

São Paulo is the most valuable city-brand in the country



São Paulo Art Museum — Masp. Photo: José Córdova, SPTuris.

A survey by Superbrands Brasil, a company of English origin, pointed out **São Paulo** as the most valuable city in terms of brand in the country, estimated at **R\$ 233.5 billion**. The second place comes in at only R\$ 88.2 billion.

For that conclusion, the views of residents and data of the Brazilian Institute of Geography and Statistics (IBGE) were assessed. The analyses considered aspects such as security, cleanliness, transportation, reputation, communication, among others. There were more than 18,000 respondents who cooperated with the evaluation.

The city brand value is important for those who choose where to live, work, or study, in addition to having great significance when approaching major events like the 2014 World Cup. In practice, it can attract more investments and capture the trust of other parts of the world.