

# BRAZIL

## INFORMATION ABOUT BRAZIL'S ECONOMIC SITUATION IN NUMBERS

<b>Area:</b>	8.514.877 km <sup>2</sup>
<b>Population:</b>	196,5 Mio. (2012) 193,3 Mio. (2010)
<b>Population growth:</b>	1,1% (2012) 1,0 % (2010)
<b>Illiteracy rate:</b>	9,3% (2011) 9,6 % (2010)
<b>Internet users:</b>	407 (per 1.000 inhabitants, 2010) 355 (per 1.000 inhabitants; 2008)
<b>Gross Domestic Product:</b>	2.503,9 billion US\$ (Estimation 2013) 2.425,1 billion US\$ (Estimation 2012) 2.492,9 billion US\$ (2011) 1.720 billion US\$ (2010) 1.574 billion US\$ (2009)
<b>GDP per capita:</b>	12.643 (Estimation 2013) 12.340 (Estimation 2012) 12.789 (2011) 8.400 US\$ (2010) 8.220 US\$ (2009)
<b>Economic growth:</b>	4,0 % (Estimation 2013) 1,5 % (Estimation 2012) 2,7 % (2011) 7,5 % (2010) 0,1 % (2009)

<b>Inflation rate:</b>	4,9 % (Estimation 2013)
	5,2 % (Estimation 2012)
	6,6% (2011)
	5,9 % (2010)
	4,9 % (2009)
<b>Unemployment rate:</b>	6,0 % (2011)
	6,7 % (2010)
	8,1 % (2009)

Brazil's total exports: 201,9 billion US\$ (2010) (2009: 152,9 billion US\$)

Brazil's total imports: 181,6 billion US\$ (2010) (2009: 127,6 billion US\$)

Source:

Germany Trade and Invest November 2012

[http://ahk.de/fileadmin/ahk\\_ahk/GTaj/brasilien.pdf](http://ahk.de/fileadmin/ahk_ahk/GTaj/brasilien.pdf)

## **General evaluation: German-Brazilian relations**

Brazil is the eighth largest economy in the world. German-Brazilian relations are politically, economically, culturally and socially deeply rooted.

Brazil is Germany's most important trading partner in Latin America. Germany comes in 4<sup>th</sup> among Brazil's major trading partners behind Argentina China and USA. Following a decrease in German exports to Brazil to a volume of 6.1 billion USD in the wake of the economic and financial crisis in 2009, exports reached in 2011 11,17 billion USD (+12,4% than in 2010). Brazilian exports to Germany reached 11,2 billion USD in 2011, an increase of 19% compared to 2010.

Foreign direct investment in Brazil totaled 1,10 billion USD in 2011. With direct investment totaling nearly 25 billion USD, Germany constitutes a substantial economic force in Brazil.

In Brazil, 1,300 German-Brazilian companies employ approx. 250,000 people. With about 800 German-Brazilian companies, São Paulo is Germany's biggest business center worldwide, outside of the EU and USA.

Source:

[Auswärtiges Amt 2012;](#)

BDI; Germany Trade and Invest 2012

## **Book production data**

As one of the fastest growing markets in the world, Brazil boasts a steadily growing and highly professional book industry, similar to those of Europe. The standard and high quality of book production here are unusual for emerging markets.

The Brazilian publishing industry is already preparing for its Guest of Honour appearance in Frankfurt in 2013. “For Brazil, this second Guest of Honour appearance in Frankfurt represents a great opportunity”, said Rosely Boschini, president of the CBL when the contract was signed. “Our goal is to show the international publishing world the potential of our market and the high quality of our industry’s products. It will be a great honour for us to do so in Frankfurt in 2013.” The Brazilian publishers association CBL has renewed its partnership with the Brazilian export promotion agency APEX for another two years. This secures Brazil’s continued extensive, professional participation at the book fairs in Frankfurt, Bologna and Guadalajara. APEX has already taken successful measures to organise and professionalise Brazil’s rights trade with foreign countries. Thus Brazil is fully prepared for 2013.

The Brazilian book market is substantially defined by state book production. The publishing industry is centered in São Paulo and Rio de Janeiro, and a correspondingly high number of bookstores are represented in these regions. In the poorer northern areas of the country, however, there are very few bookstores. The demand is handled by the state, which primarily supplies the region with textbooks. There are approximately 3.481 bookstores across the country. Of these, 74% are located in the south and southeast regions of São Paulo and Rio de Janeiro, where the “reading” public also lives. Thus the country’s largest and most commercial publishers (approx. 1,500) are based in the São Paulo metropolitan area.

Source:

[\*Crescimento do Setor Livreiro em 2011\*](#) - Associação Nacional de Livrarias

## **Titles published and number of copies**

The number of titles published and copies printed in Brazil increased in 2011 (by 6.3% and 13.5% respectively): Over 58.192 titles and 470 million copies entered the market – and that number is increasing.

New releases: 9% more titles than last year

7,2% more copies than last year

When book production is subdivided by category, there is a noticeable increase in the field of STM and textbooks. The former can be explained by the increased demand for further education and specialisation. The growth in the second category is primarily attributable to state purchases of educational materials. More than half of the total number of copies produced fall into the category of “teaching aids”.

