



# **BRAZIL GATEWAY ANNUAL REPORT**

**2020**



**THE OHIO STATE UNIVERSITY**

OFFICE OF INTERNATIONAL AFFAIRS

## INTRODUCTION

Although 2020 was a challenging year, the Brazil Gateway is grateful to its stakeholders for continuing their support in a virtual environment. This report highlights accomplishments encompassing January-December 2020 in four key areas: students (future and current), alumni (including visiting scholars and interns), partners (with and without formal agreements) and faculty. The COVID-19 pandemic impacted travel for faculty visits, education abroad programs in Brazil and events, but virtual opportunities were created, and their success provides an opportunity to continue in the online environment into the future.

### **Highlights from the year include:**

- Senior leadership visit to Brazil to connect with partners and alumni
- Sesquicentennial photo exhibit event that celebrated the 55-year partnership with the University of São Paulo (USP)
- The first pre-departure orientation event for Brazilian students in collaboration with the Office of Student and Academic Success
- Launch of Brazil Gateway's first web series that involved seven colleges
- Four CAPES PrInt Workshops in collaboration with the College of Food, Agricultural and Environmental Sciences (CFAES), Global One Health initiative (GOHi) and Brazilian universities seeking research collaborations through the \$60 million funding from CAPES PrInt
- The facilitation of virtual internships for Fisher College of Business students
- Launch of the first Alumni Club of Brazil supported by The Ohio State University Alumni Association
- The first Digital Pathology Conference of the Americas co-hosted by Ohio State's The James Comprehensive Cancer Center and the Barretos Cancer Hospital.

For 2021, the Brazil Gateway looks forward to engaging with faculty and students on campus through closer collaborations with the Center for Latin American Studies; engaging partners, alumni and prospective students in Brazil through virtual programming; supporting admitted students unable to travel to campus; seeking opportunities such as internships for students and supporting colleges with recruitment plans in Latin America. We count on you and your partnership! Resilience, adaptability and friendship will lead us in 2021.

*Padmini Roy-Dixon, Executive Director  
Global Gateways and Partnerships*

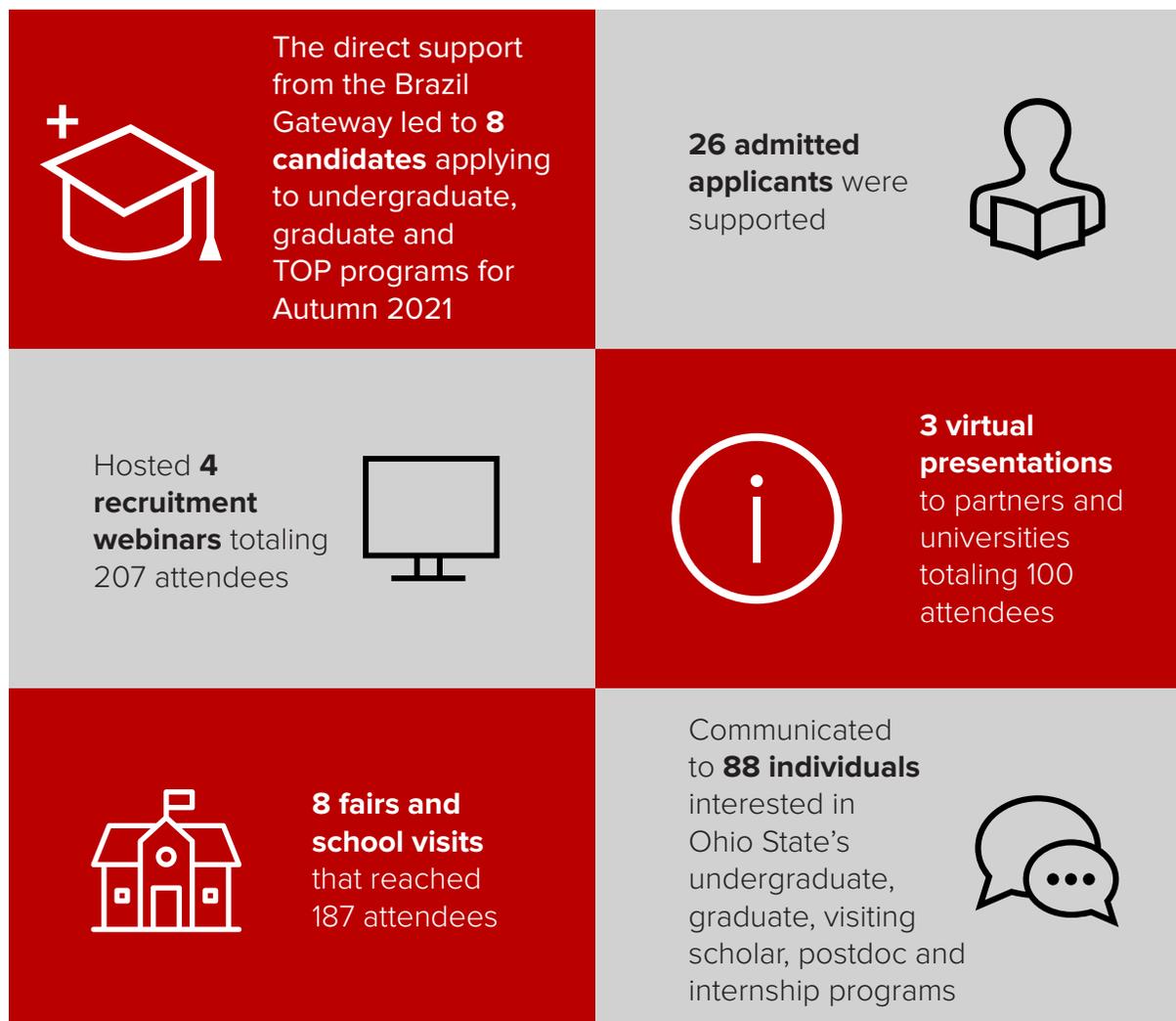
*Jane Aparecido, Director  
Brazil Gateway*

