



SECRETARIA ESPECIAL COPA 2014 | RIO 2016

HOST CITY FOR THE 2014 WORLD CUP AND FOR THE 2016 OLYMPIC GAMES

## PRESENTATION FOR USA COMPANIES



**EDUARDO PAES | Mayor**  
**RUY CEZAR | Special Secretary**

April 29th, 2010

## Knowing Rio

### Population

6 million hab

- 2nd city in Brazil, 3rd city in Latin America
- 41% between 15 and 39 year old

### GDP<sup>1</sup>

US\$ 60 billion

- 50% of Rio's State economy
- 86% correspond to the service sector

### GDP per capita <sup>1</sup>

US\$ 10 thousand

- 20% higher than Chile's GDP per capita

### Education HDI

0,933

- Comparable to Israel and Portugal

1) 2006, converted into Reais using 2006 average exchange rate

Fonte: IBGE, PNUD, United Nations Development Program

# Knowing Rio

## 01 Workforce

## 02 Life style

## 03 Infrastructure

## 04 HQ of top companies



CENPES



- 93% of population ( aged 7 - 14) enrolled in elementary or secondary level school
- 191 thousand enrollments in universities per year
- Top tier public and private universities (e.g. PUC, IME, UFRJ, FGV)
- Only Latin America business school listed on the FT global rank (COPPEAD)
- Large cluster of R&D and technological centers
  - CENPES: Petrobras research center
  - FioCruz: Most important health research institution in Latin America
  - Incubators (BioRio, PUC and UFRJ):

# Knowing Rio

## 01 Workforce

## 02 Life style

## 03 Infrastructure

## 04 HQ of top companies



Copacabana beach



Tijuca's forest

- More than 90 Km of beaches
- Largest urban forest in the world
- Green and vegetation areas covering 30% of city's total area
- 140 km of bike lanes, 2nd largest in Latin America
- Biggest soccer stadium in Latin America (Maracanã)
- Destination of world-class musical events (Rolling Stones, Madonna, Live Earth)
- Capital of Samba, birthplace of Bossa Nova



Maracanã Stadium

# Knowing Rio

01 Workforce

02 Life style

03 Infrastructure

04 HQ of top companies



Tom Jobim International Airport



Port of Rio de Janeiro

- 42% of Brazilian GDP comprised in a circle range of 350Km from city of Rio
- 141Km of railways and 42Km of subway lines
- 1 seaport, 3 commercial airports
- Road access to main cities
  - 440 km to São Paulo
  - 450 Km to Belo Horizonte

# Knowing Rio

		COMPANY	SECTOR
01	Workforce	 Petrobras	Top 1 in Energy
02	Life style	 Vale	Top 1 in Mining
03	Infrastructure	 Rede Globo	Top 1 in Media
04	HQ of top companies	 Bradesco Seguros	Top 1 in Insurance
		 Oi	Top 1 in Telecom

1 IBX's Companies, 2008

47% of total Brazilian market cap is located in Rio<sup>1</sup>

## Rio's mega events

- 2011 CISM Military World Games
- 2013 Confederations Cup
- 2014 FIFA World Cup
- 2016 Olympic Games





## 2011 - 5<sup>th</sup>. CISM Military World Games

- The Federal Budget is sponsoring the World Military Games. They are already in the initial phase of villages construction in military lands in Campo Grande, Campo dos Afonsos and Deodoro. These villages, with a total of 1,206 apartments, shall revert, after such Games, to the Federal patrimony as residences for military men. The first one of these Villages, the Army Village, shall have its cornerstone launched on December 15; this is the first construction for the 2016 Olympic Games, because it shall be used as Media Village.
- The State Government and the Rio de Janeiro City Hall shall provide support to infrastructure and sports facilities, conciliating in the same project, and whenever compatible, the 2011 events with those of 2013 and 2014 and the 2016 Olympic Games.
- Period: From July 16 to July 24, 2011. Opening of the Athletes' Villages on July 8.
- 110 participating countries, 20 sports, 37 modalities, including military sports (parachute, pentathlons).
- Estimates: 6,000 athletes (4.718 confirmed in feb. 2010), 2,000 delegates and 500 guests.

