

Starting your career in **Brazil** Country Guide for International Students



You chose to study in the United Kingdom. You are beginning to think about what your options are after graduation. Building on an excellent international education you are returning to your home country, Brazil. You stand at the beginning of an exciting career, but what are the steps you need to take in order to find a suitable job, and where do you find the information you need?

This careers profile provides you with practical advice about returning to work in Brazil to help you make a successful start in your career in the Brazilian labour market. Included are key facts about current trends and jobs in Brazilian industry, advice about seeking employment in Brazil, hints and tips for making a successful application, and helpful information sources.

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Country profile

In the past two decades Brazil's economy has seen a growth spurt, with an average growth of GDP of 4.5% between 2004 and 2007. Before the credit crunch which affected the global economy in 2008 – 2009, an estimated average GDP growth for 2008 to 2010 had been predicted at 5%.

For 2010, the finance minister of Brazil has predicted the GDP growth to be 5.2%. This shows that the Brazilian economy is still one of the fastest growing economies of the world, together with the other BRIC countries: (Russia, India and China), of which India and China have rapidly expanding economies.

KEY FACTS: The Brazilian economy

GDP real growth:	5.2% (2010)
GDP per capita:	US\$10,200 (2009)
Labour force:	95.21 million (2009)
Unemployment rate:	7.3% (2010)
Major sectors of occupation according to GDP:	Services (67.7%); Industry (25.8%); Agriculture (6.5%)
Main trading partners:	the United States, China, Argentina, the Netherlands, Germany.

The Brazilian economy was affected by the international recession, mainly due to a decrease in international consumption. However, the country's economy has bounced back, with a strong GDP growth forecasted for the period 2010-2013.

KEY FACTS: The Brazilian graduate labour market

Average age at graduation:	22-24
Average graduate starting salary:	US\$14,000-20,000 annually
Average working week:	Monday to Friday, approximately 35-44 hours (full-time)
Holiday entitlement:	Legal minimum is 30 days, which can be taken up after working at the same employer for a year. Additionally there are around 16 public holidays (depending on which part of the country you live).

Benefits

Benefits of a UK qualification

Possibly the largest benefit which all international students receive when studying at one of the over 100 universities in the UK, is the fact that UK universities have some of the most renowned and prestigious histories of higher education in the world. Even if a graduate does not study at one of the more famous institutions, the graduate can return to their home country safe in the knowledge that no matter where they look for work, their qualifications will be highly respected.

This is also useful in job interview situations, in which your study in the UK can come into conversation as a point of interest and as an example of experience in situations of teamwork, cultural awareness, when possibly you were outside of your comfort zone.

Furthermore, your experiences in writing and reading English are extremely valuable in the job market. As an added benefit, you will no doubt have been exposed to a variety of accents and dialects during your study stay, making you more open to the English language than you may have realised.

Graduating: Searching for work

Not long ago, student life and job finding was a far simpler procedure. Graduates would simply leave university, either looking for work through friends and family, a large company or a local business, and often step into a full-time job after an interview. These days, a wider variety of options exist which match the wider variety of jobs and the ease of travel which is available to the worldly student. As the number of students increases, so does the quality of the competition.

It's tough out there. Many graduates having just left university know this, whilst others are soon to find out. Since so many new university leavers have a career path in mind which they may have had for many years, the competition is fierce in many of the desirable graduate schemes. This is more the case in the UK than almost anywhere else. However, one benefit which you as the international student have is that you have a home country to which you can return. The lack of vacancies in the UK has led to many British students leaving for work further afield, often with little experience of the language in that country outside of the native English speaking countries.

For example, in China whilst there are some international companies which accept English-only students, the vast majority will prefer a candidate with some basic Chinese. If you are returning to your home country with a firm grasp of English as well as your mother tongue, you already have an advantage. It can be difficult to come across vacancies in graduate jobs - full-time occupation is hard to find without experience and most find that internships can involve heavy competition. Most graduates find that the main issue is simply knowing where to look, and this guide hopes to point you in the right direction. Check out the 'More Information' section to see handy links with tips and advice in the search for work.

