



Trade Mission to São Paulo

7-13 April 2018

*registration open until 15 February 2018 (for registration please consult the bottom of this document)

Why São Paulo?

Located in the Southeast region of Brazil, with **42 million inhabitants**, the state of **São Paulo is the largest economic and industrial hub in the whole Southern Hemisphere**. São Paulo generates over 33% of Brazil's GDP - a volume bigger than countries like Argentina, Indonesia, Netherlands and Turkey - and 43% of the country's services. With 20 million inhabitants, the metropolitan region of São Paulo is the **3rd largest urban cluster in the world** and the industrial and commercial centre of Brazil.

São Paulo is the headquarters of over **60% of the multinationals operating in Brazil** and is the venue for **75% of all the trade fairs** organized in the country. Regarding infrastructures, São Paulo is home to the Port of Santos, the biggest container terminal in Latin America, ca. 60 big shopping centres that welcome over 90M visitors/month and 59 streets with specialized commerce.

Aerospace and defence industry, agribusiness, food, automotive, green economy, machinery and equipment, real estate, oil & natural gas, health and life sciences, financial services and IT are some of the strategic business sectors with a strong potential for development.

This moment is expected to be the turning point for Brazil. With the foreseeable ending of the economic shocks of 2015 and 2016, and assisted by a weaker currency, **the recovery of the economic growth has been noticed in 2017 (prediction of 1,1% GDP growth in 2017 and 3% in 2018)**. The necessary resolution of the politically uncertain scenario (2018 elections), together with the market and international trade predictable further opening – Brazil registers values far below in this indicator when compared to its Latin American pairs –, are expected to boost the Brazilian economic growth, which will favour the companies who decide to invest in the Brazilian market now.

Why take part in this trade mission?

The PPCC Trade Mission to São Paulo is the perfect occasion to personally assess business opportunities in Brazil and find potential trade partners in the market. **This is the third time we are organising a trade mission to São Paulo, after successful missions in 2016 and April 2017.**

We are organizing this trade mission with the **Portuguese Chamber in São Paulo (POR)**, as POR proved to be a fantastic partner in 2016-2017 and it's crucial to have the support from a well-connected local institution.

The trade mission will have a **strong B2B focus**, with individual meetings with potential business partners, according to each company's profile, and will also include meetings about Brazilian tax laws, certification and procedures. We believe a strong awareness of the market's reality is of the utmost importance for sustainable success.



Who should take part in this mission?

This multi-sector trade mission is aimed at every company based in Poland that wants to internationalize their activity to Brazil or establish commercial relations with the market.

What are the objectives?

This trade mission intends to provide the participant companies opportunities in the market and contact with relevant local players in their business sectors. The main goals of the trade mission are:

- ✓ **get acquainted with the business environment in the country;**
- ✓ **individual B2B meetings with companies and entrepreneurs in São Paulo, according to each company's profile;**
- ✓ **contact with important potential local partners;**
- ✓ **contact with the Portuguese Chamber in São Paulo (POR);**
- ✓ **develop a contact network with local Governmental institutions in order to support investment in Brazil;**
- ✓ **know the main sector players in the market, the competition and the consumers' profile;**

What is included in this offer?

- Airline tickets in touristic class Warsaw-São Paulo- Warsaw
 - Transfer airport-hotel-airport
 - Stay in a 4* hotel in São Paulo, with breakfast
 - Travel insurance
 - Scheduling B2B meetings with pre-defined potential partners
 - Networking Dinner with local business personalities
 - Local support on the logistics regarding B2B meetings
 - Support of a PPCC representative during all the event
 - Personalized support during the Trade Mission and in the follow-up after
- **Not included in this offer?**
- Transport to the individual B2B meetings (taxi, uber, driver)
 - Lunches, dinners (excluding Networking Dinner)
 - Translations outside of São Paulo city zone (if necess.)



Draft Agenda of the Mission*

7 April (Saturday)

19:00 Departure from Warsaw (Okecie)

8 April (Sunday)

04:55 Arrival to São Paulo (Guarulhos – GRU)

Free time / Time-zone adaptation

18:00 Final briefing about the B2B meetings for each company

19:30 Free dinner

9 April (Monday)

09:00/17:00 Individual B2B meetings according to each company's profile

17:00 Meeting about tax laws, certification and procedures

19:00 Networking Dinner with local business personalities

10 April (Tuesday)

09:00/17:00 Individual meetings according to each company's profile

19:00 Free Dinner

11 April (Wednesday)

09:00/17:00 Individual meetings according to each company's profile

19:00 Free dinner

12 April (Thursday)

09:00/12:00 Individual meetings or free time

14:00 Transfer to the Sao Paulo international airport (Guarulhos – GRU)

18:10 Departure to Warsaw

13 April (Friday)

14:00 Arrival to Warsaw

* can be subject to changes, should they be necessary to accommodate requests from the participant companies or B2B meetings.

What is the cost?

PPCC Member Company 3.300€ + VAT.

Other company 3.500€ + VAT.

REGISTER INFO: In order to register your company in the Trade Mission to São Paulo, please fill the form by clicking [on this link](#) and send your company's presentation in PDF or PPT (max. 5MB), in English, to Mr. Wojciech Baczyński, PPCC General Director (wb@ppcc.pl). The Polish-Portuguese Chamber of Commerce reserves the right to cancel the trade mission if the minimum number of companies is not reached.

If you wish to learn more about the Trade Mission to São Paulo, please contact:
Wojciech Baczyński, PPCC General Director – wb@ppcc.pl, +48 696 760 925

