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### CITY OF SÃO PAULO IN NUMBERS:

- With 12.04 million inhabitants, corresponding to 6% of the population, the city is among the world's 10 most populous.
- It concentrates 60% of millionaires in Brazil. It is considered one of the main markets for luxury goods in the world.
- São Paulo received approximately 15.08 million visitors in 2014, foreigners accounted for 30 %, coming mainly from Argentina, France, Colombia, Germany and the United States.
- In São Paulo happens the Brazil Grand Prix Formula 1, the only one in South America.
- 16th best restaurant in the world (D.O.M.).
- 441 helicopters, the largest fleet in the world.



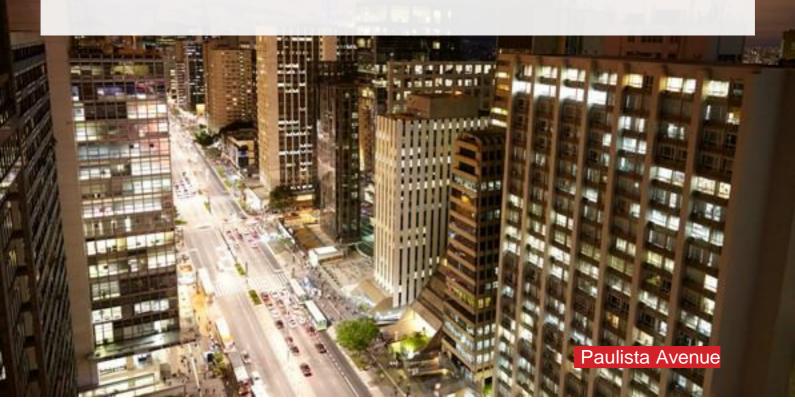
### **ABOUT STATE OF SÃO PAULO**

When talking about the state of São Paulo, the superlative form is a must. It is the state with the country's largest population, largest industrial complex, highest economic production, the one that receives the largest number of immigrants and, as expected, the most cosmopolitan state in South America. São Paulo was built thanks to hardworking people coming from all over the country and the world, who kept the vocation for work statewide.

São Paulo has 645 municipalities and a population of approximately 40 million inhabitants. With the country's best infrastructure

and a highly skilled labor force, São Paulo can be called "Brazil's locomotive". All kinds of products are manufactured in the state, mainly high tech items. Its strong points, however, are not only related to the industry. Paulistas - São Paulo inhabitants - have also transformed agriculture and livestock farming into a potency.

As regards the Economy, there are more than 258 malls spread nationwide, 155 of which in the Southern region, responsible for more than 300,000 job positions, aside from a comprehensive wholesale and retail chain nationwide. São Paulo's participation in the Brazilian banking system reaches almost 50% in volume terms. Also, Latin America's largest Stock Exchange is located in the state's capital.





### **ABOUT SECOVI-SP**

# Home to the Brazilian Real Estate Industry

Since 1946, Secovi-SP has served as a support network for the Brazilian real estate industry.

Its multiple operations are decisive for the industry to be able to grow on solid and lasting foudantions.

Secovi-SP is well known and respected in Brazil and abroad as a benchmark in urban development and marketing, leasing and management of residential condominiums, buildings and shopping malls.

The industry's major events are widely publicized or promoted by Secovi-SP. And since anything that happens in the real estate

industry is usually important for society, Secovi-SP serves as an authoritative source of information for governments, media and the general public.

There are many reasons why Secovi-SP is known as the "home to the real estate industry" in Brazil. As an open, inclusive and responsible organization, it has become critically important for Brazilian society.





# TRAVELING TO SÃO PAULO/BRAZIL

### **VISA**

Brazil requires Visa for citizens from countries that demand Visa for the Brazilian citizens. Please check here if entrance in Brazil requires visa. Contact the local brazilian Embassy or Consulate for further instructions.

### **AIRPORTS**

There are 4 airports serving São Paulo:

**Guarulhos Airport (GRU)**, the international airport, is 25km east of the center.

Address: Rod. Helio Smidt, s/nº - Guarulhos - São Paulo Phone: (11) 2445-2945.





