



**CEARÁ**  
GOVERNMENT OF THE STATE



**CEARÁ**  
CORNER OF THE ATLANTIC OCEAN

STRATEGIC  
LOCATION.  
**GATEWAY TO  
BRAZIL**



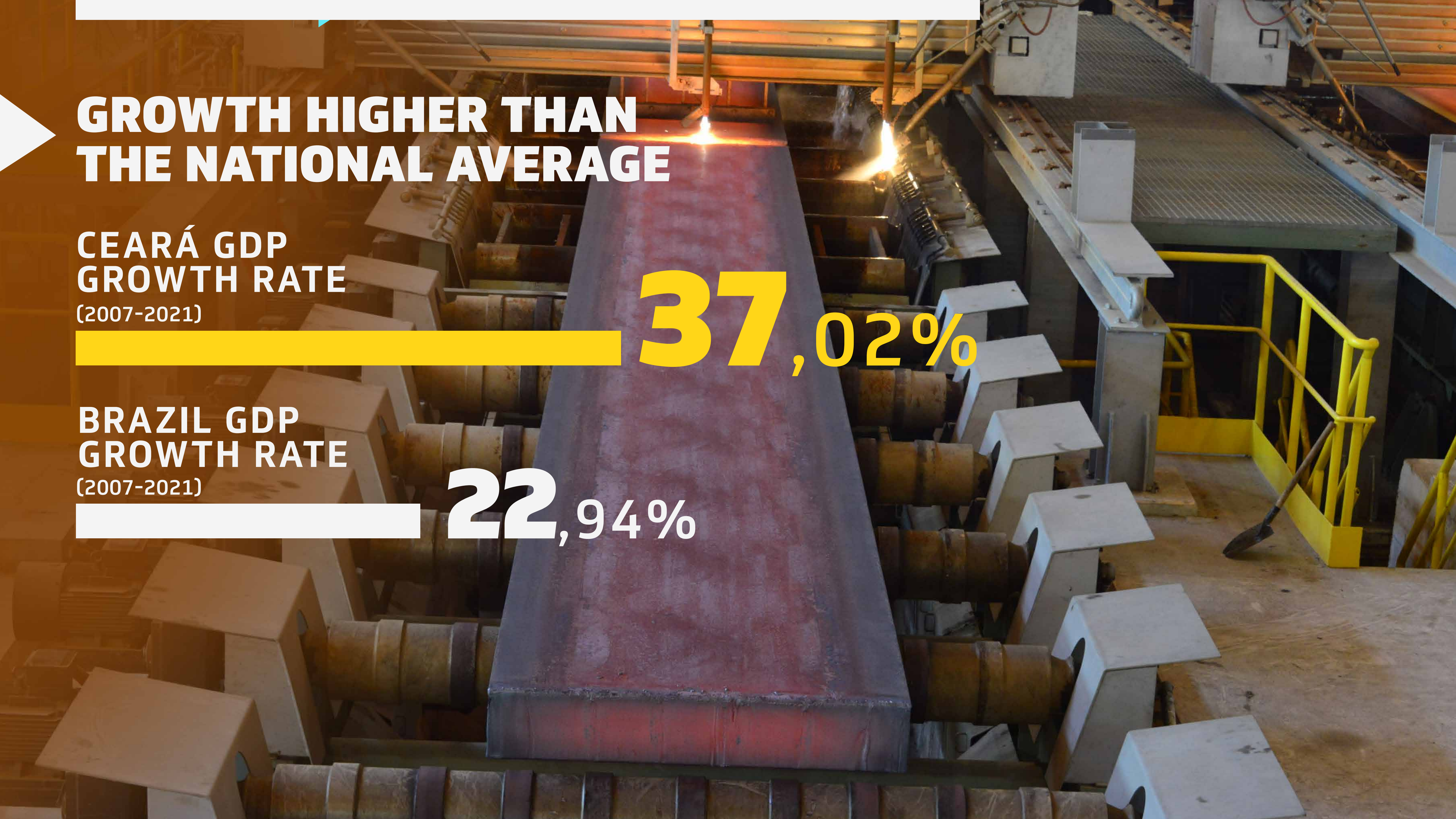
# GROWTH HIGHER THAN THE NATIONAL AVERAGE

CEARÁ GDP  
GROWTH RATE  
(2007-2021)

**37,02%**

BRAZIL GDP  
GROWTH RATE  
(2007-2021)

