



CEARÁ
GOVERNMENT OF THE STATE

CEARÁ

**EDGE OF THE ATLANTIC.
GATEWAY TO BRAZIL.**

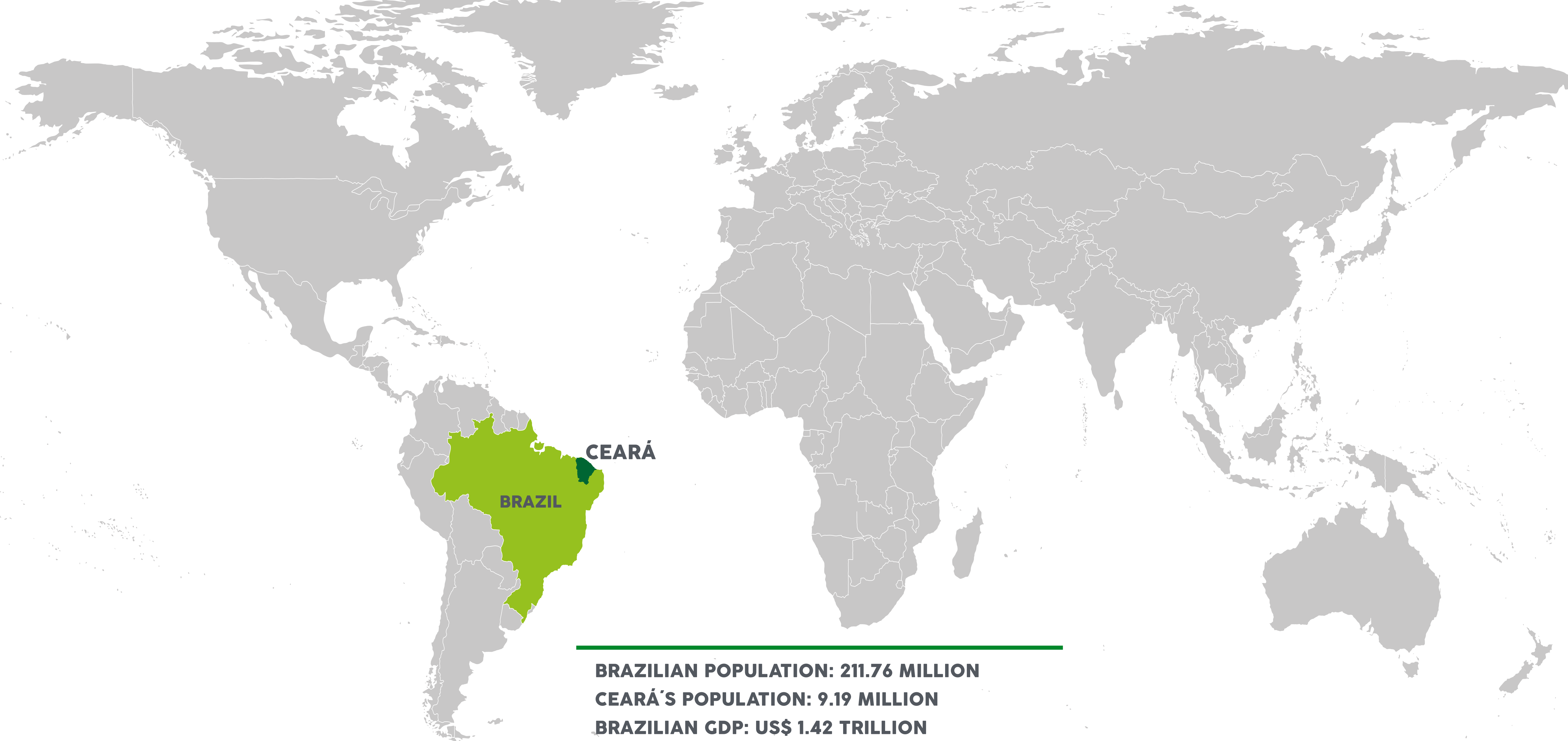




CEARÁ
GOVERNMENT OF THE STATE

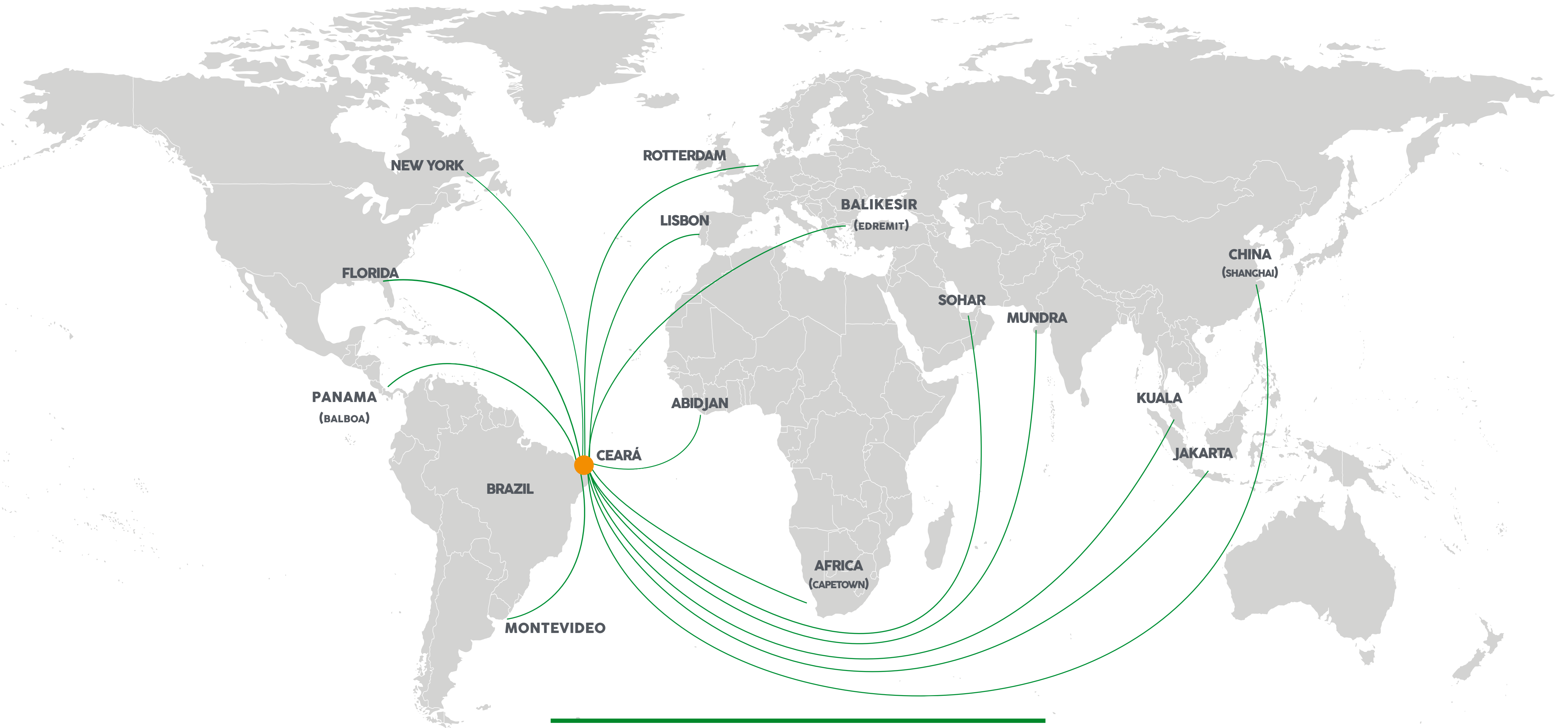
CEARÁ

**EDGE OF THE ATLANTIC.
GATEWAY TO BRAZIL.**



BRAZILIAN POPULATION: 211.76 MILLION
CEARÁ'S POPULATION: 9.19 MILLION
