

Sector briefing

Education and Training Opportunities in Brazil

Why Brazil?

Brazil is the **fifth largest country in the world after Russia, Canada, China and the United States**. It is three times the size of India and 35 times the size of Great Britain. The country is divided into five regions: the North, the Northeast, the Central West, the South and the Southeast.

Boosting the education and training sector in Brazil is one of the objectives of the Brazilian Government, especially in the areas of Basic, University and vocational education.

The Brazilian educational system is predominately public. Public schools and Universities are entirely free. In the last ten years the percentage of school-age children enrolled in public schools has steadily increased and the private sector's share has declined sharply, with the exception of higher education.

Young Brazilians are better educated, more familiar with English language and very keen to invest in the education and training sector.

Find general information on Brazilian market conditions on [UKTI's website](#). The [Doing Business Guide for Brazil](#) gives an overview of Brazil's economy, business culture, potential opportunities and an introduction to other relevant issues.



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Opportunities

Opportunities for UK education and training companies in Brazil are growing at the same speed as the Brazilian economy. Brazilian GDP for 2011 is expected to rise more than 5%.

Brazil has the highest return on education among the 17 Latin American countries. Also, the return on higher education in Brazil is higher than that in countries such as Taiwan.

In recent years there has been an increase of workers with higher education and post graduation courses. There has also been a major change in the corporate culture in Brazil. Companies fully accept that staff need enhanced skills, including English.

Brazil recognises the need to upgrade and modernise its system of vocational education. Recent studies show that the country lacks qualified workers in many sectors, such as industry, in which 69% of the companies are affected.

The British NVQ and SVQ systems are becoming better known and respected in the Ministry of Education.

Specific opportunities include:

- **Massive training and re-training in several sectors of the Brazilian economy** namely in the telecom, design, healthcare, oil and gas, retail and financial sectors.
- **Technological equipment** is in demand. Brazil is anxious to purchase software and other associated equipment (ICT for education)
- **Distance learning:** because of the vast geography of the country (8.5 million sq km), distance education has the potential to reach those areas outside the main urban centres where education provision is weakest.
- **MBAs:** especially in management training and business administration.
- In Sao Paulo alone there are 10,000 companies and organisations that run in-house and out-of-house training programmes. There are opportunities for UK companies offering **training assistance**.

- **Special educational needs**, where the Brazilian government should invest in the next few years. Special needs is an area that is growing fast.

- **"Green Technology"** for schools such as educational equipment made from sustainable resources (eg furniture).

Brazilian educational institutions are generally open to the idea of international partnerships, which are seen as providing business benefits and added status to the internal market.

If you have any questions on the opportunities above, contact the UKTI Brazil Education and Training contacts named in this report. Business opportunities aimed specifically at UK companies are added daily to UKTI's website. These leads are sourced by our staff overseas in British Embassies, High Commissions and Consulates, across all sectors and in over 100 markets.

You can be alerted to Brazil/education and training opportunities on a regular basis by registering on the UKTI website. [More on UKTI's business opportunities service](#)

Major events and activities

In the UK:

World of Learning Conference & Exhibition (Birmingham)

(Corporate and executive training)

27- 28 September 2011

www.learnevents.com

Contact: UKTI Education & Skills Sector Group

E-mail: education@ukti.gsi.gov.uk

World Skills London 2011 (London, ExCeL)

(Vocational skills competition)

5-8 October 2011

www.worldskillslondon2011.com

Contact: UKTI Education & Skills Sector Group

E-mail: education@ukti.gsi.gov.uk

BETT Show (London)

(Educational technology)

11-14 January 2012

www.bettshow.com

Contact: UKTI Education & Skills Sector Group

E-mail: education@ukti.gsi.gov.uk

Education Show (Birmingham)

(Educational resources for schools)

15-17 March 2012

www.education-show.com

Contact: UKTI Education & Skills Sector Group

E-mail: education@ukti.gsi.gov.uk

Find full details of all Brazil education and skills events on the UKTI website. New export events are added daily to the site and [you can register to be alerted to them](#) on a daily, weekly or monthly basis

UKTI's Tradeshow Access Programme (TAP) provides grant support for eligible Small & Medium Sized Enterprises (SME's) to attend trade shows overseas. Find out more about [UKTI support](#) for attendance at overseas events.

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Next steps - How UKTI can help

British companies wishing to develop their business in the Brazilian market are advised to undertake as much market research and planning as possible in the UK. UKTI's team in Brazil, with its wide local knowledge and experience, can provide a range of services to British-based companies wishing to grow their business in the Brazilian market.

This can include:

- Provision of market information
- Validated lists of agents/distributors
- Key market players or potential customers in the Brazilian market

- Establishment of interest of such contacts in working with you
- Arranging appointments
- Organise seminars or other events for you to meet contacts and promote your company in the Brazilian market

This work is available via our [Overseas Market Introduction Service \(OMIS\)](#) a chargeable service which assists British-based companies wishing to enter or expand their business in overseas markets.

To find out more about commissioning this work, or accessing other UKTI services and specialist advice, please visit the UKTI website to find [contact details for your local UKTI office](#).

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