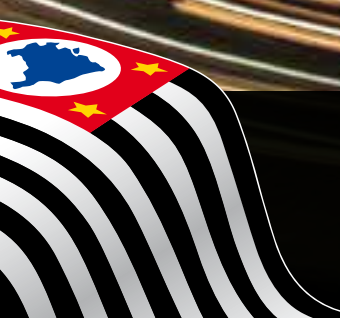


# São Paulo State: a Global Player



2011-2014

GOVERNO DO ESTADO  
**SÃO PAULO**



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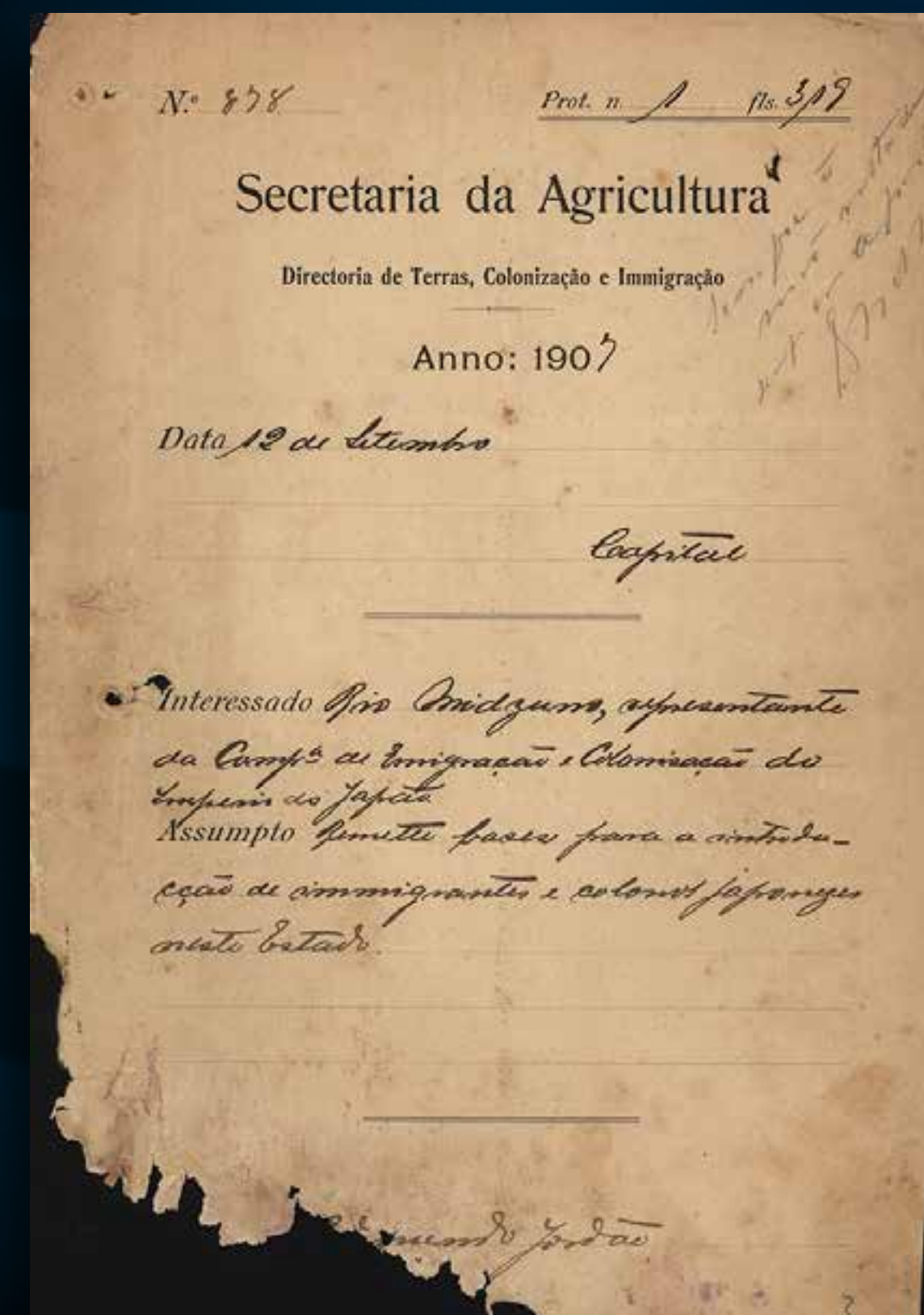
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"Contracto de Introdução de Immigrantes Japonezes", first international agreement signed by the Government of the State of São Paulo (Secretariat of Agriculture) on September 12th 1907. The agreement gave impulse to the first wave of Japanese immigration to Brazil. Currently, São Paulo hosts the largest Japanese diaspora in the world (Public Archive of the State of São Paulo)





## A World Called São Paulo

**International Relations** must be regarded as a tool for the development of the state. They must not be seen as an end in themselves, but rather as a means of making the State of São Paulo more prosperous, sustainable and safe. With this in mind, the Government of São Paulo State adopted a vigorous and innovative international policy from 2011 to 2014. The most powerful regional economy in the entire southern hemisphere, São Paulo has opened its doors to the world in order to allow the state to enjoy the best of what the world can offer. We have signed more than 200 international agreements in four years and conducted scores of international cooperation programs and projects in the fields of education, research and innovation, health, infrastructure and public safety, all of which have had practical and tangible results for the Brazilians of São Paulo. By adopting an international policy focusing on outcomes and on people, we have made international relations even more humane, bestowing them with dignity, relevance and legitimacy.

In this globalized world, there are few boundaries to the exercise of governing a state. The challenges faced by São Paulo are similar to those faced by other states in Latin America, Europe or Asia. Governing therefore means seeking connections to the outside world, enabling governments, companies and peoples to learn from each other, while cooperating and competing. Isolation means being less competitive.

The present publication is a snapshot of São Paulo State's international relations, beginning with the design of the new strategy in 2011 and encompassing its implementation in the following years. It also reflects the spirit of cooperation and teamwork of all those who have helped make São Paulo more international, led by the Office of Foreign Affairs (Assessoria Especial para Assuntos Internacionais), and including state government departments ("secretariats"), corporations, autarkies and public foundations. I hope you enjoy this document.



**Geraldo Alckmin**  
Governor of the State of São Paulo

## Four Years in Four Paragraphs

The citizens and the Government of the State of São Paulo have always been aware of their state's robust economic performance. São Paulo is the world's nineteenth-largest economy. It was time for the state government, led by Governor Geraldo Alckmin, to take a new direction in its international engagement.

We had four intense but exciting years. We began by analyzing in the smallest detail the major world trends in paradiplomacy (or sub-national diplomacy). We realized that all the major states of Europe, Asia, North America and Latin America were already playing on the international stage. The globalization of sub-national governments was not a coming trend, but was clearly a part of the present. Without being in the front seat, São Paulo would have to go a long way to be able to compete globally for its interests. There was no time to lose.

Institutionalization, internationalization and information: the three pillars on which rests the policy we created at the outset of the mandate, guided by two core objectives: to make São Paulo a global player acknowledged by its peers, and to ensure that international actions should have a direct impact on its population. This is what is known as "São Paulo's international model!" The main asset of the ambitious and competitive team that I had the honor of leading was our corporate management, driven by individual goals, and our strong collective spirit. We shared successes and failures. Every six months we would leave the Bandeirantes Palace behind and head for retreats outside the city in order to study and learn from our performance as a team and correct deviations in productivity.

Four years down the line, the state of São Paulo can be seen to be one of the most active, most successful and most widely-acknowledged sub-national governments in the world. In only a few years, São Paulo has become a true global player and has placed its international policy at the service of its population. This publication does not portray all of the activities of the Office of Foreign Affairs, or of the state secretariats, corporations, autarkies and public foundations—but it does highlight some of them. Welcome to a world called São Paulo.



**Rodrigo Tavares**  
Head of Office of Foreign Affairs  
(2011-2014)





Bandeirantes Palace

# Overview



## Structure

Coordinated by the Office of Foreign Affairs, an agency within the structure of the governor's cabinet, the São Paulo state government's foreign affairs are conducted in a network by several government agencies and entities—state secretariats, corporations, autarkies and public foundations—that share the mission of making São Paulo a major player on the world stage.