Main routes to employment

Getting started

When searching the Internet for job offers and vacancies, it is advisable to bookmark web pages and re-visit them regularly. Make use of email alert services offered by online resources to stay updated with the newest jobs.

Online recruitment and vacancy websites:

- Banco Nacional de Empregos: <http://www.bne.com.br/>
- Brazil Jobs: <http://brazil.jobs.com>
- Bumeran: www.bumeran.com.br/
- Catho.com: www.catho.com.br/
- Click jogs: www.clickjobs.com.br/index.asp
- Curriculum: www.curriculum.com.br/
- Empregos: www.empregos.com.br/
- Fast job: www.fastjob.com.br/home/
- Guia de empregos: www.guiadeempregos.com.br/db/index.php3
- Yahoo jobs: <http://parceiros.catho.com.br/yahoo/canal/>
- Yellow Pages of Brazil: www.brasilpaginasamarelas.com.br/diretorio/

Social networking

Social networking has become an increasingly common and important part of seeking work, especially with the social media generation. Sites such as Facebook.com and LinkedIn.com have flourished into everyday use for graduates and employers alike, in order to find the right person for the job. Graduates looking for work in their home nation may already be aware of the value of such sites, and of specific sites which are specialised in their own country. Graduates can place details of themselves including their job experience, education level, home/current university as well as a photo if preferred. On some of these sites graduates can also search for jobs according to their specific interest or area of study. What is clear is that graduates should certainly take the time to discover the potential job opportunities which these sites offer, both socially and at a socio-professional level.

Main routes to employment

The following list of examples is not exhaustive, and contains websites with varying emphasis on professionalism and social networking. In Brazil particularly, the website www.orkut.com is extremely popular.

Sites worth checking out (global):

- www.ecademy.com
- www.efactor.com
- www.facebook.com
- www.Linkedin.com
- www.myspace.com
- www.plaxo.com
- www.ryze.com
- www.spoke.com
- www.ziggs.com

As a graduate looking for work in Brazil, you should use a variety of strategies. Newspapers can be helpful when it comes to the Brazilian job-hunt. The Saturday editions contain large amounts of vacancies. However, around 70% of job vacancies are not advertised in any newspaper. Therefore, the use of alternative sources, persistency and well developed detection skills will help you to discover the hidden jobs.

Key newspapers to look for:

- A Notícia (Santa Catarina): www.clicrbs.com.br/anoticia
- A Tarde (Bahia): www.atarde.com.br
- A Tribuna: www.atribuna.com.br/
- Correio Brasiliense (Distrito Federal): www.correiobraziliense.com.br/
- Diário da Manhã (National): <http://site.dm.com.br/>
- Diário OnLine (São Paulo): www.dgabc.com.br/Home.aspx
- Folha de Londrina (Paraná): www.bonde.com.br/
- Folha de São Paulo (São Paulo): www.folha.uol.com.br/
- Gazeta Online: <http://gazetaonline.globo.com/>
- Jornal de Santa Catarina: www.clicrbs.com.br/especial/sc/jsc/home,5,3548,Home.html
- Jornal do Brasil (Rio de Janeiro): <http://jbonline.terra.com.br/>
- O Estado de Minas (Minas Gerais): www.estaminas.com.br/
- O Estado de São Paulo: www.estadao.com.br/
- O Globo (Rio de Janeiro): <http://oglobo.globo.com/>
- O Liberal (Amazonas): www.orm.com.br/oliberal/
- Tribuna do Norte (Rio Grande do Norte): www.tribunadonorte.com.br/
- Zero Hora (Rio Grande do Sul): <http://zerohora.clicrbs.com.br>

Main routes to employment

Graduate jobs/Careers Fairs

An interesting way of finding work or further education is through graduate fairs. With varying focuses in each event, graduates can find themselves coming face to face with companies of interest, and may even find interest in something which was not previously considered. Graduate fairs are also a good opportunity to find out about graduate schemes being offered by companies and what these entail.

