



## Northern Powerhouse: Smart City Mission to Curitiba, Brazil

***Join UK Trade & Investment (UKTI) East Midlands to exhibit and participate in the Smart City Business America Congress & Expo in Curitiba.***

Brazil is the world's 7<sup>th</sup> largest economy and home to over 200 million people.

As Brazil continues its rapid urbanisation, with over £12bn to spend over the next 10 years on infrastructure, its Smart Cities agenda is at the forefront of the Government's plans. Opportunities exist now for UK technology and solutions in:

- e-Governance;
- energy efficiency;
- health and education innovations;
- IT connectivity and digitalisation;
- sanitation, including water and waste management;
- safety and security of citizens;
- sustainable environment;
- traffic, urban mobility and public transport;
- architecture, engineering and urban planning;
- project and programme management.

### **Why Participate in the Mission:**

Be part of the UK Pavilion, showcasing your technologies, solutions, projects and products. Meet first hand City Mayors, corporate CEOs and senior officials from over 80 Municipal Authorities looking for partnership opportunities. Enjoy access to over 3000 international visitors. Make the most of the networking events with prominent authorities and entrepreneurs.

**Mission dates:**

28th March – 1<sup>st</sup> April 2016

**To register your interest:**

E: [marketvisits@uktiem.co.uk](mailto:marketvisits@uktiem.co.uk)

## Visit Programme:

### Saturday 26 and Sunday 27 March 2016

Flight from LHR to São Paulo, connection flight to Curitiba

### Monday 28 March

Morning UKTI in-market briefing with key stakeholders in Curitiba  
Lunch Lunch with CEOs and Brazilian and foreign Mayors  
Afternoon Exhibition at Smart City Business  
Evening Official opening ceremony and networking event

### Tuesday 29 March

Morning Business breakfast with CEOs and Brazilian and foreign Mayors  
Group meetings and site visits in Curitiba  
Afternoon Exhibition at Smart City Business  
Evening Networking Gala Dinner

### Wednesday 30 March

Morning Group meetings and site visits in Curitiba  
Afternoon Exhibition at Smart City Business  
Evening Depart to São Paulo

### Thursday 31 March

Morning Group meetings and site visits in São Paulo  
Afternoon Workshop in partnership with Expo Cities 2020 with SP municipalities.

### Friday 1 April

Companies follow individual programme  
Depart São Paulo for UK

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## Cost:

To join the visit there will be a non-refundable registration fee of £250+VAT. This fee enables companies to:

- take part in the whole mission programme as outlined above, including in-market briefing and meetings with key stakeholders;
- access to all networking events around the Smart City Business America;
- in-country transport during the programme;
- a slot at the UK Pavilion at the exhibition;
- inclusion of the company's name and logo in all marketing and press material issued by UKTI;
- full support from UKTI Brazil Infrastructure team.

Companies are responsible for making their own travel arrangements and will be required to cover the costs of flights, accommodation and airport transfers.

UKTI's Overseas Market Introduction Service (OMIS) is optional and costs vary depending on the amount of market information and contacts you require. The deadline for commissioning OMIS market research is 10<sup>th</sup> February 2016. Please speak to your local International Trade Adviser for assistance with OMIS.

A number of Market Visit Support grants of £600 per company may be available to SME businesses for travel support, subject to meeting eligibility criteria. Please speak to your local UKTI International Trade Adviser.

## Next steps:

More information on the event can be found here: <http://www.smartcitybusiness.com.br/2016us/>  
To register your interest please email: [marketvisits@uktiem.co.uk](mailto:marketvisits@uktiem.co.uk)

