



SECOVI SP
O SINDICATO DA HABITAÇÃO

70
ANOS

WELCOME

VISITORS GUIDE

WWW.SECOVI.COM.BR

Ibirapuera Park

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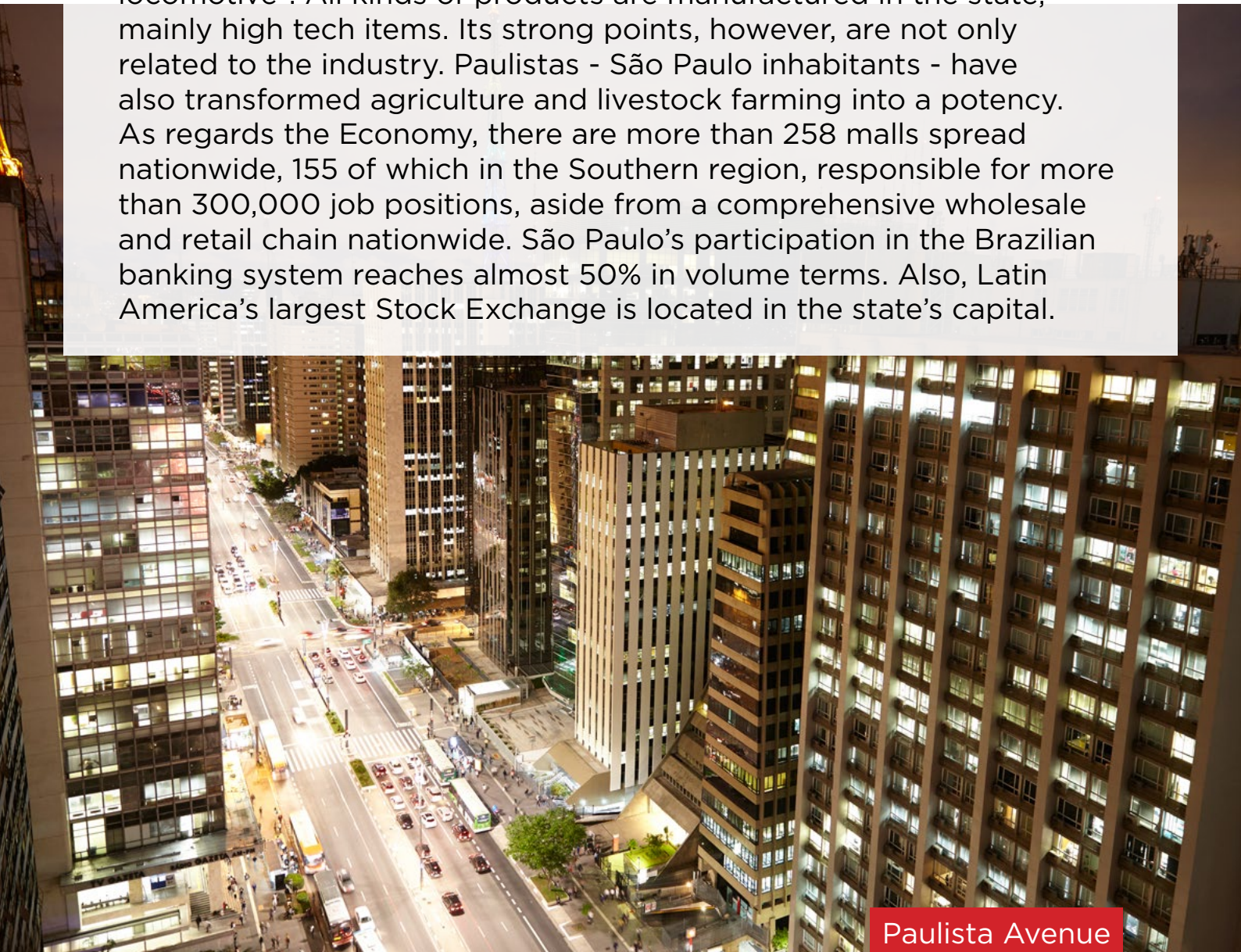
SÃO PAULO IN NUMBERS:

- With 11.9 million inhabitants, corresponding to 6% of the population, the city is among the world's 10 most populous.
- It concentrates 60% of millionaires in Brazil. It is considered one of the main markets for luxury goods in the world.
- São Paulo received approximately 15.08 million visitors in 2014, foreigners accounted for 30 %, coming mainly from Argentina, France, Colombia, Germany and the United States.
- In São Paulo happens the Brazil Grand Prix Formula 1, the only one in South America.
- 6th best restaurant in the world (D.O.M.).
- 441 helicopters, the largest fleet in the world.

ABOUT SÃO PAULO

When talking about the state of São Paulo, the superlative form is a must. It is the state with the country's largest population, largest industrial complex, highest economic production, the one that receives the largest number of immigrants and, as expected, the most cosmopolitan state in South America. São Paulo was built thanks to hardworking people coming from all over the country and the world, who kept the vocation for work statewide.

