

CEARÁ *VELOZ*



CEARÁ
GOVERNMENT OF THE STATE

SECRETARIAT FOR ECONOMIC
DEVELOPMENT AND LABOR

Ceará





1603

Portuguese occupation by expelling
The French settlers from the
Ibiapaba Mountain Range



CEARÁ

Brasil

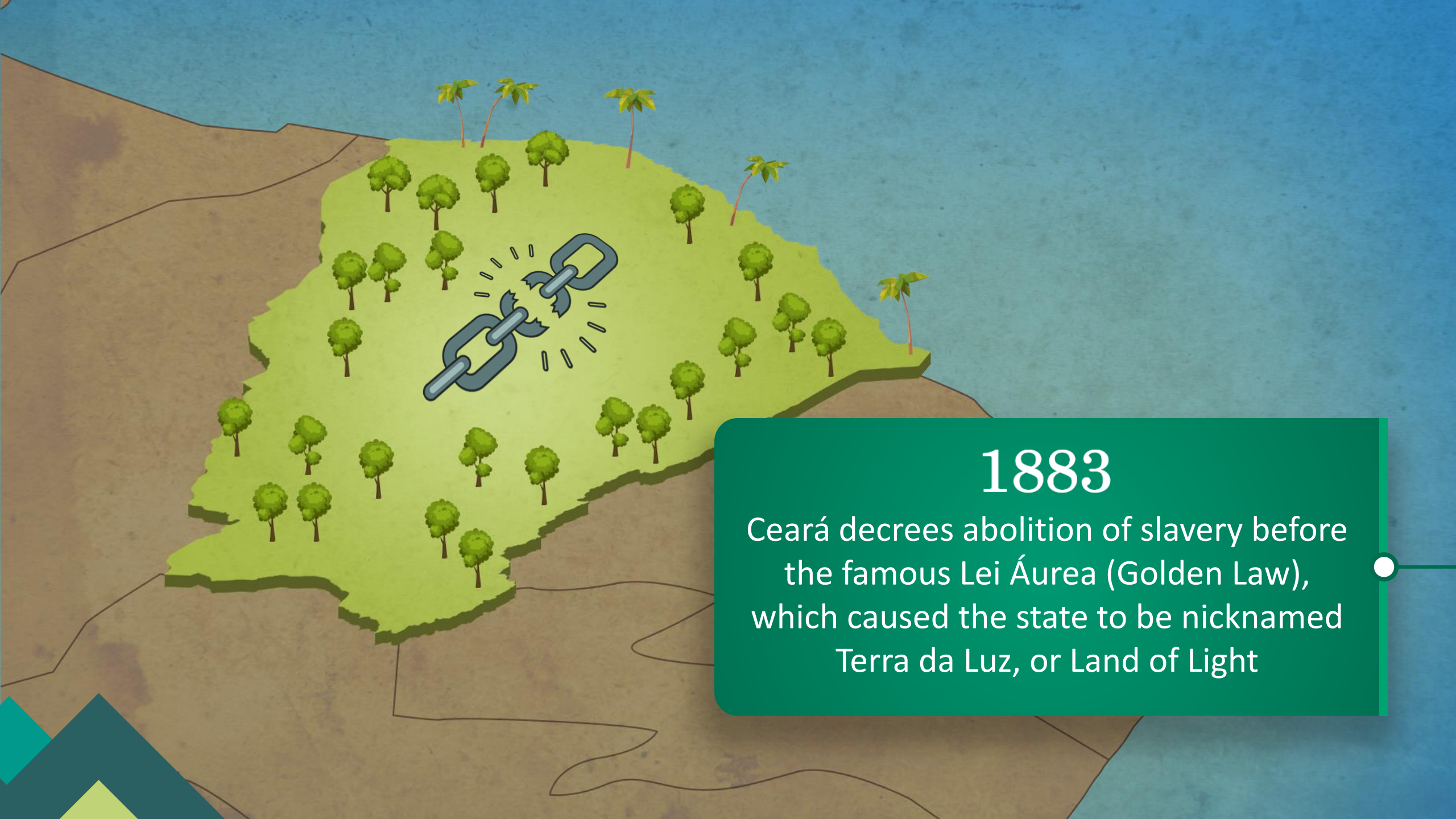
The image is a stylized map of a coastal region. A large, irregularly shaped area in the center is highlighted in a bright lime green color. To the right of this green area, a wooden cannon on a wheeled carriage is positioned, pointing towards the sea. The surrounding land is depicted in shades of brown and tan, with some faint lines indicating boundaries or roads. In the upper right corner, two small sailing ships with white sails and red hulls are shown on a blue sea. The overall style is that of a historical or educational infographic.

Matias Beck
and the construction of
The Schoonenborch Fort

DUTCH OCCUPATION

1637 / 1644 **First Period**

1649 / 1654 **Second Period**



1883

Ceará decrees abolition of slavery before the famous Lei Áurea (Golden Law), which caused the state to be nicknamed Terra da Luz, or Land of Light

DEMOGRAPHY



Population

9,1

million inhabitants
(estimate 2019)



Demographic
Density

State:

61,4 inhab./Km²

Fortaleza (capital):
> 8.000 inhab./Km²

- 5th largest city in Brazil
(2.669.342 inhabitants)
- Largest GDP among
Northeastern capitals

FORTALEZA

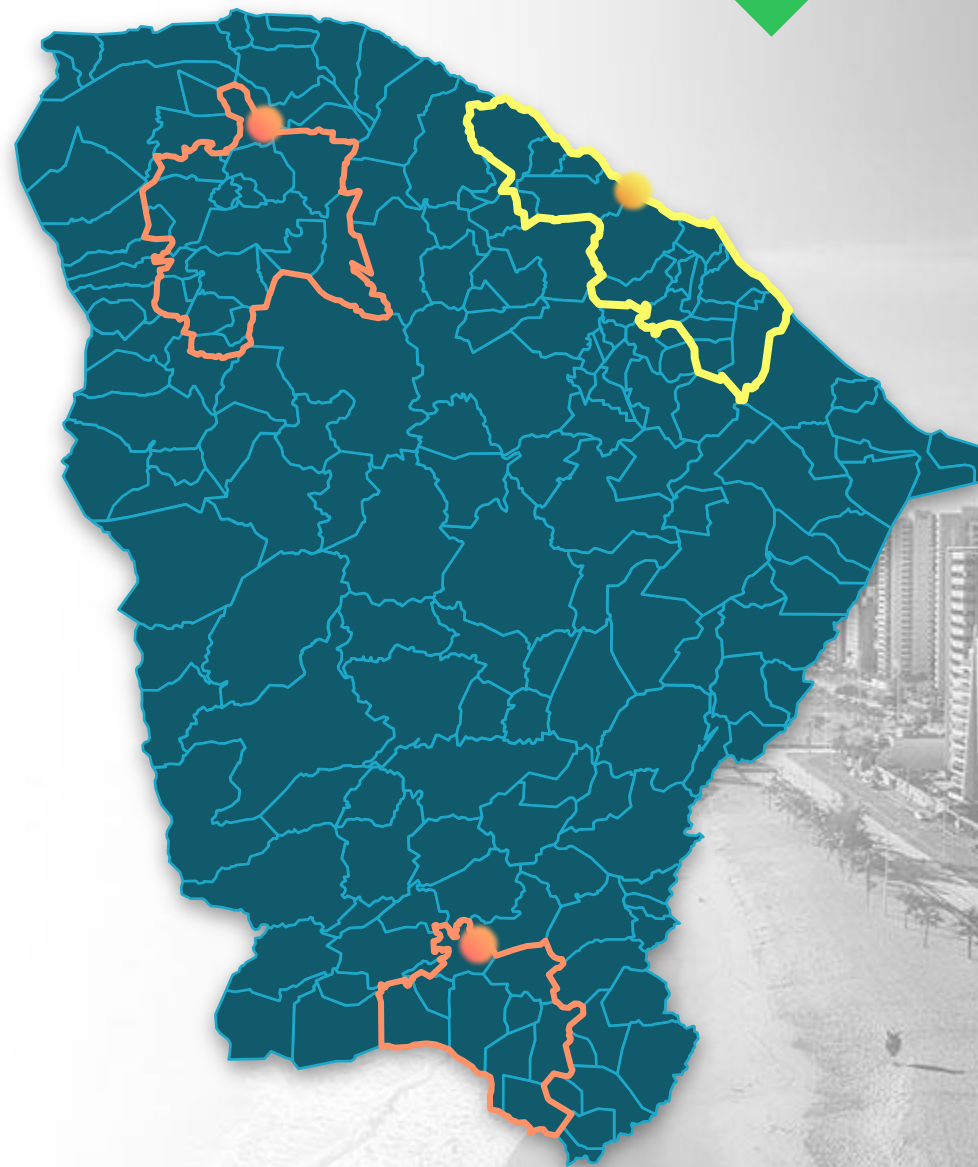
Number of municipalities **184** municipalities
with area of at least **148.825** Km²

CITY

Approximately **20%** of Ceará municipalities hold a population of over **50.000** inhabitants

There are three metropolitan regions in the State:

- Metropolitan Region of Cariri (RMC)
- Metropolitan Region of Sobral (RMS)
- Metropolitan Region of Fortaleza (RMF)



SOCIAL INDICATORS

Child Mortality Rate

Younger than 1 year by one thousand born alive / Ceará (2017)

13,2
(SESA)



HDI

Ceará Human Development Index (2010)

0,68
(PNUD)



GINI

GINI Coefficient
(2018)

CE/BR

0,547/0,509

Life Expectation
(2017) - years

74,1
(IBGE)



Illiteracy Rate

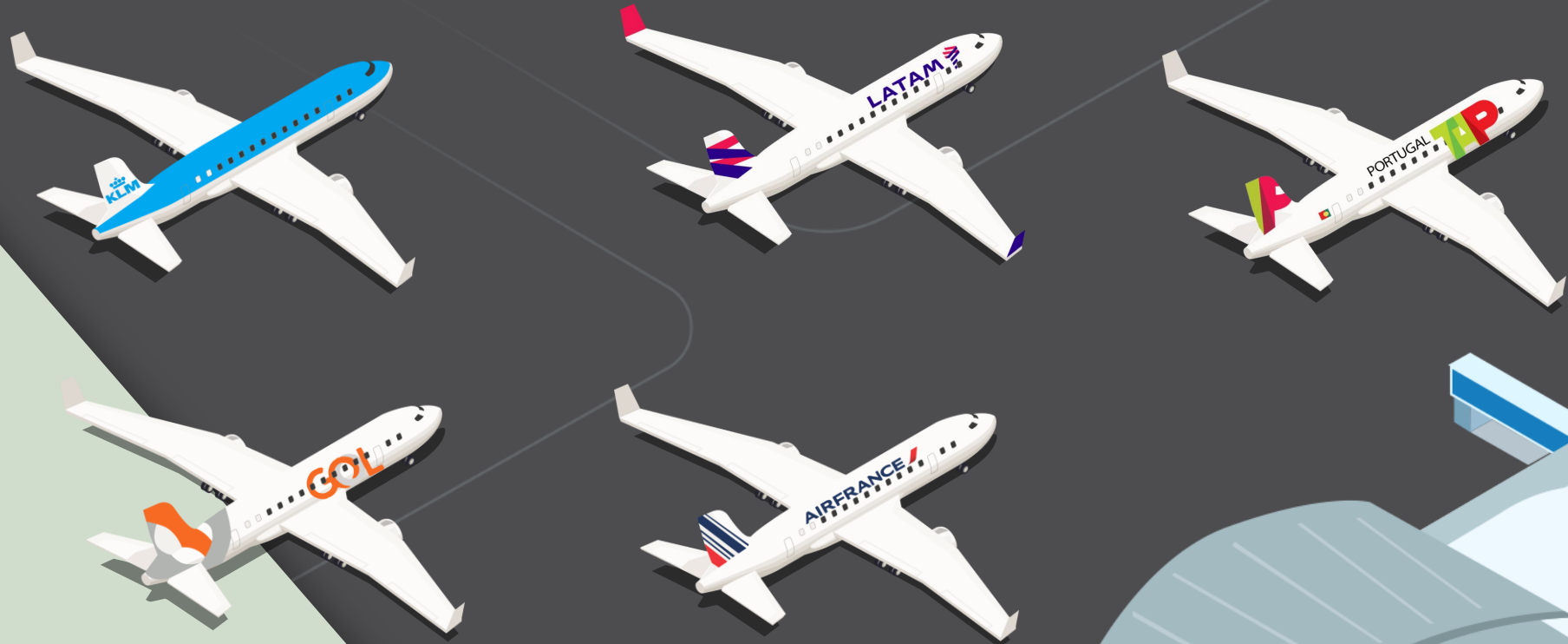
People aged 15 or older – Ceará (2018)

13,3%
(IBGE)








1

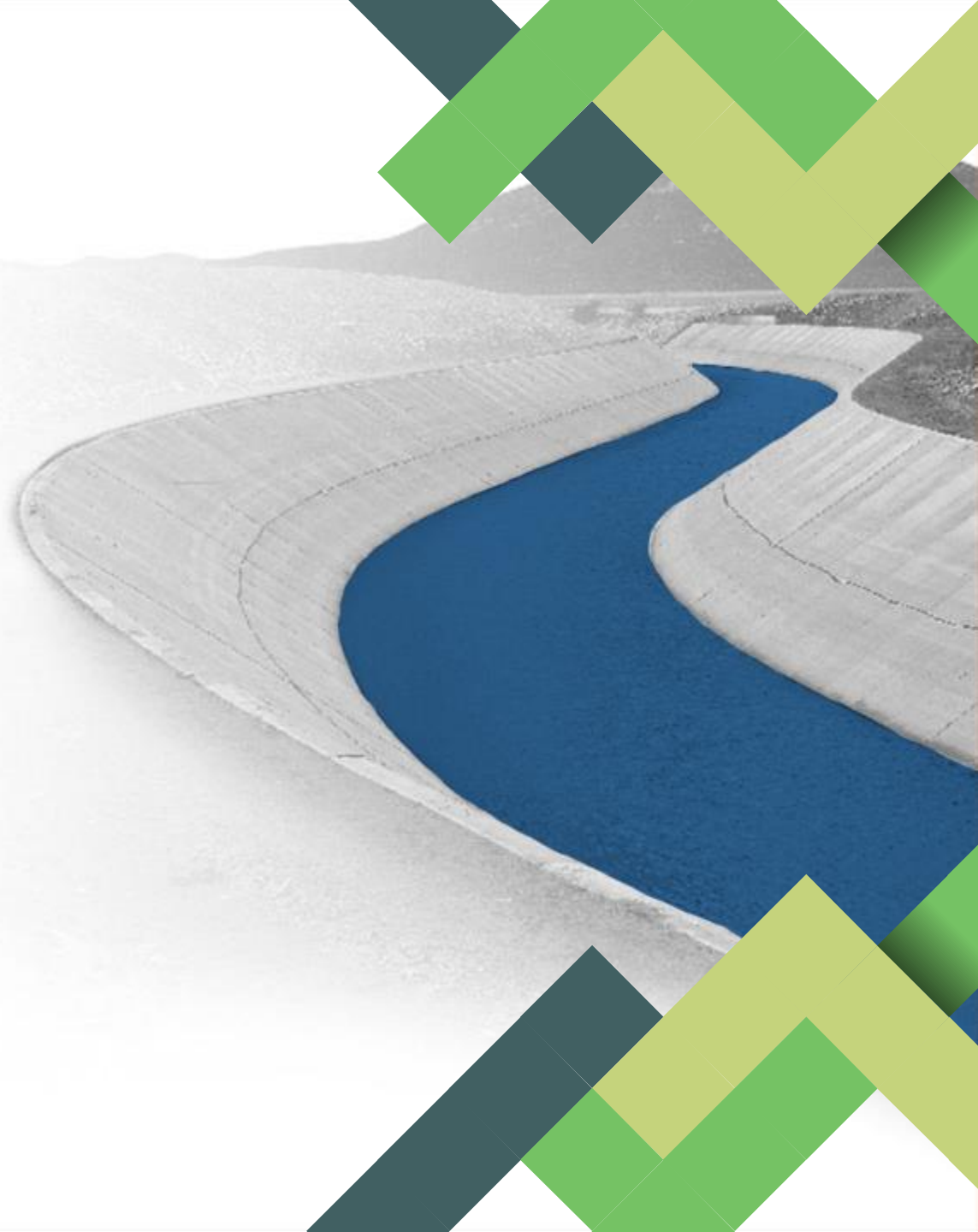
Platform: Infrastructure and Logistics



HYDROGRAPHY

Guarantee of Water Safety

- ...  Transposition and integration of waters of the São Francisco River and the Jati Reservoir, in Ceará.
- ...  Ceará Water Belt, 1.3 thousand km of channels. Implementation of 12 river basins, providing water for 93% of the state.
-  Actions prescribed by the 10 year Water Resource Plan and the Plan for Strategic Actions Using Ceará Water Resources (Investment IPF/BIRD - US\$ 176 million).
-  **Fresh Water Program:** sustainable conditioning of subterranean waters with desalination.
-  **Ceará 2050:** “promote the installation of large-scale desalination plants, using sea water, for supply to the Fortaleza metropolitan region and other uses in the coastline municipalities”.





TRANSPORTATION

Airports

Regional Airport of Cariri



aena

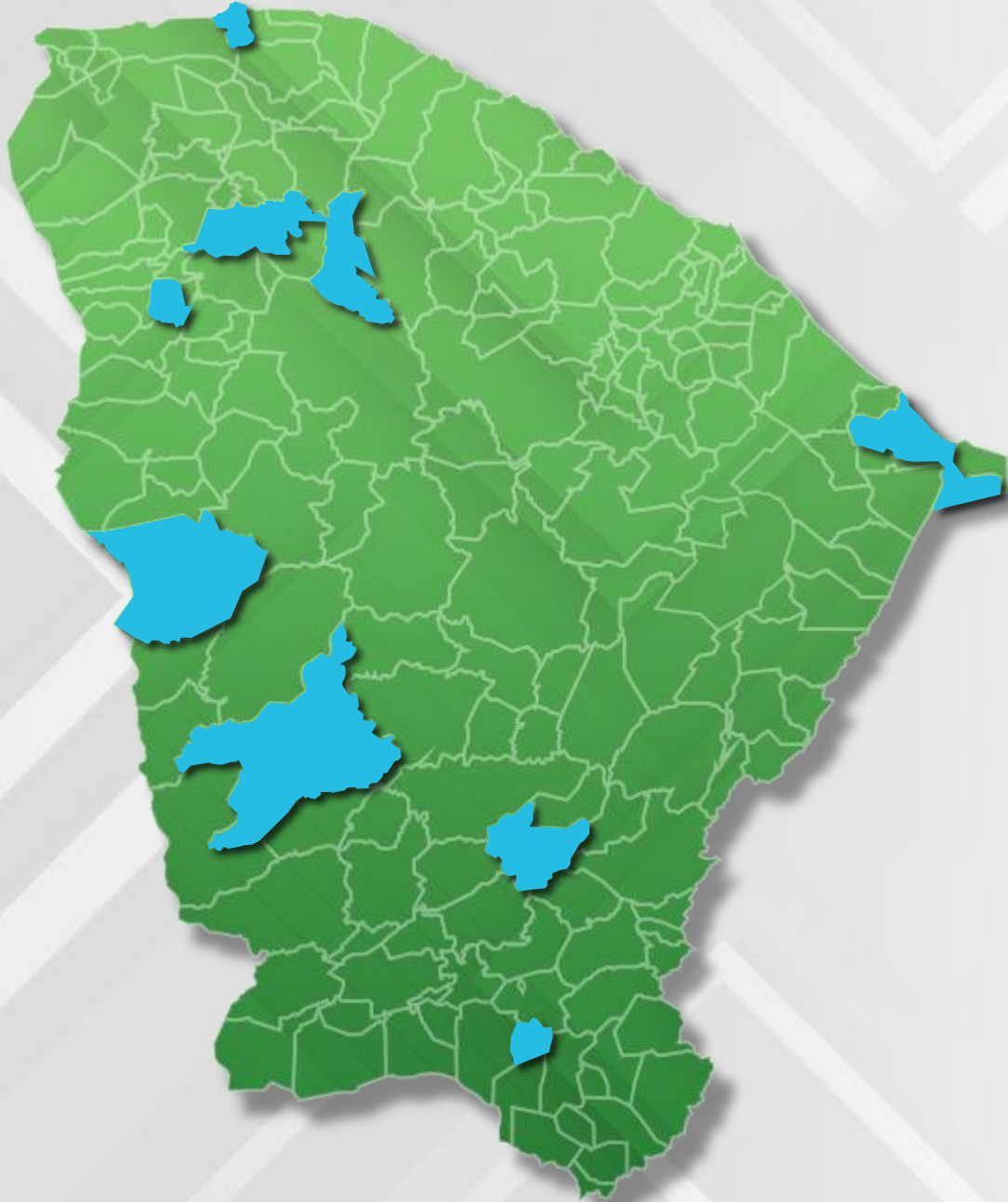




TRANSPORTATION

Airports

68 airports
and registered landing
tracks in Ceará



TRANSPORTATION

Airports

In good time, the GOL Airlines will implant 08 internal lines:

