

Doing business in Brazil

23rd november, 2011 - 02/06 pm

Alma Graduate School - Villa Guastavillani, Via degli Scalini 18 - Bologna

Workshop: Economic development in Brazil

- Economic and Social Aspects
- Political Aspects
- Innovation, Change and New Business Models
- Key Trends, Uncertainties and Scenarios

The Workshop will be introduced by

Ruben Sacerdoti, Head of the Unit Policies for the Internationalization of SMEs, Emilia-Romagna Region

Alfredo Montanari, Managing Director, Alma Graduate School

Key note speaker

Roberto Nogueira, The Coppead Graduate School of Business, the Federal University of Rio de Janeiro

Roberto Nogueira is Globo Professor of Strategy, Organizations and Information Systems of COPPEAD GSB. He coordinates the Executive MBA program and the Research Center on Strategy and New Media. He also taught in other graduate programs: Global Partners MBA (with Georgia State University and IAE Sorbonne), Building Ventures in Latin America (Harvard Business School, University of São Paulo and Insper), MBA - University of San Diego, MBA - Audencia-Nantes. Roberto consulted for several organizations in the area of Strategy and Business Innovation: Globo Corporation, Receita Federal do Brasil (Brazil's Internal Revenue System), ACCOR Group (in Brazil, Mexico and Argentina), the State Government of Santa Catarina, Bahia, São Paulo and several other Brazilian states. He graduated in Economy and Information Systems at the Catholic University of Rio de Janeiro, got a MBA from COPPEAD and a PhD from the University of São Paulo.

More details and informations
are available at www.almaweb.unibo.it/brazil

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Business Education at the University of Bologna

Attendance to the workshop is
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