



**CEARÁ**  
GOVERNMENT OF THE STATE



**CEARÁ**  
CORNER OF THE ATLANTIC OCEAN

STRATEGIC  
LOCATION.  
**GATEWAY TO  
BRAZIL**



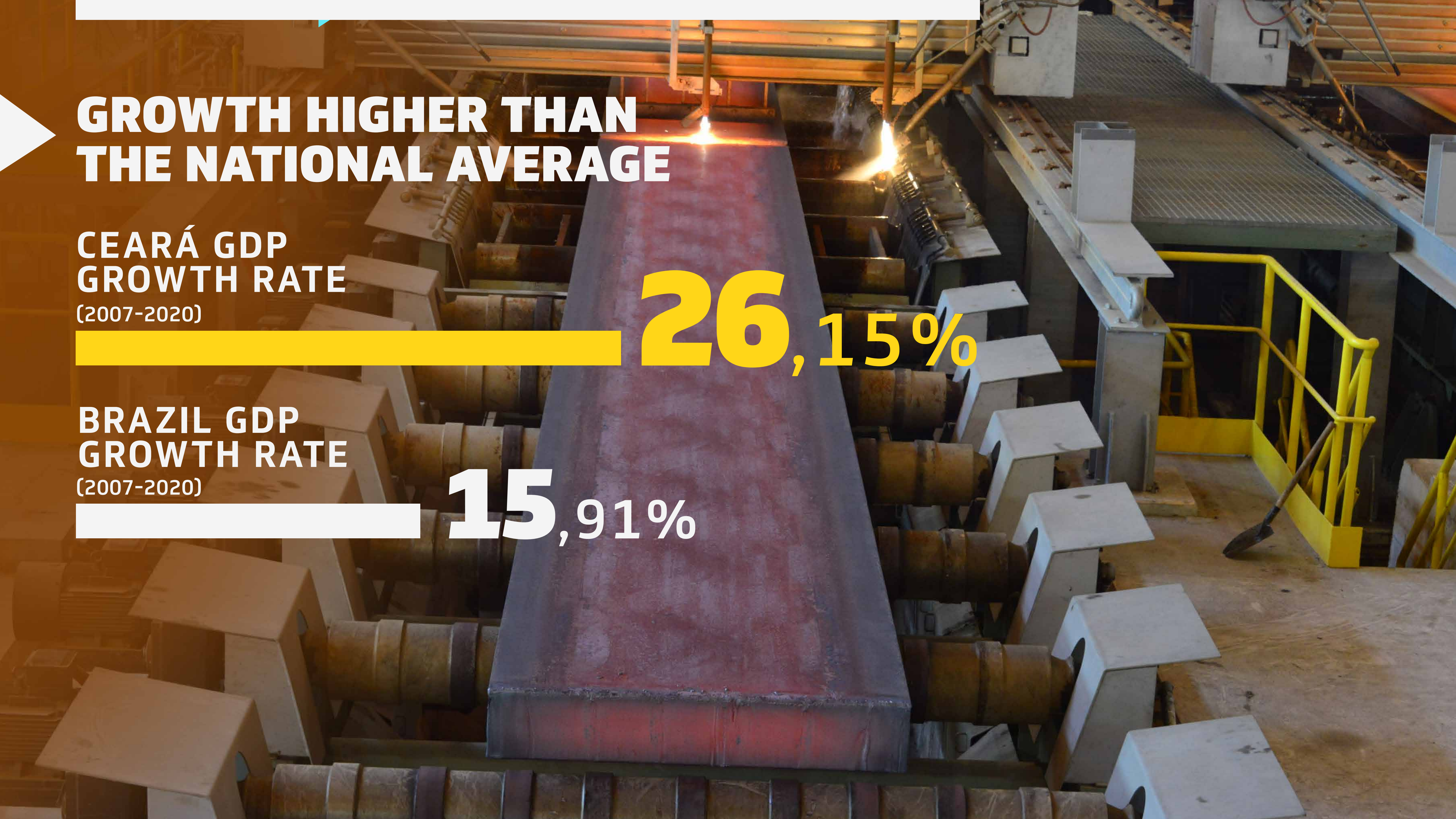
# GROWTH HIGHER THAN THE NATIONAL AVERAGE

