



# Public Affairs in Latin America

Best practices for navigating the Brazilian landscape

June/2024



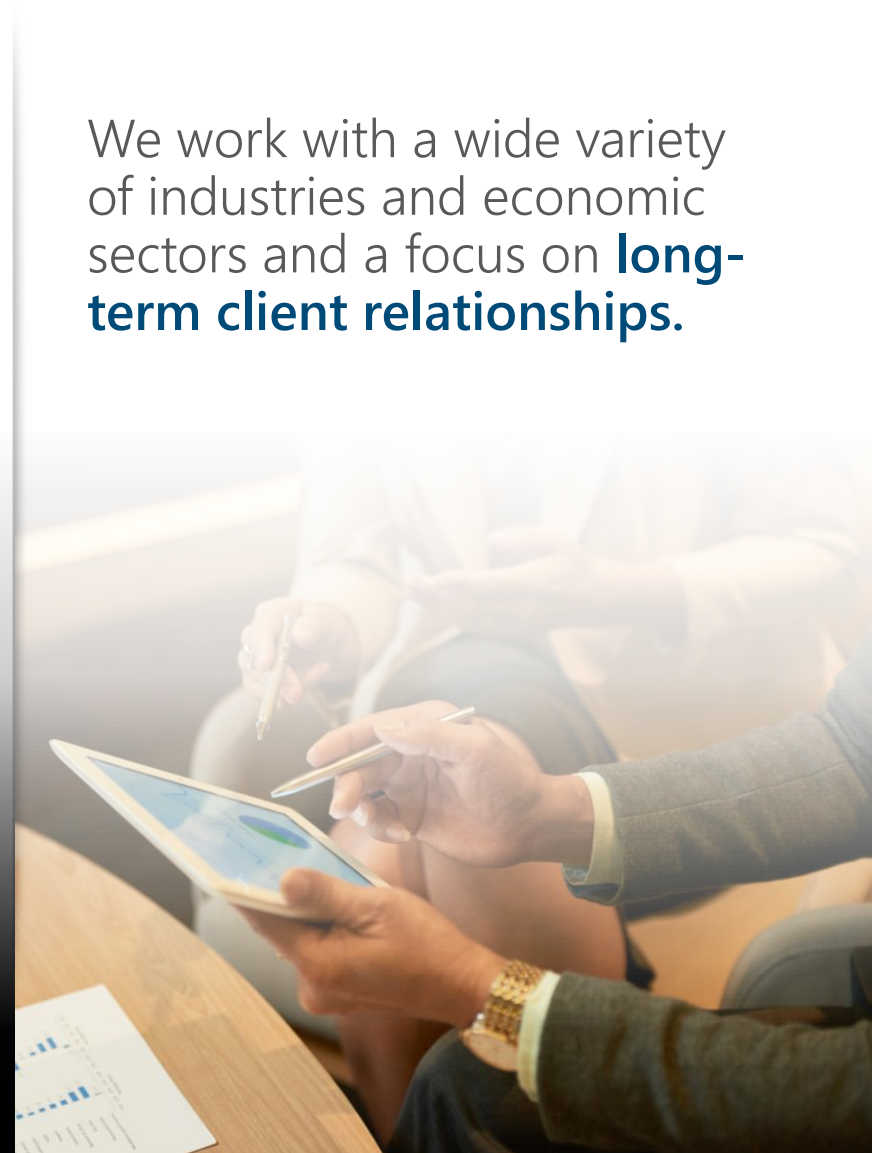
# ABOUT PATRI



PATRI has **37 years of experience in Brazil**, with extensive knowledge of Brazilian policymaking processes and institutions.

Our work is grounded on **methodology** and industry best-practices.

