

# To the World Cup and Beyond: A White Paper for Traveling to Brazil

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## **I. INTRODUCTION**

The world is changing at a breathtaking speed. People constantly move between different countries and our communities have become increasingly diverse. Multinational corporations (“MNCs”) are businesses that operate in more than one country. With global mobility on the rise, MNCs are sending higher numbers of employees overseas on international assignments (Claus, 2009). In addition to planning the trip and providing training of expatriates for their new positions overseas, MNCs have a legal and moral responsibility to educate them about the potential health and safety issues abroad—this is known as the duty of care (Claus, 2009). Activities that are not considered risky in the United States may be completely unsafe or unsanitary abroad. For example, while drinking water from the tap is normal in the United States, tap water is not safe to drink in Brazil.

Effective risk management (against calamities such as political unrest, violent crime, health problems, ransom kidnapping, automobile accidents, building fires, and the like) is correlated with intelligent decision-making. Sending off employees to a foreign country might expose them to the risk of contracting diseases they had never before imagined, or to completely different laws and traditions—or even to a place where bombings are an everyday occurrence. MNCs must first take steps to properly educate and prepare their employees for new foreign environments. MNCs’ duty of care over their employees might also extend to incidents that occur outside of working hours. For example, foreign journalists on a media trip to Rio de Janeiro were robbed at around 2:00 a.m. on their walk back to their hotel from dinner at an Ipanema restaurant (Rebello & Segalla, 2014). This tragedy may have been prevented if the victims had been provided pre-departure security awareness training—guidance that can be taught in a matter of hours.

MNCs that neglect to provide their expatriates or business travelers pre-travel knowledge of the risks they could face will likely be exposed to serious problems. The expatriate might return home or quit his job (both results that can cost companies large sums of money), file a lawsuit, and much more. MNCs can also avoid unnecessary expenses and the possibility that their expatriates will be unsuccessful or unhappy overseas by adequately training them. MNCs should implement a pre-trip program that will help business travelers and expatriates reach a comfort level in the foreign country. In order to ensure a successful cultural adaptation for their employees, MNCs should impart knowledge of cultural and social aspects of the assignee’s country of destination.

This paper provides travel advice for those planning to visit Brazil. With a primary focus on business travelers and expatriates who will travel to Brazil during the 2014 FIFA World Cup, this document guides them through pre-travel preparation and possible travel emergencies they might face. It illustrates examples of challenging situations travelers might encounter during their trip, along with how to effectively manage them. This paper also covers some of the best of each of Brazil’s regions, with an emphasis on Brazil’s World Cup host cities. In summary, this paper provides information and advice that should result in a stress-free, safe and enjoyable stay in Brazil.

## **II. PRE-TRIP INFORMATION: PLANNING AHEAD**

To many Americans, 2014 is the year of healthcare; to others around the world, it might be described as the “year of Brazil.” 2014 is a year of high expectations and a turning point in Brazil’s history. Between the World Cup, massive protests against its government, and presidential elections, Brazil is currently in the world’s spotlight. Being at the center of the world’s attention is nothing new to Brazil. A nation of natural beauty, where the ocean and mountains meet, Brazil

has always attracted the attention of the world. Specifically during President Lula's era, the world's fascination and curiosity for Brazil grew stronger than ever upon hearing the announcement of the discovery of petroleum reserves of pré-sal. Brazil's leadership in South America made it clear to the rest of the world that this was the most promising country in South America in which to invest. Petroleum service companies invested heavily in Brazil and one thing followed another. Brazil was awarded the 2014 World Cup—the largest sporting event in the world—and the Olympics of 2016, which will take place in Rio de Janeiro. The estimated number of individuals who will travel to Brazil in 2014 rises every day. What remains a mystery is whether those travelers have the slightest clue as to what lies ahead of them. Travelers who venture to Brazil unprepared for the experience are in for a wild ride.

A trip to Brazil is more likely to go smoothly for those who plan ahead. Travel insurance is a viable option to protect against unforeseen risks. It is highly recommended that travelers obtain a travel insurance plan that covers medical expenses. Opting for public health services will subject them to the risk of relying on Brazil's precarious medical services and overcrowded hospitals. There are also not enough hotels available in Brazil to accommodate all tourists, especially during the World Cup months (Phillips, 2014). Therefore, reserving a hotel in advance is smart and likely necessary. The Centers for Disease Control and Prevention also recommend that travelers monitor travel warnings and alerts and read travel tips from the U.S. Department of State website (Centers for Disease Control and Prevention, 2014). Another safety tip is to leave copies of itineraries, contact information, credit cards, and passports with someone at home (Centers for Disease Control and Prevention, 2014). Avoiding such risks and following suggested guidelines can spare business travelers (and their employers) serious headaches. More importantly, it can ultimately save their lives.

Certain areas of Brazil present unique threats of diseases often unheard of by the rest of the world. Although certain vaccinations are not a prerequisite to enter Brazil, travelers should still take preventative measures to avoid becoming infected. Business travelers should also remember they will be subject to risks of diseases originating not only in Brazil, but also all over the world. Travelers can avoid risks of contracting extremely grave diseases by getting vaccinated before departure. Dengue fever is likely the most serious health risk for travelers going to Brazil, with over 700,000 cases reported in 2011 alone, killing almost 500 (Frayssinet, 2012). A mosquito-borne disease, dengue's early symptoms are high fevers, joint and muscle aches, weakness, shortness of breath, and strong headaches (Frayssinet, 2012); other common symptoms include rashes and nausea. In the most severe cases, hemorrhagic manifestations may appear. Packing mosquito repellent to protect against insect bites is recommended. Another risk is that of contracting yellow fever, another life-threatening disease transmitted by mosquitoes. Until May of 2009, cases of yellow fever had only occurred in São Paulo (infecting 25 people and killing nine) and in Rio Grande do Sul (affecting 43 people and killing 16) (Siqueira, 2009). Now, outbreaks are more frequent and occur in zones that never faced it before. Additionally, those planning on visiting the Amazon region should take precautions against the risk of becoming infected with malaria. Other threats of diseases and recommended vaccinations can be found at the Brazilian Immunization Society (Sociedade Brasileira de Imunizações) website.

As for visa requirements, Brazil has a policy of reciprocity with other countries. To find out if they need a visa, travelers can access the Embassy of Brazil website ([http://cgwashington.itamaraty.gov.br/en-us/visa\\_general\\_information.xml](http://cgwashington.itamaraty.gov.br/en-us/visa_general_information.xml)). Moreover, since airline carry-on restrictions are always changing, travelers should visit the Transportation Security Administration's website ([www.tsa.gov/travelers](http://www.tsa.gov/travelers)) for an updated list of what they can bring on the

plane and what they have to check in. Travelers should call their debit and credit card companies to let them know they will be visiting Brazil so that they will accept (and not deny) their international charges. It is also important to confirm what their daily withdrawal limit is and consider asking to have it raised, so they can take out more cash if needed. Travelers should take note of what number to dial in case they lose their credit card or any other potential issue regarding their card arises. For example, tourists often complain that their cards have been cloned in Brazil. On the same note, it is wise to call their cellular phone company and select the most fitting international plan. Travelers must also obtain a valid passport (For more on passports, see [www.travel.state.gov](http://www.travel.state.gov)). For all other requirements, business travelers should contact their local embassy or consulate.

