

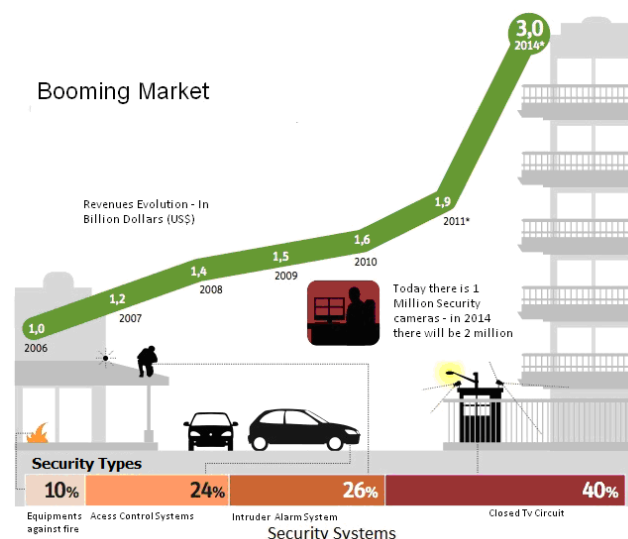
INTERNATIONAL TRADE INDUSTRY SNAPSHOT

BRAZIL'S ELECTRONIC SECURITY MARKET

November 2011

OVERVIEW

Electronic security is one of the fastest growing sectors of the Brazil's security market and is increasing at a rate of approximately 20% per year. The demand for electronic security systems has increased as a result of the recent economic crisis, rise in unemployment and preparations for the 2014 World Cup and 2016 Olympic Games. Brazil is home to more than 12,000 companies in the electronic security systems industry which include: alarm systems, closed circuit TV, access control, automatic doors and gates, perimeter protection, firefighting equipment, metal detection and explosives, revolving doors and locks, biometric identification devices, and vehicle tracking. Among them, 49% are resellers and installers, 30% are integrators, 12% are distributors and 9% are manufacturers. The city of São Paulo alone is home to 53% of the Brazilian security electronic-related companies.



MARKET POTENTIAL

Even though Brazil is home to numerous companies in the industry, given its rapid growth there are opportunities for new and innovative products in this market. Driven by the latest technological developments and the increased use of remotely controlled equipment and smartphones, the Brazilian market for electronic security should reach close to USD \$2 billion by the end of 2011.

The city of São Paulo currently has one million surveillance cameras and systems in use, which is approximately one for every 10 inhabitants. This number is expected to double over the next three years.

Opportunities also exist for companies which supply products and services that will help to increase the security for the 2014 World Cup and the 2016 Olympic Games such as metal detection systems for explosives as well as advanced biometric identification systems. The Georgia Department of Economic Development's trade office in Brazil is available to help qualified Georgia companies take advantage of these opportunities.

KEY CONTACTS

- Association of the Security Electronic Systems Companies of the State of São Paulo (SIESE): www.siesesp.org.br/portalnovo
- Brazilian Association of the Security Electronic Systems Companies (ABESE): www.abese.org.br
- ISC Brasil 2012 - International Fair of Electronic Security: www.iscexpo.com.br/en/Home

For more information contact Jose Madeira, Managing Director, **Georgia Department of Economic Development** trade office in São Paulo, Brazil, at jmadeira@georgia.org and 011 (55 11) 3051-7208.