



COMPANY PROFILE

International intelligence for companies that decide to *cross borders*

Business diplomacy, geopolitical intelligence and market entry strategy, working in both directions: from Brazil to the world and from the world into Brazil.

Charmaine Alves

INTERNATIONAL BUSINESS STRATEGIST · FOUNDER AND CEO

CAMPO GRANDE · PRESIDENTE PRUDENTE
SÃO PAULO · 2026

Going international is not just selling abroad. It is arriving in another market *able to read* the government, the culture, the buyer and the risk before sitting at the table.

WHO WE ARE

A boutique international business consultancy

Every engagement is led personally by the founder. Each project receives senior strategic judgment from diagnosis to execution.

WHAT WE DO

We prepare companies to decide and operate in another market

Business diplomacy, geopolitical intelligence, market entry, strategic importing and soft landing for foreign companies in Brazil.

HOW WE DO IT

With method, fieldwork and institutional access

Proprietary methodologies, physical presence in the corridors and markets where we work, and dialogue with governments, chambers, academia and industry bodies.



Charmaine Alves

INTERNATIONAL BUSINESS STRATEGIST · FOUNDER AND CEO

More than two decades in international relations, foreign trade and internationalization strategy, across the public sector, academia and private enterprise. She personally leads every CA engagement, preparing product, message and relationships before a company faces buyers, partners and governments.

Graduate-level professor

International, Institutional and Government Relations

Founder of the CDN

Círculo Diplomático de Negócios (Diplomatic Business Circle): a curated community of business leaders, institutional and government representatives and business professionals

Economic planning for Rondônia

Developed the domestic and international business environment plan for the state of Rondônia and 15 of its municipalities

Senior Associate Researcher

RBCIP

Former Vice President

Câmara Empresarial Internacional de Brasília (International Business Chamber of Brasília)

Reference on Bioceanic Corridors

Overland journey on the Capricorn Bioceanic Corridor representing the Mato Grosso do Sul government and business community, with Brazilian diplomatic bodies and meetings in Paraguay, Argentina and Chile

20+

years in international relations and foreign trade

Halal

Halal market training · CNA · FAMBRAS

3

offices: Campo Grande, Presidente Prudente and São Paulo

TWO DIRECTIONS, TWO METHODOLOGIES

We take Brazil to the world and *bring the world* to Brazil

Few consultancies work both ways across international flows. CA does, with a dedicated method for each direction, because exporting and receiving a foreign company call for different analysis, risks and counterparts.

Brazil → World

EXPORT.AÇÃO

For Brazilian companies that want to export by strategy, not by isolated opportunity.

- Export readiness diagnosis
- Target market and channel selection
- Regulatory and cultural adaptation
- Representation and business diplomacy

World → Brazil

IMPORT.AÇÃO AND SOFT LANDING

For foreign companies and investors that want to import into, set up in or invest in Brazil safely.

- Reading of the Brazilian regulatory environment
- Mapping of partners and suppliers
- Structuring of arrival and operations
- Local institutional liaison

EXPORT.AÇÃO · PROPRIETARY METHODOLOGY

Five phases, from diagnosis to *consolidation* in the market

Each phase delivers a decision, not a report. The company moves to the next phase only once the previous one is settled, which protects the investment and avoids exporting by trial and error.



Import.Ação follows the same phased logic in the opposite direction: from assessing the foreign supplier and product to a safe arrival in the Brazilian market.

SERVICE LINES

A service for *every stage* of going international

From a single question from an executive to a full market entry mandate. Services can be engaged individually or combined into one project.

01

Export.Ação

Proprietary five-phase export methodology, with a decision delivered at every stage.

02

Import.Ação and Soft Landing

Strategic importing and the set-up of foreign companies and investors in Brazil.

03

Business Diplomacy

Representation of the company's interests before governments, chambers, buyers and partners abroad.

04

Radar GeoAssets

Applied geopolitical intelligence: trade agreements, logistics corridors, country risk and commercial windows.

05

Delegations, Trade Fairs and Missions

Preparation, qualified agendas and representation of companies at trade fairs, B2B rounds and international missions.

06

Targeted Advisory

Strategic advice on one specific decision, with a clear roadmap and referrals to execution partners.

BEYOND THE CORE

Three practices for those who *operate across borders*

Practices born from our own clients' needs: executives, families, investors and premium brands that need more than a market strategy.

01

Executive Mobility

IN PARTNERSHIP WITH VILLIERS

Coordination of private charter flights for schedules that allow no delay, with privacy, predictability and curated options in Brazil and abroad.

02

Mobility and Assets

PART OF THE SOFT LANDING

Insight into the real estate market for expatriates, executives and investors settling in Brazil, so that the asset decision keeps pace with the business decision.

03

International Premium

DESIGN, BEAUTY AND WELLNESS

In both directions: Brazilian brands prepared for foreign markets, and international premium brands reaching the Brazilian consumer.