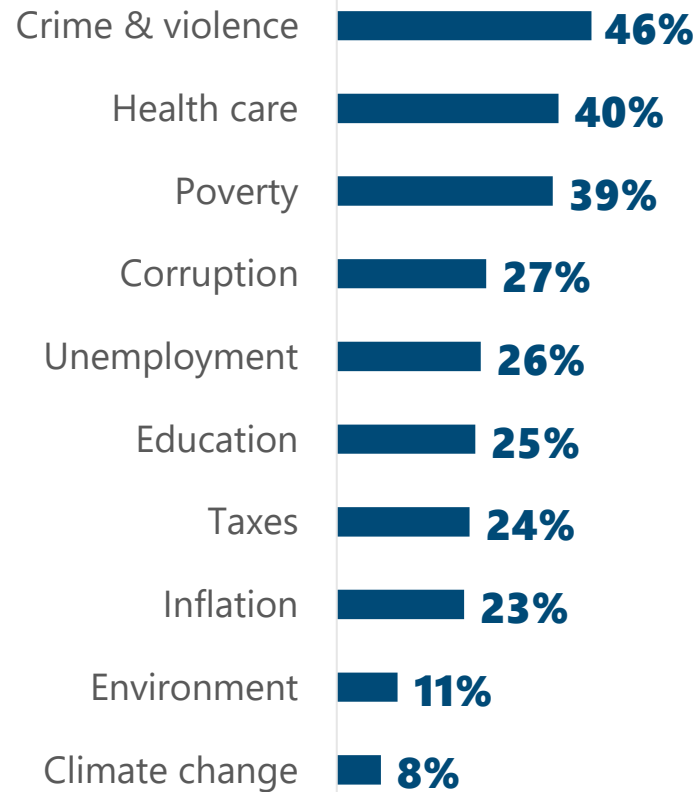
We work with a wide variety of industries and economic sectors and a focus on **long-term client relationships**.



## BRAZIL'S PROBLEMS

### TOP 3 CONCERNS

IPSOS (May 2024)

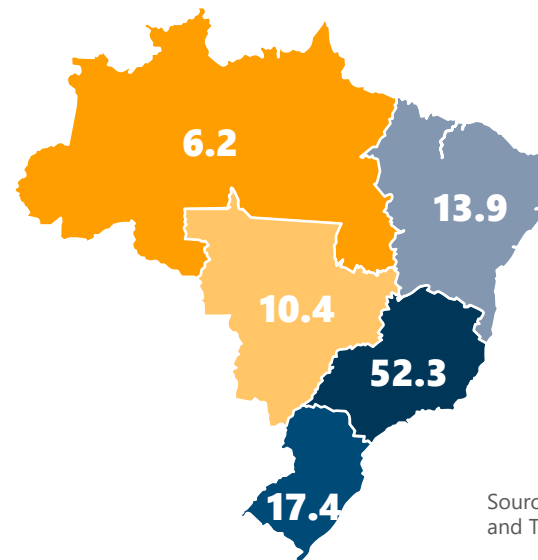


### INEQUALITY

Gini Index: 0.518

53% of the Brazilian households live on a **monthly income of less than USD 600**

### GDP BY REGION (%)

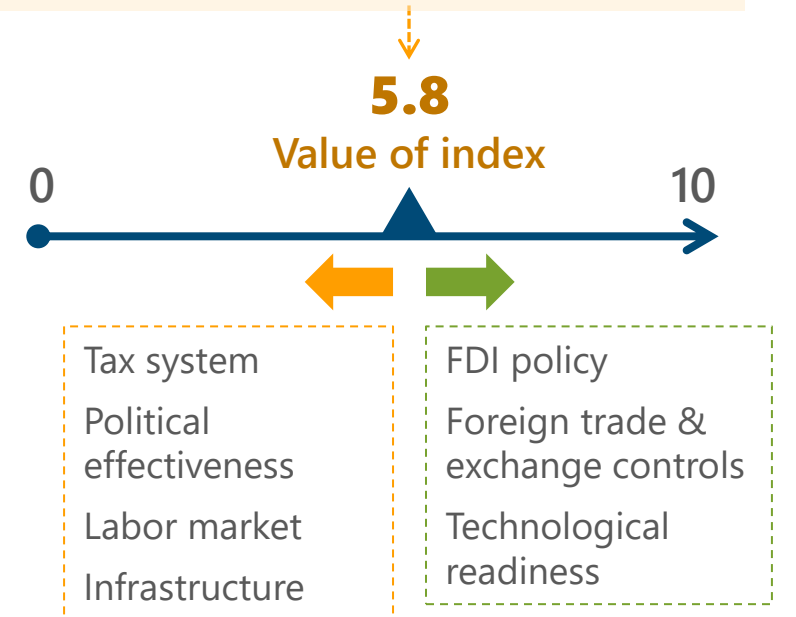


Source: IBGE (2023) and Tendências (2023)

