



## GEORGIA - BRAZIL COUNTRY CONNECTION

### Government and Commerce

Based in Atlanta, Brazil first established a consular presence in Georgia in 1899. Ambassador Pompeu Andreucci Neto has served as Consul General since October 2024.

The state of Georgia has had continuous representation in Brazil since 1995. Since then, the office has assisted hundreds of Georgia companies with export requests, promoted Georgia as a tourism destination for Brazilian visitors and supported Brazilian companies with foreign direct investment requests. José Madeira has represented Georgia in this market since 2010.

Georgia and the state of São Paulo are members of the Regional Leaders Summit (RLS), a strategic alliance of seven international regions from five continents fostering the exchange of best practices on topics of mutual interest. Other members include Upper Austria, Austria; Québec, Canada; Shandong, China; Bavaria, Germany; and Western Cape, South Africa. Georgia hosted the 2014 Regional Leaders Summit in Atlanta.

Atlanta is also home to the Brazilian-American Chamber of Commerce of the Southeast.

Georgia has one sister city agreement with Brazil: Atlanta – Rio de Janeiro.

### Academics

In the Fall semester of 2024, 476 Brazilian students will be enrolled in USG schools.

The University System of Georgia (USG) offers nine study abroad programs to Brazil in disciplines such as

public health, communications, education, leadership, business and agriculture.

Georgia's leading public universities host Brazilian students through the Brazil Scientific Mobility Program, a one-year, non-degree study abroad program formerly known as Science Without Borders.

Emory University provides a faculty-led study abroad program to Brazil as well as an exchange program with Pontifical Catholic University of Rio de Janeiro.

### Arts, Culture and Tourism

In 2023, 28,800 Brazilian visitors spent \$69.1 million in the state of Georgia.

In February 2017, the Rialto Center for the Arts in Atlanta featured Brazil's Baléfolclórico da Bahia.

Four members of the Atlanta Ballet Company are native Brazilians: Jessica Assef, Nadyne Bispo, Guilherme Maciel, and Anderson Souza.

World-renowned Brazilian percussionist Rafael Pereira is an alumni of Georgia State University. Based in Atlanta, Pereira recorded more than 70 albums in eight years.

Savannah-based Benedetto®, makers of archtop guitars since 1968, counts lauded Brazilian guitarists and composers Chico Pinheiro and Romero Lubambo among its family of artist endorsers.

### International Trade

**EXPORTS:** In 2023, Georgia exports to Brazil totaled \$852.6 million. Brazil is the 15th largest export market for Georgia.

Top exports from Georgia to Brazil include civilian aircraft, insecticides, medicaments for therapeutic uses, turbojets, and medical instruments.

Georgia leads the nation in the export of the following goods to Brazil: turbojets, Kaolin, and mechano-therapy and massage appliances.

**IMPORTS:** In 2023, Georgia imports from Brazil totaled \$1.5 billion. Brazil ranks 20th among Georgia's importer nations.

Top imports from Brazil to Georgia include self-propelled bulldozers, chemical wood pulp, tractors, and coffee.

### Capital Investment

There are at least **37** Georgia companies with operations in Brazil, including but not limited to:

- AGCO Corporation
- Delta Air Lines
- Equifax
- Global Payments
- InComm
- Novelis
- The Coca-Cola Company
- UPS

A significant Brazilian investment in Georgia is JBS Foods, which owns brands like Pilgrim's Pride and Gold Kist, and employs more than 5,000 Georgians.

There are more than 50 Brazilian facilities employing more than **9,000 people** in Georgia. These companies are from diverse industries such as technology, life sciences, machinery, defense and airspace. These companies include: Group Guidoni, WEG, Gerdau, Cielo/Merchant e-Solutions, Colombo North America, CZM USA Corp, Embraer, Eucatex of North America, Forquimica and Schulz of America.

### Transportation

Hartsfield-Jackson Atlanta International Airport offers daily direct flights from Atlanta to São Paulo and Rio de Janeiro. In 2024, there will be an estimated 947 flights between Georgia and Brazil carrying 221,000 passengers

The Georgia Ports Authority (GPA) in Savannah has an established relationship with Brazil. GPA offers direct weekly container ship service to seven ports of call in Brazil, including Suape, Salvador, and Rio de Janeiro.

### About GDEcD

The Georgia Department of Economic Development (GDEcD) plans, manages and mobilizes state resources to attract new business investment to Georgia, drive the expansion of existing industry and small business, locate new markets for Georgia products, inspire tourists to visit Georgia and promote the state as a top destination for arts events and film, music and digital entertainment projects. For more information, visit [www.georgia.org](http://www.georgia.org).

### GDEcD's International Representatives in Brazil

#### **José Madeira**

Managing Director

[jmadeira@georgia.org](mailto:jmadeira@georgia.org)

*\*Information valid as of September 2024*

We **SPEAK** Business

