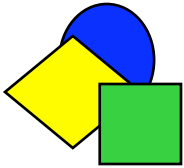


Ambiente de Negócios no Brasil e Desenvolvimento de Talentos Globais



Edgard Cornachione, Ph.D.

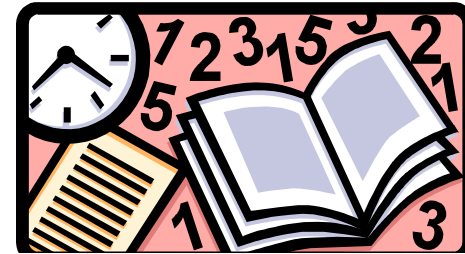
#02

But first...



Tarefas:

- **Leitura prévia (próxima aula)**
- **CBS Video**
- **Organizar os grupos (Projeto)**
- **Projeto - identificar organizações potenciais e contatos**



Atividade (postar no Moodle):

AI) Reflexão crítica
(Smith Ch 2-3 & PWC Report)



Moodle

<http://moodle.stoa.usp.br/>

Cadastro!

[Número USP]

Warming up...



Atividade



2050 (Smith)
Chapters 2/3,

Pairs, first

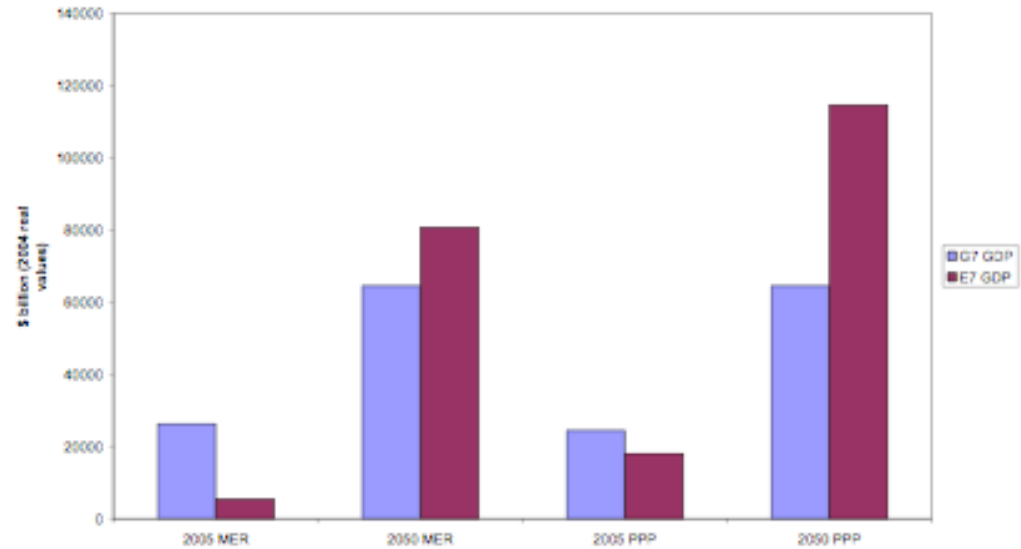


Atividade

2050 (pwc)
Pairs, first

- Table 1
- Human K (fig. 4)
- GDP Growth (fig. 6 / tab.4/5)
- Winners/Losers (tab. 7, p.35)

Figure A: Relative size of G7 and E7 economies



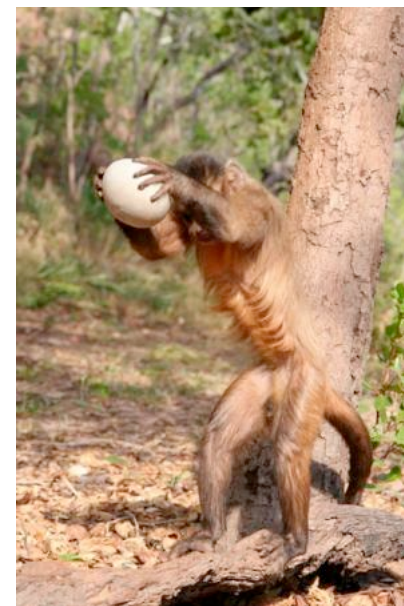


Questão da Semana:

Surprise Me!



