

A WORLD CALLED SÃO PAULO



MESSAGE FROM THE GOVERNOR

People sometimes believe that the wealth of the state of São Paulo merely resides in its economy – the 19th largest in the world. They also often assume that the state's greatness is merely a reflection of its vast territory – larger than that of most European countries. But for me, the wealth and greatness of the state of São Paulo mainly spring from its people.

Over the centuries, the ethos of São Paulo has been molded by the work ethic and the integration of different Brazilian and foreign cultures. The first residents of São Paulo did not find the natural resources to guarantee quick riches without great effort. The source of São Paulo's economic development has always been the nonconformity, talent and entrepreneurship of its people.

The evolution of the state of São Paulo is unique. In a relatively short time it went from an isolated village set in the Atlantic Forest to the great metropolis of Latin America, and from being a state that was dependent on the coffee economy to becoming the Southern Hemisphere's largest industrial and financial hub.

In 1890, the state's population was about 70,000 inhabitants. Today there are 11 million in its capital city alone, and 42 million in the whole state, with around 150 nationalities represented. Few regions in the world have attracted so many millions of people with such different cultural codes and assured their integration so effectively. In São Paulo, difference is synonymous with wealth. International relations are more than a political dimension—they are part of the state's DNA.

This publication tells the success story of the state of São Paulo in eight chapters – agribusiness, education and innovation, industry, infrastructure, business, the environment, tourism and culture. It also includes a section on the 2014 FIFA World Cup Brazil, whose inaugural match will take place in São Paulo city. Happy reading.

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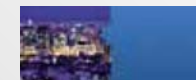
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July 2013 – 4th edition

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GENERAL OVERVIEW



CITY CENTER OF SÃO PAULO

The State of São Paulo is generally recognized as the largest economic and industrial hub in the Southern Hemisphere and the largest business center in Latin America. It is the capital of innovation and technology in the region and a global leader in agribusiness and environmental preservation policies.

São Paulo is the name of a state, a metropolitan region and a city, the state capital. The first official settlement in the state—in 1532—was the village of São Vicente; in 1554 Jesuit priests founded the city of São Paulo in territory inhabited by the indigenous Tupi-Guarani people.

Today the state is the 19th largest economy in the world and the 2nd largest in South America. When compared with other regions in the world, it is the 7th richest, generating about a third of all the wealth produced by Brazil.

With 42 million inhabitants, it is the largest employer and the largest consumer market in Brazil. The state has the largest port in South America (Port of Santos) and one of the largest airports on the continent (International Airport of São Paulo/Guarulhos – Governor André Franco Montoro).

The economy of the state of São Paulo is the most diversified in Brazil, home to companies that operate in a wide range of activities, from the most traditional to the most modern and sophisticated in terms of technology.

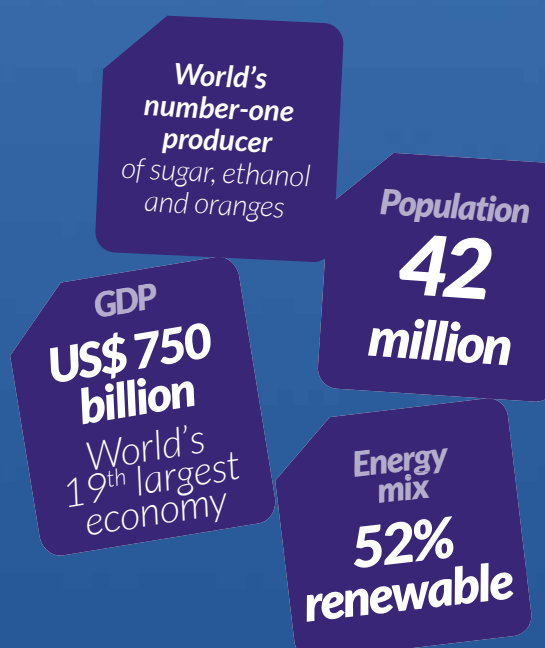
The state capital is the main financial center of the country, where the Securities, Commodities and Futures Exchange (BM&FBOVESPA) is based. It is one of the five largest stock exchanges in the world, the second in the Americas and the leader on the Latin American continent.

The state is also a gathering ground for the head offices of major banks and financial conglomerates and of national and international companies, stimulating the growth of support services specializing in production and, above all, company management. These services include legal, marketing and information technology. The state has the largest concentration of multinational companies in the whole Southern Hemisphere.

A little over 248,000 km² in area (similar to the United Kingdom), the state of São Paulo occupies 3% of the territory of Brazil. It has 35% of the industry and 34% of the services of the Brazilian market. São Paulo's agriculture accounts for more than 16% of Brazilian farm production. And yet despite this importance and economic dynamism, 18% of its territory consists of native vegetation.

São Paulo also stands out for its dynamic culture and natural beauty – with 622 km of beaches and the largest remaining areas of Atlantic Forest in the whole of Brazil.

SÃO PAULO IN NUMBERS



0.1 State

- Population: 42 million (2012);
- Territory: 248,000 km²;
- GDP: US\$ 750 billion. 33% of Brazil's GDP (2012);
- World's number one producer of sugar, sugarcane ethanol and oranges;
- 3rd largest automobile manufacturer in Latin America, at 1.4 million vehicles produced in 2012;
- 3rd largest aircraft manufacturer in the world;
- Energy mix: 52% renewable (2011);
- 645 municipal districts.

0.2 Metropolitan Region

- Population: 19.9 million (2012). Third largest metropolitan area in the world;
- Territory: 7,947 km²;
- GDP: US\$ 421 billion (2010);
- 39 municipal districts.

0.3 City

- Population: 11.3 million (2012);
- Territory: 1,523 km²;
- GDP: US\$ 266 billion (2010);
- 11.7 million tourists (2010);
- 90,000 annual events;
- 150 nationalities represented;
- 255 shopping centers and 15,000 restaurants;
- 410 hotels.

