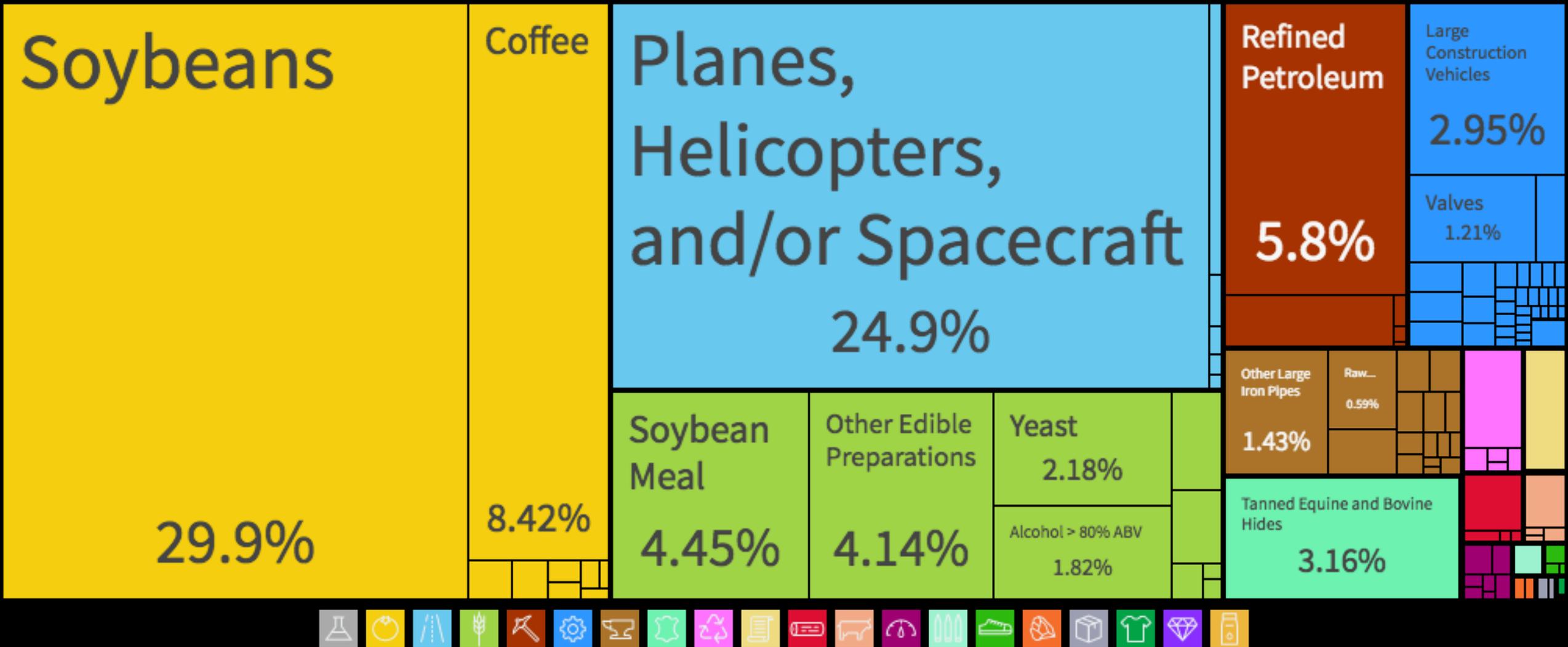
Total: \$878M



**If we take out the part of the Aluminium Oxide from the total as most of it comes from Hydro, which is already a member...**

# Brazilian Exports to Norway - 2018

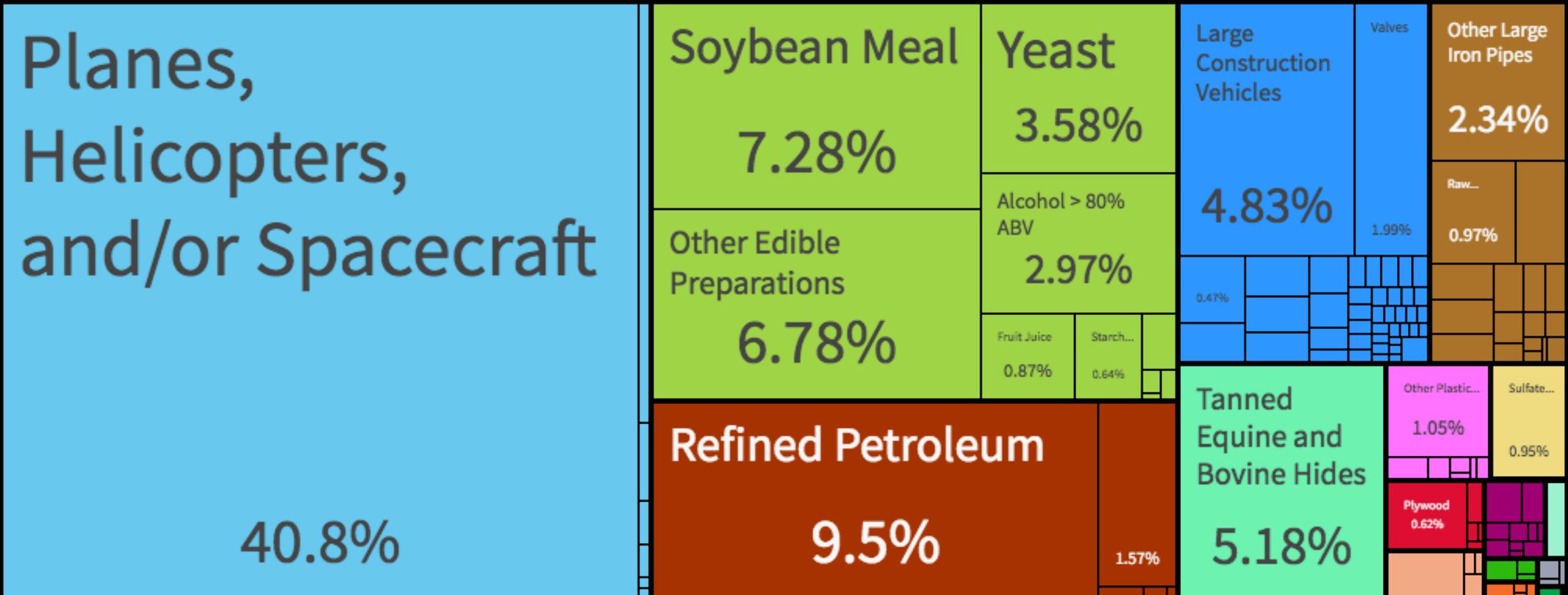
Total: \$379M



**If we take out the part of the Vegetal Products from the total as most of it comes from trading companies, which do not need our help (at first)...**

