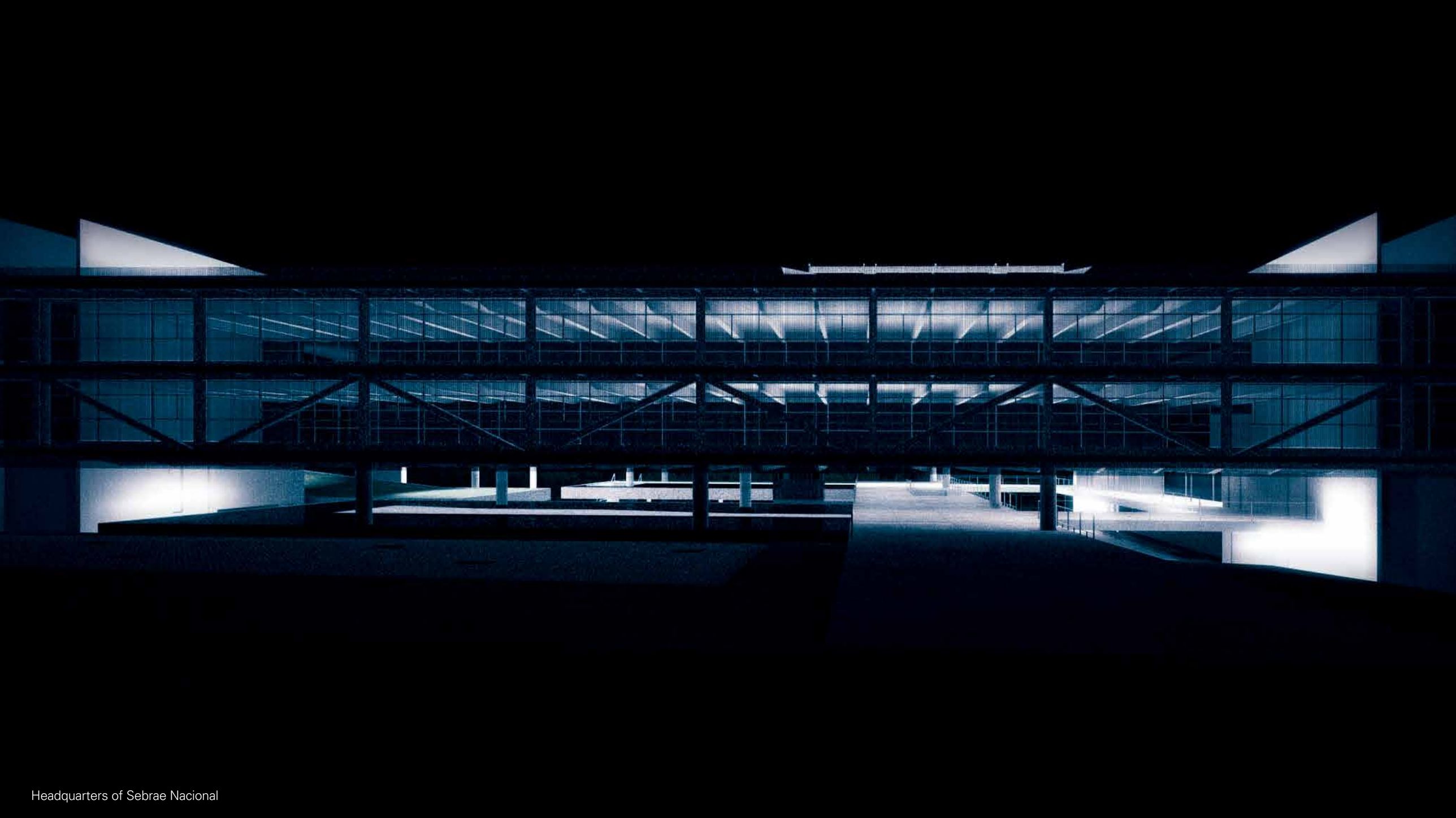
SEBRAE. SMALL BUSINESS EXPERTS.



Headquarters of Sebrae Nacional

700

SERVICE CENTERS
THROUGHOUT BRAZIL

We are the Brazilian Micro and Small Business Support Service. Sebrae is a non-profit private entity with the mission of promoting the sustainable and competitive development of small businesses. Through our experience we have become experts in small business development in Brazil. Our role is to foster entrepreneurship, providing guidance to help small businesses to grow and generate more employment, helping to develop the Brazilian economy. We have a network of almost 700 onsite service centers throughout the country. We count on more than five thousand small business experts and a large pool of external consultants working towards transferring knowledge and know-how to those who own or intend to start a company.

