



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**



Who is GS1, GS1 Healthcare and GS1 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>



38th GS1 Healthcare Global Conference location

Grand Hyatt São Paulo

Avenida das Nações Unidas 13.301

São Paulo, Brazil



Bem-vindo à São Paulo!

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.



Rua Henrique Monteiro, 79 - Pinheiros
São Paulo - SP, 05423-020

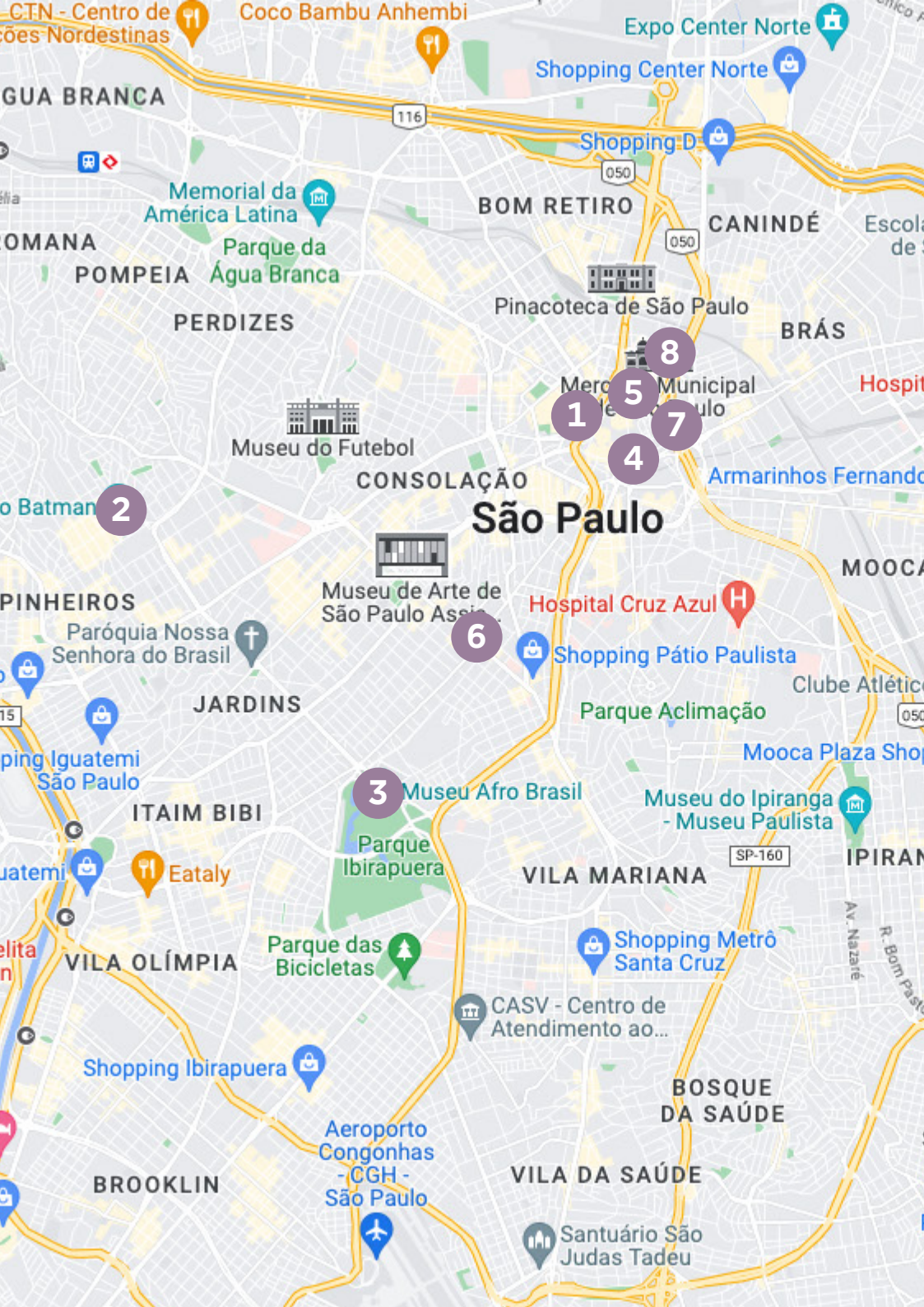
São Paulo as a City of Opportunities

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.

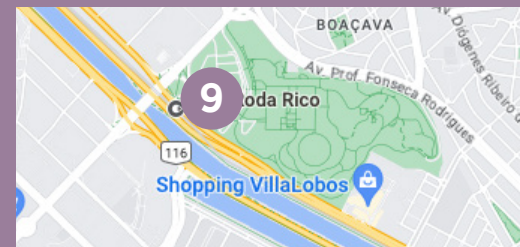
Being such a multicultural city, it is no surprise that the food in São Paulo is incredible. An impressive 70 percent of Brazil's Michelin stars have been awarded to restaurants in São Paulo, and beyond the most famous spots there are countless little-known gems, serving either traditional Paulistano 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



1

Theatro Municipal

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 3 4

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.



2

Beco do Batman Free

Daily open - 24 hours

Closest metro station



Fradique Coutinho 4

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.

3

Parque Ibirapuera Free

ibirapuera.org

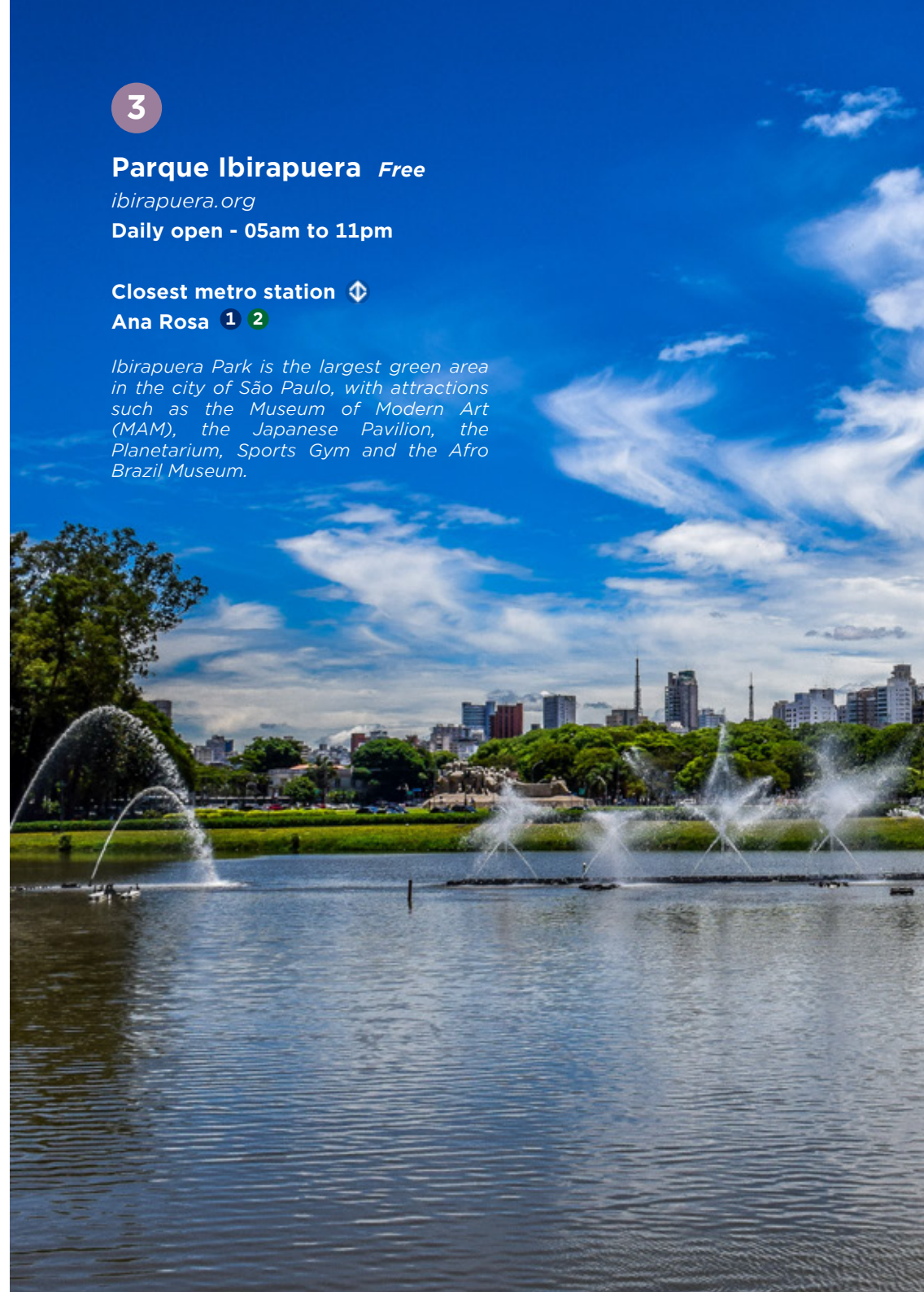
Daily open - 05am to 11pm

Closest metro station



Ana Rosa 1 2

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.



