

Dr. Culture's[®] Road Warrior Survival Guide: Departing England for:

SAN PAULO, BRAZIL

Saturday Day 13:

Depart Rome's Fiumicino airport on Varig Airlines -- First Class
Feature discussion is on Varig accommodations, comparison of coach vs. business, vs. First Class -- not only on this airline but also we'll feature comparison and contrast of Varig with Delta Business Elite. As part of this discussion we'll have opportunity to feature several components; cabin configuration, where are the best seats in each category, meal selections, discussion with flight attendants, and more.

Background: San Paulo -- Sal Paulo overwhelms the senses with its sheer size. With seventeen million inhabitants, it is the world's third largest city and the largest in South America. San Paulo and its rival Brazilian city, Rio de Janeiro, have often been compared to New York and Los Angeles respectively. If Rio has gained fame for its striking natural setting, San Paulo's attraction lies in its people and its endless energy and diverse ethnic cultural representation including substantial Japanese, Italian, and Arab and Lebanese Christian neighborhoods. Indeed, the largest Japanese presence out of Japan is found here.

It is by far Brazil's most import business center, affectionately called the "Brazilian locomotive" that drives the national economy. Almost every major industry in Brazil is based there and 15 percent of Brazil's gross national product is generated in San Paulo. Not surprisingly, on any given week the city hosts major expositions, conferences, and international trade meetings. It offers a superb selection of meeting halls and convention centers.

Brazil's most modern, cosmopolitan city has much to offer in addition to its outstanding cuisines. Its museums are among the finest in South America, its surrounding coastline is graced with many lovely beaches, and its entertainment and nightlife have for years attracted some of the best performers in the world. You should also be aware of the criminal threat in San Paulo but keep in mind it should not keep you locked up in your room! However, the threats to international travelers are primarily in areas you shouldn't be in to begin with -- although as

you'll see, the "street smart-culturally-competent" business traveler will have the threat knowledge contained below:

TRAVEL SECURITY:

Your final business travel destination is one in which you must increase your threat recognition awareness. *Latin America is the most dangerous place on earth for the international business traveler.* Imagine a place where the most unlikely dangerous criminals are those you would least suspect; cops and children. Welcome to Brazil. Indeed, many say the most dangerous people in the country are the police. And, despite their reputation for tardiness and inefficiency in the daytime, the police are famous for off-hours overzealousness. The horror stories never stop here; in 1994 four cops and the brother of one were arrested for the murder of eight young boys (the youngest was eight) outside the Candalaria Church, a popular Rio tourist attraction. In '97 seventeen cops (of a suspected group of 30 masked cops/gunmen) went on trial for the murder of 21 men, women and children shantytown residents (Vigario Geral) town residents. This was in apparent retribution for the murder of four police officers only days before.

The University of San Paulo keeps detailed statistics on crime in Brazil and the tale these numbers tell is frightening -- for the Brazilians as well as the international traveling businessperson. The most outrageous threat -- in a country plagued with outrageous criminal activity -- has to be the criminal activities of the *street urchins*. These are children; not in the usual definition of children, but miniaturized viscous criminals. Hordes of them roam the streets in search of easy money and unsuspecting business travelers. So bad is this problem, shopkeepers pay hit men to pick off these urchins who interfere with customers "like coyotes on a Wyoming sheep farm." In San Paulo, five to ten a day are killed in this fashion. In the decade of 1987-97 statistics show some 6,000 urchins murdered.

Treated like vermin, these criminal urchins live a short life. Many work for drug dealers, sniffing glue and gasoline to kill their hunger pangs. There is virtually no sympathy on the part of Rio or San Paulo citizenry for these prepubescent dope peddlers and murderers and its doubtful that the police, who regularly knock off these dwarf criminals, would ever be prosecuted for what is generally thought of as a socially beneficial act. Rio and San Paulo have a significant problem with their roaming bands of murdering gangs but Rio is the center of this deionizing, glue sniffing world.

Latest figures show that over 7-million children live on the streets of Brazil. Hunted by death squads like rats in the sewer, they subsist by begging, stealing, murdering, and glue sniffing. Are they a threat to you?

