

Institute of Management in Latin America



University of St.Gallen



Spend a Spring semester in Brazil. Go beyond.

HSG Latam Term

Your connection with Latin America
at the Bachelor Level

*“From insight
to impact”* 

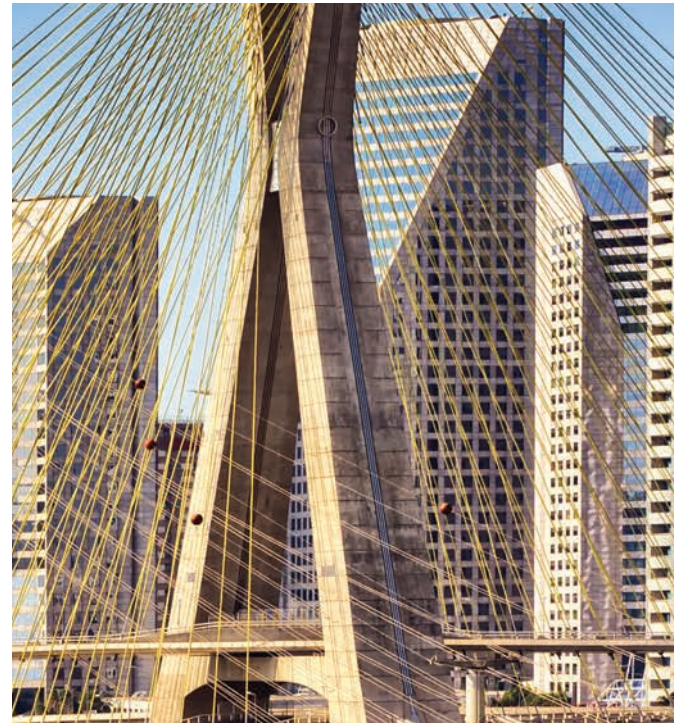




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Welcome

Hello HSG Latam Term candidate!

Are you ready to go beyond? The Latam Term might be exactly what you are looking for.

My name is Vanessa, and I am the Director of the St.Gallen Institute of Management in Latin America (GIMLA). I am here to introduce to you the Latam Term, a remarkable experience that will transform you.

When I was in the last year of my Bachelor studies, I was eager to contribute to make the world a better place by connecting the academic knowledge obtained at the university to the real challenges our societies and organizations jointly face. I wanted to travel the world, connect to people and exchange learning experiences with them. I strongly believe many of you feel the same way.

The entire GIMLA and Student Mobility teams have worked hard to prepare an international program to offer you these possibilities and, further, empower you to become a change-maker. For this reason, the Latam Term is much more than an exchange program. It is designed to promote cooperation between excellence in education and the capacity to produce real-world impact. The semi-structured curriculum of the Term is the perfect balance between core courses and the freedom to choose from a variety of elective topics that connects you to your inner drives and career ambitions; all of which are seamlessly transferred to HSG ECTS.

The Latam Term courses follow a straight-forward common quest: how can we transform scholarly knowledge into grounded applications? In order to address that, we have embedded the Term into the leading think tank of the region, the Fundação Getúlio Vargas. We further collaborate

with several start-ups, multinational companies, local governmental agencies, and international organizations to provide our students with access to inter-sector networks, spearheading initiatives, and consultancy cases. This robust experience takes place from February to June in São Paulo, Brazil, and is open to Bachelor students from all HSG Schools.

São Paulo is the gateway to the region and an ideally situated hub to connect you to other Latin American capitals. Living in São Paulo means experiencing a cauldron of cultures enmeshed in a metropolitan lifestyle, vibrant with social, travel and business opportunities. The complex social, economic and environmental realities of the region are turned into opportunities and creative out-of-the-box thinking by many entrepreneurs.

Finally, the Latam Term offers to broaden your horizons by organizing optional activities such as study trips to other Latin American hotspots, by assisting you in applying for internships, and advising you on topics for your Bachelor thesis. These practical exercises on adaptability, responsibility, and interculturality will shape you into an outstanding professional and fellow global citizen.

With this brochure, we invite you to find much more information about the Latam Term and get a first glimpse of this exciting and transformative opportunity.

We trust you are ready to take this step. Challenge yourself. Go beyond.

Dr. Vanessa Boanada Fuchs
Director, GIMLA-HSG



Municipal Theater and historical city center

The Latam Term

The HSG Latam Term is your connection with Latin America at the Bachelor Studies level. The Term offers a practice- and problem-focused curriculum oriented towards students who are at the end of their Bachelor studies and eager to go beyond, putting their accumulated knowledge to the benefit of society and organizations. This program takes place during the Spring semester in São Paulo, Brazil, hosted by one of the top think-tanks of the world: the Fundação Getúlio Vargas (FGV).