Juazeiro do Norte
Jericoacoara
Sobral
São Benedito
Tauá
Crateús
Iguatu
Aracati

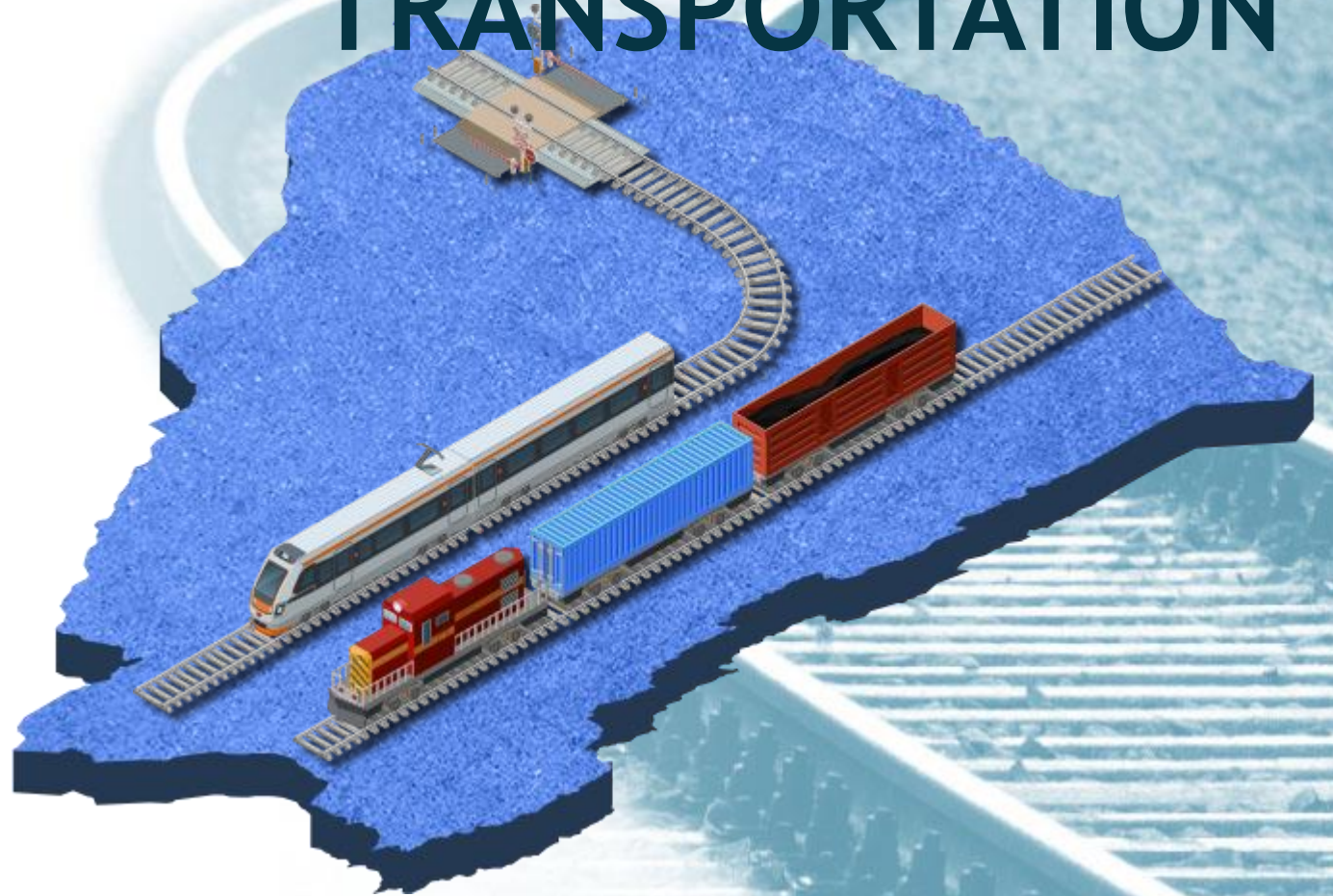
Railways

The state's railway system is operated in combination with the Northeastern system with the Transnordestina Logistics S.A.- Railway Transnordestina.

TRANSNORDESTINA
Logística S.A.

Transnordestina
Logistics S.A.

TRANSPORTATION



TRANSPORTATION

Railways

Three subway systems:

The Fortaleza subway - Metrofor, connecting several districts of the city and also the municipalities of Maracanaú and Caucaia, the Sobral and the Cariri subway systems that interconnect the cities of Crato and Juazeiro do Norte;

Fortaleza is also provided with a light rail vehicle (LRT) system.



TRANSPORTATION

Ports - Logistic HUB

The **Pecém's Port** was built in order to provide the state with the industrial port facilities with infrastructure for metallurgical use, an oil refinery and tanking facility, and also a multipurpose port.

It is administrated by **The Government of The State of Ceará** in partnership with the **Rotterdam Port**.

The **Mucuripe's Port**, in Fortaleza, is administrated by the federal government and it functions as a port for bulk carriers, tanking (which will be transferred to the Pecém's Port), and passengers.



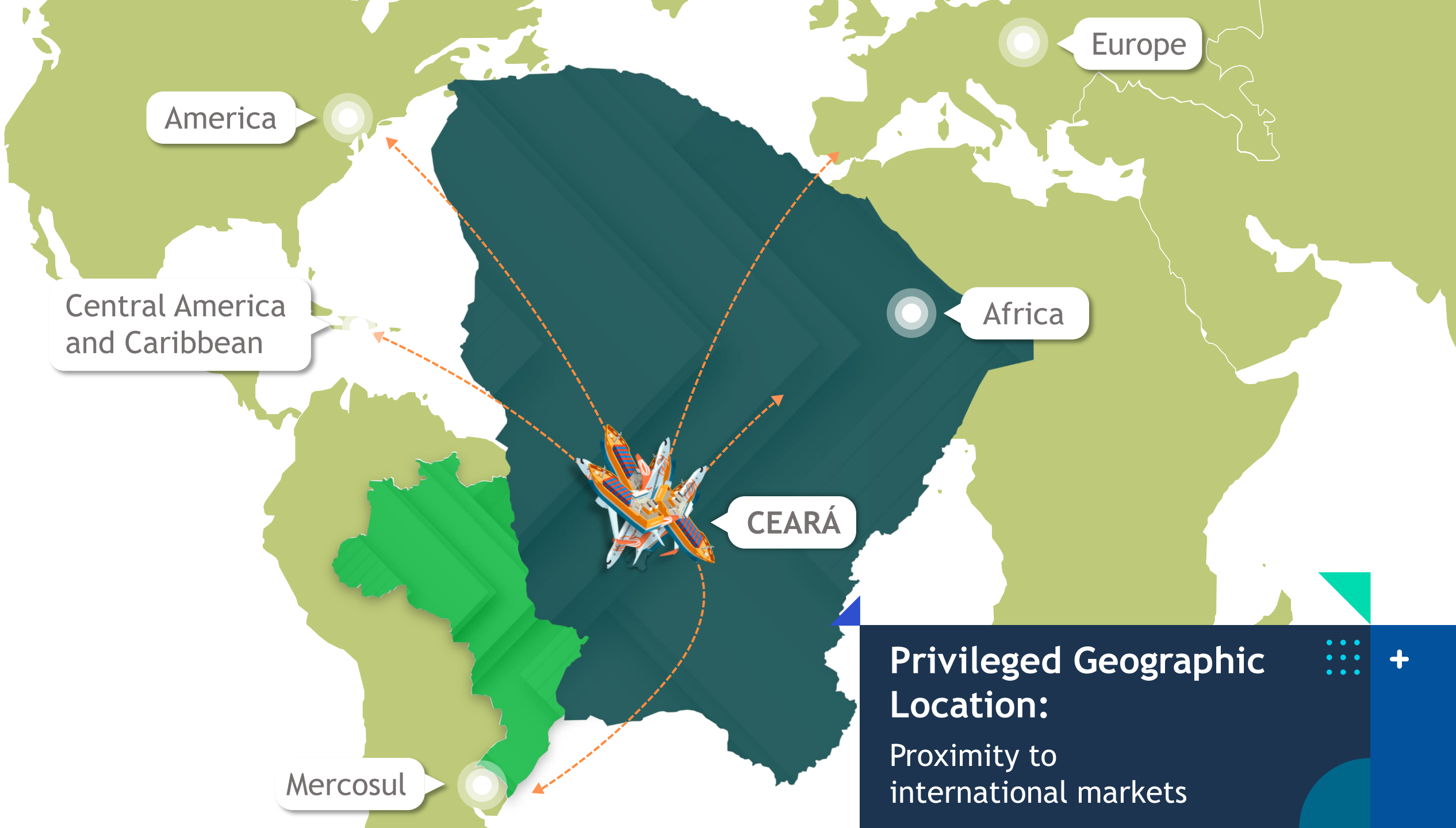
CEARÁ
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DEVELOPMENT AND LABOR



pecem
COMPLEXO INDUSTRIAL E PORTUÁRIO



**Port of
Rotterdam**



America

Europe

Central America
and Caribbean

Africa

CEARÁ

Mercosul

**Privileged Geographic
Location:**
Proximity to
international markets



TRANSPORTATION

Federal Highways

The **BR-116** Federal Highway connect the capital city of Ceará to other states all over the country.

Fortaleza is also the starting point of **BR222** which connects the capital city to the northern state of Pará.

The **BR-020** connect Brasília and Fortaleza.

The **BR-230** Transamazônica crosses the state of Ceará in its southern region and the **BR-304** connect Ceará to the state of Rio Grande do Norte.



TRANSPORTATION

Federal Highways

State Highways:

All state highways together add up to 10.657,9 km. All city halls are easily accessible by means of paved highways.

The total extension of the railway network, including municipal, state and federal roadways add up to 53.325 km (2019).





2

Platform:
Business Environment

Reduce the
interference of
government
and promote
incentive,
simplification
and easier
relationships and
processes

PLATFORM FOR BUSINESS ENVIRONMENT

Ceará grows

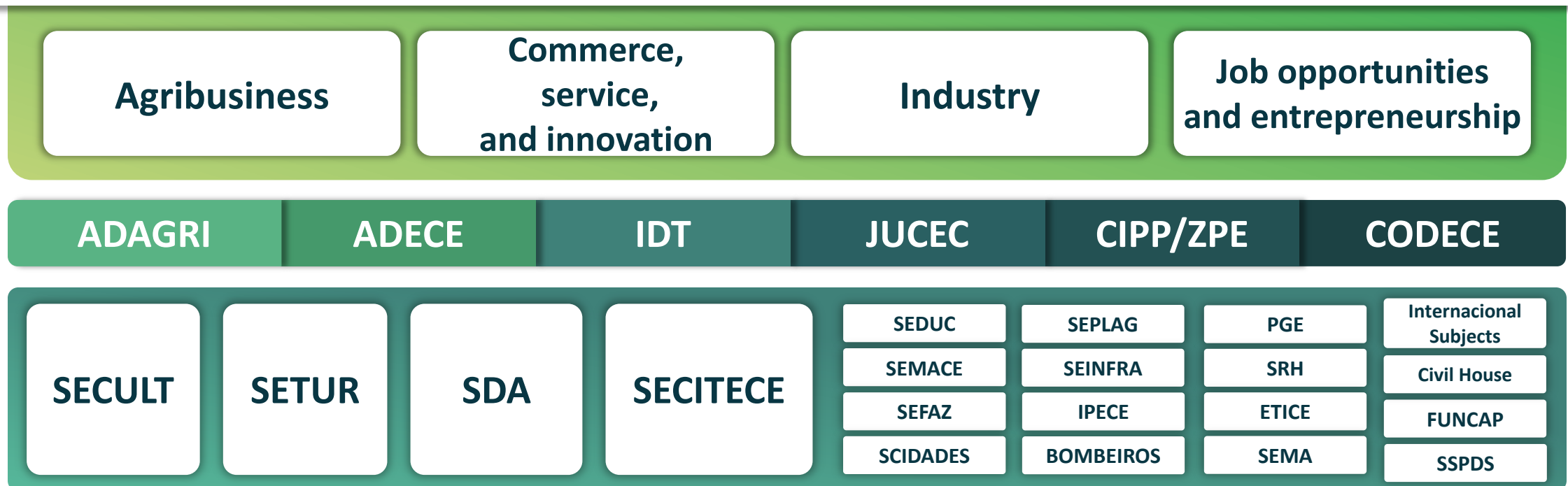
Ceará realizes investments and keeps its fiscal life healthy

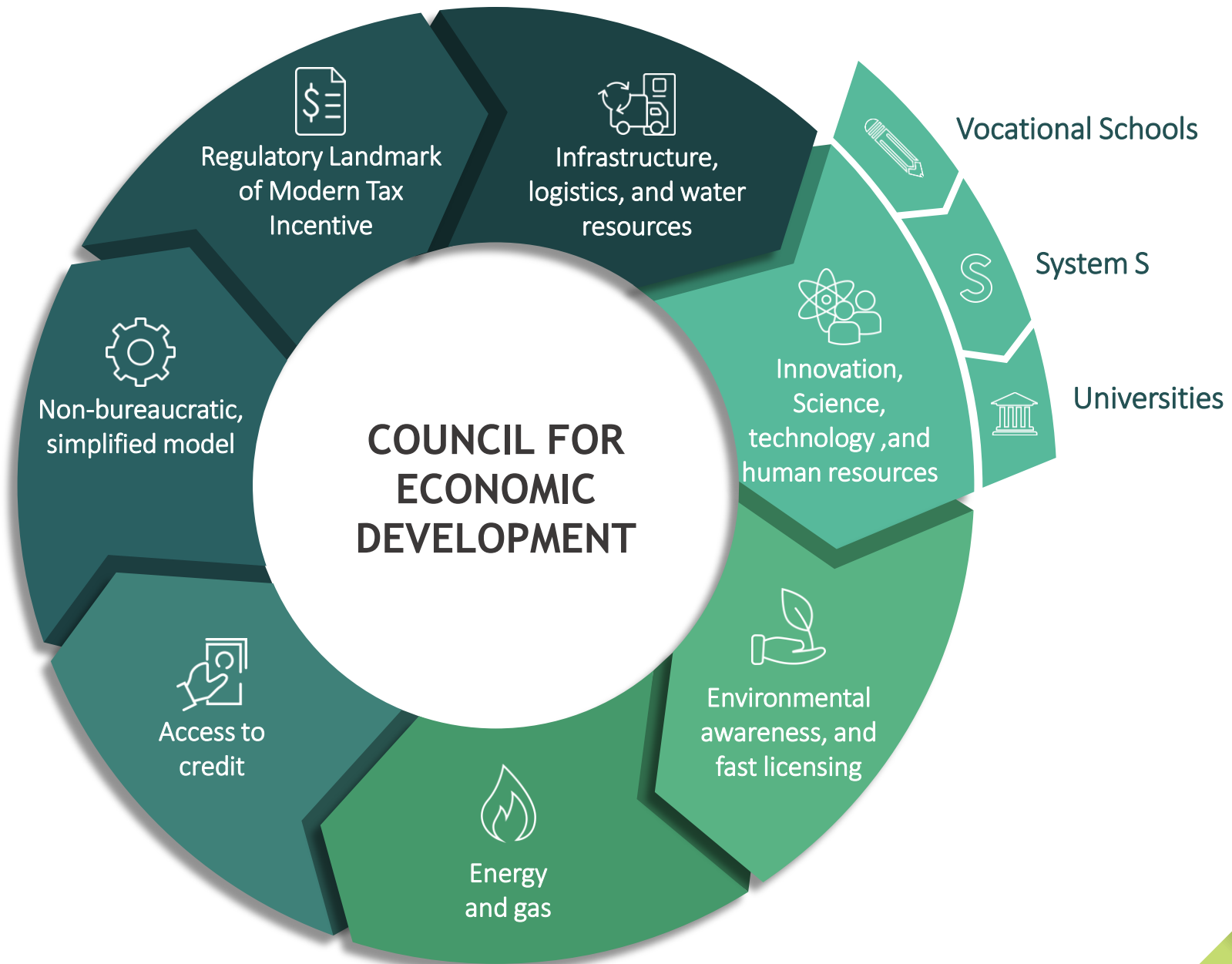
Ceará plans long-term - Ceará 2050

Ceará plans short-term – Fast Ceará



NETWORK FOR ECONOMIC DEVELOPMENT





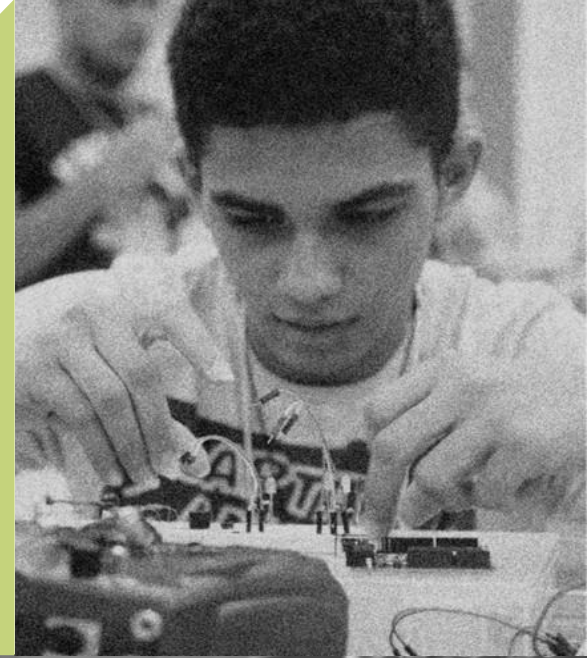
THE STATE OF CEARÁ MAKES IT EASY TO ATTRACT INVESTORS:

- Governance and governability.
- Digital government.
- Predictability and transparency.
- Legal security.
- Information security.
- Fiscal austerity.
- One-stop business facility.
- Updated regulatory landmark.
- Modernization of environmental licensing.
- Non-bureaucratic simplified processes.
- Transformation of the CEDIN into a Council for Economic Development.



3

Platform: Education and Human Resources



EDUCATION AND HUMAN RESOURCES



Higher Learning

Availability of over 50,000 vacancy and the three state universities.



Vocational Schools

52 courses in 122 schools.



Business Schools

Education for entrepreneurship.



S System Network



Over 800 research laboratories



Conference Room,
Fablab and Coworking



NuTec

Certification
by Inmetro by Means
of 13 Laboratories



Continuous Technical Formation
32 Technological Vocational Centers (CVT)
02 Technological Vocational Center (CVTec)
02 Technology Universities (Fatec)

HUMAN RESOURCE

The government of Ceará is in search of results and follows the path of **Fiscal Balance**.

New generation of public workers with a focus on **the management of results (GpR)**.

“Model for the Management of People” Program in partnership with the World Bank.