Places to visit



4

Farol Santander

Tickets starting at R\$30,00

farolsantander.com.br

Open from Tuesday to Sunday
09am as 8pm

Closest metro station 
São Bento ①

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.



5

Sampa Sky

Tickets starting at R\$40,00

sompasky.com.br

Open from Tuesday to Sunday
09am as 8pm


Closest metro station 
São Bento ①

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

6

Avenida Paulista Free

Open 24 hours
Open on Sundays only for pedestrians

Closest metro station 
Brigadeiro, Trianon-MASP,
Consolação ②
& Paulista ④

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



7

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.



8

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 Mercado 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.

9

Roda Rico São Paulo


Tickets starting at R\$34,95


linktr.ee/rodaricosp

Tuesday – 2pm to 7pm

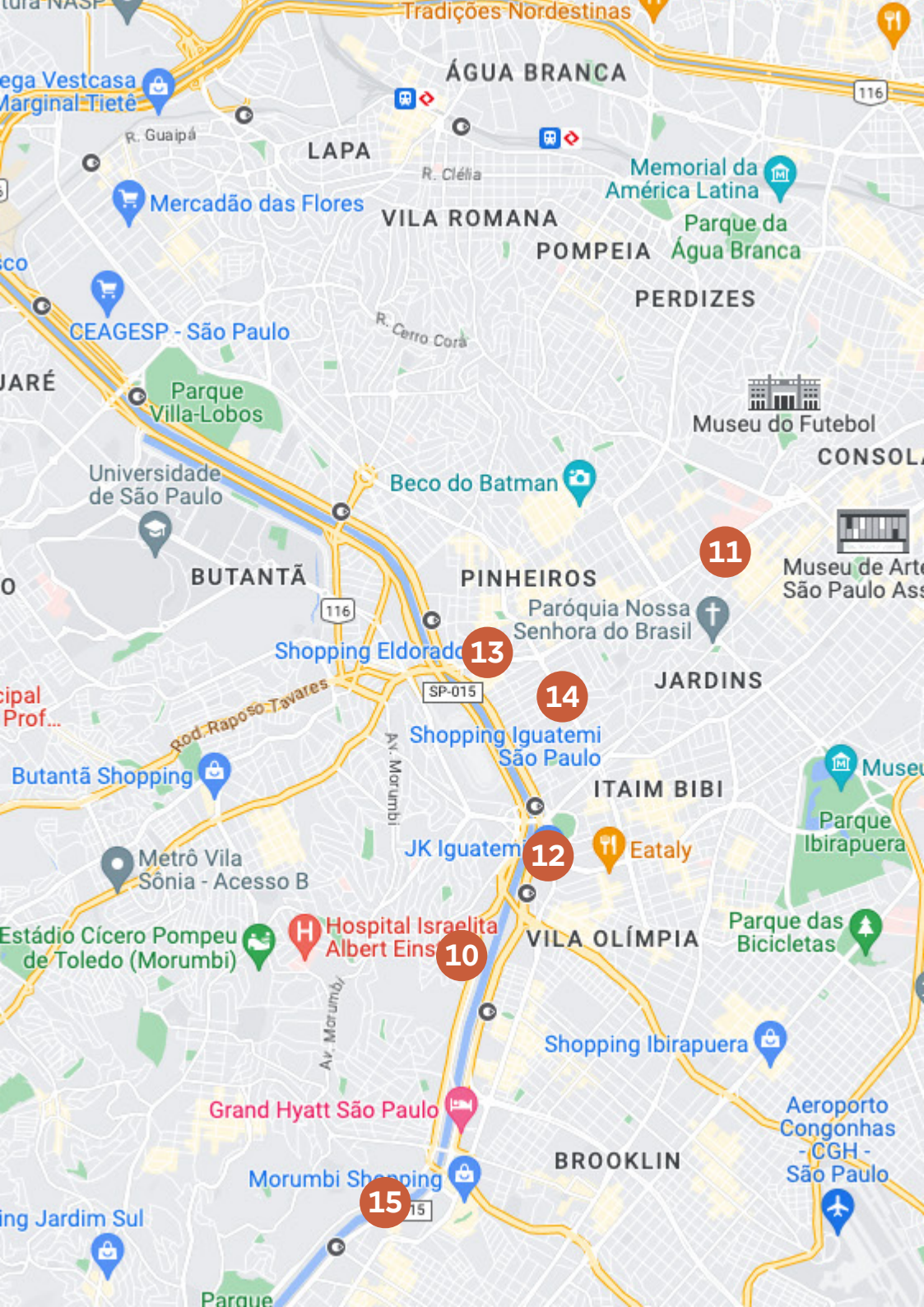
Wednesday to Thursday – 10am to 7pm

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

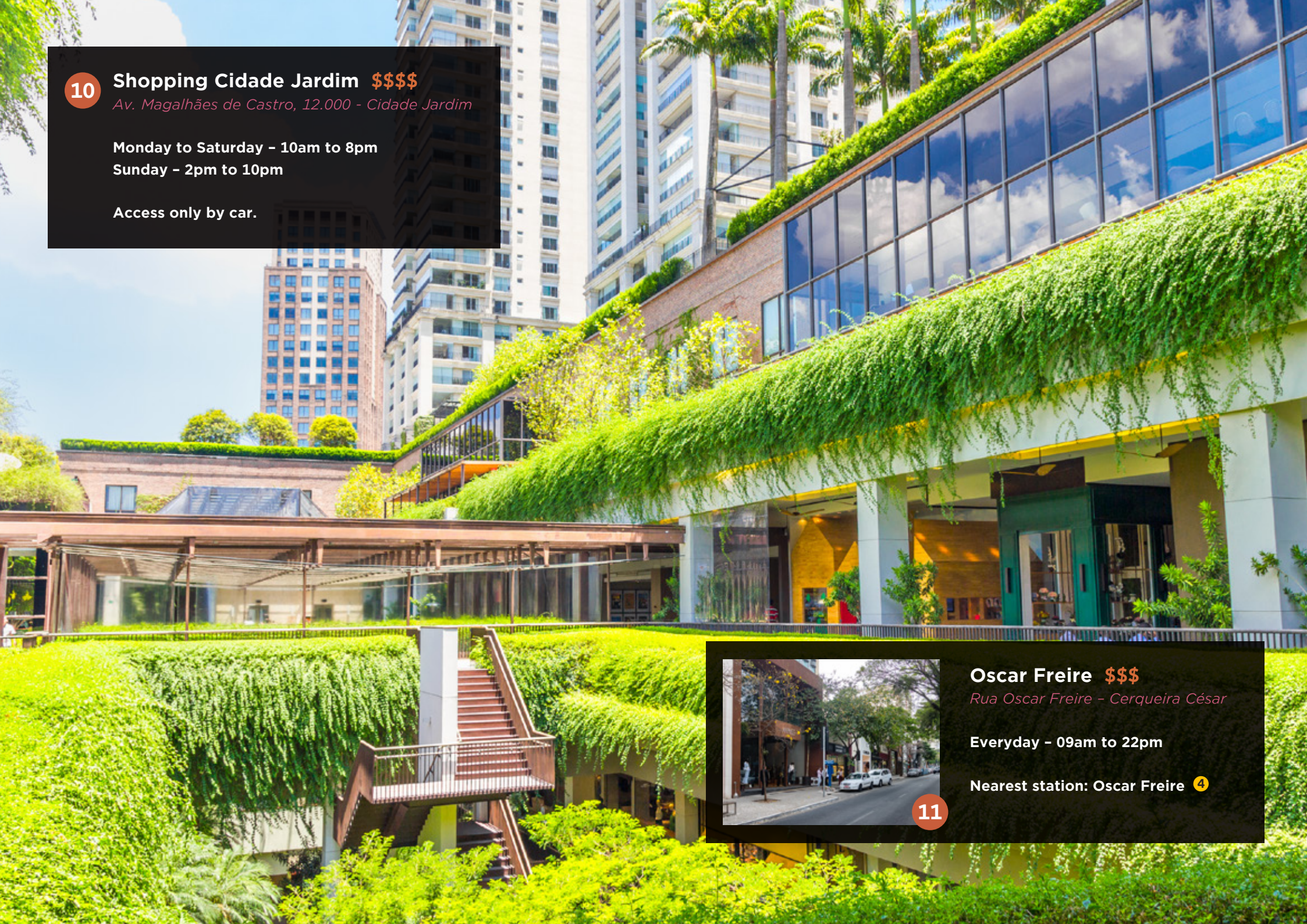
10 Shopping Cidade Jardim \$\$\$\$

Av. Magalhães de Castro, 12.000 - Cidade Jardim

Monday to Saturday - 10am to 8pm

Sunday - 2pm to 10pm

Access only by car.



11 Oscar Freire \$\$\$

Rua Oscar Freire - Cerqueira César