São Paulo has 645 municipalities and a population of approximately 40 million inhabitants. With the country's best infrastructure and a highly skilled labor force, São Paulo can be called "Brazil's locomotive". All kinds of products are manufactured in the state, mainly high tech items. Its strong points, however, are not only related to the industry. Paulistas - São Paulo inhabitants - have also transformed agriculture and livestock farming into a potency. As regards the Economy, there are more than 258 malls spread nationwide, 155 of which in the Southern region, responsible for more than 300,000 job positions, aside from a comprehensive wholesale and retail chain nationwide. São Paulo's participation in the Brazilian banking system reaches almost 50% in volume terms. Also, Latin America's largest Stock Exchange is located in the state's capital.



Paulista Avenue

ABOUT SECOVI-SP

Home to the Brazilian Real Estate Industry

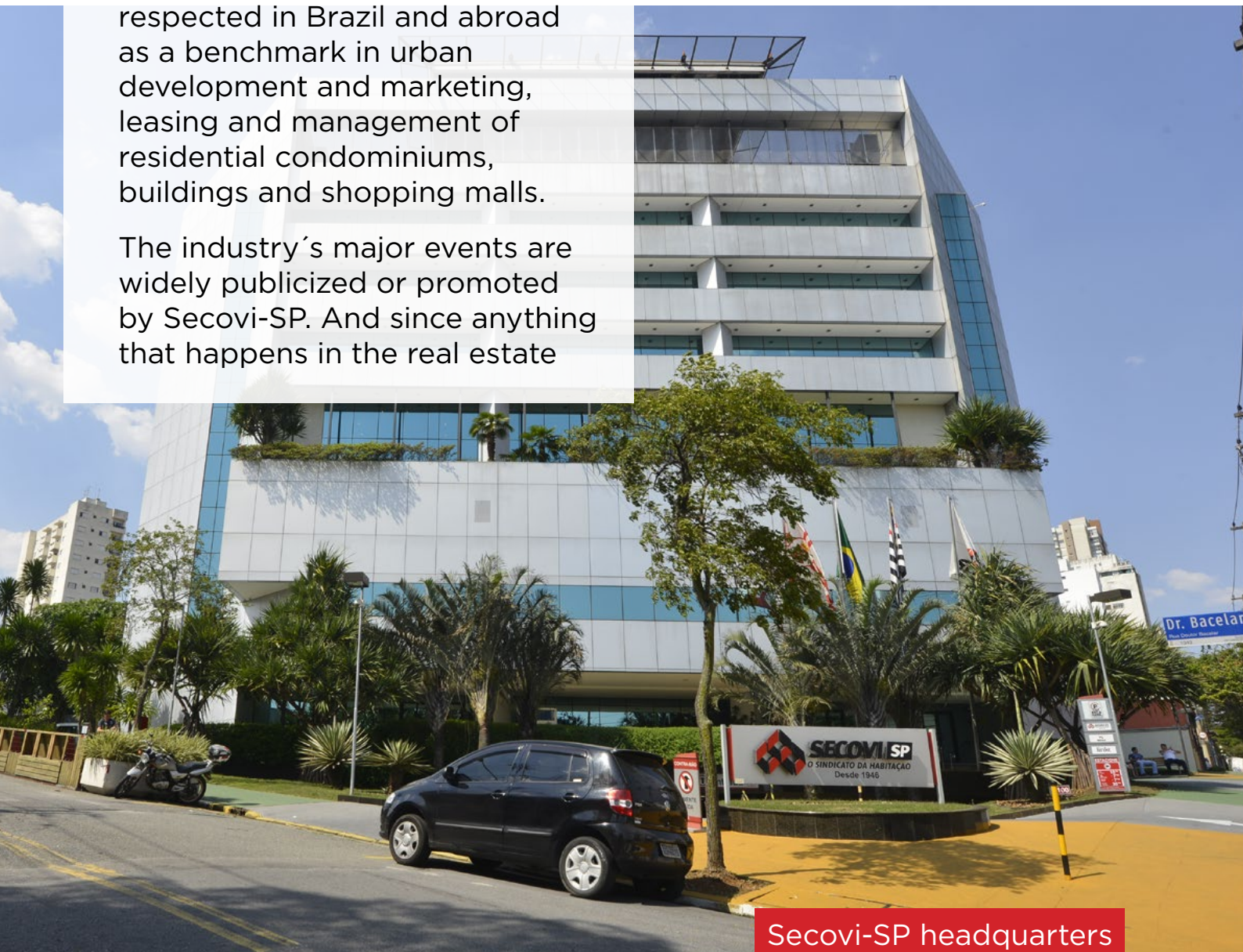
Since 1946, Secovi-SP has served as a support network for the Brazilian real estate industry. Its multiple operations are decisive for the industry to be able to grow on solid and lasting foundations.

Secovi-SP is well known and respected in Brazil and abroad as a benchmark in urban development and marketing, leasing and management of residential condominiums, buildings and shopping malls.

The industry's major events are widely publicized or promoted by Secovi-SP. And since anything that happens in the real estate

industry is usually important for society, Secovi-SP serves as an authoritative source of information for governments, media and the general public.

