20/01/2014  **Courtesy Visit to the Residence of Ambassador**

The Consul General of Brazil, Ambassador Luiz Henrique Fonseca, and Ambassador Solange Fonseca hosted a meeting in honour of the new Turkish Ambassador of Turkey in Brazil, Hüseyin Dirloğ, at their residence. The Honorary Consul of Brazil in Bursa, Silvyo Benbassat, and his wife Claudia Benbassat were also present.

31/01/2014 - 02/02/2014  **BRAZIL TOOK PART IN EMITT FAIR 2014**

**EMITT- 5th largest Tourism Fair in the World**

The Eastern Mediterranean International Tourism and Travel (EMITT) 2014 Fair displayed the best of Turkey's highly developed tourism sector, in particular of its clinical, aesthetics, thermal and SPA tourism. However, all tourism-related agencies participated in the fair, that was held at TUYAP fairgrounds, with a total surface area of 2,000 square meters. The EMITT Fair provided the exhibiting companies with the opportunity to meet 60,000 industry professionals among the 140,000 visitors from 70 countries.

**BRAZIL**

The interest in the Brazilian stand was high. It attracted many representatives of neighboring stands, and among its visitors were the former Turkish Minister of Culture and Tourism, Ertuğrul Günay, The Governor of Istanbul, Hüseyin Avni Mutlu, the Mayor of Istanbul, Kadir Topbaş and The President of TUROB (Touristic Hotels & Investors Association), Timur Bayındır.

** Tourism is becoming a major industry in Brazil, particularly because of 2014 FIFA World Cup and 2016 Olympic games. Rio de Janeiro and São Paulo are two of the most visited destinations in the country, offering visitors a glimpse of the complex heritage and natural beauty of Brazil.**
17/02/2014  **Courtesy visit of Deputy Governor of Istanbul Mr. Kazim Tekin**

Deputy Governor of Istanbul, Kazim Tekin, paid a courtesy visit to Ambassador Fonseca at the Brazilian Consulate. During the visit, areas of possible cooperation as well as bilateral benefits of investment opportunities were discussed.

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19/02/2014  **Brazilian representation at the Back 2 Business-networking organized by the British Chamber of Commerce**

The British Chamber of Commerce hosted a networking event at the British General Consulate’s premises in Istanbul. The event counted with approximately 300 guests: representatives from the main international chambers of commerce, from other Consulates and local entrepreneurs and business men.

The Head of the Trade Promotion and Investment Section of the Consulate General of Brazil in Istanbul, Counselor José Wilson Moreira, along with other members of Brazilian Consulate staff participated at the event with a booth.

Opening speeches were made by the President of the British Chamber of Commerce, Mr. Chris Gaunt, the Consul General of the United Kingdom in Istanbul, Mr. Leigh Turner, the Consul General of the United States of America, Mr. Charles F. Hunter, the Consul General of Italy, Mr. Gianluca Alberini, the Consul General of France, Mrs. Muriel Domenach, the Consul General and Head of the Trade Mission of Australia, Mr. Lino Strangis, as well as Head of the International Relations Department at University Kadir Has, Professor Soli Ozel.

According to representatives from the British Chamber of Commerce in Istanbul, the event was considered a success, and will be followed up by a second edition in September of this year.

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21/02/2014  **Roadshow and presentation of investment opportunities in Brazil, in Izmir.**

In cooperation with the Izmir Chamber of Commerce and the Honorary Consul of Brazil in Izmir, Mr. Ali Tamer Bozoklar, the Consulate General of Brazil in Istanbul organized a roadshow in Izmir, the third most important city of Turkey. The goal of the event was to present investment opportunities in Brazil to Turkish business men.

During his opening speech, the Vice-President of the Izmir Chamber of Commerce, Jak Eskinazi, expressed his desire to develop Turkish trade with Brazil. Mr. Eskinazi pointed that both countries are G20-members and that Brazil is the 5th largest consumer market in the world, making Brazil a priority market for Turkish businessmen. Mr. Eskinazi added that even though the bilateral trade relations have increased over the past years, there is still room for improvement of commercial exchange.

