

Insper



**Brazil a View from Inside
GIMAV
Insper/Hiria Nuremberg
27/06/2022 e 28/06/2022**

Inspere



A private and non-profit institution dedicated to teaching and research. We offer undergraduate, graduate executive education and customized programs.

OUR MISSION: promoting the transformation of Brazil through developing innovative leaders and applied research – working with scholarly excellence and an integrated view of the fields of knowledge



Inspire

OUR DNA

#somosinsper



Inspire

We encourage our students and faculty to think beyond the classroom, considering new hypotheses and sources of knowledge

Belong

We are a community and we share values, attitudes, knowledge, and experiences

Transform

We generate relevant knowledge to society in the form of well-grounded studies and research

"Our dream would not come to reality without the generous support from people who are moved and motivated by Insper's contribution to our country, creating increasingly more value to society."

Claudio Haddad
Chairman of the Board



**THE TRIPLE CROWN OF
ACCREDITATIONS**
EQUIS + AACSB + AMBA



SOME NUMBERS:

2020:

276



SCHOLARSHIPS

+ than

24 k

alumni



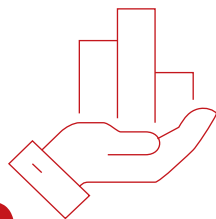
+ than **4 k**
Students in short
Term courses



+ than **6k**
students in long
term courses

R\$ 11.9 milhões

Donations for Scholarship
Funding



+ than

100



International Universities
and Institutions
Partnerships

32



Student
Organizations

RESEARCH AND KNOWLEDGE PRODUCTION

**865 masters and Ph.D.s
graduated from 2004 to 2021**



Insper faculty's
scientific production
from 2015 to 2020

659

peer-reviewed research
papers published in
journals

238

book chapters
published

78

books
published

OUR PORTFOLIO:

UNDERGRADUATE COURSES:

- Business
- Economics
- Law
- Engineering Computer, Mechanic and Mechatronics) and
- Computer Sciences

GRADUATE COURSES

- Certificates
- Advanced Programs
- MBAS
- Professional Masters
- PhD (in English)

EXECUTIVE EDUCATION

- Long and short term courses
- In Company and Customized Courses
- Customized Learning Journeys for US, Europe, Israel and Asia or Other destinations

BRAZIL A VIEW FROM INSIDE

Inspere and Hira Nuremberg Messe - a successful partnership for international programs developed and coordinated from conception to delivery.

Brazil a View from Inside: a first-hand view of business challenges and opportunities in the leading of Latin American countries.

A program that offers a broad view of our Country or Region to understand the functioning of our markets, the economic context, business, innovation, entrepreneurship for individuals or companies.



BAVI A VIEW FROM INSIDE - GIMAV

(Preliminary Schedule)*

1st Day:

Classes at Insper:

- Welcome Session: Marcos Lisboa
- Brazilian Economy – Marcos Lisboa
- Brazil: a Political Debate – João Luiz Máscolo
- Lunch at Insper
- Possible Visit to Gerdau or JHSF, Yuni e EVEN.
- Dinner with ABRAVIDRO Associates

2nd Day:

Classes at Insper

- Doing Business in Brazil – a strategy overview – Luiz Vieira
- Round table with Executives from Associations at Insper: Sinduscon, Fiesp (or CBIC)
- Lunch at Insper
- Possible visit to Votorantim
- Farewell Dinner at Figueira Rubayat or Gero

** Faculty and companies could be changed depending on the availability*

Faculty Short Bio*



Marcos Lisboa

President of Insper

Former Secretary of Economic Policy of the Ministry of Finance

Marcos Lisboa has a trajectory that includes experiences in academic institutions, in the government and as an executive of financial institutions. Current president of Insper, from 2013 to April 2015, he served as vice president. From 2006 to 2009, he served as executive director of Itaú Unibanco and, from 2009 to 2013, as vice president. From 2005 to 2006, he was president of the Brazilian Reinsurance Institute and served as secretary of Economic Policy at the Ministry of Finance from 2003 to 2005. Marcos was an assistant professor of economics at the Brazilian School of Economics and Finance at Fundação Getúlio Vargas between 1998 and 2002 and previously as an assistant professor of economics in the Stanford University Department of Economics, from 1996 to 1998. Marcos holds a Ph.D. in economics from the University of Pennsylvania.

Faculty Short Bio



Luiz Vieira

Leader of Business and Strategy courses

PhD in Engineering and Economics (in the areas of transport economics, demand analysis and logistics) by M.I.T (Massachusetts Institute of Technology). Master from the Sloan School of Management, M.I.T (Massachusetts Institute of Technology), with a concentration in strategy and applied economics. Master from the Operations Research Center, M.I.T (Massachusetts Institute of Technology), with a concentration in mathematical programming, network algorithms. Master in Transport Engineering from COPPE / UFRJ (Federal University of Rio de Janeiro) with a focus on planning and simulation methods.

Luiz accumulates experience as President / CEO of Produzir SA, a joint venture between Bunge and Dupont in agribusiness, and professor at Insper in the Strategy and Operations disciplines in the MBA, Corporate, Masters and Executive Education courses.

