



# BIO FACH SEMINAR

## FAMILY FARMING AND THE WORLD SOCCER CUP IN BRAZIL IN 2014: OPPORTUNITIES FOR A SUSTAINABLE WORLD

Agrarian Development Ministry



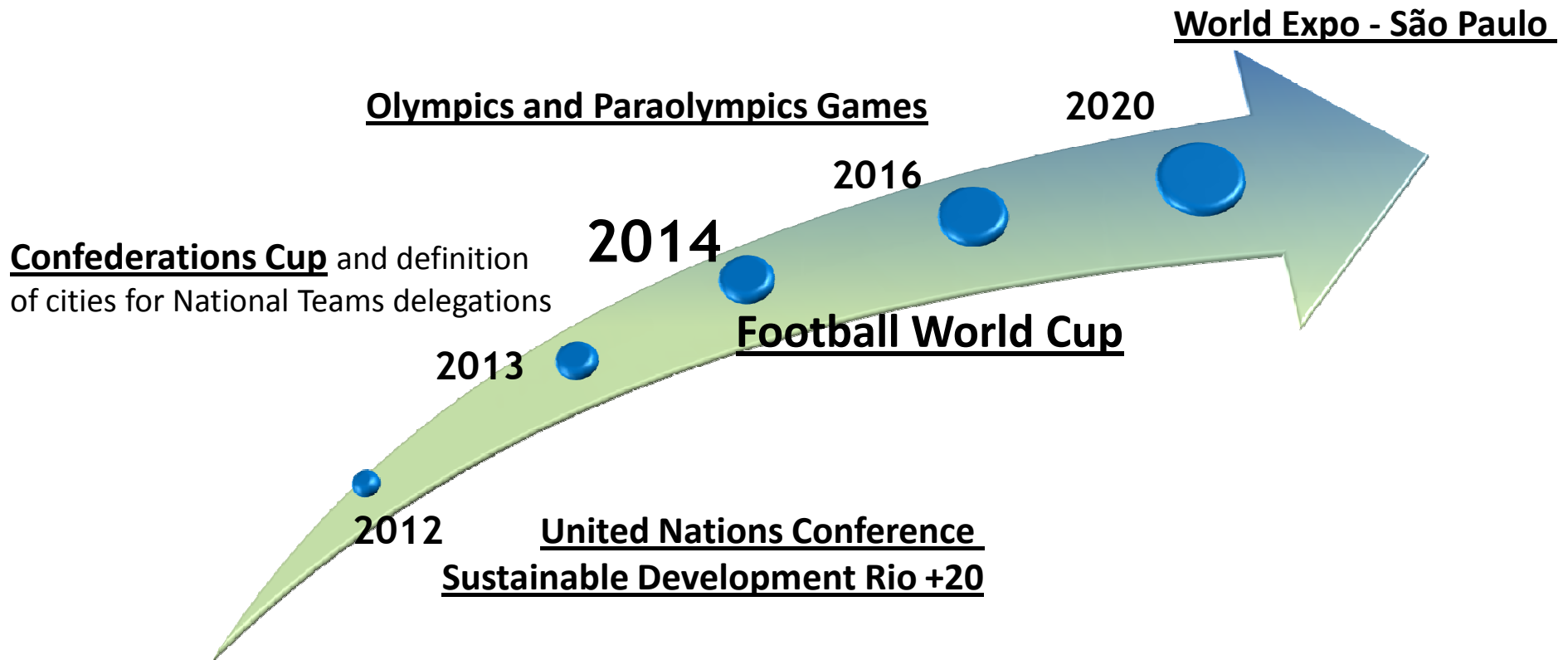
# Perspective of Brazilian Tourism growth in the next 10 years

- 113% increase in number of foreign visitors in Brazil between 2010 and 2020. 11,1 million more tourists will visit the country.
- Estimativa de visitantes estrangeiros ao Brasil em 2014 - 500 mil (em comparação a 2013)
- Growth of 304% in 'foreign coin' from foreign tourists expenses inside the country, achieving an average of U\$17,6 billion dollars
- Mantain a growth rate at least 1% higher, in comparison to the other South American countries