Many fairs offer other facilities such as CV workshops, letter writing tuition and a chance to network with individuals representing companies of differing sizes and reputations, thus they can offer a good learning opportunity even if you struggle to find a company suited to you.

Many universities in the UK hold their own fairs near the end of the spring/summer term and throughout the summer, so it is well worth getting involved early. There may also be fairs in your home country, whether a national event or a university which is local to you, so keep your eyes and ears open.

You may find the following websites useful for locating fairs:

- Biz Trade Shows Brazil: www.biztradeshows.com/brazil
- Ubrafe: www.ubrafe.org.br/pt/

If you are already active in a particular industry or know specifically which sector you want to work in, check trade fairs to get into contact with companies. Check the above sites for dates and places. The website www.educationusa.info/students-fairs.php?id=25 provides an extensive list of graduate fairs in Brazil.

Alternative sources of information on jobs and companies:

- BNDES (O banco nacional do desenvolvimento): www.bndes.gov.br Provides detailed information on business sectors, programmes and funds, reports, publications, etc.
- The Brazilian Chamber of Commerce in Great Britain: www.brazilianchamber.org.uk/ featuring advice on how to start a business, information sessions, job listings and contacts.
- Brazilian Ministry of Development, Industry and Foreign Trade: www.mdic.gov.br Information on legal issues and labour policies.

Main routes to employment

When looking for a job, it is important to extend your network of contacts. Let not only your relatives but also friends, former professors and teachers, neighbours and other acquaintances know that you are searching for a job and tell them what kind of job or position you are looking for.

Attending career fairs and joining professional networks can help you get in touch with valuable new contacts.

It is advisable to register with any employment agency or social networking group up to one year before the date of your return to Brazil. Some recruitment websites might require moderate payment in order to register you. Applications for a specific role should be sent no sooner than one month before your scheduled arrival back in Brazil.

Another strategy that has proven successful for some applicants is to approach employers directly and send open applications to companies you would like to work for. An open application is an application that does not respond to a particular vacancy, and in some cases submitting an open application indicates a degree of creativity and your willingness to take initiative.

The right skills and competencies

When looking for work in Brazil it is important to keep two characteristics in mind: flexibility and a positive attitude. Both are characteristics recruiters highly regard. Despite the informal manner of addressing each other, etiquette is very important, so remember good manners, but also try to be spontaneous and show your enthusiasm.

Most wanted:

- A positive attitude.
- Flexibility.
- Spontaneity and enthusiasm.
- The ability to work in a team.
- Strong communication and negotiation skills.
- Time management and organisational skills.
- Relevant experience.
- International experience and cross-cultural competencies.
- ©ELM 2010

Main routes to employment

The application letter

A letter of application should attract the recruiter's attention. It should make the potential employer want to look at your application in more detail, read your résumé and hopefully invite you for an interview.

Precision, a positive attitude and honesty are the keywords when writing your application letter. It should explain your motivation for applying, and portray the competencies and skills you have gained during your studies, previous work experience or elsewhere. Try to give concrete examples and avoid empty phrases. Bear in mind that people in Australia are usually practically-minded; they tend to be more impressed by personal experience than by qualifications.

The curriculum vitae (CV)

It is customary to include a career objective at the top of your CV, under 'Personal information'.

The intention is to give a clear and immediate understanding of the position you are applying for. Keep the objective short and concise.

In general the CV starts with personal information, including your age, civil status and nationality. Usually this is followed by a summary of your most important professional qualifications. These are typically summed up in five to seven bullet points, each bullet point not being longer than three sentences. The rest of the format should be as follows: education, languages, international experience, professional experience, courses and computer skills. You may also include your hobbies, e.g. dancing, but remember that the document is intended for your future employer.

CVs should be written as concisely as possible. Long sections are not suitable as they make a CV less comprehensive. Instead, the information is usually listed in bulleted sentences. Make sure that these are not too long, while still highlighting your strong points as succinctly as possible. It is advisable to keep your full CV to a maximum of three pages. You normally only send a shortened version of the CV, but it is good to have the longer CV prepared in case you are asked to forward it. Include a sentence in your CV saying that references are available on request, or alternatively include names, titles, and contact details of referees within the CV. Do make sure that the individuals you mention as referees are aware of their inclusion on your CV and willing to support your application.

