



DELL WE CITIES 2017

Sao Paulo, BR Case Study

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Sao Paulo, BR Case Study

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Overview & Overall Scores

Sao Paulo, BR



Sao Paulo, Brazil

Overall Score: 32.6 out of 100 / Overall Rank: 42 out of 50

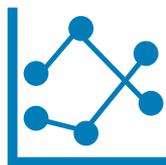
The Sao Paulo Metropolitan Area (Região Metropolitana de São Paulo) is the richest and most populous urban region in all of South America, with more than 21 million people living in 39 different municipalities. The capital of the state with the same name, the City of Sao Paulo, is the financial and economic center of Brazil. The city alone, the largest in the country, has a population of about 12 million people (2016 estimate).

The other important municipalities in the metropolitan area are Guarulhos (Sao Paulo state's second most populous city with 1.34 million people) and the economically important area of ABCD (encompassing the cities of Santo Andre, Sao Bernardo, Sao Caetano, and Diadema), where many industrial corporations – especially carmakers like Volkswagen, Ford, and General Motors – are located. Several of the 39 municipalities, however, have much less economic activity and are often considered mainly dormitory towns.



Sao Paulo Rankings

MARKET No. 50



Policy	43
Access	46
Cost	49
Size	12

TALENT No. 39



Access to Qualified Personnel	44
Women's Skill & Experience	29

CAPITAL No. 45



Capital Base	15
Gender Proportion	50
Number/Value	37

CULTURE No. 44



Policy	23
Attitudes & Experiences	38
Access to Mentors/ Role Models	49

TECH No. 19



Policy	7
Cost	41
Connected	29

Notable Policies & Practices

Sao Paulo, BR



Policies and Practices Impacting Women Entrepreneurs in Sao Paulo

- Sao Paulo has a **vibrant culture** for entrepreneurship and women are taking the lead in creating new businesses in the region. Most of the new enterprises created in the city are led by women and they are taking advantage of a newly built support network that is offering them courses, events and information about how best to conduct their businesses.
- Women entrepreneurs also benefit from access to the internet and from the fact that **Sao Paulo is a technological hub in Brazil (Sao Paulo ranks in the top half for Access to Technology No. 19)**. The city also provides them access to the main consumer market in South America. In fact, any big national plan for Brazilian investment will have to consider investing in Sao Paulo, given the size of its market (**ranking No. 12**) and its **logistical facilities**.
- Women do not face any restrictions in owning property or businesses in Brazil and there are several successful, powerful businesswomen that act as role models for women entrepreneurs. Despite a low numbers of women in politics, **Brazil has recently had a female President and the City of Sao Paulo had two female majors**.
- Labor legislation also offers women the benefit of **120 days of paid maternity leave** and stability at work during pregnancy – **ranking it in the top 25 for policy under the Culture pillar**.

Areas to Improve

Sao Paulo, BR



Areas of Improvement

All 50 cities in the WE Cities Index were chosen because they exhibit strengths for supporting high potential women entrepreneurs. Each also has areas to improve. Sao Paulo has some areas to improve if it is to create a more powerful and competitive business scene and a more supportive ecosystem for female entrepreneurs.

- **Despite ranking No. 12 on Market Size, Sao Paulo ranks No. 50 in the overall Markets pillar due to the Cost (No. 49), Access (No. 46) and Policies (No. 43).** In particular, the current tax system is very complicated, expensive and does not help the creation of new enterprises. Entrepreneurs have to pay different taxes to the city, the state and the federal government. There are also some very expensive benefits that should be provided to employees.
- **The city ranks No. 45 on Access to Capital:** Brazil is very expensive and interest rates are very high. Most women enterprises do not have access to venture capital, so they have to rely mainly on their own savings and financial support from their family to start and maintain a business. The most common source of external capital to local businesses is loans from high-street banks, which have very high interest rates. For instance, the Brazilian Central Bank has been reducing the base interest rates, but it will take some time for banks to reduce their own rates.



Areas of Improvement in Sao Paulo

- **The ability to build wealth starts with income.** Women in Brazil as a whole continue to receive, on average, salaries that are about 25 percent lower than men. This is despite the fact that women work, on average, five hours more every week than men. And, this is not to mention the extra work they tend to do at home to support their own families.
- **In terms of violence (which is an indicator in the Culture category gauging Attitudes and Expectations) Sao Paulo ranks No. 38 out of 50.** The country continues to have very high rates of violence against women, including murder and rape. Sexism is also a problem, but women are more vocal and are creating more public campaigns to fight it.

