

São Paulo

YEARBOOK 2012

Outlook

agenda of MEGAEVENTS

READ ABOUT THE LARGEST EVENTS IN SÃO PAULO
AND THEIR MAIN CHARACTERISTICS

Business

THE CITY THAT
HOSTS 75% OF
BRAZIL'S FAIRS

Culture

THE CIRCUIT OF SHOWS,
FILM FESTIVALS AND
EXHIBITIONS

Sports

THE ONLY CITY IN THE
WORLD TO HOST THE
F-1 AND F-INDY RACES

Facade of Masp
museum in São Paulo

 **análise**
www.analise.com



The 35 largest EVENTS IN SÃO PAULO

São Paulo has a busy schedule. Every six minutes an event is held in the capital city, which hosts 75% of the country's trade fairs. But the city also has space on its agenda for mega sports such as Formula 1 racing and Formula Indy, and for culture, with the Art Biennial. In all, 90 thousand events are held in the city every year. See main events below.

January

CAMPUS PARTY

www.campus-party.com.br

This is a gathering of users, companies and members of the public administration who get together to exchange technology-related knowledge and activities. Its sixth edition will be held in 2013.

Public 160 thousand
Held once a year

SÃO PAULO FASHION WEEK

www.ffw.com.br

São Paulo's fashion week is one of the world's most important and compares to the fashion weeks of London, Milan, New York and Paris. It is held twice a year in January and June. It will feature its 33rd edition in 2013.

Public 100 thousand
Held twice a year

COUROMODA

www.couromoda.com

International Fair for Footwear, Sports Items and Leather Articles. Over a thousand exhibitors and importers from 64 countries display their products at this fair.

Public 85 thousand
Held once a year

WORLD BIKE TOUR

www.worldbiketour.net

Since 2009, this event has brought together, on the city's anniversary, about seven thousand cyclists who travel a five-mile path by the main tourist and historical attractions of the capital city.

Public 7 thousand
Held once a year



February

CARNIVAL

www.spturis.com/carnaval

This popular festival has been celebrated in São Paulo since 1935. More than 30 samba schools take part in the parade and compete for a prize based on several points of the presentation.

Public 110 thousand
Held once a year

March

IT'S ALL TRUE

www.etudoverdade.com.br

International Documentary Film Festival, which awards long and short films and will hold its 18th edition in 2013.

Public 40 thousand
Held once a year

April

HOSPITALAR

www.hospitalar.com

Brings together products and technology for health entities. This four-day fair includes 1250 exhibitors and 60 guest countries, which generate R\$ 6 billion. The 20th edition will be held in 2013.

Public 90 thousand
Held once a year

FORMULA INDY

www.saopauloindy300.com.br

São Paulo is part of the international Formula Indy calendar since 2010. The event is held at the circuit of Anhembi street in the northern sector of the city. The fourth edition will be held in 2013.

Public 50 thousand
Held once a year

▲ OSESP

www.osesp.art.br

Since 2000, the State Symphony Orchestra of São Paulo performs concerts at popular prices and opens its rehearsals to the public between March and December.

Public 120 thousand
Held once a year
Date March

EVENTS

ADVENTURE SPORTS FAIR

www.adventuresportsfair.com.br

This fair, dedicated to extreme sports and tourism, is the most important event of its type in Latin America. It includes the main brands and market destinations in addition to offering an area where the visitors can play and experiment with different types of sports. The 15th edition will be in 2013.

Public 67 thousand
Held once a year

May

CHALLENGE DAY

www.sescsp.org.br/diadodesafio

City residents take part in this event to do exercise and take part in competitions at SESC units. Challenge Day celebrated its 15th anniversary in 2010.

Public 2,8 million
Held once a year

VIRADA CULTURAL

www.viradacultural.org

The event has offered since 2005 24 consecutive hours of more than one thousand free cultural activities. The presentations are showcased on stages, theaters, cultural centers and schools in the city of São Paulo. In 2013, the capital will stage the ninth edition of the Virada Cultural weekend.

Public 4 million
Held once a year

CASA COR SÃO PAULO

www.casacor.com.br

This fair is the second largest event in architecture and decoration in the world, only behind the Salone Internazionale del Mobile in Italy. It is made up of 22 franchises, four of which are international. In 2013, it will be in its 27th edition.

Public 150 thousand
Held once a year

CIEE EXPO

www.ciee.org.br

A fair for internships and training programs which brings together students, businesses and educational institutions. Its 15th edition was held in 2012 with the presence of stands from the University of São Paulo, the Vunesp Foundation, among others.

Public 60 thousand
Held once a year

June

FISPAL TECNOLOGIA

www.fispaltecnologia.com.br

This is Latin America's largest fair for packaging, processes and logistics for the food and beverage industry. The event, which in 2013 will be in its 29th edition, introduces new products and trends.

Public 65 thousand
Held once a year

VIRADA SUSTENTÁVEL

www.viradasustentavel.com

This event is aimed at promoting environmental awareness. In its first edition in 2011, it featured 480 cultural and educational activities held in 78 areas of the city.

Public 500 thousand
Held once a year
Date June



CARLOS CECONELO/FOLHA PRESS



▲ VIRADA ESPORTIVA

www.viradaesportivasp.blogspot.com

This event offers 24 hours of sports, recreation and leisure. It is spread out in over one thousand points and offers 2,500 free activities to those living in the city. It will feature its 7th edition in 2013.