INFRASTRUCTURE

São Paulo's infrastructure – the transport, energy, telecommunications and water resource networks – is a benchmark in Brazil. Facilities include the largest port in South America and the best road network in the country.



0.1 Highways

São Paulo's highway network is the best in Brazil. Leaving the capital, this network takes the form of trunk roads connecting the economic hub to all of the regions in the state. In total, there are 200,000 km of highways. According to a National Transport Confederation (CNT) survey, of the 20 best Brazilian highways, 19 are in the state of São Paulo.

A highlight in this network is the Rodoanel Mário Covas, a beltway which connects the highways radiating from the São Paulo Metropolitan Region by forming a circle around it (total extension 177 km). This means that a large proportion of cargo destined for the Port of Santos or municipal districts in the São Paulo Metropolitan Region no longer passes through urban areas in this densely occupied region. This facilitates flow and reduces the risk of accidents and environmental degradation. The Rodoanel is a national benchmark in environmental sustainability.

0.2 Ports

The state of São Paulo boasts South America's largest port, Santos, which in 2012 handled 105 million tons of cargo with a value of US\$ 120 billion, or about one quarter of Brazil's trade flow. With a total working area of 7.8 million m² and with 13 kilometers of docks, the port has special terminals for grains, fertilizers, bulk liquids, vehicles and containers.

São Sebastião Port, which is also located in the state of São Paulo (200 km from the state capital) has a natural setting that places it as one of the best ports in the world, due to its depth. In 2012 it handled 878,000 tons of cargo at its public commercial wharf.

The ports of São Paulo also serve the states of Minas Gerais, Mato Grosso, Mato Grosso do Sul, Goiás, Paraná, Rio de Janeiro, as well as the countries of the MERCOSUR.

0.3 Waterways

The Tietê-Paraná Waterway is a key route to connect important areas of the São Paulo hinterland with other Brazilian states and neighboring nations such as Argentina, Paraguay, Uruguay and Bolivia.

With 800 kilometers of navigable routes within the state of São Paulo (from a total of 2,400 kilometers of navigable waterways), it is connected to the state's existing road and railroad network and thus increases transport facilities, especially for cargo.

The São Paulo stretch of the waterways has 10 reservoirs, 10 dams, 10 locks, 23 bridges, 19 shipyards and 30 intermodal cargo terminals.

0.4 Airports

São Paulo state is home to the two most important airports in Brazil: Congonhas, in the capital, and São Paulo International Airport, in neighboring Guarulhos. In 2012, about 50 million passengers passed through these airports.

São Paulo International Airport/Guarulhos (one of the largest in Latin America) and Viracopos International Airport in Campinas (a city 95 km from the capital) are also noteworthy in terms of cargo handling. In 2011, the two terminals were responsible for 52% of all cargo handled at Brazil's airports.

Besides these three, the state of São Paulo has another 31 regional airports located in the main municipal districts.

0.5 Railroads

The São Paulo railroad network plays a fundamental part in Brazilian inter-regional transportation. It connects the producing regions of the states of São Paulo, Minas Gerais, Bahia, Sergipe, Goiás, Mato Grosso and Mato Grosso do Sul to the Tietê-Paraná Waterway and to the ports of Santos, Rio de Janeiro, Itaguaí and Guaíba. One of the branches connects the Port of Santos to Paraguay and Bolivia, with prospects of serving as a connection between the Atlantic and Pacific Oceans in the near future.

An important part of this network connects the municipal districts of São Paulo and Rio de Janeiro, passing through the country's main industrial region. In 2011, this corridor transported almost 130 million tons of cargo, mostly steel products, sand, cement, iron ore and general cargo.