You bet. Worse though, to the initiated, the last ones you'd suspect are the children -- until of course, your wallet is sliced from your pants pocket or you are stabbed for your watch and credit cards. As a result, many simply don't take precautions when a group of them swarm around an unsuspecting target. But, the figures are enough to help you develop new self-preservation mental tools; approximately 90% of the crime in Rio and in San Paulo is committed by these child gangs -- and Rio is the worst. Kidnapping is big business in Latin America and Brazil is no exception. However, by utilizing the techniques and tips we'll provide in this program, you should be able to greatly minimize your "risk profile" during your stay.

Additionally, in the last two years, tremendous increases in numbers of physical violence and beating beatings of Jews, those of African background and gays has been on the rise and is attributed to rising numbers of neo-Nazi groups such as *Carecas do Brasil* – Skinheads of Brazil.

Gads! What's the good news? Most of this activity is found in areas you should not be in. San Paulo, like many/most cities in the US, has areas of the city you should never be in -- especially at night. **Don't let these threats prevent you from a coordinated and safe visit to restaurants, etc., with your Brazilian counterparts.** Check with your hotel concierge regarding what to avoid, where the threats are most pronounced, etc. You're not in Kansas anymore, but with the proper knowledge and precautions, you should be just fine. Remember Forrest Gump's line: "Stupid Is As Stupid Does." If you do stupid things in San Paulo bad things will happen to you. Do stupid things in downtown Los Angeles and bad things will happen to you -- it's a cultural Darwinian universal... With prior coordination, a shuttle bus is available for the Ambasciatori Palace Hotel. However, as found in most hotels on Planet Earth, the hotel shuttle bus is always the weak link in any travel strategy.

GROUND TRANSPORTATION IN SAN PAULO

San Paulo's international airport, Cumbica, is located 19 miles (30 kilometers) from the center of town, in the industrial suburb of Guarulhos. In light traffic the journey will take approximately 45 minutes, however you should allow extra time as light traffic is rare. Although there are numerous bus lines, we don't recommend these.

Train: N/A

Bus: N/A

Taxi: Take a taxi. It usually runs about \$45-60 for the air-conditioned cabs -- usually blue and white in color. Also, coordinate with your American or Brazilian host and ask what they recommend; taxi or will they come and get you?

CROSS CULTURAL COMPETENCY TIPS San Paulo, Brazil

Brazilians do not perceive themselves as Hispanics and will take offense generally if addressed in Spanish.

Expect an air of formality, during initial meetings. However, as relationships build, business meetings become a more informal arrangement and adjourning to a restaurant, etc., is not uncommon.

Brazilians are generally analytical, abstract thinkers. Moreover, they will often look at the particulars of each situation, rather than seek guidance from a set of laws or rules. Empirical and other factual evidence will be considered, but usually only if this kind of information suits the purposes of the negotiator on the Brazilian side. Subjective feelings almost always prevail in problem solving and decision-making.

Generally, Brazilians are open to discussing a wide range of subjects, particularly in a business context. They tend to be very reticent, however, about discussing their private lives. Wait for them to discuss their families. It is generally considered inappropriate for a man to ask his Brazilian counterpart how the wife is doing. This shows an "unusual" interest in her...

It will probably take several trips to bring the negotiations to a satisfactory conclusion.

North American punctuality doesn't translate here -- although the differences are not as pronounced as in other areas of Latin America.

An important part of Brazilian business protocol is to begin a meeting with good-natured "small talk." Delving immediately into business will only cause annoyance.

Bring a plentiful supply of business cards, since Brazilians tend to be very keen about exchanging them AND ensure that your business cards, promotional and presentation materials, or any other documents required in your dealings are printed in both Portuguese and English. The Good News: you can have your business cards printed/translated at various establishments in Brazil. The Concierge at your hotel is the local document-translation guru....

BUSINESS HOTELS COMPARISON – SAN PAULO

Two hotels showcased; one upper-mid-range, the *Hotel Inter-Continental San Paulo* and one high-end hotel, the *Sheraton Mofarrej Hotel*.