## STUDENTS

The Brazil Gateway supported the recruitment of new students to Ohio State, provided resources to incoming students, promoted academic programs and identified internships for students to gain practical experiences in their future careers.

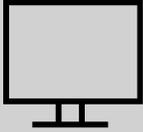
### Recruitment –

Supported Ohio State’s undergraduate and graduate recruitment efforts by contacting admitted applicants individually, hosting virtual events, attending virtual school visits and recruitment tours, and communicating with prospective students who reached out with questions.



**Support Services –**

Provided resources to and engaged with students and scholars admitted to Ohio State by hosting a virtual Pre-Departure Orientation (PDO), hosting online events, facilitating experiential learning and virtual education abroad opportunities, and by answering questions about life in the United States. The Brazil Gateway also supported students' travel logistics who visited Brazil through the Higher Education education abroad program before flight restrictions started in early March 2020.

 <p><b>8 newly admitted/enrolled</b> undergraduate and graduate students and visiting scholars attended the first virtual PDO</p>	<p><b>Hosted 8 webinars</b>, which included alumni, faculty, business partners and one current student as presenters</p> 
<p><b>12 Fisher students</b> applied and three were selected to a virtual internship opportunity facilitated by the Brazil Gateway</p> 	<p><b>20 students</b> visited Brazil through the Higher Education in Brazil education abroad program during spring break 2020</p> 
 <p>Collaborated to host a Buckeye Bridge online event to highlight engineering and architecture career paths in Brazil where <b>19 attended</b></p>	<p><b>12 current students and scholars</b> were supported via email, phone or social media on topics related to life in the United States and available opportunities</p> 

## FACULTY

The Brazil Gateway engaged with faculty by fostering existing partnerships and facilitating new relationships.

### Events –

Launched new virtual initiatives and events to engage faculty and facilitate research partnerships in Brazil.