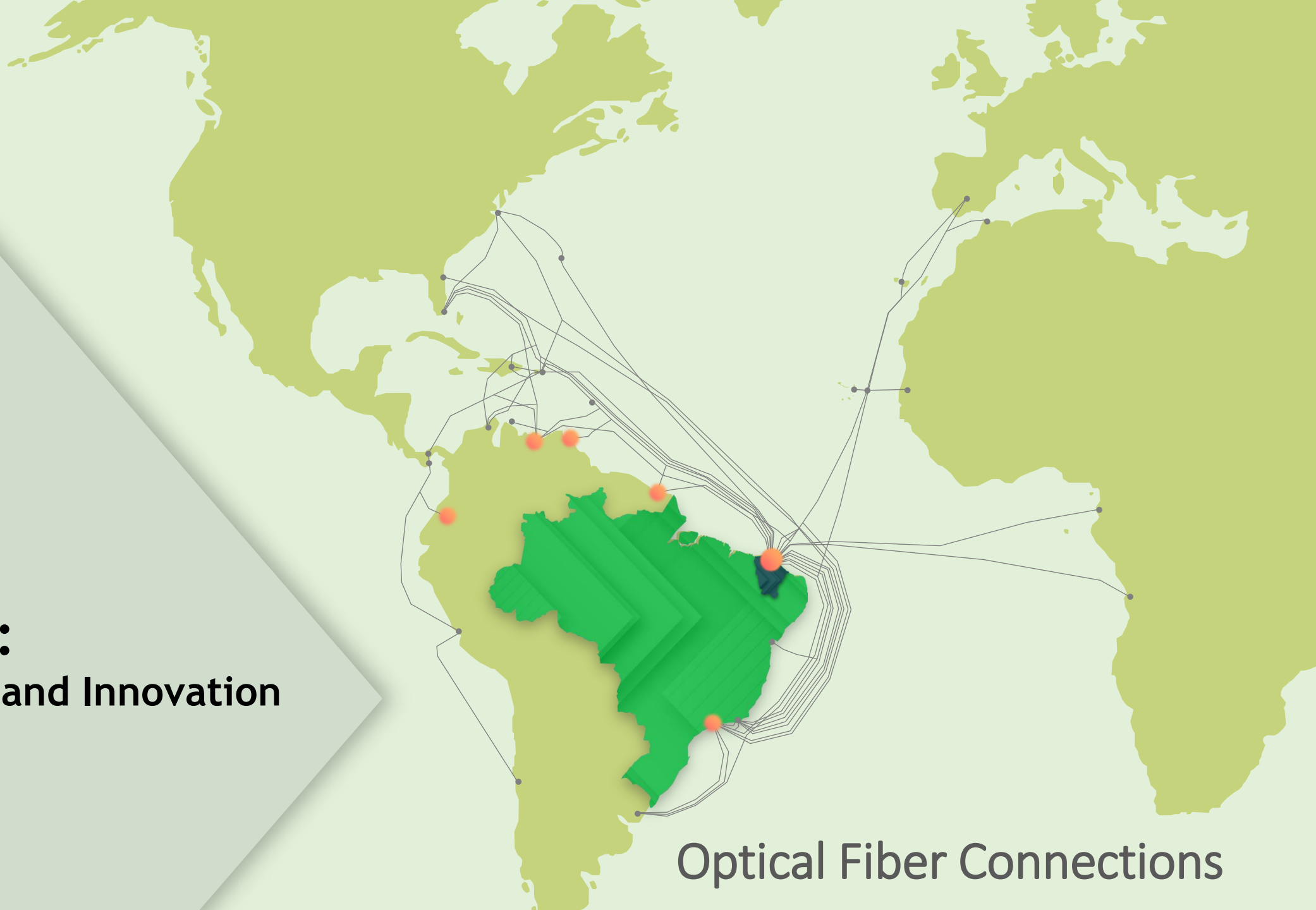
It was deliberated that:

- Career plans for public workers with transversal possibilities.
- The remuneration model.
- The model for the classification of competence and ideal attribution of commissioned positions of direction and consulting.
- Production of a proposal of organizational restructuring of The State.
- Declaration of commitment.
- The structuring of public management and medical schools.



4

Platform:
Technology and Innovation



Optical Fiber Connections

TECHNOLOGY AND INNOVATION

Nowadays the state of Ceará is planning a new phase.

Well the management of service is an innovation are priorities.

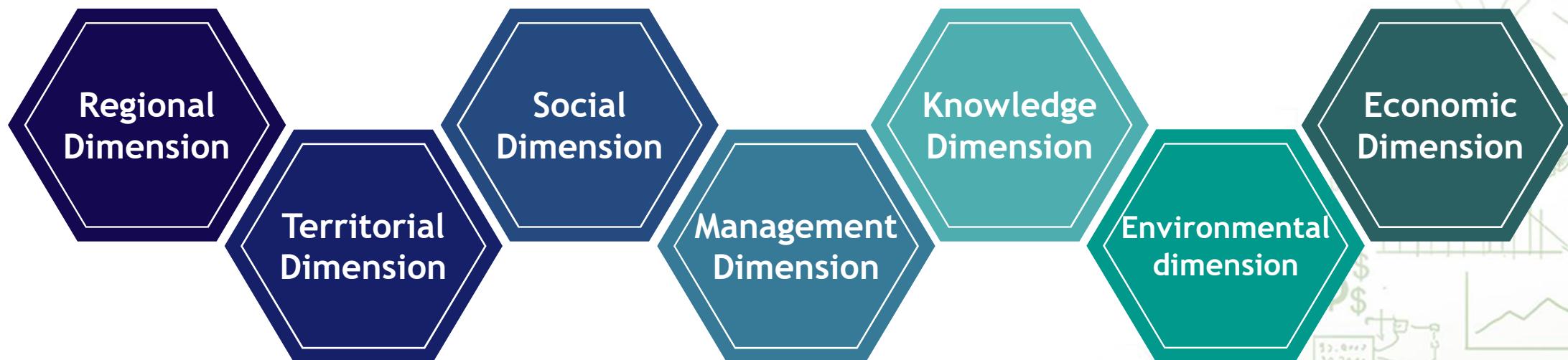


The state of Ceará has a plan
for the next 30 years

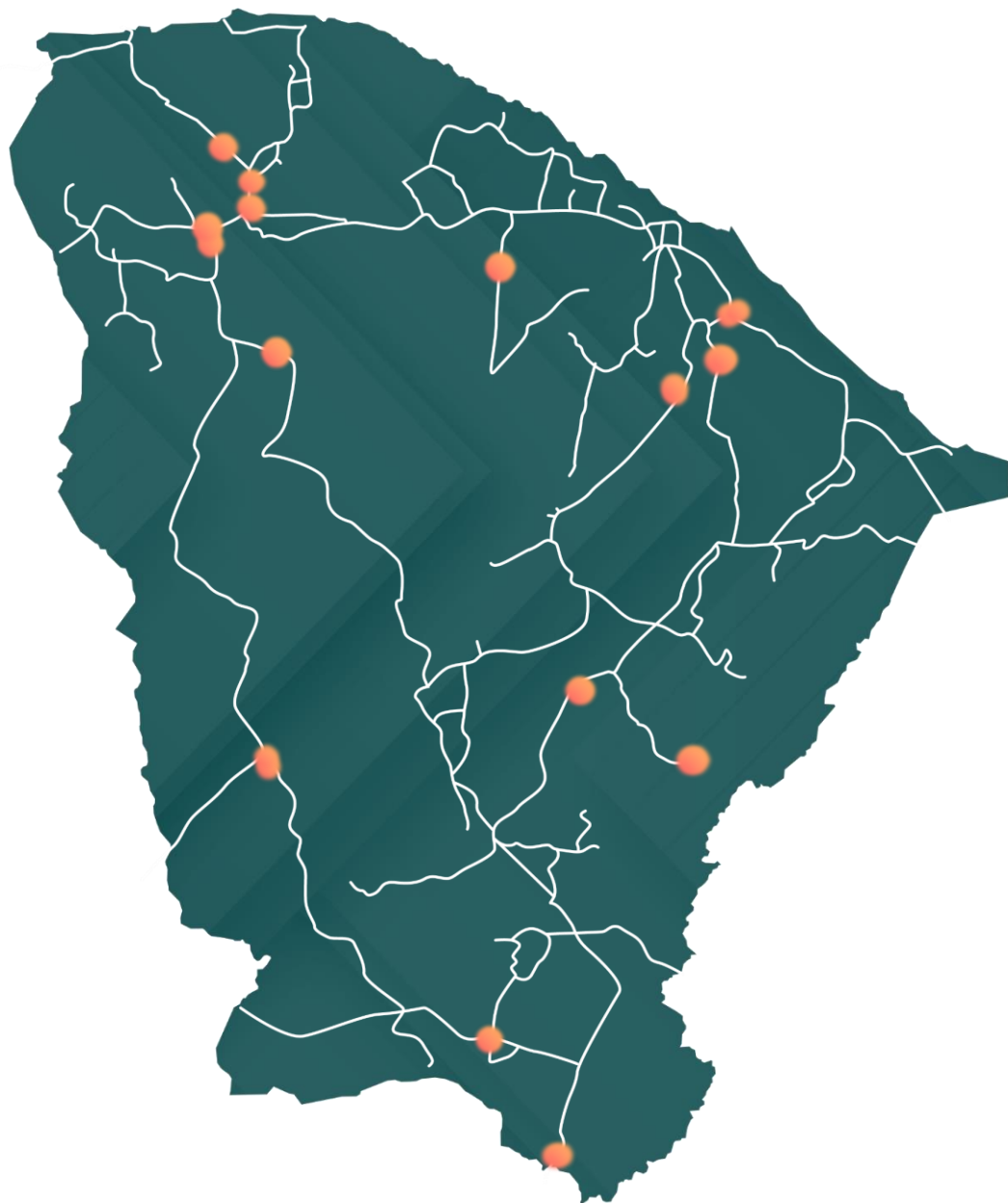


CEARÁ 2050
JUNTOS PENSANDO O FUTURO.

(THINKING THE FUTURE TOGETHER)



INNOVATION CENTER IN TIC



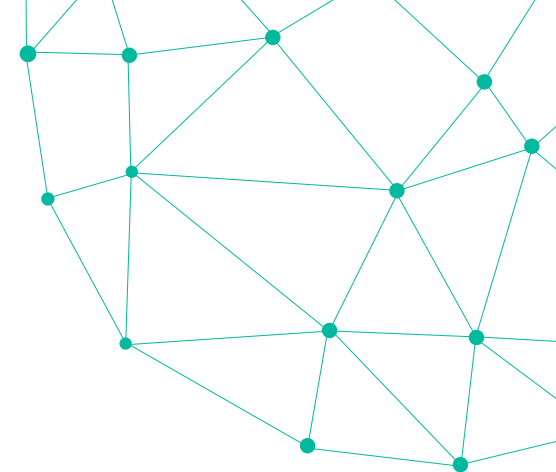
TIC HUB

The most broadband connected state in Brazil.

Digital Belt

Initial investment of approximately 8000 kilometers of optic fiber but today add up to over 80,000 kilometers by means of the concession of Segments for private businesses promoting job opportunities in the fields of LOT, VOLP, Blockchain, and Analytics.

Over one 185 cities in Brazil are provided with over 75% of optical fiber Internet connection, 42 of these cities are located in the state of Ceará.



CENTER OF COMPETENCE FOR DIGITAL TRANSFORMATION

According to the cooperation between Amazon Web Services Inc.(AWS) and the state government:

The AWS will offer the following programs:

- AWS Educate - for students.
- AWS Academy - for university professors.

The main objectives will be:

- Employability;
- Digital transformation;
- Entrepreneurship;
- Research and development.



5

Sustainable Development and a New Post-Pandemic Proposal

COVID19



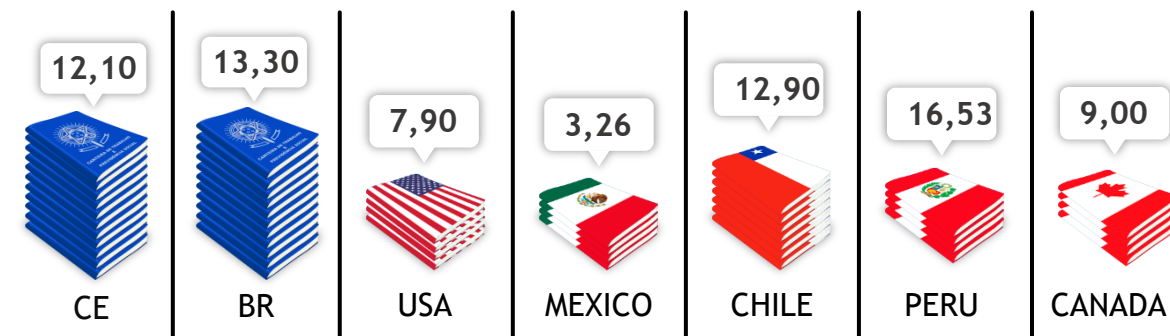
CEARÁ WANTS TO GROW

O CEARÁ QUER CRESCER

1 | SHORT TERM: increase the number of job opportunities

UNEMPLOYMENT RATE (%)

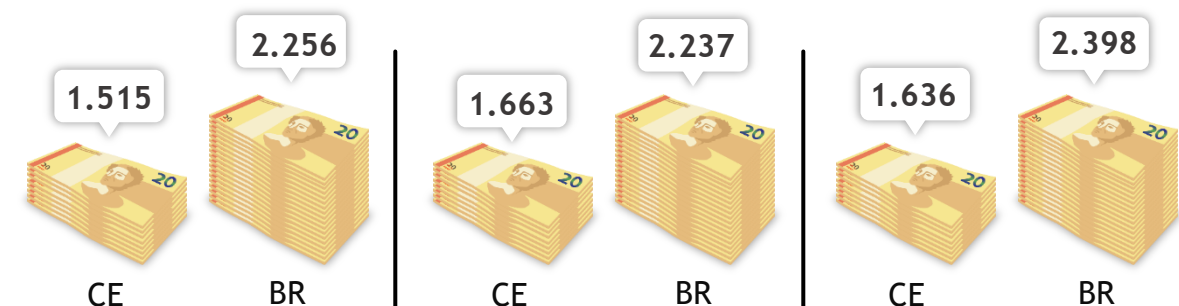
July 2020



2018

2 | MEDIUM TERM: raise average salaries

LABOR AVERAGE INCOME IN (R\$)

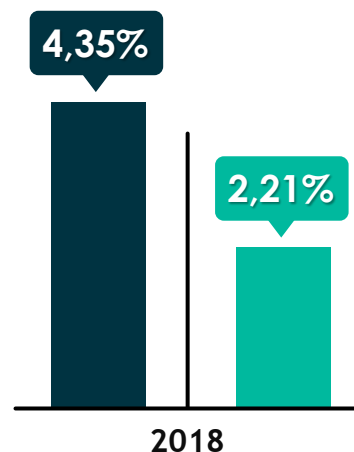


2016

2017

1º TRI 2020

3 | LONG TERM: increase the participation of Ceará GDP to the national GDP



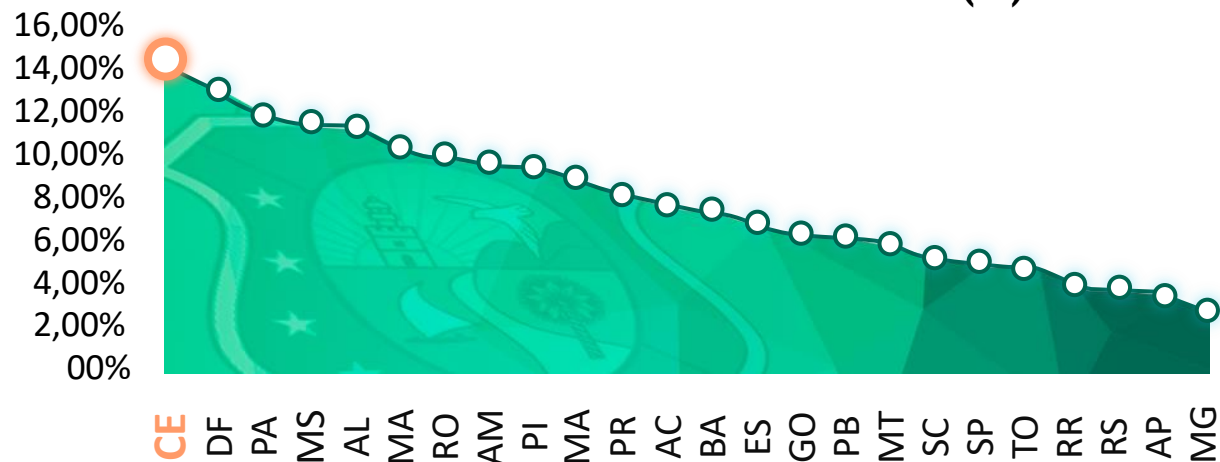
2018

In the last 15 years, Ceará has grown an average of **0,6%** above the Brazilian GDP

- Relation between populations
- GDP relation

CEARÁ REALISES INVESTMENTS AND KEEPS ITS FISCAL LIFE HEALTHY

Current Net Income - RCL (%)

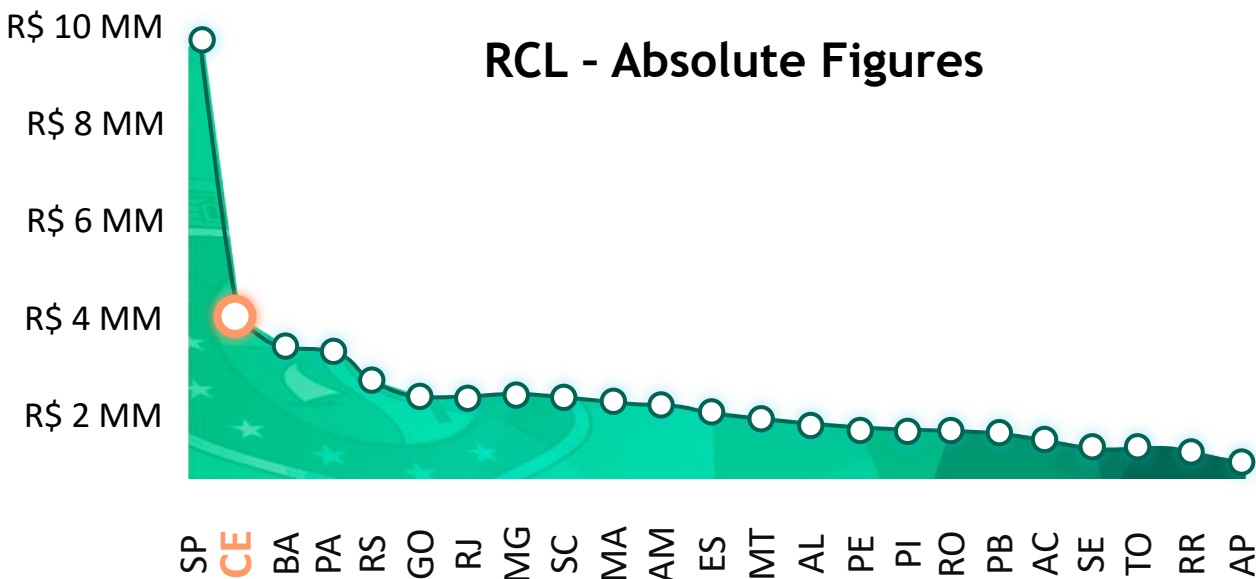


Leadership in
Brazil and 2018

15,20%



RCL - Absolute Figures



2nd POSITION

an investments
(R\$ 2.915.844.246)



STRATEGIC OBJECTIVES

Increase the number of job opportunities

Increase the participation of the Ceará GDP in the national GDP

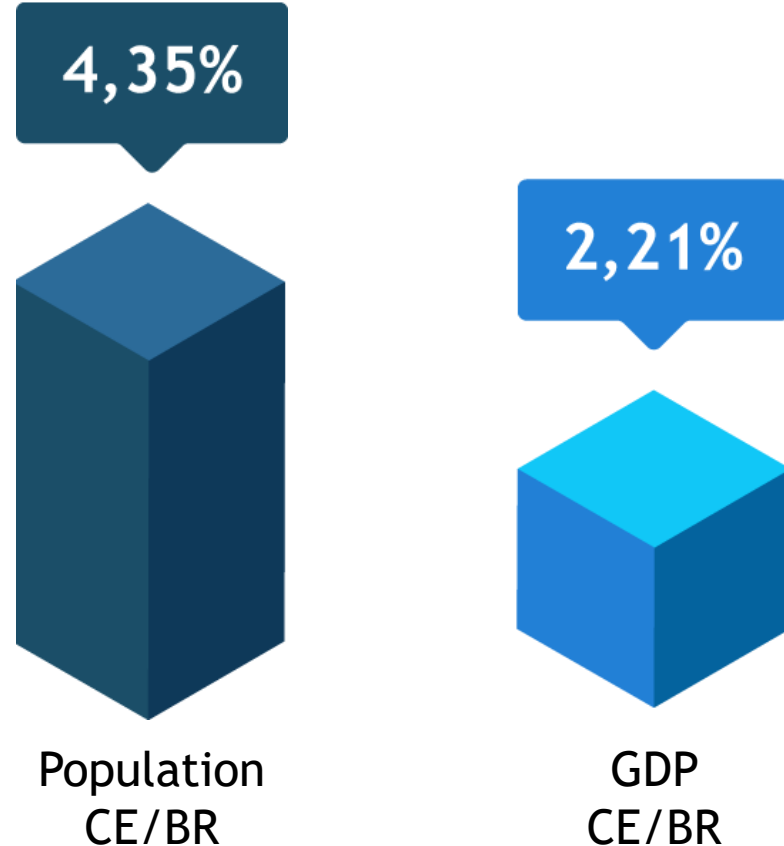
Raise salaries

Increase:

- per capita income;
- economic productivity;
- economic competitive edge.

