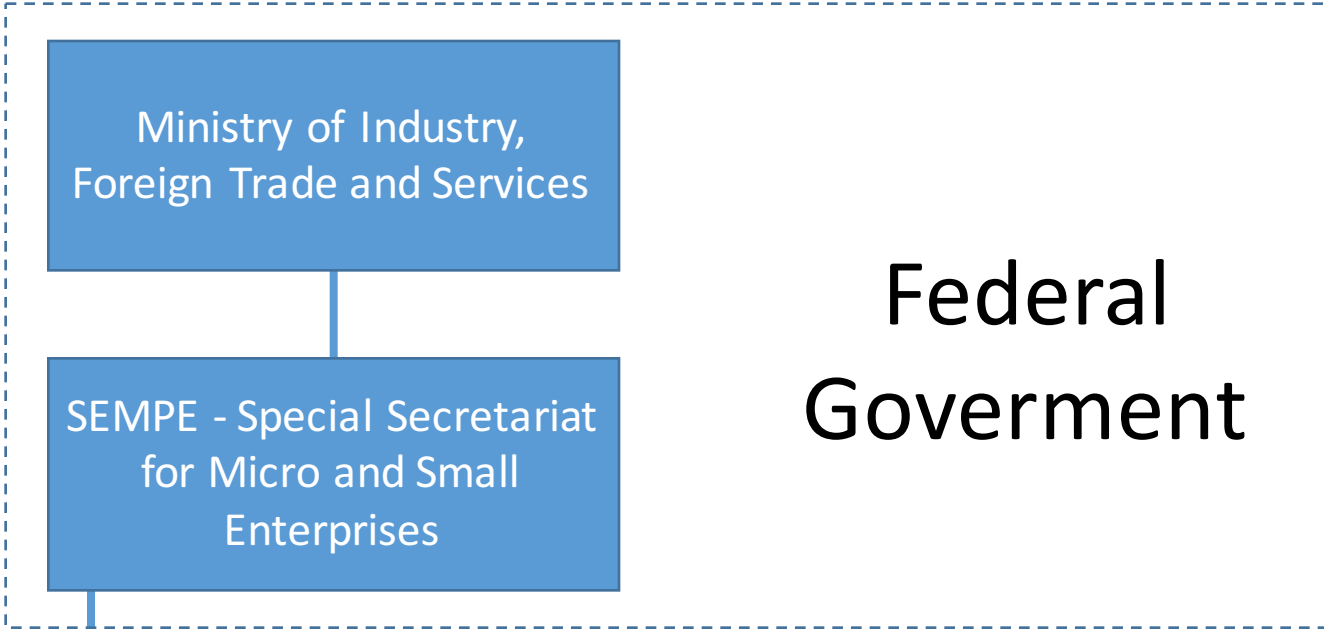




Special Secretariat of Micro and Small Enterprises

A little context of Micro and Small
Business in Brazil

62º ICSB World Conference



Target Audience SEMPE

MEI = 7 millions

