

FSG

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Groningen

International Financial Program Brazil 2025

www.ifpgroningen.nl



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International Financial Program

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What does the International Financial Program offer?

The International Financial Program offers high quality research, consisting of both a desk and field research stage, conducted by senior students of the University of Groningen. This year we are focused on Brazil and we are excited to find the best opportunities for your company in this fast growing economy. The research is tailor-made and therefore we will investigate company-specific opportunities for your business. Depending on your wishes, we can for example investigate market entry opportunities, market research or feasibility studies.

The students have been selected based on their academic achievements and extracurricular experience and are financially interested, internationally oriented and extremely motivated. The group is coached by 2 professors to deliver a high value academic report for your company. Besides the professors the program is also supported by an advisory board consisting of professionals with top positions at various Dutch organizations. The program has 18 years of experience in major emerging markets.

IFP is part of the Financial Study Association Groningen, with 1500 members one of the most active an professional student associations in the Netherlands.



IFP Value Creation

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High-quality research conducted by senior students



Academic supervision by experienced professors



Supported by a professional advisory board



Tailor-made research offered at cost price



Independent and not affiliated to any company



Recruitment possibilities



18 Years of experience in developing markets

Process Outline

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Preparation Phase (September 2024 - January 2025)

The students are specially trained to acquire the necessary skills and knowledge which will enable them to perform the research successfully and of desired quality. This will be achieved through lectures, workshops, and training sessions. In this stage you will also receive our re-search proposal and, if accepted, the contract.

Desk Phase (January 2025 - April 2025)

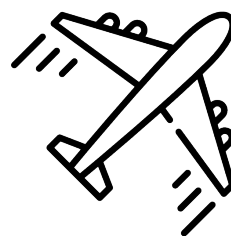
Research groups will start their individual research assignment. The students will be coached by two professors in order to guarantee the quality of the research. A final research design will be developed in cooperation with participating companies.

Field Research Phase (April 2025 - May 2025)

In the second half of April 2025, we will travel to Brazil. This phase of two and a half weeks will be marked by conducting research, which will mainly consist of visiting companies, taking interviews, and gathering information. Again, the students will be supported and coached by the professors.

Reporting Phase (May 2025 - June 2025)

After returning from Brazil the information gathered will be processed into a report. The final report will be handed over and presented to the participating companies in June 2025.



Preparation Phase

Desk Phase

Field research Phase

Reporting Phase

Economy

Brazil is one of the most emerging economies within Latin America, with a substantial development through expanding industrialization, an increasing middle class and a productive workforce due to a positive demographic process. The economic growth rate reflects the development of Brazil with an annual GDP growth of 2.1% in 2023 and an expected growth rate of 2% in 2024. Brazil continues to offer substantial business opportunities, making it an attractive destination for foreign direct investment (FDI). The Netherlands remains a significant source of FDI for Brazil, with many Dutch enterprises successfully operating in the country, benefiting from its diverse economy and strategic position in Latin America.

Business culture

The culture in Brazil is characterized by a rich blend of influences, resulting in a vibrant and diverse environment. Brazilian culture combines indigenous roots, Portuguese colonial heritage, African traditions, and modern practices. This mix creates a unique and dynamic setting for doing business. Brazilian culture often emphasizes social interactions and personal relationships, which are crucial in the business context. Brazilians typically value face-to-face meetings and take time to build trust and rapport. Hierarchical structures are present, but flexibility and adaptability are also important traits in Brazilian business culture.



Promising Sectors

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Potential research subjects

Potential research topics are endless. These largely depend on the needs and wishes expressed by the participating companies. Initially, participants will come up with suggestions for research topics or amplify ideas proposed by the company. Examples of study designs are:

- Business development
- Investment analysis
- Distributer analysis
- Import- and export analysis
- Risk analysis
- Market analysis
- Competitive analysis
- Feasibility research



ICT

The information and communication technology (ICT) sector in Brazil is rapidly growing, with investments in the IT sector expected to increase by 35% per year. This growth is driven by a burgeoning digital economy, increasing internet penetration, and the adoption of advanced technologies across various industries. Brazil's ICT sector presents lucrative opportunities for companies specializing in software development, IT services, and digital solutions.