The increase is due to purchases made by various state institutions that determine government approvals depending on the programme and schedule of the current administration. In 2009, the government focused on books for primary schools, leading to an increase in total children’s book production.

According to Karine Pansa, president of the Brazilian Book Chamber, "both a better access to higher education and the demand for skilled professionals increase the sales in this segment". The Brazilian Ministry of Education (Ministério Educação, MEC) published in 2011 a study on higher education which supports this opinion: According to the study, the number of students rose in Brazilian universities and colleges by 110% in the last ten years, from 3 to 6.5 million. "Publishers and booksellers should be aware of the optimal financial conditions that this increase means" said Pansa.

In 2008, the Brazilian government teamed up with the *Plano Nacional do Livro e Leitura (PNLL)* to organize a large-scale campaign to promote reading. The initiative provides for the opening of new public libraries and book centers in public spaces, along with opportunities for professionalisation and advanced training for librarians, teachers and other opinion leaders. It also distributes inexpensive books to schools, for example.

The objective of the campaign reflects a significant increase in the number of school children and an increase in the education level in all fields, along with adequate access to education for both children and adults (basic and continuing education).

Hardly any government has been this committed to education and advanced training in recent years. Brazil's steadily growing and upwardly mobile lower middle class is a great source of potential learners (children and adult education).

(Source: CBL (Camara Brasileira do Livro))

<b>Titles</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>Change (%)</b>
<b>New releases</b>	19.174	22.027	18.712	20.405	+ 9,0
<b>Reprints</b>	31.955	30.483	36.042	37.787	+ 4,8
<b>Total</b>	51.129	52.509	54.754	58.192	+ 6,2

<b>Number of copies</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>Change (%)</b>
<b>New releases</b>	130.109.195	154.471.507	136.497.667	90.112.709	-33,39
<b>Reprints</b>	210.165.000	231.895.629	356.081.428	409.683.577	+ 14,66
<b>Total</b>	340.274.195	386.367.136	437.945.286	499.796.286	+ 7,2

<b>Titles (by category)</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>Change (%)</b>
<b>Textbooks</b>	18.082	19.721	14.637	14.812	+ 1,20
<b>General works</b>	14.600	13.526	21.379	23.248	+ 8,74
<b>Religion</b>	5.292	4.914	7.581	8.156	+ 7,58
<b>STM</b>	13.155	14.348	11.156	11.976	+ 7,35
<b>Total</b>	51.129	52.509	54.754	58.192	+ 6,28

Number of copies (by category)	2008	2009	2010	2011	Change (%)
<b>Textbooks</b>	177.553.165	204.261.296	230.208.962	258.590.062	+ 12,33
<b>General works</b>	91.228.221	100.708.844	146.783.764	107.922.142	-26,48
<b>Religion</b>	47.426.128	55.172.222	84.535.482	96.682.262	+ 14,37
<b>STM</b>	24.066.681	26.224.774	31.050.886	36.601.820	+ 17,88
<b>Total</b>	340.274.195	386.367.136	492.579.094	499.796.286	+ 1,47

Source:

O Comportamento do Setor Editorial Brasileiro em 2010 ( FIPE, CLN, SNEL)

[http://anl.org.br/web/pdf/pesquisa\\_setor\\_livreiro/relatorio\\_FIPE\\_2011.pdf](http://anl.org.br/web/pdf/pesquisa_setor_livreiro/relatorio_FIPE_2011.pdf)

O Comportamento do Setor Editorial Brasileiro em 2011 ( FIPE, CLN, SNEL)

## Sales and units sold

The Brazilian publishing industry had a total annual turnover of around 4,8 billion R\$ (2.7 billion US\$) in 2011 - an increase of 7,3% over 2010.

Sales for private publishing houses increased by 21,29% over the previous year. Several categories also recorded an increase in the number of copies sold (+1,47% in total).

If one includes state book purchases among the number of copies sold, the increase in sales is even more striking: +21.2%. The state purchased 13.7% more copies than in the previous year. The Brazilian government is the primary purchaser of books produced domestically, which has a significant impact on the Brazilian book market. They are also referred to as the biggest book buyers in the world.

Sales (\$) Private sector	2008	2009	2010	2011	Change (%)
<b>Textbooks</b>	617.901.115,1	636.153.991,6	540.959.824,42	581.615.486,50	+ 7,87
<b>General works</b>	396.340.003,6	422.126.931,7	498.742.059,07	442.068.455,11	-11,07
<b>Religion</b>	198.230.874,9	197.333.460,6	242.572.548,47	227.298.320,22	-5,99
<b>STM</b>	291.281.027,2	312.890.270,1	360.795.314,93	436.182.394,70	+ 21,29
<b>Total</b>	1.503.753.021	1.568.504.654,2	1.643.069.746,87	1.687.189.113,82	+ 3,02