There are many reasons why Secovi-SP is known as the “home to the real estate industry” in Brazil. As an open, inclusive and responsible organization, it has become critically important for Brazilian society.



Secovi-SP headquarters

TRAVELING TO SÃO PAULO/BRAZIL

VISA

Brazil requires Visa for citizens from countries that demand Visa for the Brazilian citizens. Please check here if entrance in Brazil requires visa. Contact the local Brazilian Embassy or Consulate for further instructions.

AIRPORTS

There are 4 airports serving São Paulo:

Guarulhos Airport (GRU), the international airport, is 25 Km east of the center.

Address: Rod. Hélio Smidt, s/nº - Guarulhos - São Paulo
Phone: +55 11 2445-2945.



The domestic-only airport, **Congonhas Airport (CGH)**, 14 Km south of the center, services many domestic destinations, including the majority of flights to Rio (Santos Dumont Airport), which depart every half-hour (or less).

Address: Av. Washington Luís, s/nº - Vila Congonhas - São Paulo
Phone: +55 11 5090-9000.

Avoid taking flights to **Viracopos Airport (VCP)** because of its long distance from the City of São Paulo. It is located 18 Km away from the Downtown area of the City of Campinas, and 99 Km away from the City of São Paulo.


Address: Rodovia Santos Dumont, Km 66 - Campinas - São Paulo.
Phone: +55 19 3725-5000

Campo de Marte - This airport operates executive aviation, charters, piloting training schools, such as the São Paulo Aerial Club and Military and Civil Police Aerial-Tactical Services, exclusively.

Address: Avenida Santos Dumont, 1.979, Santana
Phone: +55 11 2223-3700

TAXI

At the international airport (Guarulhos)

It is recommended that travelers take a “Guarucoop” pre-paid taxi from the airport. Credit cards are accepted. For details, see [Guarucoop home page](#). 

In the city

It is easy to find a taxi in São Paulo, there are about 33,000 registered vehicles. You can also call one of the cooperatives.

Coopertax: +55 11 2095-6000

Radio Taxi: +55 11 3146-4000

Finally, Uber is also working in São Paulo.

PUBLIC TRANSPORTATION

METRO

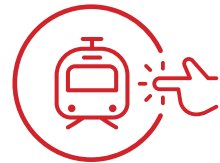
The São Paulo Metro operates five lines encompassing 68.5 Km of track, 61 stations, and 154 trains.

Metro operates daily from 4:40 am and has different closing times at each station, usually until 00:00.

On weekends, Metro operates from 4:40 am until 1:00 am.

The ticket for a journey is R\$ 3,80.

Check the network
map here



BUSES

São Paulo relies on over 10 thousand buses in public transportation system, servicing the entire city.

TRAIN

The Companhia Paulista de Trens Metropolitanos (São Paulo Metropolitan Trains Company - CPTM) links the capital to the counties of the metropolitan region. In São Paulo, it services the peripheral areas of the city and the Marginal Pinheiros.

HOTEL

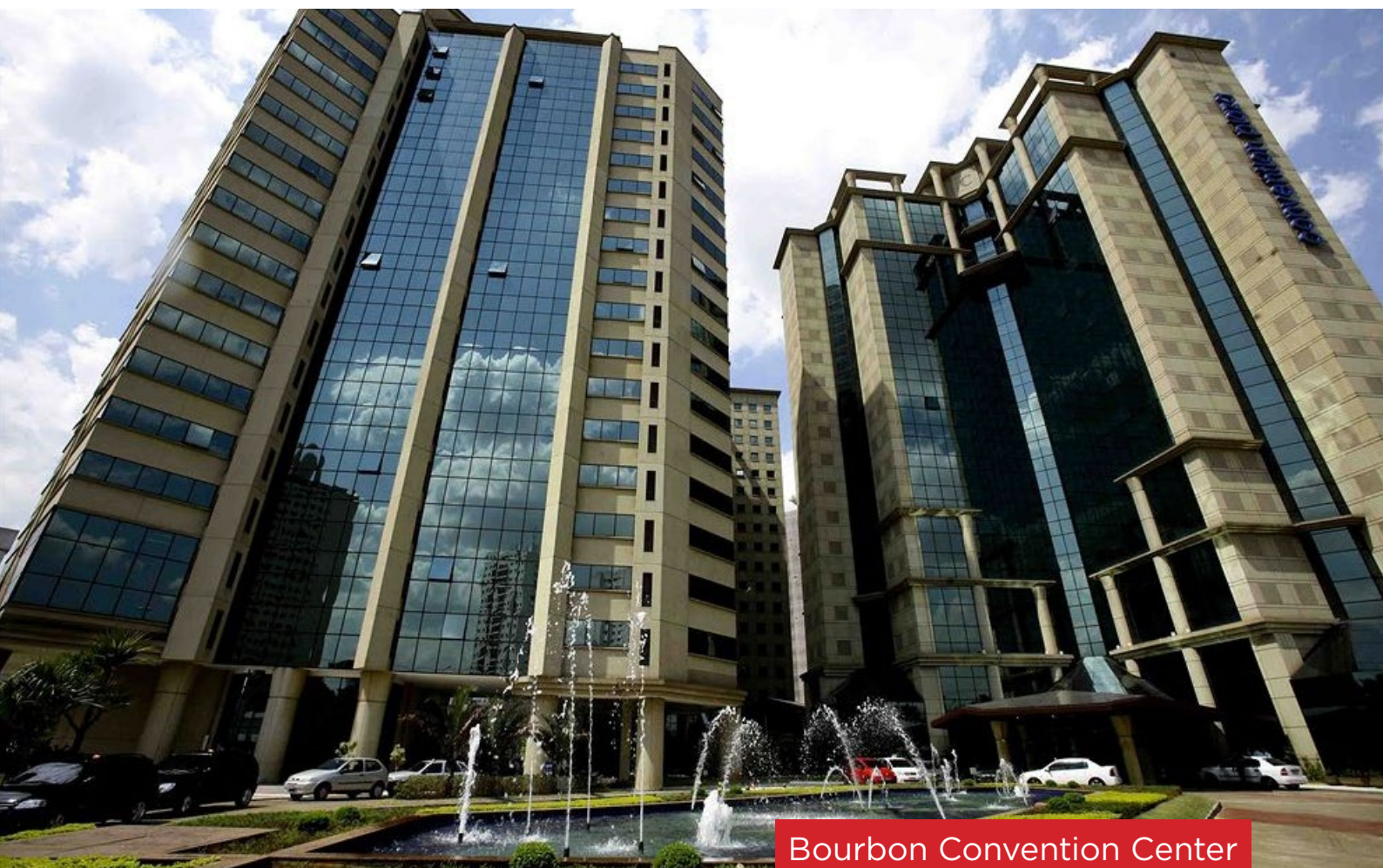
The wide hotel offers results in a variety of categories that includes from luxury to economy, always focused on quality.

