



**2011 NAITA Cross Cultural Communications Series:
Focus: Brazil**

**Thursday • August 11, 2011 • 3:00 – 5:00 p.m. • Reception 5:00 – 7:00 p.m.
at The Heritage Club • 340 The Bridge Street, Suite 117 • Huntsville • 35806**

NAITA presents the 2011 Cross Cultural Communications Series, continuing with a program focusing on **Brazil**. International business endeavors demand a practical understanding of Cross Cultural Communications Differences followed by application of Cross Cultural Communications Strategies to engage different cultures. This program is ideal for the American business, agency, or organization that wants enhanced business relationships, larger sales numbers, and less difficulty working with their Brazilian colleagues. If you manage, train, work with, sell to (or want to sell to) Brazilian partners, this briefing will be helpful in overcoming Cross Cultural Communication barriers.

Our speakers who have extensive experience with Brazil will discuss the importance of Cross-cultural awareness, the impact of cultural values on business practices, appropriate and inappropriate behaviors in Brazil, Brazilian dining etiquette, gift giving/receiving in Brazil, and significant holidays in Brazil. **A Taste of Brazil Reception with traditional Brazilian cuisine will be held following the briefing from 5:00 – 7:00 p.m.**

Speakers:

Michael Johnson is an attorney with Johnston Barton Attorneys in Birmingham. His practice focuses on counseling domestic and international public and private entities in areas including cross border transactions, foreign direct investment, international trade and market entry, economic development, and commercial and corporate law. Mr. Johnson served as the Honorary Consul of Brazil for Alabama 1995 to 2010, as well as being legal advisor to the Brazilian Consulate General in Atlanta covering six Southeastern states. He also currently serves on the Board of Directors for the Brazilian American Chamber of Commerce in Atlanta.

Deborah Ribas, a native of Brazil, is a Market Analyst for Atrion Medical Products in Arab, AL. She develops marketing strategies and materials for Latin America, performs market research, identifies new business opportunities, builds customer relationships, and works with the export team to ensure compliance with U.S. and Brazilian regulations. Ms. Ribas also develops cultural training materials to prepare American volunteers as a Mission Program Coordinator for the International Mission Board in Brazil. She has worked for both Export and Import Departments in Brazil – for Porto Cargo Logistica and Dow Corning do Brasil.

Cross Cultural Communications Seminar RESERVATION FORM

August 11 • 3:00-5:00 p.m. • at The Heritage Club • 340 The Bridge Street, Suite 117 • HSV, AL 35806

The Heritage Club is located behind the Westin and below the Melting Pot.

Fee: ___ \$20 NAITA Member/USG ___ \$35 Potential Member ___ \$15 Students at Member Organizations

“A Taste of Brazil” Reception immediately following the program is included with your registration.

_____ I will attend the Reception. _____ I will not attend the Reception.

NAME _____ TITLE _____

COMPANY _____ PHONE _____ FAX _____

ADDRESS _____ email _____

CITY _____ STATE _____ ZIP _____

Register & Pay Online at www.naita.org, click “Events,” click "Register Online Now" next to event.

Please Fax to 256.532.3704 OR Mail check to: NAITA • P.O. Box 2457 • Huntsville, AL 35804

Contact NAITA at 256.532.3505 or naita@naita.org for further information.

Reservations & Cancellations Must Be Received Prior to August 10, 2011. Substitutions Accepted.