CEARÁ GDP  
GROWTH RATE  
(2007-2020)

**26,15%**

BRAZIL GDP  
GROWTH RATE  
(2007-2020)

**15,91%**





1

0 THE STATE WITH THE HIGHEST  
PUBLIC INVESTMENT FOR 6 YEARS.

\*DATA FROM THE NATIONAL TREASURY



# **PORT HUB**

# **PECÉM INDUSTRIAL PORT COMPLEX**

**HANDLING CAPACITY OF 28 MILLION  
METRIC TONS EVERY YEAR**

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**WORLD-CLASS  
OFFSHORE TERMINAL**

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**NATURAL DRAFT OF 15.3 METERS**

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**10 BERTHS**

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



**PORT**  
**HUB**

# CEARÁ EXPORT PROCESSING ZONE

THE FIRST TO BECOME OPERATIONAL IN BRAZIL

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6,182 THOUSAND HECTARES

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FOREIGN EXCHANGE FREEDOM

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LOW-COST PLOTS OF LAND

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TAX BENEFITS

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20-YEAR LEGAL PROTECTION

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# EXPORTS IN THE STATE OF CEARÁ

**1<sup>o</sup>** IN BRAZIL IN THE EXPORT  
OF NUTS  
OF VEGETABLE WAXES  
OF LOBSTER  
OF COCONUT WATER

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**2<sup>o</sup>** IN BRAZIL IN THE EXPORT  
OF BANANA  
OF MELON  
OF WATERMELON  
OF BANANA  
OF FISH



# AIRPORT HUB

# PINTO MARTINS INTERNATIONAL AIRPORT

7,2 MILLION PASSENGERS/YEAR (2019)

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59,7 THOUSAND FLIGHTS/YEAR (2019)

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MORE THAN 300 THOUSAND  
FOREIGN TOURISTS (2019)

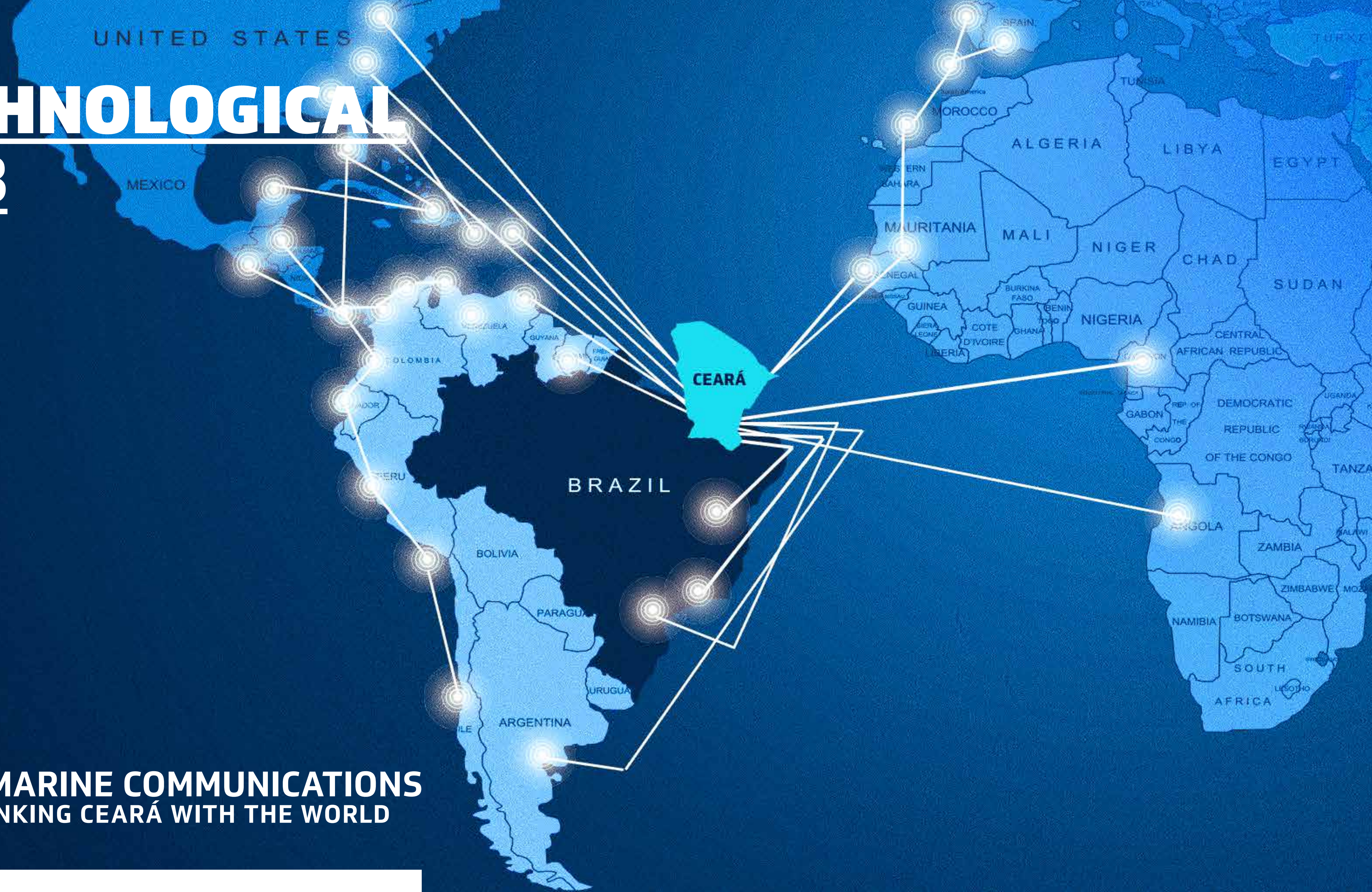
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MANAGED BY FRAPORT, THE  
GLOBAL LEADER IN THE SECTOR



