



## INTERNATIONAL TRADE SERVICES

Looking forward to provide a successful business environment for its clients, partners and associates, the World Trade Center Business Club São Paulo has created the International Trade Services Department which is exclusively responsible for organizing and coordinating trade missions to Brazil from abroad as well as services of consulting and advisory. The International Trade Services' mission is to identify its clients and partners' interests and conciliate it with the Brazilian business network, through a personalized service of matchmaking, events organization and participation on fairs, congress and seminars of multiple sectors.

The Department is structured in the core of WTC Business Club, one of the main fronts of WTC São Paulo, which associates network embrace the major companies in the city, and exclusively "C Class" Businessmen. The International Trade Services' staff is internationally experienced and can offer a full support on every issue before, while and after the services are being provided.

Briefly, the International Trade Services provides:

- BUSINESS AND CONVENTION FACILITIES
  - The WTC São Paulo is structured in a huge complex that involves the biggest Convention Center inside a Hotel of Latin America. With high standard services and equipment, the Convention Center of WTC São Paulo has more than 10.000 squared meters of flexible spaces for different kind and sizes of events, be they small meetings or big congresses and corporative events.
  - In the same complex there is the Sheraton São Paulo WTC Hotel. Classified as a luxury category on an international standard, the five-star hotel is member of one of the best hotels network in the world and it is installed in the core of the WTC São Paulo, providing a potential environment for business making. Also, in the same space, the guests will be provided with a fitness center, a shopping mall and all the logistic support and tourism facilities.
- QUALIFIED NETWORKING AND MATCHMAKING
  - The WTC Business Club São Paulo provides to its clients the possibility to join a environment of a complete and active network of associates, which is filled with high standard companies from all sectors in the Brazilian market. This environment is formally structures by a schedule of events and "joint-venture committees" composed by C Class executives exclusively.
  - Together with other departments of WTC Business Club São Paulo, the International Trade Services is able to perform a qualified and personalized





matchmaking service through the identification of its clients' interests and requests and by linking it with an efficient relationship with the Brazilian corporative class, be they associated to its network or not.

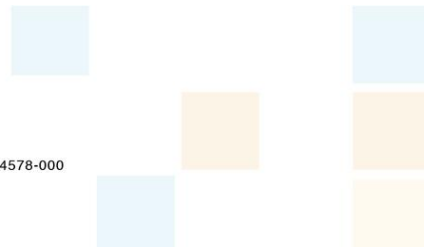
- More than 600 companies are today part of the association of WTC Business Club São Paulo, which has a very important advantage of being multilateral and composed by multiple sectors. Also the access to the main executives on these enterprises, which are active participants on the hall of events and committees organized by the WTC Business Club São Paulo, is one of the main tools for efficient business making.

#### - PERSONALIZED EVENTS ORGANIZATION

- The International Trade Services provides an opportunity to a resourceful presentation of the company or institution's services and products in order to propel investments, trade and business in general between both Brazilian and foreign clients. This occasion takes part as an event focused on a specific or broad subject, be they a technical case of the company's sector or the economy and politics of a country. All the logistic, marketing and mailing support are also provided by the International Trade Services.
- Strategic support is given by International Trade Services to organize an event with the most promising and potential environment possible. Once this service is requested, the client chooses which sector or even which companies he wants involved and the department will set all the arrangements to fulfill these requests and create a space where the promotion of new business is certain.

#### - TRADE MISSIONS

- On the trade missions services the participants will have an utmost agenda prepared by the International Trade Services and personalized to attend the client's business focus in Brazil. This schedule will be formatted by a maximum number of meetings with potential prospects as well as the participation on trade fairs, congresses and seminars.
- Besides the logistic support which is fully provided by the International Trade Services, the clients will also count with an interpreter or translator, as well as an assessor to make sure the mission's return is optimized.
- Included in the schedule, besides the matchmaking, there will be space for involvement in the WTC Business Club São Paulo committees (when there were coincidence with both agendas) as well as other events that takes part in the WTC Convention Center.





- The International Trade Services is partner to most of the trade fairs, organizations in São Paulo, for that the client will always be updated to which events are taking part in the city, be they whatever sector it is focused. Our mailing and clients contact will receive periodical newsletters to inform what are the most important events on the city in the next months. Relevant congresses and seminars are also going to be informed by this newsletter.
  - During the stay of the mission in Brazil, the staff of WTC São Paulo will be at the client's full disposal to adapt new events on his agenda, such as business meetings, companies visiting, tourism and social activities. All of this with the best services and conditions available in the city.
- ADVISORY AND CONSULTING
- The International Trade Services assists on the development of a commercial structure for international organizations, like chambers of commerce, embassies, consulates and other WTCs, which do not have an active and well – structured department like this.
  - The advisory and consulting for international organizations can all be provided at long-distance, since all the WTC Business Club São Paulo's know-how is configured to this kind of implementation. In cases of more complex services of advisory and consulting, a tailor-made program can be set to involve the staff of WTC Business Club São Paulo, as a *in company* service.