Main routes to employment

Digital applications

Digital application forms have become more common in the recent past. The Internet is considered a fast medium of communication but completing an application form online requires the utmost attention – always check your submission before pressing send.

If you are making your application via email, write a concise application email with your CV attached. Applicants should always remember

The job interview

Throughout the application procedure it is essential to make a good impression. Never lie or bend the truth during your interview, and avoid being pushy or showy.

Preparing for the interview:

- Think in advance about questions that might be asked.
- Find out the objectives of the position and the skills required.
- Research the organisation's background.
- Be clear about your skills, abilities, personal qualities and experience.
- Prepare your own questions to ask the employer.
- Make sure you arrive on time for the interview. If you are unfamiliar with the location it might be worthwhile checking it out in advance.

You can expect a few minutes of small talk before the actual interview starts. When entering the interview room, smile, be positive and self-assured. Speak clearly, naturally and spontaneously. Employers in Brazil value spontaneity and positivity and will seek applicants with these traits. During the interview, do not only highlight your strong points, but also show your knowledge of the organisation and demonstrate that you are really interested in working for them. Be prepared for questions about your professional skills and personal strengths and weaknesses. Also, be prepared to talk in a brief but convincing way about your career goals and aspired job.

Where will your career take you?

Research from the i-graduate International Student Barometer study tells us the following about the main career drivers for Brazilian graduates:

Major career drivers for Brazilian graduates:

1. I want to develop myself.
2. I like to be recognised for my achievements.
3. I want to make a difference to the world.
3. Future job security is important to me.

©International Student Barometer Summer 2009

Top 3 future plans of Brazilian students about to graduate from UK HE Institutions:

1. Undecided.
2. Employment in Brazil.
3. Short term employment in the UK.

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Current career prospects

Since 2003, market indicators for Brazil have steadily improved leading to increased job creation, and rising average salaries. With more and more low-skilled workers entering formal employment, tax and social security legislation has been widely reformed. During the last couple of years the Brazilian public sector has generated significant job increases throughout the country, private sector growth has been slower.

Due to the economic downturn of 2008-2009, exports have been delayed, causing a slowdown in the steel-producing sector and similar events can be witnessed in the automotive industry. An increase in wages and falling inflation somewhat stabilised the domestic market.

A large number of jobs in Brazil, for instance in the tourism industry or in the agricultural sector, have rises and falls linked to the seasons, which contribute to their insecurity.

Where are the opportunities?

Infrastructure

Infrastructure has always been one of the most heavily invested sectors in Brazil, but despite this the quality of the infrastructure is still relatively poor. Brazil has a four-year infrastructure plan, with US\$300 billion set aside for investments in road networks, power systems and ports. In addition, the World Bank has approved a US\$482 million loan, which will be invested in the São Paulo and Rio de Janeiro area. As Brazil has been chosen as the host country for the 2014 World Cup and Rio de Janeiro has been chosen as the host for the 2016 Olympic Games, infrastructural investments in this area will be particularly large.

Environmental goods and services sector

In 2009, the Brazilian environmental market was estimated to be worth around US\$4.9 billion, of which US\$2.3 billion is related to the water and wastewater sub-sector. A growth rate between 5 – 15% is estimated for the next decade. The main sub-sectors are water management, waste management, air pollution management, the carbon abatement sector and the renewable energy sector. Large multinationals in different sectors are investing heavily in sustainability management, including large Brazilian multinationals such as Petrobras. The government is also heavily investing in environmental management: the São Paulo state having taken steps to set up environmental regulations and ensuring industry compliance.

Current career prospects

Energy industry

The energy sector has always been extensive, and has grown after the markets opened up in the late 1990s. Now especially as Brazil needs to double its energy capacity before 2030 to avoid shortages, sustainable and renewable energy sources such as ethanol production and wind-powered energy are becoming increasingly important. In the last few years Brazil has become an energy net exporter, due to the growth of the energy sector, which means an increase in the jobs available in this sector in Brazil. Additionally, large investments will be made in the coming years in this sector, including an US\$800 billion investment into wind power infrastructure. Graduates should be aware that this sector requires some solid work experience and you are unlikely to be able to enter it immediately after graduation. A useful route to entering this sector is as an intern or a trainee.