# Brazilian Exports to Norway - 2018

Total: \$231M

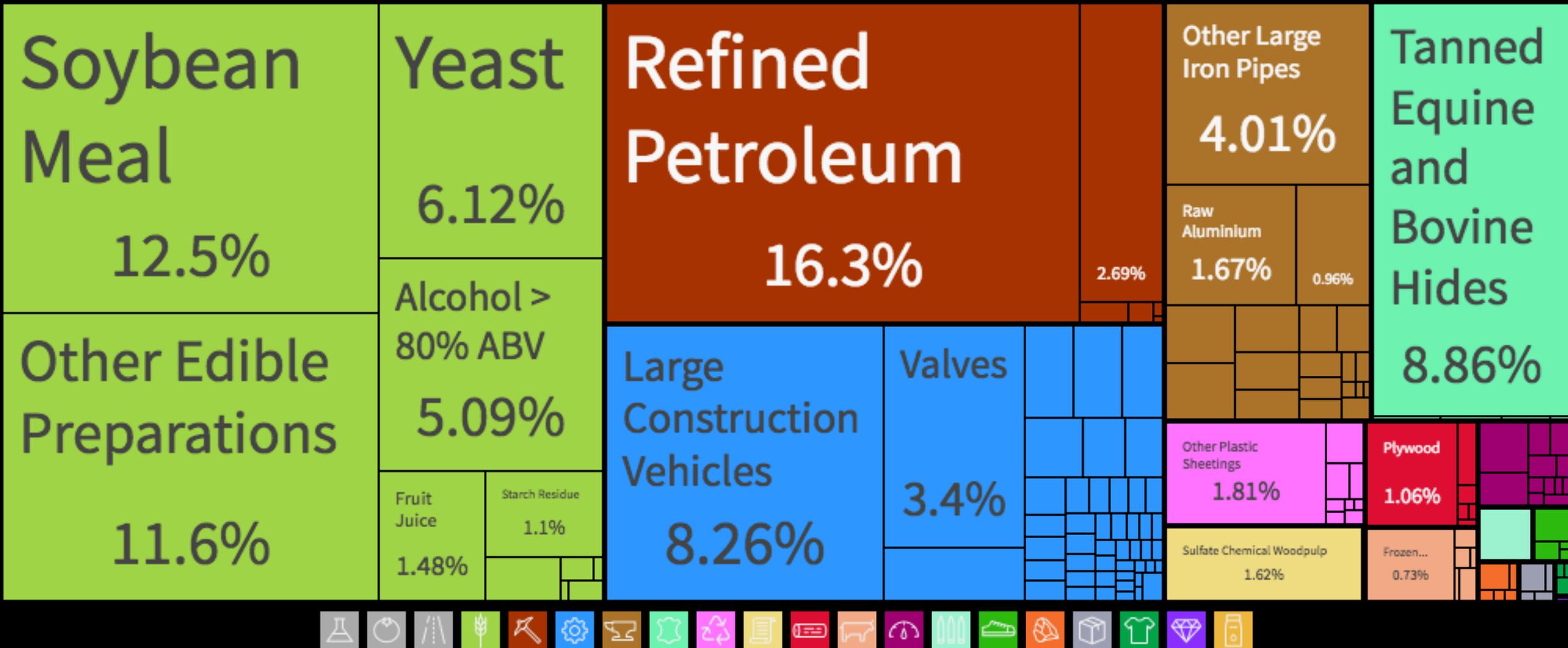


# **Conclusion #1**

**Embraer should be a member**

# Brazilian Exports to Norway - 2018

Total: \$135M

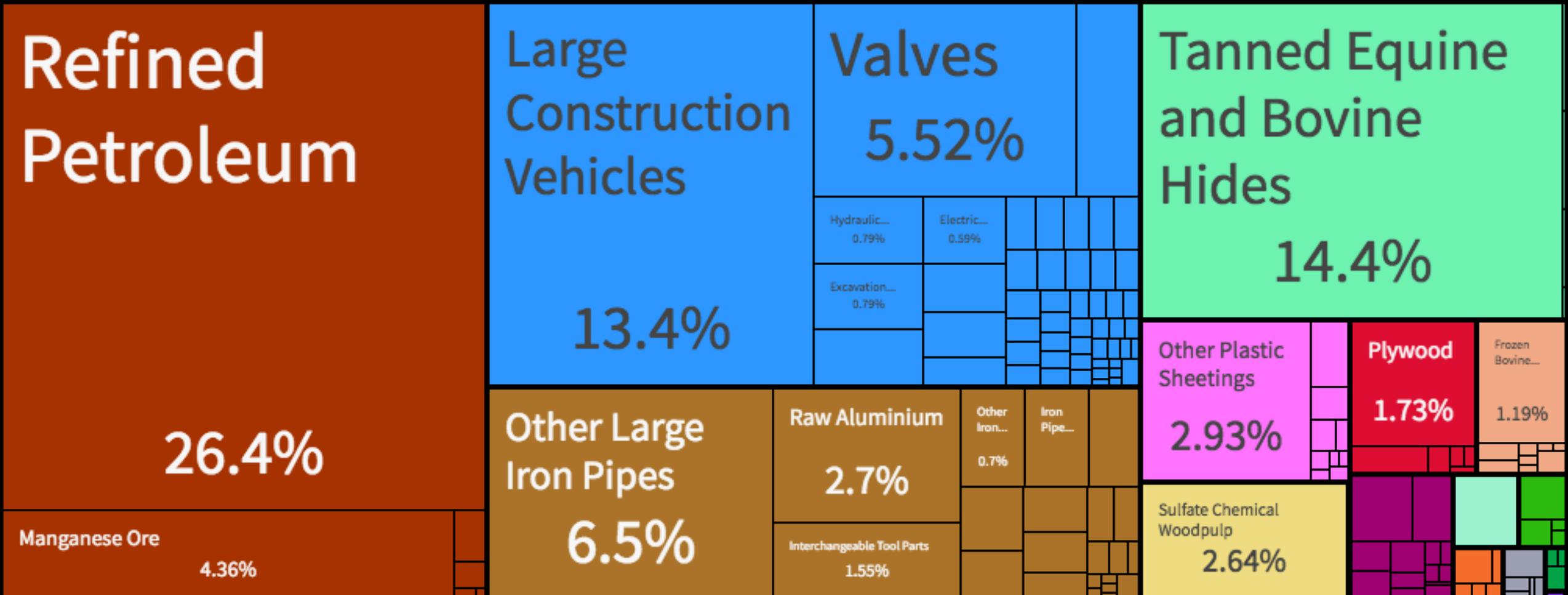


## **Question #1**

**Should we prospect customer in the Foodstuff community or are they also run by large trading companies?**

# Brazilian Exports to Norway - 2018

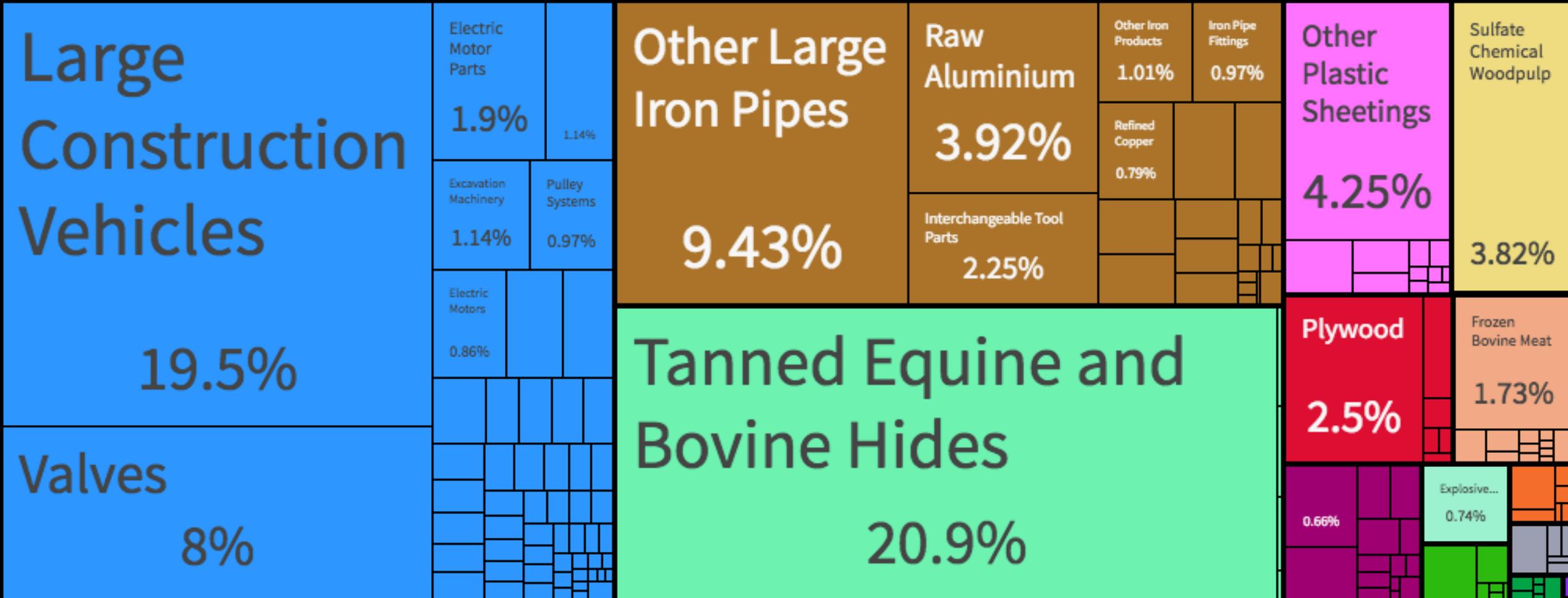
Total: \$83.2M



**If we take out the part of Metals...**

# Brazilian Exports to Norway - 2018

Total: \$57.4M

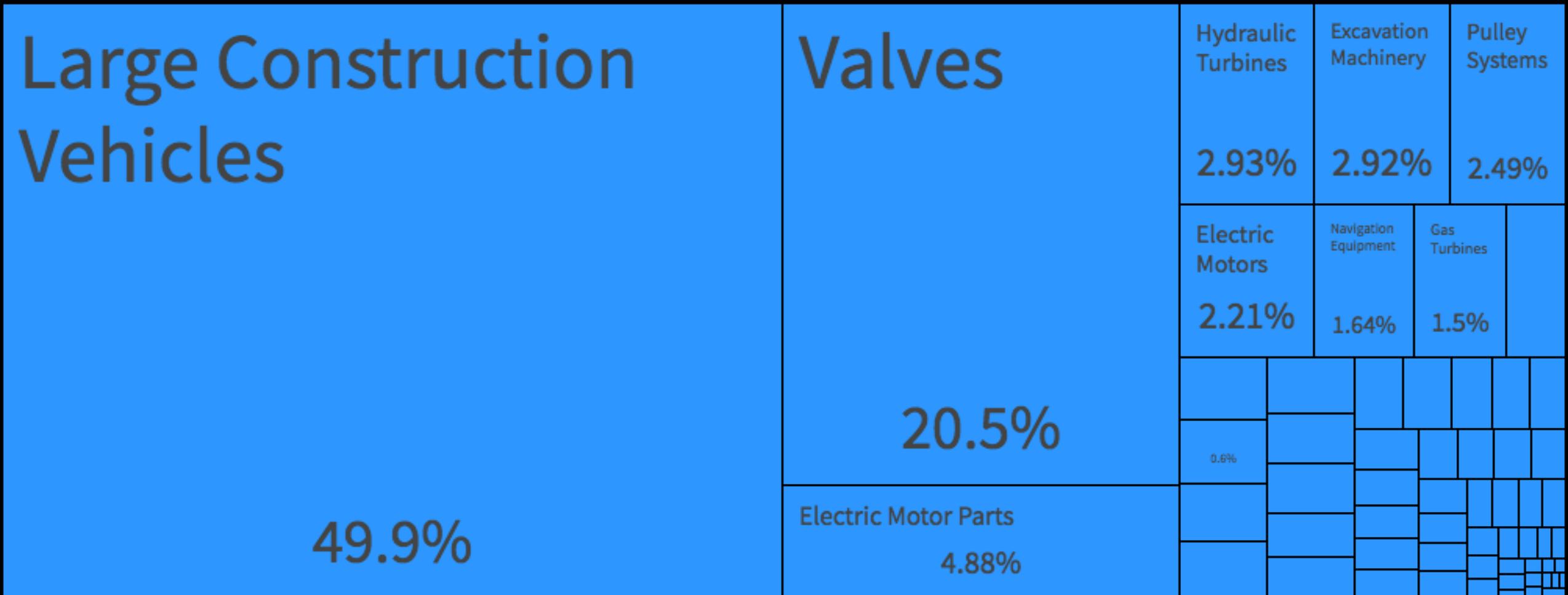


## **Question #2**

**Would not it be better to focus on smaller players (with less glamour) than on large players (like Equinor) that do not need BNCC?**