Who should apply?

Bachelor students from all majors are invited to apply. The ideal applicant shows a strong interest in investigating the diversity and richness of Latin American cultures, societies, economic and political landscapes, in understanding the challenges and opportunities of emerging markets and in developing knowledge about north-south and south-south relations. The Term typically takes place after the 5th semester of studies. We strongly encourage applicants who wish to write their Bachelor thesis and/or develop their Capstone projects on a Latin American topic to apply to the Latam Term in order to obtain direct academic guidance and first-hand access to the subjects they are interested in.

As the courses are lectured in English, students should demonstrate proficiency in this language. No prior knowledge of Portuguese or Spanish is required. However, we encourage you to get acquainted with Portuguese as soon as you are accepted to the Latam Term, as speaking the local language can open you more doors socially and professionally, possibly leading you to a first work opportunity.

What should you expect?

The program is a robust exchange experience, in both academic and practical terms. The Latam Term is fully embedded into the curricular structure of the Fundação Getúlio Vargas, and students enrolled in the Term will follow an entire Spring semester at this think tank. Many course assignments and extracurricular activities are co-developed with institutional partners ranging from civil society, governments, businesses, to international organizations. ECTS corresponding to core subjects, core-electives and free-choice electives from the different HSG Schools may be acquired through the Latam Term. For details about the assisted streamlined credit-equivalence process, you may refer to GIMLA. Credits successfully obtained by the

participants during the Term face minimal bureaucracy. Finally, students who complete the Latam Term also receive a certificate jointly signed by the partner university.

On the social, cultural and professional levels, Latam Term students, deepen their interpersonal and intercultural capabilities through the direct interaction with FGV students who come from all over their world. Additionally, the Latam Term offers enough freedom and opportunity to experience the place and its people. The Term is well-connected to the HSG Alumni community and supports extra-curricular activities. These include social networking events, volunteering and internship opportunities, consultancy-like experiences, as well as study trips to other Latin American countries. Such opportunities are not only culturally enriching but also add value to the CV of engaged young professionals.



“Brazil allows you to better understand life in an emerging-market, learn a fantastic new language, explore amazing places, get to know great people, deepen your horizon, generally feel the Brazilian vibe and fall in love with it.”

Fabio von May, BLE
Exchange Student, Autumn 2018

Why Latin America > Brazil > São Paulo?

The Latin American region has a long track record of important technical and social innovations which have led to products and practices that changed our modern world (ranging from the airplane, the automobile gearbox, the Walkman, the color TV, voice-recorded radio transmissions, to conditional cash transfers, participatory budgeting, and bus rapid transportation systems). Much can be learned from Latin American creativity, as often initiatives take place with little resources and opportunities at hand. São Paulo, being one of the largest metropolises in the world, encapsulates the challenges and opportunities found in Brazil and Latin America. While sustainable and equitable development is a major challenge, it also represents an immense learning and business opportunity. Economic hurdles are answered by a bustling informal economy, spaces of the city are appropriated by street art and music, mobility under pressure is alleviated by multi-nodal transport systems in combination with ride-sharing and delivery apps, to name a few of the out-of-the-box solutions.

São Paulo has a very active entrepreneurial environment (3 times more businesses than in Switzerland) that also reflects into high dynamism in the start-up and innovation scene. Several Swiss institutions (Swisscam, Swiss Business Hub, Swissnex) are engaged in tapping into these market opportunities and GIMLA is actively supporting such intersectoral knowledge transfers knowledge transfer, inserting the Latam Term as part of this environment.

Interesting facts beyond the stereotypes

Did you know that the first manned hot-air balloon travel happened in Brazil? And the first motorized airplane flight? A Brazilian invention!

The first voice-recorded radio transmission also happened there. Not to mention that the wristwatch, the typewriter, and the electronic voting machines can all be traced back to visionary Brazilians.

At present, Brazil is...

Largest producer (P) and/or exporter (E) of



coffee (P + E)



tobacco (E)



sugar (E)



beef (P + E)



orange (P)



cane-based ethanol (P + E)



poultry (E)



Largest digital bank outside China



2nd Soybean exporter



4th Ride-hailing app revenue generation in the world



6th Exporter of aircrafts



9th Consumer Market



9th Country Economy



12th Start-up Ecosystem

Application process and important dates

The HSG Latam Term takes place during the Spring Semester, typically attracting students who are in their 5th or 6th semester of studies at the HSG.