The domestic-only airport, **Congonhas Airport (CGH)**, 14 Km south of the center, services many domestic destinations, including the majority of flights to Rio (Santos Dumont Airport), which depart every half-hour (or less).

Address: Av. Washington Luís, s/nº - Vila Congonhas - São Paulo

Phone: +55 11 5090-9000.

Avoid taking flights to **Viracopos Airport (VCP)** because of its long distance from the City of São Paulo. It is located 18 Km away from the Downtown area of the City of Campinas, and 99 Km away from the City of São Paulo.

Address: Rodovia Santos Dumont, Km 66 - Campinas - São Paulo.

Phone: +55 19 3725-5000

Campo de Marte - This airport operates executive aviation, charters, piloting training schools, such as the São Paulo Aerial Club and Military and Civil Police Aerial-Tactical Services, exclusively.

Address: Avenida Santos Dumont, 1.979, Santana

Phone: +55 11 2223-3700

### **TAXI**

### At the international airport (Guarulhos)

It is recommended that travelers take a "Guarucoop" pre-paid taxi from the airport. Credit cards are accepted. For details, see Guarucoop **home page**.

### In the city

It is easy to find a taxi in São Paulo, there are about 33,000 registered vehicles. You can also call one of the cooperatives.

Coopertax: (11) 2095-6000

Radio Taxi: (11) 3146-4000

Finally, <u>Uber</u> and <u>Cabify</u> are also working in São Paulo.



### **PUBLIC TRANSPORTATION**

### **METRO**

The São Paulo Metro operates five lines encompassing 68.5 Km of track, 61 stations, and 154 trains.

Metro operates daily from 4:40 am and has different closing times at each station, usually until 00:00.

On weekends, Metro operates from 4:40 am until 1:00 am. The ticket for a journey is R\$ 4,00.

Check the network map here

### **BUS**

São Paulo relies on over 10 thousand buses in public transportation system, servicing the entire city.

### **TRAIN**

The Companhia Paulista de Trens Metropolitanos (São Paulo Metropolitan Trains Company - CPTM) links the capital to the counties of the metropolitan region. In São Paulo, it services the peripheral areas of the city and the Marginal Pinheiros.



#### HOTEL

The wide hotel offers results in a variety of categories that includes from luxury to economy, always focused on quality.

For Secovi-SP events we indicate:

### Travel Inn Ibirapuera

Address: Rua Borges Lagoa 1.209

850 metros do Secovi

Phone: (+55) 11/3822-6287

www.travelinn.com.br



## Bourbon Convention Ibirapuera

Address: Av. Ibirapuera, 2927 -

Moema

3 km distância do Secovi Phone: (11) 2161-2200

www.bourbon.com.br/hotel/upscalept/convention-hotel-pt/bourbonconvention-ibirapuera-hotel/



### Hotel Pullman São Paulo Ibirapuera

Address: Rua Joinville 515 3 km distância do Secovi Phone: (+55) 11/5088-4000 www.accorhotels.com.br > www.pullmanhotels.com.br



### Meliá Ibirapuera

Address: Av. Ibirapuera, 2534 –

Moema

2,3 km distância do Secovi

Phone: (11) 2164-6000

www.melia.com/pt/hoteis/brasil/saopaulo/melia-ibirapuera/index.html





### **GENERAL**

### **TIME ZONE**

### GMT - 3h (Brasília)

São Paulo follows the Brasilia's time (UTC -3), but the city is subjected to daylight saving time between October and February, when the clocks are advanced in one hour (UTC -2).

### **SEASONS**

**SUMMER:** January to March

FALL: March to June

**WINTER:** June to September

(Secovi Convention happens on August)

**SPRING:** September to November

The climate in São Paulo is high-altitude tropical. Its summer is characterized by rains that usually fall in the late afternoon, and the average temperature is between 19°C (66,2°F) and 27°C (80,6°F).

In the fall, the temperature is mild, averaging around 23°C (73,4°F). Winter usually has sunny and dry days, with general temperatures that rarely drop below 15°C (59°F). In spring, days tend to be very hot and dry.





### **TELEPHONE**

Telephone country code is 55. To access international direct dialing system press 00.

