DOING BUSINESS IN BRAZIL
EXPERIENCE A CROSS-CULTURAL LEARNING WITH FGV
Fundação Getulio Vargas (FGV), founded in 1944, is a world-renowned center for quality education and research. It was the first institution in Brazil to offer Undergraduate Programs in Public and Private Administration, as well as Graduate Programs in Economics, Psychology, Accounting and Education. FGV has also been responsible for laying the foundations for a well-grounded economy, introducing the first balance of payments index and the national account and economic indicators.

In Brazil, FGV is known for its reliability and excellence. Its products and services contribute permanently to increase the productivity and competitiveness of private companies and enhance the efficiency and effectiveness of the governmental performance.

The solid knowledge of market dynamics and practices, great academic quality and international experience of its faculty have allowed FGV to create a diversified and comprehensive set of products, designed to meet the needs and expectations of its stakeholders, whether in the public or private sector.

FGV’s main office is located in Rio de Janeiro together with the Brazilian Institute of Economics - IBRE, five academic schools, part of the consultant office, the publishing house and some of the research centers. FGV is also present in São Paulo, Brasilia and more than 100 other cities.
The mission of FGV is to stimulate Brazil’s socioeconomic development. Through the development of studies, projects and research, FGV works proactively with the government and society in order to contribute to the sustainable growth of the country.

Over the past seven decades, FGV has established itself as a World Class think tank. In 2017, FGV was ranked among the Top 10 best and most influential think tanks in the world and the top think tank in Latin America, position it has held for 9 consecutive years, according to the 2017 Global Go to Think Tanks Index by the University of Pennsylvania.
Today, FGV encompasses eight academic schools in the areas of Administration, Economy, Law, Social Sciences and Applied Math (offering undergraduate degree, masters, PhD and specializations), numerous thematic applied research centers, a consultancy office and a publishing house.

Its academic consistency propels FGV to the highest national education levels.

Around 100 thousand students attend the continuing education courses each year.
FGV AT A GLANCE

485 PhD students
1,787 Master’s students
5,012 Undergraduate

8 schools

95,022 continuing education students

more than 720 titles published**

415 standard studies & research

2,468 academic publications by professors, researchers & technical experts

720 events & seminars organized & co-organized*

409 technical advisory projects

*Source: *2017 Activities Report  | **FGV Press
** Publications used by educational institutions across Brasil as well as business & government sectors
The International Affairs Division was established in 2009 to be the gateway between FGV and the international environment. It is responsible for identifying opportunities and developing activities, such as applied research, academic cooperation, project consultancy, executive training and corporate diplomacy, encouraging initiatives to meet the needs of the public and private sectors worldwide.

TEAM

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Project Coordinator

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Luciana Alvarenga
Operations Coordinator
Some of our activities include:

- Establishing first contact between FGV and foreign institutions;
- Searching for the best international partners to develop and/or finance specific activities;
- Supporting FGV’s units in the achievement of international partnerships for the development of projects, academic activities and executive programs;
- Promoting short term training programs for foreign students and professionals. FGV offers custom-made programs in Brazil and abroad tailored to the demands identified by the partner institution;
- Promoting international seminars inside and outside Brazil;
- Fostering international consultancy projects. FGV provides technical assistance to public and private institutions worldwide in different areas of expertise. FGV integrates academic knowledge with practical experience and offers customized business solutions in order to meet the specific needs of its clients;
- Fostering the dissemination of knowledge through events, publications and articles.
The Program is designed by specialists in the region and in the business and companies environment to best achieve the partner institution’s goals.

It is customized to meet the needs and requirements of the participants providing a transformational learning experience.

The academic approach is focused on the acquisition of solid competences for a positive performance in the Brazilian market.
The purpose of the Program is to help foreign executives to better understand the dynamics of the business environment in Brazil by presenting an overview of its social, cultural, political and economic aspects. It will also provide insights on major issues that global and local firms have to deal with when developing projects in Brazil, therefore enabling the professionals to challenge multicultural scenarios.

The Program aims to contribute with examples of business policies and best practices in Brazil, within sectors previously defined between FGV and the partner institution.

The Program is dynamic, practical and aimed towards a diverse and ambitious audience rich in experience and used to the business environment and concepts of entrepreneurship: directors, executives, businessmen, public servants, entrepreneurs, professors and students interested in the Brazilian market.

At the end of the Program, we expect the participant to:

- Be familiar with the Brazilian business environment and observe it with a strategic, contemporary and holistic vision
- Gain insights into Brazilian business practices, market, economy and infrastructure
- Design future scenarios, both in Brazil and globally, anticipating business opportunities in the country

The meetings will be held in English by FGV professors and/or outside specialists and guest speakers through lectures, multimedia material, case studies and technical visits. All of the lecturers hold graduate degrees from recognized universities in Brazil and abroad.

The Program is structured as follows:

- A half-day session in the form of a conference. The objective is for the speakers to convey their experience and expertise to the participants who can then put them into perspective with their own diverse experiences and backgrounds.
- A more active and interactive half-day session during which participants will visit institutions, companies or sites of particular significance. The partner institution can also choose to include cultural or social activities.
**Duration**
One-week or multi-week learning programs

**Location**
The Program can take place entirely in Brazil, at FGV campuses in Rio de Janeiro and São Paulo, or at the country of the partner institution.

**Certification**
At the end of the Program, participants will receive a Certificate from FGV, as long as they achieve a minimum attendance of 75%.

**SAMPLE TOPICS**
- Entrepreneurship and Business Development
- Agrobusiness in Brazil
- Smart Cities
- Project Management
- Business Management
- Innovation and Value Creation
- Leadership and Governance
- Negotiation and Conflict Resolution
- Digital Marketing
- Business legal Management in Brazil
- Corporate Finance
- Public Administration
- Public Policies
- Human Resources
- Taxes and Trade in Brazil
- Supply Chain and Logistics in Brazil
- Other topics requested by the Partner Institution
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JOIN US IN THIS IMMERSION PROGRAM INTO BRAZIL’S BUSINESS ENVIRONMENT AT THE BEST EXECUTIVE EDUCATION INSTITUTION OF THE COUNTRY!
For Program budget and details, please contact us:

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