Markets

Sao Paulo, BR



Markets in Sao Paulo

- The gross metro product (GMP) of the Sao Paulo metropolitan area is about BRL 970 billion (about USD \$601 billion). It is only surpassed in South America by the GDP's of Argentina and Venezuela. **The City of Sao Paulo alone has a GMP of USD \$200 billion, about 11 percent of the Brazilian GDP**, according to the most recent data from [IBGE \(the Brazilian Institute for Geography and Statistics\)](#). **Sao Paulo ranks No. 6 in terms of population and No. 11 in terms of GMP** out of the 50 metros in the 2017 WE Cities Index.
- After many years of growth and the implementation of national policies that lifted millions of people out of poverty – increasing the consumer market and local purchasing power – **the Brazilian economy was hit by a big recession in the last two years**. The national GDP contracted 3.8 percent in 2015 and 3.6 percent in 2016. This created massive unemployment in the country and it affected the Sao Paulo metropolitan area particularly hard.
- **The official unemployment rate hit nearly 18 percent of the workforce in the metropolitan area, leaving about 2 million people jobless**. This has, of course, affected businesses and reduced economic activity, limiting also the number of new enterprises created in Sao Paulo. However, the worst of the economic crisis seems to be over and IHS Markit estimates that **the national GDP will grow by about 0.1 percent in 2017**. This is a small growth rate, but it may help stabilize the economy in the Sao Paulo area. **For 2018, IHS Markit estimates that the Brazilian GDP will grow about 2.0 percent**.

Markets in Sao Paulo



“Sao Paulo is where things really happen in Brazil. We have access to everything and everyone 24 hours a day. The ease of having access to all kinds of services, people, and good prices made me start the business here.”

– Camila Achutti, founder of MasterTech

- **Evidence of the negative impact of the economic crisis on new enterprises exists.** According to Senai, a nonprofit organization that offers courses and information for new entrepreneurs, their branches recorded a drop of about 50 percent in new businesses projects in 2015 – showing that the crisis slowed down plans from would-be entrepreneurs. On the other hand, there is evidence that some people decided to open small businesses as a way to keep some income after being made redundant from their jobs.
- **A major advantage for women to trying to launch a business in Sao Paulo is the size of the local market and its connectivity to the rest of the country** and to other South American markets. **Sao Paulo ranks just out of the top 10 (No. 12) in Market Size**, in the WE Cities Index. One theme in our interviews was that San Paulo provides great opportunity for business. Camila Achutti founder of MasterTech said, “Sao Paulo is where things really happen in Brazil. We have access to everything and everyone 24 hours a day. The ease of having access to all kinds of services, people, and good prices made me start the business here. And these things keep me in Sao Paulo.”



Markets in Sao Paulo

- **Sao Paulo is the most important logistics hub in Brazil**, having the two main airports in the country (Guarulhos and Congonhas) and being less than 100 kilometers from the country's major port of Santos. It also has the most comprehensive highway networks in the country. **On the downside for entrepreneurs, Sao Paulo has the country's worst traffic** (a hidden cost for business) and the third most expensive real estate market in Brazil (a square meter in Sao Paulo costs on average BRL 6,902.00 – BRL 2,195.00 – surpassed only by Rio de Janeiro and the national capital, Brasilia).
- **But the market size opportunity is overshadowed by the high cost of doing business in San Paulo.** Entrepreneurs trying to start new businesses in Sao Paulo face high taxes and have to deal with a very complicated tax structure. **Sao Paulo ranked No. 34 out of 50 on the friendliness of their corporate tax.** Any new business in Sao Paulo will have to pay several taxes for the city, the state and the federal government – not to mention expensive and cumbersome benefits for its workers.
- The main local taxes are ISS (Imposto Sobre Serviços, a local tax on services) and IPTU (Imposto Predial and Territorial Urbano, a kind of council tax, based on the size and value of the business's offices). On average, businesses have to pay 5 percent of every sale in Sao Paulo for ISS. IPTU will be charged at a rate of about 1.40 percent a year, depending on the value of the real estate. The state of Sao Paulo will charge mainly ICMS (Imposto Sobre Circulação de Mercadorias e Serviços, another tax on services), at a rate of 16.50 percent on average. After all this, the entrepreneur will have to pay a corporate income tax of 15 percent to the federal government.

