

Jose Luiz Farina  
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Practice areas: Strategic Planning - Commercial

Extensive experience in small, medium and large companies, taking command of executive positions in the areas of business planning, with main scope of commitment in order to earn the best result for the company.

**Summary of Qualifications**

- ✦ Direct Responsible for the coordination of Sales and purchases of several companies;
- ✦ As Trader International visited the following markets:
  - ✦ South America (all countries), Central America (all countries), North America (except Canada), Europe (all countries), Africa (South Africa), Asia (Thailand, Philippines, Malaysia, Indonesia, Singapore, Hong Kong and China (35 trips)).
- ✦ expertise in the automotive sector (Aftermarket);

**Professional history**

1999 Current Mayoreo Group International Automotive SA DE CV, Mexico

- ▲ Vice - Chairman of the Group

1998-1999 Platinum Trading SA

- ▲ Vice - President of the Export Division

1985-1998 I.AT. Foreign Trade Company.

- ▲ Superintendent of the International Division of Autoparts

1978-1985 VM Sales Marketing and Trading SA

- ▲ Vice - President

1975-1978 Cobec

- ▲ General Manager of Foreign Trade

1968-1973 Work SA, Import and Export.

- ▲ Trader

*Verão*

## Academic education

- 📖 MBA International Trade (Degree with Honours) - 2002  
University of São Paulo - USP
- 📖 Law Degree - 1973  
University of São Paulo - USP
- 📖 First and Second Grade - 1967  
Dante Alighieri School

## Extracurricular courses

- 📖 Intercultural Management Course - 2003  
Esa-Ecole Superiore des Affaires-Grenoble
- 📖 Export Promotion Course - 1975  
Istituto Italiano Per Il Commercio Estero -Rome
- 📖 Brazilian Export Promotion Course - 1974
- 📖 English Course for Trade - 1974  
London Chamber of Commerce
- 📖 English Course - 1974  
London School of Foreign Trade and Kensington School of Languages

## Languages

English, Italian and Spanish advanced.

## Parallel activities:

- ✂ Vice President AEDA - Association of Former Students of the Dante Alighieri School.
- ✂ Vice President of the College Dante Alighieri (2008-2014)
- ✂ President of the Dante Alighieri School (2015 to date).

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