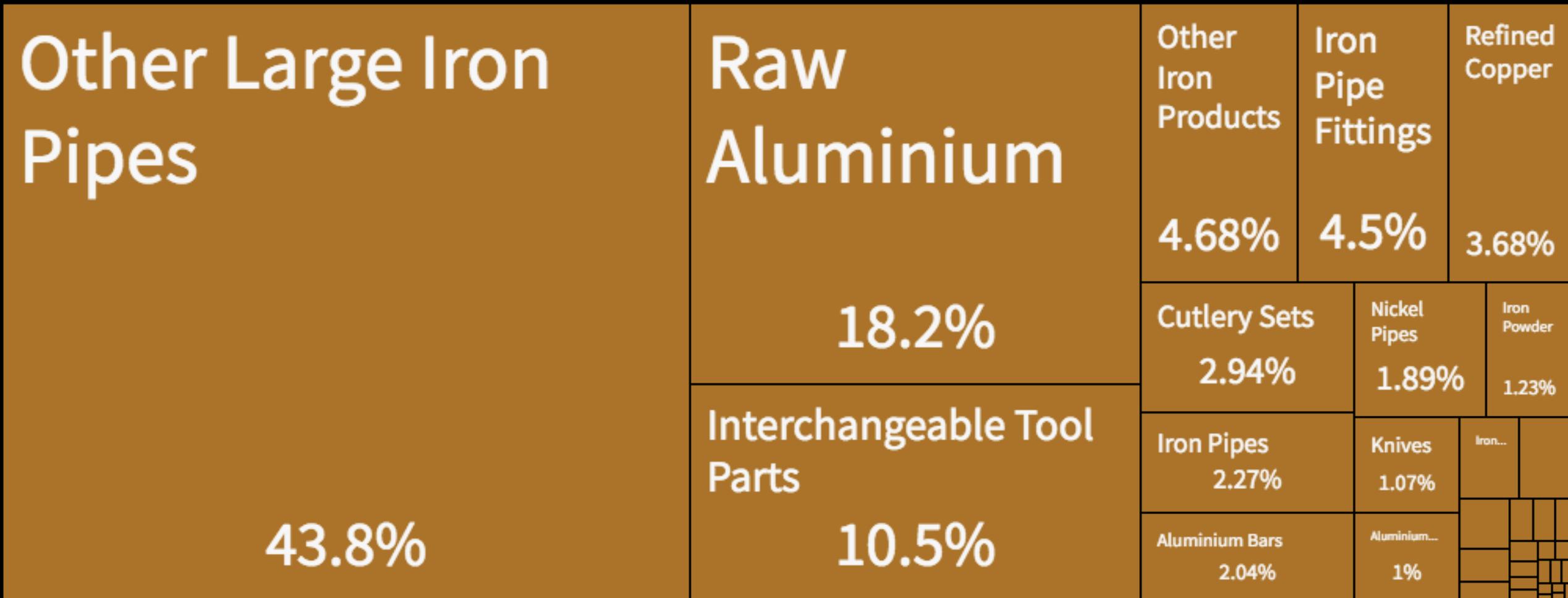
# Brazilian Exports to Norway - 2018

Total: \$22.4M



# Brazilian Exports to Norway - 2018

Total: \$12.4M



# Brazilian Exports to Norway - 2018

Total: \$12M

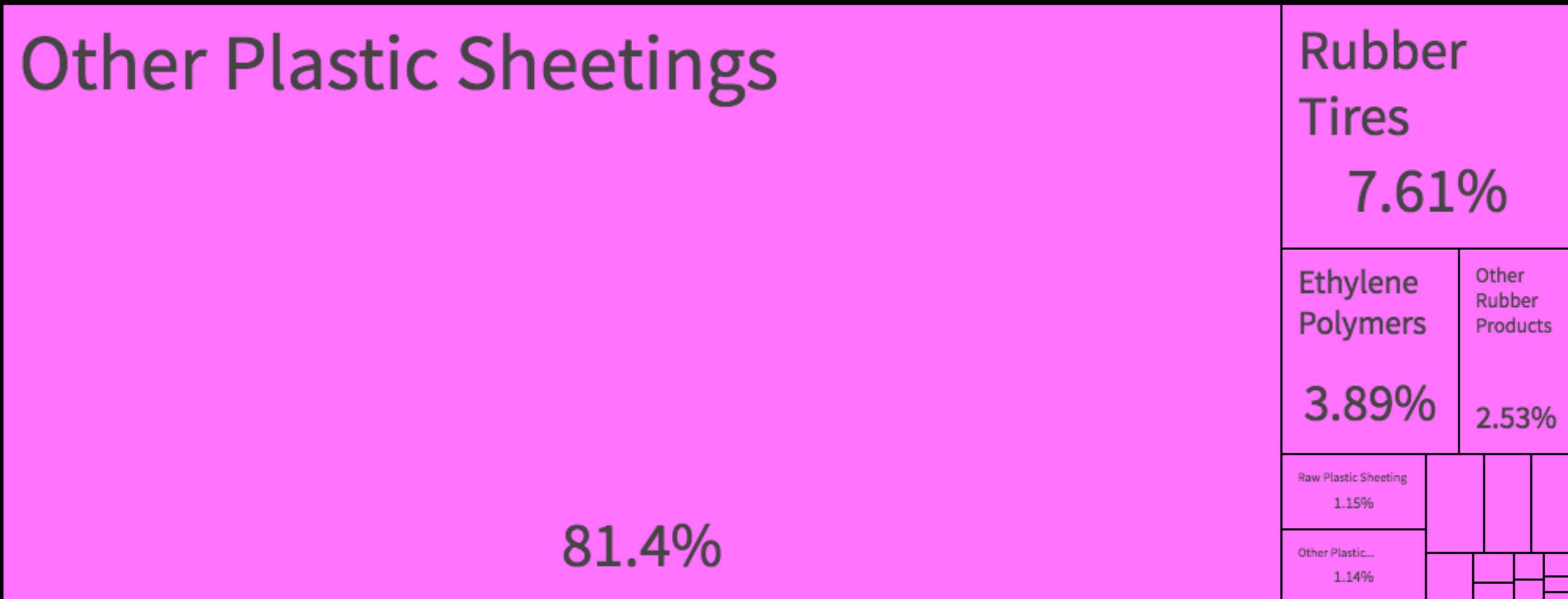
## Tanned Equine and Bovine Hides

99.4%



# Brazilian Exports to Norway - 2018

Total: \$3M



# Brazilian Exports to Norway - 2018

Total: \$2.21M

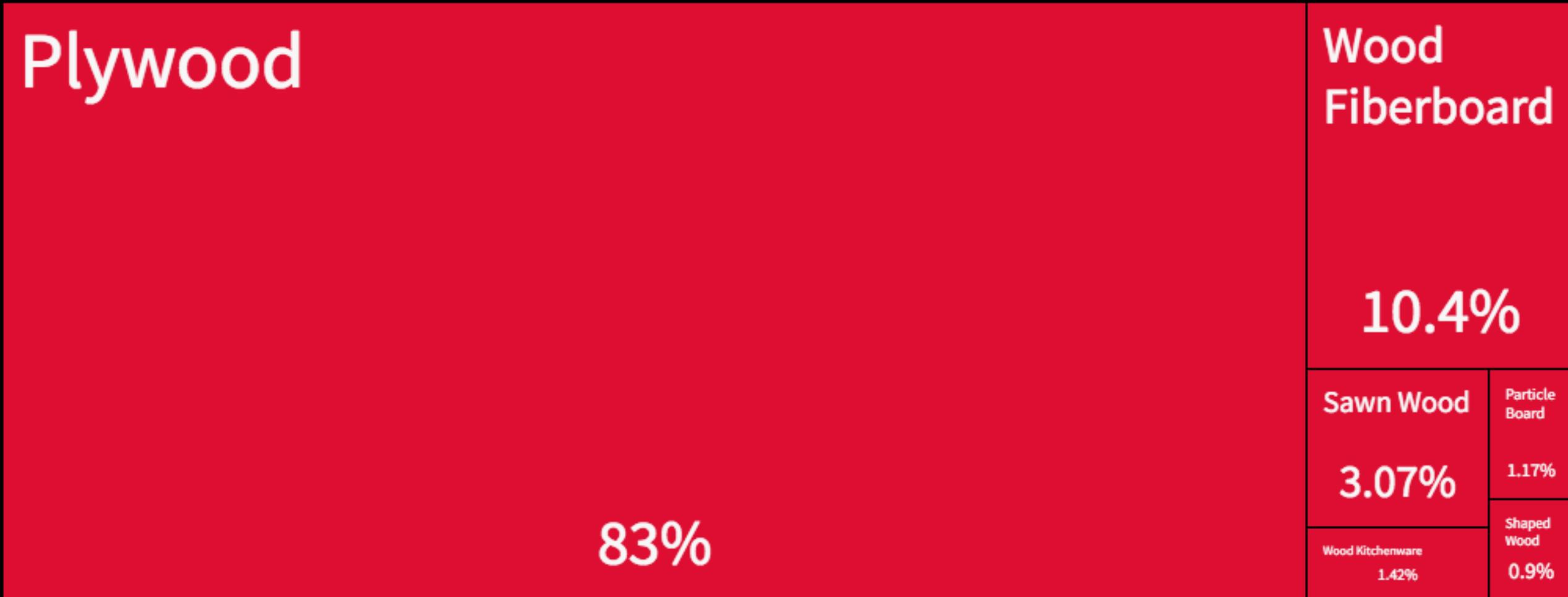
## Sulfate Chemical Woodpulp

99.4%



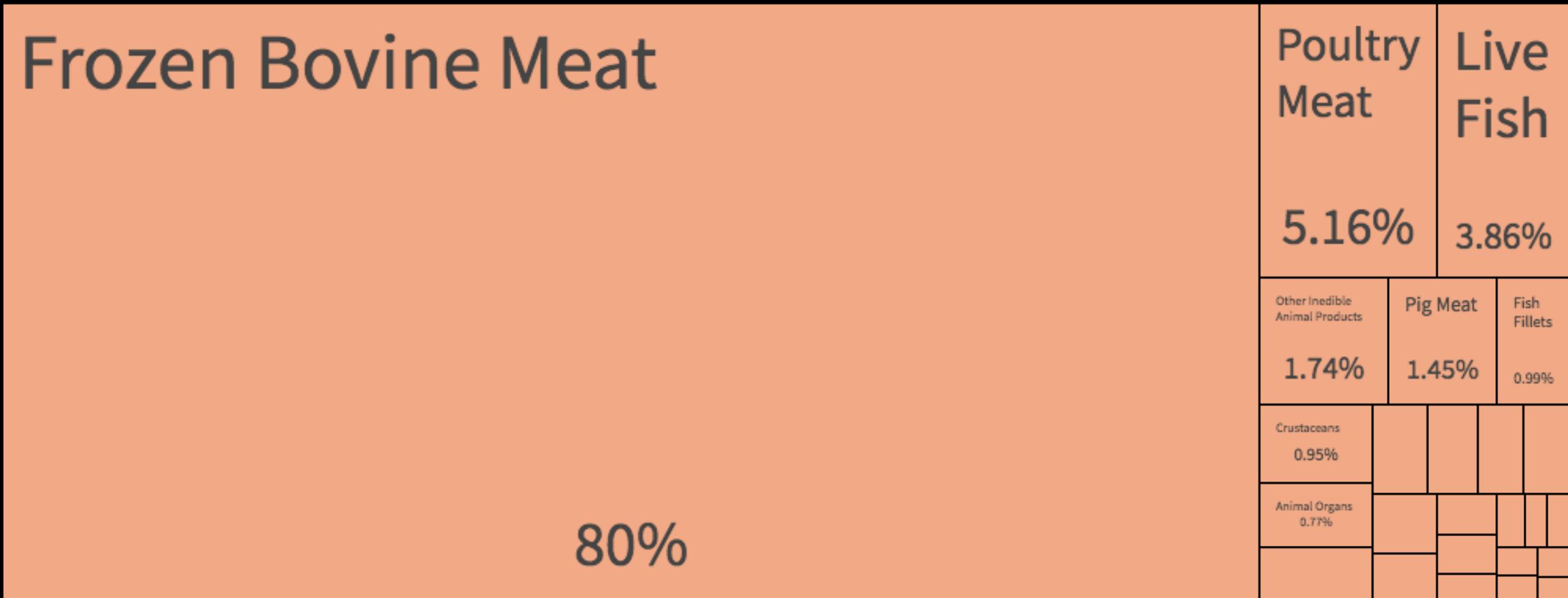
# Brazilian Exports to Norway - 2018

Total: \$1.73M



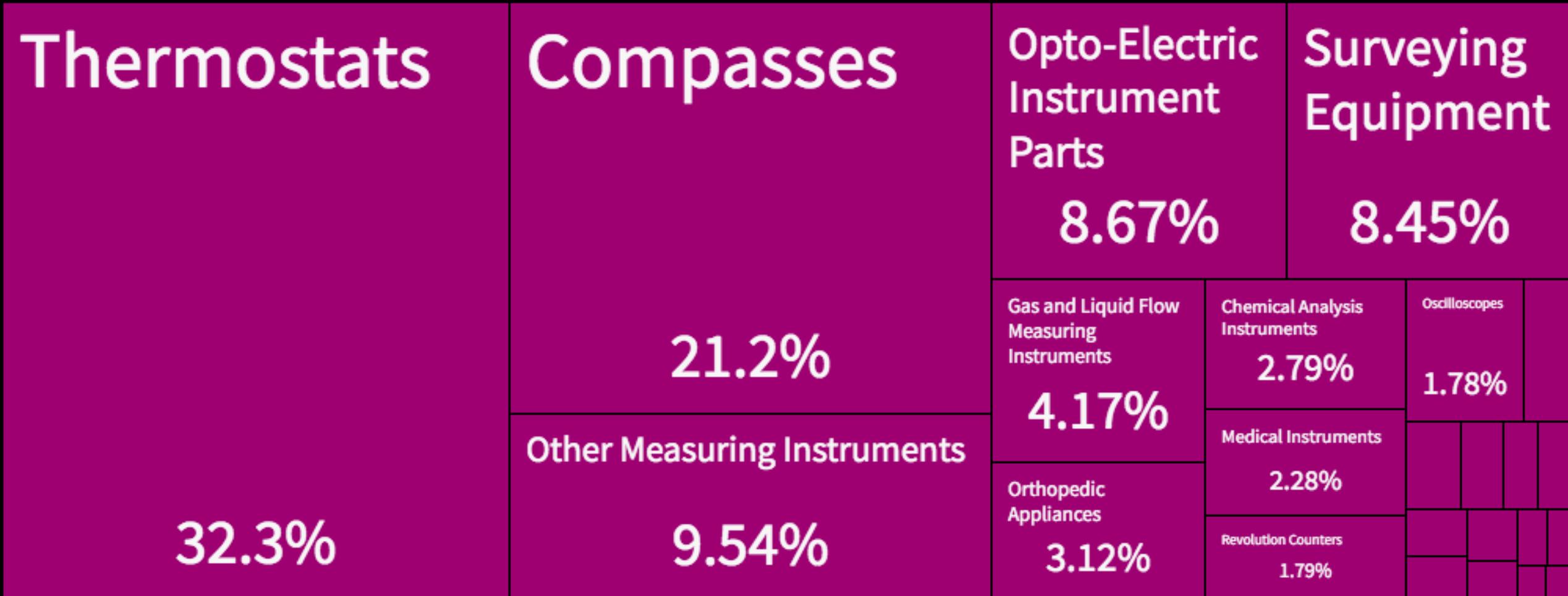
# Brazilian Exports to Norway - 2018

Total: \$1.24M



# Brazilian Exports to Norway - 2018

Total: \$1.16M



# Brazilian Exports to Norway - 2018

Total: \$423k

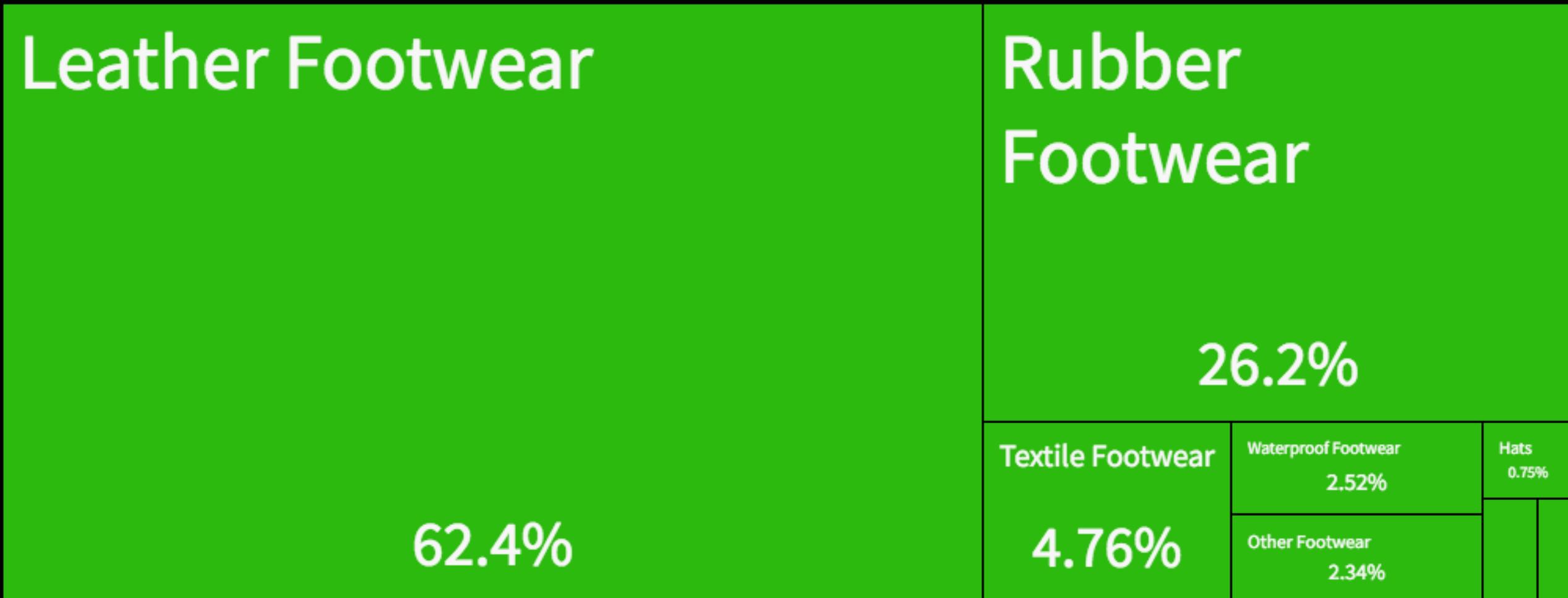
## Explosive Ammunition

100%



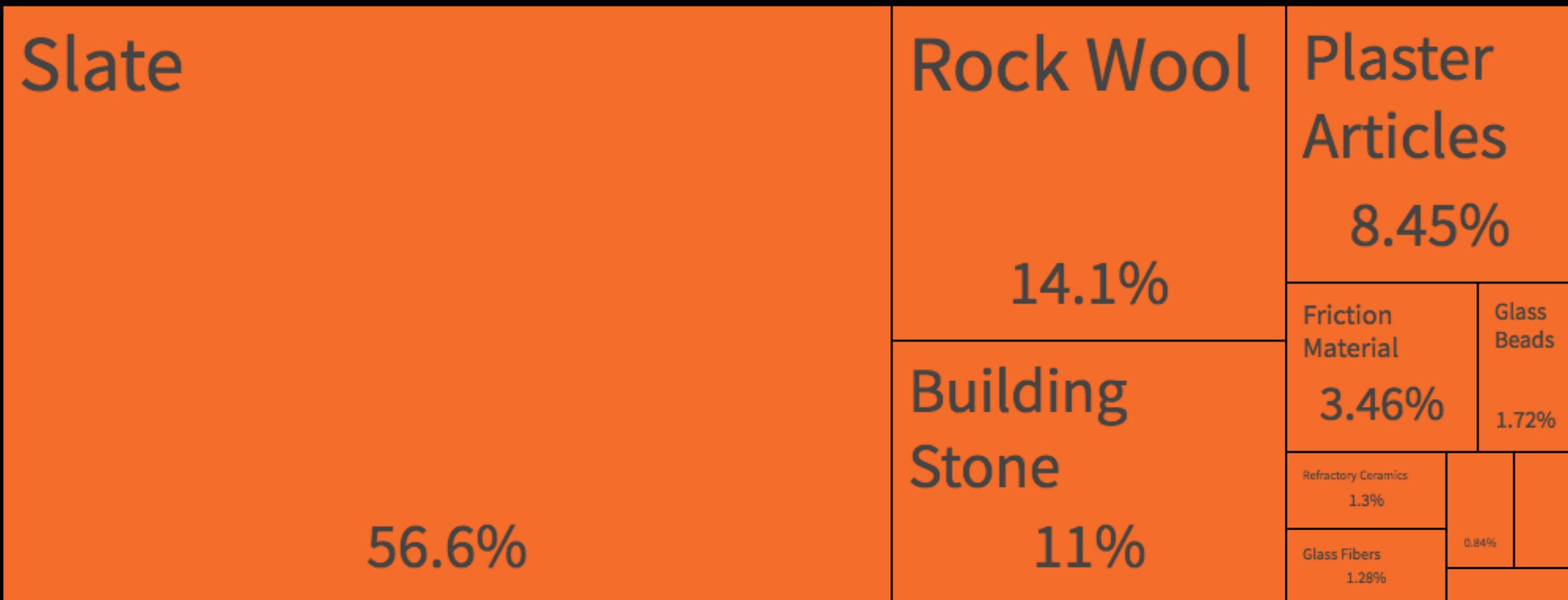
# Brazilian Exports to Norway - 2018

Total: \$310k



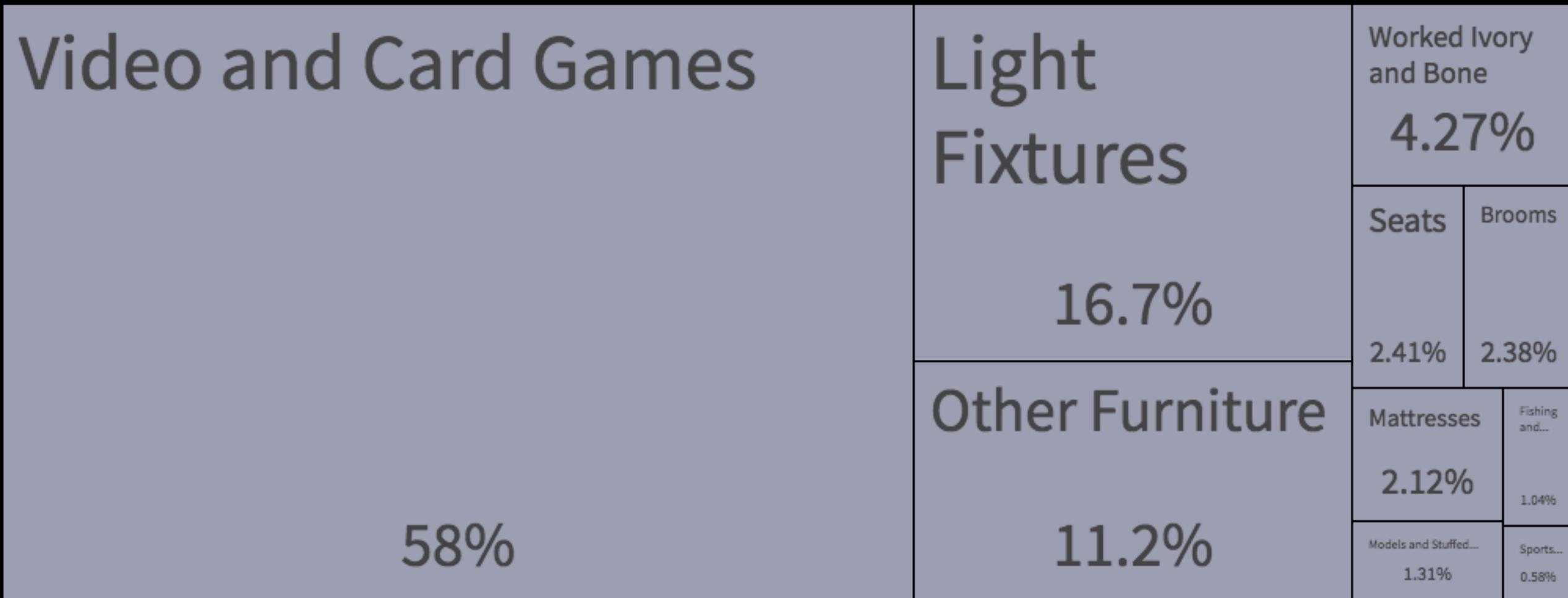
# Brazilian Exports to Norway - 2018

Total: \$233k



# Brazilian Exports to Norway - 2018

Total: \$205k



# Brazilian Exports to Norway - 2018

Total: \$86.7k

<b>Technical Use Textiles</b>  25.6%	Non-Knit Active Wear 8.02%	Other Cloth Articles 5.7%	House Linens 5.66%		Awnings, Tents, and Sails 5.47%	
	Knit Men's Coats 7.96%		Other Articles of Twine and Rope 4.9%	Knit Men's Shirts 2.14%	Netting 1.97%	Non-Retail Artificial Staple Fibers Sewing... 1.88%
	<b>Flax Woven Fabric</b>  17.6%	Non-Retail Synthetic Filament Yarn 6.85%		Non-Knit Women's Suits 3.12%	Knit Women's Suits 1.67%	Other Women's Undergarments 1.46%



# Brazilian Exports to Norway - 2018

Total: \$15.9k



# Brazilian Exports to Norway - 2018

Total: \$1.62k

Pure Olive Oil

100%



**There are many possibilities based on the previous slides**

**The current scenario with Covid-19 will surely have a deep impact on global trade. Brazilian exports to Norway will most probably be reduced.**

**The next slide shows previous forecasts and the real numbers for the Brazilian exports to Norway.**

# Trade Forecast for Brazilian Exports to Norway (2018)



# **Brazil Export Data**

**Siscomex – Brazil Ministry of Economy**

**The official statistics of Brazilian exports are available from the Ministry of Economy website.**

**Based on those number, I separated only the exports to Norway. They are broken down by month.**

# Brazilian Exports to Norway - 2018

Date	CO_NCM	NCM Name	SG_UF_NCM	Via	Unidade Receita Federal	QT_ESTAT	KG_LIQUIDO	VL_FOB
2/2018	28182010	Calcined alumina	PA	MARITIMA	0217802 - IRF - BARCARENA	145072750	145072750	43 785 399
3/2018	28182010	Calcined alumina	PA	MARITIMA	0217802 - IRF - BARCARENA	139501000	139501000	43 147 115
5/2018	28182010	Calcined alumina	MA	MARITIMA	0320151 - IRF - PORTO DE SÃO LUÍS	63204000	63204000	35 224 329
1/2018	28182010	Calcined alumina	PA	MARITIMA	0217802 - IRF - BARCARENA	119728620	119728620	35 164 143