BRAZILIAN GDP: US\$ 1.42 TRILLION
CEARÁ'S GDP: US\$ 32.04 BILLION
BRAZILIAN GDP PER CAPITA: USD 6,697.37
CEARÁ'S GDP PER CAPITA: R\$ USD 3,488.01

Source: IPECE - 2020 Base (Subject to changes when published)



STRATEGIC LOCATION

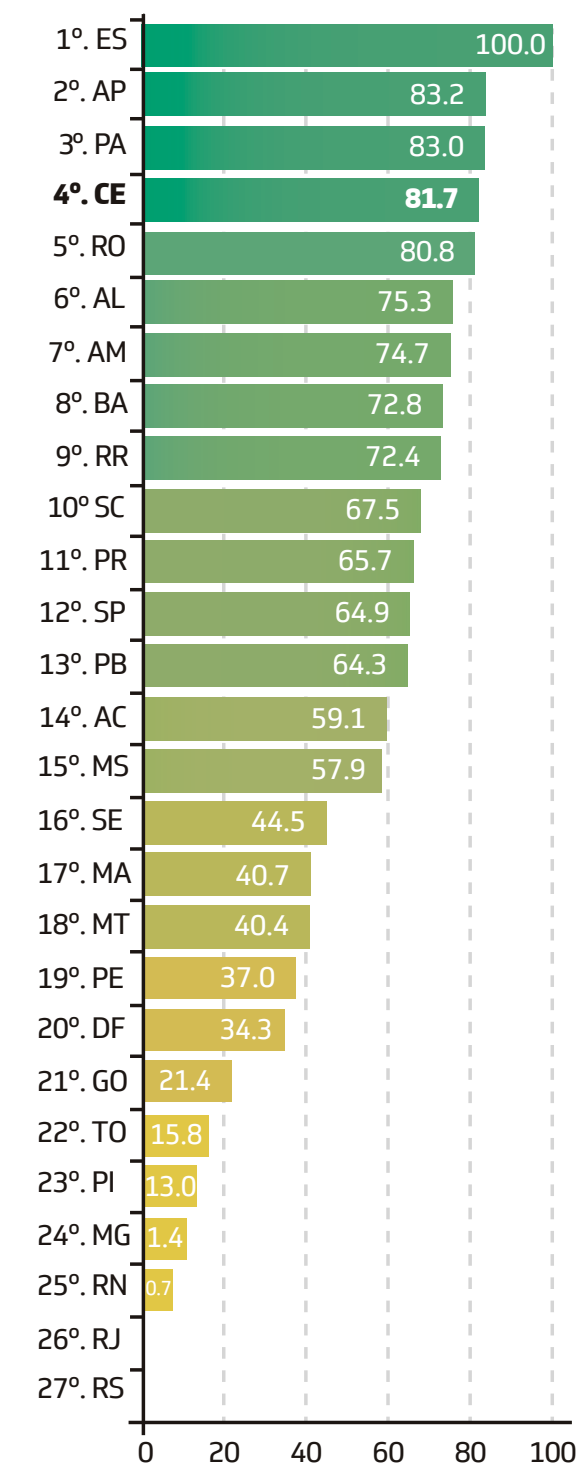
Easy access to the world's largest markets

