



MEET THE NEW SÃO PAULO

*Your Gateway to Brazil's
Largest Business Hub*

EVENT PROGRAM

August 13th, 2025



Organized by:



BRAZIL-CANADA CHAMBER OF COMMERCE



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ABOUT THE BCCC

Established in 1973, the Brazil-Canada Chamber of Commerce - BCCC is a not-for-profit and independent business association held by the private sector to foster stronger commercial relations between Brazil and Canada.

We are proud to be a Canada-wide chamber with a presence in Toronto and six other Chapters, including **Ottawa, New Brunswick Atlantic, Manitoba, Alberta, British Columbia, Kitchener/Waterloo, and Nova Scotia.**

The chamber has five operational committees: **Mining; Education; Trade & Investment; Innovation, Science and Technology - IST; ESG & Sustainability.**



Brazil-Canada Chamber of Commerce
Brésil-Canada Chambre de Commerce

1973 - 2025

WHAT WE DO

The Brazil-Canada Chamber of Commerce - BCCC mission is to strengthen and grow the link between Brazil and Canada.

The BCCC plays a vital role in linking players from Brazilian and Canadian private and government sectors. Through **networking, advocacy and insight**, we assist our members to identify critical opportunities in expanding their commercial activities, and further their business interests across borders.

ABOUT THE SÃO PAULO NEGÓCIOS

São Paulo, linked to the municipal government. Its mission is to support companies and facilitate projects that generate jobs, income, and sustainable economic growth, strengthening the city's business environment.

With a technical management approach and a strong focus on results, São Paulo Negócios works to position São Paulo as a global hub for business, innovation, and sustainable development. By fostering strategic partnerships and promoting an inclusive economic agenda, the agency contributes to making São Paulo more competitive and attractive for investors worldwide.

WHAT WE DO

São Paulo Negócios promotes and supports São Paulo's economic development by attracting national and international investments, fostering the internationalization of local companies, and enhancing the city's overall business environment. The agency also plays a key role in privatization and public-private partnership (PPP) projects, while strengthening strategic sectors such as technology, real estate, and foreign trade.

Through these initiatives, São Paulo Negócios plays a vital role in connecting businesses, investors, and government stakeholders, enabling the installation and expansion of enterprises, and driving real estate and inclusive economic progress in the city.



WELCOME

Dear Esteemed Attendees,

*On behalf of the Brazil-Canada Chamber of Commerce, it is our pleasure to welcome you to the **Meet the New São Paulo** webinar, an event organized in partnership with our valued partners, São Paulo Negócios.*

Today's event marks a unique opportunity to explore São Paulo's dynamic role as Brazil's economic engine and a gateway for Canadian companies seeking to grow, invest, and innovate in Latin America. In partnership with São Paulo Negócios, we are proud to connect Canadian businesses with key insights, practical tools, and strategic connections to better navigate one of the most promising markets in the region.

São Paulo is not only Brazil's largest city, but also a global hub for finance, innovation, industry, and entrepreneurship. From clean energy to life sciences, technology to agribusiness, this is a market rich in opportunity and ready for international collaboration.

We thank you for joining us today and encourage you to make the most of this session—ask questions, engage with the speakers, and consider how your organization might play a role in São Paulo's exciting future.

Peter Hawkins and Daniel Ricica
Co-Chairs of the Brazil-Canada Chamber of Commerce

10 MUST-HAVE ITEMS FOR CANADIAN COMPANIES ENTERING THE SÃO PAULO MARKET

EXPANDING your business to the Brazilian market? São Paulo offers enormous potential, but success starts with the right documentation. Whether you're setting up a branch, subsidiary, or local operation, navigating Brazil's legal and bureaucratic requirements is essential. To help Canadian companies prepare, here is a list of the 10 essential items you'll need to legally establish and operate your business in São Paulo.

✓ 1. Social Contract

The Contrato Social is the Brazilian equivalent of Articles of Incorporation. It outlines the company's structure, ownership, business purpose, and operational rules. This document is required for registering your business with the authorities and acts as your legal foundation in Brazil.

✓ 2. Proof of Address in Country of Origin

Brazilian authorities require official documentation showing your company's registered address in Canada. This helps verify your legitimacy as a foreign entity and ensures clear cross-border accountability.

✓ 3. Appointment of Legal Representative in Brazil

Foreign companies must designate a legal representative based in Brazil. This individual will act on your behalf before Brazilian regulatory bodies and must be a Brazilian citizen or a resident with a valid CPF (Brazilian individual taxpayer ID).

