

# GASTRONOMY SHOPPING TOURISM



informa  
markets


GUIA  
DE SÃO PAULO

# GUUA DE SÃO PAULO



São Paulo, the largest city in Brazil, is a vibrant financial and cultural center. Known for its diversity, the city offers a rich gastronomic, artistic, and entertainment scene. Avenida Paulista and Ibirapuera Park are some of the main tourist attractions, while events like the Art Biennial and São Paulo Fashion Week highlight its cultural significance.

In addition to being an educational and technological hub with several renowned universities, São Paulo faces urban challenges such as traffic and social inequality. However, the city continues to be a symbol of dynamism and resilience, offering numerous opportunities for its residents and visitors.



# GAS TRO NO MY

# RESTAURANTS

## Japanese



TADASHII

@tadashii\_restaurante



GENDAI

@gendai\_japones



SUSHI VAZ

@sushi\_vaz



KENZO SUSHI

@kenzosushisp

# Brazilian



TERRAÇO JARDINS

@ terracojardins



MAGIA DE MINAS

@ magiademinas



RESTAURANTE MARIA MARIA

@ restaurante\_maria\_maria



FIORINO GRILL

@ ogaiteiro



O GAITEIRO

@ paubrasilbar



BAR E MERCEARIA ZÉ DO ZECA

@ zedozeca



RESTAURANTE BONY

@ restaurantebony

# Steakhouse



**FOGO DE CHÃO**  
@fogodechao



**BARBACOA**  
@barbacoarestaurante



**NB STEAK**  
@nbsteak



**VARANDA GRILL**  
@varandagrill



**TATU BOLA**  
@tatubola



**CHURRASCARIA BOIZÃO GRILL**  
@boizaogrill



**VENTO HARAGANO**  
@ventoharagano

# Italian and Pizzeria



**SPERANZA**  
@ pizzariasperanza



**VILLA ROMA PIZZA**  
@ villaromapizza



**ANDIAMO RISTORANTE**  
@ andiamoristorante



**BUONA FATIA PIZZA BAR**  
@ buonafatiapizzabar

# Portuguese



RANCHO PORTUGUÊS  
@ranchoportugues



TASCA DO ZÉ E DA MARIA  
@tascadozeedamaria

# Mediterranean



TANIT  
@tanitrestaurante



MICAELA  
@restaurante\_micaela

# Mexican



DON MIGUEL MEXICAN BAR  
@donmiguelmexicanbar



YUCATÁN  
@yucatanoficial



# BURGER



**HOLY BURGER**  
@ Holyburger



**Z DELI SANDWICH SHOP**  
@ zdelisandwichshop



**MEATS**  
@meatsburger



**LANCHONETE DA CIDADE**  
@ lanchonetedacidade



**BULLGUER**  
@ bullguer



**VINIL BURGER**  
@ vinilburger



**CABANA BURGER**  
@ cabanaburger



**STUNT BURGER**  
@stuntburger



**BIG KAHUNA BURGER**  
@bigkahunaburger



**BURGER TABLE**  
@burgertable

# BARS



BAR BRAHMA

@barbrahmasp



BAR DO JUAREZ

@bardojuarez



TATU BOLA

@tatubola



BOTECO SÃO BENTO

@botecosbento



BAR ASTOR

@barastor



SUBASTOR

@subastor



HIGH LINE BAR

@highlinebar



VILA SEU JUSTINO

@vilaseujustino



BAR ORIGINAL

@baroriginal



BIRI NAIT

@birinait



# TOURISM AND LEISURE

# SURROUNDINGS



LOTS OF NATURE, INCREDIBLE TOURS  
AND DIVERSIFIED CUISINE!

The area around São Paulo Expo, located on Rodovia dos Imigrantes, is known for its excellent infrastructure and convenience, offering easy access to various public transportation options such as buses and the metro, making it easy for visitors from all parts of the city to arrive. Additionally, the area is rich in leisure and entertainment options, with a variety of restaurants, hotels, and shopping centers nearby, providing a complete experience for those visiting the region. São Paulo Expo also features ample parking and free bike racks, ensuring comfort and convenience for all visitors. With a schedule full of events and attractions for all tastes, the surroundings of São Paulo Expo offer everything you need for a pleasant and productive visit, whether for business or leisure.