For Secovi-SP events we indicate:

Bourbon Convention Ibirapuera Hotel

Address: Av. Ibirapuera, 2927 - Moema, São Paulo - SP, 04029-200
Phone: +55 11 2161-2200

The hotel is 3 Km from Secovi-SP headquarters, 3 Km from Ibirapuera Park and offers complete infrastructure and easy access to the Congonhas airport. It's ideal for those in town doing business as well as for leisure, the Bourbon Convention Ibirapuera is located in Moema neighborhood, next to Ibirapuera Shopping Mall and close to bars, restaurants and shops.



GENERAL

TIME ZONE

GMT - 3h (Brasília)

São Paulo follows the Brasilia's time (UTC -3), but the city is subjected to daylight saving time between October and February, when the clocks are advanced in one hour (UTC -2).

SEASONS

SUMMER: January to March

FALL: March to June

WINTER: June to September
(Secovi Convention happens on August)

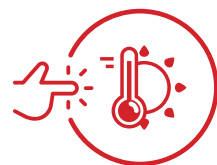
SPRING: September to November

The climate in São Paulo is high-altitude tropical. Its summer is characterized by rains that usually fall in the late afternoon, and the average temperature is between 19°C (66,2°F) and 27°C (80,6°F).

In the fall, the temperature is mild, averaging around 23°C (73,4°F).

Winter usually has sunny and dry days, with general temperatures that rarely drop below 15°C (59°F). In spring, days tend to be very hot and dry.

Weather forecast
is available here



TELEPHONE

Telephone country code is 55. To access international direct dialing system press 00.

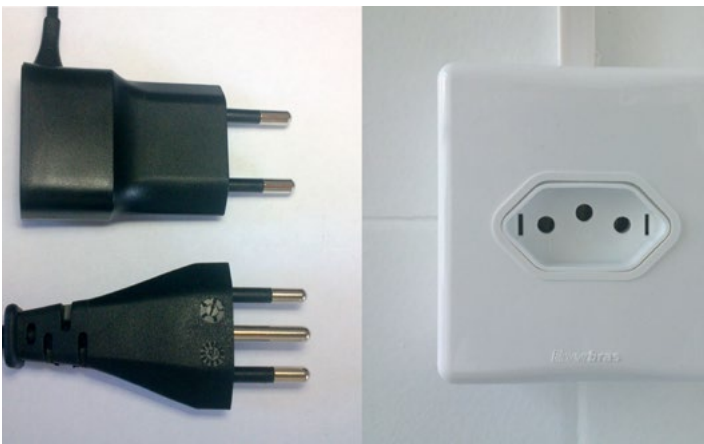
GSM (850, 900 and 1800) with 3G/4G. TIM, Vivo (a.k.a. Telefonica) and Claro are major players. Prepaid cards are available.

From abroad to São Paulo, dial Brazil code (55), the city code (11), and the telephone number.

If you wish to call abroad using a public telephone, dial 00 + carrier code (15, 21 or others) + city code + telephone number.

Public telephones accept cards that can be bought at newsstands. For information, dial 102.

POWER SUPPLY




110 Volts, 60Hz. Plugs are IEC 60906-1 compliant.

Two round-pin Europlug (type C) and two round-pin Swiss plug are compatible. Universal adapter works well.

