

Brazil's booming beauty market draws investors

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RIO DE JANEIRO (AP) -- Looking good has always been serious business in Brazil. Now it's big business, too....

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- [Brazil's booming beauty market draws investors](#)
- [iShares Brazil ETF: An Olympic Opportunity?](#)

By Stephen Aniston: Carnival time is coming soon and while you ponder the possibility of going on a nice little vacation to Rio de Janeiro, I urge you to reconsider - save your vacation money and invest in Brazil instead. Now may be the best time to buy into the Brazilian ETF (EWZ) and make some extra money for that first-class trip to the Olympics in 2016. Booming Employment

- [Brazil's Booming Art Market](#)

SÃO PAULO — On a recent afternoon, 10 of Lucas Arruda's brooding, impressionistic landscapes sat on the floor of São Paulo's Mendes Wood gallery, waiting to be hung for a preview show the next night. The 28-year-old artist is in the vanguard of a group of young São Paulo painters who embody the creative and commercial growth in Brazilian contemporary art.

- [Renault-Nissan invests \\$1.8 billion in Brazil](#)

RIO DE JANEIRO (AP) -- Carmaker Renault-Nissan announced a combined investment of \$1.8 billion in Brazil, where the companies plan to introduce 23 new models in an aggressive bid to increase their share of Brazil's booming car market, the company's president and chief executive Carlos Ghosn said Thursday....

- [New Friendships and New Opportunities to Do Business in Brazil](#)

Guest blog post by Francisco Sánchez, Under Secretary for International Trade, International Trade Administration Today I had the honor of inaugurating the U.S. Pavilion at the Offshore Technologies Conference in Rio de Janeiro, Brazil. The pavilion is giving more than 80 U.S. firms the opportunity to exhibit their products and services to potential buyers in Brazil and elsewhere in the Western Hemisphere. The pavilion also supports a Department of Commerce–certified trade mission that was organized by the state of Louisiana along with that state's Committee of 100 for Economic Development. Why Brazil? There are a lot of reasons for U.S. companies to look for business here, especially in the energy sector. Economically, Brazil is on the rise. It is the world's seventh largest economy and in 2010 posted a real GDP growth rate of 7.5 percent. This strong growth is sure to continue in the long-term. One factor in that growth will be Brazil's oil and gas sector, buoyed by the recent discovery of offshore oil reserves in the Santos Basin. The discovery of these reserves is good news for the United States—both for the potential market it represents for U.S. sellers of energy products, technologies, and services as well as for the likelihood that that it will make Brazil a stable and secure source of energy for the United States in the future.

- [Green Building is Booming in Brazil](#)

Guest blog post by Nicole Y. Lamb-Hale, Assistant Secretary for Manufacturing and Services,

International Trade Administration “It’s Brazil’s Time!” I still can hear the clarion call of Rick Fedrizzi, President of the U.S. Green Building Council, from his opening speech during the Green Building Conference Brasil in São Paulo last week. I was in Brazil to foster expanded commercial ties between Brazilian and American firms in the green building and energy sectors and advance the objectives of the U.S.-Brazil Strategic Energy Dialogue. For a portion of the trip, I accompanied 14 companies participating in the Department of Commerce-certified, Brazil-U.S. Business Council-organized Trade Mission. These are innovative and forward-thinking small and medium companies interested and ready to export green building products to Brazil. Fedrizzi also pointed out that Brazil was among the top five countries for LEED certifications, so there is definitely a market opportunity for these companies. It also helps that financing is available for construction of buildings designed to LEED specifications. Brazil is rushing to get ready for the 2012 World Cup and the 2016 Olympics.

- [Brazil fact of the day](#)

...over the past decade, the income of black Brazilians rose by about 40 percent, more than double the rate of whites, as Brazil’s booming economy helped trim the inequality gap and create a more powerful black consumer class, said Marcelo Neri, an economist in Rio de Janeiro. Here is much more, and on a more interesting topic than economics.

- [The beauty tyranny](#)

Do good-looking prostitutes earn more than ugly ones? Obviously, they do. But here’s a surprise - the beauty premium is not much greater in prostitution than it is in the economy generally. This new paper studied the earnings of sex workers in Mexico and Ecuador, where the business is legal.

- [Rio de Janeiro Murders Reach Lowest Rate in 20 Years](#)
- [Rio de Janeiro Faces Budget Challenges for 2016 Olympics: Video](#)