The Portuguese village of São Paulo de Piratininga was marked by the founding of a Jesuit college of twelve priests on January 25, 1554, with a small structure built of rammed earth by the Indian (native) workers and located on top of a steep hill between the rivers Anhangabaú and Tamanduatei. For the next two centuries, São Paulo developed as a poor and isolated village that survived largely through the mostly native population’s cultivation of subsistence crops. For a long time in the colonial period, São Paulo was one of the poorest regions of the Portuguese colony and the only village in Brazil’s interior, as travel was too difficult to reach the area. In 1681 the Marquis de Cascais, donee of the Captaincy of São Vicente, moved the capital to the village of São Paulo, designating it the “head of the captaincy”. But it was only in the end of the 17th century with the discovery of gold in the region of Minas Gerais that São Paulo gained importance, bringing attention to new settlers. The town became a center for the bandeirantes or “flag-bearers” (intrepid explorers who marched into unknown lands in search for gold, diamonds, precious stones and Indians to make slaves of), who organized excursions into the land with the primary purpose of profit and the expansion of territory for the Portuguese crown. The bandeirantes eventually became politically powerful as a group, and were considered responsible for the expulsion of the Jesuits from the city of São Paulo in 1640, after a series of conflicts with them over the trade of Indian slaves. When the gold ran out in the late 18th century, São Paulo shifted to growing sugar cane, which spread through the interior of the Captaincy. In 1827 (five years after Brazil became independent from Portugal), a law school was founded at the Convent of São Francisco, and is now part of the Universidade de São Paulo; the influx of students and teachers gave a new impetus to the city’s growth. The expansion of coffee production was a major factor in the growth of São Paulo, as it became the region’s chief export crop and yielded good revenue. Nowadays, São Paulo has become one of the most ethnically diverse cities in the world.

BRAZIL AND SÃO PAULO

About Brazil

Official name: República Federativa do Brasil
Language: Portuguese (official)
Currency: Real (R$), 1 real = 100 centavos
Its total population is: 210,100,000

Source: IBGE. Instituto Brasileiro de Geografia e Estatística, 2018
IN SÃO PAULO CITY

Taxis
In São Paulo cabs can be a good option when facing heavy traffic, since they are allowed to ride on buses’ exclusive lanes. The initial fare is R$ 4.75. Depending on the time of the day, the ridden kilometer either costs R$ 2.75 (“flag 1”, Monday to Saturday, 6:00 AM to 8:00 PM) or R$ 3.25 (“flag 2”, Monday to Saturday, 8:00 PM to 6:00 AM, Sundays and holidays).

Intermunicipal and Interstate Bus Station
In São Paulo there are three bus stations that provide destinations across the country and even abroad (some South American countries). The main one is Tietê Bus Station. To the west, northwest and southwest of São Paulo state, North of Paraná, Mato Grosso, Mato Grosso do Sul, Rondônia, Acre and Bolivia, Barra Funda Station is the right place. Jabaquara Bus Station takes passengers to the coastal cities of Bertioga, Guarujá, Santos, Praia Grande, Cubatão, São Vicente, Mongaguá, Itanhaém and Peruíbe. For further information about these bus stations, please call 3866 1100, from 6:00 AM to 10:30 PM.

Metropolitan Transport Network
In São Paulo, the subway stations are also local bus terminals. Some online services, such as SPTrans and Google Maps, can provide quite accurate routes. Bus, train and subway fares within São Paulo cost R$4.40. Bilhete Único (Unified Ticket, in English) is a service offered by the City Transport Department. It consists of a card that can be charged at authorized retailers throughout the city. The map of São Paulo’s metropolitan transportation can be found here: http://www.metro.sp.gov.br/redes/mapa.pdf

IN LORENA CITY

Buses
Bus fare costs R$3.70 in Lorena;

Taxis
Taxi ride generally costs R$6.00 plus R$7.00 per ridden km;

Bus Station
Estação Rodoviária de Lorena (Lorena Bus Station)
Rua Sta Teresinha, S/N - Centro
Phone: (12) 3153-1988.
ABOUT LORENA

Lorena is one of the most dynamic cities of the Paraíba Valley, a region comprised by an eastern portion of the state of São Paulo and a western portion of the state of Rio de Janeiro and responsible for a considerable part of Brazil’s gross domestic product. Its development started in the 18th century with the gold cycle, and moved on with the coffee cycle. Following the decadence of coffee production, there was an intense exodus of the rural and urban population and the remaining ones dedicated themselves to the polyculture of sugar cane and rice. Strategically located between the main consuming centers of the Country – 180 km from São Paulo, 220 km from Rio de Janeiro and 80 km from the south of Minas Gerais state –, Lorena nowadays has a population of 85,000 people, an annual income of R$85 million and Human Development Index (HDI) of 0.807. The city has a remarkable road and railway infrastructure, and is also close to four of the most important ports of the country: São Sebastião, Santos, Sepetiba and Rio de Janeiro. Its localization makes Lorena a strategic point to the flow of goods for export. The city is proud of a pioneering initiative called Lorena National Forest, a reforestation project that started 80 years ago, when neither ecology nor environmental preservation were widely discussed. Nowadays, 250 hectares of original Atlantic Forest occupy the place of former rice fields. The forest also houses an IBAMA unit, which has the only sorting center of seized animals in the state of São Paulo.