GSM (850, 900 and 1800) with 3G/4G. TIM, Vivo (a.k.a. Telefonica) and Claro are major players. Prepaid cards are available.

From abroad to São Paulo, dial Brazil code (55), the city code (11), and the telephone number.

If you wish to call abroad using a public telephone, dial 00 + carrier code (15, 21 or others) + city code + telephone number.

Public telephones accept cards that can be bought at newsstands. For information, dial 102.

### **POWER SUPPLY**



110 Volts, 60Hz. Plugs are IEC 60906-1 compliant.

Two round-pin Europlug (type C) and two round-pin Swiss plug are compatible. Universal adapter works well.

However, at the main hotels in the city you will find 220 volts.

#### **CURRENCY**

The currency in circulation is the Real (R\$). To get quotes updated in relation to foreign currencies, just visit the site of the Central Bank of Brazil, here.

Near the hotel, you can go to the Ibirapuera Shopping, at **Get Money Casas de Câmbio – store 59** 





# **GET TO KNOW SÃO PAULO**

### **CITY TOUR**

São Paulo Free Walking tour - It's a free walking tour around São Paulo, offering a historical, touristic, cultural and local overview of the city! There are three different tours for you to explore São Paulo.



### THE SIGHTSEEING SP

The Sightseeing SP was especially designed for you to explore São Paulo in a comfortable and safe way. The possibility of unlimited hop-on and hop-off throughout the circuit allows you to know the main attractions that the city has to offer. The tour provides information about the history, architecture and culture of the city.



**TICKET:** R\$ 40 - Tickets sold only inside the bus. Payments in cash, debit and credit cards.

Valid for 24 hours starting from 1st use, with unlimited hop-on and hop-off during service operation.

Audio system with touristic information, in English and Spanish.



# SOME OF THE ARCHITECTURAL MASTERPIECES OF SÃO PAULO









### MAIN TOURIST ATTRACTIONS



**SÉ CATHEDRAL** – The biggest church in the city, in modified Gothic style, for 8.000 people.

**LUZ STATION** – Built with English iron structures for railway transports and opened in 1901. Today is also the home of the Portuguese Language Museum.

**LIBERDADE** – Japanese district, with decoration, restaurants and typical products' shops.

**MERCADO MUNICIPAL (MUNICIPAL MARKET)** – It's a beautiful building, built in 1932, where fruits, vegetables and poultry are sold. There are also restaurants and a famous cod pie (pastel de bacalhau).

**THEATRO MUNICIPAL (MUNICIPAL THEATER)** – Opened in 1911, with renascent facade. Presents opera, ballet and concerts.



SALA SÃO PAULO – Estação Júlio Prestes – was created to shelter the São Paulo State's Symphonic Orchestra at a deteriorated zone in the downtown. The building, located in the district of Luz, is an example of neoclassical architecture from 1938, and was originally constructed as a train station hall.

**PINACOTECA DO ESTADO (ART GALLERY)** – Built in 1898, the museum has almost 4.000 pieces. Important exhibitions are also displayed.

**IBIRAPUERA PARK** – The park has, in its 1.9 milion m², a planetarium, museums (African Brazil and Modern Art Museum) and exhibitions (Bienal and Oca). Designed by the architect Oscar Niemeyer, the Ibirapuera Auditorium is specialized for musical exhibitions, with 800 seats and a huge stage. A 20 meter door in the backstage allows almost 15.000 people to watch the performances from the outside of the Auditorium.

**PAULISTA AVENUE** is a famous spot in São Paulo, as a financial and cultural center. On both sides of the avenue you will find impressive skyscrapers, shops and museums, including the famous Art Museum of São Paulo.

MASP - City icon and one of the most important museums in the Southern Hemisphere, the Museum of Art of São Paulo Assis Chateaubriand, or MASP as it is known, surprises São Paulo residents and tourists with a collection of 8.000 pieces by renowned artists, such as Cândido Portinari, Goya, Delacroix, Renoir and Monet.

**JAPAN HOUSE** – Created by the Japanese government, JAPAN HOUSE is a point of diffusion of all elements of genuine Japanese culture to the international community.

