

# GLOBAL SPOTLIGHT

## São Paulo, Brazil



## São Paulo is one of the most important financial centers in Latin America.

- With an economic infrastructure that was established over a century ago, the city has an integrated industrial base, a network of services linked to the main world centers and extensive resources for information, leisure and culture.
- Many multi-national companies have their national or continental headquarters in São Paulo, and the city provides the headquarters for more German and American companies than any other single city outside Germany and The United States.
- As of late 2006, there were approximately 21 million square feet of Class A & A+ office space in the city, with a vacancy rate of 17%. Demand remains strong for high quality office buildings.
- During the first half of 2006, the absorption of available areas achieved the highest levels since 2001, consolidating the position of São Paulo as an attractive city for construction companies and developers seeking to invest in commercial buildings.
- In the city of São Paulo, the industrial market is focusing on Storage and Distribution Centers, as well as light manufacturing. Most of these industries are migrating to newly built industrial parks with very low vacancy rates. New development has been concentrating in areas designed and developed for industrial uses and along the main highways on the city borders.

For further information on doing business in this market, please contact David Berger, Managing Director, Latin America, by email at [dberger@naiglobal.com](mailto:dberger@naiglobal.com) or call + 1 305.374.4017.

## São Paulo At A Glance

|              |  |
|--------------|--|
| Population   | 11,016,703 (2006 est.)                                   |
| Location     | Capital of the state of São Paulo in southeastern Brazil |
| GDP          | \$620.7 billion (2006 est.)                              |
| Inflation    | 4.2% (2006 est.)   |
| Interest     | 13% Banco Central Do Brasil Benchmark Bond               |
| Unemployment | 9.6% (2006 est.)   |

| Property                           | Rent/SF/Year |         | Effective Avg. |
|------------------------------------|--------------|---------|----------------|
|                                    | Low          | High    |                |
| City Centre Office Class A (Prime) | \$23.00      | \$31.00 | \$27.00        |
| Suburban Office Class A (Prime)    | \$21.00      | \$33.00 | \$25.00        |
| Industrial Bulk Warehouse          | \$6.00       | \$10.00 | \$8.00         |
| Retail Downtown                    | \$15.00      | \$36.00 | \$26.00        |

### NAI has 5 offices in Brazil:

- São Paulo
- Campinas
- Curitiba
- Porto Alegre
- Rio de Janeiro

## About NAI Global:

NAI Global is one of the world's leading providers of commercial real estate services. We bring together people and resources wherever needed to deliver outstanding results for our clients.

### At A Glance

|              |                            |
|--------------|----------------------------|
| 350          | Offices                    |
| 45           | Countries                  |
| 5,000        | Professionals              |
| \$40 billion | Annual Transaction Volume  |
| 200          | MSF of Property Management |

For more information about NAI Global please visit [www.naiglobal.com](http://www.naiglobal.com) or call 609.945.4000



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