Energy

Brazil is a global leader in the production of renewable energy, particularly in biofuels. The country has made significant advancements in second-generation biofuels and offers ideal conditions for large-scale green hydrogen production. With its vast natural resources and favorable climate, Brazil is well-positioned to continue leading in sustainable energy initiatives, creating numerous opportunities for international investors and companies specializing in clean energy technologies.



Agri-Food

Brazil is a powerhouse in the agri-food sector, being the largest producer of coffee, sugarcane, and oranges. It also has one of the world's largest cattle herds and soybean production capacities. The country offers substantial opportunities for Dutch expertise, especially in sustainability, greenhouse horticulture, and improving production chains for tropical fruits such as avocados and limes. The agri-food sector is crucial for Brazil's economy, with significant exports to global markets.



Healthcare and medical

Brazil's healthcare and medical sectors have experienced substantial growth in recent years, with an annual increase of over 10%. This growth is driven by the rising demand for healthcare services, advancements in medical technology, and increased investments in healthcare infrastructure. There are significant opportunities for international companies offering innovative medical solutions, pharmaceuticals, and healthcare services, as Brazil continues to expand and modernize its healthcare system.

Assisting Professors

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The Program is guided by two assistant professors who teach at the University of Groningen. These professors will coach the students through the research and will ensure the quality of the final report. Next to that, they will provide some sessions for the students to learn about the process of writing a report and doing research.



Dr. Teye Marra

Teye Marra is currently assistant professor in the departments Accountancy and Accounting of the faculty of Economics and Business at the University of Groningen. He has been affiliated with the faculty as of 1998. Before that, he was assistant professor in the Finance department of the faculty of Economics at Tilburg University. He was also member of the CentER Accounting Research Group at Tilburg University. Teye Marra received his PhD from Tilburg University in 2001 on the topic voluntary disclosure and the cost of releasing proprietary information. His fields of interest are financial accounting, non-financial reporting, finance, corporate governance. Teye has published in various international and national journals, like the Review of Accounting Studies, the Journal of Business, Finance and Accounting, and Abacus. He teaches courses about bookkeeping, financial management, financial accounting and corporate reporting.



Drs. Daniël Tavenier

Daniel Tavenier is affiliated with the RuG as assistant professor of Corporate Finance and Consulting. Besides he has his own consulting firm in Financial Management. As a parttime CFO he is focused on Business and Strategy. As financial professional, he is at home with corporate companies (Campina/Melkunie/Ahold) as well as with medium-sized companies (Scapino/Ziengs). At the moment he is advisor of business owners and MTs of Small and Medium Enterprises (SME's) with regard to their organization and financial strategy. He is specialized in financial management, valuations and the integration of acquisitions. Also involved in valuation issues of real estate.

Participating Students

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Bente Rondaan
BSc Business
Administration



Joppe Schoonbergen
BSc International Business



Sybren Andringa
MSc Finance



Isa Boonstoppel
BSc Economics & Business
Economics



Loek Verdegaal
MSc Management
Accounting and Control



Yvet Kloosterman
MSc Supply Chain
Management



Michiel Wilms
BSc Business
Administration



Sara Spelier
BSc Business
Administration



Willem van Eijck
BSc Economics & Business
Economics



Lisa Korver
MSc Economic Develop-
ment & Globalization



Joep de Vries
BSc Economics & Business
Economics

Participating Students

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Cor Visser
BSc Economics & Business
Economics



Manou Bil
BSc Business
Administration



Pieter van der Vooren
BSc Business
Administration



Rosalie van der Burgt
BSc International Business



Tije Koper
BSc Economics & Business
Economics



Wouter de Vries
BSc Econometrics and
Operations Reserach



Annelie Westerhof
BSc International Business



Niels van Zuijlen
BSc Chemical Engineering



Bente Kalsbeek
BSc Business
Administration



Dirk Koopman
MSc Change Management



Tijn van Peperstraate
BSc Economics & Business
Economics

Participants in Former Years:



Consulting Partners

Our researchers receive several trainings and workshops provided by





International Financial Program

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