6/2018	88024090	Oth.airplanes/aircraft,weight>15000kg,empty	SP	MEIOS PROPRIOS	0417901 - IRF - AEROPORTO INTERNACIONAL DOS GUARARAPES	1	31794	31 528 126
5/2018	88024090	Oth.airplanes/aircraft,weight>15000kg,empty	SP	MEIOS PROPRIOS	0417901 - IRF - AEROPORTO INTERNACIONAL DOS GUARARAPES	1	31794	31 461 660
4/2018	88024090	Oth.airplanes/aircraft,weight>15000kg,empty	SP	MEIOS PROPRIOS	0417901 - IRF - AEROPORTO INTERNACIONAL DOS GUARARAPES	1	31794	31 383 205
4/2018	28182010	Calcined alumina	MA	MARITIMA	0320151 - IRF - PORTO DE SÃO LUÍS	79269000	79269000	30 046 716
6/2018	28182010	Calcined alumina	MA	MARITIMA	0320151 - IRF - PORTO DE SÃO LUÍS	61034000	61034000	30 014 058
6/2018	28182010	Calcined alumina	PA	MARITIMA	0217800 - ALF - BELÉM	87481420	87481420	26 992 322
10/2018	28182010	Calcined alumina	PA	MARITIMA	0217800 - ALF - BELÉM	69114340	69114340	23 937 331
11/2018	28182010	Calcined alumina	PA	MARITIMA	0217800 - ALF - BELÉM	57862040	57862040	20 789 831
1/2018	28182010	Calcined alumina	PA	MARITIMA	0217602 - BARCARENA	69538400	69538400	20 609 791
5/2018	28182010	Calcined alumina	PA	MARITIMA	0217800 - ALF - BELÉM	64801430	64801430	19 912 994
12/2018	28182010	Calcined alumina	MA	MARITIMA	0320151 - IRF - PORTO DE SÃO LUÍS	45421000	45421000	19 527 851
10/2018	28182010	Calcined alumina	MA	MARITIMA	0320151 - IRF - PORTO DE SÃO LUÍS	31459000	31459000	18 742 643
9/2018	28182010	Calcined alumina	MA	MARITIMA	0320151 - IRF - PORTO DE SÃO LUÍS	31097000	31097000	17 374 827
8/2018	28182010	Calcined alumina	MA	MARITIMA	0320151 - IRF - PORTO DE SÃO LUÍS	34798000	34798000	16 745 146
5/2018	12019000	Soybeans, whether or not crushed, except for sowing	MT	MARITIMA	0227600 - PORTO DE MANAUS	38516	38515800	16 004 472
3/2018	12019000	Soybeans, whether or not crushed, except for sowing	MT	MARITIMA	0227600 - PORTO DE MANAUS	38500	38499470	15 287 370
4/2018	12019000	Soybeans, whether or not crushed, except for sowing	MT	MARITIMA	0227600 - PORTO DE MANAUS	37107	37107020	14 975 280
12/2018	12019000	Soybeans, whether or not crushed, except for sowing	MT	MARITIMA	0227600 - PORTO DE MANAUS	29404	29404715	14 262 757
6/2018	12019000	Soybeans, whether or not crushed, except for sowing	MT	MARITIMA	0227600 - PORTO DE MANAUS	33151	33150160	14 126 610
2/2018	12019000	Soybeans, whether or not crushed, except for sowing	MT	MARITIMA	0227600 - PORTO DE MANAUS	34954	34953015	13 323 741
7/2018	12019000	Soybeans, whether or not crushed, except for sowing	MT	MARITIMA	0227600 - PORTO DE MANAUS	32483	32483230	12 374 162
7/2018	28182010	Calcined alumina	PA	MARITIMA	0217800 - ALF - BELÉM	36125210	36125210	12 099 417
9/2018	28182010	Calcined alumina	PA	MARITIMA	0217800 - ALF - BELÉM	35492460	35492460	11 887 490
3/2018	28182010	Calcined alumina	MA	MARITIMA	0320151 - IRF - PORTO DE SÃO LUÍS	30810000	30810000	11 355 950
4/2018	28182010	Calcined alumina	PA	MARITIMA	0217800 - ALF - BELÉM	36748380	36748380	11 184 002
10/2018	28182010	Calcined alumina	ND	MARITIMA	0217800 - ALF - BELÉM	33000000	33000000	10 784 746

