

EXPORTS BOOST

IMPULSO DAS EXPORTAÇÕES

#6
APR
2025



HIGHLIGHTS

Click and check
each highlight



FOREIGN TRADE

- The trade flow between January and March reached US\$ 144.6 billion, an increase of $\uparrow 5.6\%$ compared to the same period of the previous year.



SPECIAL 130 YEARS OF FRIENDSHIP BRAZIL-JAPAN

- The country is one of the main destinations for our exports and occupies the 10th position as an origin of investments in Brazil in a relationship with great potential for growth.



FOREIGN INVESTMENT

- The country is one of the main destinations for our exports and occupies 10th place as the origin of investments in Brazil in a relationship with great potential for growth.



VERSÃO PORTUGUÊS



FOREIGN TRADE IN 2025 (JAN-MAR)

**USD 77.3
billion**

in goods that **Brazil
exported** to the world

↑ – 0.5%

compared with the
same period last year



**USD 10.0
billion**

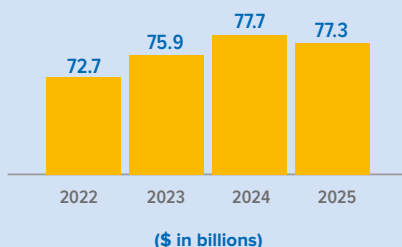
**trade
balance**

↓ – 46%

compared with the
same period last year

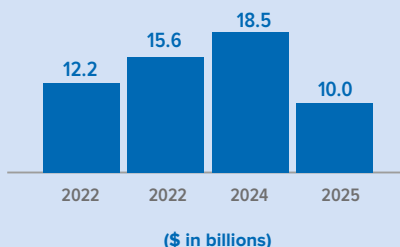
EXPORTS

Jan-Mar



TRADE BALANCE

Jan-Mar



Source: ComexStat/MDIC

MAIN EXPORTED PRODUCTS (\$ billions)



Crude
petroleum oils

9.7



Soya
beans

8.7



Iron ore and
concentrates

6.0



Green Coffee

3.8



Fuel Oil

3.0

PRODUCTS SUPPORTED BY APEXBRASIL WITH EXCELLENT PERFORMANCE (\$ millions)



Beef

2,901



Raw
cotton

1,568



Fruit juices (including
grape must) and
vegetable juices

989



Electric power
machinery and
parts thereof

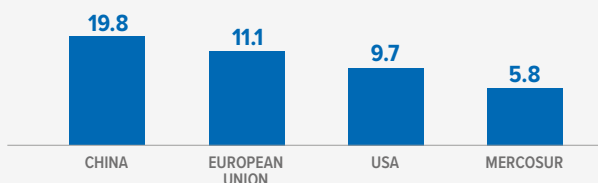
261



Electrical
machines and
appliances

234

MAIN EXPORT DESTINATIONS (\$ billions)



Get to know
the sectors
supported by
ApexBrazil





ANALYSIS



Manufacturing Industry Boosts Brazilian Exports in the 1st Quarter

In the first quarter of 2025, Brazilian exports totaled US\$ 77.3 billion, a slight drop of 0.5% compared to the same period in 2024. Imports increased by 13.7%, reaching US\$ 67.3 billion. As a result, the trade balance in the quarter was positive at US\$ 10.0 billion, 46% lower than that recorded in the first quarter of 2024. Driven by the increase in imports, the trade flow reached US\$ 144.6 billion, a growth of 5.6% compared to the same period of the previous year.

The manufacturing industry was the positive highlight of the quarter, with a 5.6% growth in the value exported. The extractive industry, on the other hand, showed a 16.7% drop, influenced by the decline in international commodity prices. Agriculture had a stable performance, with a 4.6% increase in the value exported.

Among the main exported products, crude oil (US\$ 9.7 billion) and soybeans

(US\$ 8.7 billion) led the way, with declines of 13.6% and 10.4%, respectively, compared to the previous year. Iron ore also showed a significant decline (-25.1%). On the other hand, there were significant increases in exports of unroasted coffee (+69.8%), driven by a significant increase in prices, and cellulose (24.4%).

Among the main destinations for Brazilian exports, despite the 13.4% drop compared to the previous year, China remains the largest trading partner, with purchases of US\$ 19.8 billion, followed by the European Union, with US\$ 11.1 billion, 16.6% more than in the same period of the previous quarter, and the United States, whose exports were US\$ 9.7 billion, a slight drop of 0.8%. Also noteworthy is the significant growth in exports to Mercosur (36.3%), largely driven by the increase in exports to Argentina (50.8%).

