



GET TO KNOW THE POWER OF BRAZILIAN STONES



**IT'S
NATURAL**
BRAZILIAN NATURAL STONE

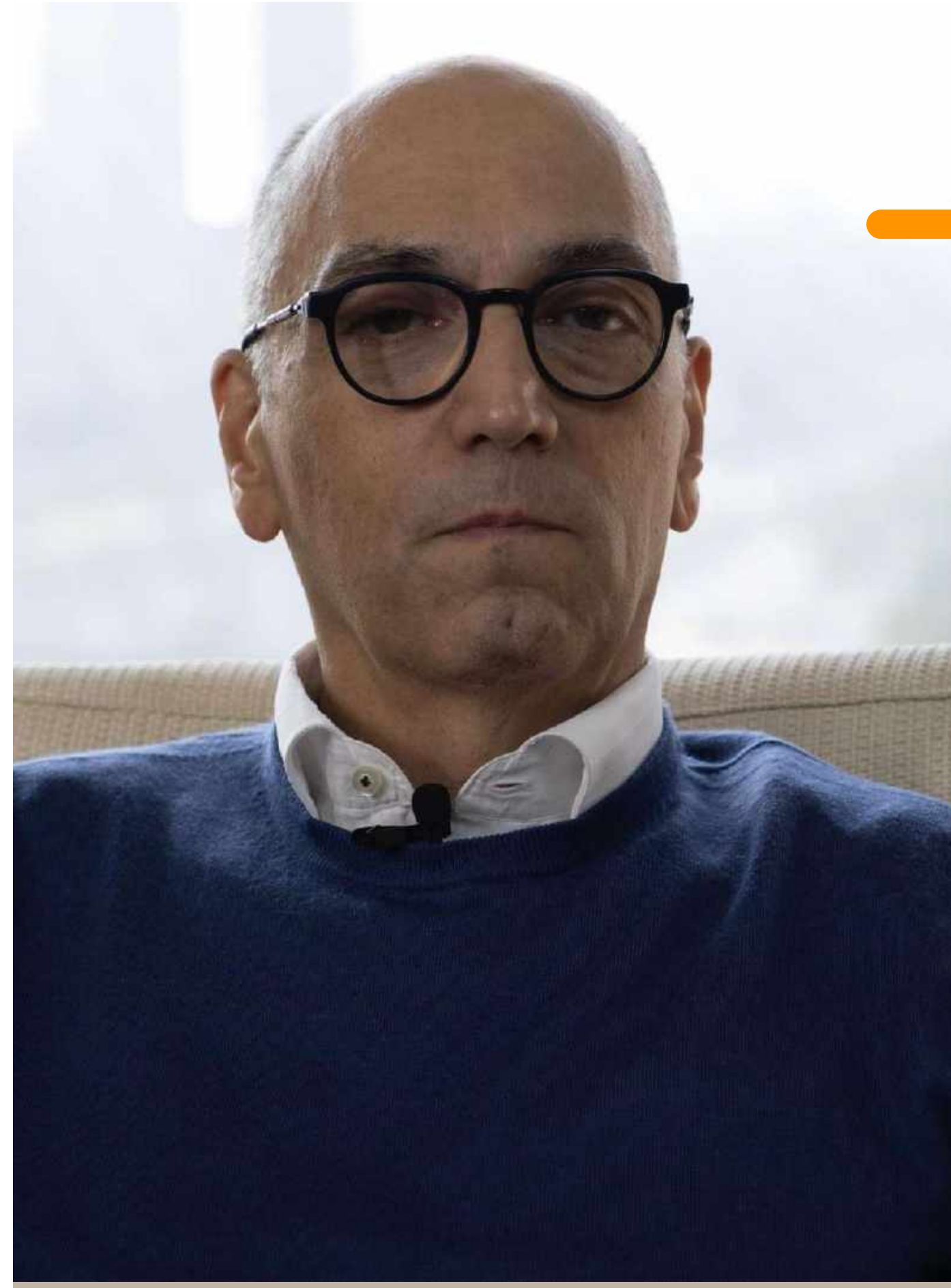
CENTROROCHAS
CENTRO BRASILEIRO DOS EXPORTADORES DE ROCHAS ORNAMENTAIS

apexBrasil



Fabio Cruz

Over 20 years of experience in the sector. He has led U.S. and Brazilian companies with sales strategies for business expansion. He is the vice-president of Centrorochas.



Paulo Giafarov

Chemical engineer and building technician. Founder of DGG. He has a wide experience in projects and dealing with architects around the world since 1978.

MEET OUR SPECIALISTS

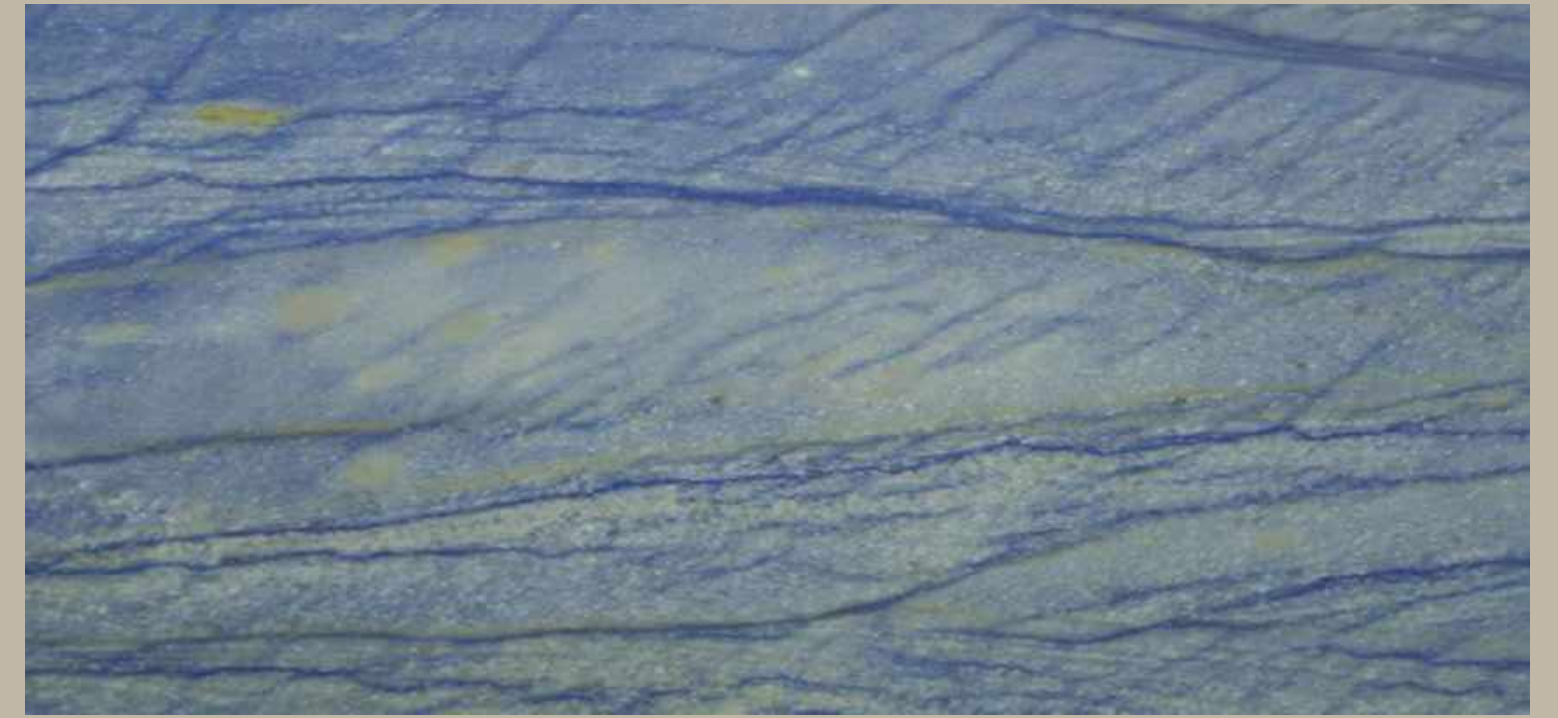
Fabio and Paulo are committed to promoting the connection between Brazilian manufacturers and designers and architects all over the world. With their expertise and the diversity of Brazilian stones, you can be sure to have impactful projects in your portfolio.

WHAT ARE NATURAL STONES?

There are many variations of stones. And many variations within each of the classifications.

Each has its unique design, amazing colors, and natural properties.

A work of art takes a long time to complete. Ours took millions of years. Natural stones are gifts of nature.



HISTORY TIMELINE

Natural stones have been used for over 5,000 years. In ancient times, the stones were used both as building materials and as finishes. It was only after the discovery of cement during the Industrial Revolution that the stones began to be used mainly as a finishing element. But many of the old monuments still standing in our days were made of natural stones, proving the incredible durability of this material. Here are some examples: the Pyramids, the buildings of the Acropolis, the Great Wall of China, and the Colosseum.

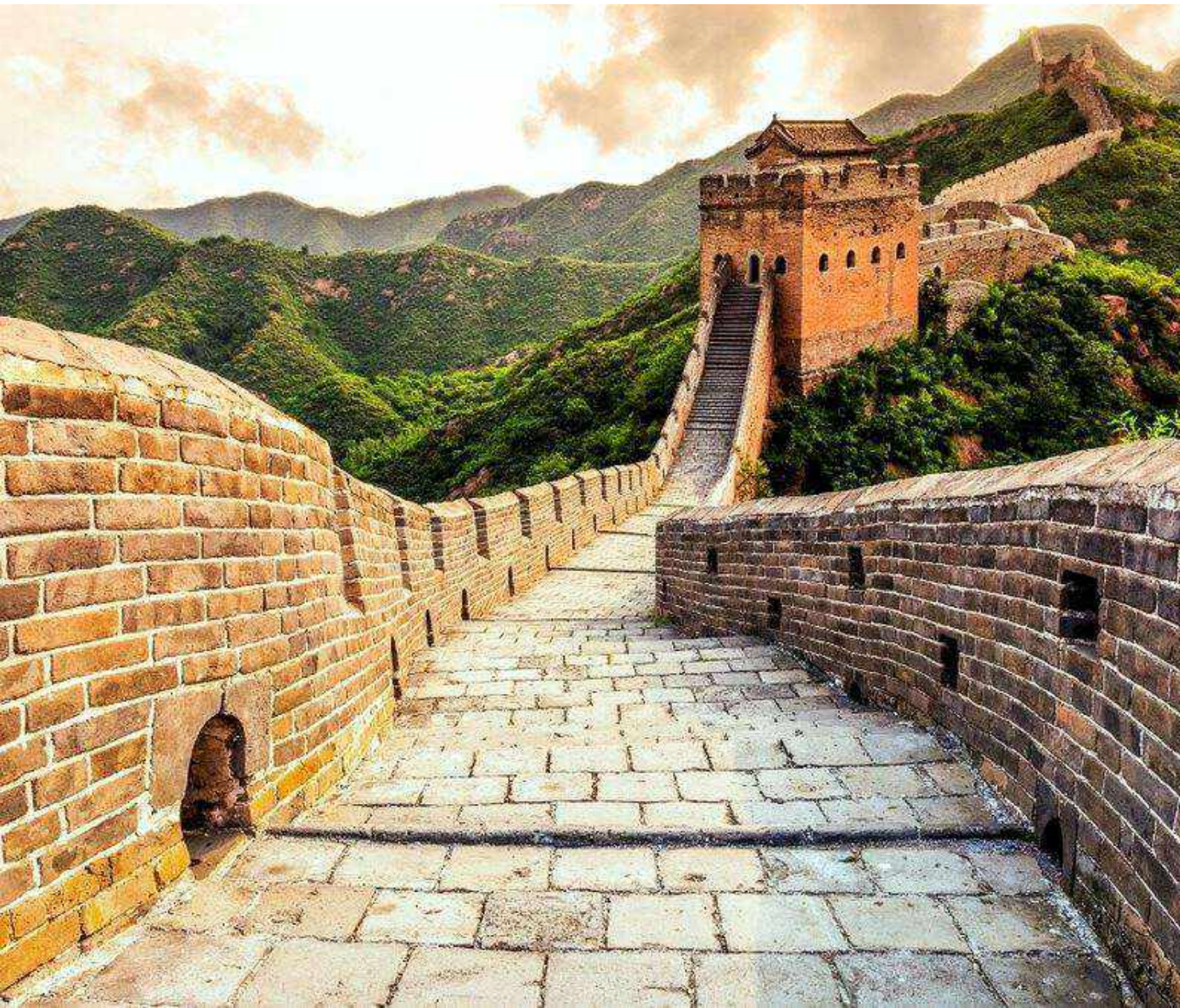
2,700 B.C.
EGYPT



500 B.C.
GREECE



220 B.C.
CHINA



70 A.C.
ITALY



After the Industrial Revolution, new techniques were developed, providing better conditions for the extraction and processing of natural stones, making their use more extensive and frequent. Nowadays, machines and equipment have been created, enabling natural stones to be processed in various thicknesses and patterns.

**TIME-TESTED
BEAUTIFUL
UNIQUE**



**HOW ARE
THEY
EXTRACTED?**



**HOW ARE
THEY
PROCESSED?**





**WHAT ARE
THEY USED
FOR?**



Walls

Using natural stones for walls adds sophistication and elegance to the environment.



Floors

Natural stones age well and retain their value. Flooring with natural stones add value to the project.



Façades

Specific types of natural stones can be selected for facades, adding style and durability to any structure.



WHAT ARE THEY USED FOR?



Countertops

Natural stones can be used in bars, kitchens and bathrooms. They can also be illuminated to add some flair to the design



Furniture

A natural stone piece of furniture not only looks sleek and unique but it will stand up to the test of time and style changes.



