2014 FIFA World Cup™
Belo Horizonte - Host City
SUMMARY

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MINAS GERAIS STATE

- Centrally located in the southeast of Brazil;
- Fourth largest state in Brazil, covering 587 km² or 7% of the country, in an area equivalent to France;
- State Population: 20 million;
- Second largest population in Brazil, app. the same as Australia.
MINAS GERAIS STATE

- Third largest economy in Brazil.
- GDP (2006): US$ 208 billion (app.9% of national GDP)
- Slightly below the GDP of New Zealand
- Economic structure reflects the state’s historical roots in mining, with relative strength in industrial chemicals, iron and steel, agro industry and, more recently, in automobile, auto parts, electrical and electronic goods.
- Strong agricultural base;
- Leader in software development and biotechnology
BELO HORIZONTE

- 2.4 million (GBH – 4.9 million);
- HDI (2000): 0.839;
- Daily Mean Temperature (May-Jul): 21°C (70°F);
- Precipitation (June): 1.0 cm (0.4 in);
- Home of two important football teams: Atlético and Cruzeiro
STATE MANAGEMENT

- Benchmark in New Public Management
- Fiscal adjustment quitting 10 years of deficit

Resultado Fiscal

1 The World Bank
• Investments made with state treasure funds increased 520% between 2003 and 2008.
THE LOCAL STADIUM TODAY

- Highest average of ticket sales and income R$ 401,458,95 in Brazil¹;
- Stadium countinuous use;

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</thead>
<tbody>
<tr>
<td># OF GAMES</td>
<td>63</td>
<td>58</td>
<td>61</td>
<td>61</td>
<td>60,75</td>
</tr>
<tr>
<td>Av. Attendance</td>
<td>17,577</td>
<td>21,482</td>
<td>19,659</td>
<td>22,887</td>
<td>20,365</td>
</tr>
<tr>
<td>Av. Income (R$)</td>
<td>110,588</td>
<td>165,818</td>
<td>221,964</td>
<td>288,924</td>
<td>196,497</td>
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- Located at the most visited region of Belo Horizonte – Pampulha Architectural Complex designed by Oscar Niemeyer, a national heritage site around Pampulha lake.

¹ Brazilian Football Federation – CBF Report
2014 FIFA World Cup™
in Belo Horizonte
Board Management

VICE GOVERNOR

SEPLAG  SEEJ  SEDE  SETUR  SETOP  BDMG  EpR

Executive Committee

PMO World Cup 2014 – EpR
MANAGEMENT PROJECT

2014 FIFA World Cup
Strategic project

ALTERNATIVE STADIA
Sete Lagoas
Independência

PREPARATION
Football Infrastructure
Mobility and Transports infrastructure
Hospitality and Hotel infrastructure

Operation
Logistic Project
Public Health
Public Security and Safety
Marketing
STADIUM IMPROVEMENTS

- Total refurbishment and improvement of existing structure, including pitch, changing rooms, press facilities, covered seating, etc

1. Pitch will be lowered
2. Demolishing and construction
3. Moving roof
STADIUM IMPROVEMENTS

- 69,950 seats, including 44 boxes;
- 3,000 hospitality seats
- 500 VIP seats and 100 VVIP seats.
- 4,725 parking places, plus 500 in Mineirinho

- Sustainable standards: water recycling, solar heating and other requirements aiming for LEEDs certification.
HOTEL INFRASTRUCTURE

- Strategic planning in development;
- Negotiations with potential partners already in place by the municipality.

<table>
<thead>
<tr>
<th>Localização</th>
<th>Hotéis</th>
<th>Apartamentos</th>
<th>Leitos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belo Horizonte</td>
<td>105</td>
<td>8.309</td>
<td>17.824</td>
</tr>
<tr>
<td>RMBH</td>
<td>61</td>
<td>1.966</td>
<td>4.701</td>
</tr>
<tr>
<td>Colar Metropolitano 100km</td>
<td>37</td>
<td>946</td>
<td>2.187</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>203</strong></td>
<td><strong>11.221</strong></td>
<td><strong>24.712</strong></td>
</tr>
</tbody>
</table>

ABIH - Brazilian association of hotels
MOBILITY AND TRANSPORTS

- Under construction: Green Line, duplication of strategic avenues, express bus corridors;
- Light train in negotiations with the Federal Government;
- Airport strategic planning already delivered to Federal Government. Completion date in 2013.
2013 - PERSPECTIVA DO TERMINAL 2 DO AEROPORTO INTERNACIONAL TANCREDO NEVES - AITN

Proposta para estar em operação antes da Copa do Mundo
2014 FIFA WORLD CUP
STATE GOVERNMENT OF MINAS GERAIS
PMO OFFICE

Andrea Boross Queiroga
andrea.queiroga@planejamentomg.gov.br
Communications