

Welcome to Doing Business in Brazil Program

Here you will find some helpful information for your trip to São Paulo, Brazil

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CITY OVERVIEW

Profile

City of São Paulo is the capital of State of São Paulo located in the Southeastern region of the country.

It is the cultural, technological and financial hearth of South America and is the coordination center of several multinationals for Latin America countries.

It has the life style and typical attractions of a cosmopolite social and cultural life presented by a wide diversity of immigration nationalities like Portuguese, Spanish, Italian, Japanese, German, Syrian, Chinese, Korean and migration from all over Brazilian regions.

Facts

Great São Paulo

- 3rd largest urban agglomeration in the world
- Population: 19,8 million
- Area: 7.943 km²
- GDP: USD 255 billion (19% of Brazil's GDP)

City of São Paulo

6th largest city in the world

- Population: 11,4 million
- Area: 1.523 km²
- GDP: USD 160 billion (12% of Brazil's GDP)
- 600,000 companies



Arriving at São Paulo

All international flights to Sao Paulo arrives at GRU Airport, in the city of Guarulhos (an industrial suburb at the Great São Paulo area), which is located 30 kilometers (19 miles) from downtown São Paulo. In light traffic the journey will take about 45 minutes, however you should allow extra time, as light traffic is rare.

There are numerous bus companies including the EMTU-SP executive buses that run between the airport and the downtown. The line to get to FGV and Paulista Ave. area is the line Circuito dos Hotéis Paulista/Augusta leaving every 35 minutes.

The cost is R\$47,50. (EMTU-SP phone is: 55 11 2445 2430 or 0800 770 7995 from Mon to Fri, 7am to 7pm. At other times www.airportbusservice.com.br).

The company in charge for taxi service at the Sao Paulo is Guarucoop. In order to book the cab you need to go to Guarucoop guichet located pretty close to the airport exit and provide your hotel address.

A regular cab will cost about R\$ 110,00 Reais (taxi company Guarucoop - phone 55 11 6445 3552).

Note: both EMTU-SP and taxi services are payable in Reais or credit card at the Airport

FGV EAESP is located close to Trianon-Masp Metro station, but it is not possible to take the Metro from the airport.

www.metro.sp.gov.br

GENERAL INFORMATION

Currency Exchange

Currency fluctuations are frequent. Exchange rate has been around US\$1 = R\$3,80 and EU\$1 = R\$4,30. Please check updated rates before leaving your country.

<http://money.cnn.com/markets/currencies>

The Brazilian currency is the *real*. Notes come in the following denominations: 100, 50, 20, 10, 5 and 2 *real*. Coins come as follows: 1 *real* and 50, 25, 10, 5 centavos.

Note that unlike neighboring countries, Brazil is not “dollarized” - don’t expect to pay for taxis, meals and so forth in anything but the local currency, the real.

In the airport, several foreign-exchange Banks offer a reasonable rate for Brazilian reais. Alternatively, try the ATMs around the co-op taxi desks, which allows you to make cash withdrawals on international credit cards. Banks usually open from Mon to Fri (9:00am to 4:00pm). Travelers with US dollars or Euros in cash or traveler checks will not have any problem purchasing the Brazilian currency, the real. Most commercial banks will exchange currency, although some may require minimum money. You can also exchange at any currency exchange agency.

Credit cards are widely accepted which include American Express, Diners Club, Master Card and Visa.

Citicorp and Bank Itau have bank machines, which allow for cash transactions for bank and credit cards on the Master Card or Cirrus system (Citicorp has a limited number of bank machines in the city but the bank is located at Av. Paulista, 1111 close to FGV. Itaú bank machines can be found everywhere). Bradesco bank machines permit transactions using Visa debit and credit cards.



Communication

International phone calls	Handy telephone numbers:	
<ul style="list-style-type: none">• Dial 00 followed by a company Access code - country code - state code - number• Brazilians companies access codes: Embratel: 21 Telefonica: 15• Telephone information and assistance for local, abroad or collect calls (in English): Embratel 0800 - 7032100 and 0800 - 7032111	Tourist Police Station (Deatur)	3257-4475
	Emergency Medical Center (Pronto Socorro)	192
	Police (Polícia)	190
	Fire Brigade (Corpo de Bombeiros)	193
	Traffic emergency (acidente de trânsito)	1188
	Consumer Defense (Procon)	151
	Taxi on Duty (for São Paulo city)	3146-4000

Safety

The main business and nightlife streets in São Paulo are not much more risky than their equivalents in big cities like London or New York, provided you take the obvious precautions. Violent crimes against tourists or foreign visitors are extremely rare; Brazil is also politically stable with no natural enemies and no terrorist activities.

FGV is located near Paulista Ave. in a good area which is very safe during the day and night.

However, you must be careful with pickpockets on the streets and robbery in crowded places. Always leave travelers’ checks, passports, air tickets in the hotel safe deposit box. Visitors should however carry some form of ID, such as a photocopy of their passports, with them at all times.

