



**GOTEX**  
SHOW

# BRAZIL - POTENTIAL MARKET OPPORTUNITY

- Brazil 9th Economy in the world
- GDP 2018 – R\$ 6.8 trillion (around USD 1.6 tri)
- Population 209 million (2019, IBGE estimative)
- 6th largest textile producer in the world
- 2nd largest producer and 3rd largest consumer of denim in the world;
- 4th largest producer of knitwear in the world;
- Sao Paulo Fashion Week is among the five largest Fashion Weeks in the world;
- Formal employment – 1.5 million (entire textile chain)

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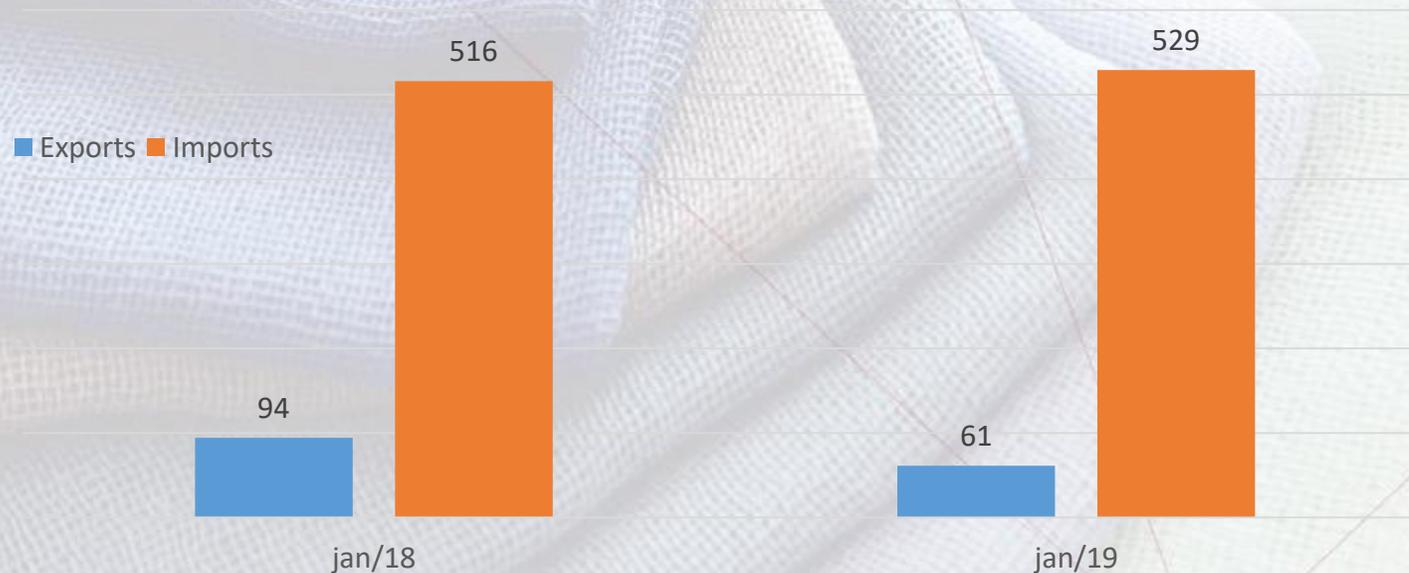
Brazil is the last complete textile chain in the Occident. Only Brazil still has the production of fibers (cotton); spinning, weaving, processing, manufacturing and strong major retailer.

