

U.S.-Brazil Partnership: Navigating a Changing Landscape in 2025

During this pivotal year of government transition in the United States, the Brazil-U.S. Business Council (Brazil Council) will support the private sector in navigating the changing political landscape, ensuring that the economic agenda remains central to U.S.-Brazil relations.

Goal #1: Present to the new U.S. administration a forward-leaning, pragmatic and actionable agenda for US-Brazil relations focused on trade and investment. In 2025, a key priority for the Brazil Council will be to build relationships early on with the Trump Administration and to voice the U.S. business priorities with clearly defined economic opportunities for strategic engagement and bilateral cooperation with mutual benefits for both nations. Where we see the most opportunities and alignment are in areas such as energy, critical minerals, supply chain resiliency, intellectual property protection, and digital trade and transformation, including AI, cybersecurity, and digital health.

Goal # 2: Ensure continuity of government bilateral forums with private sector participation. The Brazil Council will collaborate with both governments to define policy priorities, organize political and technical exchanges, and call for scheduling of government dialogues including the U.S.-Brazil High Level Dialogue, Agreement on Trade and Economic Cooperation (ATEC), U.S.-Brazil Commercial Dialogue, U.S.-Brazil Energy Forum (USBEF), Clean Energy Industry Dialogue (CEID), Americas Rise for Health, Consultative Committee on Agriculture (CCA), and Critical Minerals Working Group, as well as the US-Brazil CEO Forum.

Goal # 3: Support Congressional engagements and exchanges in Washington and Brasilia. The Brazil Council will seek to strengthen relationships with lawmakers in Washington and Brasilia, leveraging the unique opportunity that both congressional majorities are center and right-leaning. We will work closely with the Congressional Brazil Caucus to support bilateral economic priorities and take a CoDel to Brazil for Representatives to meet with Brazilian legislators and business leaders.

Goal # 4: Advocate for Brazil's reform agenda. The Brazil Council will continue advocating for structural reforms in Brazil that align with OECD accession, aiming to enhance the business climate and expand market access for U.S. companies. Our efforts will include promoting further simplification of the tax system and supporting the implementation of the tax reform legislation enacted in 2023. To foster a more favorable investment environment, the Council will advocate for increased budgets and enhanced capacity for regulatory agencies such as ANVISA, INPI, and IBAMA. Additionally, the Council will champion greater transparency, accountability, and oversight of Brazil's Central Bank, while also advancing policies related to the digital economy and AI, ecological transformation, energy transition, and healthcare innovation.

Goal # 5: Support Brazil's COP 30 leadership and priorities. As Brazil prepares to host COP30 in 2025, nations will present their second round of nationally determined contributions (NDCs). Throughout the year, the Council will join forces with institutional partners, including CNI and AmCham Brazil, to shape



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a pragmatic and results-oriented COP engagement. On the road to COP30, the US Chamber is developing a policy paper with recommendations to help guide our stakeholder engagements. As part of our COP30 programming, the US Chamber will lead a series of dialogues throughout the year, using key forums such as UNGA and Climate Week, as well as lead a green tech mission to Brazil, placing private sector investments and innovative technological solutions at the forefront of discussions.



Detailed 2025 Policy Agenda:

The following policy agenda encompasses both ongoing and emerging policy issues that the Brazil Council is advocating. Shaped by input from our members, this agenda outlines the key areas where we will concentrate our advocacy efforts for 2025.

Agriculture:

- Promote frameworks that leverage technological advancements in agriculture to ensure productivity growth, traceability of commodities and livestock, and the adoption of precision agriculture.
- Advocate for incentive-based measures for farmers to promote best practices in food production and support this approach by encouraging voluntary compliance by companies.
- Advocate for unrestricted trade in food and agriculture inputs.
- Support agricultural policies that increase food security and combat food price inflation.

Defense:

- Promote bilateral cooperation and a broad bilateral defense program with the participation of the US private sector.

