

ROTARY INTERNATIONAL CONVENTION



SÃO PAULO
BRAZIL
7-10 JUNE 2015

Rotary



EXCHANGE IDEAS: www.riconvention.org

CARNIVAL & SAMBA



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Come celebrate with us in São Paulo and experience the magic of samba, the heartbeat of Brazilian Carnival!

Tracing its roots back through Rio de Janeiro to the West African slave trade, this Afro-Brazilian music and dance form has evolved into the voice of Brazil's urban centers.

At convention time, you can experience a taste of carnival at a special event planned for visiting Rotary members.

#RICON15



Dear fellow Rotarians:

Bem-vindo ao Brasil! Welcome to São Paulo, the site of the 106th Rotary International Convention, which will be held 7-10 June 2015. Corinna and I hope you will join us so we can celebrate together the light your service has brought to the world this year, and for the future, as we make the commitment to *Light Up Rotary*.

São Paulo is the perfect venue for a Rotary convention because Brazil, like Rotary, reflects many different cultures and peoples who have made the country their home. The financial and creative hub of Brazil, this sprawling city boasts many expanses of parks and gardens, including the immense Parque Ibirapuera. The best way to experience São Paulo is to explore its diverse neighborhoods, from Vila Madalena, where you will find galleries, bookstores, and nonstop nightlife, to Higienópolis, known for its international cuisine.

São Paulo's churrascarias, pizzarias, bakeries, and ethnic restaurants make the city the gastronomic capital of Brazil. Visit the indoor Mercado Municipal to sample tropical fruits and enjoy a freshly made mortadella sandwich or pastel de bacalhau, a deep fried cod fish turnover. Museums such as Museu de Arte de São Paulo (MASP), shopping centers such as Iguatemi and Morumbi, and the city's architecture and public art will excite your mind and senses.

With so much to do in São Paulo, you might forget that pristine beaches, such as Maresias and the island of Ilhabela, are just a few hours away. Adventure farther to visit breathtaking Rio de Janeiro and Iguaçu Falls, historic Salvador and the Northeast, Minas Gerais, Brasília, Amazonas, and much more.

Come for the fellowship, come to learn and be inspired, and come to meet and share ideas with Rotary members and their guests. And you're sure to experience samba, the Afro-Brazilian musical form that best defines Brazilian culture. So bring your dancing shoes and prepare to join in a very special carnival celebration!

Sincerely,

Gary C.K. Huang
Rotary International President, 2014-15



EXPERIENCE SÃO PAULO

Bairro Pacaembu
©André Stefano/SPCVB

WHAT TO SEE

São Paulo is a bustling metropolis, bursting with creativity and diversity. Waves of immigrants have left their mark on the city, each group bringing its own culture and cuisine. To fully experience this vibrant tableau, plan to spend some time in São Paulo's many neighborhoods, and embrace the city's infinite possibilities.

Avenida Paulista, Jardins, Ibirapuera

Avenida Paulista, one of the city's main commercial streets, is an ideal place to start. Step back in time by visiting the Casa das Rosas, a 1930s mansion built for the daughter of a coffee baron, now famous for its roses and volumes of poetry. In some parts of Jardins district, you'll find more historic mansions and iconic architecture.

To relax and escape the commotion of the city, Paulistanos (those who live in São Paulo) head to Ibirapuera Park, where walking, jogging, and biking paths wind through 1.5 million square meters (16.15 million square feet) of woods, lakes, and open areas. Be sure to check out the stone sculpture tribute to the explorers, one of many monuments in the park. And consider a visit to the Museum of Modern Art, Museum of Contemporary Art, Afro-Brazilian Museum, or Oca exposition center.

Higienópolis, Barra Funda

The Higienópolis district is family-friendly and full of greenery, great dining, and good shopping. Visit the museum underneath the bleachers of the Estádio do Pacaembu football stadium to get inside Brazil's national sports obsession. The Barra Funda area is home to the Memorial da América Latina, a futuristic architectural gem designed by 20th-century Brazilian architect Oscar Niemeyer, who also designed most of the buildings in Ibirapuera Park.