Weather

The city of São Paulo is home to a subtropical climate which is typical of Brazil. Influenced by its coastal setting alongside the Atlantic Ocean, it offers a sunny weather through the year but is prone to quick temperature changes; one single day may be warm and cold.

In April, the average temperature is 22°C. In July, the temperature is around 10°C which is considered cold to brazilians. In December the temperature is 38°C hot and humid.

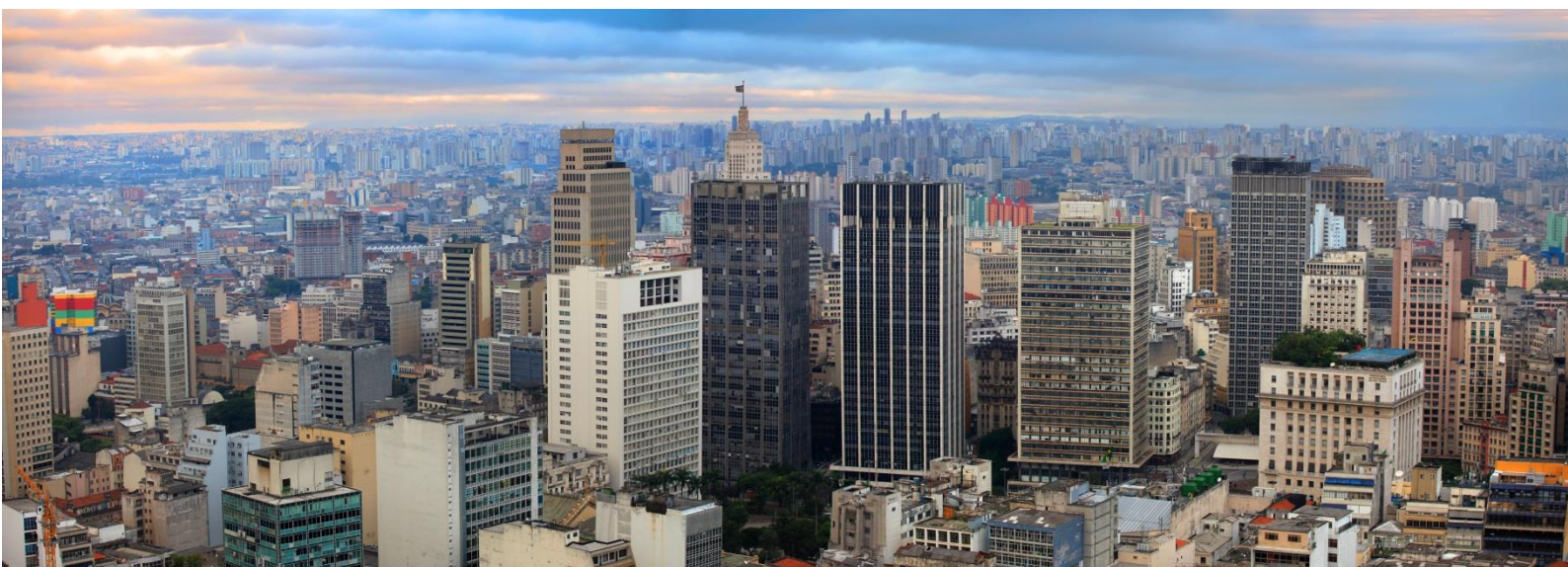
Things to do and places to see

- **Cultural** - MASP (art museum of Sao Paulo), Soccer Museum, Pinacoteca de São Paulo, Mercado Municipal, Sé Catholic Cathedral and downtown hystorical neighborhood, Latin America Memorial
- **Shopping** - Shopping Paulista Mall, Shopping Cidade São Paulo, Oscar Freire Str. (luxury international brands and Havaianas mega store), Handycraft at Pça. Benedito Calixto or Pça. da Republica
- **Nightlife** - Vila Madalena neighborhood, Sky Bar
- **Food** - Brazilian barbecue (churrascaria), regional fruits at Mercado Municipal, international and Brazilian gastronomy







For detailed information (in English) about these places and much, more we invite you to access:

<http://www.visitesaopaulo.com/index.asp>

For your smartphone or tablet, you can also download the app SPMobile available at Android Market (market.android.com) or AppleStore (itunes.apple.com)



Dressing code during DBB Program activities

					
Streetwear	Casual	Smart Casual	Business Casual	Business / Informal	Black Tie / Semi-Formal

- Gala events: Smart Formal/Business attire (tie and jacket)
- At conferences and visits: Business casual/Smart Casual attire
- Specially for visits:
 - Closed-toed shoes (no sandals!!)
 - No streetwear allowed
 - For women avoid wearing flowing skirts or carry large handbags

⚠ Bring sweaters, classrooms air conditioning are sometimes very cold.

Dressing code during DBB Program classes

ACCEPTABLE



UNNACCEPTABLE



- hats, bandanas, headgear
- tank-top
- inappropriate graphics / expressions
- midriff showing
- undergarments showing

ACCEPTABLE



UNNACCEPTABLE



- hats, bandanas, headgear
- spaghetti straps, tube tops, bra (straps) showing
- too revealing shirts
- inappropriate graphics / expressions
- midriff showing
- undergarments showing
- very short skirts/shorts

Electricity

Since 2012, Brazil has adopted a new electrical outlet type.