- Production Value – BRL \$164.7 billion
- Export – US\$ 2.4 billion
- Import – US\$ 5.2 billion (entire textile chain)
  - Fibers & Filaments – 558,000 tons
  - Yarns – 219,000 tons
  - Fabrics – 192,000 tons
  - Knits - 88,000 tons
  - Apparel – 133,000 tons
  - Home Textiles – 68,000 tons
- Market Share of imports in relation to the consumption (% of tons / 2017)
  - Nonwovens – 39.1%
  - Yarns – 15.4%
  - Fabrics – 13.4%
  - Knits – 15.8%
  - Apparel – 16.8%
  - Accessories & Socks – 35%
  - Home Textiles – 19.1%

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Imports of textile products accelerated at the beginning of 2019, reaching the value of US\$ 529.79 million in January, the growth was better than the good performance of January 2018. It may be a slight growth from the same period 2018, however, represented a 51% growth from Dec. 2018. Main supplier of Brazil imports, China provided US\$ 304.37 mi of total value. Apparel imports remain almost the same at same period last year, US\$ 167.16 million imports in January 2019.

Textile Trade Balance (US\$ FOB in millions)



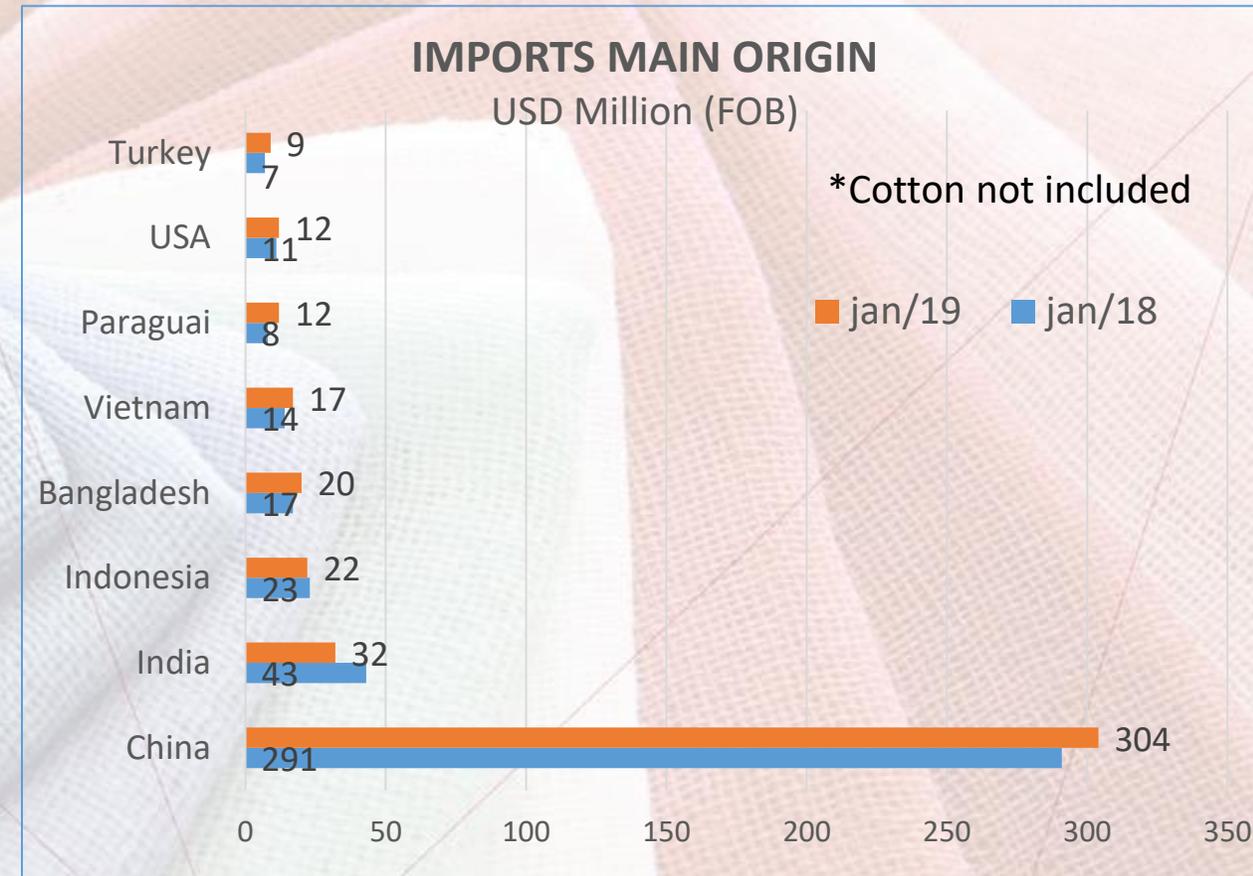
**Import: +2.50%**  
**Export: - 35.19%**