Markets in Sao Paulo

- **Entrepreneurs and businesspeople have been pushing for a reform on the tax system for years**, but this is very complicated to do, as it involves many political and economic interests from cities and different regional states, many of which are almost bankrupt and are in need of federal help themselves, and thus are unwilling to negotiate any tax cuts.
- **Brazil has created a system that allows small entrepreneurs to pay a monthly tax** on the turnover of their business called Simples. While this greatly facilitates the process of payment of taxes (which are still relatively high), there is a turnover threshold of RTL 3.6 million a year to remain a part of Simple. If a company exceeds this revenue, it cannot pay its taxes via the Simples system anymore. This creates a high but largely invisible disincentive to scaling one's business. One interviewee said, "That's what we call here 'sudden death.' When the entrepreneur starts to have more revenues, he or she needs to leave the Simples system and moves to another form of tax collection and goes to pay a lot more taxes. As a result, some companies go from a tax rate of 8 percent to 10 percent (with Simples) to a rate of 20 percent, for example."
- **Sao Paulo ranks No. 48 in terms of the ease of starting a business.** It is very bureaucratic and complicated to open a new enterprise in Sao Paulo. The process requires registering the company in different local, state, and federal departments. It takes, on average, 136 days of bureaucracy and paperwork only to register the new business in the city.

Markets in Sao Paulo

- Despite all the difficulties, **women are becoming much more inclined to start their own businesses in Brazil overall**, and in Sao Paulo, in particular. According to a [research developed in 2015 by Dieese](#) (the Brazilian Inter-Union Department of Statistics and Socio-Economic Studies) and Sebrae (an organization that supports small and micro businesses), **Sao Paulo has about 1.4 million women entrepreneurs** (about 20 percent of all entrepreneurs in Brazil).
- **The trend of women opening up their own businesses has picked up in the last few years:** according to the same survey, the number of women entrepreneurs jumped 21.4 percent nationwide from 2005 to 2015. Women are most active in the beauty (20 percent of all women-owned businesses), food (12 percent) and fashion (11 percent) sectors when it comes to starting new enterprises – and this trend is replicated in Sao Paulo city too. **Overall, Sao Paulo ranks No. 34 for number of female entrepreneurs as a percent of all entrepreneurs.**
- **Sao Paulo elected a new mayor, Joao Doria Junior** from PSDB (the Brazilian Social Democratic Party), at the end of last year. Doria Junior is an entrepreneur himself and is leading a pro-business administration. **But, it remains to be seen what kind of long-lasting support he may deliver for women** trying to create their own businesses.

Talent

Sao Paulo, BR



Talent in Sao Paulo

- The Sao Paulo metropolitan area has a **female labor force of about 5.2 million, ranking it No. 36 out of 50**, but **almost a million women are currently unemployed**, according to [Dieese \(the Brazilian Inter-Union Department of Statistics and Socio-Economic Studies\)](#). In fact, unemployment is higher among women than it is among men in Sao Paulo: 18.3 percent vs. 15.5 percent (as of March 2017).
- **However, women are becoming increasingly entrepreneurial in Brazil**, and especially San Paulo. According to a [recent survey by Serasa Experian](#) (a credit score company), 43 percent of all businesses in Brazil are owned by women. However, a [study by Rede Mulher Empreendedora](#) (a network that supports women entrepreneurs and is based in Sao Paulo) showed that many of these female-led businesses are not accounting for their finances properly. The study showed that a third of all women entrepreneurs in Brazil use a very basic method to control the finances of their own companies, such as taking notes in a notebook, rather than using an accountant or a spreadsheet. And 14 percent simply have no control of their businesses' finances.
- **Sao Paulo ranks No. 33 in the index for the percent of the labor force with relevant business skills**, such as accounting and finance. One interviewee expressed it aptly, "There are three areas that new entrepreneurs don't usually think they will need to worry too much when they open their business. But these areas end up being the main points of problems for them: dealing with human resources, accounting and financial issues and legal issues. Brazilian law is very controversial and complex in these areas. So entrepreneurs would need to have some support to deal with these areas."

“Sao Paulo ranks No. 37 in the percent of females with a tertiary degree and No. 41 for the percent of the population with a tertiary degree.”

