



GO INTERNATIONAL

Trade Mission to Brazil

31 March - 4 April 2025



PROGRAMME

Recommended flights

Monday 31 March 2025	Thursday 3 April 2025 (+1 day)
KLM Royal Dutch Airlines 1708 / 791 06:10 LUX Luxembourg 07:20 AMS Amsterdam <i>5h30min connection in Amsterdam</i> 12:50 AMS Amsterdam 19:50 GRU São Paulo <i>Total flight duration: 18h40min</i>	KLM Royal Dutch Airlines 792 / 1713 21:45 GRU São Paulo 14:20 (+1 day) AMS Amsterdam <i>2h40min connection in Amsterdam</i> 17:00 AMS Amsterdam 17:55 LUX Luxembourg <i>Total flight duration: 15h10min</i>

Recommended hotel

Grand Hyatt São Paulo

Av. Das Nações Unidas, 13.301 - São Paulo

Approx. room price per night (breakfast included): EUR 230

Important notice

- Each participant is personally responsible for her/his flight and hotel reservations. Due to the unpredictability of air travel, we highly recommend that all participants make a reservation that can be changed/refunded.
- Bus transfers are organised according to the proposed flights. Participants travelling on other flights will arrange their own transfers from and to the airport.

Monday, 31 March 2025

06:10	Departure flight	Luxembourg airport (LUX)
07:20	Transit	Amsterdam airport (AMS)
12:50	Departure flight	
19:50	Arrival	Sao Paulo Airport (GRU)
20:20 – 22:15	Transfer to the hotel by bus	Grand Hyatt São Paulo Av. Das Nações Unidas, 13.301 - São Paulo

Tuesday, 1 April 2025

07:30 – 08:30	Breakfast with members of the Luxembourg delegation	Grand Hyatt São Paulo
08:30 – 09:00	Registrations for the Business Forum	Upstairs Lounge – Grand Hyatt São Paulo
09:00 – 12:30	Luxembourg – Brazil Business Forum <u>Speeches & Presentations: 09:00 – 10:15</u> <ul style="list-style-type: none">- Welcome speech by Ms Nadia Mellina, Deputy Head of Mission at the Embassy of Luxembourg to Brazil (5 min)- Presentation on Luxembourg economy by Ms Sabrina Aksil, Deputy Director of International Affairs at the Luxembourg Chamber of Commerce (10 min)- Support for Innovation in Luxemburg by Ms Jenny Hedberg, Head of International Relations at Luxinnovation (10 min)- Business opportunities in Brazil by Mr Gustavo Sperandio Fernandes, Regional Representative ApexBrasil (10 min)- Tips & Tricks on how to conduct business in Brazil by M. André Bezerril, Honorary Consul of Brazil to Luxembourg (10 min)- Fireside chat on Luxembourg and Brazil's innovation ecosystems (15 min)- Q&A with Luxembourg participants on their experience in the market (15 min) <u>Coffee break: 10:15 – 10:45</u> <u>Company pitches: 10:45 – 12:30</u>	

12:30 – 14:00	Networking lunch	Upstairs Bar & Terrace – Grand Hyatt São Paulo
14:00 – 17:00	B2B meetings	Space 17 – Grand Hyatt São Paulo
17:30 – 19:00	Transfer by bus (meeting point: lobby Hyatt)	
19:00 – 21:30	Official delegation dinner	Terraço Itália, Av. Ipiranga, 344 – 41º andar, São Paulo
21:30 – 22:00	Transfer to the hotel	Grand Hyatt São Paulo

Wednesday, 2 April 2025

08:00	Departure hotel	Grand Hyatt São Paulo
09:30 – 12:00	Visit of Natura Cajamar <i>Founded in 1969, Natura&Co is a Brazilian multinational company of cosmetics, hygiene and beauty products. is the largest cosmetic producer in Brazil by revenue. Their products are manufactured in Cajamar, where headquarters and factories are located.</i>	Rodovia Anhanguera s/n km 30.5, Cajamar, São Paulo
12:00 – 13:00	Lunch break	Cafeteria of Natura Cajamar

