

CEARÁ

A SUSTAINABLE ECONOMIC GROWTH.



GOVERNMENT OF THE
STATE OF CEARÁ

**ÁREA:**

148.825 KM

184 MUNICIPALITIES

STATE CAPITAL:**FORTALEZA**

5th LARGEST CITY IN THE COUNTRY

7th LARGEST CITY IN TERMS OF CONSUMPTION

MAIN ECONOMIC SECTORS:

INDUSTRY, ENERGY, MINING, TOURISM, SERVICES AND AGRIBUSINESS

TOTAL POPULATION:

8.4 MILLION

URBAN POPULATION: 6.3 MILLION

RURAL POPULATION: 1.9 MILLION

THE PECÉM INDUSTRIAL AND PORT COMPLEX

REFINERY

ZPE

STEEL MILL

PORT OF PECÉM

CTTC - WORKER TRAINING
CENTER OF CEARÁ



CEARÁ HAS THE INFRASTRUCTURE IN PLACE FOR THE INSTALLATION OF A REFINERY.

2,100 kilometers of paved roads were built in the last years. The power transmission grid was improved and extended while investments were made in natural gas and water supply. Resources were also allocated to the expansion and improvement of the Port of Pecém and the construction of the Technical Training Center for specialized labor.

REFINERY INFRASTRUCTURE

- WIDENING OF A 20 KM STRETCH ON THE CE-155 HIGHWAY
- CONSTRUCTION OF THE CE-576 HIGHWAY (THE “STEEL PLATES” HIGHWAY) BETWEEN THE PORT OF PECÉM AND THE COMPLEX - 8 KM
- A 22 KM-LONG RAILROAD
- CONSTRUCTION OF THE GUAMARÉ-PECÉM NATURAL GAS PIPELINE (383 KM)
- CHESF SUBSTATION (200 MW)
- ORE CONVEYOR BELT (12 KM)
- INTERMODAL CARGO TERMINAL (352 HA)
- PIPELINE (9 KM)
- WATER CHANNELING SYSTEM (23 KM)
- THERMAL POWER PLANTS (242 MW + 327 MW + 1080 MW)
- OFFSHORE PORT TERMINAL, JUST 56 KM FROM FORTALEZA
- PORT DRAFT: 19.00 M
- 2 PIERS WITH 4 BERTHS
- 1 ADDITIONAL PIER WITH 2 BERTHS

THE EXPORTS PROCESSING ZONE (ZPE)

It is the first of its kind in operation in Brazil and the one with the largest available area (6,182 hectares). A tax-free area offering simplified administrative, tax and foreign exchange services that significantly improve the profitability of ZPE-based companies. Named as the best Free Trade Zone of Latin America and the Caribbean for large corporations in 2016 by the Financial Times.





THE STEEL MILL

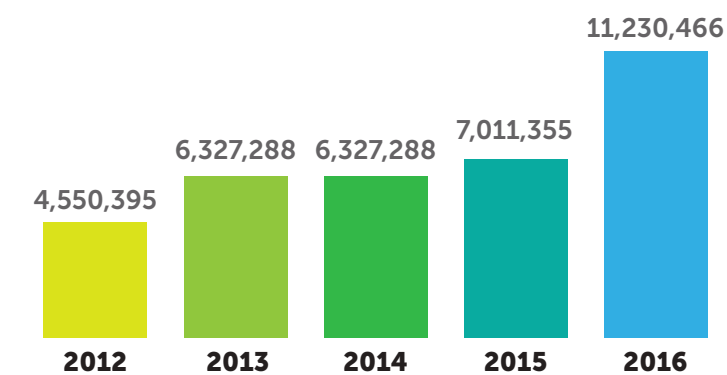
Companhia Siderúrgica do Pecém (CSP) is the first steel mill in the Northeast Region. The steelworks was built at the Pecém Industrial and Port Complex, located on the CE-422 highway, in São Gonçalo do Amarante County. It is the only factory of its kind built in the Western hemisphere, a joint venture between Vale, Posco and Dongkuk. It began its operations in August 2016, with a production capacity of 3,000 tons of steel plates per year in its first stage, a figure that will double once its second stage becomes operational.