# BRAZIL - POTENTIAL MARKET OPPORTUNITY

BRAZIL'S MAIN IMPORT DATA. COMPARATIVE OF JAN 2018 TO THE SAME PERIOD IN 2019.

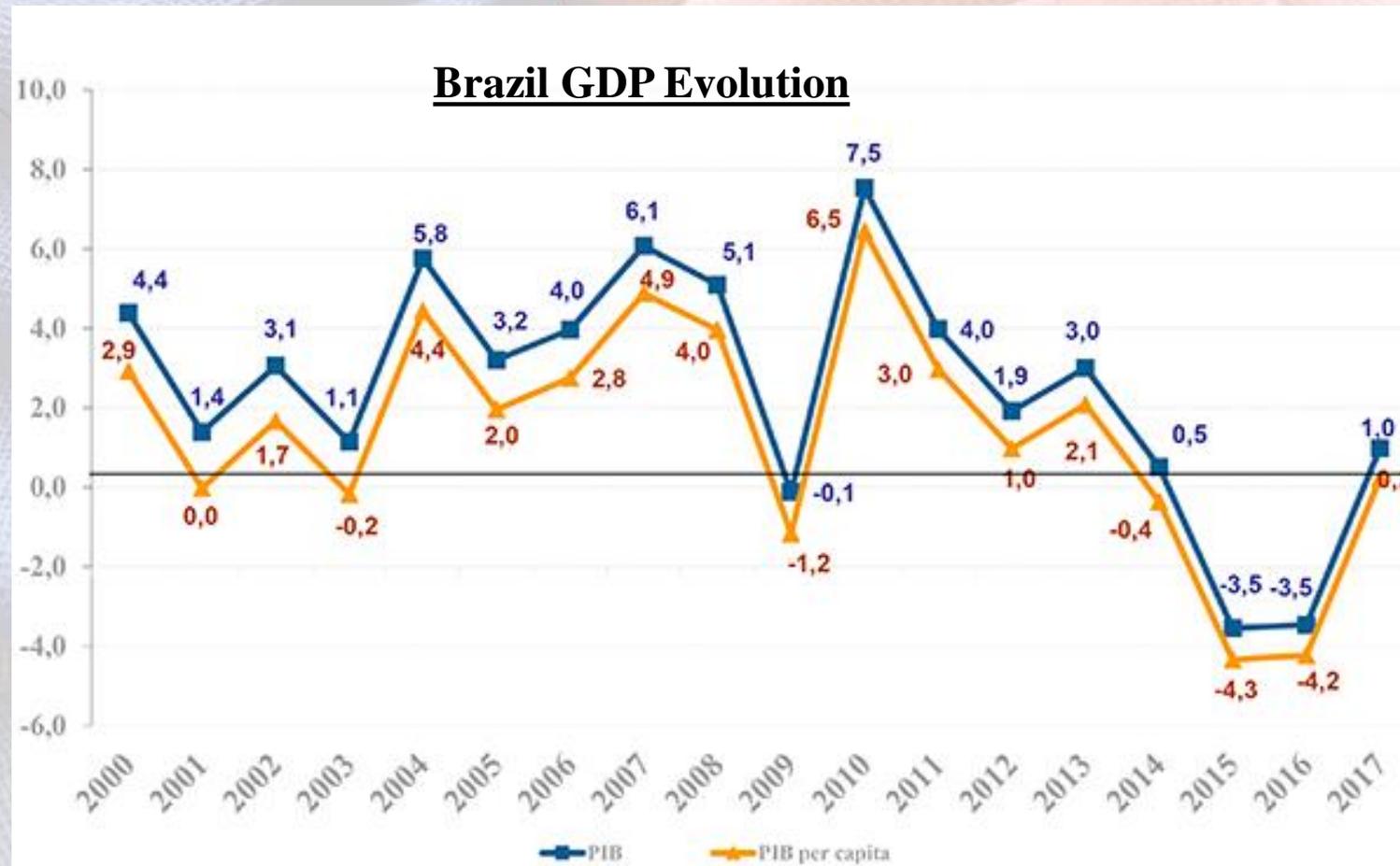
## IMPORTS BY SEGMENT in million USD.