Public 3.5 million • Held once a year • Data September

FRANCAL

www.feirafrancal.com.br

The International Trade Show for Footwear and Fashion Accessories includes more than a thousand exhibitors showcasing their latest footwear, handbags and accessories. Its 45th edition will be held in 2013.

**Public 60 thousand
Held once a year**

ABF FRANCHISING EXPO

www.abfexpo.com.br

Considered the largest fair of franchises in Latin America, this fair features over 500 exhibitors and co-exhibitors from various sectors and offers also lectures and courses. In 2013, the event will have completed 22 editions.

**Public 50 thousand
Held once a year**

SP MARATHON

www.maratonadesaopaulo.com.br

This 42-kilometer race has included around 20 thousand athletes every year in the city since 1995. The race starts at the Octávio Frias de Oliveira bridge and ends at Ibirapuera park. The 19th edition will be held in 2013.

**Public 20 thousand
Held once a year**

EVENTS

GAY PRIDE PARADE

www.paradasp.org.br

Since 1997, the city hosts the Lesbian, Gay, Bisexual & Transgender Pride Parade, considered the largest event of its kind in the world. Its 17th edition will be held in 2013.

Public 3.5 million

Held once a year

July

TOURISM FAIR

www.salao.turismo.gov.br

Showcases Brazilian tourism for those who wish to travel or do business. Promoted by the Tourism Ministry, this event will reach its 8th edition in 2013.

Public 115 thousand

Held once a year

ANIMA MUNDI

www.animamundi.com.br

The International Animation Festival offers varied languages and techniques. It screens films from all continents and offers courses and workshops. Its 21st edition will be held in 2013.

Public 95 thousand

Held once a year

August

BOOK BIENNIAL

www.bienaldolivrosp.com.br

The third largest publishing event in the world, second only to the Frankfurt Book Fair and the International Book Fair of Turin. It offers books and culture. Celebrates its 23rd edition in 2013.

Public 730 thousand

Held every other year

September

ART BIENNALE

www.bienal.org.br

This international art exhibition will complete its 31st edition in 2014. Until 2011, 30 exhibitions were held with 13 thousand artists and seven million visitors.

Public 530 thousand

Held every other year



FREE STOCK

▲ DUAS RODAS AUTO FAIR

www.salaoduasrodas.com.br

This trade show includes over 400 exhibitors presenting the latest in motorcycles and bicycles. In 2013, it will be in its 12th edition.

Public 240 thousand • Held Every other year • Date October

BEAUTY FAIR

www.beautyfair.com.br

The International Professional Beauty Fair is the third largest beauty, health and wellbeing event in the world. It serves the entire production chain of the segment and also offers services for the development, qualification and training of beauty professionals. It will feature its 9th edition in 2013.

Public 130 thousand

Held once a year

EQUIPOTEL

www.equipotel.com.br

This fair is dedicated to the sectors of hospitality, gastronomy and tourism, this is the largest fair of its type in Latin America and is among the five largest in the world. It gathers more than 1.3 thousand companies in 672 stands from 60 business sectors. In 2013, it will be in its 51st edition.

Public 50 thousand

Held once a year



EVENTS

October

AUTOMOBILE FAIR

www.salaodoautomovel.com.br

This is the largest car fair in Latin America. The event, which will be in its 28th edition in 2014 and will feature over 100 exhibitors, will showcase the latest models of sports, utility and concept cars.

Public 750 thousand
Held every other year

SÃO PAULO'S INTERNATIONAL FILM FESTIVAL

www.mostra.org

This is a São Paulo's important event. Presents a two-week overview of world cinema with 400 films from many countries around the world. The movies are displayed in 22 museums, cinemas and cultural centers throughout the capital city. The 37th edition will be held in 2013.

Public 20 thousand
Held once a year

FENATRAN

www.fenatran.com.br

This is the main Brazilian event for the railway sector and is one of the five largest in the world in the area for products and services for urban transport, freight and logistics, in addition to safety and tracking equipment. It includes 365 exhibitors from 15 countries. It will feature its 19th edition in 2013.

Public 50 thousand
Held every other a year

November

F1 GP BRAZIL

www.gpbrasil.com.br

The Interlagos racetrack hosts the Formula One Gran Prix race in Brazil. Most of the international spectators come from Argentina, Chile, Ecuador, Mexico and England. In 2012, Formula 1 will complete 41 years in Brazil and 31 in Sao Paulo.

Public 140 thousand
Held once a year

December

BRAZIL NGO

www.ongbrasil.com.br

This nonprofit event aims at promoting the best social practices. In 2012, its 4th edition will showcase Brazil's Third Sector, corporate social responsibility and public policies. More than 196 lectures and workshops will be held in this 3-day event and will include the participation of 500 NGOs, foundations and public and private entities.

Public 10 thousand
Held once a year

NEW YEAR'S ON THE PAULISTA

www.reveillonnapaulista.com.br

New Year's Eve is celebrated with a huge bash set up at the city's main sightseeing spot, Paulista Avenue, and includes concerts and a display of fireworks. The 16th edition will be held from 2012 to 2013.

Public 2.4 million
Held once a year

ALMEIDA ROCHA/FOLHAPRESS



◀ SÃO SILVESTRE RACE

www.saosilvestre.com.br

This is Brazil's most popular street race. This 15-kilometer race is held on the last day of the year and leaves from MASP museum located on Paulista Avenue, crosses through the old city center, and ends at the São Paulo Obelisk in Ibirapuera Park. It is run by 21 thousand athletes and the 89th edition will take place in 2013

Public 21 thousand

Held once a year

Date December

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