



Brazil is one of the largest private higher education markets (around 5.300 educational units) and has a great educational potential for further expansion. As reported by the Brazilian Institute of Geography and Statistics (IBGE), the country has 215,3 million residents (2022 year). With its vast territories and different natural and climate environments, concentration of megalopolises and agricultural areas, Brazilian regions are unequally populated.

### **Educational system in Brazil**

Starting from primary schools, education in Brazil is public and private. The illiteracy rate in the country is 5.6%. The country is one of the main private higher education markets and has great educational potential for further expansion. Brazilian universities stand out and dominate research production in Latin America. Of the 430 institutions surveyed by the QS Latin America University Rankings 2024, 97 are Brazilian. Of the 97 ranked Brazilian universities, 45 improved their position, 20 decreased and 32 remained stable over the last year. The Universidade de São Paulo (USP) ranked 1st in Latin America and occupies the 92nd position in the world ranking.

HEIs (High Education Institution) in Brazil are divided into three main categories:

#### **Universities (Universidades)**

- Different courses
- Obligatory scientific research
- Obligatory postgraduate studies and doctorate
- At least 1/3 faculty members with PhD degree

#### **University centers (Centros Universitários)**

- Different courses
- Strongly recommended but not required scientific research
- Autonomy for opening new courses without obtaining authorisation from the Ministry of Education

## Colleges (Faculdades)

- Limited specialties
- Limited autonomy

Higher Education Institutions in 2021			
Institution	Total	Private	%
Universities	205	90	43,9%
University Centers	381	371	97,4%
Colleges	1,968	1,822	92,6%
Federal Centers for Technological Education	41	-	-
Total	2,595	2,283	88%

Source: Higher Education Data 2022 – INEP/MEC

## Employability

According to the 3rd edition of the "["ABMES and Symplicity Employability Indicator \(IASE\)"](#)", released in August 2024 by the ABMES, in partnership with the company Symplicity, **higher education has remained a differential when it comes to ensuring an employment in the Brazilian labour market.**

The data indicate that **77% of the graduates of higher education are employed after up to one and half year of graduation and 55% of them in the area of training.**

## ABMES

Founded in August 1982, the Associação Brasileira de Mantenedoras de Ensino Superior – ABMES (Brazilian Association of Higher Education) represents the private Higher Education Institutions, their holdings, supporters and their interests throughout the national territory with the objective of engaging them in the formulation of the National education policy and fulfillment of the National Education Plan.

## Delegation Profile

For ten days, from 11th to 21st October, 2024, the high-level representatives of 17 Brazilian educational groups (holdings), university centers and colleges; business representatives and members of the ABMES will meet United Kingdom universities, colleges and institutions to learn more about education, culture, innovation practices, and to find possibilities for international cooperation.

### Grupo Ser Educacional

**HEIs type:** Holding

**Site:** [www.sereducacional.com](http://www.sereducacional.com)

**Headquarter City/State:** Recife - PE

**Year of foundation:** 2003

It offers 104 undergraduate and 363 postgraduate courses. It has 296,904 thousand students in undergraduate courses and 30,725 in postgraduate courses. 5,933 professors working in the institution.

**Representative in the delegation**

Janguê Diniz - Founder and Controller

[jjanguie@sereducacional.com.br](mailto:jjanguie@sereducacional.com.br)

### Clariens Educação

**HEIs type:** Holding

**Site:** [www.clariens.com.br](http://www.clariens.com.br)

**Headquarter City/State:** São Paulo - SP

**Year of foundation:** 2022

It offers 10 undergraduate and 2 postgraduate courses. It has 3.500 students in undergraduate courses and 100 in postgraduate courses. 400 professors work in the institution.

**Representative in the delegation**

Maria Mesquita - Academic and Regulatory Director

[maria.mesquita@clariens.com.br](mailto:maria.mesquita@clariens.com.br)

**Area of interest in partnership with UK institutions:**

Medicine

### Universidade de Guarulhos

**HEIs type:** University

**Site:** [www.ung.br](http://www.ung.br)

**Headquarter City/State:** Guarulhos - SP

**Year of foundation:** 1970

It offers 37 undergraduate and 25 postgraduate courses. It has 8.000 students in undergraduate courses and 1.500 in postgraduate courses. 158 professors work in the institution.