Decor

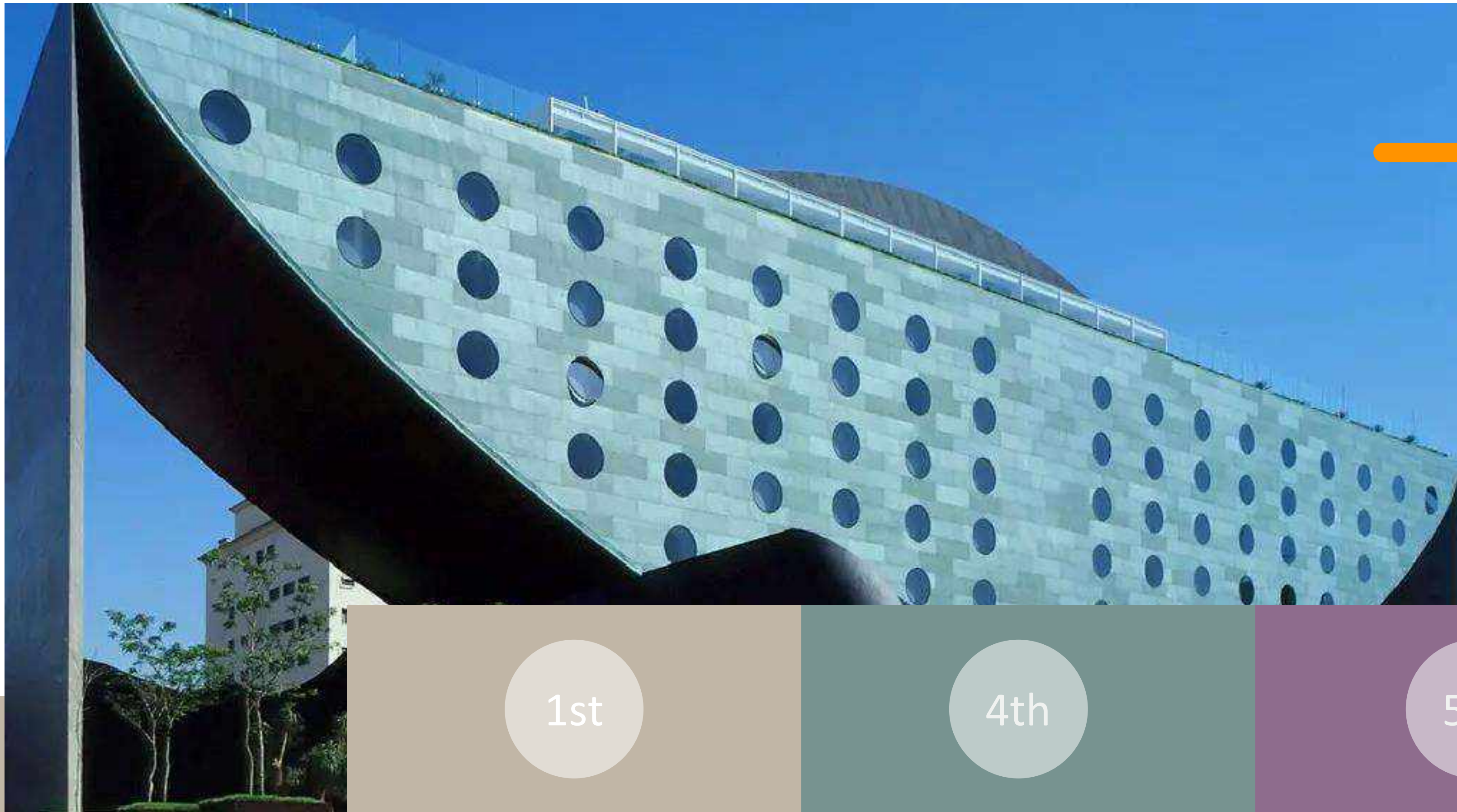
Natural stones are not defined by trends. You can create fashionable objects being inspired by nature.



WHAT ARE THEY USED FOR?



BRAZILIAN PERFORMANCE IN THE GLOBAL MARKET



BRAZIL

1st

GEOLOGICAL DIVERSITY

First place among countries with the greatest geological diversity, with more than 1,200 varieties of materials

4th

MAJOR WORLD PRODUCER

Fourth largest world producer. First largest producer outside Asia

5th

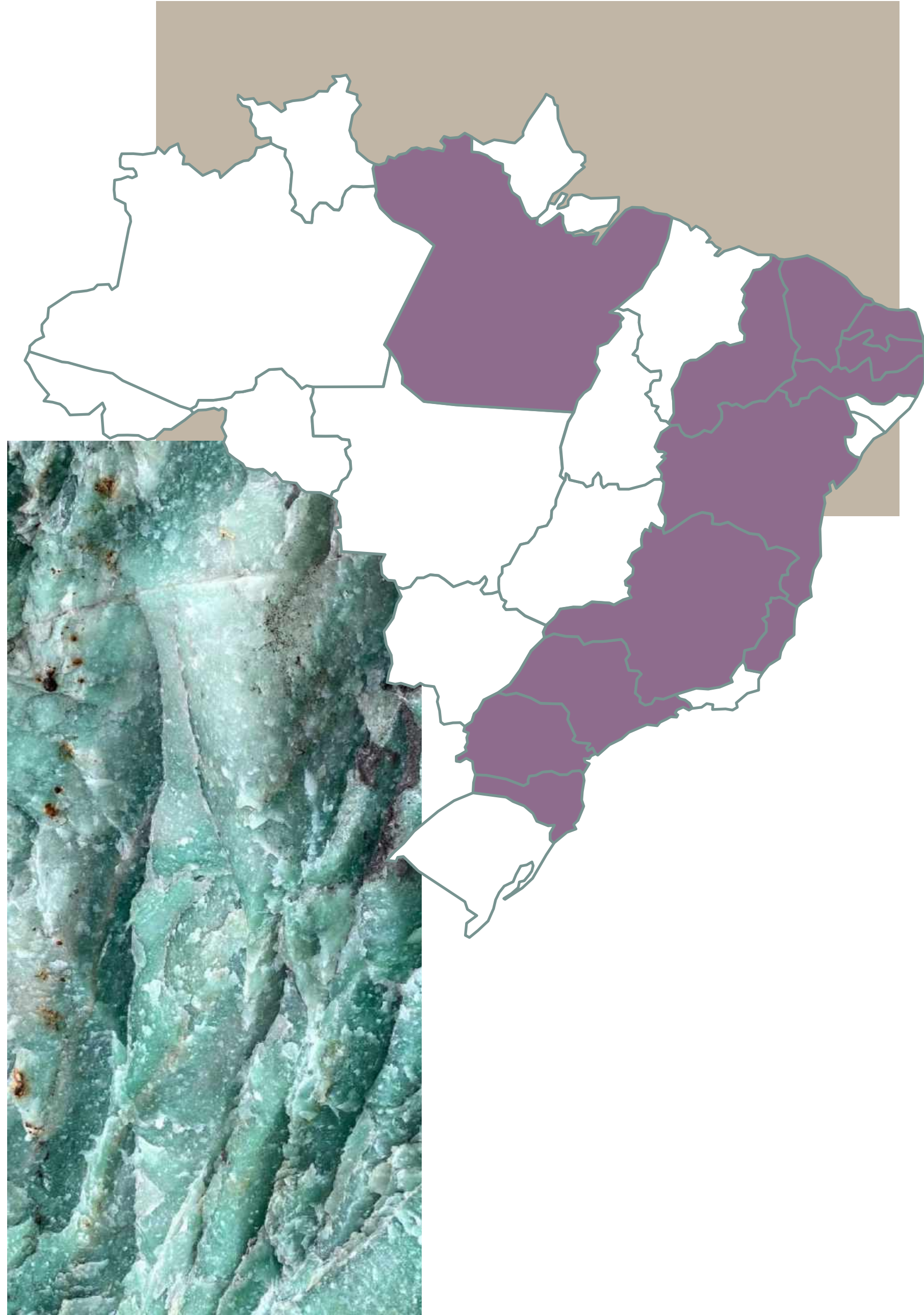
TRADITIONAL EXPORTER

Fifth largest world exporter. It represents 6% of the volumes traded worldwide

1st

MAIN SUPPLIER TO THE USA

In 2020, Brazil accounted for 23% of the values and 22% of the volumes imported by the United States



1st

GEOLOGICAL
DIVERSITY

BRAZILIAN DIVERSITY



Brazil is a continent-sized country, and it is interesting to know that the natural stones of the country come from different states, representing its renowned diversity.

We are used to looking at Brazil as a huge natural granite reserve:

Classic granites

Exotic granites

Now we have to look at the country in a different way, since many new materials have been found:

Semi-precious stones

Marbles

Quartzites

4th MAJOR WORLD PRODUCER

GLOBAL PRODUCTION



		2015		2016		2017		2018		2019		2020	
		Thousand Tons	Share (%)	Thousand Tons	Share (%)	Thousand Tons	Share (%)	Thousand Tons	Share (%)	Thousand Tons	Share (%)	Thousand Tons	Share (%)
1	China	45,000	32.14%	46,000	31.72%	49,000	32.24%	48,000	31.37%	50,000	32.47%	52,500	33.87%
2	India	21,000	15.00%	23,500	16.21%	24,500	16.12%	26,000	16.99%	26,500	17.21%	27,500	17.74%
3	Turkey	10,500	7.5%	10,750	7.41%	12,250	8.06%	12,000	7.84%	11,750	7.63%	11,250	7.26%
4	Brazil	8,200	5.86%	8,500	5.86%	8,350	5.49%	8,250	5.39%	8,200	5.32%	8,000	5.16%
5	Iran	7,500	5.36%	8,000	5.52%	8,700	5.72%	9,000	5.88%	8,250	5.36%	7,800	5.03%
6	Italy	6,500	4.64%	6,250	4.31%	6,300	4.14%	6,000	3.92%	5,850	3.8%	5,250	3.39%
7	Egypt	5,000	3.57%	5,250	3.62%	5,300	3.49%	5,000	3.27%	5,000	3.25%	5,000	3.23%
8	Spain	4,750	3.39%	5,000	3.45%	4,900	3.22%	4,950	3.24%	4,850	3.15%	4,500	2.9%
9	USA	2,700	1.93%	2,800	1.93%	2,750	1.81%	2,850	1.86%	3,150	2.05%	3,200	2.06%
10	Portugal	2,700	1.93%	2,600	1.79%	2,750	1.81%	3,000	1.96%	3,350	2.18%	2,850	1.84%
11	Pakistan	1,050	0.75%	1,100	0.76%	1,100	0.72%	1,200	0.78%	1,250	0.81%	1,300	0.84%
12	S. Arabia	1,200	0.86%	1,250	0.86%	1,250	0.82%	1,300	0.85%	1,250	0.81%	1,250	0.81%
13	Greece	1,250	0.89%	1,200	0.83%	1,500	0.99%	1,450	0.95%	1,400	0.91%	1,200	0.77%
14	France	1,250	0.89%	1,300	0.9%	1,350	0.89%	1,350	0.88%	1,200	0.78%	1,150	0.74%
	Others	21,400	15.29%	21,500	14.83%	22,000	14.47%	22,650	14.8%	22,000	14.29%	22,250	14.35%
	Total	140,000	100.00%	145,000	100.00%	152,000	100.00%	153,000	100.00%	154,000	100.00%	155,000	100.00%

Source: XXXII Report Marble and Stones in the World

5th

TRADITIONAL
EXPORTER

GLOBAL EXPORTS OF NATURAL STONES

(MILLION USD)

	Country	2015	2016	2017	2018	2019	2020
1	China	7,768	6,452	5,382	5,733	5,330	6,030
2	India	1,889	1,849	1,981	2,037	2,012	2,095
3	Italy	2,296	2,209	2,268	2,319	2,126	1,818
4	Turkey	1,974	1,870	2,123	1,981	1,945	1,804
5	Brazil	1,220	1,149	1,120	1,004	1,026	1,001
6	Spain	989	948	927	911	827	823
7	Portugal	379	367	392	488	479	425
8	Greece	308	337	477	532	462	352
9	USA	247	250	306	362	300	237
10	Canada	241	258	256	265	256	209
	Others	3,239	3,182	3,349	3,391	2,844	2,584
	Total	20,549	18,871	18,581	19,025	17,605	17,378

Source: UN COMTRADE





TRADITIONAL EXPORTER

Brazil exports 26.4% of the natural stones that are extracted and processed in the country.

Three of the ten main destinations of Brazilian exports of natural stones are in North America and absorb around 70% of exports in dollars.

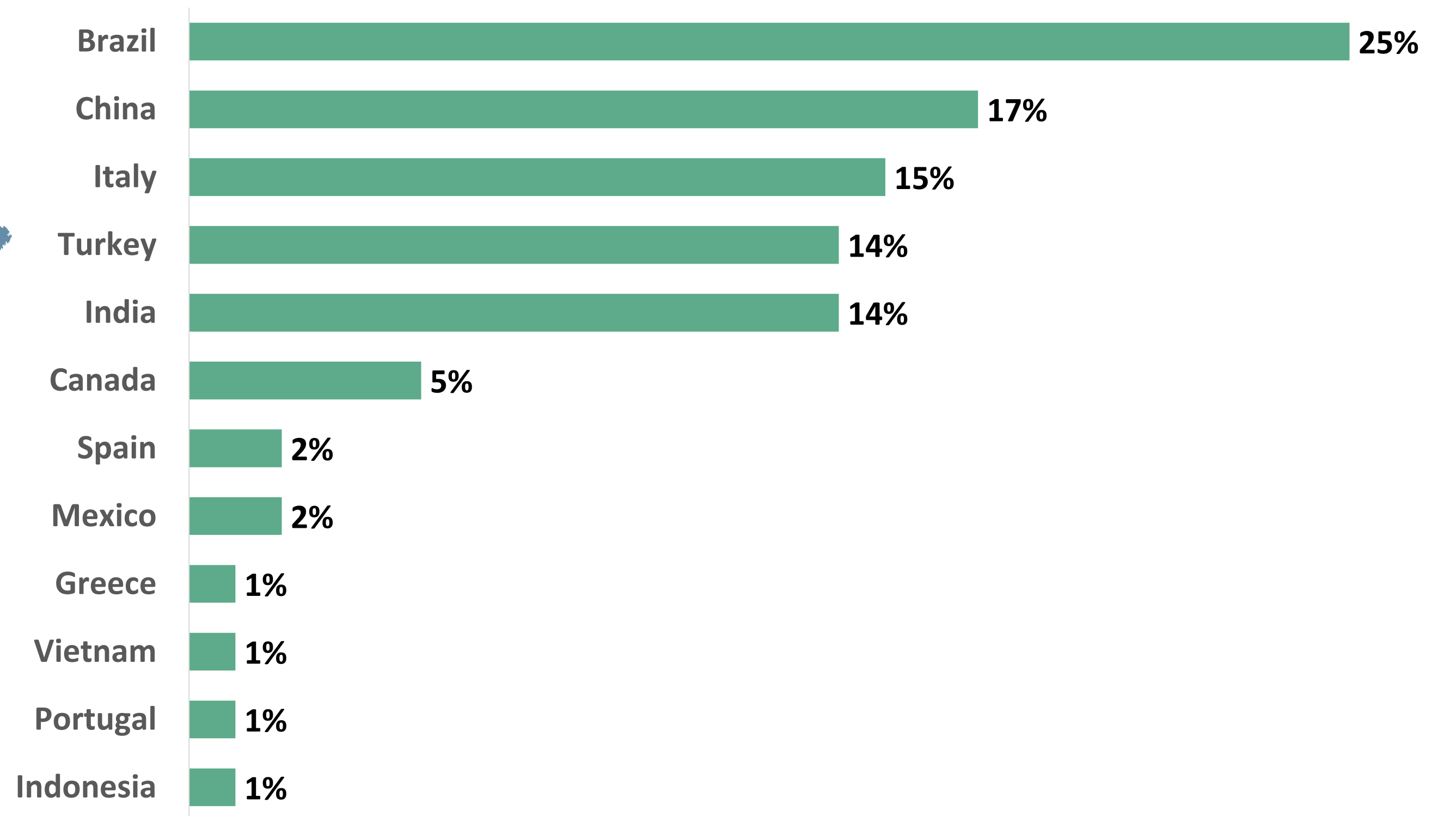
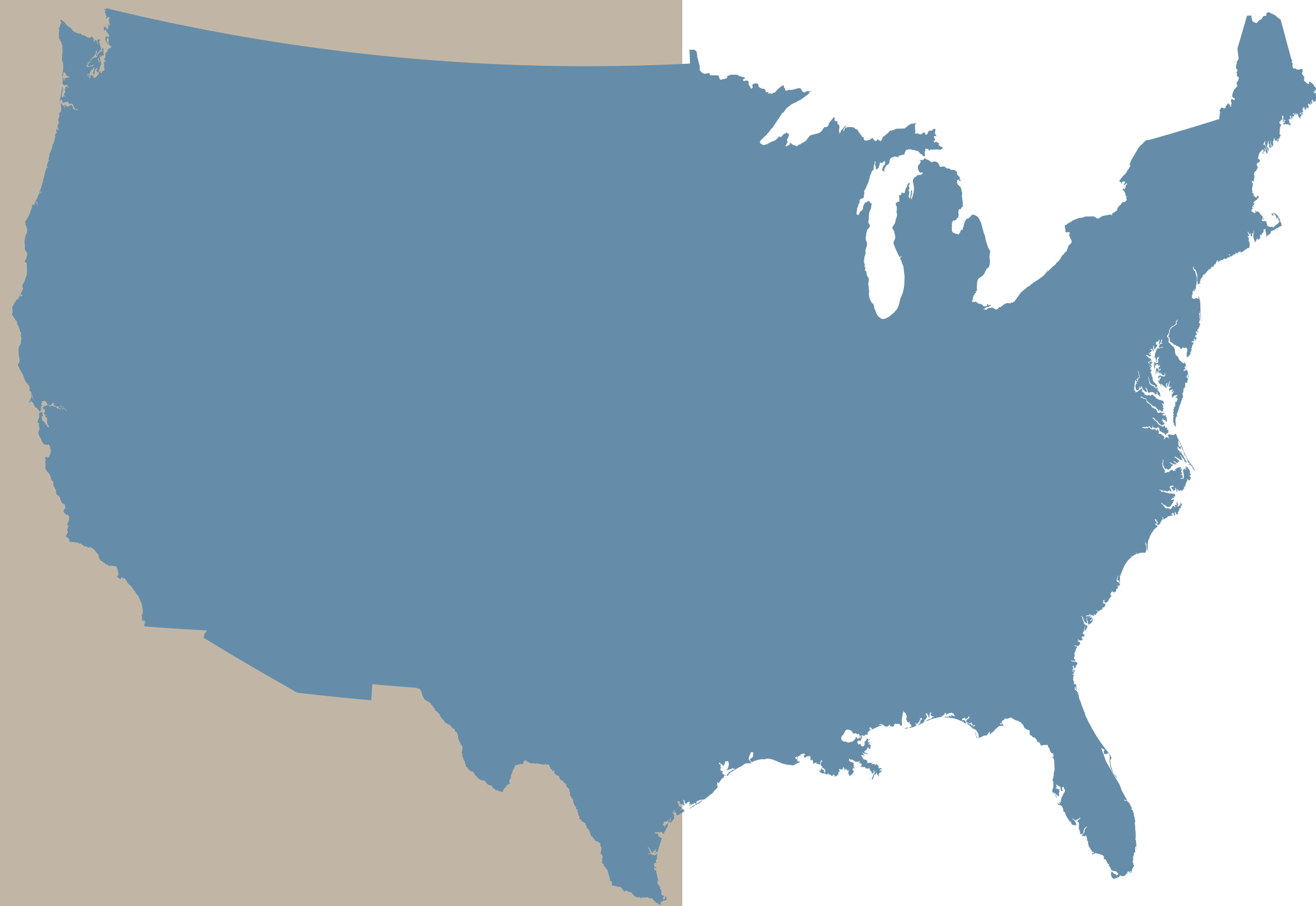
138 DESTINATIONS



