

MEETING ADVOC LATIN AMERICA

From 24th to 26th november 2016

FORTALEZA, BRAZIL

USEFUL INFORMATION





Fortaleza

Fortaleza is noted for its sunshine, beaches, human warmth and animated night life

Tourists who visit Fortaleza will experience the climate and ambience of the tropics. Heat, sun, sea, plentiful fruits, vibrant colors and cheerful people will flavor the moments of those who arrive in Ceará's capital to see its beautiful scenery first hand.

Although it is a large urban center that some 2.5 million people call home, the city preserves its essentially seaside lifestyle. Along the beachfront everything happens. This makes Fortaleza a city that is easy to decipher, facilitating preparation to enjoy its attractions.

Along Avenida Beira Mar, the picture-postcard avenue that connects the city's center-most beaches (Iracema, Meireles and Mucuripe), there is something happening day and night, to experience in many ways. This can include strolls along the seashore or boat outings, followed by cuisine that features all forms of seafood, from lobsters to fish, as well as examining the varied handicrafts for sale in shops and stalls. The region also concentrates the best hotel structure in the city and is only 10 km from Castelão Stadium.

The strong sea breezes that blow along the coastline make the setting, besides cooler, ideal for water sports such as sailing, windsurfing and kitesurfing. And the flat terrain is outstanding for those who like to walk, jog, cycle, skateboard, rollerskate or even play basketball, volleyball or football (soccer) at one of the courts along Avenida Beira Mar.

In turn, Futuro Beach is a perfect place both to sunbathe in comfort and to enjoy the nightlife. When the sun sets, its giant open-sided huts become the stage for humorous spectacles and music shows.

Fortaleza is also the starting point to visit the famous nearby beaches such as Canoa Quebrada, Cumbuco and Jericoacoara.



WEATHER

The city of Fortaleza has a moist tropical climate, but with a well-defined dry season. The temperature is warm and varies little during the year, and the heat is mitigated by the strong and steady sea breezes.

The maximum temperatures in Fortaleza are around 29 °C or 30 °C, while the minimums are between 22 °C and 24 °C. In November, the temperature range is from 24 °C to 30 °C.

CURRENCY

Local currency in Brazil is Real. American dollar is not accepted in shopping centers, restaurants and gas stations.

*It is recommendable to carry local currency as other currencies are not accepted. Currency can be exchanged at banks, hotels, airports and authorized foreign exchange offices located in shopping malls.

AVERAGE EXCHANGE RATE: R\$ 3,34 reais per dollar in September 2016.

CREDIT CARDS

Most establishments accept credit cards such as Visa, MasterCard, Dinners and American Express. The use of traveler checks can be limited.

ATM

ATMs are located in many areas of the city, such as, shopping malls and hotels. ATMs run 24 hours a day and accept Visa, Mastercard and savings accounts cards of important banks of other countries.

MEASUREMENT UNITS

1 Kilograms = 2.20 pounds, 1 centimeters = 0.39 inches and 1 liters = 0.26 gallon / 33.81 fl.Oz.

VOLTAGE

Most 4 and 5 star Hotels can also help you with 220 volts if necessary.

EMERGENCY NUMBERS

Public phone booths work with cards, which are sold in supermarkets. It is possible to make collect calls from some phone booths.

Phone operators in Brazil: Telefonica, Claro, OI, TIM, VIVO and Nextel. If your mobile is compatible with any of these companies, you can use roaming or get a sim card to use during your stay.

FIRE STATION CENTRAL (Fire - Rescues -Medical Emergencies)	193
EMERGENCY POLICE	190
CIVIL DEFENSE	199
MEDICAL EMERGENCY	192
TOURIST INFORMATION (Casa do Turista)	+55 85 3105-2670
INT'L FLIGHTS INFORMATION (Pinto Martins)	+55 85 3392-1030
RADIO TAXI	+55 85 3254-5744

INTERNET

Internet service is available in most 4 and 5 stars Hotels and Shopping centers.

MAIL SERVICE

Mail office can be found all over the country. For more information check on: www.correios.com.br

TIME ZONE

Fortaleza / Brazil for other countries



SAFETY

During your stay in Brazil it is important to take usual care, just like any other city. Do not neglect your belongings and be vigilant all times. Furthermore, we recommend:

- Make a copy of your passport, air ticket and credit card numbers, leave your ID documents in safe storage in your hotel, carrying a copy with you.

