

BUSINESS IN BRAZIL (12 days)

Brazil



São Paulo > Rio de Janeiro



Brazil has been one of the most exciting growth stories of the past decade, and international events, such as the World Cup and Olympics, have made the country even more attractive as a global investment destination. However, the Latin American powerhouse is regarded as one of the most challenging places in the world to do business.

Visits as well as social and cultural activities will offer students a clearer picture of the differences and similarities of Brazil compared to their home country. They will gain insight into the challenges, risks, and opportunities of doing business in Brazil.



Academic and professional excursions with special presentations, such as:

- Visit an innovative company
- Visit and lecture at the Stock Exchange
- Visit a startup hub
- Visit a Brazilian company to learn about strategies they use to increase their international visibility
- Visit a bank to learn about the financial perspective of doing business in Brazil
- Visit a company focusing on their marketing strategies to enter the Brazilian market and win brand loyalty
- Lecture at a local university on doing business in Brazil
- Case competition with Brazilian students

- Visit Globo Group, the largest commercial TV network in Latin America
- Visit an infrastructure company
- Visit the Chamber of Commerce

Cultural excursions and field trips with local bi-lingual guides, such as:

- Guided walking tour of Paulista Avenue
- Guided walking tour of São Paulo
- Visit the Christ the Redeemer, Rio's most famous landmark
- Visit the Sugarloaf Mountain
- Visit the Cantagalo, one of Rio's most famous favela
- Visit the Maracanã stadium

Entrance fees and reservations to museums and sights

Accommodation:

- 5 nights at a 4-star hotel in São Paulo
- 4 nights at a 4-star hotel in Rio de Janeiro

Meals:

- Welcome dinner and orientation session by your on-site coordinator at a local restaurant in São Paulo
- Farewell dinner in Rio de Janeiro
- Daily breakfast

Transportation:

- Private coach bus / van will be chartered for your group
- Flight from São Paulo to Rio de Janeiro

On-site emergency support

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PLEASE CONTACT US FOR A QUOTE!

We will work with you to design an itinerary matching the focus of your course and meeting your individual program goals at an affordable price.

Round trip airfare, classroom space, additional meals or cash allowance, insurance, etc. can be arranged upon request.

How to Get Started?

Whether you are a first-time faculty leader, a study abroad veteran or simply looking for a customized proposal for this or a similar program - we can take care of all your study abroad needs. Send us an email, give us a call, or simply download our program development form to get started.

Web: www.rfp.cepa-abroad.org

Email: info@cepa-abroad.org