

# Unpicking the fabric of Brazil's industrial development

*A Cambridge University research programme investigating the current and future development of industry in Brazil*



# A global player in the making?

Brazil is commonly viewed as lagging behind other developing economies such as India and China – but is this changing? Cambridge Manufacturing Engineering students have a long tradition of visiting areas of great importance to global manufacturing, presenting honest and challenging findings about current manufacturing trends. This year the focus of the investigation will be Brazil and its future within global industry.

## Project objectives

Industrial development is a complex, interwoven fabric of different economic, technological and sociopolitical threads. Nowhere is this fabric more colourful and varied than in Brazil. This is a country with one of the largest economic divides in the world, where globalised, highly technical industry can sit alongside the most basic manufacturing.

Sociopolitical influences are never far from industrial advancement and this has been increasingly true in the development of Brazil's industry. Within the UK, Brazil is commonly viewed as a manufacturing workhorse. However, by studying the factors which have determined Brazil's industrial development, we will investigate whether this is really the case, or if Brazil is on the path to becoming a key global player.

## Focus

The tour will concentrate on three areas strongly linked to government policy:

**Foreign investment** For many years foreign firms have been active within Brazil, either to access its huge potential market or benefit from its abundant resources and manpower. We will find out if foreign interest in Brazil is changing and whether, as industry develops, the country has something more to offer.

**Enterprise** Brazil has often been portrayed as a country where foreign firms go to expand. In this area of our research we will investigate what type of companies are developing within Brazil and what this may lead to in the future.

**Energy** Energy is key to a nation's industrial development strategy and, increasingly, its global political presence. With a policy to reduce oil dependence through biofuels and use of renewable sources of electricity, Brazil seems to be establishing a strong position. We will look at how the country is meeting its energy requirements and how this could affect its industrial development.

## Implementation

Following several months of Cambridge-based research, the team of manufacturing engineering students and staff will make a two-week visit to Brazil between 29 June and 13 July, visiting a selection of multinational and Brazilian companies and research centres.

## Report and presentation

The detailed findings of the project will be communicated in two ways:

- A comprehensive written report
- A presentation of the findings at the Institute for Manufacturing





## Sponsorship opportunities

The tour is supported by the Institute for Manufacturing, but external sponsorship is essential to make this research possible. We invite you to make a contribution by choosing one of our sponsorship packages.

Sponsors will receive up-to-date research results on Brazilian industry and its position in energy, enterprise and foreign investment. Other benefits to sponsors include:

- Copy of the detailed report and invitation to the presentation of the findings
- Prominent publicity both within Cambridge and Brazil
- Access to Cambridge University Manufacturing Engineering students for recruitment purposes

## Sponsorship packages

Various levels of sponsorship are available and terms are negotiable. Companies can also choose to support a particular item such as travel expenses.

	Gold £6,000	Silver £3,000	Bronze £1,500
<b>Report</b> 2 copies of the final published report	✓	✓	✓
<b>Presentation</b> Invitation to the presentation of findings	✓	✓	✓
<b>Acknowledgement</b> Project website Published report	✓	✓	✓
<b>Publicity</b> Company name and logo on posters and leaflets Link to your homepage on project website	✓	✓	
<b>Further advertising of company logo</b> Tour t-shirts Tour programme Front cover of published report	✓	✓	
<b>Pre-tour activities</b> Invitations to pre-tour activities	✓		
<b>Graduate recruitment opportunity</b> Hold a recruitment event for both MET1 and MET2	✓		
<b>Contact development</b> Formation of stronger links with Institute for Manufacturing Contacts at colleges and drop-in sessions	✓		

### Main sponsor opportunity

If your company would like more involvement with the organisation and outcomes of the tour, there is the opportunity to become our main sponsor. Additional benefits would include priority and prominence in all aspects of the sponsorship package.

## MET

MET (Manufacturing Engineering Tripos) is a unique two-year programme followed by 3rd and 4th year Cambridge engineering students. It covers the full range of manufacturing and management issues including marketing, design, materials, manufacturing systems and human resources, all within a financial and business context. A thorough theoretical basis is combined with the opportunity to put ideas into practice in industry.

MET graduates are much sought-after for demanding jobs, not only in manufacturing industry but also in other branches of engineering, consultancy or commerce. Students are well-placed to start their own companies, having gained a thorough understanding of business and made contact with a large number of companies during the course.

The culmination of MET is the international research project and tour, which is entirely organised by the students. Recent topics have included 'Sustainability through technology: the Californian model' (2007), 'East Asia - innovation gateway' (2006), 'China – a tiger in the supply chain' (2005) and 'Making manufacturing work - a study of strategic responses to international pressures in California, Texas and Mexico' (2004).

## Institute for Manufacturing

The Institute for Manufacturing is part of the University of Cambridge Department of Engineering. It has over 200 people involved in education, research and industrial services that aim to provide a clear understanding of the challenges facing manufacturing today.

Specialist areas include strategy and performance, international manufacturing, economics and policy, technology management, industrial sustainability, production processes, industrial photonics, and distributed information and automation.

## Further information

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