✓ 4. Authenticity Certificate of the Documentation in Original Language

All foreign documents must be legalized for use in Brazil, which includes presenting a certificate verifying their authenticity in the original language. This step ensures the integrity and recognition of your Canadian documents under Brazilian law.

✓ 5. Sworn Portuguese Translation Registered in a Brazilian Notary's Office

All foreign-language documents must be translated into Portuguese by a certified sworn translator and registered at a notary public (cartório) in Brazil. This process gives legal validity to the documents for use with Brazilian authorities.



10 MUST-HAVE ITEMS FOR CANADIAN COMPANIES ENTERING THE SÃO PAULO MARKET

✓ 7. Registration with the Commercial Registry

This step officially registers your company with the Junta Comercial (State Commercial Registry), making your operations legal within the state of São Paulo and granting you a legal business presence in Brazil.

✓ 8. State Registration (IE)

If your company will be involved in activities such as commerce or manufacturing, you must register with the State Tax Authority and obtain an Inscrição Estadual (IE). This is necessary to collect and pay state taxes like ICMS (a value-added tax).

✓ 6. Tax ID (CNPJ)

The Cadastro Nacional da Pessoa Jurídica (CNPJ) is Brazil's corporate tax ID number, issued by the Federal Revenue Service. It is required for all business activities, contracts, hiring, and tax filings in Brazil.

✓ 9. Brazilian Bank Account

Opening a bank account in Brazil is essential for processing payments, managing payroll, and conducting day-to-day operations. A local account also helps streamline currency exchange and tax compliance.

✓ 10. Operating License Certificate (Alvará de Funcionamento)

Issued by the municipal government, this license certifies that your business meets local zoning, safety, and health regulations. It is mandatory before you begin any commercial activity.

**Developed by São Paulo Negócios*

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ALESSANDRA ANDRADE

President
of São Paulo Negócios

Alessandra Andrade is the President of SP Negócios, the investment and export promotion agency of the City of São Paulo. She holds a degree in Business Administration with a specialization in International Trade from Mackenzie University, an MBA in Luxury Market Management, a Post-MBA in Board Governance, and has completed executive programs at institutions such as Babson College, the London School of Economics, and Harvard University.

With over 20 years of experience focused on entrepreneurship, she served three terms as Vice President of the São Paulo Chamber of Commerce (ACSP) and currently leads its Innovation Council (CONIN). She is also the Director of the FAAP Business HUB, as well as a mentor, professor, and speaker. Alessandra has led several national initiatives, including serving as Vice President of the National Confederation of Young Entrepreneurs (CONAJE). She is the founder of Pateo 76, a space that connects people and organizations to foster innovation and public-private collaboration.



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PEDRO REBELO

Executive Director
at São Paulo Negócios

Pedro Polli Rebelo is the Executive Director of International Business at SP Negócios, the official agency of the City of São Paulo responsible for promoting investment, exports, and supporting the internationalization of companies. He holds a master's degree in political science from Shanghai Jiao Tong University and has extensive experience as an international business consultant at ARA Consultoria e Negócios, as well as a consultant for the BRICS Chamber of Commerce and the Chinese Chamber of Commerce in Brazil. In his current role, he leads initiatives to attract foreign direct investment (FDI) and foster international partnerships, strengthening São Paulo's position as a global business hub.



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ANDRÉ ALEOTTI

Manager at
São Paulo Negócios

André Aleotti is a Manager at SP Negócios, the investment and export promotion agency of the City of São Paulo. He holds a degree in International Relations, a postgraduate degree in Internationalization, Art, and Culture, and is currently pursuing a Professional master's in public management and policy at Fundação Getulio Vargas.

He has broad experience in institutional relations, investment attraction, and business promotion, having worked at the Brazilian Trade and Investment Promotion Agency (Apex-Brasil) and the Brazilian Furniture Industry Association (Abimóvel). At SP Negócios since 2020, he contributes to the city's economic development through projects focused on internationalization, privatization, innovation, and technology.



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**ANDRÉ CAVALLINI
ALVARENGA**

Manager at
São Paulo Negócios

André Cavallini Alvarenga is a Manager at SP Negócios, the investment and export promotion agency of the City of São Paulo. He holds a degree in Economic Sciences from Pontifícia Universidade Católica de São Paulo and a postgraduate degree in Sustainable Management.

With over seven years of experience in investment promotion at both municipal and state levels, he is responsible for coordinating efforts between local authorities and companies interested in expanding their operations in São Paulo, facilitating strategic dialogue and supporting business growth in the city.





Continue the conversation



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