



## Brazilian Micro and Small Business Support Service – SEBRAE

### General information

	<p><b>Type of Institution</b></p> <p>SEBRAE is a private non-profit organisation, supporting the development of small-sized business activity. It is a result of the union of both public and private sectors and the country's main fostering and research entities: the institution has been created by law and represents a common political decision by the Government and the business community for cooperation towards common objectives</p> <p>SEBRAE works in cooperation with the Brazilian Government, being the Ministry of Development, Industry and Trade part of the National Deliberative Council.</p> <ul style="list-style-type: none"><li>• <b>Mission</b></li></ul> <p>The mission of SEBRAE is to promote the competitiveness and sustainable development of Micro and Small Business in Brazil.</p> <p>The strategic objectives are:</p> <ul style="list-style-type: none"><li>- to increase SMEs share in GDP, raising their participation in internal and external markets;</li><li>- to increase SMEs and entrepreneurs' participation in networks, broadening entrepreneurship and cooperation culture;</li><li>- to promote social inclusion via entrepreneurship;</li><li>- to focus on local productive systems in the development of small businesses.</li></ul> <p>Through its <i>Innovation and Technology Unit</i>, it facilitates technology access to SMEs, providing them with technical solutions, enhancing their innovative capacity and giving added value to their products and services.</p>
<b>Registry Information</b>	<ul style="list-style-type: none"><li>• <b>Year of establishment</b></li></ul> <p>1972</p> <ul style="list-style-type: none"><li>• <b>Address</b></li></ul> <p>SEPN 515 – Bloco C Loja 32 (Asa Norte) Brasília, DF Brazil Tel: +55 61 348 7218/+55 61 348 7100 Fax: +55 61 347 4120</p> <ul style="list-style-type: none"><li>• <b>Web site</b></li></ul> <p><a href="http://www.sebrae.com.br">http://www.sebrae.com.br</a></p> <ul style="list-style-type: none"><li>• <b>E-mail</b></li></ul> <p><a href="mailto:paulo.alvim@sebrae.com.br">paulo.alvim@sebrae.com.br</a> (address of the INSME contact)</p> <ul style="list-style-type: none"><li>• <b>Contact person (Representative in the INSME General Assembly)</b></li></ul> <p>Mr. Paulo Alvim Manager Innovation and Technology Access Unit</p>

<b>Facts and figures</b>	<ul style="list-style-type: none"> <li>• <b>Budget / financial allocation</b></li> </ul> <p>SEBRAE is supported by public support and by fees charged for consultancy services. SEBRAE is financed by a 0,3% compulsory contribution from the payrolls of Brazilian Firms.</p>
	<ul style="list-style-type: none"> <li>• <b>International relationships (membership, collaboration,..)</b></li> </ul> <p>The Sebrae System has developed a programme with the SBA (Small Business Administration), in partnership with the UNDP (United Nations Development Programme), for credit consulting. SEBRAE is Member of WASME and of the PROMOS – Chambers of Arts of Milan. In the credit sector, SEBRAE established discussions with IADB (Inter American Development Bank) for the implementation of Venture Capital Funds. SEBRAE also supported the creation of a network of Support Institutions for Micro, Small and Medium-sized Enterprises in Mercosur, in a partnership with its counterparts: Argentina's IDEB, Paraguay's CEPAE, Uruguay's DINAPYME, and Chile's SERCOTEC. In a joint operation with these organisations, SEBRAE is also engaged in the revitalization of the Latin American Organisation of Micro, Small and Medium-sized Enterprises (OLAMP), which groups European countries of Latin language origin.</p>
	<ul style="list-style-type: none"> <li>• <b>Operational offices abroad</b></li> </ul> <p>No offices abroad</p>

#### General information related to services and projects

	<ul style="list-style-type: none"> <li>• <b>Type of services provided</b></li> </ul> <p>SEBRAE works in cooperation with private sector and organisations for international cooperation in order to promote an entrepreneurial culture through seminars, courses, advisory, communication and marketing, etc.; SEBRAE tries to stimulate the need of information and training, especially in the areas of management, finance, technology, and market. Many consulting programs are also developed and promoted by SEBRAE, such as PATME (Programme for the Technical Support to the Micro and Small Enterprises) which aims to provide support to process reengineering, ISO 9000 and 14.000 projects, new products development, laboratory implementation, etc. Consultancy is provided by universities, technical centres, schools, etc. and SEBRAE covers 70% of the total costs of the approved projects. In other cases, SEBRAE provides directly consulting on technological issues through its special unit called Sebraetec.</p> <p>SEBRAE is not a financial institution and therefore it can not grant credit. Regardless this aspect, it provides support so that the entrepreneur may have access to the needed resources: it seeks partnerships with banks, helps in the preparation of business plans, and makes available an endorsement fund, which warrants before creditor banks, up to 50% of companies credit operation.</p> <p>SEBRAE promotes partnerships of productive chains and the formation of clusters. Tourism, arts technique, association forms, and agribusiness receive special attention. A special program is, for instance, the “Capacitação de fornecedores e redes” (Capacity Building for Suppliers and Networks). SEBRAE helps enterprises to create vertical networks and clusters through dedicated training, consultancy, commercial promotion.</p>
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- **Method for the supply of services**

**Off-line**

SEBRAE is able to provide its services through a localized network of regional outlets and through a huge number of information centres. SEBRAE services can also be provided through its consultants and through external bodies such as universities, technology centres, professional schools, etc.

**On-line**

SEBRAE promotes and disseminates information about its support services through a website which provides customers with detailed information on support initiatives and contacts.

SEBRAE has launched a very interesting program called *SEBRAE Connection* in order to improve the penetration in the market and coordinating every marketing action throughout the country. Six TV stations broadcast SEBRAE Connection programmes, with than two hours of information per week. Furthermore, it is also possible to get information on SEBRAE courses, services, financing, opportunities and business news through radio, newspapers, internet, telephone (0800 toll free) and at local information counters that are spread throughout hundreds of cities all over the country.

It counts on 27 State units; 500 service centres and 5,800 direct collaborators.