SMEs = 8 millions

Artisans = 8,5 millions*

Revenues/year

R\$ 81.000,00

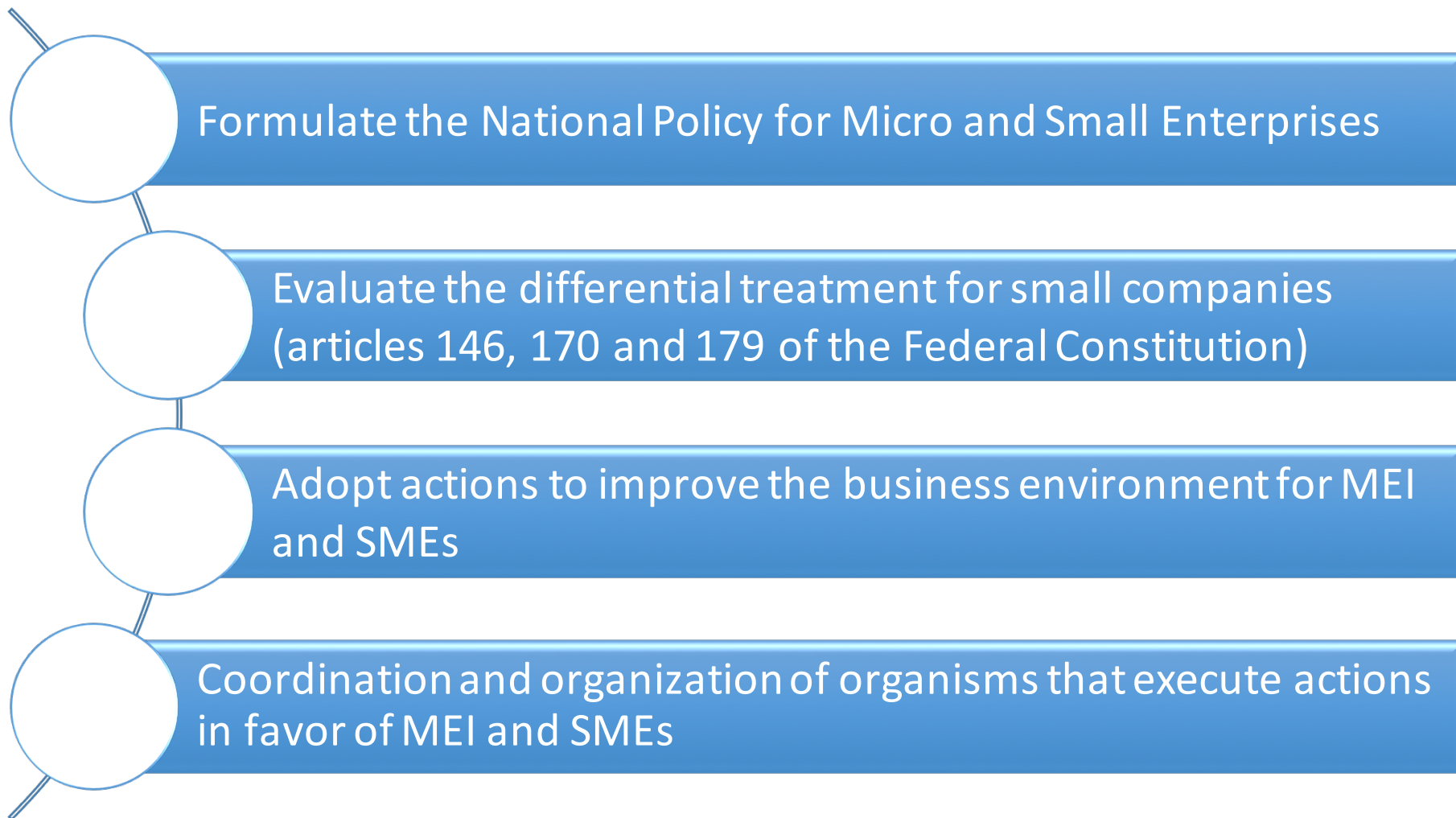
R\$ 4,8 million

Ranked as MEI or SME

* Dados do IBGE
** inclui MPE fora do SIMPLES



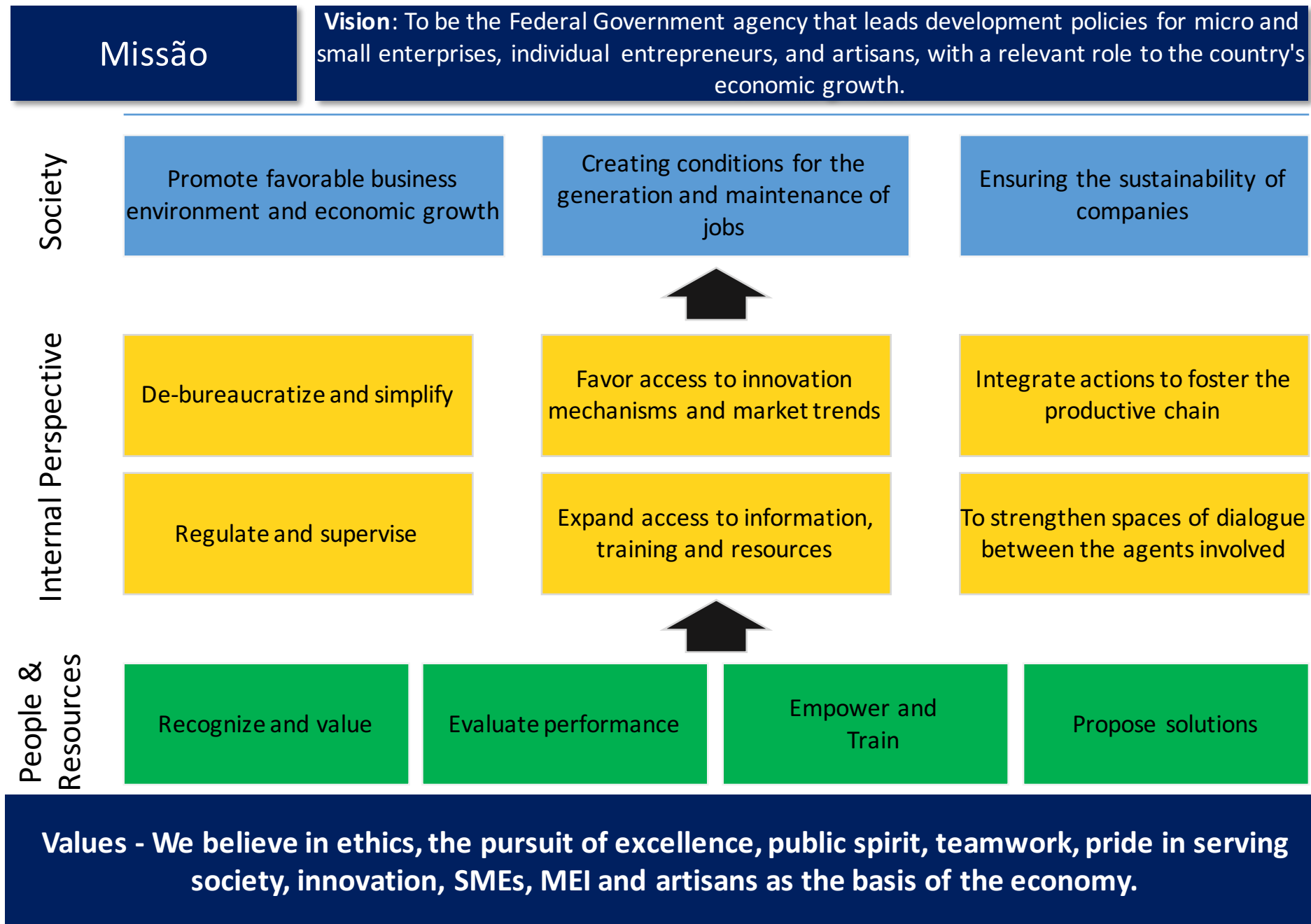