0.6 Energy

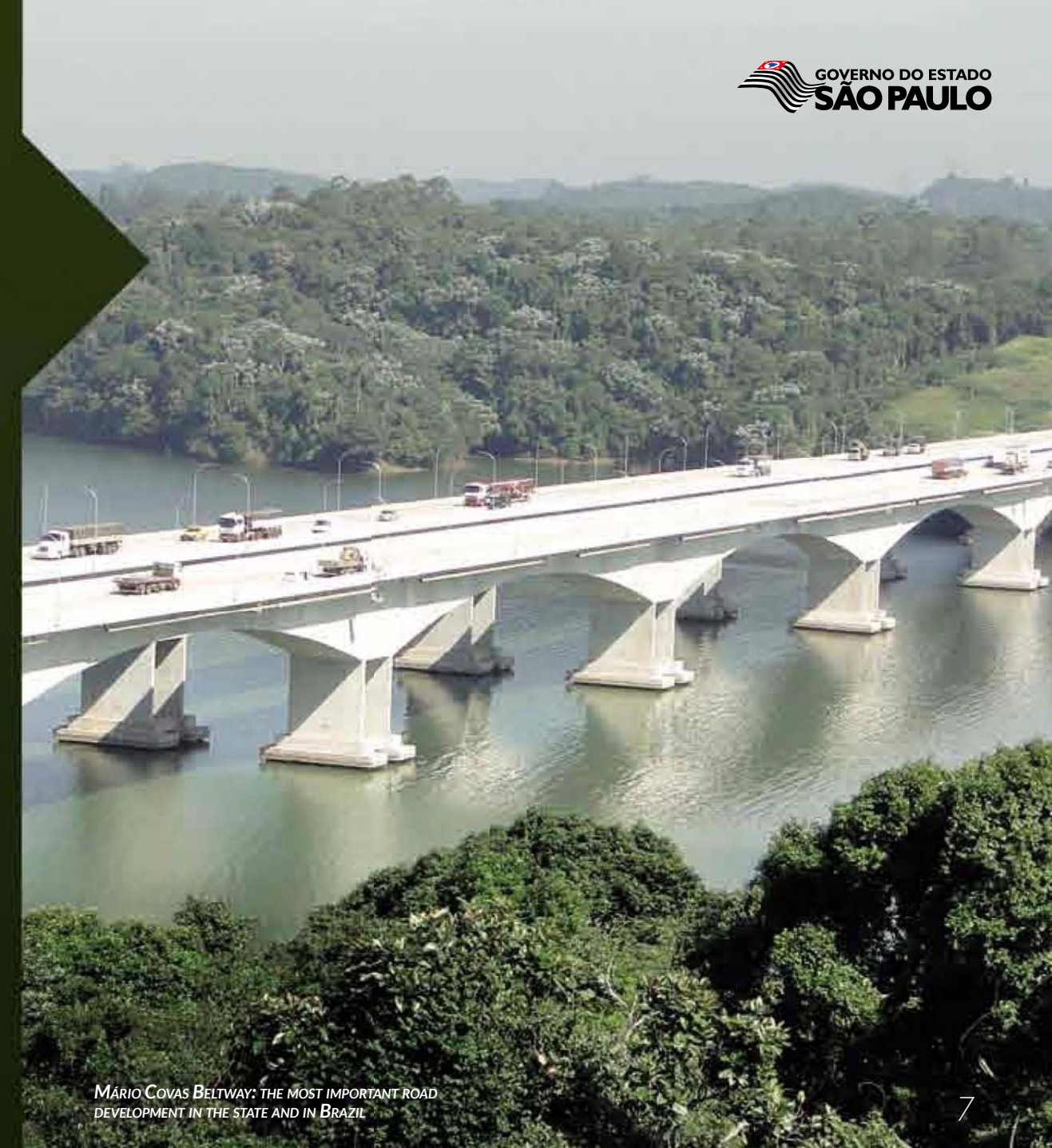
The energy mix for the state of São Paulo contains an important proportion of renewable sources, of which sugarcane products are responsible for 29% of the internal supply and electricity for 19%. Oil and its derivatives represent 35%.

The state is responsible for 16% of Brazil's hydroelectricity generation, 55% of its sugarcane biomass electricity generation and 51% of its ethanol production, making São Paulo a power in clean energy.

The quality of electricity services and the rational use of energy are considered fundamental in the energy policy developed and implemented in the state of São Paulo. This enables São Paulo to enjoy Brazil's best indices in terms of supply, alongside major investments in energy conservation and the introduction of efficient systems.

Besides having a considerable number of hydroelectric power stations and an enormous capacity to produce ethanol from sugarcane, São Paulo also boasts the Santos Basin hydrocarbon reserves, which span the whole coastal region of São Paulo and constitute Brazil's most promising offshore exploratory region. In 2012, 54 new wells were drilled in the Santos Basin, including 23 in São Paulo. The reserves (proved and probable) amount to 25 billion oil barrels.

In São Paulo, energy is also generated by reusing methane from landfill sites. On average, 26,340 tons/day of solid waste is collected from São Paulo residences (2010 data). The state of São Paulo currently has an installed capacity of 43 MW from landfill site biogas, and its goal is to reach equivalent energy production of up to 72 MWm (average megawatt) in 2015 and 86 MWm in 2020. The forecast is that by 2035, São Paulo will produce 391 MWm of energy from solid waste, and 157 MWm of biogas from landfill sites, or 548 MW in total. This is enough energy to meet the demands of a metropolis of 1,5 million inhabitants.



MÁRIO COVAS BELTWAY: THE MOST IMPORTANT ROAD DEVELOPMENT IN THE STATE AND IN BRAZIL

BUSINESS

The state of São Paulo is Latin America's main business center. The state capital boasts the largest number of multinational offices in the Southern Hemisphere. In 2012, the total volume traded on the Securities, Commodities and Futures Exchange (BM&FBOVESPA), one of the largest exchanges in the world, came to US\$ 890 million.

Fourth-ranked metropolis in FDI in the world

US\$ 25 billion in PPPs

0.1 Foreign Direct Investment

Companies that set up in the state of São Paulo are in the largest consumer market in Latin America, with plenty of qualified labor, international class infrastructure, a diversified supply chain and advanced environmental legislation. These ingredients, allied with multicultural receptivity, give the state an excellent competitive edge. São Paulo city has the most offices of large multinationals in the world, after New York.

Over the past ten years, Brazil has received around US\$ 365 billion in foreign investment in the production sector of the economy. In 2012, the figure was US\$ 65 billion. The most attractive segments were sanitation and transport infrastructure; the automotive industry, the air industry and other transport materials; telecommunications, electricity generation and distribution; financial intermediation; sugar and ethanol production; and real estate.

The capital city São Paulo comes fourth in the KPMG consultancy's ranking of the world metropolises receiving most foreign investment in 2011 - behind only London, Shanghai and Hong Kong. According to The Economist Intelligence Unit, São Paulo is the Brazilian state best prepared to receive the intense flow of foreign investments foreseen over the coming years from the 2014 FIFA World Cup and the 2016 Olympic Games.

The growing incorporation of population segments enjoying significant increases in income in recent years means that the São Paulo consumer market is open to a range of related business opportunities, ranging from civil construction and real estate to personal service provision and industries launching products aimed at this market.

To meet this requirement for foreign investment, São Paulo's Agency for the Promotion of Investments and Competitiveness (Invest SP) was created in 2008. The agency is an entry point for companies intending to set up in the state and encourages the expansion of existing developments in São Paulo.

A specialized team, Invest SP offers free strategic information to help investors find the best locations for their businesses, and facilitates company contacts with public and private bodies. The agency also proposes policies that contribute to attracting new national and international investments to the state of São Paulo with the objective of making São Paulo's economy more competitive, reducing regional inequalities and creating jobs and income for the population, as well as encouraging technological innovation.