# ATTRACTIONS

# GUIA DE SÃO PAULO



MIS  
EXPERIENCE



CENTRO DE TRADIÇÕES  
NORDESTINAS



BRASIL  
SKATE CAMP



CENTRO DE  
ARQUEOLOGIA DE SP



SAMBÓDROMO  
DO ANHEMBI



PAVILHÃO DE  
EXPOSIÇÕES ANHEMBI



BIBLIOTECA  
DE SÃO PAULO



PARQUE  
DA JUVENTUDE



SESC  
SANTANA



PARQUE  
DO TROTE



MUSEU DO  
TRANSPORTE PÚBLICO



CANTAREIRA/  
HORTO FLORESTAL

# CIDADE SÃO PAULO

## THE COSMOPOLITAN MUNICIPALITY OF BRAZIL!

Among the ten largest metropolises in the world is the capital that annually receives millions of tourists attracted by the trendy programming that the city has to offer. In São Paulo that never sleeps, the emphasis is on promoting Culture and important events on the fashion circuit, sports, arts and diversity. The famous São Paulo Fashion Week, the International Art Biennial, Formula 1 and one of the most popular editions of the LGBT Pride Parade in the world.

In addition to the possibility of doing business, São Paulo is an excellent destination for those looking for tourism and leisure. So why don't you stay a few more days and discover everything the city has to offer? Discover some tourist attractions that cannot be left out of your tour!

