



design techniques, they were keen to see more support available to design engineers in Brazil so that they

Recognizing that companies like ARM have already made **ARM makes market moves in Brazil**). As the ARM consumption has grown and will continue to grow (the mobile phone penetration rate is already over

But international companies looking to enter Brazil as a country where you can do low cost manufacturing the cost of doing business there is relatively high. Brazil is the internal market and its base as a hub

My perception was that Brazil is a developed market with some similarities with the growth of other BRIC (Brazil, Russia, India, China) - very different - the opportunity for international technology companies (like Foxconn and Apple have recently demonstrated), market and it's important to ensure that you work the best route in and what actual opportunities the

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