

## Rio de Janeiro 2016 Olympic Games Trade Mission: 6-10 February 2012



The 2016 Rio Olympic and Paralympic Games will be the first to take place in South America.

### ...A memorable event

From bid to delivery there has been a mobilisation from all levels of Brazilian government. The momentum for the Rio 2016 Games is now building with Brazil's new president putting her weight behind the delivery of a memorable event.

### ...Strong on Legacy Commitments

The Rio bid was strong on legacy commitments, with a view to using the Olympics as a catalyst for social and urban renewal of the city of Rio de Janeiro, while leaving a lasting sports legacy for Brazil as a whole, and boosting the country's credentials as a tourist destination. The Games legacy will broadly include:

- Public transport improvements (trains, metro, BRT)
- Regeneration of the historic Port of Rio, transforming it into an entertainment and tourist district with a residential component.
- New sports facilities, mainly in the Barra and Deodoro regions, including an Olympic Park
- New housing, retail and leisure facilities
- All projects will achieve the highest standards of environmental quality and create a benchmark in sustainability, accessibility, urban and social integration

### To register, please contact:

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The UK's experience of hosting the 2012 Games in London is of great interest to the Brazilians...

### The London Precedent...

Rio is committed to delivering sustainable Games with a strong focus on legacy. Given the scale of shared goals, their interest in the London 2012 Games is high, putting UK companies in a good position to contribute to delivering Rio's ambitions. The Brazilian Government is particularly keen to meet experts in:

- Project Management
- Construction
- Temporary Structures / Overlay
- Sustainability / Accessibility / Crowd movement
- Transport planning / Urban Mobility
- Security consultancy
- Legacy planning

### The Games will be held in 4 areas of the city...

1. **Barra de Tijuca** – a suburb to the west of the city centre will host the Olympic Park and the core facilities
2. **Deodoro** – home to the "X Park" that will focus on modern sports expected to attract the area's large contingent of disadvantaged youths
3. **Maracana** – where the famous Maracana stadium is housed which is being upgraded to host the opening and closing ceremonies (it will also host the final of Football World Cup 2014)
4. **Copacabana** - iconic setting for the beach volleyball!

### Outline Mission Programme

#### Sunday 5 February

Mission assembles in Rio, informal briefing and evening meal

#### Monday 6 February – Thursday 9 February

- Group meetings with the Organising Committee and City and State of Rio de Janeiro Olympic Authority and leading private sector stakeholders.
- A high-level networking reception hosted by the British Consul-General
- Site-visits to all four clusters.

**Friday 10 February** – free time for follow-up meetings.

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**Booking Form**  
**Rio de Janeiro**  
**6-10 February 2012**



TO SECURE YOUR PLACE PLEASE SEND THIS BOOKING FORM (BY EMAIL OR FAX) TO:

Yvonne Jones

Fax: 020 7824 1929

Email: [uktimissions@britishexpertise.org](mailto:uktimissions@britishexpertise.org)

**The closing date for applications is 20 January 2012, however you are advised to book as soon as possible. Please do not book any travel until we confirm your place.**

Name

Position

Company Name and Address

Postcode:

Tel:

Mobile:

Email:

Nature of Company business:

UKTI are charging an Overseas Market Introduction Service (OMIS) fee of £666 (inc VAT) for each company joining this mission. On receipt of your booking form your contact details will be given to your local UKTI office, who will arrange payment of the OMIS fee. Your mission place will not be confirmed until the OMIS fee is paid.

Please complete and send this form by Friday 20 January 2012 to:

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