

Come to cosmopolitan São Paulo, and immerse yourself in culture, diversity and nightlife.

TEXT: WENDY SACK PHOTOS: GETTYIMAGES, TRELLEBORG

SÃO PAULO A BRAZILIAN MEGAL

São Paulo, Brazil is a city of superlatives. Home to almost 19 million people, it is the largest city in South America and one of the largest in the world. Prosperous, a center of commerce and finance for Latin America, it's also home to millions of immigrants, especially from Italy, Japan and Lebanon. Exploring the streets of São Paulo is like looking through a window to the shops and restaurants of the world.

It's been said that Paulistanos, as the people of São Paulo are called,

believe in working hard and playing harder, and though they will agree there is a high rate of crime in the city, they would never dream of calling anywhere else home.

Likewise, millions of adventurous travelers make the journey to São Paulo every year. Navigating the urban jungle is easy with the metro train but much easier if you have a local friend or guide to help you. You want to avoid the daily traffic jams and congestion but make sure to hit all of the popular areas: Bela Vista, Bom Retiro, Liberdade, the Praça da

Sé, Avenida Paulista and Cerqueira César, where you can find an unparalleled collection of restaurants, bars and nightspots.

For a quick bite, stop at the Mercado Central for the sandwich made famous by The Travel Channel's Anthony Bourdain and his hit television show *No Reservations*. The name of this much-talked-about delight is the "sanduíche de mortadela." It is 15 slices of Italian mortadella, a type of cured Italian sausage, with sliced provolone cheese melted in the middle of a fresh-baked roll. Of course, this is just one

A CITY THAT HAS IT ALL

Nils Olof Nöjd was born in Sweden but has lived in Brazil since 1988. He was Manager of Trelleborg Wheel Systems in Brazil from 1993 to 2010. For the first 10 years, he lived in São Paulo, but he now lives in Lencois Paulista, outside the city.

What's São Paulo all about?

"São Paulo has everything. No matter what time of the day, there is always something going on that's worth visiting. This makes the city especially good for young people."

What is the most important thing for a visitor to know?

"São Paulo's transportation infrastructure development hasn't kept



up with the city's rapid growth, and even though it's a safe city in general, you must be alert in some places. Ask the locals; they know about other, safer ways to get around the city than most tourists would know."

As a tourist, what shouldn't you miss?

"There are several things: The Ed. Italia building in the center of São Paulo, a very big park called Ibirapuera, the Mercado Central (Central Market) and also Liberdade, which is the part of São Paulo where the majority of Japanese immigrants live."

And more?

"Of course, you cannot miss the football – Brazil has won the World Cup five times, and this is the most popular sport in the country. Also, the beach is only about 80 kilometers from São Paulo."

OPOLIS

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No matter what time of the day, there is always something going on.

Nils Olof Nöjd, former Manager of Trelleborg Wheel Systems in Brazil

of thousands of things you can sample at the Mercado. The 22,000-square-meter neoclassical-style building offers fruits, vegetables, legumes, wines, cheeses, chocolates, meats, fish, seafood, poultry, sausages, spices and a vast array of specialty products and wholesale groceries.

Sampa, as the locals call the city, has a vibrant club scene. You can groove to the music at Apollinari, or if you're cool enough, check out The Pool. If you want to fit in, dress in designer styles straight off the

catwalks and sip on a Caipiroska, a popular cocktail. From salsa to house music, you'll hear it all, but make sure to include the Vila Madalena and Vila Olímpia districts. Both are in great areas and have extremely active club scenes, with live music and super bars. In particular, check out The Aliba Bar and Penelope's Nightclub.

Last, but certainly not least, check out the football. That's soccer for you Americans. São Paulo has three great teams to choose from: the São Paulo, Corinthians and Palmeiras Futebol Clubs. ■

AN INCREASINGLY IMPORTANT MARKET

Trelleborg do Brasil, part of Trelleborg Tires Overseas, is a division of Trelleborg Wheel Systems. It has two offices, one in the small town of Lencois Paulista outside of São Paulo and one in São Paulo itself, supporting forklift tires. The state of São Paulo is also the home of the Trelleborg Wheel Systems headquarters for Latin America.

Trelleborg's three other business areas also have offices in and around São Paulo. Trelleborg Sealing Solutions has a

marketing company and manufacturing facility in São José dos Campos, and Trelleborg Automotive has both an office and manufacturing location in Guarulhos.

In November 2010, Trelleborg Engineered Systems, through its Offshore division, broke ground on a brand new factory in Macaé, with completion scheduled for the end of 2011. And in March 2011, Trelleborg acquired oil and marine hose

manufacturer Veyance Technologies, just outside São Paulo.

The Trelleborg Group currently has about 1,000 employees in Brazil and is continuing to establish technology development, production and sales in the country.

The market outlook is excellent, with Brazil's oil and gas, infrastructure, agriculture, forest and mining industries growing at a rapid rate.