**30 YEARS OF GOOD GOVERNMENTS AND
CONTINUITY OF PUBLIC INVESTMENT POLICY.**

**STATE WHICH FULFILLS AGREEMENTS,
COMMITMENTS AND CONTRACTS.**

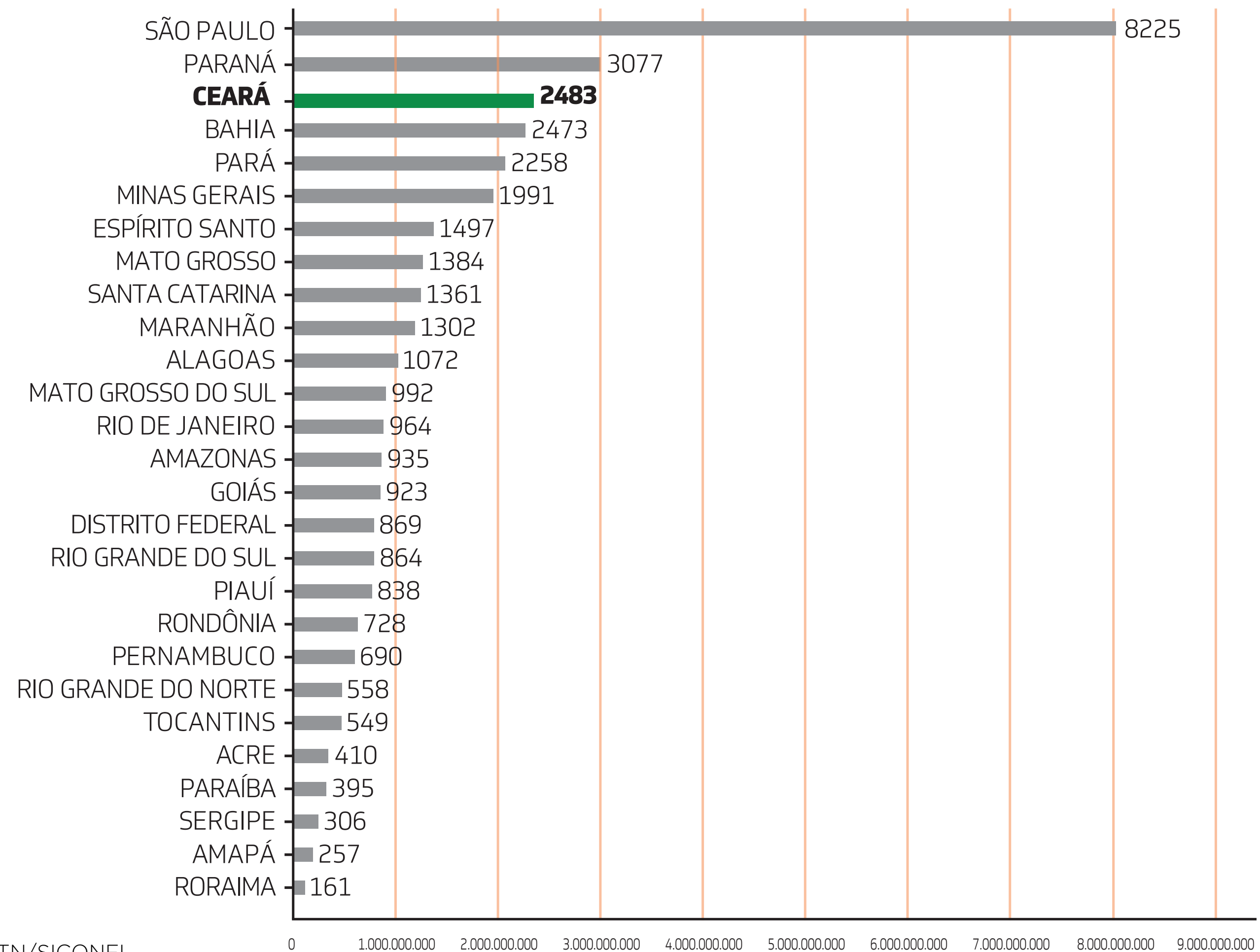
TAX BALANCE

FISCAL SITUATION – STATES COMPETITIVENESS RANKING – FISCAL SOLIDITY



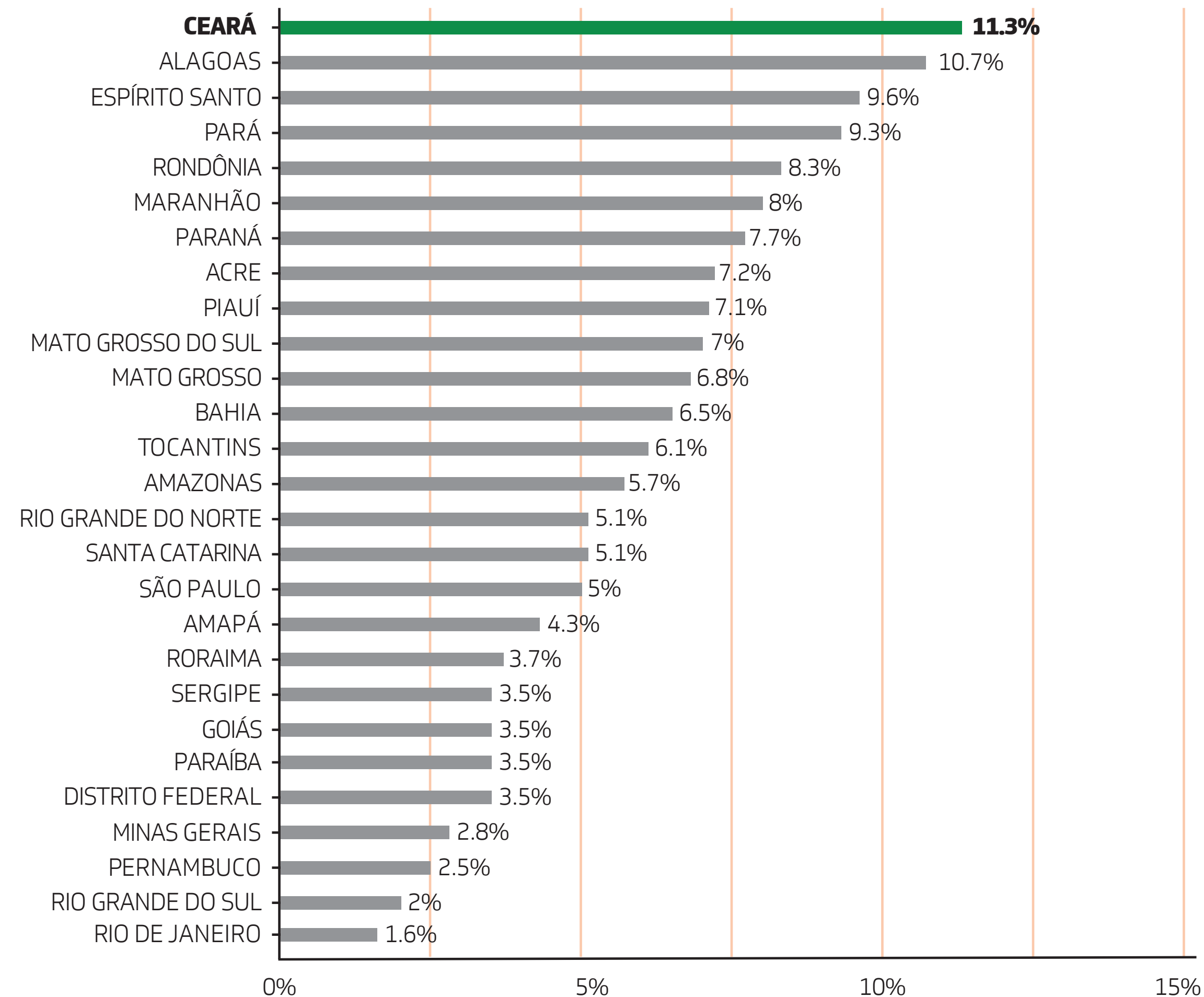
2020 INVESTMENTS

STATES INVESTMENTS - 2020 GROSS VALUES



2020 INVESTMENTS

STATES INVESTMENTS / 2020 RCL

