

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

UNCTAD



MULTI-YEAR EXPERT MEETING ON TRADE, SERVICES AND DEVELOPMENT

Fourth Session

Geneva, 18–20 May 2016

**Statistics and Business Intelligence in the Foreign Trade of Services:
The Brazilian Experience**

SESSION # 1



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Ministry of
**Industry, Trade
and Services**

FEDERAL GOVERNMENT OF

BRASIL

Statistics and Business Intelligence in the Foreign Trade of Services

The Brazilian Experience

May 18th, 2016
UNCTAD - Geneva

Importance of the Services Sector in Brazil

- In 2015, the tertiary sector accounted for 72.0% of the value added in Brazilian GDP (IBGE 2016), similar to countries with much higher per capita income and more advanced stages of industrial development. It also accounted for 73.4% (54.6%, when excluding the public administration) of the formal employment in 2014 (MTPS).
- Services share in the consumption basket of the Brazilian families is currently around 62%.
- Productivity of the workers in the sector is estimated to be only 19% of the workers in USA
- Brazil has increased its share in the world trade of services, but still ranks 31th in the list of exporting countries. 17th among the importing countries.
- Foreign trade in services accounted for only 15% of the country total trade flow, well below the world average of 20% in 2014, according to WTO data for the period.
- In 2014, direct investments in services accounted for 67% of the total amount.



- o Improvement of stimulating actions towards the foreign trade of services, and formulating, following-up and measuring public policies related to services and intangibles
- o Guiding business strategies regarding the foreign trade of services and intangibles by making commercial intelligence instruments available

Methodology

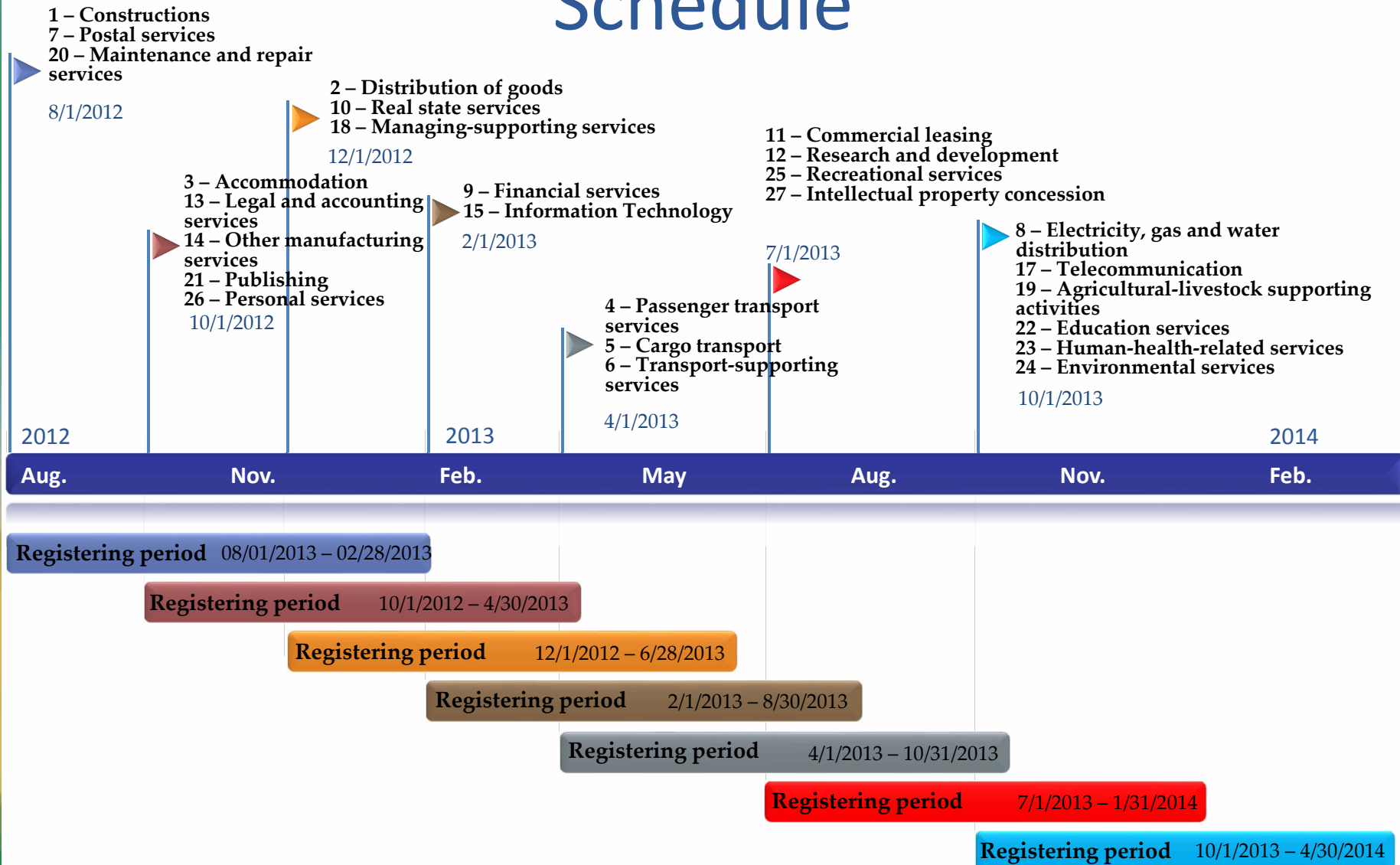
What is registered at Siscoserv:

