WEConnect International Activity in Brazil
July 2019 - June 2020

587 women-owned businesses
(registered or certified)

137
Trained women business owners in the skills and knowledge necessary to grow their business

119
Facilitated connections between women business owners and corporate buyers

470
Facilitated connections between women business owners

Industry Breakdown
By WEConnect International’s certified Brazilian women-owned businesses

- Information Technology: 4%
- Transportation: 4%
- Business Support Services: 5%
- Event Management: 6%
- Public Relations: 7%
- Professional Services/Consulting: 14%
- Other: 60%
The economy of Brazil is the 9th largest in the world measured by nominal GDP and 10th largest by purchasing power parity (PPP).

124th in worldwide Ease of Doing Business ranking

- Brazil is home to 45 billionaires as of 2020 - this marks Brazil as the 7th largest country with billionaire population
- Brazil’s major stock exchange, the Brazil Stock Exchange, had a market capitalization of $678.7 billion as of 2020

**TOP EXPORTS**
- Soybeans
- Iron
- Crude petroleum
- Raw sugar

**LABOR FORCE**
- 106.5 million
  - Agriculture: 9.22%
  - Industry: 19.78%
  - Services: 71%

**TOP INDUSTRIES**
- Iron and steel production
- Automobile assembly
- Petroleum processing
- Chemicals production

The mandatory minimum wage in Brazil is 1,045 Brazilian reals per month, or $199.79 USD
PRACTICAL INFORMATION ON DOING BUSINESS IN BRAZIL

BRAZIL’S WORLDWIDE RANKING (OUT OF 190 ECONOMIES) IN...

- Starting a business: #138
- Dealing with construction permits: #170
- Getting electricity: #98
- Registering property: #133
- Getting credit: #104
- Protecting minority investors: #61
- Paying taxes: #184
- Trading across borders: #108
- Enforcing contracts: #58
- Resolving insolvency: #77

KEY INFORMATION ON BRAZILIAN WOMEN IN BUSINESS

- Female labor participation: 54%
- Female-to-male ratio for entrepreneurial activity: 0.9
- Female entrepreneurial activity out of necessity (indicating no other options are available): 44%
- Female entrepreneurial activity out of opportunity (indicating a growth-oriented mindset): 55.5%
- 14.8% of all Brazilian women entrepreneurs have a post-secondary education level or higher

CATEGORY BREAKDOWN

Percentage of women-owned businesses per industry in Brazil

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>CATEGORY</th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workplace</td>
<td>Analyzes laws affecting women’s decisions to work</td>
<td>100</td>
</tr>
<tr>
<td>Pay</td>
<td>Measures laws and regulations affecting women’s pay</td>
<td>75</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Analyzes constraints on women’s starting and running businesses</td>
<td>75</td>
</tr>
<tr>
<td>Assets</td>
<td>Considers gender differences in property and inheritance</td>
<td>100</td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td><strong>Women, Business and the Law Score 2020</strong></td>
<td><strong>81.9</strong></td>
</tr>
</tbody>
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