However, at the main hotels in the city you will find 220 volts.

CURRENCY

The currency in circulation is the Real (R\$). To get quotes updated for foreign currencies, visit the site of the Central Bank of Brazil, [here](#). 

Nearby the hotel, you can go to the Ibirapuera Shopping, at **Get Money Casas de Câmbio - store 59**

Also, you can buy  on line, [here](#). 

GET TO KNOW SÃO PAULO

CITY TOUR

São Paulo Free Walking tour - It's a free walking tour around São Paulo, offering a historical, touristic, cultural and local overview of the city! There are three different tours for you to explore São Paulo.



THE SIGHTSEEING SP

The Sightseeing SP was especially designed for you to explore São Paulo in a comfortable and safe way. The possibility of unlimited hop-on and hop-off throughout the circuit allows you to know the main attractions that the city has to offer. The tour provides information about the history, architecture and culture of the city.



TICKET: R\$ 40 - Tickets sold only inside the bus. Payments in cash, debit and credit cards.

Valid for 24 hours starting from 1st use, with unlimited hop-on and hop-off during service operation.

Audio system with touristic information, in English and Spanish.

SOME OF THE ARCHITECTURAL MASTERPIECES OF SÃO PAULO



COPAN BUILDING

Copan is probably one of the most emblematic buildings of São Paulo. Architect Oscar Niemeyer became internationally known for his creative use of Modernism and his audacious forms. Copan's sinuous shape is a symbol of Brazilian's Modernist Architecture, and a trademark of Niemeyer's designs.



SAMPAIO MOREIRA BUILDING

In the first decades of the twentieth century, São Paulo's legislation had very rigid policies: all buildings had to be constructed with the same height. This regulation clearly limited the vertical growth of the city, delaying São Paulo's so desired progress. Inaugurated in 1926 and designed by the architect Christiano Stockler das Neves, Sampaio Moreira was the first building to change that horizontal pattern.



ITÁLIA BUILDING

One of the most famous modernists skyscrapers of São Paulo. Circolo Italiano San Paolo, a prestigious Italian-Brazilian organization, commissioned the building through a public contest in 1953. It was a bold idea: they wanted to build the highest skyscraper, of the entire Latin America, maybe of the world.



SÃO PAULO CULTURAL CENTER

The multi-layered steel and concrete building was designed, in 1982, by the architects Eurico Lopes and Luiz Telles, inspired by the structure of the Centre Georges Pompidou in Paris. The project was groundbreaking in Brazil because of its structural innovations.



TOMIE OHTAKE INSTITUTE

It combines art and architecture with extravagance and creativity. Determined to bring the new trends of contemporary art to São Paulo, the institute has become an architectural reference in the last ten years.

MAIN TOURIST ATTRACTIONS



SÉ CATHEDRAL – The biggest church in the city, in modified Gothic style, for 8.000 people.

LUZ STATION – Built with English iron structures for railway transports and opened in 1901. Today is also the home of the Portuguese Language Museum.

LIBERDADE – Japanese district, with decoration, restaurants and typical products' shops.

MERCADO MUNICIPAL (MUNICIPAL MARKET) – It's a beautiful building, built in 1932, where fruits, vegetables and poultry are sold. There are also restaurants and a famous cod pie (pastel de bacalhau).

THEATRO MUNICIPAL (MUNICIPAL THEATER) – Opened in 1911, with renascent facade. Presents opera, ballet and concerts.

SALA SÃO PAULO – Estação Júlio Prestes – was created to shelter the São Paulo State’s Symphonic Orchestra at a deteriorated zone in the downtown. The building, located in the district of Luz, is an example of neoclassical architecture from 1938, and was originally constructed as a train station hall.

PINACOTECA DO ESTADO (ART GALLERY) – Built in 1898, the museum has almost 4.000 pieces. Important exhibitions are also displayed.

IBIRAPUERA PARK – The park has, in its 1.9 milion m², a planetarium, museums (African Brazil and Modern Art Museum) and exhibitions (Bienal and Oca). Designed by the architect Oscar Niemeyer, the Ibirapuera Auditorium is specialized for musical exhibitions, with 800 seats and a huge stage. A 20 meter door in the backstage allows almost 15.000 people to watch the performances from the outside of the Auditorium.

PAULISTA AVENUE is a famous spot in São Paulo, as a financial and cultural center. On both sides of the avenue you will find impressive skyscrapers, shops and museums, including the famous Art Museum of São Paulo.

MASP - City icon and one of the most important museums in the Southern Hemisphere, the Museum of Art of São Paulo Assis Chateaubriand, or MASP as it is known, surprises São Paulo residents and tourists with a collection of 8.000 pieces by renowned artists, such as Cândido Portinari, Goya, Delacroix, Renoir and Monet.

SHOPPING MALLS



Ibirapuera Shopping Mall

OSCAR FREIRE - One of the most charming addresses of São Paulo. There are more than 200 stores of unique national and international brands.

