

Brazil case study

Business



The revival of world economy in the post-crisis and the promotion of sustained and sustainable development pose major challenges they pose to the next enervation of leaders and decision makers worldwide.

The results of policies to stimulate the economy, adopted by the advanced industrial countries, has not had the expected effects and the global economy seems to live the threat of a new wave of recession.

Converging on the effort to return to global growth, the Heads of State and Government, gathered at the 620 summit, and pledged to avoid competitive devaluations and work to reduce global imbalances, which could mean a breakthrough in toward the end of “ currency war” and the resumption of the Doth Round of World Trade Organization(WTFO) is vital to reach an agreement that provides fairer world trade among countries. In this scenario of global economic imbalance, the Brazilian has been showing high growth rates, largely due to the strength of its vast domestic market. The Brazilian economy presents with ability to keep growing at a rapid pace and measures to prevent the return of external vulnerability should be taken in order to deflect hazards that endanger the sustainable development of the country But the increased presence in international markets will only be possible through increased innovation and adherence, unprecedented for Brazilian companies to that cause.

Data from the Survey of Technological Innovation (Pinnate 2008), held by the Brazilian Institute of Geography and Statistics (BEIGE), with support from the Financier of Studies and Projects (FINE) and the Ministry of Science and Technology (MAC), embody this idea .

The results show only marginal advances and worsens the situation, when compared with Asian countries, demonstrating that there is still a great effort being made by Brazilian companies and a further need in the context of public policy. On another front, the trade balance has shown a retraction justified by the greater increase in imports relative to exports. So, sum up the need to broaden the innovation imperative to strengthen the Brazilian exports, with predominant production of products with higher technological content.

For this reason, the Brazilian government provides a greater stimulus to international trade through the improvement and expansion of the system of export financing. Innovation and exports gain relevance and become priorities of the Productive Development Policy for the next round of government, assuming the strategic role of inducers of sustainable development of Brazil, to generate more and better Jobs, tee the demands of society in various areas such as education, health and environment, and reduce social and regional inequalities in the country. Scouting, Lucian.

“ Innovation and Competitiveness. ” Revisit Industrial Brasilia. January 13, 2010. Translated from Portuguese byGoogle) Investment Brazil attracts large amounts of foreign investment (\$45 billion in 2008) and is a major investor in foreign economies as well.

The Brazilian Development Bank has a larger lending portfolio than the World Bank. 6 Since the sass, Brazier’s government has had a strict monetary policy. It has balanced its books, giving the country a crisis. The government development banks have required state lenders to loan money,

when private lending dried up. 7 Robinson Brag De Andre, President of Brazier's National Confederation of Industry, writes about Brazier's growth and competitiveness in light of the current international economic crisis.

The ability of Brazil to overcome the effects of global crisis last year and accelerating the growth of Gross Domestic Product (GAP) this year resulted in greater confidence among economic agents, thus favoring the attraction of investments.

But the optimism may not lead to consider proactive attitude ensured the development process of the neutron need to set ambitious goals and work hard to achieve them. If the Brazilian' income to grow 4. 5% annually through 2030, we reach the point where they are today countries like the United States, Switzerland and Canada. For this, we must expand the GAP at 5. 5% per year. Maintain this pace for long periods requires the removal of barriers that are imposed for decades.

At the same time we must prepare ourselves for the challenges of the global environment. Brazilian companies bear a tax burden far exceeds the competitors from other countries, which so severely undermines the ability to capture new markets and investing. Reducing this burden, the complexity of the tax system, requires commitment from the Executive and Congress in the adoption of ad hoc measures and a broad tax reform. It fits into the roll of first generation reforms inconclusive, which also includes Social Security and Labor Relations. The plethora of rules, legal uncertainty and costs for hiring and firing professional result in fewer Jobs and lower wages than allowed, even in times of economic prosperity.

Eliminate bottlenecks in power generation, ports, airports, roads and railways is also something that belongs to the agenda of the past and what needs to be solved urgently to reduce production costs and marketing.

The area includes educational challenges of the past and future. The country has managed to expand the number of vacancies at all levels. But we need to improve considerably the quality of education, from primary school to university. Besides acting in the public policy proposals, the industry directly contributes to this process through the excellence of the education provided in schools of SEES and SINAI. Trained professionals are essential to have innovative, industry priority.

This requires, however, quite wide efforts.

Create and implement new processes, products and services depends on more technological research and dissemination of innovative culture throughout the productive fabric of the country. In the first two days this month, leaders from business, unions and industry associations that participate in the 5th National Meeting of Industry in So Paulo, will discuss these challenges. Overcoming them will take the Brazilian companies to a jump of competitiveness. Our major goal is the same as the whole of society: the path of development of the country. De Andre, Robinson Brag.

“ Competitiveness and Growth. Revisit Industrial Brasilia. ” January 13, 2011. (Translated from Portuguese by Google) Technology Brazil has an inadequate Internet infrastructure and comparatively, low levels of connectivity. Fast Internet connections are only found in the densely populated South East of

the country (the coastal strip between ROI De Jeanine and So Paulo, but even in these region, most people have dial-up service.

Broadband connections are relatively slow and expensive; carriers state that they face high taxes, which are slow because of the high levels of initial investment.

8 Nonetheless, indigenous immunities in Brazil are increasingly taking advantage of the Internet, as described by Elise Thigh in her analysis of the issue: The idea commonly supported in the collective Brazilian imagination, that the indigenous Brazilian is no longer considered indigenous as soon as he or she adopts the customs and technologies inherited from the West, is countered by a reality in which indigenous villages are using information tools and technology with ever more frequency precisely for more efficiently defending their indigenous lifestyle and culture.

In Tequila Par It [opt] blob, an article y Professor Joss© Bess Fire, coordinator of the Indigenous Studies Program (University of ROI De Jeanine) and research with the Graduate Program in Social Memo (UNRIG) discusses the indigenous appropriation of citizen media available online and the use of multimedia content to promote colonization, claim rights and affirm indigenous identity in cyberspace: In Brazil, the government and non-governmental organizations encouraged indigenous Brazilian from different language groups to use the internet. Although the projects are still in their infancy, a number of the 2, 698 schools in indigenous villages, frequented by more than 200, 000 dents, were equipped with computers.

And where this was not possible, computers were set up in the Faunas health clinics within the cultural centers as part of the Electronic Government Program – Citizen Service [opt]. With increased computer access, the first indigenous internet sites began to appear in 2001.

According to Elite Premier, from the Teapots Research Center at the Arts and Communications Faculty of the University of So Paulo, indigenous presence on the internet is still rather erratic. In a map she prepared of indigenous internet participation, Elite found three types of sites: personal sites, sites corresponding to particular ethnicities and sites corresponding to indigenous organizations. Holders of personal sites innovative used the internet to show individual indigenous production.

In this category, for example, we find the sites of writers Daniel Mundane [opt] and Elian Potpourri [opt], in which the authors present their books and interact with their readers...

The sites pertaining to specific ethnic groups have been designed to bring greater domestic and international visibility to particular indigenous ethnicity through the assimilation of arts, indigenous craft art, design patterns, narratives and languages of different ethnic groups. This is the case of the Banana [opt], the Shaking [opt] and so many others who, after participating in the discussion on indigenous access to information technology and the internet in 2005 in ROI De Jeanine...

Finally, the sites created by different indigenous organizations are presented online by institutions that represent different ethnic groups, that cover local,

regional or national collectives, and that are associated with the fight for land rights, bilingual education ND the health of the indigenous population.

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