

BRAZIL

Fonte: <http://cs.stanford.edu/people/>

Intro

Technology is at the heart of the modern day. The success of many countries around the world can be attributed to their respective technological advancements. With such advancements, a country is able to reduce various types of costs (such as production and environmental), make the lives of its citizens easier, and improve its relationships with other countries with technological collaborations.

The rapid spread of technology has also led to a gap between Latin American countries and other more developed countries. Since the boom of technology, Latin America has been progressing at a much slower rate than other regions of the world. However, in recent years some Latin American countries have been experiencing technological growth, indicating that perhaps Latin America will catch up sooner than later.

This website will focus on the technological growths in Brazil, Chile, and Mexico. Furthermore, there will be discussion of educational causes, cultural impacts, and policies regarding technology in each country.

Economy

Brazil holds its place as the “B” in BRIC, an acronym that stands for Brazil, Russia, India, and China and represents the world’s fastest growing economies. Despite its rapid economic success as the world’s 8th largest economy, Brazil is still considered a developing country according to the International Monetary Fund’s World Economic Outlook Report. With the restrictive laws on importation of hardware in Brazil, the prices of computers are about twice the price in the U.S. Surprisingly however, there is a technology boom going on in Sao Paulo, Brazil. The reason lies in software for Web and mobile development. Brazil has the 5th largest number of mobile phone and Internet users in the world. According to an article by Claudionor Coelho in the EE Times, there are 189 million mobile phones, 200 million tech-savvy consumers, and an exploding demand for PCs, leading to an increase in Internet usage in Brazil. With the world’s third-largest stock exchange, it’s no question that multinational companies including ARM, Freescale, Google, and Intel have increased their investments in Brazil’s high-tech business sector.

Education

Elected officials of Brazil are pushing the development of technology centers throughout the country. With one of the top Computer Science undergraduate and graduate programs in Brazil, Universidade Federal de Minas Gerais (UFMG) is an exemplary model of a world-class educational infrastructure. UFMG staffs professors from Stanford, Princeton, Oxford, UCLA, and other prestigious universities around the world. The effects of focusing on the development of educational infrastructure have had a tremendous impact, as new tech-based companies are created. For instance, the first Brazilian-run semiconductor manufacturing facility is in production and multinational companies are investing in Brazil. IBM is going to construct their first new research facility in 12 years

in Brazil. Nearly half of all IT costs in South America can be attributed to Brazil, demonstrating Brazil's power as a technology hub in the region.

In 2003, a team at the School of the Future, an interdisciplinary research laboratory of the University of Sao Paulo, began formulating a survey inspired by the Campus Computing Project, which served to analyze how colleges and universities in the U.S. use information technology. The survey asked questions covering topics such as policy, infrastructure, portals and investments. In 2005, the project in Brazil received sponsorship by SunGard Higher Education, Adobe, Macromedia, Intel, and Microsoft in order to reach out to all the countries from Mexico to the southernmost tip of South America. The results revealed:

- The U.S., Brazil, and other Latin American countries are highly concerned with network security when developing policy. They each recommend the use of open-source programs for research purposes.
- IT Management reorganized across campuses in Brazil and other countries in Latin America in 2005 and the preceding two years.
- From 2004 to 2005, the prevalence of wireless services on campuses in Brazil increased from 9 percent to 43 percent.
- Neither the U.S., nor Brazil, nor other Latin American countries have significantly reduced their spending for information technology.
- Campus portals in Brazil and other Latin American countries don't offer as many services as U.S. campus portals do, probably due to the differing starts of usage.
- Portals in the U.S. offer tutorials and training in information technology, as opposed to in Brazil and other Latin American countries where such a feature is rare.

Taking the initiative to construct a survey is highly beneficial to the technological and economical development of Brazil and other Latin American countries. Findings such as the increase of wireless service in Brazil, and the non-reduction in information technology spending among the three groups, exemplifies the increase in technological development among the developing nations in Latin America. Furthermore, the negative findings that reveal the gaps between the strongly developed infrastructure of the U.S. and Latin American countries are useful in influencing how these countries should make new policies in regards to technology education in order to improve their technology infrastructure.

The School of the Future has also started a project called Telecurso 2000, which aids students who have dropped out of school by preparing them for exams that are equivalent to elementary or secondary education. The program is broadcasted on television and is available in videocassette form and in book format.

Work Culture

There are laws in Brazil that require all foreign companies to hire locally. With the huge influx of international companies investing in Brazil as a result of the technological boom, such as China's direct investment of \$17 billion in 2010, Brazilians have more opportunities to stay and support their home economies. The presence of native workers staying in the country has led to the development of a distinct labor culture. Brazilians enjoy many labor-friendly protections, including one-month annual bonuses and meal and transportation stipends. Brazilians encourage personal relationships among co-workers. Asian executives have commented on the lax work ethic of Brazilians, and their lack of punctuality. Nevertheless, Charles Tang, founder of the Brazil-China chamber of trade and industry stated that despite being informal, Brazilian workers are just as professional. In fact, Brazilian workers were 30 percent more productive than their Chinese counterparts in 2010.

Police

Brazil has implemented many policies in order to promote education, starting with policies meant to provide incentives for staying in school such as offering free meals and grants for low-income families with children attending school, resulting in 94 percent of children registered in grades 1-8. Brazil makes significant investments in public education, as shown by the diminishing number of students enrolled in private schools in 1990. Since the 1980s, many countries in South America have abandoned protectionist economic policies and moved towards economic liberalizations, privatization, and deregulation. As a result, the government tends to facilitate rather than choose and control the development of new technologies.