Everyday - 09am to 22pm

Nearest station: Oscar Freire 4

Shopping areas



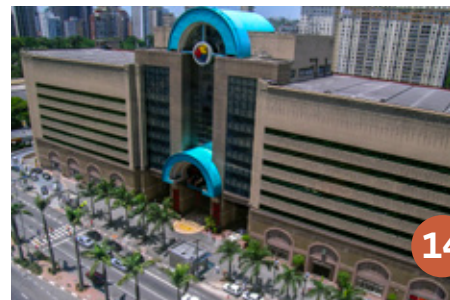
Shopping JK Iguatemi \$\$\$\$

Av. Pres. Juscelino Kubitschek, 2041

Monday to Saturday – 10am to 8pm

Sunday – 2pm to 10pm

Nearest station: **Vila Olimpia 9**



Shopping Iguatemi \$\$\$\$

Av. Brigadeiro Faria Lima, 2232

Monday to Saturday – 10am to 8pm

Sunday – 2pm to 10pm

Nearest station: **Cidade Jardim 9** or **Faria Lima 4**



Shopping Eldorado \$\$\$

Av. Rebouças, 1230

Monday to Saturday – 10am to 8pm

Sunday – 2pm to 10pm

Nearest station: **Hebraica Rebouças 9**



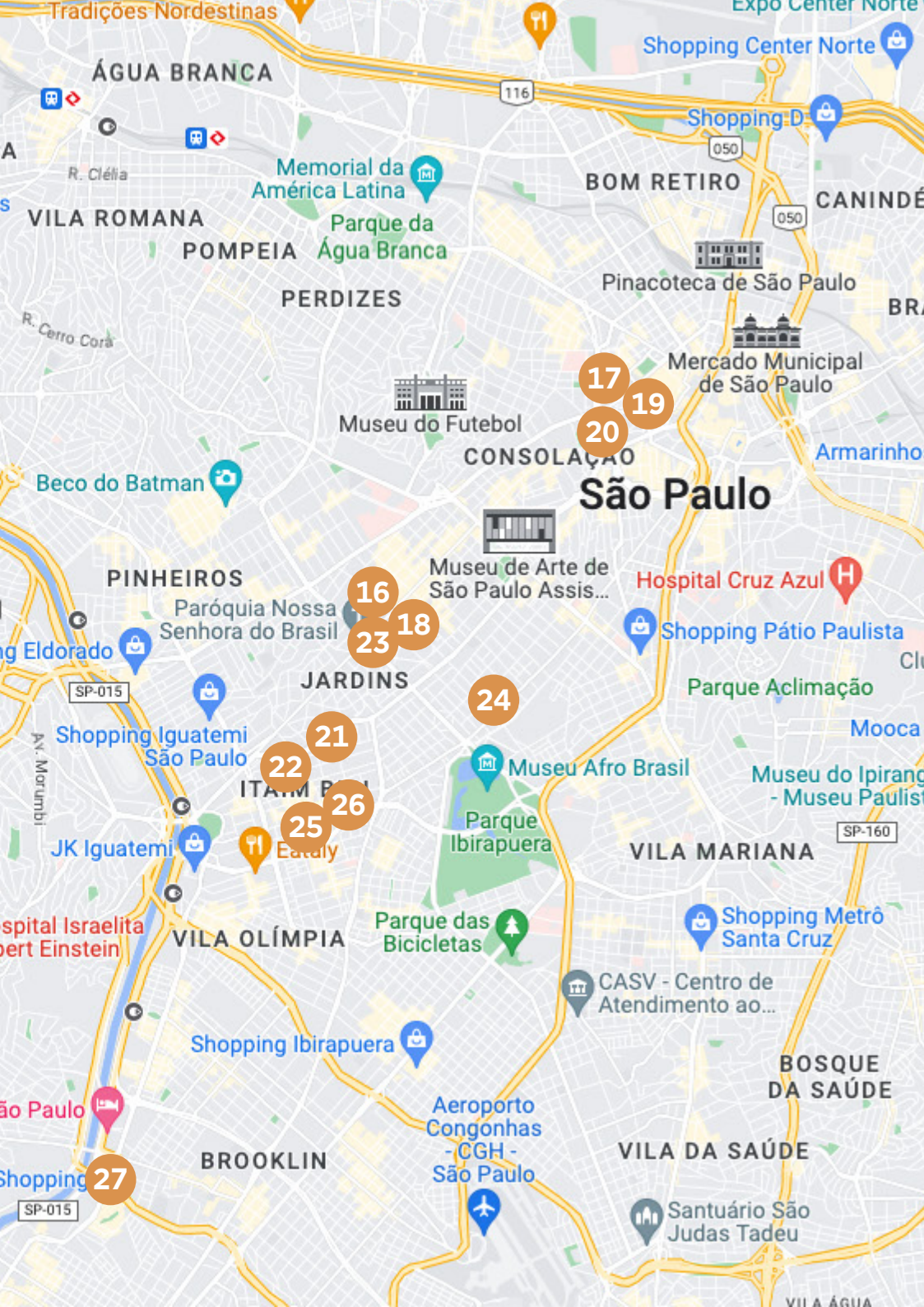
Shopping Parque da Cidade \$\$\$\$

Av. das Nações Unidas, 14.401

Monday to Saturday – 10am to 10pm

Sunday – 2pm to 10pm

Nearest station: **Cidade Jardim 9** or **Faria Lima 4**



Restaurants in São Paulo

16 A Figueira Rubaiyat \$\$\$\$
Rua Haddock Lobo, 1738 - Jardins

Closest metro station 

Fradique Coutinho 

Traditional Restaurant, contemporary culinary.

17 Terraço Itália \$\$\$\$
Avenida Ipiranga, 344 - 41º floor - República

Closest metro station 

República  

Traditional Restaurant, Italian culinary.

18 D.O.M \$\$\$\$
Rua Barão de Capanema, 549 - Jardins

Closest metro station 

Fradique Coutinho 

Two Michelin Stars, contemporary Brazilian culinary.

