



# PC Usage and Digital Media Demand Strong in BRIC Markets - Brazil, Russia, India, and China

ECON Corporate Services, June 26, 2007

URL: <http://www.pr9.net/comp/science/5796june.html>

*InvestorIdeas.com Highlights Strength of Emerging (BRIC) Markets in 'Sector Close-Up'*

PR9.NET June 26, 2007 - POINT ROBERTS, Wash., Delta B.C. - [www.InvestorIdeas.com](http://www.InvestorIdeas.com), a leading global investor and industry research portal specialized in sector investing, reports on the investment opportunities surrounding emerging (BRIC) markets in its 'Sector Close-Up.' The term BRIC is an acronym for Brazil, Russia, India and China and has become known as the group of emerging markets believed to have the greatest investment growth potential. Evidence of this growth has been seen in the accomplishment by all four nations in crossing \$1 trillion in market cap, with China surpassing \$2 trillion.

The BRIC markets are primarily driven by commodities, however strong numbers from the technology and retail sector has sparked investment interest outside of the commodity arena.

A recent report from Forrester Research, which predicts that one billion personal computers will be in use globally by 2008, also estimates that Brazil, Russia, China and India will collectively account for 775 million new PCs by 2015.

Brazil, which continues to benefit from strong exports and declining interest rates, has seen domestic business develop, leading to higher wages and a growing middle class with increasing purchasing power. Digital storage media and peripherals are also benefiting as spending increases and the nation begins to adopt the DVDR format, so widespread in developed countries, but only now realizing widespread adoption in developing countries.

This shift and the economic development within Brazil were key factors in the decision by Infosmart Group, Inc. (OTC BB: IFSG), Hong Kong's leading recordable digital versatile disk manufacturer, to open a production facility in Brazil in order to tap into the rising domestic demand of this region. According to the Company, Infosmart is now the largest CDR/DVDR manufacturer in Brazil and all of South America. While pursuing the explosive growth within the Brazilian digital media market, Infosmart still remains focused on the Asian markets which continue to drive innovation and sales for the Company.

China has long been a technological giant and this trend continues to position this region as a major market catching the attention of corporate giants such as Microsoft (News & Chart), who recently announced a joint development agreement with Sichuan Changhong Electric. According to Microsoft spokesperson, Roger Chen, "The project focuses on in-home network digital entertainment -- how to connect PCs, TVs and the Internet to provide this digital entertainment experience."

Another area within the BRIC markets that has shown promise, according to a report by Euromonitor International, is the retail sector. Brazil has attracted names such as Walmart (News & Chart), Carrefour, and Groupe Casino (News & Chart), while Russia has seen the entrance of IKEA and Metro. Foreign investment in Russia is already over \$40 billion in 2007; however recent political uncertainty has many questioning whether or not this trend will continue.

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