WELCOME TO CAMPINAS
THE MOST AMAZING CITY OF BRAZIL
Campinas Tourist and Event Showcase
Campinas is located in the heart of São Paulo, the most developed state in Brazil. The city has been living its best moment since years, regarding its economic and social performances. The city has never been so prepared to receive new investment and companies like now.

Here, the entrepreneur will be surprised to see a different concept in logistics: modern roads, cargo airport and railways that connect Campinas to Santos. The latter is the most important port of the continent. Campinas has also one of the most beautiful bus stations in the country with full accessibility. In the city there is a good environment for doing business, considering the existence of tax incentives offered by the Municipality.

Other aspects make Campinas a special destiny. Considering the 500 biggest global companies, 50% has branches in its metropolitan area. The universities of Campinas are among the best in Brazil, which positively impacts in its skilled workforce. Besides, Campinas surprises people by having a great quality of life. With more than 1 million inhabitants, Campinas has a diversified trade, large green areas and lots of opportunities for leisure, sport and culture.

This is just a summary about Campinas. You will know all advantages, benefits and opportunities that make this city the most amazing in Brazil.
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1. TEN GREAT REASONS TO INVEST IN CAMPINAS

- It is recognized as the Brazilian capital of Science, Technology and Innovation, with the major national centers of R & D & I and the university that produces more patents in Brazil, Unicamp (University of Campinas).

- It is among the top ten cities in the world that conducts more business events, about 6,000 per year.

- It has the largest cargo airport in Brazil (Viracopos).

- It has the highest levels of sanitation and quality of power supply in the country.

- It has 500 urban squares, 17 parks and woods and 4 forests.

- It has 18 institutions of higher education and skilled labor in all areas of knowledge.

- It has the first accelerator in the country, responsible for training technology-based companies and looking for venture capital.

- It is the fourth largest banking center in the country in terms of bank branches.

- Campinas has 4,600 restaurants, 35 of them offer international cuisine, which is great for foreigners.

- Campinas has the 2nd highest level of connectivity in the country.
### 2. Metropolitan Area of Campinas

Campinas is located in the east-central portion of the State of São Paulo (47º04’40” West Longitude and 22º53’20” South Latitude) and it has an average altitude of 680 meters above the sea level. It is 96 km far from the city of São Paulo, the main financial center of Brazil. Moreover, Campinas is also close to the port of Santos (172 km), which is the largest port in Latin America.

The MAC includes 19 municipalities and a territory of approximately 3,673 km² where 2.8 million people (1.5% or 6.8% of Brazil’s São Paulo State) live. GDP is estimated at $ 50 billion, which represents 7.9% of the State of São Paulo GDP and 2.3% of national GDP.

The majority of the population in the MAC (38.7%) is in Campinas, which has 1.1 million inhabitants. Considering this total, 520,865 (or 48.2%) are represented by men and 559,248 (or 51.8%) for women. The GDP of Campinas is $ 18.8 billion, comprising 6% of industrial activities, 47.5% and 46.6% of trade and services.

### 3. Strategic Location

Campinas has a strategic location, being a logistics hub due to its features. It is the largest inland city in Brazil, with over a million inhabitants and is located in the heart of São Paulo, the most populous, wealthy and industrialized Brazilian state.

Campinas is located in the east-central portion of the State of São Paulo (47º04’40” West Longitude and 22º53’20” South Latitude), at an average altitude of 680 meters above sea level, locating the northwestern city of São Paulo, the main financial center of Brazil, Campinas which is distant 96 km. Moreover, Campinas is also close to the port of Santos (172 km), which is the largest port in Latin America.
3.1. highways

Five major Brazilian highways intersect Campinas and connect it with major producers and consumers. Anhanguera and Bandeirantes highways connect Campinas with the capital, São Paulo, as well as several other cities. The Dom Pedro I highway links Campinas to President Dutra highway (Vale do Paraíba and Rio de Janeiro) and Fernão Dias (Belo Horizonte). The Adhemar de Barros highway (SP 340) links Campinas to the south of Minas Gerais. Santos Dumont highway provides access to Castelo Branco highway and Sorocaba city, across the Industrial District of Campinas.