8,5 MILLION
SMALL BUSINESSES
=
99% OF THE TOTAL
BRAZILIAN BUSINESSES
WE ARE THE PARTNERS
FOR EVERY MOMENT OF
YOUR BUSINESS CYCLE.

WHEN STARTING YOUR OWN BUSINESS.

We are always ready to support those who dream about standing on their own feet and starting-up a business. For this purpose, we provide our expertise so that you can understand your market, clients and become able to develop a good business plan. You can count on our small business experts either onsite or through our virtual platform. Check on the guidelines we've created to design your business model and starting your business. **Access www.sebrae.com.br** (available in Portuguese, only).

WAKE UP The first step to reach success is finding out if you already have the entrepreneur's behaviors and skills.

GATHER Next, you need to gather information to consistently support your business plan and design your business model.

KNOW The third step is to organize and analyse the collected information.

CONSULT Afterwards, you have to verify the feasibility of your business model and check out how to identify if the project will generate financial return.

ENROLL The last step is to register the business. Find out what is needed to register your business according to the legal framework of your sector.

WHEN YOU ALREADY HAVE A BUSINESS.

Neither the industry nor the time is a barrier, you can actually always count on our experts to advise and encourage you to continuously develop your business. We know that the demands are constantly changing and that the businessman is the one responsible for adjusting their business to offer the products and services up to their client's requirements. Thus, we provide knowledge and tools so that you can innovate your business, enhance the administrative and financial management, expand your market position and make your business more competitive. Find out more **by accessing www.sebrae.com.br** (available in Portuguese, only).

- **Check on the characteristics of a successful entrepreneur.**
- **Access contents on entrepreneurship.**
- **Find out the benefits of becoming a partner in other businesses.**
- **Define a competitive sales price (mark up).**
- **Qualify the sales team to serve your clients.**
- **Know how to better deal with your clients and other stakeholders.**
- **Innovate and grow.**
- **Do it differently.**
- **Count on Sebrae's guidance and recommendations to manage your business.**

WHEN EXPANDING YOUR POSSIBILITIES.

We also have solutions for well established businesses that want to go further. Do you need to improve your business processes? Do you want to search for new markets? Invest in innovation? We offer courses, lectures, training and consulting throughout Brazil that will help you better understand the market challenges, to take advantage of the opportunities and expand your businesses. Find out more about Sebrae's programs and be prepared to grow.

- **Sebraetec: innovation and technological services that allow companies to access knowledge and to innovate.**
- **Sebrae Mais: the program for companies seeking to develop and expand their businesses.**
- **Bolsa de Negócios Sebrae: make good deals through our online marketplace.**
- **Be more competitive in the market. Enroll for the Empretec workshop.**
- **Improve your company's management with Negócio Certo.**
- **Micro and Small Business Internationalization Program.**
- **ALI – innovation agents. Free of charge specialized consultancy at your doorstep.**