Another upcoming sector in the Brazilian energy sector is renewable energy. Biofuel especially is becoming increasingly important. With the government supporting initiatives in renewable energy sources, this sector is expected to grow in the next decade. Large Brazilian companies with internship and graduate opportunities are Vale and Petrobras.

Engineering

Since Brazil is investing heavily in infrastructure as well as improving and expanding its industry, engineers are in high demand. Many products such as heavy machinery are still being imported, as there is an insufficient number of highly trained staff available to produce it in Brazil. At the moment this importation is becoming less frequent and the number of jobs in engineering is increasing quickly. In the infrastructure sector especially, engineers are needed to build roads, ports and water control facilities. Most engineering degrees are in electrical, mechanical, civil, and industrial engineering. For junior positions, between two to five years of experience is preferred by employers; graduates should be aware this sector requires some solid work experience and you are unlikely to be able to enter it immediately after graduation. A useful route to entering this sector is as an intern or a trainee.

Current career prospects

Petrochemicals

The chemical production market in Brazil has a strong focus on petrochemicals, as Brazil owns crude oil resources. Other large sectors of this industry are agricultural chemicals and inorganic commodity chemicals. Furthermore, Brazil is the world biggest producer of ethanol from renewable resources like sugar cane. From 2004 to 2005 the sector's sales grew by 15.8%. At present, oil producer Petrobras extracts 1.9 million barrels a day, while at the same time the search for oil reserves continues. The recent discovery of 'Tupi', an oil field offshore from São Paulo will reinforce Brazil's strong position amongst the oil extracting nations. With the government supporting initiatives in renewable energy sources, this sector is expected to grow in the next decade. Employment will particularly be available in sustainability consulting, engineering, oil exploration and chemical refinery.

ICT and e-commerce

The forecasts are bright for Brazil's IT sector, with growth of 12% predicted from 2008 to 2013. The largest growth drivers in the Brazilian IT sector are within hardware and software, and Internet and wireless. The Brazilian software sector had sales of US\$13.7 billion in 2007, and this number is expected to grow to US\$30 billion in 2011 and US\$37 billion in 2013. This represents 8% of Brazil's GDP. Due to governmental incentives and investments, 100,000 new jobs are expected to be created. Multinationals are increasingly outsourcing their ICT services to Brazil, increasing the jobs available in this sector. At the moment, there is an estimated shortage of 17,000 trained professionals.

Where to find more information

General information

www.brasil.gov.br access to Brazilian Government information & services

www.folha.uol.com.br folha do São Paulo, general information and news

<http://jbonline.terra.com.br/> journal do Brasil, online news journal

www.desenvolvimento.gov.br/sitio Ministry of Development, Industry and Foreign trade

Advice and tips on Careers Fairs, CVs and general job seeking

www.articlealley.com/article_1547972_36.html - An article for those in the nursing profession.

www.collegegrad.com/articles/dont-give-up.shtml - An article on staying positive throughout the work search process

www.employmentblawg.com/2010/job-seeking-tips-for-college-graduates - Further tips in the competitive field of employment seeking graduates

www.fpef.org/Education/Tips.htm - Some good tips on networking

www.thegraduate.co.uk/static_generic.cgi?a=tmg_jobboards – Link with good information for those still considering staying in the UK after study

www.graduateopportunities.com/career_advice/graduates_with_disability - A link providing useful tips and stats for graduates with a disability

www.londongradfair.co.uk/autumn - The Guardian's annual job fair for graduates. It is located in London.

www.marketoracle.co.uk/Article1277.html - Tips on how to work out your finances post-study.

www.online-graduate.co.uk/tipsforgrads.html - Further tips for graduates seeking work experience.

http://www.prospects.ac.uk/international_students.htm - information for international students

Where to find more information

Books and Articles

Five centuries of change; Skidmore, Thomas E.; (Brazil Oxford University Press 2009)

Gringoes, information for foreigners by foreigners in Brazil: www.gringoes.com/default.asp

Looking for work in Brazil; Witmer, Flávia / Ripmeester, Nannette; (Rotterdam 2009)

(ISBN- 978-90-5896-087-0).