**22,94%**





1

0 THE STATE WITH THE HIGHEST  
PUBLIC INVESTMENT FOR 8 YEARS.

\*DATA FROM THE NATIONAL TREASURY



**PORT  
HUB**



# PECÉM INDUSTRIAL PORT COMPLEX, IN PARTNERSHIP WITH THE PORT OF ROTTERDAM.

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

WORLD-CLASS  
OFFSHORE TERMINAL

NATURAL DRAFT OF **15.3** METERS

**10 BERTHS**

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  
OF FISH

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





# 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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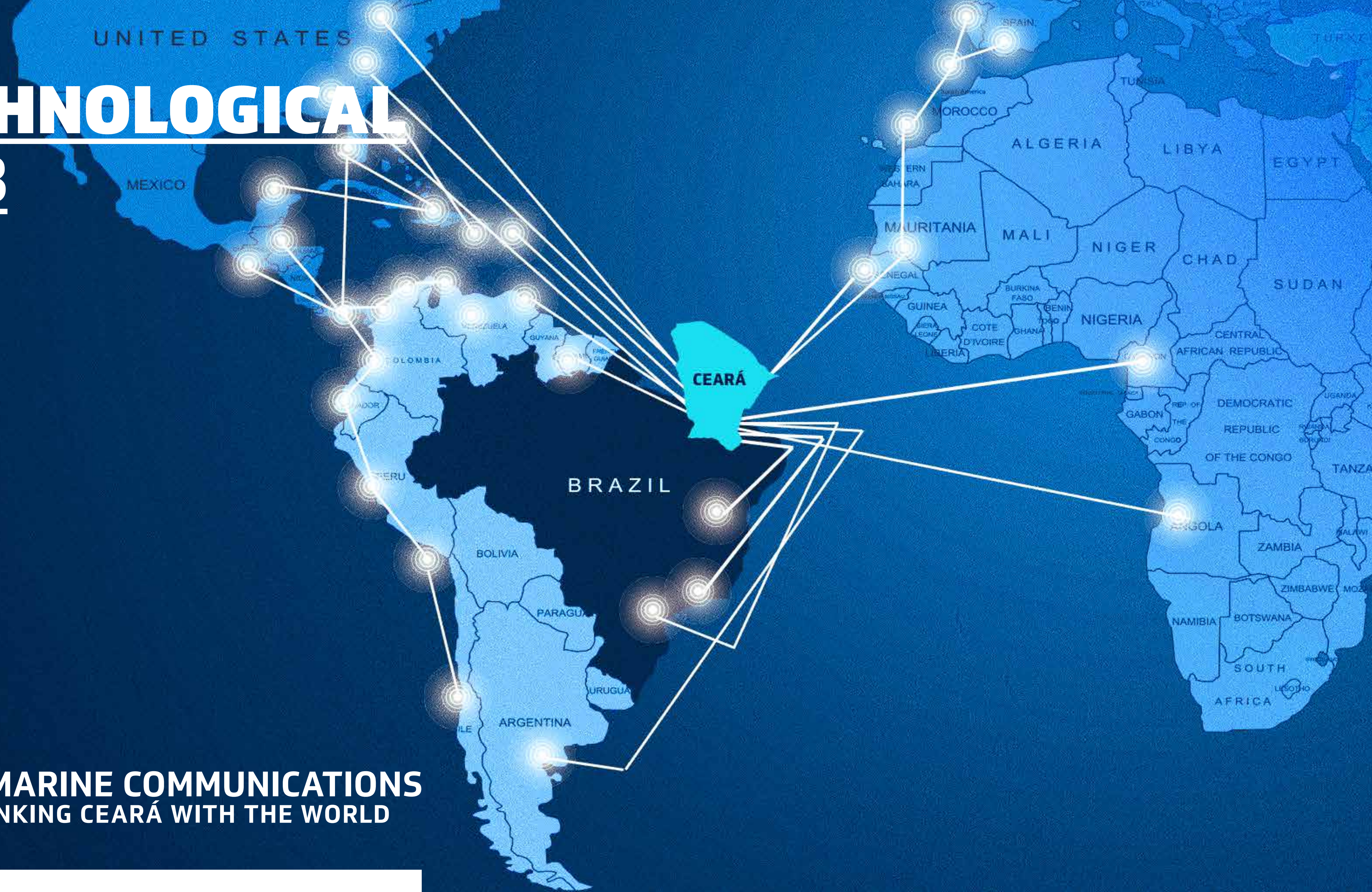
MANAGED BY FRAPORT, THE  
GLOBAL LEADER IN THE SECTOR

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INTEGRATED INTO THE STATE AVIATION  
NETWORK, WITH 10 AIRPORTS

# TECHNOLOGICAL HUB

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





**TECHNOLOGICAL**  
**HUB**

**DIGITAL**  
**BELT**

**14.500 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:  
99 UNDERTAKINGS = 2.506 MW

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CONTRACTED CAPACITY:  
13 UNDERTAKINGS = 374,9 MW

