



August 2, 2016

Ordem e Progresso

The stars aligned perfectly for NIRI's editorial staff this month. Those of you who have already read the electronic or paper version of the August [IR Update magazine](#) will recognize that today's *IR Weekly* shares its title with this month's magazine. These words, "Ordem e Progresso," appear on the flag of Brazil and mean, "order and progress."

The significance, obviously, is that the Olympics kick off in Brazil this week. Given some of the controversy surrounding the upcoming games, and the recent social and political upheaval there, we viewed this as an excellent opportunity to take a close look at the state of IR in Brazil. Speaking with the Brazilian Investor Relations Institute and several Brazilian IROs, we reported on what it's like to practice IR in Brazil, and learned that it "very much involves working simultaneously toward both order and progress."

In a nod toward the increasingly global nature of IR practice, we have, and will continue to periodically bring more international content into the magazine. Beyond Brazil, for example, we covered the new EU capital market rules in the [April issue](#), Australian IR in [last November's issue](#), we're working on a German IR feature, and we're considering other markets. Please let us know if you have suggestions for specific global-themed stories.

As with all NIRI benefits, our goal for the magazine is to use it as a platform to further NIRI's important mission of advancing the practice of investor relations and the professional competency and stature of you, our members in the U.S. and around the world.

Best regards,
Matt

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