



St.Gallen Institute of Management
in Latin America (GIMLA)
Av Paulista 1754 – 153
01310-920 São Paulo
+55 11 3141 0214
gimla@unisg.ch
gimla.unisg.ch

For more information:
HSG Latam Term

Institute of Management in Latin America ,
University of St.Gallen (GIMLA)
gimla.unisg.ch
Facebook | fb.com/St.Gallen.LatAm
Instagram | @stgallenlatam

Fundação Getúlio Vargas (FGV)
portal.fgv.br/en
eaesp.fgv.br/en

Visit Brazil – Official Brazilian Tourism Information
www.visitbrasil.com

From insight to impact.



University of St.Gallen

Institute of Management in Latin America



Accreditations



Member of



GO
BEYOND

HSG Latam Term

Your connection with Latin America
at the Bachelor Level

Table of contents

6

Welcome

7

The Latam Term

9

Why Latin America > Brazil > São Paulo?

10

Application process and important dates

11

The Fundação Getúlio Vargas (FGV)

13

The Latam Term Curriculum

15

Capstone project

17

Latam Compacts

18

Writing your Bachelor thesis hands-on

19

Extracurricular activities

21

Facts & Figures São Paulo, Brazil

23

About GIMLA

24

Living in Brazil

28

Video sneak peek

29

Latam Term students testimonial board

31

HSG Latam Term contacts



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 Institute of Management in Latin America, University of St.Gallen (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's studies, I was eager to contribute to making 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 connect you to your inner drives and career ambitions; all of which are seamlessly transferred to HSG ECTS based on pre-approved credit transfer list.

The Latam Term courses follow a straightforward 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. A major takeaway of the first editions of the Latam Term is that Latin America will very positively surprise you!

Finally, the Latam Term offers to broaden your horizons by organizing optional activities such as study trips and block seminars in other Latin American countries, by assisting you in applying for internships and by advising you on topics for your Bachelor thesis. Such practical exercises on adaptability, responsibility, and interculturality will shape your future self into becoming an outstanding professional and an engaged 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.

Prof. Dr. Vanessa Boanada Fuchs
Director, GIMLA-HSG

The Latam Term

The HSG Latam Term is your connection with Latin America at the Bachelor Studies level. The flagship program 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).



“The Latam experience was above all my expectations. I would recommend it to anyone.”

Pleun Vaartjes, BIA and Latam Term 22 student

“The exchange helped me grow as a person and have a more holistic view in general. Personal growth was also the main reason why I did the exchange.”

Ian Bangerter, BBA and Latam Term 21 student

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 taught 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 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, and 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 direct interaction with FGV students who come from all over the 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 welcome drinks and a farewell dinner, 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 an engaged young professional.

"We had countless unbelievable experiences and were able to form friendships for life"

Nobin Kachirayil, BE and Latam Term 2021 student

“The Latam term was a unique experience in the sense that it allowed me to live, study and get to know an exciting city and country, all while having a little 'piece of home' abroad through my fellow HSG students.”

Margaux Bouley, BIA and Latam Term 22 student

Why Latin America > Brazil > São Paulo?

“São Paulo is often called 'the second New York' but me, it is definitely the first!”

Dennis Wild, BBA and Latam Term 21 student

The Latin American region has a long track record of important technical and social innovations which have made huge contributions to products and practices that changed our modern world (ranging from the aeroplane, the automobile gearbox, the Walkman, the colour 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 few 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, and 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 aeroplane flight? A Brazilian invention!
- The first voice-recorded radio transmission also happened there. Not to mention that the typewriter and the electronic voting machines can also be traced back to visionary Brazilians

At present, Brazil is...

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

-  coffee (1stP + E)
-  sugar (2ndP 1 1stE)
-  orange (1stP)
-  poultry (1stE)
-  tobacco (3rdP + 1stE)
-  beef (2ndP + 1stE)
-  cane-based ethanol (2ndP + 1stE)

Application process and important dates

“The exchange is definitely worth it and is one of the best experiences we get in our lives!! Just apply!!!”

