



International Astronautical Congress

Building bridges to the future

SÃO PAULO

EXECUTIVE SUMMARY



MINISTRY OF
SCIENCE, TECHNOLOGY
AND INNOVATION



PÁTRIA AMADA
BRASIL
BRAZILIAN GOVERNMENT

Motivation of Brazil Bidding

2021

is a turnpoint to the Brazilian space sector. The beginning of commercial operations from the Alcantara Space Center will be the spark that the Brazilian space sector needed to finally enter the in the group of the countries with the capabilities to access the space and all the spinoffs that could be create from it. With two launch sites, Alcântara Launch Center and Barreira do Inferno Launch Center, Brazil has a chance to participate in this market.

These developments bring a new era of space economy and strenghten the country's portfolio for investment and innovation. The potential economic and social benefits related to the exploration of the Alcântara Launching Center are remarkable.

To celebrate this new space era in Brazil nothing better than hosting the biggest event of space sector. The International Astronautical Congress will reinforce the leadership role of Brazil in the space sector of Latin America.

Having the IAC in Brazil is important to bring the space debate to Brazil; to address attention to a big event in the field of science, to motivate our young generations with the gene of astronautics, and to create opportunities for business.

The IAC did not take place in South America in the last 10 years. Brazil, having a leadership position in South America, can contribute to enhance the IAF's brand in the region. This is the second time that Brazil has applied for the IAC.

By thinking about all the contributions that the space sector has to offer to society and countries, through innovations and new products, the space companies and organizations enabling, we need to work together and make strong connections among all stakeholders, Brazil proposes the following slogan to IAC 2024:

“Building bridges to the future”

Local Host Brazilian Space Agency

The Brazilian Space Agency (AEB) is a civilian authority, which is linked to the Ministry of Science, Technology and Innovation. The Agency is called upon to coordinate the major elements of the Brazilian space activities of the National System for the Development of Space Activities (SINDAE).

In order to fulfill its role, the AEB has the legal mandate to formulate and carry out the Brazilian National Policy on the Development of Space Activities (PNDAE) and the Brazilian National Space Activities Program (PNAE). The first PNAE was formally approved on August, 1996. Covering a 10-year period, it organizes the country's space activities into major programs intended to pursue the objectives of PNDAE.

Currently, the investment plan for the period 2012- 2021 focuses on engaging the Brazilian industry in the development of all stages of space projects and encouraging the establishment of a self-sufficient domestic industrial base. For Brazil, achieving autonomy in space activities is a priority because of the strategic importance of this sector to the management of the country's vast national territory, the importance of communications and information technologies, as well as their economic and social benefits.

Brazilian Market

The aerospace industry covers the production and sales of airplanes, rockets, satellites, helicopters and the components of these machines. In Brazil, this industry focuses on light and medium-sized airplanes, even though there are many initiatives in the other areas.

Most of the companies in this industry are located in the city of São José dos Campos, in the state of São Paulo. Other important regions are the states of Rio Grande do Sul and Minas Gerais.

In case of aeronautics, Embraer is the third largest aerospace company in the world and is the biggest of its kind in Brazil, owning almost 90% of the local market.



A Blend of Cultures

Brazil's modern history began in 1500, when the first Portuguese settlers arrived at Costa do Descobrimento (Discovery Coast). Since then, the European culture began to mix with the existing indigenous cultural traditions. Later on, the African culture, language, religion and food were added to the mix when Portugal began bringing in African slaves to work first on sugar cane plantations and, afterwards, in gold mines.

After its independence in 1822, Brazil continued to receive foreigners. Slavery was abolished in 1888, and when coffee harvests demanded extra labor force, many immigrants began to arrive from Western and Eastern Europe, the Middle East, and even from the Far East. Notably, Portuguese, Spanish, German, Italian, Polish, Ukrainian, Lebanese and Japanese families, among others, chose Brazil as their new home.