Realize:

- Transformation by digital technology;
- Digitalization and automation;
- Competitive intensity - technology.



MANAGEMENT TRENDS

Increase/Realize:

- remote work;
- risk management and *compliance*;
- appreciation of human resources;
- simplicity and no bureaucracy;
- innovation and new technologies;
- local acquisitions;
- exportation culture.

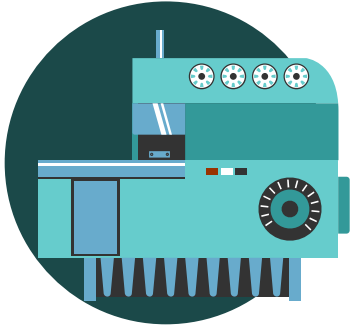


PRIORITIES

- Competitive regulatory landmarks.
- Non bureaucratic processes.
- Digitalization and automation.
- Selective reconversion of businesses.
- Emerging technologies.
- Efficient and clean energy matrices.
- Carbon free growth.
- Good practices in accordance with local reality.
- Emerging networks.

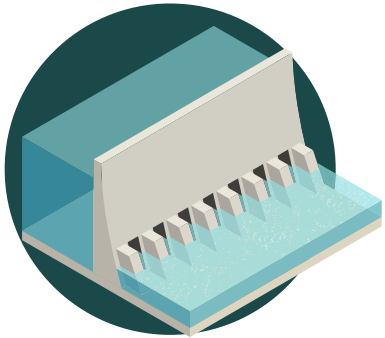


PRODUCTIVE CHAINS THAT PROMOTE INDUSTRY



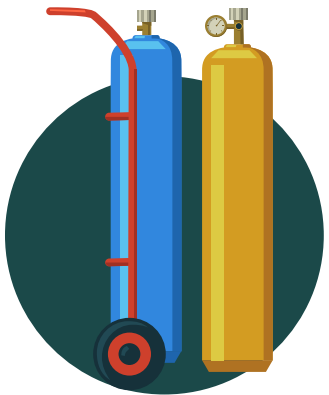
Fashion Cluster (fabrics, clothes, shoes and accessories)

- *Proposed the creation of new credit lines for working capital.*
- *Modernization and innovation politics; integration with PD&I - Industry 4.0.*
- *Creation of the high technology institute for the development of the fashion industry.*



Fashion Cluster (fabrics, clothes, shoes and accessories)

- *Promote the attraction of equipment industries in order to support the projects: Water Resources, Desalinization Plant, Universalization of Irrigation and Sanitary Conditions.*



Oil and Gas Chain

- *investments in the area of liquid and refined natural gas.*

PRODUCTIVE CHAINS THAT PROMOTE INDUSTRY



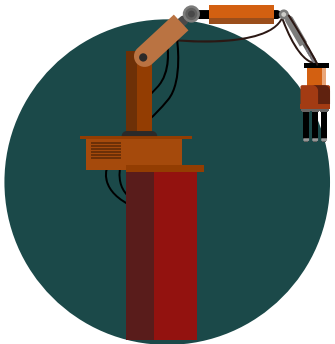
Healthcare Cluster

- *Creation of a regulatory landmark for the attraction of industrial enterprises with the objective to consolidate the industrial districts of health innovation.*



Renewable Energy Cluster

- *Attraction of enterprises of onshore and offshore wind power generation and photovoltaic energy plus promotion of distributed generation.*



Cadeia Automotiva

- *Creation of a regulatory landmark aiming to implant an automotive center at the CIPP.*

PRODUCTIVE CHAINS THAT PROMOTE INDUSTRY

Promotion initiatives in the industrial sector.

➤ Collect suggestions and requests by the **sectorial chambers**.

Integrate the demand and the availability of qualified professionals and support the creation of a **talent platform**.

Improve the attraction of major companies of high productivity in the priority sectors of commerce, services and innovation (data centers, e-commerce, market place, distribution centers, logistics operators, health services and renewable energies).

Propose an **improvement of fiscal competitiveness** for the attraction of priority sectors.



AGRIBUSINESS

- Efficiency in the use of water and the management of water resources.
- Introduction of new technologies and cultures.
- Attract investments targeting the agribusiness of Ceará.
- Professional capacitation.
- Support for irrigation.
- Modernize farming defenses.
- Improvement in logistics infrastructure.
- Modern aquaculture and the strengthening of the fishing industry for exportation.



COMMERCE, SERVICES, AND INNOVATION

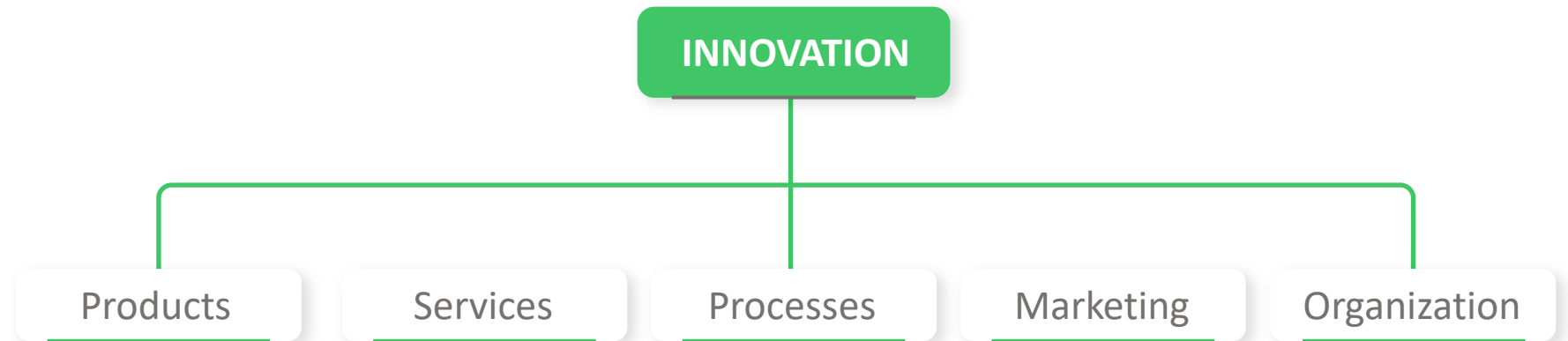
Initiatives - Attraction of Businesses

- Strengthen **the regional economic clusters** of Ceará.
- Support the development of the **Projeto Innov-AL** in partnership with the European Commission in the sector of Renewable Energies with the application of TIC.
- Implement and support the **Projeto ProQR Ceará** aiming to set up a Pilot Plant for The Production of Sustainable Airplane Fuel.
- **Seek new sources of funding and promote investments in PD&I.**
- Stimulate the creation of a **program for the inclusion of masters and doctors in companies.**
- Articulate the strengthening of **competence in the use and development of TIC technologies** from child education to university in the state of Ceará.

COMMERCE, SERVICES, AND INNOVATION

Initiative - Business Promotions

- Support the realization of **business rounds, virtual roadshows, web seminars and conventions.**
- **Produce materials for the promotion of priority sectors** in the areas of commerce, services and innovation.
- Coordinate actions for the **communication and promotion of regional development** of Cear  by means of innovation.



COMMERCE, SERVICES, AND INNOVATION

Attraction of Businesses and Technological Innovation

- Promote the strengthening of economic clusters in the planning regions of The State and support the development of the **Projeto Innov-AL** in partnership with the European Commission with a focus on the sector of Renewable Energies with the application of TIC.
- Implement and support the **Projeto ProQR** Ceará with the objective to set up a pilot plant for the production of sustainable airplane fuel, **search for new sources of funding and promote investment in PD&I.**
- Stimulate the implementation of **the program for the inclusion of masters and doctors in companies** and articulate **the strengthening of formation in sciences, technologies, engineering, and mathematics**, in digital culture and in competence in the use of and the development of TIC technologies in order to supply **the demand for qualification in the future professions** by means of the implementation or adaptation from child education to university in the state of Ceará.

ENTREPRENEURSHIP

- Support entrepreneurship, with an emphasis on technology and innovation while stimulating **the formalization of enterprises**.
- Actions for the strengthening of the enterprise culture and the creation of specific programs for stimulating entrepreneurship, search as the “**Startups Ceará Challenge**” and the “**My Own Business**”.
- **State Forum** for Small and Micro companies.
- **Stimulate credit, grants, and investment** for small businesses.
- Initiatives that aim to connect suppliers and customers.
- Local and regional development, with special emphasis on **Local Productive Arrangements (APL)**.
- **Data Bank** with a focus on Job Opportunities and Entrepreneurship.

WORK AND INCOME

- Produce, Manage, and Execute: Labour Public Policy, Job Opportunity and Income; The National Employment Agency (Sine/Ce); State Labor Council; State Labor Fund.
- Modernize the services provided to freelance professionals and workers with an emphasis on the use of Communication and Information Technologies.
- Mediate the allocation of workers job vacancies.
- Mediate the allocation of freelance professionals.
- Stimulate actions for professional qualification targeting freelance professionals and workers.



6

Development Clusters



Healthcare Productive Chain



HEALTHCARE PRODUCTIVE CHAIN - promoting innovation

Districts of Healthcare Innovation



Eusébio



Porangabussu (Fortaleza)



Quixeramobim

Pharmaceutical Center of Guaiúba



HEALTHCARE PRODUCTIVE CHAIN - promoting innovation

Units in Porangabussu

- Medical School, Dentistry, Pharmacy, Nursing and Physiotherapy - UFC.
- University Hospital - Maternity School and Walter Cantídio Hospital.
- Ceará Hematology and Hemotherapy Center (HEMOCE).
- ICC Hospital and São José Hospital.
- ICM Hospital under implementation.
- Center for Medication Research and Development.
- Anastácio Magalhães Hospital - with 16 medical specialities.

Units in Eusébio/Aquiraz

- Renato Archer Center for Technology Information.
- Technology Institute for Immunobiologicals BIO-Manguinhos.
- Fiocruz - Oswaldo Cruz Foundation.
- Fresenius Kabi Pharmaceuticals - medications and Technologies for infusion, transfusion and clinical nutrition.



Renewable Energies





WIND POWER - GREAT PRODUCERS OF EQUIPMENT



MingYang
(offshore)

The logo for Vestas, featuring the word "Vestas" in a bold, blue, italicized sans-serif font, enclosed in a white circle.

Vestas



Aeris

RENEWABLE ENERGIES

New **ATLAS** of renewable energies - Wind and Solar: *supporting decision making*

Potential for Photovoltaic Generation

643 GW (Total)



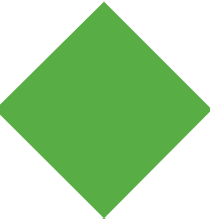
Potential for Wind Power Generation

ONSHORE 94 GW
OFFSHORE 117 GW



Hybrid Potential

137 GW



RENEWABLE ENERGIES

Scenario Nov/2020

Line Label	Sum of granted power (MW)
WIND	2.632,00
Construction	176,00
Construction not initiated	268,00
Operation	2.188,00
PHOTOVOLTAIC	2.279,00
Construction not initiated	2.061,00
Operation	218,00
GENERAL TOTAL	4.911,00

TYPE	OPERATION UNITY	MW
DISTRIBUTED GENERATION	9.388	159,69

Scenario Nov/2020

179
municipalities

9.388
Management
units

159,69
Granted Power
(MW)

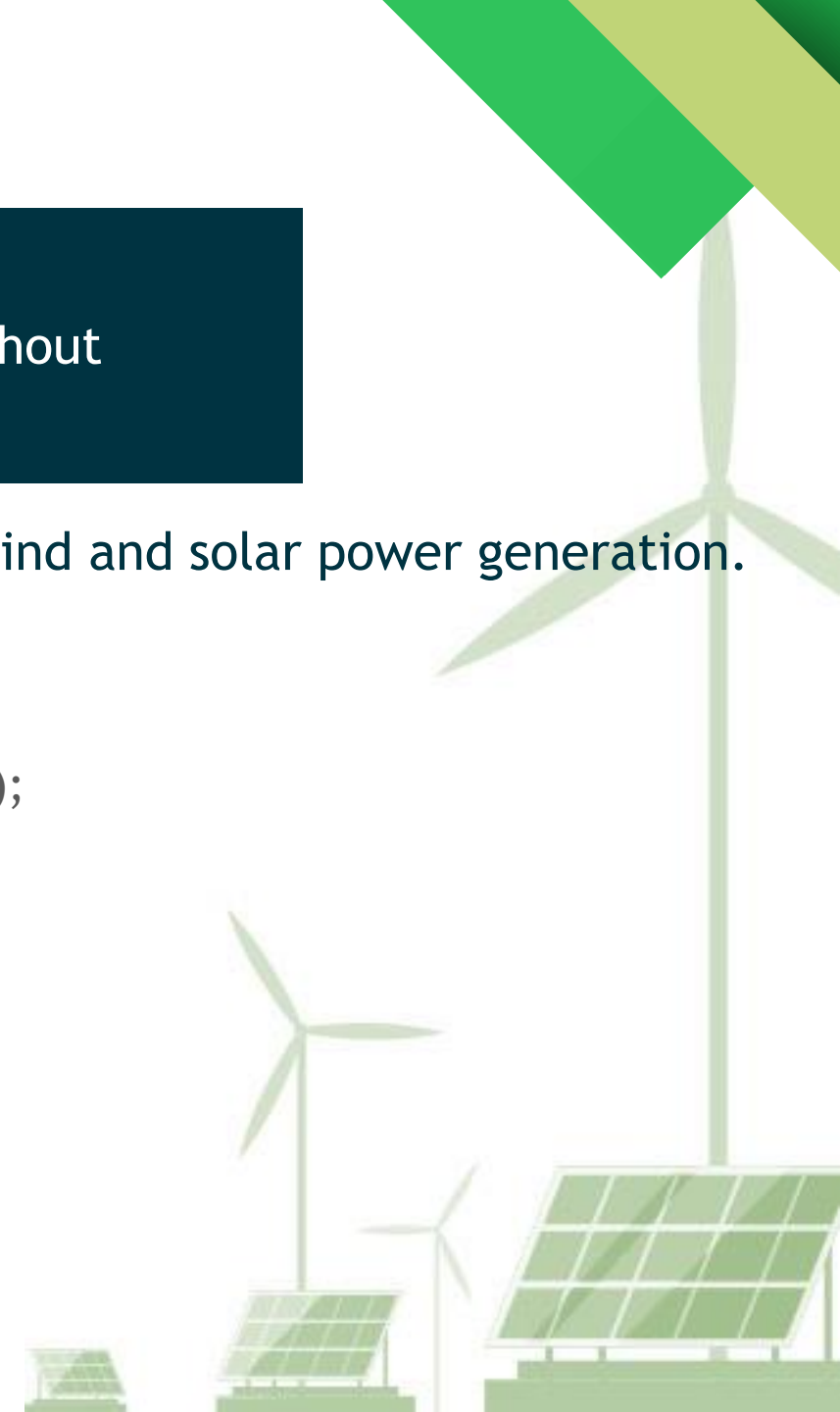
GREEN HYDROGEN

The acquisition of Green Hydrogen by means of electrolysis from renewable sources - decomposition of water molecules (H_2O), without the emission of carbon dioxide into the atmosphere.

Ceará is located in a privileged region with lots of potential for wind and solar power generation.

Attractive conditions for the implementation of a production, storage and transportation chain for green hydrogen:

- High potential for onshore (94 GW) and offshore wind power (117 GW);
- High potential for solar power (643 GW);
- Suitable conditions at the Pecém Port to host an H2V HUB;
- A state with reliable fiscal and administrative conditions;
- Existence of the universities and technological institutes;
- Quality human resources;
- Education system for high school and university In order to provide for the needs of the new production chain.