One principle across every practice: diagnosis before execution.

THE CA STANDARD

DELEGATIONS AT INTERNATIONAL EVENTS

The fair starts *before boarding*

Most companies come back from an international fair with business cards and little business. The problem is rarely the event. It is arriving without knowing whom to talk to, what to ask and what to do afterwards.

CA turns attendance at a fair into a business agenda with a beginning, a middle and a follow-through.

BEFORE

Intelligence and preparation

- Market and sector briefing on the host country
- Selection of target exhibitors and buyers
- B2B meetings booked in advance
- Preparation of pitch and materials

DURING

Qualified agenda

- B2B meetings led or accompanied
- Technical visits to plants, retail and distribution centres
- Institutional and chamber meetings
- Cultural and protocol guidance

AFTER

Follow-through

- Opportunity report for each company
- Structured follow-up with contacts
- Prioritisation of markets and channels
- Path to a market entry project

WHAT CA DELIVERS

The strategic layer of the delegation: intelligence, curated contacts, technical and business agenda, representation and post-event follow-up.

LOGISTICS BY SPECIALISTS

Travel, accommodation and transfers are handled by specialised agencies, selected and coordinated by CA to suit each group.

WHY CA

What no report *can teach*

I

Field presence

The Capricorn Bioceanic Corridor was travelled overland, from Campo Grande to the Pacific ports of Chile. CA speaks about the corridors and markets where it works because it has been there.

II

Geopolitical and cultural insight

Agreements, risks, protocols and cultural sensitivities read before the commercial decision, so the client enters the right market by the right route.

III

Institutional access

Experience in the public sector, academia and business associations. CA knows how governments, chambers and associations work from the inside.

IV

Markets that demand adaptation

Halal market training to guide companies targeting Islamic countries, plus experience with certifications and regulatory compliance in the European Union.

WHERE WE WORK

Rooted in Brazil's Midwest, *looking global*

CA was born in Mato Grosso do Sul, at the starting point of the Bioceanic Corridor, and today operates from Campo Grande, Presidente Prudente and São Paulo.



CAMPO GRANDE · MATO GROSSO DO SUL, BRAZIL

01 South America and the Bioceanic Corridor

Paraguay, Argentina and Chile: logistics integration, access to the Pacific and opportunities for agribusiness and industry in Brazil's Midwest.

02 Europe

Entry of value-added Brazilian products, with attention to certifications, regulatory registration and distributor selection.

03 The Gulf and Islamic markets

Preparing Brazilian brands for Saudi Arabia and the GCC, with Halal and cultural protocol guidance.

04 Asia · *in development*

Sourcing and strategic importing, following the new waves of Asian products reaching the Brazilian consumer.

EXPORT CASE · COSMETICS

A Brazilian *hair care* manufacturer heading to Europe

Client name withheld for confidentiality. A manufacturer already exporting to Eastern Europe, with EU registration under way.

THE CHALLENGE

Expanding the European presence of a brand with a competitive product, in a sector marked by strict regulatory requirements and distributors of uneven reputation.

Before selling more, it had to know whom to sell with.

WHAT CA DELIVERED

Customs framework

Tariff classification and Radar Siscomex review, so that shipments could leave Brazil without friction.

European market intelligence

Mapping of markets, requirements and channels, matched against the brand's positioning.

Partner due diligence

Investigation of a UK distributor rated high risk, before any commercial commitment.

Expansion strategy

Groundwork for commercial promotion in the EU once regulatory registration is complete.

CDN · DIPLOMATIC BUSINESS CIRCLE

A curated community of *intelligence and business*

Founded and led by Charmaine Alves, the CDN brings together business leaders, institutional and government representatives and international business professionals around informed scenario analysis and concrete opportunities.

INTELLIGENCE

Geopolitical and market analysis produced by CA and discussed among peers.

RELATIONSHIPS

Access to a selected network, with entry criteria and an environment of trust.

OPPORTUNITY

A qualified channel for missions, trade fairs, B2B rounds and bilateral agendas.

ENGAGEMENT MODELS

Four ways to *work with us*

Every mandate starts with scope, deliverables and decision criteria set out in writing. Execution is designed only after the diagnosis shows the way.

O1

Diagnosis and pre-project

A strategic assessment of the company and the target market, with a reasoned recommendation to go, wait or change course.

O2

Execution project

Leading the phases of market entry, importing or soft landing, with defined deliverables and milestones.

O3

Ongoing advisory

Monthly advisory for companies already operating internationally that need recurring strategic insight.

O4

Institutional partnerships

Joint programmes with trade fair organisers, chambers, industry bodies and governments to prepare and represent groups of companies.

“No company will sit at the table without being ready for it.”

THE CA COMMITMENT

NEXT STEP

Let's design *your next market*

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CA CONSULTORIA INTERNACIONAL