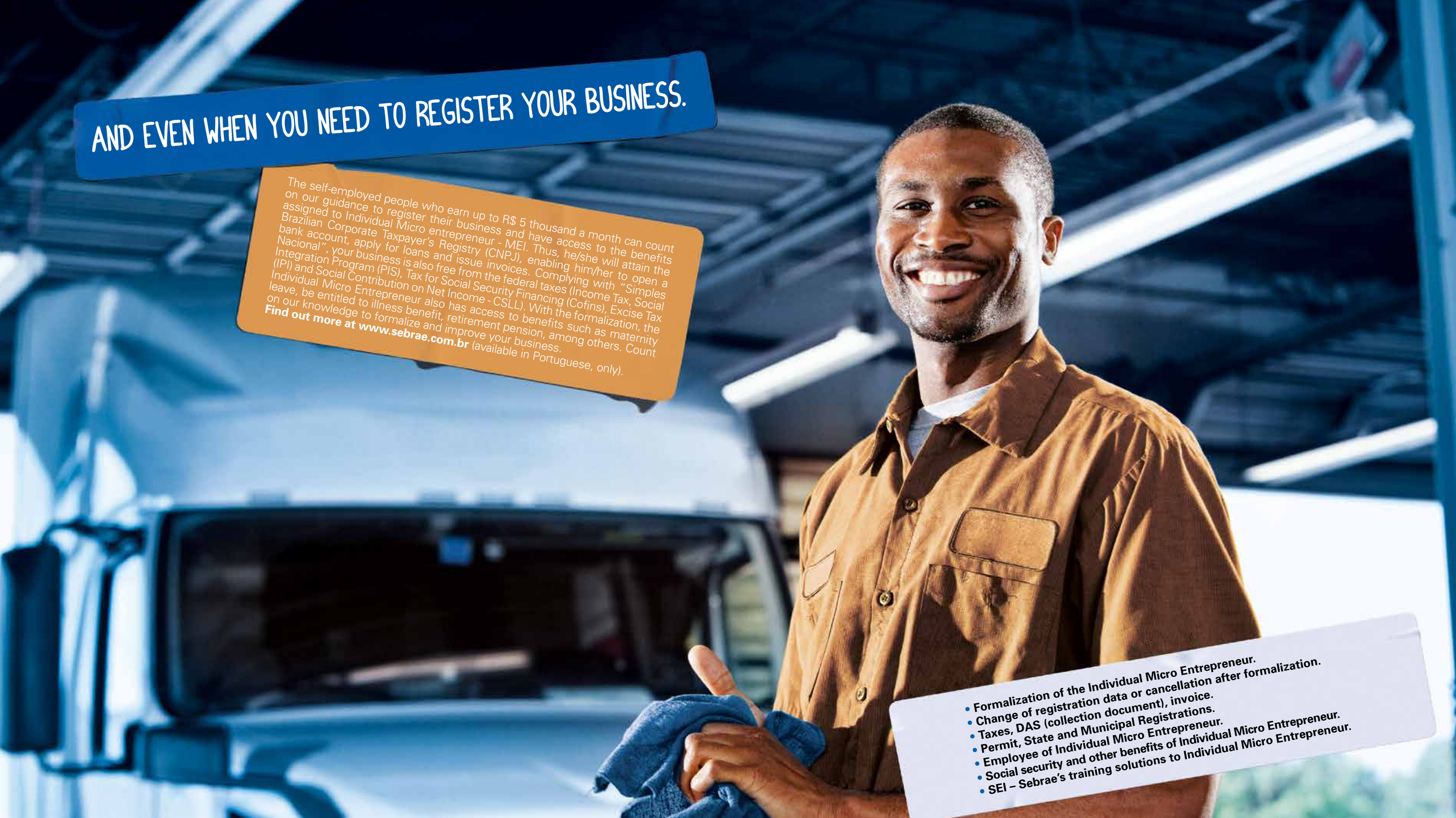
WHEN THE BET IS ON "UNITED WE STAND, DIVIDED WE FALL".

We encourage cooperation to empower small businesses and make them more competitive. Cooperatives, associations, purchase centers and networks are some examples. Interfirm cooperation is a way to make them more competitive and to achieve their common goals more effectively. They can seek together for means to value and flow off their products, through access to a more supportive and fair market, as a manner to raise the employment and income of the community, ensuring its sustainability. At Sebrae you can find a range of contents on projects involving a group of business with common interests. **Find out some of the contents available by accessing www.sebrae.com.br** (available in Portuguese, only).

- **Credit cooperative.**
- **Community-engaged business.**
- **Special purpose enterprise.**
- **Businesses consortium.**
- **Credit guarantee association.**
- **Business association.**
- **Cooperative.**
- **Public interest civil society organization .**
- **Business center.**
- **Culture of cooperation.**

AND EVEN WHEN YOU NEED TO REGISTER YOUR BUSINESS.

The self-employed people who earn up to R$ 5 thousand a month can count on our guidance to register their business and have access to the benefits assigned to Individual Micro entrepreneur - MEI. Thus, he/she will attain the Brazilian Corporate Taxpayer's Registry (CNPJ), enabling him/her to open a bank account, apply for loans and issue invoices. Complying with "Simples Nacional", your business is also free from the federal taxes (Income Tax, Social Integration Program (PIS), Tax for Social Security Financing (Cofins), Excise Tax (IPI) and Social Contribution on Net Income - CSLL). With the formalization, the Individual Micro Entrepreneur also has access to benefits such as maternity leave, be entitled to illness benefit, retirement pension, among others. Count on our knowledge to formalize and improve your business.
Find out more at www.sebrae.com.br (available in Portuguese, only).



