

Global Access

Business Guide to Brazil

A comprehensive guide to business, risk and opportunity in Brazil



Interactive Online Event:

Volume One

Thursday, March 16, 2010

Volume Two

Thursday, March 30, 2010

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Business Guide to Brazil

Volume 1: Business Landscape in Brazil

3 hour live, interactive seminar delivered online
March 16, 2010; 1pm EST

The Economy of Brazil

A snapshot of current Brazilian marketplace

New Opportunities in an Emerging Power

Analysis of Brazil's long-term prosperity potential

Cultural and Regional Guide

Essential knowledge of people, places, infrastructure and more

The Government in Business

Current administration views and policies on foreign business and investment

Volume 2: Doing Business in Brazil

3 hour live, interactive seminar delivered online
March 30, 2010; 1pm EST; 3 hours

Gaining Entry

Relationships, partnerships and potential pitfalls for newcomers in the Brazilian marketplace

Market Guide

Major industries, trends and consumer segments

Business Safety and Security

Crime, intellectual property and the Brazilian legal system

Money Matters

Brazilian banking, credit markets and currency considerations

Brazil is a dynamic marketplace that is quickly establishing itself among the globe's dominant centers of business. Evident by their recent recognition and award of the 2016 Summer Olympics, all eyes are on Brazil as a center for growth and prosperity. Whether your organization currently operates, outsources or is looking this market, our **Business Guide to Brazil** will provide timely information designed to help you incorporate best practices for doing business in Brazil.

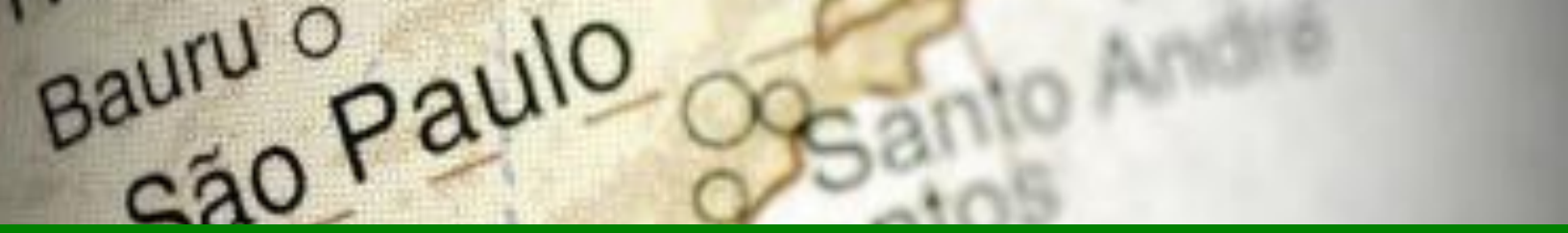
Global Access: **Business Guide to Brazil** is a multipart comprehensive and interactive educational resource that delivers essential market information. This tool caters to organizations that need to further develop their employee, management and decision-maker knowledge of the evolving business landscape in Brazil.

These live online trainings are in depth offerings that will prepare you for doing business in Brazil. Delivered in a series of volumes, you can attend one or all trainings that suite your needs.

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Volume 1:

Brazilian Business Landscape

Brazil offers an intriguing opportunity for any organization looking to pursue growth by entering a new market. With a significant population experiencing hyper economic growth, Brazil is well positioned to be a lucrative prospect for any organization looking to doing business beyond U.S. borders.

Brazilian Business Landscape, sets the stage for those considering this dynamic market. This first volume of **Business Guide to Brazil** provides key learning objectives, core operating knowledge and a comprehensive understanding of Business practices in Brazil. Additionally, this first volume will explore the vast cultural, governmental and economic nuances to reveal market risks and opportunities.

The Economy of Brazil

A snapshot of current Brazilian marketplace

- Overview of key economic indicators
- Principles of economic reform and growth
- Past, present and future state of the economy
- Defining Brazil's political-economic system
- Development and growth strategy

New Opportunities in an Emerging Power

Analysis of Brazil's long-term prosperity potential

- What Brazil's economic growth means to the foreign entrant
- Lessons learned from hyper-growth economies
- Capitalizing on a burgeoning middle class
- Long-term economic and political view
- A look at Brazil's existing and emerging resources

Cultural and Regional Guide

Essential knowledge of people, places, infrastructure and more

- Geographical analysis by industry
- "Hot spots" for opportunity, incentives and alignment
- Demographic breakdown by region
- Map of industrial regions
- Framework for regional selection

The Government in Business

Current administration views and policies on foreign business and investment

- Overview of relationship between Government and Business
- Government oversight and control
- National, State and Local government analysis
- Need-to-know government agencies
- Political trends and pending legislation effecting foreigners

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Gaining Entry

Relationships, partnerships and potential pitfalls for newcomers in the Brazilian marketplace

- The value of local partnerships
- Essentials to creating and maintaining strong relationships
- Risks and barriers associated with market entrance
- Trade agreements, blocs and regional political environment
- Licenses and taxes

Market Guide

Major industries, trends and consumer segments

- Consumer trends in a high-growth market
- Implement strategies for success in Brazil
- Competitive analysis for market entrants
- Case studies of company successes and failures
- Industry insight and resource allocation

Business Safety and Security

Crime, intellectual property and the Brazilian legal system

- Precautionary steps for local employees
- IP laws and protection guidelines
- U.S. and Brazil judicial comparison
- Corruption and crime at the local level
- Political stability synopsis

Money Matters

Brazilian banking, credit markets and currency considerations

- The Brazilian banking system
- Access to credit and foreign creditors view
- A history of the Brazilian real and relation to U.S. dollar
- Foreign currency transfer rules and regulations
- Foreign investment laws

Volume 2:

Doing Business in Brazil

Success in Brazil is dependent on mastering market entry and navigating this complicated marketplace. **Doing Business in Brazil** is a comprehensive resource for achieving results in Brazil.

This second volume in **Business Guide to Brazil** provides strategy, insight and guidance for business success in Brazil. This comprehensive volume walks through the logistics of entering the Brazilian market, understanding the consumer marketplace, legal issues and the legal system, and the Brazilian financial system.

Building upon the concepts learned in Volume 1, this in-depth program will look at doing business in Brazil with a feet-on-the-ground approach. Together, this two volume program will provide the strategic knowhow to perform at a high level in the Brazilian market.



Business Guide to Brazil

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Business Guide to China
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 Business Guide to Global Marketplace

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510-984-3620

Gateway Management offers a full-service portfolio of resources including training, staffing and consulting to deliver innovative solutions for complex business issues. We believe that the business landscape is rapidly changing, and that innovative solutions will determine your organization's success moving forward. Gateway Management's mission is to help organizations achieve their goals through the utilization of talent and management expertise. Our solutions are customized to address the challenges of today's evolving marketplace.

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- Additional Attendee(s): **\$ 299/ea.**
- DVD: \$ 499**

Volume One & Two

- Live/Online: \$ 799**
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