

ESEG
INTERNATIONAL
APOIO AO ALUNO

Foreign Student Handbook

Faculdade
ESEG
GRUPO ETAPA

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1. Introduction to ESEG

Welcome to Faculdade ESEG - Grupo Etapa

In 2006, Grupo Educacional ETAPA created ESEG aiming to extending to higher education the same excellence built since the 1970s in pre-university courses and basic education.

ESEG´s purpose is to provide students a complete training in an increasingly complex and competitive world. Its programs in Administration, Law, Economics, Computer Engineering and Production Engineering were structured to provide students the necessary preparation to meet the diverse demands of corporations as well as the society, which are in constant transformation guided, mainly, by technological innovations.

ESEG has two campuses in the city of São Paulo, located in a privileged area with easy access to public transport and a region rich in tourism and commerce. Furthermore, the Faculty has a complete infrastructure to train qualified professionals ready to stand out in the professional market.

ESEG International

The sector provides guidance since the application, until the end of the program. To help you during the exchange period, ESEG International offers information and help in relation to academic matters, such as processes, documentation, communication with your home institution, as well as guidance on the services available at ESEG and its surroundings.

If you have any questions, contact the ESEG International sector:
Vanessa Martins | e-mail: vanessa.martins@eseg.edu.br



Paraíso Campus
Rua Vergueiro, 1549



Ana Rosa Campus
Rua Vergueiro, 1951

2. Interesting points in São Paulo

São Paulo, the largest city in Brazil, offers a diversity of touristic and commercial attractions that reflect its cultural and economic richness.

Discover the main attractions close to ESEG:



1 

Avenida Paulista: the heart of the city, full of commercial buildings, shopping malls, cultural centers and restaurants. Located 850 m away.

2 

Ibirapuera Park: an urban oasis with green areas, lakes and cultural spaces, such as the Museum of Modern Art (MAM). Located 2.5 km away.

3 

São Paulo Cultural Center: place for cultural events and exhibitions, which provides an immersion in local art. Located 500 m away.

4 

Japan House: space dedicated to contemporary Japanese culture, with exhibitions, events and gastronomy. Located 1.1 km away.

5 

Casa das Rosas: small palace that houses exhibitions, cultural events and a pleasant garden to relax. Located 1.2 km away.

6 

Aclimação Park: one of the oldest parks in the city, ideal for walks and outdoor activities. Located 1.3 km away.

7 

São Paulo Museum of Art (MASP:) important art museum in Latin America, with a vast international collection. Located 2.6 km away.

8 

Viaduto do Chá: considered an architectural landmark of the city, it provides panoramic views of the central region. Located 3.6 km away.

9 

Theatro Municipal de São Paulo: considered an architectural landmark of the city, it provides panoramic views of the central region. Located 3.6 km away.

10 

São Paulo Aquarium: offers a fascinating experience with diverse marine species and interactive activities. Located 4 km away.

11 

Independence Park: located in the historic Ipiranga neighborhood, it houses the Ipiranga Museum and is ideal for walks and outdoor activities. Located 4. km away.

12 

Ipiranga Museum: important historical institution that portrays the history of Brazil, especially independence. Located 4 km away.



3. Places to eat near ESEG

Check out some suggestions for places to eat near ESEG:

- **Almadu Gastrobar ($$$)**
Rua Apeninos, 883 (located 70 m away).

- **McDonald's ($$)**
Av. Bernardino de Campos, 307 (located 500 m away).

- **Restaurante e Lanchonete Tapera ($$)**
Rua Vergueiro, 1635 (located 90 m away).

- **Padaria Moça Paulista ($$)**
Rua Vergueiro, 1709 (located 170 m away).

- **Restaurante e Lanchonete Flor do Paraíso ($$)**
Rua Domingos de Morais, 26 (located 210 m away).

4. Transport

To facilitate student mobility, there are several transport options available in the region. From buses, the subway system, trains and even app-based transport services, students have access to alternatives that make getting around the city of São Paulo more accessible and convenient.

Explore the transportation options below to plan your journeys during your stay in São Paulo.

4.1 Municipal and metropolitan buses

The city has an extensive network of bus lines that connect different parts of the city, including metropolitan regions.
To pay for your bus trips, use change or present your rechargeable card, if available.