You may apply to the HSG Latam Term by following the procedure indicated by the Mobility Online Portal, selecting "HSG Latam Term" as one of your seven preferences of partner university choices. The application deadline falls in January of each year. This means that you will be applying one year prior to your exchange semester, in other words: your 3rd semester. The selection process and notification of candidates happen in February, which gives you ample time to prepare for your trip, learn about the language and the culture, and carefully select your learning opportunities.

Latam Term as a second exchange

The HSG Latam Term also opens to second exchange semester applicants. We encourage students, who have been previously chosen for the Asia Term or another exchange semester at a partner university to add on their experiences abroad by combining it with the Latam Term in Spring. More information about the application process, including the specific requirements and procedures for the second exchange, can be found on the webpage of the HSG Student Mobility Office.

September 2019 • International day and info session

December 2019/January 2020 • Additional info sessions

Keep in mind!

2020

- January • Application deadline
- February • Selection process and communication of results to the HSG students
- May and September • Preparatory sessions (optional)
- October • Enrollment at FGV
- November • Course selection and bidding

2021

- February • Latam Term starts in São Paulo
- April • Mid-term break and study trips
- mid-June • Latam Term ends
- July • Experience reports and credit transfer
- August • Latam Term certificate and transcripts

The Fundação Getúlio Vargas (FGV)



FGV is a Brazilian think tank and higher education institution founded in 1944, dedicated to promoting Brazil's economic and social development. At present, FGV is considered the best-managed think tank in the world, the top-ranked in Latin America and the 7th worldwide in terms of research production.*

The FGV EAESP

The School of Business Administration (or Escola de Administração de Empresas de São Paulo of Fundação Getúlio Vargas), where the Latam Term is embedded, is one of the ten FGV Schools. FGV EAESP has had a long tradition of preparing leaders for academia, businesses, government, and non-profit organizations, offering business management and public administration undergraduate and graduate programs. The School currently has 2,482 undergraduate

students, 1,680 graduate students, 236 faculty members, 100 employees, and over 40,000 alumni.

Research coupled with practice

FGV EAESP is a leading research institution in Brazil. The School's 18 Applied Research Centers couple academia with practice which keeps a constant flow of knowledge between both. FGV EAESP's leadership position is demonstrated by the renowned quality of its published articles, its doctoral programs, and its numerous local and international collaboration and partnership agreements.

In addition to undergraduate studies, the School offers a broad range of programs aimed at faculty and researchers, preparing professionals at different points of their careers. They include Pre-experience Masters, Specialized Masters,

MBA, and Doctorates. With the operational support of FGV's Institute for Educational Development (IDE), FGV EAESP also offers short-, medium-, and long-term programs for managers and executives.

Campus

FGV EAESP is situated at the heart of São Paulo's business and financial district and, therefore, well connected to the decision-making hubs of the city. Yet, the campus feels like an oasis amidst the buzzing center. FGV EAESP is easily reachable by public transport and closely located to some of the main libraries, theaters, parks, and other cultural attractions. The main building offers students access to sports facilities, libraries, auditoriums, mensa, and a fully equipped informatics lab.

A reputed and international school

FGV EAESP is Brazil's most international school, thanks to over 100 partnerships with learning institutions in five continents and 23 double-degree agreements. FGV EAESP was the first school in Brazil to earn the three most important international accreditations in business (AACSB in 2000, EQUIS in 2001, and AMBA in 2004).

HSG and FGV have a longstanding relationship that encompasses collaborations for the exchange of Bachelor and master students, faculty, and agreements for the double degree masters. The Latam Term consolidates this relationship and takes it a step further, embedding one full semester of HSG Bachelor studies at the partner university.

"I am now looking back at one of the most wonderful and instructive times in my life. Choosing FGV for your exchange, you will not only spend a semester in one of Latin America's most renowned academic institutions, but also in a country full of beaches, rain forests and natural wonders, a country famous for cultural highlights such as carnival, a country characterized by an extremely interesting economic and political situation and shaped by the most welcoming people. I promise you will take away uncountable, valuable impressions from living in Brazil."

Barbara Wögerbauer,
Double Degree MBF/FGV, Spring 2019



The Latam Term curriculum

The Latam Term Curriculum is designed for students who have an interest in Latin American culture, society, politics, and economics and want to learn how to make business in an emerging and diversified market context. The Latam Term has only one compulsory course and a number of core and free-choice elective courses that students can choose from in order to plan their individual academic curriculum. Students from the different schools have even the possibility to complete some of the HSG compulsory subjects during the Term.