All the state secretariats stand out in this structure. They are the executors and financial backers of the government's international cooperation. With growing demand, several secretariats have created their own international offices in order to drive their cooperation with overseas partners. Also worthy of attention is the Agência Paulista de Promoção de Investimentos e Competitividade – Investe SP (São Paulo's Investment and Competitiveness Promotion Agency) that has successfully led the strategy to attract incoming investment. There is also the Fundação de Amparo à Pesquisa do Estado de São Paulo (São Paulo Research Foundation) – FAPESP, a public scientific advancement body that has pursued a robust strategy to globalize São Paulo's scientific activities.

## São Paulo's International Model

The State's international relations policy has two major goals: firstly, to make São Paulo state a global player acknowledged by its peers; and secondly, to make sure that international actions have a direct impact on its population. Such fields as health, transport, safety, and education must be managed with an overseas arm to attract resources and best practices. Its diplomacy must be grounded, pragmatic and targeted. With international actions whose impact is local. São Paulo obeys the following principle: "in foro interno foro externo", in other words, the government may act overseas in those fields in which it enjoys internal competencies.



## These goals rest upon three pillars:

### Institutionalization:

This means the adoption of legal and organizational instruments and the identification of human and budgetary resources to enable the state's international relations policy to be executed with long-term goals, conducted by all the state secretariats.

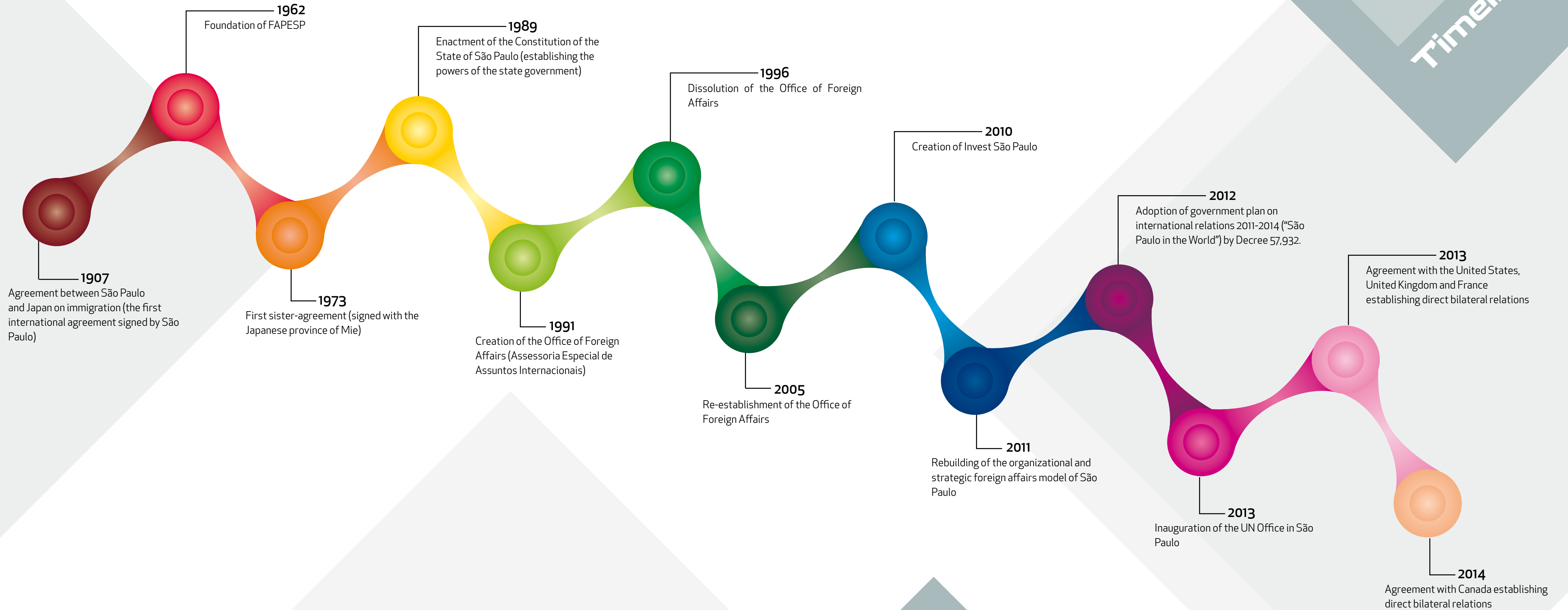
### Internationalization:

This means adopting an increasing number of international cooperation programs and projects, and organizing missions overseas, in order to raise São Paulo's level of participation in, and recognition on, the international stage, and thus help project Brazil internationally.

### Information:

This means disseminating information about the State of São Paulo overseas, using a number of communication tools.

# Timeline







Skyscrapers dominate the central region of São Paulo

SNEHIT / Shutterstock.com

## Institutionalization

This means the adoption of legal and organizational instruments and the identification of human and budgetary resources to enable the state's international relations policy to be executed with long-term goals, conducted by all the state secretariats.



## Government Plan

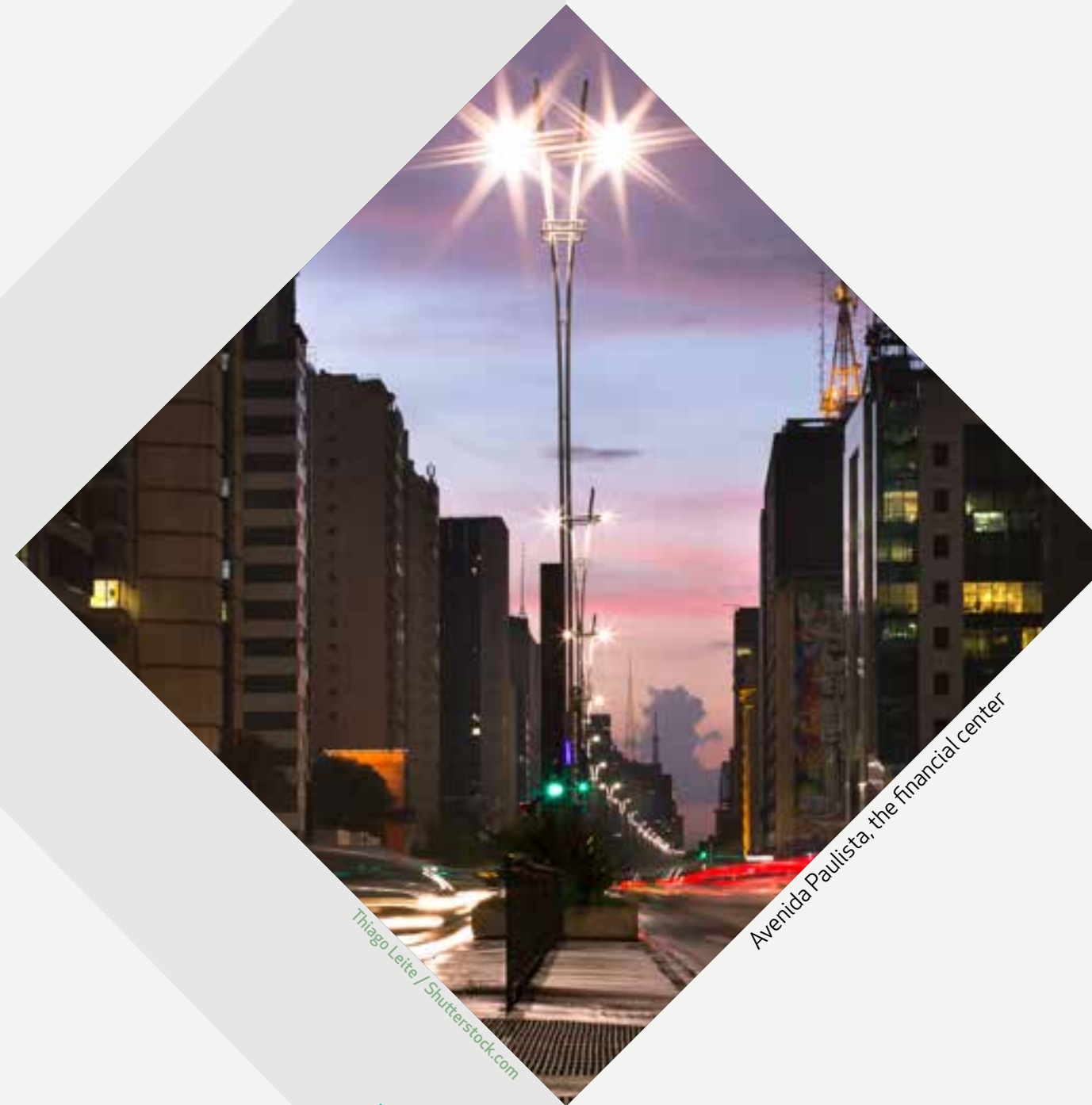
“São Paulo no Mundo: Plano de Relações Internacionais 2011-2014” (São Paulo in the world—International Relations Plan 2011-14): this plan was adopted in April 2012 in order to use long-term goals so as carefully to position the State. The plan allowed for three general objectives, 16 sectoral priorities and 54 specific goals. The program was introduced by Decree 57,932. Only a few other subnational governments in the world have adopted a government program in this field.