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## OFFSHORE

**11** PARKS UNDER LICENSING BY  
THE BRAZILIAN INSTITUTE OF  
ENVIRONMENT AND RENEWABLE  
NATURAL RESOURCES IBAMA WITH  
A CAPACITY = 26,940 MW

# **RENEWABLE ENERGY**

## **SOLAR**

INSTALLED CAPACITY:  
21 UNDERTAKINGS = 499,9 MW

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CONTRACTED CAPACITY:  
74 UNDERTAKINGS = 2.687,70 MW

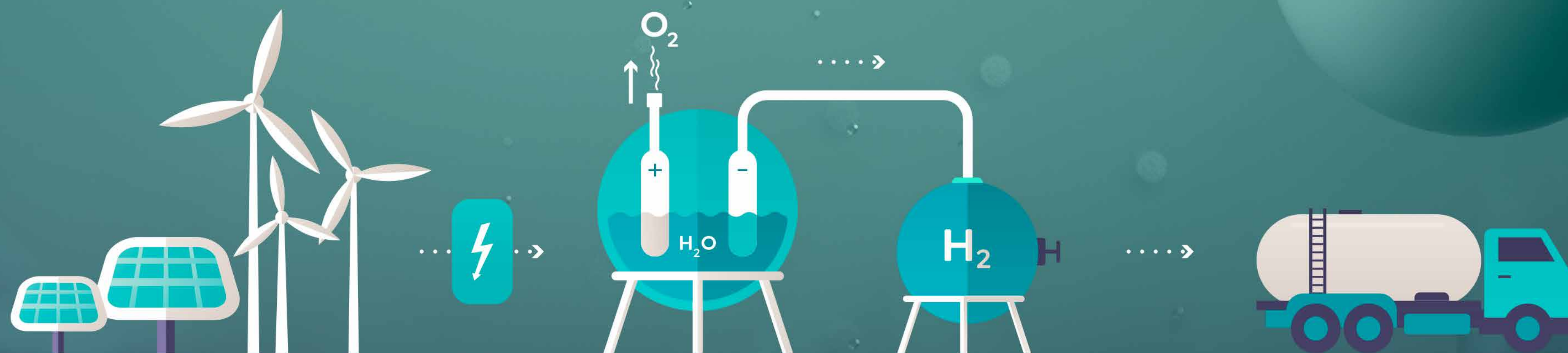


# GREEN HYDROGEN

PRODUCTION OF H<sub>2</sub> IN THE  
STATE OF CEARÁ:  
CAPACITY ESTIMATED AT 30.000 MW BY 2050

AGREEMENTS WITH MAIN GLOBAL PLAYERS,  
WITH 18 LETTERS OF INTENT ALREADY SIGNED

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**

**8.611,70 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

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

60% OF FULL-TIME  
HIGH SCHOOLS

131 VOCATIONAL  
SCHOOLS

55 HIGH SCHOOLS  
AMONG THE 100 BEST EVALUATED  
IN BRAZIL\*

\*A STUDY ON THE QUALITY OF UPPER SECONDARY EDUCATION, CARRIED OUT BY THE INSTITUTIONS INTERDISCIPLINARIDADE E EVIDÊNCIAS NO DEBATE EDUCACIONAL (IEDE), FUNDAÇÃO LEMANN, INSTITUTO UNIBANCO, AND ITAÚ BBA.



# 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 33,000 RESEARCH  
SCHOLARSHIPS (2015-2022)

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CHIEF SCIENTIST PROGRAM

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EXPANSION OF STATE HIGHER EDUCATION WITH  
7 NEW UNIVERSITY AREAS



**ATENÇÃO**  
AO ENTRAR NO CAMPUS  
COM QUALQUER ANIMAL  
PARE E IDENTIFIQUE-SE



# ▶ HEALTH

An aerial photograph of the Hospital Regional do Cariri, a large, modern, multi-story white building complex. The building features a prominent logo on its facade consisting of a teal cross inside a square, with the text "HOSPITAL REGIONAL DO CARIRI" below it. The hospital is situated in an urban area with other tall buildings in the background and a road with cars in the foreground. The sky is clear and blue. A semi-transparent blue overlay covers the left side of the image, containing white text.

# 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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**13.045 FINCORPORATED COMPANIES  
IN THE TOURISM INDUSTRY**

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**ACCOMMODATION FOR MORE THAN  
104 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

WORK  
THAT  
**PAYS OFF**