

# Culture Brief: Latin America

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**Thursday, June 7, 2012**

**Program: 8:30 – 10:00AM**

**Registration & Breakfast: 8:00AM**

Grand Valley State University

Bicycle Factory

201 Front Avenue SW

Grand Rapids, MI 49504



Latin American countries have emerged strongly with a regional GDP growth rate in 2010 of 5.7%.

As some of our closest neighbors, Latin America has developed strong socio-economic ties to the United States. Despite the proximity, the various cultural norms encountered while doing business in Latin America can be confusing.

At this briefing, gain an understanding of business culture and etiquette while developing tools for success in a cross-cultural working environment.

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