38th GS1 Healthcare Global Conference
Connecting the future of healthcare with a simple scan
São Paulo, Brazil
October 3 – 5, 2023
Practical Guide for São Paulo and places to visit in Brazil
Founded 50 years ago, GS1 is a global, neutral, not-for-profit organization with more than 2-million-member companies, and it is present in over 150 countries. GS1 is the link in the supply chain, connecting the industry to the consumer, going through all the distribution logistics, ensuring efficiency and qualified data throughout the process.

More than the entity responsible for attributing the well-known barcode, GS1 believes in the power of standards to transform the lives of people and companies. With GS1 standards, companies uniquely identify their products, logistics units, locations, and entities.

In 2005, GS1 Healthcare was established to bring together the global healthcare community and lead successful development and implementation of global standards. The 38th GS1 Healthcare Global Conference will cover a range of topics, including healthcare provider experiences with data management, point of care scanning for pharmaceuticals and medical devices, hospital supply chain and logistics and UDI data management and quality.

https://healthcareconference.gs1.org/

In Brazil, GS1 Brazil was founded in 1983. With 40 years of activities in the national market, GS1 Brazil operates in about 40 sectors of the economy and its members represent 36% of the national GDP and 12% of the country’s formal jobs. GS1 Brazil works to contribute to the improvement of the results of operations, opening new markets and opportunities. In the country, there are over 58,000 members, which makes us the fifth largest GS1 in the world.

https://www.gs1br.org/sobre-a-gs1/institucional
Welcome to São Paulo for the 38th GS1 Healthcare Global Conference!

GS1 Brazil is delighted to have you here. To ensure that you have a memorable experience in São Paulo, we have prepared a practical guide for you, which includes information on popular places to visit, museums, shopping areas, restaurants, bars, and rooftops, among other things.

If you are unable to find the information you are seeking or require assistance with a reservation, please don’t hesitate to contact us by e-mail eventos@gs1br.org. We are always available to assist you in any way we can. We hope you enjoy your stay in São Paulo.
São Paulo as a City of Opportunities

A city of over 12 million people (21 million if you include the surrounding metropolitan region), São Paulo is notable for its immensity, dynamism, and drive. Sampa, as it is called by its inhabitants, combines the best of modern urban places. It is the foremost industrial centre in Latin America and it is a place to work, to live, and to enjoy. With one of the world’s fastest-growing metropolitan populations, São Paulo is also the largest city of the Southern Hemisphere and has trendy restaurants and hip clubs.

Being such a multicultural city, it is no surprise that the food in São Paulo is incredible. An impressive 70 percent of Brazil’s Michelin stars have been awarded to restaurants in São Paulo, and beyond the most famous spots there are countless little-known gems, serving either traditional Paulistano cuisine, or food from all over Brazil and the world. As Brazil’s richest city, São Paulo is the epicenter of the country’s best art collections and museums. This is a city which works hard but plays even harder. Once the sun goes down, São Paulo truly comes to life.

However, this never-ending metropolis has so much to offer, from its fascinating mix of cultures and enchanting authenticity to its incredible restaurants and world-famous nightlife.
Places to visit in São Paulo
**Places to visit**

**Beco do Batman**  
*Free*  
Daily open - 24 hours

Closest metro station  
Fradique Coutinho

Beco do Batman is a street located in one of the most bohemian neighborhoods in São Paulo, Vila Madalena. The alley brings together dozens of graffiti murals and yields beautiful Instagrammable clicks.

**Theatro Municipal**  
[theatromunicipal.org.br](http://theatromunicipal.org.br)

Golden Saloon  
Monday - closed  
Tuesday to Saturday - 12pm to 3pm  
Sunday - 10am to 3pm

Arch Saloon  
Tuesday & Wednesday - 6pm to 01am  
Thursday & Friday - 6pm to 02am  
Saturday - 6pm to 03am  
Sunday & Monday - closed

Closest metro station  
Republica & Anhangabau

The Theatro Municipal de São Paulo is one of the most important theaters in Brazil and one of the postcards of the city of São Paulo. Its architectural style is similar to that of the most important theaters in the world and was inspired by the Paris Opera.

