SHARING INFORMATION ON PROGRESS REPORT
JUNE 2012
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The Institution
Gabriel Mário Rodrigues  
University Rector

Eduardo Giestas  
University CEO and Vice-Rector

Josiane Tonelotto  
Academic Pro Rector

Matthew Harbison  
University Provost for Graduate, Extension Programs and Business Undergraduate

Armando Dal Colletto  
Dean of Business School São Paulo
For 17 years, BSP - Business School São Paulo has been a leader in business education, and today is among the best schools in the country and Latin America, according to international rankings as QS TOP MBA, America Economia, VOCE S/A and Eduniversal.

In 2011 became part of the University Anhembi Morumbi, in charge of all Graduate Programs and Extension studies in business.

As part of Laureate International Network of Universities, BSP offers its students access to advanced educational contents and exchange opportunities in 27 countries. Moreover, BSP has academic partnerships with renowned business schools like Suffolk University, Polytechnic University of Catalonia, University of California in Los Angeles and Lake Forest Graduate School of Management, among others.
Since 2005, after expanding the programs portfolio and including innovative courses, the University Anhembi Morumbi became part of Laureate International Universities – the largest private network of educational institutions.

Anhembi Morumbi students now have the possibility of acquiring more global expertise and life experiences, due to exchange programs in several countries. Students have access to extension courses, dual degrees, and international internships among other opportunities.

In the present moment, the University is supplying High Education to 29,000 students through its Colleges that offer Undergraduate, Graduate and Extension programs.
BSP and Anhembi Morumbi

Acting with academic excellence since 40 years, the University Anhembi Morumbi gives primary effort to offer programs totally aligned to the professional market both at graduate and undergraduate levels. In 2011 following an international trend brought to Brazil a successful model already practiced abroad, regarding Business Education, including BSP – Business School São Paulo, a world class institution, as part of the University.

Founded in 1995, BSP – Business School São Paulo was pioneer in Executive MBA in Brazil, having graduated or certified more than 8,000 professionals. School faculty has a solid academic and practical background and the programs portfolio broadly cover different moments of business professional’s career. BSP developed several International partnerships with renowned institutions as Suffolk University, University Polytechnic of Catalonia e EOI in Madrid, among others.

After the integration, BSP – Business School São Paulo becomes the University Graduate and Extension Business programs School. In addition, the undergraduate business college has access to BSP expertise in areas such Leadership, Strategy, Entrepreneurship, Innovation among others.

BSP study centers in Complexity Management, Telework and Innovation and Business Acceleration, now are linked to the University Research Areas strengthening the knowledge development and its application.

We can assure that the integration of both institutions will bring to undergraduate and graduate students full access to the main trends in the Brazilian and international markets during the whole program, better preparing students to the challenges of the professional life.
Membership and Accreditations
AACSB International—The Association to Advance Collegiate Schools of Business is a global, nonprofit membership organization of educational institutions, businesses, and other entities devoted to the advancement of management education. Established in 1916, AACSB International provides its members with a variety of products and services to assist them with the continuous improvement of their business programs and schools. These products and services include:

- Internationally recognized accreditation for undergraduate, masters, and doctoral programs in business and accounting (Note: membership does not imply accreditation.)
- Conferences, seminars, symposiums, and webinars that provide global professional development opportunities for business school administrators and faculty
- Publications that provide insight into the business education industry
- Access to extensive global data and corresponding reports related to business schools
- Networking through groups and events held both online and in live environments
- Sponsorships, exhibiting, and business development opportunities

In addition to providing its members with products and services, AACSB International strives to identify challenges and trends that are facing the business education industry through its research and various initiatives. The association also educates students, parents, employers, and counselors about accreditation and how to choose a quality business degree program that will fit their needs.
El Consejo Latinoamericano de Escuela de Administración – CLADEA, es una de las redes más importantes de Escuelas de Negocios a nivel mundial. Esta organización internacional provee un sistema de cooperación a nivel global y mantiene vínculos de membresía recíproca con las principales instituciones académicas del mundo. El órgano directivo está constituido por el Presidente, Director Ejecutivo y Coordinadora Ejecutiva, así como por un Comité Directivo, Comité Académico y el equipo de la sede ejecutiva, que tiene a su cargo las áreas de marketing y comunicaciones. Actualmente, CLADEA cuenta con 182 instituciones afiliadas - tanto privadas como públicas - pertenecientes a Latinoamérica, Norteamérica, Europa y Oceanía.

