

Nov 04, 2016 by [Jian \(Jay\) Wang](#)

## **The Brazilian Pavilion: Beyond Soccer...** <sup>[1]</sup>

As a major emerging economy and the host of the 2014 World Cup and the 2016 Summer Olympics, Brazil is keen to present the country as more than about soccer, samba, and carnivals. Pavilion Director Pedro Wendler discusses the country's positioning and communication at Shanghai Expo.

**Beyond Soccer ...**

**>> For viewers in China, follow this link to watch the video**

**>> More Videos on Nation Branding at Expo 2010 Shanghai**

---