

Production Manager.

Reminder: You are the production manager for a successful Japanese car manufacturer. Your company is going to open a new factory in Brazil and you are part of a team who are deciding which area of Brazil to build it in.

Production manager: Cars assembly plants are factories where the component parts of a car are put together (assembled). Factories benefit from being built close to each other. This is especially important for car manufacturers as cars are assembled from many parts. Building a factory in an area with a tradition on industry also means the area is likely to have a skilled work force. The production manager would therefore look to build a factory where industry is already located.

Remember: The Brazilian government will give you tax breaks if you locate your factory in an area where there is limited industry.

Task

First of all you need to read through all of the information cards. Organise them into regions and then sort them so that you can fill in the table below. You might not find information for every box.

Pro/con table

Region	Pro	Con	General information
South east			

Now see if you can find any additional information to add. The following website might help:

<http://www.brazil.org.nz/page/five-regions.aspx>

Make sure your table is included in the Production Manager chapter of your Brazil iBook.

Based on the information in you table you now need to decide where the PRODUCTION MANAGER would build the factory.

The Production Manager would build the factory in _____

The reasons why the Manager would chose this are.....

The reasons why the Manager would not chose the other regions are.....

Source:

<http://countrystudies.us/brazil/24.htm>

<p>North</p> <p>In 1990, 6.6 percent of the region's territory was considered altered by man-made action, with state levels varying from 0.9 percent in Amapá to 14.0 percent in Rondônia.</p>	<p>North</p> <p>The equatorial North, also known as the Amazon or <i>Amazônia</i>, includes, from west to east, the states of Rondônia, Acre, Amazonas, Roraima, Pará, Amapá, and, as of 1988, Tocantins.</p>	<p>North</p> <p>With 3,869,638 square kilometers, the North is the country's largest region, covering 45.3 percent of the national territory.</p>
<p>North</p> <p>The region's principal biome is the humid tropical forest.</p>	<p>North</p> <p>The North has served as a source of forest products ranging from cocoa and cinnamon in the colonial period to rubber and Brazil nuts in more recent times.</p>	<p>North</p> <p>In the mid-twentieth century, non-forest products from mining, farming, and livestock-raising became more important, and in the 1980s the lumber industry boomed.</p>
<p>North East.</p> <p>The region has the country's largest concentration of rural population, and its living standards are the lowest in Brazil.</p>	<p>North East</p> <p>The nine states that make up the Northeast are Alagoas, Bahia, Ceará, Maranhão, Paraíba, Pernambuco, Piauí, Rio Grande do Norte, and Sergipe.</p>	<p>North East</p> <p>The Northeast, with 1,561,178 square kilometers, covers 18.3 percent of the national territory.</p>
<p>North East</p> <p>Its principal biome the semiarid region, which is subject to prolonged periodic droughts. By the 1990s, this region utilized extensive irrigation.</p>	<p>North East</p> <p>Sugar plantations established there in colonial times persisted for centuries. Between the <i>mata</i> and the <i>sertão</i> lies an area of mixed farming.</p>	<p>North East</p> <p>In 1988-89, 46.3 percent of the region had been subjected to man-made activity.</p>
<p>South East</p> <p>Its total area of 927,286 square kilometers corresponds to 10.9 percent of the national territory.</p>	<p>South East</p> <p>The Southeast consists of the four states of Espírito Santo, Minas Gerais, Rio de Janeiro, and São Paulo.</p>	<p>South East</p> <p>The region has the largest share of the country's population, 63 million in 1991, or 39 percent of the national total, primarily as a result of internal migration since the mid-nineteenth century until the 1980s.</p>

<p>South East</p> <p>In addition to a dense urban network, it contains the megacities of São Paulo and Rio de Janeiro, which in 1991 had 18.7 million and 11.7 million inhabitants in their metropolitan areas, respectively.</p>	<p>South East</p> <p>The region combines the highest living standards in Brazil with pockets of urban poverty. In 1994 São Paulo boasted an average income of US\$4,666, while Minas Gerais reported only US\$2,833.</p>	<p>South East</p> <p>Originally, the principal biome in the Southeast was the Atlantic Forest, but by 1990 less than 10 percent of the original forest cover remained as a result of clearing for farming, ranching, and charcoal making.</p>
<p>South East</p> <p>The region has most of Brazil's industrial production. The state of São Paulo alone accounts for half of the country's industries. Agriculture, also very strong, has diversified and now uses modern technology.</p>	<p>South</p> <p>The three states in the temperate South--Paraná, Rio Grande do Sul, and Santa Catarina--cover 577,214 square kilometers, or 6.8 percent of the national territory.</p>	<p>South</p> <p>The population of the South in 1991 was 23.1 million, or 14 percent of the country's total. The region is almost as densely settled as the Southeast, but the population is more concentrated along the coast. The major cities are Curitiba and Porto Alegre.</p>
<p>South</p> <p>The inhabitants of the South enjoy relatively high living standards. Because of its industry and agriculture, Paraná had the highest average income in 1994, US\$3,674, while Santa Catarina, a land of small farmers and small industries, had slightly less, US\$3,405.</p>	<p>South</p> <p>Agriculture--much of which, such as rice production, is carried out by small farmers--has high levels of productivity. There are also some important industries.</p>	<p>Center-West</p> <p>The Center-West consists of the states of Goiás, Mato Grosso, and Mato Grosso do Sul, as well as the Federal District, site of Brasília, the national capital.</p>
<p>Centre-west</p> <p>The Center-West has 1,612,077 square kilometers and covers 18.9 percent of the national territory. Its main biome is the tropical savanna in which natural grassland is partly covered with twisted shrubs and small trees.</p>	<p>Centre-west</p> <p>The area was used for low-density cattle-raising in the past but is now also used for soybean production.</p>	<p>Centre-west</p> <p>There are some areas of forest, most of which have been cleared for farming and livestock. In the north, the savanna blends into tropical forest. Living standards are below the national average.</p>