PORT OF PECÉM

It was designed as an offshore port with an exclusive pier for solid bulks (Pier No. 2 - coal and iron ore), an exclusive pier for liquid bulks (Pier No. 2), and a Multipurpose Cargo Terminal.

PORT AREA: 1,000 HA
CONTAINERS HANDLED IN 2016: 11 MILLION
CARGO HANDLING: 171,000 TEUS

PORT OF PECÉM'S CARGO MOVEMENT IN THE LAST FIVE YEARS (TONS)



CURRENT SITUATION OF THE PORT OF PECÉM

- 380 M² STORAGE YARD
- 2 WAREHOUSES (10,000 AND 6,250 M²)
- CONTAINER YARD WITH 888 POWER OUTLETS
- 3 POWERPACKS WITH 120 POWER OUTLETS

THE PORT OF PECÉM'S SECOND ENLARGEMENT STAGE

- CONSTRUCTION OF THREE NEW DOCKING BERTHS (BERTHS 7, 8 AND 9)
- CONSTRUCTION OF A NEW ACCESS BRIDGE.
- WIDENING OF THE EXISTING BREAKWATER.

MAP OF PORTS



CEARÁ'S WORKERS TRAINING CENTER

The purpose of the Ceará Workers Training Center (CTTC) is to promote the professional qualification and training of thousands of people. Through the Federal Institute of Ceará (IFC), the CTTC will offer courses in many fields, such as Petrochemistry, Metallurgy and Mechanics, Logistics and Transport, Civil Construction, Food, and others. The CTTC has a complete teaching infrastructure built on 9,000 m2, located at the junction of the CE-085 and the CE-442 highways, between the counties of Caucaia and São Gonçalo do Amarante. The CTTC demanded an investment of R\$ 33.7 million from the state government and the Ministry of Science and Technology, and is putting qualified workers into the labor marketplace, leading to further development and more income and quality of life for the families of Ceará

A full-page background image showing three people walking on a sandy beach. On the left, a woman with blonde hair in a bun, wearing sunglasses, a green and white striped tank top, and red shorts. In the center, a woman with dark curly hair, wearing sunglasses, a white tank top, and blue shorts. On the right, a man with dark hair, wearing a straw hat, no shirt, and blue patterned shorts. They are all smiling and walking towards the camera. The background features a calm sea and large white sand dunes under a clear blue sky.

TOURISM

THE PERFECT SCENARIO FOR NEW INVESTMENTS IN TOURISM.

Its year-round sunshine, the extensive and diverse coastline, its mild climate, the sea, the mountains and the semiarid landscapes make Ceará a fantastic tourist destination. Taking advantage of its unique conditions for sailing sports, the hotel, entertainment and restaurant industries have grown in recent years like never before. You will find lots of tourism investment opportunities in Ceará.

- **573 KM-LONG COASTLINE**
- **7,000 COMPANIES IN THE TOURISM SEGMENT**
- **OVER 84,000 HOTEL BEDS**
- **5TH PLACE IN THE ICCA RANKING (INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION)**

THE CEARÁ EVENTS CENTER IS BRAZIL'S MOST MODERN AND BEST EQUIPPED CONVENTION CENTER

The Events Center has two air-conditioned pavilions, each with 13,500 m², a 14 meter-high ceiling and able to host up to 30,000 people. The Center has soundproof rooms ready to host trade shows, events, conferences, exhibitions and shows of all sizes. It is located in a strategic part of the city, with easy access through four tunnels.

- 7 KM FROM BEIRA MAR AVENUE
- ENVIRONMENTALLY SUSTAINABLE LIGHTING AND AIR CONDITIONING
- 36 MULTIPURPOSE MODULAR ROOMS LOCATED IN TWO MEZZANINES, SUITABLE FOR SMALL AND LARGE EVENTS
- LOBBY WITH A LARGE CIRCULATION AREA, SEVEN RECEPTION DESKS, FULLY ACCLIMATIZED AND WITH A MODERN INFRASTRUCTURE
- LIVING AREA WITH SHOPS AND A FOOD COURT
- ELEVATORS AND ESCALATORS
- ACCESSIBLE BY PEOPLE WITH SPECIAL NEEDS
- 3,200 PARKING SPACES (1,760 COVERED ONES)



The Passenger Terminal of the Port of Mucuri, in Fortaleza, can receive 4,500 passengers per shift, either boarding or disembarking. It is strategically located for the docking of cruise ships, spanning over 20,000 m² and with a 350 m docking pier.

