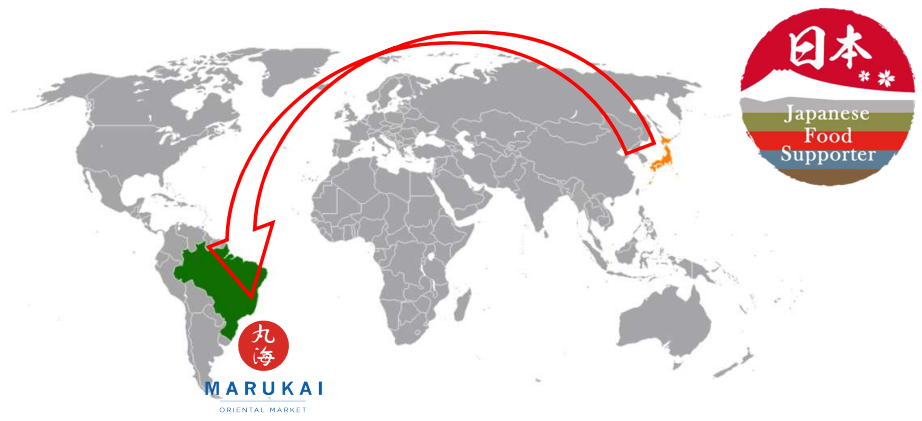




MARUKAI

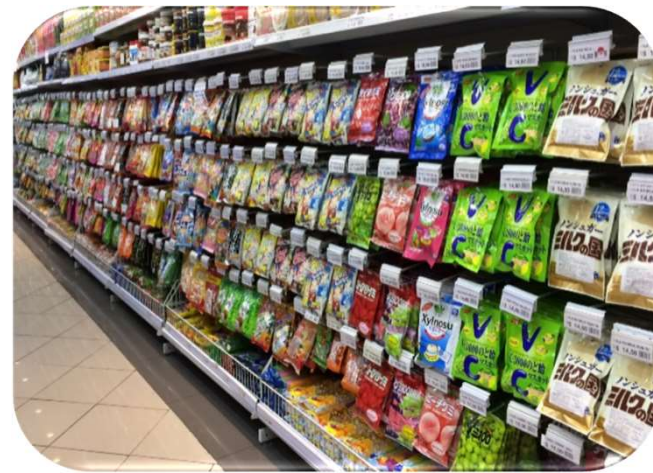
ORIENTAL MARKET

MARUKAI, SUA LOJA NA LIBERDADE.



- Liberdade District - City of São Paulo;
- 24 years in the Japanese products segment;
- We import directly;







❖ IMPORT CHALLENGES:

Legislation and regulation

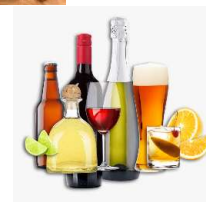
15 consenting bodies - Import license



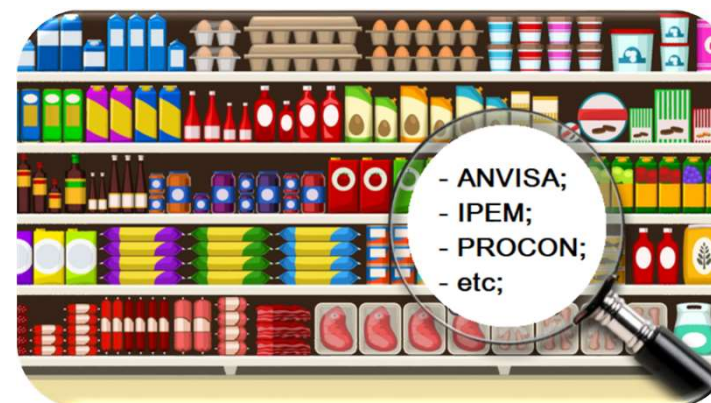
MAPA

x

ANVISA



Labeling rules



- ANVISA;
- IPEM;
- PROCON;
- etc;

