

**SEARCH**

28 September 2010  
Shotlist Ref: RTV2468110

REUTERS 

## **BRAZIL: Brazilian economy likely to remain unchanged in upcoming government**

### **Story:**

Brazil's main presidential candidates are seen as continuing the policies of President Luiz Inacio Lula da Silva that have nurtured an economic boom in the South American country.

Under President Luiz Inacio Lula da Silva, Brazil has risen to be a regional economic powerhouse and has turned into one of the world's hottest emerging markets in the past years.

Lula's mix of social welfare programs with market-friendly policies has ensured a whopping growth and a significant reduction of poverty and inequality.

Brazil's GDP grew 9 percent in this year's first quarter compared to a year earlier, its fastest pace in more than a decade, and sustained an 8.8 rate in the second quarter, defying forecasts of a steep slowdown.

The government's statistics agency IBGE said the solid growth in Latin America's largest economy -- and the world's eighth-largest -- has been propelled by agriculture, cattle ranching, industry, capital spending and household consumption, which has a lot to do with the rising of a new middle class.

According to a recent research by the economic think tank Getulio Vargas Foundation, 29 million Brazilians have entered the middle class and 20.5 million have been lifted from poverty since Lula took office in 2003.

Economist Marcelo Neri said Brazil can count on its bulky domestic market to sustain high growth rates.

"I think that inflation, external debt and public debt are somewhat under control. I think this was the great secret of the Brazilian prosperity in the past years. Now, the international scenario is troubled but it (Brazil) has a great economic ally -- the new middle class that is consuming and keeping the wheels of the economy turning," he said.

As the country prepares to elect Lula's successor next Sunday, the economy's future guidelines are high on the agenda. Both of the leading candidates are from mainstream parties and broadly endorse the pillars of current policies that have made Brazil one of the world's fastest-growing emerging economies.

Neither the ruling Workers' Party Dilma Rousseff nor the opposition's Jose Serra are seen as breaking with the mostly market-friendly policies that have ensured stability over the past decade: a free-floating currency, inflation control and fiscal discipline.

Serra began his campaign as the clear favorite of financial markets due to his doctorate in economics from Cornell University, a laundry list of executive experience, and a party that championed privatization and market reforms under Lula's predecessor, President Fernando Henrique Cardoso.

Rousseff, a career civil servant, by contrast, was once an urban guerrilla and never held an elected office before. However, she has distanced herself from some of her party's more leftist proposals and pledged to continue Lula's measures that have fuelled the economy.

Rousseff, who is on track to win an absolute majority on October 3, allowing her to avoid a run-off vote four weeks later, favors a strong state role in strategic areas, such as banking, oil and energy, but insists private companies in those sectors would not be crowded out.

Serra favors a strong and active government and applauded Lula's fiscal stimulus measures during the global crisis. But he is seen as more open to selective privatization and says he would not use state funds to promote private sector mergers and acquisitions. He also proposes policies to develop the national industry and would step up trade safeguards against cheap, mostly Chinese, imports.

Both main candidates agree on the need to overhaul Brazil's complicated tax system to encourage investment.

Neri said the next president should work to empower the rising middle class.

"I think our next president has to open a market for the poor, give a leading role to the poor, to this new middle class, through quality education, through more functional labor and pension laws and through microcredit. I think Brazilians should be treated as the main characters of their history -- that's what Brazilians want," he said.

With less than a week to the elections, Rousseff had 50 percent support compared with 28 percent for Serra, according to a poll published late last week.

### **Clip 1 of 10**

Clip Ref: RTV2468110 121

Timecode - In:

Out:

RIO DE JANEIRO, BRAZIL (FILE) (ORIGINALLY 4:3) (REUTERS)

GENERAL VIEW OF SUGAR LOAF HILLS

VARIOUS OF PEOPLE WALKING ON TRAIN STATION  
GENERAL VIEW OF TRUCKS AND CARS ON HIGHWAY  
Clips On Demand  
Copyright: FILE REUTERS (CAN SELL)  
Duration: 00:00:21

**Price:**  
**£149(price based on current active licence)**

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### Clip 2 of 10

Clip Ref: RTV2468110 649  
Timecode - In:  
Out:  
RIO DE JANEIRO, BRAZIL (FILE) (ORIGINALLY 4:3) (PETROBRAS HANDOUT)  
SHIP AND PLATFORM AT SEA  
Copyright: PETROBRAS  
Duration: 00:00:04

**Price:**  
**N/A**

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### Clip 3 of 10

Clip Ref: RTV2468110 750  
Timecode - In:  
Out:  
RIO DE JANEIRO, BRAZIL (FILE) (ORIGINALLY 4:3) (REUTERS)  
CLOSE OF GAS PUMP FILLING CAR FUEL TANK  
CLOSE OF PANEL AT GAS STATION  
Clips On Demand  
Copyright: FILE REUTERS (CAN SELL)  
Duration: 00:00:10