Graffiti on Av. Cruzeiro do Sul
©Caio Pimenta



Monumento às Bandeiras
©André Stefano/SPCVB



Instituto Tomie Ohtake
©André Stefano/SPCVB

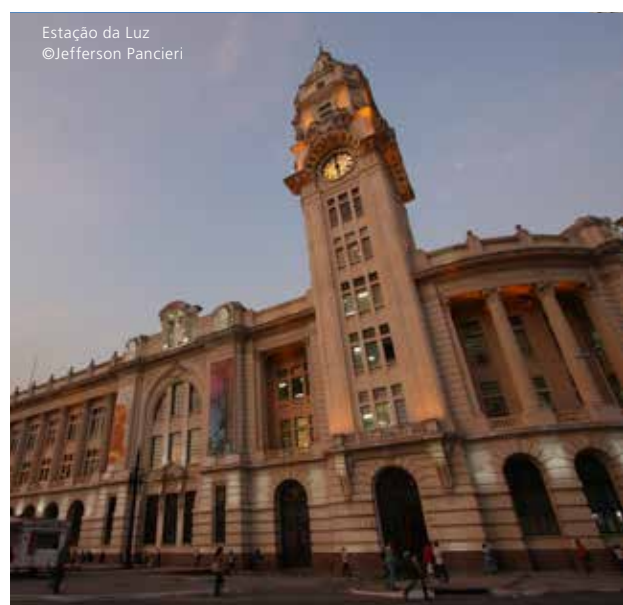
Liberdade, Centro, Bela Vista

Stop by the Museum of Japanese Immigration in Liberdade to learn how São Paulo became home to the largest Japanese population outside of Japan. Stroll down the Rua Galvão Bueno with its pretty Japanese-lantern light standards and you'll find inviting sushi restaurants (as well as Chinese and Korean cuisine).

A stop at Marco Zero in the city's downtown (Centro) brings you to the geographical center of the city, ringed with imposing skyscrapers. Here you'll see one of the city's most famous architectural landmarks, Oscar Niemeyer's Edifício Copan. The undulating wave form reflects the architect's belief in integrating the rich and poor. In Bela Vista, a former Italian settlement that maintains much of its Old World charm, you'll find some of the best theaters, bakeries, and restaurants in the city.

Vila Madalena, Pinheiros

These two neighborhoods, São Paulo's bohemia, are home to countless clubs and performance spaces. Samba, shop, and snack — and see some of the city's most vibrant graffiti. Art lovers will want to stop by the SESC Pinheiros arts complex or the Centro Brasileiro Britânico, the official British headquarters in the city, which also hosts lively art shows. The Instituto Tomie Ohtake houses the works of the Kyoto-born Japanese artist, who specialized in geometric forms.



Estação da Luz
©Jefferson Pancieri

Luz, Bom Retiro, Brás

Luz, one of the city's oldest neighborhoods, is home to two gorgeous train stations dating from the early 1900s. Nearby Vila dos Ingleses, the city's only authentic English neighborhood, is being preserved through a project to restore homes that once served British engineers working on the São Paulo railroad.

Bom Retiro flourished in the late 19th and early 20th century as a garment district populated by Jewish immigrants. It's now home to a growing Korean population. The Memorial do Imigrante in Brás, located in an old lodging-house complex that once welcomed 1,000 people a day, tells the story of São Paulo's waves of immigration and offers insight into the city's development. Italians, Greeks, and Armenians initially made up most of the population of Brás; now, Bolivian and Korean immigrants call it home.



WHAT TO EXPERIENCE



INSIDE THE SERPENTS' DEN

Instituto Butantan, founded in 1901 to fight outbreaks of bubonic plague, has evolved into a research facility specializing in venomous animals, and today produces about 80 percent of Brazil's vaccines. Highlights include the largest serpentarium in the country, where you can watch rattlesnakes, pythons, and pit vipers basking in the sun in a sunken outdoor area, and a biological museum. The institute is located in the Butantã neighborhood west of Jardim Paulista.