**Objetivos de acuerdo a los Estatutos:**

- Promover un alto nivel y ampliar el ámbito de la enseñanza de las ciencias y las técnicas de la Administración entre sus propios miembros.
- Prestar asistencia a otras instituciones educacionales en sus programas de enseñanza de las ciencias y las técnicas de la Administración.
- Coordinar esfuerzos a fin de promover la investigación en Administración dentro de cada país e institución miembro, en particular, como en el ámbito de CLADEA y de la sociedad latinoamericana, en general.
- Procurar la difusión de los conocimientos y las técnicas de la Administración entre las personas vinculadas a las organizaciones sociales y económicas de América Latina.
- Prestar asistencia técnica a los organismos nacionales e internacionales vinculados al desarrollo de América Latina.
- Propiciar la creación y el mantenimiento de centros de información, documentación y bibliográficos relacionados con las ciencias y las técnicas de la Administración, para su aplicación a la realidad latinoamericana.
• Cooperar en la elaboración de materiales para la enseñanza de la Administración en América Latina.

• Mantener un sistema permanente de comunicación entre sus miembros y otras instituciones relacionadas al campo de la Administración dentro de cada país y en el ámbito internacional.

• Promover y tomar bajo su responsabilidad la publicación de libros, revistas y demás materiales de investigación y didácticos que resulten del trabajo de sus miembros o que sean definidos como de especial importancia para el mejoramiento de las actividades propias de dichos miembros.

• Realizar seminarios y otros eventos de carácter internacional que favorezcan tanto el intercambio entre sus miembros, otras entidades y personas comprometidas con la solución de los problemas específicos de Latinoamérica.

• Procurar que los programas de desarrollo y capacitación en Administración se apliquen a la solución de los problemas que afrontan las sociedades latinoamericanas, procurando que las disciplinas de la Administración se conviertan en una herramienta eficaz para el mejoramiento social y económico de dichas sociedades.

• Colaborar con iniciativas orientadas a lograr una mayor integración de los países de América Latina.

• Realizar otras actividades de acuerdo con las decisiones tomadas por la Asamblea.

• Establecer sistemas para obtener, canalizar y distribuir los recursos económicos necesarios para el cumplimiento de sus fines.
The EFMD network includes over 750 institutional members and reaches over 16,000 management development professionals from academia, business, public service and consultancy across 80 countries worldwide. EFMD plays a central role in shaping an international approach to management education and is a unique forum for information, research, networking and debate on innovation and best practice in management development. EFMD provides an international platform to bring together leaders in the management education profession in order to reflect upon major issues that they have in common.

At the heart of EFMD are over 500 business school members that include INSEAD, Wharton, LBS, IMD, IE, RSM, Cranfield, HEC – Montréal, CEIBS, Pontificia Universidad Católica de Chile, INCAE, Korea University, University of Sydney, University of Cape Town, IIM Ahmadabad and a host of other top schools around the world.

EFMD offers diverse services which range from conferences regarding the latest issues in management, via surveys and dissemination of information, to EQUIS & EPAS the quality improvement systems run by EFMD. We have networks and activities targeted towards Deans, MBA, Executive Education, Undergraduate, Masters, Doctoral, International Relations / External Relations, Research, Public Sector, Entrepreneurship, Responsible Leadership (CSR / Sustainability), Management education in Africa, the Middle East and North Africa (MENA) and Asia plus a host of advisory seminars covering key issues for Business Schools. We also have publications, research, international projects, case writing, doctoral research awards and more.

For business schools that have an international strategy and are looking to connect and engage with other leading business schools and companies around the world, membership of EFMD can offer many benefits and opportunities.

**BSP was considered eligible for EPAS Accreditation in 2010**
ANAMBA – National Association of MBA was officially founded in June 2004 after more than a year of planning, bringing together twelve of the most important National and International business schools in the country, top representatives of Public and Private Sector and Foundations.

ANAMBA’s mission is to contribute to excellence in the market of Master of Business Administration – MBA programs in Brazil, by developing quality standards that direct the structuring and offer of programs.

It is also ANAMBA’s priority to keep the market informed about the quality of different programs in Brazil. The candidates, by understanding the meaning and importance of ANAMBA seal of quality, have all the relevant information and feel more comfortable when choosing a MBA program. In the same path, Schools engaged in the pursuit of excellence while respecting the national and international quality standards.

