



FUNDAÇÃO
GETULIO VARGAS



GLOBAL CULTURAL TRANSFER

Portifolio 2008



INDEX

1. Fundação Getulio Vargas	3
2. Fundação Getulio Vargas Schools	3
2.1. Escola de Administração de Empresas de São Paulo	3
2.2. Escola de Direito de São Paulo.....	4
2.3. Escola de Economia de São Paulo	4
3. Diretorio Acadêmico Getulio Vargas.....	5
4. Global Cultural Transfer.....	5
4.1. Mission/ Vision.....	6
4.2. Historic.....	6
5. Project Structure	7
5.1. The Project	7
5.2. Organization	8
5.3. Costs	8
Accommodation	8
Transportation	8
Food & Beverages	9
6. Contact.....	9



1. Fundação Getúlio Vargas



Fundação Getúlio Vargas is a non-profit institution founded in 1944, today is one of the main Brazilian centers of teaching, research, publication and consulting in the field of Administration. The university offers a complete range of courses for the best professional training at the undergraduate (such as Business and Public Administration, the first ones in Brazil, Economy, Law and Social Science), graduate and continuing education levels.

Through partnerships with the most important Brazilian companies and government institutions, the school offers modern facilities, distance learning centers and computer laboratories.

2. Fundação Getúlio Vargas Schools

2.1. Escola de Administração de Empresas de São Paulo



The São Paulo Business School is certified by the AACSB (Association to Advance Collegiate School of Business), whose mission is to provide and recognize the excellence of Business Schools in the world. Other certification is the EQUIS (European Quality Improvement System), that analyses the institution's qualities guided by international criteria. There are only eleven institutions in the world with both certificates. Fundação Getúlio Vargas – Escola de Administração de Empresas de São Paulo is also accredited by Association of MBAs, confirming the quality of the graduate program.





2.2. Escola de Direito de São Paulo



The Law School's purpose is to enable a differentiated system of preparation of new bachelors, breaking with the traditional models observed in other law schools, public or private. Only an innovative model is able to form dynamic professionals, with an entrepreneurial profile, and prepared to act not only in various areas, but also in important issues concerning Economics, Accounting, Finances, Business Administration, among other areas where Fundação Getulio Vargas has already been recognized as a paradigm of excellence.

The Fundação Getulio Vargas has noticed that the current trend in legal offices that render services to the main companies in the country, financial institutions, and the Federal, Estate and Municipal Governments faces a growing demand for professionals with a broader formation, wide and profound knowledge of the Brazilian legal system, and capable of providing solutions for all of its clients' needs.

2.3. Escola de Economia de São Paulo



The Economy School of São Paulo is the result of Fundação Getulio Vargas' aim to spread this particular field of knowledge throughout the city of Sao Paulo. It offers graduation and PhDs courses which are held by excellent professors, coming either from Fundação Getulio Vargas or other high reputable universities, from the professional field and the government. Escola de Economia de São Paulo holds in its staff public figures, such as ministers of finances, ministry of planning and development and ministry of science and technology.





Fundação Getúlio Vargas' course is focused to the market expectatives, which require constant innovation. That means talented students, entrepreneurship skills with the ability of comprehension of the mostly varied situations and problems, either on specifics subjects as well as on the global context.

3. Diretório Acadêmico Getúlio Vargas

The Fundação Getúlio Vargas's Students' Union was founded in 1956; it is a non-profit institution which represents the students' body of both São Paulo Business School and São Paulo Economics School working as a connection among both professors and students. The institution's main goal is to represent the students looking after their interests besides promoting integration among scholars through the organization of events.

4. Global Cultural Transfer

The Global Cultural Transfer Project is an international cultural exchange program organized by undergraduate students of Law, Economics and Business or Public Administration from Fundação Getúlio Vargas.

Today is essential to have an international experience which can guarantee a better professional and personal development. The idea of the GCT program is to enable the student to explore the culture, economy, society and educational system of Brazil and the partner country, in order to both learn and understand each other. The project intends to break with the stereotypes that might held towards other countries and to live an unique international experience.