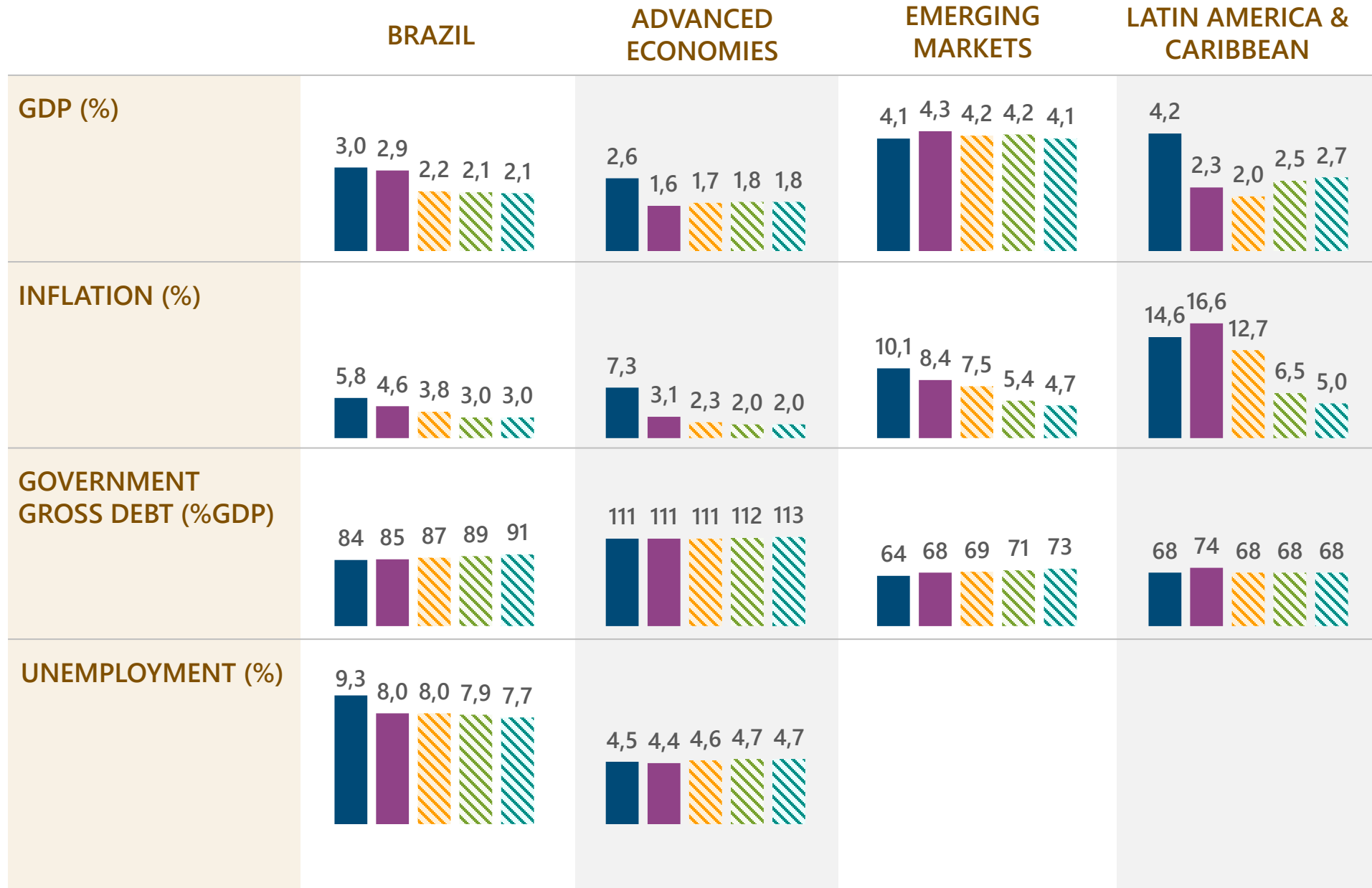
### LOW PRODUCTIVITY

Business Environment Index  
Economist Intelligence Unit (2023)

Global ranking: **54<sup>th</sup>**  
(out of 82 countries)



# SOCIOECONOMIC LANDSCAPE



IMF (*World Economic Outlook, Apr 2024*)

- 2022
- 2023
- 2024 (forecast)
- 2025 (forecast)
- 2026 (forecast)

