



INVESTE
SÃO PAULO
Investment Promotion Agency

São Paulo: multiple opportunities to foster your business



The economic importance of São Paulo transcends the Brazilian frontiers.

The State is one of the most developed regions all over Latin America, considering that in many sectors the numbers presented overpass the total amount of whole countries themselves, such as the automotive, aerospace, information technology and communication, services, energy and agri-business, among others.

In the financial services area, São Paulo hosts the B3 S.A. - Brasil, Bolsa, Balcão, one of the world's largest financial market infrastructure providers by market value and leader in the Latin-America

The State also concentrates about 25% of the total of universities and colleges of the country, some of them well placed among the best institutions of the country with international recognition.

Its leadership and dynamism are a combination of several factors that compound its main competitive advantages: highly qualified workforce, international standard infrastructure, research support, technological development and innovation, as well as a large and qualified consumer market.

Responsible for 32% of Brazil's GDP (around US\$ 574 billion), the State of São Paulo holds a modern and highly diverse industrial structure of services to provide the companies with a complete chain of suppliers to various production sectors.

As far as infrastructure, the State, which has the most modern Brazilian roads, the main international airports of the country, along with the largest containers terminal in Latin America, is responsible for 30% of Brazilian trade flow. This transportation chain is complete with waterway, railroads and a pipeline transportation system.

The science, technology and innovation system has also an important position on the national and international scenery. The sector holds diversified structure, composed of private and public research institutions with knowledge building, an implementation program of Science Parks to attract and support innovative companies.

Investe São Paulo, your one stop shop for doing bussiness in Brazil.

Unique combination of capabilities



Large and qualified market

With a population of 44.7 million of inhabitants, representing 21,7% of Brazilian population, São Paulo market is the main producer and consumer of a great variety of goods and services, thus offering a wide supply network for any industry installed within our State.

- 94% of Brazilian aircraft production
- 70.8% of Brazilian pharmaceutical production
- 48.2% of Brazilian ethanol production (14.6 million m³)
- 45.4% of Brazilian vehicles production
- 41.7% of Brazilian services sector's total revenues
- 37.8% of added value of the Brazilian transformation industry
- US\$ 22.404 of GDP per capita - 47% greater than the national GDP per capita
- The most developed service sectors in Brazil: ITC, health, education, financial, engineering, logistic, consulting, law offices
- The largest sugar cane ethanol and orange juice producer of the world
- Highly diversified industrial structure and services



Skilled Workforce

Historically, São Paulo invests in human resource edification in different areas of knowledge, and today offers a high standard educational structure all over the State.

- 598 college level institutions
- 26% of Brazilian researchers

Education

- 18.9% of the State budget goes to education (from the basic to the higher level)
- 3 of the best Latin America universities (USP, UNESP and UNICAMP)
- 66 Technological Colleges and 220 Technical Schools

Technological Innovation

When we talk about technology in Brazil it is impossible not to mention São Paulo. The State concentrates three of the best universities in Brazil and some of the most important Science and Technology Centers in different areas. The State also has specific courses that contribute for creating an environment that stimulates technological research and development. These features allowed consolidate a very diversified and technologically developed industrial structure in the State of São Paulo.

In the State of São Paulo investors can rely on:

- A R&D network formed by 19 research institutions
- A Science Park Program which grants benefits for companies that set up research labs in one of the parks located throughout the State.
- State agency for research support (Fapesp), which runs a program to stimulate R&D in the industry. Fapesp's budget in 2016 was US\$ 376 million.



Convenient accessibility to the world

World Class Infrastructure

The State of São Paulo, strategically located, allows easy access to the Brazilian consumer market through a wide and diversified transportation system of roads, railroads and waterways integrated by “multimodal junctions” leading to the State's ports.

- 25,000 miles of roads
- 19 of the 20 best Brazilian highways
- 3,355 miles of railways
- 497 miles of waterways
- 2 international airports:
 - **Cumbica**, located in the city of Guarulhos is the second largest passenger airport in the Southern Hemisphere
 - **Viracopos**, located in the city of Campinas is the largest cargo airport in South America
- 29 local airports
- 2 maritime ports:
 - **Santos Harbor**, the largest Port in South America
 - **São Sebastião Harbor**, the world's third best dockyard region in the world





Investe São Paulo

Investe São Paulo - Investment Promotion Agency from São Paulo is the entry point for companies which intend to establish themselves in this State, in addition to stimulating the expansion of enterprises already established in São Paulo. The agency provides, at no charge, strategic information which help investors find the best locations for their businesses and enables the contact between the companies and government and private agencies.

An important part of the work of **Investe São Paulo** is to help the cities in the State of São Paulo to assist the investor and to develop the business environment, as well as to establish interchange with similar organizations and financing agents.

Among the attributions of **Investe São Paulo** are also welcoming foreign delegations, showing the opportunities of investing in the State, prospecting new businesses, making available information which contributes to the development of São Paulo, as well as promoting the image of the State in Brazil and abroad as an investment destination.

Our Services

1. Support the investor in establishing companies in the State
2. Stimulate the expansion of companies established in São Paulo
3. Support the identification of a location for the enterprise
4. Information about sectors and businesses in the State
5. Assistance to obtain licenses
6. Articulation with public and private entities
7. Articulation with fellow national and international entities
8. Reception of foreign missions
9. Organization of missions abroad with focus on the attraction of investments for the State of São Paulo
10. Promotion of São Paulo State's image abroad



INVESTE
SÃO PAULO
Investment Promotion Agency

**GOVERNO DO ESTADO**
SÃO PAULO
São Paulo State Government

Avenida Escola Politécnica, 82
Parque Tecnológico do Estado de São Paulo
05350-000 ▪ São Paulo ▪ SP ▪ Brasil
Tel: (55 11) 3100 0300
Fax: (55 11) 3100 0321
investesp@investesp.org.br

www.investe.sp.gov.br

 @investesp  investesp

 investesp  Investe São Paulo