

## Chapter 12: Global Ambitions and Frustrations

Foreign Policy has never been a strong point for Brazil, having a very wishy washy past and never truly sticking to their guns on an issue. This is shown when Brazil, Iran and Turkey met in 2010. The presidents of the three nations joined in negotiations over Iran's controversial nuclear program. They came to an agreement to work together and transfer goods between countries. It was called a "Victory in diplomacy" by then president Lula. He used the negotiation to try to settle one of the "world's thorniest problems." Just after the negotiations the UN Security Council voted to set up tougher laws to control Iran's nuclear program. At the time Brazil and Turkey stood their ground and voted against the proposal. This demonstrated Lula's ambition toward foreign policy, he wanted to be viewed as an equal, not one of their pawns.

It's been an ongoing struggle in Brazil to let the world see their country as they did. They see it as a potential great power due to scale and wealth of the treasure it holds. Vargas was frustrated after siding with the allies and not being rewarded with a UN Security Council seat, in fact Brazil seems to get nothing of any significance for their support in the war. The main problem Brazil was facing was identity. On one hand it saw itself as a western country through democracy and religion, but help the aspects of slavery colonialism, and poverty, showing it as a southern country.

Brazil's foreign policy seems to branch in every direction from trying to connect with southern country to from allies, to playing referee for other nations disputes and still seeking the seat on the UN Security Council. Over the past century different leaders chose different tasks to focus on and so the fact now was there was no real competence or legacy of foreign policy it was a blank slate needed to be filled. So the Mercosul plan was installed.

In the Mercosul plan was a geopolitical movement based on "open regionalism" meaning that barriers would be torn down and open trade and more global involvement could happen.

Other politicians pushed for Brazil to be more “generous” to the other Mercosul countries in their time of dispute. Lula coined the phrase “ nossa America LATina” translating to “our Latin America.” In Brazil the main criticism to Lula’s Plan was the fact it was inconsistent and party bias. He also seemed to put little to no effort in defending democracy in the region or the basic right of the people living there.

Another problem was Brazil insisted it would be able to become a global player, despite the region. Attempting to portray itself as “the Gentle Giant” and avoiding the leadership other nations but instead befriending them and helping them along their own path. Brazil's attitude and ignorance of regional leadership and their place in the world, proved costly negatively affecting trade, investment and even the mere economic ties to other countries. Ever since the 1970’s Brazil held a spot on the Global trade stage, but has been losing power in the past decade being surpassed by China who is now supplying the entire world with goods. Brazil soon saw an influx of investors for its safety and lack of global ties. Brazil saw this and acted quickly to join the Ftaa in 2007, changing their position they set only 10 years before. They realized the world would not wait on them and the time to act was now, and not later.

Overall Brazil’s foreign policy was not a total flop, and actually held some success in Africa. He did so by visiting African countries and creating two way trade bonding over their mutual African roots. The rate of trade increased dramatically after the visit from \$3.1 billion in 2000 to \$26 billion in 2012. Lula’s friendliness with African rulers did not go over well in Brazil, but to Lula, he was merely expanding alliances.

Brazil attempted to join the world stage with the help of the United States, and G.W. Bush. The two became friendly and discussed politics and economics. For American business Brazil was important for energy production and the hopes to pull production out of China. America kept trade and economical issues the main priority. For Brazil, the U.S. was a good

ally and a potential springboard into the world stage. In the end both countries were in the relationship for different reasons and so the friendship, and partnership drifted away.

Brazil lacked the military dominance of many global powers. It had a crumbled economy and many social issues that deemed themselves as more important than preparing a military. This lack of fire power led Brazil to find another way of getting what it desires other than throwing around the weight of its military. Instead Brazil used its soft skills to get what it needed, persuading the foreign governments to do what it needed rather than forcing them. Overall, worldwide globalization has brought much more benefits than it has hardships. Brazil could go much further by recognizing this fact, and working with the hand the world has dealt them.

It is my belief that Brazil needs to work from the inside out. It needs to fix itself internally and become itself a strong country. Once it becomes strong within, then it can branch out slowly to extend its foreign policies and help other nations. At this point Brazil is not ready to “go global” and needs to take time for itself before putting any more efforts for others.