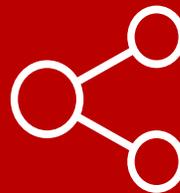


**4 webinars** geared toward faculty and research topics totaling **232 attendees**

Presented to **16 faculty members** at the Ohio State Wooster campus to share opportunities to collaborate with Brazilian institutions and funding options



Supported the first Pathology Conference of the Americas that took place digitally and attracted **70 participants**



Attracted **32 attendees** from Brazil to participate in the Global One Health initiative's Summer Institute by connecting interested faculty

### 2020 HIGHLIGHT

**Four Brazilian universities partner with Ohio State on new Brazilian government funding system, CAPES PrInt.** This \$60 million, five-year program aims to promote the development of strategic internationalization plans as a means to improve the quality of Brazilian graduate courses and to draw greater international visibility to scientific research carried out in Brazil. To help Ohio State faculty and graduate

students interested in Brazil connect with the four Brazilian universities, understand their research focus and have a better idea of how CAPES PrInt could foster collaborations, the Brazil Gateway, the College of Food, Agricultural, and Environmental Sciences and the Global One Health initiative hosted **4 workshops** to share information about CAPES PrInt funding totaling **356 attendees**.

## Partnerships & Collaborations –

Advanced connections between Brazilian institutions and companies and Ohio State students, scholars and faculty through formal international agreements, collaborative research and grant opportunities.



Supported progression of **3 Memoranda of Understanding (MOUs)**, which led to 1 MOU renewal with the University of Paraná (faculty continue to work on concept statements for the other two MOUs)

### **6 new connections**

with academic institutions in Brazil, which included faculty interested in research collaborations, events, programs and visiting scholars



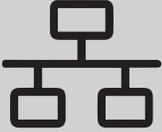
### **2020 HIGHLIGHT**

Offered individual support to **45 faculty** on travel information, connections, visiting scholar support and research collaborations.

The Brazil Gateway developed a Brazil Travel Guide to serve as an information toolkit for travelers to better understand the travel process, the local culture and logistics. Download the guide at [go.osu.edu/brazilguide](https://go.osu.edu/brazilguide).

**Grants & Research –**

Identified and shared grant opportunities with interested Ohio State faculty to facilitate collaborations with Brazilian institutions.

 <p>Supported <b>3 grant applications</b> with possible <b>funding totaling \$620,000</b> through sharing grant opportunities, meeting with faculty and staff members individually, searching for partners, writing letters of support and reviewing applications</p>	<p>Facilitated the partnership of the research network proposal between the Department of Spanish and Portuguese in collaboration with faculty from Universidade Estadual Paulista (UNESP), which received <b>\$22 million in funding</b> through CAPES PrInt</p> 
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**Corporate/Nonprofit/Government Engagement –**

Connected Ohio State faculty and staff with corporations, nonprofit organizations and government offices for opportunities in sponsored research, executive education, events and internships.

 <p><b>13 new connections</b> were established</p>	<p>Hosted <b>5 webinars</b> to engage non-academic partners in Brazil with <b>222 attendees</b></p> 
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## ALUMNI & FRIENDS

One of Ohio State's most important assets are individuals who want to engage and remain connected to the university – no matter where they reside in the world. The Brazil Gateway helps Ohio State remain connected to alumni and friends in the region.

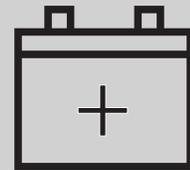
### Events –

Hosted events and supported activities for students, faculty, staff, alumni and friends.



Led the **launch of the first Alumni Club of Brazil**

Hosted a celebratory virtual event for the Alumni Club of Brazil that attracted **39 attendees**



Planned **6 events** with alumni as invited speakers that garnered a total of **251 attendees**



Collaborated on an event with the Federal University of Rio Grande do Norte for an online webinar with **34 attendees**

### 2020 HIGHLIGHT

The Brazil Gateway hosted a Sesquicentennial Photo Exhibit with Ohio State leadership in attendance for alumni currently living in Brazil on February 12. **Almost 70 alumni, partners and friends joined the reception and photo exhibit.** In addition to celebrating the founding of Ohio State in 1871, the event also marked Brazil Gateway's five-year anniversary and 55 years collaborations between Ohio State

and the University of São Paulo (USP). **The photography exhibit highlighted many important moments of the university's 150-year history through 25 images**—from the first recorded Brazilian student in 1946 to Ohio State's first delegation visit to USP School of Agriculture (ESALQ) in 1964 to recent activities involving students, visiting scholars and faculty.