For the family

The Parque Zoológico is home to more than 3,000 animal species and a petting zoo, and the nearby Jardim Botânico is a paradise of green in the urban center.

Nightlife

Like many urban centers, São Paulo never sleeps. Vila Olímpia and Vila Madalena are especially known for their trendy drinking establishments, while Bar Brahma offers a variety of live music, and is located on the famous corner celebrated in the song "Sampa."

Shopping

Rua 25 de Março is the largest open-air shopping market in Latin America. Sample the fruits in the Mercado Municipal, a large indoor food market, or shop to your heart's content at the more than 50 malls scattered across the city.



Photo courtesy of
Parque Zoológico





WHAT TO EAT & DRINK

Brazilians love their coffee, and you will find cafes on almost every street corner. The dining triangle of Higienópolis contributes to the city's reputation as a gourmet capital, with Brazilian flavors joining Italian, French, and North American cuisine. You'll find sushi and Asian fare in Liberdade, and sophisticated Italian cuisine — along with amazing views — at the Terraço Itália, close to Praça da República. Be sure to try a pastel, the national snack, a flavorful fried pastry with a variety of fillings.



Mercado Municipal
©Jair Magri



Brazilian coffee
Photo: Conrado Reis

1

REGISTER NOW

REGISTER BY 15 DECEMBER TO TAKE ADVANTAGE OF EARLY-REGISTRATION PRICING.

Decide whether to register as a group or as an individual.

Rotarians, Rotaractors, and club and district employees can register themselves and up to six guests, including non-Rotarians, online. To register more than six guests, download a form at www.riconvention.org. If you have a group of 25 or more, contact ri.registration@rotary.org for additional information.

Choose your travel dates.

Check the preliminary schedule at www.riconvention.org and select the activities you wish to attend before, during, and after the convention. It's best to determine travel dates before you start the registration process.

2

PURCHASE

Purchase tickets for host events.

Local Rotarians on the Host Organization Committee have arranged excursions and hospitality events to help visiting Rotary members enjoy their stay in São Paulo. For details and to purchase host-ticketed events and tours, go to the HOC website www.rotary2015saopaulo.org.br.

Purchase airline tickets.

Discounts are available on select airlines for Rotarians traveling to São Paulo for the convention. Find information and discount codes at www.riconvention.org.

3

RESERVE

Hotel reservations are available beginning 31 May 2014.

Rotary International has partnered with onPeak to provide hotel options for your trip. onPeak is able to offer you the competitive nightly rates at favorable hotels throughout the city, and will strive to make the reservation process smooth and effortless. Reservations are on a first-come, first-served basis, so be sure to book early to secure your preferred accommodations. For more details, see www.onpeak.co/rotary.



ROTARY IN BRAZIL



RI PRESIDENTS FROM BRAZIL

RI has had three presidents from Brazil:

Armando de Arruda Pereira
1940-41

Ernesto Imbassahy de Mello
1975-76

Paulo Viriato Corrêa da Costa
1990-91



Rotary has held two previous conventions in Brazil, the first in 1948 in Rio de Janeiro and the second in São Paulo in 1981, with 15,200 participants.

By the numbers

Brazil is the fifth-largest country in terms of Rotary membership, with 56,000 Rotarians in 2,381 clubs and 38 districts. Female Rotarians represent 22 percent of the country's membership. In addition, there are about 11,300 Rotaractors, 19,800 Interactors, and 347 Rotary Community Corps. In 2012-13, Brazil was the ninth-largest contributor to The Rotary Foundation, giving US\$5,109,889.

Projects & Programs

The Brazilian Association of The Rotary Foundation was created to encourage companies to make contributions to The Rotary Foundation by offering tax incentives for corporate donors. Rotary clubs and districts in Brazil are involved in many projects and activities, many of them related to health care, including eye clinics, dental care, disease prevention, and campaigns against smoking and drug use. Brazilian Rotarians also help empower youth through job placements and support of Rotary Youth Leadership Awards and Youth Exchange. Through the Youth Exchange program, more than 1,500 students per year are either hosted by local clubs or leave Brazil to experience another culture.

