



## BRAZIL'S PERSPECTIVES

Brazil is in a very special social-economic moment and it is poised to finally fulfill its potential as a global player. The country has developed reliance on its political and economic systems, as a strong democracy and a dynamic economy. The key features of Brazil's momentum are widely recognized: expanded international trade, oil discoveries, financial stability, low inflation, growing foreign and domestic investment, booming consumer demand, social assistance focused on the neediest, and democratic political cohesion. Brazil's diverse economy is now founded on strong sectors in oil, mining, agriculture, biofuels - all of which have benefited from a combination of technological advancements and strong incentives for private investment. These sectors catalyze all the others establishing a unique momentum. The country now boasts a GDP of \$1.58 trillion, and according to economists' forecasts Brazil will be ranked the fifth largest economy before the middle of the decade, and its biggest city, São Paulo, will also be ranked fifth as the wealthiest cities in the world before 2025.

## THE CITY OF SÃO PAULO

Located on the southeast of Brazil, the city of São Paulo is the capital of the state with the same name and the largest and wealthiest city in Brazil. It is the financial, corporative and market center in Latin America, the 10<sup>th</sup> wealthiest city in the world and nationally and internationally recognized for its cultural diversity, its economic power and political relevance.

São Paulo's magnitude is tremendous. If it were a country São Paulo would be the 47<sup>th</sup> biggest economy in the world and its metropolitan population is equivalent to 20 million people. The city's GDP is equivalent to US\$ 102 billion, representing 12,2% of Brazil's GDP. São Paulo is well known by its industrial potential, but in the last decades it has been through a deep transformation which made its economy more focused on the tertiary sector, transforming itself into a business and services center. The stock exchange located in the city – BM&FBovespa – is the third biggest in the world in terms of market value.

São Paulo is the headquarters to 63% of the multinationals companies installed in Brazil and it is acclaimed as a city of business tourism. It hosts important events annually – more than 200 daily - be they economic, political, cultural or sporting area, such as the Formula 1 GP and São Paulo Fashion Week, and combined, its space capacity for hosting any kind of events reaches an incredible number of 430.000 square meters.

In the last decade, the average economic growing index of São Paulo has been superior than of Brazil's, and it is not difficult to conclude that the city is one of the main propelling force in the country. As Brazil reaches focus internationally, São Paulo becomes the center of this expressive economic boost and one of the most propitious environments of business in the world.

