

## São Paulo's New Mayor and Donald Trump Sure Have a Lot in Common

Taisa Sganzerla – 4 October 2016

He is a wealthy entrepreneur who became famous as the star of the TV show "The Apprentice," dismissing contestants with the phrase "You're fired." Recently, he turned his energies to the campaign trail with the catchphrase "I'm not a politician, I'm a businessman."

No, it's not Donald Trump. It's João Doria, and he's just been voted mayor of Sao Paulo, South America's biggest city. And on October 2 after a campaign that splintered his center-right party, he was elected mayor of Brazil's largest city in a sweeping victory. Is this Brazil's very own Donald Trump?

The similarities go beyond their **knack for** reality TV. Like Trump, João Agripino da Costa Doria Júnior, or João Doria for short, comes from outside of the political establishment, something that proved crucial in the current political atmosphere in Brazil. The "lava jato" investigations into a bribery scheme worth billions of dollars involving the state-run oil company Petrobras and several large construction companies has left the population with a profound disillusionment with the entire political class.

The center-left Workers' Party (or PT), which has been in power for 13 years, certainly has **bore the brunt of** this dismay as it has fielded an avalanche of corruption accusations, a growing recession and the clumsy administration of now-impeached President Dilma Rousseff.

Doria was cleverly placed to embody this anti-politics and anti-PT sentiment. In the campaign, he promised to "sweep the PT away from São Paulo"; his slogan, "speed up, São Paulo", is a direct **spoof** on Fernando Haddad, São Paulo's current mayor from the Workers' Party who introduced a maximum speed limit on the heavily congested city's main avenues, angering many drivers.

Doria received an **overwhelming** amount of votes in São Paulo's poorest suburbs, despite hardly being a member of the country's lower classes himself. "The fact that he's new in politics, with a clean record, called my attention," said Ana Paula Bispo, 25, a self-employed beauty technician from a favela, or low-income community, in the city. She said she voted for Doria because she was tired of seeing politicians dragged into corruption scandals.

In public, Doria is always finely dressed with designer clothes, from Louis Vuitton suitcases to extravagant Hermès belts accessorizing his signature look of a cashmere sweater wrapped up around his neck. His preppy image has triggered much disdain from his opponents. While out on the campaign trail, a photo of him making a face while drinking cheap coffee and eating pastel (a type of fried pie) in one of São Paulo's typical padarias (simple eateries that are **a hallmark of** the city), made the rounds on social media and earned him the nickname "Richie Rich". But that didn't prevent him from achieving majority of votes in 56 of São Paulo's 58 constituencies.

Like Trump in the Republican party, Doria's candidacy created an **unprecedented** rift in the center-right Social Democratic Party. Seen as an outsider by some of the party's leaders, he was accused of jumping the queue of politicians in line for the leadership of Brazil's most important city. Some of his rivals accused him of buying votes during the party's primaries and went so far as to sue him over it.

Doria had a powerful godfather, of course: São Paulo's state governor, Geraldo Alckmin, who has long had a silent feud with the party's leadership (among them, Brazilian ex-President Fernando Henrique Cardoso and Aécio Neves, Rousseff's rival in the presidential elections of 2014). Many see Doria's victory in São Paulo as a personal victory for Alckmin, who has high hopes of running for president in 2018.

Adapted from <https://globalvoices.org/2016/10/04/sao-paulos-new-mayor-and-donald-trump-sure-have-a-lot-in-common/> and <https://www.washingtonpost.com/news/worldviews/wp/2016/10/04/how-a-wealthy-non-politician-and-star-of-the-apprentice-won-south-americas-biggest-city/>