**Parque Ibirapuera**  
*Free*  
[ibirapuera.org](http://ibirapuera.org)

Daily open - 05am to 11pm

Closest metro station  
Ana Rosa

Ibirapuera Park is the largest green area in the city of São Paulo, with attractions such as the Museum of Modern Art (MAM), the Japanese Pavilion, the Planetarium, Sports Gym and the Afro Brazil Museum.
Farol Santander
*Tickets starting at R$30,00*
farolsantander.com.br

Open from Tuesday to Sunday
09am as 8pm

Closest metro station ➡
São bento

Farol Santander is a center for culture, leisure and events located at the top of the most iconic building in São Paulo. The main highlight is the observation deck located on the 26th floor, with incredible panoramic views of the sea from buildings in the city center.

Sampa Sky
*Tickets starting at R$40,00*
sampasky.com.br

Open from Tuesday to Sunday
09am as 8pm

Closest metro station ➡
São bento

Sampa Sky is two glass boxes that stand outside the building at a height of 150 m, on the 42nd floor of the Edificio Mirante do Vale. In addition to the boxes, the entire floor offers 360º views of the metropolis, where there is also a café.

Avenida Paulista  ⒴ Free

Open 24 hours
Open on Sundays only for pedestrians

Closest metro station ➡
Brigadeiro, Trianon-MASP, Consolação, & Paulista

Avenida Paulista is a symbol of the city of São Paulo and, in addition to its vocation for business and the famous cycle path, it is one of its main cultural exponents. Theaters, cinemas, museums and cultural and shopping centers are always busy, as well as craft fairs and presentations by street artists.
**Places to visit**

### Mosteiro de São Bento

**mosteirodesaobentosp.com.br**

- **Monday to Friday** – 06am – 6pm
- **Saturday** – 06am – 6pm
- **Sunday** – 07am – 12pm

**Closest metro station** 🟢

**São bento** 🟢

The Mosteiro de São Bento is a historical and religious site located in Largo de São Bento, in the center of São Paulo. It has a beautiful Neo-Romantic architecture, a style in force between the 11th and 13th centuries during the European Middle Ages. You can enter the church at permitted times and participate in brunch when purchasing a ticket.

### Mercado Municipal de São Paulo

- **Monday to Monday** – 06am – 6pm

**Closest metro station** 🟢

**Luz** 🟢

Must visit for tourists from all over Brazil and other countries, the Paulistano Municipal Market is one of the most traditional gourmet spots in the city. And no less. In the Mercadão de SP, as it is affectionately known by its regulars, it is possible to find fresh vegetables, vegetables and fruits, as well as meat, poultry, fish and seafood, pasta, sweets, spices and imported products of the first line.

### Roda Rico São Paulo

**Tickets starting at R$34.95**

- **Tuesday** – 2pm to 7pm
- **Wednesday to Thursday** – 10am to 7pm
- **Friday to Sunday** – 10am to 8pm

**Closest metro station** 🟢

**Vila Lobos Jaguaré** 🟢

Located next to the Villa Lobos Park, Roda Rico is the largest in Latin America. The grandiose 91 meters high place the São Paulo Ferris wheel as the protagonist of the space surrounded by a lot of green area and nature.
Shopping areas in São Paulo
Shopping Cidade Jardim $$$$$
Av. Magalhães de Castro, 12.000 - Cidade Jardim
Monday to Saturday - 10am to 8pm
Sunday - 2pm to 10pm
Access only by car.

Oscar Freire $$$
Rua Oscar Freire - Cerqueira César
Everyday - 09am to 22pm
Nearest station: Oscar Freire
Shopping areas

Shopping JK Iguatemi  $$$$
Av. Pres. Juscelino Kubitschek, 2041
Monday to Saturday - 10am to 8pm
Sunday - 2pm to 10pm
Nearest station: Vila Olimpia

Shopping Iguatemi  $$$$
Av. Brigadeiro Faria Lima, 2232
Monday to Saturday - 10am to 8pm
Sunday - 2pm to 10pm
Nearest station: Cidade Jardim or Faria Lima

Shopping Eldorado  $$$
Av. Rebouças, 1230
Monday to Saturday - 10am to 8pm
Sunday - 2pm to 10pm
Nearest station: Hebraica Rebouças