*Below is a list of useful travel resources and links for better planning your stay in Brazil:*

World Cup Tourists' Guide, including information on each host city:

<http://www.copa2014.gov.br/en?language=en> and <http://www.portal2014.org.br/en/>

2014 FIFA World Cup Website: <http://www.fifa.com/worldcup/index.html>

2016 Rio de Janeiro Olympics Website: <http://www.rio2016.com/en>

Recommended Tourism Websites for Each World Cup Host City:

Belo Horizonte: <http://www.belo Horizonte.mg.gov.br/visit/en/generalinformation/tourist-information>

Brasilia: <http://www.aboutbrasil.com/>

Cuiabá: <http://www.mtnacopa.com.br/index2.php?sid=387>

Curitiba: <http://www.turismo.pr.gov.br/modules/conteudo/conteudo.php?conteudo=245>

Fortaleza: <http://www.visitfortaleza.com/>

Manaus: <http://www.visitamazonas.am.gov.br/site/index>

Natal: <http://www.visitfortaleza.com/>

Porto Alegre: <http://www.portoalegre.travel/site/ing/home.php>

Recife: <http://www.recife.com/>

Rio de Janeiro: <http://www.rioguiaoficial.com.br/>

Salvador: <http://www.salvadorcentral.com>

São Paulo: <http://www.tourisminsaopaulo.com/>

## Health Safety Guides:

Brazilian Immunization Society's health orientation guide, made especially for World Cup tourists can be found at:

<http://www.sbim.org.br/wp-content/uploads/2013/11/health-guide-travels-and-big-eventsENG-140407a-web.pdf>

For a daily updated source on recent outbreaks of diseases, common risk areas, and health safety recommendations, visit:

<http://www.mdtravelhealth.com/destinations/samerica/brazil.php>

For additional vaccine and health guidance, travelers should visit the Centers for Disease Control and Prevention website at:

<http://wwwnc.cdc.gov/travel/destinations/traveler/none/brazil>

### **III. THE TRIP: DURING THE FLIGHT AND AT THE AIRPORT**

From the moment they step onto the airplane departing for Brazil, travelers should already be on the watch to avoid potential accidents, pickpockets, and generally unsafe situations. Bags must be glued to their sides or, at the very least, at eye level's reach the entire time. Even when enjoying the flight, it is important to remain vigilant of carry-on items, especially travel documents. There have been cases of tourists who entered the airplane with their passports in hand and were dumbfounded when they arrived in Brazil without them, having to face tremendous hurdles to enter the country. Once out of the airplane, even bigger problems confront travelers.

Brazil is home to some of the world's most hated airports (Pearson, 2014). Gate numbers routinely change unexpectedly, resulting in a mass of passengers moving urgently from one place to another and bumping into everyone who stands in their way. Lines at check-in and baggage drop-offs are longer than ever. Another possible issue travelers may encounter is loss, damage, and break-ins of their luggage.

Currently, airport saturation in Brazil is at one of its highest levels. Whether it's 8:00 a.m. or 8:00 p.m., most Brazilian airports experience round-the-clock rush hour. Fatigue combined with the struggle to navigate through overcrowded airports promotes inattention, and consequently vulnerability to thefts and pickpockets, which are common occurrences in Brazil. Numerous cases of robberies that occurred at Brazilian airports have also been reported. For example, an armed gang stole tablets and notebook computers worth an estimated \$800,000 from a cargo terminal at the São Paulo Guarulhos airport (*BBC News*, 2013). The robbery was carried out by a group of 10 men, who invaded the building after overpowering security guards and taking two of them hostage (*BBC News*, 2013).

Business travelers who will travel domestically have extra hurdles to overcome. They must prepare for the possibility of flight delays, which could cause them to miss their next flights and have to dismiss all their plans for that day. Cancellation or delay of flights (due to overbooking, technical issues, crew strikes, severe weather, and the like) is common, and travelers typically must spend hours or sometimes days waiting in their seats, occasionally even having to spend the night at the airport hotels.

*Below are examples of real-life situations that have occurred at a Brazilian airport:*

- Flight delays stranded thousands of passengers across Brazil's airports, where some stretched out to sleep on the floor (*NBC News*, 2007). Passengers impatiently waited for news regarding their flight after air traffic controllers in the country slowed down operations over grievances with the federal government over working and safety conditions (*NBC News*, 2007).
- A plane blew a tire upon landing at the Campinas airport, one of Brazil's busiest airports (*Fox News*, 2012). The damaged cargo jet blocked the lone runway at the airport for two days, forcing cancellation of 450 flights and creating a ripple effect of delays across the nation (*Fox News*, 2012). More than 25,000 passengers in Brazil had their flights delayed or cancelled (*Fox News*, 2012).
- In 2012, a three-engine cargo jet liner lost a landing gear while landing at the Viracopos International Airport in Campinas. No one was injured or killed, but the resulting damage to both aircraft and runway closed the airport for 45 hours. (*Aviation Safety Network*, 2012).

To prevent, or at least minimize, the damage of such frustrating situations, travelers should stick to nonstop flights. Unfortunately, that option will be impossible more often than not. Thus, to avoid the problems posed by the possibility of delayed flights, travelers should try to use only one airline for their entire trip. Moreover, they should schedule their flights leaving ample room between connections. So, for example, a traveler whose final destination is Natal but who is first landing in Rio de Janeiro should not schedule a connecting time of just two hours. Perhaps four hours would be adequate, especially during the months of the World Cup.

Unknown to most tourists, it is a requirement that one show his baggage identification at the airport exit. Unlike in the United States, where people generally trust that travelers will pick up their own luggage at the baggage claim carousels, airport employees in Brazil check to make sure luggage actually belongs to the person claiming it. Travelers will also have to present their baggage tickets if they should suffer the loss of their luggage. They should not be shocked by the extremely small, outdated baggage claim terminals and carousels in cities such as Fortaleza. Construction of a new terminal that was to be ready for the World Cup is not complete and will not be ready on time (*SportsBusiness Global*, 2014). A poorly-improvised temporary canvas terminal commonly referred to as a *puxadinho* will be used in its place to receive World Cup fans in Fortaleza (*SportsBusiness Global*, 2014). This will probably frighten many tourists because of its unsafe and unnatural appearance.

*Some helpful advice for surviving the chaotic Brazilian airports:*

- On arrival, make sure your luggage is closed in exactly the same way as it was at the time of departure.
- To request information or help, always seek a police officer or an employee of the travel company you used. Never speak to strangers. In all São Paulo airports there is a DEATUR (Delegacia Especializada em Atendimento ao Turista), an agency trained to help tourists.
- Remain watchful of all your belongings. Be careful with people who approach you with questions. Their objective could be to distract you. Speak to them while keeping an eye on your luggage.
- Do not open your luggage in public, particularly if it contains electronic equipment or cash.
- If using an ATM machine, make sure your password is not easily visible to others. In case of machine issues, seek help from a properly identified airport employee.
- Do not accept any type of delivery request from strangers.

#### **IV. TRANSPORTATION FROM THE AIRPORT**

Travelers that opt for taxi services must be extremely cautious when selecting their taxi service provider. It is imperative that they take an official taxi, booked at a desk inside the airport at a pre-established price, to their hotel. They should never pick up taxis outside the airport or they could risk being driven around various unnecessary routes or sometimes even being kidnapped. Upon entering the car, they should check that all belongings, especially their laptops, are placed in the taxi's trunk. When using their cell phone inside the taxi, they should do so in a way that their phone's position is on the opposite side of the car window. In case of heavy traffic, travelers should avoid flaunting large quantities of money in the taxi.