Recreation, research, education and environmental protection. The Ceará Aquarium was built with all that in mind and is expected to receive 1.2 million visitors a year, generating annual revenues of over 5.5 million dollars.

- 21,500 M2 OF BUILT AREA
- 3 FLOORS
- TWO 4D CINEMA THEATERS
- SUBMARINE SIMULATORS
- UNDERWATER TUNNEL
- RESTAURANTS
- MARINE BIOLOGY RESEARCH CENTER
- 15 MILLION LITERS OF WATER AND CLOSE TO 500 MARINE SPECIES (20% OF THEM NATIVE)
- AUDITORIUM FOR 300 PEOPLE
- ONE SHARK TANK
- 38 EXHIBITION TANKS



A few steps from the beach you will find the best tourist and hotel complex of the country, with a water park and recreational options for the entire family.

LOGISTICS

ALL ROADS LEAD TO DEVELOPMENT

THE TRANSNORDESTINA RAILROAD
ROADS
AIRPORTS





The new Transnordestina railroad will jumpstart a new development cycle in the Northeast Region of the country. Spanning over 1,728 km, it will link the city of Eliseu Martins, in the state of Piauí's countryside, to the Ports of Pecém (in the state of Ceará) and Suape (in the state of Pernambuco). The Transnordestina will make the agriculture and mining industries in the region more competitive, with modern logistics linking a high-performance railroad to deep draft ports able to receive large cargo vessels.



The state's road network extends over 11,400 km and has been recently renovated with top-quality materials.

THE BELTWAY

32 km of Fortaleza's beltway have been widened, including the construction of bridges and viaducts aimed to provide safer driving conditions, especially to heavy vehicles. The beltway's width will triple to 33 m of concrete pavement throughout its entire extension.

SABIAGUABA ROAD

It will facilitate the transport of cargo to and from the Port of Mucuripe, offering as well a new access road to the eastern beaches.



PINTO MARTINS INTERNATIONAL AIRPORT - FORTALEZA

- PASSENGER TERMINAL
With its 35,660 m2, it is able to handle 6.2 million passenger/year
- CARGO TERMINAL
It has 140 m2 and is able to handle 500 tons of exports and imports. It has three cold storage rooms

ARACATI AIRPORT

- EQUIPPED WITH INSTRUMENT FLYING SAFETY AND PROTECTION EQUIPMENT (IFR)
- SUITABLE FOR BOEING 737 AND SIMILAR AIRCRAFT

JERICOACOARA AIRPORT

- HANDLES 1,200 FLIGHTS/YEAR
- LICENSED BY THE NATIONAL CIVIL AVIATION AUTHORITY
- EQUIPPED WITH INSTRUMENT FLYING SAFETY AND PROTECTION EQUIPMENT (IFR)
- COMMERCIAL FLIGHTS ARE EXPECTED TO LAND STARTING JUNE 30, 2017
- SUITABLE FOR THE LANDING AND TAKEOFF OF LARGE AIRCRAFT SUCH AS A BOEING 777-300
- CUSTOMS AND FEDERAL POLICE AREAS TO SERVE INTERNATIONAL FLIGHTS
- SUITABLE FOR DIRECT INTERNATIONAL FLIGHTS, WITHOUT THE NEED FOR CONNECTING FLIGHTS AT THE PINTO MARTINS AIRPORT IN FORTALEZA. INTERNATIONAL FLIGHTS ARE EXPECTED TO BEGIN BY THE END OF 2017.
- COST OF THE WORKS: R\$ 70 MILLION.

LOCAL AIRPORTS

- ARACATI AIRPORT
- CAMOCIM AIRPORT
- CAMPOS SALES AIRPORT
- CRATEÚS AIRPORT
- IGUATU AIRPORT
- JERICOACOARA AIRPORT
- LIMOEIRO DO NORTE AIRPORT
- QUIXADÁ AIRPORT
- RUSSAS AIRPORT
- SÃO BENEDITO AIRPORT
- SOBRAL AIRPORT
- TAUÁ AIRPORT



PINTO MARTINS INTERNATIONAL AIRPORT - FORTALEZA



ARACATI AIRPORT



JERICOACOARA AIRPORT

UNDER CONSTRUCTION

An aerial photograph showing a river diversion project. A concrete-lined canal runs diagonally across the frame, surrounded by lush green fields and some trees. In the background, there are more fields and a small village with some buildings. The sky is clear and blue.

