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Brazil Offers Both Opportunities and Obstacles for Companies and Their Transferring Employees, According to New Best Practices Report from Cartus
Global Mobility Managers Have Their Hands Full When it Comes to Moving Employees into the Fifth Largest Country in the World

DANBURY, Conn. and São Paulo, Brazil, (September 22, 2015) – Although it is the fifth largest country in the world, Brazil poses both significant opportunities—and obstacles—for employers and their relocating employees, according to a new report from [Cartus Corporation](#), a leading provider of global relocation services.

The report, "*Best Practices for Effective Relocation to Brazil: Guide for Mobility Managers*," points out that Brazil has seen a large influx of assignment volume in recent years. But, the list of country-specific challenges that companies and their employees must overcome for success there, are noteworthy. According to Cartus, the Top 3 Challenges in Brazil are:

1. Regulatory issues and government bureaucracy
2. Security
3. Cost Control

"Regulatory issues can affect timelines for employees relocating to Brazil in a number of key areas, such as visas and shipment of household goods," says David Pascoe, Senior Vice President, Client Services at Cartus. "It's critical for Human Resources and relocation managers to understand the do's and don'ts as this region continues to grow in importance."

In addition, a successful job transfer to Brazil can hinge on a number of complex cultural issues, and intercultural training plays a key role in helping reduce costly assignment failures.

Caio Leal, head of Cartus' Brazil office in São Paulo, offers these best practices and intercultural tips for an effective relocation assignment to Brazil:

4 Intercultural Keys to Success in Brazil

- Understand the value of personal relationships. Socializing and displaying an interest in colleagues' family and personal life is seen as a sign of respect and interest, and establishing this kind of personal rapport is key to successful interactions in Brazil.

- Be patient. Brazilians' sense of time differs from many Western business cultures; business meetings can start late and include much social conversation as opposed to focusing simply on getting to the point, and negotiations can be lengthy and protracted—mainly because the society is hierarchical, and it may take some time to get the issue at hand in front of the authorized decision-maker.
- Formal etiquette and appearance are customary. Dress, table manners, and general etiquette are important in Brazil and typically signal a person's social status. Dress and comportment are more formal than in some Western locations, such as the U.S., and appearing "too casual" can have negative repercussions.
- "Face" is key. Avoid confrontations, criticism, or even questions that can cause someone to appear to "lose face." Indirect communication is often a better approach.

The *Best Practices for Effective Relocation to Brazil* report is the second in a series from Cartus. The company's next report will focus on best practices in Africa.

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About Cartus

Cartus provides trusted guidance to organizations of all types and sizes that require global relocation solutions. This year marks the 60th anniversary for Cartus, which serves more than half of the Fortune 50 and offers its services in 185 countries, providing companies around the world with the full spectrum of relocation services, including language and intercultural training. Cartus is part of Realogy Holdings Corp. (NYSE: RLGY), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services. To find out how our greater experience, reach, and hands-on guidance can help your company, visit www.cartus.com click www.realogy.com for more information.