

**CULTURE, LAW, AND BUSINESS BRAZIL'S CLEVER DODGE WAY OF ACCOMPLISHING WTO AND MERCOSUR RULES**

Nidi Bueno, Universidade Católica de Brasília (UCB), Brasília, Brazil  
Wilson Almeida, Universidade Católica de Brasília (UCB), Brasília, Brazil  
Tágory Figueiredo, Universidade Católica de Brasília (UCB), Brasília, Brazil  
Rafaella Barros Barreto, Universidade Federal de Goiás (UFG), Goiânia, Brazil

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**ABSTRACT**

Based on Zimmerman (2012) approach on the anthropological concept of "jeitinho brasileiro" (Brazilian society clever dodge way), this study focuses on the potential relations between three elements: the Brazilian "jeitinho"; Mercosur and World Trade Organization (WTO)'s constraints over Brazil's international trade; and the domestic fiscal practices used by the emerging Latin-American country to escape from the barriers and obstructions placed in its path by Mercosur and WTO's international economic law. This article key argument is that Brazil's repeated domestic tax decrease for some non-competitive group of products or for a set of inefficient industries is in fact an instrument that has frequently been used as a tool by which government and Brazilian private sector can, first, avoid the many obstructions and barriers the complex WTO and Mercosur trade rules place in their commercial path and, second, keep the country old protectionist and nationalist commercial practices. This paper is divided into three parts. First, it focuses on Mercosur's constraints on Brazil's international trade. Second, it goes through WTO's restrictions over Brazilian global business. Third, it presents how Brazil has frequently used some domestic fiscal mechanism as a tactic to keep the country old protectionist and nationalist commercial practices.

Keywords: *Economic International Law, Mercosur, World Trade Organization, Brazil*