

THE MINERVA PROGRAM: CULTIVATING WISDOM

Minerva, the goddess of Wisdom, would surely agree: Excellence in private sector management demands excellence in public sector management, in any economy or country.

Since 1994, the Minerva Program, delivered by the Institute of Brazilian Business and Public Management Issues at The George Washington University, has provided a unique opportunity for Brazilian civil servants to upgrade their knowledge of public administration and to acquire the economic expertise necessary to advance Brazilian public-private cooperation. The participants encounter a broad range of theories and concepts related to Brazil's position in the global economy and then return to Brazil with the tools to accelerate Brazil's economic progress in the 21st century.

The unique design of the Minerva Program provides benefits to three major sectors: the Brazilian participants, the Brazilian economy, and the global economy.

Benefits to the Brazilian participants include:

- ? A heightened understanding of modern market economics.
- ? A global perspective on the effects of local, state, and national policies.
- ? An opportunity to observe how public and private entities operate in the U.S.
- ? An overview of the private financial sector and the international organizations in global economic markets.
- ? A firm grasp of the domestic and global challenges facing Brazil in the context of economic development.

Benefits to the Brazilian economy include:

- ? Increased confidence in the management capabilities of the public sector.
- ? Implementation of public policies that favor economic development.
- ? Improved communications between the public and private sectors.
- ? Further advances in knowledge and application of modern techniques of public administration.
- ? Wider dissemination of current economic theory and practice through the teaching activities of returning participants.

Benefits to the global economy include:

- ? Enhanced integration of Brazil into the global market system.
- ? A clearer definition of investment and trade opportunities in Brazil.
- ? Strengthened confidence in the stability of Brazilian government policies.
- ? New communications networks between the Brazilian public sector and global market participants.

We welcome inquiries from those who support the goal of strengthening Brazilian public sector management. For further information, please contact Dr. James Ferrer, Director, or Mr. Kevin Kellbach, Administrator, at the Institute of Brazilian Issues by phone (202-994-5205), fax (202-994-5225), or email (ibi@gwu.edu). Financial contributions to the Minerva Program are tax-deductible.