Main lines of action



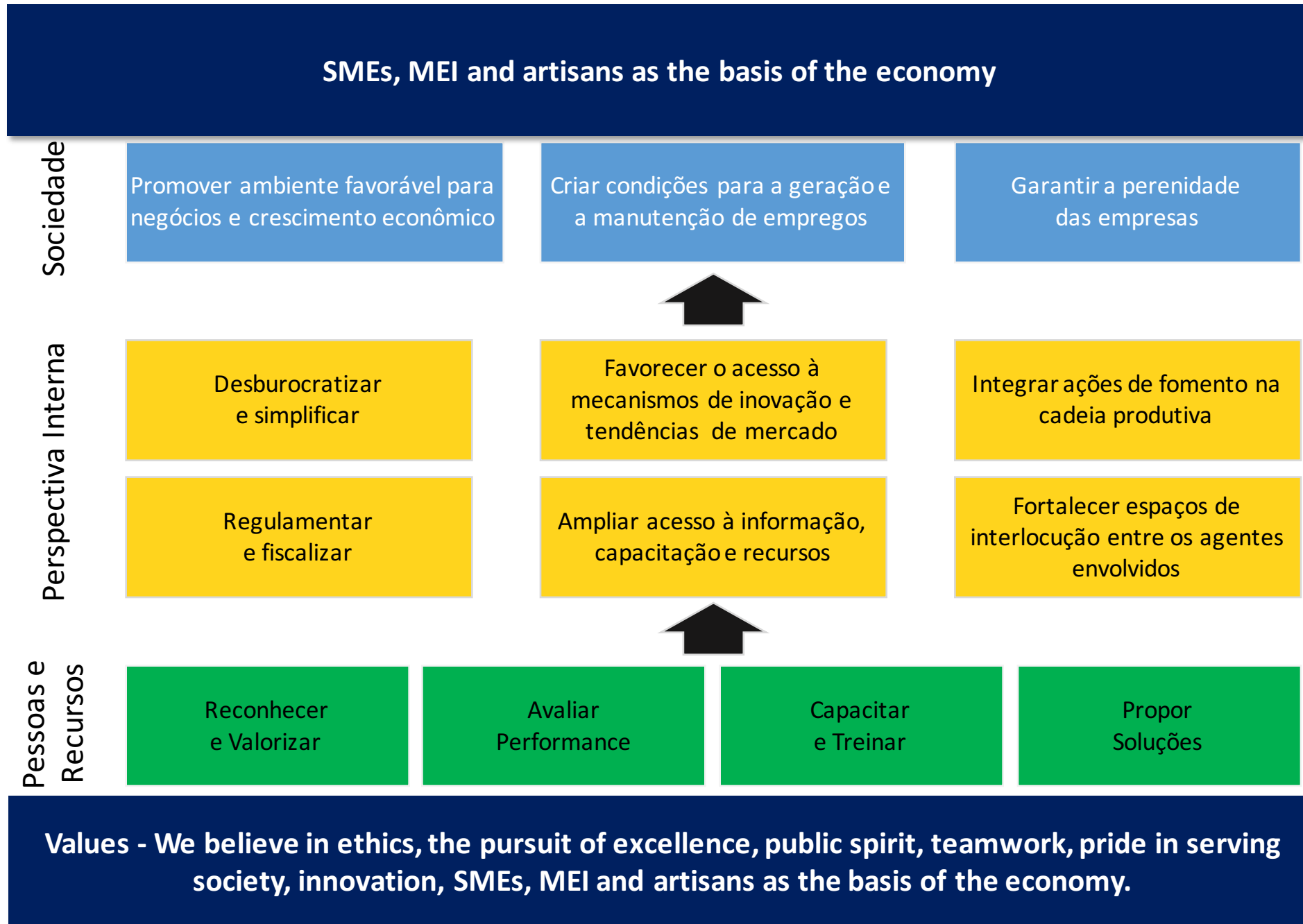
Mission

Promote public policies for the development of micro and small enterprises, individual entrepreneurs and