Another important aspect of Invest SP's work is to help São Paulo municipal districts meet the requirements of investors and of business environment development, as well as establishing exchanges with counterpart bodies and financial agents.

0.2 Public-Private Partnerships (PPPs)

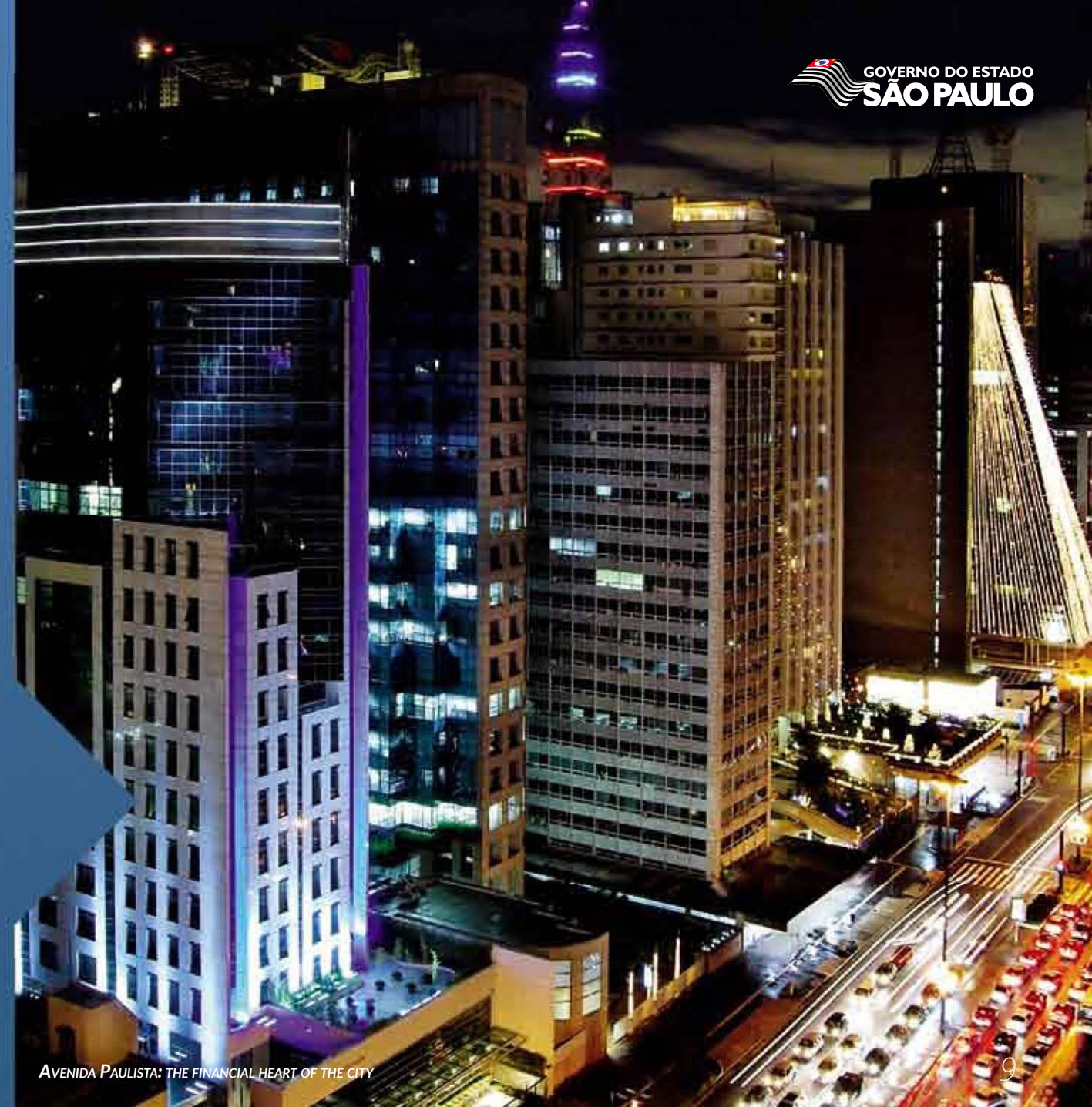
The PPPs program of the state of São Paulo was instituted in 2004. Among the industries showing potential for PPPs the highlights are transport, sanitation, low-cost housing, energy, education, prisons and electronic government.

In PPPs, companies implement and operate projects and are remunerated only by the state or with a co-participation tariff from users, for a minimum of 5 years and a maximum 35 years. For the São Paulo government, successes in road concessions and natural gas distribution have created a very favorable environment for the implementation of PPPs in the state.

In 2011, the MIP private sector initiative was instituted. This new partnership modality allows the private investor to present the government with proposals and technical studies on works and public services of mutual interest that can be integrated into the PPPs program. The objective is to motivate domestic and foreign private sector participation in works and public services through PPPs. The state of São Paulo PPPs portfolio foresees public projects worth US\$ 25 billion in the next few years.



BM&FBOVESPA: THE SECOND LARGEST STOCK EXCHANGE IN THE AMERICAS



INDUSTRY

The state of São Paulo is the main economic and industrial hub in Latin America. São Paulo's industrial sector, recognized for its specialization in higher added-value manufactures and technological content, encompasses 128,000 industries, or 26% of Brazil's total.

Vehicles
42%
of domestic
production

Airplanes
96%
of domestic
production

0.1 Automotive industry

The automotive industry is one of the main economic activities in Brazil. In 2012, the country was the seventh largest global manufacturer of vehicles, with the production of about 3.3 million units. São Paulo is the heartland of the national automotive industry.