REALIZAÇÃO:



APOIO:





## 2013 - Confederations Cup

- Soccer championship organized by FIFA among the six national champion teams of their continents, plus the host country and the world champion, in a total of eight countries.
- In this championship shall participate the continental champions of Eurocopa (UEFA), African Nations Cup (CAF), Asia Cup (AFC), Oceania Nations Cup (OFC), Gold Cup of Caribe and Central America Countries (CONCACAF) and America Cup (CONMEBOL).
- The Confederations Cup is a test event for the World Cup. It follows the same organization and performance principles and will be played in five of the host cities, in the World Cup stadiums. This shall require the responsibilities arrangements by the Rio de Janeiro City Hall to be advanced in at least one year.

## 2014 - World Soccer Cup

FIFA has chosen in July 2009 the 12 sub-headquarters: Rio de Janeiro, São Paulo, Belo Horizonte, Porto Alegre, Brasília, Fortaleza, Salvador, Recife, Natal, Manaus, Cuiabá and Curitiba.

FIFA has already held two Seminars with the host cities in order to become aware of projects in course, especially regarding stadiums constructions and reconstructions.



## The Maracanã Stadium

The stadium will be refurbished to meet FIFA standards.

New capacity:  
83,000 spectators

Project in development.  
Works estimated at R\$ 600 million, of which R\$ 400 million in BNDES financing.





## World Cup FIFA 2014 - responsibilities

The federal government, states and cities have established a Matrix of Responsibilities, which will enable the implementation of government actions necessary for the Confederations Cup and World Cup FIFA 2014.

According to this matrix, Member States and/or Municipalities, implement and fund the operations associated with competitions; referring to urban mobility; stadiums and their surroundings; surrounding airports and tourist port terminals.

It will be up to the Union finance and implement the interventions associated with airports (passenger terminals, runways) and ports (tourist terminal).



## 2014 - FIFA World Cup

### Schedule:

**May, 2010:** Implementation of the investments, with the beginning of stadiums constructions and reconstructions.

**Until December 31, 2012:** Final Delivery of all stadiums in full inspection conditions by FIFA and their use for the Confederations Cup.



## Olympics 2016 - key facts

### Guarantees:

- The Federal, State and City Governments shall provide all the guarantees required by the International Olympic Committee (IOC).

### Concepts:

- The Olympic Games shall be a social inclusion and growth tool;
- World recognition of Brazil as a continental leader, and of Rio as the sports capital in the Americas;
- Commitment with the Olympic values and their interpretation by the Brazilian youth.

## Olympics 2016 - key facts

- Full use of the existing sports facilities (Rio2007 Legacy). Same areas: Barra, Copacabana, Maracanã and Deodoro.
- Rechecking of the capacities of the sports facilities, based on IOC's documents, on IF's requirements and on the observations held at the Beijing Games.
- Games Planning fully aligned with the city's long-term planning.
- Studies on the economic viability and sustainability for all the investments.
- Full integration between planning and operation of the Olympic and Paralympic Games. Full access to the facilities.
- Maximization of the opportunities for social transformation and youth engagement.
- International promotion of Rio de Janeiro and Brazil.
- Meet the expectations of the Games clients. Provide them a unique experience.

## Rio 2016, from bid to victory



Lausanne, January 11, 2008

Vídeo do [anúncio](#)



Copenhagen, October 2, 2009

# Rio Master Plan

The Rio de Janeiro proposal for the major sports events is linked to the City's Directive Plan and to the urban macro-zones.



