



**CEARÁ**  
GOVERNMENT OF THE STATE



# CEARÁ

AT THE CORNER OF THE ATLANTIC OCEAN

# CEARÁ: THE LAND OF LIGHT

## LAND AREA

---

NETHERLANDS	<b>41,543</b> KM <sup>2</sup>
BRAZIL	<b>8,510,418</b> KM <sup>2</sup>
<b>CEARÁ</b>	<b>148,894</b> KM <sup>2</sup>

NETHERLANDS (CIA – THE WORLD FACTBOOK, 2022)  
BRAZIL/CEARÁ (IBGE, 2022)

**PREDOMINANT CLIMATE:  
TROPICAL HOT SEMI-ARID**

---


**AVERAGE TEMPERATURES:  
COAST: 27°C  
HINTERLAND: 30°C  
HILLS: 22°C**

---

**HIGH SOLAR INCIDENCE  
AND GOOD WIND SPEED**

---

**LOW OR NO INCIDENCE OF  
NATURAL DISASTERS SUCH AS:  
EARTHQUAKES, VOLCANOES,  
HURRICANES AND TSUNAMIS**



**FORTALEZA:**  
**THE 4TH MOST**  
**POPULOUS CITY**  
**IN BRAZIL.**

THE GREATEST GROSS  
DOMESTIC PRODUCT (GDP)  
IN THE NORTHEAST REGION  
AND THE 8TH AMONG THE  
CAPITAL CITIES OF BRAZIL

GDP  
**EUR 10.2  
BILLION**

(IPECE, 2020)

LEVEL OF URBANIZATION  
**75.8%**

(IPECE, 2019)



**PORT  
HUB**

**PECÉM INDUSTRIAL  
PORT COMPLEX IN A  
PARTNERSHIP WITH THE  
PORT OF ROTTERDAM**

HANDLING CAPACITY: **28 MILLION**  
METRIC TONS PER YEAR

**WORLD-CLASS  
OFFSHORE TERMINAL**

NATURAL DRAFT OF **15.3 METERS**

**10 BERTHS**

CAPACITY:  
**750 THOUSAND TEUS**  
(CONTAINERS)/YEAR



# PORT HUB

# CEARÁ EXPORT PROCESSING ZONE

FIRST IN OPERATION IN BRAZIL

---

6,182 THOUSAND HECTARES

---

FOREIGN EXCHANGE FREEDOM  
WITH SPECIFIC TAX BENEFITS

---

20 YEARS OF LEGAL PROTECTION

---

COMPETITIVE ADVANTAGE IN THE  
EXPORT OF GREEN HYDROGEN

# AIRPORT HUB

# INTERNATIONAL AIRPORT “PINTO MARTINS”

MANAGED BY FRAPORT, THE GLOBAL INDUSTRY LEADER

5.7 MILLION PASSENGERS/YEAR (2022)

---

MORE THAN 374 THOUSAND FOREIGN  
TOURISTS (2019, BEFORE THE PANDEMIC)

SOURCE: NATIONAL CIVIL AVIATION AGENCY OF BRAZIL – ANAC – MINISTRY OF PORTS AND AIRPORTS



# **TECHNOLOGICAL** **HUB**

**17 SUBMARINE  
COMMUNICATIONS  
CABLES CONNECTING  
CEARÁ WITH THE WORLD**

---

**20,000 KM  
OF HIGH-SPEED OPTICAL FIBER  
(GOVERNMENT + PARTNERS)**

# **RENEWABLE ENERGY**

## **WIND AND SOLAR ATLAS OF CEARÁ**

**643 GW**

SOLAR PV\* POTENTIAL

---

**137 GW**

HYBRID POTENTIAL

---

**97 GW**

ONSHORE WIND  
POWER POTENTIAL

---

**117 GW**

OFFSHORE WIND  
POWER POTENTIAL

\*PV – PHOTOVOLTÁIC  
ACCESS THE VIRTUAL ATLAS AT: [HTTP://ATLAS.ADECE.CE.GOV.BR](http://atlas.adece.ce.gov.br)

# RENEWABLE ENERGY

# ONSHORE WIND ENERGY

INSTALLED CAPACITY:  
100 POWER PLANTS =  
**2,577.84 MW**

(BRAZILIAN ELECTRICITY REGULATORY  
AGENCY – ANEEL – SIGA, OCT.2023)

---

27 POWER PLANTS WITH GRANTING  
OF ACCESS TO THE ELECTRIC  
GRID – BRAZILIAN ELECTRICITY  
REGULATORY AGENCY =

**1,182.4 MW**

(ANEEL – SIGA, OCT.2023)

# **RENEWABLE ENERGY**

# **OFFSHORE WIND ENERGY**

**CONSTANT WIND  
ALONG THE ENTIRE COAST**

---

**EXTENSIVE CONTINENTAL  
SHELF WITH:**

**40 TO 100-KM WIDE**

**5 TO 50-METRE DEEP**

---

**23 PROJECTS IN THE  
STATE OF CEARÁ,  
AMOUNTING TO 58.1 GW OF  
OFFSHORE WIND POWER**

SOURCE: CEARÁ WIND AND SOLAR ATLAS, 2019



# RENEWABLE ENERGY

## SOLAR ENERGY

INSTALLED CAPACITY:  
35 POWER PLANTS =  
**810.55 MW**

(ANEEL - SIGA, OCT.2023)