MAIN SUPPLIERS OF NATURAL STONES TO THE USA

(2021)

1st MAIN SUPPLIER TO
THE USA



Source: UN COMTRADE

NATURE'S MASTERPIECE

Brazilian stones have a prominent place in the market because they are unique and noble and their beauty is exuberant. Elegance and refinement make them very appreciated for any kind of project.

Their chemical and physical properties are excellent, and they are widely available for small, medium, and large projects.

The Brazilian stones make the design special and distinctive, reflecting the designer's passion, taste, and personality, turning the project into a masterpiece.



UNIQUENESS ADDED VALUE SUSTAINABILITY

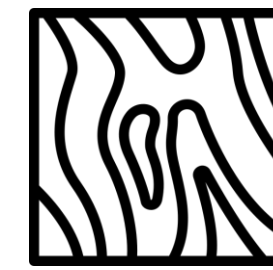
The uniqueness of Brazilian stones gives designers the security of knowing that wherever they use them, no other project will have the exact same look.

Besides the uniqueness, they also add great value to the project. And the value is more than a monetary measure. It involves longevity, easy maintenance, and stability that far exceed the initial investment. In addition, Brazilian stones are simple to care for, have an appearance that literally improves with age, and can last a lifetime.

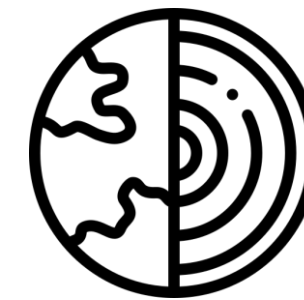
To top it all, natural stones are an eco-friendly material as they are a natural product of the earth, the original green building material.



CAPACITY TO SUPPORT PROJECTS OF ALL SIZES?



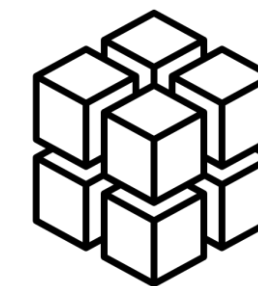
Greatest geodiversity in the world: Brazil offers a greater product portfolio than any other country in the world. We can also more easily provide a series of exotic products not available for extraction in other regions.



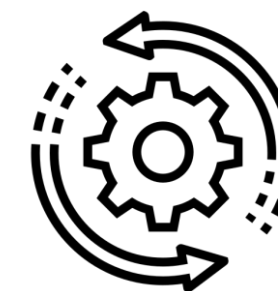
Large mineral reserve: Brazil, with its continent-sized dimensions, has an enviable, immeasurable mineral reserve of natural stones. It can potentially serve projects of any size.



High trend towards exports of companies in the industry: In 2020, more than 25% of the production output measured in tons was aimed at foreign markets. Knowing how to operate in the international market is already intrinsic to most companies in the sector.



Complete production clusters: Well-structured clusters, comprising extraction and manufacturing companies, marble factories, technological and worker training centers, input, machinery and equipment manufacturers, and credit unions, among other agents that significantly contribute to strengthening the sector.



Great productive capacity: The number of machines and pieces of equipment used exclusively by the sector adequately meets current and near-future demand. Besides, the technological level is high, with modern machines, the same used in the world's major natural stone centers.