# Rio's Olympic Park



**READY**

- Velodrome
- Multipurpose Arena
- Aquatic Park

Vídeo projeto olímpico

## Olympic Park - swimming



**Indoor** - basketball, judo, taekwondo, wrestling, handball



## Indoor - basketball, judo, taekwondo, wrestling, handball



## Sponsors Village and *Live Site*



# Hockey Olympic Park

Ministério  
do Esporte



# Tennis Olympic Park

Ministério  
do Esporte



## Rio Olympic Arena - gymnastics



## Maria Lenk Olympic Park water polo, diving



## Rio Olympic Velodrome- cycling track



## Riocentro Pavillion 4 - Badminton

OCOG



## Riocentro Pavillion 6 - weightlifting

OCOG



## Media Village



## IBC/MPC



# Olympic Village



## Olympic Village



## Fort of Copacabana - triathlon, marathon swimming

Ministério  
do Esporte



## Copacabana Beach - temporary venue - beach volley



## Copacabana - Parque do Flamengo



## Marina da Glória - sailing



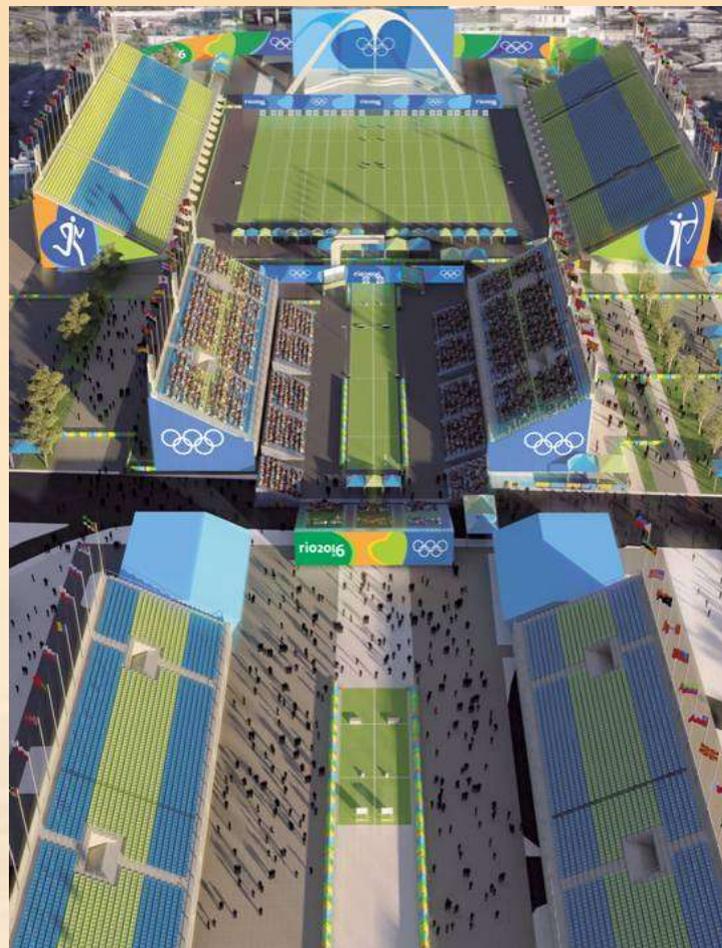
## Parque do Flamengo - cycling road, race walk



## Rodrigo de Freitas Lagoon - rowing, canoe



## Sambódromo - archery, marathon



## João Havelange Stadium - athletics

OCOG



## Maracanã Stadium - opening and closing



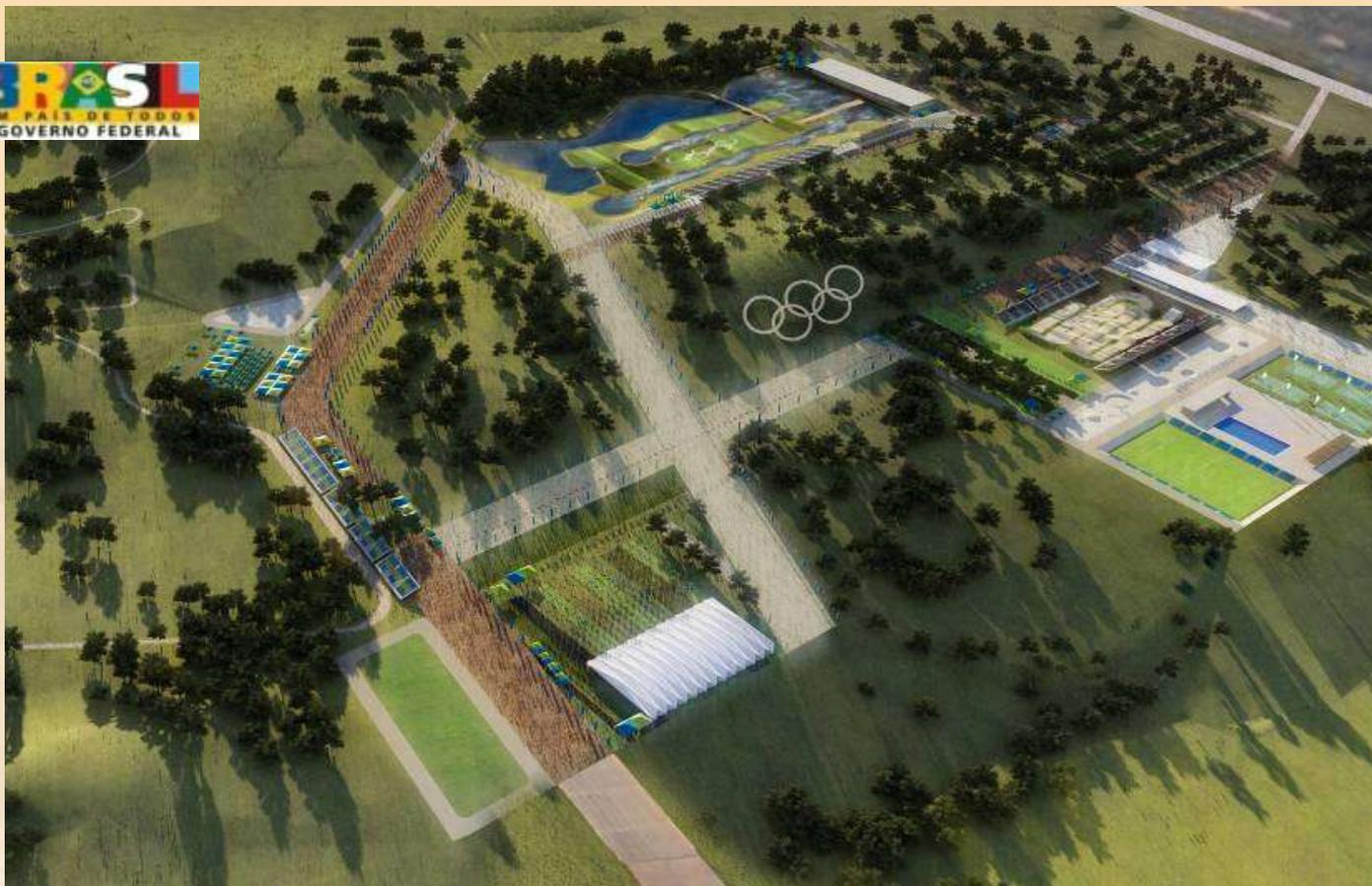
## Deodoro Arena - fencing, modern pentathlon