The additional advantage of the Latam Term is that the courses embedded in the partner university pass a streamlined crediting process at the HSG ensured and assisted by GIMLA, guaranteeing that students pursue their academic lives with a minimum of bureaucracy. A complete list of compulsory, core-elective and free-choice elective courses and their respective credit transfers will be constantly updated on the Latam Term website.

The bidding system at FGV is simplified for Latam Term students. The Latam Term course list is submitted to the students prior to the start of the semester. Latam Term students make their selection and enroll by a separate preferential list in mandatory courses. Some elective courses may be subject to seat availability.

We recommend that students take around 20-24 ECTS during the Latam Term because a minimum of 16 ECTS needs to be successfully passed in order to validate the whole Term and obtain the certificate.

As an example, your curriculum for the Latam Term may take this shape:

$$\begin{aligned} &\text{Introductory mandatory course (4 ECTS)} \\ &+ \\ &\text{Elective study trip (4 ECTS)} \\ &+ \\ &\text{Capstone project (8 ECTS)} \\ &+ \\ &2 \text{ Elective courses (up to 8 ECTS)} \\ &= 20 \text{ to } 24 \text{ ECTS on average} \end{aligned}$$

Below you may find a non-exhaustive selection of courses offered by subject area.

Latam Term Courses		ECTS
Introductory course	<ul style="list-style-type: none">• Tradition and Innovation in Latin American Politics and Business (mandatory)	4
Study trips	<ul style="list-style-type: none">• Field Study in other parts of Latin America, e.g. Chile, Colombia or the Brazilian Amazon (elective)	4 each
Capstone project	<ul style="list-style-type: none">• Real-world consultancy projects (mandatory for BWL students and open to all the others)	8

Elective Courses at FGV by discipline	Elective Courses at FGV by subject		ECTS
Business administration	<ul style="list-style-type: none"> • Marketing • Leadership and HRM • Strategic Management • Corporate Finance • Marketing for Low-income Consumers • Entrepreneurial Experience • International Management • Digital Business Strategy • Psychology of Work • Planned Activities on Diversity and Sustainability • FinTech and Blockchain Challenge 	<ul style="list-style-type: none"> • Brazilian innovation and entrepreneurial Ecosystem • Strategy and Sustainability • Processes for Innovation in Start-up Businesses • Innovation, Board Games, and Design Thinking • Programming Logics • Modelling for Decision Making • Controllership • Design and Development of Apps • IT & Administration • Social Entrepreneurship 	Typically, 2 or 4
Law	<ul style="list-style-type: none"> • Introduction to the Brazilian legal system • Public Governance and Agreements • M&A Hot Topics and Challenges • Criminal Law and the Digital Turn: Do we need legal reforms? 	<ul style="list-style-type: none"> • Contract and the CISG • Do Human Rights Work? • The Politics and Judicialization of Health in Brazil • Shareholder Activism in the US • International Law and the New Cyberreality 	Typically, 2 or 4
Economics and political sciences	<ul style="list-style-type: none"> • Social and Legal Science • Crises and Structural Changes • Global Corruption 	<ul style="list-style-type: none"> • Forecasting and Economics • The New Global Order • The Brazilian Economy 	Typically, 2 or 4
General	<ul style="list-style-type: none"> • Argumentative Writing • Communication Workshop • Tedx-GV Developing the Art of Public Speaking 	<ul style="list-style-type: none"> • Psychology • Negotiation • Philosophy and Business Ethics 	Typically, 2 or 4

