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**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.



Photo: SECOM

### **Martinelli Observatory's concession to private initiative**

The São Paulo City Hall will grant the private initiative the terrace of the Martinelli Building. The objective of the concession is the implementation and maintenance of the Martinelli Observatory, a space with a concept based on the tourist and urban scenario of the city of São Paulo, to provide a complete experience to visitors with activities in the areas of Tourism / Leisure and Entertainment; Culture / Memory; and Food / Shopping.

The initiative will contribute to the tourist development and urban requalification of the central region. The public notice is in the structuring phase and should be launched for public consultation in early January, in order to gather suggestions from civil society and the market about the project.

São Paulo Negócios will hold breakfasts to present the project to potential stakeholders in the concession. For further information, please contact our team.

CONTACT OUR TEAM

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## Privatization Projects in the city of São Paulo

The projects of the Municipal Privatization Plan continue in progress by the City Hall. Check out below the main information about the latest projects released:

- **Cemeteries:** granting of management, operation, maintenance, operation, revitalization and expansion services of the 22 cemeteries and public crematoria and the provision of funeral services in the municipality of São Paulo. **Status:** Consultation and public hearing was held between 10/02/2019 and 09/12/2019 to reap contributions from civil society to the improvement of documents. The next step is the publication of the tender notice for the market.
  - **Interlagos Complex:** onerous concession of use of the Interlagos Complex for reform, management, maintenance, operation and operation. **Status:** Tender notice published on 11/07/2019. Proposals must be delivered on 01/23/2020, from 10am to 11am on the Tea Viaduct, 15 - 6th floor - Center. The public session will be held at 11am at the same address.
  - **Viaduct Low:** permission to use, for consideration, areas located in the lower and adjacent areas of the Comendador Elias Nagib Breim Viaduct and Missionário Manoel de Mello Viaduct. **Status:** A public consultation was held between 8/10/2019 and 18/10/2019, in order to collect contributions from civil society for the improvement of documents. Bidding notice published on 06/12/2019. Proposals should be delivered on 15/01/2020, from 10am to 11am at the Lapa City Hall Auditorium, Guaicurus Street, 1.000, Lapa, São Paulo - SP. The public session will be held at 11am, at the same address.
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Photo: SP Negócios

## São Paulo Tech Week consolidates itself as one of the main festivals of innovation and technology in the world

For the second year in a row, the city of São Paulo hosted one of the world's leading innovation and technology festivals, São Paulo Tech Week. In seven days, in the month of November, 755 events were held in the São Paulo capital, attracting 85 thousand people. The event is promoted by the São Paulo City Hall, through SP Negócios.

This year the festival was sponsored by SPACES, Regus, ArcelorMittal, TOTVS, Daniel Advogados, Embratel, Sympla, Estação Hack SP from Facebook, Atento and B3, in addition to dozens of supporters; and took the debate on innovation and technology to all regions of the city, including the periphery, with an event in the community of Paraisópolis.

[Click here and check out the best moments of SPTW 2019](#)



The flight of Startups

Nowadays, it is impossible to talk about economy and technology without mentioning the emblematic case of startups. With rapid growth and drivers of new consumer habits, their presence in countries says a lot about the economy and the business environment. That is why, when startups reach the \$1 billion mark in market assessment, they get the unicorns seal. In Brazil, there are ten big bets to be part of this pantheon, knowing them makes it possible to understand the success cases to replicate them.

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## Right destination for investments

Brazil is among the five main destinations for foreign direct investments among the economies that make up the G-20 today, having shown growth of US\$ 1 billion even with the foreign market down, according to an OECD publication published on October 28.

The positive scenario of the national context also reflects in the sphere of the municipality of São Paulo. The city is among the 10 most attractive cities for doing business, and ranks seventh among the cities with the most potential for investment attractiveness in the next three years, as pointed out by the report "Global Cities Investment Monitor", published by KPMG.

For more information, contact our Investment Promotion and New Business Team by

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