19 A Casa do Porco \$\$\$\$
Rua Araujo, 124 - República

Closest metro station 

República  

Two times in the list of the world's best restaurants, contemporary Brazilian culinary.

20 Famiglia Mancini \$\$\$
Rua Avanhandava, 81 - Bela Vista

Closest metro station 

Anhangabaú 

Traditional Restaurant, typical Italian culinary.

21 Barbacoa \$\$\$\$
Rua Doutor Renato Paes de Barros, 65 - Itaim Bibi


Closest train station 

Vila Olimpia 

Premium Barbecue.



22

Nakka \$\$\$\$*Rua Pedroso Alvarenga, 890 - Itaim Bibi*Closest train station 

Vila Olímpia 9

Japanese culinary.

23

Dalva & Dito \$\$\$*Rua Padre João Manuel, 1.115 - Jardins*Closest metro station 

Consolação 2

Contemporary Brazilian culinary.


24

Leggera Pizza Napoletana \$\$*Rua Capitão Pinto Ferreira, 248 - Jardim Paulista*Closest metro station 

Brigadeiro 2

Pizzeria


25

Z Deli Sanwdich Shop \$\$*Rua Leopoldo Couto Magalhaes Junior, 785 - Itaim Bibi*Closest train station 

Cidade Jardim 9

Sandwich

26

Fat Cow \$\$*R. Iaiá, 173 - Itaim Bibi*Closest train station 

Cidade Jardim 9

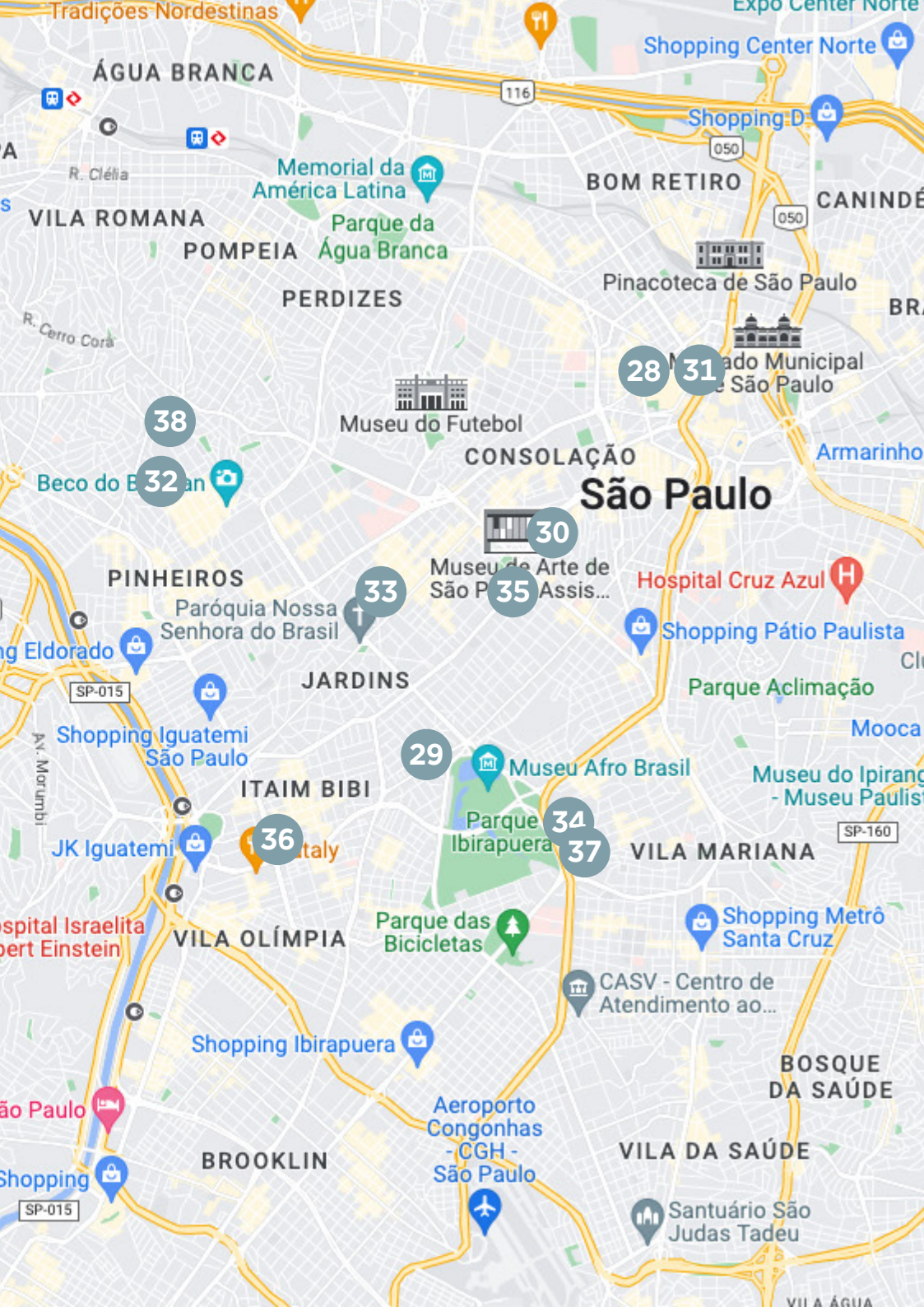
Burger place elected the best burger of the city in 2020/2021.

27

Coco Bambu \$\$\$*Av. Chucri Zaidan, 902 - Loja 300 - Vila Cordeiro*Closest metro station 