## New Structure

The Office of Foreign Affairs was set up in 2011 and currently comprises five coordinating bodies: International Cooperation (subdivided into Multilateral Cooperation; Human, Social and Sustainable Development I; Human, Social and Sustainable Development II; Urban and Metropolitan Development; Economic Development, Infrastructure and Governance), Protocol, Events, Research and International Communication. This structure is headed by the Head of the Office for Foreign Affairs.

## Diplomatic Registry

To ensure cohesion, all international activities have begun to be duly registered. There is a document for each of the 116 countries with which São Paulo has a relationship that sums up all the activities held or scheduled (cooperation agreements, visits by delegations, outbound missions, cooperation projects, and so on). This information is on a database and is accessible to all government employees involved in international activities.



## Efficiency and Efficacy

The São Paulo State Government and The Boston Consulting Group (BCG) have worked together in 2014 to assess the quality and maturity of international cooperation projects and define new guidelines. Each cooperation project currently has tools to enable risk analysis, execution and monitoring.

## Training and Capacity Building

Some 90% of the staff of the Office of Foreign Affairs have taken part in courses and training sessions on communication, public administration, foreign languages and project management in order to enhance their personal and collective performance. Partnerships were adopted with the Italian, French and British governments allowing São Paulo State Government functionaries to receive special training in Italian, French and English languages. Furthermore, some 30% of the staff have taken part in exchange programs in ministries of foreign affairs or in the diplomatic representations of overseas partners, enabling a fruitful exchange of knowledge and best practices. The Office of Foreign Affairs welcomed Bruno Sarra-Bournet of the government of Québec in 2014 as the first participant in a regular exchange of staff between the São Paulo State Government and Québec.





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Marginal Pinheiros, in the southern zone of São Paulo

## Internationalization

This means adopting an increasing number of international cooperation programs and projects, and organizing missions overseas, in order to raise São Paulo's level of participation in, and recognition on, the international stage, and thus help project Brazil internationally.



# Cooperation

Over the last four years the Government signed 234 international agreements, while negotiating and adopting scores of cooperation actions, projects and programs with overseas partners in order to promote our State on the world stage, encourage the sustainable economic development of São Paulo, and share best practices and solutions.

szefei / Shutterstock.com

## Hot line

*SP set up direct relations with the USA, United Kingdom, France and Canada*

The State of São Paulo has taken an innovative step in the global context by setting up direct, formal bilateral relations with the United States, United Kingdom, France and Canada, creating bilateral commissions with each of these countries. Forty cooperation projects directly benefiting the population, in such fields as infrastructure, safety, housing, the environment, education, innovation, and health, are currently being implemented in partnership with these four countries. The trailblazing international strategy taken by Governor Geraldo Alckmin took shape in May 2013 when São Paulo became the world's first sub-national government with whom the United States had formalized direct relations.

“The agreement we have just signed (...) is exceptional because it allows direct relations between France and the State of São Paulo” (...) “It will further extend what we are able to undertake with Brazil as a whole and with São Paulo in particular, providing greater freedom, ease and speed.”

Excerpt from the speech by François Hollande, President of the French Republic in December 2013





## TRANSPARENCY

*Partnership with United Kingdom provides São Paulo with anti-corruption tools*

After formalizing relations with the United Kingdom in October 2013, the State of São Paulo signed an agreement with the British government to boost their business environment by extending public transparency, providing greater access to open data and perfecting corruption prevention and combating policies. R\$ 1.65 million was invested in the Transparência SP and Governo Aberto SP portals and in capacity-building for state employees in order to apply anticorruption legislation punishing private corporations for acts of corruption against public administration.

“What transparency brings is better government. We are excited about this joint effort between our governments.”

Chris Grayling, Secretary of State for Justice, UK



Thiago Leite / Shutterstock.com

Cable-stayed bridge in Marginal Pinheiros

## São Paulo | Île-de-France

*Economic powerhouses of Latin America and Europe united by sustainable urban development*

The State of São Paulo and the Île-de-France region signed a unique agreement to share experiences in the field of urban development and sustainability during 2014. The cooperation agreement involves more than 15 joint initiatives, including a program to reduce the pollution of the River Tietê by applying a technology that was used in the recovery of the Seine in Paris. The partnership with France also encompasses the application of innovative green technologies such as the reuse of water, sustainable energy sources, waste management and new construction techniques for popular housing scheduled to be built in one of the nuclei of the Socio-Environmental Recovery Program for the Serra do Mar mountain range in the town of Cubatão: this program is being led by the Housing and Urban Development Company (CDHU—Companhia de Desenvolvimento Habitacional e Urbano). Additionally, STIF, the authority controlling the public transport network in Île-de-France, and the São Paulo Metropolitan Transport Secretariat are working on a technical cooperation project for the integrated management of metropolitan transport.

“Cooperation agreements between sub-national governments are a realistic approach to facing increasingly globalized territorial and urban challenges.”

Anthony Taieb, Île-de-France representative in São Paulo





## Exchange Program

*State-school pupils take part in a free-of-charge exchange program overseas to study English, French or Spanish*

The São Paulo State government exchange program allows state-school pupils (including those in Technical Schools—ETECs, and Technology Faculties—FATECs) to enhance their knowledge of a foreign language with all expenses paid. In addition to taking classes, the pupils also participate in monitored cultural outings, further enriching the exchange experience. Some three thousand students have already taken part in the program, offering grant-holders a choice of courses in English, French and Spanish in the following countries— the United States, New Zealand, Britain, Spain, Chile, Argentina and France. The candidates selected will be pupils with the best academic performance at their education units. The program also provides exchange scholarships for state-school teachers.

“Contact with another culture and the chance to talk to native-speakers are unique experiences for any student”

Herman Voorwald, Secretary for Education



Alecxmin and the then Prince of Asturias, Felipe de Bourbon

## São Paulo against crime

*New York police intelligence system ensures greater safety*

The pursuit of the world’s best and most innovative safety solutions has led the State of São Paulo to import the intelligent monitoring system used by the New York Police. This state-of-the-art technology is part of the new stage of Detecta, the São Paulo crime monitoring system. Designed by Microsoft and now being used outside New York for the first time, the new software system integrates the state’s thousands of surveillance cameras and databases (such as the 190 hotline), helping law enforcement officers on the street and in their investigations, and helping plan police actions. After extending Detecta, the police force’s Integrated Command and Control Center (Centro Integrado de Comando e Controle) can analyze automatic warnings for 10,000 patterns of suspicious situations and crimes, making call-outs more efficient and quicker.

“The São Paulo State Police is the first force in Brazil to automatically associate its databases intelligently and in real time.”