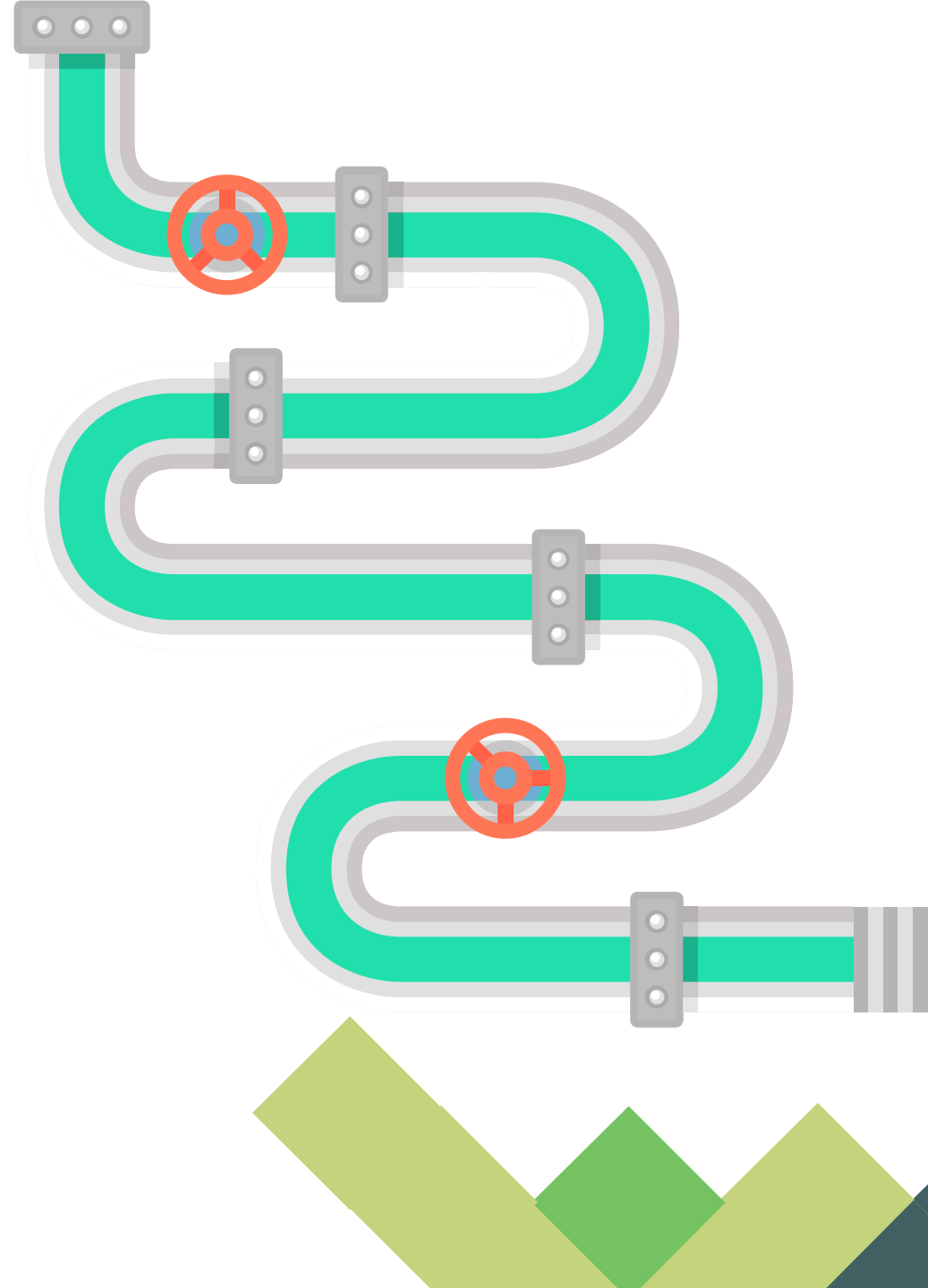


Water Safety Network

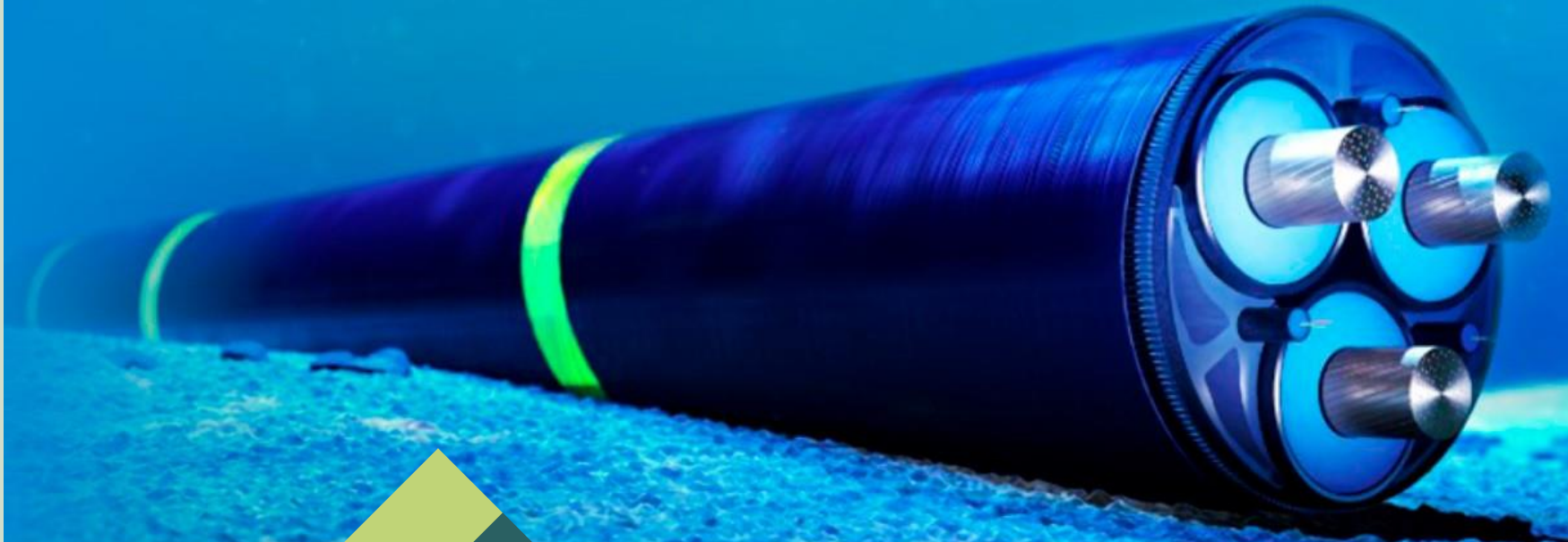


PROMOTING THE IMPLEMENTATION OF INDUSTRIES RELATED TO WATER RESOURCES

- Extrusion and injection of plastics (hoses and irrigation ducts).
- Extrusion and injection of ducts for the adduction and distribution of water.
- Metallurgy and boilerwork.
- Pumps and valves.
- Pre-molded concrete.
- Equipment dealership (tractors, packing-houses, ducts, sprinklers, micro-sprinklers, and drippers).
- Car repair shops.
- High technology equipment - desalination of sea water.



Innovation Center in CIT

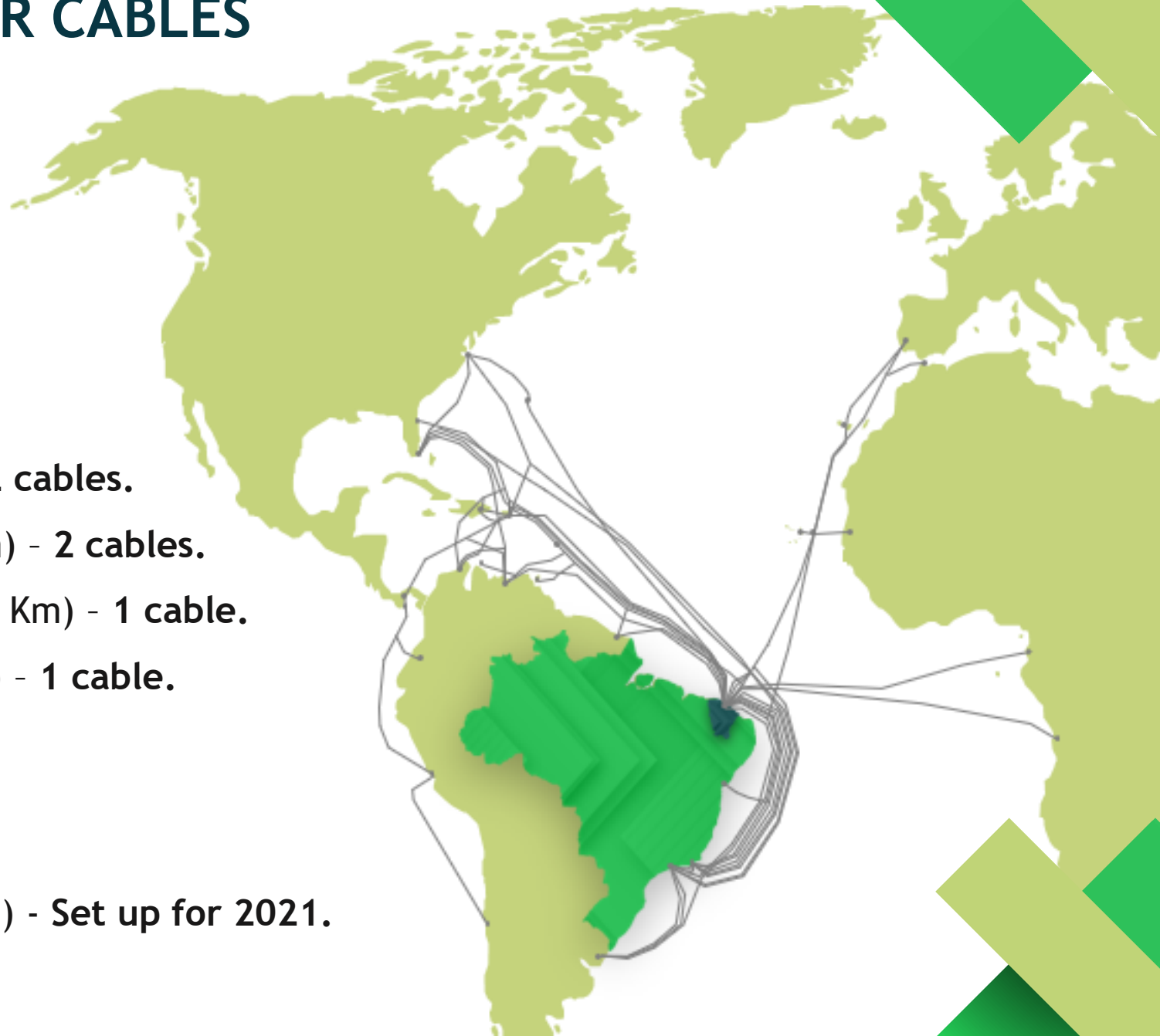


14 IMPLANTED UNDERWATER CABLES

- America Movil Submarine Cable System-1 (AMX-1) (17.800 Km) - **1 cable.**
- Americas-II (8.373 Km) - **1 cable.**
- BRUSA (11.000 Km) - **1 cable.**
- GlobeNet (23.500 Km) - **2 cables.**
- Monet (10.556 Km) - **1 cable.**
- South America-1 (SAM-1) - (25.000 Km) - **2 cables.**
- South American Crossing (SAC) (20.000 Km) - **2 cables.**
- South Atlantic Cable System (SACS) (6.165 Km) - **1 cable.**
- South Atlantic Inter Link (SAIL) (5.900 Km) - **1 cable.**

Future Enterprises

- EllaLink (6.200 Km) - **Set up for 2020.**
- South Atlantic Express (SAEx1) (14.720 Km) - **Set up for 2021.**



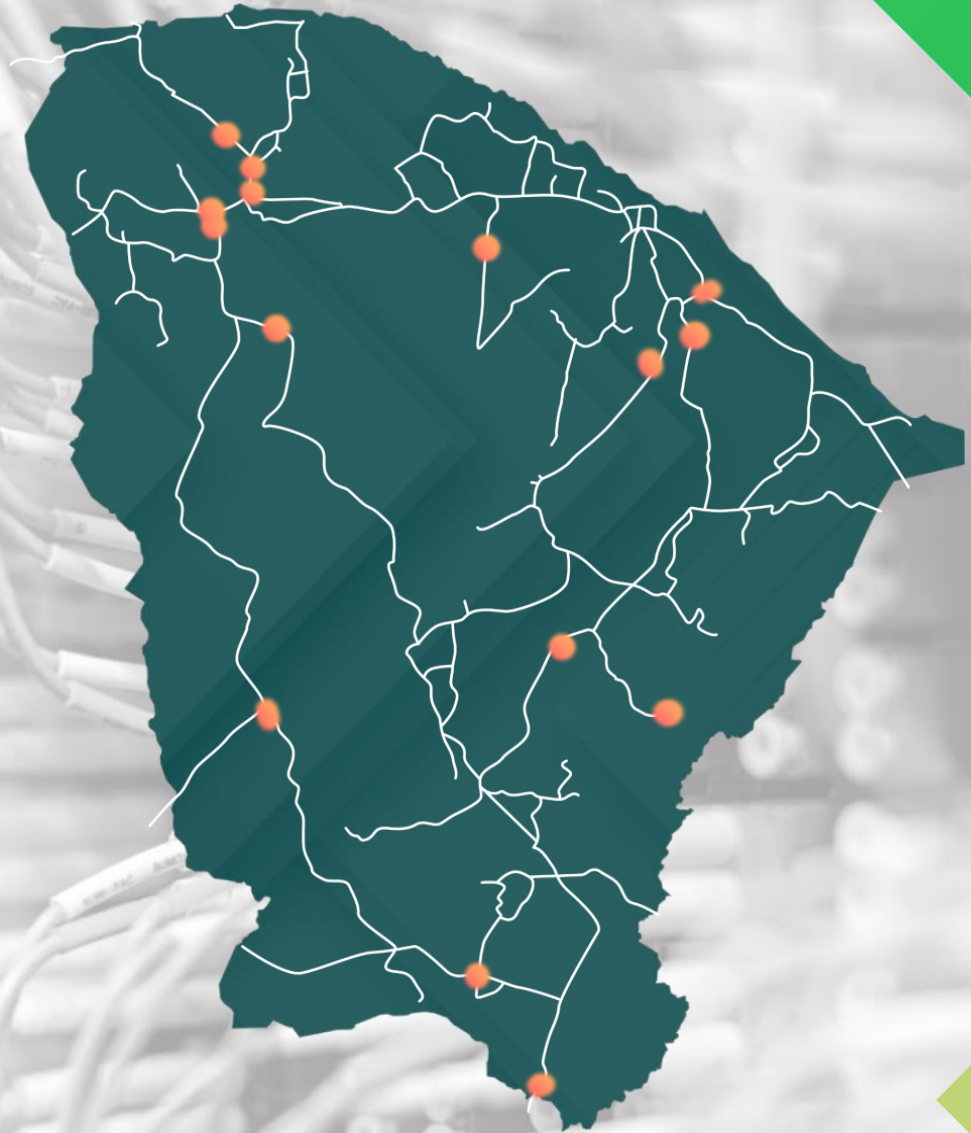
■ DATACENTER

- Angola cables - Datacenter.
- Century Link - Datacenter.
- Cosórcio Brisanet, Mob e Wirelink - Providers.
- Ascenty - Datacenter.
- Delfos - Artificial Intelligence.
- EDP Ventures - Artificial Intelligence.
- Hostweb - Datacenter.



DIGITAL BELT

- Optic fiber network with the capacity for over 80.000 Km, promoting developments in the fields of IoT, VoIP, Blockchain, Analytics.



Fabrics and Shoes



SHOES

CEARÁ

2°

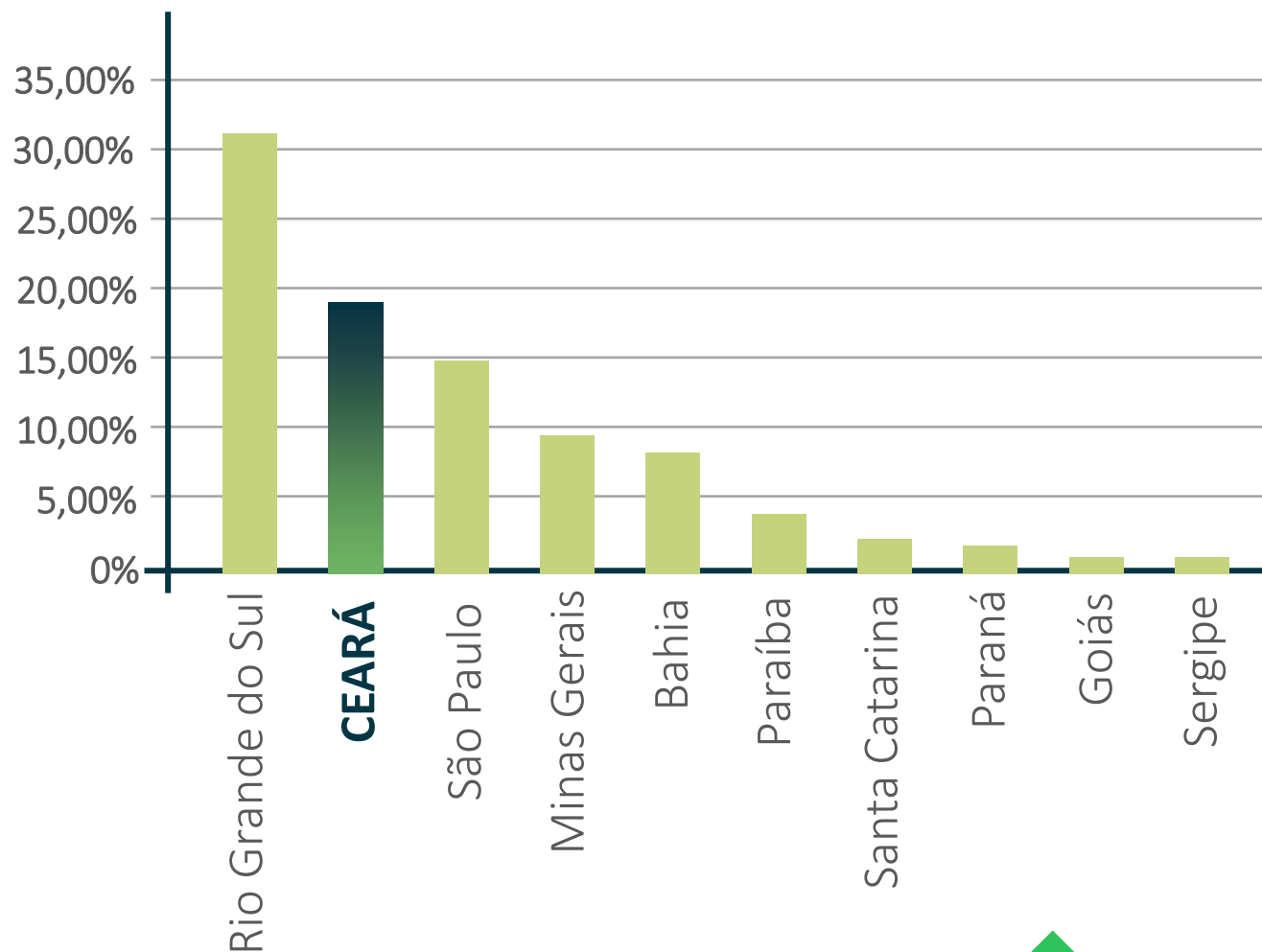
second largest employer
brazilian shoe making chain and
number one in the northeast.

Representing

18,02%

brazilian formal jobs, surpassing São
Paulo, important producer of shoes.

Formal jobs in the shoe making sector 2018



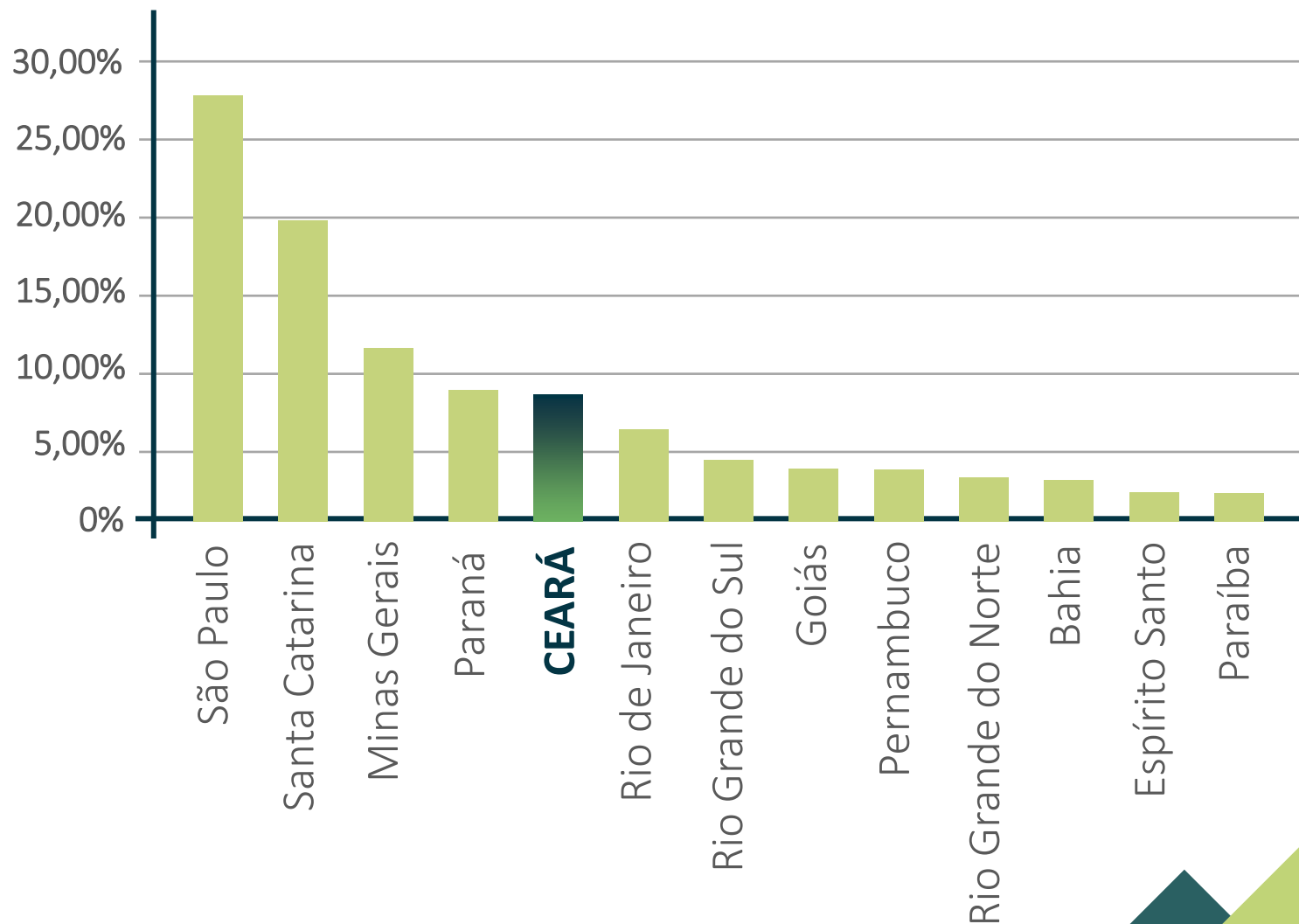
FABRICS

CEARÁ

5°

fifth largest employer in the
brazilian fabrics and clothes
producing chain and number
one in the northeast.