The Capstone project



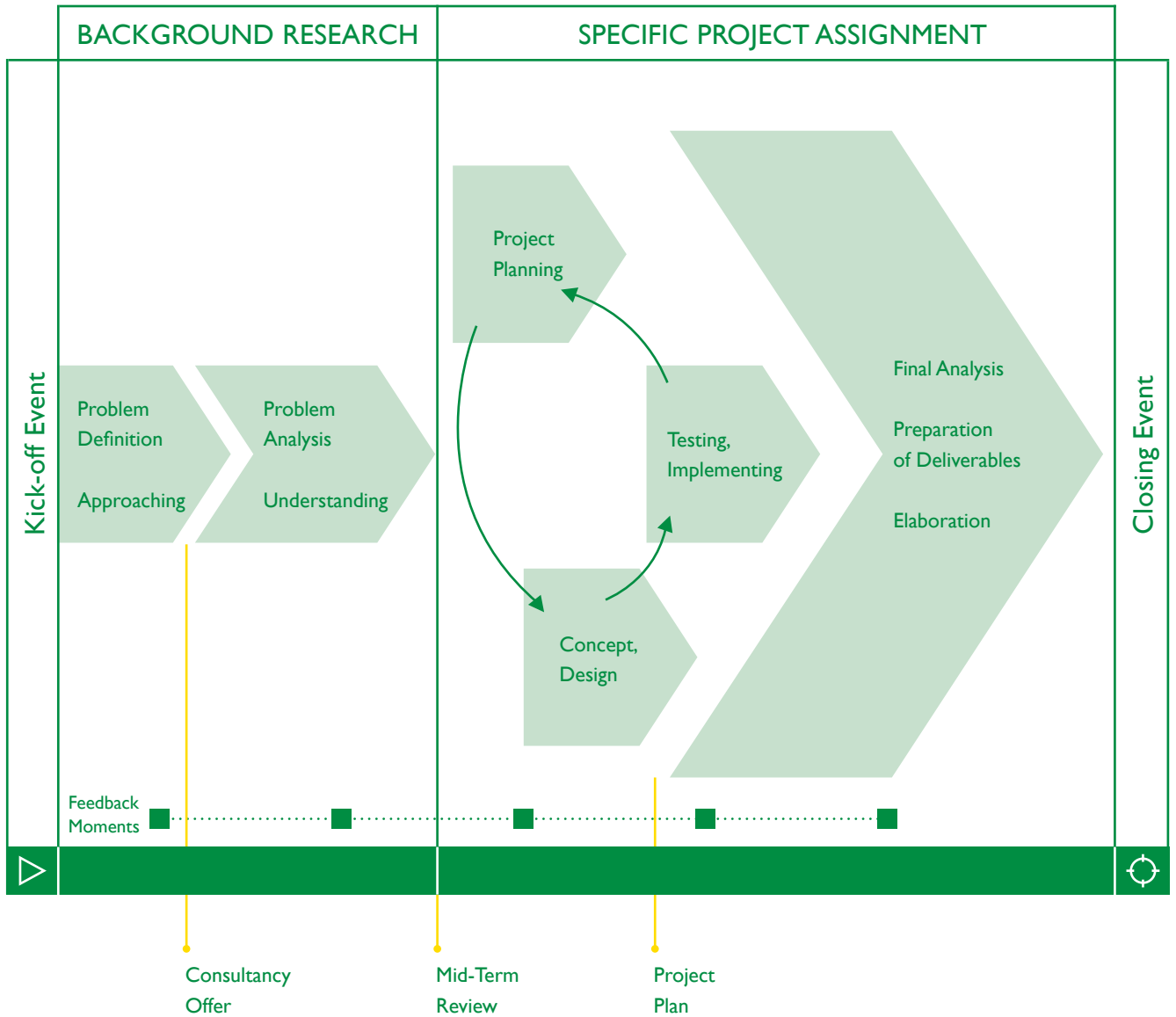
Capstone projects are increasingly becoming a key bridge between theory and practice in tertiary education. This culminating academic experience offers multi-faceted assignments that require the broad activation of acquired skills and knowledge to analyze real problems and propose implementable solutions.

Designed as a robust consultancy project, the topics of the HSG Latam Term capstone are carefully selected and co-developed with key stakeholders in the region to provide challenging learning experiences to the Latam Term students. Our institutional partnerships extend from multinational corporations with an established presence and experience in Latin America to international organizations, NGOs and businesses advancing sustainable and/or inclusive development, as well as local governments committed to the implementation of the SDG agenda.

HSG and FGV students work interculturally towards a common goal. In small groups, they join efforts and work in collaboration with a professor and a representative or team of representatives of the institutional partner. Specific assignments can be developed from an international

perspective around topics such as: (i) entrepreneurship, (ii) innovation, and (iii) digital transformation. Furthermore, those topics are combined with the two guiding principles of GIMLA: (i) closing the academia-practice gap, (ii) developing insights for more sustainable and inclusive societies. Comparable to the hands-on thesis modality, capstones aim at developing knowledge and products that have the potential to influence current practices: From Insight to Impact.

The Capstone projects at the Latam Term are well-structured educational experiences in order to guarantee the right-paced and professional development of assignments. Several milestones, feedback meetings with academic staff and the collaborating institutional partner, as well as mid-term reports provide opportunities to the groups to present their progress, connect with the feedback given, and adjust the parameters of the work. At the end of the Term, the results of the Capstone are presented to a selected jury, and the best project is awarded a prize.