Earth Largest Biodiversity

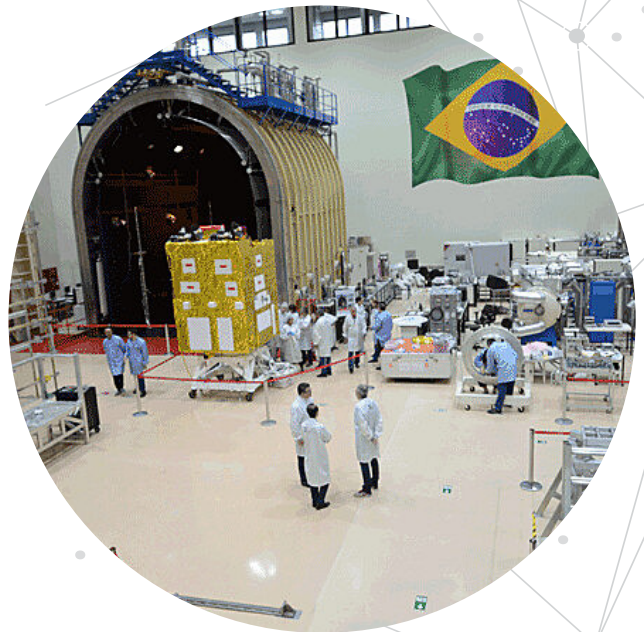
Brazil spans an area of 8.5 million square kilometers, having nearly half of South America's lands. Six different climate zones, ranging from Equatorial to Subtropical, enable that different and diversified ecosystems coexist in Brazil.



Scientific Brazil

Brazil has important R&D programs and institutes, which generate many publications and patent filings every year. CPqD, a research center specialized in telecommunications, based in the state of São Paulo, along with its Japanese counterpart, developed the standard for Digital TV Broadcasting that has been adopted in many South American countries.

The Butantan Institute in São Paulo and Fiocruz in Rio run advanced research on vaccines and treatment of tropical diseases and now for Covid-19. Other major institutes are dedicated to research on space (INPE), airspace (ITA and CTA), physics (CBPF), nuclear energy (IPEN/CNEN) and others.



Why São Paulo?

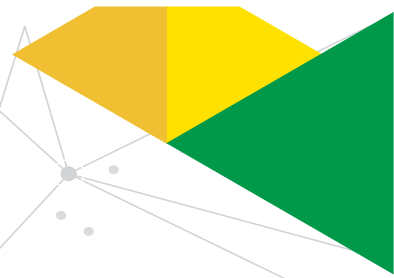
Known worldwide as the Financial Capital of Latin America, São Paulo concentrates a little of everything from around the world and from Brazil itself.

The city and its outskirts allow you to leave the concrete jungle behind, and seek the beaches and countryside without losing the essential identity of the place. An identity that can be found within every “Paulistano”, hospitable by nature and passionate about their favorite destination: São Paulo.

In the city of São Paulo you will find everything that goes to make up a great city and to meet the needs of business and leisure travelers. The major domestic and multinational companies are present: this makes it the ideal setting for doing business and accomplishing new projects and investments.

- 11 million inhabitants in the city itself
- 20 million inhabitants in Greater São Paulo
- The 4th largest metropolis in the world
- The biggest tourist destination in Brazil
- More than 13 million tourists annually
- The world's 14th most globalized city





Access

38 domestic and international airlines operate in

4 airports in and around São Paulo
São Paulo is the main starting-point and final destination for 25% of domestic flights.

3 Bus Terminals

There are 9 major highways connecting Greater São Paulo to the rest of the State and to the Country.

Transportation

The city has a large, integrated public transport system: subway, buses and city trains, serving the city and neighboring cities; as well as taxis and an increasing use of vehicle sharing apps, such as Uber.

34,000 taxis

More than 85,000 rental vehicles

More than 400 km of cycle paths 29 bus terminals

67 stations and 74.3 km subway

2260 km and 90 urban train stations



Economy and Business

If you are looking for the best place to do business in Latin America, that place is São Paulo, the heart of a creative economy and powerhouse of trends.

