

Johnson
Cornell
SC Johnson College of Business

Brazil Trip Spring Break 2018 Info Session

T.A's

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30/01/18



Brazil Trip - Overview

Dates: Spring Break (March 31st – April 7th)

Cities: São Paulo, Rio de Janeiro, Angra dos Reis

Industries: Several (Oil&Gas, Banking, CPG, Aircrafts, Entertainment, Mining)

Credits: 1.5

Price: ~ \$2.500 + Airplane Ticket (purchased separately ~ \$1.000)

Faculty Advisor: Prof. Oto Morato Alvares – Reg. Director for Johnson in S. America

Slots: 40

Selection: First come first serve (first installment payment of \$300 through sign-up on Campus Groups within the next two weeks – 8 am)

Partners: Not allowed (Cornell's risk management policy)

Visa Required : Yes (for some nationalities) – but it's a very easy process!!



Why Brazil??



5th largest country



6th largest
Population

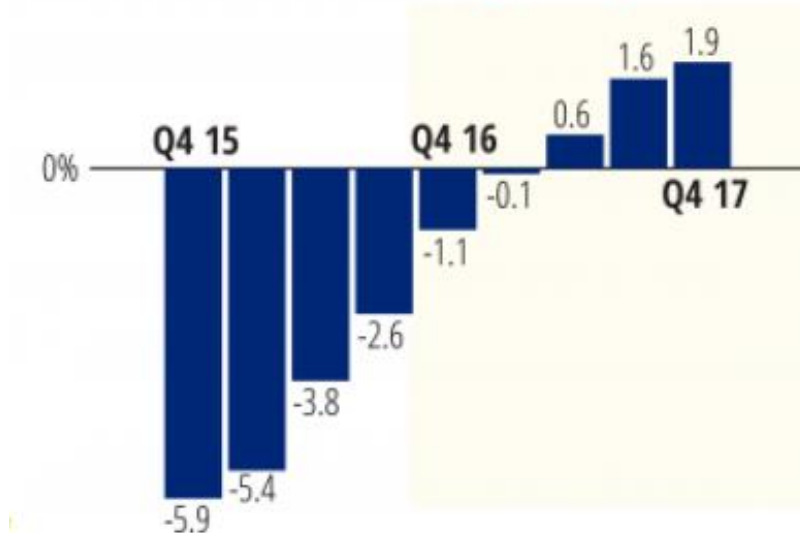
GDP rank and forecast

	2016	2050	
China	1	1	China
US	2	2	India
India	3	3	US
Japan	4	4	Indonesia
Germany	5	5	Brazil
Russia	6	6	Russia
Brazil	7	7	Mexico

Sources: IMF for 2016 estimates, PwC analysis for projections to 2050

Starting to grow again!

GDP GROWTH RATES (in %)



Industries Overview

Aerospace



#3 global producer
of civil aircraft

Government



CPG



Financial Services



#1 Bank of Latin America



Entertainment



Oil & Gas



#1 Oil and Gas
in Latin America

Base Industry



#1 Cosmetics of
Latin America



#4 Mining company globally
#1 Production of Iron Ore

Schedule



- 1 03/31 (Sat) – São Paulo – Cultural Visits
- 04/01 (Sun) – São Paulo – Cultural Visits
- 04/02 (Mon) – São Paulo – Company visits
- 04/03 (Tue) – São Paulo – Company visits
- 2 04/04 (Wed) – São Paulo – Companies -> Flight RJ
- 04/05 (Thu) – Rio de Janeiro - Companies
- 04/06 (Fri) – Rio de Janeiro – Cultural visits -> Angra
- 3 04/07 (Sat) – Angra dos Reis -> Flight US

Schedule*

	03/31 Saturday	04/01 Sunday	04/02 Monday	04/03 Tuesday	04/04 Wednesday	04/05 Thursday	04/06 Friday	04/07 Saturday	04/08 Sunday
	São Paulo	São Paulo	São Paulo	São Paulo	São Paulo	Rio	Rio	Angra	Angra
Morning	Sao Paulo Municipal Market	Se Cathedral	Company Visit	Company Visit	Company Visit	Company Visit	Sugar Loaf	Boat ride In Angra	
Afternoon	Ibirapuera Park	Soccer Museum	Company Visit	Company Visit	Free Time	Company Visit	Christ the Redeemer / Beach sunset	Commute to RJ	
Night	Official Opening Dinner	Free time / Shopping	Night out w/ alumni	Night out /Unique Hotel	Flight Rio de Janeiro	Night out Palaphitas Lagoa	To Angra	Flight to US	

A welcoming and lively culture...!



Samba / Bossa Nova



Capoeira



Soccer



Carnival

An outright and diverse cuisine!



Churrasco



Feijoada



Caipirinha



Cheese Bread



Fish & Seafood



Brigadeiro

A country with continental proportions





The glowing lights of São Paulo ...

The astonishing views of Rio de Janeiro





The Amazon's rich biodiversity

The power of nature from the Iguazu Falls



Cristal clear, white sand beaches ...



Sao Paulo Leisure – Municipal Food Market



Sao Paulo Leisure – Ibirapuera Park



Sao Paulo Leisure – Soccer Museum



Sao Paulo Leisure – Sé Cathedral

GuiaViagensBrasil
www.guiaviagensbrasil.com



Rio de Janeiro Leisure – Sugar Loaf



Rio de Janeiro Leisure - Christ the Redeemer



Rio de Janeiro Leisure - Ipanema Beach



Rio de Janeiro - Leisure Overview – Botanic Garden



Rio de Janeiro Leisure- Angra dos Reis



Assignments | Deliverables

- Before:
 - Prior to the trip there will be one to two sessions at Johnson about Brazil's economic and political climate
- During:
 - Groups will be assigned to ask questions to specific companies during the visits
- After the Trip:
 - Trip report to be handed in after getting back to Ithaca

Brazilian Visas

- Brazilian Visa is NOT required for EU (double check!) and Latin American citizens
- Americans, Japanese & Canadians can apply for an eVisa Online:
 - <http://vfsglobal.com/brazil-evisa/>
 - <http://brazil.visahq.com>

Yellow Fever in Brazil

- Brazil has seen multiple yellow fever outbreak in the past few years. The most recent was in late 2016 and is still ongoing.
- Vaccination is (simple and painless) not required but **HIGHLY RECOMMENDED** all going to the Trek
 - The Ithaca College Travel Medicine Clinic administers shots. Schedule an appointment 607-274-3177 or through <https://www.ithaca.edu/sacl/healthcenter/hours/travelmed>

Disclaimer:

If you are a 2nd Year or AMBA International Student who will work in the US after graduation you may not be allowed to leave the country (while H-1B petition is pending). Please check with ISSO. First years are ok.

tinyurl.com/braziltrek2018



Next Steps

- Sign up tinyurl.com/braziltrek2018
- Security Deposit
- School Loans
- Email us any questions! Msc323 , Mc2628 , Rvk24

An aerial photograph of Rio de Janeiro, Brazil, taken during sunset. The sun is low on the horizon, casting a warm orange and yellow glow across the sky and the water of the bay. The city's dense urban landscape is visible in the foreground, with numerous high-rise buildings. In the middle ground, the iconic Sugarloaf Mountain (Pão de Açúcar) stands prominently on the right side, its silhouette dark against the bright sky. Other smaller islands and hills are scattered throughout the bay. The overall scene is a beautiful blend of natural and urban elements.

Q&A