

Welcome!

to the City of São Paulo





PREFEITURA DE SÃO PAULO

São Paulo Negócios is the City's Investment and Export Promotion Agency, whose mission is to attract investments, foster business development, and strengthen institutional coordination, contributing to the economic growth of São Paulo.

Among its main responsibilities are the retention and development of companies in the city, as well as engagement with the public sector, acting as a facilitator in presenting and advancing business-related demands to the Municipal Government.

Attract and expand investments

Positioning São Paulo as an innovation and business hub

Internationalize São Paulo companies

Promote the Municipal Privatization Plan and PPPs

The Technology sector

The technology sector is one of the pillars of economic and social development in the municipality, establishing the city as the main technological hub in Latin America. The sector encompasses a wide range of economic activities related to the creation, development, production, and application of digital and technological solutions, including areas such as software, hardware, artificial intelligence, biotechnology, fintech, edtech, healthtech, among other innovation-driven fields.

Fueled by a vibrant ecosystem of startups, research centers, universities, investors, and large companies, São Paulo stands out for its infrastructure and ability to attract investments, which accelerates digital transformation across various segments of the economy, generates qualified jobs, and reinforces its strategic importance for the municipality.

Economic Environment

Investments and Trends

Technology Ecosystem

Human Capital and Research

The Innovation Ecosystem of Latin America

The **Global Startup Ecosystem Report 2025**, by Startup Genome, showed that São Paulo is the only city in Latin America ranked among the world's top 40 innovation ecosystems.



37th Global StartUp Ecosystem



1st Latam Ecosystem in Performance



1st Latam Ecosystem in Talent & Experience



1st Latam Ecosystem in Funding

1	SÃO PAULO	Brazil
2	MEXICO CITY	Mexico
3	BOGOTÁ	Colombia
4	SANTIAGO-VALPARAISO	Chile
5	RIO DE JANEIRO	Brazil
6	BUENOS AIRES	Argentina
7	BELO HORIZONTE	Brazil
8	CURITIBA	Brazil
9	MONTERREY	Mexico
10	PORTO ALEGRE	Brazil
11	LIMA	Peru
12	MEDELLÍN	Colombia
13	FLORIANÓPOLIS	Brazil
14	MONTEVIDEO	Uruguay
15	GUADALAJARA	Mexico
16	RECIFE	Brazil
17-20	UBERLÂNDIA	Brazil
17-20	CÓRDOBA	Argentina
17-20	BARRANQUILLA	Colombia
17-20	ROSARIO	Argentina

Education Talent

The city hosts over two million higher education students. With 598 institutions and 26% of Brazil's, São Paulo is home to top universities, fueling a world-class talent pipeline for innovation, startups, and R&D.

Fintech

Brazil dominated the Latin American Fintech market. Notable unicorns: C6 Bank, CloudWalk, Credits, Neon, and QI Tech.

Large Market

Greater São Paulo has over 22 million people and a GDP nearing \$500 billion — about 25% of Brazil's total. The city boasts a 99.1% urbanization, 86.2% internet penetration and 67.8% social media usage.

Proptech

São Paulo holds 49% of Brazilian proptechs, driving a market that projects R\$ 12 billion in funding over the next four years

Strategic Location

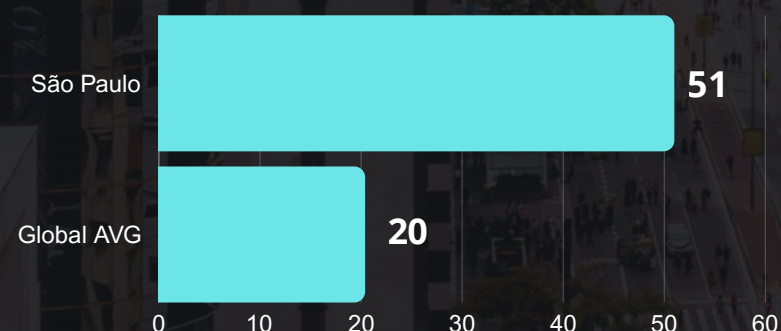
São Paulo shares working hours with the U.S., Mexico, and Canada, ideal for nearshoring.