The Ministry of Tourism ranks São Paulo as the leading level 5 (i.e. top ranking) destination for competitiveness for tourism in Brazil, and it was the only destination to obtain the top score.

8 of the world's 10 largest technology companies

31 of the 50 largest private banks operate in the city.

Gastronomy

São Paulo's cuisine is one of the most popular attraction for visitors.

More than 50 types of cuisine and 15,000 restaurants.

From breakfast to happy hour, 20,000 bars, 3,200 bakeries and 2,000 types of takeaway.

The central Mercado Municipal is 4th most sought-after attraction among foreign visitors.

World's Best female chef in 2014 (Helena Rizzo)

Host to the world's 11th best restaurant (D.O.M.)



Accommodation

São Paulo has many hotels, ranging from more affordable options to luxury hotels, with both independent brands and international chains.

410 hotels

42,000 rooms

90 hostels

4 out of Brazil's 25 best hotels are in São Paulo

Events

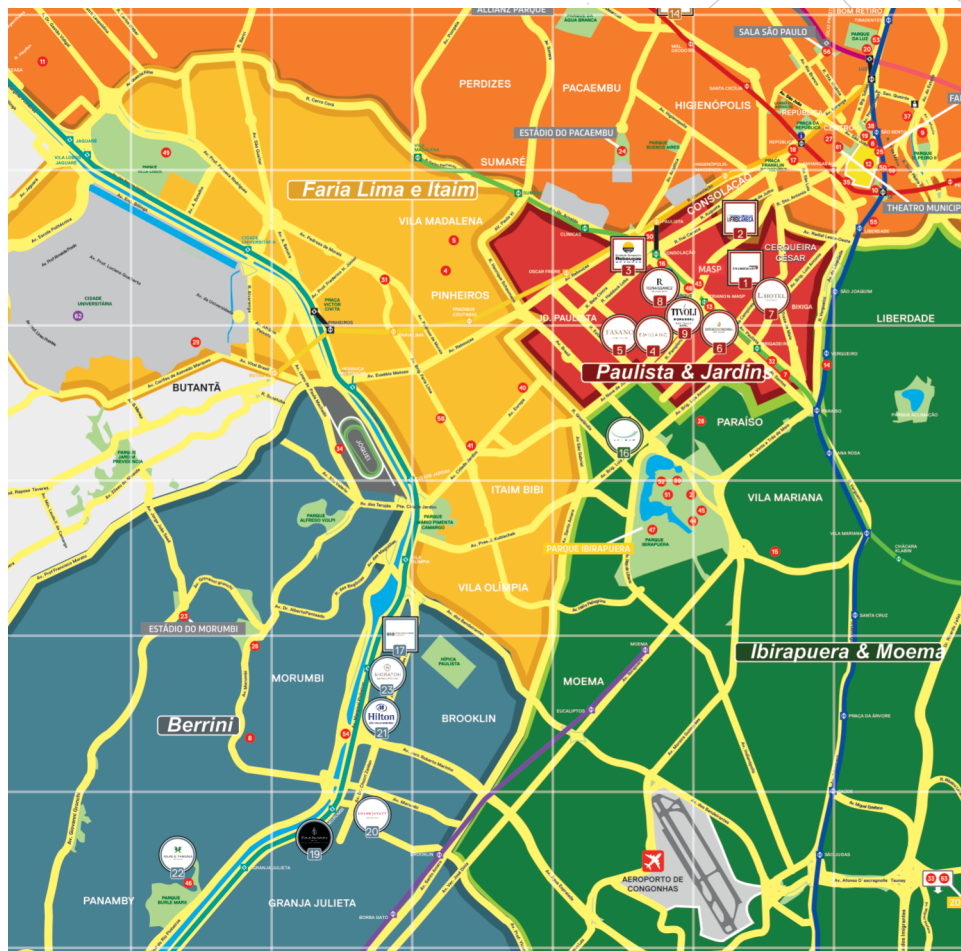
São Paulo has the capacity to stage everything from small meetings to large conventions both professionally and flexibly.

