

BRAZIL BANKING OPERATIONS TECHNOLOGIES REVERSE TRADE MISSION



NOVEMBER 27 – DECEMBER 3, 2016
SAN JOSE AND SAN FRANCISCO, CALIFORNIA

The U.S. Trade and Development Agency is hosting the Brazil Banking Operations Technologies Reverse Trade Mission. Approximately half of all banking transactions in Brazil occur through the Internet and mobile devices. There was a record 400% increase of mobile-based payments in 2015. Exponential growth in electronic banking transactions in Brazil is largely credited to greater broadband Internet connectivity and the widespread use of smart phones.

Brazil's Growing Banking Sector

- ▶ 55% of Brazil's banking technology investments were in mobile and software for 2015
- ▶ Digital transactions represented 54% of all Brazilian banking transactions in 2015
- ▶ The banking sector ranked 3rd largest for Brazilian investments in technology in 2015
- ▶ Mobile banking transactions grew 10,900% from 2011 to 2015

RTM Program Objectives

Engage Brazilian officials with the latest in U.S. technologies, services, and best practices related to:

- Cyber Security for Banking Operations
- Mobile Money and Internet Banking
- Customer Relationship Management (CRM) in Banking Environments
- State-of-the-art Tier-3 Data Center Performance and Energy Efficiency

Meet Overseas Decision-Makers

Connect with leaders in Brazil's banking and insurance sectors to learn of their plans and potential opportunities for your business. The delegation includes executives from the following entities:

- ◆ Banco Central do Brasil
- ◆ Itaú-Unibanco
- ◆ Banrisul
- ◆ FEBRABAN Association
- ◆ Banco do Brasil
- ◆ Banese
- ◆ BDMG
- ◆ Banco da Amazônia
- ◆ BRB
- ◆ Seguradora Sul América

For information on meetings and sponsorship opportunities, please visit: www.phmintl.com/Brazil

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Contact Information

PHM International is organizing this event on behalf of the USTDA. For more information, please contact Mr. Hank Kearney, President of PHM International, at hankk@phmintl.com or phone (772) 388-6496 ext. 104.

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