**The spreadsheet also gives extra information about the means of transport of the exports, the Internal Revenues port where the goods were shipped, besides the quantities and total values in USD.**

# Brazilian Exports to Norway - 2018

Date	CO_NCM	NCM Name	SG_UF_NCM	Via	Unidade Receita Federal	QT_ESTAT	KG_LIQUIDO	VL_FOB
1/2018	41071220	Oth.whole leathers/skins of bovines, prepared, etc.	RS	MARITIMA	1017700 - PORTO DE RIO GRANDE	95990	73074	1 673 769
12/2018	73052000	Pipes iron/steel, welded, etc.cir.cr.d>406mm, f/coat.	SP	MARITIMA	0717600 - PORTO DO RIO DE JANEIRO	514165	514165	1 626 167
1/2018	84295199	Oth.loaders/shovel loaders, of front-end shovel load	SP	MARITIMA	0817800 - PORTO DE SANTOS	7	148830	1 466 608
8/2018	90111110	Coffee not roasted or decaffeinated, in grain	MG	MARITIMA	0817800 - PORTO DE SANTOS	108477	583040	1 455 458
6/2018	90111110	Coffee not roasted or decaffeinated, in grain	ND	MARITIMA	0817800 - PORTO DE SANTOS	606	604800	1 432 269
2/2018	41071220	Oth.whole leathers/skins of bovines, prepared, etc.	RS	MARITIMA	1017700 - PORTO DE RIO GRANDE	86457	64562	1 418 917
2/2018	90111110	Coffee not roasted or decaffeinated, in grain	ND	MARITIMA	0817800 - PORTO DE SANTOS	540	540000	1 409 616
10/2018	27101922	Fuel oil	PR	VIA NAO DECLARADA	0917800 - PORTO DE PARANAGUA	2740	2620583	1 387 426
9/2018	41071220	Oth.whole leathers/skins of bovines, prepared, etc.	RS	MARITIMA	1017700 - PORTO DE RIO GRANDE	84974	62515	1 333 291
5/2018	90111110	Coffee not roasted or decaffeinated, in grain	MG	MARITIMA	0817800 - PORTO DE SANTOS	192041	482090	1 260 065
1/2018	90111110	Coffee not roasted or decaffeinated, in grain	ND	MARITIMA	0817800 - PORTO DE SANTOS	476	475200	1 257 380
7/2018	27101922	Fuel oil	SP	VIA NAO DECLARADA	0817800 - PORTO DE SANTOS	2802	2744737	1 251 504
11/2018	90111110	Coffee not roasted or decaffeinated, in grain	MG	MARITIMA	0817800 - PORTO DE SANTOS	492	491800	1 159 685
3/2018	41071220	Oth.whole leathers/skins of bovines, prepared, etc.	RS	MARITIMA	1017700 - PORTO DE RIO GRANDE	65172	46891	1 148 647
7/2018	90111110	Coffee not roasted or decaffeinated, in grain	MG	MARITIMA	0817800 - PORTO DE SANTOS	65177	441475	1 121 464
8/2018	28492000	Silicon carbide	MG	MARITIMA	0717600 - PORTO DO RIO DE JANEIRO	956072	956072	1 110 483
9/2018	21022000	Inactive yeasts;other single-cell micro-organisms, dex	SP	MARITIMA	0817800 - PORTO DE SANTOS	294000	294000	1 084 822
12/2018	27101922	Fuel oil	RJ	VIA NAO DECLARADA	0717600 - PORTO DO RIO DE JANEIRO	2657	2598989	1 081 179
10/2018	84292090	Other graders and levellers	SP	MARITIMA	0817800 - PORTO DE SANTOS	3	56220	1 064 399
10/2018	90111110	Coffee not roasted or decaffeinated, in grain	SP	MARITIMA	0817800 - PORTO DE SANTOS	475	475200	1 048 592
2/2018	90111110	Coffee not roasted or decaffeinated, in grain	MG	MARITIMA	0817800 - PORTO DE SANTOS	191954	395625	1 036 993
4/2018	21022000	Inactive yeasts;other single-cell micro-organisms, dex	SP	MARITIMA	0817800 - PORTO DE SANTOS	445200	445200	1 029 802
8/2018	27101922	Fuel oil	RJ	VIA NAO DECLARADA	0717600 - PORTO DO RIO DE JANEIRO	2189	2150482	1 009 371
1/2018	85030090	Parts of oth.motors/generators/electric gener.sets, e	SP	MARITIMA	0817800 - PORTO DE SANTOS	23940	23940	979 724
9/2018	90111110	Coffee not roasted or decaffeinated, in grain	SP	MARITIMA	0817800 - PORTO DE SANTOS	346	345600	971 931
9/2018	84292090	Other graders and levellers	SP	MARITIMA	0817800 - PORTO DE SANTOS	3	56399	957 919
11/2018	27101922	Fuel oil	RJ	VIA NAO DECLARADA	0717600 - PORTO DO RIO DE JANEIRO	1900	1849205	898 714

# Brazilian Exports to Norway - 2018

Date	CO_NCM	NCM Name	SG_UF_NCM	Via	Unidade Receita Federal	QT_ESTAT	KG_LIQUIDO	VL_FOB
5/2018	21011110	Soluble coffee, including decaffeinated	PR	MARITIMA	0817800 - PORTO DE SANTOS	6	5500	42 625
12/2018	88033000	Other parts of aeroplanes or helicopters	RJ	AEREA	0717700 - AEROPORTO INTERNACIONAL DO RIO DE JANEIRO	3	43	42 059
1/2018	84081090	Other diesel engines/semi-diesel, for embarkation	RJ	MARITIMA	0717600 - PORTO DO RIO DE JANEIRO	14	268	41 753
3/2018	44111210	Fibreboards of wood, not mechanically worked t>5n	SP	MARITIMA	0817800 - PORTO DE SANTOS	600	93552	41 634
4/2018	44111210	Fibreboards of wood, not mechanically worked t>5n	SP	MARITIMA	0817800 - PORTO DE SANTOS	352	93552	41 518
11/2018	84122900	Other hydraulic power motors	RJ	AEREA	0717700 - AEROPORTO INTERNACIONAL DO RIO DE JANEIRO	2	102	41 496
7/2018	89031000	Inflatable boats	RJ	AEREA	0717700 - AEROPORTO INTERNACIONAL DO RIO DE JANEIRO	2	79	41 476
12/2018	27101932	Lubricating oils with additive	RJ	VIA NAO DECLARADA	0717600 - PORTO DO RIO DE JANEIRO	13175	13175	41 416
12/2018	89031000	Inflatable boats	RJ	AEREA	0717700 - AEROPORTO INTERNACIONAL DO RIO DE JANEIRO	2	61	41 009
11/2018	27101932	Lubricating oils with additive	RJ	VIA NAO DECLARADA	0717600 - PORTO DO RIO DE JANEIRO	16619	16619	39 856
3/2018	41071220	Oth.whole leathers/skins of bovines, prepared, etc.	RS	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	2533	1675	39 684
6/2018	44111210	Fibreboards of wood, not mechanically worked t>5n	SP	MARITIMA	0817800 - PORTO DE SANTOS	352	93552	39 403
10/2018	72051000	Granules of pig iron, spiegeleisen, iron or steel	SP	MARITIMA	0817800 - PORTO DE SANTOS	54000	54000	39 189
12/2018	44111210	Fibreboards of wood, not mechanically worked t>5n	SP	MARITIMA	0817800 - PORTO DE SANTOS	104	93552	38 667
7/2018	84733049	Oth.circuits printed for autom.data-processing appa	RJ	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	2	0	38 641
6/2018	90142090	Oth.instrum.and applian.f/aeronautical/space naviga	RJ	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	2	10	38 177
6/2018	90149000	Parts and acess.f/instrum.and appliances f/navigatio	RJ	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	2	3	37 727
4/2018	20091100	Frozen/unfermented, orange juice	SP	MARITIMA	0817800 - PORTO DE SANTOS	18900	18900	37 517
11/2018	8061000	Fresh grapes	PE	VIA NAO DECLARADA	0420154 - IRF NATAL	12000	12000	37 505
10/2018	8061000	Fresh grapes	PE	MARITIMA	0317900 - ALF - FORTALEZA	12000	12000	37 411
9/2018	41071220	Oth.whole leathers/skins of bovines, prepared, etc.	RS	MARITIMA	0927700 - PORTO DE SAO FRANCISCO DO SUL	2081	1584	36 676
6/2018	84119100	Parts of turbo-jets or of turbo-propellers	RJ	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	14	2	35 407
1/2018	64039990	Other footwear of leather with outer soles of rubber	RS	MARITIMA	0817800 - PORTO DE SANTOS	1248	888	35 398
5/2018	41071220	Oth.whole leathers/skins of bovines, prepared, etc.	RS	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	2013	1555	34 617
10/2018	8071900	Fresh melons	RN	MARITIMA	0420154 - IRF NATAL	31050	31050	34 383
3/2018	89031000	Inflatable boats	RJ	AEREA	0717700 - AEROPORTO INTERNACIONAL DO RIO DE JANEIRO	2	77	34 026
2/2018	85182100	Single loudspeakers, mounted in their enclosures	SP	MARITIMA	0817800 - PORTO DE SANTOS	7380	1907	33 653

**There are many transaction with individual value lower than USD 1 000. If they come from different suppliers, we can assume they are trying to get into the Norwegian market or want to grow here.**

# Brazilian Exports to Norway - 2018

Date	CO_NCM	NCM Name	SG_UF_NCM	Via	Unidade Receita Federal	QT_ESTAT	KG_LIQUIDO	VL_FOB
12/2018	38247810	Prepared based on tetrafluoroethane/pentafluoroet	SP	VIA NAO DECLARADA	0817800 - PORTO DE SANTOS	65	65	1 006
11/2018	85369090	Oth.appar.f/interruption,etc.f/elect.circuits t<=1kv	RJ	AEREA	0817700 - AEROPORTO INTERNACIONAL DE VIRACOPOS	10	5	998
8/2018	88033000	Other parts of aeroplanes or helicopters	SP	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	0	0	989
11/2018	21011110	Soluble coffee, including decaffeinated	PR	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	0	100	989
6/2018	90328981	Automatic instruments and apparatus f/checking pre	RJ	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	1	0	986
2/2018	85182100	Single loudspeakers, mounted in their enclosures	SP	AEREA	0817700 - AEROPORTO INTERNACIONAL DE VIRACOPOS	216	78	985
3/2018	85182990	Other specific for teleph. appar./equip.	SP	AEREA	0817700 - AEROPORTO INTERNACIONAL DE VIRACOPOS	110	149	985
4/2018	88032000	Under-carriages and parts thereof f/aircraft,etc.	RJ	AEREA	0717700 - AEROPORTO INTERNACIONAL DO RIO DE JANEIRO	1	1	960
8/2018	88032000	Under-carriages and parts thereof f/aircraft,etc.	RJ	AEREA	0717700 - AEROPORTO INTERNACIONAL DO RIO DE JANEIRO	1	1	960
11/2018	2032900	Other swine meat, frozen	SP	VIA NAO DECLARADA	0817800 - PORTO DE SANTOS	258	196	960
10/2018	22021000	Waters, including mineral/aerated, ad.sugar, flavour	SP	VIA NAO DECLARADA	0812051 - SAO SEBASTIAO	4038	3920	958
12/2018	2091011	Bacon pork, fresh, chilled or frozen	SP	VIA NAO DECLARADA	0817800 - PORTO DE SANTOS	310	310	940
5/2018	90262090	Oth.instrum.and appl.f/measuring/checking the pres	SP	AEREA	0817700 - AEROPORTO INTERNACIONAL DE VIRACOPOS	1	5	939
12/2018	22030000	Beer made from malt	RS	VIA NAO DECLARADA	1017700 - PORTO DE RIO GRANDE	723	1499	927
12/2018	2102000	Meat of bovine, salted/in brine/dried/smoked	MA	VIA NAO DECLARADA	0320151 - IRF - PORTO DE SÃO LUÍS	110	110	924
1/2018	85364100	Relays for tension <= 60volts	SP	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	4	1	920
3/2018	85364100	Relays for tension <= 60volts	SP	AEREA	0817700 - AEROPORTO INTERNACIONAL DE VIRACOPOS	4	1	920
1/2018	61059000	Shirts, etc.of oth.textile materials mesh, masculine us	ND	AEREA	0717700 - AEROPORTO INTERNACIONAL DO RIO DE JANEIRO	75	8	905
11/2018	2050000	Meat of horses, asses, mules, etc.fresh, chilled or fro	RJ	VIA NAO DECLARADA	0717600 - PORTO DO RIO DE JANEIRO	50	50	902
12/2018	3049900	Other fish meat, fresh, chilled or frozen	MA	VIA NAO DECLARADA	0320151 - IRF - PORTO DE SÃO LUÍS	130	130	900
11/2018	3049900	Other fish meat, fresh, chilled or frozen	RJ	VIA NAO DECLARADA	0717600 - PORTO DO RIO DE JANEIRO	100	100	893
12/2018	22021000	Waters, including mineral/aerated, ad.sugar, flavour	SP	VIA NAO DECLARADA	0812051 - SAO SEBASTIAO	3063	2910	892
1/2018	90142090	Oth.instrum.and applian.f/aeronautical/space naviga	RJ	AEREA	0817700 - AEROPORTO INTERNACIONAL DE VIRACOPOS	1	1	885
12/2018	90142090	Oth.instrum.and applian.f/aeronautical/space naviga	RJ	AEREA	0817700 - AEROPORTO INTERNACIONAL DE VIRACOPOS	1	1	885
12/2018	16010000	Sausages of meat, meat offal, blood, their food prep.	SP	VIA NAO DECLARADA	0817800 - PORTO DE SANTOS	243	243	872
1/2018	99980201	Onboard consump.any other merchandise f/embark	ND	MARITIMA	0817800 - PORTO DE SANTOS	595	595	867
12/2018	82079000	Other interchangeable tools, of base metals	SP	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	10	10	861