The profile of programs accredited by ANAMBA includes a motivated and competent student group, a consistent and innovative academic curriculum and a faculty both academically and professionally qualified.
PRME – Principles for Responsible Management Education
Signatory since 2010

As institutions of higher education involved in the development of current and future managers we declare our willingness to progress in the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions:

**Principle 1 | Purpose:** We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

**Principle 2 | Values:** We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

**Principle 3 | Method:** We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

**Principle 4 | Research:** We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

**Principle 5 | Partnership:** We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

**Principle 6 | Dialogue:** We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.
Responsible Management Education for Sustainability
Graduate Programs
BSP – Business School São Paulo, Always compromised to academic quality, developed a program portfolio to serve different career stages of diverse professionals. Answering to market needs, the portfolio offers Executive MBA, Specialized MBAs and Masters.

All programs have highly academic and professionally qualified faculty using technology and pedagogy to challenge students in a learning environment.

Programs tailored for different professional moments:

Executive MBA – Oriented to professional aiming the development of strategic thinking, leadership, management abilities in a holistic view to face top management responsibilities.

Specialized MBAs – For professional who aim to improve functional competencies, management abilities and business mind to face new management responsibilities in their professional field.

Masters – Developed for young professionals looking for a focused specialization, but at the same time, acquiring the basic general view to understand business and face next career challenges.
## Executive MBAs

- **Executive MBA - english**
- **MBA Executivo - portuguese**

## Leadership and HR Management
- Corporate Strategy
- IT Management
- Corporate Management
- Finance
- Marketing
- Pharma Corporate Management

## MASTERS

<table>
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<tr>
<th>Supply Chain Management</th>
<th>Marketing &amp; Commercial Management</th>
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</thead>
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<tr>
<td>International Business Management</td>
<td>New Business &amp; Entrepreneurship</td>
</tr>
<tr>
<td>Human Resources Management</td>
<td>Management &amp; Administration</td>
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<tr>
<td>Project Management</td>
<td>Sales Management</td>
</tr>
<tr>
<td>Finance</td>
<td>Agribusiness</td>
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<tr>
<td>Information Management &amp; Business Intelligence</td>
<td>Electronic Commerce Strategy &amp; Management</td>
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<tr>
<td>Corporate Communication</td>
<td>Brand Management</td>
</tr>
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## Courses and subjects with specific approach on sustainability

<table>
<thead>
<tr>
<th>Program</th>
<th>Course</th>
<th>Outline</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA in Corporate Strategy</td>
<td>Corporate Governance and Sustainability</td>
<td>Discuss Corporate Governance and Sustainability concepts, principles and good practices based on real cases. Demonstrate the benefits to the organizations, the economy and all society.</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>Complexity Management</td>
<td>Stimulate the integration of the sequential/逻辑（线性）thinking to the system (non-linear) thinking to learn how to deal with uncertainty, diversity and continuous change, frequent in present and future scenarios of our societies.</td>
</tr>
<tr>
<td>Master of Supply Chain Management</td>
<td>Reverse Logistic</td>
<td>Discuss Sustainability issues and impacts in the company strategy and operations, regarding supply chain management, emphasizing the reverse logistic chain. Identify strategies, policies, processes and performance indicators to legal compliance and good life quality assurance in the planet.</td>
</tr>
</tbody>
</table>
## Courses and subjects with specific approach on sustainability

<table>
<thead>
<tr>
<th>Program</th>
<th>Course</th>
<th>Outline</th>
</tr>
</thead>
</table>
| MBA in Finance  
MBA in Marketing  
MBA in Leadership and HR Management | Ethics and Business Law | Develop the common sense of conducting business according to ethical behavior and rules. (Ethics Domain) as also compliant to the law (law domain), enabling students to think, analyze and decide based on these foundations. |
| Executive MBA | Corporate Social Responsibility and Sustainability | Discuss with management professionals, Corporate Social Responsibility and Sustainability concepts and its consequences for corporate management. Prepare students to face ethical, environmental, social issues, both present and future, contributing with innovative solutions to benefit the society and expanding corporate competitive advantages. |
| Executive MBA | Business Ethics | Exercise Business Ethics and Social Responsibility, as a backbone for the professional development and as an important weapon for corporate competitive advantage and performance indicator. |
Undergraduate Programs
Business Administration
## Courses and subjects with specific approach on sustainability

