

## REGIONAL REPORT – BRAZIL



### What Happens in Brazil After the “Carnival”

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Definitely the traditional Carnival party in Brazil is a huge project. Or, better, a huge program composed by many big and small projects. Moving every human being living or visiting the country in every corner, this festivity has a lot of Project Management on it. During the holiday, from February 17<sup>th</sup> to 20<sup>th</sup>, Rio de Janeiro hosted the main parade, wowing over 60,000 people who watched the 13 groups. But planning certainly starts much earlier: the

first design scratches and the song lyrics start to show up almost one year before, and every year, each group takes around four months, spends up to one million dollars and adds much passion to work hard building all costumes to be worn at the big parade. Thousands of temporary jobs are created and very special security and infrastructure schemes are mounted for the event...

Well, now it’s time to work: after all, when Carnival is gone, it seems that Brazilian economy tends to boost up rapidly, as if it was napping before. However, Project Management in the country is not snoozing at all: important events and new initiatives are in place, as we can see...

The Project Management Institute São Paulo, Brazil Chapter (PMI-SP) has began the year very energetic: the newly formed board of directors has surveyed the community to collect its up-to-date expectations, promising to create ways for a better fulfillment. Another action is a workshop, already



scheduled in March, that will discuss the relationship between “Prince2” methodology and PMBoK.



The Recife, Pernambuco Brasil Chapter (PMI-PE), on the other side, is increasing its relationship with academic institutions, supporting the promotion of

Project Management at colleges and universities in the region through courses and lectures about the theme. “Universidade Federal de Pernambuco (UFPE)”, “Faculdade Integrada do Recife (FIR)”, “Universidade Brasileira de Tecnologia (Unibratex)” are examples of institutions involved in the initiative. Scientific researches are also being stimulated by the Chapter at UFPE and at the “Centro de Estudos e Sistemas Avançados do Recife (CESAR)”.

Many initiatives are also being held by the PMI Brasilia Federal District Chapter (PMI-DF): it has launched a monthly newsletter and has partnered with PMForum to deliver more added value to its members. There is also a coming event, called “1<sup>st</sup> Members Meeting – PMI-DF”, scheduled to March, 8<sup>th</sup> and an initiative to translate the recently published PMI Code of Ethics into Portuguese.



Apart from the Chapters, it is also possible to notice initiatives from other players, as the new series of bi-monthly events, named “Special Day MPM”, promoted by the well-known Brazilian magazine “Mundo PM”. The first seminar is already scheduled in April, promising high-quality project management content for the audience.

Even an innovative weekly podcast was launched in 2007 in Brazil, headed by Mr. Ricardo Vargas, the Brazilian member of the PMI Board. Lasting five minutes each, the podcasts are another free opportunity for the Project Management community to be in contact with the theme.

As we could see, the PMI Community in Brazil has been doing a lot this year. And we may expect even more: with thirteen chapters, the country promises a new set of creative initiatives to promote the Project Management profession in 2007. And everyone is welcome, just like in Carnival...

#### References:

PMI São Paulo, Brazil Chapter: [www.pmispp.org.br](http://www.pmispp.org.br)

PMI Brasília, Federal District Chapter: [www.pmidf.org](http://www.pmidf.org)

PMI Recife, Pernambuco Chapter: [www.pmipe.org.br](http://www.pmipe.org.br)

PM Podcast: [http://www.macrosolutions.com.br/pt\\_br/podcasts/](http://www.macrosolutions.com.br/pt_br/podcasts/)

Special Day MPM: <http://www.mundopm.com.br/default.jsp>



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