Sacha Roduit, BE and Latam Term 23 student

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 before 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.

 **Keep this in mind!** past, and future Term students)

Application Year		Exchange Semester	
January	Application deadline	February	Latam Term starts in São Paulo, Welcome Drinks
February	Selection process and communication of results to the HSG students	April	Mid-term break and study trips
May	Preparatory sessions (optional)	mid-June	Latam Term ends, Farewell Dinner
October	Enrollment at FGV	July	Experience reports and credit transfer
November	Visa application and other formalities	July or August	Internships (optional)
December	Course selection and bidding	September	Latam Term certificate and transcripts
	Brown Bag Info session (for current,		

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 third most important think tank in the world.¹

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 21 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 in their careers. They include Pre-experience Masters, Specialized Masters, MBAs, 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 centre. FGV EAESP is easily reachable by public transport and is closely located in some of the main libraries, theatres, parks, and other cultural attractions. The main building offers students access to sports facilities, libraries, auditoriums, mensa, and a fully equipped informatics lab.

Student Tip

FGV offers a buddy system to facilitate their integration, a fantastic opportunity for exchange students to connect with Brazilian students and form initial bonds.

A reputed and international school

FGV EAESP is Brazil's most international school, thanks to over 100 partnerships with learning institutions on 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.



The institutional video of FGV EAESP is in Portuguese and shows the facilities of the inner-city campus.

The Latam Term Curriculum

“Most of the administrative process with FGV is handled by the GIMLA institute, so that took a lot of burden from the shoulders of the students.”

Arseny Khovansky, BBA and Latam Term 23 student

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 do business in an emerging and diversified market context. The Latam Term has only one compulsory course and several 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 stream-lined 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 before the start of the semester. Latam Term students make their selection and enrol by a separate preferential list in mandatory courses. Some elective courses may be subject to seat availability.

We recommend that students take around 20–25 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 (maximum 32 credits).

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

Introductory mandatory course (3 ECTS)

+

Capstone project (8 ECTS)

+

2–3 Elective courses (up to 9–14 ECTS)

= 20 to 25 ECTS on average

* Elective study trips (3 – 4 ECTS) and writing your bachelor thesis are additional study opportunities

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

Elective Courses at FGV by discipline	Elective Courses at FGV by subject		ECTS
Business administration	– 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	– 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 – Controllershship – Design and Development of Apps – IT & Administration – Social Entrepreneurship	Typically 3
Law	– 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?	– 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 3
Economics and political sciences	– Social and Legal Science – Crises and Structural Changes – Global Corruption	– Forecasting and Economics – The New Global Order – The Brazilian Economy	Typically 3
General	– Argumentative Writing – Communication Workshop – Tedx-GV Developing the Art of Public Speaking	– Psychology – Negotiation – Philosophy and Business Ethics	Typically 3

The Capstone project

“The unique program brought together local students and exchange students, forming diverse teams that collaborated on a real-world challenge posed by a corporate partner.”

Dario Buschor, Capstone Teacher 2023



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.

