



**BRAZILIAN
WEEK CCBC**
online festival
07 - 11 sep **2020**

Organized by:



MEDIA ALERT

Travel fans and investors invited to discover Brazil during the 1st edition of the Brazilian Week CCBC Online Festival: a digital event that spans innovation, business and culture

*From tourism to gastronomy, franchising to mining,
Brazilian Week will put the bustling country on everyone's radar*

Brazil, August 25, 2020 — Daydreaming of adding stamps to your passport or to expand your business into new, lucrative markets? Either way, Brazil represents a world of business opportunities as well as cultural experiences that should be on everyone's radar. While physical travel may be on hold, entrepreneurs and those bitten with the wanderlust bug can virtually discover Brazil this September.

The Chamber of Commerce Brazil-Canada (CCBC) is inviting Canadians to the first edition of **Brazilian Week**, a digital festival put together in partnership with the Brazilian Embassy and Consulates in Montreal, Toronto and Vancouver. Kicking off on the country's Independence Day, more than 20 webinars including concerts, food demos and panel discussions will be hosted to provide a wealth of information on the country for both individuals and businesses.

For corporate attendees: With a GDP of \$1.868 trillion, Brazil is an emerging market with the eighth-largest economy in the world. Rich of more than 100 years of economic relations with Canada, the South American country is a natural choice for investors, start-ups and corporations looking to expand or franchise. It offers a growing innovation and technology sector as well as extensive business opportunities. Brazilian Week CCBC Online Festival will present a slew of webinars to provide those from the corporate world tools and information to invest, export/import to and from Brazil, and to establish strategic partnerships for R&D.

For travelers and cultural explorers: There is more to Brazil than Bossa Nova, wonderful beaches, soccer and barbecue. With a distinct ethnic and cultural heritage, Brazil is a glorious mix of diversity. Through the digital festival, participants will be invited to join live webinars including cocktail making, cooking demos with a Brazilian top chef and live music from Brazilian musicians living in Canada. An additional 200 links of cultural content such as virtual tours of some of the top museums, best beaches and places to visit, cinema, performing arts and more are available for adventurers to further discover Brazil and add to their bucket list.

INFO AT A GLANCE

What: The first edition of **Brazilian Week CCBC Online Festival** presented by the Chamber of Commerce of Brazil-Canada, Brazilian Embassy and Consulates in Montreal, Toronto and Vancouver.

Where: The digital festival will be presented online at ccbc.org.br/brazilianweek

When: The five-day webinar starts on Brazil's Independence Day, Monday, September 7th through to Friday, September 11, 2020.

Who: Speakers include:

Pedro Henrique Lopes Borio
Brazilian Ambassador in Canada

Bento Albuquerque
Brazil's Minister of Mines & Energy

Jennifer May
Canadian Ambassador in Brazil

Rogério Simonetti Marinho
Brazil's Minister of Regional Development

NOT TO BE MISSED

LIFESTYLE WEBINARS

September 8 at 5h30 pm:
Cachaça
Discover the Brazilian traditional drink.

September 9 at 6h30 pm:
Brazilian flavours
with Chef Mariana Valentini.

September 11 at 6h30 pm:
Live from Montreal:
An homage to Brazilian music with Flávia Nascimento, Diogo Ramos.

BUSINESS WEBINARS

September 8 at 2h45 pm:
Advancement of women
in the Brazilian mining industry.

September 8 at 4:15 pm:
Innovation Hubs in Brazil.

September 9 at 1h30 pm:
Brazilian market franchise
opportunities.

September 10 at 1h30 pm:
Brazil-Canada economic and technological relations

September 10 at 2h45 pm:
Investment opportunities
in Brazil.

September 10 at 4h45 pm:
R&D Sustainable food & agri production in Brazil.

**For more information
and to register for the webinars, visit:**

[Brazilian Week CCBC website](http://ccbc.org.br/brazilianweek)

ABOUT CCBC

The **Chamber of Commerce Brazil-Canada (CCBC)** is an independent and non-profit organization founded in 1973. For more than 45 years, it has been an important liaison, bringing together companies, public & private institutions and individuals from various areas in both countries.

With offices in São Paulo (Brazil) and Montreal (Canada), over 70 employees and nearly 200 members, CCBC's extensive network of relationships and long-standing expertise are the basis of strong trade promotion work in the Brazilian and Canadian markets, including exports, imports and investments, as well as cultural and technological exchange.

The organization has a busy agenda of events, trade missions, content publications and offers a rich ecosystem for Brazilian and Canadian companies to interact.

CCBC on Social Media



@ccbc.brca



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Câmara de Comércio Brasil-Canadá - CCBC

www.ccbc.org.br



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For more information, to set-up an interview or for partnership opportunities, please contact

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