Talent in Sao Paulo



- Finding tech talent can also be difficult – **San Paulo ranks No. 46 for the percent of the population with IT skills.** One interviewee said, “Everyone has difficulties to find the right talent in the technology world. It is very difficult to recruit technicians in Sao Paulo. We have a very large demand for talent in my area but we have only 50 college students at the most graduating from the top university (USP – Universidade de Sao Paulo) here every year. How will these 50 students alone be able to sustain the innovation the country needs?”
- **Sao Paulo ranks No. 37 in the percent of females with a tertiary degree and No. 41 for the percent of the population with a tertiary degree.** According to the Ministry of Education, there are more women in Brazilian universities than men (and the dropout rate for men is higher). Nationwide, 53.9 percent of all new students are women.



Talent in Sao Paulo

- **Sao Paulo has ranks No. 29 in the percent of female faculty in business schools**, which helps encourage females to complete their MBA's – **the ratio of female to males with MBA's in San Paulo is almost 2 to 3, ranking it No. 7.** Unfortunately, the MBA degree is not translating to executive experience where the ratio of women to men with executive experience is about 1 to 8, ranking San Paulo No. 48 on this indicator.
- **Sao Paulo is home to some of the best higher education centers and universities in South America.** Universidade de Sao Paulo (USP), Insper and Fundação Getúlio Vargas (FGV) are some of the best examples. The city has three universities classified in the *U.S. News and World Report's 2017* rankings of the [1000 Best Global Universities](#) and six accredited MBA programs, ranking it **No. 23 (top half) for number of accredited business schools and No. 29 for number of globally top ranked business schools.**
- Local universities – and some campuses of international universities also based in Sao Paulo, like IESE Business School and Alliance Manchester Business School – are a good source of both knowledge for women entrepreneurs and resources for them to recruit employees for their own businesses. Some universities and other schools are also offering some courses in Sao Paulo that are designed specifically for entrepreneurs to help their businesses.
- Given all of these educational opportunities available for women, **San Paulo ties for No. 1 in business management or finance training courses or programs for WE or women executives.** One area that interviewees raised though was a need start teaching entrepreneurship courses at school so children can learn from an early age.

Capital

Sao Paulo, BR



Capital

Venture capital is available for some specific projects, but it is not as widespread as it is in other cities and countries around the world.

- Women Crowdfunding is just starting to become an option to some businesses and **Sao Paulo ranks No. 29 in the index for the number of projects on crowdfunding sites**. Just as an example, [Catarse](#), the main crowdfunding site in Brazil, has moved around only BRL 32 million (about USD \$10 million) in more than its five years in existence. Additionally, no significant data exists to show crowdfunding options for women enterprises in Sao Paulo alone.
- A [2015 survey by Sebrae and Dieese](#) found that only about 10 percent of all women enterprises in Brazil ever receive outside funding. It **ranks No. 33 for the amount raised on crowdfunding sites** and No. 37 in the Number and Value of Funding. **In the proportion of funding to female-led companies, San Paulo ranks No. 50.**
- **Sao Paulo remains the Brazilian city with the most access to venture capital.** According to a [2016 survey by ABVCAP](#) (the Brazilian Association of Private Equity and Ventura Capital) and KPMG, the whole venture capital sector has about R \$100 billion (about USD \$32 billion) invested in Brazil – about 60 percent of that amount is in Sao Paulo businesses. However, this is a form of investment that still has a lot of growth potential in Brazil.



Capital in Sao Paulo



“The credit model in Brazil is still an old credit model, which only provides credit for someone who has a property. If the woman does not have a car or a house in her name, then she has less access to credit than men.”

- **Because outside funding is lacking, women entrepreneurs tend to use their own savings and often count on some family help to open their businesses.** But direct bank loans, often secured against property, remain by far the most common way to finance new enterprises in Sao Paulo. As one interviewee pointed out, “The credit model in Brazil is still an old credit model, which only provides credit for someone who has a property. If the woman does not have a car or a house in her name, then she has less access to credit than men. Her situation is worse than men’s to get the money in the banks.”
- Thus, most small businesses in the city will have difficulties to find affordable available capital and will have to negotiate the rates directly with the managers of their banks. These figures are usually very high, but **the recent drop in inflation (following the big national recession) is allowing the Brazilian Central Bank to cut interest rates.** This may benefit business in the medium term, as banks start to cut their own interest rates for businesses.



