

# Brazil

Osher course  
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## Travel Plan



A world map with red arrows indicating travel routes. A callout box with the text "We are here" points to the location of Brazil on the map.




A map of South America with Brazil highlighted in orange. The map shows major cities and geographical features across the continent.

## São Paulo, business center of Brazil



An aerial photograph of São Paulo, Brazil, showing a dense urban landscape with numerous high-rise buildings.

## Rio de Janeiro

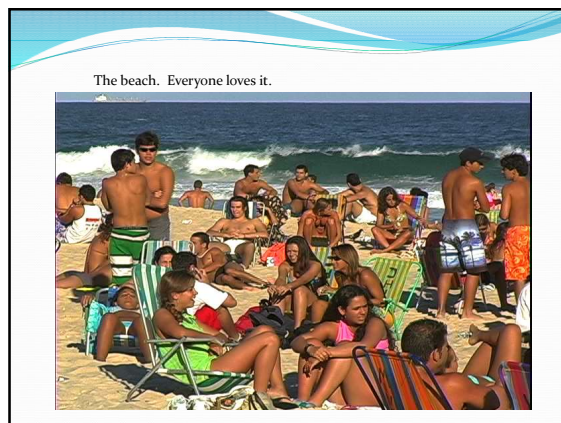


A photograph of the Christ the Redeemer statue in Rio de Janeiro, Brazil, overlooking the city and the bay.

## Favela, Rio de Janeiro



An aerial photograph of a favela in Rio de Janeiro, showing a dense, informal settlement with many small, closely packed buildings.



### A blend of cultures

- Portuguese, German, Italian, Lebanese, Japanese, etc.
  - About 55%
- African, Indigenous
  - About 7%
- Mixed background
  - About 38%

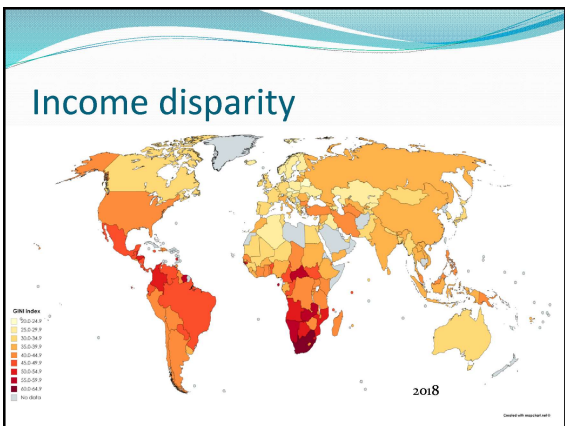
### A blend of cultures

Luiz Inácio Lula da Silva President, 2003-2011 <i>Portuguese</i>	Dilma Rousseff President, 2011-2016 <i>Bulgarian</i>	Michel Temer President, 2016-2019 <i>Lebanese</i>	Jair Bolsonaro President, 2019- <i>Italian/German</i>
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### A blend of cultures

- Different kind of multiculturalism
  - Partially blended mix ("swirl").
  - De facto racial discrimination without racist attitudes.





### Basic cultural traits

- Polychronic
  - Expect interruptions.
  - Be late for social occasions, but on time for business (particularly in São Paulo).
  - Expect last-minute arrangements, changes.
  - Rely on *jeitinho*.




### Basic cultural traits

- Collectivist
  - Family important.
  - Develop friendships quickly.
  - First-name basis, but titles important.
  - Expect nepotism.
  - Extremely proud of their country.
  - Relax, they will take care of you.



### Basic cultural traits

- Uncertainty avoiding
  - May be reluctant to take risks.
  - Decision-making slow.
  - Complicated bureaucracy.
  - Hire a *despachante*.
    - Not the same as a *wasta*.



### Social occasions

- If invited to a dinner party (barbeque) at home...
  - Arrive late.
  - Can bring gift or send flowers later.
  - No hurry to depart.
- Avoid sensitive topics
  - Crime, corruption, rainforest, poverty, Argentina.



### Safety

- A constant concern.
- Do as the Brazilians do.





### South

- Highly developed.

Porto Alegre, largest city in the region.

### South

- German influence

*Biergarten* in Novo Hamburgo

Only 14% of German immigrants to Brazil came during 1930-1950.

### South

- German/Polish influence

Bus stop in Curitiba, known for highly efficient public transit and other innovations installed by former mayor Jaime Lerner.

### South

- Cattle ranching in the *pampas*

*Gauchos* in Rio Grande do Sul

### Southeast

- World leader in biofuels.

Ethanol production from sugar cane. 7-10 times more efficient than production from corn. Sustainable; carbon footprint is *negative*. Little effect on sugar prices.

## Southeast

- Advanced R&D.



Petrobras Cenpes Research Center, near Rio de Janeiro  
Facility on right opened in 2010.  
Brazil is also strong in pharmaceuticals

## West central

- Brasília, national capital.

Built in shape of an airplane to symbolize innovation in flight.

Several countries claims to be first in flight.



## Northeast

- Bahia supplies popular image of Brazil



Salvador,  
capital of  
Bahia

## Northeast

- Bahia supplies popular image of Brazil



Carnaval in  
Salvador

The public  
participates  
rather than  
watch

## North

- Home for some 400 indigenous peoples



## A few phrases

- Obrigado/a. (Thanks.)
- Como vai? (How goes it?)
- Bem obrigado/a, e você? (Fine, thanks, and you?)
- Muito prazer. (Pleased to meet you.)
- Bom dia, boa tarde, boa noite.  
(Good morning, evening, night.)
- Desculpe, não falo português.
- O senhor, a senhora.

### The Rest of Latin America



### The Rest of Latin America