Fernando Grella, State Secretary for Public Safety



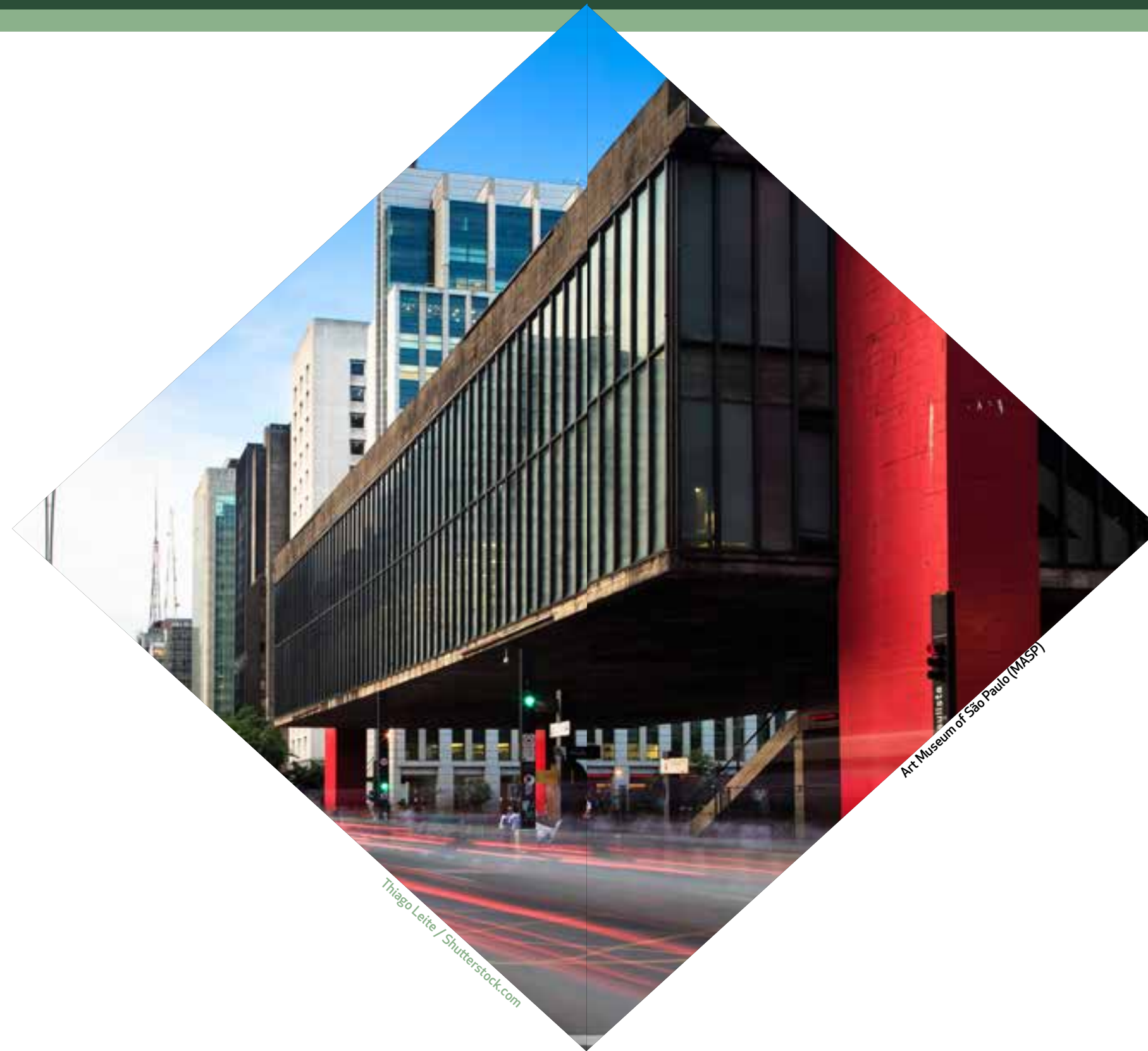


## HPV Vaccine

*US laboratory transfers technology to Instituto Butantan*

Instituto Butantan, one of the world's leading biomedical research centers, is now responsible for Brazil's production of HPV vaccine as a result of an exclusive unprecedented agreement signed in 2014 with US lab Merck Sharp & Dohme, current manufacturer of the vaccine. The process of transferring to the Institute the technology used in making the vaccine will take five years in all, and has already begun. Given free of charge in the public health system to a pre-adolescent population, the vaccine prevents cervical cancer, the second most-frequent type of cancer affecting Brazilian women, after breast cancer. Instituto Butantan, which is linked to the State Secretariat for Health, will build a new laboratory to produce the vaccine.

“We believe we will master the process within five years”  
Jorge Kalil, Director of Instituto Butantan



## The immigrants' "poupatempo"

The Integrated Immigrants' Citizenship Center (Centro Integrado da Cidadania do Imigrante—CIC) to be inaugurated by the end of 2014, will be a São Paulo-city venue (Rua Barra Funda, 1002) where immigrants can seek information and obtain the documentation needed to become legal in Brazil and integrate with society. It is a care center providing citizens with support and information through a humane, efficient service. The Secretariat of Justice has jointly with the municipal and federal spheres of government developed the CIC do Imigrante as an innovative landmark in public policies for immigrants in Brazil.

“It will be a benchmark in Latin America”

Eloisa Arruda, Secretary for Justice and Citizen Defense





## Overseas funding

The State of São Paulo has taken R\$ 8.8 billion in loans from world agencies: Inter-American Development Bank – IDB, World Bank, Japan International Cooperation Agency – JICA, Corporación Andina de Fomento – CAF and French Development Agency – AFD. The loans are being invested in the following projects: the Tietê Floodplains, the Mário Covas “Rodoanel” Ring Road, Train to Guarulhos, Health Management, Loss Reduction and Energy Efficiency Program—SABESP, Macrodrainage and Modernization of Highways. Overseas financing is managed by the Secretariat of Finance.



## Law Enforcement Officer Training

In partnership with the Federal Bureau of Investigation (FBI) and other U.S. agencies, roughly 350 police officers from Brazil’s Civilian Police and Military Police, have taken part in 8 training programs in police management, assuring the continuous improvement of São Paulo law enforcement.



Luz Station, which opened in 1901

Thiago Leite / Shutterstock.com

## Marine conservation

The Provence-Alpes-Côte d’Azur (PACA) region and the State of São Paulo are running a cooperation agreement to preserve coastal areas. One fruit of this collaboration was the publication of “Conservação de áreas costeiras marinhas: Intercâmbio São Paulo/Brasil-PACA/França” (Conservation of Shorelines: the São Paulo-PACA Exchange), listing all the lessons learned from the partnership and disseminating them.



## United Nations Global Compact

In 2014 the State of São Paulo signed up to the Global Compact, a UN initiative to encourage public entities and agencies to adopt corporate social responsibility and sustainability policies. The members of the Pact undertook to obey ten principles in the fields of human rights, labor, the environment and the fight against corruption.





## Energy network

Set up in 2013 by scientists and institutions from the seven sub-national governments represented in the Regional Leaders Summit, the Energy Network aims to conduct new projects and develop shared products in the field of renewable energy sources and energy efficiency, and to spread sustainable technologies. FAPESP is leading the scientific coordination of this group. The network involves 250 scientists.



## Culture

The Secretariat for Culture and the British Council have been cooperating since 2013 to carry out joint activities in the fields of arts, accessibility, music education and cultural heritage. The agreement helped bring artists who have special needs to the Exhibition entitled +Sentidos. The Art Museum (Pinacoteca) and the Guri Project also took part in partnerships with British cultural institutions.



## Biodiversity

Paris's Musée National d'Histoire Naturelle and São Paulo's Instituto de Botânica, a public agency linked to the Secretariat of the Environment, entered an agreement to recreate the nineteenth-century expedition to Brazil of French naturalist Auguste de Saint-Hilaire. The project aims to measure changes in the biodiversity of the State of São Paulo by setting up a herbarium, and to relate this to human activity. This will be the first time that historical data and current data have been matched up on this scale.



## Expo 2020

The São Paulo State Government, the Federal Government and the São Paulo City Hall have joined forces to prepare and defend the city's candidacy to host the Universal Exhibition of 2020. Being a candidate, and organizing and participating in countless parallel events, is a precious legacy for the city and the state.





## Metropolis Initiative

The São Paulo state government has worked within the world cities network Metropolis Initiative to mobilize 19 metropolitan regions in seven different countries in order to spread best practices in governance and in funding alternatives for metropolitan projects. The outcome of this work was summed up in a Comparative Study (English/Portuguese) written by Empresa Paulista de Planejamento Metropolitano – Emplasa.



## Applied research

Germany's Fraunhofer Institute has signed a partnership agreement with ITAL, the Food Technology Institute (Instituto de Tecnologia de Alimentos) to perform joint research to boost the added value of agribusiness chains for food production and packaging, biomaterials and bioenergy. One Fraunhofer Project Center is already operating in ITAL.



Monument to the Flags

ACSilva

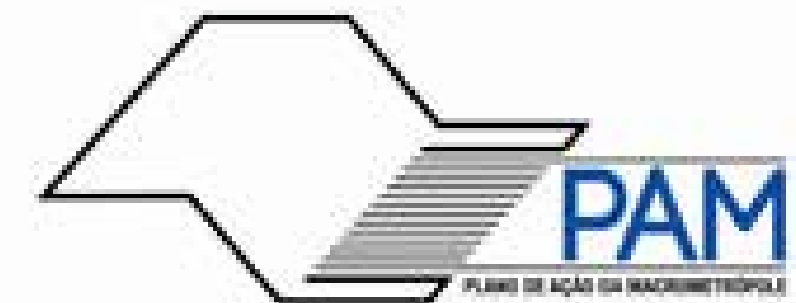
## Virtual Dialogue

Unprecedented in Brazil, a pilot program entitled “Virtual Dialogue” is an agreement between the Prison Management secretariat and the United Kingdom government that allows British citizens imprisoned in Brazil to communicate with their families in the United Kingdom by Skype.