Faculty Shortbios



João Luiz Mascolo Insper professor

Doctor in Economics from EPGE/FGV, with a Post-Doctorate at Northwestern University, Illinois, USA. In the academic area, he was a professor of the Undergraduate and Masters courses in Economics at PUC/RJ, having also held the Executive Secretary of the Brazilian Society of Econometrics. In the financial market, he has extensive experience in the area of asset management, having held prominent positions in several top financial institutions, as well as in independent management companies. He is a CVM certified manager. Currently, in addition to his activities at SM Managed Futures, he is professor of Macroeconomics in the Undergraduate and Postgraduate courses in Economics at INSPER.

*Possible Visits in Companies and Institutions**



The largest Brazilian steel producer and one of main suppliers in the Americas and special steel in the world.

VOTORANTIM

Votorantim Cimentos is a Brazilian Family company, one of the eight largest global construction materials companies



A world global líder, Saint Gobain designs, manufactures and distributes high performances building materials.



The Brazilian Chamber of Construction Industry (CBIC) was founded in 1957 in Rio de Janeiro to improve business related to the Construction Industry and the Real Estate Market.

*** Among other possibilities. Depends on availability**

Other themes and possibilities

Courses	Faculty
Private Equity & Venture Capital in Brazil	Andrea Minardi
Consumer Behavior in Brazil	Giuliana Isabella
Innovation Ecosystems	Rodrigo Amantea
International Management in LatAm	Luiz A. Campos Filho
Brazil and Agribusiness Market	Marcos Jank
Sustainability in Brazil	Priscila Claro
ESG	Priscila Claro
Leadership in the New World Order	Leni Nunes
Family Business	Henry Folley

INVESTMENT

The cost of a two-day immersive program combining academic sessions:
US\$1.000,00 per participant.

The minimum number of participants is 20, and the maximum is 30.

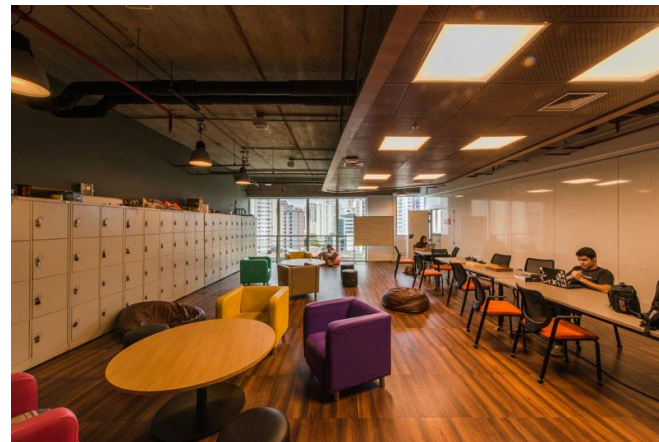
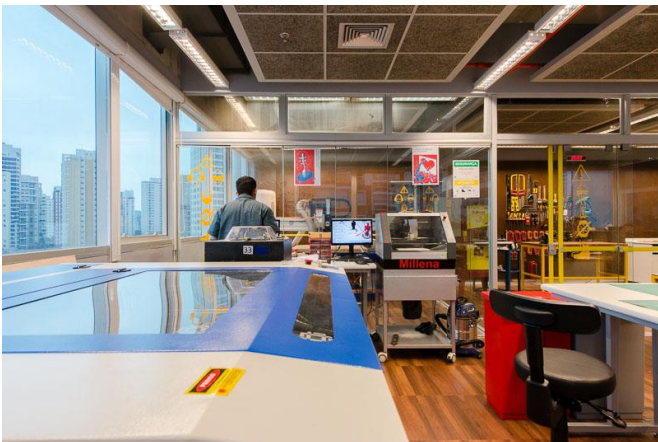
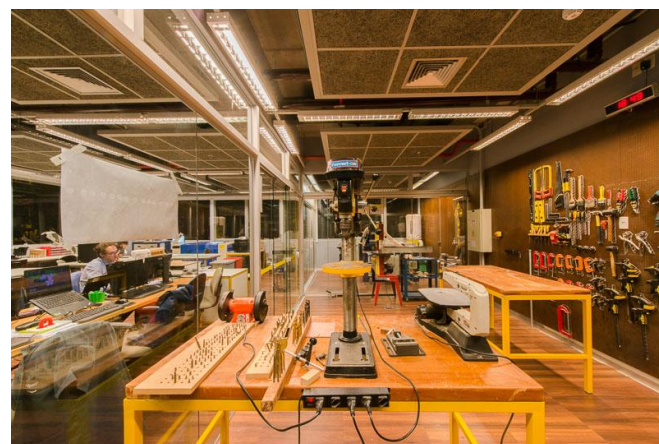
***Other formats or group size can be analysed under request**

This pricing includes:

- Academic sessions
- Course materials
- Coffee-Breaks and Lunch
- Farewell Dinner
- Certificate of participation by Emeritus/Insper

**Accommodation, air travel costs, and meals not related to the program schedule are not included.
Participants should arrange for their visa and travel insurance.*

More About Us



Insper

Learning Journey Silicon Valley

Innovation and Entrepreneurship



*Other destinations and themes could be offered.

#Somos
Insper!

Grazie!

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