The Consul General of Brazil, Ambassador Luiz Henrique Fonseca, presented “Brazilian Economic Outlook and Opportunities”, showing that Brazil is one of the few countries in the world highly ranked simultaneously in a large number of economic statistics. The Consul-General pointed the lack of mutual knowledge between Brazilian and Turkish businessmen as one of the obstacles to develop the trade flow between the two countries. This is, however, slowly being surpassed, thanks to a bilateral agreement on visa exemption for tourist visas up to 90 days, and direct flights between Istanbul and São Paulo, all days of the week.

After the presentations, business men had the opportunity to make questions regarding trade with Brazil. Brazilian citizens living in Izmir and surrounding cities were also offered the possibility to register to vote for the Presidential Elections that will take place in October this year and for consular registration as well.
On February 25th, the 18-karat FIFA World Cup Trophy embarked to Istanbul from Croatia, on its longest-ever world tour, passing through 90 countries before arriving in Brazil. The trophy arrived in a special plane, accompanied by Alexander Koch, the Assistant Chief of Communications of FIFA, Felipe Schmidt, journalist at Rede Globo and Ana Carolina Menezes, Representative of Coca Cola Brazil. The Consul General of Brazil welcomed the FIFA-Coca Cola team at the arrival ceremony of the Trophy, held at the Ataturk airport.

Following the ceremony, FIFA World Cup hosted a gala at Le Meridien Hotel Istanbul, where a large number of local journalists, renowned Turkish sports representatives, local authorities, as well as the staff of the Consulate General of Brazil in Istanbul were present. During the event, the guests enjoyed Brazilian live music performed by the Turkish percussion group conducted by Jozi Levi.

The invited guests had the opportunity to vote for who they believed would win the FIFA World Cup 2014, whereof approximately 60% believed Brazil would win. The team that would perform unexpectedly well was voted to be Bosnia-Herzegovina.

The Trophy stayed in the city until February 27th, before departing to Sweden, as a continuation to the FIFA World Cup Trophy Tour sponsored by Coca-Cola.

19/03/2014 “Brazilian Country Presentation” event in Sakarya

Invited by the Sakarya Businessmen and Industrialists Association (SAGIAD) and the Turkish Confederation of Businessmen and Entrepreneurs (TUSKON), the Consul General participated in a roadshow event in Sakarya.

Sakarya is a province located in the Marmara-region, with approximately 880 thousand inhabitants. It is an important supplier of both dairy products and vegetables to Istanbul. Also, seven of the 500 most important companies in Turkey are located there.

The event's opening was marked with speeches from the president of SAGIAD, Mr. Ali Haci Eyupoglu, and from the Consul General. Ambassador Fonseca’s speech focused on the economic exchange between Brazil and Turkey (imports, exports, investments and tourism). The entrepreneurs and businessmen had the possibility to ask questions regarding trade between Turkey and Brazil directly to the Head of Trade and Investment Section, Counselor José Wilson Moreira, and other members of the Brazilian Consulate.

The Consul General was interviewed by the local newspapers “Dunya Gazette” and “Cihan News Agency”. The Consul General paid courtesy visits to the Fatih Koleji and the chocolate factory Balaban Gida.

The roadshow contributed to a better understanding of Brazil and the opportunities it holds.
24/03/2014

Brazilian composer Eliane Elias took stage in Istanbul

As a part of their Europe Tour, the Brazilian pianist, singer and composer Eliane Elias and her band, performed at Istanbul’s Cemal Reşit Rey Concert Hall March 24th.

Most known for her fusion of bossa-nova and jazz, Elias was awarded with prizes for best musician, best composer, best jazz pianist, female vocalist and musician of the year. Recognized as an excellent performer of Brazilian virtuoso Antonio Carlos Jobim’s music, Elias was awarded with the best vocal prize for “Sings Jobim” in Japan, which was on top of the charts for three months consecutively and was elected best album in Brazil.

