

Cell Phones and TV Sets Spur Brazilian Industry

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The 3.1% increase of the Brazilian industrial production in 2005, compared to 2004, was due to the increase in the production of durable consumer goods (11.4%), according to the Monthly Industrial Research, released today.

The numbers were compiled by the Brazilian Institute of Geography and Statistics (IBGE). Automobiles (13.1%), cell phones (43.9%) and TV sets (23.1%) had the best production performances.

The segment of semidurable and non-durable consumer goods (clothes, shoes, food, beverages, and medication) went up 4.7%, surpassing the industry average, which, according to the IBGE, had not happened since 1999. The segment of capital goods (machinery and equipment) also grew above the industrial average (3.6%).

"This result means that it is occurring an investment expansion, especially in areas other than industrial, such as in the production of equipments for electric energy, transportation, and construction, which reflects the confidence of the entrepreneur for making new investments", evaluated Sílvia Salles, head of IBGE's Industry Coordination.

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