Ministério  
do Esporte



## X Park - mountain bike, BMX, canoe slalom

Ministério  
do Esporte



## National Equestrian Center - equestrian

Ministério  
do Esporte



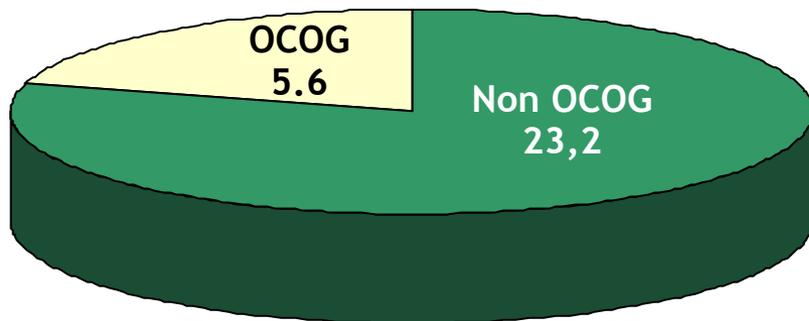
## National Shooting Center - Shooting

Ministério  
do Esporte



## Total budget - R\$ 28,8 bi \*

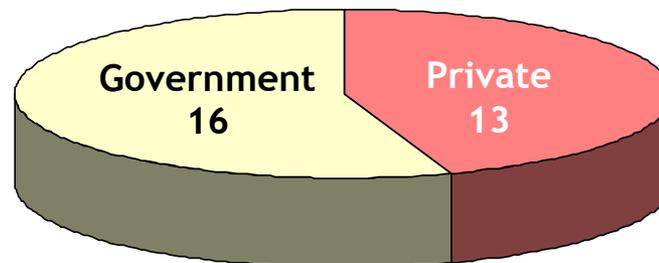
Orçamento JO2016 em bilhões de reais



\*February, 2009

\*US\$ 16,5 billion

Orçamento JO2016 em bilhões de reais



## Rio and the mega events

The sports mega events which shall take place from 2011 to 2016 count with the performance of the Rio de Janeiro City Hall (PCRJ) in all sectors, but mainly regarding :

- Urban Infrastructure
- Transportation
- Environment
- Tourism



## Urban Infrastructure

- The urban infrastructure projects developed for the Pan-American Games have shown to be perfectly adequate for that competition.
- Having in view the 2016 Rio de Janeiro candidature dossier, the Rio de Janeiro City Hall, under the coordination of the Urbanism City Department, has prepared an Urban and Environmental Legacy Plan (PLUA). PLUA has compiled all projects which may be developed in benefit of the improvement of the city's conditions for holding large events.