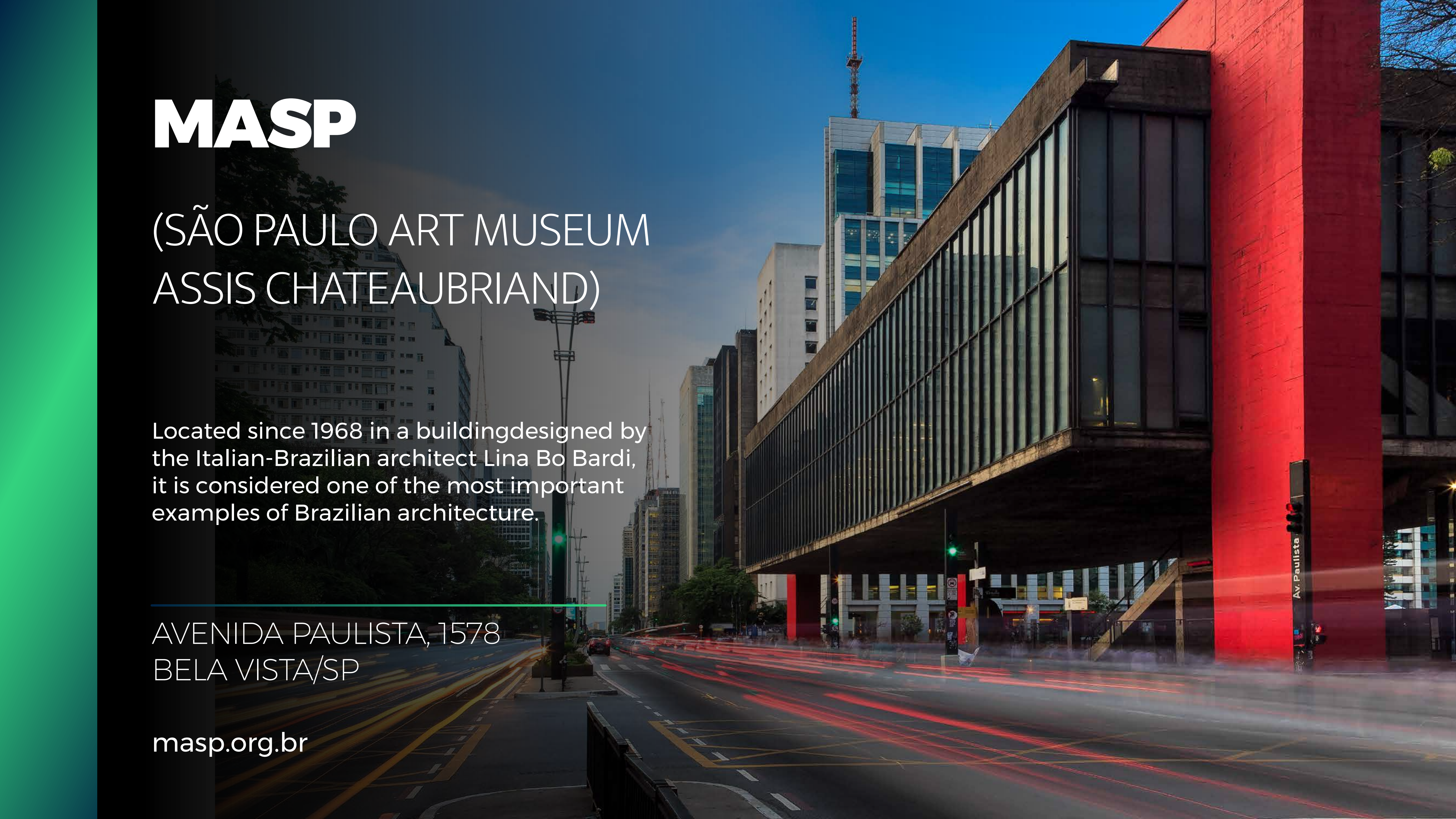
# MASP

(SÃO PAULO ART MUSEUM  
ASSIS CHATEAUBRIAND)

Located since 1968 in a building designed by the Italian-Brazilian architect Lina Bo Bardi, it is considered one of the most important examples of Brazilian architecture.

AVENIDA PAULISTA, 1578  
BELA VISTA/SP

[masp.org.br](http://masp.org.br)



# PINACOTECA DO ESTADO DE SÃO PAULO

The oldest museum in the capital occupies a building designed by Brazilian Ramos de Azevedo and built in 1900, in the central region. Also considered one of the greatest relics among the country's cultural spaces.

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PRAÇA DA LUZ, 2  
BOM RETIRO/SP

[pinacoteca.org.br](http://pinacoteca.org.br)



# PAULISTA AVENUE

The most international of the city's avenues, measuring 2.8 km, it is one of the metropolis' financial centers and is located in one of the highest regions of the city. It hosts important entertainment and cultural spaces and is where the largest Gay Pride Parade in the world takes place. It is located on the border between the Central-South, Central and West zones; and in one of the highest regions of the city, called Espigão da Paulista.

AVENIDA PAULISTA  
CENTRO/SP

[saopaulo.sp.gov.br/conhecasp/  
pontos-turisticos/avenida-paulista](http://saopaulo.sp.gov.br/conhecasp/pontos-turisticos/avenida-paulista)

# SÃO PAULO MUNICIPAL MARKET

(MERCADÃO)

Located in the historic center on an area of 12,600 square meters, its around 300 exhibitors sell fruits, vegetables, cereals, meats, seasonings and exquisite food products from around the world.

RUA CANTAREIRA, 306  
CENTRO HISTÓRICO/SP

[capital.sp.gov.br/turista/gastronomia](http://capital.sp.gov.br/turista/gastronomia)



# THEATRO MUNICIPAL DE SP

The Theatro Municipal de São Paulo is a Brazilian theater located in the city of São Paulo, designed by architects Ramos de Azevedo, Claudio Rossi and Domiziano Rossi in the eclectic architectural style, inspired by the Paris Opera and opened in 1911.

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PRAÇA RAMOS DE AZEVEDO, S/N  
REPÚBLICA/SP

[theatromunicipal.org.br](http://theatromunicipal.org.br)



# IBIRAPUERA PARK



One of the most photographed urban parks on the planet, its gardens were designed by Roberto Burle Marx, and it houses historic buildings with museums, concert spaces and the famous marquee designed by architect Oscar Niemeyer.

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AVENIDA PEDRO ÁLVARES CABRAL  
VILA MARIANA/SP

[ibirapueraparque.com.br](http://ibirapueraparque.com.br)



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# Thank you



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