## City Planning

An agreement signed in 2013 between the São Paulo Metropolitan Planning Corporation (Empresa Paulista de Planejamento Metropolitano—EMPLASA) and the United Nations Human Settlements Program—UN-Habitat has led to the introduction of instruments to ensure the strengthening of governability within the area of the São Paulo Greater Metropolis Action Plan (Plano de Ação da Macro Metrôpole Paulista—PAM). Thirteen workshops brought together public players and civil society in different metropolitan regions of the State.

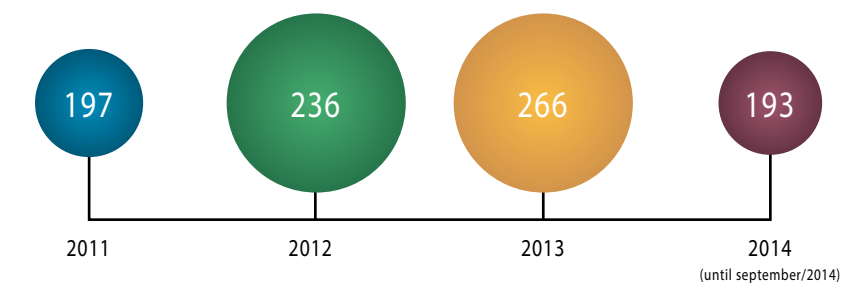




# Invest São Paulo

Invest São Paulo, tasked with attracting foreign investment, is the gateway into the State for companies intending to set up here or expand their existing business. From January 2011 to October 2014, 82 companies announced investment in the State supported by Investe São Paulo, creating 38.747 direct jobs and R\$ 20 billion in investment.

## Foreign inbound missions to Investe SP



As a result of worldwide interest in Brazil in general, and in the State of São Paulo in particular, Invest SP welcomed 869 foreign delegations during this period, signed 27 cooperation protocols with institutions from several countries and carried out 38 foreign missions.

Contact was made with 3,331 different companies, of which 1,232 (37%) were identified as potential investors; 280 (8%) became investment projects.

988 municipal governments were enabled to provide consultancy and build capacity in best practices for attracting investment.

### Staff exchange program

Since 2012, Invest São Paulo has been choosing staff members to take part in exchanges with investment promotion agencies of foreign countries in order to share their experience and best practices and to visit clients interested in investing in Brazil. Exchanges have been carried out with Jetro (Japan), Kotra (South Korea), UKTI (United Kingdom) and AICEP (Portugal).



Chery's factory inaugurated in Jacarei

ssuaphotos / Shutterstock.com





# FAPESP

São Paulo's research agency extends its presence on the world stage

Ivan Pavlov / Shutterstock.com

## Scientific Production

São Paulo state accounts for 50% of the scientific knowledge created in Brazil and is acknowledged as a world hub of scientific production. As a result, FAPESP emerges as one of Latin America's major research and innovation agencies. Examples of FAPESP's activities can be found in thousands of research projects in such fields as AIDS vaccines, cancer treatments, sugar-cane productivity, materials for the aviation and automobile industries, and quality of life in major cities.

From 2011 to October 2014, FAPESP signed 80 international cooperation agreements with institutions in 16 countries, thus expanding its global presence in scientific research. 364 cooperation projects with researchers in the following countries have been selected and supported in this period: Germany (14 projects); Argentina (39); Australia (3); Canada (28); Chile (3); Denmark (7); Spain (10); USA (114); Finland (5); France (47); Holland (14); Israel (5); Portugal (1); United Kingdom (74).

From 2011 onwards, FAPESP has held a series of international symposia entitled FAPESP Week in order to promote scientific exchange between scientists and strengthen ties between the research institutions of São Paulo state and local institutions. FAPESP Weeks have been held in Washington (2011), Cambridge/Toronto, Madrid/Salamanca (2012), Tokyo, London and North Carolina (2013), Beijing, Munich and California (2014).

R\$ 3,9 bilhões the revenue of FAPESP\*  
\* 2011 to September 2014



With support from FAPESP Biota-FAPESP Program, scientists at the University of São Paulo, the City University of New York and the Botanical Garden of New York develop models that can predict how the Atlantic Forest species will react to changes in climate and land use.

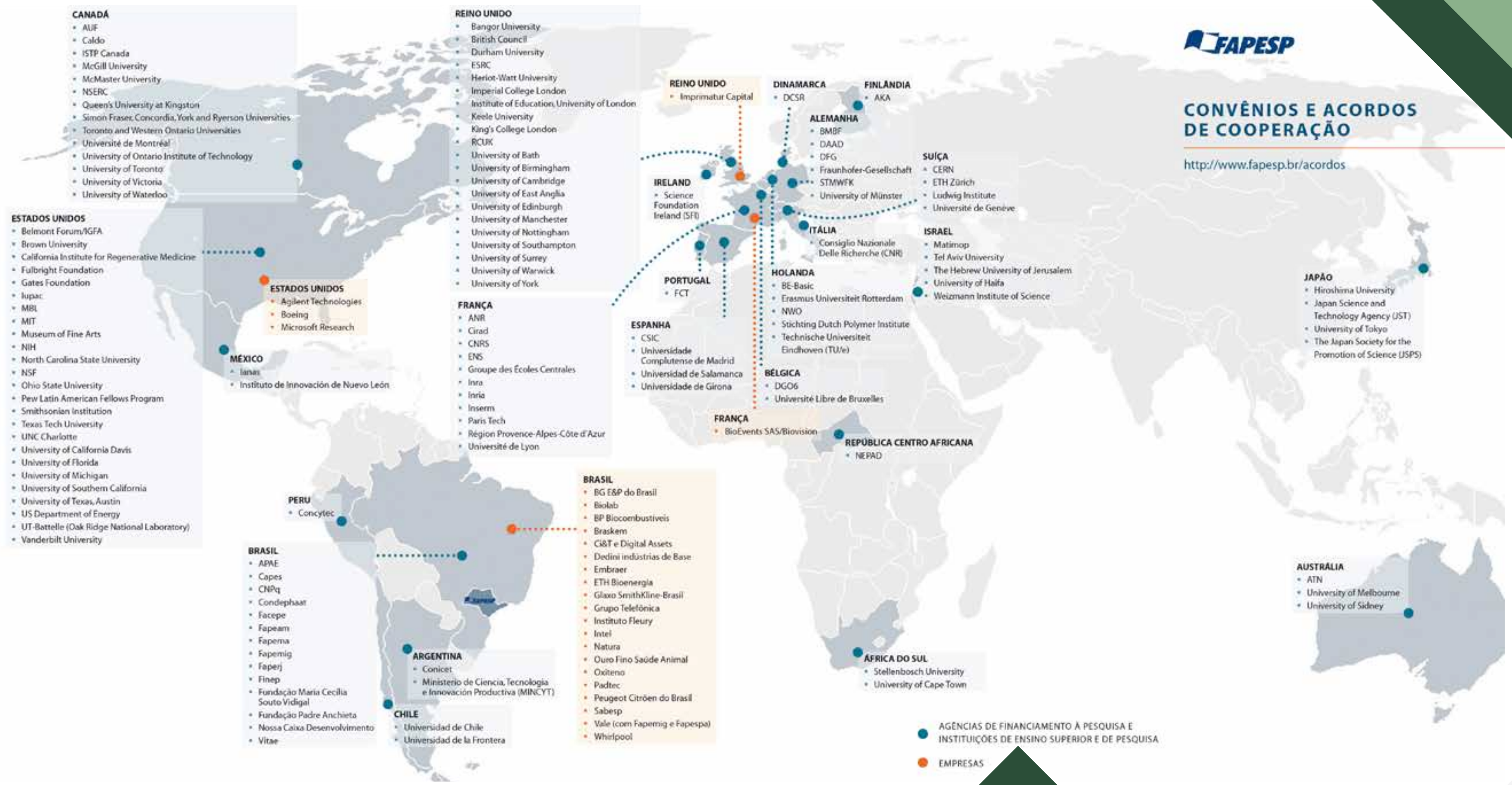


# FAPESP's Global Outreach



## CONVÊNIOS E ACORDOS DE COOPERAÇÃO

<http://www.fapesp.br/acordos>







# Made in SP

São Paulo State public policies have aroused intense interest in the international community; several policies have been shared in many other countries, making them true export-quality products for the state. Here are some examples

Thiago Leite / Shutterstock.com

## Nota fiscal paulista

The Nota Fiscal Paulista program (or São Paulo State Tax Invoice program), created in 2007 by the State Finance secretariat to encourage the population to demand an invoice from shops and thus help combat ICMS (or local VAT) tax evasion, inspired **Portugal** to introduce its "Fatura da Sorte" program, a project that aims to increase revenue from Portugal's main tax, Value Added Tax (Imposto sobre Valor Agregado—IVA). In Brazil and in Portugal the programs include prize draws to raise awareness among consumers and encourage them to demand invoices that include their taxpayers' ID—the CPF.