## Engagement & Advancement –

Created new initiatives and programs to increase alumni and friends engagement.



## PARTNERS

The Brazil Gateway worked with a diverse array of partners—academic, corporate, governmental and NGOs—to connect Ohio State students, faculty and staff with these organizations. In 2020, the Brazil Gateway developed a [Business Portfolio](#) to help potential collaborators understand how the Brazil Gateway can connect them to opportunities within Ohio State.

### **Academic Partners –**

<b>INSTITUTION</b>	<b>RELATED COLLEGE OR DEPARTMENT</b>
CAPES	Global One Health initiative
FAPESP	Office of Research
Federal University of Mato Grosso	College of Food, Agricultural, and Environmental Sciences The Ohio Program
Federal University of Minas Gerais	College of Education and Human Ecology
Federal University of Paraíba	Global One Health initiative
Federal University of Paraná	College of Food, Agricultural, and Environmental Sciences Department of Spanish and Portuguese Global One Health initiative The Ohio Program
Federal University of Rio Grande do Sul	College of Food, Agricultural, and Environmental Sciences
Federal University of São Carlos	Health and Rehabilitation Sciences
Mackenzie Presbyterian University	Department of Design
The University of Brasília	Moritz College of Law
UNESP - São Paulo State University	Department of Spanish and Portuguese
University Center UniEvangélica	Moritz College of Law
USP - University of São Paulo	College of Food, Agricultural, and Environmental Sciences Department of Chemistry Wexner Medical Center

## Non-Academic Partners –

<b>INSTITUTION</b>	<b>RELATED COLLEGE OR DEPARTMENT</b>
Adus	Fisher College of Business
Barretos Cancer Hospital	The James Comprehensive Cancer Center
Campus B	University-wide
EducationUSA	University-wide
Fermentec	College of Food, Agricultural, and Environmental Sciences
Government of Curitiba	Fisher College of Business College of Engineering College of Education and Human Ecology
Government of São Paulo	Fisher College of Business
GRAACC	The James Comprehensive Cancer Center
iFood	Fisher College of Business
Madrona Law Firm	Moritz College of Law
Meli Bees	College of Food, Agricultural, and Environmental Sciences
Nubank	Fisher College of Business
Ozonean	Fisher College of Business
Peixoto & Cury Law Firm	Moritz College of Law
Raízen	Fisher College of Business
Sinal do Vale	Fisher College of Business
Tamandua Institute	Global One Health initiative
Tide Setubal Foundation	Fisher College of Business
Tree Diversity	Fisher College of Business
Twitter	Fisher College of Business
U.S. Consulate in Rio de Janeiro and São Paulo	University-wide
Visagio	Fisher College of Business

## STAKEHOLDER OUTREACH

The Brazil Gateway maintained connections and built awareness of Ohio State in Brazil through online newsletters and social media platforms.

### Social Media & Communications –

<b>MEDIA</b>	<b>FOLLOWERS IN 2020</b>	<b>IMPRESSIONS AND ENGAGEMENT</b>
Facebook	1,437	111,112 impressions and 6,025 engagements via 170 posts
Instagram	684	2,139 impressions and 173 engagements via 15 posts
Twitter	397	90,964 impressions and 2,062 engagements via 114 posts
LinkedIn	157	4380 impressions and 267 engagements via 54 posts.
Newsletter	972	10,598 impressions and 2,485 engagements via 12 newsletters

## CONNECT WITH THE BRAZIL GATEWAY



@OhioStateBrazil



@OhioStateBrazil



@OhioStateBrazil



[linkedin.com/company/ohio-state-brazil-gateway](https://www.linkedin.com/company/ohio-state-brazil-gateway)

## FIRST-HAND ACCOUNTS

### Students –

“As I was looking for PhD programs at U.S. universities this year, I had two positive surprises when I discovered The Ohio State University. The first was the Brazil Gateway. Since my first email with the office’s director, she has been extremely helpful in looking for programs and resources to encourage me to apply to Ohio State. It was because of her help that I found out my second positive surprise within the university, the Graduate Immersion Conference (GIC), hosted by the Department of Political Science. Considering my academic interests and expertise, Jane Aparecido went an extra mile to make sure I could apply for the conference. Fortunately, not only did I apply but was also selected to participate in it. This opportunity to attend the GIC played a huge role in my decision to apply for the PhD program in Political Science at Ohio State in the end of November.”  
— **Larissa Migotto Brandolt, master’s student at the University of Illinois at Urbana-Champaign.**