# TECHNOLOGICAL HUB

**16 SUBMARINE COMMUNICATIONS  
CABLES LINKING CEARÁ WITH THE WORLD**





**TECHNOLOGICAL**  
**HUB**

**DIGITAL**  
**BELT**

**13.000 KM OF HIGH  
SPEED OPTICAL FIBER (GOVERNMENT + PARTNERS)**



**TECHNOLOGICAL  
HUB**

**CEARÁ  
CONNECTED**

FREE INTERNET IN ALL CITIES  
OF THE STATE

# RENEWABLE ENERGY

## WIND

INSTALLED CAPACITY:  
94 PLANTS = 2.395 MW

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CONTRACTED CAPACITY:  
PLANTS = +238 MW

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**OFFSHORE**  
6 PARKS UNDER  
LICENSING



# **RENEWABLE ENERGY**

## **SOLAR**

INSTALLED CAPACITY:  
9 PLANTS = **219 MW**

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CONTRACTED CAPACITY:  
74 PLANTS = **+2.601MW**

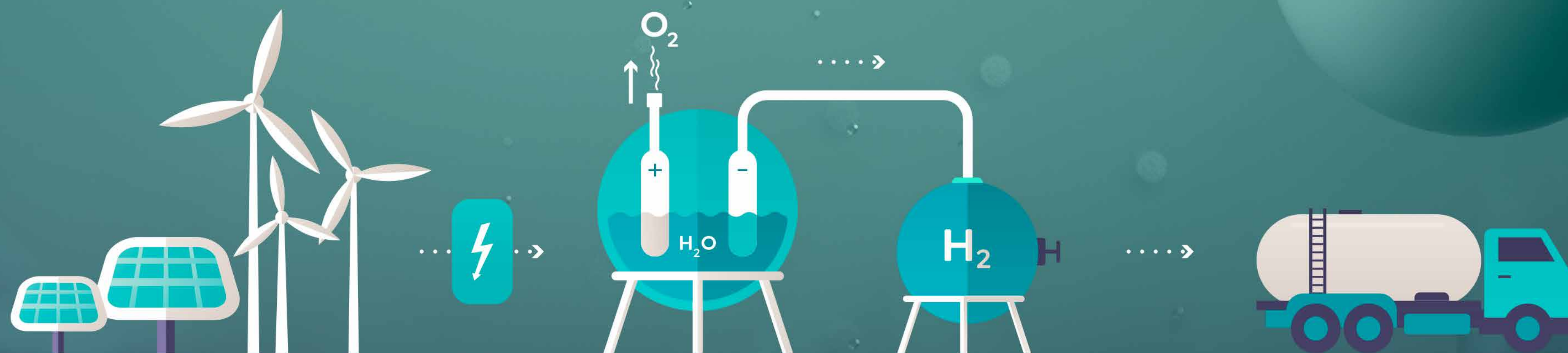


# GREEN HYDROGEN

PRODUCTION OF H<sub>2</sub> IN THE  
STATE OF CEARÁ:  
CAPACITY ESTIMATED AT 40 THOUSAND  
MEGAWATTS BY 2050

AGREEMENTS SIGNED WITH MAJOR  
GLOBAL PLAYERS

FIRST PILOT PLANT IN BRAZIL EXPECTED TO  
OPERATE IN 2022



# SEAWATER DESALINATION PLANT

LARGEST DESALINATION STRUCTURE UNDER  
DEVELOPMENT IN BRAZIL

MORE THAN 700 THOUSAND PEOPLE BENEFITED

CAPACITY:  $1 \text{ M}^3$  OF WATER PER SECOND



An aerial photograph of a complex highway interchange with multiple lanes and overpasses. Several vehicles, including cars and a truck, are visible on the roads. The surrounding landscape is arid and sandy.

# **LOGISTICS** **INFRASTRUCTURE**

**8.332 KM OF STATE ROADS PAVED**



# **LOGISTICS INFRASTRUCTURE**

# **TRANSNORDESTINA**

LARGEST LINEAR WORKS IN BRAZIL

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MAIN LINE WITH **1,753 KM**

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CAPACITY: **30 MILLION** TONS/YEAR



# INVESTMENT IN EDUCATION

# PROGRAM MAIS INFÂNCIA CEARÁ

MORE THAN **150 THOUSAND** FAMILIES  
BENEFITED FROM THE MAIS INFÂNCIA CARD BY THE  
END OF 2021

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MORE THAN **300 FACILITIES** FOR  
DEVELOPMENT

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MORE THAN **4.9 MILLION** HOME VISITS

