



CEARÁ
GOVERNMENT OF THE STATE



CEARÁ

AT THE CORNER OF THE ATLANTIC OCEAN

CEARÁ: THE LAND OF LIGHT

LAND AREA

NETHERLANDS	41,543 KM ²
BRAZIL	8,510,418 KM ²
CEARÁ	148,894 KM ²


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

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 – 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

Fraport

Sprint

TATA COMMUNICATIONS

TELECOM ITALIA

OceanPact

Azul

GOL

américa móvil

CHINA UNICOM

EllaLink

Sprint

TB Transportes

ENTEL

Grendene

enel

BETÂNIA

camtel

aes

国家电投
SPIC

Hapag-Lloyd

stet

Deutsche Telekom

PagueMenos

HAMBURG SÜD

Cnt

ambev

angola cables

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Vestas

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SPIC

Hapag-Lloyd

stet

Deutsche Telekom

PagueMenos

HAMBURG SÜD

Cnt

ambev

DONGKUK STEEL

amazon

aeris

Hard Rock CAFE

TransHydrogen Alliance

mandic

TELXIUS

Ministerio da Saúde
FOCRUZ
Fundação Oswaldo Cruz

TAP
TAP PORTUGAL

中国电建
POWERCHINA

中国科技投资管理集团有限公司

MATSUDA

Vila Galé
HOTÉIS

mandic

TELXIUS

verizon

casadosventos

TERMAGO
LOGÍSTICA

AIRFRANCE

LATAM

orange

中国电建
POWERCHINA

中国科技投资管理集团有限公司

MATSUDA

Vila Galé
HOTÉIS

mandic

TELXIUS

Institut Pasteur

Votorantim

4 Dias Branco

CenturyLink

Port of Rotterdam

Qair

中国电建
POWERCHINA

中国科技投资管理集团有限公司

ArcelorMittal

Robinson Crusoe

FRESENIUS KABI

MAERSK

Telefonica

alcatel

edp

Roca

Sudamin

aena

globenet

Port of Rotterdam

Qair

中国电建
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ArcelorMittal

Robinson Crusoe

FRESENIUS KABI

MAERSK

Telefonica

alcatel

MERCOSUL LINE

apodi

Cia Sulamericana de Cimento

ORACLE

MSC

GERDAU

eneva

WHITE MARTINS

VICUNHA

Instituto de Tecnologia em Alimentos
Bio-Manguinhos

AT&T

DIAGEO

SUMITOMO CHEMICAL

Port of Rotterdam

Qair

中国电建
POWERCHINA

中国科技投资管理集团有限公司

ArcelorMittal

Robinson Crusoe

FRESENIUS KABI

MAERSK

Telefonica

alcatel

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 text.

CEARÁ

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



CEARÁ
GOVERNMENT OF THE STATE