artisans, through the articulation between public actors and society, in an innovative and sustainable way.

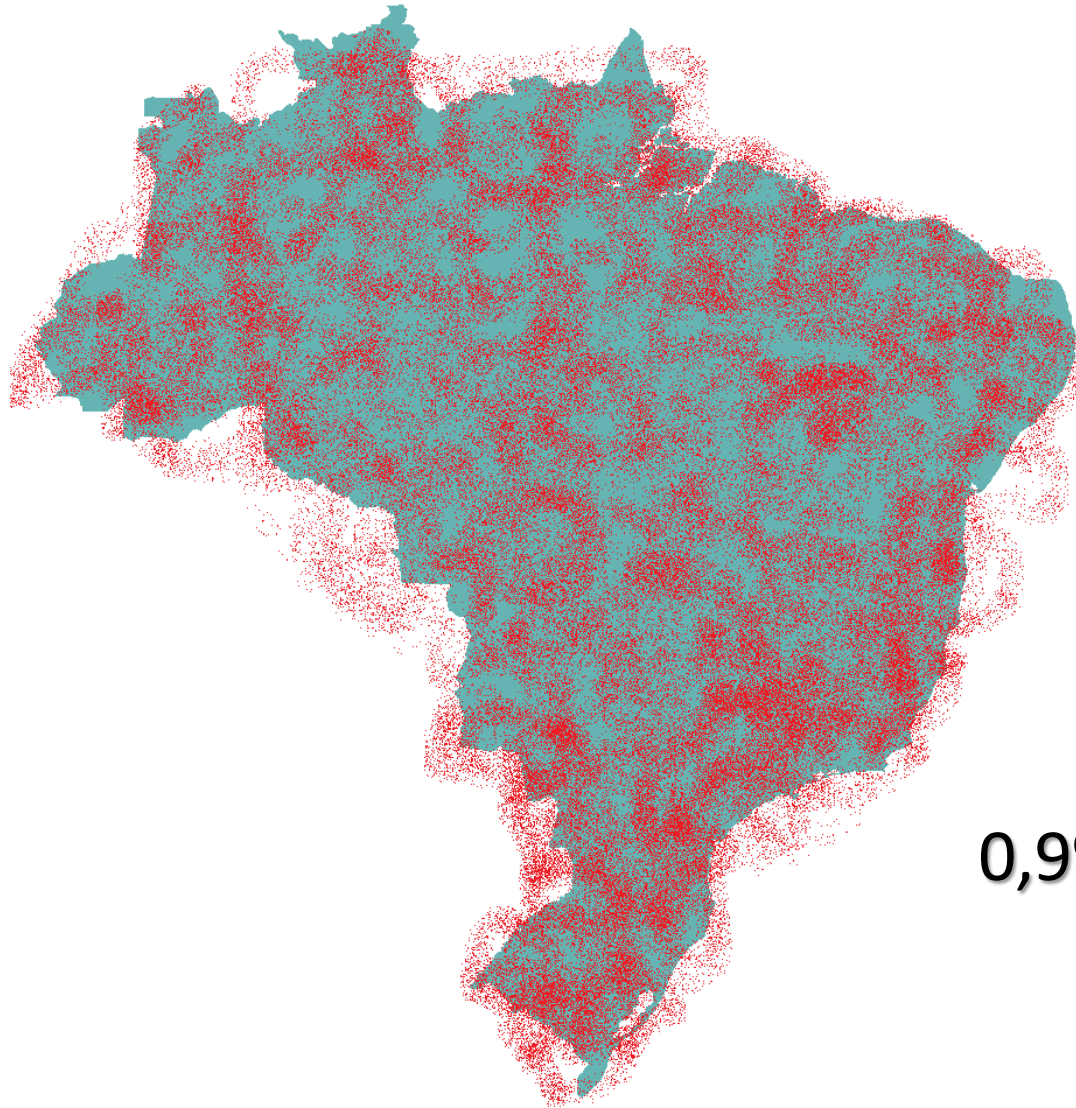
Strategic Map of the Special Secretariat for Micro and Small Enterprises