SÃO PAULO was one of the three selected locations, along with London in England and Los Angeles in the United States, to receive JAPAN HOUSE.



### SHOPPING MALLS

There are about 53 all around the city. Check below some of them.



**OSCAR FREIRE** - One of the most charming addresses of São Paulo. There are more than 200 stores of unique national and international brands.

**IBIRAPUERA SHOPPING** – Close to the Bourbon Ibirapuera Hotel, Ibirapuera Park - one of the city's postcards - and Congonhas Airport, the Ibirapuera Shopping has become a reference point in the neighborhood. Over the years, the mall acquired the respect, trust and especially the loyalty of its consumers.

**SHOPPING JK IGUATEMI** - Retailers like Chanel, Dolce & Gabana, Prada and Topshop are located in this luxury mall. With a modern and clean design it's great to come here and shop. Do not forget to visit the rooftop terrace and enjoy its view of Parque do Povo, a nice green area in the neighborhood.

**SHOPPING CIDADE DE SÃO PAULO** - Located at Avenida Paulista, 1230, Shopping Cidade São Paulo was inaugurated on April 30, 2015, is the capital's financial center and one of the most valued regions and is visited by different people. Has a gross leasable area of 17 thousands square meters with five floors, 160 stores with major retail brands.



### **FOOTBALL STADIUMS**

**PACAEMBU STADIUM / FOOTBALL MUSEUM** - The most traditional stadium of São Paulo. Property of São Paulo City Hall, it held historical chapters of all the main clubs of the state, besides hosting the 1950's World Cup. Since 2008 it houses the Football Museum.

Located under the bleachers, it concerns a unique space in the museums' world, which is dedicated to relate how sport's history is part of Brazilian's life.



**MORUMBI STADIUM** – Biggest particular stadium in the world, owned by São Paulo Futebol Clube. The club offers Morumbi Tour service, a guided visit that presents several premises of the stadium, including the grandstand, press room, locker room, and the large trophy room of one of the most victorious clubs of worldwide's football.





**ALLIANZ PARQUE** - The new Palmeiras' stadium replaced the former Palestra Italia (also known as Parque Antarctica). Now with capacity of 45.000 people for matches and 60.000 for concerts, it is a versatile multipurpose arena.



**CORINTHIANS ARENA** - It is known as the 2014's World Cup's stadium, which hosted six matches, including the opening match and one semifinal.





# **RESTAURANTS (MICHELIN GUIDE)**

### 2 STARS

**D.O.M** – Atala isn't the only chef at D.O.M. He's gained worldwide fame as a type of Brazilian cuisine ambassador. Atala's team guided by subchefe Geovane Carneiro prepare creative dishes influenced by international and Brazilian cuisines. In the pantry, for example, truffles and foie gras have been replaced by jambu, tucupi and priprioca. **www.domrestaurante.com.br** 

**TUJU** - Come with an open mind and surrender to an unique experience where products of the utmost quality are allied with irrepressible creativity and technical skills. Vegetables which are hard to find in Brazil can be seen growing in strategically placed beds around the restaurant, while in the open-view kitchen, the talented team creates delicacies such as the epic Teresinha (orange cake and sorbet with cachaça mousse and cardamom crumble) www.tuju.com.br

### 1 STAR

DALVA E DITO – After achieving international fame with D.O.M., Alex Atala invested in a project to place recipies from Brazilian cuisini onto a haute cuisine menu. www.dalvaedito.com.br

**ESQUINA MOCOTÓ** - A wall covered in graffiti by a popular Brazilian artist and the extensive use of wood from demolished buildings gives us an idea of the cuisine on offer here. The chef, the son of the founder of Mocotó, gives full flight to his imagination without forgetting its roots, with dishes such as braised pork belly with fava beans, vegetables and mustard greens and the house pork burger. The menu is concise but no less interesting than the original Mocotó nearby. For lunch, choose the executive menu that includes dessert and a glass of wine. www.mocoto.com.br

