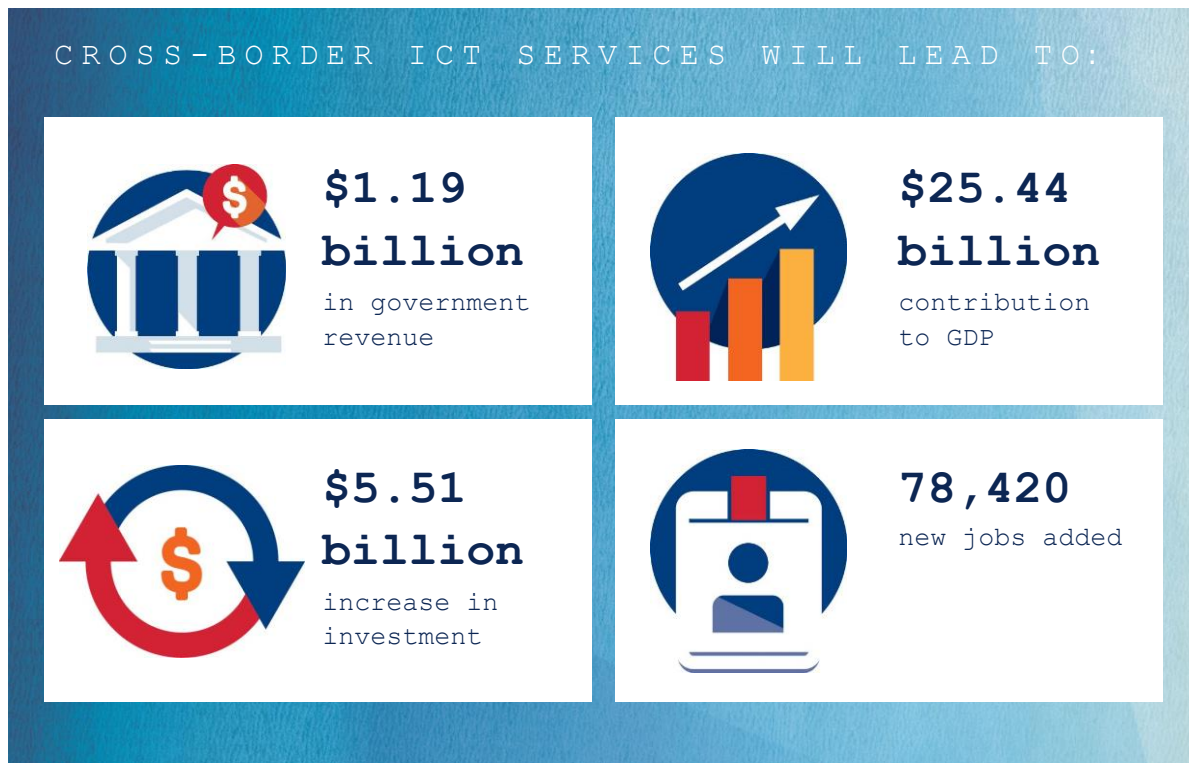


GLOBALLY CONNECTED, LOCALLY DELIVERED

Impact of Cross-Border ICT Services

BRAZIL



Source: 'Globally Connected, Locally Delivered: The Economic Impact of Cross-Border ICT Services in Brazil'

FORMULA FOR SUCCESS:

1. Eliminate taxes that limit local companies from procuring cross-border ICT services.
2. Remove protectionism laws: e.g. Buy Brazilian Act and Decree 7174.
3. Call for the adoption of cybersecurity best practices rather than creating top-down prescriptive requirements. This means encouraging the use of widely accepted international standards and allowing companies to leverage global expertise and resources.
4. Empower and educate domestic businesses about the benefits of ICT services as a way to grow businesses and reach new customers, in particular SMEs.
5. Continue efforts to improve broadband infrastructure and the cost of internet and electricity.
6. Participate in advocacy efforts to implement internationally recognised risk-based data protection framework and position itself as a leader in cross border ICT adoption within the Mercosur region, which will be in Brazil's advantage in attracting foreign direct investments.



U.S. CHAMBER OF COMMERCE
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