Values

As of 2026, the bus fare within the city of São Paulo is R$ 5.30. For passengers using a rechargeable transit card to benefit from fare integration*, the updated fare is R$ 9.38.

Bus fares in the metropolitan region vary depending on the destination.
* Fare integration applies when passengers use both bus and rail services (train or subway) as part of the same journey.

4.2 Metro e CPTM (train)

The city of São Paulo has subway and train lines that connect neighborhoods in the capital and metropolitan regions. The subway operates with six lines, with 91 stations, and transports millions of passengers daily in the city of São Paulo. CPTM operates with five train lines, 57 stations and transports users within the capital and cities that make up the metropolitan region. The Ana Rosa and Paraíso stations, both on lines 1 - Blue and 2 - Green, are located very close to the ESEG campuses.

4.3 How to buy metro and CPTM Tickets

As of 2026, a single Metro or CPTM ticket costs R$ 5.40. For passengers using a rechargeable transit card to benefit from fare integration*, the fare is R$ 9.38.

To buy a Metro or train ticket in São Paulo, follow these steps:
1. Go to the ticket office or use the self-service machines available at the stations.
2. Choose the type of ticket you wish to purchase, such as a single ticket or credit top-up for a rechargeable transit card.
3. Insert the required amount of cash or use your debit card at the self-service machine, following the on-screen instructions.
4. Collect your ticket in QR Code format or wait for the credits to be added to your rechargeable transit card.
5. Keep your ticket or transit card ready to scan at the turnstiles to access the Metro or CPTM platforms.

* Fare integration applies when passengers use both rail and bus services as part of the same journey.

4.4 São Paulo Metropolitan Transport Map

The São Paulo metropolitan transport map is an essential tool for users who want to get around the city's extensive public transport network.
Check the Metropolitan Transport Map below to identify lines, stations, integrations, connections and additional information.

4.5 How transport app works

A practical alternative for getting around São Paulo is app-based rides. The two main platforms that operate safely in the city are UBER and 99. See how it works:
• Application: download the application for the desired platform and create an account;
• Trip Request: Open the app, enter your destination and payment method. When requesting the ride, you will receive information about the vehicle, the driver and the estimated waiting time.
• Wait and ride: Your designated driver will come to your departure location to pick you up. During the trip, you can follow the route in real time through the app.
• Payment: at the end of the trip, payment is automatically processed by the application, using the previously registered payment method or, if you prefer and if the option is available, you can pay in cash, a method previously enabled when requesting the ride.
• Rating: After the trip, you can rate the driver and the experience.
• We recommend UBER and 99.

Mapa do Transporte Metropolitano

Metropolitan Transport Network



Legenda *Subtitle*

Linha 1 · Azul *Line 1-Blue*	METRÔ
Linha 2 · Verde *Line 2-Green*	METRÔ
Linha 3 · Vermelha *Line 3-Red*	METRÔ
Linha 4 · Amarela *Line 4-Yellow*	VIAQUATRO
Linha 5 · Lilás *Line 5-Lilac*	VIAMOBILIDADE
Linha 7 · Rubi *Line 7-Ruby*	TIC TRENS
Linha 8 · Diamante *Line 8-Diamond*	VIAMOBILIDADE
Linha 9 · Esmeralda *Line 9-Emerald*	VIAMOBILIDADE
Linha 10 · Turquesa *Line 10-Turquoise*	CPTM
Linha 11 · Coral *Line 11-Coral*	CPTM
Linha 12 · Safira *Line 12-Sapphire*	CPTM
Linha 13 · Jade *Line 13-Jade*	CPTM
Linha 15 · Prata *Line 15-Silver*	METRÔ
Linha 17 · Ouro *Line 17-Gold*	METRÔ
Expresso Aeroporto (confira os horários no site CPTM) *Airport Express*	CPTM
Corredor São Mateus-Jabaquara *São Mateus-Jabaquara Corridor*	ARTESP
Corredor Guarulhos-SP *Guarulhos-SP Corridor*	ARTESP
Corredor Itapevi-SP *Itapevi-SP Corridor*	ARTESP
Serviço de ônibus em tráfego comum *Bus Service in public traffic*	ARTESP

