

Sunny Brazil

Business and finance professionals in the South American country are more confident in their economy than are their peers in other parts of the world. Use EQS to find Brazilian companies' ADRs. **By LAURA PRICE**

BRAZIL'S BENCHMARK BOVESPA index mostly rode out the turmoil in global markets in the year following the onset of the credit crunch. Led by iron ore producer Cia. Vale do Rio Doce SA and oil giant Petróleo Brasileiro SA, the index was up 17 percent in the 12 months through July 1.

By contrast, the Standard & Poor's 500 Index in the U.S. dropped 15 percent during that period. The U.K.'s FTSE 100 Index fell 17 percent, and Japan's Nikkei 225 Stock Average plummeted 26 percent.

The Bovespa's ride wasn't exactly smooth, though. This year, the index rose 37 percent from January to mid-May. It then dropped 29 percent through Sept. 12. Type IBOV <Index> GP E <Go> for a chart that includes event tracks. Type EA <Go> to use the Earnings Analysis function to monitor results for Brazilian companies.

In the 12 months ended on Sept. 12, the Brazilian real gained more against the dollar than any other of the world's 16 most-traded currencies. The real's total return versus the U.S. currency was 19 percent. Type WCRS <Go> to use the Currency Ranked Returns function to track currencies. In April, S&P gave Brazil its first ever investment-grade credit rating. Fitch Ratings followed suit in May.

It's little wonder, then, that the Bloomberg Professional Confidence indexes show Brazilians in business and finance to be more confident in their economy than those who were surveyed in other countries.

Type BPGC <Go> and click on the Country tab at the bottom of the page to graph confidence in economies such as Brazil, Germany, Japan or the U.S. on a scale of 0–100. The indexes are based on surveys of Bloomberg Professional service subscribers worldwide. A rating below 50 indicates pessimism, while readings above 50 show optimism. As of September, Brazil was the only country of 10 surveyed whose rating was higher than the neutral level of 50. Click on the Details tab for a table of responses by country. The September survey based on 184 people living in Brazil showed a confidence level of 58.15. That compared with a 15.19 reading among U.S. survey respondents. Type ESVY <Go> to take part in the survey for your own country.

U.S. INVESTORS TAP into Brazil's optimism by trading American depositary receipts, certificates issued by a bank and traded in the U.S. as domestic shares. You can use the Equity Screening (EQS) function to find ADRs for Brazilian companies. Type EQS <Go>, tab in to the field and enter ADR. In the list of matching terms that appears, click on American Depositary Receipt. Tab in to the field again and enter BRAZIL. In the list of matches, click on the Country of Domicile listing for Brazil. Last, enter US in the field and click on the Exchanges listing for the U.S. The numbers under Matches in the lower-right corner of the screen indicate how many stocks correspond to each successive criteria. Type 1 <Go> to view the resulting list.

To sort the ADRs by any of the criteria on the results screen, such as market capitalization, click on the column header. To change the display criteria or add a different column, click on the Actions button on the red tool bar and select Edit Display. For example, to add a column that shows each company's industry, enter INDUSTRY in the field and click on Industry Sector in the list of matches that appears. Click on the Update button to display the results.

EQUITY SCREENING

Type EQS <Go> to search for securities based on criteria you specify.



Selected Screening Criteria	Matches
Universe Criteria	403233
1) Bloomberg Default Criteria (click here to view)	170005
2) Security Types: American Depositary Receipt	2312
3) Country of Domicile: Brazil	146

To export the list to a Microsoft Excel spreadsheet or a Launchpad monitor or to create a price alert, click on the Output button and make a selection.

To save an EQS search, click on the Actions button and select Save. Enter a name and a description for the search. Enter a word in the SHORTCUT field and click on the Update button. That will let you access the search directly by typing EQS followed by the shortcut word and <Go>. For example, if you entered ADR in the SHORTCUT field, you could access the search by typing EQS ADR <Go>.

To see news headlines for a single security, select that security from the list, click on the View button and select View News. For news reports on all of the ADRs in the list, click on View again and select News (Grouped).

You can track intraday price movements in the Bovespa index using the Intraday Market Map (IMAP) function. Type IMAP <Go>, click on the arrow to the right of Source and select Equity Index. Next, click on the arrow to the right of Name and select IBOV. A pie chart on the left and a table on the



right show weighted average total return by sector and the percentage of companies in each sector with a positive total return. A color scale from bright red to bright green indicates losses or gains by industry. You can drill down into a sector on the pie chart by clicking on it. Click on the Table View tab at the bottom of the screen to display the data in more detail. **B**

INTRADAY MARKET MAP
Type IMAP <Go> to analyze price movements by region, industry and company.

Press <Help> twice to send a question to the Bloomberg Analytics help desk.

Eurex Clearing risk management. Sees more. Misses less.



Opportunity can come from nowhere. Then again, so can trouble. Eurex Clearing's proven risk management lets you monitor and manage your post-trade activities in real time. Across multiple asset classes. Our processes keep up with trading trends, which means we're continually setting the industry standards. And every improvement we make, we make sure everybody benefits. So nobody needs to miss a thing – and everyone is **clear to trade**

www.eurexclearing.com

TYPE EURE <GO>