Strategic Map of the Special Secretariat for Micro and Small Enterprises



SMEs, MEI and artisans as the basis of the economy



98% of companies

54% private formal
jobs

27% GDP

0,9% of exports

We work for their needs...

Some MEI and SMEs requirements observed by SEMPE

Simplification of the Registry and Tax Structure

Training and orientation

Competitiveness

Financing and credit

Innovation

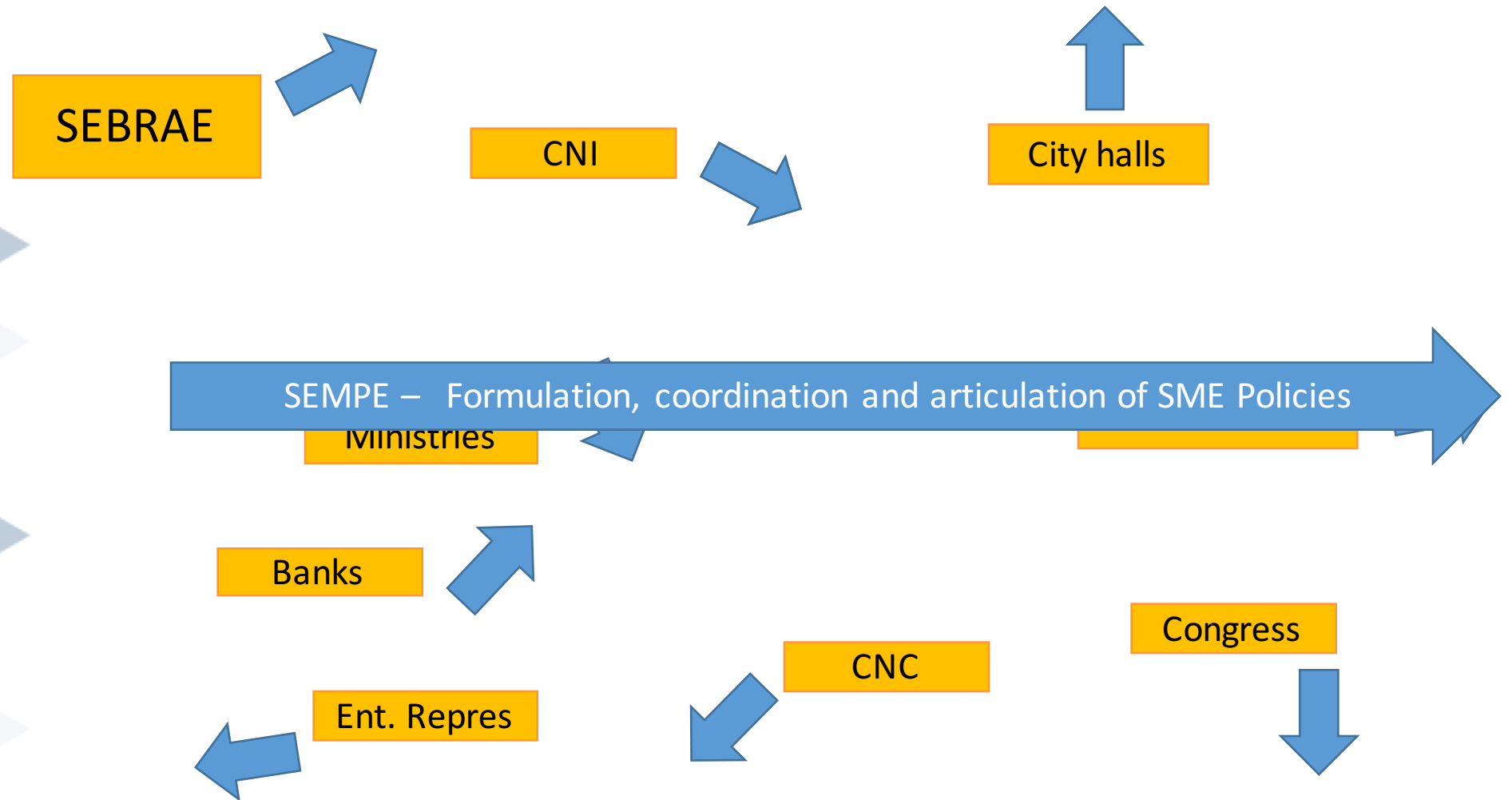
Internationalization and access to markets

