

## Paris Finds Out that Brazil Sells

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Sales of Brazilian products at the Brazil Year in France exposition, which opened in April, have already total led US\$ 191.4 million (450 million reais), reports the president of the Agency for Export and Investments Promotion (Apex), Juan Quirós.

The exposition will run until the end of the year. Apex has set up a partnership with around one thousand Brazilian firms, and will spend US\$ 2.4 million (10 million reais), to promote Brazilian goods, such as clothing and food, by sponsoring special events jointly with French outlets, such as department stores and supermarkets.

In the biggest event so far, Apex, the Brazilian embassy in Paris and Les Galeries Lafayette, one of Europe's largest upmarket retailer chains, promoted what was called the Aquarela do Brasil (Brazil Watercolor) exposition with Brazilian beverages, food, footwear, accessories, cosmetics, jewelry and other items.

The exposition lasted 25 days and was a success with the Lafayette reporting that there was a 12% increase in consumer circulation and a 10% rise in revenue.

"That," says Quirós, "showed the French that an event with Brazil makes money and attracts people."

As part of the Brazil Year in France, kiosks have been set up around Paris serving Brazilian barbecue, fruit juices, typical regional foods (such as acarajé) and drinks (such as caipirinha).

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