

MBA Study Trip Brazil

Rio de Janeiro, Sao Paolo
14 March to 21 March 2026



Brazil: A Dynamic and Diverse Nation

Brazil is the largest country in South America and the fifth largest in the world by both area and population. Home to approximately 216 million people, it boasts a GDP of \$4.2 trillion (PPP), making it the largest economy in Latin America and the seventh largest globally.

As an upper-middle-income country and a member of BRICS, Brazil plays a crucial role in the global economy. The nation is rich in natural resources, with a diverse economic base spanning agriculture (6% of GDP), industry (18%), and services (76%). Brazil is the world's leading exporter of products like soybeans, beef, coffee, and iron ore, supported by its vast arable land and mineral wealth. Its industrial sector is significant, producing everything from automobiles to aircraft, while the service sector drives much of the economic activity in urban centers.

Brazil's economy is both an opportunity and a challenge. On one hand, it has a large domestic market, abundant natural resources, and vibrant agricultural exports. On the other hand, the country grapples with issues such as economic inequality, bureaucratic inefficiencies, and infrastructure deficits. Political and economic instability, compounded by periods of inflation, has sometimes hindered growth. However, ongoing reforms aim to address these challenges, focusing on improving fiscal stability and encouraging foreign investment.

Brazil's cultural richness is another defining feature. Known for its music, dance, and festivals like Carnival, the nation has a vibrant and globally influential arts scene. Its stunning natural landscapes range from the Amazon Rainforest to the iconic beaches of Rio de Janeiro, making it a top destination for eco-tourism and adventure travel.

However, Brazil also faces significant challenges, including deforestation, urban poverty, and public health concerns.

Our study trip will offer a comprehensive look into Brazil's diverse economy, including visits to Brazilian and Swiss companies, interactions with policymakers, and discussions on the country's efforts to balance economic growth with sustainability.

Participants	Students / Alumni MBA FHNW, Swiss-International MBA, MBA-MCI, MBA-EBS.
Objectives	Insights into doing business in and with Brazil, the general ecosystem, challenges of business practices, and cultural aspects.
Dates	The preliminary schedule is as follows: <ul style="list-style-type: none"> - Kick-off in Rio de Janeiro on Saturday 14 March at 2 pm - Close in Sao Paolo on Saturday 21 March at 4 pm Attendance in all activities from kick-off to close is compulsory.
Programme	The programme will be confirmed closer to the time and may include visits to: <ul style="list-style-type: none"> - Swiss and Brazilian enterprises (of various industries and sizes) - Start-ups / incubators - Embassy / business hub - NGO The programme is designed as a study trip which will be rounded off with selected touristic activities.
Flights	The study trip begins in Rio de Janeiro and closes in Sao Paolo so participants can stay on and make holidays. Participants book flights to Rio de Janeiro and back from Sao Paolo themselves. Flexible tickets with cancellation option are recommended as we cannot assume any responsibility due to unforeseen circumstances.
Accommodation	We will book single rooms with breakfast from Saturday 14 March to Saturday 21 March 2026. These seven nights are included in the package fee. For additional nights we will share the contact details later on.
Coordination	Prof. Dr. Rolf Meyer, Head MBA (Windisch) rolf.meyer@fhnw.ch Prof. Dr. Andreas Hinz, Head of SIMBA and MCI andreas.hinz@fhnw.ch
Insurance / Visa	Participants are responsible for insurance coverage. Swiss and EU citizens do not need a visa for Brazil.
Package Fee	CHF 1'790.- which includes hotel and local transport (including flight or train from Rio de Janeiro to Sao Paolo), some food and touristic activities. The package fee exclusively covers expenses for activities as per official programme. Not included are individual flights to and from Brazil, airport transfers, as well lunches and dinners that are not part of the official programme.
Registration	Participation is conditional on formal registration here . Deadline is 30 October 2025.