

## TRANSCULTURAL LEADERSHIP SUMMIT 2018

### Country focus: Brazil

On November 8<sup>th</sup> and 9<sup>th</sup>, 2018, renowned experts from business, politics and academia will once again be invited to engage in debate on transcultural leadership with senior managers, young professionals and students from all over the world.

In times of global connectedness, global value-creation and urbanization, sustainable success is highly dependent on whether a globally acting organization is able to utilize, and build on, transcultural commonalities and opportunities for cooperation. In this context, confronting and tackling questions and challenges of transcultural leadership continues to gain in importance.

At the **Transcultural Leadership Summit | TLS**, which takes place annually at Zeppelin University in Friedrichshafen, Lake Constance, these topics are discussed in depth. The TLS is organized by a group of highly motivated students and headed by Prof Josef Wieland, director and founder of the Leadership Excellence Institute Zeppelin | LEIZ.

While the first Transcultural Leadership Summit in October 2016 (“East and West – West and East”) focussed on China, the Summit in November 2017 had the title “Learning about Sub-Saharan Africa” and took a closer look at the Sub-Saharan region.

**In November 2018, the country of focus will be Brazil.**

As an important player in the globalized world, Brazil has a long history of cooperation with other countries. To many organizations from all over the world, it is a major partner that serves as a bridge to the South American sub-continent.

After many years of prosperity and stability, Brazil has recently gone through some challenging years. However, all the signs indicate that Brazil is on the up again. This is not only attracting the attention of political and economic decision makers but will also influence the future of doing business in South America.



## **Brazil – a high-potential country for transcultural cooperation**

Against this backdrop, we are convinced that Brazil has a huge potential for future transcultural cooperation. A country with an abundance of nature and natural resources, characterized by a great richness of culture as well as by dynamic societal and economic developments, Brazil is a fascinating and instructive focus for our third Transcultural Leadership Summit. We are eager to explore how responsible leadership and urban development are practiced in Brazil, and to learn about Brazil's role and potential in the context of globalization and global value-creation.

We are very excited to be able to bring together high-profile speakers from Brazil and Germany in order to discuss the manifold opportunities for cooperation between these two countries, and where -- and under what circumstances -- transcultural leadership comes into effect here.

**Become part of the Transcultural Leadership Summit!**

**We are looking forward to welcoming you to Lake Constance on November 8th and 9th, 2018!**

Contact:

[julika.montecinos@zu.de](mailto:julika.montecinos@zu.de)

+49-7541-6009 2264

For more information please visit our website:

<https://transcultural-leadershipsummit.com/>