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Disclaimer

Whilst all efforts have been made to ensure the information in this Country Guide is correct at the time of writing, readers are advised that procedures and information sources may change regularly.

Appendix 1 : Sample CV

Ariane Borges

Rua Santos Dumont, 58
90470-100 - São Paulo – SP
Tel.: (11) 3177-0700
E-mail: a.borges@labourmobility.com

Brasileira
Solteira
35 anos

Objetivo: Diretor Financeiro / Comercial / Administrativo

Formação Acadêmica

- **MBA Executivo em Gestão Empresarial – USP - SP**
- Graduação em Administração de Empresas - PUC-SP.

Idiomas

- Inglês fluente.
- Francês fluente.

Síntese de Qualificações

- ✓ Mais de 12 anos de experiência nas áreas Financeira, Comercial e Administrativa em empresas nacionais e multinacionais.
- ✓ Ampla experiência na área Financeira, englobando a aplicação de recursos, financiamentos, operações internacionais, exportações e importações de bens e produtos e fechamento de câmbios.
- ✓ Planejamento estratégico de médio e longo prazos, com constante monitoramento para redução de custos e otimização das rotinas de trabalho.
- ✓ Experiência em definição de estratégias em momento de crise econômica, aumentando para 70% a exposição em moeda estrangeira dos investimentos, diminuindo os riscos dos fundos disponíveis e garantindo o lucro da empresa.
- ✓ Responsável pela prospecção e recuperação de clientes nacionais e internacionais, garantindo as vendas em momentos de crise econômica no Brasil devido ao aumento do dólar.
- ✓ Disponibilidade para mudança de cidade.

Experiência Internacional

Alemanha, França e EUA - Participação em feiras de tecnologia e seminários.

Experiência Profissional

05/2002 – Atual

Kapla S.A. Indústria de Embalagens Plásticas

Empresa multinacional de grande porte atuante no segmento de embalagens plásticas injetadas.

Diretor Superintendente (04/2004 - Atual)

Assessor da Diretoria (05/2002 - 03/2004)

- Atuação nas áreas Financeira, Comercial e Administrativa, gerenciando 60 colaboradores diretos.
- Experiência no atendimento e desenvolvimento de clientes de alto potencial no Brasil, Paraguai, Bolívia e Uruguai.
- Participação em assembléias gerais ordinárias e extraordinárias, juntamente com os acionistas.
- Responsável pelo planejamento de processos judiciais tributários, reestruturação societária da empresa e contratação de advogados nas áreas tributária, cível e trabalhista.
- Desenvolvimento do planejamento estratégico, contabilidade fiscal, gerencial e de custos.
- Responsável pela redução de 40% das contas a receber, através de um novo programa de cobrança e redução do nível de inadimplência de 3 para menos de 1%.
- Atuação em negociações visando novos financiamentos e empréstimos com obtenção de incentivos fiscais.
- Experiência em seleção de fornecedores estratégicos nacionais e internacionais, e supervisão da área de Planejamento e Controle da Produção.

07/1997 - 04/2002

Bendiz Ltda.

Empresa nacional de médio porte atuante no segmento de componentes plásticos.

Gerente de Vendas

- Implementação de estratégias mercadológicas, política de vendas, promoção e distribuição de produtos.
- Responsável pelo recrutamento e desenvolvimento de vendedores, representantes e distribuidores, implementando programas de treinamento de vendas.
- Experiência na prospecção e administração de grandes clientes, como Ford do Brasil, MWM, Fiat, entre outros.

Cursos

- Fotógrafo profissional - Senac - janeiro a julho de 2004
- Curso de inglês para estrangeiros (Berckley Institute, EUA) - janeiro de 2004