

# Welcome to the GNAM Network Week at FGV-EAESP

Here you will find some helpful information for your trip to São Paulo, Brazil.

## CONTENTS:

City overview – Profile and Facts .....	02
Arriving at São Paulo .....	02
Currency Exchange .....	03
Communication, calls, handy telephone numbers and mail .....	03
Safety .....	03
Weather .....	04
Things do to and places do see .....	04
Safety Do's and Don'ts .....	04
<u>Dressing code during DBB Program activities</u> .....	05
Electricity .....	05
FGV campus information .....	06

# CITY OVERVIEW

## Profile

City of São Paulo is the capital of State of São Paulo located in the Southeastern region of the country.

It is the cultural, technological and financial hearth of South America and is the coordination center of several multinationals for Latin America countries.

It has the life style and typical attractions of a cosmopolite social and cultural life presented by a wide diversity of immigration nationalities like portuguese, spanish, italians, japanese, germans,syrian, chinese, Koreans, jewish and migration from all over Brazilian regions.

## Facts

- Capital of State of São Paulo
- 3rd largest urban agglomeration in the world
- Population: 19,8 million
- Area: 7.943 km<sup>2</sup>
- GDP: USD 255 billion (19% of Brazil's GDP)
- 6th largest city in the world
- Population: 11,4 million
- Area:1.523 km<sup>2</sup>
- GDP: USD 160 billion (12% of Brazil's GDP)
- 600,000 companies



## Arriving at São Paulo

All international flights to Sao Paulo arrives at Cumbica International Airport, in the city of Guarulhos (an industrial suburb at the Great São Paulo area), which is located 30 kilometers (19 miles) from downtown São Paulo. In light traffic the journey will take about 45 minutes, however you should allow extra time, as light traffic is rare.

There are numerous bus companies including the EMTU-SP executive buses that run between the airport and the downtown. The line to get to FGV and Paulista Ave.area is the #1 (Circuito dos Hotéis Paulista / Augusta - Guarulhos) leaving every 35 minutes.

The cost is R\$ 36,00 - U\$17,00. ( EMTU-SP phone is: 55 11 6445 2505 or 0800 770 7995 from Mon to Fri, 7am to 7pm. At other times [www.airportbusservice.com.br](http://www.airportbusservice.com.br)).

The company in charge for taxi service at the Sao Paulo is Guarucoop. In order to book the cab you need to go to Guarucoop guichet located pretty close to the airport exit and provide your hotel address.

A regular cab will cost about R\$ 115,00 - U\$50,00 (taxi company Guarucoop – phone 55 11 6445 3552).

Note: Both EMTU-SP and taxi services are payable in Reais or credit card at the Airport

FGV-EAESP is located close to Trianon-Masp Metro station, but it is not possible to take the Metro from the airport.

<http://www.metro.sp.gov.br/>

# GENERAL INFORMATION

## Currency Exchange

Currency fluctuations are frequent. Exchange rate has been around US\$1 = R\$2,30 and EU\$1 = R\$ 3,00. Please check updated rates before leaving your country.

<http://money.cnn.com/markets/currencies>

The Brazilian currency is the *real*. Notes come in the following denominations: 100, 50, 20, 10, 5 and 2 *real*. Coins come as follows: 1 *real* and 50, 25, 10, 5 centavos.

Note that unlike neighboring countries, Brazil is not “dollarised” – don’t expect to pay for taxis, meals and so forth in anything but the local currency, the real.

In the airport, several foreign-exchange Banks offer a reasonable rates for Brazilian reais. Alternatively, try the ATMs around the co-op taxi desks, which allows you to make cash withdrawals on international credit cards. Banks usually open from Mon to Fri (9:00am to 4:00pm). Travelers with US dollars or Euros in cash or traveler checks will not have any problem purchasing the Brazilian currency, **the real**. Most commercial banks will exchange currency, although some may require minimum money. You can also exchange at any currency exchange agency.

Credit cards are widely accepted which include American Express, Diners Club, Master Card and Visa.

Citicorp and Bank Itau have bank machines, which allow for cash transactions for bank and credit cards on the Master Card or Cirrus system (Citicorp has a limited number of bank machines in the city but the bank is located at Av. Paulista, 1111 close to FGV. Itau bank machines can be found everywhere). Bradesco bank machines permit transactions using Visa debit and credit cards.



## Communication

### International phone calls

- Dial 00 followed by a company Access code – country code – state code – number
- Brazilians companies access codes:  
Embratel: 21  
Telefonica: 15
- Telephone information and assistance for local, abroad or collect calls (in English):  
Embratel 0800 - 7032100 and 0800 - 7032111

### Handy telephone numbers:

Tourist Police Station (Deatur) .....	3257-4475
Emergency Medical Center (Pronto Socorro) .....	192
Police (Polícia) .....	190
Fire Brigade (Corpo de Bombeiros) .....	193
Traffic emergency (acidente de trânsito) .....	1188
Consumer Defense (Procon) .....	151
Taxi on Duty (for São Paulo city) .....	3146-4000

## Safety

The main business and nightlife streets in São Paulo are not much more risky than their equivalents in big cities like London or New York, provided you take the obvious precautions. Violent crimes against tourists or foreign visitors are extremely rare; Brazil is also politically stable with no natural enemies and no terrorist activities.