Ford, General Motors, Honda, Hyundai, Mercedes-Benz, Scania, Toyota, Chery, Volkswagen, to name a few, operate in the state. In 2012, São Paulo accounted for 42% of all Brazilian production. Besides leading national production, São Paulo is the fifth largest auto producer in the Americas (behind the United States, Brazil, Mexico and Canada).

Whereas Brazil's internal market is the 4th largest in the world, São Paulo alone accounts for nearly 50% of all vehicles sold in the country.

In order to encourage the automotive sector, in 2008, the Government of the State of São Paulo created the Pro-Vehicle Program, which allows the use of ICMS (sales tax) credits in investments for the modernization and enlargement of the industrial sector, new factory constructions and the development of new products. The program also includes a special scheme that suspends or defers tax due on the import or domestic purchase of machinery and equipment to be used as fixed assets, as a way of offering relief on investment in capital goods.

0.2 Pharmaceutical industry

The state of São Paulo concentrates the largest part of Brazil's pharmaceutical industry, particularly in the metropolitan areas of São Paulo and Campinas. The state houses 42% of Brazil's pharmaceutical production. This is a segment with higher innovation rates than industry as a whole.

Through the Popular Medicine Foundation (FURP), the Government of the State of São Paulo holds a strategic position in all national health policies because it is the largest public manufacturer of medicines in Brazil and one of the largest in Latin America. Founded in 1974, FURP produces more than 70 types of medication. In 2012, it produced more than 1.7 million units of medication, serving about 3,000 Brazilian municipal districts.

0.3 Air industry

São Paulo's predominance in the Brazilian air industry is due to the fact that Embraer is located in the state. Founded in 1969, it is one of the largest aerospace companies in the world, operating in several stages of the process: aircraft design, development, production, sales and after-sales support. With a presence in 95 countries, on five continents, the company operates in the commercial, executive and defense and security aviation segments and is the world's largest manufacturer of commercial aircraft of up to 120 seats.

Thus, the state accounts for 96% of the Brazilian air industry. This industry also accounted for 8% of exports from São Paulo in 2012, with roughly 32% of the sector's exports destined for the European Union, its main market.

0.4 Oil and gas

São Paulo is Brazil's leader in the energy sector. The recent pre-salt discoveries in the Santos Basin and investment foreseen in the area will tend to increase this sector's economic significance. Pre-salt refers to reserves located at depths that can extend below 7,000 meters, in a geological layer below a salt deposit ("pre-salt") and is characterized by large reserves of good quality oil. It is estimated that the pre-salt reserves could be five times larger than currently proven national reserves.

The five refineries of the state of São Paulo currently represent 44% of the country's total capacity, besides accounting for significant production of derivatives such as gasoline, LPG, diesel oil and kerosene. This performance is closely related to the regional market of fuels derived from oil, in which São Paulo is of great importance,

with almost 27% of the national market. The state also stands out in relation to natural gas consumption, with 26% of the national total in 2011.

In this context, with its teaching and research institutions and as the base for half of the oil-industry related equipment manufacturers and service provision facilities, São Paulo is expected to build on its role as a technological point of reference in the sector in the coming years.

In 2010, the state government launched the São Paulo Program for Oil and Natural Gas, which sought to enable investment in infrastructure and sanitation in the areas influenced by pre-salt oil, in addition to promoting incentives for research, development and technological innovation.

0.5 Capital Goods

The capital goods sector is responsible for the production of a complex group of machinery and types of equipment used in the production of other assets, and is thus closely linked to the production of other sectors. It also plays an important role in the diffusion and creation of new technology. This sector involves a wide range of industrial activity, of which the highlight is the production of machinery and equipment for information technology and communications, and other industries.

The state accounts for 57% of the production of machinery and equipment in Brazil and 53% of jobs (almost 200,000 people) in the sector. In the case of information technology equipment, the state accounts—in Brazil overall—for 43% of jobs and 34% of manufacturing value in the segment. Intensive in the use of technology, its innovation rate of 54% is much higher than the manufacturing industry's national average (38%).



AGRIBUSINESS

The state of São Paulo is the world's largest producer of sugarcane and oranges and Brazil's largest producer of peanuts, natural rubber, flowers, vegetables and eggs.



SUGARCANE HARVEST IN PIRACICABA

0.1 Agro-industry

São Paulo boasts the largest and most developed agro-industrial system in the country and one of the most significant worldwide. The state is the world's largest producer of sugarcane and oranges. Roughly 60% of world production of orange juice originates in the state. São Paulo is also Brazil's largest producer of peanuts, natural rubber, flowers, vegetables and eggs. There are 21 million hectares of agricultural land in São Paulo (equivalent to the territory of Romania or Ghana).

Brazil is the most technologically advanced country in the production and use of sugarcane as biofuel. The 2011/2012 harvest produced 559 million tons of sugarcane, which was used to produce 23 billion liters of ethanol. São Paulo is the world's main producer of sugarcane ethanol, accounting for about 54% of national output.

São Paulo's agribusiness exports reached US\$ 59 billion in 2012, accounting for 49% of Brazilian agribusiness' industrialized products. São Paulo's agribusiness sector also stands out for its strict compliance with sanitation, environmental and labor standards and regulations, crucial for the integration of, and trade in, products in international consumer markets.

Exports
**US\$
59 billion**
(2012)

Sugar
and ethanol
54%
of Brazil's
production

The Securities, Commodities and Futures Exchange (BM&FBovespa), headquartered in São Paulo, is one of the major stock exchanges operating with agricultural commodities. Agricultural trade fairs are held throughout the state. The International Fair of Agricultural Technology in Action (Agrishow), held annually in Ribeirão Preto (313 km from São Paulo), is one of the largest trade fairs in the world, showcasing technological innovations in agricultural machinery.