The option of renting a car should only be pursued after much thought. Many describe driving in Brazil as navigating through a jungle. Motorcycles cutting off cars and driving only millimeters away is common. Travelers should also not feel daunted when they see horse wagons rolling along the numerous poorly-paved roads on which they will drive. At traffic lights, children attempt to sell fruits or perform magic tricks in hopes of getting some quick cash. Traffic laws exist but are often not complied with, especially in less busy streets. Although there are no police officers handing out traffic tickets, freeways often contain speedometers that calculate the speed of moving vehicles. Speeding drivers can get "points" added to their drivers' licenses and have to pay a large fine. American travelers should note that American drivers' licenses are valid in Brazil for one year. If travelers or expatriates choose to rent or purchase a car in Brazil, they must remember to obtain quality car insurance coverage in case of any accident or other issues.

#### **V. WHAT TO EXPECT IN BRAZIL: THE PEOPLE, CULTURE, AND ATTRACTIONS**

In order to appreciate and understand what business travelers and expatriates should expect in present-day Brazil, knowledge of some history and cultural aspects is useful. Brazil is defined by a mixture of cultures; it is a country of immense size and has characteristics unique to each of its regions. Originally, indigenous people with a strong connection to nature lived there in tribes; then, in the 1500s, Portuguese colonizers arrived and brought European culture and Roman Catholicism, Brazil's predominant religion. Later arrived the French in Rio de Janeiro, Salvador, and São Luiz, along with the Dutch who came to explore the Northeast. The use of African slaves in the colonies introduced new beliefs, idioms, norms, and traditions, which gradually mixed and assimilated with the local culture. With the abolition of slavery came the Italians. After World Wars I and II, Japanese and Germans immigrated to Brazil, each contributing to Brazil's cultural diversity. More recently, a large number of Argentines, Bolivians, Paraguayans, and Venezuelans cross the border to Brazil, where the grass is greener, in hopes of work opportunities.

Whether in a positive or negative way, foreigners are always touched by their trip to Brazil. Defining Brazilian people might seem simple: cheerful, hardworking, colorful, hospitable, lovers of *samba*, soccer, *brigadeiros*, *guaraná*, and *caipirinhas*. But it makes no sense to group all Brazilians into one category. The Brazilian melting pot is much too complicated and diverse. From north to south, east to west, differences in the climate, people's physical characteristics, slang, and ways of life are striking. In the south, Brazilians' physical appearance is predominantly European. In the northeast, particularly in Bahia, there is a strong presence of African descent in the people's traits. Moreover, in northeastern states like Bahia, people seem much more relaxed and things tend to move at a slower pace than in the south. In southeastern states like São Paulo, a sense of urgency and fast-paced workplace predominate. Brazil's different regions' unique, incomparable

peculiarities illustrate how Brazil is much more than its world-famous beaches and soccer. All of them also provide unique ideas for gifts and attractions.

a. Brazil's Five Regions

Brazil is a country rich in adventures and breathtaking views. Situated in the Southern Hemisphere, it has a mostly warm and humid tropical climate. For those who enjoy cold weather, no need to worry. All they have to do is fly down to the South region during Brazil's winter, where it even snows occasionally. Although the coldest cities in Brazil are found in the southern states, there are several other cities in other regions of Brazil that also experience cold winters. The cold weather and gorgeous landscape of Campos do Jordão in São Paulo, for example, attract hundreds of thousands of tourists from June to August. For travelers that prefer warmer weather and beach activities, the sunny Northeast is a paradise of endless opportunities to find the perfect beach. Those traveling to Brazil for the World Cup should know they will be experiencing Brazilian "winter," which lasts from June through September, bringing with it large amounts of rain to northeastern cities like Salvador and Recife and cold fronts to cities in the South and Southeast. Travelers eager to learn samba's rhythms from the most traditional schools in the country or simply seeking to experience the best samba bars and festivals should visit Rio de Janeiro. From its sweltering jungles to its paradisiacal beaches, Brazil offers something for everyone. Because of its size and diversity, Brazil is divided into five regions: the North (Norte), the Northeast (Nordeste), the Central-West (Centro-Oeste), the Southeast (Sudeste), and the South (Sul).

### **The North**

The largest region of Brazil, the North region is composed of seven states: Acre, Amapá, Amazonas, Pará, Rondônia, Roraima, and Tocantins. Its climate is humid equatorial, characterized by tropical temperatures and heavy rainfall throughout the year. Known primarily for being home to the Amazon Rainforest, the North is essentially covered by forests and an abundant fauna. In some areas, the main mode of transportation is by boat. Indigenous people are everywhere. The Amazon River, the world's widest river, holds one-fifth of all fresh water in the world. Tourists who visit the North should make sure to book a river tour of the Amazon and visit the beautiful "Meeting of the Waters," where the Amazon River meets the Negro River. *Carimbó* music, which derives its name from the African drum Carimbó, is a distinguishing feature of the state of Pará. The two most popular festivals of the region are the Círio de Nazaré (often referred to as the Christmas of the Amazon), which is a Catholic procession honoring the Virgin Mary, and the yearly Parintins Folk Festival held in June.

Indigenous influences are also evident in the North's cuisine, such as *mandioca* and various types of fish. The Amazonian biodiversity is likewise observed in the variety of fruits the region has to offer: *cupuaçu*, *bacuri*, *taperebá*, *graviola*, *buriti*, *tucumã*, and *pupunha*, amidst many other options. Most notably, the *açaí* berry is a valuable addition to any diet: it has been heralded by several health experts as a healing, immune-stimulating, wrinkle-preventing fruit, with the extra perk of providing basically the same energy boost as popular energy drinks. Some other common dishes include the *pato no tucupi* (boiled duck in *tucupi*), *cupuaçu* ice cream, *tacacá* (a kind of hot soup), and *tambaqui* fish. Apart from food, shoppers should remember to look for the unique indigenous artifacts and *marajoara* ceramics at local markets. The city of Manaus, located in the state of Amazonas, is the only city in the North region of Brazil hosting the World Cup. It is recommended that travelers to Manaus take precautionary measures against the serious risk of

contracting mosquito-borne diseases found in the Amazon by educating themselves on risk areas and vaccine recommendations as well as packing mosquito repellent.

### **The Northeast**

The Northeast, by far the hottest and driest region of the country, is divided into nine states: Alagoas, Bahia, Ceará, Maranhão, Paraíba, Pernambuco, Piauí, Rio Grande do Norte, and Sergipe. Popular for its enthralling beaches, Sertão backlands, and lively, culture-rich music and festivals, the Northeast has always attracted tourists from all over the world. Its capital cities' nightlife transpires on the beach, where different types of music for all tastes can be heard everywhere: the *forró nordestino* (typical folk music of the Northeast, danced in partners close together), the *axé* (music genre most associated with Salvador, Bahia, which combines Afro-Caribbean and Afro-Brazilian rhythms), *frevo* (a style of music played in Pernambuco, particularly during Carnival), *maracatu*, *xaxado*, *xote*, and *baião*, among numerous other rhythms. The Northeast is a region of extremes; although many live in impoverished conditions, where even menial jobs are scarce, the region's people are rich in spirit and tradition.

