

About Abiec

Founded in 1979, the Brazilian Beef Exporters Association (Abiec) brings together 47 companies in the country's sector, which account for 98% of the meat traded for international markets. Its creation was a response to the need for a more active role in the Brazilian beef export segment by defending the sector's interests, expanding efforts to reduce trade barriers, and promoting domestic products. Currently, Brazil produces around 11 million tons of beef, with approximately 30% traded to dozens of countries worldwide, adhering to the most rigorous quality standards.

About Brazilian Beef

Launched in 2001, the Brazilian Beef sectoral project—a partnership between ApexBrasil and Abiec—aims to strengthen the image of Brazilian beef, improving the perception of its quality in importing countries and thereby expanding Brazil's share in the global meat market. Over 20 years, ten projects have already been established, with investments exceeding R\$ 60 million and export growth of over 500%.

About ApexBrasil

The Brazilian Trade and Investment Promotion Agency (ApexBrasil) works to promote Brazilian products and services abroad and attract foreign investment to strategic sectors of the Brazilian economy. To achieve its objectives, ApexBrasil carries out diversified trade promotion actions aimed at promoting exports and enhancing the value of Brazilian products and services abroad, such as prospective and trade missions, business rounds, support for the participation of Brazilian companies in major international trade fairs, visits by foreign buyers and opinion makers to learn about the Brazilian production structure, among other business platforms that also aim to strengthen the "Brasil" brand. The Agency also works in a coordinated manner with public and private stakeholders to attract foreign direct investment (FDI) to Brazil, focusing on strategic sectors for the development of the competitiveness of Brazilian companies and the country.