FASANO – Much of the success of the restaurant, the pioneer of the Fasano brand, is owed to the solid composition of the kitchen, headed by Salvatore Loi. Be it in the climate-controlled pasta station or in the preparation of the finest risotos in the country, the team doesn't err. The wice cellar, with more than 400 labels, is run by the famous sommelier Manoel Beato. www.fasano.com.br



**HUTO** - Here, you would be well advised to take the chef's advice and choose one of the three omakase menus (the Japanese word 'omakase' translates loosely as 'leave it up to us'). Show complete confidence in your host by enthusiastically ordering menu 3, savouring each and every 'surprise' dish until you ask the kitchen to stop, otherwise you won't stop eating. **www.hutorestaurante.com.br** 

**JUN SAKAMOTO** – The restaurant is hidden on a residential street without name on the front, and indication of the reservad manner of Jun Sakatmoto and especially his cuisine. At night he serves only eight people at his conter (it is best to reserve in advance). It is there that he uses too f the line ingredients in the preparation of the omakasê sequence, which includes very fresh fish.

**KAN SUKE** - The highlights on the menu are the superbly prepared sushi and sashimi - of those we tried, the carapau no maçarico, a type of mackerel sashimi which is covered in salt before being seared with a blowtorch (maçarico).

KINOSHITA – Chef Tsuyoshi Murakami's pantry only includes first class ingredientes, following the kappo cuisine concept – one that favors fresh ingredientes. Flying fish salted roe, Japanese macherel and even kone beef (beef from Wagyu, a Japanece breed) are featured among them. www.restaurantekinoshita.com.br ∑

**KOSUSHI** - The creativity of its dishes and the delicate presentation of its extraordinary veteran sushi master. The superb ceviche, served on a porcelain spoon, the transparent and finely cut slivers of "new style" sashimi, and the black anchovies (with chives and beetroot) will delight and surprise Kosushi's customers. www.kosushi.com.br

MANÍ - At Maní, their refined culinary skills are clearly in evidence in their creative, innovative and stimulating recipes such as jabuticaba chilled soup with cachaça-steamed crayfish, pickled cauliflower and amburana nuts. Fresh, delicate, refined and infinitely pleasurable. www.manimanioca.com.br

**Picchi** - This Italian restaurant adjoining the Regent Park hotel is surrounded by art galleries and luxury boutiques and is well worth a visit. Here, amid a classic-cum-contemporary ambience, chef Pier Paolo Picchi rekindles memories of his childhood through Italian dishes. These showcase well-defined flavours and innovative touches, and the Brazilian ingredients make an interesting contribution. Try the pici pasta from Tuscany with a Calabrese sausage, white bean and peperoncino sauce. http://www.restaurantepicchi.com.br/



Ryo Gastronomia - Enjoy a different take on Japanese cuisine, as the Kaiseki culinary philosophy encompasses luxury, discretion and sophistication which, as witnessed in the tea ceremony here, attains artistic status. In this restaurant, the name of which means 'good things', choose between the impeccable sushi bar on the ground floor, where you are served by the chef himself, and a private dining area with 'zashiki' seating (traditional tatami) upstairs. http://www.ryogastronomia.com.br/

Tangará Jean-Georges - It is impossible to talk about this restaurant - which has a separate personality from the Palácio Tangará hotel in which it is housed - without making reference to its owner, the French chef Jean-Georges Vongerichten, whose culinary empire now includes over 30 restaurants worldwide. The presentation of his cuisine, with its contemporary nuances and sophisticated techniques, continues to surprise and amaze. The superb chef's table, seating up to 16 guests, is a highlight. <a href="https://www.oetkercollection.com/pt/destinations/palaciotangara/restaurantes-bares/restaurantes/tangara-jean-georges/">https://www.oetkercollection.com/pt/destinations/palaciotangara/restaurantes-bares/restaurantes/tangara-jean-georges/</a>

### RELIGION

#### **CATHOLICISM**

Catedral da Sé

Address: Praça da Sé, s/nº, Centro

Phone: +55 (11) 3107-6832 / www.catedraldase.org.br

#### **ISLAM**

Mesquita Brasil

Address: Av. do Estado, 5382, Cambuci

Phone: +55 (11) 3208-3726 / www.arresala.org.br

#### **JUDAISM**

Congregação Israelita Paulista

Address: R. Antonio Carlos, 653, Cerqueira César Phone: +55 (11) 2808-6299 / www.cip.org.br

### **MESSIANISM**

Igreja Messiânica Mundial do Brasil

Address: Rua Sena Madureira, 1008, Vila Mariana

Phone: +55 (11) 5087-2000 / www.messianica.com.br



# **TOURIST INFORMATION CENTERS (CITS)**

### **CIT Mercado - Mercado Municipal Paulistano**

Address: Rua da Cantareira, 306. Rua E, Portão 4.