“I want to thank the Brazil Gateway for connecting and providing this opportunity to us, and I really enjoyed this virtual internship. I’m very lucky to be selected to work with Victor and my teammates on this project. Everyone is very encouraging. In the past two months, I was able to apply what I learned in class to this project: collecting data, using SPSS to find insights, writing conclusions about market and competition environment, studying marketing and distribution channels, and presenting our findings to the clients. We also got good feedback from the client, and the project is still making good progress.” — **Alice Xie, Fisher College of Business undergraduate student.**

“Through the Fisher College of Business Honors Cohort program, I had the chance to spend two weeks in São Paulo and Rio de Janeiro experiencing a variety of companies and cultural experiences. We competed in a case competition with other Brazilian students and not only experienced new perspectives on life but formed life-long friendships.” — **Melissa Liang, undergraduate student at Fisher College of Business’s Honors Cohort.**

### Alumni & Friends –

“Brazil Gateway’s continuous support inspired us to do our very best to build the Alumni Club.” — **Roberto Abramson, President of the first Alumni Club of Brazil.**

“I would like to highlight the brilliant services provided by the Brazil Gateway, which contributed to much for our aggrandizement, especially in these atypical times.”  
— **Rubens Valteciades Alves, law professor at the Federal University of Uberlandia and visiting scholar in 2013 at the Moritz College of Law and Fisher College of Business.**

“Listening to Professor Kumar speaking was a unique experience. With the expertise of a clinical scientist, we were able to get updates of what is happening in the basic and clinical sciences simultaneously. It’s very gratifying to have the opportunity to discuss biosafety protocols with Professor Kumar, in this atypical year and full of challenges.”

— **Delane Rego, professor at the College of Dentistry of the Federal University of Rio Grande do Norte and visiting scholar in 2015 at Ohio State.**

### **Faculty –**

“It was a pleasure to work with the Brazil Gateway team to bring the Robust Science and Cognitive Modeling webinar to life. They were instrumental in connecting us from the panel and allowing us to focus on the scientific content of our presentation by taking care of every detail of advertising the webinar and enrolling participants for it.”

— **Fabio Leite, professor, Ohio State Lima Department of Psychology.**

### **Partners –**

“I take this opportunity to especially thank the Brazil Gateway for visiting Barretos, where, together with Dr. Rui Reis, the partnership between the institutions started. Without your visit, nothing would have happened. The conference was a milestone for Brazilian and Latin American pathology by pioneering spirit and level of speakers such as Drs. Jose Otero, Anil Parwani, Tarik Tihan, from The University of California, San Francisco and Metin Gurkan, from Wake Forest University, among others.”

