

Brazil

Osher course
February 2024
J. N. Hooker



São Paulo, business center of Brazil



Rio de Janeiro



Favela, Rio de Janeiro



Carnaval. Half of Rio loves it, half hates it. Not everyone an extrovert.



The beach. Everyone loves it.



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

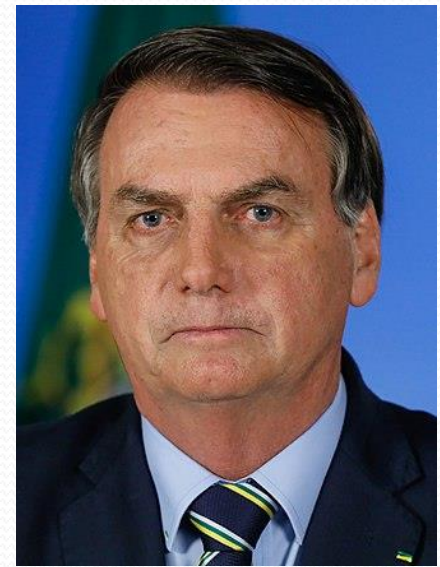
President, 2003-2011, 2023-
Portuguese



Dilma Rousseff
President, 2011-2016
Bulgarian



Michel Temer
President, 2016-2019
Lebanese

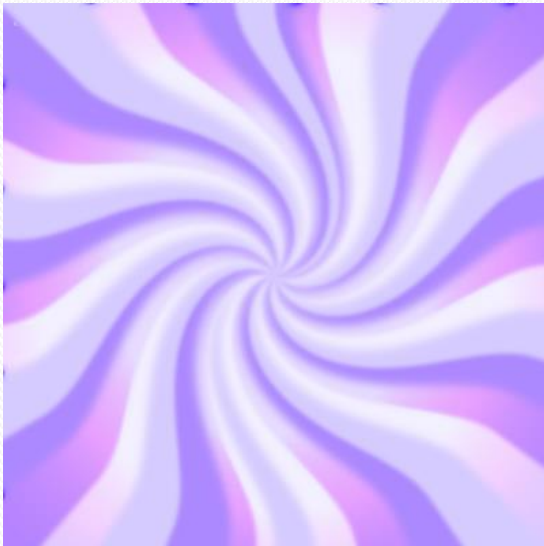


Jair Bolsonaro
President, 2019-2022
Italian/German

After Bolsonaro's loss in 2022, his supporters attempted a coup d'état by storming government buildings on Jan 8, 2023
Superior Electoral Court banned Bolsonaro from seeking office until 2030 due to efforts to overturn election

A blend of cultures

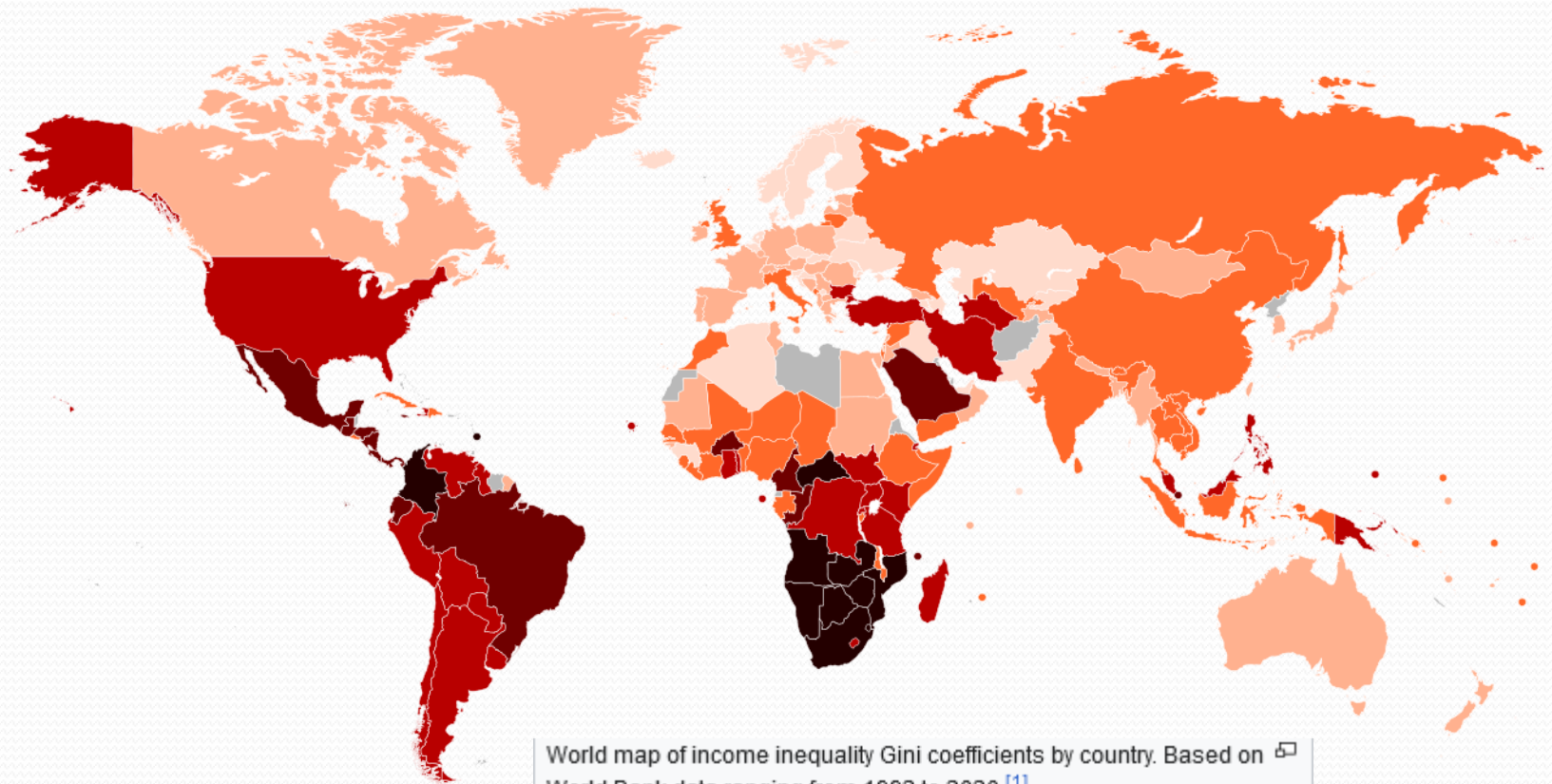
- Different kind of multiculturalism
 - Partially blended mix (“swirl”).
 - De facto racial discrimination without racist attitudes.