IT'S
NATURAL
BEARING NATURAL.COM

Greatest geological diversity



HOW TO USE





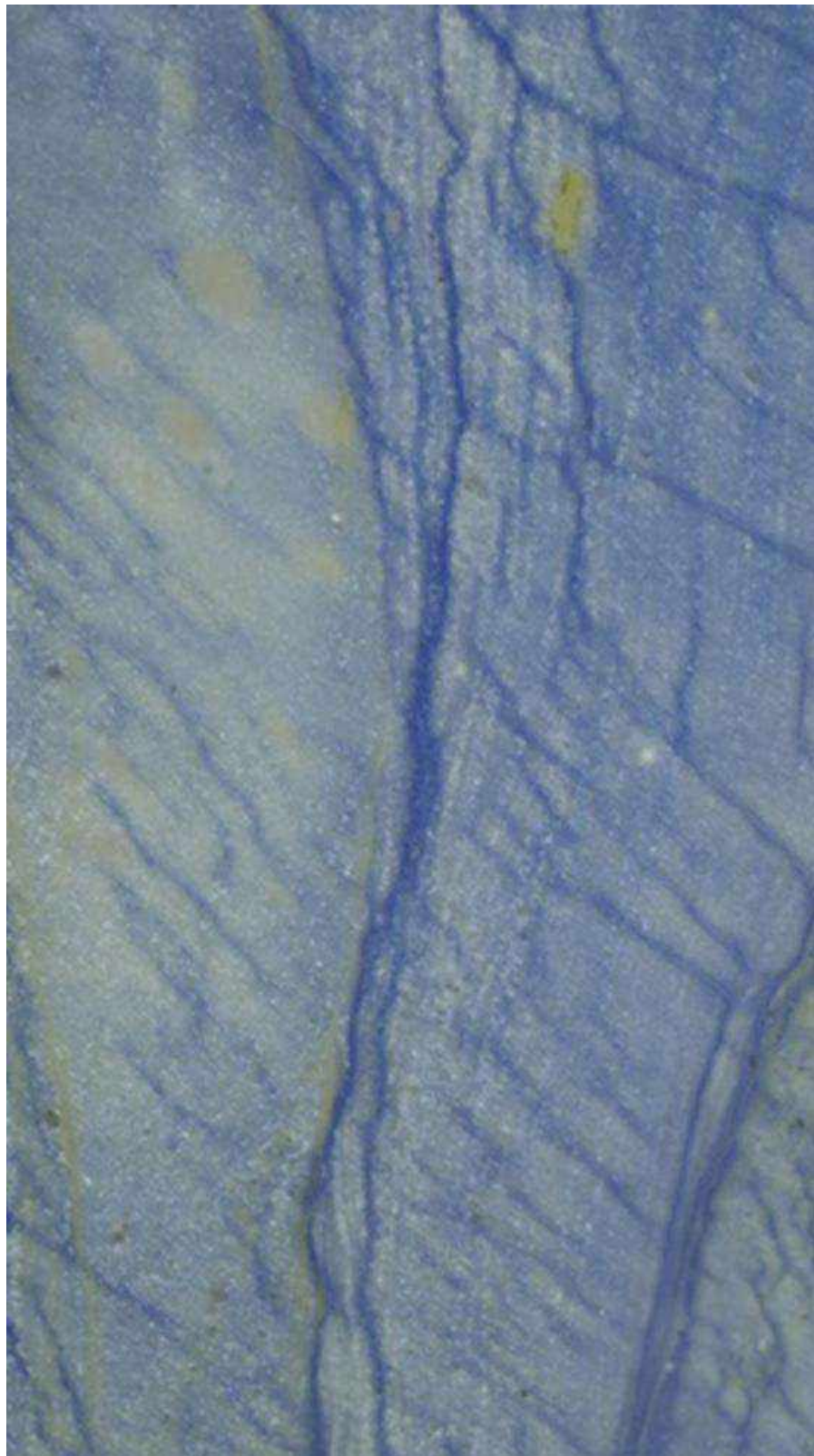
BLUE BAHIA GRANITE



TYPHOON GRANITE



BLUE MACAÚBAS

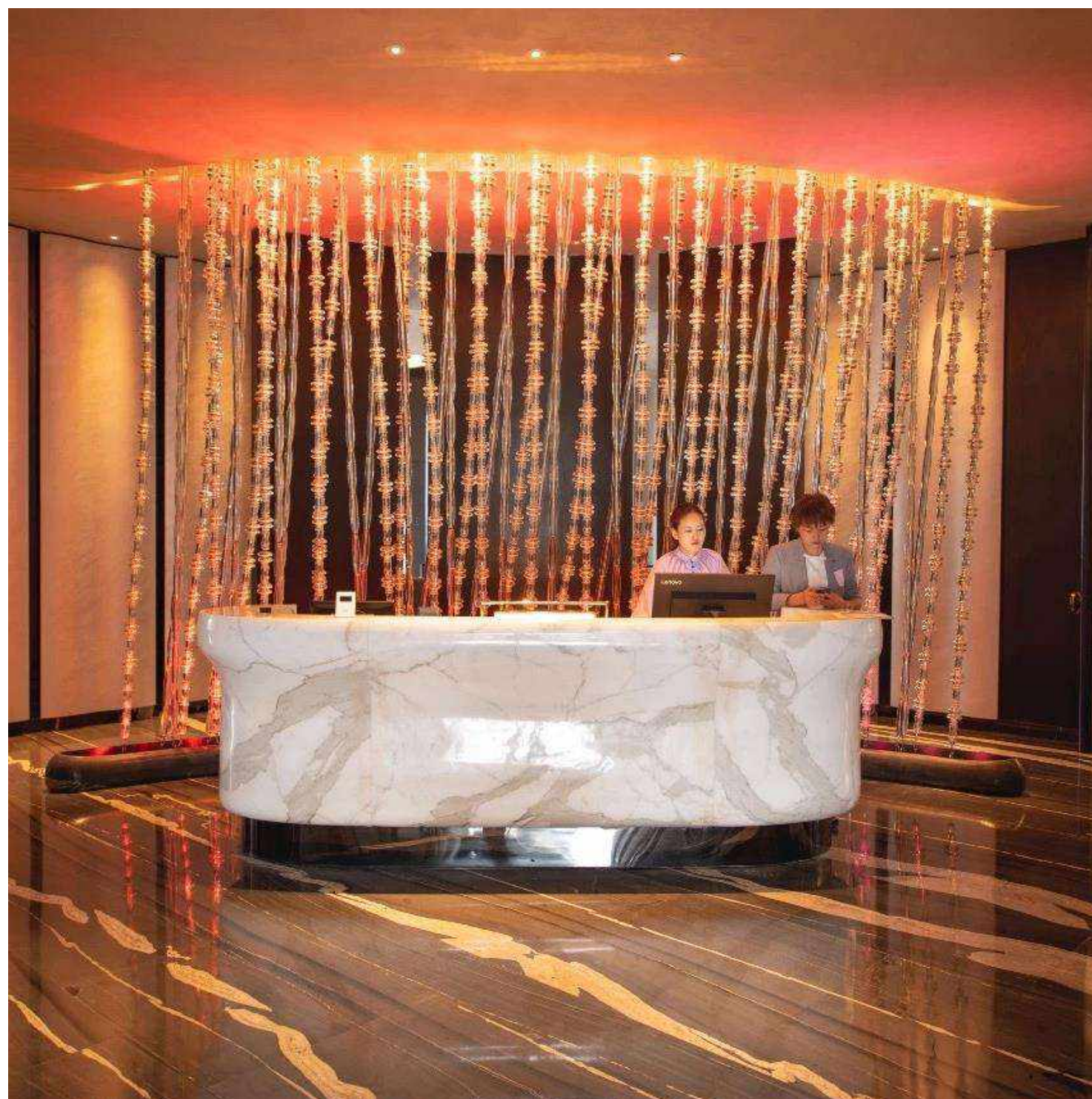




COPACABANA

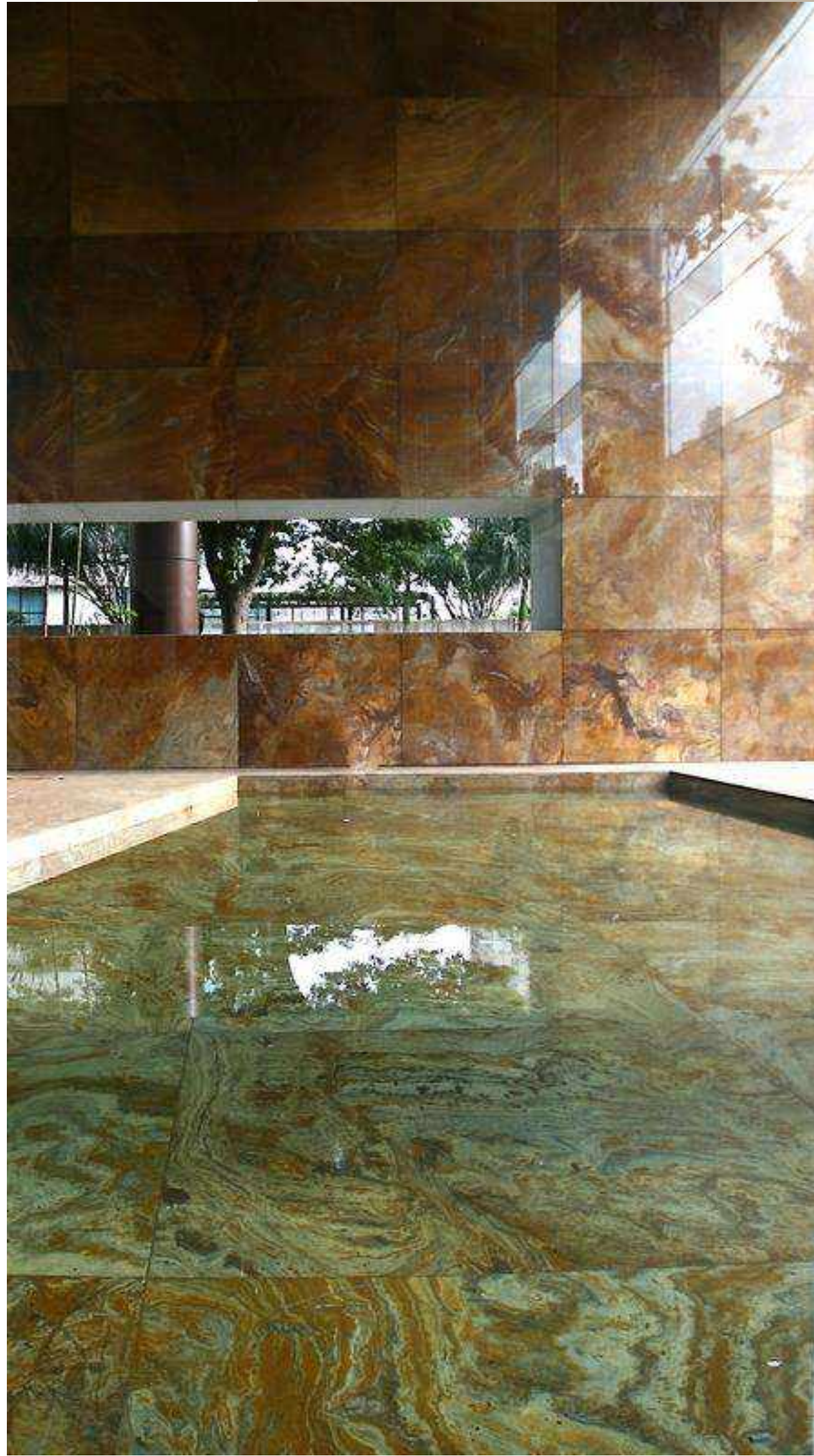


COPACABANA

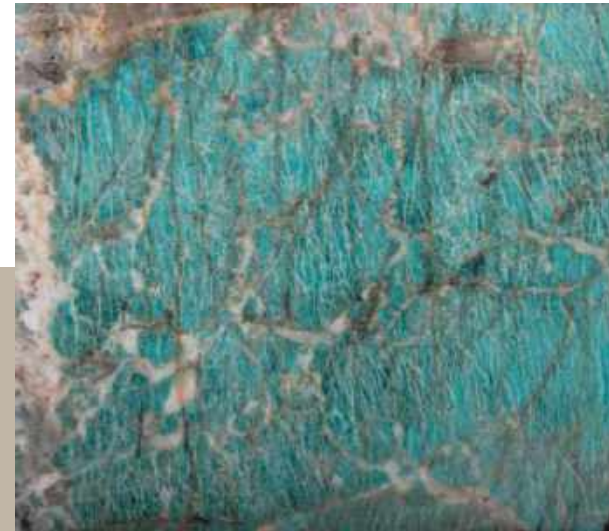


BOTANIC GREEN





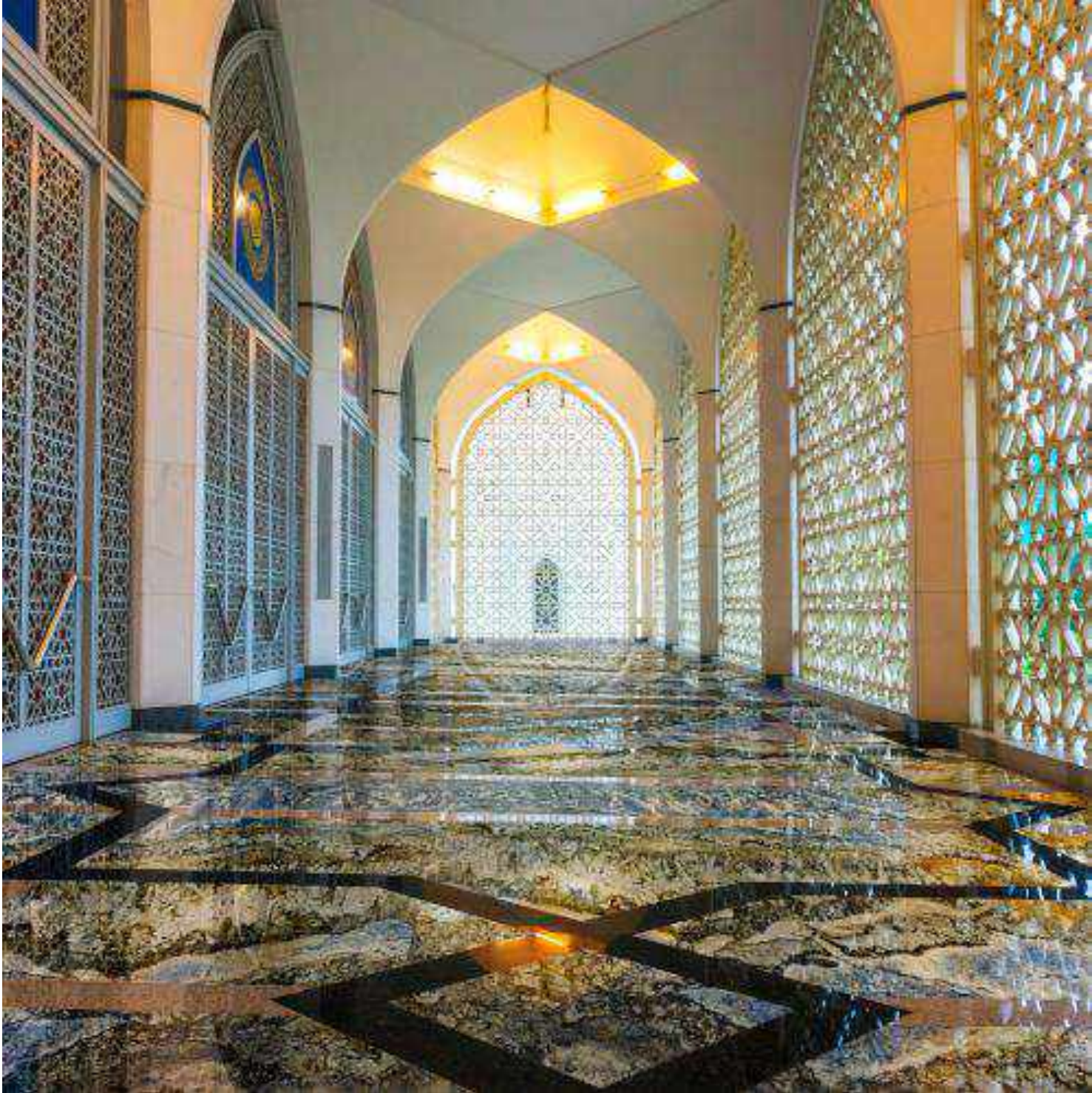
YELLOW BAMBOO

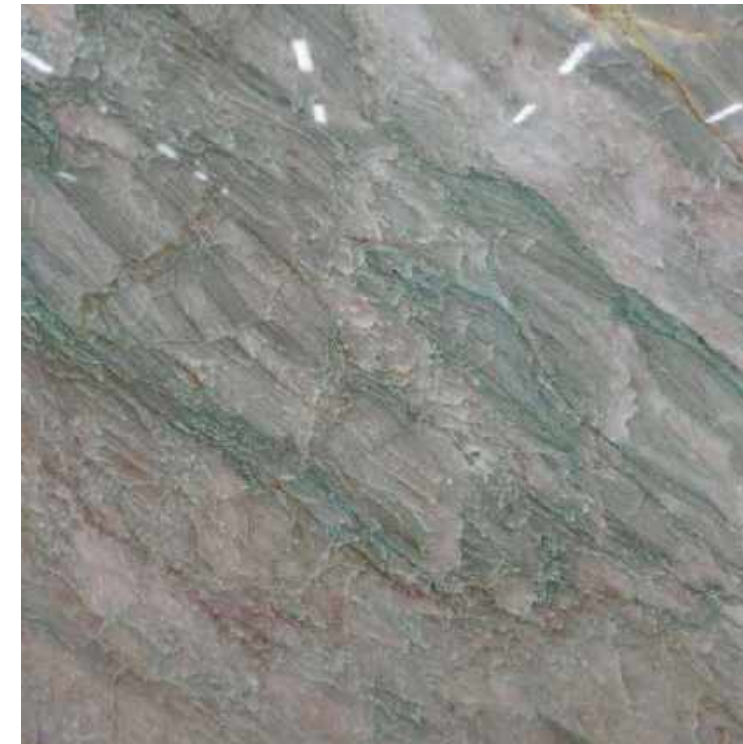


AMAZONITE

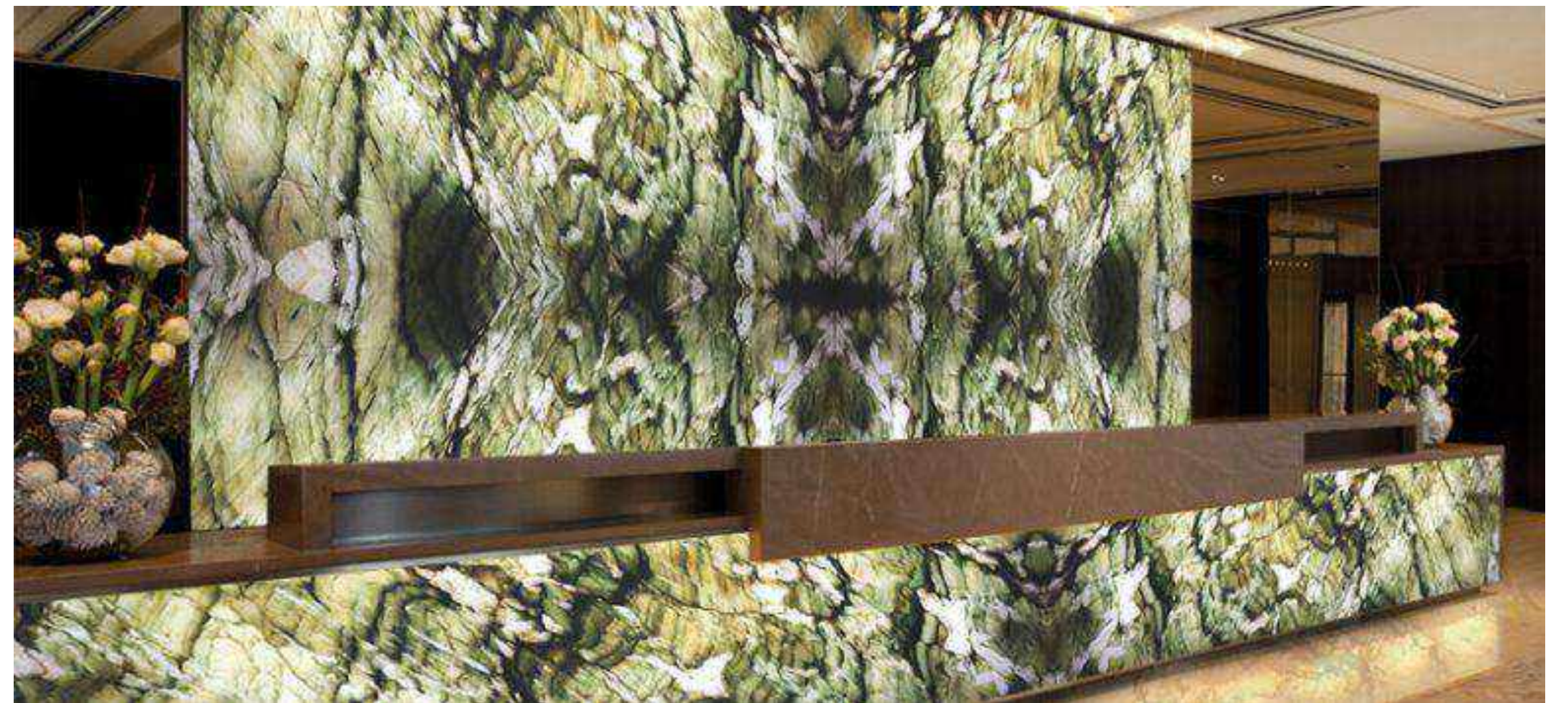
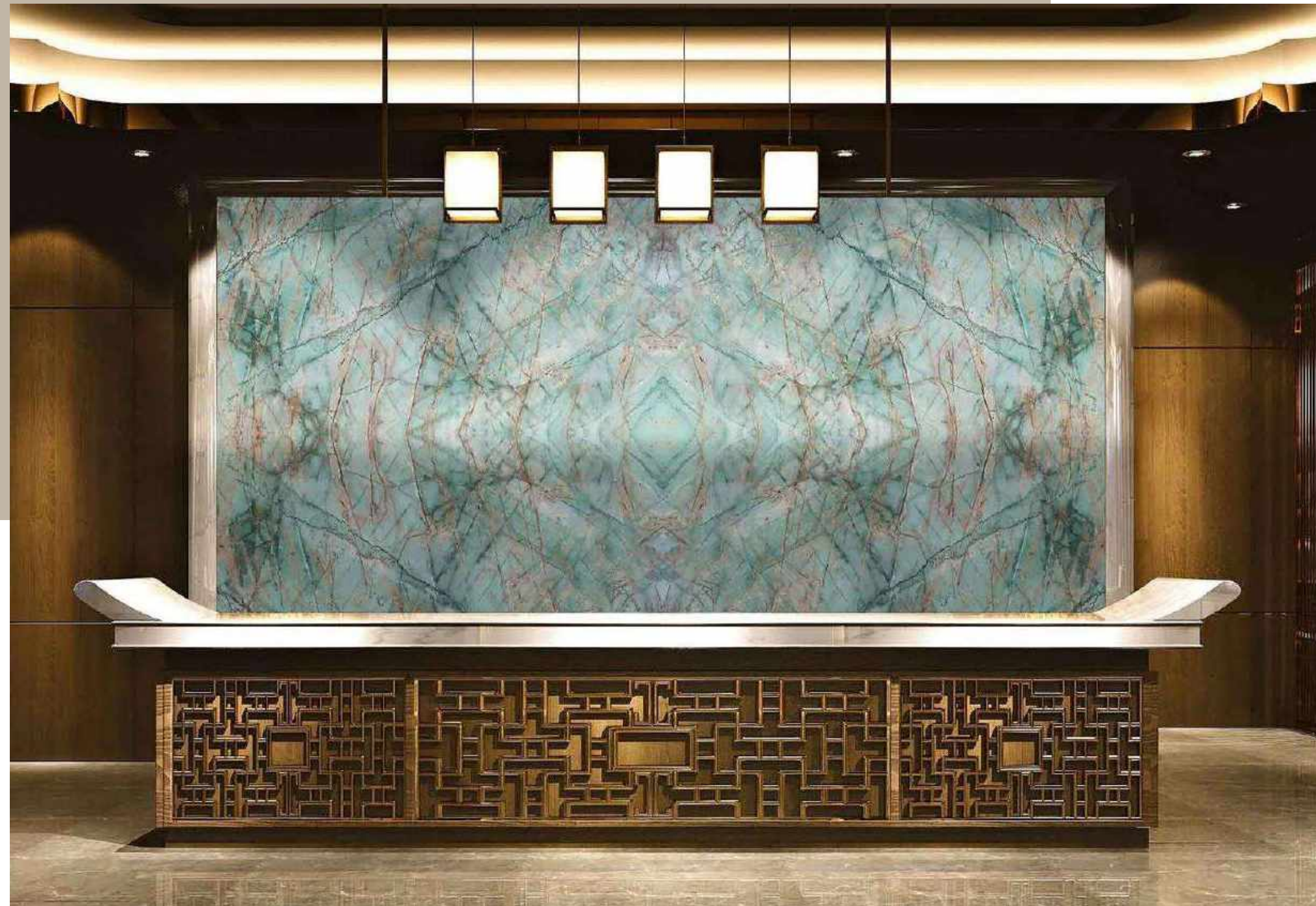