In US\$ 1,000 FOB	Jan 2018	Jan 2019	Var. %
<b>Total</b>	<b>516,954</b>	<b>529,795</b>	<b>2.48</b>
1. Textile Fibers	26,829	24,014	-10.49
1.1 Cotton	1,000	599	-40.10
2. Yarns	45,111	47,029	4.25
3. Filaments	71,738	83,793	16.80
4. Fabrics	123,513	117,836	-4.60
5. Made up articles	184,763	186,561	0.97
5.1 Apparel	165,601	167,168	0.95
5.2 Home textile	10,829	10,590	-2.21
6. Others	64,408	70,186	8.97



# BRAZIL – GDP

The Gross Domestic Product - **GDP increased 1.1% in 2018** over 2017, after rising 1.1% in 2017 and retreating 3.5% in 2015 and 3.3% in 2016. Agriculture (0.1%), Industry (0.6%) and Services (1.3%) rose. The GDP added up to R\$6.8 trillion in 2018. These numbers are a positive signal of economy recovering. **Market forecast to 2019 is a growth of 2.5%** according to Brazil Central Bank.



**GDP**

**Per capita GDP**

# BRAZIL - POTENTIAL MARKET OPPORTUNITY

- The Industrial Entrepreneur Confidence Index (ICEI) in Brazil rose after Presidential elections. The ICEI started the year of 2019 in 64.5 points. It's the highest reading since 2013. As entrepreneurs became more confident about their future situation and were less pessimistic regarding their current conditions.

ICEI Index over 50 is considered optimistic.



# GOTEX SHOW

GOTEX SHOW acts as global sourcing enabling visitors to meet differentiated products, designs, trends, innovation and services, all necessary resources to companies become competitive and go global.

The annual trade show is the place to retailers, manufacturers, industry and designers meet new suppliers, strengthen exchanges between companies and textile professionals from different countries, promoting the exchange of information and technology. A meeting place for the industry, commerce and fashion.

GO TEX SHOW had its first edition held in October 2013 in São Paulo, Brazil, and exceeded expectations bringing together 340 exhibitors and more than five thousand visitors. In the 2014 edition with 160 exhibitors the show consolidated its international business platform concept by leveraging trade cooperation between companies and investments to the textile production chain.



# GOTEX SHOW

In latest editions the show had a more qualified visitors than the previous years to check launches in the areas of fibers, yarns, trims, fabrics, new technologies, stamping, home textile and garment from Brazil, China, Italy, USA, Mexico, Peru, India, South Korea, Hong Kong, Taiwan, Singapore, Pakistan and Bangladesh.

The GOTEX SHOW 2018 edition exceeded expectations. “If we consider this year began with trouble in the political scene and we are living a difficult economic period just the fact we held the show with quality exhibitors and target audience is a great success,” said Henrique Reis, International Relations of the Show.

“The most important thing to note is that it was a very professional audience coming from several states and even other countries,” added Henrique.

**GOTEX SHOW 2019**

**September, 10 – 12, 2019**

**Expo Center Norte – Yellow Pavilion**

**Sao Paulo, Brazil**

**[www.gotexshow.com.br](http://www.gotexshow.com.br)**



# THANK YOU

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