<table>
<thead>
<tr>
<th>Research Line</th>
<th>Subject</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Entrepreneurship and Social-Environmental Responsibility</td>
<td>Entrepreneurship and Sustainability</td>
<td>The course addresses entrepreneurship and the role of the entrepreneur, his skills and characteristics. It discusses strategic, management and operational aspects which assist the development of a business plan needed for the feasibility of a venture. The course emphasizes sustainable development, ethical entrepreneurship and responsible consumption.</td>
</tr>
<tr>
<td>Social Entrepreneurship and Social-Environmental Responsibility</td>
<td>Entrepreneurship in Action</td>
<td>This course examines questions related to the creation of new ventures, bringing out students’ entrepreneurial talent so that they have the opportunity to study the development of new business in a creative and innovative way.</td>
</tr>
<tr>
<td>Social Entrepreneurship and Social-Environmental Responsibility</td>
<td>Business Simulation</td>
<td>This subject introduces the technique “Business Games” as a tool. Diagnosis and decision-making processes, strategic modeling, competitive strategy, monitoring and control systems are examined.</td>
</tr>
</tbody>
</table>
Center for Study of Cleaner Production Engineering and Technology School
Anhembi Morumbi University organized lectures about clean production along with Fiesp and Cetesb during 2010 and 2011 to disseminate the concept of Cleaner Production (CP) and contribute to training programs that adequately consider the sustainability and the environment. The lectures aimed to report the importance of a new demand that is emerging on the market and being diagnosed by FIESP.

The partnership allowed the promotion of an internal competition "Incentive for Cleaner Production Practices" developed among the students from the Engineering and Technology School, stimulating the submission of papers on the subject.

In 2011, the alliance was expanded into a partnership with two medium-sized industries, where students of this school developed diagnoses and proposed adjustments in the production process.

<table>
<thead>
<tr>
<th>Actions</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIESP Lectures</td>
<td>3</td>
</tr>
<tr>
<td>Participants Students</td>
<td>460</td>
</tr>
<tr>
<td>Partnerships with industries</td>
<td>2</td>
</tr>
</tbody>
</table>
Center for Study of Cleaner Production

The Center for Study of Cleaner Production was created in 2010 by Engineering and Technology School of Anhembi Morumbi University and has focused the study of strategies for optimizing production processes. Those strategies which always seek to minimize the generation of waste and efficient use of resources - energy, raw materials, environment and manpower.

The Center seeks to identify and develop clean technologies that provide environmental benefits and economic gains for the organizations. The group sees the Cleaner Production (CP) as a research area that involves corporate social responsibility and sustainability through eco-efficiency, which contributes to the saving of natural resources, increase productivity, increase competitiveness, improved corporate image and better relationships with environmental agencies and community.

Associate researchers are professionals with extensive experience in both market and in context of applied academic research. The expertise of these researchers involves the areas of knowledge management, production management, analytical methods for evaluating environmental impacts, energy efficiency, hydrology, technological innovation and sustainability. CP has been active interface between Academy and Productive Sector, in partnership with the FIESP, performing surveys and analysis of opportunities for CP companies in various sectors such as cleaning and maintenance of PPE and hydrometallurgy.

Among research projects there is a prototype of an efficient car that participates in Universities Competition for Energy Efficiency. This competition takes place since 2004, similar to the Shell Eco-marathon, and the prototype has participated since 2006. Today the competition has three categories, according to the propellant: gas, electric and ethanol. In 2008, the gasoline prototype met its best performance: 343 km / l.
Institutional Programs
Social Responsibility and Sustainability
Anhembi Morumbi has created objective conditions for development, expansion and consolidation of programs, projects and activities designed to guide and ensure educational activities based on social commitment of the Institution to the society.

Anhembi Morumbi encourages that the concepts and actions of Social Responsibility and Sustainability be present in the lesson plans and teaching practices, as well as in the daily relationships between the various segments of the University, and between the University and the communities of social reality.

Many practices are guided and encouraged for involvement of students, faculty, staff and board of the University through programs, projects and planned actions, to meet three objectives:

- **Enable the students to realize the primarily social purpose of their professional training;**
- **Provide the resources and knowledge built in the academic environment for the development of communities and society in general;**
- **Encourage the establishment of lesson plans that seek systematic and ongoing interaction with the social reality, which contributes to the occurrence of more reasoned reflection and the significance of the knowledge acquired.**

For achieving these objectives establish partnerships with other institutions and consolidation of social policies, through networks of integrated and collaborative actions is essential.

That means that the institution of higher education ensures its social purposes, while contributes to strengthening the sustainability foundations of society.
Annually Anhembi Morumbi University participates in the Day of Social Responsibility of Private Higher Education, sponsored by the Brazilian Association of Private Higher Education Maintainers (ABMES) throughout the country.

The event aims to disseminate and enhance the actions of social responsibility developed at the University, through the provision of community services. Anhembi Morumbi University participates in the event contributing to attendance in the area of Health and Quality of Life, Animal Health, Citizenship, Art, Culture and Education.

