



RICS

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worldwide

Press release

Americas

RICS Expands Global Footprint to São Paulo Brasil

NEW YORK, NY, November 16, 2011 – RICS, the world's leading qualification for professional standards in land, property and construction, has expanded its geographical footprint into São Paulo, Brasil, and has hired Marcia Ferrari, as the new Country Manager to spearhead its efforts in the region.

In addition, the organization has created an RICS Brasil Chapter Board and established a Membership Development Committee. Ramsey Tadros FRICS has been tapped as the new RICS Brasil Board Chairman while Thomas Govier MRICS will serve as the Development Committee Chair.

“We are pleased to have Marcia Ferrari join us as the Country Manager. She has an extensive background in the real estate services industry and has worked with many of our members and with some of our key firms in the past. Her knowledge of the industry, the marketplace and how we can raise the profile of the profession will be instrumental to the goal of increasing professionalism and standards in the property sector,” says Neil Shah, Managing Director RICS Americas.

RICS Brasil Team Members

Country Manager

Marcia Ferrari, Architect and Urban Planner, has 18 years of experience in Real Estate and Construction working for major multinationals, such as Cushman & Wakefield and Hilti Brasil. Mrs. Ferrari holds a postgraduate degree in Marketing (ESPM) and MBA from the Business School São Paulo (BSP).

“My main objective is to wisely manage resources in order to bring RICS to top of mind in quality for the Real Estate market and build a better future,” states Mrs. Ferrari.

Chapter Board Chairman

Ramsey Tadros FRICS will serve as an RICS ambassador to bring awareness to, and educate the local market about RICS professional standards and qualifications. He will also support RICS to indentify market trends and pathways, drive overall plans and strategy, work closely with the RICS team that aims to secure significant improvements to the market and profession and help to build the RICS profile.

Membership Development Committee Chair

Thomas Govier MRICS will lead the Development Committee, whose goal is to attain the most qualified senior professionals as members. He will be supported by current committee members, Raymond Smith FRICS, Paulo Câmara FRICS, and James Slattery MRICS.

Development Manager, Latin America – RICS Brasil

Maina Schiada, based in New York, will work closely with Country Manager Marcia Ferrari to accelerate expansion plans in Brasil, provide resources from RICS Americas (along with RICS headquarters in the UK), support growth of RICS Brasil membership development and assist with RICS key-account partners.

Commenting, Mr. Shah said: “Right now, Brasil is at a point never before seen in its history with tremendous economic growth and a thriving property sector. With increasing needs for professionalism and standards across all aspects of the industry, RICS is well-positioned to help raise the bar and ensure continued development of the profession. We are committed to helping raise the profile of the industry, our members and their firms, having hired a country manager and engaged in conversations with the various stakeholders in the market. RICS is pleased to be in Brasil and know that we can be an integral part of the property sector for years to come.”

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About RICS

RICS is **the world's leading qualification** when it comes to professional standards in land, property and construction. In a world where more and more people, governments, banks and commercial organisations demand greater certainty of **professional standards and ethics**, attaining RICS status is the recognised **mark of property professionalism**.

Over **100,000 property professionals** working in the major established and emerging economies of the world have already recognised the importance of securing RICS status by becoming members.

RICS is an **independent** professional body originally established in the UK by Royal Charter. Since 1868, RICS has been committed to setting and upholding the **highest standards of excellence and integrity** – providing **impartial, authoritative advice** on key issues affecting businesses and society. RICS is a **regulator** of both its individual members and firms enabling it to **maintain the highest standards** and providing the basis for **unparalleled client confidence** in the sector.