<b>Copies sold, private sector</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>Change (%)</b>
<b>Textbooks</b>	73.538.863	84.327.117	58.278.373	60.602.520	+ 3,99
<b>General works</b>	63.550.647	62.781.555	100.947.471	101.212.635	+ 0,26
<b>Religion</b>	50.261.899	53.057.498	73.804.257	87.797.318	+ 18,96
<b>STM</b>	24.191.049	28.538.117	25.666.990	34.371.908	+ 33,91
<b>Total</b>	211.542.458	228.704.288	258.697.092*	283.984.382	+ 9,77

<b>State</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>Change (%)</b>
<b>Sales (US\$)</b>	536.520.678	515.144.467	562.595.620,22	679.024.199,41	+ 21,20
<b>Copies sold</b>	121.722.061	148.284.584	163.133.158	185.484.459	+ 13,70

<b>Total Sales(US\$)</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>Change (%)</b>
<b>Market</b>	1.503.753.021	1.568.504.654	1.643.078.329,72	1.697.028.973,74	+ 32,80
<b>Government</b>	536.520.678	515.144.467	562.595.620,22	679.024.199,41	+ 21,20
<b>Total</b>	2.040.273.699	2.083.649.122	2.205.673.949,94	2.376.053.373,15	+ 7,36

<b>Copies sold</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>Change(%)</b>
<b>Market</b>	211.542.458	238.864.650	258.697.902	283.984.382	+ 9,77
<b>Government</b>	121.722.061	148.284.584	163.133.158	185.484.459	+ 13,70
<b>Total</b>	333.264.519	387.149.234	421.831.060	469.468.841	+ 7,20

Source:

O Comportamento do Setor Editorial Brasileiro em 2011 ( FIPE, CLN, SNEL)

[http://anl.org.br/web/pdf/pesquisa\\_setor\\_livreiro/relatorio\\_FIPE\\_2011.pdf](http://anl.org.br/web/pdf/pesquisa_setor_livreiro/relatorio_FIPE_2011.pdf)

## **Distribution channels**

Bookstores are still the most important sales channel of the Brazilian book market in 2011, with a share of 44.9%, including the sales of online bookstores.

Bookstores are followed by distributors, although its share has decreased slightly (2008: 25.3%, 2009: 23.8% 2011: 23.5%). Door-to-door sales continue to rise: in 2011 they reach the third place with 9.1%. This might be due to an economical increase in parts of Brazilian society with low income and education level. Other channels are: churches and temples with 4%, supermarkets with 2.4%, kiosks with 2.2% and schools with 1.2%.

Source:

FIPE, CBL und SNEL, Produção e Vendas do Setor Editorial Brasileiro, 2011

<http://www.brasil.gov.br/sobre/cultura/literatura/mercado-editorial/print>

## **Translation into Brazilian / Portuguese**

Because of the high percentage of textbooks in the Brazilian book market, there is a relatively low proportion of translations (2008: 6,1%; 2009: 7,3%; 2010: 8,6%; 2011: 8,05%).

## **Licensing statistics**

Brazil is Germany's largest licensee on the American continent with 142 licenses issued in 2011. Other Latin-american countries were behind by a large margin (Colombia with 63 Licenses and Argentina with 36). In 2010 Brazil was number one with 157 Licenses.

Source:

Buch und Buchhandel in Zahlen 2012

## **Fixed book price**

The fixed book price issue is the focus of much discussion in Brazil. To this point, no law has been established regarding fixed book pricing.

## **Copyright law**

In 1998, a law came into effect (Ley 9610 de 1998) that updated the legislation on copyright protection that had been in existence to that point.

Copyright protection is a topic of much discussion in the Brazilian publishing industry at the moment and is also on the verge of changing. A new bill is currently under review. Jens Bammel, Secretary General of the International Publishers Association (IPA), said that the proposed copyright law exceptions in the field of education are a particular threat to publishers. Results are expected in 2011.

(Source: CERLALC, [www.cerlalc.org](http://www.cerlalc.org))

## **Book fairs**

The Brazilian Bienal do Livro is held alternately in São Paulo and in Rio de Janeiro.

The Bienal do Livro de São Paulo is the largest of the approximately 15 major Brazilian book fairs. It is a consumer fair with a focus on selling books. At the same time, it is still the most important professional meeting place for the book world in Brazil.

The *Bienal Internacional do Livro de São Paulo* took place from August 9<sup>th</sup> to 19<sup>th</sup>, 2012.

With a space of 60,000 square meters, it is the largest book fair in Latin America. A total of 350 exhibitors presented their titles over a period of 11 days. A total of 703,000 visitors attended, including 4,500 trade visitors, 134,000 students and 2,200 journalists (media).

In 2010, the Bienal do Livro de São Paulo was organised by Reed for the first time ever. The British fair giant acquired the Brazilian holding company Alcantaro Machado in 2009 and was thus given the task of organising the Bienal do Livro. Exhibitors were very pleased with the new director Reed Alcantaro Machado (RXAM).

The next Bienal do Livro will take place in August 2013 in Rio de Janeiro.

Source:

[www.bienaldolivrosp.com.br](http://www.bienaldolivrosp.com.br)

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