Education

The Foundation of Rotarians of São Paulo is the largest educational complex in the Rotary world. It educates over 6,000 students at all levels, from preschool to postgraduate; offers professional development and extension courses; and engages in community service projects.

Rotary & family

In Brazil, the families of Rotary members are actively involved in Rotary. Many clubs have Associations of the Rotary Family, also called Houses of Friendship by Brazilians, formed by spouses who support club service projects and activities.



Project fundraiser, Brazil

IS THIS YOUR FIRST CONVENTION?

Make the most of your visit by completing our first-timer checklist:



Attend the orientation for first-time attendees the Saturday before the convention opens.



Pick up ribbons, language stickers, and attendance stickers at the ribbon booth for club officers, to advertise your language abilities and let everyone know that this is your first convention.



Enjoy food, Brazilian culture, music, and Wi-Fi at the House of Friendship — and be sure to visit the exhibits of club and district projects to share ideas with other Rotary members who are making a difference in their communities.



Use social media to let everyone know what a good time you're having. Share your convention-related photos to friends back home using **#ricon15**.

CONVENTION VENUE

All 2015 convention activities will take place at the Anhembi Convention Center, located in the city's northern district of Santana. With its more than 400,000 square meters (4.3 million square feet) of indoor space, the Anhembi Convention Center hosts about half of southern Brazil's major events annually. The complex includes a Palace of Conventions, divided into three auditoriums and other meeting facilities; a Sambadrome with a track for parades and sporting events; and a giant Exhibition Hall.

Getting there

The Anhembi Convention Center is 1.5 kilometers (0.9 mile) from a major bus terminal and close to Metro rapid transit stations. More information about transportation between the convention center and hotels will be posted to the convention site as it becomes available. Taxis are also easy to find in São Paulo, and several companies offer air taxi service via helicopter out of Campo de Marte Airport, which is across the street from the Anhembi.

PROGRAM HIGHLIGHTS

Plenary sessions

These sessions will offer inspiring stories from Rotary leaders and other leading figures who share Rotary's goals. Hear the latest news about polio eradication and other subjects of particular interest to Rotarians. Simultaneous interpretation will be offered in English, French, Japanese, Korean, Portuguese, and Spanish. See the latest program developments at **www.riconvention.org**.

Breakout sessions

If you're looking for project ideas, strategies for strengthening club membership, advice about fundraising, applying Rotary's new brand, or talking to the media, breakout sessions offer an excellent opportunity to exchange ideas with fellow Rotary members. If you have an idea for a breakout session, please visit **www.riconvention.org** or email **learn@rotary.org** to learn how to make a proposal.

House of Friendship

Connect with other Rotary members while sampling local food and learning about Brazilian culture. You can visit booths showcasing Rotary service projects, Rotary Fellowships, and Rotarian Action Groups. Check out the latest Rotary publications and videos, and register for the 2016 convention. Interested in exhibiting in the House of Friendship? Download an application at **www.riconvention.org**.

Preconvention events

Preconvention events, including the Rotary Peace Symposium, Rotaract Preconvention, and Youth Exchange Officers Preconvention, allow everyone in the family of Rotary to connect, exchange ideas, and discuss key issues. Current, incoming, and past RI officers, including reported governors-nominee, are invited to attend the 2015 International Institute to hear organizational updates and meet with other Rotary leaders.

Host events

Brazilian Rotarians will provide a warm welcome, greeting you on arrival and offering a series of events planned by the Host Organization Committee. These events offer a wonderful opportunity for friendship, networking, and fun.

Unofficial affiliate events

Attending or organizing an unofficial affiliate event gives you an opportunity to spend time with Rotarians with whom you share a language, geographic area, or Rotary service role. For more information, visit **www.riconvention.org** or contact **uae@rotary.org**.

EXPERIENCE BRAZIL



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While São Paulo and its neighborhoods are enthralling, you'll want to get outside the city to experience the fullness of Brazil, the world's fifth-largest country.