Those traveling to the World Cup host cities of Recife and Natal in mid-June might be confused when they come across people dressed in ranch clothes, women sporting fake hair in braids, men and women wearing drawn-on freckles, and bonfires everywhere (Guild, 2009). São João is the nation's second most prominent celebration, whereby the Catholics transformed the event, also known as the "Festa Junina," into days of honoring several saints—most notably the saints Santo Antônio, São João, and São Pedro (Guild, 2009). The biggest days of celebration for São João are the 12<sup>th</sup> and 13<sup>th</sup> of June, the official dates for honoring Santo Antônio, the saint traditionally known for helping singles find their soul mates; it is no coincidence that the 12<sup>th</sup> of June is Brazil's official Valentine's Day. The other big days are the 23<sup>rd</sup> and 24<sup>th</sup> of June, for praising and commemorating the saint São João, and the 28<sup>th</sup> and 29<sup>th</sup> of June, for remembering and celebrating the saint São Pedro. For the biggest São João parties of the world, travelers should visit Caruaru, Pernambuco, which is located a short distance from Recife, or Campina Grande, located in the state of Paraíba, which is relatively near both Natal and Recife. São João festivities celebrate rural life and feature typical customs (Guild, 2009). Males dress up as ranch boys with suspenders and large straw hats while females wear pigtails, freckles, painted gap teeth and checkered dresses (Guild, 2009). During the entire month of June, Brazilian *forró*, with the chords of the accordion, the triangle and *zabumbas*, can be heard, while special dishes made with corn, such as *canjica* and *pamonha*, are served (Guild, 2009).

Another world-famous festival in the Northeast is the Carnival in February, particularly in the cities of Olinda, Recife, and Salvador, with Salvador's being the most famous of the three. In Salvador, instead of the classic parades of samba schools as seen in Rio de Janeiro, Carnival is a parade of *trio elétricos* (*trios*), which are massive semitrailers loaded with thousands of watts of sound equipment and with a live band (Salvador Central). Crowds fill the streets grouped in *blocos*, or dancing blocks of people, as they follow behind bands that play on moving stages atop *trios* (Salvador Central). *Trios* roll very slowly down a designated Carnival circuit, where *blocos* dance and sing for miles (Salvador Central). Individuals who pay to join a *bloco* are given an *abadá*, a shirt with a design that identifies its member and allows the person wearing it to access a roped-off area (Salvador Central). Travelers who want to be amidst all the action should join a *bloco*. Another option is viewing the Carnival from the *camarotes*, grandstands situated along the parade route, from which people can watch the *blocos*. Tourists who wish to spend Carnival in Salvador should book their flights, accommodation, and *abadás* for *trios* and *camarotes* well in advance.

Another trademark of the Northeast is its cuisine. The Northeast's food is very diversified and stands out because of its strong seasonings and spicy taste. The list of traditional foods of the Northeast is so expansive that no single book could ever hope to cover all of the region's popular dishes.

*Some typical traditional dishes include:*

- acarajé – a Brazilian street snack almost synonymous with the city of Salvador, Bahia, made from black-eyed peas and onions, shaped into a ball and deep-fried in dendê (palm oil) and usually sold by women from Bahia (Baianas) dressed in white clothes and a colorful headscarf
- baião de dois – a pilaf made from rice and beans
- buchada de bode – a dish made with a goat's stomach
- caldo de sururu – shellfish soup
- carne de sol – salted dried beef
- macaxeira – a root vegetable that can be served boiled, fried, or mashed
- paçoca – a dish made of shredded carne de sol, *farinha* (manioc flour), and chopped red onions (note that in the Southeast, *paçoca* is instead a type of candy made from sugar and peanuts)
- peixada – a traditional fish stew dish
- queijo de coalho – a firm but very lightweight cheese with a salty taste
- sarapatel – offal stew that is made using the liver, heart, and tongue of a pig, or other meat
- tapioca – a root starch made from cassava plant, used as a food thickener to make flour and puddings
- vatapá – fish stew made with shrimp, coconut milk, and palm oil

Also common are the fruits *siriguela*, *umbú*, *cajá*, *cajarana*, *pitomba*, and *mangaba*. Shoppers should be sure to check out local markets for the beautiful local table towels made of fiber from coconut shells (*fibra da casca do coco*), the local *bordados* (embroideries), *rendas de bilro* (bobbin laces), *rendas de filé* (filet laces), and *rendas renascença* (Renaissance laces).

The World Cup host cities of the Northeast are: Fortaleza, Ceará; Natal, Rio Grande do Norte; Recife, Pernambuco; and Salvador, Bahia. The city of Salvador is most known for its African influences, from its musical and religious traditions to its cuisine. Travelers looking to experience the best nightlife in Salvador should stop by the Rio Vermelho neighborhood (Guardian News, 2013), where locals enjoy their beverages or eat *acarajé* or *abará* from local kiosks while listening to live music in the numerous open plazas. Tourists should also visit the Pelourinho, which is Salvador's old town (Guardian News, 2013), and drink its typical alcoholic beverage, known as the *cravinho*. Farther north, the city of Recife features a splendid five-mile beach in the modern, upmarket area of Boa Viagem, the longest stretch of city seafront in Brazil (Guardian News, 2013). But tourists should beware the unusually high number of shark attacks that have occurred in Boa Viagem, as they often result in fatalities (Guardian News, 2013). An hour's drive from Recife will take tourists to beautiful tropical beach towns, including Porto de Galinhas, voted among the best seaside destinations in Brazil (Guardian News, 2013).

For those venturing even further north in Brazil, the state of Ceará—where the World Cup host city of Fortaleza is located—has some of the world's most rare and mesmerizing beaches: Praia do Cumbuco, Praia de Iracema, and Canoa Quebrada. Ceará's Jericoacoara Beach is also voted

among the top ten wild beaches of the world. Analogous to Houston's reputation for its oil and gas industry and for being the United States' space city, Natal, Rio Grande do Norte is also marked by the presence of oil giant companies and by the Barreira do Inferno Launch Center ("Hell's Barrier"), a rocket launch base of the Brazilian Space Agency. Natal is also remembered for its impressive, towering sand dunes and beautiful beaches such as Pipa Beach. Tourists in Natal should take a buggy tour in the sand dunes and visit Morro do Careca ("Bald Hill"), one of the city's main symbols.

Tourists heading to Natal, Recife, and Salvador should remember to bring umbrellas and ponchos in addition to beachwear and sunscreen. Unlike the rest of the northeastern cities of Brazil, Fortaleza's rainy season is over by June. Travelers to Fortaleza are advised to bring swimsuits and sunscreen.

### **The Central-West**

The states of Goiás, Mato Grosso, Mato Grosso do Sul, and Distrito Federal make up the Central-West region, where a tropical climate with rainy summers and dry winters prevails. The region is known for its savannah-like vegetation, including the Pantanal—the world's largest marshland area—and tropical rainforests. Eco-tourists love this region for being surrounded by a variety of fauna and flora. Unknown to many tourists, the region is the most important area for agriculture and cattle breeding in the country, but contains a very small population. Although Brazil's capital city, Brasilia, is located in the Central-West in the Distrito Federal (Federal District), Brasilia has its own administration and operates like Washington, D.C.

The culture in the Central-West is very diverse, owing to the influences of the indigenous people, the Mineiros and the Gaúchos especially. Typical cultural manifestations include the Cavalladas parties in Goiás and the Cururu folkloric dance in Mato Grosso and Mato Grosso do Sul. Its cuisine is delicious: rice with *pequi* (typical fruit of the region), *caldo de piranha*, *carreteiro* rice, and fish such as the *pacu*. The Paraguayans have played a strong influence on the Central-West culture, bringing to the region the frozen *mate*, the *tererê*, and *paraguayan* soup.