**The same applies to values very small. They can also be targeted by a marketing effort from BNCC.**

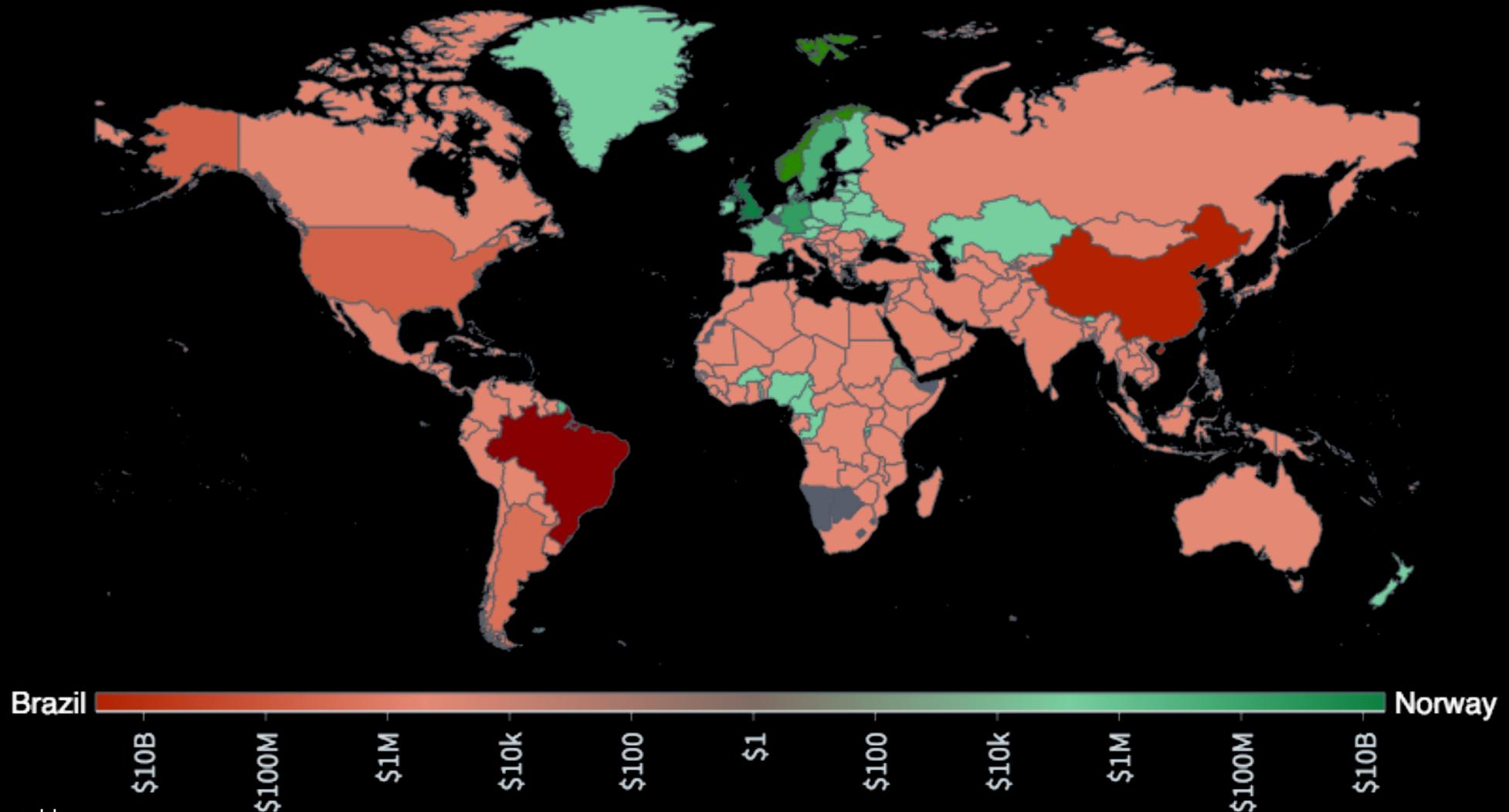
# Brazilian Exports to Norway - 2018

Date	CO_NCM	NCM Name	SG_UF_NCM	Via	Unidade Receita Federal	QT_ESTAT	KG_LIQUIDO	VL_FOB
11/2018	9021000	Green tea (not fermented) in immediate packings<=3	SP	VIA NAO DECLARADA	0812051 - SAO SEBASTIAO	0	0	2
11/2018	25010020	Table salt	RS	VIA NAO DECLARADA	1017700 - PORTO DE RIO GRANDE	8	8	2
11/2018	9041100	Dried pepper	RS	VIA NAO DECLARADA	1017700 - PORTO DE RIO GRANDE	1	1	2
10/2018	7061000	Fresh/chilled carrots and turnips	SP	VIA NAO DECLARADA	0817800 - PORTO DE SANTOS	3	3	2
12/2018	11029000	Flour of other cereals	SC	VIA NAO DECLARADA	0927700 - PORTO DE SAO FRANCISCO DO SUL	2	1	2
10/2018	21033021	Mustard prepared, in immediate packings wei.<=1kg	SC	VIA NAO DECLARADA	0917800 - PORTO DE PARANAGUA	2	1	2
8/2018	22090000	Vinegar and subst.forvineg.obt.acetic acid, forhumar	SC	VIA NAO DECLARADA	0927502 - IRF - IMBITUBA	3	3	2
12/2018	44151000	Cases, boxes, crates, drums, etc.of wood	RS	AEREA	0817700 - AEROPORTO INTERNACIONAL DE VIRACOPOS	3	0	2
10/2018	36050000	Matches, other than pyrotechnic articles	SP	MEIOS PROPRIOS	0817800 - PORTO DE SANTOS	0	0	2
12/2018	25010020	Table salt	SP	EM MAOS	0817800 - PORTO DE SANTOS	8	8	2
7/2018	83089090	Oth.clasps, etc.of base metals, f/clothing, footwear, e	RS	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	0	1	2
11/2018	21032010	Tomato ketchup and other tomato sauces immed.pa	SC	VIA NAO DECLARADA	0927502 - IRF - IMBITUBA	6	6	2
2/2018	85291019	Other aeriels, except for phone cellular	ND	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	1	0	1
8/2018	39269069	Rings of circular cross section of plastic	RJ	AEREA	0717700 - AEROPORTO INTERNACIONAL DO RIO DE JANEIRO	2	0	1
8/2018	8119000	Oth.fruits froz/uncook/cooked b/steaming/boil.in w	PA	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	1	1	1
12/2018	32041400	Direct dyes and its preparations	RS	VIA NAO DECLARADA	1017700 - PORTO DE RIO GRANDE	0	0	1
11/2018	19059090	Other products of bakery, pastry shop, biscuits ind.e	RS	MEIOS PROPRIOS	1017700 - PORTO DE RIO GRANDE	2	2	1
11/2018	12074090	Other sesamum seeds, whether or not broken	SP	VIA NAO DECLARADA	0817800 - PORTO DE SANTOS	1	1	1
10/2018	22090000	Vinegar and subst.forvineg.obt.acetic acid, forhumar	SC	VIA NAO DECLARADA	0917800 - PORTO DE PARANAGUA	2	0	1
12/2018	28363000	Sodium hydrogencarbonate (bicarbonate) of sodium	SP	VIA NAO DECLARADA	0817800 - PORTO DE SANTOS	1	1	1
11/2018	20086010	Cherries, prepared/preserved, sweetening water, inc	RJ	VIA NAO DECLARADA	0717600 - PORTO DO RIO DE JANEIRO	0	0	1
11/2018	7122000	Dried onions, incl.pieces, slices, powder, etc.but n/fu	RS	VIA NAO DECLARADA	1017700 - PORTO DE RIO GRANDE	2	2	1
10/2018	39119029	Other polyterpenes, etc.without filler, primary form:	SP	AEREA	0817700 - AEROPORTO INTERNACIONAL DE VIRACOPOS	2	2	1
12/2018	28363000	Sodium hydrogencarbonate (bicarbonate) of sodium	SP	EM MAOS	0817800 - PORTO DE SANTOS	1	1	1
11/2018	7019000	Other fresh or chilled potatoes	SC	VIA NAO DECLARADA	0927502 - IRF - IMBITUBA	5	5	1
2/2018	85291019	Other aeriels, except for phone cellular	SP	AEREA	0817600 - AEROPORTO INTERNACIONAL DE SAO PAULO/GUARULHOS	1	0	1
12/2018	32041300	Basic dyes and its preparations	RS	VIA NAO DECLARADA	1017700 - PORTO DE RIO GRANDE	0	0	1

# **Brazil Export Data**

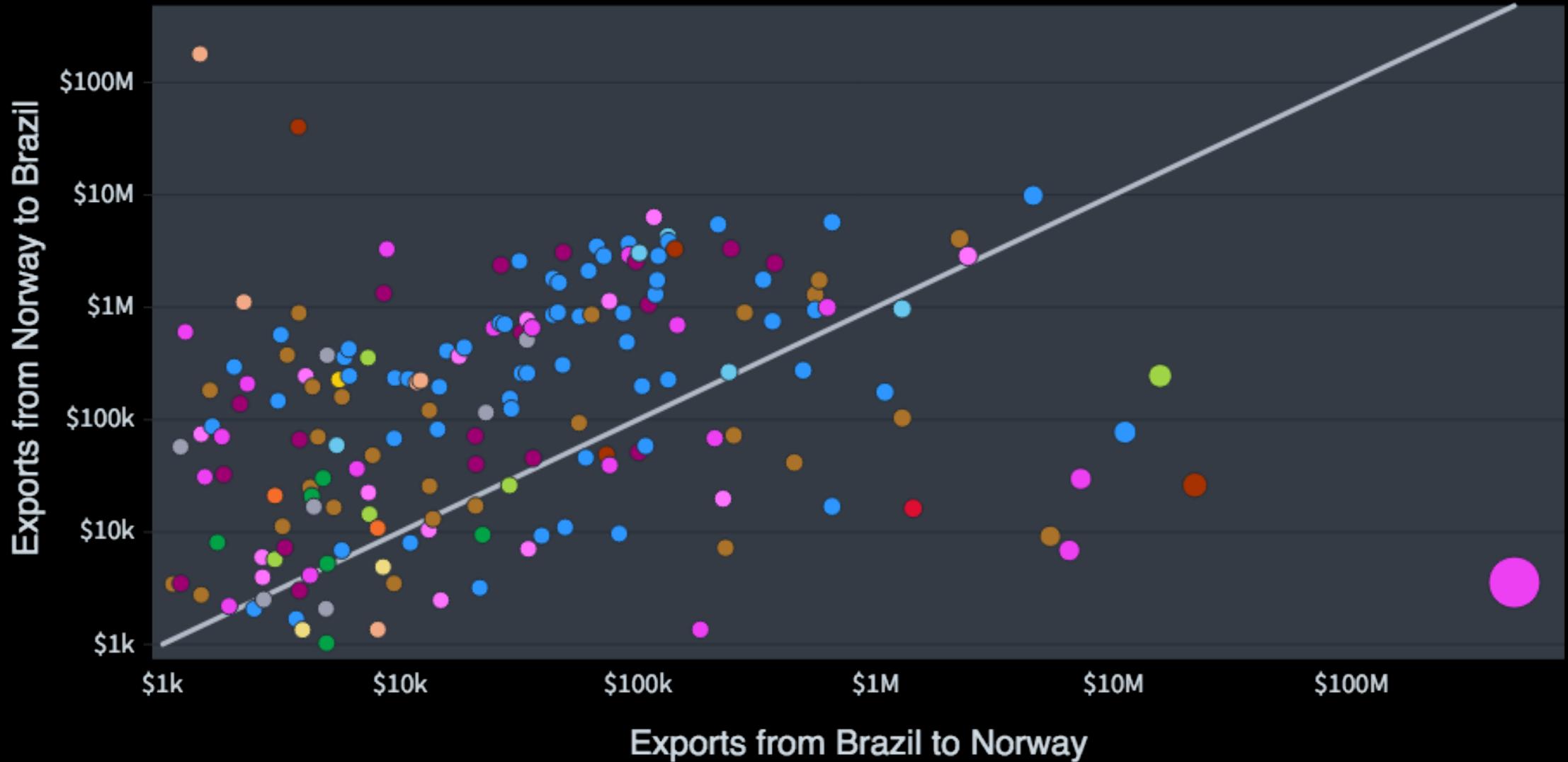
**OECD competitive advantage indexes applied to  
the trade of Brazil and Norway**