In order to avoid problems for recharging your electronic devices, please bring an adaptor or buy one as you arrive.



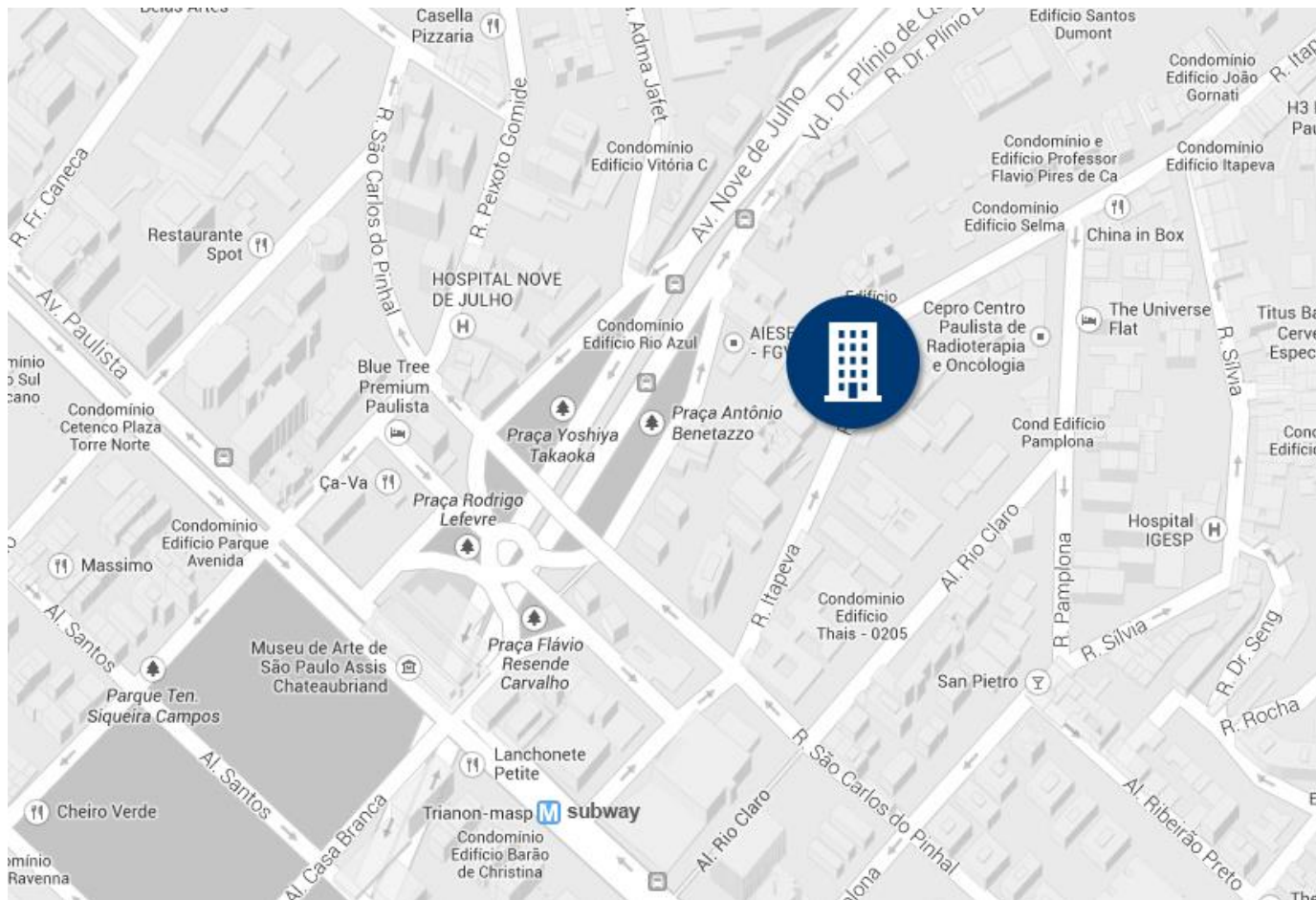
FGV CAMPUS INFORMATION

Escola de Administração de Empresas de São Paulo

Main entrance: Av. Nove de Julho, 2029 - Bela Vista - São Paulo, SP

Side entrance: R. Itapeva, 432 (on 7th floor)

FGV/EAESP is located close to Trianon-Masp Metro station. www.metro.sp.gov.br



- Computer Lab, copy and printing service: 5th floor
- Restaurants and Cafeterias at FGV Campus:
1st floor - Fast food Getulio - self-service during lunch time
5th floor - Rockafé - coffee, juice and sandwiches
- Library: 2nd floor
- Medical assistance at FGV Campus (free of charge): 5th floor
- Bookstore: 7th floor



- DBB Office: 11th floor - 55 11 3799-3531
- Office hours: Mondays to Fridays, from 9:00am to 6:00pm
- DBB Staff:
DBB Director: Prof. Isabela Baleeiro Curado
DBB Administrative: José Rubens Izzo