Study trips



Study trips are organized as additional elective courses that take place during the Spring break period in order to provide unique thematic immersion experiences. The precise destinations and topics are carefully selected each year based on the commitment of institutional partners and feedback from exchange students. Conceptualized as compact courses and with the involvement of key stakeholders, Latam Term students receive the opportunity to visit places and get firsthand insights

on topics that otherwise would not easily be accessible. Several study trips have been planned: social entrepreneurship in the Brazilian Amazon, innovation ecosystem and the smart city in Santiago de Chile, sustainable tourism strategies in Costa Rica, and slum upgrading projects in Colombia. Below, you may find a brief description of the two study trips already underway.

Smart Cities and Innovation (Santiago de Chile)

GIMLA invites Latam Term students to join an immersive experience in Santiago de Chile and delve into recent efforts to promote Smart Cities and urban innovation. The program is co-developed with the Interamerican Development Bank, the town hall, a partner university, a think tank, and an NGO. During the study trip, students have first-hand exchanges with those key stakeholders and do site and company visits in order to gain a multi-faceted view on the challenges and opportunities of smart cities within a Latin American context. Students' feedback and impressions are gathered during the trip and shared with the local partners in structured reports that have the potential to impact current and future practices in the city.

Socio-Environmental Entrepreneurship (Amazonia)

Latam Term students may also join an ongoing HSG course about socio-environmental entrepreneurship in the Amazon. This study trip takes the students out of the classroom and into the forest to experience the life and productive organization of indigenous and riverine communities who live along the Negro River in the Amazon. Classes happen inside a Boat-School on which students travel to learn directly from environmentalists, agroforestry producers, indigenous artisans, and more. The role of the students during the trip is to bridge their academic knowledge and the local practices to jointly develop sustainable solutions for those entrepreneurial activities.



Writing your Bachelor thesis hands-on

If you want to go even further during or after the Latam Term, GIMLA can support you in writing your Bachelor Thesis on a topic of relevance to the Latin American society, economy, politics or, of course, the business environment. Hands-on Bachelor theses written in loco offer the unique possibility to link your first major academic work to on-the-ground challenges and research demands. It is a perfect context to learn directly from stakeholders, do fieldwork, gather feedback and write your results up.

Suggestions for topics are constantly updated on GIMLA's website connected to the Institute's own research projects or those carried out by HSG professors. Current topics include, for example: the informal economy, the challenges of affordable housing, sustainability and the circular economy, common but differentiated treatment in international trade,

environment, and health agreements, as well as the impacts of trade and Chinese investments in Latin America.

In addition, we co-create with relevant local and international partners, research questions informed by current development challenges. Ongoing theses collaborations have been designed with the Interamerican Development Bank (IDB), the German Agency for International Cooperation (GIZ), Red Cross Brazil, Cities Alliance (CA), United Cities and Local Governments (UCLG), and the São Paulo Town Hall.

Interested students can contact us to suggest further topics and receive more information about supervision conditions, and timeline.



“Switzerland’s imports represent 60% of its ecological footprint. If Switzerland wants to be ‘greener’ and comply with the SDGs, it will have to go abroad and work with its international partners to modify production methods.”

Laura Camila Lozano, BIA 2019, wrote her thesis with GIMLA on Circular Economy having as case-study a Swiss-Colombian collaboration project.

Extracurricular activities



“In Brazil, students have the opportunity to study and work in a culturally diverse, dynamic and fast-growing country, where there is a lot of room for innovation. The skills learned during a semester in Brazil are very valuable and will make any student’s profile stand out after university. In addition to this, it is a beautiful and energetic country and its friendly people make the adaptation process much easier.”

Lodovico Brioschi,
COO & CFO Amaro
HSG Alumni Club president

São Paulo has much to offer; a diverse set of possibilities exists to boost your career and broaden your horizons beyond the classroom.

The HSG Alumni Club Brazil

The HSG Alumni Club in Brazil is an active network of former HSG students who have chosen the region to become self-starter entrepreneurs or to locally represent some of the most established business from Europe. Jointly with GIMLA, the Club regularly organizes networking events with other renowned international business schools. Many of the social events organized by the Club are open to the HSG Latam Term exchange students. In addition, the Club serves as an excellent contact and entry point to understanding the job market in Latin America; Club members actively serve as part of the Latam Term Buddy System, the Capstone Projects, and eventually offer internship opportunities to HSG students.