After the show, the Consul General of Brazil thanked the artist and her band (Brazilian drummer Rafael Barata, guitarist Graham Dechter and bass Marc Johnson) for their excellent performance and their important work on promoting Brazilian music.

“5th International Trade Fairs and Event Meeting” by Radar Group at Marti Istanbul Hotel

Between 24th and 29th of March, the business mission “5th International Trade Fairs and Events Meeting” (ITFEM) took place in Istanbul and Cappadocia. The networking event, organized by Radar Group, aimed to promote bilateral business tourism and events organization.

On the 24th, Grupo Radar organized network meetings between the twelve Brazilian businessmen participating in the mission and representatives of Turkish companies, invited by the Trade and Investment Section of the Consulate General.

During the opening speech of the event, Counselor José Wilson Moreira, Head of the Trade and Investment Section, presented Turkey and Brazil’s profiles, including information on tourism and trade between both countries.

Octavio Neto, CEO of Radar Group expressed his enthusiasm to promote Turkey as a target market for Brazilian companies and also to encourage Turkish companies to invest in Brazil. The two markets have yet a lot to explore with each other.

On March 26th, Radar Group visited the Consulate General of Brazil in Istanbul, occasion in which Mr. Neto interviewed the Consul General, Ambassador Luiz Henrique Fonseca, regarding opportunities for Brazilian entrepreneurs in Turkey. The interview will be broadcasted on Mr. Neto’s weekly TV program, Radar Television, on the Brazilian channel CNT.

EXHIBITION

FloriKültür A Project by Camila Rocha

Camila Rocha is a Brazilian artist based in Istanbul. Besides working with drawing, video, photography, actions and garden installations, Camila Rocha is also an exhibition designer and a book illustrator. Together with Huseyin Bahri Alptekin, she was involved in the Bunker Research Group (BRG) and the series of site specific works called Catching Up, were a fanfare band was hired to open the shows with their local music.

She had exhibitions such as Istanbul, traversée, in Lille, An Atlas of Events, Calouste Gulbenkian Foundation, Lisbon, Nightcomers, 10th International Istanbul Biennial, Catching up, with Huseyin Bahri Alptekin, 3rd Tirana Biennial; Abre Alas, A Gentil Carioca Gallery, Rio de Janeiro; Ponto de Fuga, Memorial da America Latina, Sao Paulo; Greenhouse in Materia Prima da Arte Brasileira, curated by Lisette Lagnado, Oscar Niemeyer Museum, Curitiba; Açucar Invertido II, New York; pool, Alkatraz gallery, Ljubjana; *Its all about the past*, Plataform Gallery, Vaasa, Finland; Mostra Rio Arte Contemporânea, MAM, Rio de Janeiro.

Has been at art residences in Finland, India, Australia, Istanbul and Brazil. Worked at Capacete in Rio de Janeiro, Casa Triângulo in Sao Paulo and at the publisher CosacNaif.

The project FloriKültür is a series of juxtapositions and superimpositions of intimate botanical themed installations by the artist Camila Rocha, influenced by her native Brazilian heritage with inspirations from Turkey. Representing both these cultures, the fusion name FloriKültür is derived from the word “florcultura” in Brazilian Portuguese, which means florist with the addition of the word “kültür”, which means culture in Turkish.
EXHIBITION

“Turkey, Italy, Finland seen by Brazilian eyes”

Solange Greco, the wife of the Consul General of Brazil in Istanbul, Ambassador Luiz Henrique Fonseca, displayed some of her paintings from April 1st to April 12th at Istanbul’s Tunnel Art Gallery, in an exhibition entitled “Turkey, Italy, Finland seen by Brazilian eyes”.