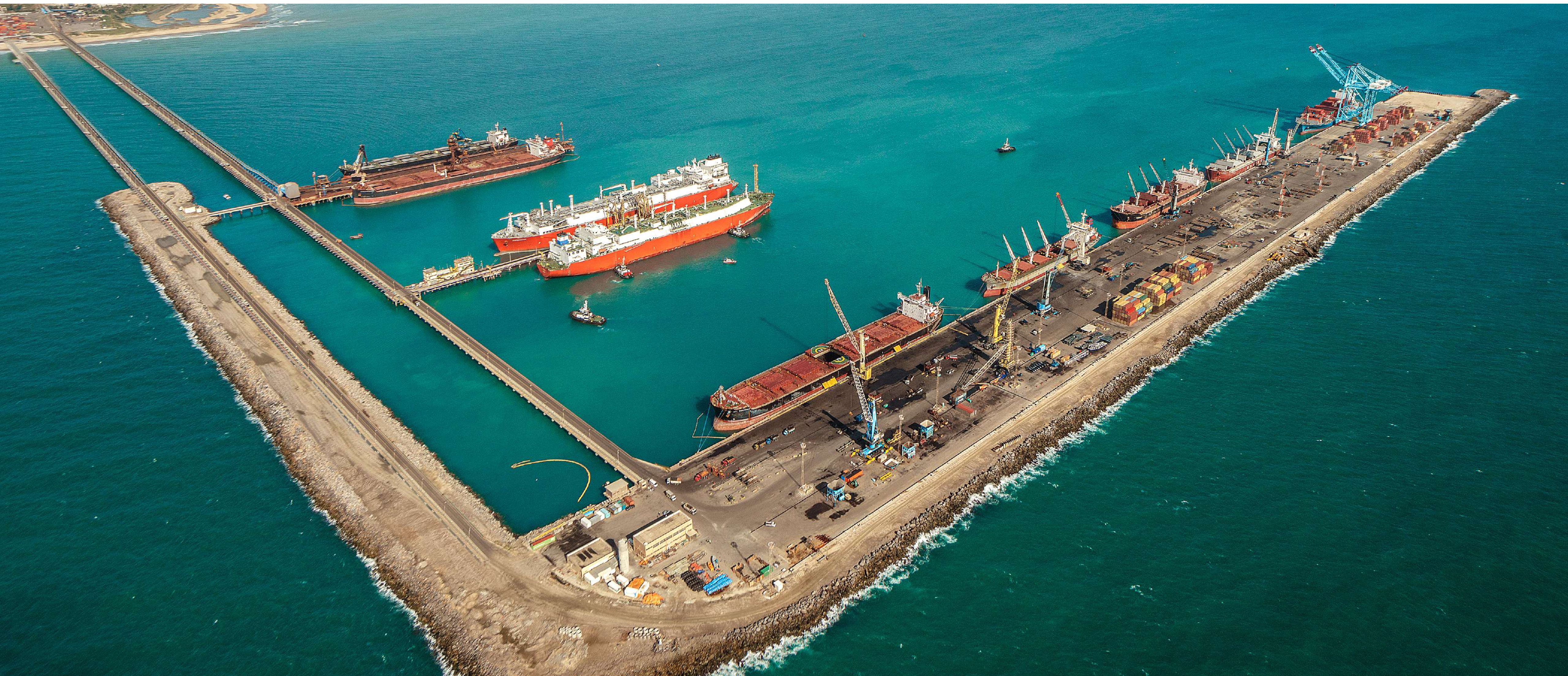


TRANSPARENCY

**FIRST PLACE IN THE
TRANSPARENCY INDEX
NATIONAL RANKING OF THE
FEDERAL PROSECUTION
OFFICE (MPF, MINISTÉRIO
PÚBLICO FEDERAL)**

General Ranking	Place	State	Score
1	Ceará	CE	10.0
1	Espírito Santo	ES	10.0
1	Minas Gerais	MG	10.0
4	Paraná	PR	9.96
5	Mato Grosso do Sul	MS	9.93
6	Amapá	AP	9.83
6	Paraíba	PB	9.83
8	Alagoas	AL	9.75
9	Distrito Federal	DF	9.74
9	Mato Grosso	MT	9.74
11	Rio Grande do Sul	RS	9.72
12	Pernambuco	PE	9.6
12	Rondônia	RO	9.6
12	São Paulo (State)	SP	9.6
15	Santa Catarina	SC	9.21
16	Rio Grande do Norte	RN	9.1
17	Maranhão	MA	8.96
18	Goiás	GO	8.85
19	Sergipe	SE	8.74
20	Amazonas	AM	8.67
21	Bahia	BA	8.6
22	Rio de Janeiro (State)	RJ	7.8
23	Piauí	PI	7.18
24	Tocantins	TO	6.96
25	Acre	AC	6.53
26	Pará	PA	5.92
27	Roraima	RR	4.91