The strength of São Paulo's agribusiness is largely due to advances that resulted from the intense technical and scientific work carried out by research institutions that began to be established in the state at the end of the 19th century under the direct auspices of the state government. São Paulo houses the oldest and the most sustained research and development structure for the sector in Latin America, with institutions that continue to create technological innovations, thereby allowing the uninterrupted development of agricultural and agro-industry productivity.



ORANGE HARVEST IN SOROCABA: SÃO PAULO'S ORANGES
ARE EXPORTED TO THE ENTIRE WORLD

EDUCATION AND INNOVATION

The state of São Paulo is one of the largest innovation, science and technology centers in the Southern Hemisphere. The state produces half of Brazil's scientific output. Researchers in São Paulo publish more articles, and universities in São Paulo qualify more doctors, than in any country in Latin America.

0.1 Cutting-edge teaching

São Paulo state houses a large group of internationally-recognized higher education institutions. Accounting for 25% of the total of higher education in Brazil, São Paulo brings together an extensive private network and three of the most important universities in the country: the University of São Paulo (USP), the University of Campinas (UNICAMP) and São Paulo State University (UNESP). Besides these, federal universities and other important higher education institutions are based in the state.

Among their number are the Federal University of São Paulo (UNIFESP), the Federal University of São Carlos (UFSCar), the Technological Institute of Aeronautics (ITA) and the Federal University of ABC (UFABC). Besides the public higher education institutions, various private universities operate in the state, among them the Getúlio Vargas Foundation (FGV), the Pontifical Catholic University (São Paulo and Campinas) and Mackenzie Presbyterian University, all recognized for the quality of their educational standards.

In 2013 the São Paulo State Virtual University (UNIVESP) will also begin operating, aiming at the intensive use of information technologies and communications in order to extend public access to higher-quality education.

In this group of higher education institutions, USP deserves special mention. It was ranked in 2012-2013 as the best Latin American university in the Times Higher Education ranking, the World Reputation Ranking and the Webometrics Ranking Web of World Universities.

0.2 Technical and professional training

The state of São Paulo has the largest network of vocational technical education in Brazil and one of the best in Latin America. In 2012 the Paula Souza Center, the Government agency responsible for this area, had 281,000 students enrolled in high school, technical and technological graduate levels.

The center consists of 210 Technical Schools (ETECs), which offer high school and technical courses for the industry, agriculture and service sectors. The state also boasts 56 Technology Faculties (FATECs), offering around 65 graduation courses. These cover such areas as civil construction, mechanics, computer engineering, information technology and tourism. In addition to graduation courses, FATECs offer non-degree and degree post-graduation courses, and technology updating and extension courses. These allow for the development of the productive potential of different areas in the state, qualifying individuals and attracting investments.

0.3 Support for research

The state of São Paulo has some of the best research and development facilities in Latin America and has attracted a large number of companies due to the growing weight of innovation as a decisive differential in global markets. Among the chief attractions are its renowned higher education facilities and an important network of research institutions. The Government of the State of São Paulo is responsible for 19 research institutes operating in various fields, particularly agriculture, health and industrial technology.

Between 2011 and 2012, researchers in the state published 44,000 scientific articles in journals registered in the Web of Science. This figure is higher than that of any Latin American country, except Brazil as a whole. The number of researchers per million inhabitants in the state is 1,274, while in Brazil as a whole it is 692. The figure for São Paulo is higher than for several sizeable countries in Asia, Europe and Latin America.

Besides this, out of the 374 patents granted by the National Institute of Industrial Property (INPI) in 2011, 193 are from São Paulo, or 52% of the total amount.

São Paulo's scientific and technological complexity and importance can also be seen in the high volume of investment in research and development (R&D). In 2010, São Paulo's investment in R&D came to 1.64% of the state's GDP, as against 1.13% for the country as a whole. In international terms, the percentage of investment in São Paulo is higher than that of such countries as Spain, Italy and Russia, and approaches the rates for China and Canada. São Paulo's goal is to increase this expenditure to 2.3% of its GDP by 2020, approaching

the figures for the OECD (Organization for Economic Cooperation and Development) countries.

An important part of the state's resources comes from the São Paulo State Foundation for Research Support (FAPESP), which promotes research, interchange and the dissemination of science and technology production in São Paulo. FAPESP is a model institution in its field of activity.

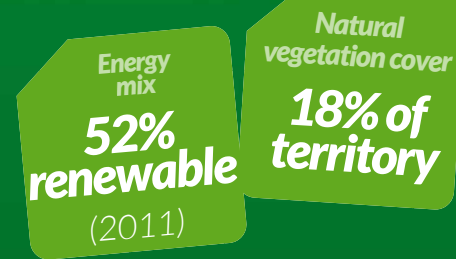
0.4 Technology Parks

The objective of the São Paulo Technology Parks System (SPTec) - created by the Secretariat of Economic Development, Science and Technology - is to promote and motivate economic and technological development in several regions, by attracting investments and creating new knowledge-intensive firms. SPTec is the largest Brazilian support program for the implementation of technology parks.

Among the main parks established in the state are the São José dos Campos Technology Park, one of the most advanced in Brazil; the Sorocaba Technology Park, located in one of the most populous cities in the interior of São Paulo, and the Piracicaba Technology Park, situated in one of the main sugarcane producing regions. These parks cover areas such as aeronautics, automobiles, information technology, biotechnology, energy and agricultural technology, among others. About 30 other parks will be established in the coming years.

ENVIRONMENT

The state of São Paulo is one of the main environmental benchmarks in Latin America. A leader in climate change mitigation programs, renewable energy generation and the preservation of natural areas, the state also participates actively in global forums on the environment, renewable energy and the green economy.



