



**The Hon Andrew Stoner MP**  
**Deputy Premier of NSW**  
**Minister for Trade and Investment**  
**Minister for Regional Infrastructure and Services**

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**MEDIA RELEASE**

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**OLÁ BRASIL: NSW SPORTS BUSINESSES TARGET OPPORTUNITIES IN BRAZIL**

Eight NSW companies are targeting business opportunities with the world's two premier sporting events, the 2014 FIFA World Cup and the 2016 Olympic and Paralympic Games in Brazil.

Deputy Premier and Minister for Trade and Investment Andrew Stoner said the companies had expertise in various aspects of global sporting events, from architecture and design to workforce training. The business mission is organised by NSW Trade & Investment for the Australian International Sporting Events Secretariat

“With support from the NSW Government, eight NSW companies are this week taking part in a sporting events business mission to Brazil,” Mr Stoner said.

“This mission will enable the companies to identify business opportunities and gain first-hand information so that they can bid for work associated with the World Cup and the Olympic and Paralympic Games.

“Brazil is planning public works projects worth about US\$52 billion for the World Cup and an extra US\$11 billion in infrastructure investment for the Olympic Games.

“Major planning is underway for urban, port, transport and sports projects in Rio de Janeiro. In Sao Paulo and other cities, transport and urban redevelopment projects are being triggered by the World Cup. A major program to rebuild most airports and privatise many is underway.

“These global sporting events in Brazil are generating opportunities for NSW companies with globally recognised expertise in the preparation and staging of major sporting events.

“The potential is substantial – in addition to the World Cup and the Olympic Games, Rio de Janeiro will host World Youth Day in 2013.

“Winning business in Brazil will create jobs for our State and once again demonstrate the expertise of our companies in these sectors to people around the world.”

The mission is visiting Rio de Janeiro and Sao Paulo, and includes meetings with the Brazil Olympic Committee, the Rio Organising Committee for the Olympic and Paralympic Games, the FIFA World Cup Organising Committee Brazil, Olympic sponsors, major construction companies and city and state governments. Participants will visit the site of the Olympic Park in Rio, take part in business briefings, workshops and networking events. A total of 13 Australian companies are taking part in the sports business mission.

## **NSW COMPANIES PARTICIPATING IN THE AISES MISSION:**

- BVN Architecture, Sydney – designers of major institutional and civic buildings, office developments, sports buildings, and waterfront developments;
- Digisensory Technologies, St Peters – smart camera technology and analytics for urban and event security and surveillance;
- GroupGSA, East Sydney – an integrated design practice offering architectural, interior and landscape design, urban planning and graphic design;
- PTFI Media, Riverview – broadcast and media services consultants;
- Radcrete Pacific, Double Bay – distributes a range of waterproofing products suitable for infrastructure;
- Rider Levett Bucknall NSW, Sydney – property and construction consultancy with Olympics, sport and stadia experience;
- Sebel Furniture, Padstow – seating design and production providing solutions for sports and other venues, corporate and public developments; and
- Thin Blue Line Consulting, Homebush – consultants in security, protection and public order planning.