## Urban Infrastructure *Porto Maravilha* project

Complete revitalization of the area combining infrastructure and urban interventions. Most part of the project will be funded with private resources raised through an innovative instrument: *Operação Urbana Consorciada*. Total investments: R\$ 4 billion.

Infrastructure  
and Urban  
interventions

New access roads, pavement replacement, water treatment, sidewalk enlargements, tree planting, modernization of *Pier* and *Praça Mauá*)

Residential  
development

Potential development of 500 new residential units using old and abandoned buildings. Re-urbanization of the hills inside the area, mostly occupied by medium-low income people

Tourism Culture  
and  
Entertainment

Modernization of the current passenger terminal, art gallery and a brand new museum

Business  
development

Attraction of new businesses and companies headquarters to the area. Special focus in innovation, technology and creativity industry companies

## *Porto Maravilha* project - Pier Mauá - current situation



## Transportations

The actions provided for the 2016 Olympic Games are perfectly connected to those of the 2014 World Soccer Cup. The major projects in Rio de Janeiro shall contemplate among others:

- Transcarioca: connection Barra da Tijuca - Penha (T5 Corridor), in BRT (bus rapid transit).
- Transoeste: connection
- Lagoa-Barra connection in an express corridor (General Osório Subway / Alvorada Terminal - Rio de Janeiro's Olympic Park): 2 BRT tracks.
- C connection, in BRT, between Deodoro and Barra da Tijuca.

## TransCarioca (Corridor T5) - concept

- Totally segregated from local traffic.
- Implemented alongside the ways with a high number of bust trips.
- Possibility of surpassing at the stations, for express lines.
- Stations with 90 cm. height for embarkation at the buses level, being 30 simple stations (local), 6 express stations (express local) and 2 terminals.
- Tickets Integration with large capacity modules.
- Served by feeding and complementary bus lines:
  - Feeding Bus Lines: Shorter lines interconnecting the T5 Corridor with the boroughs located in the projected influence area;
  - Complementary Bus Lines: Longer lines connecting the T5 Corridor to the City's downtown area and main urban areas.

## Transcarioca (Corridor T5) - vehicle

The standard vehicle for the local and Express Lines shall be of the articulated type



### Features of the articulated buses:

The buses shall have:

- ✓ Doors at the left side;
- ✓ Bus floor at 90 cm. from the soil;
- ✓ Capacity for up to 160 passengers; and no internal ratchet.