3.2. Airport

Moreover, the main highlight is the Viracopos International Airport. This is the main cargo airport in Latin America, exporting to over 180 countries. Viracopos is growing everyday. In general, its main routes are:

- Miami, Memphis, Frankfurt and Caracas, as distribution centers;
- Dakar and Sal, as a technical landing for Asian and European destinations, and
- Luxembourg, Buenos Aires, Santiago, Mexico, San Juan, Quito, Bogotá, Lima, Montevideo and New York, as final destinations of products.

The expectation is that the Viracopos International Airport receives 14 million passengers per year.
4. ENVIRONMENTAL CONDITIONS OF CAMPINAS

Geographical Position: 22°48’57” South Latitude - Longitude 47°03’33” West
Altitude 640 meters.

Climate: The Campinas climate is tropical (type Cwa as Köppen).

Winds: Calm, predominant southeast, with an annual speed average of 23.5 Km / h.

Rainfall: Average of 280.3 mm for January.

Temperature:
- Average for January: 24.7 ºC
- Maximum average: 29.7 ºC
- Absolute maximum: 36.2 ºC
- Low average: 19.8 ºC
- Absolute minimum: 14.0 ºC

5. FOREIGN TRADE

Regarding Campinas’ exports, the main products correspond to intermediate and capital goods. In 2013, capital goods accounted for 33% of total exports, whereas intermediate goods (parts and supplies, industrial supplies and food and beverages for industry) represented 48% of exports. Still, in 2013, commodities corresponded roughly 14% of the total and industrial products, 86% of the total. The main export products are soya derivatives, onboard consumption of fuels and lubricants for aircraft, electric motors, tires and coils. Concerning to the exports of Campinas companies, major destinations are Argentina and the United States, which account for 16% and 13% of products exported, respectively.
### CONNECTIVITY

Data from the National Telecommunications Agency (Anatel) show that in Campinas there are 692,000 mobile phones, tablets and modems with broadband access.

The MAC is the second metropolitan area in Brazil in terms of households with internet access. About 60% of homes have equipment connected to the web, and local demand increases about 30% per year.

There are two custom stations in Campinas:

- **Dry port / I Campinas (ALF Viracopos International / Airport) - General Stores Columbia S / A**;
- **Dry port / Campinas II (ALF Viracopos International / Airport) - Libraport Campinas S / A.**

### Table: Components of Foreign Trade

<table>
<thead>
<tr>
<th>Description</th>
<th>2013 (Jan - Dec)</th>
<th>2012 (Jan - Dec)</th>
<th>Var% Jan-Dec 2013/2012</th>
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<tbody>
<tr>
<td><strong>US$ FOB</strong></td>
<td><strong>PART%</strong></td>
<td><strong>US$ FOB</strong></td>
<td><strong>PART%</strong></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1,343,152,853</td>
<td>1,197,724,883</td>
<td>4.47</td>
</tr>
<tr>
<td><strong>CAPITAL GOODS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital Goods (Except Industrial Equipment)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industrial Transportation Equipment</td>
<td>183,595,016</td>
<td>168,064,613</td>
<td>8.77</td>
</tr>
<tr>
<td><strong>CONSUMER GOODS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Durables Consumer Goods</td>
<td>10,163,634</td>
<td>5,164,749</td>
<td>80.73</td>
</tr>
<tr>
<td>Durable Consumer Goods</td>
<td>99,373,658</td>
<td>77,846,150</td>
<td>27.33</td>
</tr>
<tr>
<td><strong>INTERMEDIATE GOODS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transport Equipment</td>
<td>591,447,799</td>
<td>482,834,011</td>
<td>22.67</td>
</tr>
<tr>
<td>Industrial Consumable Materials</td>
<td>330,812,544</td>
<td>174,397,209</td>
<td>89.01</td>
</tr>
<tr>
<td>Food and Beverage to Industries</td>
<td>503,845,146</td>
<td>317,920,858</td>
<td>53.11</td>
</tr>
<tr>
<td><strong>FUELS AND LUBRICANTS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fueals and Lubricants</td>
<td>1,011,421</td>
<td>735,104</td>
<td>37.34</td>
</tr>
<tr>
<td><strong>OTHER OPERATIONS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Operations</td>
<td>131,087,915</td>
<td>131,087,915</td>
<td>0.00</td>
</tr>
</tbody>
</table>

Fonte: MDIC
Campinas is one of the main destinations for business tourists, it has been ranked the 9th best place in the International Congress and Convention Association. Every year, there are more than 6,000 events in the city.