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MORE THAN **1,800 TONS** OF FOOD  
DONATED THROUGH THE PROGRAM MAIS  
NUTRIÇÃO



# THE BEST RESULTS OF BRAZIL IN EDUCATION

BEST PRIMARY AND SECONDARY  
EDUCATION IN THE COUNTRY

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79 OF THE TOP 100 BRAZILIAN  
PUBLIC SCHOOLS (IDEB – 2019)

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50% OF FULL-TIME  
HIGH SCHOOLS

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123 VOCATIONAL  
SCHOOLS





# EDUCATION INTEGRATED WITHINNOVATION

8 HIGHER AND TECHNICAL  
EDUCATION INSTITUTIONS

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15,000 STUDENTS IN  
PROFESSIONAL INTERNSHIPS

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MORE THAN 19,800 RESEARCH  
SCHOLARSHIPS (2018-2021)

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CHIEF SCIENTIST PROGRAM



# ▶ HEALTH



# REGIONALIZATION OF HEALTHCARE

MOBILE URGENT CARE SERVICE  
THROUGHOUT THE STATE

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NETWORK OF REGIONAL ICUS

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INNOVATION DISTRICT

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HEALTH INDUSTRIAL AND  
TECHNOLOGICAL HUB



# ▶ TOURISM

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# CEARÁ EVENTS CENTER.

44 SIMULTANEOUS EVENTS

CAPACITY FOR 30 THOUSAND PEOPLE

3.200 PARKING SPACES

TOTAL AREA OF 176.899 M<sup>2</sup>





**THE PERFECT SCENARIO FOR  
NEW INVESTMENTS**

**573 KM OF COASTLINE**

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**7 THOUSAND FINCORPORATED  
COMPANIES IN THE TOURISM INDUSTRY**

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**ACCOMMODATION FOR MORE THAN  
87 THOUSAND PEOPLE IN  
THE HOTEL NETWORK**

**ONE OF THE BEST PLACES IN  
THE WORLD FOR KITE SURFING,  
WINDSURFING, WAKEBOARDING,  
HANG GLIDING E PARAGLIDING.**



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





**CEARÁ**

**FROM ANY PERSPECTIVE, A  
GREAT OPPORTUNITY**



**CEARÁ**  
GOVERNMENT OF THE STATE

PROGRESSING  
TOGETHER,  
**THE WORK  
DOESN'T STOP**