WATER SECURITY

SHARED RIVER BASIN MANAGEMENT AND
INTEGRATION

THE WATER BELT
DIVERSION OF THE SÃO FRANCISCO RIVER

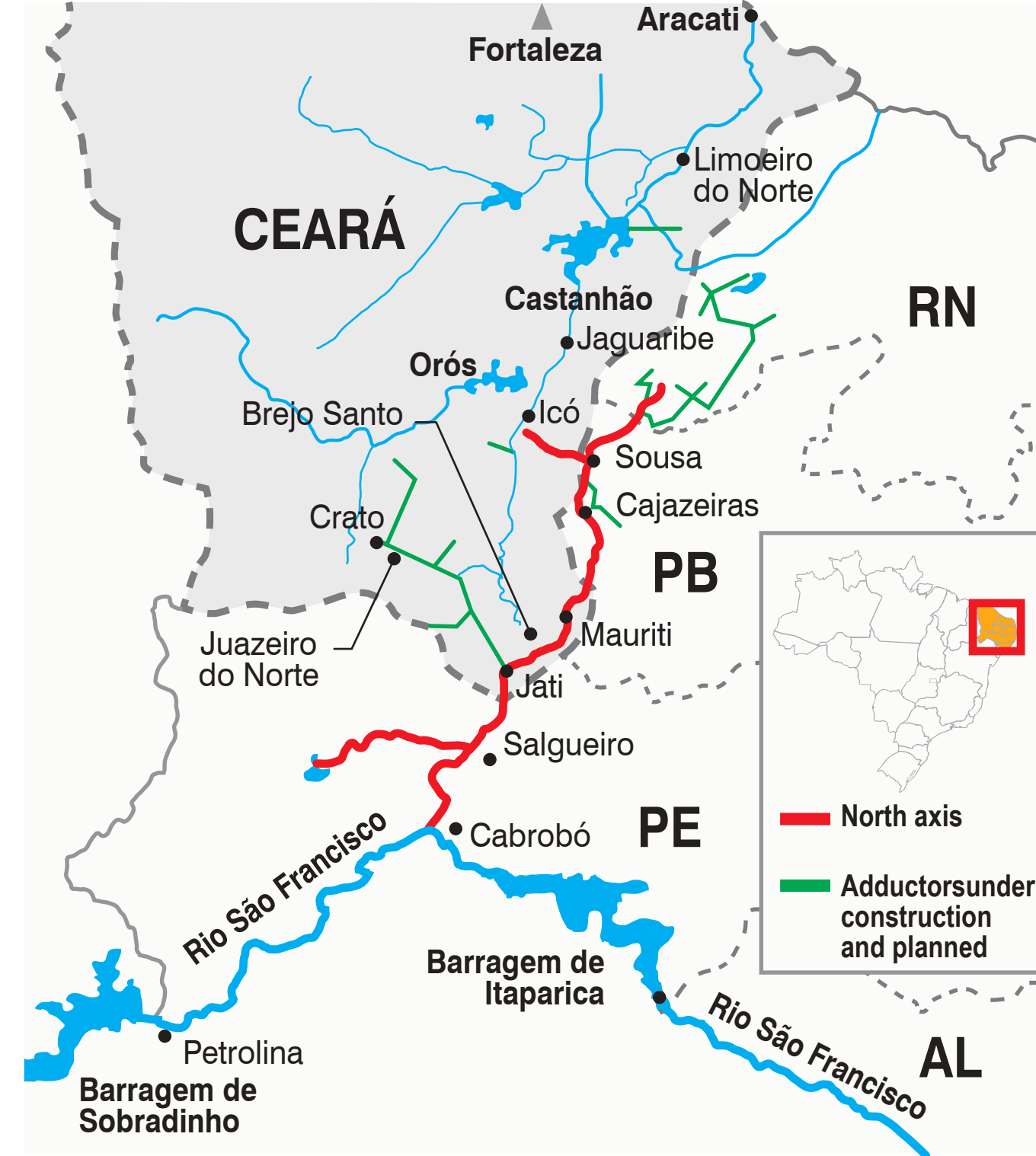


The Ceará Water Belt is the largest water infrastructure project in the entire country, aimed to ensure the supply of water to 93% of the State through channels, tunnels and natural waterbeds.