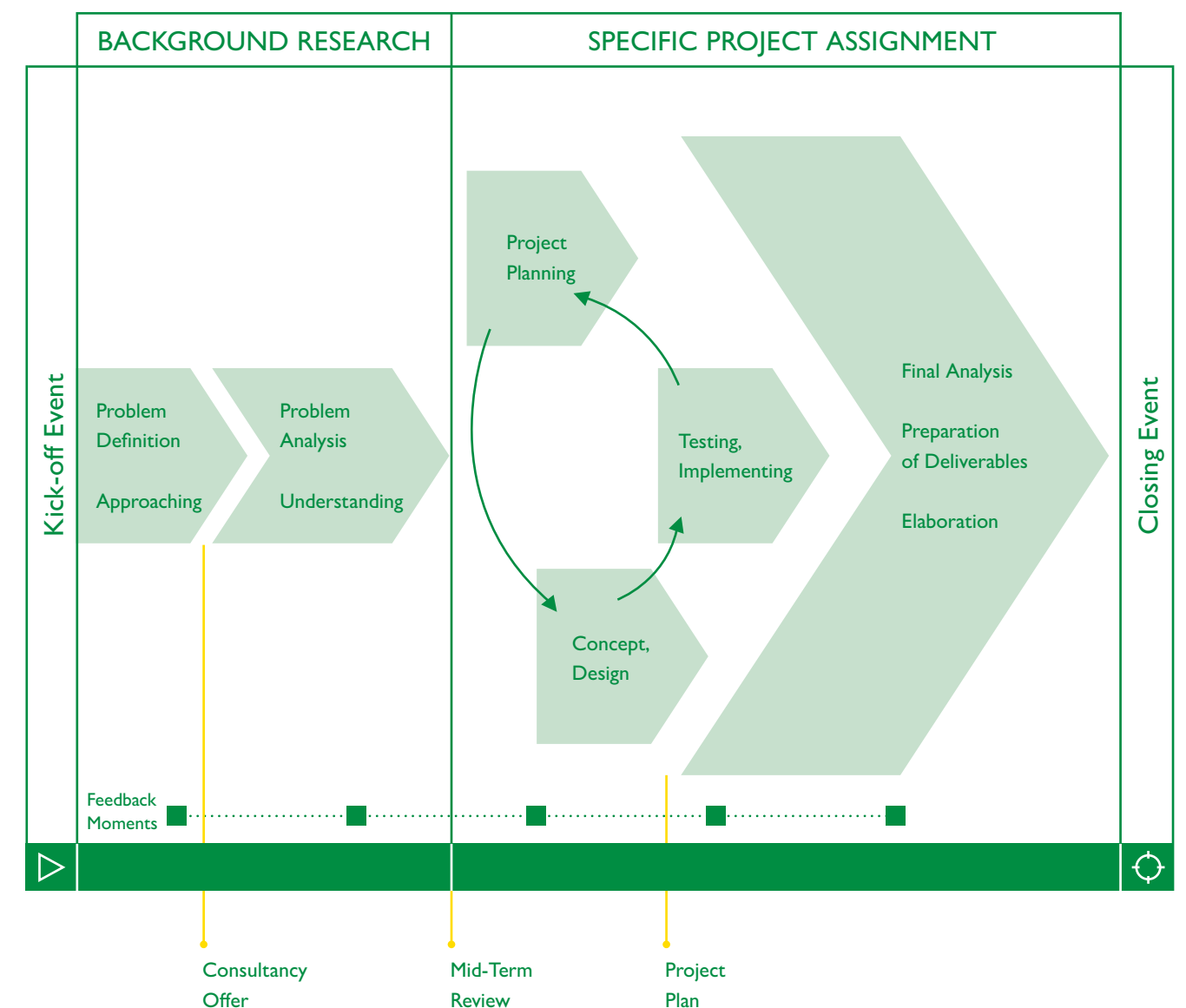
Designed as a robust consultancy project, the topics of the HSG Latam Term capstone are carefully selected and co-developed with key stakeholders in the region to provide challenging learning experiences to the Latam Term students. Our institutional partnerships extend from multinational corporations 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. Further-

more, 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 for 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.



Latam Compacts

“I can confidently say that the Latam Compact Colombia – Coca, Cacao, and Coffee in Projects for Sustainability and Peace was one of my favourite courses during my time at HSG, and I wholeheartedly recommend it.”

Alexander Meyer, BBA and Latam Term 23 student

Latam Compacts are organized as additional elective courses that take place during the Spring break period in order to provide unique thematic immersion experiences. Depending on how the breaks between the HSG and FGV overlap, the study trips can be offered in the FGV system (contributing to your exchange credits) or in the HSG system (term students receive special permission and priority seating).

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 already organized or planned for the future: social entrepreneurship in the Brazilian Amazon, innovation ecosystem and the smart city in Chile, Argentina, and Costa Rica, affordable housing in Peru and Bolivia, and football culture as well as the role of Coca, Cacao, and Coffee in Colombia. Below, you may find a brief description of the two study trips organized in 2023.