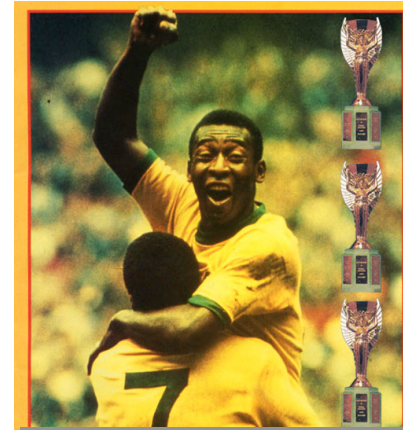
- *Contexto Sócio-econômico e Cultural Brasileiro*
- Ambiente de Negócios no Brasil
- Aspectos Legais e Formais
- Economia e Mercados
- Setores Agrícola, Industrial, e de Serviços
- Inflação Juros e Câmbio
- Planejamento e Controle nas Organizações
- Gestão de Pessoas e Desenvolvimento de Talentos



Images...



People (*Music, Soccer ...*)



Video...



Travelago (4 min)

Size (30 European countries)

Nature

Hospitality

Single united people (no dialects)

Not only ... WILD AMAZON / RIO / CARNIVAL

Half of SA (landsize / population)

“Young” country (children)

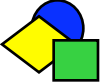
Natural resources

8th GDP in world

approx. 3 million sq. miles

Language

(3,6%/World)

Europe		Portugal	10,6 M	
Americas		Brazil	186,1 M	
Africa		Angola	11,2 M	
		Cabo Verde	0,4 M	
		Guiné-Bissau	1,4 M	
		Moçambique	19,4 M	
		São Tomé e Príncipe	0,2 M	
Asia		Timor Leste	1,0 M	

International Influence



FRANSES



ISRAELIS



GREGOS



ESPAHÓIS



ÁRABES



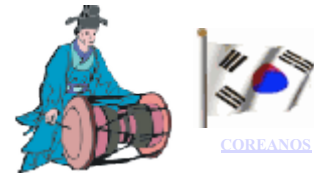
INDIANOS



INGLES



HOLANDESES



COREANOS



ALEMÃES



ITALIANOS



ESTADUNIDENSE



CHINESES



SÍRIOS



<http://www.terrabrasileira.net/folclore/influenc/outros.html>



rio20!6
APPLICANT CITY

BRICs

RANK	COUNTRY	GDP (PURCHASING POWER PARITY)
1	<u>European Union</u>	\$ 14,910,000,000,000
2	<u>United States</u>	\$ 14,260,000,000,000
3	<u>China</u>	\$ 7,973,000,000,000
4	<u>Japan</u>	\$ 4,329,000,000,000
5	<u>India</u>	\$ 3,297,000,000,000
6	<u>Germany</u>	\$ 2,918,000,000,000
7	<u>Russia</u>	\$ 2,266,000,000,000
8	<u>United Kingdom</u>	\$ 2,226,000,000,000
9	<u>France</u>	\$ 2,128,000,000,000
10	<u>Brazil</u>	\$ 1,993,000,000,000

GDP



Population

RANK	COUNTRY	POPULATION
1	<u>China</u>	1,338,612,968
2	<u>India</u>	1,166,079,217
3	<u>European Union</u>	491,582,852
4	<u>United States</u>	307,212,123
5	<u>Indonesia</u>	240,271,522
6	<u>Brazil</u>	198,739,269
7	<u>Pakistan</u>	176,242,949
8	<u>Bangladesh</u>	156,050,883
9	<u>Nigeria</u>	149,229,090
10	<u>Russia</u>	140,041,247



Size

RANK	COUNTRY	(SQ KM)
1	<u>Pacific Ocean</u>	155,557,000
2	<u>Atlantic Ocean</u>	76,762,000
3	<u>Indian Ocean</u>	68,556,000
4	<u>Southern Ocean</u>	20,327,000
5	<u>Russia</u>	17,098,242
6	<u>Arctic Ocean</u>	14,056,000
7	<u>Antarctica</u>	14,000,000
8	<u>Canada</u>	9,984,670
9	<u>United States</u>	9,826,675
10	<u>China</u>	9,596,961
11	<u>Brazil</u>	8,514,877



*CIA
World Factbook*

BRICs video



- **Jim O'Neill (Goldman Sachs)**

- BRICS, 2001 - World Change
- Largest Economies in 2050
- Already – huge influence
- GDP per capita* | Middle Class
- Car industry
- Commodities, Energy & Oil
- Financial Markets
- Exchange Rates