## Transcarioca (Corridor T5) - stations

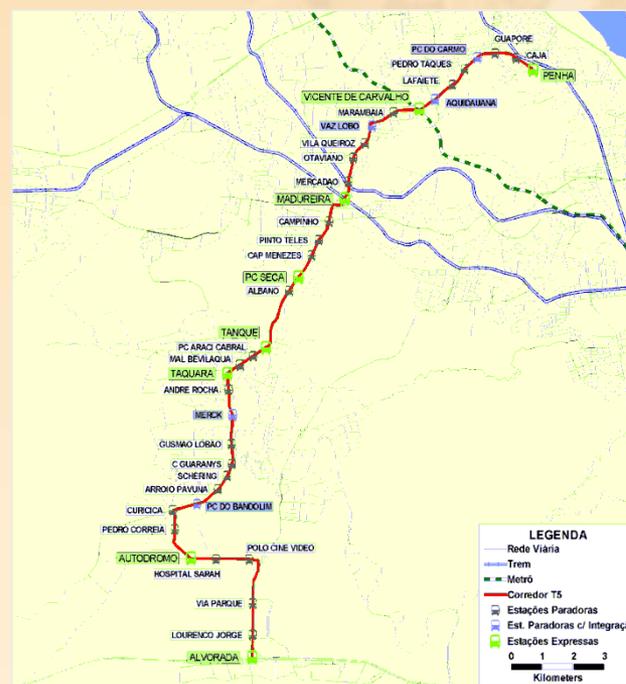
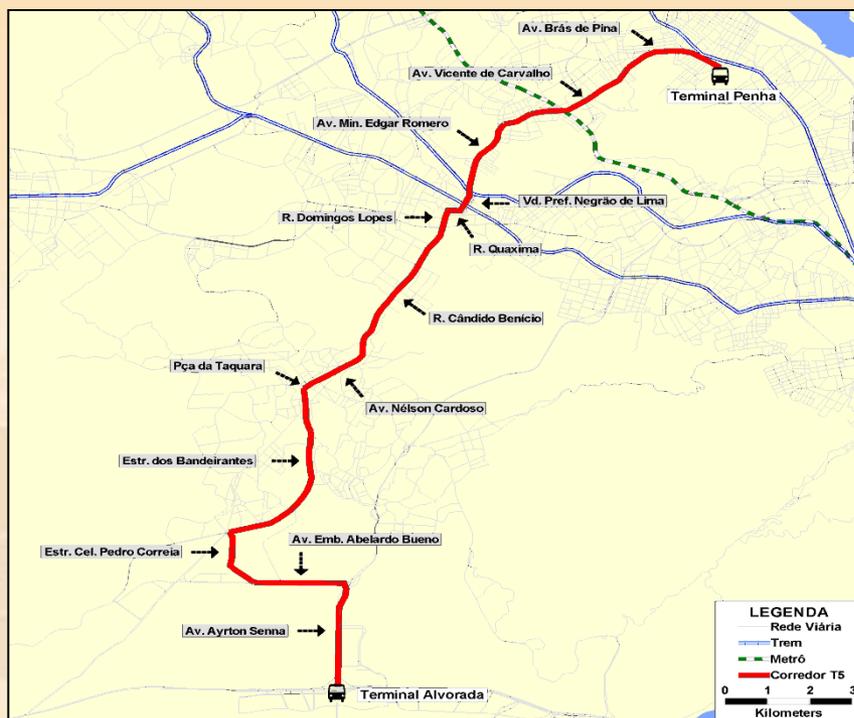


### Architectural Project of the T5 Stations



## Transcarioca (Corridor T5) - status

- Basic Project completed; the Public Notice for registration of the areas to be expropriated was published in October 5, 2009;
- Tender under consideration in the Rio's Tribunal de Contas.



## Transcarioca (Corridor T5)- estimated costs

ITEM AND SOURCE	AMOUNT (R\$ Mi)	%
EIA-RIMA – PCRJ/BID	0,87	0,06
Expropriations	250,55	17,70
Geometric project - BID	0,40	0,02
Works	(1,163,00)	(82,22)
• Infrastructure - PAC	790,00	55,83
• Systems - Concessionaire	23,00	1,63
• Articulated Material - Concessionaire	250,00	17,67
• Stations and garages - Concessionaire	100,00	7,09
<b>Total</b>	<b>(US\$ 812,5 mi)</b>	<b>100,0</b>