MEDICAL PRECAUTIONS

Due to the strength of the Fortaleza sun and the climatic conditions of the area, it is recommended that vacationers always wear sunscreen and mosquito repellent when outdoors, and drink filtered water throughout the day to avoid dehydration.



AIRPORT

Aeroporto Pinto Martins

Address of Airport

Av. Senador Carlos Jereissati, 3.000 – Bairro Serrinha
Fortaleza / CE - CEP: 60741-900 - Brazil
Tel.: +55 85 3392-1030

Distance from Fortaleza downtown: **8km**

Distance from the airport to the Hotel Gran Marquise: **12,6 km**. Around **26 minutes**.

More informations

www.aeroportoportaleza.net/en/



Hosting and Meeting

Gran Marquise Hotel

Gran Marquise Hotel is located at Avenida Beira Mar, on the beautiful Mucuripe beach, 7 km from Fortaleza city center. A location full of charm, a neighborhood that is part of the city's history. The 5-star Hotel offers the most complete structure for business and leisure travel, with 230 rooms, lobby bar, swimming pool, fitness center, spa by L'Occitane, business center and event rooms with capacity for up to 1,300 people. The Gran Marquise offers guests and also the public in general all the quality of its two restaurants: Mucuripe (pasta, risottos and grilled foods), which on Saturdays serves the best feijoada of the city, elected for eight consecutive years by Veja Fortaleza and Mangostin, specialized in Thai, Chinese, Korean.

Address

Avenida Beira Mar, 3980 - Mucuripe
Fortaleza / CE - CEP 60165-121 - Brazil
Tel.: +55 85 4006-5000 / 0800 275 2202

More informations

www.granmarquise.com.br

Suite Options

Superior



With 29m2 and side view, the Superior apartment has twin beds or king size bed, wooden floor, Cable TV, clock radio, bath or shower box, amenities, hair dryer, closet, bathrobes, beach bag, beach towel and dining table with two seats. We have three apartments equipped and adapted for people with special needs. From the 5th to the 13th floor. 24-hour Room Service. WiFi available free of charge in all rooms.

Single	Double
R\$ 410,00	R\$ 463,00
US\$ 126,54*	US\$ 142,90*
Daily	Daily

Check-in : From 14 pm
Check-out: Up to 12 pm;
The prices are plus 10% service charge
Prices will be increased by 5% ISS

*Calculated Dollar to R\$ 3,24 in 30 september 2016

Suite Options

Superior GRAN CLASS



The Superior Gran Class apartment is 29m2, offering side view and twin beds or king size bed. Located from the 16th to the 18th floor, these cozy apartments have wooden floor, bath or shower box, closet and dining table for two. And it has the Gran Glass welcoming difference: Private and express check in. Guest Relations. Welcome drink. Courtesy service in the apartment daily. Breakfast served in the apartment. Service of juices and teas in the late afternoon. Twenty percent discount in treatments available at the Gran SPA by L'Occitane (located at the terrace) and free access to sauna and Jacuzzi. Bed opening with chocolates and courtesy water. Bed linen in Trussardi 600 thread count Egyptian cotton. Choice of pillows with 10 options. L'Occitane bath amenities. Dock Station (iphone/ipod charger). Coffee Maker. Digital scale. Slippers. WiFi available free of charge in all rooms.

Single	Double
R\$ 487,00	R\$ 540,00
US\$ 150,30*	US\$ 166,66*
Daily	Daily

Check-in : From 14 pm
 Check-out: Up to 12 pm;
 The prices are plus 10% service charge
 Prices will be increased by 5% ISS

*Calculated Dollar to R\$ 3,24 in 30 september 2016

Suite Options

Luxury GRAN CLASS



The Luxury Gran Class apartments have an incredible, wonderful, overwhelming view of the sea of Mucuripe beach. A lot of charm and comfort in 29m2, from the 14th to 17th floor. Twin beds or king size bed, bath or shower box, wooden floor, closet. Private and express check in. Guest Relations. Welcome drink. Courtesy service in the apartment daily. Breakfast served in the apartment. Service of juices and teas in the late afternoon. Twenty percent discount in treatments available at the Gran SPA by L'Occitane (located at the terrace) and free access to sauna and Jacuzzi. Bed opening with chocolates and courtesy water. Bed linen in Trussardi 600 thread count Egyptian cotton. Choice of pillows with 10 options. L'Occitane bath amenities. Dock Station (iphone/ipod charger). Coffee Maker. Digital scale. Slippers. WiFi available free of charge in all rooms