More than 70% of visitors come for business and events.

90,000 events per year.

75% of the Brazilian trade fair market. The 6th in ICCA's 2016 ranking for the Americas and one of the leaders in Latin America in the number of attendees.

São Paulo M.I.C.E Map



Entertainment

São Paulo is a mandatory port of call for domestic and international events like shows, concerts and major sporting events watched worldwide.

In this city where everything goes on 24/7 there are special tours and itineraries, large theme parks for every age, open-air music festivals, and much more.

103 parks and green spaces

184 concert halls

164 theaters

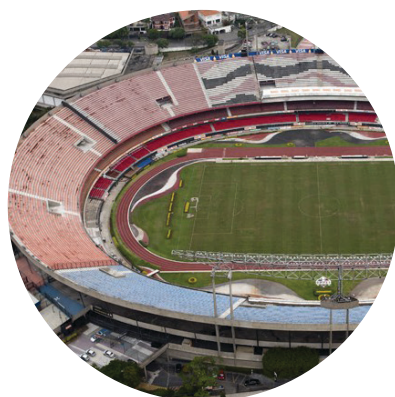
282 movie theaters

São Paulo is host to one of the world's 5 biggest and best gay parades

São Paulo's zoo was voted Latin America's 5th best by TripAdvisor

São Paulo's internationally renowned nightlife ranks 4th best in the world

Of the city's 10 arenas, 2 are international standard



The event budget

The event budget was carefully prepared according to the IAF call for hosting the IAC 2024 and the Generic Contract to be signed with the host.

The Brazilian Space Agency will coordinate the financial department of this project alongside with the Parque Tecnológico de São José dos Campos (São Jose dos Campos Technological Park Association) which will be responsible for receiving all the cash of sponsors and exhibitors sold locally in order to pay the local expenses. As it is not for profit association, there are no taxes related to profit different companies and it should be more flexible compared to the a governmental autarchy regarding cash management.

There will be a contract signed between both agencies in order to operate this process and make it suitable for IAF.

The Ministry of Science, Technology, Innovations and Communications will be supporting the event with a contribution of 500,000 Euros, to cover part of the event expenses or the IAF share on the registrations.

TOTAL REVENUES	BID BOOK VERSION
Registration fees	€ 2.831.640,00
Sponsorship	€ 1.682.000,00
Exhibition	€ 635.000,00
Other revenues, in-kind contrib	€ 190.000,00
Total revenues	€ 5.338.640,00
TOTAL EXPENSES	
IAF share regist rev (≥ 50%)	€ 1.415.820,00
IAF share spons rev (contract 1.4 & Exhib H	€ 643.700,00
Congress Centre (+ other venues)	€ 1.643.116,00
Print materials & web site	€ 62.889,00
Advertising & promotion	€ 59.813,00
LOC expenses	€ 31.111,00
Hotel accommodations for IAF	€ 11.197,00
Delegate kit materials	€ 46.791,00
Social events	€ 309.835,00
Congress Centre - Catering	€ 260.745,00
Congress Secretariat	€ 120.332,00
VIP and other offices	€ -
Exhibition	€ 27.044,00
Associated event/program costs	€ 3.546,00
Professional Conf Organizer	€ 218.032,00
Other	€ 142.802,80
Total expenses	€ 4.996.773,80
FINAL RESULT	
Revenues	€ 5.338.640,00
Expenses	€ 4.996.774,00
Surplus (Deficit)	€ 341.866,00

The premises of this budget were:

- 4500 paid registered attendees
- 50 exhibitors



Come to IAC 2024!

**São Paulo
Brazil**

**HERE WE
HAVE SPACE!**

Marcos Cesar Pontes - Minister of Science, Technology and Innovations

Carlos Augusto Teixeira de Moura - President of the Brazilian Space Agency

Herbert Kimura - Director of Strategic Intelligence and New Business of the Brazilian Space Agency

Julio Hideo Shidara - President of the Aerospace Industries Association of Brazil



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