The cities of Brasilia, Federal District, and Cuiabá, Mato Grosso, are the two World Cup host cities of the Central-West region. A one-of-a-kind modern city, Brasilia has always attracted visitors of all sorts. Its unique modern architecture, lush green parks, and upbeat nightlife have sparked international curiosity for the city. Brasilia is often referred to as an "open-air museum" due to the amount of impressive monuments and buildings all over the city (Estadio Nacional de Brasilia, 2013). The Brasilia Cathedral is the most recognizable symbol of the Brazilian capital and also one of the most fascinating churches in the world. Tourists should note that it is incredibly difficult to get around as a pedestrian in Brasilia. There are multiple-lane highways everywhere, but sidewalks and crosswalks are hardly ever found. Also, the U.S. Department of State Overseas Security Advisory Council (OSAC) warns that areas in and around the hotel sector in Brasilia and the satellite cities around Brasilia are considered dangerous and unsafe, particularly at night (Overseas Security Advisory Council, 2014).

### **The Southeast**

The Southeast, which consists of the states of Espírito Santo, Minas Gerais, Rio de Janeiro, and São Paulo, is the most modernized and business-oriented region of the country, as well as the main port of entry to Brazil for visitors from all over the world. Tourists quickly realize why it is

so easy to fall in love with this unparalleled region of Brazil that so many call their home. The Southeast is where the action—good and bad—is found in Brazil. Rio de Janeiro, São Paulo, and Belo Horizonte (in Minas Gerais) are the region’s three World Cup host cities.

The music in the Southeast includes *samba*, *lundu*, *pagode*, *funk carioca*, and *bossa nova*. The region’s cuisine includes the *feijoada* (bean stew), *moqueca capichaba* of Espírito Santo (seafood stew), and *cuscus paulista*. The Southeast is known for Rio de Janeiro’s Carnival celebration, which takes place at the Sambadrome, a stadium-like structure that contains bleachers along a parade route. At the Sambadrome, *samba* schools compete for the Carnival title, with only a little over an hour to get through the runway. Each *samba* school has about 5,000 members dressed in costumes who do not stop dancing until the parade is finished. Visitors have the option of viewing the show from the seating areas, or instead participating in the parades. To participate, they must buy their costumes and practice with the *samba* school before the holiday begins.

While not as popular as the neighboring cities of São Paulo and Rio de Janeiro, Belo Horizonte is a very interesting city that is home to extremely hospitable residents. It is surrounded by mountains and waterfalls that are only a drive away. Belo Horizonte is the capital city of Minas Gerais (which translates to “general mines”), one of the states containing the most abundant varieties and quantities of gemstones and semi-precious stones in Brazil. Accordingly, Belo Horizonte is a paradise for people who appreciate gemstones and jewelry made from it. Its cuisine is mouth-watering: *lombinho de porco com tutu a mineira* (a pork dish) and the *mate couro* soft drink, which can only be found in Belo Horizonte.

The next World Cup host city is São Paulo, the largest city in South America, and also the heart of Brazil’s economy. In São Paulo, the São Paulo Museum of Art, Latin America Memorial, the Museum of the Portuguese Language, Ibirapuera Park, and the Paulista Museum are just a few hot attractions that tourists should not miss out on (Conners, 2014). More than 62 different types of cuisine, including Argentinian, Japanese, and Italian, can be found at over 12,000 area restaurants (Conners, 2014). The Bairro de Liberdade is essentially São Paulo’s Chinatown, while the Bairro do Bixiga is known for its Italian food and influences. Take a nap during the day because São Paulo’s nightlife goes on all night (Conners, 2014).

Rio de Janeiro is more relaxed and laid back than its neighbor São Paulo. Not surprisingly, many vote Rio de Janeiro to be the best city in the world. Travelers to Rio de Janeiro must make a stop at Ipanema Beach—which is regarded on many reputable lists as one of the world’s top 10 beaches—for unparalleled beach activities, people watching, restaurants, bars, hotels, and shopping. Copacabana and Leblon beaches are also must-sees. Located further away from Rio de Janeiro’s famous beaches are the famous Cristo Redentor (Christ the Redeemer) statue on top of Corcovado Mountain and Pão de Açúcar (Sugar Loaf Mountains). Standing 98 feet high, the Cristo Redentor statue provides visitors a magnificent view of the city. Also legendary is the Estádio do Maracanã, which will host the 2014 Final and six other World Cup matches. It is one of Rio’s most popular tourist attractions, and can seat up to 200,000 people.

Many reports warn tourists against crime risks in Rio de Janeiro and São Paulo. Street robberies and gang-related violence are prominent in both cities. Organized crime in Rio de Janeiro is controlled by major drug gangs, operating mainly in slum communities known as *favelas* (Overseas Security Advisory Council, 2014). In São Paulo, the most common crimes are: (1) express kidnappings (whereby targets are seized, robbed, and forced to withdraw money from ATM machines); (2) home and restaurant invasions (groups of armed criminals take over houses and restaurants and rob the owners or occupants); and (3) carjacking (the criminal act of violently stealing an occupied car) (Overseas Security Advisory Council, 2014). Laptop computers are the

number one target of thieves and criminals in São Paulo (Overseas Security and Advisory Council, 2014).

### **The South**

The South of Brazil, which is composed of the states of Paraná, Rio Grande do Sul, and Santa Catarina, is known for its *gaúchos* (cowboys of the grasslands) and European immigrants. Most people are of Italian, German, Ukrainian/Russian, and Polish ancestry. Travelers to the South must try its *feijão tropeiro*, *arroz de carreteiro*, *chimarrão*, and *churrasco gaúcho*. Also delicious is *café colonial* (“colonial coffee”) and *chocolates caseiros de Gramado* (“Gramado homemade chocolates”). Geographically, wooded mountains and grassy plains dominate the region. Winters are cool in the South, and snow can even be seen in some towns.

The South region is the best place for tourists who are looking for winter trips—mainly in Gramado and Serras Gauchas—but there are also very fantastic points for summer destinations, like Jurerê beach. Other tourist attractions include the Itaipu Dam, Beto Carrero World (an amusement park), and Iguaçu Falls, easily one of the most visited and photographed tourist attractions of all times. Located on the border of Brazil and Argentina, Iguaçu Falls offers incredible views and one of the most pristine natural sceneries in the world, with water flowing over 275 falls, spread across 1.67 miles, and 269 feet high (Seven Natural Wonders). The South is also famous for its awe-inspiring beaches, different from the tropical beaches of the other regions. Although the World Cup host cities Porto Alegre, Rio Grande do Sul and Curitiba, Paraná have lower crime and violence indexes than most Brazilian cities, street crime can still occur.

### **b. Appropriate Etiquette**

Intercultural adjustment is a determinant factor of success in international assignments. Whether moving permanently, visiting on business, or even traveling for leisure, one will not survive in any city in Brazil without understanding and adapting to the Brazilian way of life. It is extremely important to realize that Brazilians are extremely personal and can often be labeled as very “touchy”. Unlike in the United States, where speaking too closely to a person or rubbing them on the back can easily develop into a sexual harassment lawsuit, such behavior is not only common, but expected in everyday life in Brazil. Brazilians use their hands while they speak and never refrain from touching their companions when doing so. Two kisses on the cheek is a normal way of meeting or greeting new friends or even business colleagues (unless the exchange is between two men). Travelers might describe Brazilians as invasive and disrespectful of their space, but a different way to characterize them is as warm and friendly.

Brazilian etiquette is so unique it has been given its own name: “O Jeitinho Brasileiro,” which means “the Brazilian way” (Sigollo, 2010). It is a common way of describing Brazilians’ flexible lifestyle and lack of urgency (Sigollo, 2010). Some American expatriates living in Brazil have found it difficult to adapt to their work settings because of what they have described as an environment of uncertainty and procrastination (Sigollo, 2010). What infuriates foreigners the most is the indirect manner in which Brazilians often communicate: “yes” often means “maybe,” “today” might mean “in a few weeks.” That Brazilians also do not separate their personal from their professional lives can be annoying and even intrusive to some. But it tends to create a more friendly, relaxed work environment, where everyone feels at home. The lack of planning also tends to make for much more creative thinkers, who can think much more effectively on the spot when problems arise.

