

GREEN PORTS PARTNERSHIP PROGRAM BRAZIL

Eva Verschoor – Business Manager Maritime Trade



Rijksoverheid



Rijksdienst voor Ondernemend
Nederland

GOTTERdam
PARTNERS



FOUNDING PARTIES

Founding parties:

Diplomatic network in Brazil

Jörgen Leeuwestein – Economic officer at the Netherlands Embassy in Brasilia

Silvane Bosch – Consulate General Sao Paulo

Annette de Castro – Honorary Consul in Ceará

Andre Lettieri - Honorary Consul in Santos

Richard Posma - NBSO in Porto Alegre

Niels Veenis – Deputy Consul General at the Consulate General in Rio de Janeiro



Rijksoverheid

The Netherlands Enterprise Agency (RVO) (Dutch Government body)

Kees Mokveld - Senior Advisor International Clean Energy Partnership

Nynke Schaap – Business Development Coach



Rijksdienst voor Ondernemend Nederland

Coordinator

Rotterdam Partners

Eva Verschoor – Business Manager Maritime Trade





WHO WE ARE ROTTERDAM PARTNERS

**A non-profit organisation
commissioned by the
Municipality of Rotterdam.
We are the official
Destination Marketing
Organisation &
Investment Agency for the
city of Rotterdam.**

**Our mission is to develop the sustainable economic growth of the city
of Rotterdam and its surroundings**

We do that by attracting visitors, congresses, corporate events, businesses and residents and to connect knowledge and expertise, networks and stakeholders on national and international level.



GREEN PORTS PARTNERSHIP

Collaborating in a coherent approach in order to make a bigger impact, build strong relationships and generate business opportunities in the Brazilian market. The focus will be based on supporting Dutch maritime companies with their ambitions to export and invest and Brazilian companies that would like to setup or expand their business in the Netherlands with a strong focus on sustainable and innovative developments in ports & terminals and port related energy projects (offshore & nearshore wind and green hydrogen), in close cooperation with relevant Brazilian stakeholders in order to support both economies.

WHICH PORT FOCUS?