IBIRAPUERA SHOPPING - Close to the Bourbon Ibirapuera Hotel, Ibirapuera Park - one of the city's postcards - and Congonhas Airport, the Ibirapuera Shopping has become a reference point in the neighborhood. Over the years, the mall acquired the respect, trust and especially the loyalty of its consumers.

SHOPPING JK IGUATEMI - Retailers like Chanel, Dolce & Gabbana, Prada and Topshop are located in this luxury mall. With a modern and clean design it's great to come here and shop. Do not forget to visit the rooftop terrace and enjoy its view of Parque do Povo, a nice green area in the neighborhood.

FOOTBALL STADIUMS

PACAEMBU STADIUM / FOOTBALL MUSEUM - The most traditional stadium of São Paulo. Property of São Paulo City Hall, it held historical chapters of all the main clubs of the state, besides hosting the 1950's World Cup. Since 2008 it houses the Football Museum. Located under the bleachers, it concerns a unique space in the museums' world, which is dedicated to relate how sport's history is part of Brazilian's life.



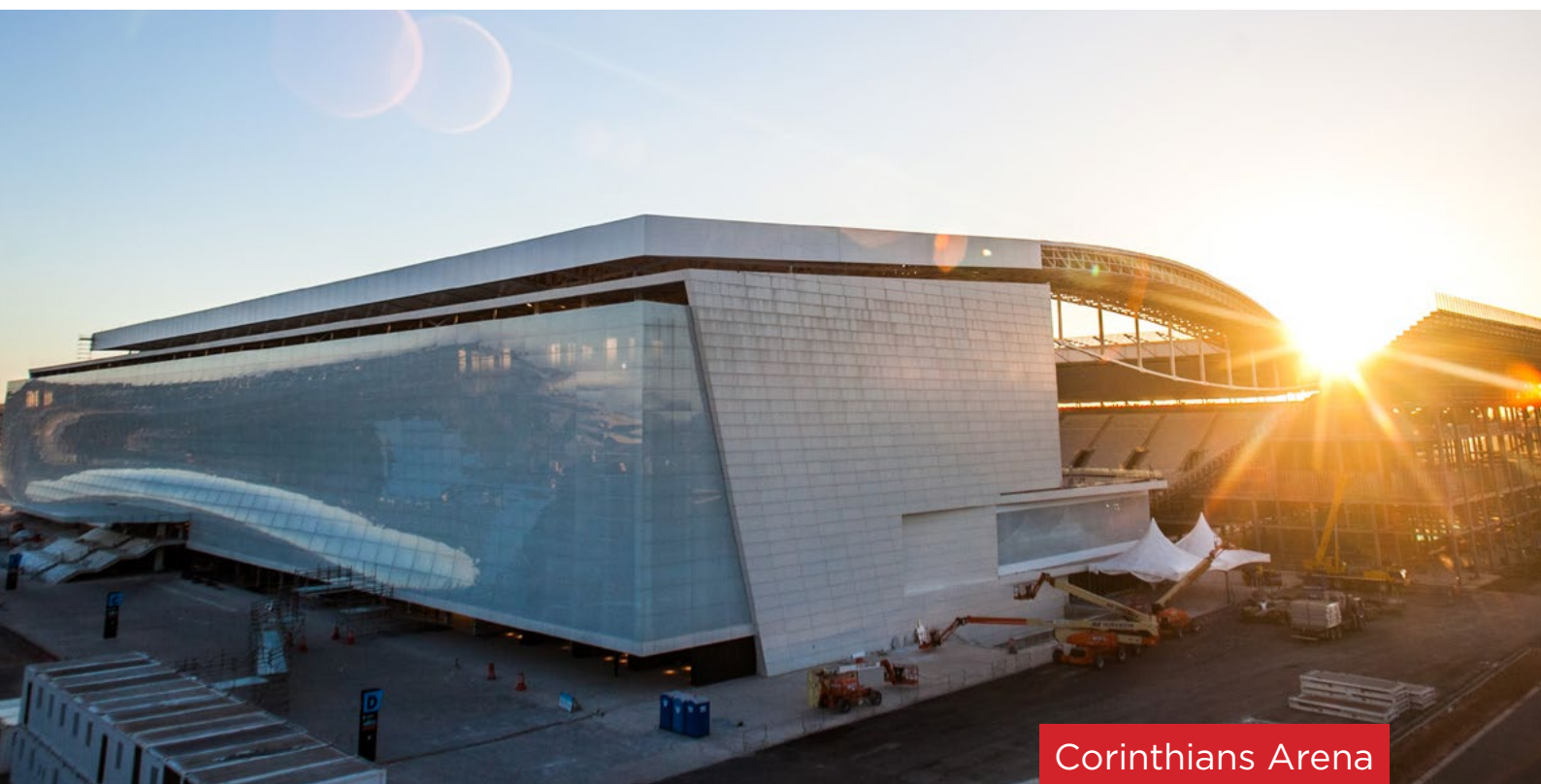
MORUMBI STADIUM - Biggest particular stadium in the world, owned by São Paulo Futebol Clube. The club offers Morumbi Tour service, a guided visit that presents several premises of the stadium, including the grandstand, press room, locker room, and the large trophy room of one of the most victorious clubs of worldwide's football.



