

## A blend of cultures

- Portuguese, German, Italian, Lebanese, Japanese, etc.
  - About 55%
- African, Indigenous
  - About 7%
- Mixed background
  - About 38%

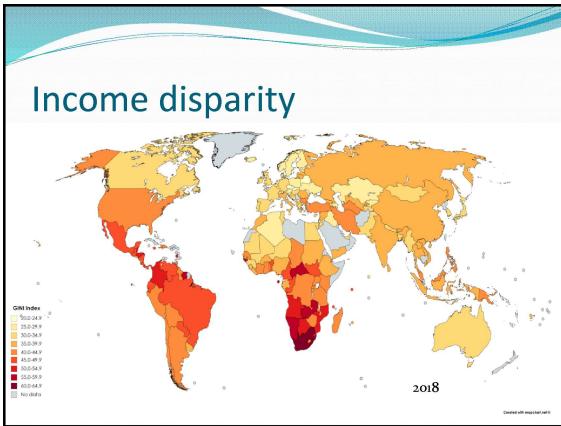
## A blend of cultures

Luiz Inácio Lula da Silva President, 2003-2011 Portuguese	Dilma Rousseff President, 2011-2016 Bulgarian	Michel Temer President, 2016-2019 Lebanese	Jair Bolsonaro President, 2019- Italian/German

## A blend of cultures

- Different kind of multiculturalism
  - Partially blended mix ("swirl").
  - De facto racial discrimination without racist attitudes.

## Income disparity



### Basic cultural traits

- Polychronic
  - Expect interruptions.
  - Be late for social occasions, but on time for business (particularly in São Paulo).
  - Expect last-minute arrangements, changes.
  - Rely on *jeitinho*.



### Basic cultural traits

- Collectivist
  - Family important.
  - Develop friendships quickly.
  - First-name basis, but titles important.
  - Expect nepotism.
  - Extremely proud of their country.
  - Relax, they will take care of you.



### Basic cultural traits

- Uncertainty avoiding
  - May be reluctant to take risks.
  - Decision-making slow.
  - Complicated bureaucracy.
  - Hire a *despachante*.
    - Not the same as a *wasta*.



### Social occasions

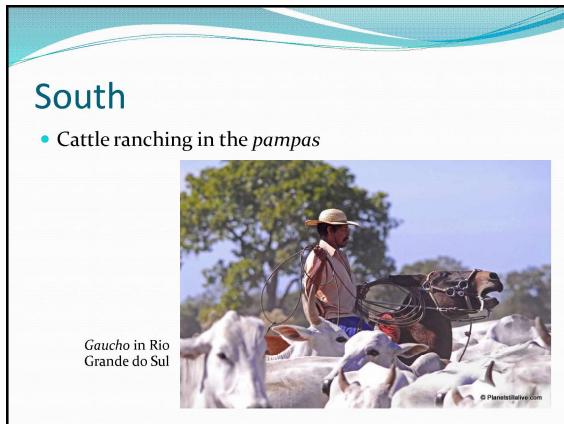
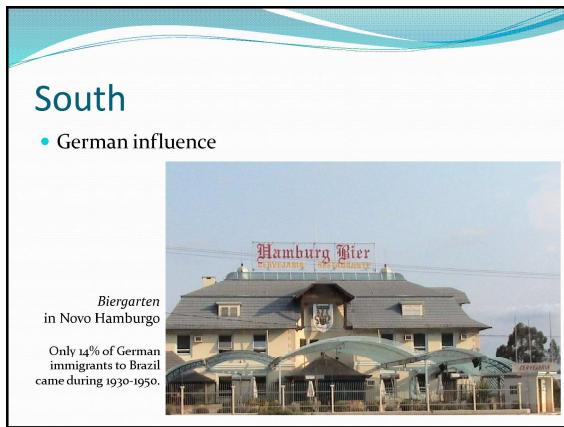
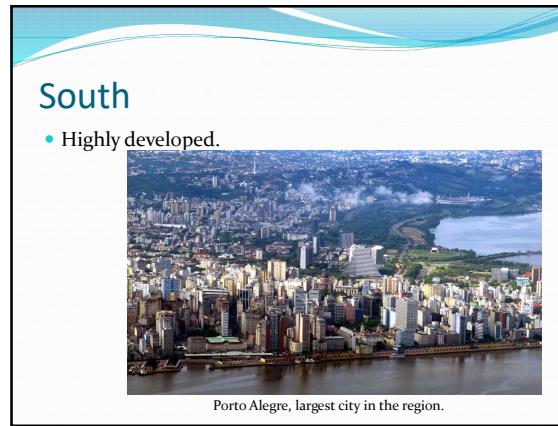
- If invited to a dinner party (barbeque) at home...
  - Arrive late.
  - Can bring gift or send flowers later.
  - No hurry to depart.
- Avoid sensitive topics
  - Crime, corruption, rainforest, poverty, Argentina.



### Safety

- A constant concern.
- Do as the Brazilians do.





## Southeast

- Advanced R&D.



Petrobras Cenpes Research Center, near Rio de Janeiro  
Facility on right opened in 2010.  
Brazil is also strong in pharmaceuticals

## West central

- Brazilia, national capital.

Built in shape of an airplane to symbolize innovation in flight.

Several countries claims to be first in flight.



## Northeast

- Bahia supplies popular image of Brazil



Salvador,  
capital of  
Bahia

## Northeast

- Bahia supplies popular image of Brazil



Carnaval in  
Salvador

The public  
participates  
rather than  
watch

## North

- Home for some 400 indigenous peoples



## A few phrases

- Obrigado/a. (Thanks.)
- Como vai? (How goes it?)
- Bem obrigado/a, e você? (Fine, thanks, and you?)
- Muito prazer. (Pleased to meet you.)
- Bom dia, boa tarde, boa noite. (Good morning, evening, night.)
- Desculpe, não falo português.
- O senhor, a senhora.

### The Rest of Latin America



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