Total Area: 414 km²
Year of Foundation: 1788
Anniversary: November 14
Ethnicities: 70% white; 23.5% pardo (mixed race); 5.8% black; 0.5% Asian; 0.2% native
Human Development Index: 0.77 (United Nations Development Programme, 2010)
Climate: Highland Tropical (warm rainy summers and cool dry winters)
Temperature: 22°C (annual average)
Elevation: 524 m (average)
LORENA CAMPUS

Lorena hosts the Lorena School of Engineering, which is divided into 2 different campi. Campus I is located at Estrada Municipal de Campinho, s/nº; and the Campus II address is Pólo-Urbo Industrial, Gleba AI-6, s/nº.

The school is intensely involved in strategic areas of research by pursuing new products and processes, aimed at further promoting the scientific and technological progress of the country in areas such as Industrial Biotechnology, Materials and Chemistry.

The Campus has libraries with updated educational collections and advanced technological devices for research in rooms with Internet access. It also has well-equipped laboratories for teaching and research, and other facilities including a multimedia auditorium, videoconference rooms and athletic center.
How to reach Lorena?

From São Paulo International Airport (GRU), take the Airport Bus Service line to “Tietê”. At the Tietê Bus Terminal, take an intercity bus to Lorena (tickets are sold at the “Cometa” company counter). Check out the bus schedules at the following link: [http://www.buscaonibus.com.br/horario/sao-paulo/lorena](http://www.buscaonibus.com.br/horario/sao-paulo/lorena)

At the Lorena Bus Terminal, take a local bus to Lorena I Campus, located at Estrada do Campinho, unnumbered – Lorena / SPt

Lodging and General Information

EEL - International Office

http://www.eel.usp.br/
crint@eel.usp.br
Phones: +55 (12) 3159-5071
Lorena National Forest, a preserved area of Atlantic Forest located between Serra do Mar and Serra da Mantiqueira, has been completely reforested with native species. The area houses trails, a lake and a nursery garden, birds and animals that can be seen roaming freely through the forest. The National Forest is easily accessible, located 10 minutes from Dutra Highway, and can be visited by trail enthusiasts.

Besides natural resources, Lorena is also famous for its buildings from the colonial period. Nossa Senhora da Piedade Cathedral, named after Lorena’s patroness, was built in 1890, facing the Parnaíba River and the port that existed there. The Sanctuary of São Benedito, also inaugurated in the 19th century, is a Gothic-style building with its interior in baroque style.

Considered one of the most beautiful antique buildings of the Paraíba Valley, Count Moreira Lima’s Solarium was built with the finest imported materials. In the past, it served as an accommodation for the Emperor Dom Pedro II, Princess Elizabeth and the Count D’Eu, but it currently lies stripped of all the wealth that once characterized it. Today, the Solarium, which is protected by the State of São Paulo Defense of Archaeological Historical, Artistic and Touristic Heritage Council, hosts the Municipal Museum, the Euclides da Cunha room and the Secretary of Culture. For further information, you may contact the Economic and Turistic Development Secretary of Lorena, which is located in Av. Capitão Messias Ribeiro, 625 – Olaria, at the following phone number: (12) 3185-3016, or at the e-mail address: sdet@lorena.sp.gov.br

Published by USP Internacional Cooperation Office - University of São Paulo/2020
Electricity

Depending on the area, the exact voltage might be 115 V, 127 V, or 220 V. Dual-voltage wiring is rather common for high-powered appliances, such as clothes dryers and electric showers which tend to be 220 V even in 127 V areas. In older buildings, the types A, B, C, I can still be found, but are no longer manufactured or sold in Brazil.

Time zone and schedules

São Paulo state is inside UTC-03:00. Daylight saving time (DST) adds one hour during the period beginning in October and ending in March. In Lorena street banking hours are from 10:00 AM to 4:00 PM. Commerce is generally open from 8:00 AM to 6:00 PM, though malls have a different working time: from 10:00 AM to 10:00 PM (Mondays to Saturdays) and from 2:00 PM to 8:00 PM (Sundays and holidays).

Weather

Lorena has a Highland Tropical climate with cool dry winters (June - August) and hot rainy summers (December - March), and average temperatures varying between 19 and 31º Celsius, according to CEPAGRI (Center of Meteorological Research Applied to Agriculture).

Currency and Exchange

For currency and money exchange in Brazil, presenting ID and CPF (for Brazilians) and passport (for foreigners) is required.

Currency conversion

Banco Central do Brasil (Central Bank of Brazil)
http://www4.bcb.gov.br/pec/conversao/conversao.asp?id=convmoeda

The official currency is the Real. Bill nominations use 2, 5, 10, 20, 50 and 100. Coins come in 5, 10, 25, 50 cents and 1 real. It is suggested to change money at the airport or in one of the many Money Exchange locations in the city.

Drinking water

It’s recommended to drink filtered water whenever it is possible although the water of the State of São Paulo is potable. Lorena offers a wide network of hospitals, public and private clinics. Emergency services in all hospitals and clinics are open 24 hours a day. If you have medical insurance, please verify if your card or papers are recognized in all hospitals in this country.

Smoking

It is forbidden to smoke cigarettes, cigarillo, cigars, pipes or any other smoking product, made of tobacco or not, in closed private and public environments, except in those reserved for such purpose, properly isolated and with convenient air circulation. Public departments, hospitals and health centers, classrooms, libraries, working areas, theaters and cinemas are non-smoking areas.

In the State of São Paulo, a fixed fine ranging from 50 to 100 times the daily minimum wage, that is, from U$400.00 (50 Dls) to U$780.00 (100 Dls), can be applied for related offenses.