# Main Trading Partners for Brazil and Norway (2018)

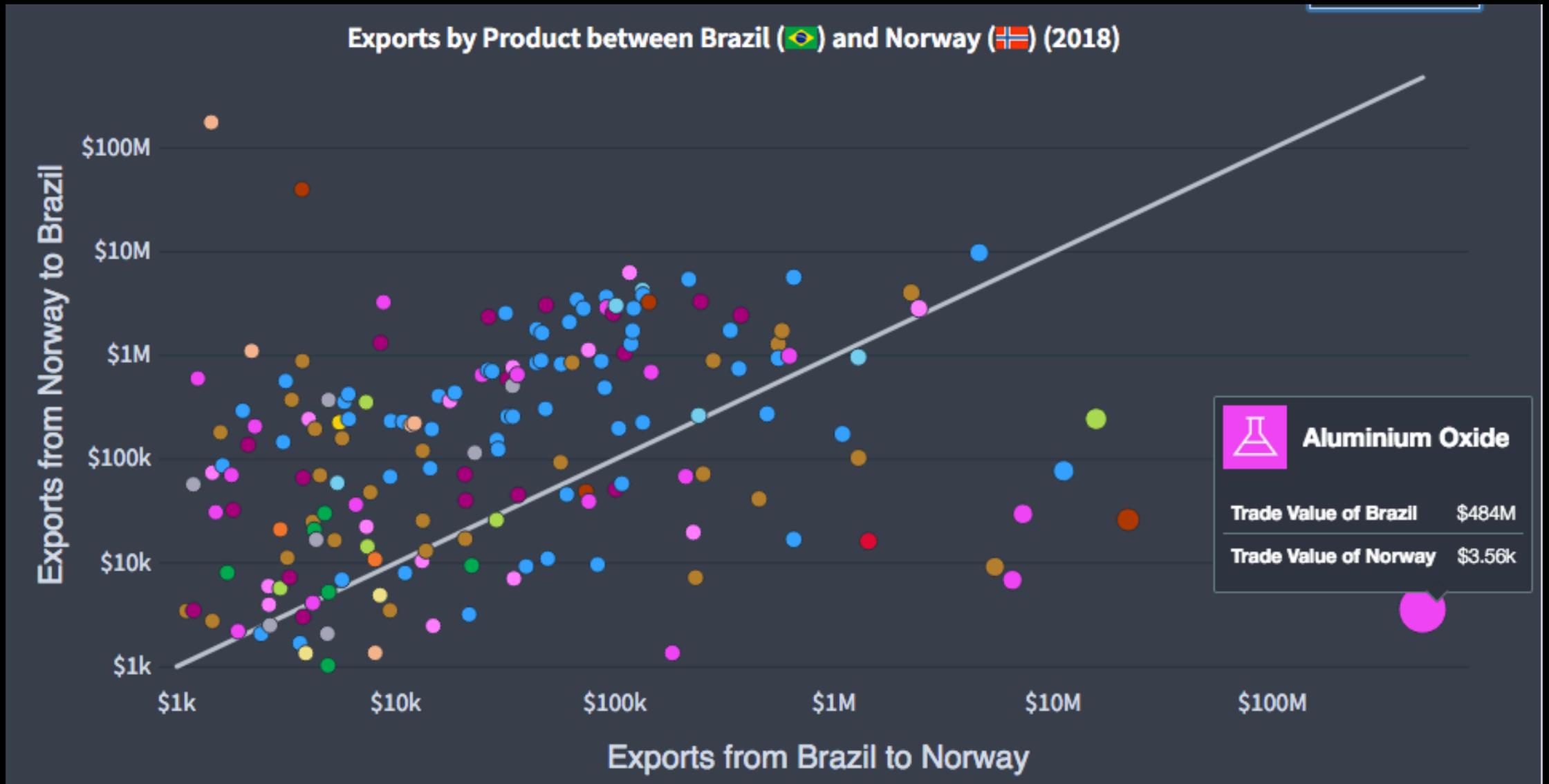


**The next slide shows a comparison of products offered both by Brazil and Norway. BNCC can chose to target some of these products.**

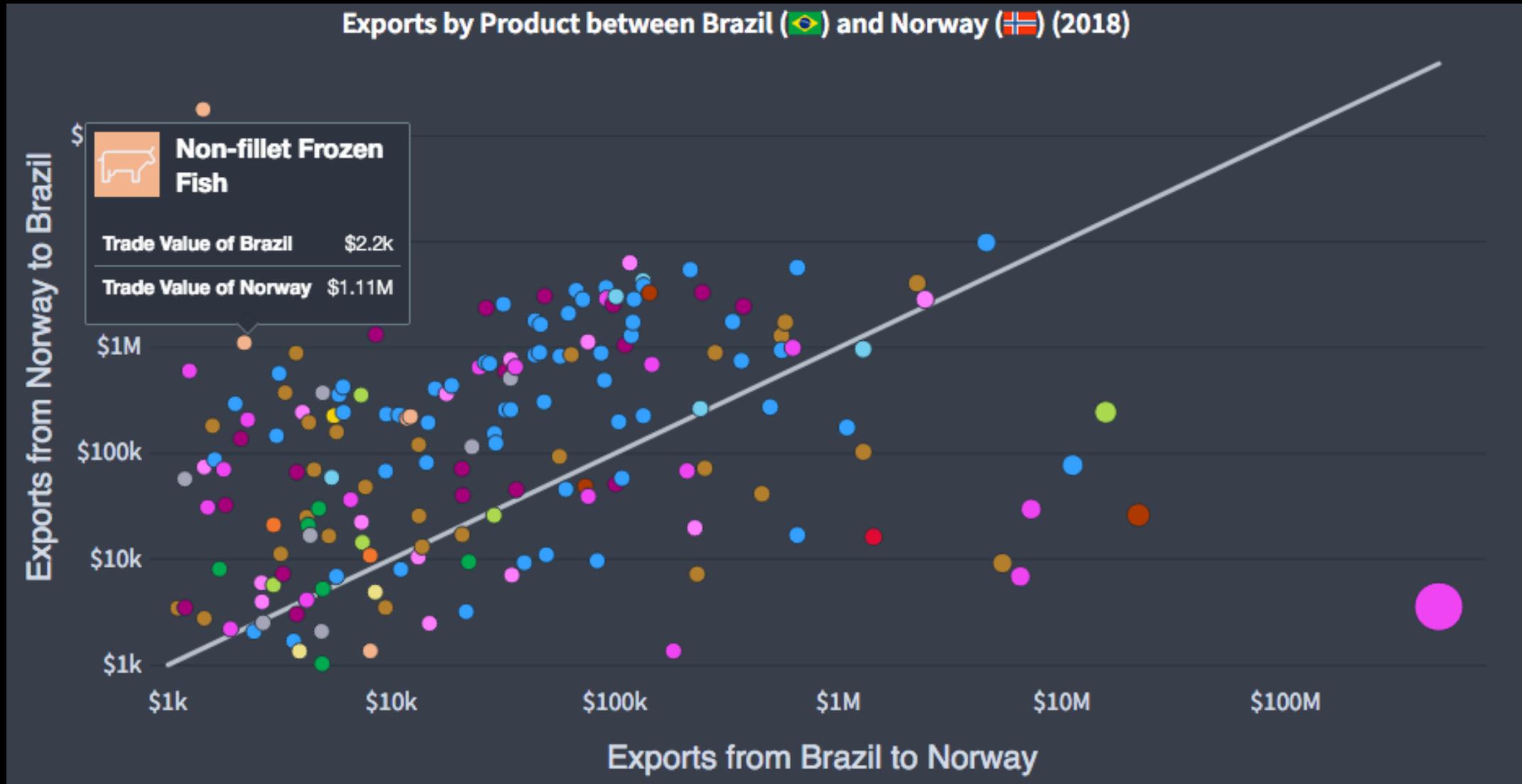
# Comparative Advantage Brazil and Norway (2018)



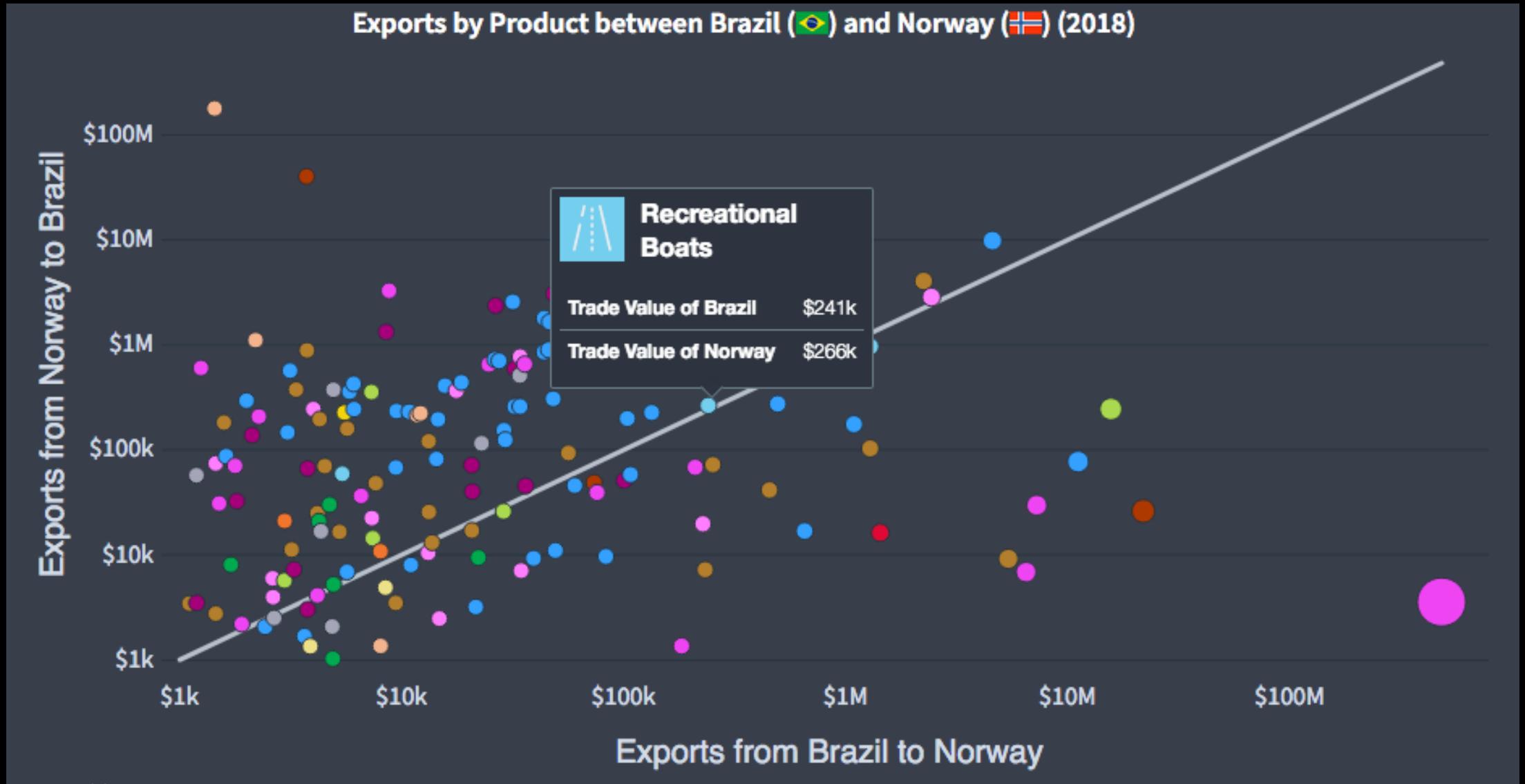
# Comparative Advantage Brazil and Norway (2018)