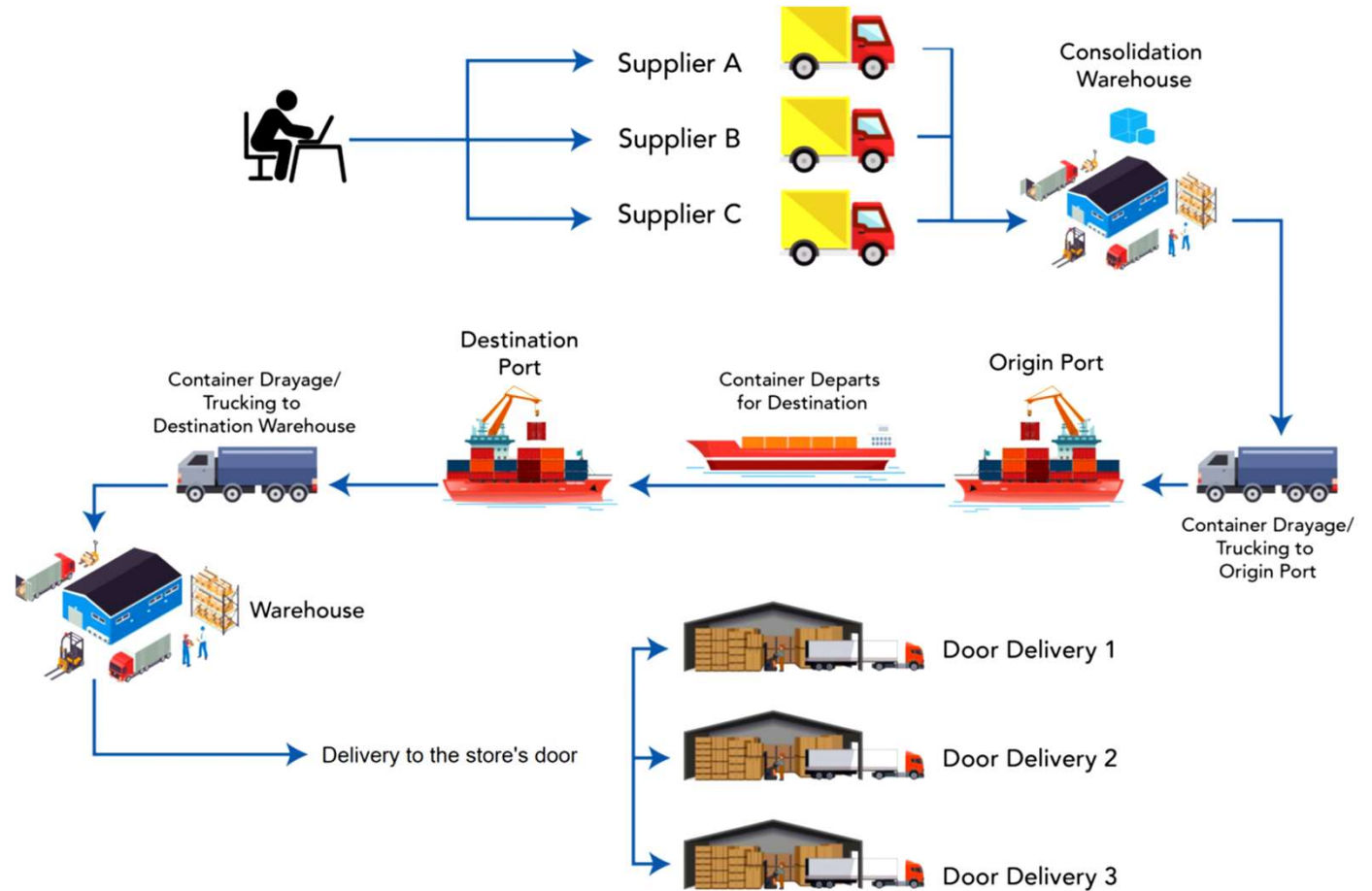


Economic Instability

Weakened currency, expensive dollar



Logistic Costs



TAXES and FEES



IMPORT TAXES



$$II = CV \times \%II$$

$$IPI = (CV + II) \times \% IPI$$

$$PIS = CV \times \% PIS$$

$$COFINS = CV \times \% COFINS$$

$$AFRMM = (\text{Freight} + \text{Fees}) \times \% AFRMM$$

$$ICMS = BC \times \% ICMS$$

$$BC = (CV + II + IPI + PIS + COFINS + AFRMM + \text{Despesas}) / (1 - \%ICMS)$$

* CV (Customs Value) = (FOB + Freight + Security) x \$ Exchange rate

DOMESTIC MARKET



- IPI
- PIS
- COFINS
- ICMS
- IRPJ
- CSLL

❖ PRODUCTS WITH POTENTIAL THAT WE WOULD LIKE TO IMPORT



❖ TIPS FOR EXPORTING TO BRAZIL



Get informed about:

Necessary documents and procedures;

- Registration with the consenting bodies;

- Certificates of analysis;

- Mandatory information for the Brazilian market;



ALTO EM
ACÚCAR ADICIONADO
GORDURA SATURADA
SÓDIO

Nutrient	For solid and semi-solid foods	For liquids
Added sugar	≥15g*	≥7,5g*
Saturated fat	≥6g*	≥3g*
Sodium	≥600mg*	≥300mg*

* Quantity per 100g or 100ml

We thank all customers, partners and employees in these 24 years in the market.

Muito obrigada!

どうもありがとうございます。

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marukai@marukai.com.br
+55 (11) 3341-3350

Diariamente das 8h às 20h.
Feriados das 8h às 18h.

