



# 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**

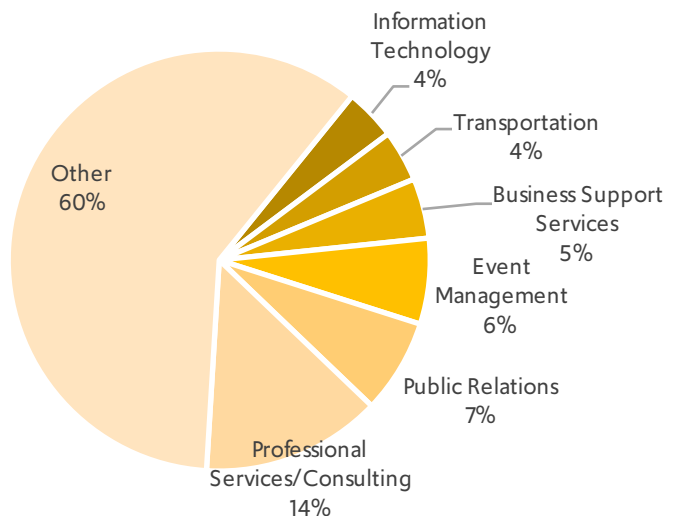
Facilitated connections between women business owners and corporate buyers

**470**

Facilitated connections between women business owners

## INDUSTRY BREAKDOWN

By WEConnect International's certified Brazilian women-owned businesses



# KEY ECONOMIC DATA - BRAZIL

## GDP (BILLION USD)



## GDP PER CAPITA (PPP)

**\$15,259**

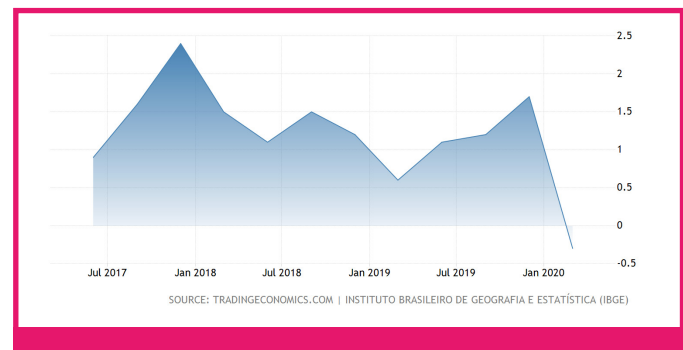
Annual median per capita income in 2019

**87<sup>TH</sup>**

Worldwide ranking of GDP per capita

The economy of Brazil is the 9th largest in the world measured by nominal GDP and 10th largest by purchasing power parity (PPP).

## GDP GROWTH RATE (%)



**124<sup>TH</sup>**

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 reais per month, or \$199.79 USD

# PRACTICAL INFORMATION ON DOING BUSINESS IN BRAZIL

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

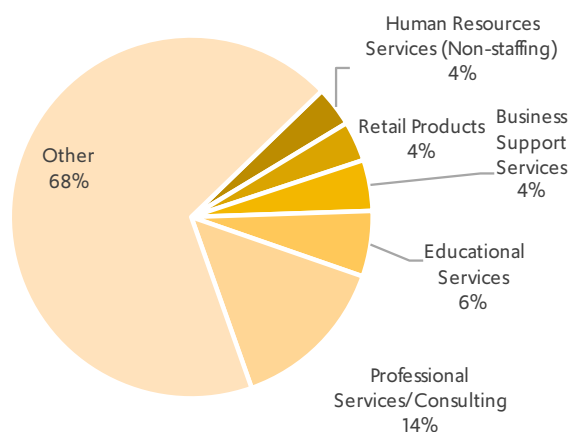
- Starting a business: #138
- Dealing with construction permits: #170
- Getting electricity: #98
- Registering property: #133
- Getting credit: #104
- Protecting minority investors: #61
- Paying taxes: #184
- Trading across borders: #108
- Enforcing contracts: #58
- Resolving insolvency: #77

## 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.

<b>WORKPLACE</b>	analyzes laws affecting women's decisions to work	100
<b>PAY</b>	measures laws and regulations affecting women's pay	75
<b>ENTREPRENEURSHIP</b>	analyzes constraints on women's starting and running businesses	75
<b>ASSETS</b>	considers gender differences in property and inheritance	100
<b>OVERALL WOMEN, BUSINESS AND THE LAW SCORE 2020</b>		<b>81.9</b>