Promote associativism

Protection of Intellectual Property

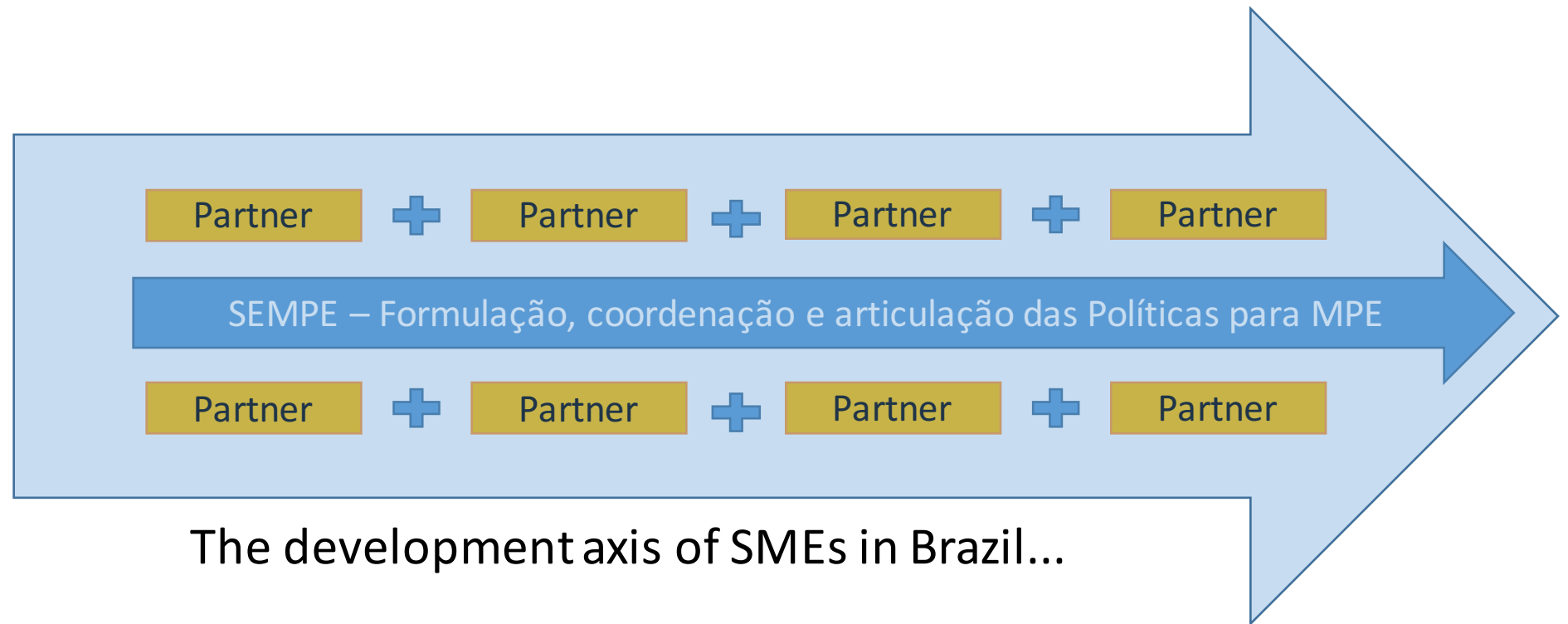
Many others...

