

# Franchising in Brazil?

## Things To Know Before You Go

- Almost 95% of all franchises in Brazil are local franchises
- According to the Brazilian Franchise Association, the franchise sector is growing at 10-13% per year
- It takes 189 steps and 3-6 months to start a new business in Brazil, which is why franchising with a proven system is so popular
- São Paulo, Rio, Bello Horizonte and Curitiba have a population of over 23 million
- Brazil is NOT a Spanish speaking Latin American country and prefers to speak Portuguese or English. 'Kiss, Bow and Shake Hands', 2006
- Building long term relationships are critical to success in Brazil
- "Brazil sometimes seems like several countries within a continent—each with its unique demographic characteristics and consumer tastes." Economist Intelligence Unit, 2012
- Be sure to check the Brazilian calendar before traveling there for business, as there are many holiday periods when no one is available to do business
- For meetings in Brazil, a lack of punctuality is common, largely due to culture and traffic jams

*"Your help, guidance and negotiating skill really paid off.  
I appreciate working with you as we take our company international.  
We couldn't have found a more dedicated "consultant" to help us succeed."*

**– Senior Vice President of an EGS Client**



**Helping your franchise reach its global potential.**

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