WEConnect International
WEConnect International Activity in Brazil - 2019

243 women-owned businesses (self-registered or certified)

73 Trained women business owners in the skills and knowledge necessary to grow their business

128 Facilitated connections between women business owners and corporate buyers

1,708 Facilitated connection between women business owners

Industry Breakdown
By WEConnect International’s certified Brazilian women-owned businesses
Key Economic Data – Brazil

GDP (billion $US)

GDP per capita (PPP)

$16,154
Annual median per capita income in 2018

80th
Worldwide ranking of GDP per capita

GDP growth rate (%)

The economy of Brazil is the 9th largest in the world measured by nominal GDP and 8th largest by purchasing power parity (PPP).

#109
in worldwide Ease of Doing Business ranking

Brazil is home to 43 billionaires as of 2019 – this marks Brazil as the 8th largest country with billionaire population.

Brazil’s major stock exchange, the B3, had a market capitalization of $938 billion as of November 2018.

Top Exports
- Transport equipment
- Iron ore
- Soybeans
- Footware

Top Industries
- Textiles
- Shoes
- Chemicals
- Cement

Top Exports
- Agriculture: 9.4%
- Industry: 32.1%
- Services: 58.5%

Labor Force
104.2 million

The minimum wage in Brazil is 998 reals per month, which translates to approximately $3,343 per year.
**Practical Information on Doing Business in Brazil**

**Brazil’s worldwide ranking (out of 190 economies) in...**

- Starting a business: #176
- Dealing with construction permits: #45
- Getting electricity: #131
- Registering property: #43
- Getting credit: #139
- Protecting minority investors: #105
- Paying taxes: #184
- Trading across borders: #47
- Enforcing contracts: #80
- Resolving insolvency: #170

**Key information on Brazilian women in business**

- Female labor participation: 43%
- Female-to-male ratio for entrepreneurial activity: 1.0
- Female entrepreneurial activity out of necessity (indicating no other options are available): 47.7%
- Female entrepreneurial activity out of opportunity (indicating a growth-oriented mindset): 51.9%
- Over 30% of women entrepreneurs start businesses in the sectors of government, health, and social services – this is five times more than men in these sectors
- The level of international sales amongst Brazilian women entrepreneurs is currently less than 1%

**Industry Breakdown**

Percentage of women-owned businesses per industry in Brazil

- Gov/health/edu: 30%
- Wholesale/retail: 51%
- Manufacture/transport: 15%
- Fin/Adm/Prof: 4%

**Women, business and the law: key indicator scores**

Scores are determined by criteria defined by the World Bank regarding whether a country’s legal framework prevents women from accessing certain rights, opportunities or protections. A perfect score is 100, indicating that women are not legally discriminated against and have the same rights and opportunities as men.

<table>
<thead>
<tr>
<th>Brazil’s legal framework does not discriminate against women as they...</th>
<th>Brazil</th>
<th>Latin America</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access institutions, either public or private</td>
<td>100</td>
<td>97</td>
</tr>
<tr>
<td>Use property for either personal or professional purposes</td>
<td>100</td>
<td>98</td>
</tr>
<tr>
<td>Get a job in any industry, regardless of marital status or pregnancy</td>
<td>64</td>
<td>68</td>
</tr>
<tr>
<td>Are provided with incentives to work, including benefits</td>
<td>100</td>
<td>77</td>
</tr>
<tr>
<td>Go to court and access legal services, for either personal or professional purposes</td>
<td>75</td>
<td>67</td>
</tr>
<tr>
<td>Build credit and access finances</td>
<td>50</td>
<td>41</td>
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