Biotech

São Paulo is a leading hub driven by its world-class research institutions, a strong talent pool, and growing investment in Life Sciences innovation

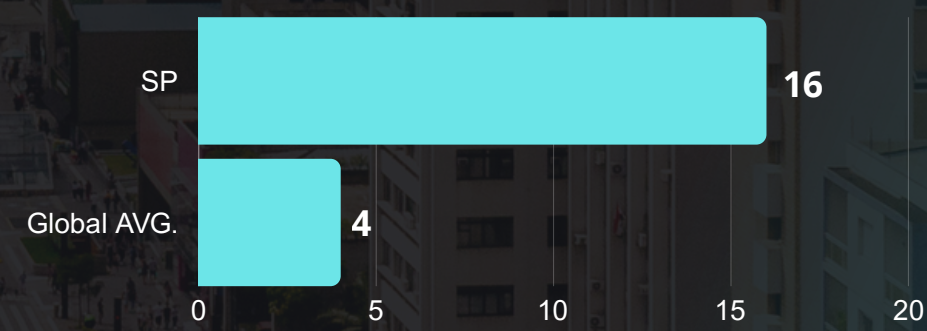
Ecosystem Value

2022 - 2024 BN



Number of Unicorns

Active Unicorns



Ecosystems in São Paulo



Cubo Itaú is a hub for technological entrepreneurship focused on Latin America.



São Paulo's most connected early-stage platform, with 150+ partners and presence in 350+ cities.



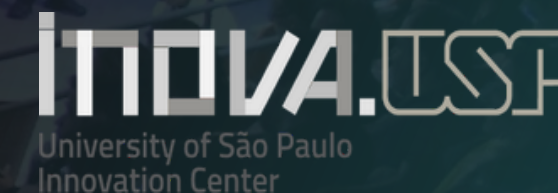
ZeroOnze is São Paulo's vibrant startup community. It fosters innovation, connects entrepreneurs, and supports startups.



The only Google Campus in Latin America. It empowers diverse founders with global mentorship, cloud infrastructure, and a vibrant community.



FAPESP invested R\$ 1.36 billion in 2023, funding 23,000+ research projects.



Founded in 1934, USP is Brazil's largest university, ranked #1 in Latin America. It produces over 25% of Brazil's scientific output and 50% of São Paulo's.

Soft Landing

*Attracting and Integrating Foreign
Companies in the City of São Paulo*

The São Paulo Negócios Soft Landing Program aims to structure a comprehensive framework of actions focused on attracting, supporting the establishment, and fostering the expansion of foreign companies in the Municipality of São Paulo. The project outlines the mobilization of data, stages, and strategic activities to strengthen the City's positioning as a competitive destination for business and investment, facilitating market entry and accelerating the sustainable growth of international companies in the Municipality.

The attraction of foreign companies serves as a strategic driver for local development, expanding the talent pool, stimulating new investments, and strengthening São Paulo's business ecosystem. Beyond the direct economic impact, it fosters the exchange of ideas, practices, and professionals, creating a more innovative, competitive, and globally connected environment.

Program Steps



01

**Attraction
and
Prospecting**



02

**Personalized
Service**



03

**Integration
with the
Ecosystem**



04

Aftercare



05

Advocacy.



Attraction

Prospecting and presentation of the business environment in the City of São Paulo to an international audience.