Opening of Markets

Since 2023, Brazil has **opened 346 new international markets for agricultural products**. The report released by the Ministry of Agriculture and Livestock (MAPA) shows that in the first quarter of 2025 there were **45 new markets**. Check out the markets opened in this first quarter:



[Click here and find out more](#)



DETAILED TRADE BALANCE RESULTS

Check out the main highlights in the Brazilian trade balance for the first quarter of 2025 and in comparison with 2024:



ASIA
USD 31.6 BILLION
↓ - 9.4%



AFRICA
USD 3.6 BILLION
↓ - 4.5%



SOUTH AMERICA
USD 9.4 BILLION
↑ 16.8%



ASEAN
USD 5.5 BILLION
↓ - 15.9%



MIDDLE EAST
USD 3.7 BILLION
↓ - 20%



UNITED STATES
USD 9.7 BILLION
↓ - 0.8%



EUROPE
USD 14.4 BILLION
↑ 21.2%



CHINA
USD 19.8 BILLION
↓ - 13.4%

Sectors

AGRICULTURE

Value: **4.6%**
Volume: **2.9%**
Price: **0.7%**

EXTRACTIVE INDUSTRY

Value: - **16.7%**
Volume: - **8.3%**
Price: - **9.3%**

MANUFACTURING INDUSTRY

Value: **5.6%**
Volume: **3.8%**
Price: **1.5%**

Source: MDIC Data

Products

CRUDE PETROLEUM OILS

Value: - **3.6%**
Volume: - **14.7%**
Price: **1.3%**

SOYBEANS

Value: - **10.4%**
Volume: **0.5%**
Price: - **10.9%**

IRON ORES AND CONCENTRATES

Value: - **25.1%**
Volume: **1.2%**
Price: - **25.9%**

UNROASTED COFFEE

Value: **69.8%**
Volume: - **1.9%**
Price: **73%**

CELLULOSE

Value: **24.4%**
Volume: **17.3%**
Price: **6.1%**

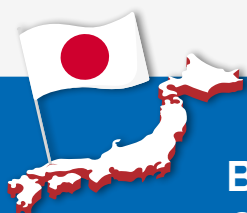


SPECIAL 130 YEARS OF BRAZIL-JAPAN FRIENDSHIP

In 2025, Brazil and Japan celebrates 130 years of friendship, and economic relations between the countries remain robust and diversified. Last year, bilateral trade totaled US\$11 billion, with a focus on Brazilian exports of commodities such as iron ore, poultry meat, and green coffee — products that together accounted for 43.4% of exports to Japan. Even so, there is still room for diversification, especially in higher value-added products.

In turn, Japan stands out as a supplier of industrial goods to Brazil, with a focus on auto parts, measuring instruments, engines, and medicines. The stock of Japanese investments in Brazil also grew, reaching US\$36.1 billion in 2023 — the highest amount since 2014 —, with companies such as Honda, Toyota, Sumitomo, and Ajinomoto strengthening their presence in the country.

The year of 2025 is even more special for Japan, which will host another edition of the Universal Exhibitions, in Osaka. The theme of Expo 2025 is 'Designing the Future Society for Our Lives'. Representatives from 158 countries, including Brazil, are expected to attend, as well as around 28 million visitors over the six-month duration.



Business Opportunities in Japan

ApexBrasil's Opportunities Map indicates **336 opportunities for Brazilian products in Japan**, with emphasis on mineral fuels (oil), raw materials (such as soybeans and various minerals), food products (including corn, wheat, and pork and beef) and manufactured goods (such as aluminum, iron, steel and tires).

ApexBrasil has eight sectoral projects focused on Japan, including the sectors of proteína animal, specialty coffees, corn bran, ethanol, winemaking, fashion design and venture capital.





FOREIGN INVESTMENTS

Data from the Central Bank of Brazil (BCB) indicate that direct investment in the country increased by 9.6% considering January and February of 2025, compared to the same period in 2024. Investments totaled US\$15.8 billion, most of which (65.5%) was concentrated in increased capital participation, which demonstrates the long-term interest of foreign multinationals in the Brazilian economy.

For 2025, the April 4th edition of the Focus Report revealed that the market expects direct investment

to remain at US\$70 billion. It is worth noting that FDI was a fundamental instrument for balancing the country's external accounts in 2024.

In international comparison, data from the Organization for Economic Cooperation and Development (OECD) indicate that, up until the third quarter of 2024, Brazil was the second largest global destination for direct investment, behind only the United States and ahead of Canada. The main sources of these investments in the world were the United States, Japan and China.

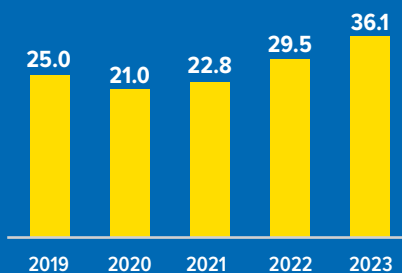


Direct investment from Japan in Brazil

According to the Central Bank of Brazil, in 2023, Japan's FDI stock in Brazil grew by US\$6.6 billion compared to 2022, closing the year at US\$36.1 billion. This represents an increase of 22.4%, the highest value since 2014.