AVATAR

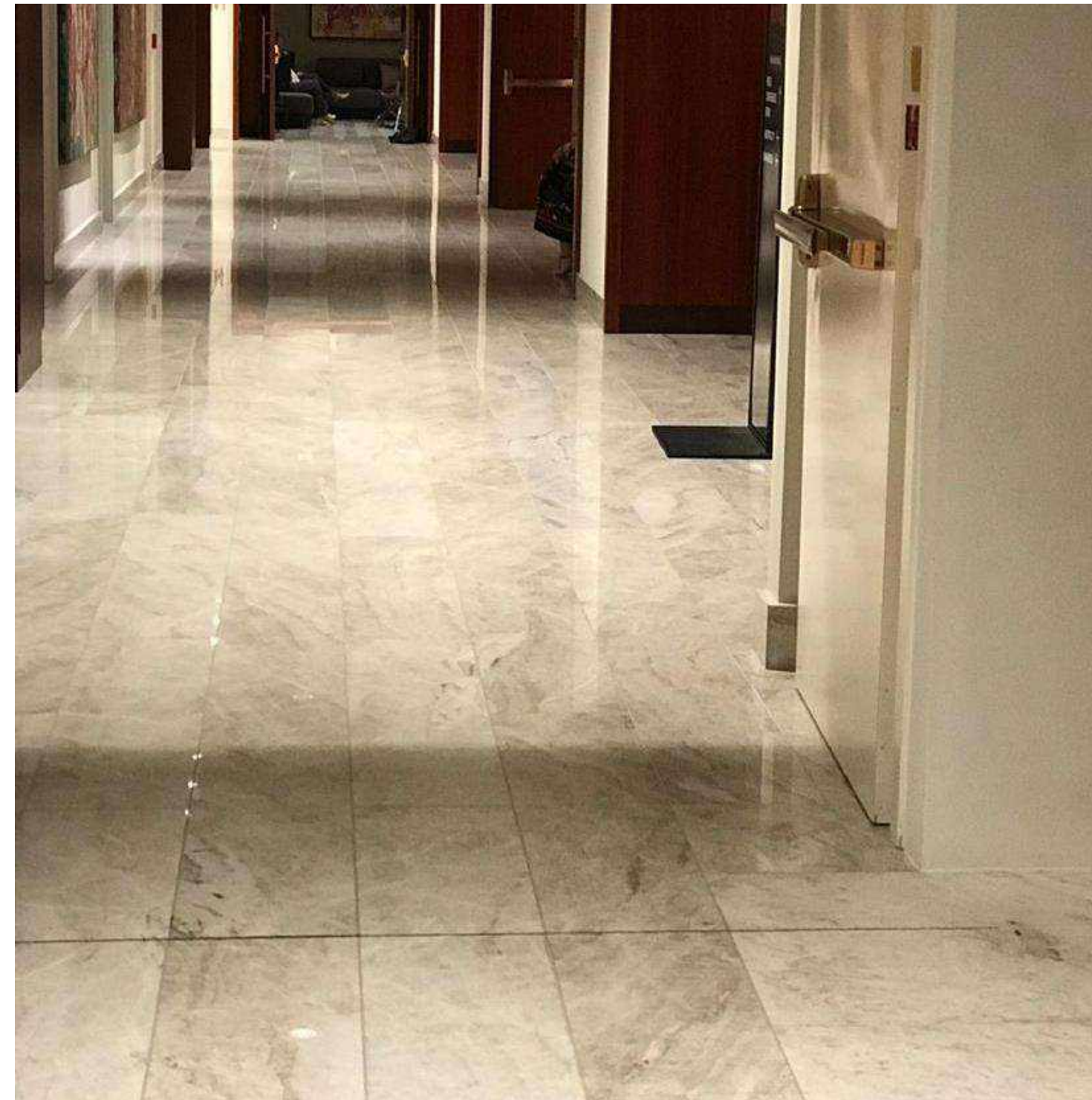




ALEXANDRITE



TAJ MAHAL

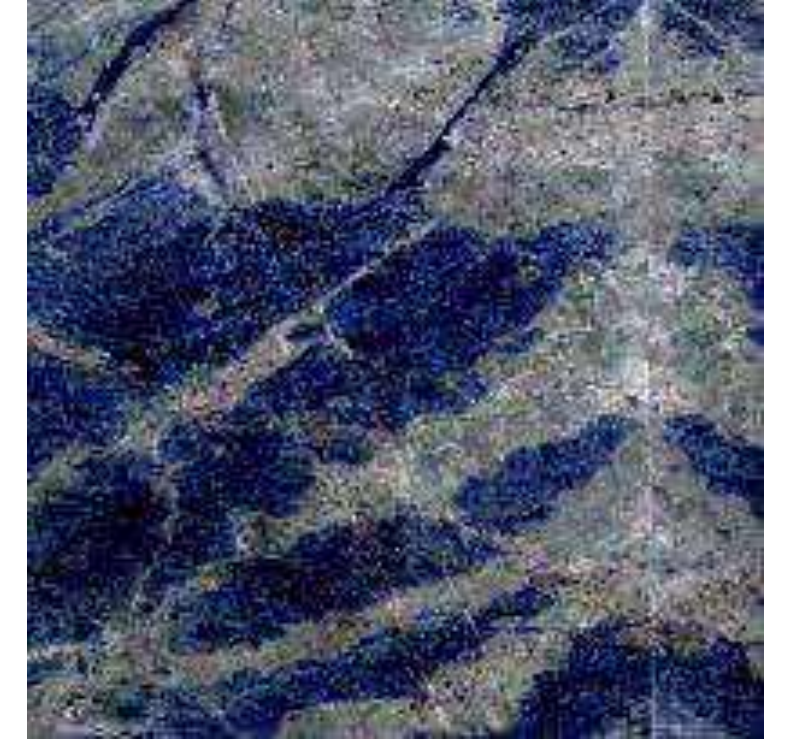


CLASSIC WHITE





SODALITE



CALACATTA MATARAZZO

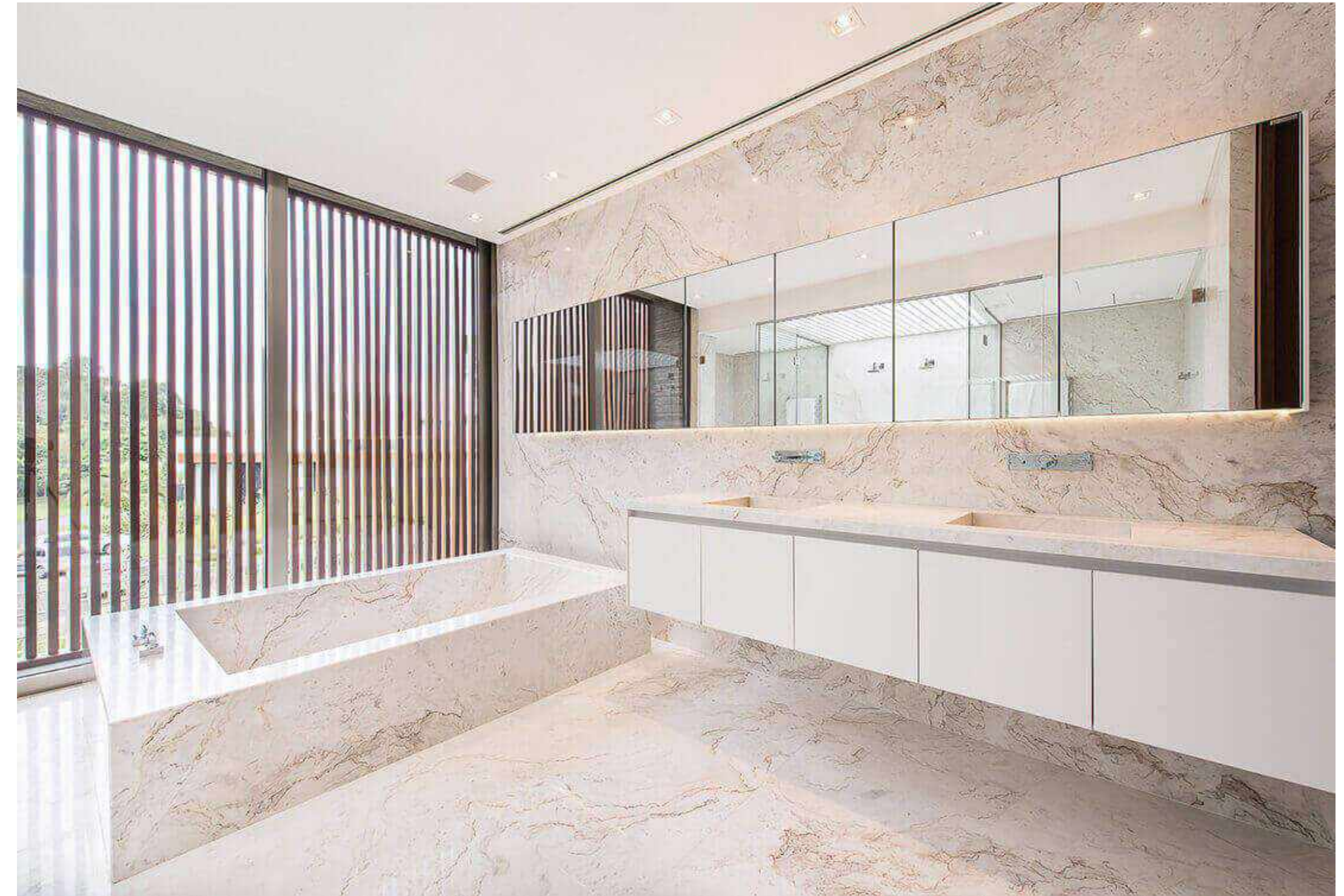




BLUE MOON



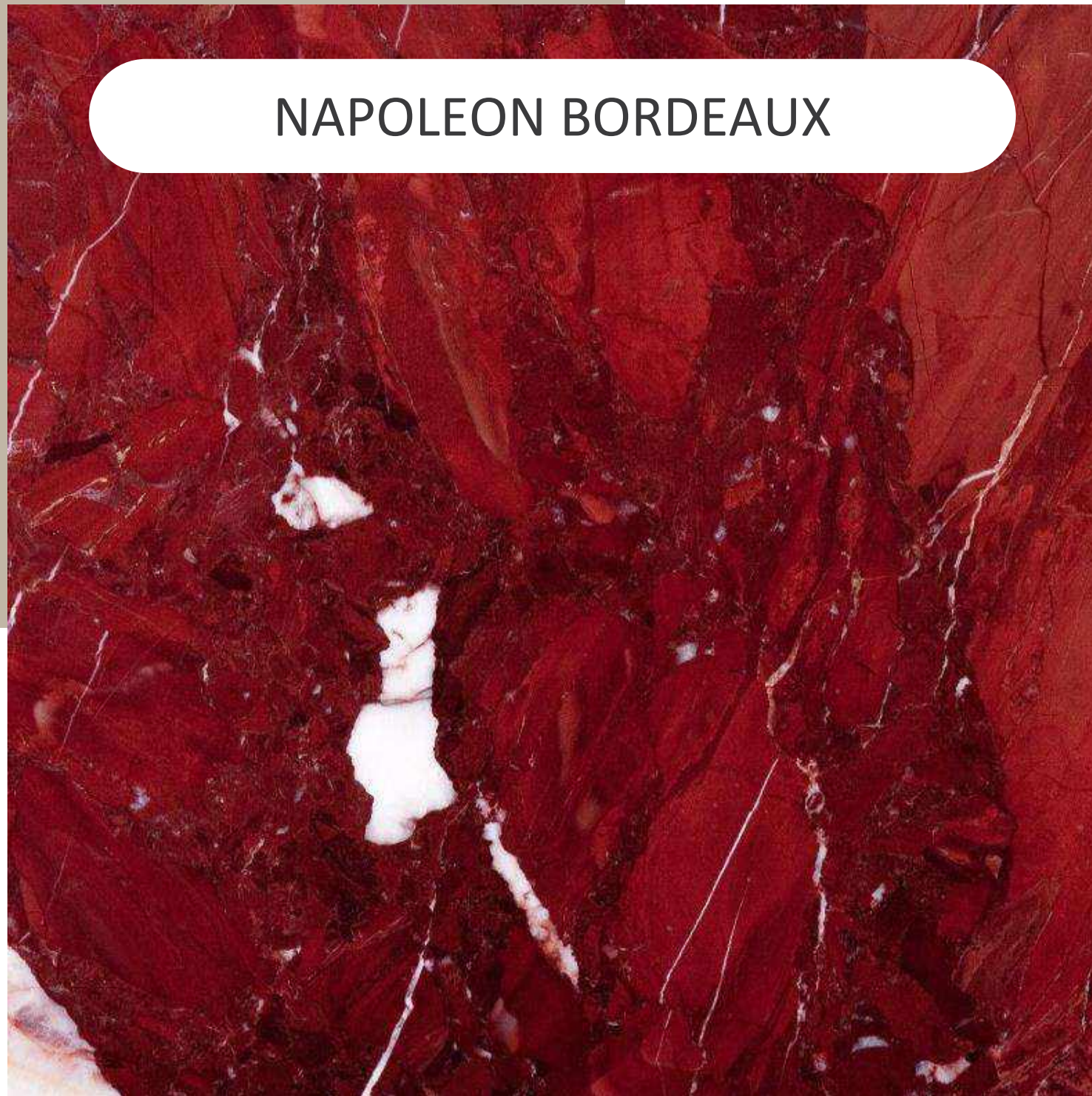
ARGENTO





ENDLESS POSSIBILITIES

NAPOLEON BORDEAUX

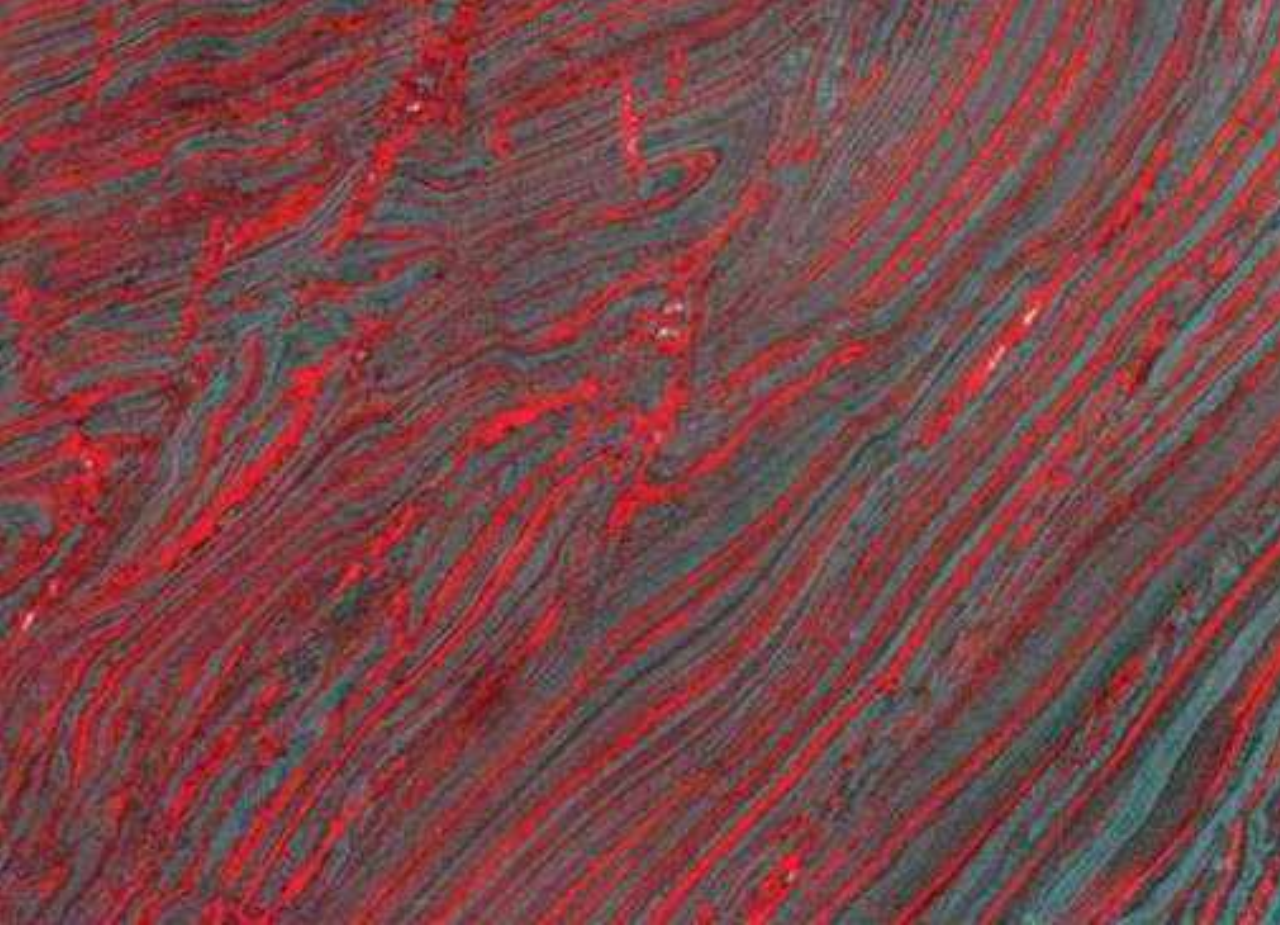