Brazilians are commonly characterized as very social but unpunctual. When scheduling a meeting or any appointment with Brazilians, know that they do not expect either of you to arrive at the planned location at the exact hour mentioned. Being fifteen minutes late is generally not considered impolite. Dinners are also normally scheduled at much later times than in the United States and can last between two to four hours. It is important to never go straight to the point at business dinners, or risk being taken as disrespectful and the entire deal falling through. It is also considered ill-mannered to eat and leave the setting soon afterwards; doing so will possibly even cause one to earn a new nickname of *cachorro magro*, which translates to “skinny dog.” Expatriates should not be surprised if they are invited to their Brazilian coworker’s three-year-old son’s birthday party. They should also not be shocked to find that more adults than children will be present, and there will be more alcohol than soft drinks. Social gatherings and parties typically only have set times for when they start, not for when they end.

In order to prevent potential embarrassing situations, travelers should acquaint themselves with some information before dining out in Brazil. First of all, refills of drinks are practically unheard of. Unlike in the United States, for example, where one can get up in the middle of dining at a McDonald’s to refill his own drink at a soda machine, people must wait in line again when they want a refill in Brazil. Another peculiarity is that Brazilians rarely ever touch their food. At a local deli, for example, Brazilians customarily wrap their cheeseburger with a napkin. Every table at a restaurant, deli or bar has a napkin holder and straws. These napkins are almost made of plastic, not smooth or pleasant; their objective is not to clean your hands or mouth but to grab your food without leaving any on your food or hands. Also, Brazilians regularly use forks to eat their French fries, pizza, and sometimes even for their cheeseburgers.

## **VI. A BACKGROUND OF BRAZIL’S MAIN CHALLENGES AND RISKS**

Brazil is a huge country with huge problems. As Brazil’s people vary by region, so do its problems. But before diving into the unique challenges Brazil presents, an understanding of why its people are so unhappy with its government provides a useful background. The protests always make the news. The roots of the issues stem from the Brazilian government’s perceived corruption and infrastructural misspending.

Why invest billions of dollars on first-world soccer stadiums when Brazil’s roads, hospitals, airports, and public education are of third-world quality? Brazil does not supply enough water or electricity for its people. Blackouts are rarely a surprise. Internet and electricity services are inefficient and extremely expensive. A large majority of the population lives in poverty. The housing deficit is significantly large, resulting in numerous people having to resort to living in *favelas*, which consist of slums located in urban areas, commonly on hills, where sewage water runs loosely in the streets along with drug trafficking, shootouts, and crying residents. In recent years, the Brazilian government has attempted to “pacify” *favelas*, partially with the objective to control these areas’ criminality in preparation for the World Cup. “Pacification” of *favelas* involves bringing *favelas* under government and police control (Overseas Security and Advisory Council, 2014). Many tour agencies offer packages that include *favela* tours for those curious and brave travelers, who are often led to believe that *favelas* are safe, as they are under the government’s control. But shootouts between drug dealers and police officers in and around *favelas* happen at all times of the day, and target any person who is unfortunate enough to be present. Travelers should reject any *favela* tour offer without hesitation.

Another subject of protests is the public healthcare situation. Common to most public hospitals in Brazil are infinite lines, months of waiting to schedule an appointment, dying patients

sprawled out in corridors, electricity shortages, a lack of necessary medical supplies for patients, strikes, malfunctioning supplies, and poor building conditions. Public education is yet another disaster. Numerous adults cannot write their names, let alone read or type. Everyone wonders where the taxpayers' money has gone. Rather than being spent on Brazil, millions have unnecessarily been spent by the government on other countries—more recently, on a port in Cuba and on the importation of Cuban doctors to work in impoverished states in the North and Northeast, where water and electricity are often inexistent. The government optimistically began a project in the Northeast where the large river São Francisco's water was to be diverted in order to benefit millions of families who need water for their agricultural way of living. Millions have been spent, yet the project currently remains halted and abandoned, causing anger and frustration to the people who would benefit. Brazilians do not trust their government and some serious change is necessary if the country is to move forward. With elections on the way, some are optimistic. But these problems will not be resolved in a month or two, and they present serious threats to those choosing to attend the 2014 FIFA World Cup and 2016 Olympics.

Today, Brazil is considered a very unsafe country and is listed on several watch lists. Causes include poverty, unequal distribution of income, unemployment, an inefficient justice system, and in some cases even vengeance against the rich. In short, poor quality of public healthcare services, chaotic airports, inadequate public transportation, motor vehicle accidents, robberies, violence on the streets, and sexual tourism are possible risks tourists traveling to Brazil will face. Brazil has been fervently preparing to receive its millions of tourists for the thirty-day World Cup. Questions arise over whether Brazil is prepared to accommodate the mass of people that will occupy it beginning on the 12<sup>th</sup> of June, when taking care of its own people's needs has always been a challenge. Also worrisome are the issues that could result from difficulty in communication between foreigners from all over the world and Brazilians, who often can speak only Portuguese. Becoming acquainted with some of the challenges travelers to Brazil might face and tips on how to prevent and manage them is extremely important.

## **VII. THE RISK OF FALLING PREY TO ROBBERY AND PICKPOCKETS**

Most Brazilians, upon meeting a foreign tourist, will ask for his name, where he is from, and whether or not he has been pickpocketed. The image of a country remembered for its friendly, smiling, hospitable natives is soon forgotten if one is unlucky enough to be a victim of crime in Brazil. Especially in more recent years, Brazil has received a lot of bad press about its violence and high crime rate. Violence is present in places one would not imagine. Every day, people in Brazil become victims of robberies and pickpockets in buses, banks, traffic lights, markets, roads, and many other venues. Travelers must become familiar with common areas of risk.

Many wallets were stolen from tourists during Carnival this year. The chances of being a victim of robbery when walking in public locations depend on the level of attraction and distraction displayed at the moment. Public events and locations of heavy traffic require more attention from travelers. The large movement of people with purses and shopping bags attracts pickpockets. Not surprisingly, criminals seek out the most distracted victims. Tourists are the perfect targets. Not only are they often completely unaware of their surroundings, they are distracted by scenery and snapping photos, sometimes inadvertently ending up in dangerous neighborhoods. One must be particularly alert in Rio de Janeiro, São Paulo, Salvador, and Recife. It is important to know of the possibility that one might get mugged, pickpocketed, or have his bag snatched while in Brazil. If he is cautious and vigilant of his surroundings, only carries the minimum needed for the day, and

does not try to resist thieves if robbed, he is unlikely to face any real harm. Certain precautions can significantly minimize the risk of becoming a victim.

When planning a location for sightseeing, shopping, or using bank services, one should educate himself on the location's crime statistics, types of persons who generally frequent the area, and the kinds of clothing and accessories that can be worn in a safe manner in those surroundings. For example, walking around with a Rolex watch is almost always a bad idea. One should try to blend in, meaning he should not stand out from the environment. During meals, travelers' attention must remain on their belongings. Women should set their purses on their laps. As mentioned previously, tourists should avoid *favelas*, where shootouts from conflicts between police officers and drug dealers are common. They should be especially cautious in touristy areas, where robbers expect "attractive," distracted people they can easily target. Some special areas of risk warrant special precautions.

