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## DOING BUSINESS IN BRAZIL AND LATIN AMERICA

*International Growth Acceleration Program*

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### OVERVIEW

Embark on a comprehensive exploration of the business landscape in Brazil and Latin America. This course is tailored for professionals seeking to expand their knowledge into these huge markets. Gain invaluable insights into the historical, economic, and cultural foundations that shape the business dynamics in the region. Navigate through major trends, uncover potential challenges, and leverage new opportunities, collecting key inputs for building a successful strategy.

### COURSE AGENDA

- Introduction: Setting the Stage
- Unveiling Historical and Economic Contexts
- Navigating Regions, Countries, and Key Indicators
- Understanding the Influence of Regional Culture on Business
- Identifying Main Business Trends and Market Opportunities
- Potential Risks and Recommended Mitigation Strategies
- Key Takeaways and Lessons Learned
- Program Conclusion and Recap

### WHAT TO EXPECT

- **In-Depth Knowledge:** acquire a profound understanding of the historical, economic, and cultural aspects influencing business in Brazil and Latin America.
- **Strategic Insights:** develop important insights into business trends, investment opportunities, and effective risk mitigation strategies.
- **Practical Application:** apply the gained knowledge through interactive sessions, case studies, and discussions.

### WHO SHOULD ATTEND

- Global companies aiming to expand into Brazil and Latin America
- Business professionals committed to successful ventures in the region
- Decision-makers exploring new international opportunities

### DURATION, NUMBER OF PARTICIPANTS AND FORMAT

- Duration: 1-day
- Participants: up to 10 attendees
- Format: in-person or virtual

### FOR CUSTOMIZED TRAININGS AND MORE INFORMATION

- Phone and WhatsApp: +55 11 98685-3248
- Email: [contact@adrianobello.com](mailto:contact@adrianobello.com)