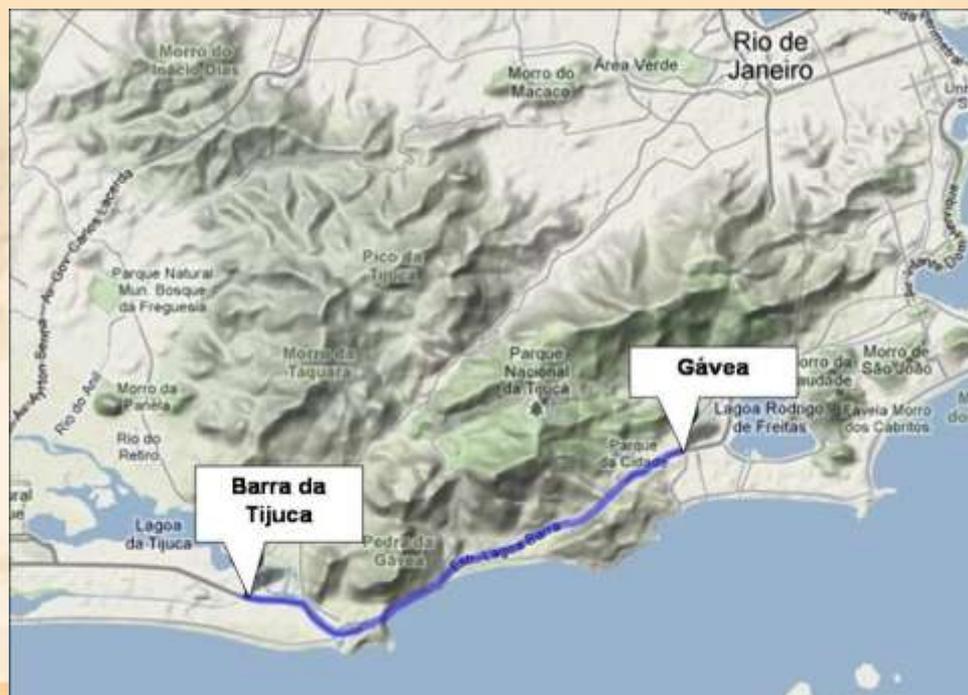
## Transoeste - concept and status

- Express corridor linking Barra da Tijuca to Guaratiba, including the opening of the Grota Funda Tunnel. Doubling Avenue D. João VI, exclusive lane for buses on Avenue of the Americas, and integration with the traditional lines of bus, rail and bicycle system.
- Directions Santa Cruz - Barra now 50 km long and travel 1 hour and 40 minutes by bus. Path Transoeste: 38.5 km long and 1 hour travel.
- Published notice of prequalification for the bidding of the works. Scheduled to start in the first half of 2010 with completion period of two years.
- Investment: R\$ 631 milhões (about US\$ million 332).



## Lagoa - Barra Connection - concept

Creation of two additional pathways between Gavea and São Conrado and between São Conrado and Barra da Tijuca, with the construction of new tunnels and avenues connecting these regions. Includes 3 divers, 1 new tunnel linking Gávea, São Conrado (2.6 km), 1 new tunnel linking the São Conrado - Barra (2.8 km) and duplication of expressways to 4 tracks. Project still under review.

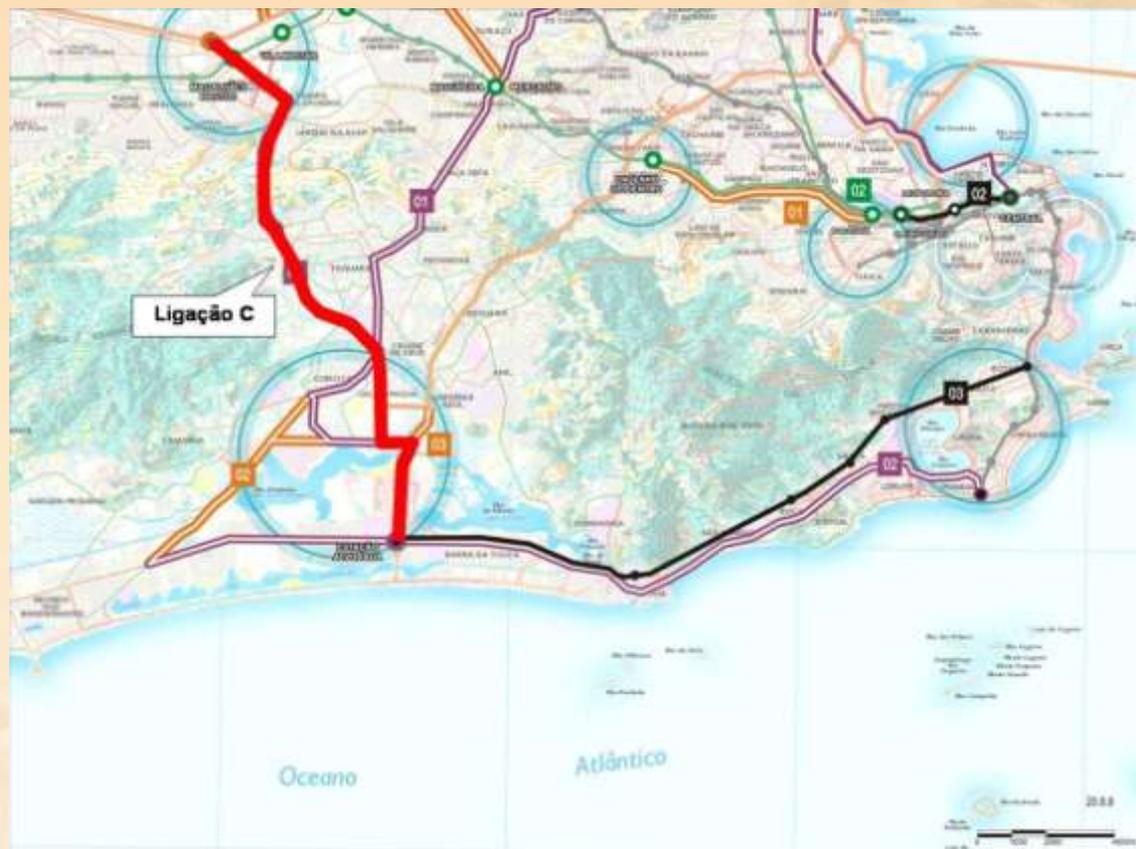


## Deodoro - Barra Connection - concept

Two main lines, and six lanes of traffic, three in each direction.