# Comparative Advantage Brazil and Norway (2018)



# Comparative Advantage Brazil and Norway (2018)



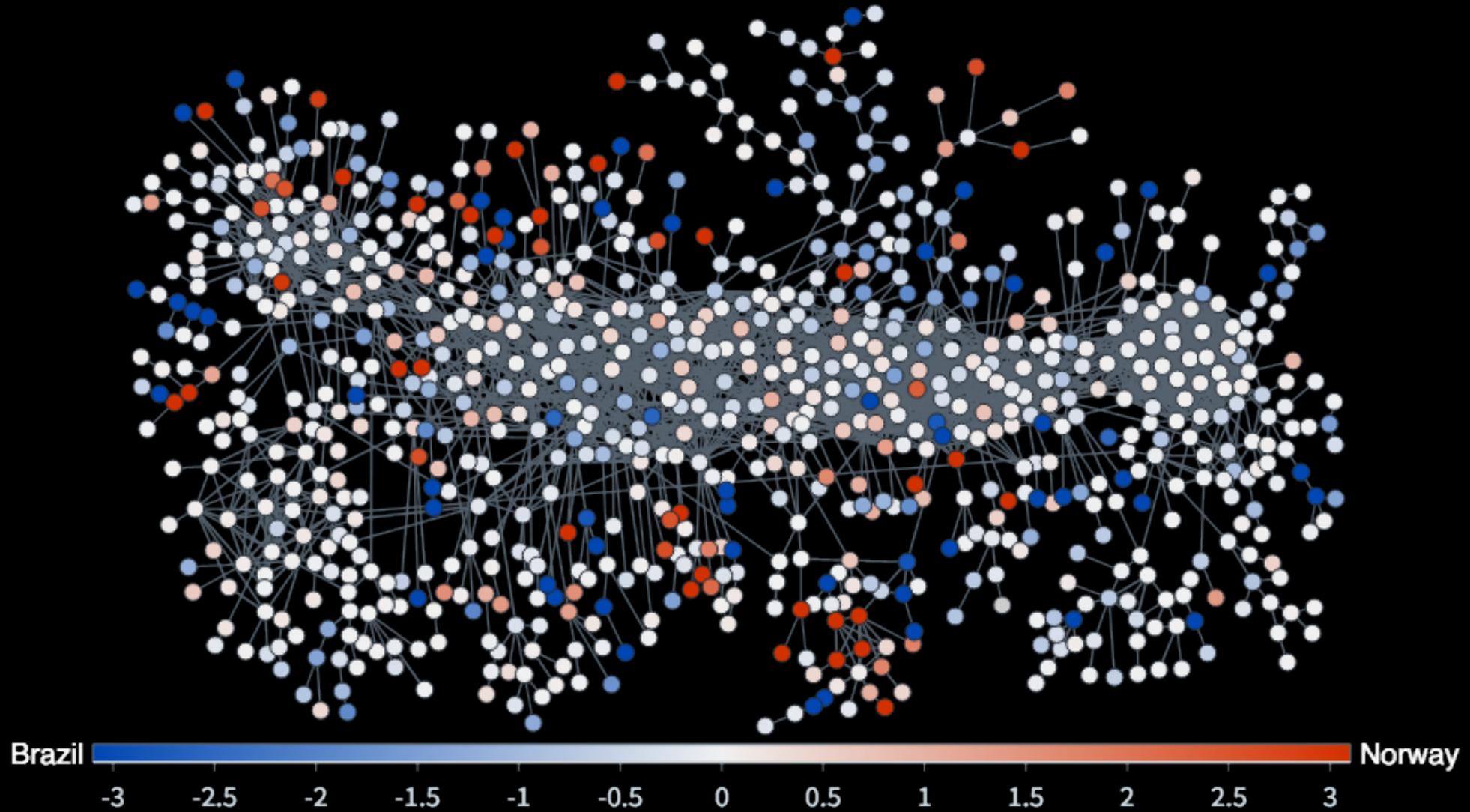
## **Question #3**

**Should we not focus more on promoting  
Brazilian products that have a higher  
comparative advantage to Norwegian?**

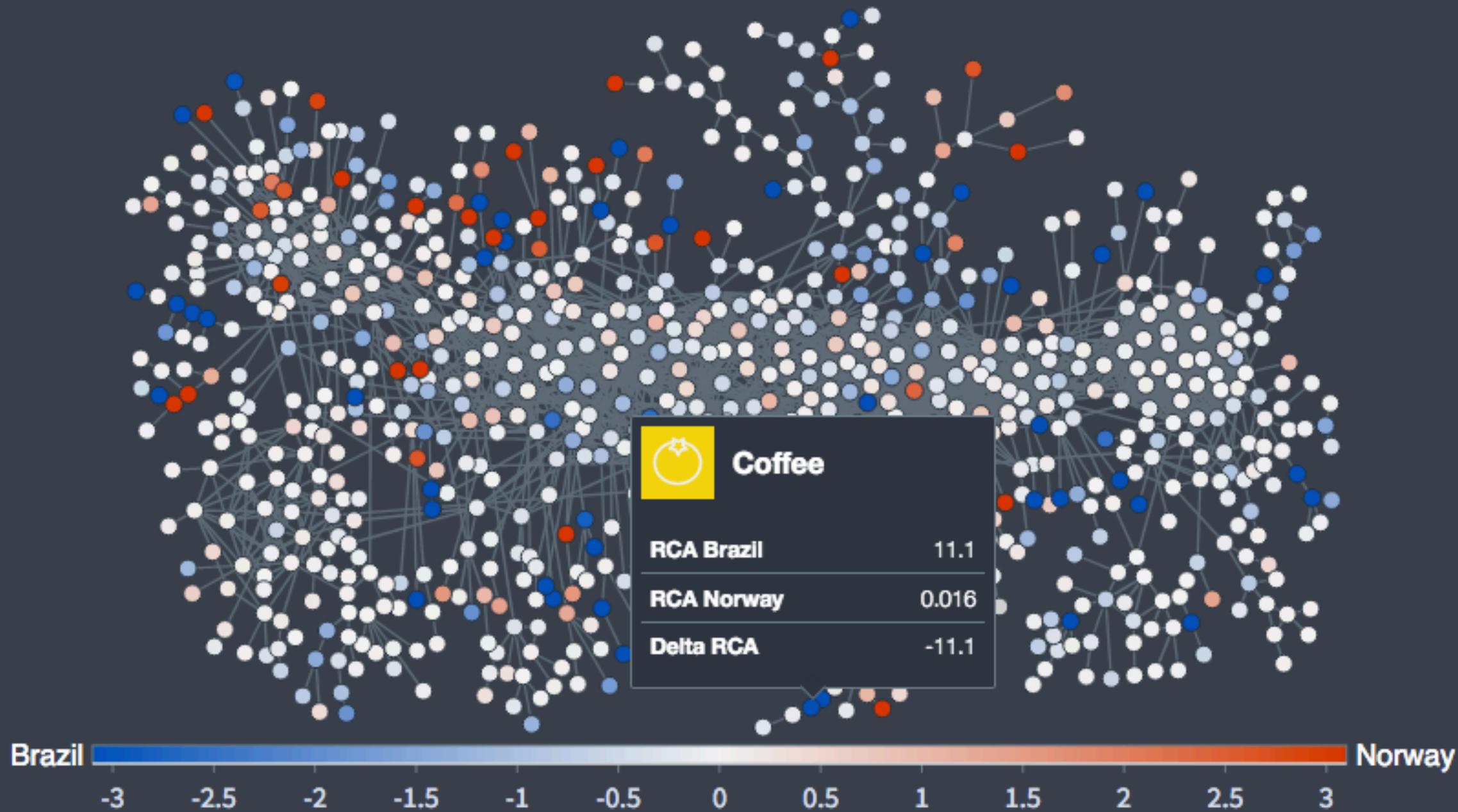
**The following map shows a graphic comparison between products that are exported by both countries.**

**The products in blue show a higher Revealed Competitive Advantage (RCA) of Brazil and the ones in red a higher RCA of Norway.**

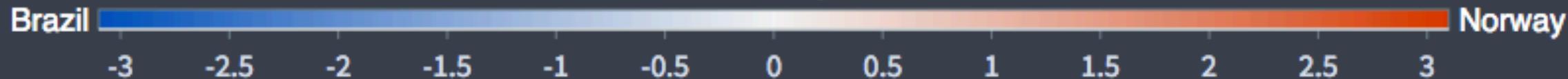
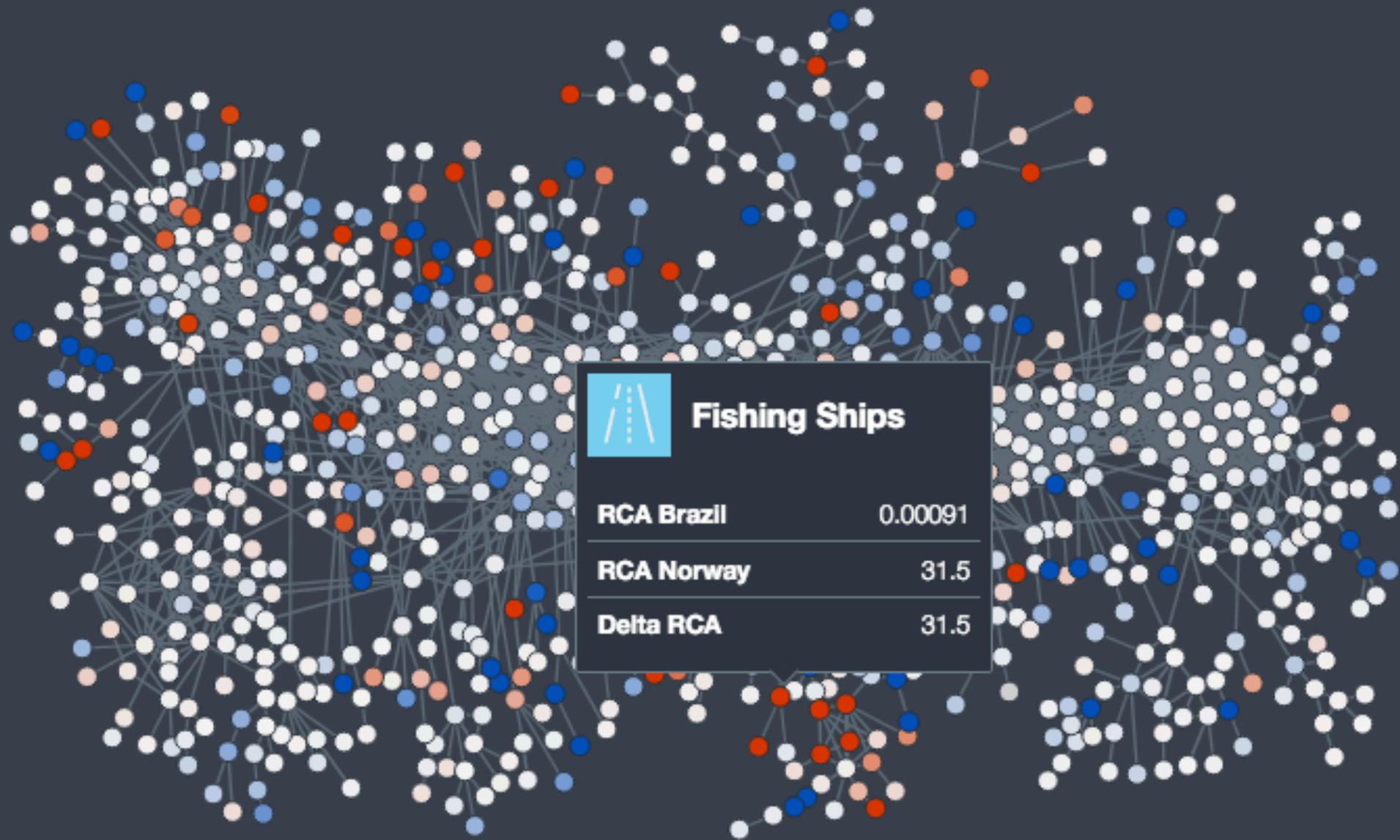
# Product Space Brazil and Norway (2018)



# Product Space of Brazil (🇧🇷) and Norway (🇳🇴) (2018)



# Product Space of Brazil (🇧🇷) and Norway (🇳🇴) (2018)



## Question #4

**Should we not focus more on promoting  
Brazilian products that have a higher RCA than  
the Norwegians?**



# **Brazilian Exports to Norway**

## **A Market Research for Potential New Members**

Thank You!