



# WECONNECT INTERNATIONAL ACTIVITY IN BRAZIL

January - December 2020



**263**  
women-owned businesses  
(registered or certified)

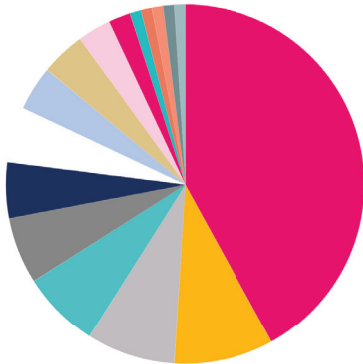
**266**  
Trained women business owners in the skills and knowledge necessary to grow their business

**1,469**  
Facilitated connections between women business owners and corporate buyers

**896**  
Facilitated connections between women business owners

## CATEGORY BREAKDOWN

By WEConnect International's certified Brazilian women-owned businesses



- Professional/Business Support Services (42%)
- Advertising/Communications/Marketing/Printing Services (9%)
- Hospitality/Tourism/Entertainment/Arts (8%)
- Education Services (7%)
- Manufacturing/Distribution (6%)
- Public Administration (5%)
- Healthcare/Pharma (5%)
- Educational Services & Supplies (4%)
- Information Technology/Telecomms (4%)
- Facilities Management (3%)
- Agriculture/Agribusiness (2%)
- financial services (1%)
- Logistics/Transportation (1%)
- Utilities (1%)
- Apparel/Textiles/Personal Care Products & Svcs (1%)
- Automotive/Aviation (1%)

# KEY ECONOMIC DATA - BRAZIL

GDP (US DOLLARS)

**\$1.84 TRILLION**

(2019)

GDP PER CAPITA (PPP)

**\$15,300**

(2019)

WORLDWIDE RANKING  
OF GDP PER CAPITA:

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

(2020)

GDP GROWTH RATE (%)

**1.14%**

(2019)

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

in worldwide Ease of  
Doing Business ranking

- Brazil is home to 45 billionaires as of 2020
- Brazil's major stock exchange, the Brazil Stock Exchange, had a market capitalization of \$678 billion as of 2020

## TOP EXPORTS

- Soybeans (\$33.2B)
- Crude petroleum (\$25.2B)
- Iron ore (\$20.5B)
- Sulfate chemical wood pulp (\$8.3B)
- Soybean meal (\$6.8B)

## LABOR FORCE

**99.84 million (2020)**

- Agriculture: 9.2%
- Industry: 19.8%
- Services: 71%

## TOP INDUSTRIES

- Iron and steel production
- Automobile assembly
- Petroleum processing
- Chemicals production

The mandatory minimum wage in Brazil is 1,039 reais or \$258 USD a month

# 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 BRAZILEAN WOMEN IN BUSINESS

- Female labor participation rate (% of female population ages 15-64): 70.5%
- Female-to-male ratio for entrepreneurial activity: 0.98
- Percentage of Brazilian women entrepreneurs having a post-secondary education level or higher: 14.8%

## 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.

|  |   |     |
|--|---|-----|
| WORKPLACE                                      | analyzes laws affecting women's decisions to work               | 100 |
| PAY  | measures laws and regulations affecting women's pay             | 75  |
| ENTREPRENEURSHIP                               | analyzes constraints on women's starting and running businesses | 75  |
| ASSETS   | considers gender differences in property and inheritance        | 100 |
| OVERALL WOMEN, BUSINESS AND THE LAW SCORE 2020 |   | 85  |