Morumbi 4





Bars & Rooftops in São Paulo

28

Bar da Dona Onça \$\$\$

*Edifício Copan - Av. Ipiranga, 200
CJ 27 and 29 - República*

Closest metro station 

Republica  

29

Skye \$\$\$\$

*Avenida Brigadeiro Luís Antônio, 4700
Jardim Paulista*

Closest metro station 

Brigadeiro 

30

Bar Rabo di Galo \$\$\$\$

Rua Itapeva, 435 - Bela Vista

Closest metro station 


Trianon-MASP 

31

Bar dos Arcos \$\$\$

*Praça Ramos de Azevedo, s/n
República*

Closest metro station 

Anhangabaú 

32

Bar Astor \$\$\$

Rua Delfina, 163 - Vila Madalena


Closest metro station 

Vila Madalena 

33

Baretto \$\$\$\$

Rua Vitório Fasano, 88 - Jardim Paulista

Closest metro station 

Oscar Freire 



34

Bar Obelisco \$\$\$\$

Avenida Pedro Álvares Cabral, 1301

Closest metro station ↕

Ana Rosa 1 2

35

Seen Rooftop \$\$\$\$

Alameda Santos, 1437 - Jardim Paulista

Closest metro station ↕

Brigadeiro 2

36

Baleia Rooftop \$\$\$\$

Rua Lício Nogueira, 92 - Itaim Bibi

Closest train station ↕

Cidade Jardim 9

37

Vista Ibirapuera \$\$\$

*Av. Pedro Álvares Cabral, 1301 - 8º andar
Vila Mariana*

Closest metro station ↕

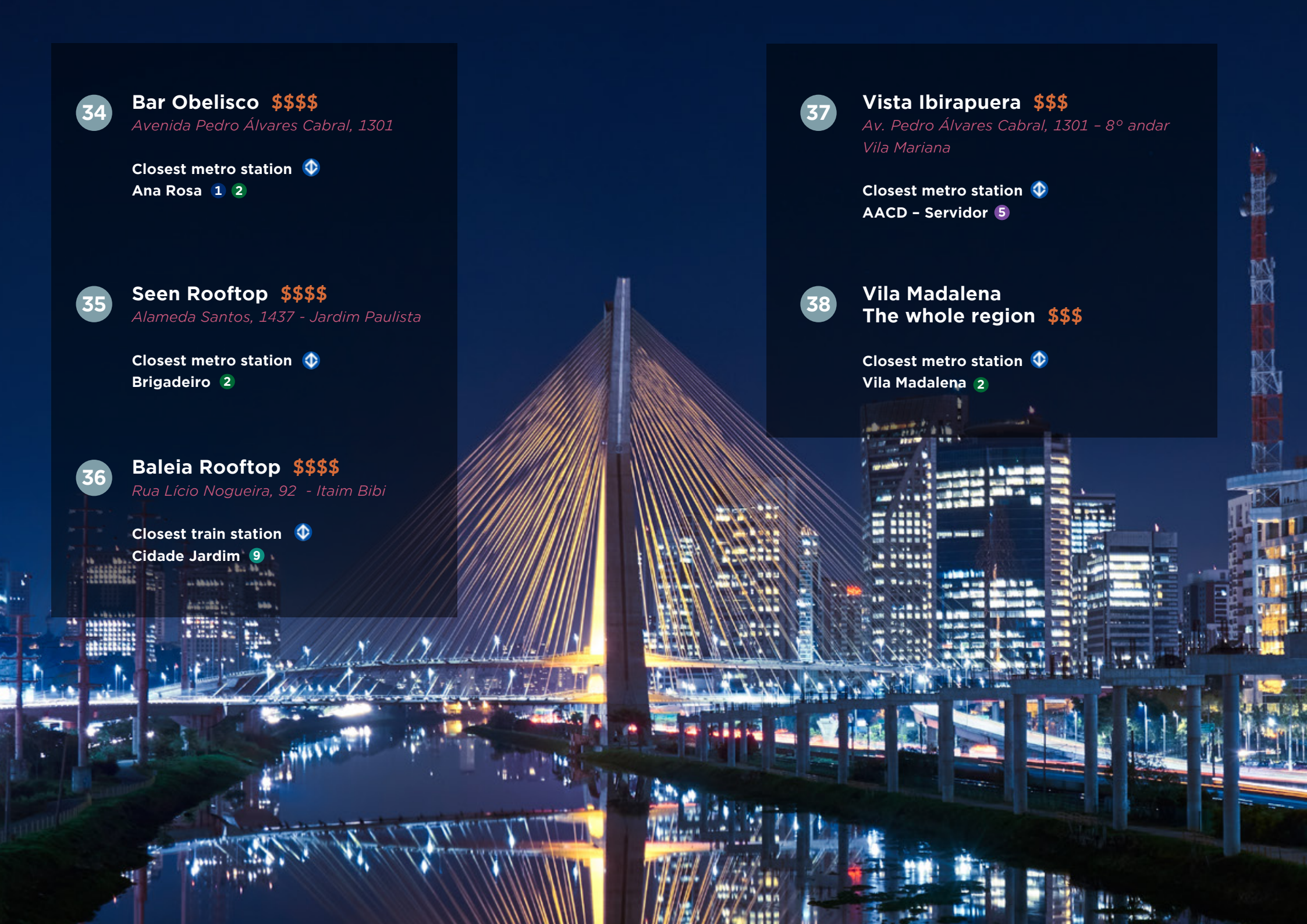
AACD - Servidor 5

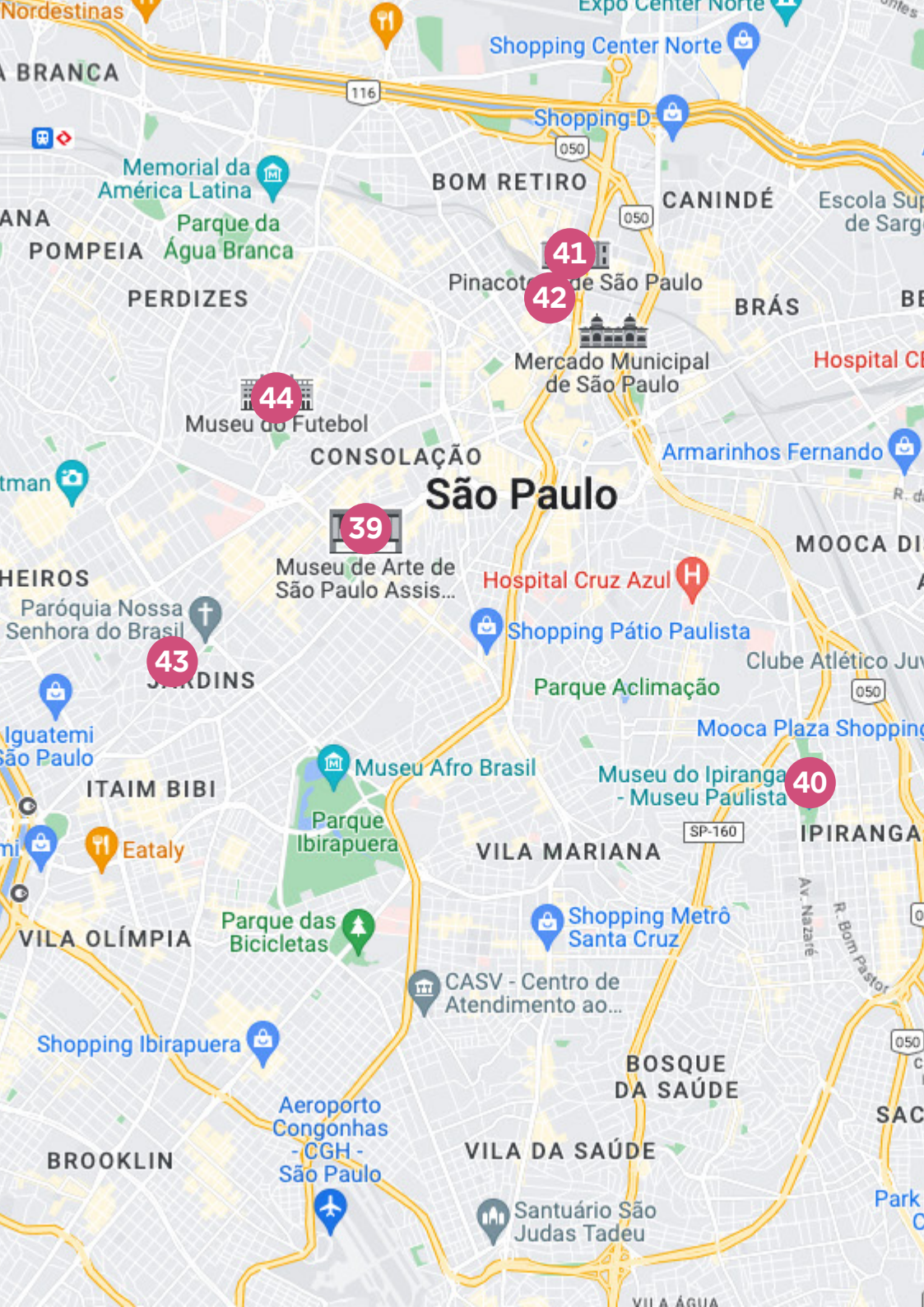
38

Vila Madalena The whole region \$\$\$

Closest metro station ↕

Vila Madalena 2





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 2

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 2

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.