Solange Greco, was born in São Paulo, Brazil. She started to study painting when she was still a teenager. Her first course was in Belo Horizonte, in a private atelier. Afterwards, when she moved to Rio de Janeiro, she studied at IBA Institute of Beaux Arts, in classes with Maria Bonino and others. Later on, she was accepted at the workshops of the Museum of Modern Art - MAM, where she had classes with important painters of that time, among others Ivan Serpa. She had her first exhibition in 1966 in Rio de Janeiro and another one in 1970 in Brasilia.

After getting married to a diplomat, she had the opportunity to travel to many countries. Her paintings reflect the different cultures of the places where she has lived.


Back to Brasilia she had an individual exhibition at Gallery Thomas Jefferson in 2007.

In 2009 she had an individual exhibition at the “Padiglione delle Nazioni” at the Expo Latino Americando - Assago, at Milan, Italy, and a collective one with other European artists at Palazzo Brolleto, during the XX Cecina Art Week at Brescia, Italy.

The vernissage at the Istanbul Tunnel Art Galery, on April 1st, was visited by approximately 500 people (Turkish and international business men, lawyers, diplomats, journalists, among others). To the delight of the guests, the Istanbul-based samba and bossa nova-band Passatempo played Brazilian music, and Brazilian treats were served during the event. The evening was considered a success and deserved many favorable comments in the Turkish press.

The interview of TUROB (Touristic Hotels & Investors Association) with the Consul General of Brazil in Istanbul

Ambassador Luiz Henrique Fonseca: There are Big Opportunities In Brazil For Turkish Tourism Professionals

Stating that he is satisfied with the tourism between Turkey and Brazil, which has been improving, the Consul General of Brazil in Istanbul, Luiz Henrique Fonseca, invited Turkish investors to invest in Brazil.

The tourism relations between Turkey and Brazil, which are at two opposite ends of the world, increasingly improve. The Turkish Airlines direct flights, operating 7 days a week, have been of great importance in this progress. Turkish tourism professionals, who have discovered the Brazilian market along with Turkish Airlines, have started an efficient marketing process and the number of Brazilian tourists coming to Turkey has increased consistently.

The Emerging Market: Brazil

Brazilians love to travel. The national income, increasing in line with the economical success of the recent years, brought along significant increases in the number of travelling Brazilians. The Brazilian tourist, travelling predominantly to the USA, Argentina, France, Uruguay and Spain, is very interested in new destinations.
The Brazilian Tourist’s Interest in Cappadocia
The fact that the tv series about one of Brazil’s beloved saints, Saint Jorge, who has lived in Cappadocia, was actually shot in Cappadocia, increased the interest in the region. The series, which was highly popular in Brazil, caused substantial increase in the number of Brazilian tourists coming to Cappadocia.

More Than 100 Thousand Brazilians Visited
The tourism relationship between Turkey and Brazil favors Turkey in terms of income and number of tourists. This year around 100 thousand tourists came to our country from Brazil. There are many Brazilians in the country using passports from different countries. It is assumed that the number of Brazilians entering Turkey with passports given by other countries is substantial as well.

Tourism Products of Brazil
Brazil is a unique tourism country with its wonderful white-sand beaches, untouched rain forests and natural life. The Iguazu Falls, Pantanal and Amazon Forest are the prominent natural tourism products of the country. Brazil is a special country, a melting pot of different cultures from around the world, where in consequence a new culture has been born. Its culturally prominent characteristic is tolerance and diversly… Various nations of the world live in peace where the Portuguese, Spanish, African, Middle East, German and Japanese cultures maintain their identities. The Capoeira dance, rooted in Africa, had been erased from the cultural memories in Africa. However it continued to exist in the climate of tolerance in Brazil and spread worldwide from there. Another worldwide tourism product of Brazil is the still-very-popular Rio Carnaval.