EPIPHYTIC PLANT IN SERRA DO MAR STATE PARK. THE STATE OF SÃO PAULO LIES BETWEEN TWO RICH BIOMES: ATLANTIC FOREST AND SAVANNA.

0.1 Climate change

Since 1995, São Paulo has had programs aimed at global environmental issues. In November 2009, the State Climate Change Policy was adopted, setting an overall target of a 20% reduction in carbon dioxide (CO₂) emissions by 2020, taking 2005 levels as a baseline. It is considered one of the most ambitious targets in the world proposed by a federated state. It is hoped that this will stimulate the development and use of cleaner technologies and promote the de-carbonization of the São Paulo economy.

The State Policy foresees other mechanisms for climate change mitigation, such as the reduction of other greenhouse gas emissions and the reflection of solar rays. The law also establishes the creation of the Climate Change State Council which will follow up implantation and supervise the implementation of policies.

0.2 Renewable Energy

The state is a world reference in renewable energy. The participation of these energy sources in the São Paulo energy mix was 52% in 2011, especially due to sugarcane products and hydroelectricity. The state is the world's largest producer of ethanol from sugarcane. The government's goal is to increase the participation of renewable energies in the state internal energy supply to 69% by 2020, utilizing energy from water, solar, wind, waste, biomass, biogas, biodiesel and ethanol.

Almost the entire vehicle fleet in São Paulo city – seven million – is capable of running on ethanol. São Paulo's second generation ethanol research is also one of the most advanced in the world. Restricted until recently to isolated experiments by companies and research groups, the search for new techniques in ethanol production has engaged a growing number of researchers, stimulated by research policies aimed at increasing the productivity of Brazilian sugarcane ethanol.

In the case of electricity, São Paulo is the largest consumer market in the country, representing about 30% of total Brazilian demand. There are 72 large to medium hydroelectric power stations in São Paulo, as well as 57 small stations spread across the state, and 377 small thermal power stations (199 of which use sugarcane bagasse) with a total installed capacity of over 21,000 MW (megawatts).

0.3 Protection of natural areas

São Paulo also strives to preserve its natural areas. For this reason, the state has 30 state parks, 16 ecological stations, 18 experimental stations, 15 preserved forests, two plant nurseries and two forest nurseries. It is also because of this that the state has the largest and most important remaining area of Atlantic Forest in the whole country, with hundreds of thousands of hectares distributed across many state parks.

Among these, the Serra do Mar State Park deserves mention, with its more than 300,000 hectares. The mountains, forests and waterfalls that stretch along the coastline and cover its islands are not just a beautiful landscape but also a shelter for several species of native flora and fauna. Among the protected islands is São Sebastião, the largest of Brazil's marine islands, which has more than 80% of its territory preserved by the Ilhabela State Park.

On the south coast, in the Vale do Rio Ribeira do Iguape [Ribeira River Valley] region is the Jureia Ecological Station, with a large part of the fully preserved Serra do Mar, and the Alto Ribeira State Park, which houses a magnificent concentration of limestone caves, among the most beautiful in the country.

Another area of government activity in the environmental field is related to surveillance and inspection of wood entering and sold in the state of São Paulo, making it the first non-Amazonian state to adopt measures of this nature. There is also the State Policy of Payment for Environmental Services, to motivate the maintenance and increased volume of eco-system services.

With these initiatives, the state of São Paulo, the most industrialized in the country, has increased its natural vegetation cover. The state currently has more than 4 million hectares of natural vegetation, corresponding to 18% of its territory. The goal is to reach a natural vegetation cover of 20% by 2020.

BRAZILIAN TECHNOLOGY ALLOWS MOST VEHICLES TO RUN ON ETHANOL

TOURISM AND CULTURE

The state of São Paulo has the highest number of tourists leaving and entering the country and accounts for 44% of Brazil's revenue from these activities. There are multiple tourist attractions in the state: business, beaches, mountains, rural landscapes, religious events, culture, sports and leisure.

12 million
tourists
(city)

622 km
of beaches

90,000
events
per year

Hotel rooms
42,000
(city)
180,000
(state)

0.1 Cultural dynamism

São Paulo is the cultural capital of Brazil. The economic diversity of the state and the multiple ethnic origins of its population generate a vibrant culture. São Paulo city, synthesizing this diversity, is the privileged stage for many cultural events.

São Paulo's cultural routine includes excellent programs with the best orchestras, opera companies, ballets, exhibitions and shows. A large network of concert halls, movie theaters and varied cultural and leisure facilities guarantee a lively and constant program. Visitors to São Paulo find at their disposal 110 museums, 160 theaters, 300 movie theaters and 93 parks and green areas. The city of São Paulo is also home to the second largest public library in the country, the Mário de Andrade Library, which was founded in 1925 and which has a collection of over three million items.

The São Paulo Museum of Art (MASP) and the São Paulo State Pinacoteca are among the best art museums in Latin America. While MASP houses the most important and comprehensive collection of European art in Latin America, one of the most important collections of Brazilian modern art can be found at the Pinacoteca.

Another São Paulo attraction is gastronomy, with 15,000 restaurants, 20,000 bars and 3,000 coffee shop-bakeries. São Paulo is renowned for its pizza, which is served in more than 5,000 establishments. Altogether, São Paulo offers almost 100,000 restaurants and other food and beverage services. The ethnic and cultural diversity of São Paulo's population is reflected in specialized restaurants offering the most varied Brazilian and international cuisine. São Paulo is also considered the haute cuisine capital of the country.

The state also hosts several large events such as the São Paulo International Art Biennial, the International Film Festival, São Paulo Fashion Week, Brazilian Formula 1 Grand Prix (at Interlagos), Brazilian IndyCar Series Grand Prix, the Virada Cultural – one of the biggest cultural events in the world with 1300 presentations for 24 uninterrupted hours – and the biggest LGBT parade in the world. In the next few years, the state of São Paulo will also host such major sporting events as the 2014 FIFA World Cup Brazil.

