

SP Negócios is the City of São Paulo's investment and exports promotion agency. We work in collaboration with the City Government to improve the business environment and investment opportunities, assisting the city in its economic development.

INVEST IN SÃO PAULO

The city of São Paulo is listed as one of the top 10 richest cities in the world. Its economic vocation includes not only the industrial sector, but also activities related to information technology, financial services and creative economy. If compared to a country, São Paulo would be one of the 50 largest economies in the world. From an economic standpoint, the municipality represents 11% of the Brazilian GDP, reaching, in 2018, more than R\$700 billion, with emphasis on the service sector, which accounts for 66% of the local economy. In order to promote the competitiveness attributes of its business environment, as well as support the investor's decisions interested in the city, SP Negócios, will present, from this edition on, monthly relevant information about the economic reality, financial and social of state capital, highlighting the elements that make it the most global city in Latin America.

#InvestinSãoPaulo



Viaduto do Chá.
Photo: SP Negócios collection



In the center: SP Negócios's president, Juan Quirós; and Investment Promotion and New Business director, Silvana Buzzi. The agency welcomed companies interested in the project.

Photo: SP Negócios collection

MUNICIPAL PRIVATIZATION PLAN PERMISSION TO USE AREA UNDER VIADUCTS

São Paulo Municipal Government launched in the beginning of the month, the public notice for the permission to use the areas located in the low and adjacencies of the Pompeia, Lapa and Antártica Viaducts, in the city's west area. The permission to use allows, in addition to the fixed containers, temporary installations of commercial and services, recreational and/or leisure natures, which can encompass activities related to food and beverages, fairs, coworking, convenience activities, hospitality and related.

Investor Opportunities: Installation of containers in up to 10% of the area, organization of events, publicity and subleasing of spaces.

Contract type: Permission to Use (Termo de Permissão de Uso), with no end date

Minimum values of monthly lease:

- Antártica Viaduct: USD5,000;
- Lapa Viaduct: USD 3,160;
- Pompeia Viaduct: USD1,580.

SP NEGÓCIOS RECEIVES BUSINESS DELEGATION OF CATALONIA

The agency, together with the Municipal Secretariat of International Relations, welcomed the business delegation of Catalonia, one of the Spain's main economic regions. The objective of the meeting was to stimulate greater cooperation in bilateral trade, in addition to offering and updated view of the investment opportunities that the city of São Paulo offers for Catalans entrepreneurs. Catalonia and Brazil maintain an important commercial partnership, but, in recent years, the trade flow between the two markets has been decreasing, on average, 9.7% per year.

In 2016, Brazilian exports to the region accounted for 31.6% of the total exported by Brazil to Spain, while imports amounted to 24% of the total sold by Spain to Brazil.



From left to right: the president and the director of the Chamber of Commerce Brazil-Catalonia (CCBC), Francisco Arbós and Javier Mirallas; the São Paulo municipal secretary International Relations, Luiz Álvaro Salles Aguiar de Menezes; the SP Negócios's Investment Promotion and New Business director, Silvana Buzzi; and the SP Negócios's Business and Export director, Silvana Gomes. Photo: SP Negócios collection



In the center, Mayor Bruno Covas and the SP Negócios's president, Juan Quirós, with entrepreneurs and municipal secretaries. Photo: SP Negócios collection

REVITALIZATION OF THE LARGO DO AROUCHE WITH PRIVATE SECTOR INVESTMENTS

SP Negócios team, with Mayor Bruno Covas and other secretariats, accompanied the announcement of the first stage of Largo do Arouche's revitalization works. The initiative is a result of a close partnership between the municipal government and French entrepreneurs, which have already made investments in the order of R\$2.3 million for the revitalization of the region.

The project's first stage, for which the conclusion is scheduled for this year's November, includes new pavement, the acquisition of new urban furniture, such as banks and recreation spaces for children.

SP Negócios operates in the mobilization of potential investors, supporting the dialogue with the municipal government in order to facilitate the necessary technical procedures.

Details of the project, as well as information about other initiatives for the revitalization of the center of São Paulo, can be obtained with our team by the contacts below.

SP NEGÓCIOS ORGANIZES MEETINGS TO PROMOTE THE MUNICIPAL DECREE REGARDING LARGE WASTE GENERATORS

In the context of the city's priority projects, during last month, the agency organized meetings between the Urban Cleaning Municipal Authority (AMLURB) and commercial establishments, in order to present the guidelines of the new management process for large waste generators, to be fulfilled by these companies by 09 July.

The Decree 58.701/2019, of São Paulo Municipal Government, potentializes the supervision of companies that generate more than 200 liters of garbage per day and establishes the obligation to hire a registered company to be responsible for the collection, treatment and final disposal of waste. For further information regarding the details of the decree or the operational procedures, please contact our team.