

# New Subsidiary in South America

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c. Ferry Porsche

**W**ith a good 190 million inhabitants, Brazil is the fifth most populous country in the world, as well as one of the most dynamic economies and a magnet for direct foreign investment. These are only three of many good reasons that prompted Porsche Consulting to open its first office overseas. As of 2010, the consulting company from Bietigheim-Bissingen has its own subsidiary in this key South American market, which is acquiring even more dynamism from billions of euros of investment leading up to mega-events such as the 2014 FIFA World Cup and the 2016 Olympic Games.

Porsche Consulting can now help to shape this dynamic on the ground. From the business and financial center São Paulo, the twelve-member German/Brazilian team at the consulting

company's office is supporting clients in making their administrative, procurement, and production processes yet more efficient. The starting team led by Jürgen Lochner (45; on the left) can draw on strong experience. Porsche experts have been helping clients put lean processes into practice in Brazil since 2006 and in Argentina since 2008.

"As experienced specialists in process optimization, we see an enormous need for consulting in this rapidly growing economy," says Eberhard Weiblen (on the right), the CEO of Porsche Consulting, in substantiating the decision. Based on experience thus far, he sees improvement potential especially "for processes in administration, quality improvement, and above all in working together with suppliers." The Brazilian subsidiary is Porsche Consulting's second site abroad, following the first foreign office in Italy.