

## **MASTERCLASS**

### **Intercultural Business Experience in China, India Germany and the US Engº José Luis Godinho Gomes (Sodecia´s Capex Purchasing Director)**

**22 November 2018, 18.30**

**Class of “Cultura e Desenvolvimento 1”, room LAB1**

#### **The Masterclass:**

In this Masterclass José Godinho will share his professional and personal experiences of doing business in countries such as the US, Germany, China, and India, where the business and cultural environment is diverse and challenging. He will share his first-hand experience of the many technical, legal and cultural barriers that must be overcome in order to successfully, sometimes less successfully, conclude contracts for the fast and relentless automotive industry.

#### **The Speaker:**

José Godinho is currently Sodecia´s Capex Purchasing Director, where he spent the last 14 years of his professional life doing procurement in the American, African, European and Asian markets for the automotive industry. These activities comprise technical and contractual negotiations within several countries and the internationalization of several commodities, such as steel, aluminum and equipment. Sodecia has 42 locations around the world and a turnover forecast for 2018 of 1 million euros. José Godinho lives now in Portugal, but has also lived in Cape Verde and Brazil and is a frequent visitor to the USA, Germany and China.