0.2 Business and events

São Paulo's dynamic and diverse economy make the state an important center for business tourism in several modalities: congresses, conventions, seminars, trade fairs, working trips, shopping etc. Although concentrated mainly in São Paulo city, there are several municipal districts that also stand out in this field, such as Campinas, Ribeirão Preto and São José do Rio Preto.

According to the International Congress and Convention Association, São Paulo is one of the 25 most important cities in the world in this regard and was the third most popular destination for international events in the Americas in 2011. Every year, 90,000 events are held in São Paulo, which means one event every six minutes.

In 2012, the city received 12 million visitors, 2 million from other countries. It is estimated that tourism accounts for more than 1.7 million jobs and generate revenues of about R\$ 25 billion. São Paulo is considered the main gateway into the country for foreign tourists, receiving more than 50% of international flights to Brazil.

0.3 Sun and sand

São Paulo's coastline boasts 622 kilometers of beaches that receive 21 million people a year, as well as diverse and preserved stretches of Atlantic Forest. It offers programs for those who want to enjoy nature as well as anyone seeking adventure sports or wishing to visit important sites of São Paulo's historical heritage. On the north coast, the beauty of dozens of beaches and the sea contrasts with the spectacular outline of mountains covered with Atlantic Forest. The beaches in Bertioga, Ubatuba, Ilhabela and São Sebastião are all worth mention.

The Ilhabela archipelago is considered one of the most beautiful points on the Brazilian coast, with nearly 80% of its area preserved by the Ilhabela State Park. A synonym for exuberant flora and fauna, rich in diversity, this beautiful area is complemented by its 39 beaches of different styles and its abundant waterfalls.

2014 FIFA WORLD CUP BRAZIL

If Brazil is the country of football, São Paulo is its capital. The state—site of the first competitive football match in Brazil, played in 1895—will host the opening match of the 2014 FIFA World Cup.



COMPLETE VIEW OF THE STADIUM



PARTIAL VIEW OF THE STADIUM

0.1 Stadium

The São Paulo stadium for the 2014 FIFA World Cup Brazil will be the São Paulo Arena (temporary name), currently under construction in Itaquera, on the east side of São Paulo city. Construction began on May 30, 2011, and the building company predicts it will be ready in December 2013.

- Owner: Sport club Corinthians Paulista
- Capacity: 60,000, with 20,000 retractable seats;
- Roof cover: 63% of seats;
- Covered parking: 929 spaces (to be maintained after the World Cup);
- Open air parking: 1,620 spaces (to be maintained after the World Cup);
- Estimated cost: R\$ 820 million.

0.2 Infrastructure

To host this great event, the state of São Paulo is investing in several large civil construction works to improve not only the region where the stadium will be built, but also urban mobility in the state capital itself and its metropolitan region. Among the main construction works, which will improve the lives of all citizens, some are noteworthy:

1. Line 3 – Red
Modernization of the 47 trains and the signaling, control and telecommunication systems.
Investment: R\$ 1.3 billion.

2. Line 11 – Coral/East Express
Modernization of the overhead network, signaling, electric systems and stations, in addition to the purchase of nine new trains.
Investment: R\$ 1.2 billion.

3. Around the stadium
Road works will improve mobility around the stadium.
Investment: R\$ 478 million
(agreement between State and Municipal district of São Paulo).

0.3 Training Centers

São Paulo has several candidates for Team Base Camps (TBCs) spread throughout the state. São Paulo's capacity to receive the international teams participating in the event derives from the quality of its sporting facilities and hotels, from location, transport infrastructure, and the involvement of the local authorities and the private sector in the World Cup project.

São Paulo state has the largest number of training centers in the country in the official catalogue of the competition: there are 26 of them in 20 municipal districts, corresponding to 37% of the total available in Brazil.

0.4 Football Museum

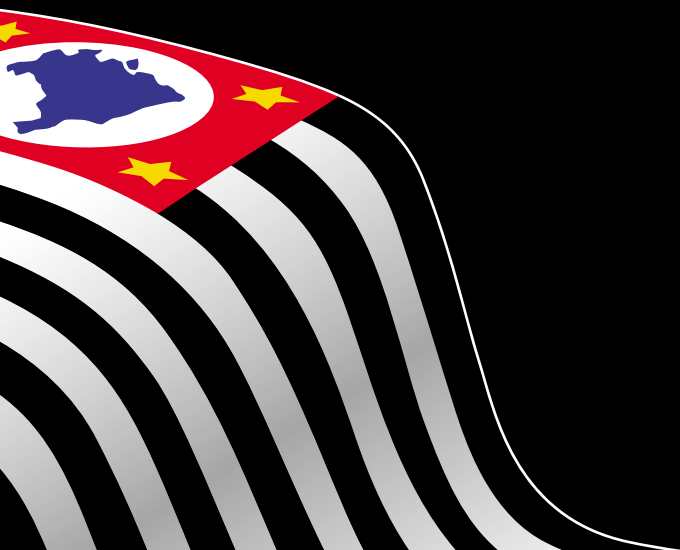
The São Paulo Football Museum is the only museum in the world devoted exclusively to football with no link to any specific club. This is a museum of Brazilian history. A history that made football one of the country's most widely-recognized cultural events. Football has helped to form a Brazilian identity, just as Brazilian culture has helped to transform football. The country's football stars represent Brazilian culture just as much as its icons in the arts, literature, theater and music.

The multimedia collection, the futuristic aspect of the installations and the references to great events in 20th century Brazilian history are guarantees of a great visit, even for the most lukewarm fans. The project occupies a vast area under the stands of the Paulo Machado de Carvalho Municipal Stadium (Pacaembu).





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