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oha communication

Consulting and Public Relations

Press information

Copa de Comunicação

oha communication at the First Brazilian
Corporate Communications Day in Berlin

Berlin (Germany), June 6, 2013 – Brazil is increasingly moving into the focus of international attention. Not only because of the 2014 FIFA World Cup and the 2016 Summer Olympics: The "Green Giant" is also playing an increasingly important role for the global economy – and Germany. "To corporate communications Brazil means opportunities – and at the same time a growing responsibility," says Oliver Hahr.

Ronaldo twice overrode the German Titan during the 2002 FIFA World Cup. To Oliver Hahr, the founder of oha communication, it was nevertheless a party. *At that time, he lived and worked in São Paulo* and celebrated both finalists. His former employer, Pixel Park ZLU, was German-Brazilian, as many of the customers. There are around 1,400 German companies with 240,000 employees in Brazil.

"Deep sympathy connects the people of these two countries. This was also clearly perceptible during the meeting of communication professionals in Berlin," says Oliver Hahr, who had followed the invitation of the associations *ABERJE and DPRG*. "However, the understanding of the respective foreign market is still largely underdeveloped. Considering communication: which similarities and differences are important to consider?"

The presentations by Petrobras, Bayer and Volkswagen reflected values like innovative drive and reliability but predominantly a deep connection with the Brazilian people and the commitment to the environment. It is less about products than about the company's contribution to society. Would there be such a strong focus on this message, if it was not heard? Probably not.

But what can small and medium-sized businesses learn from big ones when it comes to communication? Firstly: *Showing local relevance by means of communication pays off economically*. Secondly: Those, who want to succeed here, have to conquer hearts – not only heads. Thirdly: innovation needs to be combined with sustainability. This way one can score world-class goals in Brazil.

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Photo 1: The communication associations ABERJE and DPRG had invited to the first Brazilian corporate communications day in Berlin on June 5, 2013. Photo 2: More than 150 participants came to listen to the lectures held by communication professionals from Brazil. Photo 3: Oliver Hahr and Dr. Gerhard Vilsmeier were impressed by the communication at Petrobras.

Source: <http://www.flickr.com/photos/aberjefotos/sets/72157634087430500/with/9025690362/>

oha communication is a consultancy and agency for international public relations. The team supports companies in attracting the attention of selected target groups, in particular in the fields of design, technology and healthcare. The services include profile development, strategic and country-specific PR advisory as well as the coordination and implementation of PR activities. oha communication was founded in 2007 by Oliver Frederik Hahr and is headquartered in Stuttgart, Germany.

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