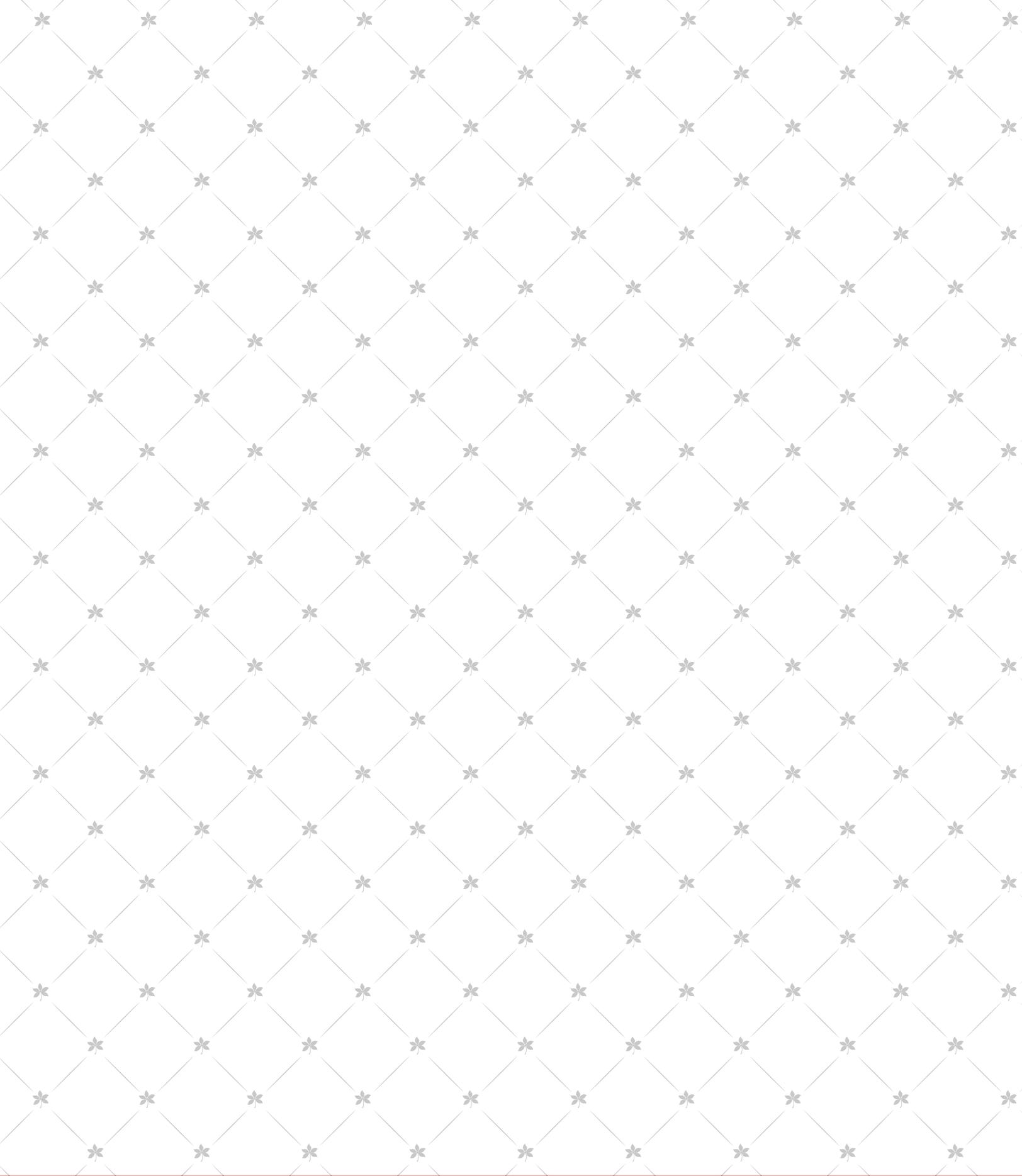
— **Dr. Vinicius Duval da Silva, surgical pathologist and cytopathologist in the Department of Pathology, and researcher at the Research and Education Institute, Barretos Cancer Hospital.**

“The Brazil Gateway team organized a touching event to celebrate Ohio State’s 150 years and the 55 years of interactions with ESALQ. This partnership is very special.”

— **Helaine Carrer, president of the International Relations Committee at the College of Agriculture of the University of São Paulo (ESALQ-USP).**

“This partnership with Ohio State (Brazil Gateway and Fisher College of Business) was providential! For the first few weeks, we could see motivated, proactive, and dynamic students contributing to innovative project outcomes and developing skills with our clients in a virtual and collaborative approach.” — **Victor Mellao, director of MasterInt.**

“Talking about branding and marketing outside the advertisement bubble is very important—especially when it involves this audience. Especially in these times it is important to reinforce what good marketing is and what are the things that need to be considered when building responsible narratives and consistent actions, it all starts on how the business strategy is built and rooted in the values and the purpose defined long ago. Also, on a more personal note, to be able to speak with a university outside Brazil while receiving pertinent questions and having healthy discussions was super meaningful and I look forward to this more frequently.” — **Nubiha Modesto, marketing manager at Twitter Brazil.**



**OHIO STATE BRAZIL GATEWAY**

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