Brazil outperformed forecasts in 2023, but its future depends on reforms

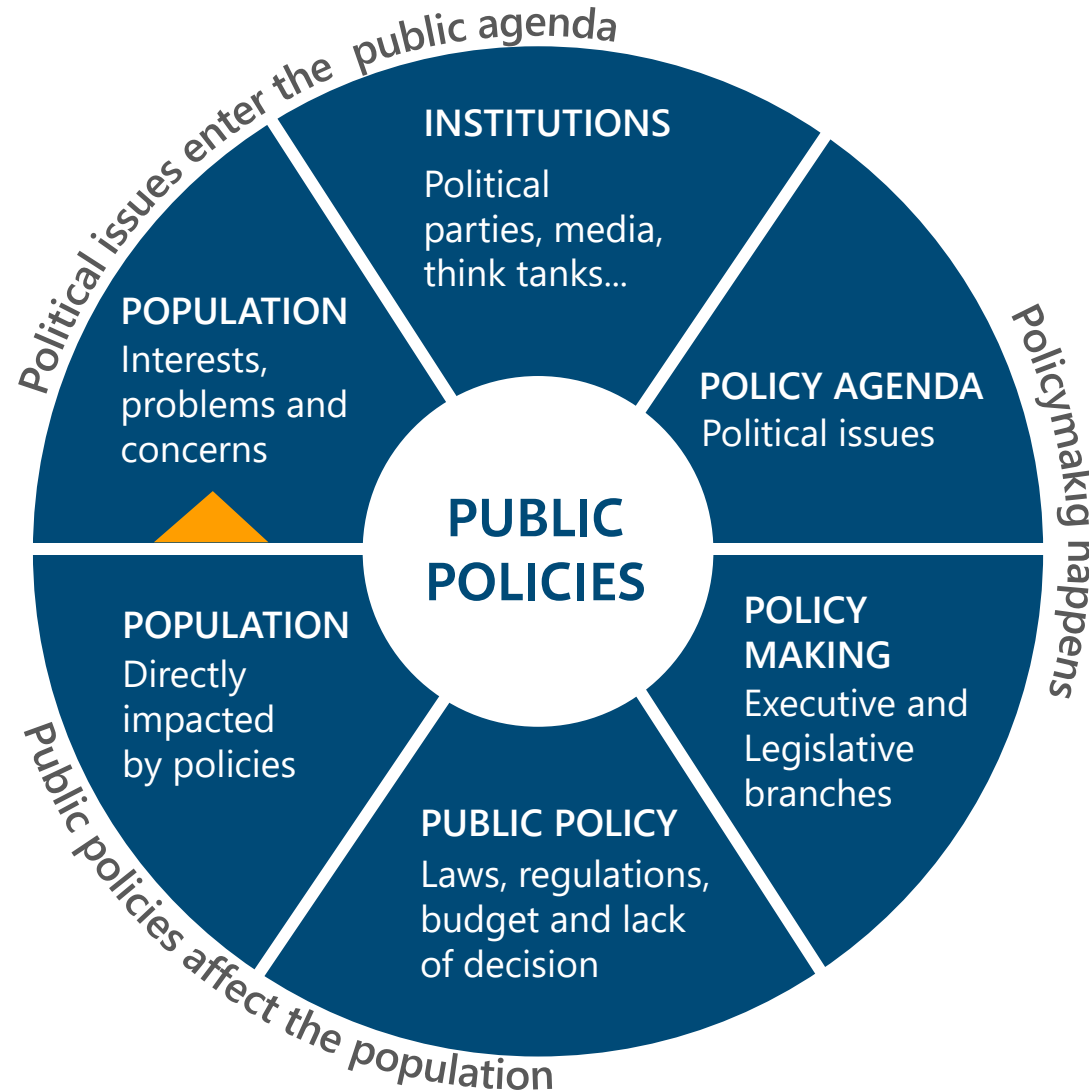
# INSTITUTIONS AND STAKEHOLDERS

## INTERNATIONAL TRENDS

- Best practices
- Foreign politics
- Import / Export policies

## FEDERAL GOVERNMENT

- Regulators
- Elected officials
- Appointed officials



## CIVIL SOCIETY

- Media
- Think tanks / Academia
- Influencers
- Industry associations
- Advocacy and Pressure groups

## STATE & LOCAL GOVERNMENTS

- Regulators
- Elected officials
- Appointed officials

# INSTITUTIONS AND STAKEHOLDERS

Agenda setting is fragmented and key policies lack clear ownership

## Executive Branch

Ministries	Other Federal Entities	Regulatory Agencies	New normative acts (per month)
38	167	11	+ 5,000