- All sales and acquisition operations between residents and domiciled persons in Brazil and abroad
- The revenue resulting on the services and intangible sales performed by all subsidiaries, branches and member-controlled enterprises of Brazilian companies abroad
- The use of public mechanisms to foster and boost the foreign trade of services

Who is exempted from registering:

- Companies which are enrolled as “Simples Nacional”
- Individual Microentrepreneurs (in Portuguese, MEI)
- Natural persons whose monthly operations do not amount to a superior value than US\$ 30.000, as long as these operations are not directly associated with their professional activity

Schedule



Publication

- What is being released?
 - Statistics of Foreign Trade of according to data extracted from Siscoserv
- Purpose:
 - To contribute with the making of public policies aiming the leverage of Brazilian services and intangibles exports and improving its monitoring
 - To contribute with the commercial intelligence of the Private Sector and Companies Representative Associations in their processes of internationalization as well as services and intangibles exports

Publication - Layouts

1. Overview of International Trade in Services

- Traditional publication that, in its 2014 edition, brings in statistics based on data extracted from Siscoserv. The Overview includes data from the Services Account of the Balance of Payment (General View of the Balance of Services – total exports and imports in 2014), data from the World Trade Organization (WTO), which make it possible to contextualize the Brazilian foreign trade of services in a global scenario, and the data extracted from Siscoserv – presenting a view of which services and intangibles (seen as products) are being commercialized by Brazil (both in exports and imports), and to what commercial partners. In its last chapter, the Overview draws out a quick analysis of the services sectors within the Brazilian economy

2. Bilateral Profiles

- These profiles offer, based on data from Siscoserv, a view of services and intangibles that are being commercialized by Brazil with its most strategic commercial partners. There also is an outlook of the Brazilian commercial relationship with some Trading Blocs, such as Mercosul, the European Union and the BRICS

Publication - Layouts

3. Aggregated data (tables)

- o Detailed description of the most relevant aspects of the Brazilian foreign trade of services in 2014. It is possible to mention, as example, the trade volume between Brazil and its commercial partners, the services delivered, the participation of the Brazilian states and the crossing of these elements. These data will make it possible for the Private Sector representative associations, the commercial promotion entities (such as APEX and DPR/MRE) and even for companies themselves to analyze sectors and target countries that might contribute with their commercial intelligence strategies

4. Microdata

- o Release of each and every registered operation ever since the System started operating in August 2012 until December 2014. These data represent the disclosure of all the operations registered on the System until 2014, with the exception of data that might break companies trade confidentiality or their tax secrecy. The main purpose is to make it possible for researchers and other interested personal to have a rich data base at their disposal, giving them means to cross the available information with other data they might have in hand

Sales - Services

Position	Service	Value (USD)	Seller
1	1.1401 – Management, consultancy management, public relations and social communication services	2,170,327,915.34	1,261
2	1.1409 – Other professional, technical and management services which are not mentioned in another position	2,079,867,008.48	2,347
3	1.0905 – Services auxiliary to financial services, except for investment banks, insurance services and supplementary pension	1,954,186,814.87	339
4	1.0502 – Water transport services of freight	1,678,903,125.77	800
5	1.2001 – Maintenance and repair services of fabricated metal products, machinery and equipment	1,110,034,476.05	578
6	1.0601 - Load handling services	890,154,014.90	160
7	1.0605 – Services auxiliary to water transport services of freight	765,888,770.25	286
8	1.0901 – Financial services, except for investment banks, insurance services and supplementary pension	723,421,087.49	267
9	1.1201 – Research and development in natural sciences, exact sciences and engineering services	712,272,239.72	180
10	1.1501 - Information Technology consultancy, safety and support services	666,904,059.74	508
	...		
		20,822,625,764.87	