## Sugarcane

The cooperation between the Campinas Agronomic Institute (Instituto Agronômico de Campinas—IAC), an agency of the State Secretariat for Agriculture, and Mexico continues to bear fruit. IAC expertise helped **Mexico** fight a lack of productivity and the occurrence of diseases in its sugarcane plantations by developing new varieties of sugarcane seedlings. They are being exported to the state of Veracruz along with innovative technologies to leverage Mexican canefield output and guide the expansion of the crop. This partnership was strengthened in 2013 when IAC researchers welcomed the Veracruz Sugarcane Growers' Association.





## Public Management

Specialists at the Foundation for Administrative Development — Fundação do Desenvolvimento Administrativo – FUNDAP — trained 36 civil servants and directors of planning, budget and human resources of the **Cape Verde** government, focusing on result-driven management.



## Water

The São Paulo State Basic Sanitation Company (Companhia de Saneamento Básico do Estado de São Paulo - SABESP) is providing consultancy in the rational use of water and in environmental and operational planning and management in **Panama** and is giving technical assistance to modernize the water and sewage system in **Honduras**.



## Housing

The government of **Angola** was given technical guidance by the Companhia de Desenvolvimento Habitacional e Urbano – CDHU to enable the urban recovery of the town of Cazenga, and the Sambizanga and Rangel districts, outlying neighborhoods of Luanda, the country's capital.



## Child Health

**Armenia** wants to adopt São Paulo-inspired mother's and infants' health programs focusing on care for newborns and pregnant mothers, in order to reduce the incidence of malnutrition and dwarfism. UNICEF is supporting the partnership.



## Waste Management

São Paulo's Environmental Sanitation Technology Company (Companhia de Tecnologia de Saneamento Ambiental – CETESB), an agency of the Environmental Secretariat, is providing technical assistance in the management of hazardous waste and contaminated areas to **African countries** that are preparing policies to eliminate Persistent Organic Pollutants (POPs).



## Animal Health

Five mobile animal health laboratories of the Agriculture Secretariat have been sent to **Equatorial Guinea** to aid sheep and goat farming. São Paulo veterinarians are also training local specialists.





# Recognition

As the São Paulo State Government has opened up to the outside world, so its activities and programs have become the subject of international analysis and interest. Here are some of these policies and projects that have been acknowledged overseas through prizes and certificates

## Acessa São Paulo

Acessa São Paulo, the state government's digital inclusion program, won the 14th "Access to Knowledge" Prize, as it were a Nobel Prize for digital inclusion, awarded annually by the Bill & Melinda Gates Foundation. Acessa SP competed against 300 entrants from 56 other countries. In 2013 it took the one-million-dollar First Prize to invest directly in the program, as well as \$8 million in software programs donated by Microsoft, a Gates Foundation partner. The prize-giving ceremony was held in Singapore. It acknowledged the innovative efforts of Acessa SP in providing free Internet connection for users, opening up social and economic well-being opportunities for the population.



## Sustainability

Governor Geraldo Alckmin's leadership in the fields of the environment, sustainable development and climate change was recognized internationally in June 2013. He won the 2012 edition of the prestigious South Australian International Climate Change Leadership Award, created in 2009. As winner, Alckmin had an area within the Onkaparinga National Park in Adelaide named after him. Other winners of the prestigious prize have included California Governor, Arnold Schwarzenegger, the Premier of Quebec, Jean Charest, First Minister Alex Salmond of Scotland, and Governor of New York, Andrew Cuomo.



Night view of Avenida 23 de Maio

Filipe Frazao / Shutterstock.com



## Investments

São Paulo topped the list of “**South American States of the Future (2014/2015)**” in fDi Magazine, a magazine published by the Financial Times Group. The economic and social data of 237 South American states and provinces were analyzed and classified into five quantitative categories: economic potential; cost-benefit; infrastructure; human capital; and business-friendly environment. São Paulo came second in human capital and business environment, and ranked first in economic potential as well as overall.



## Serra Do Mar Program

**Sustainable Social Housing Initiative (Sushi) - 2012:** The Rubens Lara Condominium has been voted an international benchmark in best environmental practices by the UN.

## Gender Balance

**World Bank Award - 2014:** The “*Programa Bem-me-Quer*”, maintained by the Secretariats of Justice and Health, won World Bank’s Regional Contest: Initiatives to Promote Gender Equality in Latin America and the Caribbean, in the category “Gender-based violence”. Created in 2001, “Bem-me-Quer” is run by the Pearl Byington Hospital and has conducted about 30 thousand hospital attendances.



## Civil Defense

**Certificação de Estado Resiliente - 2013:** State of São Paulo is recognized by the UN (UNISDR) for helping municipalities reduce the impact of natural disasters.



## Monorail

**The International Association of Public Transport (UITP, —L’Union internationale des transports publics) - 2013:** UITP awarded a prize to the State of São Paulo for the design of Linha 15 of the São Paulo Subway System (Metrolô), in the Innovation Category.



## Investe SP

**IPA Innovation Awards - 2013:** In the UK, Investe São Paulo won fDi Magazine's "Best Practice/Exchange Initiative".



## SABESP

**Gold Prize for Quality Management 2013:** SABESP is the first Water Company to be awarded the Secretaria Geral Ibero-Americana prize.



## Paula Souza Center

**Symantec Visionary Awards - 2013:** The Paula Souza Center has won a prize for its information security and communications unification project.



## Tourism

**Regional Gastronomy Award - 2013:** São Paulo has won a prize awarded by Associação para a Promoção da Gastronomia e Vinhos, Produtos Regionais e Biodiversidade (AGAVI) of Portugal for promoting gastronomic tourism in the State.



