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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.

São Paulo City Landmarks are highlights among the City Hall's priority projects



Photo: Reproduction of the Vale do Anhangabaú requalification project

The pandemic took everyone by surprise, but the city of São Paulo, through the Government Department and São Paulo Negócios continues to promote priority projects in the municipality. With the necessary adaptations, São Paulo Negócios has held videoconferences with investors interested in the projects and created the opportunity for the business and investment companies to watch a presentation and ask questions. Those interactions are leading to a further understanding of the attractiveness of the project through the investing market perspective. Two projects regarding São Paulo City iconic venues are highlighted: Vale do Anhangabaú and Observatório Martinelli.

Vale do Anhangabaú has the DNA of the history of São Paulo and is an important part of the Brazilian society trajectory as it has been a stage for major relevant events such as the Diretas rally, which brought together about 1.5 million people in 1984. The Vale concession is part of the São Paulo City Hall project to revitalize

the city's historic center. The focus of the bid is to transform the site into a place that can gather the people, so they just not necessarily pass through the Vale but use it, with adequate security, accessibility, leisure and janitorial services.

The public notice is at final preparation stage, and will consists of the concession for use, management, maintenance, preservation and activation of areas located in the Vale do Anhangabaú site and in its surroundings aiming to provide activities such as events, services, rental of spaces for commerce and food.

Check out the other privatization projetos in progress:

Martinelli Building Observatory: Concession is the implementation and maintenance of the Martinelli Building Terrace / 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 final notice is expected to be published in June.

Real Estate: the sale of a municipal property located at Avenida Professor Alceu Maynard Araújo in the district of Santo Amaro, in the city of São Paulo. Currently, a subunit (garage) of the Santo Amaro's District Council and an "Ecoponto" are located on the site. The winner will be the one with the highest bid. The bidding is scheduled for June 16.

Municipal Markets (Mercado Municipal Paulistano and Mercado Kinjo Yamato): The concession aims the restoration, renovation, operation, maintenance, and exploration of both municipal markets. The bidding is scheduled for July 2 with live streaming on YouTube from São Paulo Negócios.

São Paulo City's Public hearings and bidding sessions goes online with the support of SP Negócios

São Paulo, is known as the city that never sleeps. With the challenge of social distancing, the technology has been helping the city to keep this status, and also helping the city to establish itself as an innovative city. With the current global situation, the use of the internet has made it possible to for the city's projects sessions and meetings to be broadcasted live through videoconference digital platforms and also made it available to be watched at anytime on Youtube.

São Paulo Negócios is constantly adapting itself to be able to take the Municipal Government Secretariat public hearings to the online world and making it available to be watched at any time on Youtube. With those adjustments, all projects promoted by the agency may reach further audience, becoming more accessible for the public, contributing to a better business environment locally.

Live broadcast of public hearings and bids also on Youtube will be available soon.

Access [here](#) and follow to our SP Negocios Youtube channel.

The Green Sampa initiative: Hub Platform brings together main green tech players to Sao Paulo



Photo: Disclosure

The Green Sampa initiative, created by the Municipal Economic Development and Job Office and carried out by the São Paulo's Development Agency – ADE SAMPA with São Paulo Negócios's support, is a public program that aims to reunite the main strategic players in the sustainable technologies field.

The program's goal is applying a platform to search for innovative solutions to support the sector development, with good practice's exchange between companies, institutions, research centers, accelerators and organizations that works with clean technologies. Act with four different branches: green companies and startup's mapping, green startups and innovative ideas, market's meet up and work groups to discuss regulatory affairs.

The Top 20 startups will pass through individual coaching and the other 50 best evaluated will have access to a modular range program to promote business development. For more information and to be a part of the project's mapping is mandatory to enroll in the website clicking [here](#).

Innovation and focus: the customized service from the investment promotion agency of the city of São Paulo

One of the main objectives of São Paulo Negócios, since the beginning, is to bring more investments in and, consequently, income and employment opportunities for the population of the City of Sao Paulo. In this context, the Investment Directorate operates on two fronts: Investor Customized Support Service and Promotion of Priority Projects of the municipality.

Silvana Buzzi, executive director of São Paulo Negócios, through the past two years has worked as the investment director and became the first woman to take the roll as the president of São Paulo Negócios. She will share her experience at the ahead of the company's investment fronts.

Investor Customized Support Service

According to Buzzi, the focus here is the promotion of the city Priority Projects and Investor Assistance with a very clear view on the importance of investments for the economic and social development of the city of São Paulo.

"When an investor comes to SP Negócios, we try to understand all issues they are facing and the relevancy of their investments in the city, so we act as a facilitator

between the investor and the city," says the director. In practice, SP Negócios gives support to the processes conducted in the city and in the state, since the agency has a partnership with Investe São Paulo, an agency that is similar to SP Negócios but covers the whole state.

"I can mention just one since it is already a public information. The company Rede Meta, with approximately 20 gas stations, we had to work hard, it was a very difficult task to reactivate all of those gas stations, and since it's a risky activity so we also had to meet all regulatory procedures requirements. However, in record time, SP Negócios was able to help the company. This investor, nowadays, always recommends our service to other peer investors and stated he was very happy with our work", says the director.

Priority Projects

The Priority Projects are a very important front for the City of São Paulo in which SP Negócios goes through mapping potential companies interested in these projects, contacting investors to present the projects and, most importantly, understanding the attractiveness of this notice to the market.

"Sometimes the city hall structures a Bid Notice and in their perspective it is an interesting model, but from the investor point of view, it may not reach the legal certainty that he needs to attend that project and then go on to sign a 20 or 30 year contract with the public sector", says the director.

"I am very supportive of the privatization process, because I think that the city should focus their efforts, their work, their resources in the essential areas of the municipality and let the market use their expertise, for example, to manage football stadiums, "says Buzzi.

Despite the pandemic crisis, Silvana Buzzi has a very positive view on the future of investments in the city. "The challenge is to price this crisis in the short term in order not to damage the attractiveness of the priority projects. Regarding the Investor Customized Support Service, we are starting to feel the rebound, as we are being approached by new investors", concludes.

It is already possible to see investors reinventing themselves and creating new businesses in the city of São Paulo and, certainly, will find in São Paulo Negócios support and an interlocution with the city hall.

As of today, Friday, June 12th, Silvana Buzzi is no longer part of SP Negócios.

Investment Promotion team

For more information

São Paulo Negócios has regularly held meetings with stakeholders in the city's priority projects in order to present proposals, clarify doubts and listen to investors. For more

information or to participate in the meetings promoted by São Paulo Negócios, contact us and accompany us on social networks.

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