Shopping Parque da Cidade  $$$$
Av. das Nações Unidas, 14,401
Monday to Saturday - 10am to 10pm
Sunday - 2pm to 10pm
Nearest station: Cidade Jardim or Faria Lima
Restaurants in São Paulo
<table>
<thead>
<tr>
<th></th>
<th>Restaurant Name</th>
<th>Address</th>
<th>Closest Metro Station</th>
<th>Type Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>A Figueira Rubaiyat</td>
<td>Rua Haddock Lobo, 1738 - Jardins</td>
<td>Fradique Coutinho 4</td>
<td>Traditional Restaurant, contemporary culinary.</td>
</tr>
<tr>
<td>17</td>
<td>Terraço Itália</td>
<td>Avenida Ipiranga, 344 - 41° floor - República</td>
<td>República 3 4</td>
<td>Traditional Restaurant, Italian culinary.</td>
</tr>
<tr>
<td>18</td>
<td>D.O.M</td>
<td>Rua Barão de Capanema, 549 - Jardins</td>
<td>Fradique Coutinho 4</td>
<td>Two Michelin Stars, contemporary Brazilian culinary.</td>
</tr>
<tr>
<td>19</td>
<td>A Casa do Porco</td>
<td>Rua Araujo, 124 - República</td>
<td>República 8 4</td>
<td>Two times in the list of the world’s best restaurants, contemporary Brazilian culinary.</td>
</tr>
<tr>
<td>20</td>
<td>Famiglia Mancini</td>
<td>Rua Avanhandava, 81 - Bela Vista</td>
<td>Anhangabaú 3</td>
<td>Traditional Restaurant, typical Italian culinary.</td>
</tr>
<tr>
<td>21</td>
<td>Barbacoa</td>
<td>Rua Doutor Renato Paes de Barros, 65 - Itaim Bibi</td>
<td>Vila Olimpia 9</td>
<td>Premium Barbecue.</td>
</tr>
<tr>
<td>Restaurant</td>
<td>Rating</td>
<td>Address</td>
<td>Closest Train Station</td>
<td>Notes</td>
</tr>
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</tr>
<tr>
<td>Nakka</td>
<td>$$$</td>
<td>Rua Pedroso Alvarenga, 890 - Itaim Bibi</td>
<td>Morumbi</td>
<td>Japanese culinary.</td>
</tr>
<tr>
<td>Dalva &amp; Dito</td>
<td>$$$</td>
<td>Rua Padre Joao Manuel, 1.115 - Jardins</td>
<td>Consolação</td>
<td>Contemporary Brazilian culinary.</td>
</tr>
<tr>
<td>Leggera Pizza Napoletana</td>
<td>$$</td>
<td>Rua Capitao Pinto Ferreira, 248 - Jardim Paulista</td>
<td>Brigadeiro</td>
<td>Pizzeria</td>
</tr>
<tr>
<td>Z Deli Sanwich Shop</td>
<td>$$</td>
<td>Rua Leopoldo Couto Magalhaes Junior, 785 - Itaim Bibi</td>
<td>Morumbi</td>
<td></td>
</tr>
<tr>
<td>Coco Bambu</td>
<td>$$$</td>
<td>Av. Chucri Zaidan, 902 - Loja 300 - Vila Cordeiro</td>
<td>Morumbi</td>
<td></td>
</tr>
</tbody>
</table>
Bars & Rooftops in São Paulo
<table>
<thead>
<tr>
<th>Number</th>
<th>Bar Name</th>
<th>Address</th>
<th>Closest Metro Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>Bar da Dona Onça</td>
<td>Edifício Copan - Av. Ipiranga, 200 CJ 27 and 29 - República</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Skye</td>
<td>Avenida Brigadeiro Luis Antônio, 4700 Jardim Paulista</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Bar Rabo di Galo</td>
<td>Rua Itapeva, 435 - Bela Vista</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Bar dos Arcos</td>
<td>Praça Ramos de Azevedo, s/n República</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Bar Astor</td>
<td>Rua Delfina, 163 - Vila Madalena</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Baretto</td>
<td>Rua Vitório Fasano, 88 - Jardim Paulista</td>
<td></td>
</tr>
</tbody>
</table>
Bar Obelisco $$$$$
Avenida Pedro Álvares Cabral, 1301
Closest metro station
Ana Rosa

Seen Rooftop $$$$$
Alameda Santos, 1437 - Jardim Paulista
Closest metro station
Brigadeiro