Formal jobs in the fabrics and clothes sector 2018



Agribusiness






Federal Irrigated Perimeters

(Operated by the DNOCS)

Irrigated Perimeters: 14

Main Irrigated Perimeters: 08

Total Area: 44,2 Thousand hectares



Baixo Acaraú
Curu-Paraipaba
Curu-Pentecoste
Araras Norte
Morada Nova
Tabuleiro de Russas
Jaguaribe-Apodi
Icó-Lima Campos

AGRICULTURAL CENTER

Pole Baixo Acaraú
Pole Ibiapaba
Pole Metropolitano
Pole Baixo Jaguaribe
Pole Centro Sul
Pole Cariri



Fresh Fruits

- 2nd largest Brazilian exporter of melons and watermelons.
- Production value R\$1.0 billion.
- Exports: US\$ 62 million.
- 6th product in the exports guideline.
- 5th largest exporter of fruit in Brazil.

Flowers



- 5th exporter in Brazil.
- 3rd largest supplier of flowers in the country.
- Production value R\$ 300 millions.
- Exports: US\$ 102.7 thousand.

AGRICULTURAL CENTER



Milk

Pole Baixo Acaraú
Pole Sobral
Pole Fortaleza
Pole Sertão Central
Pole Inhamus
Pole Jaguaribe
Pole Salgado
Pole Cariri

- Production in all municipalities.
- Production of 797 million litters.
- Production value : R\$ 800 million.
- 45 milk agroindustries in 25 municipalities.
- 3rd largest producer in the northeast.

Pole Extremo Norte
Pole Baixo Acaraú
Pole Litoral Oeste
Pole Pacajus
Pole Litoral Leste
Pole Cariri

Cashew



- 1st largest producer and exporter in Brazil.
- 4th product in the exports guideline of The State.
- Production value: R\$ 255 million.
- Cashew Nuts Exports (ACC) – US\$ 99.0 million.
- Pulp Exports (LCC) – US\$ 2,4 million.

AGRICULTURAL CENTER



Honey

- 6th largest producer in Brazil and success in exports.
- Production: 2.7 thousand tons.
- Production value: R\$ 19 million.

Pole Litoral Oeste
Pole Sobral
Pole Metropolitano
Pole Baturité
Pole Litoral
Leste Jaguaribe
Pole Inhamuns
Pole Sertão Central
Pole Centro Sul
Cariri

Pole Coreaú
Pole Acaraú
Pole Mundaú - Curú
Pole Aracati
Pole Baixo Jaguaribe

Shrimp



- 2nd largest Brazilian producer of cultivated shrimp.
- Production value: R\$ 393 million.

AGRICULTURAL CENTER

Pole Sobral
Pole Pentecoste
Pole Fortaleza
Pole Banabuiú
Pole Castanhão
Pole Orós



Tilapia

- Production potential 200 tons and exports US\$ 100 million/year.
- Largest demand for pescado in Brazil.
- Production of R\$ 300 million.

Pole Litoral Leste
Pole Itapipoca
Pole Sobral
Pole Metropolitano
Pole Litoral Aracati
Pole Quixeramobim
Pole Jaguaribe

**Carnaúba
Wax**

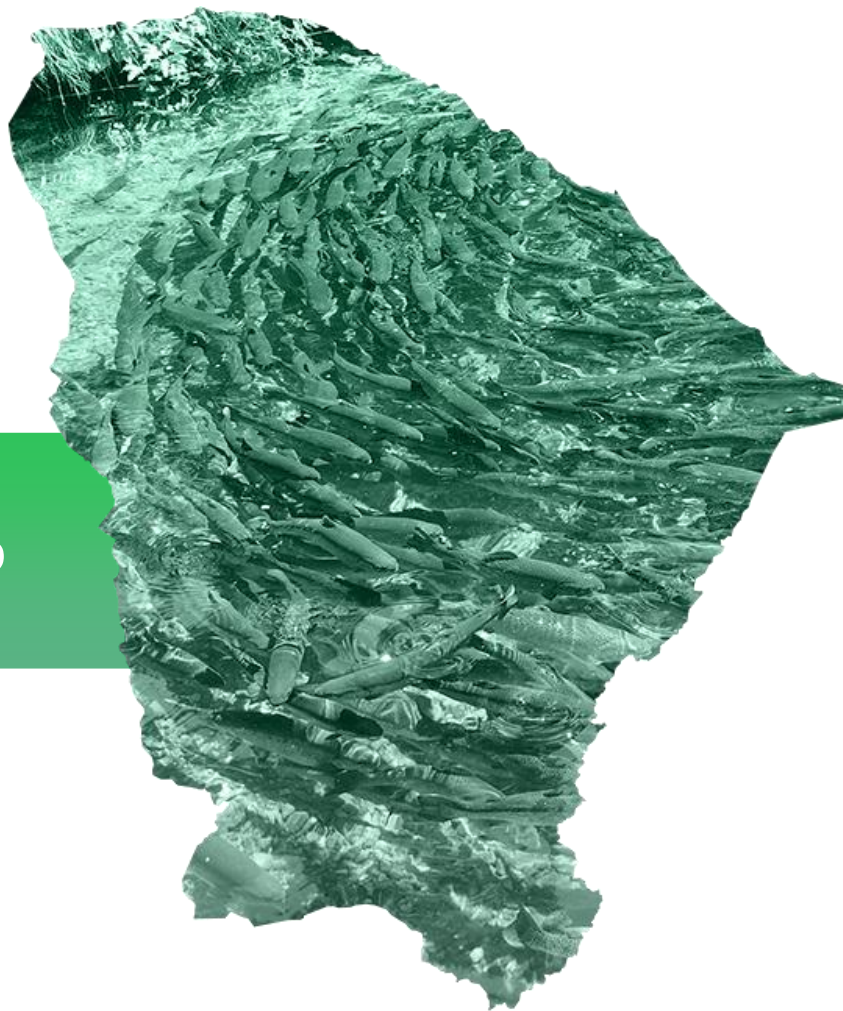


- 1st largest producer and exporter in Brazil. <
- Exportations US\$ 68.8 million. <
- 5th product in the exports guideline. <

PESCADO - ALL OVER THE STATE



Pescado



Largest exporter of Pescado in Brazil

Lobster – US\$ 58.3 million.

Fish – US\$ 22.6 million (except for tuna).

Tuna – US\$ 6.1 million.

Ornamental – US\$ 535.2 million.

Total: US\$ 87,6 million

Logistics



CLUSTERS FOR ECONOMIC DEVELOPMENT



Transnordestina railway system with a connection with the Pecém Port.



Logistical HUB, communications and air transportations.



Digital network - interconnecting Ceará municipalities.



Equipped with deep-water port - in partnership with the Rotterdam port.



Safety in water resources.



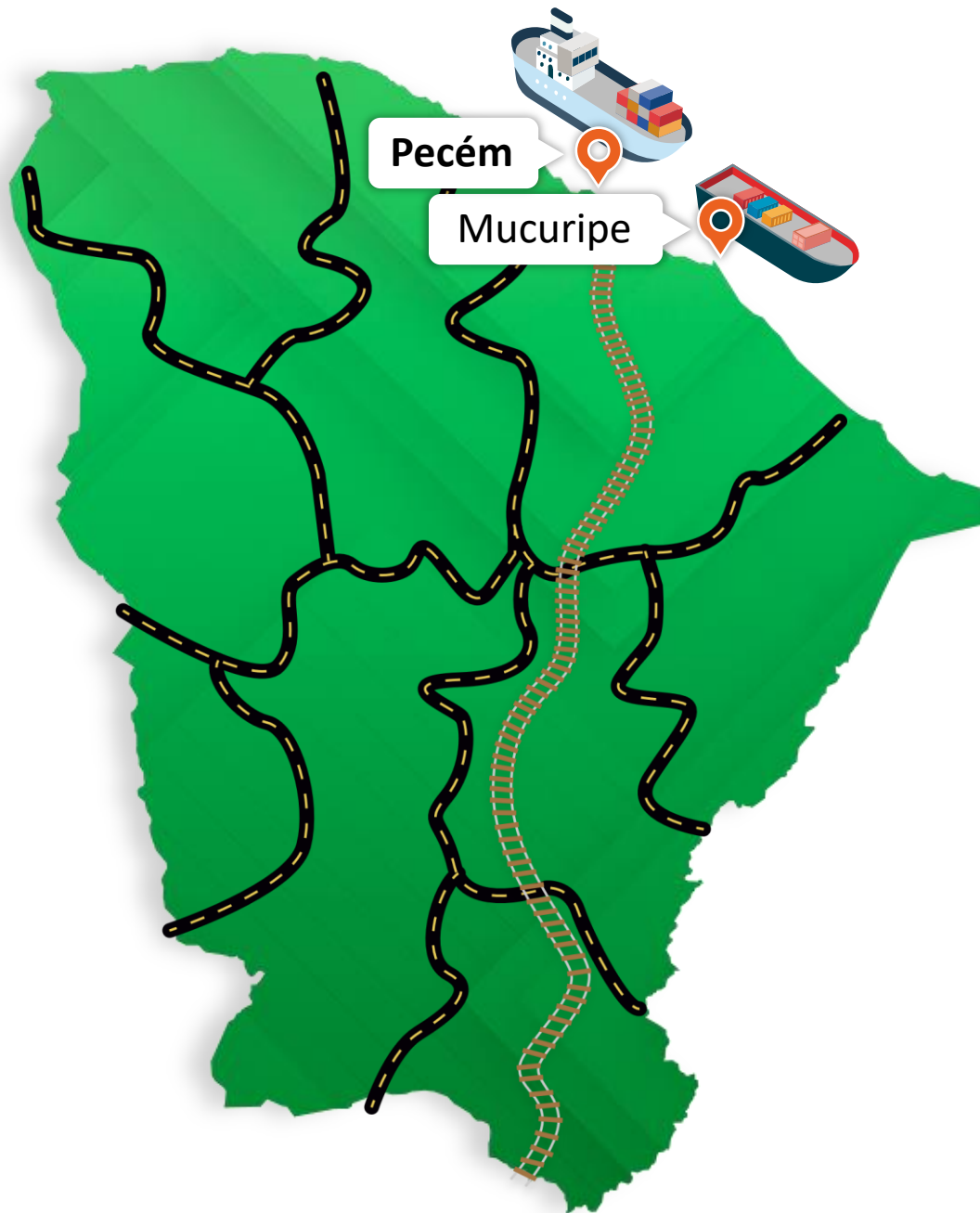
Good highway network.



High potential for renewable energies and gas.



Investments in basic sanitation.



Port HUB

Pecém and Mucuripe ports.

Air HUB

Gol, Air France, KLM, TAP,
LATAM and Fraport



Tourism



TOURISM - SECTORIAL STRATEGIES

The Ceará **GDP** from tourism represents 5% of the state revenue (IPECE Satellite Count), while the Brazilian one is 8,1% (PANROTAS).

- The concession of the Fortaleza Airport to the german company Fraport.
- National and international flights by worldwide airlines - weekly frequency:
KLM The Netherlands - **4 times**; GOL Argentina - **once**; Blue French Guiana - **once**; TAP Portugal - **daily flights**; Air Europe Spain - **3 times**; LATAM USA - **5 times**; GOL USA Orlando - **daily flights**; GOL USA Miami - **daily flights**; Cape Verde Airlines Cape Verde - **3 times**.



TOURISM - SECTORIAL STRATEGIES

- Promotion of Ceará in major national and international markets.
- Creation of tourist districts in the most important regions of the state.



TOURISM - SECTORIAL STRATEGIES

- Realization of improvements in tourist infrastructure and in access to major tourist destinations in Ceará.
- Attraction of enterprises and foreign businesses in order to foster trading and job opportunities.



DEVELOPMENT OF TOURISM

- **In the first year of operation of the HUB Air France/KLM and GOL and LATAM:**
 - Number of foreign passengers rose from 250.384 to 557.107 passengers;
 - Number of domestic flight passengers grew 17,06%, rising from 5,6 million to 6,6 million.
- **In 2019, Ceará was the second state in growth when compared to all other states in the country regarding tourist activities, reaching a rise of 4.8%, a rate twice as large as the Brazilian average.**



DEVELOPMENT OF TOURISM

- Ceará received the largest number of international passengers in the year 2019, according to data by the Nacional Agency of Civil Aviation (ANAC).
- The total percentage was 40% more passengers. That was the factor that elevated the Fortaleza Airport from 9th to 5th place in the country and 1st place in the northeast.

Creative Economy

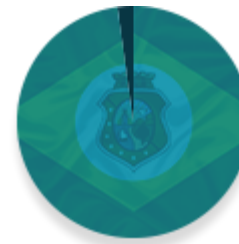




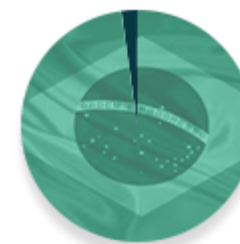
CREATIVE INDUSTRY



2,7%
National GDP



2,2%
Job opportunities
In Ceará

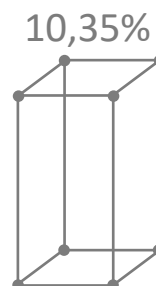


2,1%
Job opportunities
in Brazil

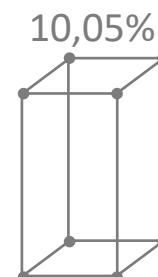
CEARÁ, A CULTURAL STATE



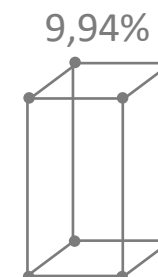
POPULATION WITH OCCUPATIONS IN CREATIVE ECONOMY



RJ



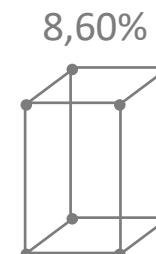
SP



DF



CE



Brazil



CREATIVITY, ENTREPRENEURSHIP, AND INNOVATION

THE CEARÁ CREATIVE HUB

- Attraction and promotion of creative businesses and enterprises.

SEASON OF THE ARTS

- Gastronomy and Arts Market / Ceará Pinacotheca and National Arts Circuit.

CEARÁ MOVIES

- Program for audiovisual development and Digital culture (Ceará Movies, Stimulation Edicts and City Cinema).

CULTURAL OBSERVATORY

- Research, Indicators, and Measurement of Social and Economic Impact of Culture, Culture GDP, Cultural Chief Scientist.



Sea Economy



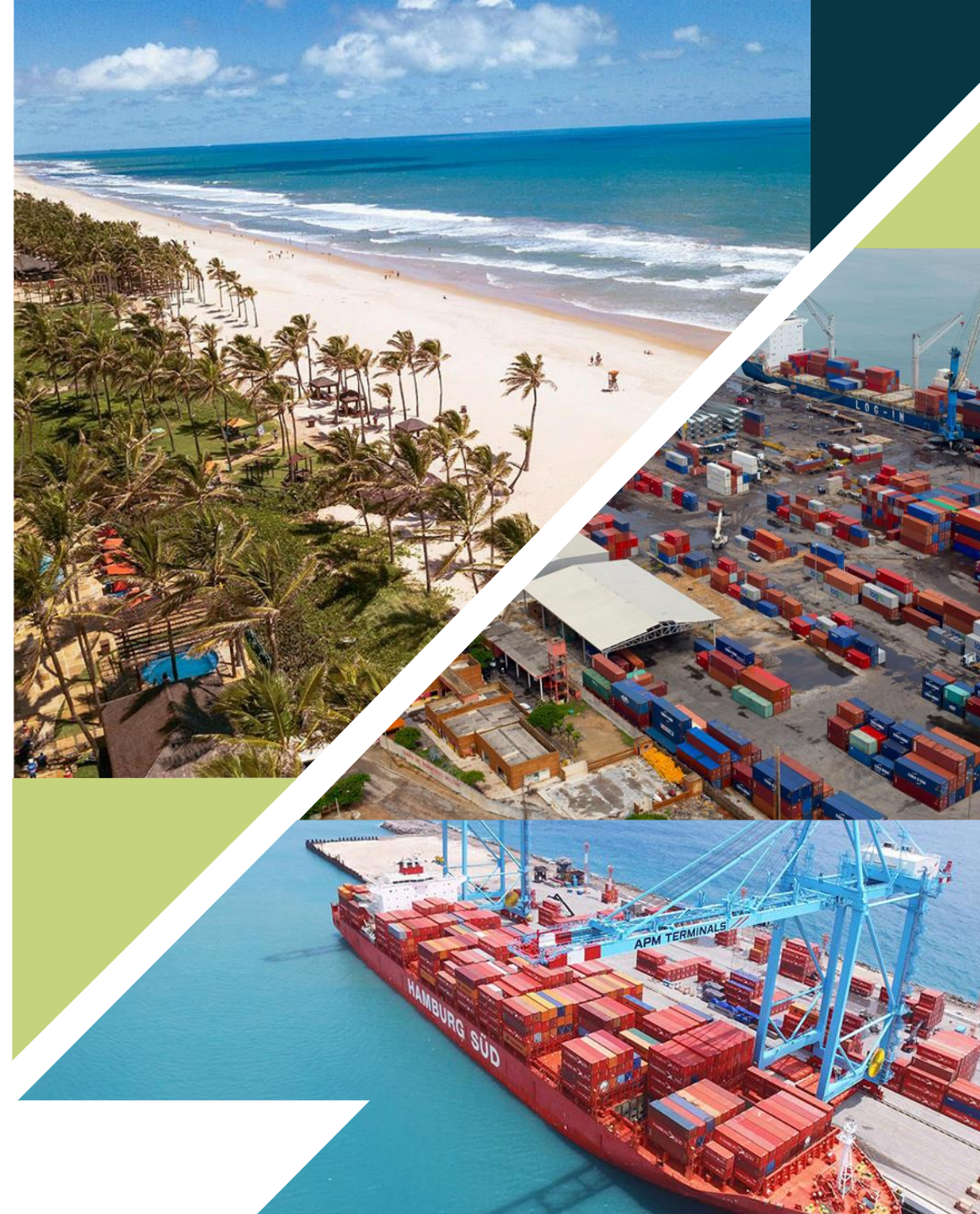
PROMOTING ECONOMY IN THE SEA

Ceará is gifted with 573 Km of shoreline.
Perfect for activities such as:

- Water sports and tourism;
- Deep water fishing for tuna and other species (lobster);
- Companies for the processing of fish for exportation;
- Industries for the production of boats and parts for the watercraft sector.

The state is also equipped
with two operating ports:

- Mucuripe (in the capital city);
- Pecém (off-shore terminal with a 16-meter draft) and ideal conditions for a large industrial park in the surrounding area.



7

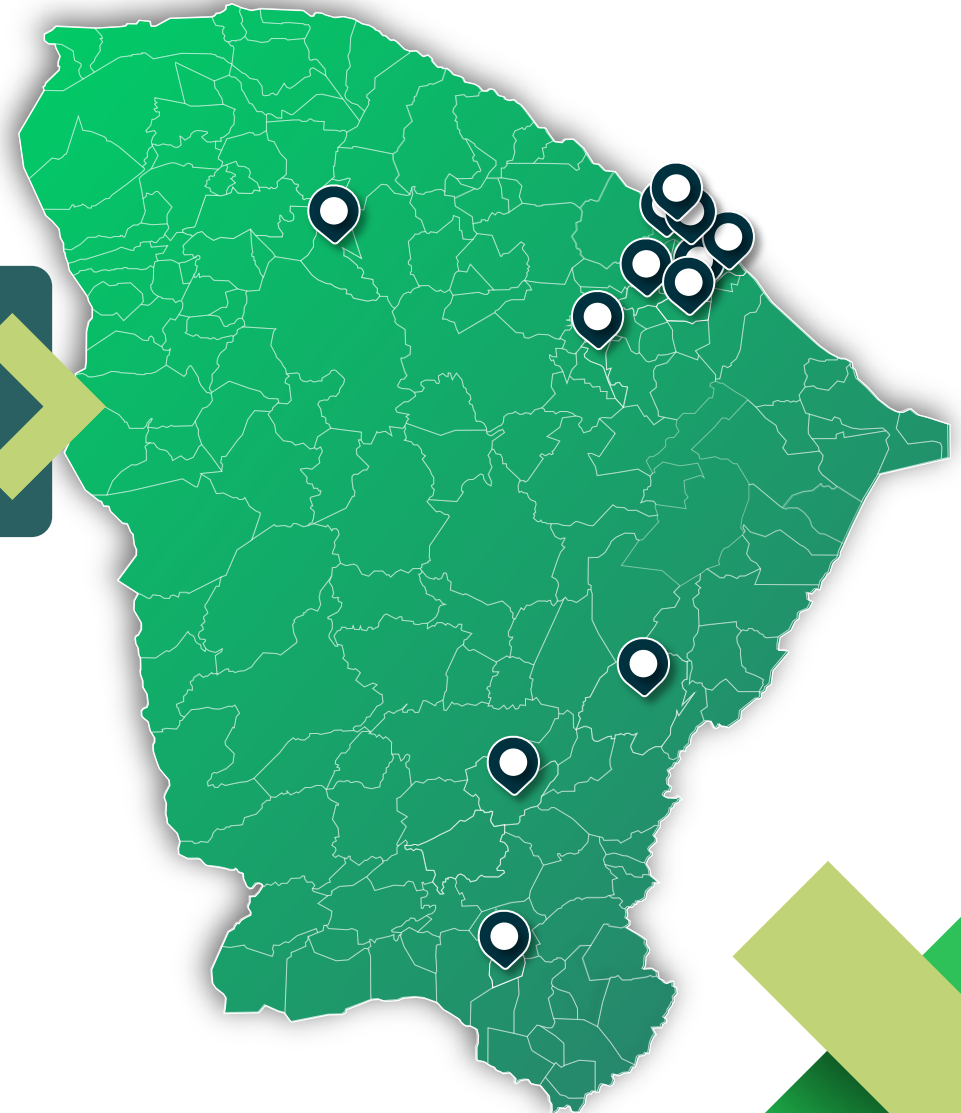
Economic Districts



ECONOMIC DISTRICTS - UPDATING AND RENOVATION OF INDUSTRIAL CENTERS AND DISTRICTS

- Health care center in Porangabussu, in Fortaleza.
- Health care center in Eusébio.
- Industrial district of Maracanaú.
- Industrial district of Sobral.
- Industrial district of Cariri.
- Pharmaceutical center in Guaiuba.
- Industrial center in Horizonte and Pacajus.
- ZPE - zona for the processing of exports.
- CIPP - industrial and port complex.
- Metal mechanic multisector center in Vale do Jaguaribe in Tabuleiro do Norte.
- Industrial center in Aquiraz/Eusébio.