The city also counts with excellent hospitality and has approximately 46 hotels of different types, from simple to luxurious ones, as well as SPAs, ranches and resorts. There are more than 4,000 rooms and over 9,000 beds.

The city’s agenda includes fairs, cultural activities, music festivals and theatre. For being such a global city, there are lots of parties that represent the Italian, Portuguese, Spanish, American, French, Arabian and Japanese communities.

Besides, Campinas has a rich cultural life brought by houses for events, theatres and a varied cultural program for everyone. Its gastronomy is diversified and has a high quality, including Japanese, Italian, French, Iberian, Arabian, Chinese, Argentinean foods as well as the typical ones. Campinas pursues 4.6 thousand restaurants, 35 of them offer food from other countries, which is very good for foreigners.

Despite being a big metropolis, Campinas links social life with wellness and quality of life, enabling integrative community living and leisure activities. Campinas owes
sport clubs for all social classes and offers more than 45 possibilities of leisure, such as woods, squares, seas and natural reserves. Among them, it is worth notice the Lagoa do Taquaral [Taquaral Lagoon], one of the most famous recreational areas of our city. Also, the Pedreira do Chapadão [Chapadão Quarry], Bosque dos Jequitibás [Jequitibás Wood], where the zoo is located, and the Ecological Park. The city has 2 football stadiums that belong to 2 centennial clubs, Guarani and Ponte Preta.

The city has a cultural heritage connected to its road junction, railway and airport. This has allowed the city to be considered as one of the main national hubs. A very special ride to come back in time is the old locomotive Maria Fumaça.

The districts of Sousas and Joaquin Egidio have areas of environmental protection with some tracks, which also permit adventure sports. These places have a special talent for gastronomy and they encompass the municipal observatory Jean Nicolini, where the stars can be seen.

Campinas is a pole for shopping and pursues more than 11 shopping malls, one of them is among the biggest in the country. There is also a diversity of streets for shopping like the promenade 13 de Maio.
During the 80’s, most of the city’s tech companies focused their vocation in hardware development and IT. From the 90’s on, companies began offering software services and research systems. Although there the computer industry dominates the local market, technology-based companies also have other profiles, offering products, processes and services in energy, biotechnology and food.

Campinas has significant Institutions of Science and Technology (IST) and technology-based companies with diversified skills. All of them have a strong interaction with the business community.

Check out the following pages:
8. SCIENCE AND TECHNOLOGY

Universidade Estadual de Campinas – UNICAMP (State University of Campinas)

It has the largest number of patent applications of Brazil in various fields of knowledge. The UNICAMP pursues the largest scientific park of the city and performs more than 400 scientific and technological events per year.

Centro Nacional de Pesquisa em Energia e Materiais – CNPEM (National Research Center in Energy and Materials)

It develops projects in the areas of physics, biology, nanotechnology, engineering, chemistry and environment. CNPEM hosts the Chinese-Brazilian Center for Nanotechnology.

Centro de Tecnologia da Informação Renato Archer – CTI (Renato Archer Information Technology Center)

It researches electronics, microelectronics and 3D software for industry and medical applications.

Empresa Brasileira de Pesquisa Agropecuária – Embrapa (Brazilian Agricultural Research Corporation).

Generates knowledge and technology transfer for the Brazilian agriculture and livestock. The Embrapa Agricultural Informatics, established in 1985, is a unit of thematic research, whose role is to provide information technology solutions for agribusiness. Embrapa Satellite Monitoring is a thematic center of the Brazilian Agricultural Research Corporation focused on research and geospatial innovations for agriculture.
Instituto Agronômico de Campinas – IAC (Campinas Agronomic Institute)

It ensures food supply to the population and raw materials for industry, cooperation on food security and competitiveness of products. It is one of the oldest centers of R & D in Brazil, established in 1887.

Instituto de Tecnologia de Alimentos – ITAL (Food Technology Institute)

It researches packaging, maintenance and security of food and beverages.

Instituto Biológico – IB (Biological Institute)

It researches animal and plant health, aimed at improving the population quality of life. It has the greatest diversity of tests for the diagnosis of animal diseases.

Centro de Pesquisa e Desenvolvimento em Telecomunicações – CPqD (Telecommunication Research and Development Center)

CPqD is an independent institution focused on information and communication technologies (TICs), as a way of contribution to the country’s competitiveness and digital inclusion.