41

Pinacoteca de São Paulo R\$20

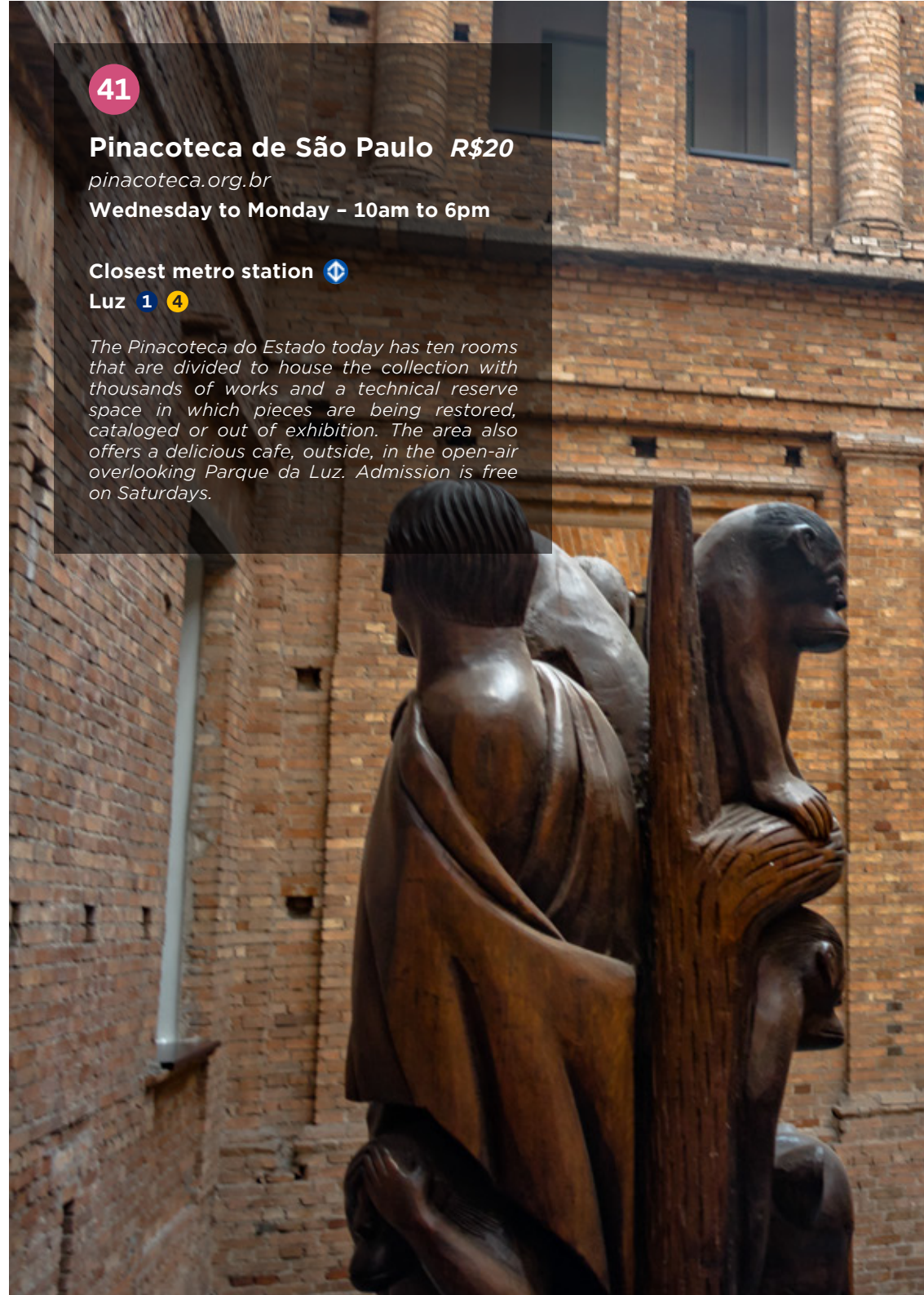
pinacoteca.org.br

Wednesday to Monday – 10am to 6pm

Closest metro station 

Luz 1 4

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.





42

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.



43

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.

44

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



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 **5**

Train (2min from the Hotel)

Monday to Sunday - 4pm to 12am
Morumbi Station | Line 9 - Emerald **9**

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);



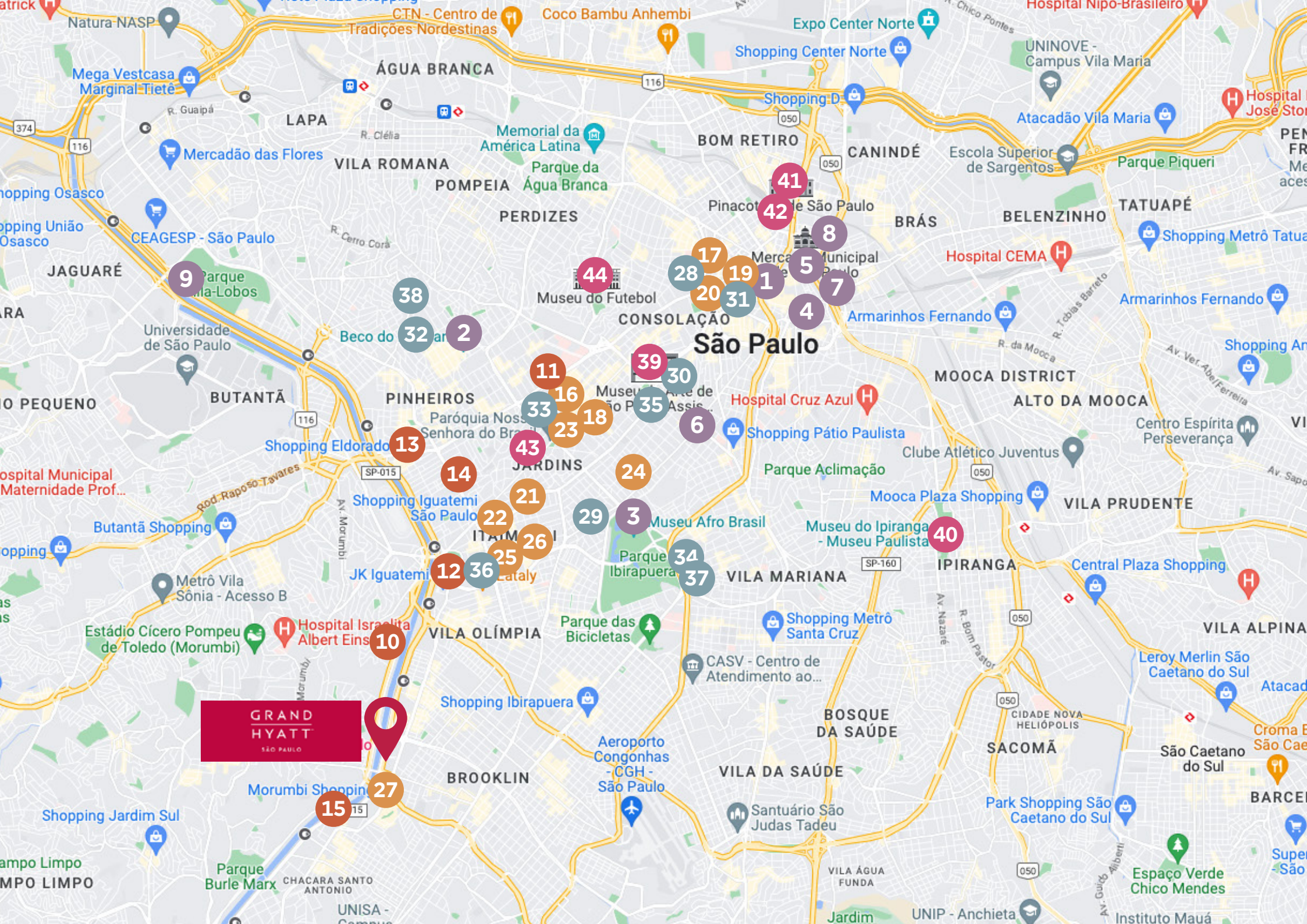
From **Congonhas** Airport → Grand Hyatt São Paulo