Digital:

- Support reliability, international standards, ethical principles, risk-based approaches, and the avoidance of regulatory overlap related to digital issues. Monitor progress and influence legislative measures related to AI, cyber, digital market, and video on demand.
- Promote bilateral and regional AI and cybersecurity collaboration.
- Promote integrated digital collaboration across sectors such as energy, health, agriculture, and defense.

Energy:

- Exchange information and best practices on regulatory frameworks and economic incentives for grid modernization and management systems, energy efficiency, energy access, renewable generation, and critical minerals to reach scalability and commercial viability.
- Support and promote responsible development of oil and natural gas resources.
- Work with the Brazilian government and Congress to support the National Energy Transition Plan, Low-Carbon Hydrogen Legal Framework, Fuel of the Future Program, Offshore Wind Regulatory Framework, and Sustainable Aviation Fuel Program.

Health:

- Continue to advocate for increased budget and capacity of ANVISA.
- Advocate for policies that promote access to health and value-based healthcare, ensuring transparency, rule of law, and predictability within the Brazil Health System.



- Advocate for advancements in digital health by promoting telehealth, data integration, and analytics. Support studies and white papers developed by the U.S. Chamber of Commerce that highlight the transformative potential of digital health technologies.
- Advocate for the overturn of vetoes on Law No. 14.874/2024, related to clinical trials.
- Support discussions on the Brazil Health Industrial Complex to strengthen public-private collaborations, promote local innovation, and encourage investment in strategic health sectors aligned with government policies.
- Maintain collaboration with Americas RISE for Health to advance innovative health financing solutions and promote regional health equity initiatives through joint projects and stakeholder discussions.

Innovation:

- Press for increased budget and capacity of the Brazil Patent and Trademark Office (INPI).
- Disseminate the idea of data regulatory protection.
- Advocate for regulatory frameworks that promote intellectual property protection.

Structural Reforms:

- Support continued structural reforms, aligned with the OECD accession, focused on enhancing the business climate, facilitating market access, improving administrative efficiency, and fortifying the rule of law.
- Press for an effective implementation of new regulations for tax consumption based on the approved reform by Brazilian Congress in December 2023.
- Call for ongoing measures aimed at tax simplification.
- Call for increased budget and capacity of regulatory agencies, including ANVISA, INPI, and IBAMA.
- Advocate for greater transparency and oversight of Brazil's Central Bank with respect to payment systems and cryptocurrency regulations.

Sustainability:

- Work closely with the Brazilian administration and Congress on bills and regulations related to Brazil's Ecological Transition Plan, elaboration and implementation of Brazil's climate and sectoral plans, the establishment of a regulated carbon market, and predictability of environmental licensing.
- Advocate for a circular economy and the elimination of non-market access restrictions of remanufactured products.
- Promote effective incentives, including tax measures and other strategies, to foster the green economy and curb deforestation.
- Coordinate within the U.S. Chamber to submit a proposal to the European Parliament and Council for a concrete set of changes that would feasibly allow corporate compliance with the EU Deforestation Regulation (EUDR).
- Present policy recommendations in areas of energy, agriculture, and nature-based solutions as Brazil prepares and defines goals for COP 30.



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Trade:

- Support policies that reduce trade barriers and oppose indiscriminate and broad-based tariffs that would stifle growth for the U.S. and its partners.
- Advocate for the full implementation of the 2020 ATEC chapters on good regulatory practices, encompassing measures such as a central coordination agency, a dedicated website, and regulatory stock analysis.
- Call for continued negotiations on new chapters of the ATEC protocol including digital trade, and separate annexes on medical devices and pharmaceuticals, supply chain resiliency.
- Support digitalization of customs processes and documentation.
- Encourage the adoption of non-intrusive customs inspections.
- Call for a supply chain dialogue focused on specific sectors like production/access to critical minerals, semiconductors, input materials, essential chemical inputs, renewable energy technologies, electric vehicles, batteries, fertilizers, medical technology, and active pharmaceutical ingredients (APIs), and others.
- Support further revisions on Brazil's express delivery legislation based on market friendly principles.

The Brazil Council, in close collaboration with our member companies and stakeholders, look forward to a new chapter of the US-Brazil relations in 2025.