GRIGIO VENATO



BIANCO SUPERIORE





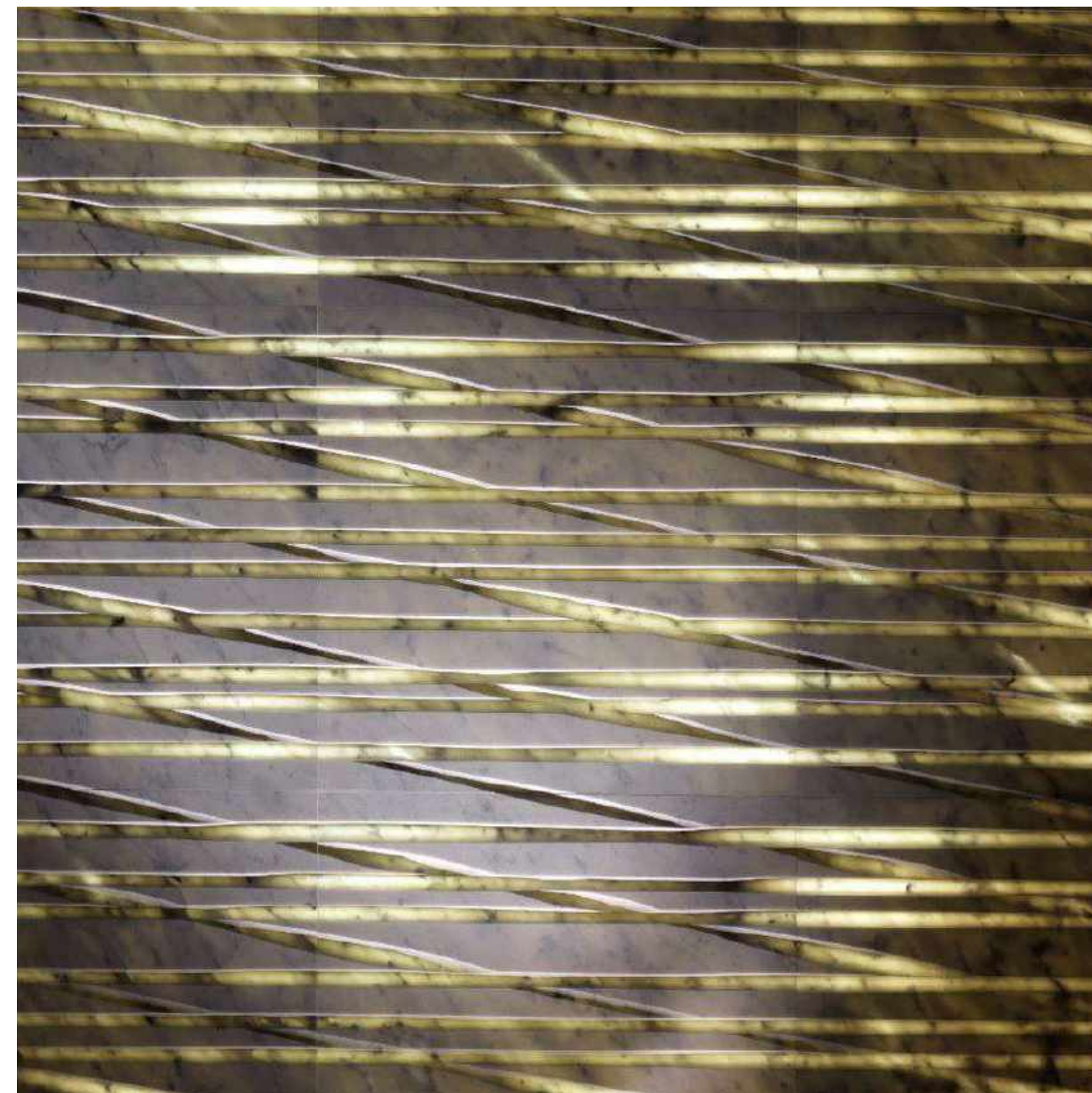
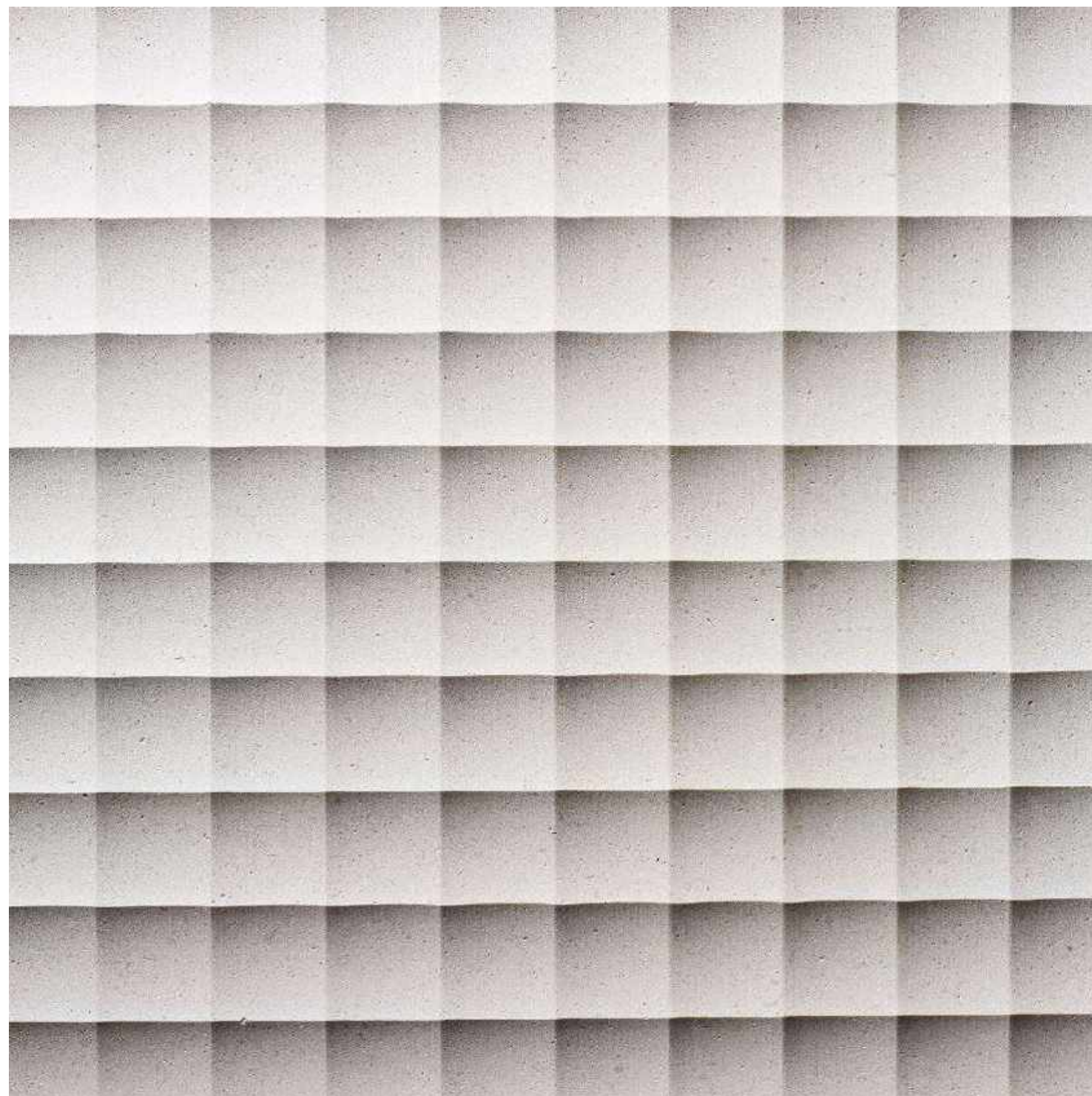
**ENDLESS
POSSIBILITIES**

SPECIAL CREATIONS

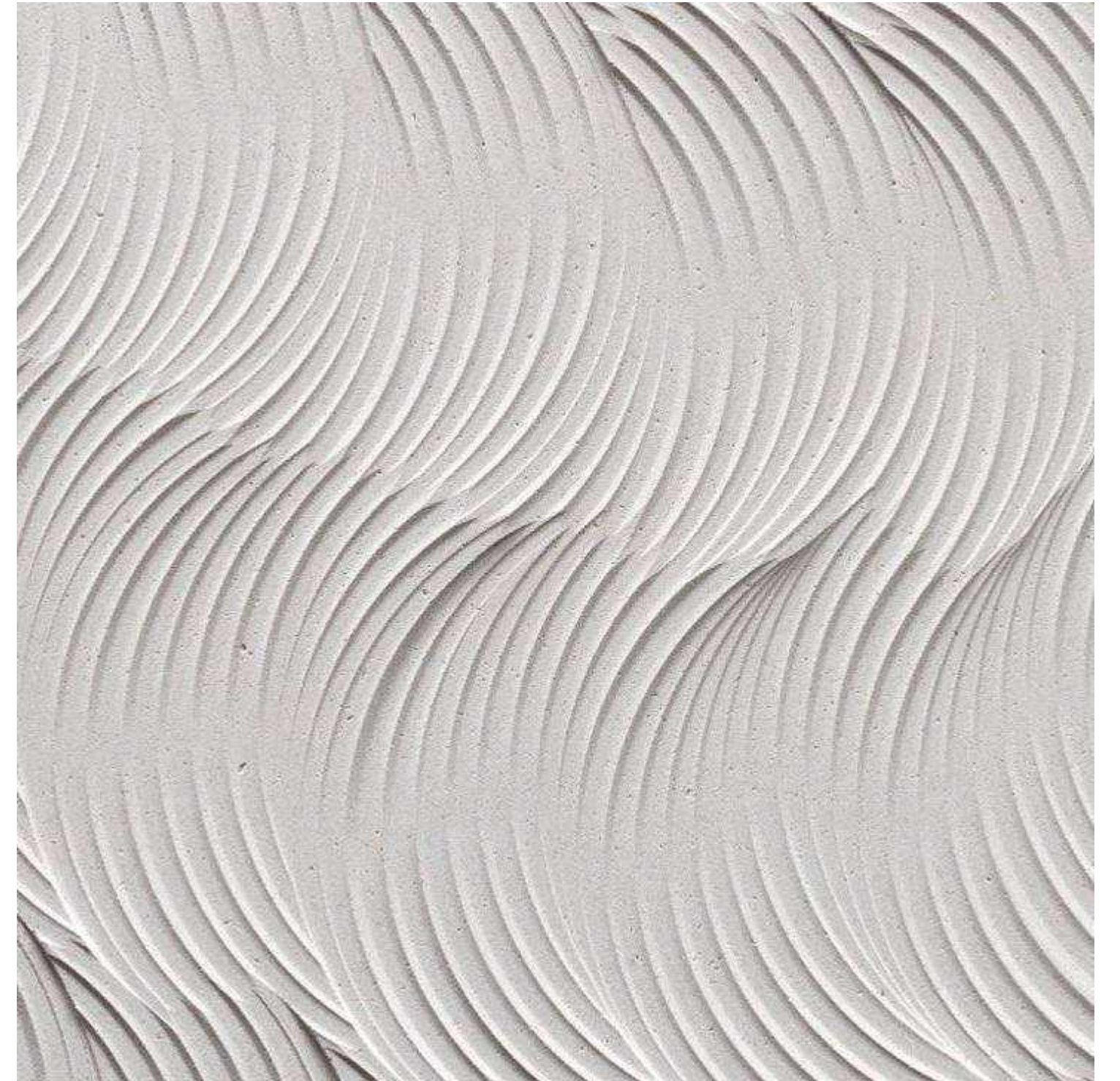
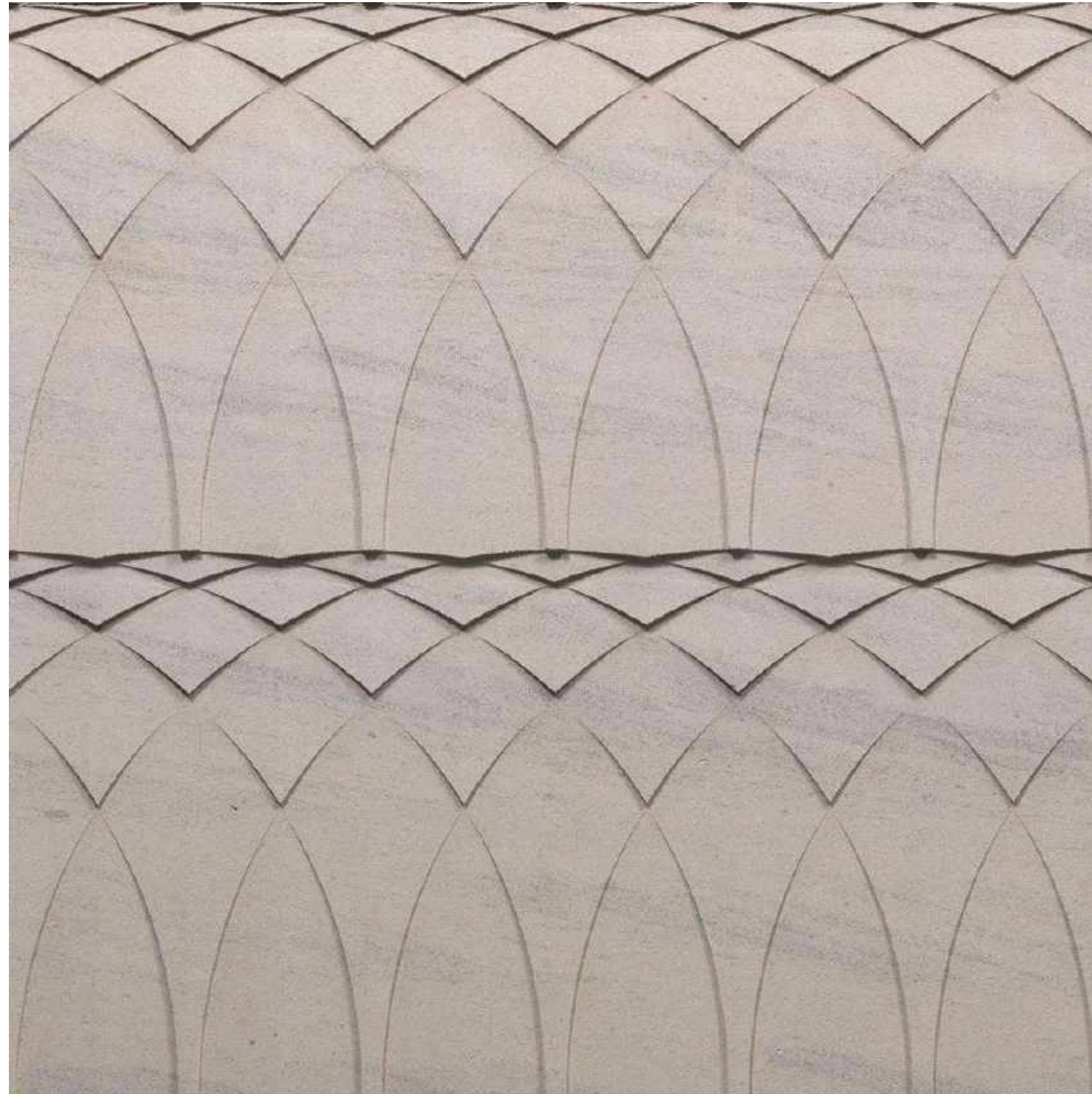
Besides the traditional use of natural stones, we can create next-level objects, art and decor.