Taxi or Uber - R\$ 50

From **Guarulhos** Airport → Grand Hyatt São Paulo

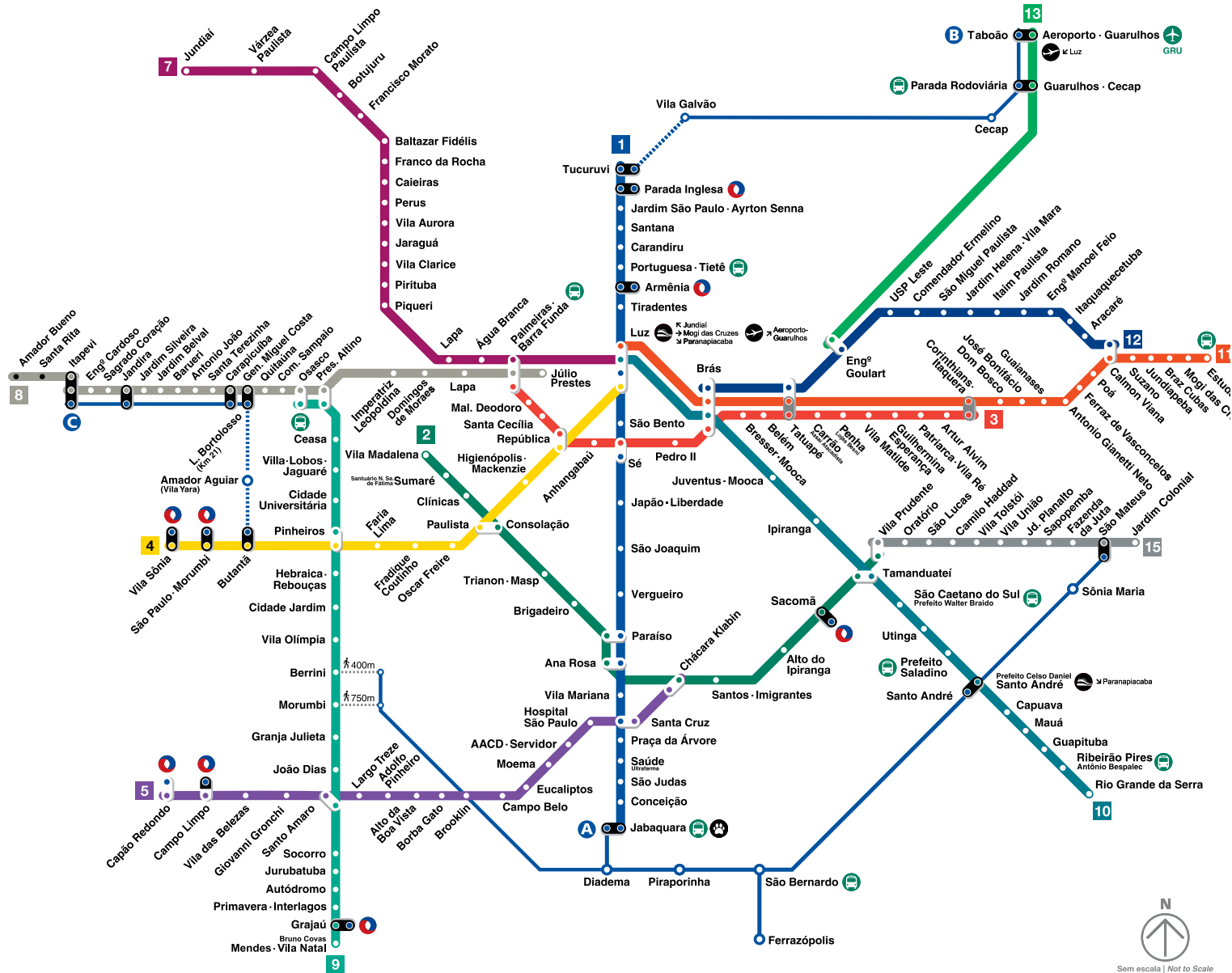
Taxi or Uber - R\$ 150-200

Maps of São Paulo



GRAND
HYATT
SÃO PAULO

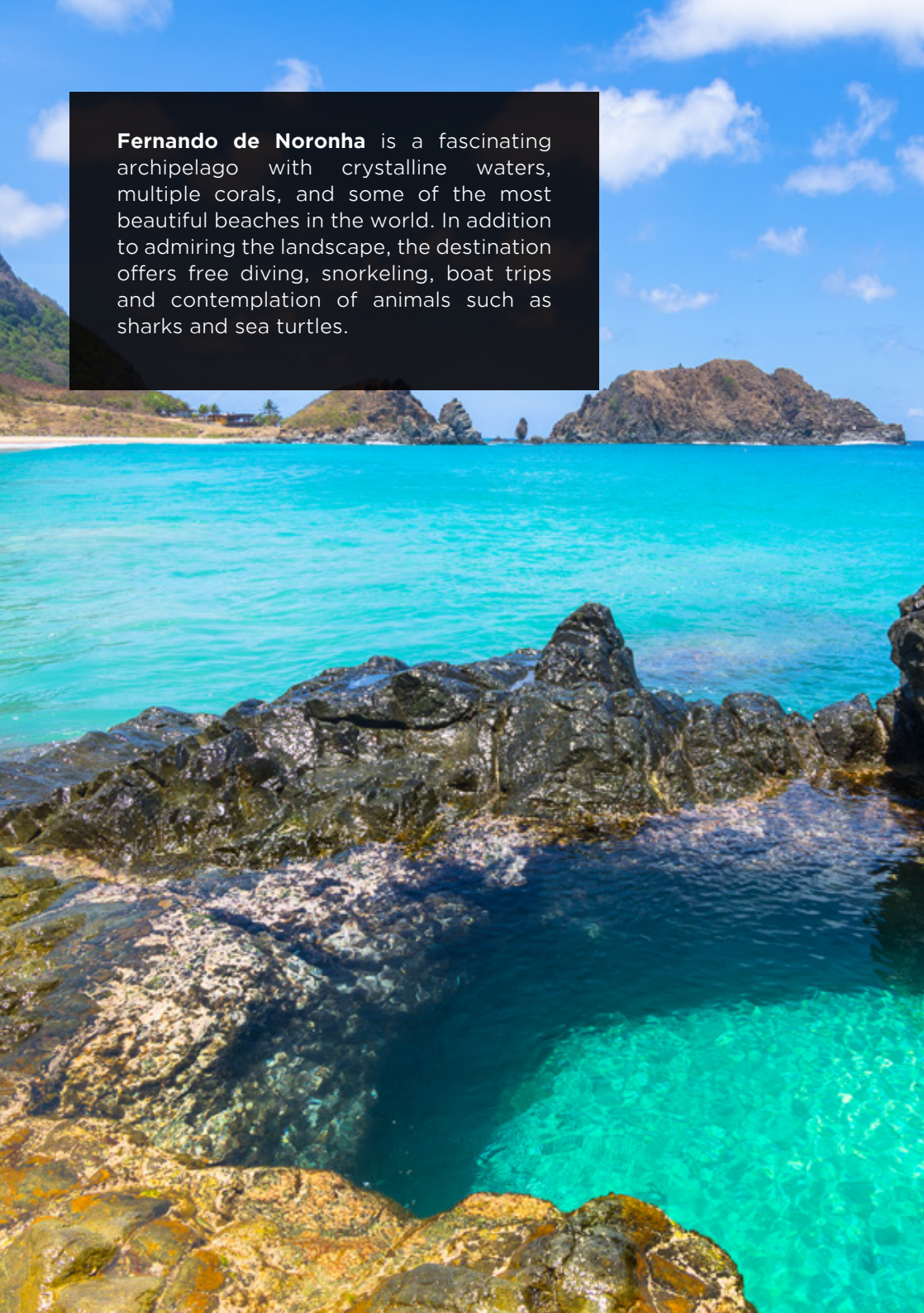
Metropolitan Transport Network




Legenda <i>Legend</i>		
	Linha 1 · Azul <i>Line 1-Blue</i>	METRÔ
	Linha 2 · Verde <i>Line 2-Green</i>	METRÔ
	Linha 3 · Vermelha <i>Line 3-Red</i>	METRÔ
	Linha 4 · Amarela <i>Line 4-Yellow</i>	VIAQUATRO
	Linha 5 · Lilás <i>Line 5-Lilac</i>	VIAMOBILIDADE
	Linha 7 · Rubi <i>Line 7-Ruby</i>	CPTM
	Linha 8 · Diamante <i>Line 8-Diamond</i>	VIAMOBILIDADE
	Linha 9 · Esmeralda <i>Line 9-Emerald</i>	VIAMOBILIDADE
	Linha 10 · Turquesa <i>Line 10-Turquoise</i>	CPTM
	Linha 11 · Coral <i>Line 11-Coral</i>	CPTM
	Linha 12 · Safira <i>Line 12-Sapphire</i>	CPTM
	Linha 13 · Jade <i>Line 13-Jade</i>	CPTM
	Linha 15 · Prata <i>Line 15-Silver</i>	METRÔ
	Expresso Aeroporto (confira os horários no site CPTM) <i>Airport Express</i>	CPTM
	Expresso Turístico <i>Touristic Express</i>	CPTM
	Ponte Orca ao Zoológico <i>Orca Shuttle to the Zoo</i>	EMTU
	Corredor Metropolitano de Ônibus <i>Metropolitan Bus Corridor</i>	EMTU
	Corredor São Mateus-Jabaquara <i>São Mateus-Jabaquara Corridor</i>	EMTU
	Corredor Guarulhos-SP <i>Guarulhos-SP Corridor</i>	EMTU
	Corredor Itapevi-SP <i>Itapevi-SP Corridor</i>	EMTU
	Trecho do viário com tráfego compartilhado <i>Street sector with shared traffic</i>	EMTU
	Terminal Metropolitano de Ônibus <i>Metropolitan Bus Terminal</i>	
	Estação <i>Station</i>	Acesso livre <i>Free access</i>
	Integração gratuita <i>Free interchange</i>	Integração tarifada <i>Paid interchange</i>
	Integração gratuita: Horário especial (veja no site: METRÔ/CPTM) <i>Free interchange during off-peak hours</i>	
	Integração especial: Necessário complemento de tarifa <i>Free interchange - fee supplement required</i>	
	Distância em metros entre estações, a pé <i>Distance in meters between stations, on foot</i>	
	Terminal Rodoviário <i>Long Distance Bus Terminal</i>	Aeroporto <i>Airport</i>

Informações úteis <i>Useful Information</i>		
CPTM	www.cptm.sp.gov.br	0800 055 0121
EMTU	www.emtu.sp.gov.br	0800 724 0555
METRÔ	www.metro.sp.gov.br	0800 770 7722
VIAQUATRO	www.viaquatro.com.br	0800 770 7100
VIAMOBILIDADE	www.viamobilidade.com.br	0800 770 7106


**Other places
you must visit
in Brazil**