Latam Compact: 3xC Social inclusion incentives have been one of the pillars of pacification strategies promoted in Colombia for maintaining social cohesion and providing producers with viable sources of income alternatives to the lucrative coca business. Cacao and Coffee for Peace are international collaboration projects promoted by the Colombian Government with USAID targeting historical conflict zones to promote financial stability for many rural families. Despite the scope and relative success of the project, in 2020 coca plantations reached record peaks in Colombia. This Latam Compact invites you to analyze the socio-development impact of “for peace” projects’ by investigating the complex interplay between the international value chains of legal and illegal uses of commodities such as coca, cacao, and coffee.

The Latam Compact: Smart Cities took students to the city of Buenos Aires to learn more about its smart cities initiatives. A group of 20 students of which more than half were composed of our Latam Term students learned within a condensed week more about city planning, urban development challenges, smart tourism, and waste management in the Argentinian capital.

The study trip allowed a deep dive into a pressing issue of the region – how to leverage technology to address some of our most pressing issues. Particularly inspiring was the visit to Barrio 31 an upgrading project in the heart of the city that combines slum upgrading, and urban and social infrastructure with interventions on the opportunity structure (education and jobs).

An overview of current and past Latam Compacts can be found on our website.



Writing your Bachelor thesis hands-on

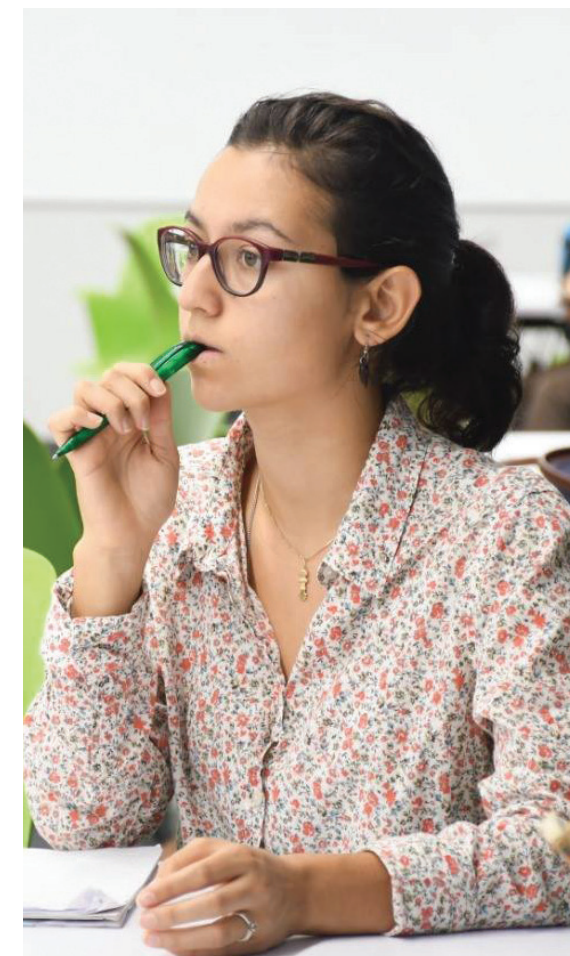
If you want to go even further during or after the Latam Term, GIMLA can support you in writing your Bachelor Thesis on a topic of relevance to Latin American society, economy, politics, or – of course – the business environment. Hands-on Bachelor theses written in loco offer the unique possibility to 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 field-work, gather feedback, and write up your results.

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: social entrepreneurship, the financing of urban development,

common but differentiated treatment in international trade, the impacts of trade and Chinese investments in Latin America, slum upgrading, as well as housing microfinance.

In addition, we co-create with relevant local and international partners, research questions informed by current development challenges. Thesis collaborations have been designed with the Interamerican Development Bank (IDB), the German Agency for International Cooperation (GIZ), Red Cross Brazil, Cities Alliance (CA), and the Urban Housing Practitioners Hub (UHPH).