---

408 WITH GRANTING OF  
ACCESS TO THE ELECTRIC  
GRID – BRAZILIAN  
ELECTRICITY REGULATORY  
AGENCY =  
**16,455.78 MW**



# SEAWATER DESALINATION PLANT

LARGEST DESALINATION PLANT UNDER  
DEVELOPMENT IN BRAZIL

BENEFITING MORE THAN **700 THOUSAND** PEOPLE

CAPACITY: **1 M<sup>3</sup>** OF WATER PER SECOND

SOURCE: MARQUISE INFRAESTRUTURA





# **INFRASTRUCTURE**

## **ROAD**

**8,877 KM  
OF STATE HIGHWAYS  
AND ROADS PAVED**

SOURCE: SOP, FEB 2023

# INFRASTRUCTURE

RAIL

# TRANSNORDESTINA

BRAZIL'S LARGEST LINEAR CONSTRUCTION PROJECT

MAINLINE OF **1,209 KM**

CAPACITY: **30 MILLION** TON/YEAR

SOURCE: CSN/TSLA

# **INFRASTRUCTURE**

## **WATER PROJECTS**

### **CEARÁ WATER BELT**

---

#### **PROJECT “MALHA D’ÁGUA”**

---

#### **PROJECT “UTILITAS PECÉM” REUSE OF WASTEWATER IN THE METROPOLITAN AREA OF FORTALEZA, THE CAPITAL OF CEARÁ.**

**INSTALLED CAPACITY OF 1,500 M<sup>3</sup>/H. THE CAPACITY  
CURRENTLY USED IS 600 M<sup>3</sup>/H.**



# EDUCATION

## THE BEST RESULTS IN EDUCATION

87 OF THE 100 BEST PUBLIC  
ELEMENTARY SCHOOLS IN BRAZIL (BASIC  
EDUCATION DEVELOPMENT INDEX  
(IDEB - 2021)

472 FULL-TIME  
SECONDARY SCHOOLS

DECENTRALIZATION  
OF HIGHER EDUCATION  
WITH NEW UNIVERSITY CAMPUSES  
IN SEVERAL CITIES OF THE STATE



# HEALTH

**609 HEALTH CENTERS**

(HOSPITALS, MEDICAL OFFICES, EMERGENCY ROOMS, AMONG OTHERS)

**MORE THAN 56 THOUSAND  
HEALTH PROFESSIONALS**

**USERS SERVED**

**+8 MILLION**

(14.4% OF THE TOTAL POPULATION)

(NATIONAL HEALTH AGENCY – ANS, 2021)



**JOIN  
THE BIG  
COMPANIES,  
INVEST IN  
CEARÁ.**

Embratel

NORSUL

eletro

Fraport

Sprint

TATA COMMUNICATIONS

TELECOM ITALIA

OceanPact

Azul

GOL

américa móvil

CHINA UNICOM

EllaLink

Sprint

TB Transportes

ENTEL

Grendene

enel

BETÂNIA

aes

camtel

国家电投 SPIC

Hapag-Lloyd

stet

Deutsche Telekom

PagueMenos

HAMBURG SÖD

Cnt

ambev

angola cables

**JOIN  
THE BIG  
COMPANIES,  
INVEST IN  
CEARÁ.**

DONGKUK STEEL

amazon

aeris

Hard Rock CAFE

TransHydrogen Alliance

mandic

TELXIUS

Vestas

Ministério de Saúde  
FOCRUZ  
Fundação Osmêdo Cruz

TP TAP PORTUGAL

中国电建 POWERCHINA

中流科技投资管理咨询有限公司

MATSUDA

Vila Galé  
HOTÉIS

mandic

Telefonica

verizon

casadosventos

TERMAGO  
LOGÍSTICA

AIRFRANCE

LATAM

甘肅通遠國際貿易有限公司

ArcelorMittal

Robinson Crusoe  
EL SABOR DEL MAR Y LA VIDA

FRESENIUS KABI

MAERSK

alcatel

Institut Pasteur

Votorantim

4 Dias Branco

CenturyLink

Lanlink

Qair

SUMITOMO CHEMICAL

DIAGEO

AT&T

Instituto de Tecnologia em Alimentos  
Bio-Manguinhos

VICUNHA

eneva

edp

Roca

Sudamin

aena

globenet

Port of Rotterdam

MERCOSUL LINE

apodi

Cia Sulamericana

ORACLE

MSC

GERDAU

An aerial photograph of a city skyline, likely Ceará, Brazil, viewed from across a body of water. The skyline consists of numerous modern high-rise buildings with various architectural styles, including glass facades and balconies. In the foreground, two people are kayaking on the water, each in a white kayak. The water is a deep greenish-blue. The sky is clear and blue. A large green arrow points to the left, partially overlapping the word 'CEARÁ'.

**CEARÁ**

**FROM ANY POINT OF VIEW,  
A GREAT OPPORTUNITY.**



**CEARÁ**  
GOVERNMENT OF THE STATE