

30 Days to Paris: Get ready for the vibrant energy, diverse rhythms, and sports competitions at Casa Brasil

The initiative will include the launch of a campaign in Europe and activities displaying the energy and joy of the Brazilian people.

The countdown has already begun with just 30 days until the Paris Olympics and the opening of Casa Brasil. Starting from July 26th, Brazil will have an exclusive space at Parc La Villette featuring music, sports, cultural and dance performances, gastronomy, and the characteristic joy of Brazilians. Casa Brasil is an initiative by the Brazilian Olympic Committee (COB), sponsored by the Brazilian Tourist Board (Visit Brasil/Embratur) and the Brazilian Micro and Small Business Support Service (Sebrae).

Casa Brasil aims to captivate over 15 million Olympic visitors with the magic of Brazil. Additionally, Embratur will launch a new campaign for European countries to promote the splendor of Brazilian destinations with sun, beach, and nature. The official launch will take place at Casa Brasil on July 27th.

Casa Brasil will be a vibrant meeting point for Brazilian fans and athletes during the 17 days of competition—until August 11th. Visitors will enjoy a rich program of typically Brazilian sports experiences such as beach volleyball and frescobol, and dance championships including *axé*, *samba* and *passinho* - a street dance that has conquered the hills and suburbs of Rio de Janeiro. For football enthusiasts, matches will be played in the Brazilian style—using sandals as goals on the ground.

Many activities will take place at the Embratur Sebrae Arena, a sports court inspired by Brazilian urban art that will host interactive activities among visitors. Embratur will also participate in a beach volleyball workshop led by Olympic medalist Jackie Silva, offering visitors a unique opportunity to learn about the traditional sport of Brazilian beaches from a world champion. Casa Brasil will feature two stages—an outdoor and an indoor one—where various musical and cultural attractions will take place. Embratur will contribute to these performances with artists representing the diversity of Brazilian music rhythms.

"We will certainly create the best Casa Brasil in the history of the Olympic Games. Embratur, together with Sebrae and COB, is working to make this happen and promote our country with all our best—our sports, our music, and, especially, our joy of living that will captivate Paris. Our main goal is to leave international visitors with a taste of Brazil and, hopefully, with plans to visit our country," said Marcelo Freixo, president of Visit Brasil/ Embratur.

The president of Sebrae, Décio Lima, also expressed optimism. "We are working in synergy and partnership to ensure the promotion of Brazil in tourism, where small businesses represent 95% of companies and make a difference. International tourism has been setting records, and in just the first three months of this year, it registered a 10.4% increase compared to the same period in 2019. An event of the magnitude of the Olympics is the perfect opportunity to boost this movement," he commented.

“Being able to count on Embratur and Sebrae as Casa Brasil partners allows COB to deliver to Team Brasil fans and visitors from other countries, who will be the predominant public, exactly the idealized concept of our project, which is to unite what we have to better to promote our country: sport, our wonderful destinations and our culture through unique experiences that we will offer in space”, highlights Gustavo Herbetta, COB Marketing Director.

Casa Brasil will be open every day from 1 PM to 10 PM. The Embratur and Sebrae program will take place from 4:20 PM to 6:00 PM.

[Access the full schedule](#)

Brazilian Tourist Board (Visit Brasil/Embratur)

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