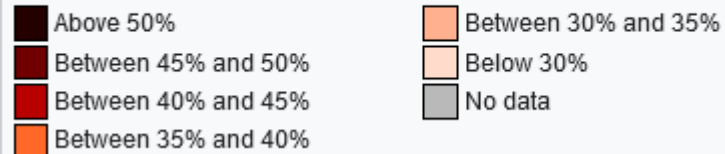
Income disparity



Income disparity



World map of income inequality Gini coefficients by country. Based on ⁵³ World Bank data ranging from 1992 to 2020.^[1]



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*.
 - Relax, friends will take care of you.



Basic cultural traits

- Collectivist
 - Family important.
 - Develop friendships quickly.
 - First-name basis, but titles important.
 - Expect nepotism.
 - Extremely proud of their country.



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.

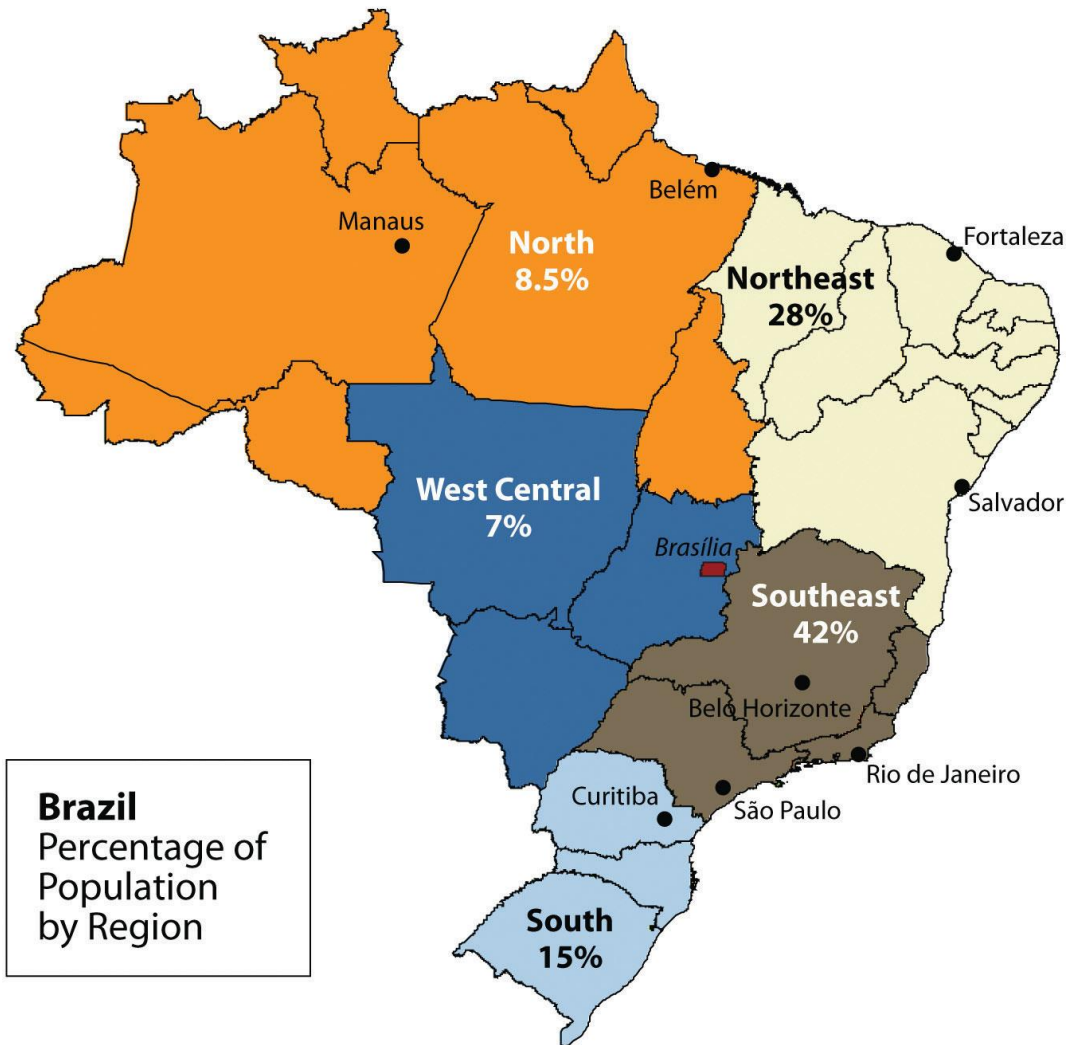


Safety

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



Regions of Brazil



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*

Gaucha 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

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