The diversity of Japanese investments in Brazil is also noteworthy. According to the 2024 'Valor 1000' ranking, 15 companies with capital of Japanese origin are among the 1000 largest companies in Brazil, with emphasis on several brands with a historical presence in the country, such as Honda, Toyota, Ajinomoto and Sumitomo.

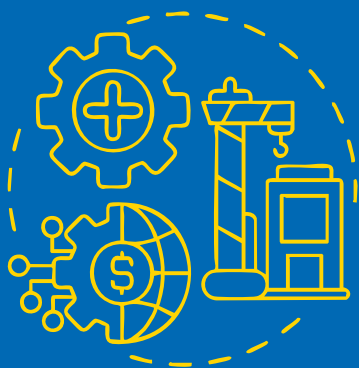
JAPAN FDI IN BRAZIL





FOREIGN INVESTMENTS

Japan's Greenfield and Brownfield Investments in Brazil (2024-2025)



From January 2024 to March 2025,

40 greenfield investment projects from Japan were registered in Brazil, with an estimated value of

US\$ 2.5 billion.

Main recent greenfield investments:

US\$ 801 million

Expansion of Honda's factory in Itirapina (RJ) – April/2024

US\$ 1.1 billion

Expansion of the Toyota factory in Sorocaba (SP) – March/2024

US\$ 100.7 million

Sony factory opens in Manaus (AM) – March 2024

According to Orbis, these investments were responsible for the creation of

+ de 5,000 jobs in Brazil between 2024 and 2025.

Four Japanese-capital M&A transactions were announced in Brazil in 2024 and 2025, with an estimated value

of **US\$ 888.4 million**. The highlight was the increase in **Itochu Corporation's stake in CSN Mineração**, which went from 9.3% to **20%**.



Expo 2025 Osaka

ApexBrasil will once again be responsible for coordinating the Brazilian Pavilion at the World Expo, this time in Osaka, Japan, between April 13 and October 13, 2025. Brazil's participation seeks to highlight the country as a reference in innovation, culture and sustainability, seizing the opportunity — which will bring together more than 150 countries — to strengthen Brazil's image abroad.

With creative direction by the artist Bia Lessa, the Brazilian Pavilion was designed as an immersive and sensorial experience, where the visitor becomes part of the exhibition. The journey will be divided into five acts — Balance, Diversity, Urbanization, Collapse and Hope — and will have as its central element a set of inflatables that simulate breathing, creating a lively and poetic environment. The space will be accessible and sustainable, representing the Brazilian essence with art, nature and technology.

The pavilion's proposal moves away from a purely technological approach, focusing on an engaging narrative that stimulates the senses and encourages reflection on the future. At the end of the tour, visitors will be able to wear a parangoromo - a poncho illustrated by Brazilian artists - and watch a video that presents Brazil as a powerhouse in natural resources and innovative solutions.



**Learn more
about the
Brazilian Pavilion
at Expo Osaka**



**Access the
Foreign
Investment
Attraction Guide**



Invest More States

ApexBrasil, in partnership with the Inter-American Development Bank (IDB), launched the Invest More States program with the aim of decentralizing foreign investments and fostering sustainable development in all regions of Brazil, with a special focus on decarbonization and green economy projects. The launch also included the publication of the Foreign Investment Attraction Guide, a tool that guides states and municipalities on efficient practices for structuring investment promotion agencies.

The actions include technical training, structuring of strategic projects, and promotion activities in international forums. The goal is to prepare a robust portfolio of priority projects in each state and connect them to qualified investors, with the support of the market intelligence offered by ApexBrasil. With this initiative, the Agency reinforces its role as a national coordinator for attracting sustainable investments, contributing to a more integrated and competitive Brazil.

MESSAGE FROM OUR EXECUTIVE BOARD

We are heading towards a year of great achievements in foreign trade, reaching even higher heights. Under the leadership of President Lula and with the support of the Vice President and Minister of Development, Industry, Commerce and Services (MDIC), Geraldo Alckmin, ApexBrasil reaffirms its commitment to fostering external investment, stimulating Brazilian exports, reaching new destinations and exploring opportunities.

This would not be possible, by all means, without the partnership of the Ministry of Foreign Affairs (MRE) and the Ministry of Agriculture and Livestock (MAPA), whose work in favor of opening new markets has taken Brazilian agribusiness ever further. We continue together in defense of fairer and more sustainable global trade.

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Boost



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