



# WPI

## WPI's Engagement Opportunities in Brazil & Latin America

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# This Pioneer Engagement will be the Cornerstone for Achieving Long-lasting Impact through WPI's Future Initiatives in Brazil

## *Why Brazil?*

- Brazil is part of one of the key areas outlines in WPI's strategic plan. Alumni: ; Current: ; Accepted (class 2020):
- Brazil is by far the largest economy in Latin America and the 7<sup>th</sup> largest world-wide
- AB InBev, Kraft-Heinz, Burger King, and some other major global enterprises are now controlled by Brazilians
- We should leverage the momentum we have built up with AmBev's pioneer MQP
- We already have contacts in academia: UPE, UNICAMP, UnB.
- QS University Rankings: 8 out of the top 15 LatAm Universities are Brazilian. US News Rankings: 9 out of 15.

## *How is the exploration going to make an impact?*

- Visit at least 3 leading Brazilian/ multinational companies
- Visit at least 3 top engineering universities (potentially signing MOU with one of them)
- This trip has the potential to solidify our WPI's alumni initiatives in the country
- Info session to attract prospective students
- First step towards nurturing relationship with Estudar and Lemann Foundations



# WPI's Strategic Exploration will consist of three pillars: Research & Graduate Ed, Industry, and Reputation & Visibility

## *Research & Graduate Ed*

**Develop connections with top academic institutions in Brazil and potentially attract PhD and Masters students**

### *Tangible goals*

- Visit Estudar and Lemann Foundations and meet its senior leadership
- Sign one MOU (UNICAMP or UPE)
- Visit key target schools: Insper, ITA, Poli-USP, UNICAMP

## *Industry*

**Solidify and expand partnerships with Brazilian leading companies**

### *Tangible goals*

- Visit at least 3 companies and meet their senior leadership. AmBev's successful MQP case story.
- Target companies: AmBev, Kraft-Heinz, Hidrovias do Brasil, Votorantim Cimentos, General Motors, Embraer

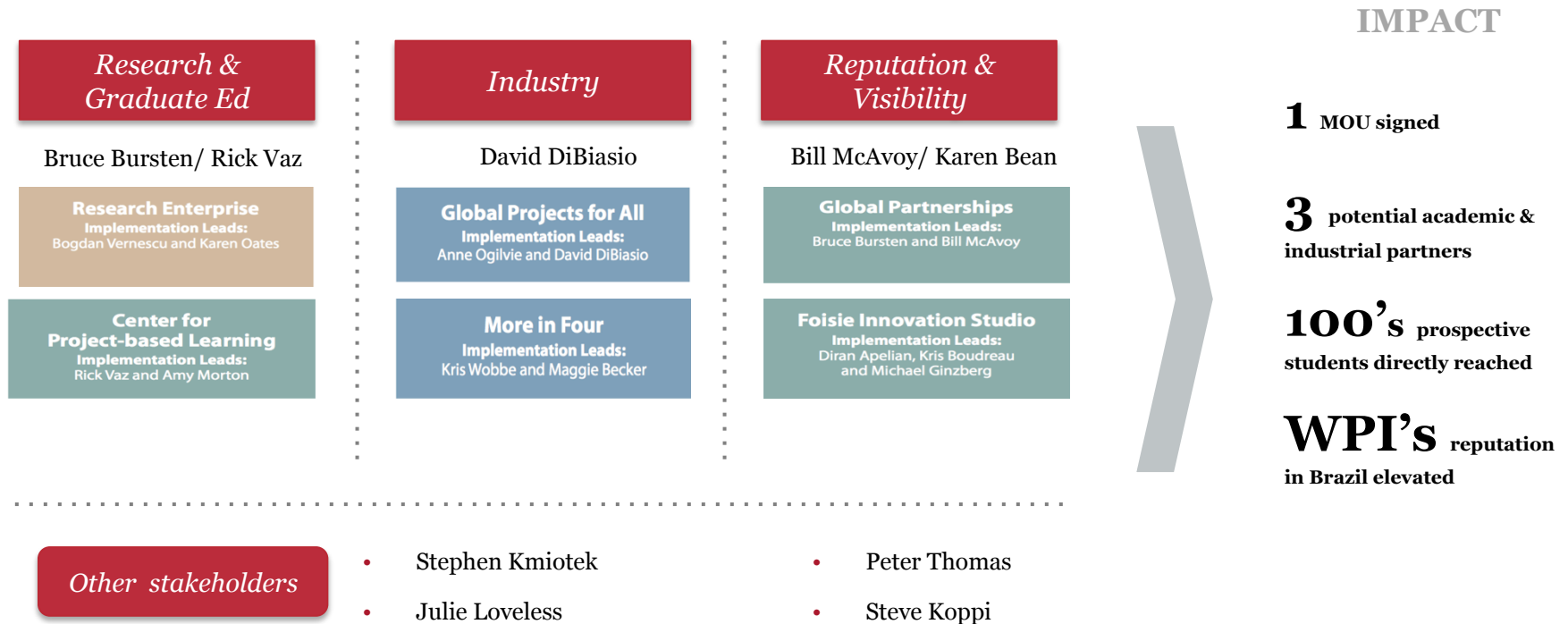
## *Reputation & Visibility*

**Boost WPI's image as a leader in project-based education: "the premier polytechnic"**

### *Tangible goals*

- Host an event about the Center for Project Based Learning
- Participate in Admissions office Info Session for prospective students (reception: parents, current student, prospective, alumni)
- Alumni event (from WPI and potentially other schools)

# Initial Engagement leverages Synergies across WPI's three-year Elevate Impact Strategic Plan bringing a broad range of stakeholders together



# The trip would last 6 days, taking place in September after Rio 2016 Summer Olympics and the beginning of class at WPI