## Judicial Branch

Superior courts	Cases (Superior Courts)	Cases	Judges
5	874,207	75.4 million	18,000

## Legislative Branch

Number of parties in Congress	Members of Congress	Bills currently under consideration
15 Senate 20 House	513 House 81 Senate	44,019

## States and Municipalities

States	State and District Representatives	Municipalities	City Council members
26 + Federal District	1,059	5,568	57,942

# HOW TO NAVIGATE

## Cross-cutting strategies



Direct engagement with regulators and lawmakers



Legal and regulatory assessments



Continuous tracking and monitoring



Communications strategy



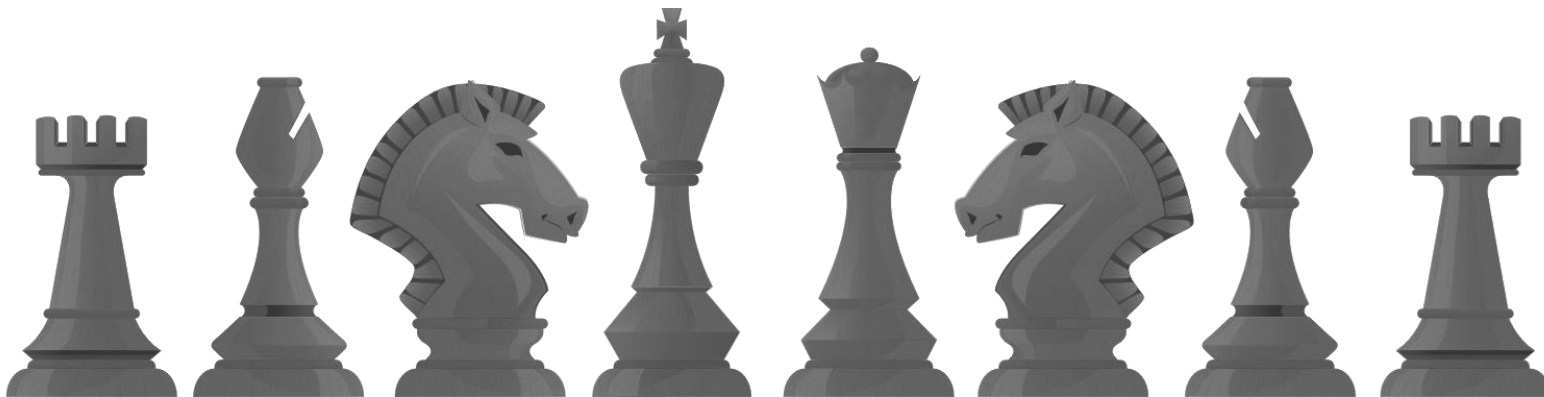
Coordinate actions with ESG deliverables



Coalition efforts

**Lobby in Brazil is not regulated.**  
Nevertheless, there are laws on:

- Bribery
- Corruption
- Influence peddling
- Conflict of interest



# HOW TO NAVIGATE

## Case study

**1**

Define  
your goals

**2**

Map your  
audience

**3**

Build an  
influential  
argument

**4**

Craft your  
key messages

**5**

Gather a  
support  
network

**6**

Choose the  
appropriate  
tools, tactics and  
channels

**7**

Get pass the  
gatekeepers

**8**

Assess and  
evaluate



# KEY TAKEAWAYS

- **Brazil has approved key reforms in recent years**, and it is gradually working towards improving its regulatory framework to attract investments and boost its competitiveness.
- Nevertheless, **fiscal policy is still the main constraint** to long-term sustained growth.
- **Tax reform** will impact business, as well as the relation between Federal, State and Local governments.
- **New political dynamics lead to fragmentation**, as Brazilian presidents are not strong as they used to be, and hence there are more channels through which to convey agendas.
- It also means **civil society organizations** have risen in power and increased their scrutiny of companies.
- All in all, the fast-paced change in Brazil's outlook demands **nimble risk management** and a strategic approach to decision-making processes.



# PATRI

Public Policy  
& Public Affairs

PATRI is Brazil's leading on-the-ground public affairs company, with extensive knowledge of Brazilian policymaking processes, institutions, and cultural aspects. PATRI boasts decades of experience in helping companies navigate the complex world of public policy, issues management and government relations.

Our expertise combines an in-depth understanding of multiple sectors, industries, and stakeholders, with an exhaustive knowledge of all branches of federal, state, and municipal governments, as well as opinion makers in civil society and international bodies and agencies.

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