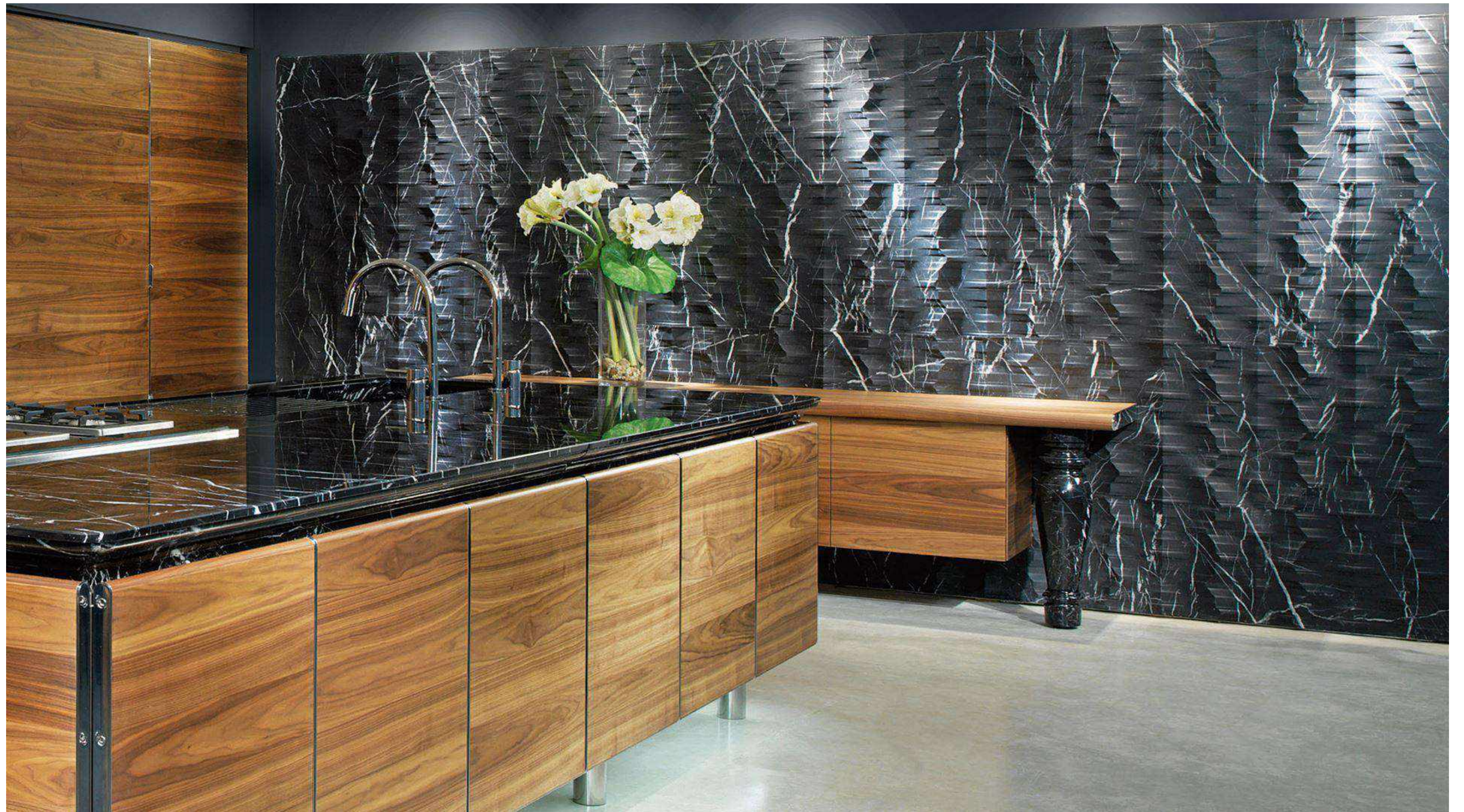
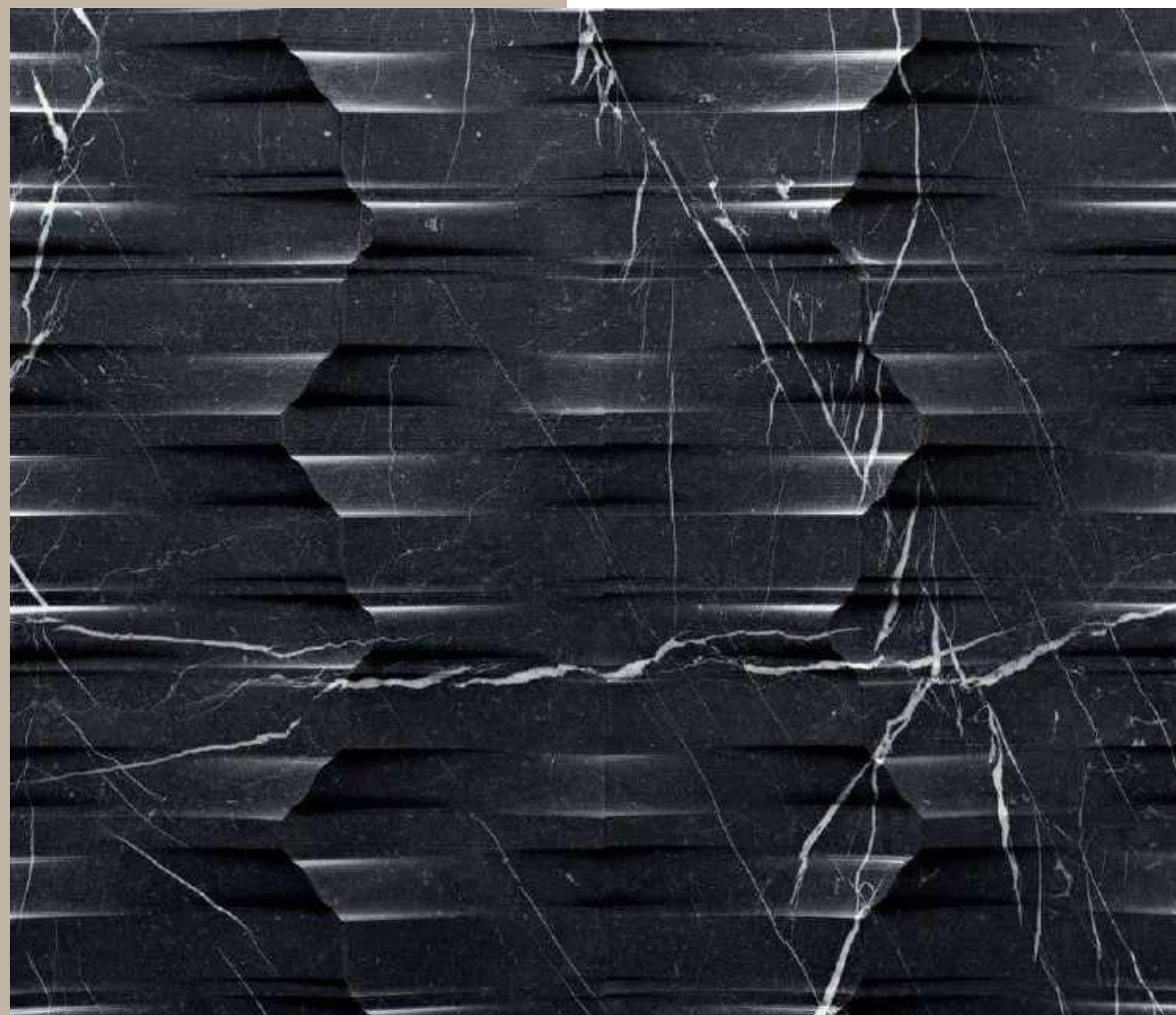
TEXTURES AND THICKNESSES