Rio de Janeiro (Southeast)

Brazil's most beautiful city, Rio offers visitors everything from spectacular natural landmarks to beaches that feature sports and activities for the energetic or a place to sunbathe or visit with friends over a cold água de coco. Any visit to Rio should include a train trip to the top of Corcovado, where the statue of Christ the Redeemer — voted one of the new Seven Wonders of the World — awaits you with outstretched arms.

Ouro Preto (Southeast)

Ouro Preto, a UNESCO World Heritage site several hours north of São Paulo, played an important role during Brazil's gold rush, and is home to Brazil's finest collection of Baroque art and architecture. Nearby is Congonhas do Campo, home to the most famous works of 18th-century sculptor Aleijadinho. In the rugged hamlet of Diamantina, white-walled cottages and churches cascade down an irregular slope.

Iguaçu Falls (South)

On the western border with Argentina, Iguaçu Falls is a natural wonder and one of the most visited natural landmarks in Brazil. Millions of gallons of water cascade every second over 275 individual falls. At the heart of this breathtaking scene is the Garganta do Diabo (Devil's Throat), where 14 separate falls surge over the 90-meter (295-foot) cliffs in a deafening roar.

Brasília (Central)

In the heart of the country, Brazil's capital is an impressive architectural accomplishment. Renowned architect Oscar Niemeyer designed all the major public buildings, following architect Lúcio Costa's city plan. Stop first at the 224-meter (735-foot) Brasília TV Tower, where an informative map at the base explains the city's layout. Take the elevator to a viewing platform 75 meters (245 feet) up for a bird's-eye view.

Amazon (North)

The Amazon basin in northern Brazil is home to the world's largest rain forest. Several tour companies operate daylong river trips along the Amazon starting at Manaus, or sign up for a cruise into the remotest parts of the jungle.

Salvador (Northeast)

The Pelourinho in Salvador is the most important grouping of 17th- and 18th-century colonial architecture in the Americas, according to UNESCO. Check out the city's scenic churches, but leave time for its beaches. A series of interconnecting streets and roads provides a nonstop promenade along the shore, from Barra beach downtown to the distant north-coast beaches considered among Brazil's most beautiful.



Christ the Redeemer overlooking Rio de Janeiro
Photo: Artyom Sharbatyan



Colonial architecture in Pelourinho
©iStockphoto.com/ueberkunst

PLAN EARLY & MAKE A DIFFERENCE



REGISTER EARLY

Take advantage of special preconvention pricing, but don't delay. The early-registration deadline is **15 December** for the lowest rates. Register online and receive your confirmation materials immediately.



APPLY FOR A VISA

Many visitors, including those from most of Europe, Central and South America, Korea, New Zealand, and the Philippines, do not need a visa to enter Brazil. If you are visiting from Australia, Canada, Japan, or the United States, among others, you will need to apply for a visa, which may require an in-person interview, through the Brazilian embassy or consulate serving your country or area. For a full list of visa requirements, go to **www.portalconsular.mre.gov.br**, click on Estrangeiros, and choose *Quadro Geral de Regime de Vistos*.

Rotary International will provide a letter of invitation to those who need one to apply for a visa. Registering online is the fastest way to receive a confirmation and letter of invitation, as both are generated and sent to you immediately after you register. RI processes paper forms on a first-come, first-served basis, so register and apply for your visa early to allow adequate processing time.

IMPORTANT DEADLINES

15 DECEMBER 2014

Early-registration deadline

2 FEBRUARY 2015

Official housing deadline

31 MARCH 2015

Preregistration deadline

30 APRIL 2015

Registration/ticket cancellation
deadline

9 JUNE 2015

Online registration closes

CONTACTS

ROTARY INTERNATIONAL

www.riconvention.org

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ri.registration@rotary.org

SÃO PAULO HOST ORGANIZATION COMMITTEE

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TOURISM

BRAZIL

www.visitbrazil.com

CITY OF SÃO PAULO

www.visitesaopaulo.com

STATE OF SÃO PAULO

www.fcvb-sp.org.br



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Ponte Octavio Frias de Oliveira

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