- **More...**

- <http://www2.goldmansachs.com/ideas/brics/index.html>

Interesting Facts



- Independence Sep 7 1822
- Constitution Oct 5 1988
- #6 Pop. (~200M) [Australia 20M ~Sao Paulo]
- #10 GDP (~\$2T) (per capta ~\$10k)
- Agric. (20%), Ind. (14%), Serv. (66%)
- Exports ~\$200B | Imports ~\$170B
- Foreign Reserves ~\$194B
- Unemployment Rate 7.9%
- #6 Internet Users (~50M)
- #2 Airports (~4k) [Heliports!]
- #5 Roadways
- #4 Waterways
- Oil Production/Consumption 2.3M bbl/day (now, “pré-sal”)

Human Dev Index

- Brazil #75 HDI (.813)
- Pop. trend ~210M (2020)
- Life Exp. ~ 69y (M) 76y (F)
- Brazil - Gini (55.0)



Table 1: Brazil's human development index 2007				
HDI value	Life expectancy at birth (years)	Adult literacy rate (% ages 15 and above)	Combined gross enrolment ratio (%)	GDP per capita (PPP US\$)
1. Norway (0.971)	1. Japan (82.7)	1. Georgia (100.0)	1. Australia (114.2)	1. Liechtenstein (85,382)
73. Dominica (0.814)	79. Latvia (72.3)	69. Viet Nam (90.3)	38. Germany (88.1)	77. Saint Lucia (9,786)
74. Grenada (0.813)	80. Algeria (72.2)	70. United Arab Emirates (90.0)	39. Poland (87.7)	78. South Africa (9,757)
75. Brazil (0.813)	81. Brazil (72.2)	71. Brazil (90.0)	40. Brazil (87.2)	79. Brazil (9,567)
76. Bosnia and Herzegovina (0.812)	82. Mauritius (72.1)	72. Myanmar (89.9)	41. Liechtenstein (86.8)	80. Macedonia (the Former Yugoslav Rep. of) (9,096)
77. Colombia (0.807)	83. Honduras (72.0)	73. Lebanon (89.6)	42. Japan (86.6)	81. Colombia (8,587)
182. Niger (0.340)	176. Afghanistan (43.6)	151. Mali (26.2)	177. Djibouti (25.5)	181. Congo (Democratic Republic of the) (298)

Cultural Aids



Do the homework (!)

What is a “Developing Country” and the Brazilian situation?

Awareness

Jungle

Spanish

Capital “Buenos Aires”

“Jeitinho” / Gerson’s Law

“Cafezinho / Caipirinha / Samba / Carnaval”

“Futebol (Soccer) / Carne / Churrascaria”

Lunch & Dinner (“late”)

Safety issues (SP / RIO)

Internal Differences (Northeast/South/Southeast)



Cultural Aids (cont.)



Historical Perspectives (Portugal / Africa / Native)

Centralized power

Military nature

Informal

People ... Economy

Indirect

Read between the lines

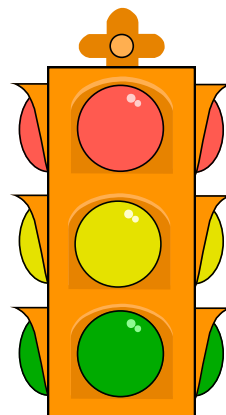
People (creativity, multiple ethnics)

- **Belief in charismatic leaders and in magic solutions**
- **Resistance to change**

Summary



- Large country (area)
- Large population (young)
- One language
- Culture/History/Religion
- Natural Resources
- Economy (past/future)
- Political Presence (LA)





Projeto Final

Configuração

Próxima aula...



Tarefas:

-Leitura prévia (próxima aula)

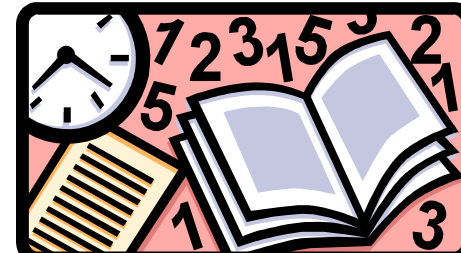
Why work? (Ciulla, Ch.I)

Where the jobs are (Time)

Why work sucks? (Ressler & Thompson, Ch.I)

-Organizar os grupos (Projeto)

-Projeto - identificar organizações potenciais e contatos



Atividade (postar no Moodle):

AI) Reflexão crítica (Questão da semana)