Brazil: a foreseeable election with considerable economic and environmental consequences

Amidst the incomprehension and the concerns raised by the victory of Jair Bolsonaro, the far-right candidate in Brazil’s presidential election, Frédéric Prévot, Associate Professor in Strategy and International Management at KEDGE Business School, gives his factual analysis of the impact and challenges ahead for the eighth largest global economic power.

Despite the shock caused by this Brazilian presidential victory, Frédéric Prévot, who has lived in Brazil and is an expert in emerging countries, does not see it as a surprise. He explains, “Brazil has fallen into the hands of a far-right president. Here in France, we were stunned and now we are finally talking about it. However, Bolsonaro is just the visible part of an ultra-conservative movement deeply rooted in Brazilian politics, one which has been controlling the country’s destiny for years.”

Although as Frédéric Prévot points out, “The markets seem delighted with Bolsonaro coming to power. Some see this as a positive sign for the Brazilian economy. This emerging country however is characterized by strong social inequalities. There is not much hope that the very liberal Bolsonaro will reduce them.”

Frédéric Prévot believes that the impact of this election is not only economic but also environmental. “The Amazon rainforest produces 20% of the air that we breathe. However, deforestation over the last fifty years has caused it to lose an area one and a half times the size of mainland France. This should be a cause for concern. Bolsonaro, however, has promised to put an end to what he calls ‘environmental activism,’ meaning that champions of deforestation, cattle breeders and big landowners will be rubbing their hands.”

Frédéric Prévot is available for any requests for interviews or reports concerning this news item in French, English or Portuguese. He can be contacted directly on +33 (0)6 77 74 68 19.

To read more in the press about Frédéric Prévot’s views:
https://theconversation.com/avec-bolsonaro-lagrobusiness-contre-lamazonie-105426
https://www.radioclassique.fr/radio/emissions/la-matinale-economique/3-minutes-planete/

Frédéric Prévot is an associate professor in strategy and international management at KEDGE Business School. He has also been Associate Dean of the Faculty (2013-2016 and 2017-2018), Director of Accreditations (2016-2017) and Head of the Strategy Department (2005-2008). He obtained his doctorate at Aix-Marseille University and “Habilitation à Diriger des Recherches” (Authorisation to supervise research) at the University of Lyon (IAE). His research interests include management of corporate reputation, internationalisation strategies and emerging countries.

About KEDGE Business School:
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Business School is AACSB, EQUIS and AMBA-accredited, and is a member of the Conférence des Grandes Ecoles. It is also recognised by the French government, with labelised programmes, and has obtained the EESPIG label. KEDGE was ranked 40th by the Financial Times in the European Business School ranking and 36th globally in its Executive MBA ranking.

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