Friendship and mentorship for life

In the Buddy System, a small group of students is assigned to one HSG Alumni club member who becomes sort of a local career mentor and life coach advisor concerning studies, work, and life in the region. “Buddies” are introduced during the Latam

Term welcome dinner and are free to organize follow up reunions as they see fit. Through this system, students get not only one-to-one insights into the entrepreneurial scene but may also gain a friend and a mentor for life.

Internships

Students who come to Brazil for the Latam Term may take this opportunity to seek a first international work experience through internships. According to the local VISA regulations, foreign students may work as part-time interns for the duration of their studies in the country and up to 120 days afterward, if they remain enrolled as students at the HSG. GIMLA organizes an orientation session for those interested in working in Brazil and grants assistance to those who search for opportunities in other Latin American countries. GIMLA actively seeks institutional partners, ranging from the HSG Alumni club, the Swiss Business Hub, Swisscam, swissnex Brazil, the city hall of São Paulo and the local start-up scene in order to develop and expand the internship offer.

Volunteering

Latam Term students are encouraged to contribute to the local communities through volunteering activities organized in cooperation with local NGOs and international organizations. Activities might range from spending a weekend with Teto and Habitat for Humanity building houses for low-income families, assisting with the logistics of donations and intercultural communication for refugees at the São Paulo Chapter of the Red Cross, producing desktop research for the town hall to advance SDG integration into planning frameworks. More volunteering opportunities are communicated to the students on a rolling basis.



“Building a house for a low-income family at Jardim Gramacho was a rewarding experience. It allowed me to see a different side of Brazil and be confronted with the challenges people face in a favela. I also met amazing people and learned a few things about construction!”

Alessandra Swoboda, MIA
Exchange student, Spring 2018

About GIMLA

Following its internationalization strategy, the HSG established representation in São Paulo in 2011. Over the years, the university steadily increased its activities in the region and inaugurated in 2018 the St.Gallen Institute of Management in Latin America (GIMLA) in the heart of Avenida Paulista, the business district.

GIMLA is mandated to foster and strengthen academic partnerships via bilateral and multilateral teaching agreements, student and faculty exchange, joint-research projects, and it also contributes to the formation of high-quality professionals via executive education. Committed to producing real social impact, the Institute works in close relationship with local universities, the HSG Alumni Club and the praxis.

GIMLA counts with a team devoted to representing the HSG in different instances of academic diplomacy, enhancing HSG positioning in the relations between Latin America and Europe. In addition to the core team, our activities are supported by an active board of directors, HSG professors and researchers who engage in joint-projects.

GIMLA in brief

Vision: Build bridges between academic cultures; Promote understanding and positive impact in society.

Mission: Serve as an off-campus platform to foster faculty and student exchange between research institutions in Latin America and St.Gallen as well as high-impact practice-oriented projects.

Values: Academic collaboration should seek to establish trustworthy and reliable partnerships, free from constraints, producing information accessible to all in order to address societal problems in innovative and entrepreneurial ways.



Living in Brazil

Once you have been accepted to the Latam Term, you may find an extensive welcome guide for term students on our website. To inform your decision to apply, we provide you with some additional information below about the practical aspects of your life in Brazil.

VISA and useful documentation

Before arriving in Brazil, you will have to apply for a student (VITEM IV) visa that allows you to stay for up to one year and also allows you to hold paid internships. The Brazilian General Consulate in Zurich has a good website that provides all the necessary information. When you go to the Consulate to apply for the visa it is advisable to apply at the same time for a CPF (a tax number that you will need for certain administrative steps in Brazil, such as opening a bank account). Once in Brazil, you will need to show an apostilled (an additional authentication that guarantees international acceptance of notarized documents) birth certificate. You may obtain that document from your Canton/country of birth before traveling to Brazil. In order to receive a local identity card, you must register your visa within 90 days of arrival. This card allows you to open a local bank account.

Vaccination

It is also highly advisable, although not mandatory, to visit the travel medicine department of your local hospital to verify which vaccinations you may have to take prior to traveling to Brazil; tropical yellow fever is common in forest areas such as the Amazon and across several Latin American countries.

Finance

While credit and debit cards are accepted almost everywhere in the city and most parts of the country, it might be a good option to use Fintechs to keep costs related to foreign exchange rates low. A local bank account can be beneficial for those who plan to work and also because not all local websites accept international cards for online purchases. Smartphones can be used to open your bank account once you have all the identification documents at hand.

Arrival and housing

Guarulhos is the international airport of São Paulo and located one hour from the city center. Taxis and ride-hailing services via apps are available at the airport.