Single	Double
R\$ 719,00	R\$ 772,00
US\$ 221,91*	US\$ 238,27*
Daily	Daily

Check-in : From 14 pm
 Check-out: Up to 12 pm;
 The prices are plus 10% service charge
 Prices will be increased by 5% ISS

Tours family day - Option 1

November 25, 2016



City Tour

Iracema statue, Quayside, Future Beach, Castelo Branco Mausoleum, Cultural Center of the Sea Dragon, Metropolitan Cathedral, Fortress of Our Lady of the Assumption, Central Market and Metal Bridge.

Cumbuco Beach

The beach of Cumbuco is located 38 km from Fortaleza, in the municipality of Caucaia, west coast and is considered one of the most traditional of Ceará. Its main attractions, a fishing village, palm trees will seaside and one of the most beautiful dunes chains of our coastline. Besides the natural beauty of the beach offers beach shacks infrastructure with varied cuisine, toilets and fresh water showers.

Duration: all day

US\$ 200,00 per person.

Tours family day - Option 2

November 25, 2016



City Tour

City of knowledge by the edge of Fortaleza and Futuro Beach stopping to shop at Central Market and Monsignor Tabosa.

Futuro Beach

Walk Futuro Beach Shack in the sea.

Preferred bathers, the beach occupies eight of the 25 kilometers of the capital's waterfront. Clean and beautiful houses along its boardwalk various stalls offering fresh water showers, beach chairs and delicious regional cuisine.

Duration: all day

US\$ 200,00 per person.

Activity Morro Branco Beach

November 26, 2016



With its red and jagged cliffs forming natural labyrinths, Morro Branco beaches in Beberibe, Ceara, have served as the backdrop for some television productions. The soap opera "Tropicaliente" and "Final Feliz", the series "Sansão e Dalila", the film "O Noviço Rebelde" and the program "No Limite" are on the tip of the tongue of the tour guides who are proud to talk about the fame achieved by cinematic paradise.

Morro Branco has a rare and impressive beauty which is further enhanced on sunny days. The strong and durable light of the vicinity of the equator underscores the contrast between the green of the sea and the red of the cliffs, from where sands of different colors. They serve as material for producing the artisans various decorative objects in bottles.

With so many colors, the Morro Branco name does not seem to make sense at first. But a white dune and high, from where you have one of the most beautiful views of the setting sun on the beach justifies baptism.

In Morro Branco, the main attraction, the maze of cliffs, is accessible by foot. The entrance from the village centrinho, is signaled. The walk through the colorful walls is short and can be done without a guide, but it is worth hiring a local monitor to hear some stories of the area and see it form the colors of watercolor with the collected sand where you can not imagine. The maze is out at sea, in the stalls selling souvenirs.

For an overview of all these beauties with a hint of adventure, buggy ride* is a good choice. In addition to passing the Praia das Fontes, the buggy drivers take tourists for mobile sand dunes, freshwater ponds, to the Lagoon Uruaú, a true oasis where tourists stop to relax and drink a coconut water on the landscape amid the dunes.

Duration: all day

*Not included

Program

Advoc Latin America - Fortaleza, Brazil

24 november Thursday	25 november Friday	26 november Saturday
2:00pm Registration at the Hotel Gran Marquise	8:00am Breakfast	Tourist Activities
	9:00am Meeting	
	12:00pm Lunch	
	3:30pm Meeting	
8:00pm Welcome Cocktail	8:00pm Closing Dinner Coco Bambu (Meireles)	

Family Program

Advoc Latin America - Fortaleza, Brazil

24 november Thursday	25 november Friday	26 november Saturday
2:00pm Registration at the Hotel Gran Marquise	8:00am Breakfast	Tourist Activities
	9:00am Tour	
	12:00pm Lunch	
	3:30pm Day Spa or Tour	
8:00pm Welcome Cocktail	8:00pm Closing Dinner Coco Bambu (Meireles)	

USEFUL CONTACTS

CONTACT NUMBERS



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