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# BRAZIL

## COUNTRY GUIDE



**PLUGG**  
TECHNOLOGIES

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# Brazil Report



Brazil is a powerhouse for nearshore talent acquisition, offering a vast and diverse workforce with expertise across multiple industries, including tech, finance, and manufacturing. As Latin America's largest economy, Brazil combines a dynamic tech ecosystem, rapid advancements in innovation, and a strategic focus on education reform, particularly in STEM fields. With growing English proficiency, strong government incentives, and a time zone aligned with the U.S., Brazil is uniquely positioned to drive global business growth through nearshoring partnerships.

## Talent Pool and Workforce

Brazil's talent pool is a major asset to its tech sector, which is expected to grow by 10.5% annually in 2024. A recent study by BRASSCOM estimates that the country will require over 800,000 new tech workers by 2024 to meet this growth. Currently, Brazil has the largest talent pool in Latin America, boasting around 760,000 software developers. Additionally, over 500,000 professionals are engaged in offshore software development, making Brazil a key player in global tech outsourcing. This workforce is further reinforced by a steady influx of new talent, with approximately 55,000 ICT graduates entering the market annually.

Brazil's labor force, over 100 million strong, is centralized in major cities like São Paulo, Rio de Janeiro, and Belo Horizonte, offering a highly skilled and urbanized workforce. The country's work culture is collaborative and relationship-driven, with increasing acceptance of remote and flexible work arrangements. While Brazil has a strong tech presence, it also excels in other sectors such as agribusiness, energy, and manufacturing, providing a well-rounded and diverse labor force.

### Highlights:

- Brazil has the largest workforce in Latin America, with over 100 million workers.
- Brazil's tech ecosystem, with a focus on fintech, AI, and cloud computing, is attracting major global companies
- 55,000 ICT graduates entering the workforce annually

## Language

Brazil's official language is Portuguese, making it the only Portuguese-speaking country in Latin America. Portuguese is widely spoken across all regions of Brazil, with some regional dialects and variations. However, the country is increasingly focused on enhancing English proficiency, especially in business and tech sectors.

In 2020, the Brazilian government implemented the Base Nacional Comum Curricular (BNCC), making English the compulsory foreign language to be taught in all schools, both public and private. English instruction begins in the final years of lower secondary education, ensuring that future generations have a stronger foundation in the language.

In addition to Portuguese and English, Brazil is home to a range of minority languages, including Spanish, German, and Italian, due to its diverse immigrant communities.

### Highlights:

- Higher English proficiency in major cities like São Paulo and Rio de Janeiro, especially among IT professionals
- Professionals in sectors like tech and outsourcing are more likely to have advanced English skills, making communication easier with international partners.





*Christ the Redeemer,  
Rio de Janeiro*

## Government

Brazil's government has made significant strides in fostering a business-friendly environment for nearshoring and outsourcing, especially in the tech and education sectors. As the largest economy in Latin America, Brazil has implemented policies and initiatives aimed at boosting innovation, attracting foreign investment, and developing a skilled workforce to meet global market demands.

The Brazilian government has prioritized the technology sector through initiatives like the Plano Nacional de Internet das Coisas (National IoT Plan), which aims to make Brazil a global leader in IoT development. This includes offering tax incentives and investment opportunities for companies involved in digital transformation and technology services. These efforts position Brazil as a competitive nearshoring destination, with a growing talent pool skilled in software development, data science, and emerging technologies.

### Highlights:

- Brazil offers various incentives for foreign companies looking to outsource or nearshore operations, including tax breaks, investment incentives, and trade agreements that facilitate business partnerships.
- The country's regulatory framework is designed to protect both foreign investors and local workers, making it an attractive and stable environment for businesses seeking to expand their operations.

## Education

Brazil has one of the largest and most diverse education systems in Latin America, with a growing emphasis on improving access to quality education and fostering innovation in key sectors such as technology and STEM. The government provides free public education at all levels, including universities, making higher education accessible to a broad population.

To meet industry demands, Brazil has developed a robust system of technical schools (*escolas técnicas*) and vocational programs that prepare students for specific career paths in areas such as IT, healthcare, and industrial engineering. These programs are crucial for building a workforce that is adaptable to the needs of the nearshoring and outsourcing sectors.

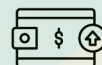
### Highlights:

- The University of São Paulo School of Economics, Business, and Accounting (FEA) is one of the most prestigious in Brazil, known for producing top business leaders and economists.
- Brazil has one of the top Computer Science undergraduate and graduate programs at Universidade Federal de Minas Gerais (UFMG), staffed by professors from from Stanford, Princeton, Oxford, UCLA, and other prestigious universities around the world.

## Economic Outlook

Brazil is the largest economy in Latin America and one of the top 10 largest economies globally. While it has faced periods of economic challenges in recent years, including high inflation and fluctuating growth, the country is expected to stabilize and see moderate economic growth in the coming years.