**INDUSTRIAL
CENTERS AND
DISTRICTS**



8

Strategies for Regional Development



STRATEGY FOR REGIONAL DEVELOPMENT

Central Region

The strategy consists of the insertion of innovation in the clusters of highest potential in each region of planning in Ceará. These clusters were ranked by means of analysis based on economic and educational data selected by means of negotiation with the innovation regional ecosystem.

Economic Variables

Participation in GDP ⁽¹⁾

Growth of the sector ⁽¹⁾

Average salary ⁽²⁾

Active connetions ⁽²⁾

Stabilishments ⁽²⁾

Economic Variables

Registrations and higher learning ⁽³⁾

University courses ⁽³⁾

Registrations in technical level ⁽⁴⁾

Technical level courses ⁽⁴⁾

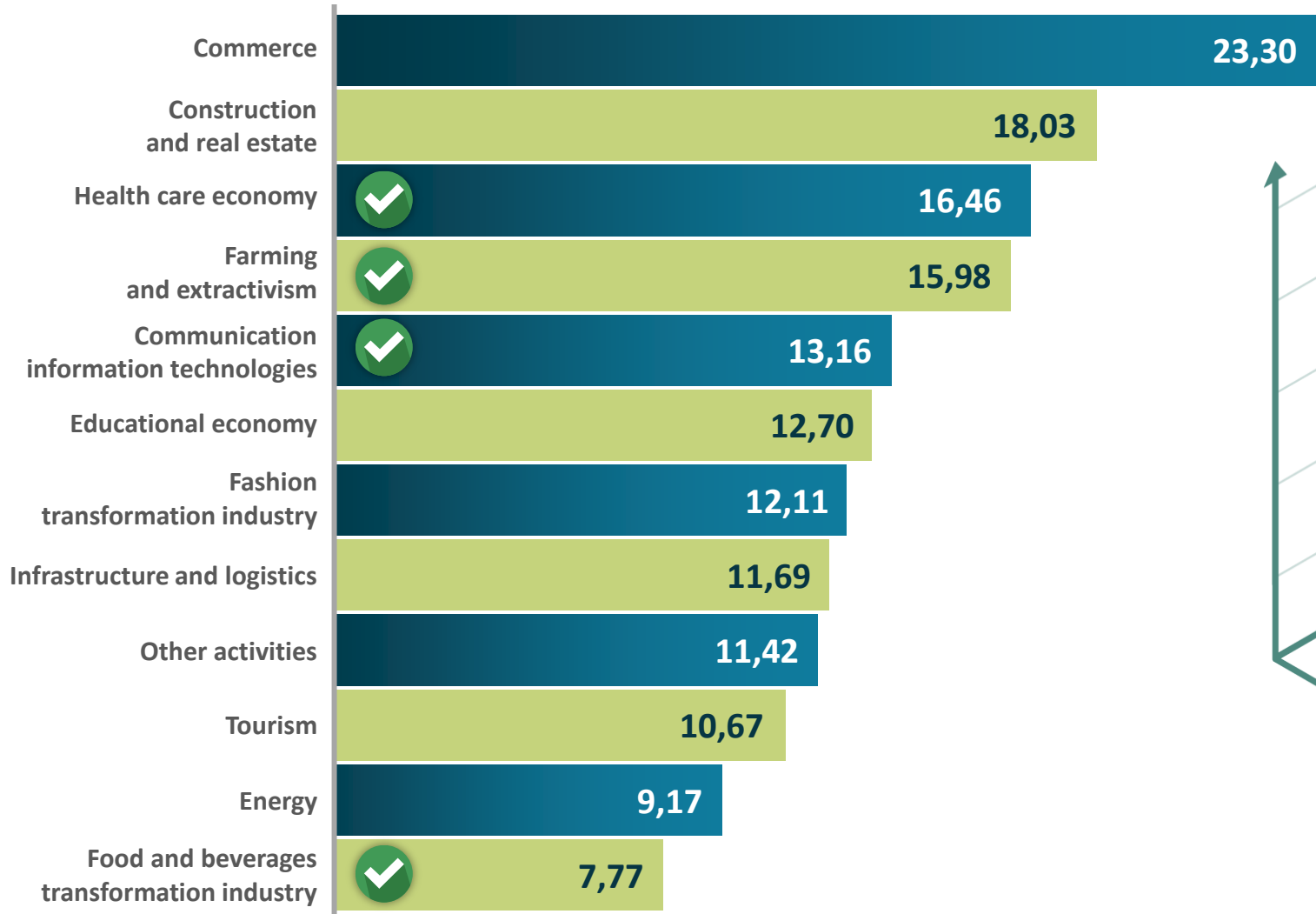
Registrations and postgraduation ⁽⁵⁾

Notes : (1) Ipece (2016). (2) RAIS (2016). (3) Inep (2017). (4) Inep (2018). (5) Capes (2017).

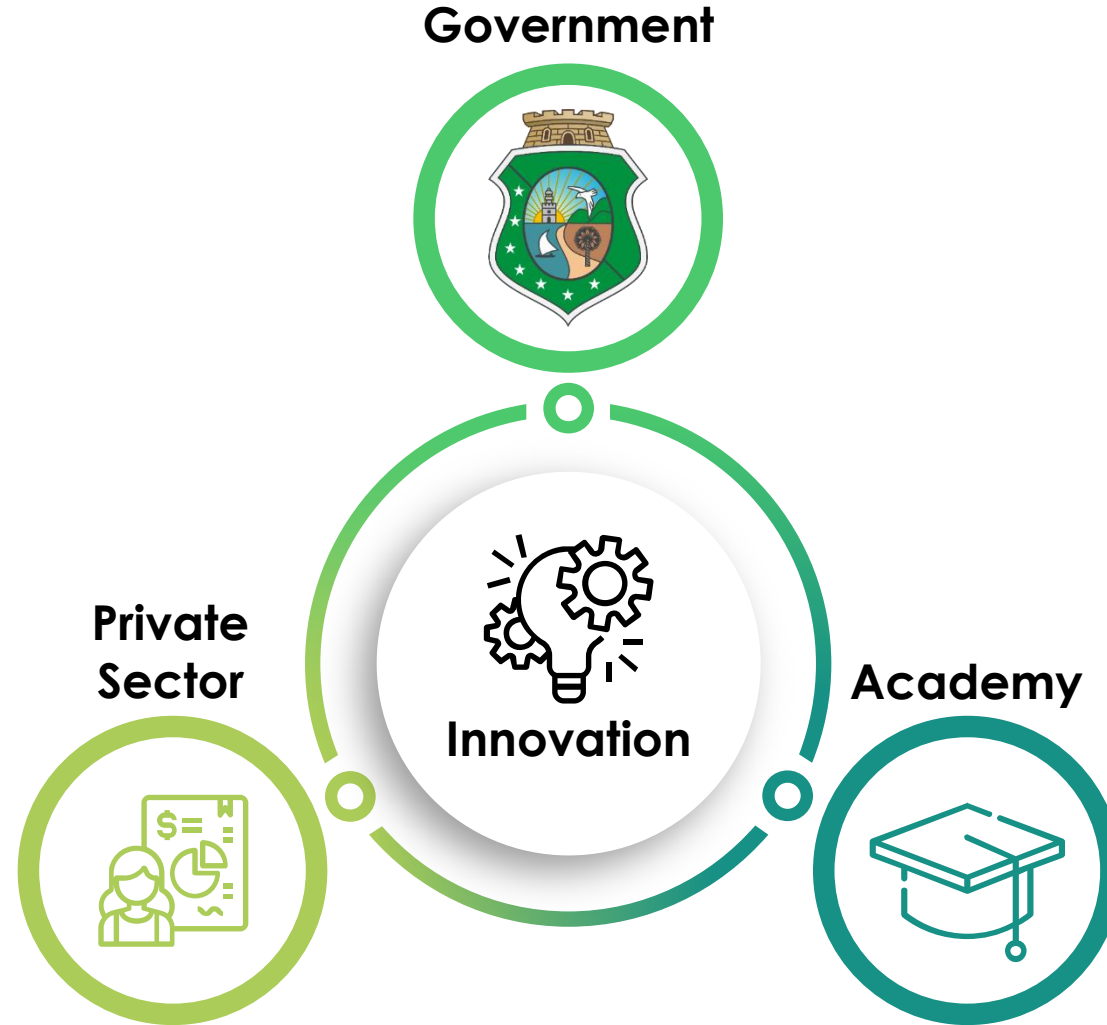


STRATEGY FOR REGIONAL DEVELOPMENT

Ranking of economic activities



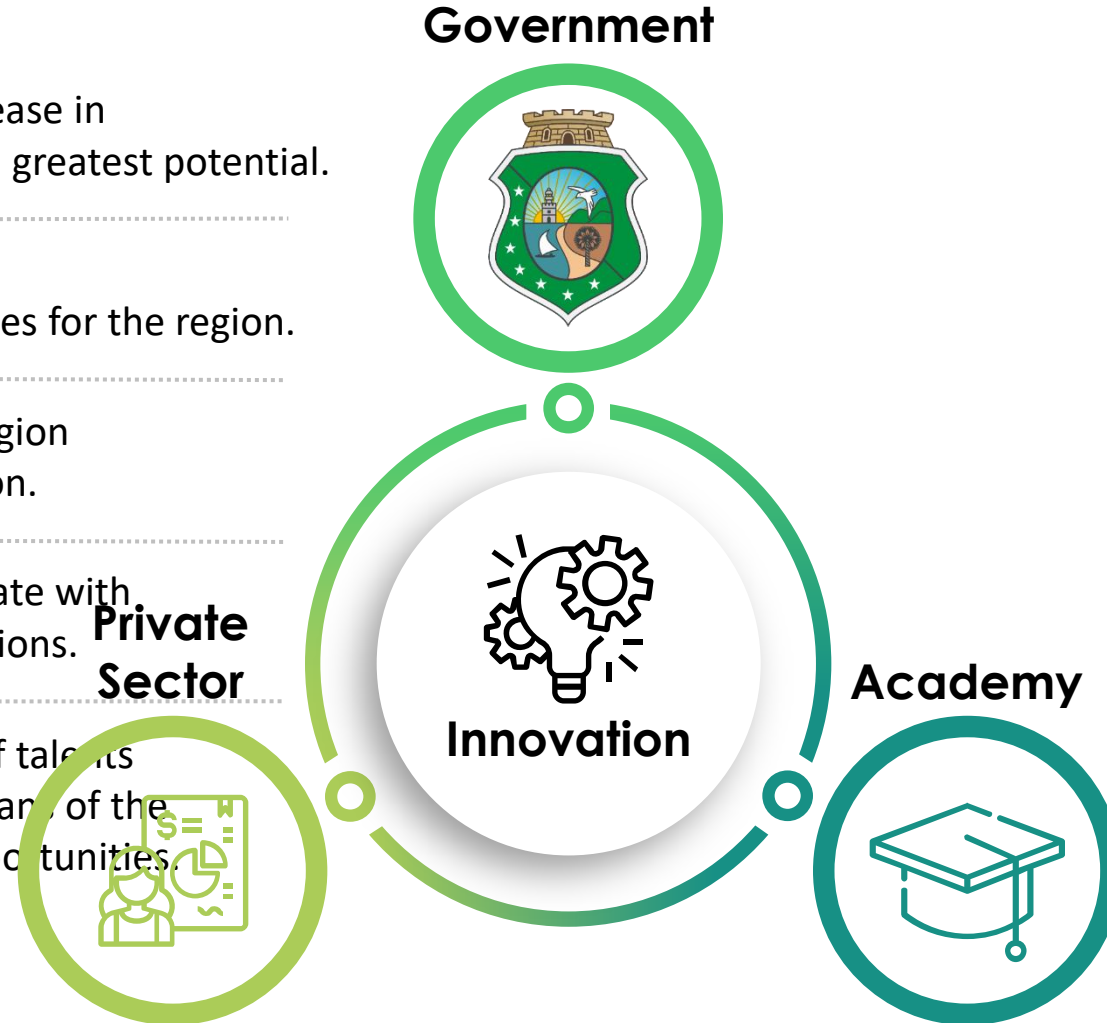
STRATEGY FOR REGIONAL DEVELOPMENT



STRATEGY FOR REGIONAL DEVELOPMENT

Expected Results

- Greater competitiveness increase in productivity for activities with greatest potential.
- Creation of a new economy based on innovating enterprises for the region.
- Increase in revenue for the region with better income distribution.
- Increase in revenue for the state with better distribution among regions.
- Attraction and permanence of talents produced in the region by means of the availability of high quality opportunities.



STRATEGY FOR REGIONAL DEVELOPMENT



Renewable Energies



Farming



Communication
Information Technology



Tourism



Water Safety



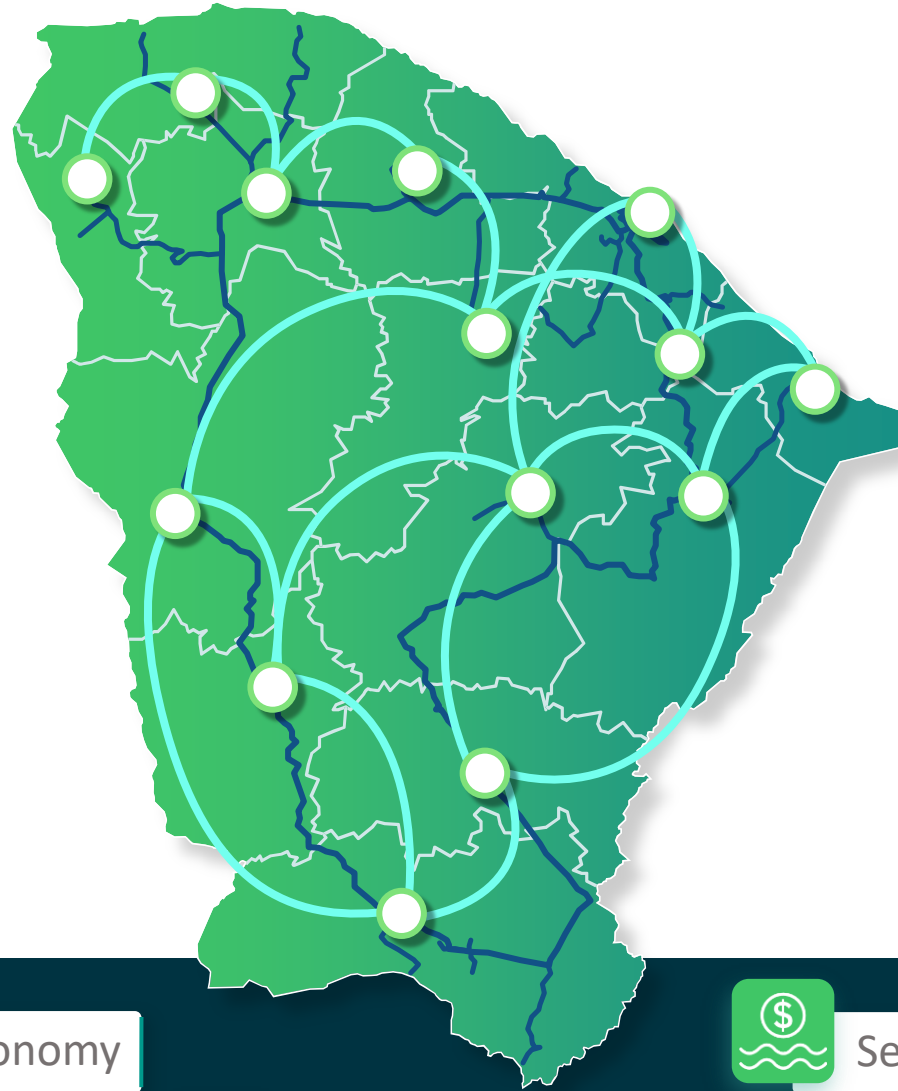
Health Care Chain



Logistic



Fabrics and Shoes



Creative Economy



Sea Economy



Air HUB



Technological HUB



Port HUB

9

Entrepreneurship



SMALL BUSINESSES IN BRAZIL



99% of the total number of companies in the country.



27% of the GDP.



54% a formal jobs.



40% of salaries.



75% survival rate.



SMALL BUSINESSES IN CEARÁ



98,8% of businesses.



26,5% of the GDP.



56,9% MEI.



46,8% of jobs.



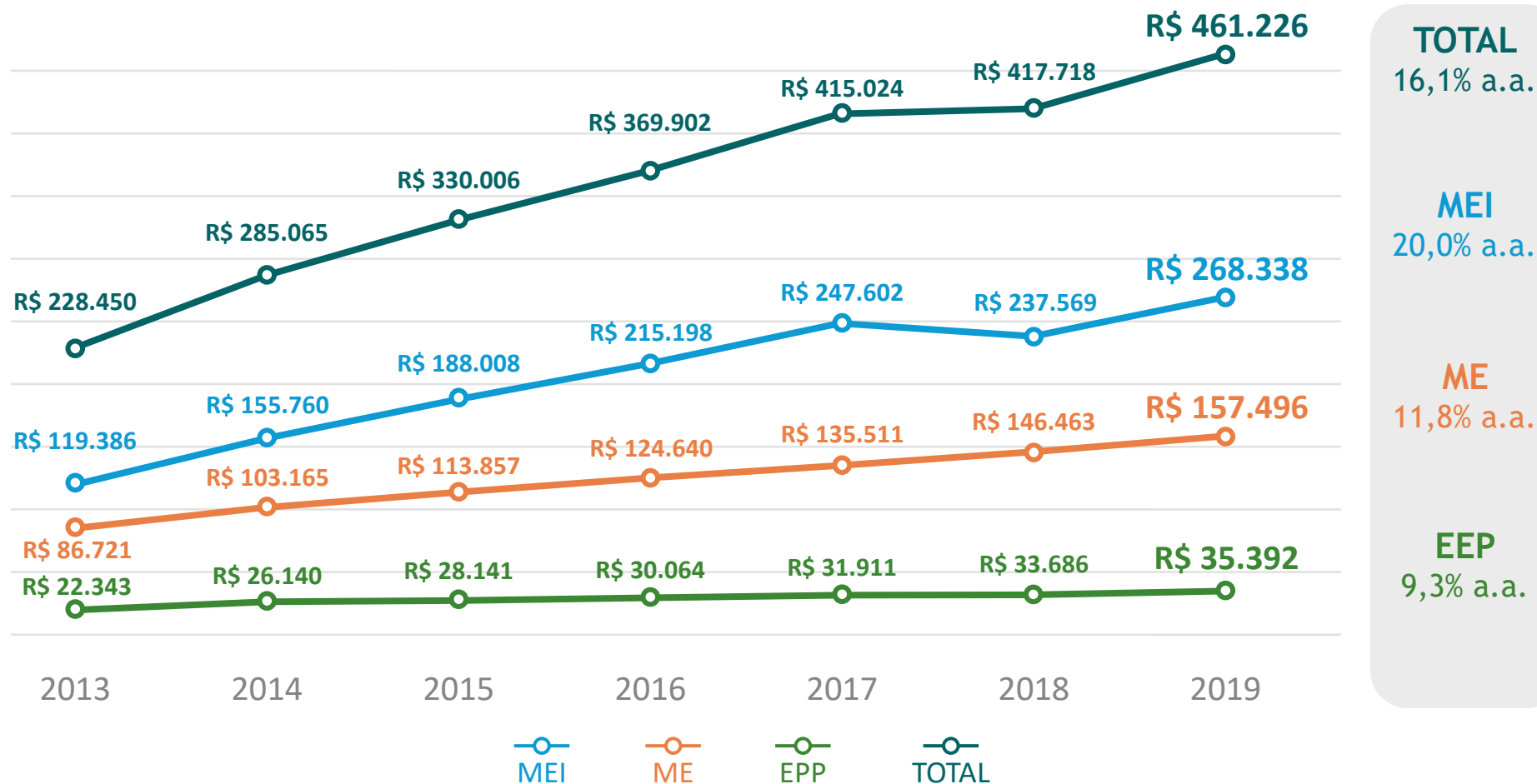
81,8% commerce and service.



