

PRESS RELEASE

Paris, June 6, 2025

Business France and ApexBrasil commit to strengthening Franco-Brazilian economic relations

Business France, the national agency serving the international development of the French economy, and ApexBrasil, the Brazilian Export and Investment Promotion Agency, today signed a Memorandum of Understanding (MoU) aimed at structuring a joint framework for action to boost trade and support investment between France and Brazil.

This development follows on from the Letter of Intent signed in March 2024, during the President of France's state visit to Brazil, by Laurent Saint-Martin, then Chief Executive Officer at Business France, and Jorge Ney Viana Macedo Neves, President of ApexBrasil. It marks a new stage in the strengthening of the Franco-Brazilian partnership, with a targeted co-operation program and joint action with strong operational potential.

Supported by Benoît Trivulce, Acting Chief Executive Officer at Business France, and Jorge Ney Viana Macedo Neves, this Memorandum of Understanding sets out the priorities of this enhanced co-operation, structured around five complementary components:

- Exchange of information and business intelligence: pooling of data, practices and market analyses to enhance business competitiveness.
- Joint promotion of foreign trade: identification of collaboration opportunities and organization of joint market survey and communication activities.
- Support for SMEs and women-led businesses: programs dedicated to reducing regional disparities and promoting economic inclusion.
- Economic attractiveness and cross-investment: co-ordinated action to promote innovation ecosystems and priority sectors, particularly in terms of energy transition.
- Development of joint initiatives aimed at promoting and strengthening investment flows between the two parties, thereby contributing to the development of priority sectors in both countries.

Beyond its economic dimensions, this partnership illustrates a shared vision of more equitable and responsible development. Both agencies are committed to respecting international standards in data protection, the fight against corruption and the promotion of gender equality in global economic trade.

“This partnership formalizes a shared ambition: to better connect our ecosystems, support our businesses in their international development and jointly identify specific measures to enhance co-operation. In 2024, Business France supported more than 11,000 firms and facilitated more than 1,800 foreign investment projects in France.

“These results demonstrate the relevance of our work and the expertise that we can share. With ApexBrasil, we are taking a new step forward, serving more innovative, more inclusive and more sustainable growth,” said Benoît Trivulce, Acting Chief Executive Officer at Business France.

“Brazil and France are long-standing trading partners, with shared goals of modernizing and revitalizing their respective economies, with a view to sustainability and respect for human rights. These ties can only grow stronger. Thanks to its energy mix, Brazil, its people and its potential can all contribute to building this new economy that the world so desperately needs, as it is the most biodiverse country on the planet,” said Jorge Ney Viana Macedo Neves, President of ApexBrasil.

About Business France

Business France is the public consulting business serving the international development of the French economy. It is responsible for fostering export-led growth by French businesses, as well as promoting and facilitating foreign investment in France.

It promotes France’s firms, business image and nationwide attractiveness as an investment location, and also runs the V.I.E international program. Business France has more than 1,400 personnel, both in France and in 53 countries throughout the world.

In 2024, support from Business France made it possible to generate €1.8 billion in additional export revenues for French SMEs and mid-size companies, accounting for more than 31,010 jobs created or planned. Business France supported 66% of the 1,688 foreign investment decisions in 2024, accounting for 69% of the 37,787 jobs to be created or maintained nationwide within the next three years.

About ApexBrasil

The Brazilian Export and Investment Promotion Agency (ApexBrasil) works to promote Brazilian products and services internationally and to attract foreign investment in strategic sectors of the Brazilian economy. The agency conducts various trade promotion activities aiming to encourage exports and to promote Brazilian products and services abroad, such as market survey work and trade missions, business meetings, supporting the participation of Brazilian businesses at major international trade fairs and organizing visits for foreign buyers and influencers to showcase Brazil’s productive capabilities. These various business platforms also aim to strengthen the Brazil brand.

ApexBrasil also co-ordinates with public and private stakeholders to attract foreign direct investment (FDI) to Brazil, targeting strategic sectors for developing the competitiveness of Brazilian businesses and the country.

In 2024, ApexBrasil reached a historic milestone, with 20,596 businesses supported, a 21% increase compared with 2023. Of these, 9,020 were new, meaning they had not used any of the agency’s services the previous year. Micro and small enterprises (MSEs) represented 54.2% of the total, demonstrating ApexBrasil’s commitment to supporting this segment. Support for MSEs increased by 50.1%, from 7,441 businesses in 2023 to 11,172 in 2024.

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