Capital in Sao Paulo

- **Sao Paulo (and Brazil in general) offers generous paid maternity leave and other benefits to women, when compared to some other big cities around the world.** The Brazilian law guarantees 120 days of paid maternity leave for mothers, and this can be extended for another two months following an agreement between companies and the unions.
- A pregnant woman also enjoys stability at work during her pregnancy. Given this level of support both during and after the baby is born (for a period of 120 days), **Sao Paulo ranks No. 10 in terms of maternity leave policies.**
- The Sao Paulo local town hall is also trying to help women entrepreneurs with some specific projects. Recently, it has [partnered with Google and Rede Mulher Empreendedora](#) (one of the biggest networks to encourage more women to venture into new businesses) in a project to support women interested in investing in the tech sector – an area mainly dominated by men – helping Sao Paulo mobilize its women’s capital base, where it ranks in the top half.

Culture

Sao Paulo, BR



Culture

Sao Paulo has an ambivalent culture in relation to businesses owned by women and female in general. On the other hand, the city is very open to women enterprises and it has some role models and good examples of women leaders.

- **The business and financial rules are the same for women and men** and there are no restrictions for women to own their property and their business. On the other hand, however, the city (as in Brazil, in general) has a long history of sexism and offers unequal opportunities for men and women.
- **Overall, in the Policy category that supports Culture, the city ranks No. 23**, doing especially well for paid maternity and paternity leave policies, having non-discrimination in hiring laws based on gender, having advocacy organizations for women and collecting gender disaggregated data – tying for No. 1 on each of these measures.
- However, **only about 10 percent of members of the National Congress are women**. In Sao Paulo, that proportion is slightly better: 9 out of 55 city legislative representatives are women (16.36 percent), **ranking Sao Paulo No. 48 out of 50 for the percent of women in parliament**. It is unfortunate that, after the impeachment of Dilma Rousseff, the first woman president, President Michel Temer formed a government without a single woman as a minister.



Culture in Sao Paulo

- **Having more women in parliament would give a voice** to the needs of women and helps create a supportive policy environment. As one interviewee said, “There is no support network for women entrepreneurs. For example, there are no daycare centers for women to leave their children while they take care of their business. How can a woman run a business if she has nowhere to leave her children? There is no structured network in Brazil, nor in Sao Paulo, to support women entrepreneurs. This is critical, especially for low-income entrepreneurs who have no resources to pay someone to look after their children when they are at work.”
- A recent study by IBGE has shown that [women’s salaries are, on average, 25.6 percent lower than men’s](#) – despite them working on average five hours more than their male colleagues. San Paulo ties at the bottom with cities that do not have equal pay for equal work policies.
- In many ways, **conservative attitudes towards women (and minorities) have been changing in recent years**. But, it is happening at a very slow pace. **Women, however, are much more vocal** and are questioning discriminatory and sexist acts much more openly – in all fields, including business. As one interviewee put it, it is not so much discrimination as an unconscious prejudice saying, “I do not feel that there is discrimination (against women in business). However, men tend to forget that women can also hold high positions in companies and boards.”

Culture in Sao Paulo

- Women are also organizing themselves much more in Sao Paulo, **creating powerful networks** to support themselves and their businesses. [Rede Mulher Empreendedora](#), [WE Connect International](#), and [Professional Women Network](#) are examples of some of the organizations that are creating events, courses and debates about the challenges women face as business owners in Sao Paulo.
- They are also financing some surveys to identify the profile, problems and opportunities for women and their enterprises. **San Paulo ties for No. 1 place on the frequency of events for WE or businesswomen.**
- **Women have also achieved very important roles in business life in recent years in both Sao Paulo and Brazil as a whole.** For example, Luiza Trajano, the head of Magazine Luiza (a national chain of shops), is often portrayed in the media as one of the most successful executives in the country. Another case in point is Graça Foster. During Dilma Rousseff's term in office as president of Brazil, Ms. Foster was the president of Petrobras, Brazil's national oil company, the largest company in the country. She was the first woman in the world to lead a major oil-and-gas company.
- There are some examples in the tech sector as well, like the recent appointment of Fiamma Zarife as the Director-General of Twitter in Brazil. **Sao Paulo ranked No. 28 in the percent of relevant news article about successful women or women entrepreneurs.**