**Representative in the delegation**

Francislene Hasmann - Deputy Director of Regulation and Quality

[fhasmann@sereducacional.com](mailto:fhasmann@sereducacional.com)

**Area of interest in partnership with UK institutions:**

Any of the areas of activity

### Universidade da Amazônia - UNAMA

**HEIs type:** University

**Site:** [www.unama.br](http://www.unama.br)

**Headquarter City/State:** Belém - PA

**Year of foundation:** 1993

It offers 32 undergraduate and 25 postgraduate courses. It has 12.000 students in undergraduate courses and 2.500 in postgraduate courses. 258 professors work in the institution

**Representative in the delegation**

Paulo Chanan - Director of Regulation and Quality

[paulo.chanan@sereducacional.com](mailto:paulo.chanan@sereducacional.com)

**Area of interest in partnership with UK institutions:**

In which UNAMA has ongoing research

### PUC - PR

**HEIs type:** University

**Site:** [www.pucpr.br](http://www.pucpr.br)

**Headquarter City/State:** Curitiba - PR

**Year of foundation:** 1959

It offers 100 undergraduate and 206 postgraduate courses. It has 33.000 students in undergraduate courses and 10.000 in postgraduate courses. 1.200 professors work in the institution.

**Representative in the delegation**

Mauricio Zanforlin - CEO

[mauricio.zanforlin@grupomarista.org.br](mailto:mauricio.zanforlin@grupomarista.org.br)

### Universidade Professor Edson Antônio Velano - UNIFENAS

**HEIs type:** University

**Site:** [www.unifenas.br](http://www.unifenas.br)

**Headquarter City/State:** Alfenas - MG

**Year of foundation:** 1972

It offers 60 undergraduate and 46 postgraduate courses. It has 6.701 students in undergraduate courses and 248 in postgraduate courses. 495 professors work in the institution.

**Representative in the delegation**

Viviane Velano - Vice-rector and Pro-rector of planning and development

Email: [vivelano@gmail.com](mailto:vivelano@gmail.com)

Fulvi Cassis - Doctor and Professor

Email: [fulvio.cassis@unifenas.br](mailto:fulvio.cassis@unifenas.br)

João Vitor Velano - Business Manager [joavitorvelano@gmail.com](mailto:joavitorvelano@gmail.com)

**Area of interest in partnership with UK institutions:**

Develop partnerships in the area of health and business

**UNIAVAN**

**HEIs type:** University center

**Site:** [www.uniavan.edu.br](http://www.uniavan.edu.br)

**Headquarter City/State:** Balneário Camboriú-SC

**Year of foundation:** 2002

It offers 30 undergraduate and 30 postgraduate courses. It has 7.000 students in undergraduate courses and 5.000 in postgraduate courses. 460 professors work in the institution.

**Representative in the delegation**

João Jorge - Rector

[jjvirtua@gmail.com](mailto:jjvirtua@gmail.com)

Claudio Piccoli - Vice Chairman of the Board

[claudiortoface@gmail.com](mailto:claudiortoface@gmail.com)

Vicenzo Piccoli - Intern

[claudiortoface@gmail.com](mailto:claudiortoface@gmail.com)

Mohamad Abou Wadi - Chairman of the Board

[mohamadabouwadi@gmail.com](mailto:mohamadabouwadi@gmail.com)

**Area of interest in partnership with UK institutions:**

Business

**UNIFAN**

**HEIs type:** University center

**Site:** [www.unifan.edu.br](http://www.unifan.edu.br)

**Headquarter City/State:** Aparecida de Goiânia - GO

**Year of foundation:** 1985

It offers 16 undergraduate and 20 postgraduate courses. It has 4.000 students in undergraduate courses and 250 in postgraduate courses. 320 professors work in the institution.

**Representative in the delegation**

Carlos Vicchiatti

[carlosalberto@unifan.edu.br](mailto:carlosalberto@unifan.edu.br)

**Area of interest in partnership with UK institutions:**

Health and technology

## CEUB

**HEIs type:** University centers

**Site:** [www.ceub.br](http://www.ceub.br)

**Headquarter City/State:** Brasília - DF

**Year of foundation:** 1968

It offers 43 undergraduate and 42 postgraduate courses. It has 13.800 students in undergraduate courses and 2.500 in postgraduate courses. 680 professors work in the institution.