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



Extracurricular activities

“The city has quite a lot of interesting things to explore and a considerable HSG alumni organization that can help finding internship opportunities in Brazil”

Lew Rummel, BIA and Latam Term 23 student

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 businesses 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 drinks 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 afterwards, 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

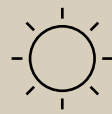
Latam Term students are encouraged to contribute to the local communities through volunteering activities organized in cooperation with local NGOs and international organizations. Activities might range from spending a weekend with Teto and Habitat for Humanity building houses for low-income families, 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.

In 2023, GIMLA organized a volunteering experience at TECHO, a Pan-American organization working with informal settlements to improve housing and neighbourhood conditions.

Facts & Figures

São Paulo, Brazil



 Summer (Dec. – Feb.)
27° max. | 19° min.

 Winter (Jun. – Aug.)
22° max. | 12° min.

São Paulo International Airport
(1 hour by car)

1.3 million
international migrant stock (0,3%)

1.5 million
Nikkei (Japanese descendants)

 8.515.759 km²
Brazil

217 million
Population Brazil

Brasília
Capital

22.6 million
Population São Paulo

Brazilian Real (R\$)
Currency

Portuguese
Official language



#5
biggest city
in the world

Brazil Trivia

Monthly expenses	in CHF
Accommodation	600
Food	350
Transportation	80
Communication	20
Personal items	80
Recreation and Entertainment	150
Travel & Exploration	250
Others (i.e. Insurance, Education-related expenses, etc.)	100
Total in Swiss francs (CHF)	1,630

Source: XYZ
This number is consistent with the statements from the Experience Reports, which speak of monthly expenditure of between 1500 and 2000 CHF.



158 hectares of green space invite you to soak up the sun in Ibirapuera Park
The park is also a historical heritage of São Paulo



Caipirinha has its roots in São Paulo



Samba is considered Brazilian cultural heritage



Brazil is soccer record world champion



Over 9000 students at the Fundação Getulio Vargas (FGV)
FGV Annual Report 2022

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. In 2022 the institute expanded to Medellin, Colombia.

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 relationships with local universities, the HSG Alumni Club, and the praxis.

GIMLA counts on a team devoted to representing the HSG in different instances of academic diplomacy, enhancing the positioning of the HSG 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

"First, and most importantly, the people in Brazil are unlike anything I have experienced thus far. Most people I met were welcoming, incredibly friendly, shockingly spontaneous, really open-minded, and they love to have fun."

Bruce Rolf Frick, BIA and Latam Term 23 student

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 well-structured 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 or buying a mobile chip). 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 travelling 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.

Student Tip

Don't worry about the process you will receive all the information in time. In Brazil, you will need an identification number called "CPF". It is better to ask for it when you go to the consulate for your VISA.

Student Tip

We recommend you use Migros Cumulus Visa, it is probably the best exchange rate.

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 travelling 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 FinTech 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 is located one hour from the city centre. Taxis and ride-hailing services via apps are available at the airport – public transport options are available but require multi-nodal travel. 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, and 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.

Student Tip

If you prefer flexibility, consider options like AirBnB, which allow you to choose accommodation 1–2 weeks in advance. However, if you prefer a "student-shared living space," it's better to book before you travel.

Living in Brazil

“Brazil is a travelling paradise. The country is huge and you can find a totally different atmosphere in a few hours' ride.”

Camilla Schmalz, BBA and Latam Term 21 student

Safety

Switzerland is one of the safest countries in the world and Latin American cities have a reputation for high crime rates. You might be concerned. While risks can never be completely eliminated, former student experience reports suggest that official numbers do not reflect the actual local experiences of exchange students. This is also supported by travel advice from tourism websites. As with other social phenomena, reflective and cautious behaviour can be the best preventive measure.

Student Tip

Regarding safety when you are careful you will be fine. It is good to be cautious, but safety is not a reason to miss out on the great experience of the Latam Term.

Mobility

The extensive metro and bus networks are a cheap and fast way to get around the city. Moovit is a useful app to track and plan routes. 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\$12. The main telecommunication companies are Claro, Vivo, Tim, and Oi.

