BRAZIL
Learning Expedition
Get an insider’s view of business in Brazil!

November 16th – 12 pm
Frantz classroom

BRINGING THE WORLD TO TUCK
AND TUCK TO THE WORLD
Itinerary
You will get to know why Brazil is the B in BRIC

Mar 10th
Wednesday
Be in São Paulo this morning.

Mar 19th
Friday
Feijoada
Itinerary
You will get to know why Brazil is the B in BRIC

Mar 10th
Wednesday

Mar 19th
Friday
Itinerary
You will get to know why Brazil is the B in BRIC

Mar 11th
Thursday
Morning

Objective
Overall vision of the Brazilian Economy
Itinerary
You will get to know why Brazil is the B in BRIC

Mar 11\(^{\text{th}}\) Thursday
Afternoon

Objective
Visit the largest Brazilian bank and understand the drivers of the Brazilian economy growth
Itinerary
You will get to know why Brazil is the B in BRIC

Mar 11th
Thursday
Night
Itinerary
You will get to know why Brazil is the B in BRIC

Mar 12th
Friday
Morning

Monsanto

André Dias
Monsanto Brazil President

Objective
Overall vision of the Brazilian Agriculture
Itinerary
You will get to know why Brazil is the B in BRIC

Mar 12th
Friday

Late Morning
Afternoon

2h drive

Objective
Visit a sugarcane plantation and an Ethanol Mill facility

CZZ (NYSE)
Itinerary
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Mar 13th
Saturday
Morning

Objective
Visit São Paulo landmarks
Itinerary
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Mar 13th
Saturday
Afternoon
Night
Barbacue with the Brazilian Alumni

Nightclub
Itinerary
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Mar 14th
Sunday
Free Morning
Afternoon
Itinerary

You will get to know why Brazil is the B in BRIC
Itinerary

You will get to know why Brazil is the B in BRIC

Mar 15th
Monday

Late Morning
Afternoon

2:30h drive

Objective
Visit a T’91 (Dan Iochpe, CEO) and understand the automotive industry in Brazil
Itinerary
You will get to know why Brazil is the B in BRIC
Itinerary
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Mar 16th
Tuesday
Afternoon

Objective
Visit the largest company in Latin America and understand the impact of the new oil discoveries
Itinerary
You will get to know why Brazil is the B in BRIC

Mar 17th
Wednesday
Morning

Objective
Understand the Brazilian Health policy and how companies do business in this environment. In addition, we will do a Channel Audit.
Itinerary
You will get to know why Brazil is the B in BRIC

Mar 17th
Wednesday
Afternoon
1:30h drive

Objective
Understand the Cachaça production and taste some Caipirinhas
Itinerary
You will get to know why Brazil is the B in BRIC

Mar 18th
Thursday
Morning

Objective
Understand a multinational consumer perspective and Channel Audit.
Itinerary
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Objective
Understand consumers, retail and Souza Cruz and Coca-Cola positioning
Itinerary
You will get to know why Brazil is the B in BRIC

Mar 18th
Thursday

Late Afternoon
Itinerary
You will get to know why Brazil is the B in BRIC

Mar 18th
Thursday

Night

Farewell Dinner
Itinerary
You will get to know why Brazil is the B in BRIC