



AGENDA



- Total support for start up operations in Brazil
- Establishment of joint ventures and partnerships
- Management and development of projects across several industries
- Assessment of project risks
- Selection of suppliers and service providers
- Prospection of corporate clients in local and overseas markets
- Relationship management

Total support for start up operations



Companies need to think globally, but act locally. This is one of the factors in establishing successful start up operations in a new market.

OUR ADVISORY SERVICES COMPRISE:

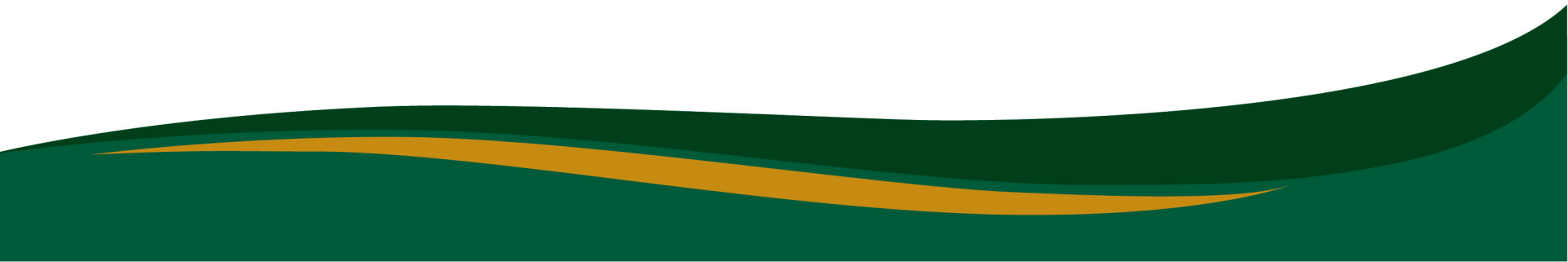
- Full presentation of the Brazilian market and potential
- Development of business plans.
- Presentation of appropriate strategies to succeed, outlining strengths, weaknesses, competitors, most suitable markets, forward-looking statements and results for the next five years.
- Support the start-up of new operations.
- Support in managing pre- and post operational facilities in the first or/and second years.
- Extensive tax and regulatory expertise.
- Legal support in taxation and agreements.
- Support in finding local resources for investments.

Project Management

We possess the necessary expertise to assist you manage projects of several complexities, using a diverse set of tools and advisory:

- **Project scope:** Establish a project scope and its basic parameters.
- **Implementation activities:** Selection of suppliers, engineering and construction resources, inspection, expediting and related activities.
- **Termination activities:** Related to testing, acceptance, start up, commercial operation and management, final cost report, contract closing and arbitration, if needed.

The creation of integrated project teams with excellent communication and negotiation skills, setting precise, attainable and clear project goals are a must for the efficient development of all our projects.



Joint-ventures and partnerships



Joint ventures and partnerships are one of the most appropriate legal structures to address specific projects, that may be larger or more complex than what previous experience and risk analysis recommend taking on. Such structures are appropriate to comply with bidding requirements and limit risk and financial liabilities.

WE MAY ASSIST YOU IN:

- Locating the most appropriate partner with complementary abilities, resources and capacities, define clear and concise objectives, advise on the balance of resources, risk allocation, financial liability and proprietary know-how protection.
- A partnership of any type will require the clear establishment of structures, objectives, financial and technical contributions, profit distribution and transfer of technology.
- Agreeing on fair and equitable financial and technical contributions.
- Establishing fair distribution methods for expenses, profits, contributions and risk.
- Assisting in the resolution of disputes and discrepancies.
- Establishing the appropriate exit strategies for investors, partners and associates.

Project development and organization



Continuous presence and competition of large consortiums and conglomerates increases competition in all markets.

Companies need to be aggressive and not only go out and look for new contracts but also create them by effective promotion and analysis of potential client needs and requirements.

OUR EXPERTISE INCLUDES:

- Identification of targets.
- Identify new markets and technologies for implementation and development.
- Assessment of existing company structures in light of demands for new market penetration.
- The selection of local partners, associates and representatives.
- Data collection to identify, define and measure local competitors.
- Advisory in the definition of specific market goals, market share and general marketing strategies.
- Proposing new markets, establishing niche markets and others.

Assessment of project risks



Any project is subject to risk, from both external sources and market variations and internal sources.

WE WILL ASSIST YOU WITH:

- Impeding causes of major risk by proper evaluation of contractors, suppliers and project participants in general.
- Evaluation of control procedures and methods.
- Establishment of adequate documentation and control procedures during different phases of the project.
- Attention in cases where failure to act promptly may cause risk of failure, additional expenditures, cost overrun and loss of production and progress.
- Recommend mitigation and remediation procedures.
- Advise on general and performance insurance underwriting.
- Assist in emergencies and events of *force majeure*.

Selection of suppliers and services providers



Many projects will require a set of goods and services that are not in the scope of supply by one single company. The selection of suppliers, subcontractors and providers of goods and services is an important feature of a project, in order to have it evolve in a controlled and efficient manner, resulting in net positive profits. Suppliers and providers may assist a contractor by reducing costs, transportation time, risk, lack of experience and other aspects. Local providers may assist in political and local requirements for the promotion of local jobs and the Brazilian economy.

WE MAY ASSIST YOU WITH:

- Suggesting suppliers and providers, and selecting them by pre-qualification, evaluation, competitive tender or availability to increase project profitability due to quality, cost, delivery and other qualifications.
- Suggesting providers as a means of standardization of equipment to reduce spares and stock of parts, reduce personnel training, facilitate maintenance and other-related aspects.
- Establishing competitive and fair selection and purchasing procedures and tendering processes.
- Establishing proper procurement, inspection, expediting and quality control procedures.

Prospection of Corporate Clients



General information about the country where you want to develop operations is not enough to know the real potential for your business, nor how to find potential corporate clients.

WE MAY ASSIST YOU WITH:

- Developing the necessary studies in your target market to determine its size, dynamic operation, distribution channels and key players.
- Defining the cost of importation goods in the country and sales prices compared to similar products.
- Defining the best approach and an interesting product mix customized to target corporate clients on an individual basis.
- Present or provide support to present business opportunities to potential corporate clients.

Relationship management

Companies may seek new markets overseas either alone or by partnering with local companies. In both cases, especially in the case of starting operations alone, it is important to be advised by a professional with extensive relationships in your prospective market. This may assist you develop relationships with governments and local players, especially in relationship-driven cultures.

- Our professionals, including our local partners, have extensive relations across several areas, including the Federal, State and Municipal Governments, reaching the highest authorities. We are also actively present participating in commerce and industry federations and associations throughout Brazil.
- Access to senior Government members.
- Access to regulatory and licensing activities entities.



Elizeu Lima

+55 11 9 99915439

elizeu@bpassociados.com

www.bpassociados.com