- **Formalization of the Individual Micro Entrepreneur.**
- **Change of registration data or cancellation after formalization.**
- **Taxes, DAS (collection document), invoice.**
- **Permit, State and Municipal Registrations.**
- **Employee of Individual Micro Entrepreneur.**
- **Social security and other benefits of Individual Micro Entrepreneur.**
- **SEI – Sebrae's training solutions to Individual Micro Entrepreneur.**

SEBRAE SERVES
MORE THAN
1,5 MILLION
COMPANIES EACH YEAR
THROUGHOUT BRAZIL
OPEN
WE ARE EXPERTS IN
SMALL BUSINESSES.

EXPERTS IN AGRIBUSINESS SUPPORT.

Those working with agribusiness can always count on our support. We offer guidance, information, training and consultancy in production and management to small farmers and ranchers, business associations, cooperatives and small-scale agro-industries.

- **Agricultural energy (biofuels)**
- **Beekeeping**
- **Aquiculture and Fishing**
- **Coffee**
- **Meat**
- **Sugar-cane by-products**
- **Flower gardening**
- **Fruit-growing**
- **Horticulture**
- **Milk and dairy**
- **Cassava crops**
- **Sheep and goat rearing**

EXPERTS IN INDUSTRY LEVERAGING.

Many are the tools we use to empower the supply chains and raise the competitiveness of small businesses involved as suppliers, such as information, qualification and promotion of access to technologies, innovation and markets. Clearly highlighted are the support to business service centers, cluster development and business linkages between large and small businesses in supply chains. Count on our management knowledge in are such as:

• Biotechnology • Clay ceramics • Civil construction • Cosmetics • Leather and shoes • Wood and furniture • Metallurgy and mechanics • Bakery • Oil and gas • Chemistry and plastic • Jewelry and ornamental stones • Textile and clothing

EXPERTS IN FOSTERING TRADE.

Business consulting and training in marketing, clients service, sales techniques, pricing, financial controls, stock and personnel management are some examples of how we can support the development of retail trade, a sector that already has more than 3,1 millions active micro and small companies. We have great knowledge of small business management in the fields of:

- **Handicraft**
- **Retail sector**
- **E-commerce**

Currently, the services sector is one of the fastest growing sectors in Brazil. With our support, it will continue to grow. We offer the dissemination of technologies, incentive to innovation, besides qualification of businessmen and their teams. Count on our support and know-how in the fields of:

- **Creative industries**
- **Services**
- **Digital economy**
- **Tourism**

EXPERTS IN SERVICES IMPROVEMENT.

Small businesses owners can count on our several free of charge courses available on the Internet, such as courses on *Entrepreneurship*, *How to start a business*, *Financial Analysis* and *Planning*, among others.
FIND OUT ABOUT TRAINING SOLUTIONS SEBRAE OFFERS TO YOU.
IN BRAZIL, CALL NOW 0800 570 0800 OR ACCESS SEBRAE.COM.BR

NO MATTER WHAT KIND OF BUSINESS YOU OWN WE ALWAYS HAVE A SOLUTION FOR YOU.

information

We provide publications, research studies, articles, news and many other useful contents for micro and small businesses from different sectors of the economy.

consulting

We have a team of thousands of consultants spread across Brazil, ready to make a complete analysis of your businesses at our services centers or directly in your company.

courses

There are courses and lectures, both onsite and online (e-learning), for those willing to open, improve or innovate their business.

publishing

For the entrepreneur who seeks for knowledge, we provide specialized publications on several subjects and sectors. Accessible contents to be studied at home or even in your company.

innovation

Aiming to make small businesses more competitive in a constantly changing market, one of our main focus is to help companies towards promoting innovation in their processes, services and products.

market

We promote trade fairs, businesses roundtables and exhibitions throughout Brazil, getting the companies that want to purchase, sale and generate new business closer to one another through our matchmaking activities.

awards

Awards in specific themes are a way to recognize high-level performance and provide to entrepreneurs and small businesses owners national and international visibility. These awards are meant to incentive outstanding small business owners and entrepreneurs in their search to excellence and high performance.

EXPERTS IN PROMOTING A MORE PRODUCTIVE AND COMPETITIVE ENVIRONMENT.

Sebrae works in different fronts, aiming to create a favorable environment to the development of small businesses. We actively participate in the efforts to update the legal framework to support small businesses. We also foster entrepreneurship and share knowledge to engage more small businesses as suppliers in competitive value chains.

