

Luiz Eduardo Rezende

Prática



“ I saw an opportunity to build energy-efficient, food-production equipment for the Brazilian market. ”

COUNTRY	Brazil
INDUSTRY	Industrials
EMPLOYEES	2,187
YEAR SELECTED	2008
PARTNER	André Rezende
WEBSITE	www.praticafornos.com.br

COMPANY SNAPSHOT

Brothers André and Luiz have built Brazil's leading domestic food-production equipment manufacturer. Boasting a range of energy-efficient products — including ovens, coolers, refrigerating modules and bakery equipment — Prática now competes with large international brands for control of the Brazilian market. With a solid market presence in Brazil, the brothers continue to bring ever more high-quality jobs to their hometown of Pouso Alegre, and further fulfill their status as community role models.

ENDEAVOR AND PRÁTICA

With the support of Endeavor, the Entrepreneurs defined their commercial strategy and distribution channels. In addition to local mentorship, workshops, and MEG and EFEE programs, they benefited from the Global eMBA program and Entrepreneur Summit.