Vista Ibirapuera $$$
Av. Pedro Álvares Cabral, 1301 - 8º andar
Vila Mariana
Closest metro station
AACD - Servidor

Vila Madalena
The whole region $$$
Closest metro station
Vila Madalena

Baleia Rooftop $$$$$
Rua Lício Nogueira, 92 - Itaim Bibi
Closest train station
Cidade Jardim
Culture in São Paulo

[São Paulo map]
Culture in São Paulo

Museu de Arte de São Paulo (MASP) R$60
masp.org.br
Tuesday – 10am to 8pm
Wednesday to Sunday – 10am to 6pm

Closest metro station  Trianon-MASP

The Masp (Museum of Art of São Paulo) maintains an art gallery, library, photo library, film library, video library, art courses and educational support service for exhibitions, film screenings and musical concerts of artistic and cultural interest. Admission is free on Tuesday.

Museu do Ipiranga Free
museudoipiranga.org.br
Tuesday to Sunday - 11am to 5pm

Closest metro station  Alto do Ipiranga

It is an architectural icon of the city of São Paulo, due to the grandeur of the building, gardens, facilities, and its history. It has a collection of more than 125,000 pieces, including furniture, costumes and utensils that belonged to figures in Brazilian history. Around the building, a large and beautiful garden is used as a place for picnics, meetings, and sports.

Pinacoteca de São Paulo  R$20
pinacoteca.org.br
Wednesday to Monday – 10am to 6pm

Closest metro station  Luz

The Pinacoteca do Estado today has ten rooms that are divided to house the collection with thousands of works and a technical reserve space in which pieces are being restored, cataloged or out of exhibition. The area also offers a delicious cafe, outside, in the open-air overlooking Parque da Luz. Admission is free on Saturdays.
**Museu da Língua Portuguesa**  
*R$10 to R$20*  
museudalinguaportuguesa.org.br  
Tuesday to Sunday – 11am to 5pm  

**Closest metro station**  
Luz  

After being closed for six years, after suffering a major fire and having the entire collection destroyed, the Portuguese Language Museum was reborn from the ashes and once again opens its doors to visitors with content and interactive exhibitions.

**Museu da Imagem e do Som (MIS)**  
*To be consulted*  
missp.org.br  
Tuesday to Sunday – 11am to 7pm  

**Closest metro station**  
Fradique Coutinho  

Famous for the exhibitions that attract together, such as Stanley Kubrick, David Bowie and Castelo Rá-Tim-Bum, the Museum of Image and Sound – MIS always surprises with exhibitions that captivate a large audience. The space offers, in addition to major exhibitions, plays, film screenings and courses.

**Museu do futebol**  
*R$20*  
museudofutebol.org.br  
Tuesday to Sunday – 09am to 5pm  

**Closest metro station**  
Clínicas  

Located in the Pacaembu stadium, the museum preserves the history, memory, and dissemination of a collection of football references, a sport that is so important for us Brazilians.
Transports in São Paulo

Please use the QR Code to get the latest version of this map. Address the websites of the metropolitan transport companies for stations service hours, line interchange information and other contents.

Fevereiro | February - 2023

PenhaLojas Besni
Taxi  Most recommended
Price for 30 min: R$25 to R$49
It depends on the destination.

Uber  Most recommended
Application available in São Paulo

Subway (10min from the Hotel)
Ticket available in each station: R$4.40
Monday to Sunday – 4pm to 12am
Brooklin Station | Line 5 - Lilac

Train (2min from the Hotel)
Monday to Sunday – 4pm to 12am
Morumbi Station | Line 9 - Emerald

Main bus lines (passing around the hotel):
607C-10 (Itaim Bibi - Jardim Miriam);
6414-10 (Terminal Bandeira - Socorro);
709M-10 (Terminal Pinheiros - Terminal Santo Amaro);
7245-10 (Hospital das Clínicas - Terminal Santo Amaro);
From Congonhas Airport ➔ Grand Hyatt São Paulo
Taxi or Uber - R$ 50

From Guarulhos Airport ➔ Grand Hyatt São Paulo
Taxi or Uber - R$ 150-200
Maps of São Paulo
Utilize o código ao lado para obter a versão mais atual deste mapa. Consulte nos sites das empresas os horários de funcionamento das estações e transferências entre linhas e outros conteúdos.