#### a. The Risk of Motor Vehicles

Motor vehicle drivers in Brazil are subject to numerous problems: constant traffic, inundations in already poorly-paved streets, and high risks of car accidents. But there is also the risk of being robbed of their automobile, along with every object in it. Crimes involving cars and motorcycles are common in the big cities. Some models are more sought out than others, either because of their commercial value in the black market or the high demand for used parts. One should find out which models are in highest demand for thieves and either avoid purchasing those altogether or double their caution around them. Travelers should not comfort themselves simply by the fact that they have insurance against car theft. It is best to avoid a dangerous situation altogether; car theft is one of the crimes that causes the most fatalities. Accessories such as wheels and sound equipment are attractive for car thieves. One should not be ostentatious with these items because of the risks they present.

It is recommended that tourists or expatriates refrain from riding a bus in Brazil. The challenge begins from the moment passengers have to race at the bus station just for the chance of entering a bus. Often the bus drivers speed off while the door remains open, with some passengers spilling outside the bus by hanging on the handrails outside the doors. Passengers will most likely have to stand up the whole time, praying to have a mere spot for their hands to hold on in case the bus driver breaks abruptly at the next stop. No matter how crowded the bus is, its driver will likely still accept more and more passengers; they are packed in like sardines. Bringing a laptop, iPhone, or fancy watch is like asking to get robbed. Robberies targeted at buses have occurred with frequency recently.

Then there is the risk of being a target of an *arrastão* while sitting in one's car during bumper-to-bumper traffic. It is a form of crime in which a group of criminals surrounds a location (usually a beach or tunnel) and steals every object in it. (This can also happen in other areas, including malls.) For example, robbers often take advantage of stopped traffic and throw rocks to break a car window and steal whatever is on hand: purses, cash, credit cards, cell phones, and the like. *Arrastãos* frequently occur near bridges, where illumination is poor. Stopping at a traffic light in a deserted street late at night is always a terrible idea.

*Some tips for car drivers:*

- When walking to your vehicle, have your car keys easily accessible, and look around and inside your car before entering it. Enter, lock all doors, and drive away immediately. Never remain inside your parked car, especially in front of your home at night.

- Your car keys should be on a different key chain from your house's key chain.
- Park in illuminated areas where people regularly frequent.
- Avoid parking next to occupied cars.
- Maintain your car in good condition by having it checked at least biannually in order to prevent mechanical failures.
- Avoid driving at night around isolated areas or areas with high rates of robberies, such as *favelas*. Avoid routes that include dark or deserted streets.
- Keep your doors locked and windows closed at all times, and never leave valuable belongings in a visible manner inside the car, even while it is moving.
- Stay alert over what is happening around you. Criminals typically target their victims from the driver's side, approaching from the back. Pay special attention to motorcycles occupied by two individuals.
- It is rare for a car to be targeted while it is moving. The easiest targets are those stopped at traffic lights with their windows open, radio blaring, and leaving out jewelry, watches, and purses.
- If you are driving and notice you are being followed, do not go home. Drive over to the nearest police station, mall, or gas station and request help. In certain cases, honk your horn before stepping out of your vehicle.
- If you are in an isolated area and become involved in a collision, drive to a secure location before stopping over to analyze the damage to your vehicle.
- Never give rides to a stranger. Be extremely cautious before helping strangers on the streets.

*Some tips for bus passengers:*

- If possible, choose to ride a taxi or drive your own car before resorting to riding a bus. They are not only uncomfortable, but incidents of theft are frequent.
- If you do decide to ride the bus, arrive at the bus stop on time but expect the possibility that the bus will be late. Buses should never be the mode of transportation for arriving at important meetings or anywhere where it is necessary to be on time.
- Never bring expensive items on the bus. Keep your eye on all your belongings the whole time.
- Wear inexpensive, thinner layers of clothing on the bus because 99% of the time they do not contain air conditioners. Casual clothes bought locally in Brazil are recommended.

b. The Risk at Home

Homes that attract the most attention are preferred targets for criminals, due to appearance, easy access, or exposure of objects of value, such as cars, motorcycles, and electronic equipment. Robbers often feign their appearance to blend in with an apartment complex or home neighborhood's residents. They enter with ease through the apartment condominium's garage or house neighborhood's gate, tricking gate guards into letting them in without any hesitation. Robbers are continually developing techniques for robbing homes of unwary victims. Residents should keep abreast of old and new scams by checking their jurisdiction's police station's website and staying up-to-date with the local news.

A trick that robbers have used in São Paulo involves pretending to be maids (Segforce, 2012). These "maids" advertise that they charge much lower salaries than the norm; they typically appear to be extremely qualified and experienced (Segforce, 2012). A red flag to watch for is that

they generally do not provide references (Segforce, 2012). Some act alone, while others act in concert with gangs. They wait for their employer's first trip to give out his house keys to the gang (Segforce, 2012). Other tricks residents have experienced include receiving a late night phone call from their condominium's guard that a neighbor is waiting for them in the garage (Segforce, 2012). He informs them that the neighbor hit their car while backing out and would like to discuss repair options (Segforce, 2012). Those who go downstairs are often trapped and taken back to their own apartment, where the gang will steal everything in front of them (Segforce, 2012).

*Some tips for home or apartment residents include:*

- Use gates and fences to inhibit access to your home and block visibility of your home to those on the street. Dogs and house alarms are also good ideas.
- Keep the gate locked at all times.
- When you move into a new home or apartment, change the door locks.
- Do not leave spare "emergency" keys outside or with your condominium's guard. Place car and garage keys inside a drawer, and never in plain view for those inside the dwelling.
- When leaving your car in a parking lot or in the hands of a third party, remove your house keys from the key chain. Keys can be copied in a matter of minutes and robbers might also invade the parking lot, thus gaining easy access to your residence.
- If you lose your home's keys, discard all copies and change your lock.
- Never tell strangers you live alone. For long trips, ask someone you trust to go to your residence and pick up mail. Always avoid giving off the impression that your house is empty, especially on holidays.
- Take precautions against people you hire to perform services inside your home, such as maids. Choose those who can provide good references.
- Do not leave large quantities of money or jewelry at home; use a bank.
- If you arrive at home and notice a broken window or that a light is on, you should not go inside. Step away and contact local police.

### c. The Risk from Your Phone

Travelers must be aware of scams that occur via phone. If they receive a phone call from a stranger telling a strange story, they should not listen. The best way to handle this is to tell them you are aware of the scam and have contacted the police, and then hang up the phone. A common scam is for criminals to call expatriates' homes pretending they have their child for ransom. The expatriate should contact his child before believing such stories and giving them money. Otherwise, they should file a report at their nearest police station. It is important to remember that a conversation with a stranger via phone subjects you to the same risks as chatting with a stranger in the streets.

*Some tips:*

- High-level executives should not keep names and photos of their family members in their cellular phones' contact lists, for these can be used by criminals who specialize in kidnappings. Memorizing numbers is a wise idea.
- Never give out private information such as passwords or bank account numbers via phone.
- In order to prevent the possibility of having your phone cloned, keep it turned off in airports and bus stations.

#### d. The Risk of Being Kidnapped

Kidnappings, extremely violent and shocking crimes, occur frequently in Brazil. People who drive luxury cars and attend high-end places such as expensive stores and restaurants on a regular basis stand out from the majority of the population, and are the most favorable targets for kidnappers. There are also many recent news stories involving multinational executives who were kidnapped unexpectedly.