FGV is located near Paulista Ave. in a good area which is very safe during the day and night.

However, you must be careful with pickpockets on the streets and robbery in crowded places. Always leave travelers’ checks, passports, air tickets in the hotel safe deposit box. Visitors should however carry some form of ID, such as a photocopy of their passports, with them at all times.

## Weather

The city of São Paulo is home to a subtropical climate which is typical of Brazil. Influenced by its coastal setting alongside the Atlantic Ocean, it offers a sunny weather through the year but is prone to quick temperature changes; one single day may be warm and cold. In April, the average temperature is 22°C. In July the temperature is around 10°C which is considered cold to Brazilians. In December the temperature is 38°C hot and humid.

## Things to do and places to see

- **Cultural** – MASP (art museum of São Paulo), Soccer Museum, Pinacoteca de São Paulo, Museu da Língua Portuguesa, Mercado Municipal, Sé Catholic Cathedral and downtown historical neighborhood, Latin America Memorial
- **Shopping** – Shopping Paulista Mall, Oscar Freire Str. (luxury international brands and Havaianas mega store), Handycraft at Pça. Benedito Calixto or Pça. Da Republica
- **Nightlife** – Vila Madalena neighborhood, Sky Bar, D-Edge Club, Ballroom Club
- **Food** – Brazilian barbecue (churrascaria), regional fruits at Mercado Municipal, international and Brazilian gastronomy

For detailed information (in English) about these places and much more we invite you to access:

[http://imprensa.spturis.com.br/wp-content/uploads/downloads/2013/06/Fique\\_Mais\\_Um\\_Dia\\_ING.pdf](http://imprensa.spturis.com.br/wp-content/uploads/downloads/2013/06/Fique_Mais_Um_Dia_ING.pdf)

For your smartphone or tablet, you can also download the app SPMobile available at Android Market ([market.android.com](http://market.android.com)) or AppleStore ([itunes.apple.com](http://itunes.apple.com))

## Safety Do's and Don'ts

### Don'ts

- Leave your bags unattended
- Put your wallet in your back pocket or the outside pocket of a bag
- Walk in unlit areas at night
- Use flashy jewel in the street, even if it is fake
- Take more money than you need when you go out
- Withdraw money in public places






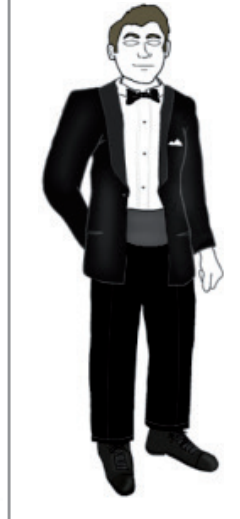
### Do's

- Put your money, passport and ticket in the safe deposit box of your hotel
- Ask policemen for help if you need it
- Ask your hotel for information. They know most of the answers.
- Call on your Consulate for help if you have a serious problem.
- Withdraw money inside FGV-EAESP.

The main business and nightlife streets in São Paulo are not much more risky than their equivalents in big cities like London or New York, provided you take the obvious precautions. Violent crimes against tourists or foreign visitors are extremely rare; Brazil is also politically stable with no natural enemies and no terrorist activities. FGV is located near Paulista Avenue in an area, which is safe during day and night. Nevertheless, you must be careful with pickpockets on streets and robbery in crowded places. Always leave travelers' checks, passports, air tickets and the like in the hotel safe deposit box. Visitors should however carry some form of ID, such as a photocopy of their passports, with them at all times.



## Dressing code during DBB Program activities

					
Streetwear	Casual	Business Casual	Smart Casual	Business / Informal	Black Tie / Semi-Formal

- Gala events: Smart Formal/Business attire (tie and jacket)
- At conferences and visits: Business casual/Smart Casual attire
- Specially for visits:
  - Closed-toed shoes (no sandals!!)
  - No streetwear allowed
  - For women avoid wearing flowing skirts or carry large handbags

⚠ Bring sweaters, classrooms air conditioning are sometimes very cold.

## Electricity

Since 2012, Brazil has adopted a new electrical outlet type.

In order to avoid problems for recharging your electronic devices, please bring an adaptor or buy one as you arrive.



# FGV CAMPUS INFORMATION

## Escola de Administração de Empresas de São Paulo

Main entrance: Av. Nove de Julho, 2029 - Bela Vista - São Paulo, SP

Side entrance: R. Itapeva, 432 (on 7th floor)

FGV-EAESP is located close to Trianon-Masp Metro station. <http://www.metro.sp.gov.br/>



- Computer Lab, copy and printing service: 5th floor
- Restaurants and Cafeterias at FGV Campus:  
*1st floor* – Fast food Getulio – self-service during lunch time  
*5th floor* – Rockafé – coffee, juice and sandwiches
- Library: 2nd floor
- Medical assistance at FGV Campus (free of charge): 5th floor
- Bookstore: 7th floor



Doing Business  
in Brazil

- **DBB Office:** 10th floor – 55 11 3799-3531
- **Office hours:** Mondays to Fridays, from 9:00am to 6:00pm
- **DBB Staff:**  
DBB Director: Profa. Isabela Baleeiro Curado  
DBB Manager: Georges Dafas  
DBB Administrative: José Rubens Izzo
- **CRI Office:**  
3rd floor – Luciana Gelain