



*Providing experienced Interim Management, Fractional/Part Time Management, Project Management and Advisory Services  
WHEN you need them – WHERE you need them!*

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## The COST of Entering the Brazil Market on your own . .

So you have decided to investigate the Brazil Market for your products or services and you have decided to do it on your own. As in every country, the business culture, regulations and social cultures are unique in Brazil. (And of course this applies to most countries!)

Many companies tell us that they would prefer to look at the Brazil market on their own without the use of a knowledgeable consultant or Brazilian partner – sending one of their senior executives to Brazil for the purpose of checking out the market, the country and the business environment in Brazil.

So what should you expect?

### The Estimated Costs of your “First” trip to Sao Paulo

The costs are based on one person traveling by business class and staying in the city center of Sao Paulo. (It is by far Brazil's most important business center.) (US\$)

➤ Preparation – “How to” seminars, research, time and cost	\$5,000
➤ Air Fare – Return (Dallas, Los Angeles or Miami departure)	\$3,500
➤ Hotel (10 nights)	\$2,500
➤ Local Transfers	\$1,800
➤ Meals	\$1,000

➤ Entertaining (Building relationships - essential)	\$1,250
➤ Business Research (Local professionals)	\$2,000
➤ Translator - Brazilian Portuguese	\$ 500

**Estimated Total**      **\$17,550**

### Travel to Other Cities in Brazil

- Because of the different State governments and regulations, depending on your business, travel to other cities will be mandatory at some point.
- Brazil is a large country with MANY large cities and business centers. Depending on your business, you will likely need to travel to one or more of these cities in addition to Sao Paulo and all travel is by air – very expensive air.

### Time and Focus

- Travel to Brazil, like any major trip requires preparation and planning.
- Setting appointments and scheduling the various meetings to get the most effective use of the executive’s time is time consuming and of course takes time **away** from the current day-to-day business of the Executive.
- With issues like traffic, rescheduled meetings and multiple locations, a “fact-finding” trip is challenging AT THE BEST.
- Don’t forget that you have an existing business in the USA; defocus here can be detrimental to the Company as a whole.

### Selecting the RIGHT Brazilian Partners and Advisors:

- The culture, laws, regulations and technologies are often VERY different in foreign countries.
- Specific subject matter experts are required at times – at other times they are not.
- The process of choosing the right local partner (distributor) and advisor is complex and a key factor affecting your success in that country.
- The end cost of a bad choice can be a disaster for the business.

### THERE IS A SMART ALTERNATIVE?

**HOWORTH International, LLC**, your entry to Brazil!

It is simply GOOD BUSINESS to **first** gain an understanding of Brazil and the Brazil market, leveraging the experience of a team that has many years of experience working in the Brazil market. Not only are you able to continue to focus on your current business - you are then able to benefit from the knowledge and business connections of our USA and Brazil-based teams.

Then, we assist in developing your plan to enter the foreign market – all without you leaving your office. Save your time and expense for a future visit when YOUR specific expertise and knowledge are required.

By doing this, you are able to manage a HIDDEN RISK. “Are you **PREPARED** to move into Brazil – or any - international market??

We begin every assignment with an assessment of your strategy and preparedness for this critical initiative. So many companies underestimate the complexities and resulting risks and costs of entering a new International Market. Let the experts do what we do best.

In our many years working in foreign markets like Brazil, we have experience with existing reliable, trust-worthy partners, advisors and technical experts in the target country. If we need to find others for a specific expertise or technology that we do not already have, we have the means to search and engage the best – an almost impossible task without knowing Brazil.



**Lawrence P. Howorth** is the President and Founder of HOWORTH International, LLC, ([www.HOWORTHLLC.com](http://www.HOWORTHLLC.com)) a 24 year old multinational provider of Interim, Part Time and Project Management and Advisory Services. With a global focus, HOWORTH International provides services across multiple industries in strategy, operations, finance, and business development.

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