## Linha 4

**Gold Recognition - 2013:** Linha 4 of SP's Metrô was voted Best Latin American and Caribbean PPP by the World Bank.



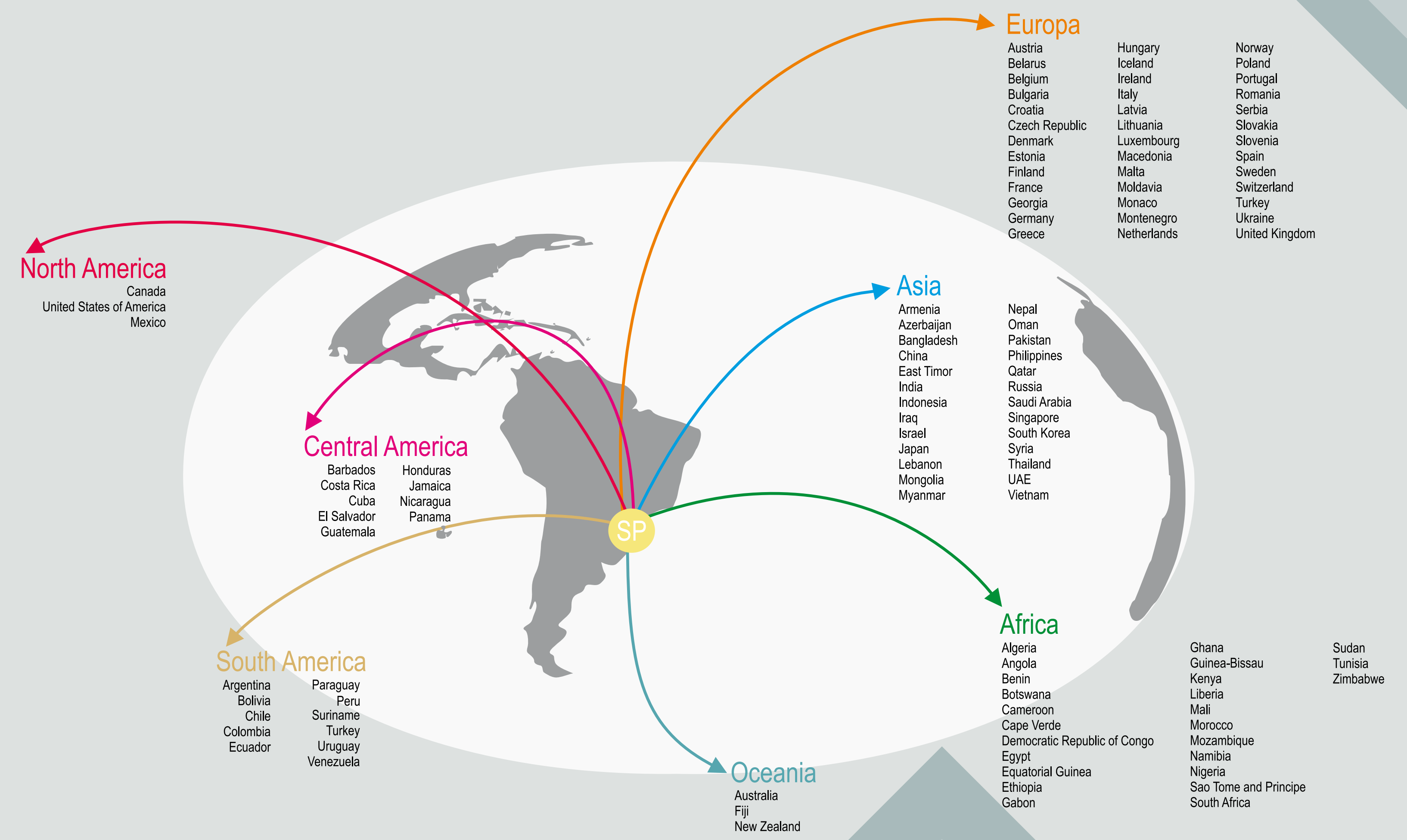
## Primeiríssima Infância—Early Infancy

**Alas - BID - 2014 Prize:** The Health Secretariat's "Primeiríssima Infância" Program won "Best Innovation Award".





# Partners' Map



São Paulo State has links to 116 countries in the form of cooperation programs, projects and actions, and technical and diplomatic visits.



Night view of Avenida 23 de Maio

# International networks

Networks and forums are multilateral cooperation structures in which local governments (of cities and states) take part. São Paulo, world-wide, is the sub-national government that has taken part in the largest number of such networks.

## SP is participating in 14 Networks

1. **ALAMYS** (Latin American Association of Metros and Undergrounds)
2. **CIDEU** (Ibero-American Center for Strategic Urban Development)
3. **CoMET** (Community of Metros)
4. **ICLEI** (Local Governments for Sustainability)
5. **Mercocidades**
6. **Metropolis** (World Association of the Major Metropolises)
7. **nrg4SD** (Network of Regional Governments for Sustainable Development)
8. **ORU-FOGAR** (Organization of the Regions United)
9. **R20** (Regions of Climate Action)
10. **Regional Leaders Summit**
11. **The Climate Group**
12. **UITP** (International Association of Public Transport)
13. **Urban Age**
14. **World Regions Forum**

AFNR / Shutterstock.com





Ibirapuera Park's lake

Filipe Frazao / Shutterstock.com

# Events

The Government of São Paulo and all of its 26 State Secretariats have organized or participated in over 104 events in Brazil and overseas since 2011, a true reflection of how dynamic the administration of São Paulo State has been in its international agenda during this period.

## Regional Leaders

The seat of government, the Palácio dos Bandeirantes hosted the 6th Regional Leaders Summit in April 2012: the summit brought together the representatives of seven sub-national governments to debate innovation and research-based sustainable energy. The participants were Bavaria (Germany), Upper Austria (Austria), Quebec (Canada), São Paulo (Brazil), Shandong (People's Republic of China), Georgia (USA) and Western Cape Province (South Africa). Governor Geraldo Alckmin launched the São Paulo State Biofuels Program at the meeting, in order to encourage and expand the share of renewable fuels in state agencies, autarkies and foundations.



## World Urban Forum

The State of São Paulo led the debate on urban planning at the 7th World Urban Forum (WUF) in Medellin, Colombia, in April 2014. The event, which is staged every two years by UN-Habitat, was attended by 150 countries. EEMPLASA is the São Paulo State Metropolitan Planning Company—Empresa Paulista de Planejamento Metropolitano (an agency that is linked to Chief of Staff's Office—in Portuguese, Casa Civil). The Round Table that it coordinated brought together specialists from Brazil, USA, Canada and Colombia. In 2012, São Paulo coordinated a round table at the 6th WUF in Italy, at which it shared its experience in PPPs. The round table comprised specialists from Spain, South Africa, Mexico and the United Kingdom.





## RIO+20

In June 2012, Governor Alckmin took part in the United Nations Sustainable Development Conference — Conferência das Nações Unidas sobre Desenvolvimento Sustentável (Rio +20). At the Summit he presented the São Paulo government strategy in this field up until 2020.



## International Stages

São Paulo State's new international relations policy has been presented at a range of international forums, including the World Economic Forum Latin America, held in Panama (2014) and the Brazil Business Summit, organized by The Economist in Paris (2014).



## Italy year, Portugal year, Germany year And Qatar year

To celebrate the Italy (2011-2012), Portugal (2012-2013), Germany (2013-2014) and Qatar (2014) Years in Brazil, the Government of the State of São Paulo organized wide-ranging cultural and economic schedules involving scores of actions carried out in the capital city São Paulo and the rest of the state.



## Atlantic

In 2012, the seat of state government, the Bandeirantes Palace, staged the world launching of the Atlantic Basin Initiative which brought together European, African, Latin American and North American political leaders to analyze the specific dynamic of the Atlantic Ocean in economic, social and political terms. Former Spanish PM, José Maria Aznar, is heading up the Group of Eminent Individuals.



## Universities

Rodrigo Tavares, Head of the Office of Foreign Affairs, has given lectures at several universities and teaching institutions in the state of São Paulo (FGV, USP, Senac, Santa Marcelina, USC-Bauru, PUC-SP, ESPM) to present the State's international relations.



## International Cooperation Forum

The Forum is a series of events held by the Office of Foreign Affairs jointly with State Secretariats to disseminate and promote the activities of the São Paulo State government internationally. The topic chosen for the first Forum was "Investments" (in 2011), while the second edition focused on "Environment and Sustainability" (2012). The Forums were widely attended by the diplomatic community resident in SP.



## Consular Tour

In 2014 the State Government offered the consular diplomatic corps resident in the State an exclusive and customized tour of world-class programs and facilities, including the Museu da Imigração, the Instituto Butantan, the Military Police Operations Center (Centro de Operações da Polícia Militar—COPOM) and the monorail (Linha 15-Prata).



## “Aula São Paulo”

Invited by the Metropolitan Development Secretariat, São Paulo has welcomed a series of renowned international urban development specialists since 2012 to present global urban planning and city governance best practices in the shape of experiences to be applied in major cities of the State of São Paulo. Such speakers as Randy Blankenhorn, executive director of the Chicago Metropolitan Agency for Planning, and Alexandros Washburn, Chief Urban Designer of the New York Department of City Planning, have been invited to give classes.



## Transnational Crime

The International Seminar on Cooperation Against Transnational Crime was organized in September 2014, fruit of a partnership between the Secretariat of Justice and Citizen Defense, the US Consulate-General and the Office for Foreign Affairs. Experiences were shared through successful case studies of how to fight crimes involving other countries besides Brazil. Law enforcement officers involved in transnational investigations took part in the discussions.



## Paradiplomacy

The First Brazil Paradiplomacy University Forum brought together more than 200 International Relations students for two days in 2014 at the Bandeirantes Palace.



## “Caminhos da água” Seminar

A seminar entitled “Sustainable Development: Where is Water Quality Headed? (“Qualidade e Caminhos da Água”) was staged in 2014 to encourage an exchange of experiences between São Paulo and Île-de-France.



## Employability

The SP government published a study on the job market for people with special needs, at an event co-hosted with PwC Brazil in 2013, to encourage private enterprise to hire such workers.



