

FAMILY BANK

PROPOSED BUSINESS EXPOSURE TRIP TO BRAZIL AND DUBAI

7th April – 19th April 2018



BRIEF ABOUT BRAZIL

Brazil is the fifth largest country in the world and is home to a population of 204,259,812 people as of a 2015 census. Their main language is Portuguese and their main religion is Christianity – 87.9%. Brazil is a country abundant with natural resources; its Amazon River basin includes a vast tropical forest, home to diverse wildlife, a variety of ecological systems, and extensive natural resources spanning numerous protected.

Brazil continues to pursue industrial and agricultural growth and development of its interior; It is seen as one of the world's strongest emerging markets and a contributor to global growth. The awarding of the 2014 FIFA World Cup and 2016 Summer Olympic Games, the first ever to be held in South America, was seen as symbolic of the country's rise.



ECONOMY

Brazil is characterized by large and well-developed agricultural, mining, manufacturing, and service sectors, and a rapidly expanding middle class, Brazil's economy outweighs that of all other South American countries, and Brazil is expanding its presence in world markets. Brazil's GDP is \$2.347 trillion (2014 est.) and with respect to the various sectors the earnings are as such, **agriculture:** 5.6% **Industry:** 23.4%, **services:** 71% (2014.)

Since 2003, Brazil has steadily improved its macroeconomic stability, building up foreign reserves, and reducing its debt profile by shifting its debt burden toward real denominated and domestically held instruments. Since 2008, Brazil became a net external creditor and all three of the major ratings agencies awarded investment grade status to its debt.



Brazil's traditionally high level of income inequality has declined for each of the last 15 years. It is a member of the Common Market of the South (Mercosur), a trade bloc including Argentina, Paraguay, Uruguay, and Venezuela. In order to promote local business, Brazil is strengthening its workforce and its economy in the long run by imposing local content and technology transfer requirements on foreign businesses, by investing in education through social programs such as Bolsa Familia and the Brazil Science Mobility Program, and by investing in research in the areas of space, nanotechnology, healthcare, and energy.

WHY BRAZIL?

Brazil and Kenya have in common an affordable housing problem. Travel to Brazil is beneficial due to their advances and commitment to providing their lower income earning population with affordable/ low cost housing projects; we can learn from the efforts they have thus far made. Below are the benefits of this program.

1. Expo Arquitetura Sustentavel is a 4 days event being organized by RELX Group held from 10th April to the 13th April 2018 in Sao Paulo, Brazil. This event showcases products like technologies, sustainability concepts and solutions for efficiency in building homes, offices and industrial plants from Industrial Products industry etc. in the Industrial Products industry.
2. Feicon Batimat is a 5 day event being held from 10th to 13th April 2018 at Sao Paulo Expo in Sao Paulo, Brazil. This event showcases product from Building Construction, Home Furnishings & Home Textiles, Architecture & Designing, Real Estate Agents, Household Services industries.
3. Low cost housing project. ATS and our partner shall ensure to provide a major low cost housing project to visit in Sao Paulo. This will be done together with the contracting firm giving the explanation for the project plus the costing for the same. In Rio we shall organize for a visit to a major big construction project. This will be an eye opener and an opportunity to meet investors in the same industry.

4. Bilateral meetings/ program: In accordance with the theme for the travel (Low cost Housing exposure) we shall expose the club members to low cost housing & materials construction professionals/ companies that are interested in doing business in East Africa and Kenya in general. This will allow for partnership opportunities and also general exposure in the same regard.

5. New building techniques: Today in order to reduce the cost of housing, new techniques must be employed. The club members will have an opportunity to learn of new techniques in construction in order to keep them competitive and also to reduce their turnaround time in construction. They shall meet 2 or 3 different companies to expose them on this. Including a company that can build a house in less than a week.

6. Government private sector collaboration: currently working on this to find out the possibility of meeting a government agency in charge of such co operations. Also we shall be exploring the Afro- chamber of Brazil on the same regard. Additionally we are also working on getting some financiers to also meet with the group on exploration purposes for funding of low cost housing projects.

BRIEF ABOUT DUBAI

Dubai is the synonym of business and luxury that became a paradise for tourists. Known as the city of superlatives and the unexpected, it has transformed its skyline with creative and inspired architecture. Home to some of the most amazing futuristic mega projects in the world, Dubai has the world's tallest building, the tallest hotel, the largest shopping mall, the iconic Palm and World Islands, and also features a blooming garden and a ski resort in the middle of the desert.



WHY DUBAI?

