



PAVING YOUR WAY TO SOUND PROPERTY INVESTMENT

TREADSTONE

Florianopolis, "the highest quality of life in Brazil"

Florianopolis was dubbed by Brazilian weekly *Veja* as "the best place to live in Brazil", so it's only natural that tourists would want to check it out, too. And do they ever. Florianopolis is a thriving destination for its perfect beaches, excellent surfing, amazing seafood, and juxtaposition of a modern megacity with 16th-century colonial fortresses and relaxed markets and parks.



It is safe. The well known high levels of street crime in Rio and Sao Paulo stand in stark contrast to the laid-back and relaxed attitude on the island.

Brazil is undoubtedly a land of superlatives. One may easily defend that it is the most beautiful country in the world, or claim that Brazilians are the friendliest people in the world.

Economically, the story is the same; at \$2.4 trillion, Brazil's economy is twice the size of its nearest regional rival (Mexico), and as a consumer market, it has twice the population with a far greater propensity to consume.



Moreover, foreign investment in Brazil is greater than every other country in Latin America. Combined. It's staggering. The opportunities here are truly immense.



Beiramar Shopping Centre

One of the things that's so compelling about Brazil is that there are so many places to be; in a lot of countries, the vast majority of business and financial opportunities are concentrated in a single city.

Yet in Brazil, from Rio to Sao Paulo to Belo Horizonte to Brasilia to Salvador to Curitiba to Manaus to Porto Alegre to Recife, there are really a lot of options for major cities full of ripe opportunities.

One of these is Florianopolis, metro population 1.1 million. And in a country characterized by so many superlatives, Florianopolis may be the city of superlatives within Brazil.



Lagoa da Conceicao

It's a laid-back beach town. It's a vibrant university town. It's a rapidly-growing technology hub. It has the highest reported quality of life in Brazil, among the highest in the world. It was even named 'the best place to live in Brazil.'



Florianópolis Centre

And with good reason. Florianópolis is gorgeous. The weather is excellent. Besides the already mentioned safety, the cost of living is much lower than in nearby Rio de Janeiro or Sao Paulo. It's connected, with nonstop flights to major cities in Brazil from its own International Airport, as well as the region— Buenos Aires, Santiago, Montevideo.

Florianópolis has 43 beaches, each one with its own characteristics. Some are known for their tranquillity, some for their world class waves for surfing, some for kite surfing etc etc



The biggest reason to come here, though, is that Florianópolis represents Brazil's future, probably more than any other city. This is saying a lot given that Brazil itself represents the future of the west.

It's a young, intensely energetic place. Smart, creative, productive people from around the world, and especially from Brazil, are flocking here to create the next big thing, from energy to nanotech. Plus, some of the region's best incubators are here to help advance new ideas.

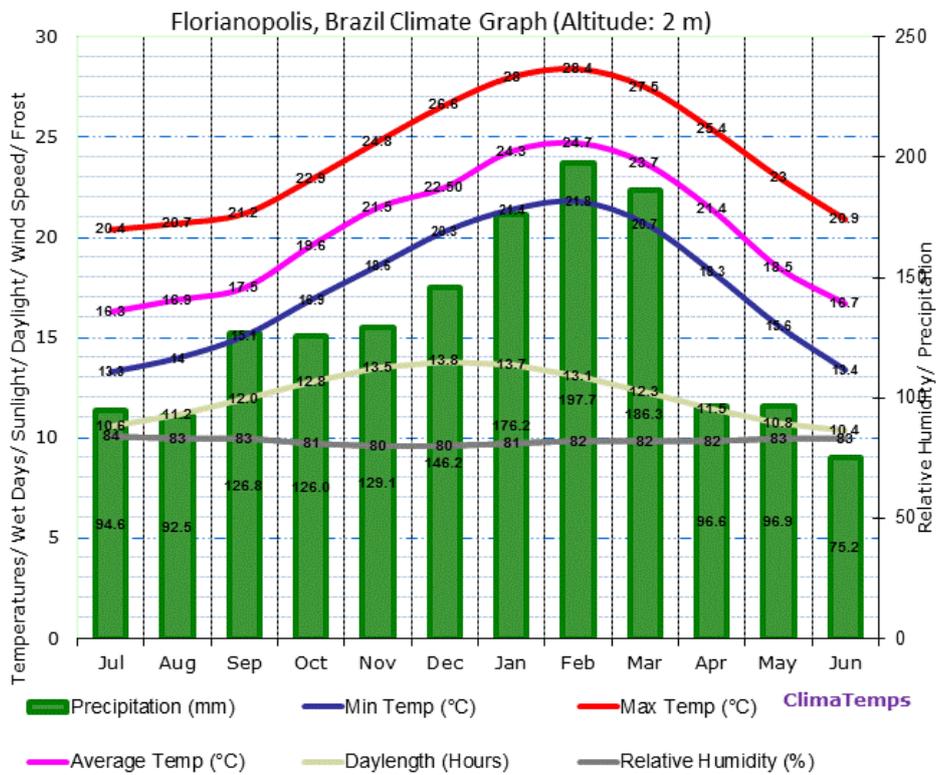
The local culture is open to rapid change, growth, and diversity in a way that's unusually refreshing given Brazil's highly bureaucratic, populist leanings.

English proficiency in Florianopolis appears also to be much better than in many other parts of the country.

The population triples in Summer and Spring and crowds are attracted to the world's largest clubs and open air venues with the world's best DJs. Floripa is also said to be known as the "Ibiza from South America, but with class".



The Northern part, in particular the town of Jurere, home to these above biggest venues, can pride itself of being the more expensive part of the island with property prices out of reach for many. Many overseas investors or the well off from other areas in Brazil invest in the property market here.



Welcome to Florianopolis, the Best Place to Live in Brazil !