Source: SISCOSEV

Preparation: Secretariat of Commerce and Services/MDIC

Period of Collection of Data: from 01/01/2014 to 12/31/2014

Date of Extraction: 04/01/2015

Ministério do
Desenvolvimento, Indústria
e Comércio Exterior

GOVERNO FEDERAL
BRASIL
PÁTRIA EDUCADORA

Acquisitions - Services

Position	Service	Value (USD)	Acquirers
1	1.1101 – Operational leasing and rental services or machinery and equipment rental services without operator	20,222,806,318.00	461
2	1.0502 – Water transport services of freight	5,433,704,775.97	3,635
3	1.1103 – Licensing services for the right to use copyrights and related rights	3,620,495,351.72	1,873
4	1.1804 – Travel arrangement and tour operator services, and other related services	1,720,479,854.87	235
5	1.0503 – Air transport services of freight	1,319,404,033.15	2,601
6	1.1409 – Other professional, technical and management services which are not mentioned in another position	1,180,605,495.27	2,682
7	1.0901 – Financial services, except for investment banks, insurance services and supplementary pension	1,135,182,730.71	487
8	1.1110 – Technology transfer agreements	1,090,088,132.18	358
9	1.1105 – Licensing of industrial property rights	961,390,639.49	354
10	1.1401 – Management, consultancy management, public relations and social communication services	938,582,979.53	1,375
	...		
		48,512,449,127.88	

Source: SISCOSEV

Preparation: Secretariat of Commerce and Services/MDIC

Period of Collection of Data: from 01/01/2014 to 12/31/2014

Date of Extraction: 04/01/2015

Results by delivery mode

Sales

Mode	Value (USD)	Sellers
1	14,564,136,271.47	8,278
2	5,868,886,135.61	3,901
4	389,603,357.80	973
	20,822,625,764.87	

Acquisitions

Modes	Value (USD)	Acquirers
1	30,029,376,004.47	11,629
4	15,676,496,045.67	1,742
2	2,806,577,077.74	3,359
	48,512,449,127.88	

Source: SISCOSEV

Preparation: Secretariat of Commerce and Services/MDIC

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Sales by countries

Position	Acquiring Country	Value (USD)	Sellers
1	UNITED STATES	6,115,851,650.52	5,924
2	NETHERLANDS (HOLLAND)	1,721,846,642.20	1,521
3	SWITZERLAND	1,265,322,799.90	1,899
4	GERMANY	1,226,898,413.55	2,783
5	UNITED KINGDOM	957,499,243.33	2,527
6	JAPAN	843,540,911.26	1,740
7	FRANCE	639,603,014.68	2,113
8	CAYMAN ISLANDS	590,061,834.28	304
9	ITALY	382,419,602.61	2,203
10	ARGENTINA	376,827,096.16	2,104
	...		
		20,822,625,764.87	

Source: SISCOSEV

Preparation: Secretariat of Commerce and Services/MDIC

Period of Collection of Data: from 01/01/2014 to 12/31/2014

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Acquisitions by countries

Position	Selling Country	Value (USD)	Acquirers
1	UNITED STATES	13,197,605,132.68	7,750
2	NETHERLANDS (HOLLAND)	12,075,317,720.87	1,471
3	GERMANY	2,495,453,944.38	3,664
4	UNITED KINGDOM	2,298,557,758.64	2,907
5	NORWAY	1,820,244,116.66	334
6	SWITZERLAND	1,683,454,993.19	1,724
7	FRANCE	1,490,279,503.74	2,155
8	NEW ZEALAND	1,163,094,194.31	186
9	SOUTH KOREA	1,058,874,790.24	802
10	URUGUAY	911,823,189.99	1,245
	...		
		48,512,449,127.88	

Source: SISCOSEV

Preparation: Secretariat of Commerce and Services/MDIC

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Ministério do
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PÁTRIA EDUCADORA

Sales – Services x Countries

Service/Acquirer	Value (USD)	Sellers
1.1401 – Management, consultancy management, public relations and social communication services	2,170,327,915.34	1,261
UNITED STATES	861,383,324.93	546
NETHERLANDS (HOLLAND)	514,724,194.15	74
UNITED KINGDOM	118,006,742.34	158
...		

Sales – Countries x Services

Acquiring Country/Service	Value (USD)	Sellers
UNITED STATES	6,115,851,650.52	5,924
1.1401 – Management, consultancy management, public relations and social communication services	861,383,324.93	546
1.1409 – Other professional, technical and management services which are not mentioned in another position	692,014,133.95	1,000
1.0905 – Services auxiliary to financial services, except for investment banks, insurance services and supplementary pension	581,471,786.16	166
...		

