



20|20 Business Insight is a full service project management and consulting company focused on delivering training courses and consulting services across the world. They are the largest independent provider of project management training courses in the UK, with offices in Scotland, England, USA and now Brazil.

CHALLENGE

In line with their focus on international growth 20|20 decided to open a subsidiary in Brazil where the oil & gas sector was growing significantly and an increasing number of their clients were establishing operations. 20|20 already had a strong sector presence in oil & gas so developing a new base in Latin America represented an excellent commercial opportunity.

“Our sector experience, plus a growing demand for our scale of contextualised training meant that the business argument was solid but we had no experience of setting up offices in Latin America,” says Christian Brogger, president 20|20 LATAM, board member and co-owner. “We needed a local specialist to take us through all the legal and logistical challenges of setting up a wholly owned subsidiary in Brazil. We concentrated on scoping and delivering optimal training and consulting solutions for our clients in the meantime.”

The main difficulties foreign companies face when setting up business in Brazil are the bureaucratic system, tax complexities, shortage of skilled labour, logistics and costs. “With proper planning we knew we would always be way ahead of our competitors who had not been advised properly,” says Christian. “Without question we received this from our UHY team of advisors.”



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SOLUTION

20|20's current accountancy firm, Campbell Dallas, UHY's member firm based in Perth, UK, led by Ian Williams, referred them to UHY Moreira - Auditores, Brazil. “But before we did that we discussed the difficulties of setting up in Brazil,” says Ian.

“We advised 20|20 to prepare thoroughly and make sure their budget was big enough to allow for things not going to plan. Most importantly we encouraged them to engage with local professionals quickly to ensure things like the company's constitution, bank accounts and tax registrations were sorted early on. That's where Eric Waidergorn, international consulting director and the rest of the team from UHY Moreira - Auditores stepped in.”

“Eric came to Aberdeen several times so he knows us well. He has an excellent local network of professionals, so he could introduce 20|20 to the right people in Brazil early on to avoid costly mistakes later. We gained enormous confidence from the fact that everyone who worked with 20|20 was very positive about the experience,” says Ian.

“For us, taking our business to Latin America was a critical part of our internationalisation strategy. UHY Moreira - Auditores assisted us from day one in the UK and continued the support here in Brazil when we relocated,” says Christian.

“Eric gave us excellent support – I felt able to contact him for updates and direction every step of the way and he always gave me confidence that we were in excellent hands.”

RESULT

20|20 now has an established company in Brazil and UHY Moreira - Auditores continue to support them with accounting services to ensure that all regulatory requirements are met both regionally and internationally.

“We were right to trust Campbell Dallas when they introduced us to the team at UHY Moreira - Auditores. Their deep insight, flexibility and focus on getting the job done fast within the constraints of local regulations was invaluable,” says Christian. “They are also an incredibly friendly team to do business with. Eric and I are passionate about Italian food so we enjoy some very lively discussions about where to find the best pizzas in town!”

UHY IN THE TRAINING AND CONSULTANCY SECTOR

Business environments are evolving rapidly in a world of complexity and change, and leaders must show conviction in order to navigate them effectively. UHY's network of strategy and operations specialists draws on the strength of our professional services and industry experience to drive major operational change and resolve the fundamental issues affecting businesses today.

