



Spotlight on Brazil

Brazil is blessed with some of the most generous natural resources on the planet: an enormous, fertile land mass that covers most of the South American continent, more unique plant and animal species than any country on the planet, and abundant oil and gas reserves. And while Brazil has long been the South American hegemon, in recent years, successful government policies have transformed the country into a global economic power. Its industrial sector, the second largest in the Americas, produces everything from automobiles and machinery to petrochemicals and consumer durables.

Moreover, in the past ten years, Brazil's leaders have sought to extend the benefits of its success to all Brazilians. The liberalization and opening of the economy has helped encourage the burgeoning middle class, and broad social reforms have reduced income inequality throughout the country. With more Brazilians taking part in the economy, the services sector has blossomed, and fiscal sustainability has become an attainable goal.

There is no doubt that Brazil is making a bid for a place on the global stage. The 2014 World Cup brought the world's eyes (and its journalists) to Brazil, for better and for worse. The issues that continue to plague the country—poverty, inflation, and crime—are juxtaposed against its natural beauty, growth, and promise. And the scrutiny that comes with the 2016 Summer Olympics is just around the corner. Brazil's season is now; the world is watching.

Did You Know?

- Brazil shares boundaries with every South American country except Chile and Ecuador.
- Along with Russia, China, India, and South Africa, Brazil is a member of the BRIC countries, a group characterized by rapid growth and emerging middle classes.
- Brazil is one of the seventeen Megadiversity Countries, which were identified by Conservation International as harboring the majority of Earth's species.
- Brazil's football team has won the World Cup a record five times.

Official name: Federative Republic of Brazil

Capital: Brasilia

Top language: Portuguese

Major industries: Textiles, chemicals, cement, metals, aircraft, motor vehicles

Major agricultural products: Coffee, soybeans, wheat, rice, corn, sugar cane, beef

By the Numbers

2.5 trillion Estimated 2013 GDP (USD)

7 Current ranking in the world economy (PPP)

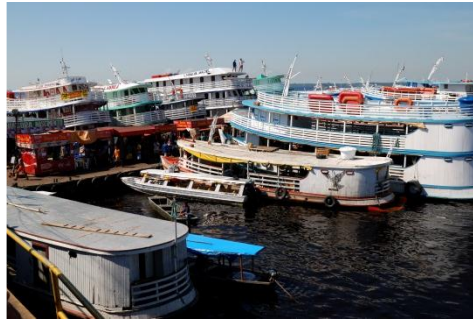
199 million Population (5th globally)

8.5 million Total land area (km²)

90% Literacy Rate

20 million Population of São Paulo, the 9th most populous city on Earth

7.05 million Size of the Amazon River basin (km²)



Sample Itinerary

Day 1 Arrive in São Paulo. Spend the day on your own exploring the incredible museums and culinary options of Brazil's cultural capital.

Day 2 After breakfast at the hotel, spend the day meeting with business leaders in an industry of your choosing. A welcome dinner will be served at a local restaurant.

Day 3 Learn about the obstacles and benefits of doing business in São Paulo during two more business visits. In the evening, indulge in the tastes and sounds of São Paulo on your own.

Day 4 After your final business visit in São Paulo, tour the cultural centers of the city, meet artists in Embu das Artes, and visit the Museu de Arte Sacra.

Day 5 Bid farewell to São Paulo and catch an afternoon flight to Rio de Janeiro.

Day 6 Enjoy a day of informative sessions with Rio's business leaders, and spend the evening sampling the endless array of delicious foods available in Brazil's second-largest city.

Day 7 Immerse yourself in Rio's gorgeous geography with a fully-guided tour of iconic Sugar Loaf Mountain and Corcovado Mountain. With vistas of Guanabara Bay, the Rio-Niterói Bridge, and the statue of Christ the Redeemer, you will truly see the best of Rio.

Day 8 Spend a free day exploring Rio's many attractions: listen to live samba and Bossa Nova music, stroll down Ipanema Beach, or relax with a cold *caipirinha*.

Day 9 Engage in your final two business visits, followed by a free evening for individual study and activity.

Day 10 Return home.

Please note this itinerary is presented as a sample and does not include details or specific business destinations for your trip, which will be customized upon confirming the unique needs of your program.

Program Themes: Brazil Ascending

Technology and Innovation - Brazil has invested heavily in scientific research programs in recent years. See how new technologies have allowed Brazil to develop renewable agricultural techniques and innovative processes in the petroleum, biochemical, and aeronautic industries.

Natural Resources - Brazil's unrivaled natural resources extend from agriculture and timber to minerals and petroleum. Consider how Brazil's food producers manage the massive scale of their operations, and explore the economic and environmental effects of Brazil's heavy metal mining industries.

Infrastructure - Ahead of the 2014 World Cup and the 2016 Summer Olympics, Brazil began pouring government resources into improving the nation's roads, bridges, and mass transit systems. Examine how these investments, along with the hundreds of new hydroelectric dams currently under construction, did and will affect Brazil's ability to handle these enormous global events.