

Por qué hay países que crecen aceleradamente?

La literatura económica está llena de recomendaciones a los países en el sentido de que deben exportar. No solo porque les permite obtener ingresos superiores a los que consiguen en los mercados internos, sino porque generan destrezas competitivas que facilitan el aumento de la productividad y a veces, el desarrollo de nuevas actividades y sectores.

Las 25 Economías Rápidamente Emergentes (ERE) del mundo, que son las que han crecido en promedio 6% anual o más durante los últimos 20 años, plantean una receta ligeramente diferente.

De un lado, crecen rápido porque tienen un sector privado que hace continuamente inversiones grandes (no las hace el gobierno). De otro, son marcadamente exportadoras. En promedio exportaron un valor equivalente a 38% del PIB en los dos últimos decenios, frente a 29% del mundo y 24% de América Latina.

LA SORPRESA: las ERE son, además, altamente importadoras. Las compras de bienes y servicios importados valieron 50% de su PIB en los últimos veinte años, casi el doble de los 28% del mundo y duplica el 24% latinoamericano. En otras palabras, han sido economías francamente abiertas. ¿Tema para pensar en Brasil, Argentina y Colombia, tres de los países más cerrados del planeta? **LT**

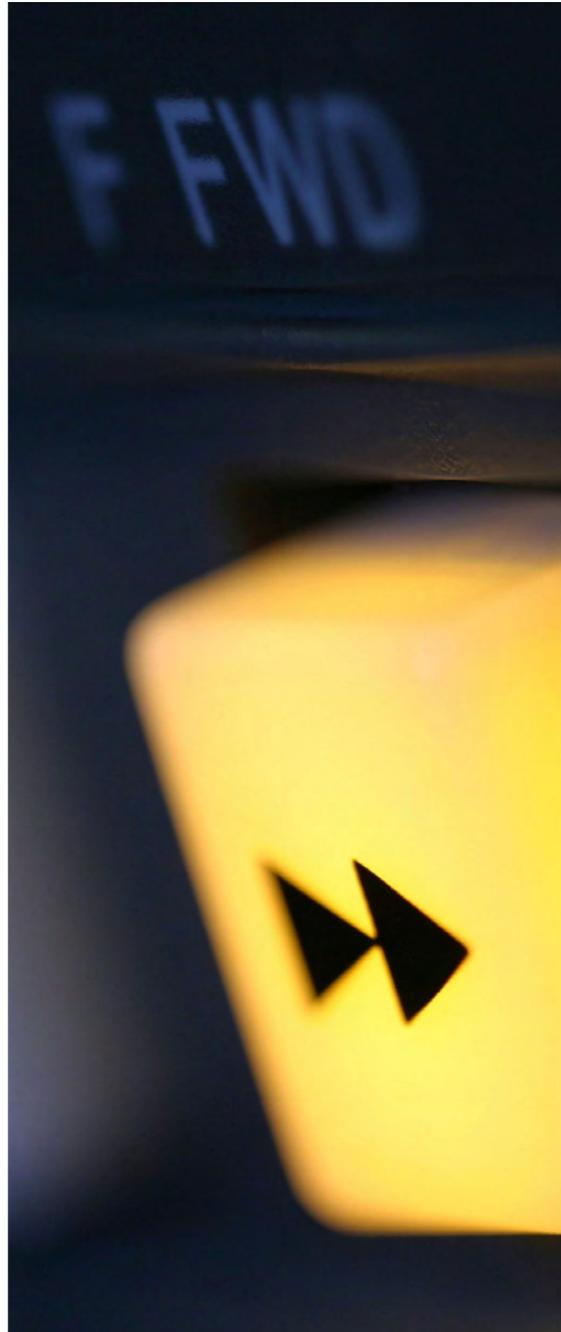


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APERTURA DE LAS ECONOMÍAS RÁPIDAMENTE EMERGENTES (ERE)

Exportaciones e importaciones como porcentaje del PIB

(% Promedio de los últimos 20 años)

Países	Exportaciones	Importaciones
Promedio ERE	38	50
Mundo	29	28
Ingresos altos	30	29
América Latina	24	24

SUSTAINABILITY



Cultivated meat innovation ecosystems

Challenges and opportunities in Brazil and emerging markets

* Maria Tereza Fleury

Climate change, environmental and animal ethics concerns, the increasing demand for meat, and limited resources are some of the critical challenges society is grappling with.

Emerging countries play a vital role in livestock production, employing over 500 million workers. Brazil, as one of the largest exporters, relies on animal production, which accounts for 25% of its GDP. However, alternatives to the traditional protein business are on the rise.

According to a study by BCG, approximately one-tenth of global protein consumption will come from alternative sources by 2035. If technological advancements enhance quality and accelerate the alignment of alternative proteins with traditional meat attributes, combined with supportive regulations, the demand for conventional protein is expected to peak in 2025 and subsequently decline in Europe and North America. Conversely, its growth will be slower in Latin America and the Asia-Pacific region, with Brazil and Argentina leading the way as prominent players.

Alternative proteins, including plant-based, cell-based (or cultivated meat - CM), fermentation-based, and other types such as insect-based (PWC, 2022), are driving the creation of innovation ecosystems. These ecosystems involve firms, startups, universities, NGOs, and other institutions worldwide, with startups at the forefront and support from diverse stakeholders.

In 2021, the leaders of Brazilian conventional meat production made massive investments to promote partnerships with foreign startups. BRF established a strategic alliance with the Israeli Aleph Farms, while JBS acquired the Spanish BioTech Foods.

From a legal and institutional perspective, Brazil's Good Food Institute (GFI) office actively collaborates with large food producers, governmental regulators, and scientists nationwide to foster industry growth.



Regulation presents a complex challenge, not exclusive to Brazil. In Europe, the approval process took approximately 1.5 years, while in the United States, it is still ongoing.

Recent market research indicates that approximately 65% of the population, particularly "Generation Z" and "millennials," is interested in consuming CM. However, challenges remain in terms of consumer confidence, scalability, texture, pricing, and limited investment due to uncertainties regarding return on investment.

I firmly believe that the breakthrough of CM will have a positive impact on transforming the traditional meat production chain, aligning with the United Nations Sustainable Development Goals in a mutually supportive relationship. **LT**

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