Marketing and Lead Generation

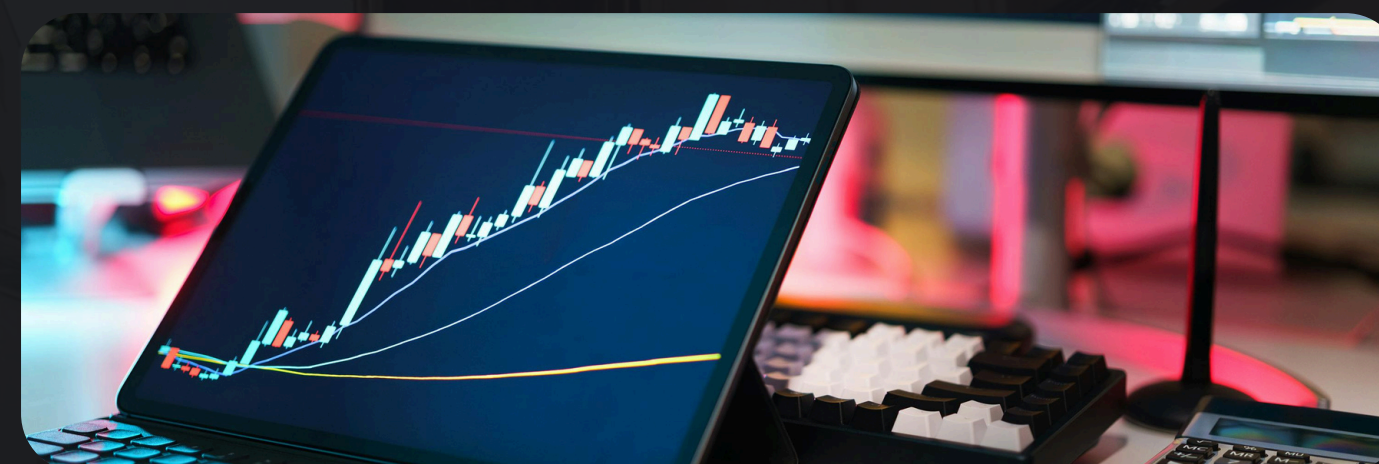
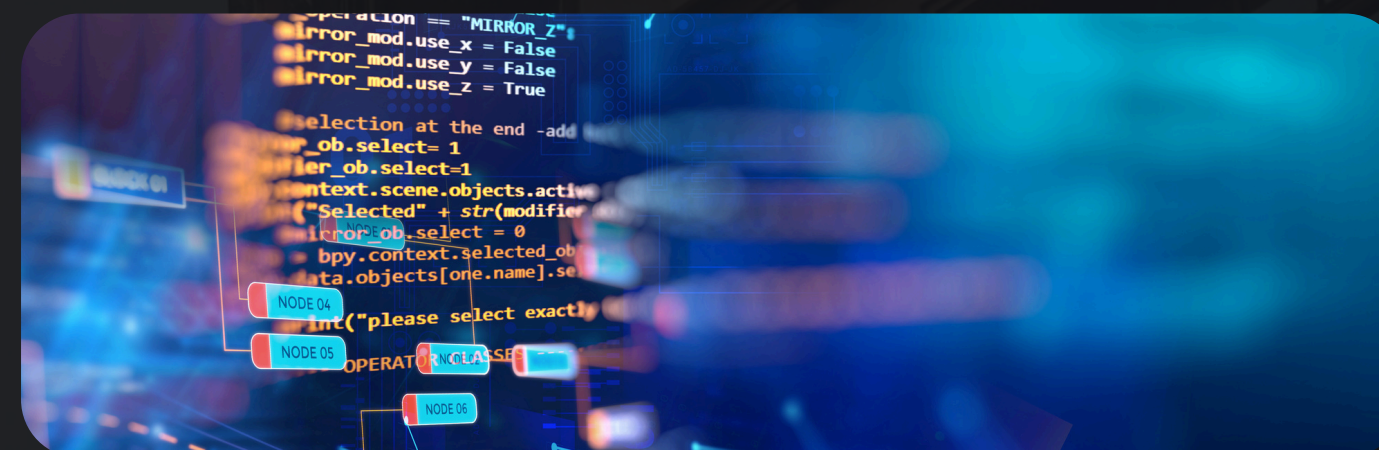
Prospecting companies in strategic sectors for the Municipality of São Paulo

Qualified Information

Materials on investment opportunities, legislation, business culture, and commercial practices in São Paulo

Activations and Events

Engagement with networks of investors and companies in target sectors



Support

for entering the São Paulo market

Regulatory Guide

Guidance on municipal legislation

Implementation or Expansion

Diagnostics on new ventures

Tax Support

Support on Managing Municipal Taxes and Obligations

Licenses and Permits

full support in obtaining from Municipal authorities

Site Location

Analysis and recommendation of sites for installation

Institutional Mediation

Support in contacting and connecting with public authorities



Integration with Ecosystem

Connection with Suppliers and Partners in the City of São Paulo.

Local Connections

Accelerators, innovation hubs, universities, and research centers

Supporting Industry

Potential partners, clients, and suppliers



Aftercare

monitoring of executed investments and tracking of economic impact indicators

Monitoring and relationship

Reinvestment Opportunities

Bottleneck Resolution

Data and indicators collection

Coordination with the Public Sector for the improvement and modernization of the business environment

Bottlenecks and reforms reports

- Problem identification
- Solution formulation
- Advocacy for the adoption and implementation of reforms

Meetings with stakeholders

- Municipal public authorities
- Private sector
- Third sector



Advocacy

Thank you!

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