ENTREPRENEURIAL EDUCATION

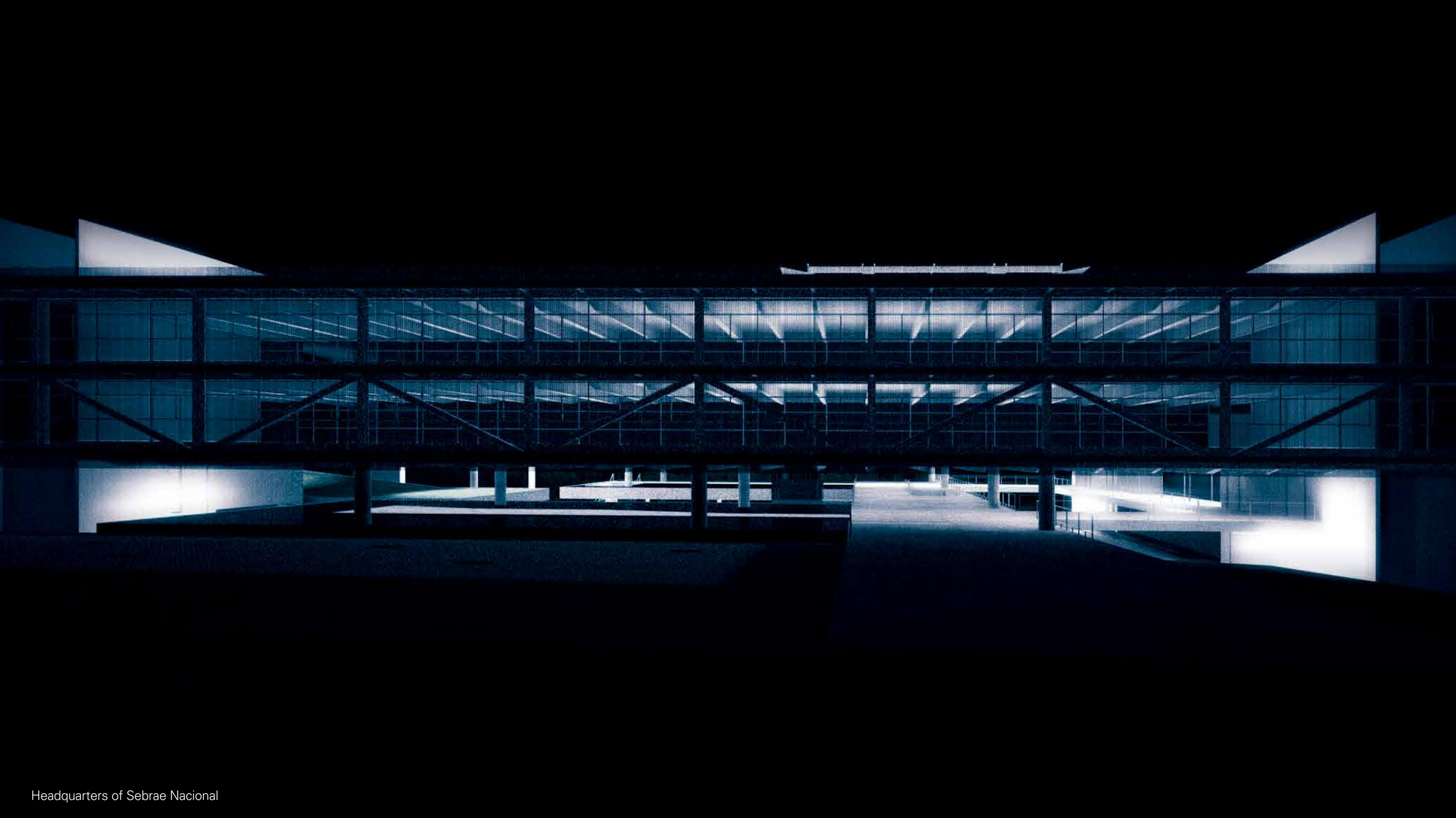
We promote entrepreneurial culture and education in different levels, from primary education to the university level. This happens in companies, via internet and in many educational institutions through the offer of specific contents.

BUSINESS LINKAGES

We support and intermediate the creation of business linkages between small and large companies. Through capacity building, we open new and important markets to small enterprises that want to supply big demands, leveraging the productivity and competitiveness of all.

We promote training programs, incentive to associativism, territorial development and market access, through partnerships with public and private sectors. In addition, we also work towards the decrease of tax burden and red tape and help to improve public policies in order to facilitate the access to markets and technology.

WE ARE ALSO A DEVELOPMENT AGENCY.



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