Instituto de Pesquisas Eldorado (Eldorado Research Institute)

The Institute was established in 1997, focusing on R & D in IT and training of human resources.

Coordenadoria de Assistência Técnica Integral – CATI (Coordination of Integral Technical Assistance)

It develops new technologies to increase productivity and quality for farmers.

Pole and technology parks

Campinas has a technology center formed by parks that are like a home to many technology-based companies, predominantly the telecommunications and information technology ones.
CIATEC – Companhia de Desenvolvimento do Polo de Alta Tecnologia de Campinas
(Company for Development of Campinas High Technology Pole)

The Ciatec actively participates on the planning and implementation of public administration policies, especially the science and technology ones. Through its incubator for technology-based companies, it helps the startup businesses. The incubator has the capacity to place 25 companies.

Techno Park Campinas

It is located 15 km from the city center, at the junction of Anhanguera (SP – km 104.5), Bandeirantes (SP) and D. Pedro I (SP).

Designed with scalable batch from 3,000 to 40,000 m², which are intended for commercial uses, services and/or industrial types. The park has clean industries, assembly processes, service providers, development centers/laboratories and distribution centers.

Parque Científico da Unicamp (Unicamp Scientific Park)

Unicamp Scientific Park allows the installation of companies that want to be close to the most important university in the country related to R & D.

For this park, Unicamp allocated an area of 100,000 m², to build R & D and administrative centers. In the park there is enough land available in various sizes for different businesses.

CPqD Pólis (Telecommunication Research and Development Center Polis)

The CPqD Polis was created in 1999, providing infrastructure for high tech companies. There are 360 m² surrounded by green area, where 14 technology-based companies are installed.
9. AGRICULTURE

About 52% of the territory of Campinas is considered rural. Each region has a distinct specialization. Every year Campinas produces 19,000 tonnes of fruit.

Amarais Region

There is a predominance of vegetables and sugarcane.

Pedra Branca, Reforma Agrária, Saltinho and Descampado’s Region

Fig and guava production for export, and kincan orange, carambola, cherry, grape, fig, banana, passion fruit and peach.

Friburgo and Fouguteiro’s Region

Region located in the south of Viracopos airport. It is formed by the rural settlements Fouguteiro, Friburgo and Farm Possas with a significant presence of agricultural activity, which highlights the production of fruit (grape, passion fruit and mango), coffee, sweet corn and field corn, beans, potatoes, pigs, confined cattle, vegetables and violets.

Chácara Aveiros’ Region

It is renowned for producing vegetables and figs, as well as offering tourist farms.

Anhumas Region

It is known for the production of flowers (chrysanthemums in most cases), passion fruit, chayote, persimmon and vegetables. It is worth notice the Tozan Farm, which produces a line of organic products such as Japanese sake (only factory in South America), shoyu, miso and rice vinegar, besides coffee.

Barão Geraldo’s Region

The district is known for producing vegetables, lemon, avocado, horticultural and ornamental plants.
10. GREEN AREAS AND PROTECTED ENVIRONMENTAL AREAS

One of the main criteria for determining the quality of life in a city such as Campinas is the quantity and quality of its green areas, since its existence improves the quality of life.

The vegetation beautifies urban landscapes, making them more humane and pleasant for living. It serves to control air and noise pollution, as well as increases the relative humidity of the air, balancing the climate. The areas covered with vegetation protect the slopes, springs and streams, reducing erosion and siltation of water bodies and ensuring soil permeability and the recharge of groundwater aquifers.

The original vegetation of the city is dominated by Atlantic Forest, which consists of isolated fragments of seasonal forests and few pieces of savannas, forests and rupestrian vegetation.

Urbanized green areas are located within the urban area of 200 square kilometers, it makes up an area of 460 hectares, which corresponds to 4.6 square meters per capita.

Today, in Campinas, there are approximately 500 urban squares with play grounds, benches and street lighting, 17 parks and woods and 4 tumbled forests: Mata de Santa Genebra, Mata Ribeirão Cachoeira, Mata da Fazenda Santa Elisa, Recanto Iara and 11 special areas of permanent protection [Law 6.743/01].
Welcome to Campinas

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Site www.campinas.sp.gov.br

TOURIST INFORMATION
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TOURIST INFORMATION
BUS STATION
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TOURIST INFORMATION
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