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performed Activities</td>
<td>39</td>
</tr>
<tr>
<td>Visitors</td>
<td>1136</td>
</tr>
<tr>
<td>Care Provided</td>
<td>2888</td>
</tr>
<tr>
<td>Volunteers</td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>375</td>
</tr>
<tr>
<td>Professors</td>
<td>75</td>
</tr>
<tr>
<td>Employees</td>
<td>75</td>
</tr>
</tbody>
</table>
Professional Training for Youth
Sustainable Business in Gastronomy
Young Learners Project for Cooking, conducted by Gastromotiva NGO in partnership with Anhembi Morumbi University, has as mission to provide the study of gastronomy, in order to motivate young people from low income families to join the labor market, as well as support them in developing sustainable gastronomical enterprises in their communities. To carry out this mission, students learn about the technical processes, entrepreneurial actions and exercise their skills and competencies through a program of training, incubator of sustainable business and practice in buffet.

Since 2008, the course takes place on the premises of the Tourism and Hospitality School of Anhembi Morumbi, with facilities and equipment needed for training. Each class has training for six months; participants are certified as recognition of their professional training.

<table>
<thead>
<tr>
<th>Cumulative Results</th>
<th>Up to 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students trained</td>
<td>145</td>
</tr>
</tbody>
</table>
Training for Citizenship

Solidarity Actions by Freshmen Students
Learning Responsible Behaviour

Trote Solidário
Anhembi Morumbi

Nesta aula de cidadania, você pode ser nota 10!

Doação de Sangue
Cadastramento de Voluntariado

Recolhimento de Lixo Eletrônico

Doação de produtos alimentícios e de higiene
Adoção de Cães

Uma parceria:
LIXO
Eletrônico
Vamos dar o destino adequado!

O que você pode trazer:
- Aparelho celular
- Baterias
- CD Player
- Câmera Digital
- Computador
- DVD Player
- Impressora
- MP3 Player
- Micro-ondas
- Notebook
- Televisão
- Videocassete
Young Social Entrepreneurs
Iam Program
Iam Program - Youth Initiative Anhembi Morumbi, held four years ago in partnership with Sylvan / Laureate Foundation and International Youth Foundation, aims to recognize, support training and award presented to young social entrepreneurs who are involved in projects and community action, with positive impacts on communities.

The 20 students selected annually by the program have the opportunity to participate in an online course on Social Entrepreneurship, with meetings at the Anhembi Morumbi University. The course aims to develop expertise and skills of these young people, focusing on social entrepreneurship, leadership, the development of projects and community action.

Each youth selected is awarded with BRL 2,000 as a way of supporting the development of their projects, also aiming to encourage the support of other partners for recognized initiatives. Once selected, the winners become part of the YouthActionNet ® global network of young social entrepreneurs from different countries.

Young social entrepreneurs between 18 and 29 years, no matter any relationship with the Anhembi Morumbi can apply. It is essential that social projects submitted for selection are authored or co-authored by the applicant and subject to prove the results already obtained positive impacts on local reality.

<table>
<thead>
<tr>
<th>4 years old of Iam Program</th>
<th>Up to 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projects submitted</td>
<td>397</td>
</tr>
<tr>
<td>Selected fellows</td>
<td>80</td>
</tr>
<tr>
<td>International Awards of Iam fellows</td>
<td>3</td>
</tr>
<tr>
<td>Estimates of people benefited by projects supported</td>
<td>66,904</td>
</tr>
</tbody>
</table>
Iam Program

Integrated with YouthActionNet global network

Iam Program Partners
Programa Iam

4 years of Iam Program

3 International Awards

2009 – YouthActionNet
Washington, DC - USA

2010 – Starbucks Youth Action Grants

2011 – YouthActionNet
Ciudad de México - México
Masthead

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Campuses

Centro / Mooca
Rua Dr. Almeida Lima, 1.134 – Mooca
Cep: 03164-000 – São Paulo - Brazil

Morumbi
Rua Jaceru, 247 – Morumbi
Cep: 04705-000 – São Paulo - Brazil

Paulista 1
Avenida Paulista, 2000 - Bela Vista
CEP: 01310-200 – São Paulo - Brazil

Paulista 2
Rua Treze de Maio, 1.266 – Bela Vista
CEP: 01327-002 – São Paulo - Brazil

Vila Olímpia
Rua Casa do Ator, 275 – Vila Olímpia
Cep: 04546-001 – São Paulo - Brazil