## University Exchanges

In 2014, researchers and students from the University of Southern California visited successful cases of metropolitan development in São Paulo in 2014. Several debates and presentations were organized.



# Missions Overseas

Reflecting its ground-breaking internationalization policy, the São Paulo government has organized 230 missions overseas in the last four years, putting the State on the global stage and helping learn world best practices that benefit its population.

## Northern Ringroad (Rodoanel)

Governor Alckmin went to Washington in 2012 to sign a contract funding the Northern Ringroad (Rodoanel Norte) with IDB. As guest of honor, he also took part in a trade seminar held at the U.S. Chamber, where he gave a talk to approximately one hundred of America's largest companies about investment opportunities in the State of São Paulo.



## Road Show PPPs

Led by Vice-governor Guilherme Afif Domingos, a São Paulo delegation put forward a portfolio of eight PPP (Public-Private Partnerships) projects worth \$20 billion to potential investors in the City of London. The event was part of the official agenda of the UK government, one of the partners in the mission, and attracted some 40 representatives of British companies, banks, consulting companies and funds and other representatives of London. The São Paulo delegation was welcomed by Lord Green of Hurstpierpoint, Minister of State for Trade and Investment.



Tupungato / Shutterstock.com



## Special Needs

The Secretary for the Rights of Special Needs People went to Japan to see applications and research into rehabilitation robotics, as well as to explore possibilities for importing robots to help rehabilitate paraplegic patients.



## Housing

Silvio Torres, the then Secretary of Housing, put forward a São Paulo government project to fund housing in downtown São Paulo, at the World Mayors Forum in Bilbao, as well as addressing researchers in Washington at the Brazil Institute of the Woodrow Wilson Center.



## Energy

Specialist staff from the Energy Secretariat traveled to Île-de-France to see at first hand French experiments in the fields of energy efficiency and management, as well as the development of thermal and photovoltaic energy using state-of-the-art technology.



## Logistics

The CEO of Companhia Docas de São Sebastião, Tércio Carvalho, took part in a training course in the Port of Antwerp (Belgium) about new port management technologies, as part of a mission carried out by the Secretariat of Brazil's Ports (Secretaria de Portos da União).



## Sanitation

The Secretariat for Sanitation and Water Resources showed the São Paulo State environmental programs at the 6th World Water Forum held in Marseilles, France, such as "Se liga na Rede" (literally "Connect to the Network") which provides free sewerage connections for low-income families.



## Safety

A mission carried out by the Public Safety and Planning Secretariats and the Office of Foreign Affairs visited safety and surveillance centers of NYPD and Scotland Yard, as well as the European Police Service – Europol and the General Intelligence and Security Service (AIVD), the latter two in the Hague, Holland. The mission was undertaken in 2013 and led to the adoption of a new police intelligence system, in 2014, by the Public Safety Secretariat of São Paulo.







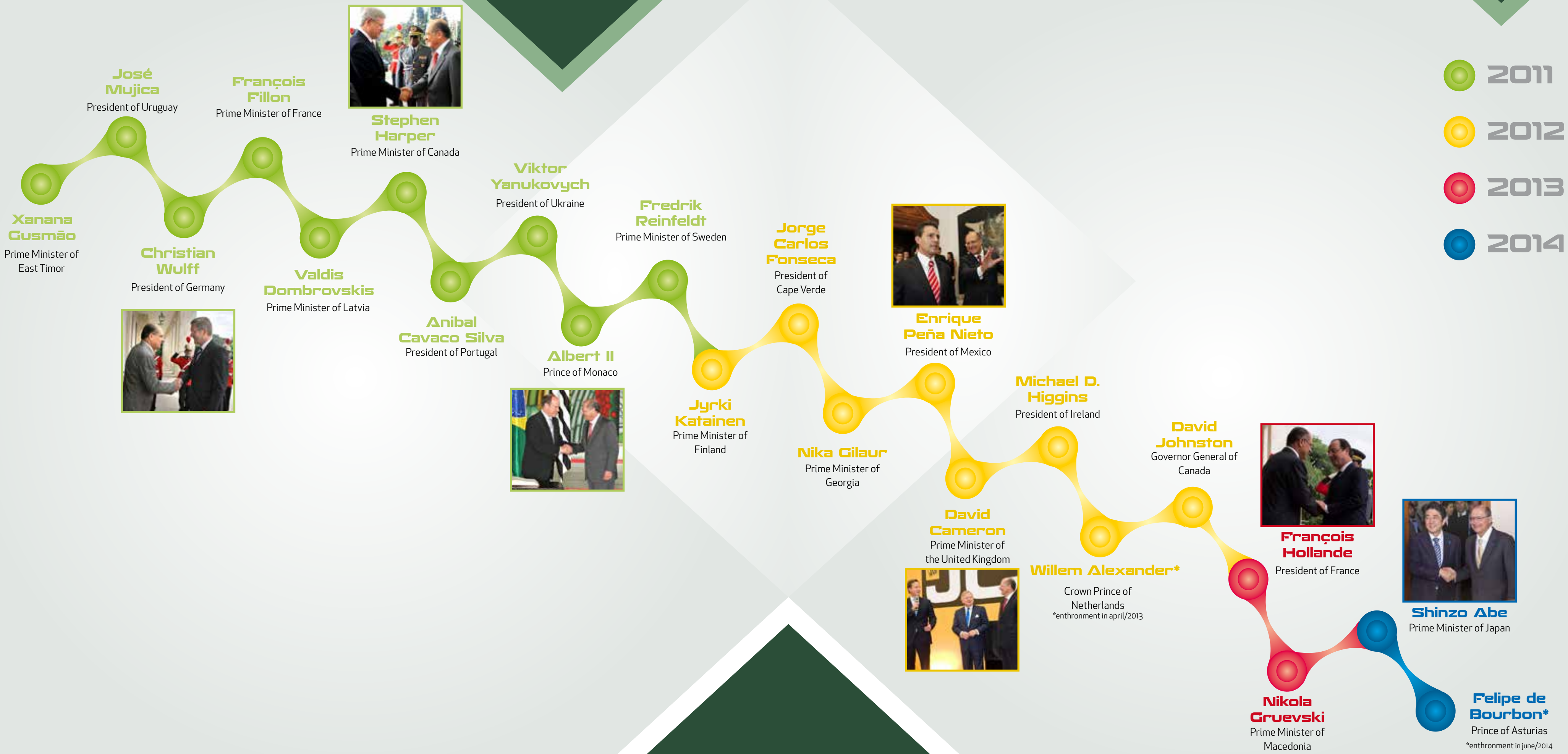
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# Official Visits

Governor Geraldo Alckmin gave audiences to 22 heads of state and of governments, making him one of the Latin American leaders who has most welcomed top authorities. Three other former heads of state and government were received by the State government. From 2011 to 2014 a total number of 1595 foreign delegations was welcomed by the São Paulo State Government.



-  2011
-  2012
-  2013
-  2014





### International audiences

2011	402
2012	392
2013	486
2014	315

### Missions abroad

2011	44
2012	99
2013	63
2014	24

### International events

2011	21
2012	17
2013	34
2014	32

### International agreements

2011	62
2012	73
2013	57
2014	42

Total 1595

Total 230

Total 104

Total 234

Data from January 2011 to October 2014





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## Information

This means disseminating information about the State of São Paulo overseas, using a number of communication tools.





Publications by the Office of Foreign Affairs

# Connecting São Paulo

Specific communications channels have been created to disseminate the São Paulo Government's foreign affairs activities: one example is an international portal in five languages (Portuguese, English, French, German and Spanish), the Foreign Affairs Newsletter and a Twitter profile. Efforts to publicize São Paulo have also included a folder entitled "Um Mundo Chamado São Paulo" ("A World Called São Paulo"), containing important information about the State's industry, tourism, business, culture, energy and environment. Two collections have also been produced containing the programs showing São Paulo's leadership.

The publication of articles in international outlets and the organization of "press trips" for foreign correspondents have also contributed to the strategy of showing the world the best practices of the São Paulo State Government, and its efforts in the field of paradiplomacy.



Official Twitter @globalsp

International portal of the State Government of São Paulo www.saopauloglobal.sp.gov.br

Collection of folders on São Paulo's public policies



The following people worked at the Office for Foreign Affairs from 2011 to 2014 (including interns and administrative staff):

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Additional photos: Shutterstock.com



**2011-2014**



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