**Representative in the delegation**

Rafael Lopes - Rector

[rafael.mesquita@uniceub.br](mailto:rafael.mesquita@uniceub.br)

**Area of interest in partnership with UK institutions:**

Psychology, Law and technology

## Centro Universitário Zarns Salvador

**HEIs type:** University center

**Site:** [www.clariens.com.br](http://www.clariens.com.br)

**Headquarter City/State:** Salvador - BA

**Year of foundation:** 2000

It offers 1 undergraduate and 4 postgraduate courses. It has 2.000 students in undergraduate courses and 300 in postgraduate courses. 126 professors work in the institution

**Representative in the delegation**

André Nazar - Vice president of academic operations

[andre.nazar@clariens.com.br](mailto:andre.nazar@clariens.com.br)

**Area of interest in partnership with UK institutions:**

Research

## Unichristus

**HEIs type:** University centers

**Site:** [www.unichristus.edu.br](http://www.unichristus.edu.br)

**Headquarter City/State:** Fortaleza - CE

**Year of foundation:** 1994

It offers 22 undergraduate and 68 postgraduate courses. It has 5.000 students in undergraduate courses and 1.000 in postgraduate courses. 600 professors work in the institution

**Representative in the delegation**

José Rocha - Rector

[jlcr1956@gmail.com](mailto:jlcr1956@gmail.com)

Valéria Rocha - Manager

[valeria.brasilcr@gmail.com](mailto:valeria.brasilcr@gmail.com)

**Area of interest in partnership with UK institutions:**

Health, technology and legal

### Centro Universitário do Espírito Santo - UNESC

**HEIs type:** University center

**Site:** <https://unesec.br/>

**Headquarter City/State:** Colatina - ES

**Year of foundation:** 1966

It offers 28 undergraduate and 30 postgraduate courses. It has 4146 students in undergraduate courses and 152 in postgraduate courses. 275 professors work in the institution.

**Representative in the delegation**

Karen Calixto - Professor and member of the Center for Internationalization

[kvasconcelos@unesec.br](mailto:kvasconcelos@unesec.br)

Camillo Araújo - Infrastructure and Controllershship Manager

[cnetto@unesec.br](mailto:cnetto@unesec.br)

**Area of interest in partnership with UK institutions:**

Health, humanities, engineering, architecture, business and technologies.

### UNIFATEB

**HEIs type:** University center

**Site:** [www.unifateb.edu.br](http://www.unifateb.edu.br)

**Headquarter City/State:** Telêmaco - PR

**Year of foundation:** 2000

It offers 21 undergraduate and 8 postgraduate courses. It has 3.000 students in undergraduate courses and 400 in postgraduate courses. 200 professors work in the institution.

**Representative in the delegation**

Paula Pontara - Rector

[pontarapaula@gmail.com](mailto:pontarapaula@gmail.com)

**Area of interest in partnership with UK institutions:**

Health and engineering

### UniCarioca

**HEIs type:** University centers

**Site:** [www.unicarioca.edu.br](http://www.unicarioca.edu.br)

**Headquarter City/State:** Rio de Janeiro - RJ

**Year of foundation:** 1990

It offers 37 undergraduate and 42 postgraduate courses. It has 8000 students in undergraduate courses and 2000 in postgraduate courses. 400 professors work in the institution.

**Representative in the delegation**

Celso Niskier - Rector

[cniskier@unicarioca.edu.br](mailto:cniskier@unicarioca.edu.br)

**Area of interest in partnership with UK institutions:**

Digital technologies in education

**Faculdade Maurício de Nassau**

**HEIs type:** University Center

**Site:** [www.mauricionassau.com.br](http://www.mauricionassau.com.br)

**Headquarter City/State:** Recife - PE

**Year of foundation:** 1993

It offers 97 undergraduate and 317 postgraduate courses. It has 306.462 students in undergraduate courses and 27.698 in postgraduate courses. 5.668 professors work in the institution.

**Representative in the delegation**

Janguê Diniz - Founder and Controller

Email: [carolfigueiredot@gmail.com](mailto:carolfigueiredot@gmail.com)

**Amaral Lawyers and Associates**

**Businnes representatives:** Law Firm

**Headquarter City/State:** Caratinga - MG

**Year of foundation:** 2013

**Representative in the delegation**

Antônio Amaral - Chief Executive Officer

[antoniocvamaral@gmail.com](mailto:antoniocvamaral@gmail.com)

Felipe Bitencourt - Intern

**Area of interest in partnership with UK institutions:**

Projects development, network

**Education LATAM UK Government**

**Businnes representatives:** UK government

**Site:** <https://www.gov.uk/government/organisations/department-for-business-and-trade>

**Headquarter City/State:** São Paulo - SP

**Representative in the delegation**

Kelly Tavares - Head of Education LATAM UK Government

[kelly.tavares@fcdo.gov.uk](mailto:kelly.tavares@fcdo.gov.uk)

## EDUX 21

**Area of expertise:** Educational Consulting

**Email:** [edux21consultoria.com.br](mailto:edux21consultoria.com.br)

**Headquarters City/State:** Brasília, DF

**Year of foundation:** 2007 with renewal of the company in 2021.

**Representative in the delegation**

Iara de Xavier - CEO

[iaradexavier08@gmail.com](mailto:iaradexavier08@gmail.com)