



CEARÁ
GOVERNMENT OF THE STATE



CEARÁ

AT THE CORNER OF THE ATLANTIC OCEAN

CEARÁ: THE LAND OF LIGHT

LAND AREA

NETHERLANDS

41,543 KM²

BRAZIL

8,510,418 KM²

CEARÁ

148,894 KM²

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 31,217
MILLION**

(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

LAW 14,184/2021
DECREE NO. 11,088, JUNE 1, 2022

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 IN 2019

643 GW

SOLAR PV* POTENTIAL

137 GW

HYBRID POTENTIAL

97 GW

ONSHORE WIND
POWER POTENTIAL

117 GW

OFFSHORE WIND
POWER POTENTIAL

*PV – PHOTOVOLTAIC
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 M³** 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 M³/H. THE CAPACITY
CURRENTLY USED IS 600 M³/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
energy solutions

Fraport
Frankfurt Airport
Services Worldwide

Sprint
Together with NEXTEL

TATA
COMMUNICATIONS

TELECOM
ITALIA

OceanPact

Azul

GOL

américa
móvil

CHINA UNICOM

EllaLink

Sprint
Together with NEXTEL

TB Transportes
Evoluindo com Voo

ENTEL

Grendene

enel

BETÂNIA

aes

camtel

CHINA UNICOM

EllaLink

Hapag-Lloyd

stet

ENTEL

Grendene

enel

BETÂNIA

HAMBURG SÜD

Cnt

ambev

camtel

aes

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

国家电投
SPIC

DONGKUK STEEL

amazon

aeris

Hard Rock
CAFE

TransHydrogen
Alliance

mandic
CLOUD SOLUTIONS

TELXIUS
Facilitamos la comunicación

angola
cables

TAP
TAP PORTUGAL

DONGKUK STEEL

amazon

aeris

Hard Rock
CAFE

TransHydrogen
Alliance

mandic
CLOUD SOLUTIONS

TELXIUS
Facilitamos la comunicación

Vestas

Ministério da Saúde
FOCRUZ
Fundação Oswaldo Cruz

中国电建
POWERCHINA

STI
中清科技投资管理股份有限公司
SHANGHAI QINGKE INVESTMENT MANAGEMENT CO., LTD.

MATSUDA

Vila Galé
HOTÉIS

mandic
CLOUD SOLUTIONS

TELXIUS
Facilitamos la comunicación

angola
cables

TAP
TAP PORTUGAL

DONGKUK STEEL

amazon

aeris

Hard Rock
CAFE

TransHydrogen
Alliance

mandic
CLOUD SOLUTIONS

TELXIUS
Facilitamos la comunicación

Vestas

Ministério da Saúde
FOCRUZ
Fundação Oswaldo Cruz

中国电建
POWERCHINA

STI
中清科技投资管理股份有限公司
SHANGHAI QINGKE INVESTMENT MANAGEMENT CO., LTD.

MATSUDA

Vila Galé
HOTÉIS

mandic
CLOUD SOLUTIONS

TELXIUS
Facilitamos la comunicação

orange™

LATAM

中清科技投资管理股份有限公司
SHANGHAI QINGKE INVESTMENT MANAGEMENT CO., LTD.

ArcelorMittal

Robinson
Crusoe
EL SABOR DEL MAR Y LA VIDA

MAERSK

Telefonica

alcatel

verizon

casadosventos

TERMAGO
LOGÍSTICA

AIRFRANCE

LATAM

中清科技投资管理股份有限公司
SHANGHAI QINGKE INVESTMENT MANAGEMENT CO., LTD.

ArcelorMittal

Robinson
Crusoe
EL SABOR DEL MAR Y LA VIDA

MAERSK

Telefonica

alcatel

Institut Pasteur

Votorantim

4 Dias Branco

CenturyLink

Lanlink

Qair

DIAGEO

AT&T

Instituto de Tecnologia
em Neurobiológicos
Bio-Manguinhos

VICUNHA
TEXTIL

WHITE MARTINS

eneva

edp

Roca

Sudamin

aena

globenet

Port of
Rotterdam

SUMITOMO
CHEMICAL

apodi
CIMENTO

Cia Sulamericana
de CEMENTO

ORACLE

GERDAU

m
sc

Institut Pasteur

Votorantim

4 Dias Branco

CenturyLink

Lanlink

Qair

DIAGEO

AT&T

Instituto de Tecnologia
em Neurobiológicos
Bio-Manguinhos

VICUNHA
TEXTIL

WHITE MARTINS

eneva

edp

Roca

Sudamin

aena

globenet

Port of
Rotterdam

SUMITOMO
CHEMICAL

apodi
CIMENTO

Cia Sulamericana
de CEMENTO

ORACLE

GERDAU

m
sc



CEARÁ

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



CEARÁ
GOVERNMENT OF THE STATE