**Price:**  
**£149(price based on current active licence)**

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### Clip 4 of 10

Clip Ref: RTV2468110 1024  
Timecode - In:  
Out:  
MATO GROSSO, BRAZIL (FILE) (ORIGINALLY 4:3) (TV GLOBO - NO ACCESS BRAZIL)  
VARIOUS OF COTTON PICKER HARVESTING COTTON  
Copyright: TV GLOBO (Brazil)  
Duration: 00:00:03

**Price:**  
**N/A**

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### Clip 5 of 10

Clip Ref: RTV2468110 1122  
Timecode - In:  
Out:  
MATO GROSSO, BRAZIL (FILE) (ORIGINALLY 4:3) (GREENPEACE HANDOUT)  
COMBINER HARVESTING SOY  
Copyright: GREENPEACE  
Duration: 00:00:08

**Price:**  
**N/A**

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**Clip 6 of 10**

Clip Ref: RTV2468110 1322

Timecode - In:

Out:

RIO DE JANEIRO, BRAZIL (FILE) (ORIGINALLY 4:3) (REUTERS)

CUSTOMER PICKING POTATOES AT SUPERMARKET

Clips On Demand

Copyright: FILE REUTERS (CAN SELL)

Duration: 00:00:04

**Price:****£149(price based on current active licence)**

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**Clip 7 of 10**

Clip Ref: RTV2468110 1444

Timecode - In:

Out:

RIO DE JANEIRO, BRAZIL (RECENT) (REUTERS)

SIGN OUTSIDE ECONOMIST MARCELO NERI'S OFFICE READING: "SOCIAL POLICIES CENTRE"

NERI IN HIS OFFICE

CLOSE OF COMPUTER SCREEN

(SOUNDBITE) (Portuguese) ECONOMIST MARCELO NERI, SAYING: "I think that inflation, external debt and public debt are somewhat under control. I think this was the great secret of the Brazilian prosperity in the past years. Now, the international scenario is troubled but it (Brazil) has a great economic ally -- the new middle class that is consuming and keeping the wheels of the economy turning."

Clips On Demand

Copyright: REUTERS

Duration: 00:00:38

**Price:****£149(price based on current active licence)**

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**Clip 8 of 10**

Clip Ref: RTV2468110 2407

Timecode - In:

Out:

RIO DE JANEIRO, BRAZIL (FILE) (REUTERS)

COSTUMERS OBSERVING TELEVISIONS AT RETAIL STORE

BANNER SHOWING PRICES OF TELEVISION AT RETAIL STORE

MAN CARRYING A BOX WITH A RECENTLY PURCHASED TELEVISION SET

GENERAL VIEW OF CARS AND PEOPLE IN A STREET IN RIO'S BUSY DOWNTOWN AREA

Clips On Demand

Copyright: FILE REUTERS (CAN SELL)

Duration: 00:00:18

**Price:****£149(price based on current active licence)**

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**Clip 9 of 10**

Clip Ref: RTV2468110 2872

Timecode - In:

Out:

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Footage contains identifiable minors - please refer to Terms &amp; Conditions for more information.

RIO DE JANEIRO, BRAZIL (FILE) (ORIGINALLY 4:3) (REUTERS)

GENERAL VIEW OF SLUM

SLUM SHACKS

Copyright: FILE REUTERS (CAN SELL)

Duration: 00:00:09

**Price:**  
**N/A**

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## Clip 10 of 10

Clip Ref: RTV2468110 3119

Timecode - In:

Out:

RIO DE JANEIRO, BRAZIL (RECENT) (REUTERS)

(SOUNDBITE) (Portuguese) ECONOMIST MARCELO NERI, SAYING: "I think our next president has to open a market for the poor, give a leading role to the poor, to this new middle class, through quality education, through more functional labor and pension laws and through microcredit. I think Brazilians should be treated as the main characters of their history -- that's what Brazilians want."

RECIFE, BRAZIL (RECENT) (REUTERS)

GENERAL VIEW OF STUDENTS IN UNIVERSITY

GENERAL VIEW OF CLASSROOM

STUDENTS IN CLASSROOM

GENERAL VIEW OF PALM TREES AND BUILDINGS IN THE HORIZON

EXTERIOR OF BANCO DO NORDESTE (BANK OF THE NORTHEAST) HEADQUARTERS

SIGN OUTSIDE BANK, READING: "BANCO DO NORDESTE"

CLOSE OF WOMAN'S HANDS HANDLING MONEY

WOMAN AT CASHIER PAYING FOR A COMPUTER

WOMAN LEAVING STORE WITH SHOPPING BAGS

CONSTRUCTION WORKER LOADING CART WITH CEMENT

GENERAL VIEW OF WORKERS AT CONSTRUCTION SITE

CLOSE OF WORKER HAMMERING PAVING STONE

GENERAL VIEW OF WORKERS AT CONSTRUCTION SITE

EXTERIOR OF CONSTRUCTION SITE WHERE A RESIDENTIAL BUILDING IS BEING BUILT

CLOSE OF BUILDING WINDOW

WOMAN SHOWING HER APARTMENT'S PAPERS

WOMAN SHOWING HER APARTMENT

Copyright: GREENPEACE

Duration: 00:01:41

**Price:**  
**N/A**

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