*Some tips, especially for high-level executives:*

- Use your luxury vehicle only on weekends or on road trips; for your daily routine, use a less flashy vehicle.
- Do not be rigid with your schedule of leaving and arriving at home and work.
- Use at least three different routes for driving to work and returning home.
- Use freeways and streets with more movement of people. Always stay alert as to what is happening around you.
- Traveling with others in the vehicle prevents kidnappings. Carpool with coworkers.

### **VIII. THE THREAT OF SEX TOURISM**

Human trafficking and sex tourism have existed as far back into history as we can see. What is different is that countries like Brazil are finally beginning to take serious action and condemn violations of human rights within and across their borders. But some areas in Brazil still lag behind in controlling this problem. Women are increasingly taken against their will from cities in the Northeast like Recife and Fortaleza. Many of them, underage and helpless, are transported and sold in European countries such as Spain, Italy, and Germany. Certain websites have camouflaged names that convey the false appearance of a “relationship website,” while in reality they are intended for the trafficking of women. The criminal justice system in Brazil is in a never-ending battle with this grave problem. The 2014 World Cup will probably elevate the risks of human trafficking and sex tourism at an alarming rate. At the very top of the Brazilian government’s list of problems to resolve is child prostitution, a growing business that involves underage girls who willingly sell their bodies for fast cash.

As night approaches, the sex tourist’s playground in cities like Fortaleza comes alive. Prostitutes interact with tourists, flirting and dancing at their sides while gauging the potential for lucrative business. In Brazil, the legal age for prostitution is 18, but too many women appear to be much younger. That is probably because over 250,000 children are reportedly involved in the business of child prostitution. Numerous reports warn that underage prostitution could reach its highest level during the World Cup, a time that appears to be a serious opportunity for prostitutes—both legal and illegal. Ambitious prostitutes are learning English and preparing for the large number of potential clients expected to arrive in Brazil this June and July for the World Cup. Importantly, the World Cup will not be the end of the story, as Brazil will also host the 2016 Olympics. The government has recently taken measures to remedy this issue and keep underage females off the streets, but more awareness and action is needed to curb the serious risk that the large events of 2014 and 2016 will pose.

### **IX. OTHER ISSUES AND ANNOYANCES**

#### **Law Enforcement**

Compliance with laws aimed at protecting the public and locating and incarcerating thieves is a major concern. There isn't much recourse for those who are robbed, deceived, or aggrieved. People live in fear and build fences around their homes or pay elevated taxes to live in closed communities. It is difficult to be a victim in Brazil, where justice is typically unheard of. Trials that would normally last less than two years in the United States often last over ten years in Brazil. The judicial system rarely punishes companies for violations of consumer rights. To make matters even worse, police officers in certain areas of Brazil are on strike due to very low salaries; in Bahia, there were 23 deaths in just one day. Everything moves at a slow crawl and the Brazilians completely distrust their system.

### **Lines**

It is often said that patience is a virtue. In Brazil, patience and flexibility are necessary abilities. Waiting in line is an expected part of the day. Lines to pay, lines to order, lines to enter a building, lines to leave a building and a line to wait for the next line. It is normal to be stuck in traffic all day. It is common to wait 10 minutes at a grocery store line when there is only one person ahead. Lines at banks are unbelievably long; it is common to spend the entire day waiting. Bank services are of extremely low quality. In order to avoid long lines and other headaches at banks, it is recommended to pay one's bills online or at lottery booths.

### **Pollution**

This environmental problem has directly affected the health of people in the large cities of Brazil. Oceans and rivers are being polluted by domestic and industrial trash, bringing about diseases and affecting the ecosystems. The air, primarily in large cities, is receiving large quantities of contaminated gas derived from the burning of fossil fuels (from petroleum— gasoline and diesel primarily). Elderly citizens and children become primary victims of respiratory diseases. In order to reduce pollution (and traffic), São Paulo employs a rotation system for cars that is organized by the last digit of license plates and is valid for license plates from every Brazilian city. Each car is assigned a day of the week on which it cannot be driven during morning and afternoon rush hours.

## **X. EXPECTATIONS AND WARNINGS FOR WORLD CUP TOURISTS**

The last Confederations Cup, which was held in Brazil in June of 2013, was a warm-up for some of the problems that tourists of the 2014 Brazil World Cup might encounter. Protests were first triggered by rising public transportation fares in Rio de Janeiro and São Paulo. Demonstrations quickly spread through city streets all over the country during the Confederations Cup. In Fortaleza, for example, soccer fans had to face tremendous obstacles to arrive at the stadium on time for scheduled matches. Protesters were so large in number they completely obstructed the main road leading to the 67,000-seater Arena Castelão stadium, which will stage six World Cup matches. Both FIFA and the Brazilian government have been planning for the possibility of protesters' return to the streets during the World Cup.

Another issue that called the attention of authorities occurred after the Confederations Cup. Bloody fights between rival teams that caused the deaths of numerous people broke out at Brazilian soccer stadiums. Fortunately, new laws specifically targeted at World Cup *torcedores* (fans) have been passed recently by the legislature. The Brazilian government has taken measures to impose new fines and severe penalties against any person who promotes turmoil at the World Cup games.

As mentioned previously, public transportation has always been a problem in Brazil. For die-hard soccer fans who plan to attend World Cup matches in different cities, transportation will

be a significant issue because of the long distance between different World Cup cities. In a country larger than the contiguous USA, air travel will be the only mode of transportation to get around between more distant venues. And Brazil's airports, overflowing with immense crowds on a daily basis, are a worry. Most of the host cities have airports that are too old and too small to cope with the estimated 600,000 fans that will fly to Brazil during the World Cup.

If Brazilians are generally annoyed by their own infrastructure issues, tourists might be completely distraught. For example, during Carnival in 2014, tourists impatiently waited for taxis from the Galeao (Rio de Janeiro) airport into town for six hours. Traffic simply did not move. And statistics indicate that some cities in Brazil will receive their largest influx of people ever. Everything will be larger in the World Cup and there will be more of it: tariffs will be higher than usual, more people than usual will roam the cities, and longer lines and waiting periods are just the beginning. "Imagina na Copa!" has become a popular everyday Brazilian expression—just imagine during the World Cup. It started out as a common complaint about many problems in Brazil, particularly in big cities, predicting an unhappy future for Brazil's mega-event. Overcrowded airports? "Imagina na Copa!" Stuck in traffic all day? "Imagina na copa!" A spate of muggings in São Paulo? "Imagina na copa!" Now, Brazilians routinely use the expression for pretty much every problem they confront, whether it is a broken pipe or a delayed flight. If the situation is like this now, just imagine during the World Cup.

## **XI. CONCLUSION**

Nothing is scarier than being in an emergency situation in the unknown without a plan for safe extrication. Travelers to Brazil who plan ahead and assess each situation carefully as it arises, pursue all their options, and consider the most appropriate steps to take during hazardous or uncomfortable scenarios, will lower their risk of injury and danger. Expatriates and business travelers who work for a company that provides them a pre-travel risk management program that includes cultural awareness and situational understanding will be best equipped to not only survive, but thrive, and enjoy every second of their experience in Brazil. The World Cup also has every potential to be an exciting, once-in-a-lifetime adventure, where tourists are well-served, seated in their proper seats during the games, eat delicious meals, use clean bathrooms, and experience no hassle or sense of insecurity. The Brazilian government has been working extremely hard; hopefully it is enough so that tourists will return home smiling. The goal for expatriates and business travelers should not be just to arrive back home in one piece. A successful trip full of unforgettable memories, beautiful views, nice people, great food, and new things to learn is pending for diligent travelers.

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