A photograph of a tropical coastline in Fernando de Noronha. In the foreground, dark, jagged volcanic rocks are partially submerged in clear, turquoise water. The water transitions from a deep blue near the rocks to a lighter, vibrant turquoise further out. In the background, a small, sandy beach is visible, followed by a line of green vegetation and several large, rocky islands rising from the sea under a bright blue sky with scattered white clouds.


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.

An aerial photograph of the Lencóis Maranhenses National Park. The image shows a vast, flat landscape of white sand dunes and lagoons. The dunes are arranged in a series of undulating, wavy patterns that create a complex, maze-like structure. The lagoons are filled with water of varying shades of turquoise and emerald green, reflecting the sky. The overall effect is a stunning, almost abstract pattern of white and green. The water appears very clear, revealing the sandy bottom in some areas.

Lencóis 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.

A wide-angle photograph of the Foz do Iguaçu waterfall. The water is cascading over a rocky ledge, creating a large plume of white spray. The surrounding area is lush with green vegetation. In the background, another section of the waterfall is visible, framed by a dark rectangular text box.

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.

A photograph of a tropical coastline. In the foreground, several palm trees with green fronds are visible. Beyond them is a vibrant blue ocean. A small white boat with a red stripe is sailing on the water. A dark rectangular text box is overlaid on the bottom right of the image.

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.

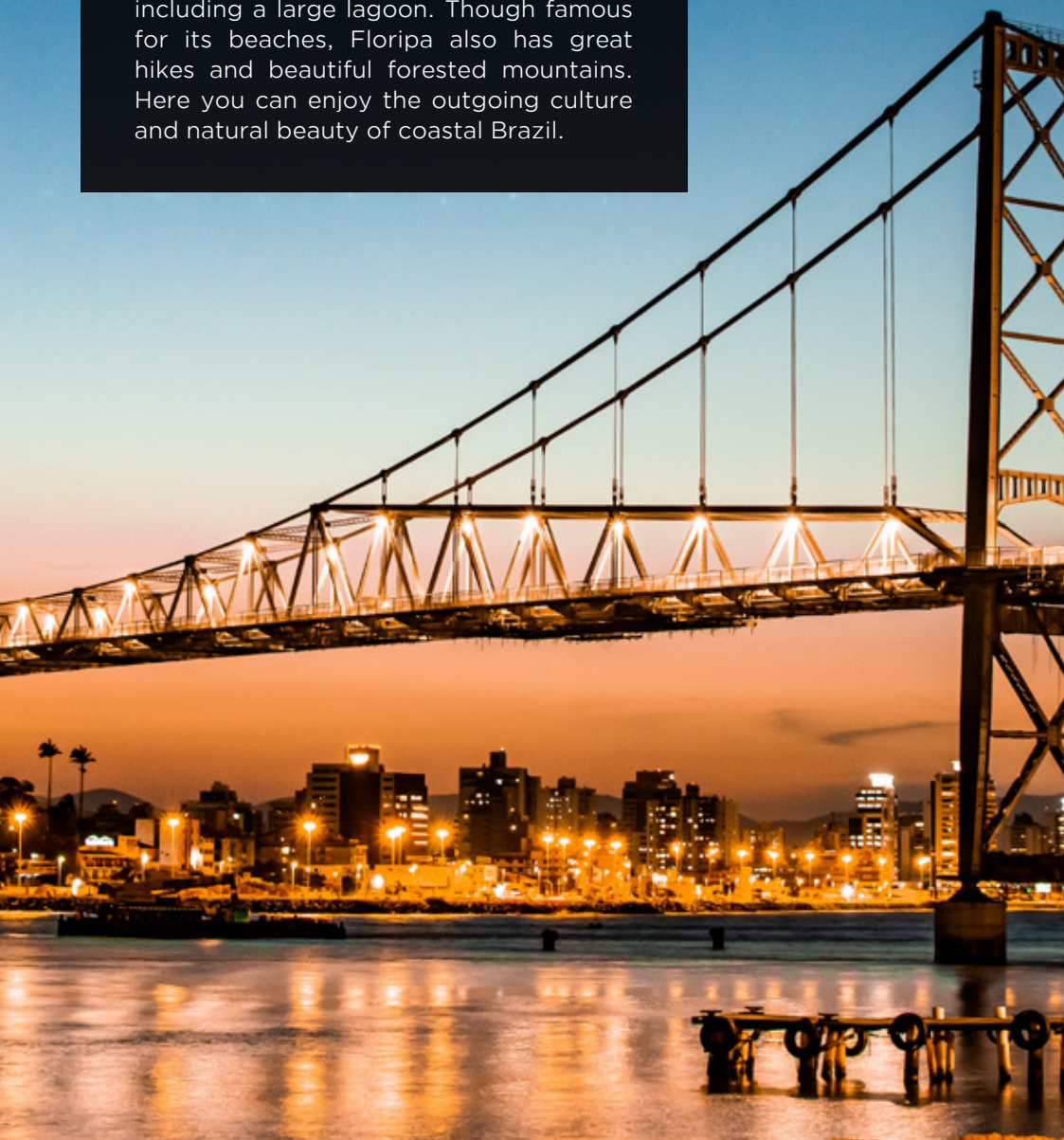


Bonito is a small town of 22,000 inhabitants in the countryside of the Brazilian state Mato Grosso do Sul and is known as the top eco-tourism destination in Brazil. Bonito is known for crystal-clear rivers like the Rio da Prata, a snorkeling destination abounding with fish, Abismo Anhumas, a huge, stalactite-covered 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.



Brasília 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, Brasília 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.

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GS1 Brasil

Rua Henrique Monteiro, 79
Pinheiros - São Paulo/SP

 +55 (11) 4000-1936

gs1br.org



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