



# BRAZIL DAY

FRIDAY, OCTOBER 22<sup>ND</sup> 2010

1.15 P.M. – 8.30 P.M.

AUDITORIUM 01-011



## The Latin-American-Swiss Center of the University of St.Gallen would like to invite you to the Brazil Day

These days, Brazil is in the headlines of the main business and financial newspapers as one of the fastest growing economies, even in times of global economic crisis. As a result, there is an abundance of international companies and investors intending to establish themselves on the scene.

Besides being one of the biggest commodities and food suppliers, the country's strength lies in its growing internal consumer market, expected to be the fifth largest in the world by 2014. There will be an upward shift in the socio-economic pyramid – more people will join the middle classes, aspiring to better education, durable goods and leisure facilities.

Brazil announced investments of USD 100 billion in infrastructure for the 2014 World Cup and the 2016 Olympic Games. The country also ranks very high when it comes to the number of entrepreneurs: In the last four years, 18.8 million people have started their own business and of these new SMEs, more than 50 percent are led by women.

But with high rewards come high risks: Brazil still faces many challenges, ranging from better education for everyone to the costs and time involved in a company start-up or the never-ending tax and land reform. The political constellation after the elections might be a topic of discussion, too.

If you are interested in learning more about the main challenges and opportunities in Brazil, join us at the Brazil Day - Business Forum on October 22<sup>nd</sup> 2010.

The Centro Latino-Americano-Suizo (CLS HSG) has invited highly experienced professionals from different economic sectors and companies to share their insights and experiences about *Doing business in Brazil and Switzerland*. The Forum offers thematic panels with the main purpose of promoting participation and an open discussion between attendants and lecturers.

Please, register by e-mail: [cls-hsg@unisg.ch](mailto:cls-hsg@unisg.ch)

More information on: [www.cls.unisg.ch](http://www.cls.unisg.ch)