74,5% survival rate.



SMALL BUSINESSES IN CEARÁ - EVOLUTION



10

Tax Incentive



F D I | Fund for Industrial Development

Agreement between company and the state government as tax incentive (reduction in ICMS).

Specially developed for industrial societies.

Designed for:

- Implementation
- Relocation
- Amplification
- Modernization
- Diversification
- Recuperation

Benefits: incentive percentage will be up to 75% of exemption from the ICMS, generated by industrial production, in a period of 10 years, which can be extended for 10 more years.



F D I

Fund for Industrial Development

Specific Programs

PROVIN - Program for Incentive to Industrial Development.

PCDM - Program for Incentive to Distribution Centers for Goods.

PIER - Program for Incentive a Productive Chain for The Generation of Renewable Energies.

PROADE - Program for The Attraction of Strategic Enterprises.

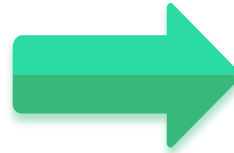
FDCV - Fund for The Development of Retail Commerce.

IMEMPI - Importation of Machines, Equipment, Raw Materials, and Input.

STEP BY STEP FDI System



Protocol of Intentions



Resolution

- 1 Company seeks the SEDET
- 2 Protocol request
- 3 Assessment by the technical committee of the CEDIN
- 4 Establishment of protocol of intentions

- 5 Technical financial project
- 6 Technical assessment by bank
- 7 Technical assessment by the CEDIN
- 8 Deliberation by the CEDIN
- 9 Production of resolution
- 10 Establishment of agreement term
- 11 Implementation with bank



F
D
I

Fund for
Industrial
Development

LEGISLATION



F
D
I

Fund for
Industrial
Development

System of
Concessions

Connected Company

requests and monitors
your benefits

SEFAZ

executes and
controls benefits

SEDIN

settlement
and decision maker

SEDET
Policy Management



ADECE

monitors and operates
processes

Technical Group

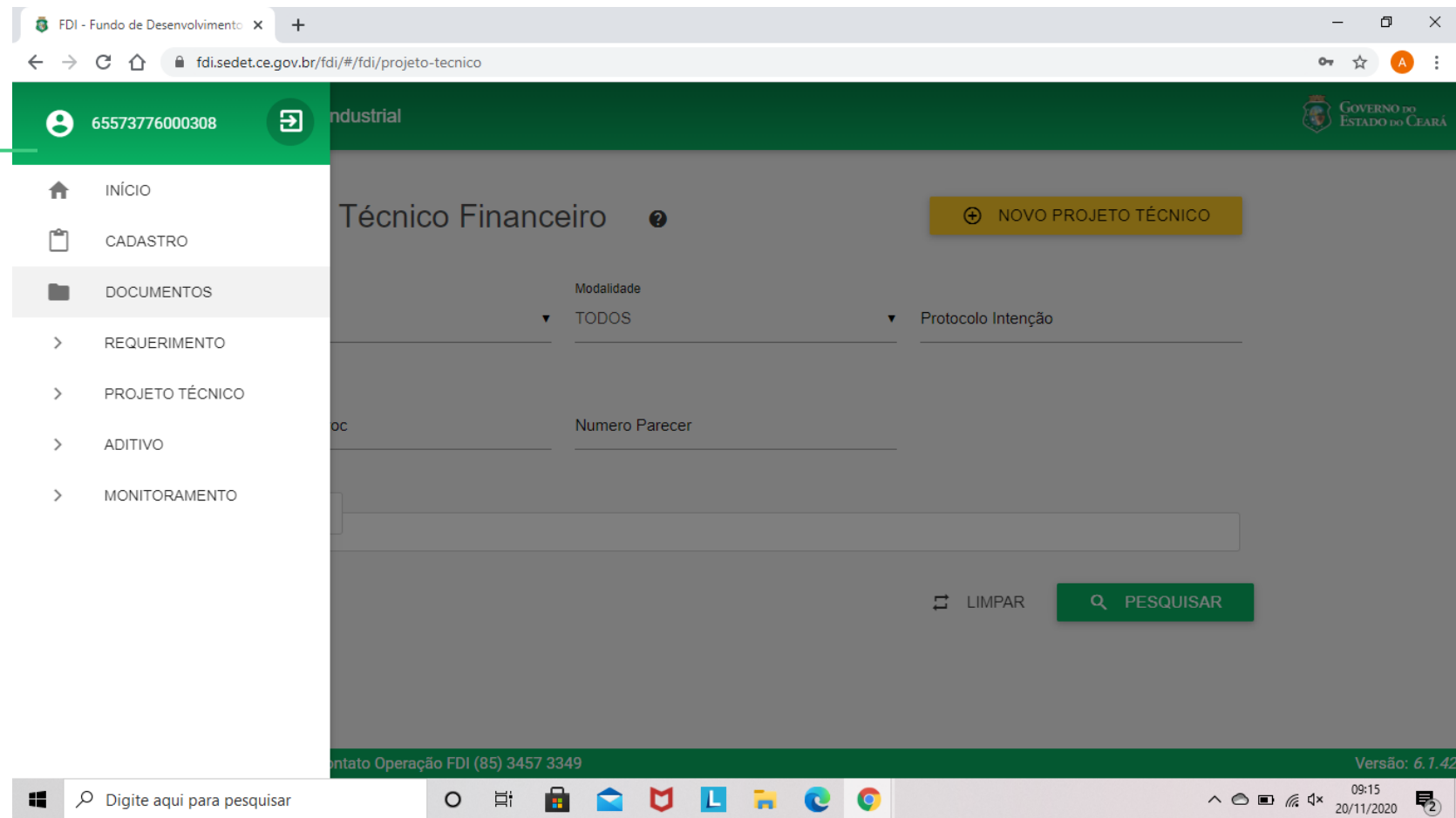
analysis and support
for requests

Financial Agent

analysis of technical projects and
financial operations

FDI Company

The company is equipped with a register, integrated with the JUCEC. This register allows the company to insert a technical project into the FDI system.



FDI Company

The company is equipped with a register, integrated with the JUCEC. This register allows the company to insert a technical project into the FDI system.

The screenshot shows the FDI - Fundo de Desenvolvimento Industrial web application. The browser address bar displays `fdi.sedet.ce.gov.br/fdi/#/fdi/novo-projeto-tecnico`. The page header includes the logo of the GOVERNO DO ESTADO DO CEARÁ and the title "Fundo de Desenvolvimento Industrial".

Navigation buttons include "ROTEIRO DETALHADO" and "DOCUMENTOS NECESSÁRIOS". A status indicator for "Protocolo de intenção" shows a checkmark, and a "SALVAR RASCUNHO" button is present.

A yellow informational banner states: "Se o campo ViProc estiver indisponível, pode continuar a requisição normalmente, o valor já está salvo no sistema. Para pleitos de Prorrogação, é necessário abrir um Pedido de Prorrogação de Benefício em 'Documentos > Requerimentos > Novo Requerimento'".

The main form section is titled "Dados do protocolo de intenção" and contains the following fields:

Nº Prot.Intenção*	Protocolo ViProc	Data da elaboração do projeto
SELECIONE	Indisponível	20/11/2020

Below this, the "Responsável pelo preenchimento" section includes a field for "Requerente (nome completo)*".

The footer displays contact information: "Contato Monitoramento: (85) 3457 3353 / Contato Operação FDI (85) 3457 3349" and the version "Versão: 6.1.42". The Windows taskbar at the bottom shows the time as 09:17 on 20/11/2020.

FDI - Financial Agent

Once the company has filled out the whole project, the request is submitted to analysis by the financial agent who will provide a technical assessment.

The screenshot shows a web browser window with the URL `fdi.sedet.ce.gov.br/fdi/#/fdi/`. The page header is green and contains the text "Fundo de Desenvolvimento Industrial" and the logo of the "GOVERNO DO ESTADO DO CEARÁ". The main content area is white and displays a welcome message: "Bem-vindo, Camila Raquel Torres Lopes". Below this, the title "Agente Financeiro" is centered. There are four dropdown menus for filtering: "Empresa" (set to "TODOS"), "Tipo Doc" (set to "TODOS"), "Opcao Dias" (set to "TODOS"), and "Dias". To the right of these filters are two buttons: "LIMPAR" (with a reset icon) and "PESQUISAR" (with a search icon). At the bottom of the page, a green footer bar contains the contact information: "Contato Monitoramento: (85) 3457 3353 / Contato Operação FDI (85) 3457 3349" and the version number "Versão: 6.1.42". The Windows taskbar at the very bottom shows the search bar with the text "Digite aqui para pesquisar" and various application icons.

FDI - Technical Committee

Once the technical project has been analyzed by the financial agent and received its positive assessment, it is time for analysis by the technical committee made up of members of the SEFAZ, SEDET and ADECE. The assessment by the technical committee will support the decisions made by the CEDIN.

The screenshot shows a web browser window with the address bar displaying `fdi.sedet.ce.gov.br/fdi/#/fdi/`. The page title is "Fundo de Desenvolvimento Industrial" and the logo of the "GOVERNO DO ESTADO DO CEARÁ" is visible in the top right corner. The main content area displays a welcome message: "Bem-vindo, Eduardo Neves". Below this, there is a table with two columns: "CNPJ" and "Razão Social". The table has a header row with "CNPJ" and "Razão Social" and a data row with "ADECE". The table is currently showing 1 of 10 rows. At the bottom of the page, there is a green footer bar with the text "Contato Monitoramento: (85) 3457 3353 / Contato Operação FDI (85) 3457 3349" and "Versão: 6.1.42". The Windows taskbar is visible at the bottom of the screen, showing the search bar and various application icons.

CNPJ	Razão Social
ADECE	

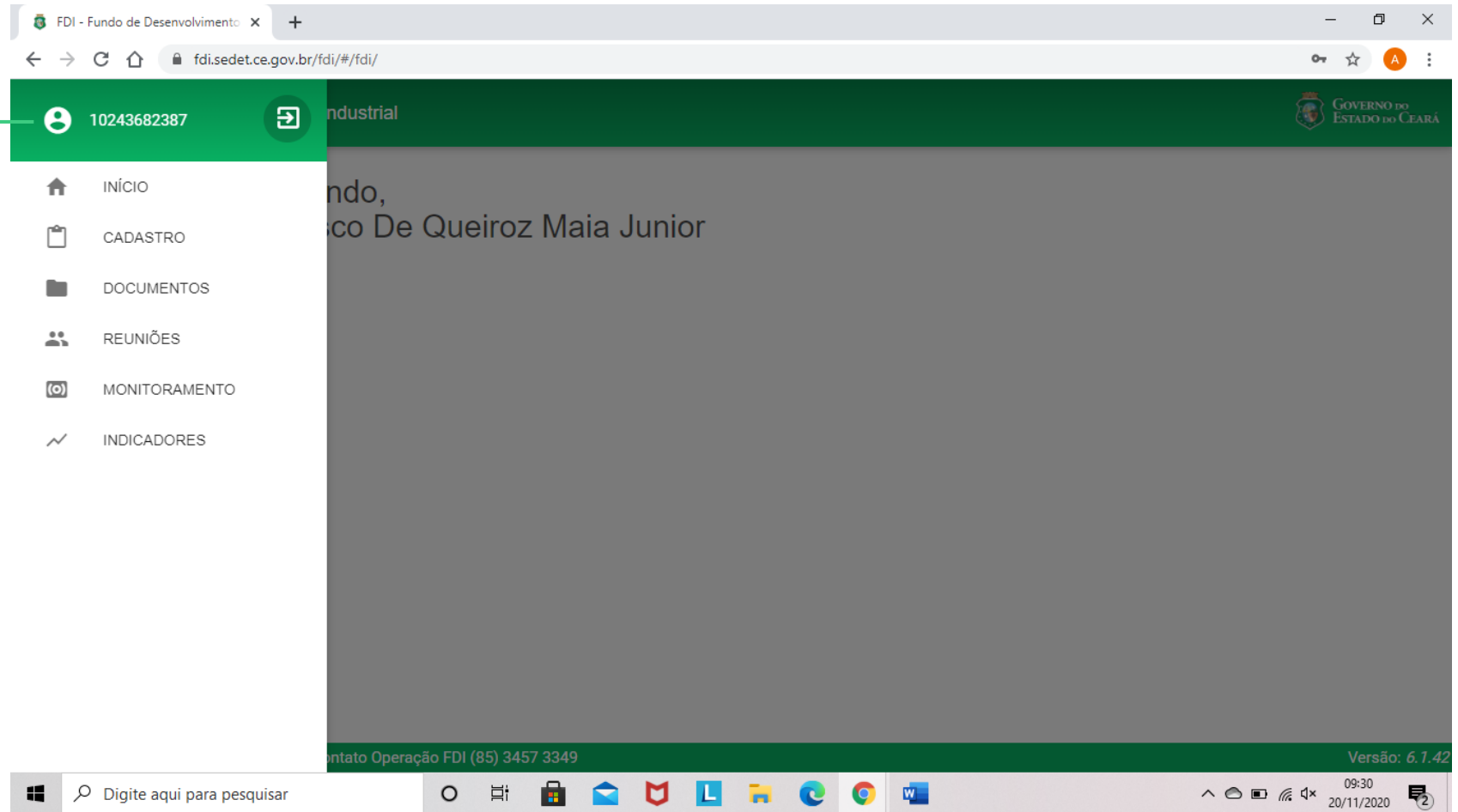
FDI - Meeting

The technical meeting takes place by means of the system, weather vote on the requests and detailed analysis of each case.

The screenshot displays the 'Fundo de Desenvolvimento Industrial' web application. The browser's address bar shows the URL 'fdi.sedet.ce.gov.br/fdi/#/fdi/aprovarReuniao'. The application's header is green with the text 'Fundo de Desenvolvimento Industrial' and the 'GOVERNO DO ESTADO DO CEARÁ' logo. The main content area is titled 'Reunião técnica' with a help icon. Below the title, it specifies 'Data da reunião: 19/11/2020'. A legend identifies four vote types: 'Votos Não Favoráveis' (pink), 'Votos Favoráveis' (green), 'Não Votado' (grey), and 'Voto em Concessão' (yellow). Three data rows are shown, each with a sort icon and a count: 'Requerimentos: 37', 'Resoluções: 6', and 'Aditivos: 1'. The footer contains contact information: 'Contato Monitoramento: (85) 3457 3353 / Contato Operação FDI (85) 3457 3349' and the version 'Versão: 6.1.42'. The Windows taskbar at the bottom shows the search bar, various application icons, and the system clock indicating 09:28 on 20/11/2020.

FDI - CEDIN

Once the technical meeting has been concluded, it is possible to proceed to the CEDIN meeting, Which also takes place by means of the system. At the end of the meeting of the CEDIN, the system will generate the summary of the meeting and the template of the resolution of the request.



MONITORING OF SUPPORTED COMPANIES - FDI

- The objective of the monitoring is to check once a year the situation of the companies concerning the agreements reached with the state government;
- Target: have all companies with active benefit for at least one year;
- The period to be monitored is the basis year, referring to the previous year.

FIRST PHASE (JANUARY TO APRIL)

Planning

Definition of the list of
companies to be monitored

Preparation/review of monitoring form
and summoning document/initial
communication

SECOND PHASE (MAY)

Sending a document to summoned
companies/communication via
electronic system of the FDI

Deadline for returning the
completed form: 30 days

Obs 1: This phase starts in May because it is the month that comes after the mandatory final period for companies to disclose their financial information.

Obs 2: In this phase, all public workers of the Directory of Sectorial Development - DESEN, ADECE, stay available to answer questions from companies.

MONITORING OF SUPPORTED COMPANIES - FDI

THIRD PHASE (MAY TO OCTOBER)

Set up visitations to companies
by means of the electronic
system of the FDI

Set up visitations, on
site, to companies

Production of report on visits to each
company in the electronic system of the FDI

FOURTH PHASE (NOVEMBER TO DECEMBER)

Presentation of the final report of
monitoring to the president of the
ADECE and to the secretary for
economic development and labor

Referral of the final report of monitoring
to the economic council for industrial
development - CEDIN

Obs 1: The on site visitations will be set up after forms have been handed in and assessed. The planning of the visits will follow pre established itinerary, Location and proximity to the companies in order to optimize time and financial resources.

Obs 2: Hello in case of incorrect observations in the forms for monitoring, the analyst from the ADECE will be responsible for correcting the mistake.

TAX INCENTIVE - ENHANCING THE MODEL

- Projects inserted into a global strategy.
- Comprehension and compromise by partners on the objectives.
- Advancement and productivity as objectives.
- Relevance in technologies and disruptive sectors.
- Targeting better quality jobs.
- Emphasis on an increase in capital.
- Higher level of capitalization for companies.
- Independent growth of new capitals.
- In line with social well being.



TAX INCENTIVE - STRUCTURING THE PROGRAM

- Establishing specific goals.
- Goals are supposed to be measured and assessed.
- Presuppose average growth superior to performance without incentive.
- Capacity to change trends of stagnation or economic slowdown.

The system must consider a new arrangement. There is no space for incentive without conditions.



TAX INCENTIVE - NON FINANCIAL INCENTIVES



Valuables Partners

- Joint ventures.
- Special purpose vehicle.
- Seed funding.
- Risk capital funds.
- Investments in infrastructure.
- Training and qualification of human resources.
- Healthy business environment.
- Suitable facilities, quality of life.
- Input and consumer market.



NEW DIRECTIONS FOR TAX INCENTIVES

Fund

- Financing in PD&I (improvement and development of new products).
 - Human capital in the areas of financial management /control and technical part of production.
 - Financing for incentive to actions have competitive insertion into foreign markets.
 - Financial for the modernization of the context of "Industry 4.0".
 - Financing for logistics and transportation.
 - Support for investments in the countryside.
-
- Financing for certification and acquisition of input my local suppliers.

Fee on
deferred tax

2%

3%

Regime

Real profit

Administration



Company counter
proposal

Equal amount of
own resources

System of benefits and tax incentive of the SUDENE

Special instruments for the promotion of development, targeting companies that have chosen real profit with projects of implementation, amplification, and modernization.

Benefits:

- Reduction of 75% in the IRPJ within 10 years and reinvestment of 30% in the IRPJ.
- Fast depreciation and discount on the PIS/PASEP and on the COFINS.
- Exemption from the IRPJ for sectors focused on digital inclusion.

How to use

.01

Fill out the forms at the Sudene.

.02

Protocol the request.

.03

Verification of adequacy.

.04

Checking the enterprise.

.05

Recognition of the benefit by The Federal Revenue.

.06

Concession of benefit.

+
+
+





CEARÁ *VELOZ*



CEARÁ
GOVERNMENT OF THE STATE

SECRETARIAT FOR ECONOMIC
DEVELOPMENT AND LABOR