ALLIANZ PARQUE - The new Palmeiras' stadium replaced the former Palestra Italia (also known as Parque Antarctica). Now with capacity of 45.000 people for matches and 60.000 for concerts , it is a versatile multipurpose arena.



CORINTHIANS ARENA - It's known as the 2014's World Cup's stadium, that hosted six matches, including the opening match and one semifinal.



RESTAURANTS (MICHELIN GUIDE)

2 STARS


D.O.M - Atala isn't the only chef at D.O.M. He's gained world-wide fame as a type of Brazilian cuisine ambassador. Atala's team guided by subchefe Geovane Carneiro prepare creative dishes influenced by international and Brazilian cuisines. In the pantry, for example, truffles and foie gras have been replaced by jambu, tucupi and priprioca.


www.domrestaurante.com.br 


1 STAR

ATTIMO - Leading Brazilian restaurateur Marcelo Fernandes is behind the project, and has installed renowned chef Jefferson Rueda in the kitchen, with a brief to meld rustic Italian recipes with native Brazilian ingredients, and vice versa. www.attimorestaurante.com.br 

DALVA E DITO - After achieving international fame with D.O.M., Alex Atala invested in a project to place recipes from Brazilian cuisines onto a haute cuisine menu. www.dalvaedito.com.br 

ESQUINA MOCOTÓ - A wall covered in graffiti by a popular Brazilian artist and the extensive use of wood from demolished buildings gives us an idea of the cuisine on offer here. The chef, the son of the founder of Mocotó, gives full flight to his imagination without forgetting its roots, with dishes such as braised pork belly with fava beans, vegetables and mustard greens and the house pork burger. The menu is concise but no less interesting than the original Mocotó nearby. For lunch, choose the executive menu which includes dessert and a glass of wine. www.mocoto.com.br 


FASANO - Much of the success of the restaurant, the pioneer of the Fasano brand, is owed to the solid composition of the kitchen, headed by Salvatore Loi. Be it in the climate-controlled pasta station or in the preparation of the finest risotos in the country, the team doesn't err. The wine cellar, with more than 400 labels, is run by the famous sommelier Manoel Beato. www.fasano.com.br 


HUTO - Here, you would be well advised to take the chef's advice and choose one of the three omakase menus (the Japanese word 'omakase' translates loosely as 'leave it up to us'). Show complete confidence in your host by enthusiastically ordering menu 3, savouring each and every 'surprise' dish until you ask the kitchen to stop, otherwise you won't stop eating. www.hutorestante.com.br 

JUN SAKAMOTO - The restaurant is hidden on a residential street without name on the front, and indication of the reserved manner of Jun Sakamoto and especially his cuisine. At night he serves only eight people at his counter (it is best to reserve in advance). It is there that he uses top of the line ingredients in the preparation of the omakasê sequence, which includes very fresh fish.


KAN SUKE - The highlights on the menu are the superbly prepared sushi and sashimi - of those we tried, the carapau no maçarico, a type of mackerel sashimi which is covered in salt before being seared with a blowtorch (maçarico).

KINOSHITA - Chef Tsuyoshi Murakami's pantry only includes first class ingredients, following the kappo cuisine concept - one that favors fresh ingredients. Flying fish salted roe, Japanese mackerel and even Kobe beef (beef from Wagyu, a Japanese breed) are featured among them. www.restaurantekinoshita.com.br 

KOSUSHI - The creativity of its dishes and the delicate presentation of its extraordinary veteran sushi master. The superb ceviche, served on a porcelain spoon, the transparent and finely cut slivers of "new style" sashimi, and the black anchovies (with chives and beetroot) will delight and surprise Kosushi's customers. www.kosushi.com.br 

MANÍ - At Maní, their refined culinary skills are clearly in evidence in their creative, innovative and stimulating recipes such as jabuticaba chilled soup with cachaça-steamed crayfish, pickled cauliflower and amburana nuts. Fresh, delicate, refined and infinitely pleasurable. www.manimanioca.com.br 

TÊTE À TÊTE - A restaurant with a restrained, modern and almost minimalist style that is pleasing on the eye. Dishes are innovative and highly personal, and are based on the very best local products, focused on preserving the ingredient's full flavours whilst adding interesting foreign influences. www.teteatete.com.br 

TUJU - Come with an open mind and surrender to an unique experience where products of the utmost quality are allied with irrepressible creativity and technical skills. Vegetables which are hard to find in Brazil can be seen growing in strategically placed beds around the restaurant, while in the open-view kitchen, the talented team creates delicacies such as the epic Teresinha (orange cake and sorbet with cachaça mousse and cardamom crumble). www.tuju.com.br 