Culture in Sao Paulo

- Only 0.2 percent of all women entrepreneurs in Brazil are partners or owners of the country's big companies – according to a [survey by Serasa Experian](#). And, two of the most important business organizations in Sao Paulo, Fiesp (the state federation of industrial companies) and the Sao Paulo Chamber of Commerce, simply have no woman representatives in their board of directors, **ranking it No. 47 for the percent of women on boards of business associations.**
- The [study by Rede Mulher Empreendedora](#) also shows the four biggest problems women entrepreneurs identify in their work. They are, according to the women entrepreneurs themselves: lack of specific knowledge in economics and management; lack of family support; barriers related to sexism and harassment at work and business in general; and the need to work both in their business and at home to support their family. The survey revealed that more than half (52 percent) of women entrepreneurs decided to open their own business to have more flexible working hours, i.e. so they could dedicate some quality time to themselves and their families. Another 40 percent said they wanted to have their businesses to make more money than they could in the labor market. And, according to the same survey, 75 percent decided to open their business after having a child.
- **One very negative issue in San Paulo is violence against women.** It remains a serious problem in Brazil overall as well. National numbers from 2015 showed a high murder rate of women: 4.8 per 100,000 women. This is the No. 5 highest murder rate of women in the world. In 2015, the country registered 45,460 rapes, but the number seems to be underestimated, as many women do not report the crime, fearing that they will be even more vulnerable if they do so. The State of Sao Paulo registered 20 percent of all registered cases and Sao Paulo ranked nearly at the bottom (No. 49) of the index for both crime and safety.

Technology

Sao Paulo, BR



Technology in Sao Paulo

Sao Paulo is one of the technology hubs of Brazil and ranks in the top half (No. 19) of our 50 WE Cities in the overall Technology category.

- **In general, women have good access to the internet, mobile phones, and technology.** According to an estimate by IBGE (2015), about [102 million Brazilians have access to the internet](#), representing approximately 51 percent of the national population. The study also shows that women have slightly more access than men: 58 percent of women use the internet regularly vs. 56.8 percent of men.
- Mobile internet, accessed by 3G and 4G mobile phones, has grown substantially in Brazil in recent years. In fact, the most popular way Brazilians access the internet now is via mobile. According to a [2015 study by Nielsen Ibope](#), about 68.4 million Brazilians now access the internet on their mobile phones and 51 percent of those are women.
- The same study shows that Sao Paulo is the state most connected to the internet via smartphones: 26 percent of all such mobiles in Brazil are registered in the state. Brazil also has about 27 million fixed broadband connections, about 3.5 million in the city of Sao Paulo –the most connected city in Brazil.

Technology in Sao Paulo

- According to Anatel, the Brazilian Telecommunications Agency, the [average monthly cost of a Mbps connection is BRL 5.98](#) (2015) – a big reduction from the BRL 21.18 cost in 2011, but still relatively expensive for the average Brazilian. **Relative to other cities in the 2017 WE Cities Index, Sao Paulo ranks in the bottom 10 for cost of technology.**
- **Technology training and encouraging women in STEM skills is also lacking.** While **San Paulo ranks No. 7 for Technology Policy** overall, it ranks No. 43 for technology training for women.
- One interviewee said, “We still have a very low percentage of women working with technology. The quality of their work is very high, but we still do not have the number of women involved with it. Women make about only 12 percent of all the people that work with technology in this country.”
- Another said, “We are aware that access to technology can improve the situation of women. But we still have two paths to deal with: one is to look forward and prepare future generations. We need to teach girls while they are still children that the territories of engineering, mathematics, technology and science are not territories just for males. It is a territory that must belong to both sexes. We have to make them aware and show that they can be engineers, scientists, etc. We also need to work at the present to highlight cases of women who are working well in the fields of science and technology. This is a job that has generated a lot of interest in the media. It also shows that women can and should be successful in the areas of technology.”

Technology in Sao Paulo

- In any case, **Brazilians seem to be cautious about using the internet for shopping.** According to a [survey called TIC Domicilios 2015](#), done for the internet management committee in Brazil, most Brazilians have never used the internet for buying or selling products. And women have used it even less for this purpose. The survey shows that 43 percent of men with access to the internet have used it to buy something online and only 34 percent of women have done the same. Also, 17 percent of men have used the internet to sell or to advertise something online versus 12 percent of women who have done the same.
- **Social media in Brazil is extremely popular and it is being used more frequently as a business tool.** Women are performing better than men on those platforms. According to data released by Twitter in 2015, a majority (58 percent) of its users in Brazil are women. On Facebook, the most popular social media platform in Brazil (Brazil is the No. 3 largest market for Facebook with 99 million active accounts), women once again outperform men: 54 percent of all Facebook users in Brazil are female. **Sao Paulo ranks No. 1 (with other cities) for its equality in social media use.**

Sao Paulo Women Entrepreneurs

Sao Paulo, BR



CAMILA ACHUTTI

CTO and Founder,
MasterTech and Ponte21



[MasterTech](#) is an educational platform with a focus on the STEM fields.