Fonte: EMBRATUR / 2009



# Global Events Calendar Before and after World Cup 2014



# STRATEGIC WAYS – Tourism Development

**Brazilian Promotion  
and Image**

**EMBRATUR / MTUR**

**Qualification**

**Qualification of Receptive Tourism  
Workers in the tourism chain, entrepreneurs  
and public managers**

**Hotel Facilities**

**Renovation of Existing Facilities  
Capacity Expansion Financing  
Facilities**

**Infra-Structure**

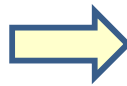
**Infrastructure for Tourist Destinations  
Accesses, signage, attractions, etc.**



# MTur targets for Professional Qualification

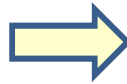
Qualify 306,000 professionals working at the 65 destinations

**Meals outside the home**



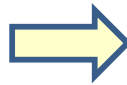
*Waiters, Assistant Waiters and Traveling Salesmen*

**Transport**



*Car rental services, Tourist coaches, Taxi drivers*

**Local Receptive Tourism**



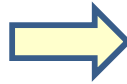
*Travel Agents, Tourism Operators, Tourist Guides*

**Means of Accommodation**



*Messengers, Receptionists, Housekeepers*

**Entertainment and events**



*Receptionists, Monitors, Conductors, Translators*

**Tourist Attractions**



*Receptionists, ticket sellers, security guards, attendants*

**Public Security Services**



*State and Municipal Tourist Police*



# Investments in Hotel Services

**OBJECTIVE:** To ensure the hotel complex in the host cities and attractive destinations is adequate, stimulating credit expansion in order to broaden and refurbish the hotel network.

- ➔ **BNDES** - Creation of a financing line for the refurbishment and expansion of the hotel network
- ➔ Increase in budget for tourism in the fund investment programming – currently 5% – for projects for installation, expansion and refurbishment of means of accommodation
- ➔ Expansion of terms of payment for operations involving means of accommodation, to up to 20 years
- ➔ Dissemination of financing programs for the tourist business in institutional publicity campaigns.

Partners: National Integration Ministry, BNB, BASA and BB



# Investments in Infrastructure

## Sustainable Tourist Facilities

- ❖ Adaptation and Re-qualification of Public Tourist Attractions
- ❖ Expansion and Refurbishing of City Bus Terminals
- ❖ Installation of new urban facilities
- ❖ Adaptation of Accesses to Public Tourist Attractions
- ❖ Refurbishing and Adaptation of Historical Heritage Sites for Tourist Purposes
- ❖ Support for Urbanization Projects
- ❖ Construction of Tourist Service Centers
- ❖ Bilingual or Trilingual Tourist Signage



# Opportunities for a Sustainable World

**Sustainable World Cup** – strategy to generate a competitive differential that generates positive economic impacts on the country's development.

- Plan and implement sustainable consumption alternatives
- Develop projects characterized by environmental and economic sustainability, with emphasis on the quality and durability of the materials employed in construction.
- Promote the value of national production concerned with environmental preservation



# Opportunities for a Sustainable World

- Accelerate the development of organic and sustainable agriculture, enhancing the qualification of production chains
- Encourage the use of organic products and sustainable decor in means of accommodation, bars and restaurants, examples of good practices
- Adopt cooperation models among the public and private sectors and the third sector, so as to adopt sustainable consumption practices during the 2014 World Cup





## MTur and MDA Technical Cooperation Agreement – October 2009

**Objective:** to implement joint actions in order to identify, organize, promote and strengthen the relationship between family farming and the tourist activity in Brazil.

- Generating income for family farmers and adding value to what the national tourist industry has to offer.
- Strengthening of the rural tourism and eco-tourism segments
- Marketing of family farm products at tourist facilities, especially means of accommodation and food
- Joint promotion and carrying out of events of mutual interest
- Integration between government and non-government bodies in the tourist and family farming sectors



# “Talents of Rural Brazil” Project: Tourism and Family Farming

## Following the same paths

### Objective:

To insert family farm products and services in the **tourist market**, adding value to what the Brazilian tourist industry has to offer

Offer family farming products to add **socio-environmental value** to the tourist product.