Please use the QR Code to get the latest version of this map. Address the websites of the metropolitan transport companies for stations service hours, line interchange information and other contents.

Integração gratuita: Horário especial (veja no site: METRÔ/CPTM)
Integração especial: Necessário complemento de tarifa
Interchange - fee supplement required

Guarulhos-SP Corridor

Metropolitan Bus Corridor

São Mateus-Jabaquara Corridor

Integração gratuita Integração tarifada

Fevereiro | February - 2023

Penha Lojas Besni
Other places you must visit in Brazil
**Fernando de Noronha** is a fascinating archipelago with crystalline waters, multiple corals, and some of the most beautiful beaches in the world. In addition to admiring the landscape, the destination offers free diving, snorkeling, boat trips and contemplation of animals such as sharks and sea turtles.

**Lençóis Maranhenses** is a stunning destination and Brazilian paradise, its sand dunes and lagoons with crystalline waters make the region a unique landscape, capable of integrating experiences of tranquility and even adventures such as speedboat ride, 4x4 tours and flyover within an exotic landscape. It is also an incredible place for practicing Kitesurfing.
Foz do Iguaçu is the source of the Iguaçu Falls, one of the great natural treasures of the country. The waterfalls have a surprising volume, being the largest set in the world. The destination also offers good opportunities for itineraries such as Parque das Aves, Macuco Safari, helicopter ride and Marco das Três Fronteiras.

Bahia and your wonderful beaches are surrounded by historic cultural heritage. Salvador is the capital and has many reasons to visit such as Nosso Senhor do Bonfim Church and Pelourinho. Walking along its length, you will find baroque churches and quality of culinary Bahiana. You can visit incredible beaches such as Itacaré, Trancoso, Praia do Forte, Porto Seguro and Ilhéus embellish the coastline.
The Amazonia is the scene of an unparalleled natural diversity. Being the largest forest in the world, it is rich in fauna and flora, giving shelter to thousands of endangered species. Its rivers and waterfalls enchant the beholder, especially the Negro and Solimões rivers, which run side by side without ever mixing, performing an incredible natural phenomenon.

Rio de Janeiro, scenery of landscapes immortalized in songs, films, and poems. One of the Seven Wonders of the World, Cristo Redentor is located on Corcovado Mountain, close to Pão de Açúcar. Visiting the famous beaches of Rio, such as Copacabana & Ipanema is an incredible and unforgettable experience.
Bonito is a small town of 22,000 inhabitants in the countryside of the Brazilian state Mato Grosso do Sul and is known as the top eco-tourism destination in Brazil. Bonito is known for crystal-clear rivers like the Rio da Prata, a snorkeling destination abounding with fish, Abismo Anhumas, a huge, stalactite-covered cavern that offers abseiling and diving in an underground lake and flocks of macaws, which nest in the deep, ochre-colored depression of Buraco das Araras. In short, if you are craving an adventure, then Bonito is the place for you.

Brasilia is the federal capital of Brazil. It is located in the Federal District (Distrito Federal) carved out of Goiás state on the central plateau of Brazil. With a population of over 3 million people, Brasilia houses 133 embassies, the National Congress, the Supreme Federal Court, the presidential office and residence, and many other governmental buildings. The city is also divided into numbered blocks as well as sectors for specified activities, such as the Hotel Sector, the Banking Sector, and the Embassy Sector.
Florianópolis ("Floripa" for short) is a coastal city in southern Brazil. Most of the city’s area consists of the island of Santa Catarina, connected to the mainland by two bridges, and only a small part of the island can really be called urban—the rest is full of gorgeous beaches and nature, including a large lagoon. Though famous for its beaches, Floripa also has great hikes and beautiful forested mountains. Here you can enjoy the outgoing culture and natural beauty of coastal Brazil.

Jericoacoara or "Jeri" as the locals call it, is a Brazilian village on the coast of Ceará State. Jericoacoara is well known for its beautiful beaches and sand dunes, the hammocks that are set over the lagoons, the perfect weather conditions for kitesurfing and windsurfing, nice restaurants and the fun nightlife. Considered a protected area since 1984, Jeri is also part of the "Route of Emotions", a route that crosses incredible landscapes in the Northeast of Brazil.
If you need a travel agency to plan your trips around Brazil. Look for Goya, the official travel partner of GS1 Brazil.

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