To be operated in a segregated way of general traffic of Avenida Brasil in Deodoro to Barra da Tijuca. Total length of 23 km, with two galleries of tunnels of 3.4 km each.

Will meet demand of 130 thousand passengers per day through BRT. Will have capacity for 30 thousand cars per day.



## Environment

Important environmental projects shall be implemented having in view the 2014 World Soccer Cup and the 2016 Olympic Games, among them:

- Protection of the Lagoon System of Jacarepagua and of Rodrigo de Freitas Lagoon;
- Improvement and recovery of the natural parks;
- Monitoring of the air, water and beaches quality;
- Balneability of beaches and lagoons;
- Floods Control at Mangue Canal basin (around Maracanã);

Under the responsibility of the Environmental City Department.

## Environment

### Other Measures:

- All constructions shall meet the environmental preservation requirements;
- Transportation shall provide measures of low emission of vehicular carbon;
- Garbage Handling and Selective Collection Programs.



## Tourism - the challenge of accomodation

	Hotéis	Vilas	Cruzeiros	Apart-Hotéis	# TOTAL DE QUARTOS
	# quartos em hotéis*	# quartos**	# quartos***	# quartos	
<b>5 Estrelas SL</b>					
Existente	643	-	-	-	643
Planejado	-	-	-	-	-
Adicional	-	-	-	-	-
Sub-totais:	643	-	-	-	643
<b>5 Estrelas</b>					
Existente	1.936	-	3.457	-	5.393
Planejado	-	-	-	-	-
Adicional	-	-	-	-	-
Sub-totais:	1.936	-	3.457	-	5.393
<b>4 Estrelas</b>					
Existente	2.772	-	1.875	231	4.878
Planejado	850	-	-	-	850
Adicional	-	-	-	-	-
Sub-totais:	3.622	-	1.875	231	5.728
<b>3 Estrelas</b>					
Existente	2.967	-	3.202	1.475	7.644
Planejado	678	25.027	-	-	25.705
Adicional	-	-	-	-	-
Sub-totais:	3.645	25.027	3.202	1.475	33.349
<b>2 Estrelas</b>					
Existente	1.085	-	50	-	1.135
Planejado	-	-	-	-	-
Adicional	-	-	-	-	-
Sub-totais:	1.085	-	50	-	1.135
<b>TOTAL</b>	<b>10.931</b>	<b>25.027</b>	<b>8.584</b>	<b>1.706</b>	<b>46.248</b>

Source: candidature bid

## Stimulation of the economy – Pan 2007

The Pan American Games Rio 2007 (\*):

- moved 42 sectors of the economy, especially construction, public administration, trade, rent property, agriculture and petroleum refining;
- injected R\$ 10.2 billion in the economy, of which R\$ 3.5 from governments and R\$ 6.7 from private;
- led to the hiring of 178,955 people across the country, with 55,139 in Rio;
- effects generated beyond the borders of the municipality.



\* Estudo FIPE, *Impactos socioeconômicos dos Jogos Pan-americanos Rio 2007*, Ministério do Esporte, 2008.

## Stimulation of the economy – Rio 2016

The 2016 Olympics will invigorate the economy in exponential levels over 2007, most notably:

- construction, equipment and facilities, temporary facilities, generators, air conditioning, telecommunications, security, etc.
- all kinds of permanent material and consumables: food, clothing, furniture villages, sports equipment, etc.
- leasing services for vehicles and equipment, tourism services, catering, telecommunications, telephony and IT, facility security, etc..
- jobs: estimate of 50 thousand temporary and 15 thousand permanent jobs.



## Some costs – Olympic Games



US\$ 34 billions - investments

US\$17 billions - promotion and marketing



US\$1,3 billions - COJO budget

US\$ 768 millions- investments



GBP 9.35 billions (about US\$19 billions), of wich GBP 5.3 billions in investments.



US\$ 14,4 billions (bid), oh wich 11.6 in public investments (non-OCOG budget) and 2,8 (OCOG budget).



**Thank you !**

Vídeo de encerramento



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