4.1. Mission/ Vision

Mission:

“To allow *Fundação Getúlio Vargas* students and others a broadening of their understanding of economics, politics, social and cultural aspects, as well as business from other countries stimulating an intercultural dialogue and the break of stereotyped opinions and contributing with the education and personal growth of these young people into global citizens with a wide world vision”

Vision:

“We truly believe changing the world starts with personal and intercultural relationships.”

4.2. Historic

The Global Cultural Transfer started from the Magellan Project organized every year, since 2002, by the Swiss University of St. Gallen with a Latin American university.



In 2006, it was Brazil's turn to join in the program. During 20 days, Brazilians and Swiss students had a lot of activities, from workshops, lectures given by renowned professors, visits to companies, non-profit organizations, tours through the city and short trips to parties.

It was such a rewarding experience, that the Brazilian participants wanted to continue and expand those opportunities. The result was the creation GCT – Global Cultural Transfer Program.



The first project organized by Brazilians students was set in 2007 with Corvinus University of Budapest through which 20 students from Hungary and Brazil had an intense and amazing experience based on the Magellan project.



5. Project Structure

5.1. The Project

The program lasts for 20 days and is divided into two periods of 10 days, one in each country. The dates of the project can be discussed between the two universities, but normally it occurs during July holidays.

Within the course of these days the teams will organize different activities in order to maximize the cultural experience of the country. The main goal of the project is to stimulate a real experience of an international country building new relationships and breaking with stereotypes.

The project will be held in the city of São Paulo, which is located in the state of São Paulo, the most populated in Brazil with a population of more than 40 millions.

São Paulo is the most important financial center in Latin America. In the last few years, it has become a major host to various international events and fairs and has been visited by the most varied of audiences, ranging from scientists to artists, merchants and entrepreneurs, coming from Brazil and all over the world. São Paulo is the richest state and is responsible for more than 31% of the country GDP (Gross Domestic Product). With the best infra-structure it is considered the “economic engine” of Brazil.

São Paulo is also a major cultural center. The city has its ethnically diverse in the metropolitan area, with heavy influences of Italian, Spanish, Portuguese, German, Arab and Japanese culture. There are over 3 millions people from 70 different nationalities and it is the most cosmopolitan city in South America.

The city offers an intense artistic and cultural life. With museum, cultural centers, theaters, churches, bars, dance clubs, shows, etc. The cultural agenda of today is a result of the diversity and to the cosmopolitan spirit that always characterizes São Paulo.



5.2. Organization

The Global Cultural Transfer is composed by 20 participants from each country, which 5 of them are part of the Organization Team. The criteria to join GCT is the identification with the program mission and goals.

The Participants will represent their university and are responsible for the university image abroad and the people who give the assistance for the concretization of this project. In this aspect they must follow the code of conduct and support the team on its efforts to enable everyone to have a great experience.

The program works with a “buddy” system. Every student will have a “buddy” to provide housing, food, transport and assistance. The main reason for this system is to provide participant the closest possible contact with the country’s life, showing and explaining it to the other on the way it really is.

5.3. Costs

Accommodation

In each country, the participants will be staying at their host’s place. If the project sets up a trip, the accommodation will be fully paid by the local country organization.

Transportation

Each participant must pay for their own airline ticket to the chosen country. When the participant arrives at the destination, Global Cultural Transfer will pay for the main transportation costs. For some specific activities the program won’t handle the costs. In those cases, the “buddy” will be responsible for it.



Food & Beverages

During the full extent of the program, Global Cultural Transfer will provide for most of food's needs. This means that, except for beverages, most of the meals will be paid by the program. In few cases, the participants might be responsible for their own meals.

6. Contact

Diretório Acadêmico Fundação Getúlio Vargas

Avenida Nove de Julho, 2029 , 1º andar, Bela Vista
São Paulo - 01313-902 - BRAZIL
Phone + 55 11 3281-7835
gct2007@gmail.com
www.dagv.org.br/gct