PORT HUB

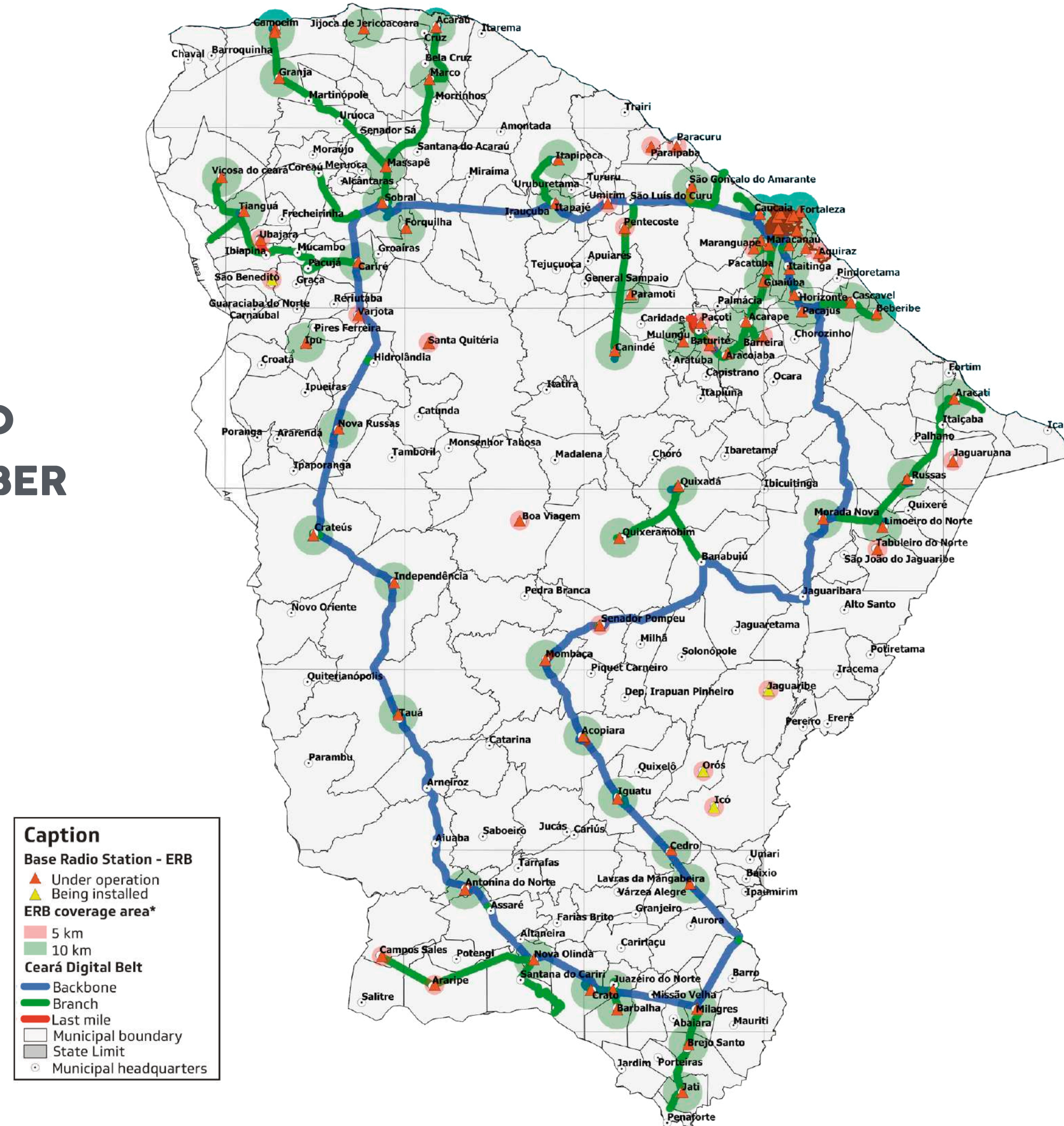


AIR HUB

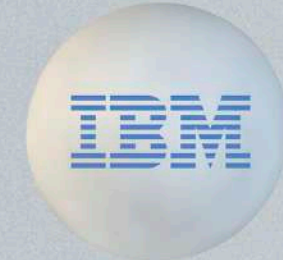


TECHNOLOGY HUB

8,060 KM
HIGH-SPEED
OPTICAL FIBER



**JOIN
THESE GREAT
COMPANIES,
INVEST
IN CEARÁ.**



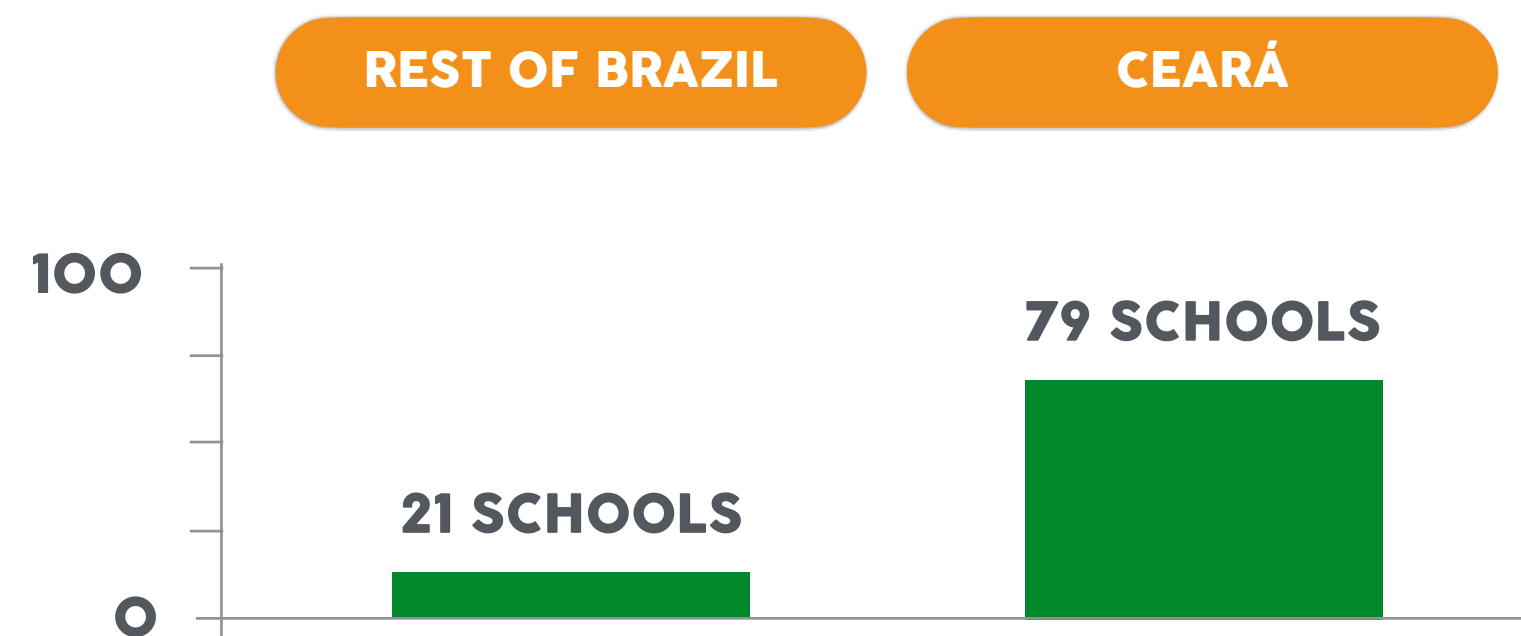
EDUCATION INSTITUTIONS

Technical and Technological institutions from elementary through to higher education.

