



GNAM
October 14th to October 18th 2019
Challenges of a Big Market in a Big Country

DBB Director: Professor Isabela Baleeiro Curado

v1 10.07.2019

Academic Coordinator Professor TBD

PROGRAM		
Monday, October 14		Room
9:00 - 09:15	Program Opening/projects/Introduction to Brazil	
09:30 - 12:00	Lecture 1 - Brazilian Social, Political and Economic Dimensions - Prof TBD	3
10:30 - 10:45	Coffee Break	
12:00 - 14:00	Lunch at Terraço Paulista Hotel	
14:00 - 18:00	City tour	4
19:00	Welcome Dinner - Pizza at 1900	
Tuesday, October 15		Room
07:00 - 12:00	Visit to Natura	5
12:00 - 14:00	Lunch at Terraço Paulista Hotel	
14:00 - 17:00	Lecture 2 - Social Business in Brazil: Challenges and Opportunities - Prof TBD	3
15:30 - 15:45	Coffee Break	
Evening	Free Evening	
Wednesday, October 16		Room
09:00 - 12:00	Lecture 3 - Brazilian Financial System and Economic Perspective - Prof TBD	5
10:30 - 10:45	Coffee Break	
12:00 - 14:00	Lunch at Terraço Paulista Hotel	
14:00 - 16:00	Lecture 4 - Entrepreneurship in Brazil - Prof TBD	2
16:00 - 16:15	Coffee Break	
16:15 - 18:00	Panel - Entrepreneurship in Brazil and the Challenges of the International Market	2
Thursday, October 17		Room
09:00 - 12:00	Lecture 5 - Supply Chain and Logistics in Brazil - Prof TBD	3
10:30 - 10:45	Coffee Break	
12:00 - 14:00	Lunch at Terraço Paulista Hotel	
14:00 - 17:00	Lecture 6 - Brazilian Market Challenges - Prof TBD	3
15:30 - 15:45	Coffee Break	
19:00	Farewell Dinner - all you can eat Brazilian Barbecue	3
Friday, October 18		Room
10:00 - 12:00	Lessons Learned - Prof TBD	2
12:15 - 12:30	Certificate Delivery	
		Course hours 18
		Visit hours 5
		Social activities 7
		Total 30

* This is a preliminary program. The lectures and visits may be adjusted due to actual availability.