Serviço de Ônibus Complementar Gratuito *Free Complementary Bus Service*	VIAQUATRO
BRT Expresso Tiradentes *Bus Rapid Transit Tiradentes Express*	SPTRANS
Expresso Turístico (confira destinos no site da CPTM) *Touristic Express*	CPTM
Ponte Orca ao Zoológico *Orca Shuttle to the Zoo*	ARTESP
Terminal de Ônibus Integrado *Integrated Bus Terminal*	
Estação *Station* — Acesso livre *Free access*	
Integração gratuita *Free interchange*	
Integração horária: Horário especial (veja nos sites do Metrô e da CPTM) *Free interchange during off-peak hours*	
Integração tarifada: Utilize cartões de transporte para obter descontos *Paid interchange*	
Distância em metros, a pé *Distance in meters, on foot*	
Terminal Rodoviário *Long Distance Bus Terminal* — Aeroporto *Airport*	

Informações úteis *Useful Information*

ARTESP	www.artesp.sp.gov.br	0800 727 8377
CPTM	www.cptm.sp.gov.br	0800 055 0121
METRÔ	www.metro.sp.gov.br	0800 770 7722
SPTRANS	www.sptrans.com.br	156
TIC TRENS	www.tictrens.com.br	0800 007 0670
VIAQUATRO	www.viaquatro.com.br	0800 770 7100
VIAMOBILIDADE	www.viamobilidade.com.br	0800 770 7106

Fotografe o QR Code para obter a versão mais atual deste mapa. Acesse o site das empresas para saber mais sobre horários de funcionamento das estações, transferências entre linhas e outras informações.
Scan the QR Code to get the latest version of this map. Please, visit the companies' websites to get station schedules, line interchange information and other contents.

SÃO PAULO
GOVERNO DO ESTADO
SÃO PAULO SÃO TODOS



5. Recommendations for places to stay near ESEG



Hostel Cuarto
Address: R. Arujá, 45 – Paraíso
Tel.: +55 11 99501-3197
Website: www.hostelcuarto.com.br



Tapera Hostel
Address: Rua Correia Dias, 304 – Paraíso
Tel.: +55 11 2368-6388
Website: www.taperahostel.com.br



Hotel Pousada Valparaíso
Address: R. Apeninos, 1102 – Vila Mariana
Tel.: +55 11 3556-7373
Website: www.pousadavalparaiso.com.br



ibis budget São Paulo Paraíso
Address: Rua Vergueiro, 1571 – Vila Mariana
Tel.: +55 11 5085-5699
Website: www.all.accor.com/hotel/3531/index.en.shtml



Charlie Apart Hotel
Address: Rua Vergueiro, 1661 – Paraíso
Tel.: +55 11 5084-7030
Website: www.staycharlie.com.br



Hotel Estação Paraíso
Address: Rua Vergueiro, 1563 – Vila Mariana
Tel.: +55 11 5010-9340
Website: www.hotelestacaoparaiso.com.br



Share Student Living
Address: Vila Mariana
Website: www.sharesl.com.br



Uliving Paulista
Address: Paulista, São Paulo
Website: https://uliving.com.br/pt-BR/u/sao_paulo-sp-paulista

6. Etiquette in Brazil

When visiting Brazil, it is important to understand some aspects of the local culture and habits for a more harmonious and enriching experience. Brazilian etiquette reflects a rich combination of traditions, values and behaviors that shape social interactions and shared experiences.
In the following topics, you will find some guidelines that can facilitate your adaptation to the Brazilian soil. By understanding these principles, you will not only adjust more easily to life in Brazil, but you will also be able to cultivate more authentic and meaningful connections with the people and culture of this country.

6.1 Greetings

In Brazil, greetings play an important role in social interactions. The most common is the handshake, especially in formal settings and between people who do not have a close relationship. For more informal greetings or between friends and family, a hug or kiss on the cheek is common, usually just a kiss on the right side of the face.

Eye contact and a smile are valued aspects during greetings, as they demonstrate cordiality and mutual respect.

6.2 Important dates

Brazilians deeply value religious and cultural celebrations and holidays. It is essential to show respect for these dates, as they reflect the identity and values of Brazilian society. By recognizing the importance of these celebrations, you not only better integrate into the local community, but also enrich your cultural experience in Brazil. Furthermore, be aware that these occasions may influence the opening hours of establishments and services throughout the day. Another important date is Mothers day which is celebrated on the second Sunday of May.