Option 1: Hospital Sirio Libanes

13:00 – 15:00	Transfer to Hospital Sirio Libanes	Rua Prof Daher Cutait, 69 - Bela Vista, São Paulo - SP, 01308-050, Brasilien
15:00 – 17:30	Visit of Hospital Sirio Libanes <i>Hospital Sírio-Libanês, founded in 1921, is a prominent healthcare institution, renowned for its high-quality medical care and is considered one of the leading hospitals in Latin America. Hospital Sírio-Libanês is closely associated with College Sírio-Libanês, which focuses on medical education and training for future healthcare professionals. Hospital Sirio Libanes offers a wide range of services including emergency care, surgery, outpatient treatment, diagnostic imaging, and specialized care in various fields such as oncology, cardiology, and neurology.</i>	

17:30 – 18:45	Transfer to the Happy Hour of La Fabrique	Beer Island Tap House, Rua Baltazar Carrasco, 187, São Paulo
Option 2: Cubo Itau & CIETEC		
13:00 – 14:00	Transfer to Cubo Itau	Alameda Vicente Pinzon, 54 – Vila Olimpia, São Paulo
14:00 – 15:00	Visit of Cubo Itau <i>Cubo is one of the most important innovation hubs in Latin America that curates startups with potential for scale and investment.</i>	
15:00 – 15:30	Transfer to CIETEC	IPEN - Av. Prof. Lineu Prestes, R. Interna da Cidade Universitária, 2242, São Paulo
15:45 – 16:45	Visit of CIETEC <i>For the last 25 years, CIETEC has been mobilizing the Brazilian Science, Technology and Innovation ecosystem to promote social well-being and sustainable economic growth. They have the largest incubator of technology-based companies in Latin America, with over 90 startups in its portfolio.</i>	
16:45 – 17:00	Transfer to La Fabrique	Av Manual Bandeira, 360, STATE, São Paulo
17:00 – 18:00	Visit of La Fabrique <i>La Fabrique is a FrenchTech incubator that was launched in 2020 in São Paulo by 4 major French companies: BNP Paribas, Carrefour, Edenred and Ingenico. The goal is to create an ecosystem of companies, startups, universities and technology projects in one place. It is located inside State, one of the largest independent hubs of innovation and creative economy in Latin America.</i>	
18:15 – 18:45	Transfer to the Happy Hour	Beer Island Tap House, Rua Baltazar Carrasco, 187, São Paulo
Joint programme		
19:00 – 21:30	Happy Hour with La Fabrique	
21:30	Transfer to the hotel	Grand Hyatt São Paulo

Thursday, 3 April 2025 (+1 day, arrival on Friday, 4 April)

06:30 – 07:00	Check-out hotel	Grand Hyatt São Paulo
07:00	Departure hotel	
09:00 – 12:00	<p>Visit of <u>Parque de Inovação Tecnológica (PIT) São José dos Campos</u></p> <p><i>The São José dos Campos Technological Innovation Park is an environment that promotes science, technology, innovation and entrepreneurship, always seeking the development of linked companies and institutions. PIT is the connection point between companies of all sizes, universities and research institutes, public policies and society. The Park is present in all phases of a business, from the idea to internationalization.</i></p> <p>09:00 – 09:30: Welcome coffee 09:30 – 10:00: Presentation of PIT 10:00 – 10:15: Nexus/Soft Landing programmes 10:15 – 10:55: Aero and Agro clusters 10:55 – 11:35: Integrated Security Center 11:35 – 12:00: Business centers and laboratories</p>	<p>Estr. Dr. Altino Bondensan, 500 – Eugênio de Melo, São Jose dos Campos</p>
12:00 – 13:00	Lunch	
13:00 – 13:30	Transfer	
13:30 – 16:00	<p>Visit of Embraer</p> <p><i>Embraer is one of the largest aerospace companies in the world. It has delivered more than 8,000 airplanes and is the world's 3rd largest commercial jets manufacturer, employing 18.000 people. In the last years, Luxair has increased its Embraer fleet.</i></p>	<p>Embraer, Avenida Brigadeiro Faria Lima, 2170 12227-901, Sao Jose Dos Campos</p>
16:00	Transfer to the airport	Sao Paulo Airport (GRU)
21:45	Departure flight	
14:20 (+1 day)	Transit	Amsterdam Airport (AMS)
17:00	Departure flight	
17:55	Arrival flight	Luxembourg Airport (LUX)

Last update: 29.03.2025