



Trade Mission to São Paulo

2016 September 24-30

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 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 should be noticed already in 2017. The necessary resolution of the politically uncertain scenario, 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.

Mr. Paulo Portas, Vice-President of the Portuguese Chamber of Commerce and Industry, will be accompanying and monitoring the trade mission. Mr. Paulo Portas has been a leading figure of Portuguese politics, having held positions such as Deputy Prime Minister (2013-2015), Minister of Foreign Affairs (2011-2013) and Defence Minister (2002-2005) in several constitutional Governments.

Why take part in this trade mission?

This is a three-way trade mission, organized by the Polish-Portuguese Chamber of Commerce (PPCC), in cooperation with the Portuguese Chamber of Commerce and Industry (CCIP) and the Portuguese Chamber of Commerce in Brazil. This means that, for the first time, we are organizing a Trade Mission that will take both Polish and Portuguese companies to São Paulo, thus allowing the Polish participants not only to get to know the market and potential business partners and clients in Brazil, but also to get acquainted with the Portuguese market, through meetings and events with the participant Portuguese companies as well as with Polish and Portuguese companies operating in the market. This will allow the participants to better assess the business environment in the market, learning information and opinions from companies already active in the market.



Who should take part in this mission?

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

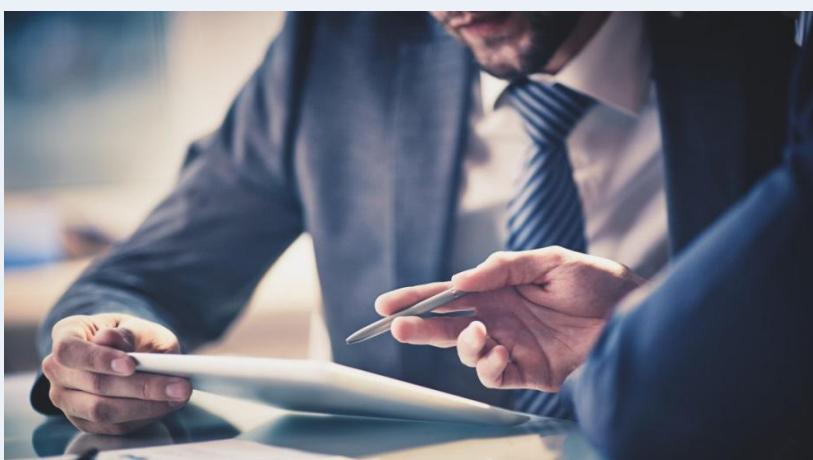
What are the objectives?

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;**
- ✓ **B2B meetings with companies and entrepreneurs in São Paulo, according to each company's profile;**
- ✓ **contact with important local partners;**
- ✓ **contact with the Portuguese Chamber in São Paulo and the Portuguese Chamber of Commerce and Industry;**
- ✓ **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;**
- ✓ **establish contact with the Polish companies already operating in the market;**
- ✓ **establish contact with the Portuguese participant companies.**

WHAT IS INCLUDED IN THE OFFER?

- Airline tickets in touristic class Warsaw-São Paulo-Warsaw
- Transfer airport-hotel-airport
- Stay in a 4* hotel in São Paulo
- Travel insurance
- Scheduling B2B meetings with pre-defined potential partners
- Scheduling meetings with official and government authorities
- Networking cocktail with Brazilian business community
- Local support on the logistics regarding B2B meetings
- Support and accompaniment of a PPCC team representative during all the event
- Personalized support during the Trade Mission and in the follow-up after



Draft Agenda*

24 Sept

06:00 Departure from Warsaw

17:15 Arrival to São Paulo || Transfer to the hotel

25 Sept

Free time

18:00 Final briefing about the b2b meetings for each company

19:30 Free dinner

26 Sept

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

19:00 Free dinner

27 Sept

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

19:00 Free Dinner

28 Sept

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

19:00 Free dinner

29 Sept

12:30 Transfer to Airport

15:45 Departure to Warsaw

30 Sept

11:55 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 3.500€ + VAT.

Other company 3.700€ + VAT.

In order to register your company in the Trade Mission to São Paulo, please fill the form by clicking [here](#) and send your company's presentation in PDF or PPT (max. 5MB), in English, to Mr. Wojciech Baczyński, PPCC Secretary General (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 Secretary General – wb@ppcc.pl, 696 760 925