Luiz Henrique Fonseca: We Need to Establish the Relationship on the Basis of Mutual Benefit
Consl General of Brazil in Istanbul, Ambassador Luiz Henrique Fonseca, states that they are trying to improve the tourism relations which have started between Turkey and Brazil, adding that they are open to all kinds of collaboration offers and projects which might come from Turkish tourism professionals in this regard. Fonseca mentions that he is pleased about the increase in the number of tourists coming to Turkey from Brazil, while, on the other hand, the number of tourists going to Brazil from Turkey is a lot lower than the desired level. According to Fonseca, Brazil offers various and unique tourism experiences for Turkish people, and the mutual promotion of tourism will establish permanent and strong connections between the two countries.

They Spend 22 Billion Dollars and Earn 6,5 Billion Dollars
Fonseca points out that although Brazil has many tourism products, it is not at the desired level in tourism income; its tourism income remains at 6,5 billion Dollars while its expenditure is 22 billion Dollars. Luiz Henrique Fonseca states that Brazilians like travelling, and gives the following information about the tourism products: “Brazil has the world’s 5th largest surface area. We have countless tourism products in our country. There are so many natural beauties in the Amazon region. We have very good products in terms of ecological tourism. The places where the Amazon River meets the ocean have natural beauties worth seeing. And we have very beautiful beaches in our North-Eastern regions. The wildlife on its own is a tourism product worth seeing. Along with natural beauties we have a wide cultural diversity. Our country received migration from various countries and continents, and many cultures live in peace together. When there is war in the Middle East between the representatives of the two religions, Jew and Muslim Brazilians mourn together. We have a very special society which came from all parts of the world and combined in a melting pot. Due to this characteristic I have mentioned, Brazilians are very open-minded. We accept all religions and cultures and approach them with respect. I can easily say that we are one of the world’s most tolerant and humanist societies.”

The Tourism Infrastructure of Brazil is Strong
Fonseca states that in Brazil in 2012, 85 million people have engaged in domestic travel via airways; and that they are in a good place in terms of transportation and accommodation infrastructure. Within the frame of the 2016 Rio Olympics, hotel investments have accelerated. Fonseca remarks that the cruise port which will be opened in Rio in the near future will also play a significant role with regard to tourism diversification.

“I Invite Turkish Tourism Professionals to Brazil”
Fonseca states that there are many reasons for the promotion of tourism between the two countries, and continues: “The facts that Brazil and Turkey do not require visa from each other and the air transportation advances are the two most significant factors for the increase in tourists coming to our country. We are aware that the direct flights of Turkish Airlines play an important role in the promotion of relations. Brazil offers significant opportunities for Turkish tourism professionals, I claim that Turkish people who invest in tourism in Brazil will earn a lot in the future. You are in quite a good place in the hotel sector. You can take this experience and knowledge to Brazil. Along with making investments, you can sell your expertise in this area to Brazil. In a very concrete way I invite Turkish Tourism Professionals to invest in Brazil. When they investigate the tourism opportunities of Brazil on site, they will see the future opportunities better. I repeat once more that we are ready to give all support we can to all TUROB members who would like to undertake an enterprise in this regard. Hotel firms from all around the world have started to discover Brazil. I think that the hotel brands coming to our country will increase even more in number in the following years. The Rio Harbour is being completely renewed. We know that the city will become more popular in terms of tourism. And most importantly, in our country hotel estates are still being sold at very reasonable prices. I recommend Turkish investors to act quickly in this regard. Investors who would like to get commercial information about Brazil may contact our colleague Viviane Oliveira in the commercial and investment sector. Please note that we will help in the best way we are able to.

Gruppo Pão de Açúcar’s interest in Turkish market
According to the local news agency, Turizm Gazette, Gruppo Pão de Açúcar, the largest retail chain on the Brazilian market, is interested in Turkish market. Currently Brazil mainly buys dried fruits and dry food from Turkey and sells coffee, sugar, soy and meat products.

The Brazilian-Turkish Chamber of Commerce (CCITB) representative, Mr. Ali Sipahi, commented on the importance of such kind of enterprises for the two countries, saying: “New business connections between Brazil and Turkey, which have increased seriously in recent years show us that the commercial potential the two countries have might turn into a strategic cooperation comprising many fields in the future.”

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