

Made in Brazil with Wood, for Export

Contributed by Alexandre Rocha
Tuesday, 03 January 2006

Company Amazon Trading, from the northern Brazilian state of Pará, is a young company, established by young people, and wants to take to the foreign market products in the lumber sector, among them furniture and floors.

"The idea of creating a trading company materialized when they noticed that many lumber companies in the region did not know anything about foreign trade," stated Arnaldo Paiva Lobo, the company's financial manager and one of the partners.

Lobo, aged 23, established the company together with another two colleagues who studied Foreign Trade with him at the Pará University Center (Cesupa), having graduated in 2004.

Despite being new, having been established in April of last year, Amazon Trading exports eight containers of furniture a month, each containing around US\$ 22,000 in products, according to Lobo. "It is already generating income," he declared.

Now the company is exporting to the United States and Mauritius, but they are after new destinations. In November, Lobo participated in a trade mission to Algeria, led by the Brazilian Minister of Development, Industry and Foreign Trade, Luiz Fernando Furlan, and made the first contacts with Arab importers.

The businessman believes that there are great possibilities for the supply of wood to the Algerian market, once the country has a well developed wood industry and its own design. The trading company is also interested in prospecting the market in Dubai, in the United Arab Emirates.

Currently, Amazon represents six bedroom and garden furniture producers and three lumber companies. "We work only with legalized tropical woods, produced by lumber companies engaged in forestry management," guaranteed Lobo.

According to him, the products have their trade authorized by the Brazilian Environment and Renewable Natural Resource Institute (Ibama).

The idea, however, is to expand the portfolio of products offered. According to Lobo, the company intends to start exporting fish, especially pirarucu, a typical fish of the Amazon, and ornamental fish. In the latter case, the target markets are the Asian countries.

The company also operates in import and is bringing to Brazil glass from China.

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