Opening hours: From Monday to Saturday, from 8am to 5 pm.

Sunday, from 7am to 4pm.

### CIT Olido - Galeria Olido

Address: Av. São João, 473 – Centro. Opening hours: Daily, from 9am to 6 pm.

### CIT Paulista - Parque Prefeito Mário Covas

Address: Av. Paulista, 1853.

Opening hours: Daily, from 9am to 6pm.

### CIT República - Praça da República

Address: Praça da República, s/nº - Centro. Opening hours: Daily, from 9am to 6pm.

### CIT Tietê - Terminal Rodoviário Tietê

Address: Av. Cruzeiro do Sul, 1800 – Santana. Arrival area

Opening hours: Daily, from 6am to 10pm

### CIT Congonhas - Aeroporto de Congonhas

Address: Av. Washington Luis, s/nº – Vila Congonhas.

Arrival area, ground floor.

Opening hours: Daily, from 7am to 10pm



## **CONSULATES IN SÃO PAULO**

### CONSULADO GERAL DA REPÚBLICA ARGENTINA

Adress: Av. Paulista, 2313, Cerqueira César

São Paulo - SP, 01311-300 - Phone: +55 11 3897-9522

### **BRITISH CONSULATE-GENERAL**

Adress: R. Ferreira de Araújo, 741 - Pinheiros

São Paulo - SP, 05428-000 - Phone: +55 11 3031-0273

### **CONSULADO GENERAL DE ESPAÑA**

Adress: Av. Brasil, 948 - Jardim América

São Paulo - SP, 01430-000 - Phone: +55 11 3063-2048

### **CONSULAT GÉNÉRAL DE FRANCE**

Adress: Av. Paulista, 1842 - Torre Norte, 14º Andar - Jardim Paulista

São Paulo - SP, 01310-923 - Phone: +55 11 3371-5400

### JAPAN CONSULATE GENERAL (在サンパウロ日本国総領事館)

Adress: Av. Paulista, 854 - Bela Vista

São Paulo - SP, 01311-000 - Phone: +55 11 3254-0100

### **CONSULADO GERAL DE PORTUGAL**

Adress: Rua Canadá, 324 – Jardim América

São Paulo, SP - 01436-000 - Phone: +55 11 3084-1800

### **U.S. CONSULATE GENERAL**

Adress: R. Henri Dunant, 500 - Chácara Santo Antonio São Paulo - SP, 04709-110 - Phone: +55 11 3250-5000



# **USEFUL CONTACTS**

Police	190
Emergency	192
Fire Brigade	193
Tourist Police	+55 11 3107 5642
Taxi – Coopertax	+55 11 2095-6000
Guarulhos Airport (GRU)	+55 11 2445-2945
Secovi-SP	+55 11 5591-1181



### **SOURCE**

Cidade de São Paulo www.cidadedesaopaulo.com ∑

Governo do Estado de São Paulo www.saopaulo.sp.gov.br/en/conhecasp

Infraero
www.infraero.gov.br

Metro - São Paulo Metropolitan Company www.metro.sp.gov.br/en ∑

Michelin

https://guide.michelin.com/br/sao-paulo/restaurants



#### **SECOVI-SP HEADQUARTERS**

R. Dr. Bacelar, 1043 - Vila Mariana - 04026-002 - São Paulo - SP - Brazil

#### **PRESIDENT**

Basilio Jafet

#### INTERNATIONAL RELATIONS COORDINATOR

João Crestana

#### **ADMINISTRATIVE MANAGER**

Celso Petrucci

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Christiane Midori Minami

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