



BRAZIL - Digital Transformation

#GLOBALGATEWAY

#TEAMEUROPE

TEAM EUROPE PROPOSAL



Promote the international outreach of EU Digital Single Market (technologies, regulation, and standards) with special emphasis on global convergence

Contribute to the effective implementation of the EU-Mercosur Association Agreement exploring the potential of digitisation in commerce and trade facilitation

Actions to be undertaken:

Partnerships

- EU – Brazil multiannual partnerships involving stakeholders (public bodies, companies, universities)
- Organisation of yearly events on public policies and regulatory key aspects of digital market.

- A yearly public showcase of the EU – Brazil cooperation on digital economy
- Participation in EU research and innovation projects
- Business-to-business partnerships between EU and Brazilian digital companies
- Investment in digital economy and digital government
- Civil society engagement in digital inclusion: social innovation and entrepreneurship

MODALITIES/TOOLS

Policy Dialogue

Technical assistance

TAIEX or Twinning programmes

Studies, analysis

Technical and sectorial dialogues

Financing by EU financial institutions in cooperation with Brazilian financial institutions

Private sector investments

EU-Brazil research & innovation cooperation, the programme Horizon Europe (2021-2027)

KEY DELIVERABLES

Digital connectivity

ELLA-link, 35,000 km of cables connecting the EU (from Portugal) and the Latin American region (through Brazil) by means of an optic cable. It is the first connection of this kind between two continents. The ambition is to bridge the digital divide with and within Latin America and enhance international data exchange that catalyses cooperation on research, innovation, education, in parallel to the deployment of 5G infrastructure. The EU mobilised investments from several financial institutions in the order of EUR 26.5 million in a Team Europe spirit, including the EIB's Marguerite Fund. Brazil contributed with EUR 15 million.

TRANSFORMATIONAL POTENTIAL

Promote the outreach of EU policies and the engagement of Brazil in key policy areas of the digital transformation

Promote business partnerships and industrial cooperation on:

- Digital technologies and related standards
- Digital platforms
- Cross-sectoral digitisation initiatives.

Promote public policies for digital transformation that result in:

- Reduction of inequality
- Greater social inclusion
- Balanced socio-economic development



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NATIONAL CONTEXT

Brazil - a country with the economic and regional influence

The Team Europe - Brazil Initiatives under the Green Deal - synergies with this proposal:

- Sustainable and Smart Cities
- Tropical Forests

Since 2007, the EU is engaged in an extensive cooperation with Brazil on digital technology:

- Research and innovation (5G, IoT, AI, cyber-security)
- Digital science and satellite technologies
- Related EU initiatives
 - Galileo
 - GNSS
 - Copernicus
- EU digital technologies in:
 - Industry
 - Agriculture
 - Urban development
 - Energy
 - Mobility
- Regulatory convergence on EU digital single market:
 - Standardisation
 - E-commerce
 - Personal data protection
 - AI
- Global governance on Internet and related matters, cyber-security
- Improvement of connectivity infrastructure in the line of EU-Brazil submarine cable (ELLALINK/BELLA)

GEOPOLITICAL CONTEXT AND RELEVANT SDGs



Agenda 2030

The Communication "2030 Digital Compass"

11th edition of the EU-Brazil Dialogues on Information Society and Digital Economy

The Green Deal

COVID-19 pandemic

**SDGs included based on a new JRC electronic text mining tool, which identifies SDGs (targets)