6.3 Clothing

In Brazil, clothing varies depending on the region, climate and occasion. In general, the country has a tropical climate, so light, comfortable clothing is common most of the year. In cities, the style of dress is often casual, but in more formal settings, such as offices, social events and colleges, more elegant attire is expected. In coastal areas and during the summer, beachwear is appropriate.
When visiting religious sites such as churches and temples, it is recommended to dress modestly and respectfully. At cultural events, such as folk festivals and festivals, it is common to see traditional costumes. In summary, when choosing your attire in Brazil, consider the climate, occasion and local culture to ensure a comfortable and respectful experience.

6.4 Hygiene habits

Taking care of personal hygiene is extremely important for Brazilians. These are people with common habits such as daily bathing, brushing teeth after each meal, constant use of products, deodorant, among other customs. Respecting these hygiene habits not only contributes to your individual well-being, but also to harmonious coexistence in shared and public environments. When visiting public places, it is courteous to maintain good personal hygiene for a comfortable experience that is respectful of others and the local culture.

6.5 Eating habits

Eating habits in Brazil reflect the country's cultural and regional diversity. Breakfast may consist of bread, cheese, fruit and coffee. Lunch is the main meal of the day and is generally served between noon and 2pm. A typical Brazilian meal includes rice, beans, meat, salad and, often, some type of flour, such as cassava or farofa. Dinner may be similar to lunch or a lighter meal. It depends on each family´s culture. In the Winter people like to eat soups.

It is ideal to have at least three main meals a day, but it is also common practice to have small snacks between meals, such as fruit, snacks or cakes.
Brazilians value meals shared with family and friends. Meals are often moments of conviviality and socialization.

During your stay in Brazil, it is interesting to try the rich variety of Brazilian cuisine, which includes traditional dishes from different regions of the country. Respecting local eating habits, discovering new flavors and being open to different gastronomic experiences contribute to a more complete immersion in Brazilian culture.

6.6 Respect and tolerance

Brazil is a multicultural nation, with a mix of cultures, ethnicities and religions. Demonstrating respect and tolerance towards differences is fundamental to a harmonious coexistence.

Understanding and respecting Brazilian etiquette is essential for a complete and peaceful experience. By adopting local habits, such as greetings, eating habits



and respect for diversity, foreign visitors can form deeper connections with the culture and people. The gap among social classes in Brazil tend to be very deep. Understanding this reality can be determinant for stablishing true relationships and build trust. Speaking about material achievements and status most times is not appropriate specially when there is a mix of situations within a group.

Communication is also a key aspect to develop understanding. Brazilian people work within a high context type of communication which means that the environment and situation has to be considered when something is said. Words alone can be misleading, while in the low context communication type what is said is the only thing that has to be considered. In São Paulo people tend to be more pragmatic and objective than in other parts of Brazil. People tend to be kind and like to help foreigners going sometimes beyond their means in order to help. When they feel they are not getting to please even making efforts, they often feel very disappointed and it can harm relationships.

6.7 Toilet paper

In Brazil toilet paper is discarded in toilet bins sit beside the toilet bowls. Please do not flush toilet papers into the toilet bows because it can get stuck into the pipes.

6.8 Do not slam the car doors

Please pay very important attention when you get in and get out of the cars. Close the doors smoothly please it is considered unpolite to slam the doors.

6.9 OK sign

Please do not use the OK sign in Brazil. It is considered offensive.