Student Tip

The living cost is usually around 500–700 CHF per month living in São Paulo.

Travelling around

São Paulo is a hub and a doorway for travellers 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 forests, mountains, plateaus and beaches, and is home to many natural and cultural heritage sites (22 with UNESCO World Heritage status).

Average flight times

- São Paulo > Asunción 1h45
- São Paulo > Bogotá 5h30
- São Paulo > Buenos Aires 2h20
- São Paulo > La Paz 3h15
- São Paulo > Lima 4h30
- São Paulo > Montevideo 2h15
- São Paulo > Quito 5h30
- São Paulo > Santiago 3h30



Living in Brazil

Things to do

Student Tip

The university has multiple sports teams or student associations, which offer a great way to get in contact with local students.

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 neighbourhoods 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 specialities such as feijoada, açaí, moquecas (fish stew in clay pots) and churrasco (the world-famous Brazilian BBQ). The qualitative options range from restaurants serving dishes for less than R\$20 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 among the 50 best restaurants in the world (12th in 2023).

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 LGBT street festival in the world) but there is so much more to see and do.

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

Student Tip

Most Brazilians are generally very outgoing, interested, and easy to speak to. Even if there is a language barrier, their curiosity gets the best of them, and they try to initiate a conversation.

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.

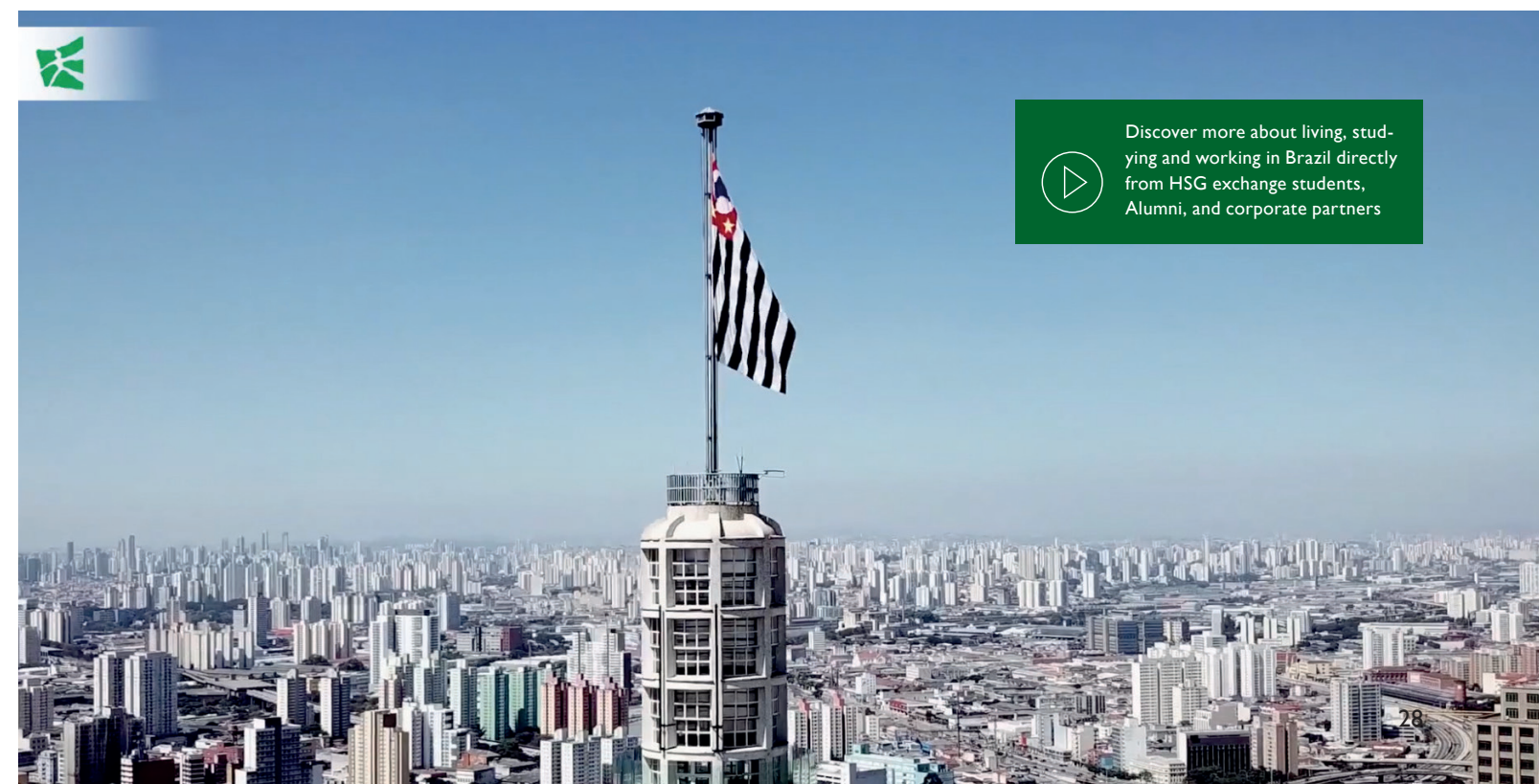
Video sneak peek

“Looking back, I can confidently say that my semester at the LATAM Term was the most transformative and memorable period of my academic career.”

Marco Müller, BBA and Latam Term 23 student

Got curious?

Visit bit.ly/HSGLatamTerm and discover more about living, studying, and working in Brazil directly from HSG exchange students, Alumni, and corporate partners!



Discover more about living, studying and working in Brazil directly from HSG exchange students, Alumni, and corporate partners

Latam Term students testimonial board



