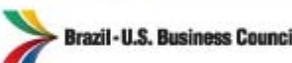


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Newsletter  
October, 2011

<p style="text-align: center;"><b><a href="#">Smart Grid, Energy, and the Environment: Brazil Moves Forward to Meet Ambitious Goals</a></b></p> <p>In Latin America's largest country, the small-scale approach often doesn't cut it. And when it comes to the Smart Grid, Brazil is, of course, going big. Like many nations around the world, Brazil is setting out to replace traditional electric meters with smart meters that will enable two-way communications and expanded functions that could have a dramatic impact on improved energy efficiency for utilities and their customers. Brazil's goal: replace every household meter by 2021. <a href="#">Read more...</a></p>	<p style="text-align: center;"><b>Getting to know your ITA Specialist</b></p> <p style="text-align: center;"><i>Featuring: <b>Andrew Bennett</b></i></p>
<p style="text-align: center;"><b><a href="#">Brazil Soars in Clean Energy Rankings</a></b> by Robin Yapp, Renewable Energy World</p> <p>With almost half of its energy supply generated by renewable sources, Brazil increasingly looks like a positive example for the rest of the world. <a href="#">Read more...</a></p>	<div style="display: flex; align-items: flex-start;">  <div style="flex-grow: 1;"> <p><b>Andrew Bennett</b> is an International Trade Specialist and Smart Grid Industry Analyst with the International Trade Administration's (ITA) <a href="#">Office of Energy and Environmental Industries (OEEI)</a>. In this role, he works to further the ITA's mission of enhancing competitiveness, promoting trade and investment, and ensuring fair trade for the U.S. smart grid industry. As an International Trade Specialist at the ITA, Andrew plays a critical role in identifying market barriers that impact exporters. Using this information, they work closely with the U.S. Trade Representative to negotiate the removal of these barriers. OEEI also works directly with U.S. smart grid and electric power firms to support industry efforts to export products and services around the world. Andrew has a Bachelor's degree from Middlebury College and he received a Master's degree from the Fletcher School at Tufts</p> </div> </div>
<p><b>Save the date!</b></p> <p><i>Thursday, November 10, 2011 1:00 pm-2:00 pm EST</i></p> <p><b>Export Green Webinar III</b> <b><a href="#">"Opportunities for U.S. Companies in Brazil's Renewable Energy Sector"</a></b></p> <p>Are you a U.S. renewable energy company that are considering whether to export to Brazil? If so, join our webinar for an in-depth look at the current trends in Brazil and what they mean for your company.</p> <p>For more information please contact <a href="#">Luciana Rocha-Goldman</a> at (202)463-5496.</p>	

## Catching up with RETECH:

If you missed the Brazilian delegation at **RETECH** and the meetings about doing business in Brazil, [click here](#) to access the presentations and more!



**Diego Bonomo**, Sr. Policy Director at the Brazil-U.S. Business Council, addressed the audience at RETECH during the "[Doing Business in Brazil Seminar](#)".

**Carolina Lembo**, Coordinator for the International Area for the Infrastructure Department at FIESP, talked about the [opportunities for cooperation](#) in the Brazilian energy market.



## Learn more about the ITA's Office of Energy and Environmental Industries:

The [International Trade Administration](#) (ITA) strengthens the competitiveness of U.S. industry, promotes trade and investment, and ensures fair trade through the rigorous enforcement of our trade laws and agreements. ITA works to improve the global business environment and helps U.S. organizations compete at home and abroad. ITA supports President Obama's recovery agenda and the National Export Initiative to sustain economic growth and support American jobs.

The [Office of Energy and Environmental Industries](#) (OEEI) is part of the ITA's Manufacturing and Services (MAS) business unit. MAS is dedicated to enhancing the export competitiveness of U.S. industry, expanding its market access, and increasing its exports. MAS industry experts and economists perform strategic research and analysis in order to develop sector specific strategies for increasing U.S. exports, shape and implement trade policy, and support President Obama's goal of doubling U.S. exports and increasing domestic employment.

OEEI's International Trade Specialists work to support the export competitiveness of a wide range of sub-sectors of the U.S. energy industry, including renewable and clean energy, smart grid, oil & gas, water, and environmental technologies and services. OEEI also administers and supports the [U.S. government's Renewable Energy and Energy Efficiency Exporter's Portal](#) which provides critical information to U.S. renewable energy, energy efficiency, and smart grid companies on export market

University.

### UPCOMING EVENTS

Visit our [website](#) for the latest updates and also to learn about our [partners](#) upcoming events



### Export Green Buyers Mission II: POWER-GEN

December 13-15, 2011  
Las Vegas, NV

Our second buyers mission will take place during the POWER-GEN conference in Las Vegas, NV.

If you would like to take advantage of this great opportunity to interact with Brazilian buyers and attend a seminar about doing business in Brazil, let us know by contacting [Luciana Rocha-Goldman](#) at (202)463-5496.

### Export Green Standards Workshop:

### "Building Envelope Energy Efficiency Technology Cooperation Workshop"

November 1, 2011  
8:00 am - 6:30 pm

American Chamber of Commerce  
Rua. da Paz, 1431 - Santo Amaro  
São Paulo, Brazil

Buildings consume 50% of the electricity produced in Brazil and advanced building envelope materials can help curtail this growing electricity demand. This workshop will explore best practices in worldwide building envelope standards.

opportunities and a range of U.S. government activities aimed at supporting the development these export industries.



### Who We Are

**Export Green**: Growing SME Exports to Brazil is a cooperator agreement from the U.S. Department of Commerce that will provide resources to U.S. companies to increase exports of green technologies to Brazil, create jobs, and strengthen American competitiveness in sectors related to green technology. Companies looking to boost their revenue will learn how to navigate and succeed in the Brazilian market through Export Green. To learn more about the project and get involved, please visit the Export Green website.



FLuciana Rocha-Goldman: (202) 463-5496



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