In Q2 2024, the GDP grew by 1.4% quarter-over-quarter, exceeding expectations. Brazil's nearshoring market is expected to grow at a compound annual growth rate (CAGR) of 10.3% from 2021 to 2025, according to a Deloitte study. Additionally, the latest projection from the Inter-American Development Bank (IDB) suggests that Brazil could export an additional US\$7.84 billion by riding the wave of this movement.



## CURRENCY

**\$1 USD = 5.69 Brazilian Real  
(Reis)(BRL)R\$**



*Ibirapuera park,  
Sao Paulo*

### Brazilian Culture

Brazilians are known for their warmth and friendliness, with a strong sense of community. They are often described as exuberant, creative, and receptive to foreigners. And they are known for their warm greetings, which can include handshakes, hugs, and kisses on the cheek, depending on the context and region.

Social gatherings are a big part of Brazilian life, and this sense of connection is an important cultural trait, making Brazil a welcoming environment for both business and leisure. The country is known for its cultural diversity, bringing together various peoples and cultures to create a unique Brazilian identity.

Brazil has a passion for sports, particularly football (soccer), which is almost a national religion. In addition to football, volleyball, capoeira, and Formula 1 racing are also widely followed.

#### Industries

- Software Development
- Fintech
- E-commerce
- Cloud Computing
- AI

#### US Companies in Brazil

- Google
- Microsoft
- IBM
- Oracle
- Amazon
- Uber
- Facebook



13 Hour  
Direct Flight  
from NYC

**Capital:** Brasília

**Time Zone:** (BRT) UTC-3

**Population:** 212.6 Million

**Currency:** (BRL) Brazilian Real

### Cultural Facts:

*In Brazil, the concept of "jeitinho" is widely embraced in the workplace, referring to the creative and flexible way Brazilians approach problem-solving. It's about finding innovative solutions, even in challenging situations, and reflects a spirit of adaptability and resilience that is highly valued in business and collaboration.*

# Why Nearshore?

*Optimize Your Workforce with Strategic Talent Arbitrage*

As companies continue to seek innovative ways to stay competitive, nearshoring offers a compelling solution that balances cost-efficiency, collaboration, and high-quality service. By choosing nearby locations for outsourcing, businesses can foster long-term partnerships with external teams, ensuring both cultural compatibility and smoother operational integration.

## Benefits of Nearshoring

**Access to a Highly-Skilled Talent Pool:** Latin America offers professionals with advanced technical skills and business training.

**High English Proficiency:** Many professionals in the region possess excellent English skills, minimizing communication barriers and enhancing collaboration.

**Aligned Time Zones:** Teams in nearby regions work in similar time zones, allowing for real-time communication and quicker decision-making.

**Cultural Compatibility:** Teams from neighboring countries often share cultural similarities with the US, leading to smoother collaboration and stronger business relationships.

**Faster Onboarding and Ramp-Up Time:** Teams can be onboarded quickly due to geographical proximity and cultural alignment, reducing project delays.

**Cost Efficiency:** Companies can access skilled talent at a significantly lower cost than hiring locally in the US.

## Latin America's Key Advantages

*Latin Americans are well known for their innovative and collaborative approach to problem-solving. The ability to quickly access and integrate highly specialized talent into a shared culture with unified metrics for productivity and success opens the door to enhanced value creation and a distinct competitive edge. The strategic advantages of nearshoring are significant, and forward-thinking business leaders who embrace this innovation will stay ahead of the competition.*

## Plugg Technologies: From Vision to Partnership

In 2015, our founder, Brian Samson, took a bold leap. Leaving San Francisco for Buenos Aires, he embraced the challenge of scaling a FinTech startup. What began as a small team grew into a powerhouse of 85 talented professionals in Argentina. This transformative experience revealed a powerful truth: Latin America is brimming with exceptional tech talent poised to drive global innovation.

Inspired by this discovery, Brian founded Plugg—a company dedicated to bridging U.S. businesses with the best and brightest minds in LATAM.

Joining him on this mission is Ruben Santana, a staffing expert with 30 years of experience leading successful nearshoring operations in Mexico. Ruben’s deep understanding of the region’s talent landscape has been pivotal in shaping Plugg’s success.



**Ruben Santana, President**



**Brian Samson, Founder**

## The Plugg Technologies Experience

Today, Plugg is more than a staffing partner—we’re a trusted ally for U.S. companies looking to build exceptional teams throughout Latin America. With a strong foundation of trust, honesty, and transparency, we’ve placed hundreds of top candidates, helping businesses scale faster and more efficiently. Our robust infrastructure, visionary leadership, and unmatched recruiting expertise ensure a seamless nearshoring experience every step of the way.

At Plugg, our mission is simple yet profound: to provide personalized, hands-on service tailored to the unique needs of every client. We combine deep regional roots with an unwavering commitment to excellence, offering a level of care and attention that sets us apart.

From the initial consultation to ongoing support, we focus on building lasting partnerships grounded in integrity and genuine collaboration. With Plugg, you’ll experience more than a service—you’ll gain a partner dedicated to your success.

Contact Us Today to Learn How We Can Help

 [Ruben@plugg.tech](mailto:Ruben@plugg.tech)  [www.plugg.tech](http://www.plugg.tech)