1. Multi-sectoral: **Dubai's** industry covers machinery, shipbuilding, textiles, and Household electrical appliances, computers, and petrochemicals, light industrial products for daily use, rubber products and garments.
2. Plenty of shopping malls and discounted shops.
3. Real estate and Constructors paradise. Heavy constructions with 30,000 construction cranes, which are 25% of cranes worldwide, are operating in Dubai.
4. Be among the few to have encountered astonishing architectural wonders e.g. Dubai Land which will be almost twice the size of the Walt Disney World Resort and Guangzhou Opera House in Guangdong Province.

**TENTATIVE ITINERARY
BRAZIL AND DUBAI**

DAY	ACTIVITY
DAY 1	<p><u>Nairobi-Departure</u> <u>7.04.2018</u></p> <p>Meet and assist at JKIA for your flight that departs for Sao Paulo through Dubai.</p>
DAY 2	<p><u>Sao Paulo-Arrival</u> <u>8.04.2018</u></p> <p>14:30 - 16:00 Welcome to the great city of Sao Paulo 16:00 - 18:00 Stop at nearest shopping center for local SIM cards, currency exchange, and food. 18:30 - 19:30 Check in at the hotel with great amenities. Welcome dinner</p>
DAY 3	<p><u>Business Forum - B2B Meetings</u> <u>9.04.2018</u></p> <p>07:00-09:00 Breakfast 09:00-12:30 Business Forum and Bilateral Meetings Organized by TABA and Afro Chamber, you will meet local businessmen and companies where you can make important contacts. 12:30-13:30 Lunch Break (own) 13:30-16:00 Visit a local Factory within city limits. 18:00-19:00 Stop for own quick dinner / Back to the hotel</p>



**DAY
4**

At Expo Arquitetura Sustentavel

10.04.2018

07:00 - 09:00 Breakfast

09:00 - 12:00 Visit Expo Arquitetura

Sustentavel—One of the largest construction expos

12:00 - 13:00 Lunch at the Expo grounds (own)

13:00 - 15:00 Street Shopping

15:00 - 18:00 Visit local shopping center for dinner and shopping, back to the hotel

Own Dinner



**DAY
5**

Feicon Expo—City Tour

11.04.2018

07:00-09:00 Breakfast

09:00-12:00 Visit - Construction Industry Expo Feicon

12:00-13:00 Lunch at expo grounds

13:00-16:00 Visit Mercado Municipal the old way for shopping followed by 25th of March

Avenue for Street shopping including human hair

17:00-20:00 Own Dinner



**DAY
6**

Free Day - For Leisure

12.04.2018

07:00 - 09:00 Breakfast

09:00 - 12:00 Free day at your own leisure

Own dinner



DAY
7

Aparecida—Rio De Janeiro

13.04.2018

07:00-08:00 Breakfast

08:00-11:00 On our way to lady Aparecida the
2nd Largest Church in the World on the way to
Rio De Janeiro

11:00-13:00 Visit Aparecida—Lunch (own)

13:00-16:00 Arrive in Rio De Janeiro / Check in



DAY
8

Sugar Loaf—Poa De Acucar

14.04.2018

07:00 - 09:00 Breakfast

09:00 - 12:00 Visit Poa De Acucar—Sugar Loaf,
one of the wonders of Rio De Janeiro

12:00 - 13:00 Lunch at Sugar Loaf (own)

13:00 - 16:00 City Tour and Street Shopping at
the city Center in Rio

16:00 - 17:00 Dinner and back to the hotel.



DAY
9

Christ the Redeemer

15.04.2018

07:00-09:00 Breakfast

09:00-12:00 Visit Christ the Redeemer by Old
Tramway

12:00-13:00 Lunch at Christ the redeemer (own)

13:30-18:00 Free time for Beach at Copacapana



**DAY
10**

Free Day in Rio and Depart

16.04.2018

07:00 - 09:00 Breakfast

09:00 - 16:00 Free Day in Rio De Janeiro

16:00 Farewell Dinner at World Famous Fogo De Chao, the real Gaucho way

16:00 - 17:00 Head to Airport for departure to Dubai.



**DAY
11**

Arrival in Dubai

17.04.2018

Meet and greet followed by transfer to the hotel



**DAY
12**

Shopping

18.04.2018

6.00 am Wakeup call

7.00-8.00 am Breakfast

Morning: Open morning for shopping and other personal activities.

Lunch (own)

Overnight at the hotel.



**DAY
13**

Return flight

19.04.2018

Breakfast

Free morning to finalize on shopping before being transferred to the airport for return flight.



PACKAGE COST

Per person sharing in twin//Double flying economy	USD 3,800
Per person in single flying economy	USD 4,500

NB

The correct program timings shall be provided later after finalizing on profiling customers' interests