



Investment Opportunities in Brazil

By Thorsten Müller

GRIN Verlag Feb 2013, 2013. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Business economics - Business Management, Corporate Governance, grade: A15, European College of Business and Management (ECBM) London, language: English, abstract: 1. Brazil todayIn the mainstream European media world Brazil s economy is rarely a topic though experts consider Brazil as the country with the best chances among the emerging BRIC (Brazil, Russia, India, China) states. The presidents Cardoso and his successor Lula de Silva have stabilized the country and led it into bright and better future due their reforms inflation rates have slowed to around 5% in the recent years from dizzying 15% in 2003 and since then the currency very much stabilized, economical growth maximised to a status of which western nations only can dream of (an average of around 5% each year since 2004) and brought more people than ever for the first time into the consumer market by growing formal jobs. Furthermore credit laws have changed in a way which boosts & encourages the banking sector to become active on the consumer mass market....



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