

# forthalia

Consulting, Coaching, Market Entry Strategies, Representations



## Business Study Tour in Brazil

São Paulo & Rio de Janeiro, 17 - 24 May, 2015

# Doing business in Brazil

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The Business Study Tour consists of a series of meetings in a one week business trip to Brazil during which various fundamental aspects for doing business in Brazil will be exposed. Today thriving companies are those that export the most. Brazil is one of the markets that offer greater opportunities because of:

- Growing Economy
- Political stability
- Large investments on infrastructure
- Stable legal scenario
- Important natural resources
- Etc.

However, doing business in Brazil may not be easy!

One must master various disciplines such as:

- Import legislation
- Taxation and import duties
- Relations with distributors
- Barriers to entry
- Ways to approach the market
- And much more...

We will cover these and more topics directly in the field!

[Find out more](#)



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### A way to **beat** the crisis

In the enduring crisis in which we are living, companies suffer for:

- turnover reduction
- constant or increasing costs
- uncertainties over payments
- bank loans becoming more difficult to obtain
- increasing fiscal pressure

Export oriented companies are thriving, very often in excellent healthy conditions. The ones concentrated in their domestic markets suffer from employment crisis, restructuring and even bankruptcy.

### **It is not too late to get moving!**

Entering a new growing market such as Brazil, whose population is nearly half of that of the European Union, represents a valid solution to drive us beyond our crisis and open a new era for our companies.



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### Programme

#### Meetings with local Social Partners

For doing business in Brazil it is useful that we know all the aspects connected to the relationship between the social partners. To this end we will meet representatives of Employers, Unions, Politicians and Finance.



#### Visits at local companies

We will visit local companies to better analyse and understand which are the best local practices as well as see directly what are the key issues related to doing business in Brazil.



#### Meetings with the International Community

Learn from the experiences of other International companies already established in Brazil to better understand how to plan your own entry in the Brazilian market. Whether it be simply export, a distribution agreement, a local commercial/production subsidiary or an acquisition.



#### Presentation of the Brazilian context

Experts on the Brazilian market (from University, diplomacy, politics or the press) will illustrate the local context providing the essential elements that are necessary to define our own market entry strategy in Brazil.

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### Subscription fee

The subscription fee of EUR 4.950 + VAT includes:

- One week of meetings to understand the Brazilian market
- Support from our consultants
- Return airtrip from Italy/Europe
- Airfare from Sao Paulo to Rio De Janeiro
- Four star hotel with breakfast
- Local transportation
- Business lunches and dinners, meetings, entertainment and time for relax

The second and further participants from the same company or group will receive EUR 150 discount + VAT each

**For logistic and organisational reasons the places are limited.**