



lumine

Services Portfolio

**Strategic Communication • Institutional and Government Relations •
Foreign Trade**

Who We Are

Lumine is a boutique consultancy specialized in **strategic communication, government relations and regulatory intelligence, as well as foreign trade and internationalization**. We operate with integrity and deep expertise, turning objectives into impactful narratives in Brazil and abroad.

For Whom We Work

- Companies and sectoral associations
- Civil society organizations and foundations
- Governments and international organizations
- Universities and research centers

Areas of Expertise

Strategic Communication (National and International)

- Multilingual strategic positioning (PT/EN/ES/FR).
- Definition of key messages and strategic agendas.
- Continuous engagement with the press in Brazil and internationally.
- Content production (press releases, notes, press kits, videos, digital media).
- Reputation management and crisis communication.
- Media training for spokespersons.
- Development and management of multilingual social media strategies.
- Organization of press trips, press conferences, and international meetings.
- Media analysis reports including metrics and impact assessments.

Institutional Relations & Strategic Intelligence

- Strategic positioning in legislative proposals, public policies, and regulatory processes.
- Continuous monitoring of bills, public hearings, committees, and Executive decisions.
- Political coordination to support approval, amendment, or rejection of proposals, with risk analysis and vote tracking.
- Stakeholder engagement: relationships with parliamentarians, authorities, and strategic actors.
- Institutional agendas: organizing meetings, hearings, visits, and side events, including curation, protocol, and follow-up.
- Political and regulatory intelligence: briefings, scenario reports, stakeholder mapping, and impact studies.
- Technical and operational support in regulations and licensing processes.

Foreign Trade & Internationalization

- Monitoring of standards in the Executive, Legislative, and international organizations, with the preparation of position papers and proposals for regulatory revision.
- Trade intelligence with market studies, data analyses, and legal opinions to support market access strategies in Brazil and abroad.
- Taxation and Trade Defense, including evaluation of tariffs, duties, and tax regimes, as well as actions in cases of dumping, subsidies, and safeguard measures.
- Specific Instruments, providing technical support in ex-tarifários, changes to Mercosur's Common External Tariff, Letec, Lebit, the auto parts regime, and the list of goods without national equivalents..
- Logistics and Operations with support in import and export licenses, documentation, transportation, and foreign trade systems.
- Trade Agreements with monitoring of bilateral, regional, and multilateral negotiations and analysis of regulatory and economic impacts.

Lumine's Differentials

- ➔ Expertise in international agendas, international events, trade fairs, and missions
- ➔ Experience working in multiple languages and diverse markets
- ➔ Integration between communication, institutional relations, and foreign trade
- ➔ Focus on concrete results and executive reports

Our Clients



Science Panel
for the Amazon
THE AMAZON WE WANT



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Advogados



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