[Ponte21](#) is an innovation consulting firm that delivers a new product in 8 weeks.

Background: Camila is the Founder and CTO of MasterTech. She is also the CTO of Ponte21, which is an innovation agency she co-founded in 2015. Her interests lie in discovering new ways to teach STEM and advancing the role of women in technology. Prior to starting MasterTech, she was a Digital Influencer for FIAP. She holds a bachelor's and a master's degree in Computer Science from the University of Sao Paulo.

Recent coverage:

- Documentário mostra como startups brasileiras chegaram aos EUA – [Canaltech](#)
- Unilever Faz Da Inclusão Social Estratégia De Negócio – [Portal Nacional de Seguros](#)
- Women Are Changing the Face of Tech in Brazil – [Americas Quarterly](#)

ALCIONE ALBANESI

Founding Partner, FLC



FLC is a company specialized in the sales of lamps.

Background: Alcione Albanesi is a founding partner of the company FLC lamps, a leader in the lighting segment and a pioneer in LED manufacturing in Brazil. She's also the founder and president of Friends of the Good, one of the social projects in Brazil, which contributes to the eradication of hunger and misery in the Northeast Hinterland. Alcione has won the Entrepreneur of the Year award and Winning Women of Ernst Young.

Recent coverage:

- I have a contract with God, says Alcione Albanesi – [Empresas & Negocios](#) The life and work of an enlightened entrepreneur – [Draft](#)
- The woman who has explored China and dominates the lamp market – [Exame](#)

CHIEKO AOKI

Founder and President, Blue Tree Hotels



Blue Tree Hotels are a network of hotels with headquarters in Sao Paulo, Brazil. It's one of the largest hotel chains in Brazil.

Background: Chieko holds a law degree from the University of São Paulo (USP), with special courses in business from the University of Sofia in Tokyo, and courses in hotel management at Cornell University in the United States. She has worked in several places around the world, such as in the United States, Asia and Europe, as president of the Caesar Park and as vice chairwoman of Westin, the oldest hotel chain in the United States. Chieko, affectionately referred to as "the hotel lady," started Blue Tree in 1997 to create a hotel chain with excellent service and facilities at a more affordable rates. Actually, Blue Tree operates 24 hotels in Brazil's main cities and a food service company catering for restaurants and events, thru her company Noah Gastronomia. Chieko participates of several private and governmental organizations and dedicates herself most especially to the strengthening of commercial and human ties between countries. She appreciates reading, watching movies, karaoke and stay home with family and friends.

Recent coverage:

- Chieko Aoki, the Brazilian hospitality lady, will be awarded in Tampa, Florida – [Segs](#)
- Chieko Aoki: 'Advancement of women in business is irreversible' – [Exame](#)
- Chieko Aoki: Tips for Being a Successful Professional – [Panrotas](#)

ANA FONTES

CO-founder, Rede Mulher Empreendedora



Rede Mulher Empreendedora (RME) is the first and largest support network for women entrepreneurship in Brazil. It was conceived in 2010, during the "10,000 Women Program of FGV," an example of how good ideas and goodwill can change the world, especially in the area of business. RME has more than 300,000 entrepreneurs registered that access in its various information channels, content, tips and news about entrepreneurship.

Background: Ana is the founder of RME. Prior to starting RME, she was a Business Advisor at FGV. She is an alumna of the program 10,000 women. FGV/Goldman Sachs Business Advisor, and a Professor of Entrepreneurship Program in Inspiração. Fellow of Vital Voices. Finalist of Women Change Makers of Womanity and Claudia award program. Winner of the award for best SparkAwards mentor, speaker TEDx São Paulo. Workshop facilitator and panelist at the World Human Rights Forum in Morocco in 2014. Consultant of Itaú Woman Entrepreneur Project. Specialist of You Entrepreneurship School. It Winning Women, EY program (Ernst & Young).

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