Offer family farm services to add **cultural value** to tourists' travels

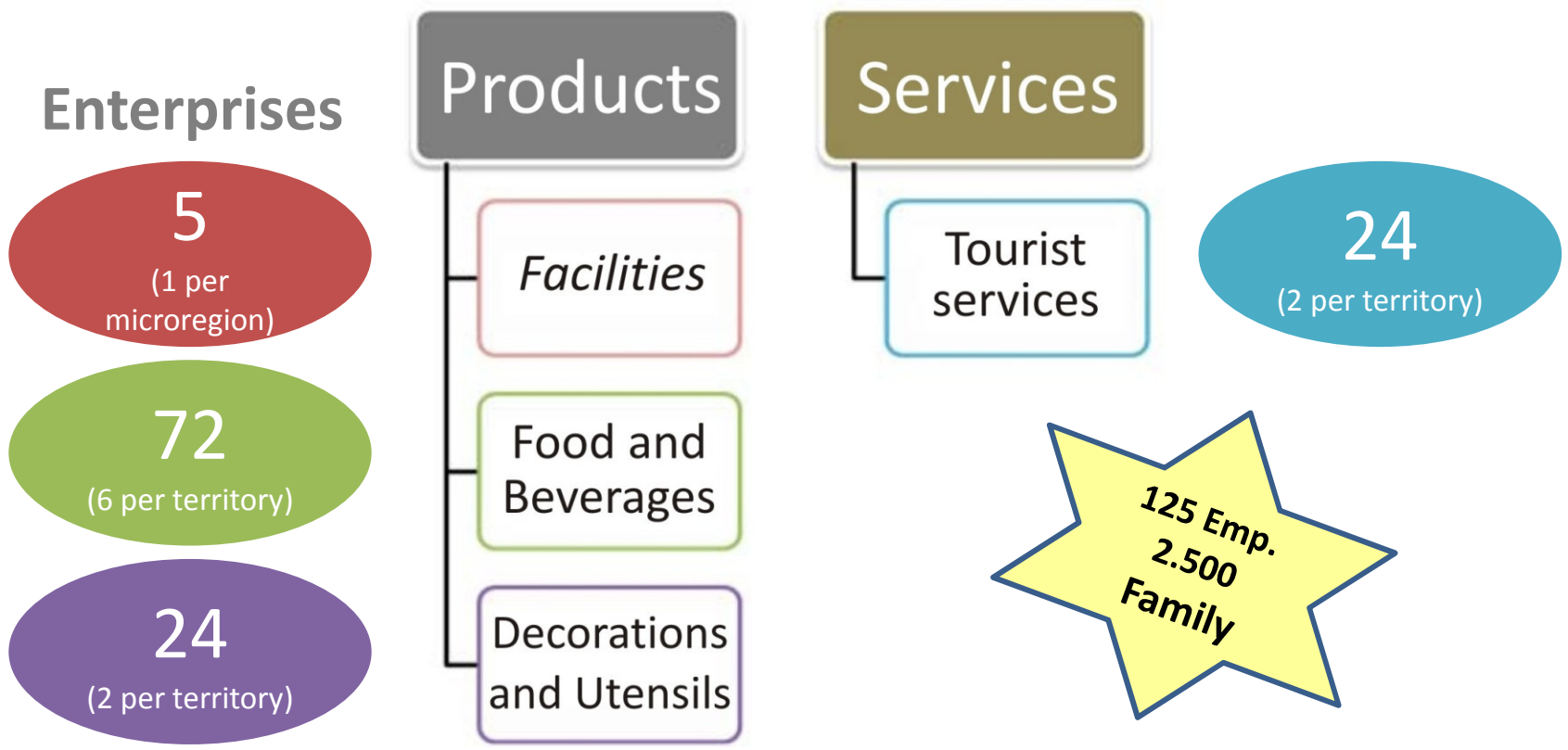
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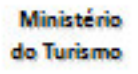
Ministério do  
Desenvolvimento Agrário

Ministério  
do Turismo





Enterprises organized preferentially in a **NETWORK**, minimally structured and organized / **TAXPAYER REGISTRATION NO.**





## Area Covered

- **National Coverage**
- Enterprises selected to **supply** Family Farm **products** throughout Brazil, following criteria, based on **public tender**
- Enterprises selected to **offer services** (rural tourism) in the areas surrounding the 12 cities that will host the 2014 World Cup
- The product **distribution** focus will be on the tourist market in the **12 host cities and surrounding areas**

