NOVEXPORT
Coaching
BRAZIL
9th June 2022

Coaching by country (preparation for the B2B):
- <u>Chile</u>: 8th June, 4pm – 5 pm
- <u>Brazil</u> : 9th June, 4pm – 5 pm
- <u>Mexico</u> : 10th June, 4pm – 5 pm

Technical sessions with the local key accounts :
- Mexico : 29th June, 4pm – 5.30 pm
- Chile: 30th June, 4pm – 5.30 pm
- Brazil : 1st July, 3pm – 4.30 pm

Virtual B2B Meetings in case of mutual interests :
- July depending on your availabilities

THE CONTEXT OF THE COACHING :
About 20 European companies want to develop their business in the Brazilian market. As for any market, it is important for the managers of these companies to quickly understand the Brazilian cultural context in which they will have to adapt if they want to succeed. They will need to understand the cultural specifics of Brazilians, understand how they think and how they act.

OBJECTIVES OF THE COACHING :
▪ To become aware of cultural differences.
▪ To become aware of these differences in order to better adapt.
▪ Better understand Brazilians in order to better understand business meetings.
▪ Optimize the success of future negotiations with Brazilian partners.

ADRIANA GIL NUNES BRAGA

Brazilian / 39 years old

Head of Industries & Cleantech Division of Business France in Brazil
Embassy of France in Brazil

22 years of cross-cultural and multinational experiences in
international trade in Brazil, in France, in Italy, in Switzerland, in
Spain, in Portugal and in Chile

Skilled in negotiating in English, in French, in Spanish, in Italian and
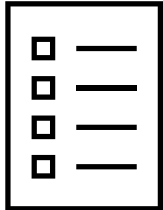in Portuguese

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Presentation of the country:
▪ Brazil in a nutshell

How to work with Chileans:
▪ Affective management in a professional context in Brazil.
▪ Time management in Brazil.
▪ Board administration in Brazil.
▪ Negotiation with Brazilians.
▪ Decision-making in Brazil.
▪ Conflict resolution in Brazil.
▪ The strengths of the Brazil.
▪ Weaknesses of the Brazilians.
▪ Last tips to be efficient with Brazilians.

Questions and Answers

Thank you

TEAM
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