«The Latam Term gives you not only the experience to discover a completely new culture with wonderful people but also helps on a professional level to learn to work with people from a different culture.»

Nobin Kachirayil, BE and Latam Term 2021 student

«During the Carnival period, Rio transforms itself in a city where music is at every corner and smiles are on all faces. The Carnival parade in the Sambadrome is really a once in a lifetime experience.»

Anastasia Dunand, BBA and Latam Latam Term 22 student

«This exchange was an amazing opportunity to travel within Brazil, experience a vibrant culture, discover different teaching styles and meet outstanding people along the way.»

Ulysse Pierrehumbert, BBA and Latam Term 21 student

«The entire LATAM Term and GIMLA community is extremely exciting.»

Leopold Merkle, BBA and Latam Term 23 student



«São Paulo's cultural scene, with its countless museums, theaters, and street art, offered a profound glimpse into the city's creative spirit and rich history.»

Karin Basaran, BBA and Latam Term 23 student

«FGV offers a Buddy System where you can sign up and get a local FGV student as a “buddy”. This makes it easier to get in touch with Brazilian students»

Max Reimers, BBA and Latam Term 22 student

«The Latam Term is amazing. There are so many things to discover and do, and you will surely never get bored. Brazilians are amazing and welcoming.. You will have the time of your life.»

Alicia Fullin, BLaw and Latam Term 23 student



«I want to highly encourage you to take an exchange program.»

Julius Grimm, BIA and Latam Term 21 student

«In my opinion there is not another country in the world in which the people are nicer and more open than in Brazil.»

Ian Bangerter, BBA and Latam Term 21 student



HSG Latam Term contacts



Leticia Vargas Bento
Programme Coordinator GIMLA-HSG
e: leticia.vargasbento@unisg.ch
t: +41 71 224 27 36



Esther Staeheli-Simpson
Programme Manager, Student Mobility
e: esther.staeheli@unisg.ch
t: +41 71 221 3150

Pictures graciously provided by former exchange students: Camila Schmalz, Dennis Wild, Emre Sevgili, Frederik Bach and Nobin Kachirayil.

The HSG Latam Term 2025
© 2023 University of St.Gallen (HSG)
The information in this publication is correct as of October 2023, but the University of St. Gallen reserves the right to make changes affecting policies, or any other matter in this publication without further notice.