

The city of Sao Paulo

The largest city in western and southern hemispheres

11 million inhabitants

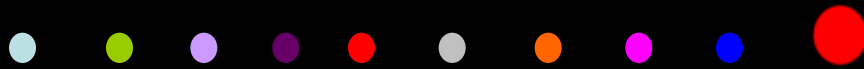
7 million vehicles

5,644 high rise buildings

12% of Brazilian GDP



São Paulo city of



characteristics

São Paulo is the largest city in Latin America and one of the most important and exciting metropolises on the planet



São Paulo city of

characteristics

It is also, without a doubt, a city on the cutting-edge, a melting pot of cultures that can be seen and experienced every day



characteristics



Work-class
city on the
move, 24
hours a day, 7
days a week

myriad of cultural activities

1. Brazilian and International Shows - a wide variety of performances
2. Acclaimed Films
3. 280 cinemas
4. 122 theaters
5. 71 museums
6. 11 cultural centers



finedining



1. More than 12,500 restaurants
2. 52 different cuisines
3. Celebrity chefs
4. Top-starred restaurants
5. Open around the clock

amazing array of shopping



1. Brazilian and International brand name shops
2. Rua Oscar Freire is among the 10 most luxurious streets in the world
3. 70 shopping centers
4. 240,000 shops
5. 42 specialty shopping streets

distinguished hotels



1. Boutique hotels
2. 543 hotels and inns
3. The best luxury hotels in Brazil
4. 50,000 rooms

upbeatnightlife



1. 15,000 bars, from sophisticated pubs to local taverns
2. Nightclubs playing Latin rhythms and rock, electronic and pop music...
3. World-class dance clubs
4. A breeding ground for new Brazilian talent
5. Fun and entertainment for all ages

professional training



1. Short courses
2. Lectures
3. Seminars
4. Universities
5. Learning, from arts and crafts to technology
6. Literary discussions
7. Cultural centers

infinityofevents

1. São Paulo Fashion Week
2. Book Biennial
3. Formula 1 Grand Prix
4. Architecture Biennial
5. Gay Pride Parade - 2 million participants
6. Courses
7. Lectures
8. International Film Festival
9. The internationally famed São Silvestre Run



easyaccess

1. More than 40 airlines
2. Main gateway to Brazil
3. São Paulo International Airport and Congonhas Airport
4. Second largest fleet of helicopters in the world
5. 13 million yearly arrivals, by plane and bus



excellent medical care



1. State-of-the-art equipment
– qualified professionals
2. Internationally recognized hospitals
3. Specialists from the most diverse fields of medicine
4. International quality standards

nicheitineraries

sp

1. Glamour
2. Well-being
3. Family
4. Art
5. Green space
6. Diversity
7. Many religions
8. Romance
9. São Paulo for the Paulistanos

São Paulo city of

spglamour

This is São Paulo: hospitable, sophisticated and glamorous



city of
São Paulo

spwell-being

This is São Paulo: hospitable, beautiful and concerned with the health and well-being of its inhabitants and visitors



São Paulo city of

spfamily

This is São Paulo: hospitable, fun and entertaining



city of
São Paulo

spart

This is São Paulo: hospitable, cosmopolitan and cultural



city of
São Paulo

spgreenspace

This is São Paulo: hospitable, and dotted with parks



city of
São Paulo

sp diversity

This is São Paulo: hospitable, multi-cultural
and ever-changing.



city of
São Paulo

spanditsmanyreligions

This is São Paulo: hospitable, spiritual and ecumenical.



city of
São Paulo

spromance

This is São Paulo: hospitable, intense and passionate



city of
São Paulo

spofthepaulistanos

This is São Paulo: hospitable, cosmopolitan, audacious,
simple, glamorous and, above all, unique



São Paulo city of

reasons and justifications

On the cutting-edge



1. Site of the pioneering Modern Art Week in 1922
2. Audacious architectural designs that fit perfectly into the skyline

reasons and justifications

Trend-setting

1. Brazil is on the map of the most important fashion shows in the world, alongside Paris, New York, London and Milan, thanks to São Paulo Fashion Week.



reasons and justifications

Sophisticated

1. Few places in the world are home to as many brand name shops as São Paulo



reasons and justifications

Excellent services

1. The city thrives on speed and efficiency, especially when it comes to service



reasons and justifications

A shopper's paradise

1. The amazing array of shopping options, from specialty streets and malls to international brand name shops, has no equal in any city, anywhere



reasons and justifications

A wide range of attractions

1. Only in São Paulo can so much variety in fine dining, entertainment and accommodations be found



São Paulo city of

São Paulo, it was a pleasure to meet you.
The pleasure is going to be all yours...
or rather, your clients.

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