RELIGION

CATHOLICISM

Catedral da Sé

Address: Praça da Sé, s/nº, Centro

Phone: +55 11 3107-6832 / www.catedraldase.org.br 

ISLAM

Mesquita Brasil


Address: Av. do Estado, 5382, Cambuci

Phone: +55 11 3208-3726/ www.arresala.org.br 

JUDAISM

Congregação Israelita Paulista

Address: R. Antonio Carlos, 653, Cerqueira César

Phone: +55 11 2808-6299 / www.cip.org.br 

MESSIANISM

Igreja Messiânica Mundial do Brasil

Address: Rua Sena Madureira, 1008, Vila Mariana

Phone: +55 11 5087-2000 / www.messianica.com.br 

WHAT IS HAPPENING IN SÃO PAULO DURING YOUR STAY



AUGUST 26 TO SEPTEMBER 4

24º São Paulo International Book Biennial

Anhembi Expo Center - Av. Olavo Fontoura, 1.209 - Santana - Postal Code 02012-021 São Paulo - SP

www.bienaldolivrosp.com.br/en/ 

The event is the stage for meetings with the biggest publishers, book sellers and distributors in Brazil, with around 480 brands showing their biggest launches to approximately 700,000 visitors over a total area of 60,000 m².

In addition to the wide variety of books, the Book Biennial also has a large cultural program, mixing literature, cuisine, culture, business and lots of fun!

Ticket: from R\$20,00 to R\$ 25,00

AUGUST 28TH

11 am - Sala São Paulo - USP Symphony Orchestra

Praça Júlio Prestes, nº 16

Ticket: free

4 pm - Sala São Paulo - Jourdain conducts works of French composers

Praça Júlio Prestes, nº 16

Ticket: R\$ 43,50

5 pm - Theatro Municipal de São Paulo

Praça Ramos de Azevedo, s/nº - Sé - São Paulo, SP

Beethoven Festival - São Paulo Municipal Symphony Orchestra - John Neschling - regency

www.theatromunicipal.org.br/programacao/ 

Ticket: from R\$ 25 to R\$ 90

TOURIST INFORMATION CENTERS (CITS)

CIT Mercado - Mercado Municipal Paulistano

Address: Rua da Cantareira, 306. Rua E, Portão 4.

Opening hours: From Monday to Saturday, from 8 am to 5 pm.
Sunday, from 7 am to 4 pm.

CIT Olido - Galeria Olido

Address: Av. São João, 473 - Centro.

Opening hours: Daily, from 9 am to 6 pm.

CIT Paulista - Parque Prefeito Mário Covas

Address: Av. Paulista, 1853.

Opening hours: Daily, from 9 am to 6 pm.

CIT República - Praça da República

Address: Praça da República, s/nº - Centro.

Opening hours: Daily, from 9 am to 6 pm.

CIT Tietê - Terminal Rodoviário Tietê

Address: Av. Cruzeiro do Sul, 1800 - Santana. Área de desembarque.

Opening hours: Daily, from 6 am to 10 pm

CIT Congonhas - Aeroporto de Congonhas

Address: Av. Washington Luis, s/nº - Vila Congonhas. Área de desembarque no piso térreo.

Opening hours: Daily, from 7 am to 10 pm

CONSULATES IN SÃO PAULO

U.S. CONSULATE GENERAL

Adress: R. Henri Dunant, 500 - Chacara Santo Antonio,
São Paulo - SP, 04709-110 - Phone: +55 11 3250-5000

CONSULAT GÉNÉRAL DE FRANCE

Adress: Av. Paulista, 1842 - Torre Norte, 14º Andar - Jardim Paulista,
São Paulo - SP, 01310-923 - Phone: +55 11 3371-5400

CONSULADO GENERAL DE ESPAÑA

Adress: Av. Brasil, 948 - Jardim América,
São Paulo - SP, 01430-000 - Phone: +55 11 3063-2048

BRITISH CONSULATE-GENERAL

Adress: R. Ferreira de Araújo, 741 - Pinheiros,
São Paulo - SP, 05428-000 - Phone: +55 11 3031-0273

CONSULADO GERAL DE PORTUGAL

Adress: Rua Canadá, 324 - Jardim América,
São Paulo, SP - 01436-000 - Phone: +55 11 3084-1800

CONSULADO GERAL DA REPÚBLICA ARGENTINA

Adress: Av. Paulista, 2313, Cerqueira César -
São Paulo - SP, 01311-300 - Phone: +55 11 3897-9522

USEFUL CONTACTS

Police 190

Emergency 192

Fire Brigade 193

Tourist Police +55 11 3107-5642

Taxi - Coopertax +55 11 2095-6000

Guarulhos Airport (GRU) +55 11 2445-2945

Bourbon Convention Ibirapuera Hotel +55 11 2161-2200

Secovi-SP +55 11 5591-1181

SOURCE

Bourbon Convention Ibirapuera Hotel

www.bourbon.com.br 

Cidade de São Paulo website

www.cidadedesapaulo.com 

Governo do Estado de São Paulo website

www.saopaulo.sp.gov.br/en/conhecasp 

Infraero

www.infraero.gov.br 

Metro - São Paulo Metropolitan Company

www.metro.sp.gov.br/en 

Michelin

www.viamichelin.com 

SECOSI-SP HEADQUARTERS

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Flavio Amary

IMMEDIATE PAST PRESIDENT

Claudio Bernardes, João Crestana and Romeu Chap Chap

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WELCOME

VISITORS GUIDE





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