Doing Business in Brazil

Led by Prof. Tallys Yunes
Brazil

- Latin America’s giant
  - 5th largest country in the world in both area and population
  - 8th largest economy in the world
  - Very diversified economy
Summary

- Intensive, first-hand survey of Brazil’s current business environment
- Classroom discussions, business visits, and cultural immersion experiences

Goals

- Dramatically raise your awareness of the opportunities and challenges of doing business in Brazil
- Build knowledge regarding how to do business in Brazil, both as a professional and as an organization
Doing Business in Brazil

Rio de Janeiro

São Paulo
São Paulo

- Brazil’s economic and financial epicenter
- Largest city in the southern hemisphere
- After New York, home to more billionaires than anywhere else in the Americas
Rio de Janeiro

- Fabulous beaches, spectacular scenery, outdoor lifestyle
- Creative entrepreneurs
- Booming oil industry
Course Format

- Dates in Brazil: March 1st – March 9th (travel 1 day before and after)

- 3 meetings before the trip to learn and discuss:
  - History and culture, focusing on the last 25 years
  - Current socio-economic trends
  - Sectors of the economy

- One meeting after the trip
  - Hand in and discuss (individual) reflection assignments
Pre-Trip Assigned Readings

- Brazil - On the Rise
  - By Larry Rohter
  - The Story of a Country Transformed

- Brazil - The Troubled Rise of a Global Power
  - By Michael Reid

- The Economist
  - Brazil takes off
  - Has Brazil blown it?
  - A 14-page special report on Latin America's big success story

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Thank You!