❖ **Port of Pecém (short term)**

Port development/logistics & (Offshore) wind & hydrogen

❖ **Port of Rio Grande (short term)**

Port development/logistics & offshore/ near shore wind projects

❖ **Port of Açú (short term)**

Offshore wind

❖ **Port of Santos (long term)**

Port development/logistics & offshore/ near shore wind projects

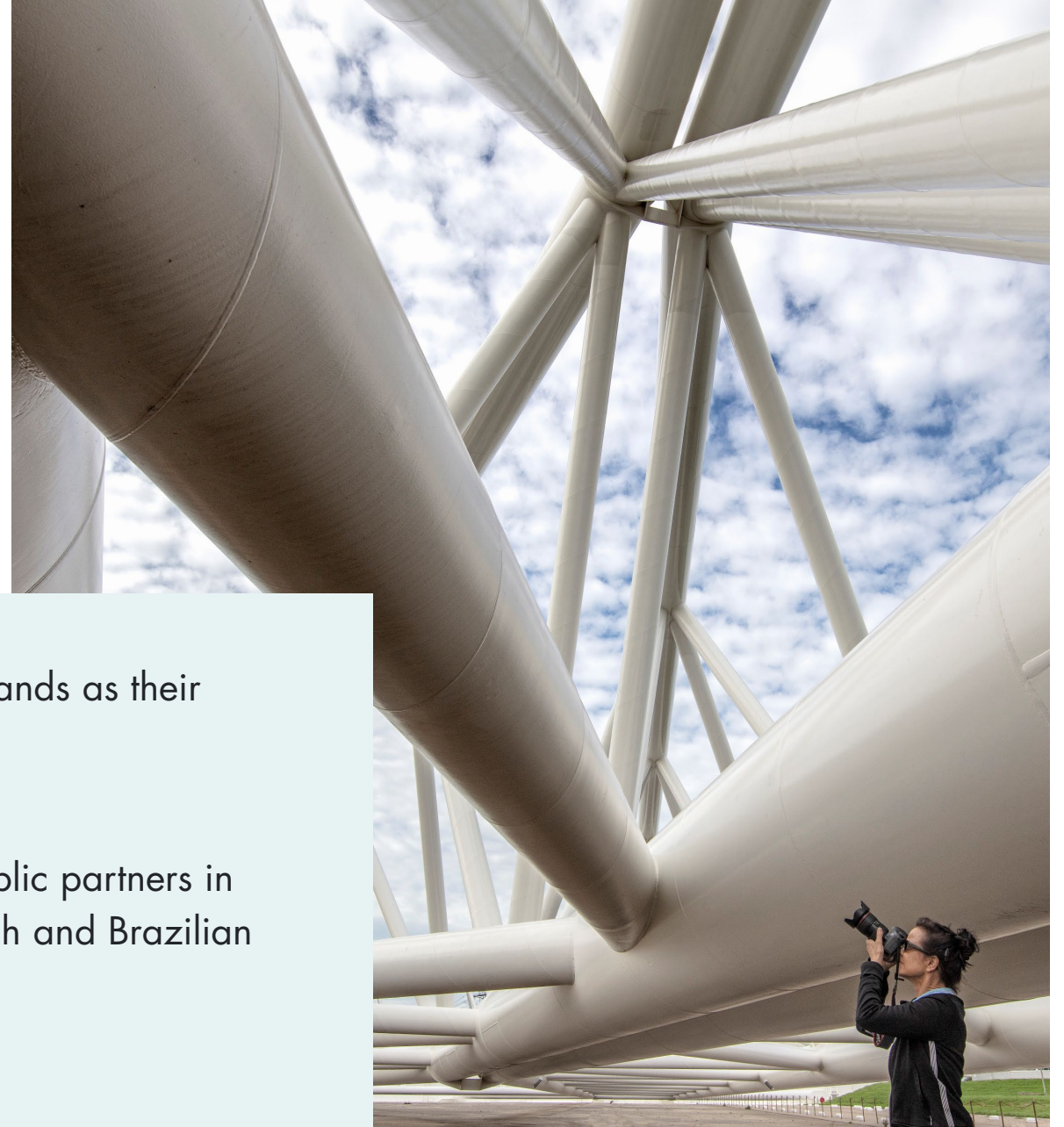
❖ **Port of Paranaguá (long term)**

Port development/logistics

MULTI ANNUAL PUBLIC/ PRIVATE PROGRAM

PURPOSE

- The Brazilian maritime and offshore market sees the Netherlands as their preferred business partner
- Development of strategic collaborations with private and public partners in Brazil in order to exchange knowledge, and to connect Dutch and Brazilian businesses
- Create concrete business opportunities





MARKET ACCESS

WHAT DO YOU GET?

- **MARKET ACCESS TO KEY STAKEHOLDERS IN THE BRAZILIAN PORTS AND RENEWABLE ENERGY MARKETS** (HYDROGEN, OFFSHORE AND NEARSHORE WIND & LOGISTICS)
- FOUNDED PARTIES WILL MAKE USE OF THE (GOVERNMENTAL) **POSITIONS** AND **NETWORKS OF** THE FOUNDED PARTIES TO DEPLOY PUBLIC AND KEY FIGURES TO GET BETTER AND **EASIER ACCESS** TO THE MARKET: **OPENING DOORS**
- **THE MOST UP TO DATE** INFORMATION ON BUSINESS OPPORTUNITIES, LEGISLATION AND FORESEEN PORT, PORT TERMINAL AND RENEWABLE ENERGY AUCTIONS IN BRAZIL

PROMOTION AND MATCHMAKING

WHAT DO YOU GET?

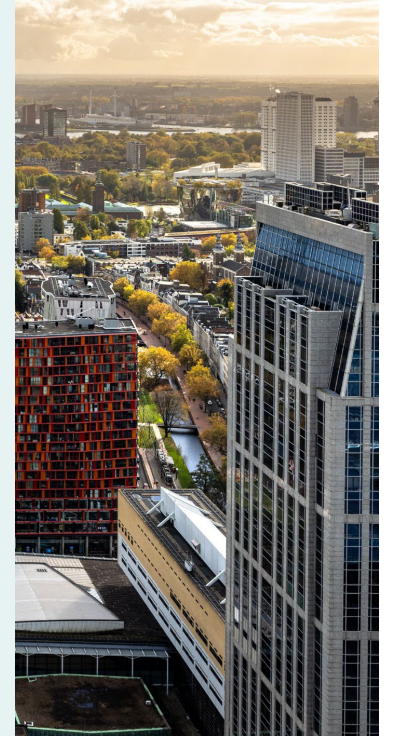


THE FOUNDING PARTIES WILL:

- **PROMOTE** THE CLUSTER COLLECTIVELY AND **POSITION THE NETHERLANDS** AS THEIR **PREFERRED BUSINESS PARTNER** WITHIN THE BRAZILIAN MARITIME AND RENEWABLE ENERGY MARKET
- **IDENTIFY & INVITE KEY COMPANIES** AND **DECISION MAKERS** IN BRAZIL TO JOIN THE INCOMING MISSIONS TO THE NETHERLANDS AND OUTGOING TRADE MISSIONS.
- ORGANIZE (TECHNICAL) **WORKSHOPS**, AIMING TO EXCHANGE KNOWLEDGE ON HYDROGEN, RENEWABLE ENERGY
- **ORGANIZE TRADE MISSIONS** AND **TECHNICAL VISITS** TO EITHER THE NETHERLANDS AND BRAZIL, TO PROMOTE BUSINESS PARTNERSHIPS AND COOPERATION PLATFORMS, INCLUDING THE ARRANGEMENT OF THE PROGRAM ACTIVITIES, HOTEL INDICATION, LOCAL LOGISTIC AND SIMULTANEOUS TRANSLATION IF REQUIRED.
- HOST (ONLINE) **SEMINARS** FOR DUTCH & BRAZILIAN COUNTERPARTS PROVIDING **IN-DEPTH MARKET INFORMATION:** TENDER PROCESSES, LEGISLATION, CUSTOMS, BUSINESS OPPORTUNITIES, STAKEHOLDERS, PARTNERSHIPS & LEVEL PLAYING FIELD.
- EXECUTE **MARKET STUDIES** IN ORDER TO GET A BETTER **UNDERSTANDING** OF THE POSSIBLE **BUSINESS OPPORTUNITIES** IN THE BRAZILIAN MARITIME AND RENEWABLE ENERGY MARKET FOR THE DUTCH ENTREPRENEURS
- STIMULATE BRAZILIAN PORT AND SUSTAINABLE ENERGY RELATED COMPANIES **TO ESTABLISH OR TO EXPAND THEIR BUSINESS IN THE NETHERLANDS.**

WHAT DO WE EXPECT FROM YOUR COMPANY?

- **ACTIVELY PARTICIPATE** IN EVENTS, SUCH AS TRADE FAIRS, WORKSHOPS, SEMINARS, NETWORKING GATHERINGS AND TRADE MISSIONS IN ORDER TO PROMOTE THE SECTOR COLLECTIVELY
- **PROVIDE INPUT** CONCERNING **MARKET ACCESS CHALLENGES** THAT NEED TO BE ADDRESSED BY THE DIPLOMATIC NETWORK IN BRAZIL
- **PROVIDE INPUT** FOR THE **TERMS OF REFERENCE** REGARDING THE TENDERING OF A **MARKET STUDY**
- **PROVIDE THEIR LOCAL FACILITIES TO HOST** WORKSHOPS, SEMINARS OR NETWORKING DRINKS (ONLY APPLICABLE FOR COMPANIES THAT HAVE LOCAL OFFICES IN BRAZIL/THE NETHERLANDS)
- CLEARLY **INDICATE** THEIR **NEEDS** AND PROVIDE **FEEDBACK**



ACTIVITY ROADMAP 2023-2025

Activity Roadmap 2023

Period in 2023	Activity	Location
28-02/ 2-03	Seminar during intermodal	Sao Paulo
Q2	Market study Hydrogen	Not applicable
Q2	Online seminar for Dutch companies & Brazilian companies providing in-depth market information	Online
Q2	Outgoing visit to BRA by NL companies on offshore wind & hydrogen mission	Rio de Janeiro, Rio grande do Sul?
9-11 May	Incoming visit from Brazil to the World Hydrogen Summit	Rotterdam
Q3	FIEC Green Hydrogen Summit Fortaleza. Possibility for networking event	Fortaleza
Q3	Technical workshop for government organisation in Brazil	Online
Q3?	Outgoing trade mission to Brazil on port development and port logistics	Various ports in Brazil
November	Incoming visit by Brazilian private sector representatives to the Netherlands Offshore Energy Exhibition & Conference (AMS) November 2023 Specific side event for Brazil	Amsterdam



FINANCE

COSTS OF THE PROGRAM



RVO, Rotterdam Partners & Economic Diplomatic Network

Will contribute and facilitate financially in the best possible way



Yearly fee

Each company will pay a yearly fee for the coordination of the program of €1500,- excl. VAT



Trade missions

The participants will pay a contribution for the outgoing trade missions



INVOLVED PARTNERS

Brazilian involved stakeholders

State authorities of Ceará (CE), Rio de Janeiro (RJ),
Sao Paulo (SP), Rio Grande do Sul (RS)

Ministry of Ports and Airports

Ministry of Transport

Ministry of Mines and Energy

ANTT

ANTAQ (National agency for inland shipping)

Public and Private ports and terminals

Federações de Industria in CE, RJ, SP, RS

Federation of Synergia

Universities and research institutes

Port Authorities



INVOLVED PARTNERS

Dutch involved stakeholders

Wind, Water Works (offshore industry)

Tjerk Suurenbroek - Business Development Manager
IRO

Danielle Veldman – CRM Manager NWEA



TNO (independent research organisation in The Netherlands)

Rene Peters – Business Director Gas Technology



Arcadis

Juan Landeira - Business Development Director



Port of Rotterdam

Corne Hulst – PoRint

Rene v.d. Plas – Porint



**ROTTERDAM.
MAKE IT
HAPPEN.**



MORE INFO? REACH OUT!

**WE CONNECT YOU
TO ROTTERDAM**

CONTACT US



EVA VERSCHOOR

Business Manager Trade
Maritime sector

+31 682 571 212

e.verschoor@rotterdampartners.nl

www.rotterdampartners.nl/en

**ROTTERDAM
PARTNERS**