Hotel Inter-Continental San Paulo \$180-235 per night. In Brazil, your image as a businessman is critically important. Staying in a nice hotel is important on several fronts especially these three: (1) the image you portray to your Brazilian counterparts is indicative of your position in the industry (2) demonstrates just how important your Brazilian client is and (3) your personal security. This is a very secure hotel (as is our next featured hotel) and is one of the reasons we recommend you stay here. Break-ins, thefts from your room, etc., are non-existent due to heightened security in these hotels. We like it and you will as well. There are “regular rooms” Suites, Club Intercontinental Rooms as well as six huge Club Intercontinental Suites. The Intercontinental Rooms come with butler service (this is not extravagant after this two-week 14,000 mile trip!). Your room or suite comes furnished with two direct phone lines, data port, workstation, in-room safe/storage, and one of our favorites, *a bathrobe*. If you prefer a more business-type room, there are several available. These rooms are well stocked; fax machines, PCs with printers, DSL connections,

copy machines and more. And *if you still need more help*, secretarial assistance is available and affordable.

Sheraton Mofarrej Hotel: Expensive but well worth it -- especially at the end of this trip. This is an impressive facility -- the place to see and be seen; 23 stories with basic rooms that are world-class and wonderful. This is definitely high-end but *not out of the ordinary* high end as their superb basic room begins at approximately \$380 a night, Executive Floor suites are slightly more (\$420) and come with butler and business setup, i.e., PC, printer, fax machine. The Mofarrej features a fully staffed business center and eight business meeting facilities with full audiovisual compliments including DVD, VHS, teleconference and more. As you would suspect, a fully competent secretarial staff is available 24/7. Location is ideal for the business traveler. The award-winning hotel restaurant, *Christine's*, offers more than just its international cuisine: patrons are served in a setting that overlooks a man-made waterfall, surrounded by magnificent murals and the views of San Paulo are breathtaking. With health club, sauna, this is where you need to recoup after a successful trip such as you've completed.

DINING OUT DISCUSSION – SAN PAULO

Our featured restaurants: *Barbacoa Grill* for “typical” Brazilian food -- particularly meat. Jokingly referred to as a “heart attack on a plate” you can actually feel your heart beating slower as you eat -- just kidding... and a fabulous French restaurant, *Cantaloup*. Finally, as mentioned above, *Christine's* at the Mofarrej.

The array of nationalities living in San Paulo have made it a legendary city among gourmands: Japanese, Italian, Brazilian, Chinese, Jewish, and Arab restaurants are all familiar parts of the city's culinary landscape. Brazil's famously good beef is showcased everywhere but especially at the numerous rodizios and churrascarias. Succulent, roasted cuts of meat are circulated around the tables and cut to patrons' order. In fact, people often visit San Paulo just to dine out. The Jardins district is the center of the dining scene, and thus the center of the San Paulo social scene. What is the biggest adjustment to dining in San Paulo? *The time!* If you've dined in Spain you know what we mean. *Paulistos* eat late--restaurants often don't begin serving until 10 PM, and it is common for them to stay open until 3 AM. Don't expect dinner reservations before 10 PM except in the hotels -- as described above (and you should leave one night for dining in either hotel restaurants). This is one reason you don't schedule early morning meetings in Brazil.

Barbacoa Grill

One of the best steak house chains in town/in the world. It offers a buffet with 40 different salads and dressings, and a huge variety of special cut, grilled meat served in an “all you can eat” style. Come late, bring an appetite and swear you’ll never eat again.

Cantaloup

The restaurant is built in an old bread factory with avant-garde architectural styles. The menu, as designed by renowned French chefs focuses on exceptional French culinary offerings and also offers experimental “fusion” concept dishes that would be unheard of in France! Another elegant, reasonably priced international business traveler favorite that will photograph very well.

Dr. Culture Travel Tip: Packing for the return trip -- Where is your passport? Good. You’ve maintained control of this throughout your trip -- don’t lose it now! Plan on extra time to pack for your marathon trip back to the United States. Receipts organized, final emails, etc., can be done now. Review the checklist you packed with to ensure you have everything with which you departed. If you haven’t bought gifts, now is the time. Careful: no food, plants, animals, Cuban cigars, etc. Keep in mind you may have to pay taxes/duty on other products so shop wisely.