

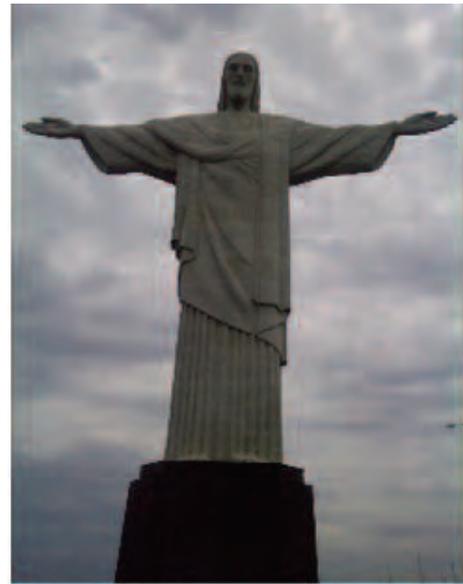


ROGERS
WORLDWIDE

GLOBAL VIEW

Notes

Exhibitor's Guide for Shipping to Trade Shows in Brazil



Famous Corcovado statue overlooking the city of Rio de Janeiro.

Despite the global economic downturn, Brazil's economy is booming and the country is rich in natural resources including petroleum. As one of the emerging BRIC (Brazil, Russia, India, China) economies, Brazil's trade show industry has come back around and American companies are taking notice. Despite the exuberance over the business prospects of the country, exhibitors still have some hoops to jump through to get their exhibits through customs and on the stand. It goes without saying that using a competent freight forwarder to ship exhibit materials to trade shows in Brazil is critical. Here's why.

It all begins with the paperwork

Exhibitors are required to provide a number of documents for any international shipment. For shipments to Brazil, the list is a little longer than usual. A detailed set of instructions from the forwarder lists the documents required for shipping:

- **Commercial invoices must be on original company forms and contain original signatures.** Temporary and permanent imports should be invoiced separately. Each item listed must have a unit price in US dollars and show the Harmonized Tariff Number used for customs classification.
- **Commercial invoices must list** the exhibitor's name and address; consignee; notify party; case number; gross weight in kilos; dimensions in centimeters; quantity of each items shipped; net weight of each item; description of the product; unit value; total invoice value, and a declaration advising the show name and the import status (permanent or temporary) of the goods.
- **A separate packing list** is required for each shipment listing the gross weight and net weight of each item (even a single pen). The packing list must include a list of all the items included on the invoice, plus some additional information:

Continued on page 2



itemized gross and net weights; total gross weight; number of packages; description of goods with part and serial numbers; harmonized tariff numbers, and the same declaration as the invoice advising the show name and import status.

- A copy of the exhibitor's booth rental contract must accompany the documents and shipment.
- A "Hold Harmless Letter" on exhibitor letterhead relieving the local customs agent in Brazil from any liability or costs for handling the shipment must be signed and submitted.
- A certificate of insurance or copy of the insurance policy must also be included in the document pouch.
- A Re-Export Declaration on exhibitor letterhead must also be submitted for temporary import goods.



Trucks unloading freight onto the show floor in Rio Centro.

unloading which makes for a very congested (and at times air polluted) show floor during the move-in and move-out periods.

In Brazil, as in other countries in Latin America, there is no centralized system for the delivery of materials to the stand, lifting and handling of equipment, provision of labor, and storage of empties. For international exhibitors, the freight forwarder takes on these responsibilities as part of an inclusive package of services that includes shipping, customs clearance and delivery to stand, plus any additional on site needs. Exhibitors needing equipment such as cranes or forklifts may arrange these services on site; however, it's best to place orders in advance to avoid waiting time.

After the show

At the conclusion of the show all temporary import goods are removed from the exhibition site and taken to a customs examination area where they undergo another intensive examination comparing the original documents to the export shipment. Items that were previously imported under a temporary import status can be nationalized (permanently imported) under certain conditions: the buyer obtains an import license and the exhibitor or buyer pays a penalty of up to 90% of the declared value of the goods.

Despite the positive business climate and growing exhibition industry, the customs clearance procedures and in-hall logistics in Brazil still remain a challenge for exhibitors that are unfamiliar with the procedures. In addition, the majority of laborers and individuals working in the exhibition facilities do not speak English. Working with a reputable and experienced freight forwarder to handle all of the shipping, customs, and in-hall logistics, and mediate any problems or difficulties (such as damage or mishandling of equipment), can save exhibitors time and enhance the overall exhibiting experience so that they can concentrate on doing business in this country of opportunity.

PHOTOS: SHERRI PELC, ROGERS WORLDWIDE

Behind the scenes at Brazilian Customs

Because of the inspection requirement, customs clearance for airfreight shipments takes at least three days for permanent import items and four to five days for temporary import goods. All temporary import shipments are unpacked to undergo intensive examination, i.e. all items are counted, serial numbers recorded, and documentation checked. The net weight for items as small as a single pen must be listed on the commercial invoice, which is then verified during the customs exam.

What to expect on site

The conditions of the convention centers are satisfactory though not on par with the standards of many US and European facilities. In Brazil, there is no formal truck marshalling system for deliveries to the hall. At the Rio Centro Convention Center in Rio de Janeiro, for example, there is only one door per exhibition hall to accommodate all of the trucks delivering equipment and stand fittings. Exhibitors or their transportation companies may drive trucks onto the exhibition floor for

Global View Notes is published by:
Rogers Worldwide
 1550 E. Higgins Road, Suite 106
 Elk Grove Village, IL 60007
Contact:
 Jeanette Mucha, LCB
 Director National Sales
 Tel: (847) 806-9200
 Mobile: (847) 970-8017
 jmuch@rerogers.com

Editor:
 Michelle Bruno,
 CMP, CEM
Tel: (801) 520-0797
 michelle@brunogroup.com

Past Articles:
 You can find all our articles archived on our web site.
www.rogersworldwide.com/content.asp?PageID=241

For a list of offices and agents of Roger Worldwide, visit:
www.rerogers.com/uploads/AGENTS052010.pdf