TEXTURES AND THICKNESSES



TEXTURES AND THICKNESSES

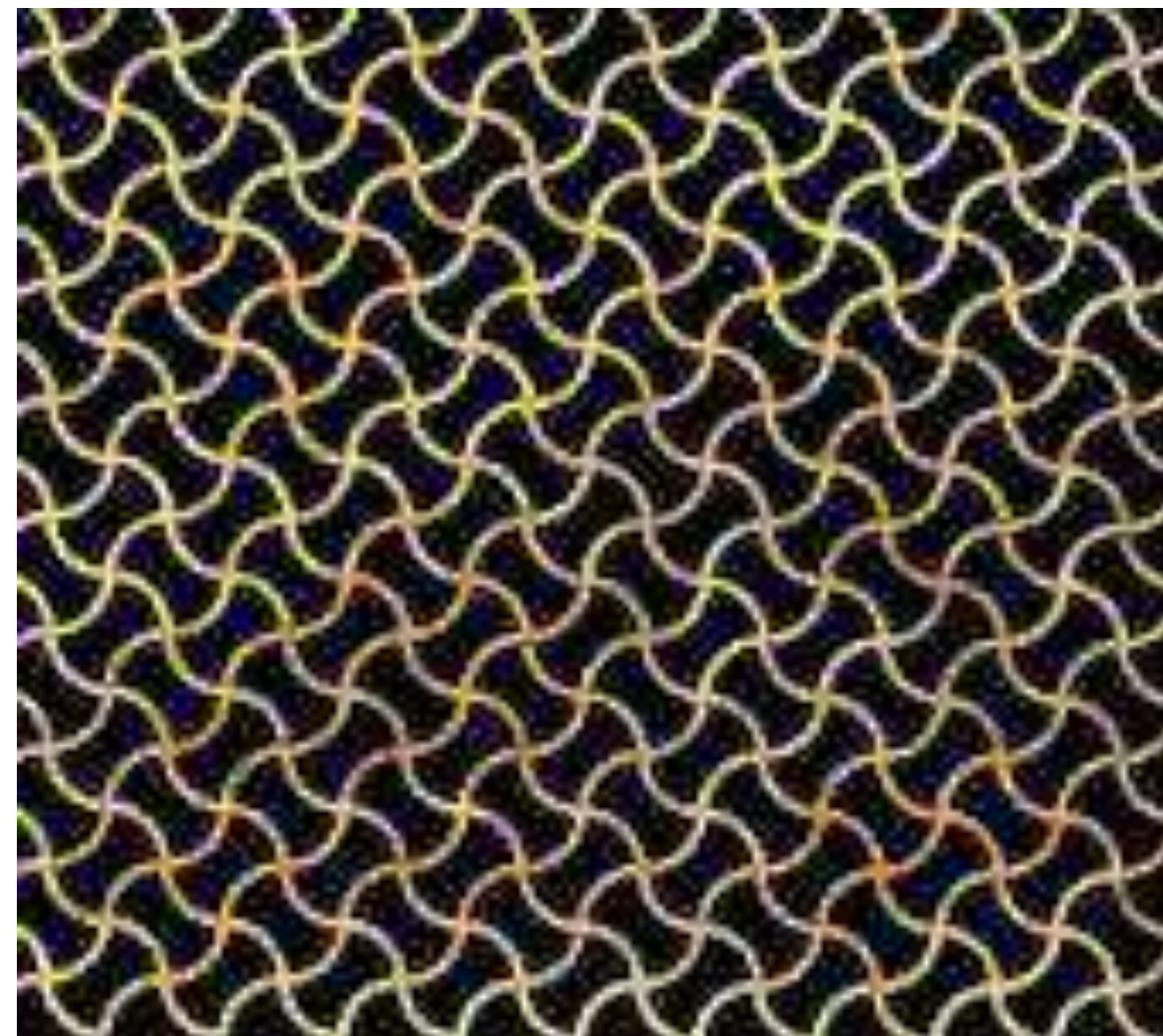


TEXTURES AND THICKNESSES





COMBINATIONS



COMBINATIONS



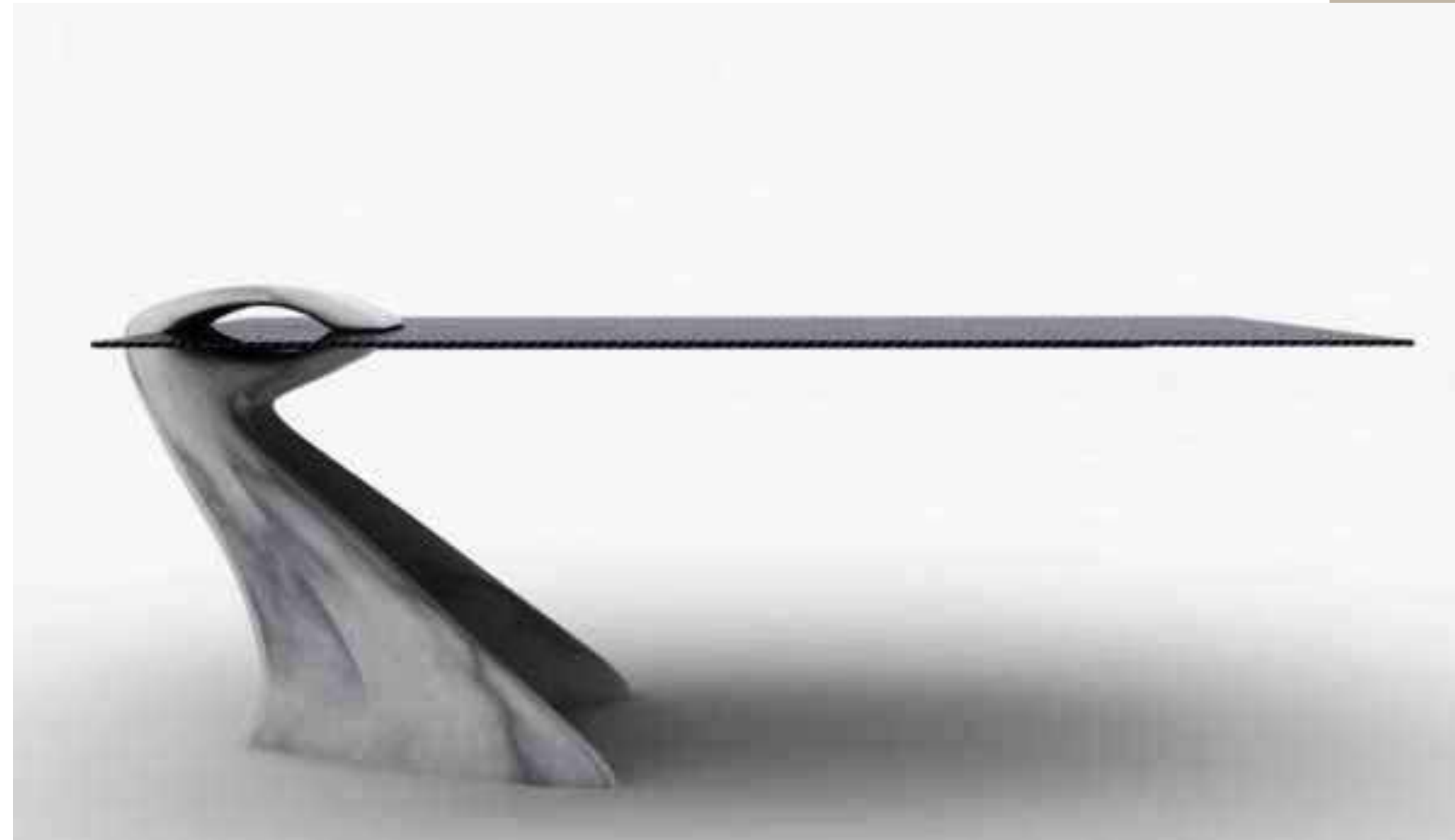


FURNITURE





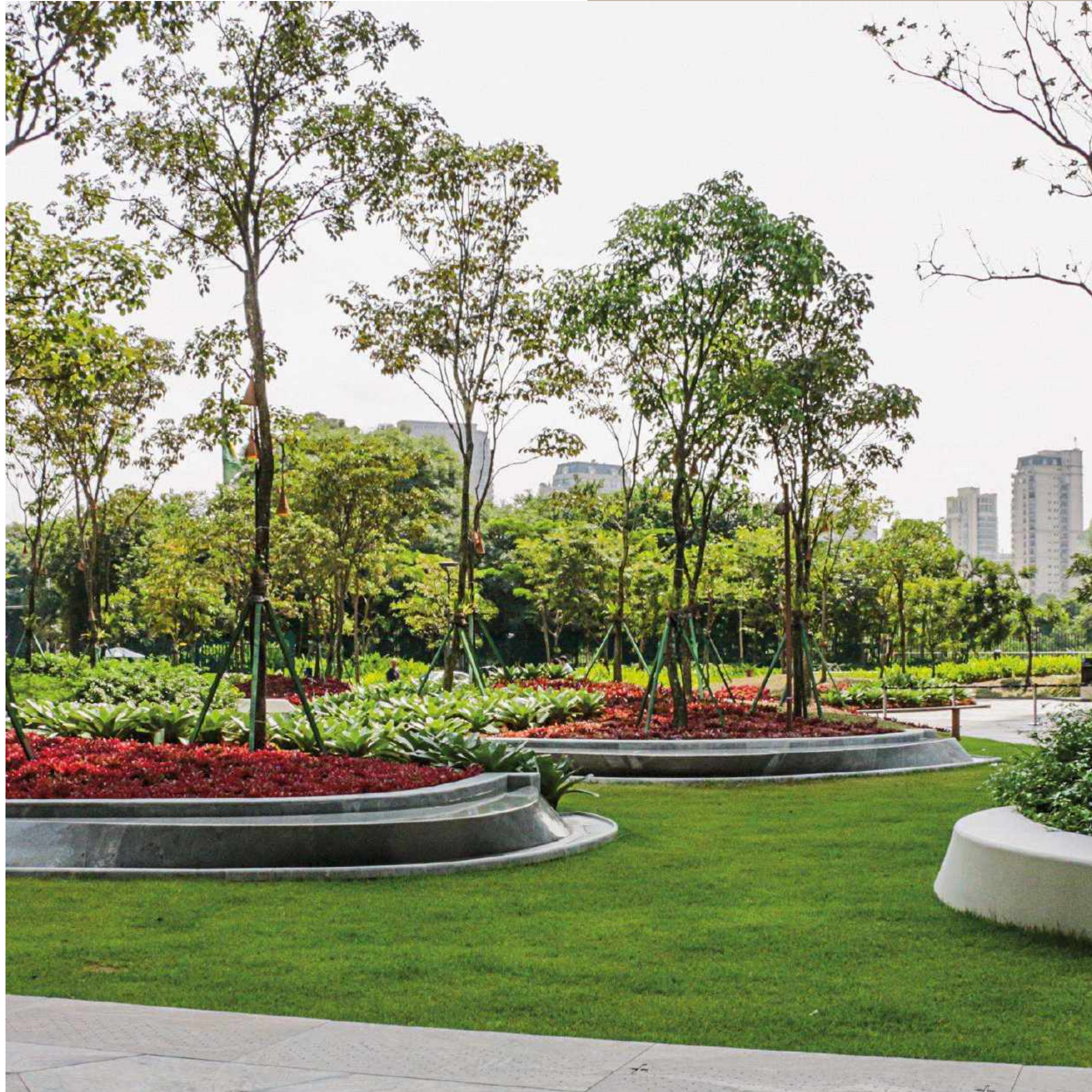
FURNITURE



FURNITURE



FURNITURE



FURNITURE





FURNITURE





FURNITURE



WHERE CAN YOUR CREATIVITY TAKE YOU?

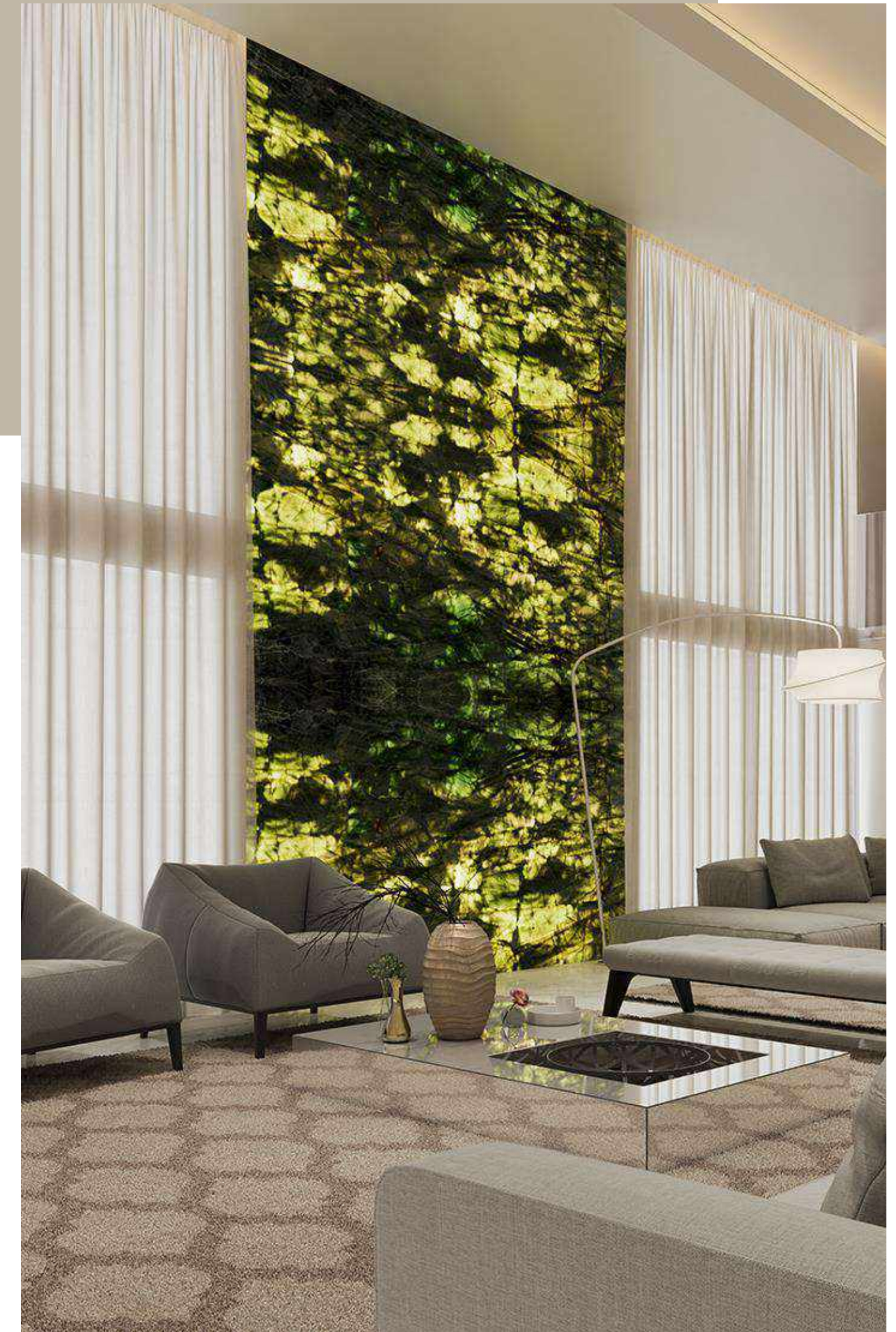
Be creative with
Brazilian natural stones

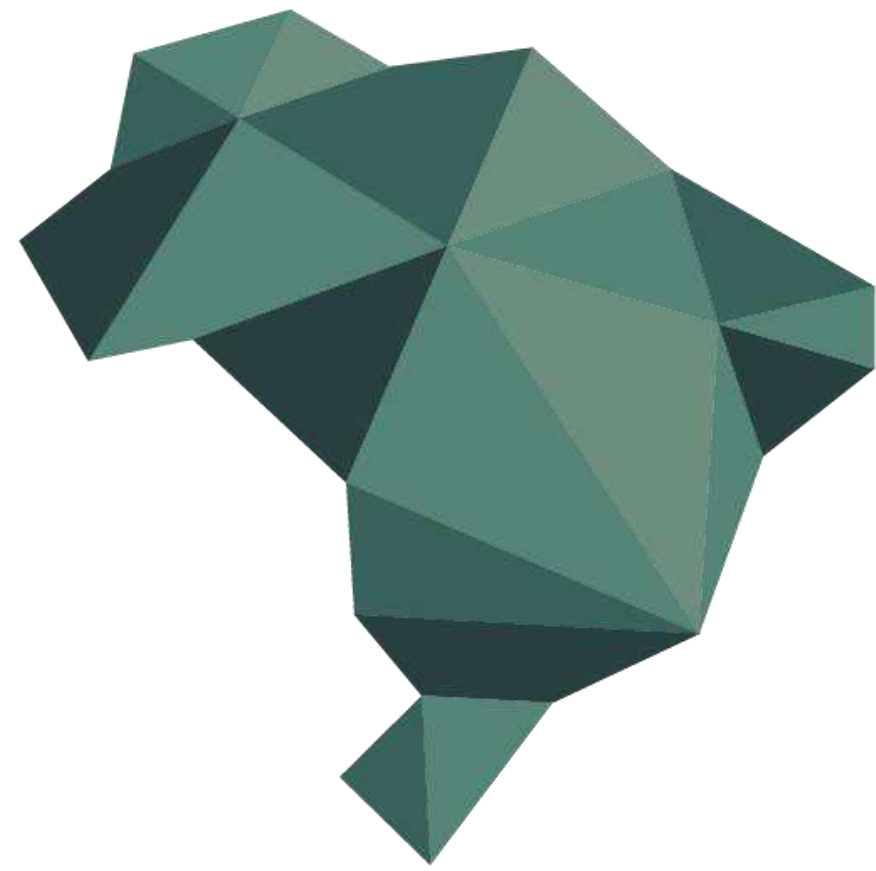
CENTROROCHAS

The Brazilian Center of Natural Stone Exporters (Centrorochas) is a nationwide organization managed by the entrepreneurs themselves. It focuses on business and corporate activities in the international market and seeks to work on collective issues, promote exports and reduce bureaucracy in the natural stone segment.

Established on September 16, 2004, in Vitória, the capital city of the state of Espírito Santo – the largest producer and exporter of natural stones in Brazil – Centrorochas works directly with the procedures related to the incentive and presence of Brazilian entrepreneurs abroad, as well as the international visibility of Brazilian products in the global market, combined with sales and operational activities referring to the development of the natural stone industry in the Brazilian market.

The organization works aiming to spread the cooperative spirit around the industry, reaching the country's micro, small, medium and large exporters. All of Centrorochas' actions focus on boosting foreign trade and the development of Brazilian natural stone exporters and are shared with its members transparently and clearly.





IT'S NATURAL

BRAZILIAN NATURAL STONE



It's Natural – Brazilian Natural Stone is a program to promote exports developed by the Brazilian Center of Natural Stone Exporters (Centrorochas) in partnership with the Brazilian Trade and Investment Promotion Agency (ApexBrasil). The program aims to encourage and increase exports of Brazilian natural stones, through a set of strategic internationalization efforts with actions to promote, strengthen the image and develop the sector in the global market.



HOW WE CAN HELP

MATCHMAKING

With our large database of companies and products we provide, we can find you the perfect supplier and establish the connection so you can make your ideas real.

BUYER PROJECT

If you are interested to come to Brazil so you can see how the companies are managed and our whole portfolio, you can participate in the Buyer Project.

DESIGNER IN BRAZIL

If you are a designer who wants to collab with Brazilian companies, you can take part in the Designer in Brazil project.