EDUCATION

THE BEST PUBLIC EDUCATION IN BRAZIL

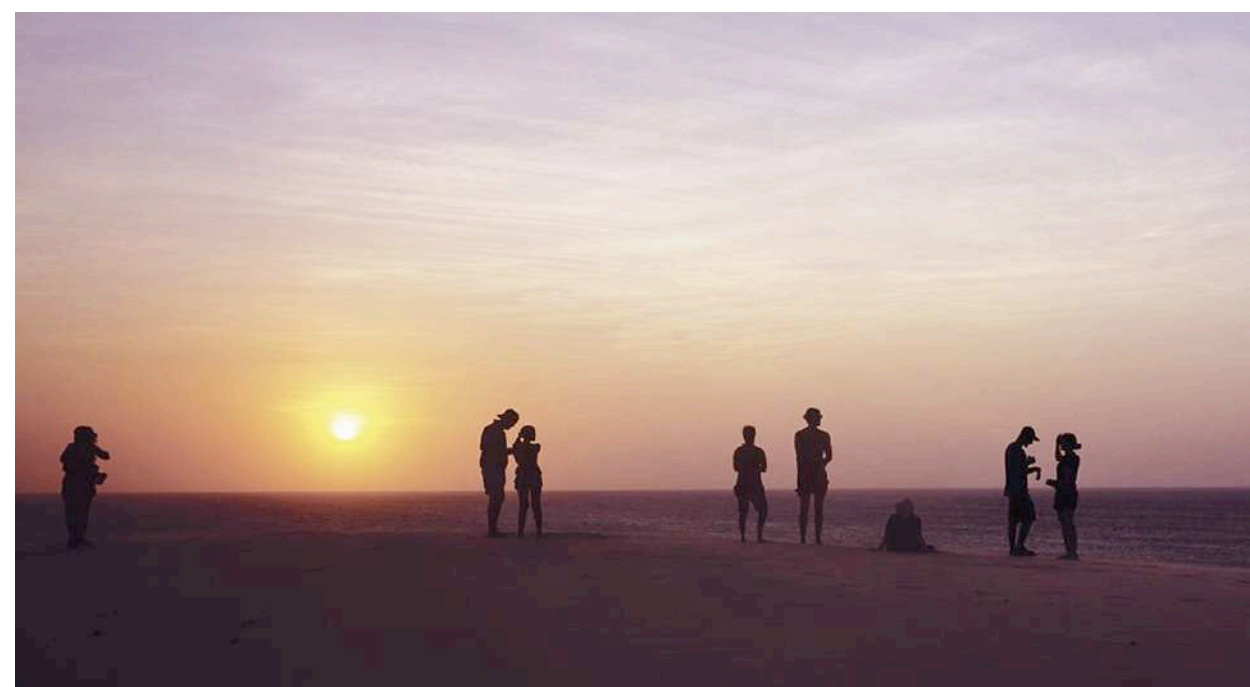
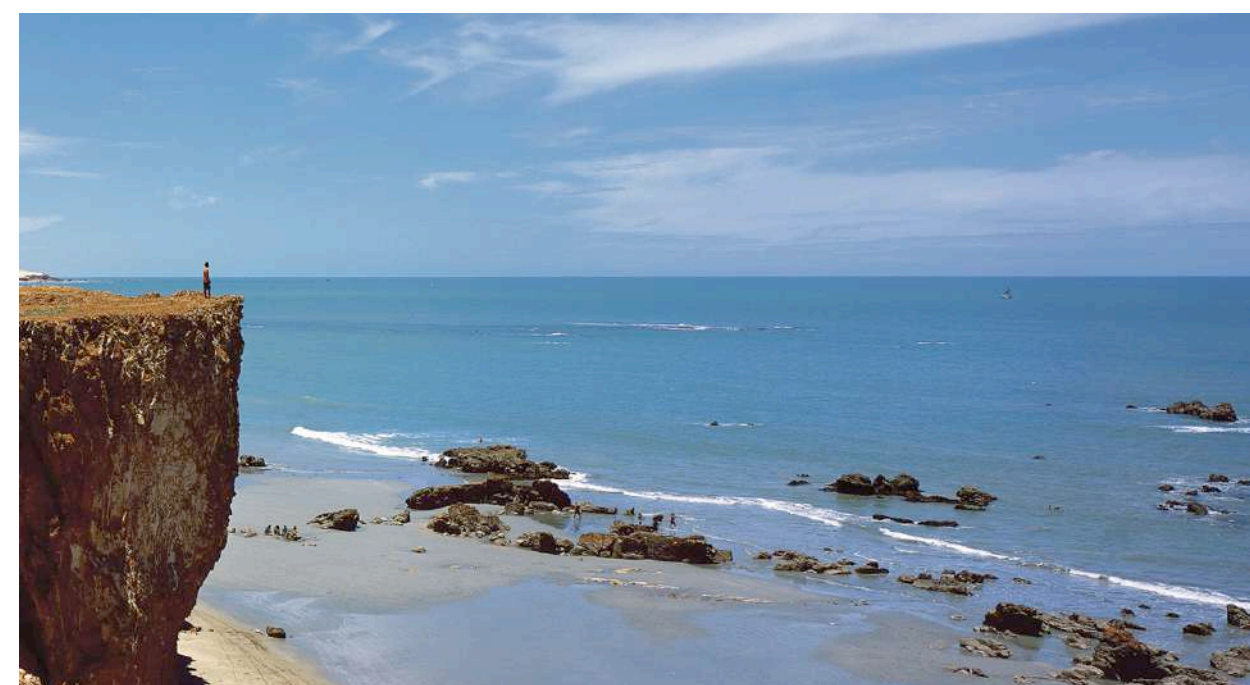
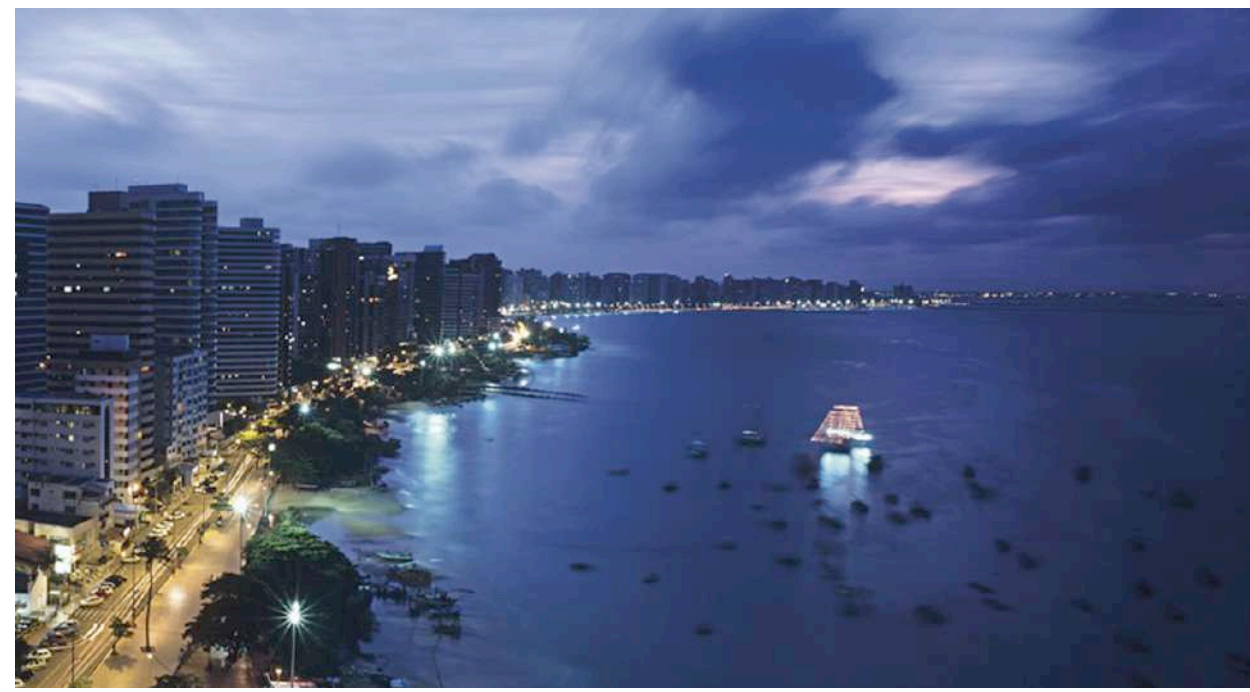
79 SCHOOLS FROM CEARÁ ARE AMONG 100 OF THE BEST ASSESSED SCHOOLS IN THE EARLY YEARS OF THIS STAGE (1ST TO 5TH YEAR).



98,9%

OUT OF 184 MUNICIPALITIES IN CEARÁ, 182 REACHED THE MINISTRY OF EDUCATION GOAL.

Fonte: Ibeb



THANK YOU