Source: SISCOSEV

Preparation: Secretariat of Commerce and Services/MDIC

Period of Collection of Data: from 01/01/2014 to 12/31/2014

Date of Extraction: 04/01/2015

Acquisitions – Countries x Services

Selling Country/Service	Value (USD)	Acquirers
UNITED STATES	13,197,605,132.68	7,750
1.1101 – Operational leasing and rental services or machinery and equipment rental services without operator	3,529,509,910.36	228
1.1103 – Licensing services for the right to use copyrights and related rights	2,221,458,166.32	1,257
1.1406 – Advertising services and space allocation or time for advertising	632,647,614.98	365
...		

Acquisitions – Services x Countries

Service/Selling Country	Value (USD)	Acquirers
1.1101 – Operational leasing and rental services or machinery and equipment rental services without operator	20,222,806,318.00	461
NETHERLANDS (HOLLAND)	10,464,924,310.20	42
UNITED STATES	3,529,509,910.36	228
NORWAY	1,199,198,724.87	12
...		

Source: SISCOSEV

Preparation: Secretariat of Commerce and Services/MDIC

Period of Collection of Data: from 01/01/2014 to 12/31/2014

Date of Extraction: 04/01/2015

REGIONALIZED DATA

Sales – by state

Position	State	Valor (USD)	Sellers
1	SP	12,584,655,038.15	6,606
2	RJ	4,994,833,326.27	1,610
3	PR	972,016,407.92	565
4	SC	478,625,387.21	664
5	RS	391,517,433.27	972
6	DF	350,475,685.11	82
7	MG	282,547,786.47	446
8	PA	189,760,122.57	49
9	ES	170,487,260.11	134
10	BA	91,431,060.80	137
	...		
		20,822,625,764.87	

Sales – states X countries

State/Acquiring Country	Value (USD)	Sellers
SP	12,584,655,038.15	6,606
UNITED STATES	4,494,748,945.16	3,534
GERMANY	962,467,743.29	1,478
SWITZERLAND	601,524,496.46	991
...		
RJ	4,994,833,326.27	1,610
NETHERLANDS (HOLLAND)	1,129,953,027.26	287
UNITED STATES	897,563,060.46	822
SWITZERLAND	449,945,192.10	282
...		

Source: SISCOSEV

Preparation: Secretariat of Commerce and Services/MDIC

Period of Collection of Data: from 01/01/2014 to 12/31/2014

Date of Extraction: 04/01/2015

Sales – States x Services

State/Service	Value(USD)	Sellers
SP	12,584,655,038.15	6,606
1.0905 – Services auxiliary to financial services, except for investment banks, insurance services and supplementary pension	1,460,737,867.16	245
1.1409 – Other professional, technical and management services which are not mentioned in another position	1,305,697,844.52	1,544
1.1401 – Management, consultancy management, public relations and social communication services	1,301,534,951.64	872
...		
RJ	4,994,833,326.27	1,610
1.1401 – Management, consultancy management, public relations and social communication services	761,622,283.25	210
1.2001 – Maintenance and repair services of fabricated metal products, machinery and equipment	726,465,713.61	66
1.1409 – Other professional, technical and management services which are not mentioned in another position	670,479,094.77	380
...		

Source: SISCOSEV

Preparation: Secretariat of Commerce and Services/MDIC

Period of Collection of Data: from 01/01/2014 to 12/31/2014

Date of Extraction: 04/01/2015

Deliveries to society from SISCOSEV data

1. Studies of target markets for the services sector
2. Services Foreign Trade Forum – identification of the most significant actors on private sector and establishment of a common agenda
3. Trade promotion
4. Trade agreements (services, government procurement and investment) - subsidies, cooperation with the private sector and government agencies
5. Support the internationalization of companies
6. The National Export Plan (PNE) – services sector

NATIONAL EXPORT PLAN

- The 2015-2018 National Export Plan is part of Brazil's trade policy. It aims at stimulating the resumption of growth, diversification, value added and technological intensity of Brazilian exports.
- In a broader context, the Plan is part of a set of structural productive development policies, coordinated by the federal government, designed to boost economic growth. The Plan's emphasis on the expansion of foreign trade is aligned with government initiatives to increase investments in infrastructure, improvements to tax and regulatory environments, streamlining of red tape, and simplification.
- Above all, the Plan's development and launch reflect the government's assessment of the need to grant a new status to Brazil's foreign trade, defining it as a strategic and permanent element of the country's competitiveness and economic growth agenda.

NATIONAL EXPORT PLAN

PILLARS

- 1 Access to Markets
- 2 Trade Promotion
- 3 Trade Facilitation
- 4 Financing of exports and guarantees
- 5 Improvement of tax mechanisms and regimes to support exports

Thank you!

Secretariat of Commerce and Services
Ministry, Industry, Trade and Services

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