

# BRAZIL DEVELOPMENT NEWS

## NEBRASKA PREPARES PROFESSIONAL SERVICES ASSISTANCE FOR BRASIL!

Investing in a foreign country can be a {hugely successful} highly profitable endeavor. It can also be very {stressful and} risky. Uncertainty over legal, accounting and marketing issues, however, can severely challenge a company's ability to succeed in another country. So how do you realize your potential for success? Utilizing on-the-ground professional services—in the market you will be developing—is fundamental.

To help Brazilian companies grow and profit in the United States market, the state of Nebraska recently established the Brazil-Nebraska Business Transition Team. The Team is comprised of a full complement of US-based professional service providers representing international banking, accounting, legal and immigration, engineering and architectural, warehousing and distribution logistics services. In addition, Brazilian nationals and dual citizens are team members that meet and assist Brazil companies seeking start-up/expansion operations in the state. In addition to business planning, the team will assist the social and cultural transition of new Brazilian business owners/managers and family members.

Some of the most important questions asked by Brazilian enterprises pursuing US market growth are:

### **Immigration and Legal Assistance**

- How do I incorporate in the US and what are the advantages?
- What documentation is needed to establish my business in the US?
- What kind of visa is needed?
- How about my family?
- How do I protect my patents and intellectual property?

### **Accounting and Growth Planning**

- How do I report my personal and business tax in the US?
- How do I utilize accounting to measure profitability and project growth?
- How can I plan for repatriation or reinvestment of profits?

### **Finance and International Banking**

- How do I establish a line of credit?
- How do I secure a business loan?
- How do I qualify for a business and personal credit card?

### **Architecture and Engineering Assistance**

- Who can help me identify and address local building and environmental codes?
- Who can help me plan and manage my infrastructure and building specifications needs?

### **Market Development**

- How do I understand and become accepted in a US regional market?
- How can I find a partnership or Alliance in the US market?
- What is my target market and how do I determine pricing strategies?

### **Personal and Cultural Transition Assistance**

- How do I find safe, quality and affordable housing?
- Where is the best public school for my children and where do I enroll for an ESL class?
- How do I meet other Brazilians and participate in their holiday celebrations?

Note: Future Brazil-Nebraska newsletters will feature individual topics identified above! For information that can help your company grow export sales, contact: Terry McAuliffe, Nebraska Department of Economic Development at 402.471.3741 Terry.McAuliffe@ded.ne.gov.

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