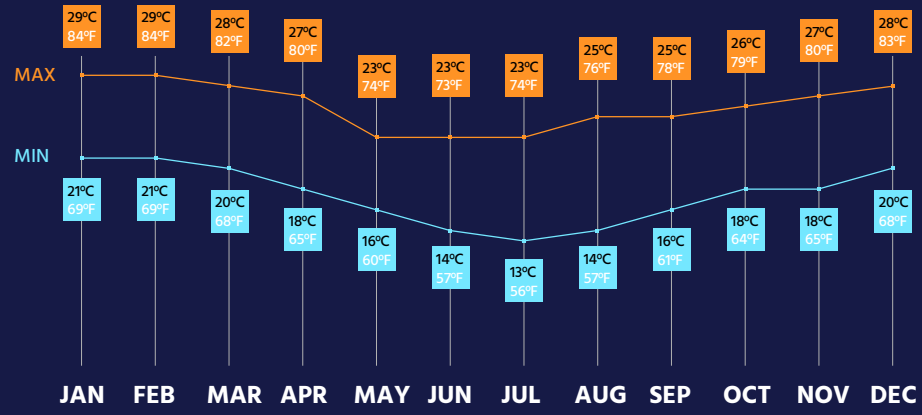
6.10 Punctuality

Punctuality in São Paulo is very important, although some people think that Brazilians don´t care for it. We do! Specially if it is a business meeting. On the other hand social gatherings are not strict and tend to start with some delay. A 10-minute delay is tolerated. Other parts of Brazil have different tolerances to the punctuality issue.

7. The climate in Brazil

Brazil has a very variable climate. In the North and Northeast regions, you will find a hot and humid tropical climate, with rain concentrated at certain times. In the South, Southeast and Central-West regions, there are more defined seasons of hot, humid summer and mild winter.

During the months of April to May, Brazil experiences significant changes in climate. During this period, many regions transition from summer to autumn. Temperatures tend to gradually decrease, marking the beginning of a milder season, with shorter days and cooler nights.



8. Useful contacts

Firefighters	**193**
Police	**190**
State Civil Defense	**+ 55 11 2193-8888**
Civil Police	**197**
Hotline	**181**

9. Basic expressions in Portuguese

Olá / Oi	Hello / Hi
Tudo bem? / Como vai você?	All good? / How are you?
Bem	Good
Até logo	See you later
Bom dia	Good morning
Boa tarde	Good afternoon
Boa noite	Goodnight
Sim	Yes
Não	No
Por favor	Please
Desculpe	Sorry
Com licença	Excuse me
Qual é o seu nome?	What is your name?
Meu nome é	My name is
Estação de metrô	Metro station
Estação de trem	Train station
Terminal de onibus	Bus terminal
Onde fica?	Where is it?
O que, qual	What?
Onde?	Where?
Porque?	Why?
Quando?	When?
Quem?	Who?
Eu quero	I want
Você tem?	Do you have?

Eu tenho / Eu não tenho	I have / I don't have
Que horas são?	What time is it?
Talvez	Perhaps
Você fala inglês?	You speak English?
Eu não falo português	I do not speak Portuguese
passaporte	Passport
Sem problema	No problem
Você poderia me ajudar, por favor?	Could you help me please?
Eu preciso	I need
Faculdade	Faculty/College
Hospital	Hospital
Farmácia	Pharmacy
Médico	Doctor
Policia	Police
Restaurante	Restaurant
Hotel	Hotel
Comprovante	Proof
Campus	Campus
Semestre	Semester
Identidade estudantil	Student ID
Horário comercial	Business hours
Presença	Presence
Ausência	Absence/Missing
Anotação	Note
Sala de aula	Classroom

10. Apps of interest

Transport

Uber

99

Moovit

Google Maps

Metrô de São Paulo Oficial

Food

Ifood

Rappi

99 Food

Keeta

Communication

Google Translate

11. How to access the contents of undergraduate programs at ESEG

So that you can fully experience your learning during your time at ESEG, check out some guidelines.

11.1 Wi-fi

The Faculty's internal network (Wi-Fi) is identified as "ESEG-WIFI" and is available throughout the campus, offering students a stable and reliable connection to facilitate their academic and research activities. Access to Wi-Fi occurs through the RA (user) and each student's personal password. This password is emailed to all new students at the start of the semester, ensuring they can connect to the wireless network quickly and conveniently.

11.2 Canvas

CANVAS is the learning system used by ESEG and, upon enrolling as an exchange student, the student receives access.

11.3 Student card

The student card is the student's identification at the Faculty and will be requested whenever necessary to:
- Access the Student Area on the Faculty Portal;
- Use the Library;
- Carry out tests;
- Participate in events.

The student card is for individual use, non-transferable and mandatory for admission to the Faculty and, whenever requested, it must be presented.

Welcome to ESEG!

Faculdade ESEG
GRUPO ETAPA