FGV and GIMLA offer housing advice. However, it is a good idea to book a temporary room for the initial days if you do not want to commit to an accommodation from afar. Once in the city, you can then look at places. Besides former exchange students, websites/apps such as Roomgo, Quinto Andar are all good places to look for something more permanent. Centrally located neighborhoods are Bela Vista and Jardins, both within walking distance from FGV, or Pinheiros/Vila Madalena, younger and hipper areas and easily accessible by metro.

Mobility

The extensive metro and bus networks are a cheap and fast way to get around the city. For shorter distances, there are plenty of app-based scooter – and bicycle-sharing companies operating in the city.

Telecommunications

Pre-paid sim cards are easily purchased at any service provider store. Weekly packages cost an average of R\$10-15 (3-4 CHF). The main telecommunication companies are Claro, Vivo, Tim, and Oi.

Living in Brazil



Traveling around

São Paulo is a hub and a doorway for travelers to Latin America. The City (Congonhas) and International (Guarulhos) airports have frequent and rather affordable flights to all Brazilian and Latin American capital cities and many more points of interest. In Brazil, you may also travel by car or by interstate bus. Brazil has amazing natural wonders such as forest, mountains, plateaus, or beaches, and is home to many natural and cultural heritage sites (22 with UNESCO world heritage status).



Average flight times

- São Paulo > Asunción 1h44
- São Paulo > Bogotá 5h33
- São Paulo > Buenos Aires 2h23
- São Paulo > La Paz 3h13
- São Paulo > Lima 4h31
- São Paulo > Montevideo 2h15
- São Paulo > Quito 5h31
- São Paulo > Santiago 3h29



“Brazil is a beautiful country with a highly interesting political history. I did not only have an amazing time... but also learned a lot about myself and the historical circumstances that shaped today’s Brazil. If you study International Affairs, Brazil is like paradise. There is so much you can experience and learn there. In my opinion, it is for sure one of the most interesting countries to live in.”

Nina Breitenstein, BIA
Exchange student, Autumn 2018

Living in Brazil

Things to do

There is a plethora of things to do, which should not come as a surprise given that the city has 1.5 times the population of Switzerland. Cultural highlights include the MASP, the Beco do Batman, and the Ibirapuera Park with numerous free attractions.

São Paulo is one of the most diverse cities in the world. It hosts the largest diasporas of Japanese, Italian and Lebanese people whose traditions influence the characteristics of several neighborhoods such as Bixinga for the Italians and Liberdade for the Japanese.

The distinctive skyscraper-dotted cityscape of São Paulo has been an inspiration to many cultural productions. For people wanting to admire the urban jungle from above, there is no shortage of observation decks such as Banespão, Edifício Martinelli, or Terraço Itália.

People interested in gastronomy will be delighted by the local offer. Paulistanos consume more than 1 million pizzas and 400 thousand sushi per day. These blend seamlessly with local specialties such as feijoada, açaí, moquecas (fish stew in clay pots) and churrasco (the world-famous Brazilian BBQ). The qualitative options range

from restaurant serving dishes for less than R\$20 (5 CHF) to fine cuisine places such as Michelin restaurants D.O.M or Maní. The Casa do Porco is currently the culinary star of the city, ranked within the 50 best restaurants in the world. The 30 thousand bars for after-work-drinks and the 180 nightclubs in the city mean there is something for every culinary and musical taste.

Additional Culture and Events

São Paulo hosts more than 150 museums and numerous cultural events and festivals. The most famous two are undoubtedly Carnival and the Pride Parade (the largest LGTB street festival in the world) but there is so much more to see and do.

SP FASHION WEEK

The biggest fashion event in Latin America takes place twice a year in January and June.

SPIRIT OF LONDON

The biggest electronic music festival in Brazil is held in March every year in the Sambódromo, Parque Anhembi.

SAN VITO FESTIVAL

The Italian community celebrates their faith and heritage from mid-May to early July.

F1 GRAND PRIX OF INTERLAGOS

The Brazilian Grand Prix is a fixed event in the F1 calendar for many years, but specific dates vary.

Term students staying longer might be interested in joining São Paulo Art Biennial, the São Paulo International Film Festival, or the City Marathon.

Video sneak peek

Got curious?

Visit www.latamterm.unisg.ch and discover more about living, studying and working in Brazil directly from HSG exchange students, Alumni, and corporate partners!



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Institute of Management in Latin America



University of St.Gallen

For more information:

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ACCREDITATIONS