Many entities watch over and have actions in favor of SMEs ...



But we have to align the force vectors and search for a resultant

National Pact for the Development of Micro and Small Enterprises



The development axis of SMEs in Brazil...

Permanent Forum of Micro and Small Enterprises



120 public
and private
entities

FÓRUM PERMANENTE DAS MICROEMPRESAS E EMPRESAS DE PEQUENO PORTE

SECRETARIA DA
MICRO E PEQUENA EMPRESA

MINISTÉRIO DA
INDÚSTRIA, COMÉRCIO EXTERIOR
E SERVIÇOS



Some Relevant Projects ...

- Expansion of REDESIM - Opening and closing of companies in a simplified way
 - ✓ Principle of Linearity - Steps in sequence (Feasibility of address and name, company registration, tax registration and licensing / authorization to operate)
 - ✓ Unbinding the fiscal regularity of the entrepreneur and of the property to open a company.
 - ✓ Principle of low risk and the rescue of the Government's trust in the Citizen - For enterprises declared the low risk (by activity and structure / size), about 80% of companies, the supervision is later. The entrepreneur can already start working.

With this, we have in all Brazilian states the possibility of opening low risk companies in less than 07 days, in half of the states it spends only one day.

In 15 states (out of 27) it's possible to open a low risk company at a distance, without the need for attendance in person.

The State's Board of Trade are the executing agencies of the Business Register in the 27 Units of the Federation, and are part of the REDESIM of the Federal Government

Some Relevant Projects ...

● Simple Export

- ✓ Relieving the micro-entrepreneur of documentation - with the creation of the figure of "Logistic Operator", courier companies such as Correios do Brasil, DHL, FEDEX, UPS, etc., begin to make every bureaucratic procedure in the name of micro enterprise. The entrepreneur can focus on what matters to him, which is to produce and negotiate.
- ✓ Decree 8.870 / 16 created the Simple Export program. Next, there was a regulation by the Internal Revenue Service and awareness of Courier companies.

The first export under the program was carried out in April 2017. A shoe company made a sale to Germany and the Logistic Operator took care of all documentary filling.

The experience was very well evaluated by the user.

At the beginning of August, SEMPE/MDIC and the Federal Revenue will hold Seminar with the largest Courier in Brazil to disseminate the Program and ask them to disclose in their service stations.

Some Relevant Projects ...

● Institution Friend of the Entrepreneur

- ✓ To Expand the coverage of the Entrepreneur's Training Network, both for existing companies and pretended entrepreneurs before opening their companies.
- ✓ SEBRAE - Brazilian Support Service to SMEs is the largest actor in the management training of entrepreneurs in Brazil, and acts according to the National Policy for the segment. However, SEBRAE has 550 branches for 5,570 Brazilian cities.

Through this Program, SEMPE (Ministry of Industry and Foreign Trade) and the Ministry of Education, calling on the Universities - courses in Administration and Accounting, to open their doors and organize spaces for guidance to entrepreneurs.

Universities provide their physical structure (classrooms and computers) and their teachers who act as supervisors. The students of Administration and Accounting give the consultancy to the entrepreneurs and, at the same time, they are able to practice what they learn in theory in their respective undergraduate courses.

Today, the Project is in a pilot phase with 11 Public and Private Universities, but the total potential when it comes into operation is 2,400 courses in these 02 disciplines. Forecast to operate full: September 2017

We must believe that ...

The success of micro and small enterprises and the stimulation of entrepreneurship is the way to a strong, healthy economy with wealth distribution in all regions of the country.

Ensuring a business environment conducive to SMEs is critical to a positive movement from the bottom up, from the basis, inducing the entire economy of the country.

Thank You!

José Ricardo F. M. Veiga
Secretário Especial da Micro e Pequena Empresa

