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## Request for Expression of Interest (REI)

Global Affairs Canada through the Consulate General of Canada in São Paulo and the National Research Council Industrial Research Assistance Program (NRC-IRAP), will be pleased to **receive your expression of interest to participate in the “Canadian FinTech Mission to Brazil”**, which will take place from June 19 to 23, 2016, in São Paulo, Brazil.

### **Mission Objective**

To establish industrial R&D collaboration and co-development opportunities in the FinTech sector between Canadian and Brazilian companies leading to future commercial benefits for Canada and Brazil.

### **Canadian Delegate Profile**

Canadian delegates to the “Canadian FinTech Mission to Brazil” will best benefit from the value added described above if they match the following profile:

- Companies developing technologies in the FinTech and banking sectors with potential for international commercialization in areas such as: Merchant Payments, Compliance, Digital Currency, Equity Crowd Funding, Credit Platforms, Insurance, Invoice, Billing and Accounting, Money Transfer, Personal Finance Management and Security applications

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- Capacity and interest to co-develop FinTech applications with Brazilian partners
- Committed to aggressive growth and global market expansion
- Sufficient working capital to undertake a multi-year R&D collaboration and commercialize the results
- Already commercialized products in domestic or other markets
- Existing relationship with foreign partner or capacity to develop and maintain it
- Company is in a market expansion stage and needs R&D to bring product to next level and new markets

### **Mission Description**

Brazilian private banking sector has always been one of the major economic groups in the country. The sector has more than 500,000 employees and the three largest private banks reported revenues of more than USD12.5 billion in 2015.

The FinTech sector has been growing quickly in the past few years in Brazil and is perceived by Canadian companies as a sector offering emerging opportunities. Partnership agreements like the recent announcement from Cubo (joint venture of Banco Itau and RedPoint) and MaRS can represent good opportunities for Canadian companies to explore international markets. Besides Itau, other major private banks also have created their own innovation initiatives. The sector also presents opportunities for companies offering all sorts of payment solutions (electronic, mobile, online), finance management systems, investments, insurance, among others.

The Canadian FinTech Mission will occur on the margins of **CIAB2016**, the main event for banking technology in Brazil, which had more than 20,000 high level visitors last year (see: <http://www.ciab.org.br/pt/> ). It is an excellent opportunity to meet with the major local players and start to build a networking for the FinTech sector, which is a must for the local industry. The mission's activities aim to promote R&D and innovation partnerships, facilitate market access and promote opportunities for collaboration between Canadian and Brazilian companies

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Below is a preliminary, draft agenda of the mission:

- \* DAY 1 – June 19
  - \* Morning: Briefing session at Consulate facilities
  - \* Welcome to Brazil, Brazilian Market Overview, CIIP Program, Brazil Regulatory Environment
  - \* Afternoon: One-on-one meeting sessions
  - \* Night: Networking reception at Consul General Official Residence
    - \* Objectives: Meet with local FinTech community
- \* DAY 2 – June 20
  - \* Visit to CIAB
    - \* Objectives: understand the Brazilian market, meet with local companies, participate in some presentation sessions
- \* DAY 3 – June 21
  - \* Morning: Site visit CUBO (joint venture of Banco Itau and RedPoint)
  - \* Afternoon: One-on-one meeting sessions
- \* DAY 4 – June 22
  - \* Morning: Site visit OXIGENIO (Porto Seguro, largest insurance accelerator and innovation center)
  - \* Afternoon: One-on-one meeting sessions
- \* DAY 5 – June 23
  - \* Morning: One-on-one meeting sessions
  - \* Afternoon: End of the program

The mission will comprise briefings, networking events with the local financial community, visits to key Fintech/Innovation centers, and partnership development one-on-one meeting sessions with Brazilian counterparts. A detailed agenda will be provided to interested participants shortly.

This mission will provide Canadian companies with a unique opportunity to establish a personal relationship with key Brazilian business counterparts, which is required for doing business in Brazil and will enable further collaboration, co-development and business in the near future.



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### How to Apply for Participation

If you are interested in participating in this Canadian mission, we kindly request that you fill out the attached **application form** and submit it to **Ms. Adriana Carvalho** by emailing it to [Adriana.carvalho@international.gc.ca](mailto:Adriana.carvalho@international.gc.ca) no later than **May 4, 2016**.

For further information, please contact your FinTech Trade Commissioner in São Paulo, Mrs. Claudia Kakunaka, by email [Claudia.kakunaka@international.gc.ca](mailto:Claudia.kakunaka@international.gc.ca) or by phone +55-11-5509-4362.

We strongly suggest all participants to apply for a Brazilian Visa at the nearest Brazilian Embassy or Consulate in Canada, as the process is known to take 3-4 weeks.

### How to Apply for Financial Support for Travel to the Mission

If you are interested in applying for financial support to travel to the mission, we recommend that you apply to the **Going Global Innovation (GGI) program** no later than **May 4, 2016**: <http://tradecommissioner.gc.ca/funding-financement/ggi-vmi/index.aspx?lang=eng>. Please refer to the “Brazil Fintech Mission” in your application to GGI.

GGI may be able to provide funding support toward travel costs related to the mission such as:

- Airfare
- Local transportation
- Accommodation
- Meals and Incidentals
- Registration fees to the CIAB conference

For further information on the financial support provided by GGI program, please contact:

Jayne Galloway  
Science, Technology and Innovation Division  
Global Affairs Canada  
Tel: 343-203-4060  
[innovation@international.gc.ca](mailto:innovation@international.gc.ca)

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### **Canadian International Innovation Program (CIIP)**

Global Affairs Canada (GAC) and the National Research Council Industrial Research Assistance Program (NRC-IRAP) are jointly delivering a new program called the Canadian International Innovation Program (CIIP) to facilitate industrial R&D collaborations between Canadian SMEs and companies in CIIP target countries, including Brazil. Collaborative R&D projects between Canadian and Brazilian companies resulting from the Fintech Mission may be eligible to apply for CIIP project funding in the future.

For more information regarding CIIP see:

<http://tradecommissioner.gc.ca/funding-financement/ciip-pcii/index.aspx?lang=eng>

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