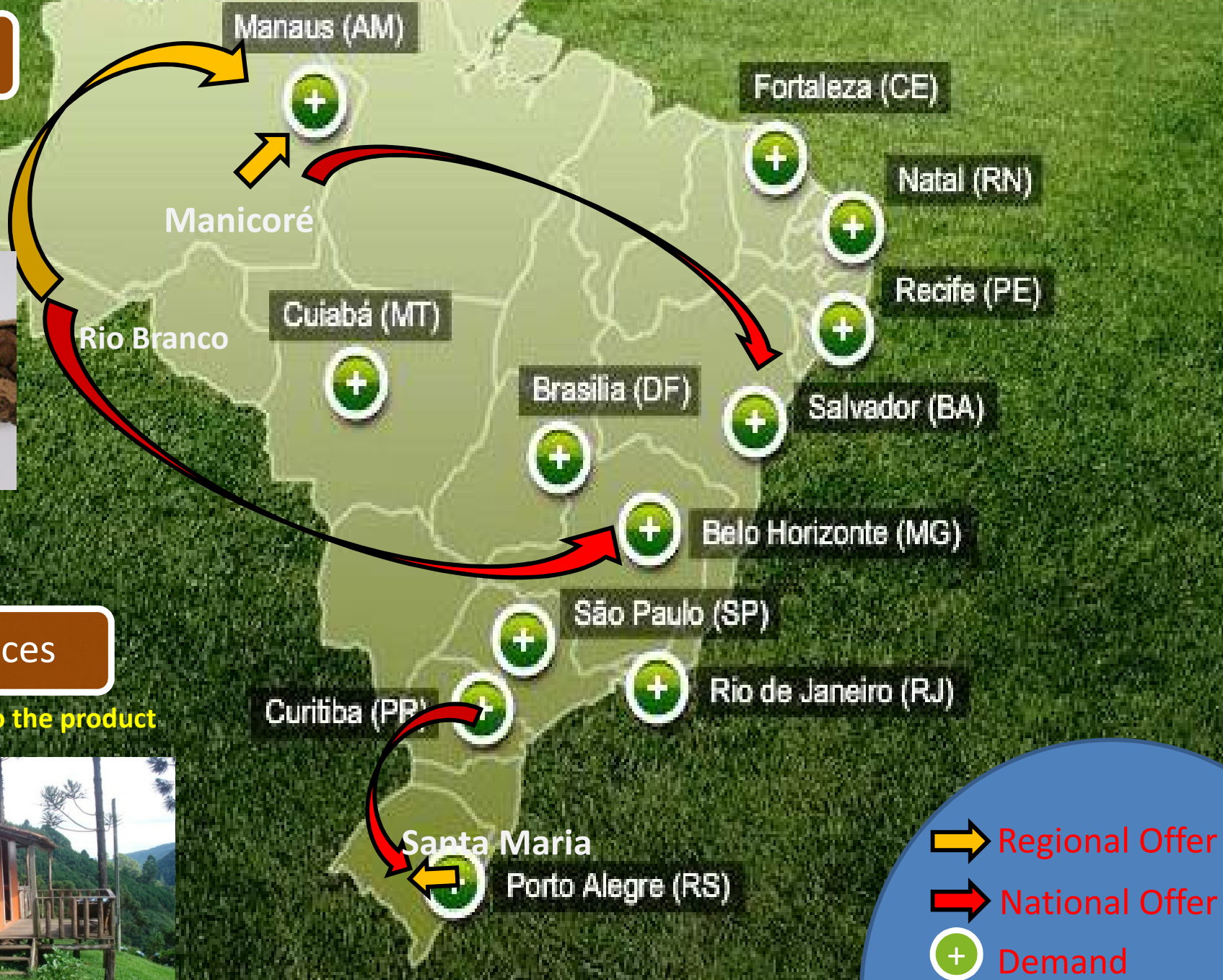
## Products

Product goes to the tourist



## Services

Tourist goes to the product





# Metodologia de Execução

## 1st Stage

- 1.Planning for operational strategies, communication, monitoring and evaluation of the Project;
- 2.Market research, study and knowledge;
- 3.Selection of target public, diagnosis of the enterprises, and marketing and sales planning;

## 2nd Stage

1. Qualification of enterprises and family farming properties (technical assistance) to be inserted in the tourist market;
2. Support for the **marketing** of family farm products and services in the tourist market.



**THANK YOU!**

**Arnoldo Campos**  
**Director for Income Generation and Value Addition**

[arnoldo.campos@mda.gov.br](mailto:arnoldo.campos@mda.gov.br)

**55(61) 2020 0929**

**Agrarian Development Ministry**

