

[Access the preview here](#)



SP Negócios is the City of São Paulo's investment and exports promotion agency. We work in collaboration with the City Government to improve the business environment and investment opportunities, assisting the city in its economic development.



New tax regime simplifies business environment for startups in Brazil

In order to enable the creation, formalization and development of innovative entrepreneurship in the country, the Federal government sanctioned, in April, the supplementary law 167/2019, which establishes the Inova Simples, a special simplified regime for technology and innovation startups and micro-enterprises.

The new legislation gives speed to the opening and closing of companies; in addition to the creation of the Simple Credit Company (SCC), which has as main objective to expand the access of micro and small entrepreneurs to low-cost credit.

The expectation is that such measures favor the regularization of disruptive companies, while mitigating high taxation and reducing bureaucracy in the sector.

According to the Brazilian Startups Association, São Paulo is home to approximately 2,600 technology-based companies, standing out as one of the largest innovation platforms in the country. [#investinSãoPaulo](#)

Legal framework for Startups

Another topic on the agenda in the federal scenario is a bill to establish new legal

framework for startups, with simplified rules and greater protection for young innovation companies.

In a recent statement, the Special Secretary of Productivity, Employment and Competitiveness of the Ministry of Economy, Carlos da Costa, explained that the Government's proposal is to establish a specific regulatory environment, in order for startups to structure themselves without the pressure of the current rules for opening up companies in the country.



Photo: SECOM

São Paulo City Hall signs concession contract of the Santo Amaro Market

Recently, the City Hall signed the first concession contract after the Act that instituted the Municipal Privatization Plan in 2017. It was the Santo Amaro Market .

The project has come a long way to the approval of the winning company, going through the stages of public consultation; publication of the bid notice to the market; and analysis by the control organs.

The signature raising the legal security of the public bidding in the city of São Paulo, especially in the context of privatization, to give greater reliability to the processes, expanding the possibilities of participation of national and foreign companies in the events.

Also in this context, SP Negócios played an important role with the private sector in the prospecting of companies and investors interested in the bid, as well as assisting in the discussion of the bid by the market.

To find out about other priority projects in the municipality, contact our team.

[CONTACT OUR TEAM](#)

Proposal makes the rule for public-private partnerships more attractive

A bill is circulating in the Senate proposing amendments to the PPP Law (No 11.079 of 2004), with the aim of making public-private partnerships more attractive to investors. Among the main changes is the possibility of the government paying a kind of insurance to the concessionaire company, by means of a percentage of the estimated revenue of the PPP, to reduce the risks of falling demand.

Another envisaged change is the insertion of hypotheses for a gradual or total reduction in the compensation of the public authorities to the private partner according to the revenues obtained, in the so-called “sponsored concessions”. They are the cases, for example, of PPPs whose payment for the concession could accompany the demand.

According to the draft of the text, the private partner may even pay extra for granting the concession, or reduce the price of the fees charged by users, if the financial result of the concession exceeds revenue expectations.

If approved, the proposal may reflect in the projects of destabilization of the city, as the public-private partnership for implementation, operation and maintenance of photovoltaic solar power plants for distributed generation in the city.

BNDES points perspective of R \$ 1,1 trillion in investments in the industry and infrastructure sectors for the next years

Survey made by BNDES (National Bank for Economic and Social Development), in July, pointed out that the prospective investments in the industrial and infrastructure sectors, for the four-year 2019-2022, reach R\$ 1.1 trillion.

Compared to the period 2018-2021 previously mapped, there was a real increase of 2,7% in total investments, from R \$ 1.054,3 billion to R \$ 1.082,4 billion.

The performance of these sectors shows the recovery of investments in priority areas for the economic development of Brazil, especially from next year.

Investment in infrastructure, especially in municipalities, is of fundamental importance for the country to offer better logistics services (roads and airports), transforming cities into development poles, attracting the attention of international investors.

Tabela 1: Perspectivas do investimento: 2019-2022
(R\$ bilhões, preços de 2019)

Setores	2018	Levantamento anterior para			
		2018-2021		2019-2022	
		Total	Média anual	Total	Média anual
Indústria	121,3	547,2	136,8	585,0	146,2
Infraestrutura	129,5	507,2	126,8	497,4	124,3
Total	250,8	1.054,3	263,6	1.082,4	270,6

For more information, contact our Investment Promotion Team by

spnegocios@spnegocios.com - Phone: +55 11 4862 - 1730

www.spnegocios.com



If you no longer wish to receive our emails,
please unsubscribe here. [Unsubscribe](#)
[here](#).

[cancela a sua inscrição aqui.](#)