FULL EXTENSION: 1,300 KM
CHANNELS: 1,170 KM
TUNNELS: 53 KM
PIPELINES: 80 KM

THE WATER AXIS

The Water Axis integrates the Castanhão reservoir to the Metropolitan Region of Fortaleza, guaranteeing the water supply of half the state's population.



The works of the São Francisco River diversion project are already underway in Ceará, with the construction of aqueducts and a reservoir that will redistribute the waters of the river to other locations in the State through the Water Belt.

The project includes the construction of more than 477 km of concrete channels in two main sectors (north and south) for the diversion of the São Francisco River, spanning over four states (Pernambuco, Paraíba, Ceará and Rio Grande do Norte). The project includes the construction of nine water pumping stations along the way.



COMMUNICATION

THE FUTURE IS ALREADY HERE

FIBER OPTICS WIRING
DIGITAL LOGISTICS



Ceará is strategically located in relation to Europe, USA and South America for submarine fiber optic cabling.

CEARÁ'S DIGITAL BELT

- FORTALEZA OFFERS LOWER DEPLOYMENT COSTS THANKS TO ITS PROXIMITY TO EUROPE
- 3,000 KM OF HIGH-SPEED FIBER OPTICS
- THE DIGITAL BELT REACHES ABOUT 90% OF THE STATE'S URBAN POPULATION

AGRIBUSINESS

A LAND WHERE BUSINESS IS MORE FRUITFUL

Ceará's land is really good for the agribusiness. The state has several microclimates, each of them ideal for different crops. Labor and productive lands are abundant while the state's excellent location in terms of proximity to the international markets facilitates the flow of produce. Local ports and airports have direct lines for the export of agricultural products.

- SHORTER PRODUCTION CYCLES
- AVAILABLE WATER FOR IRRIGATION
- DEEP AND WELL-DRAINED SAND-CLAY SOILS
- ABUNDANT MANPOWER
- PRODUCTIVE LAND AVAILABLE AT LOW PRICES

FRUIT PRODUCTION

FLOWERS PRODUCTION

FISH, SHRIMP AND LOBSTER PRODUCTION

Ceará is one of the largest exporters of melons and watermelons and one of the leading exporters of bananas, papayas and other fruits.

Cashew is the typical produce of Ceará. The state is the largest producer and exporter of cashew nuts

- FRUIT INDICATORS
- 3RD FRUIT EXPORTER STATE IN BRAZIL
 - PLANTED AREA: 48,000 HECTARES
 - PRODUCTION: 912 MILLION TONS
 - 6 PRODUCTION CLUSTERS SPANNING OVER 64 COUNTIES
 - PRODUCTION VALUE: R\$ 912 MILLION
 - DIRECT JOBS: 30,000
 - EXPORTS: USD 110 MILLION
 - CEARÁ´S EXPORTS RANKING: 4TH PLACE
 - HIGH PRODUCTIVITY, QUALITY AND PROFITABILITY

- CASHEW INDICATORS
- 1ST CASHEW NUTS PRODUCER AND EXPORTER STATE IN BRAZIL
 - PLANTED AREA: 400,000 HA
 - PRODUCTION: 60,000 TONS
 - 6 PRODUCTION CLUSTERS SPANNING OVER 61 COUNTIES
 - PRODUCTION VALUE: R\$ 110 MILLION
 - DIRECT JOBS: 44,000
 - EXPORTS: USD 118.7 MILLION
 - CEARÁ´S EXPORTS RANKING: 3RD PLACE
 - CASHEW PLANTATIONS ARE BEING RENOVATED WITH MORE PRODUCTIVE AND EARLY SPECIMENS.

Flower production is yet another proof that Ceará is a fertile land for different types of crops

- 3RD FLOWER EXPORTER STATE IN BRAZIL
- PLANTED AREA: 350,000 HA
- PRODUCTION VALUE: USD 214 MILLION
- 5 PRODUCTION CLUSTERS SPANNING OVER 28 COUNTIES
- NUMBER OF PRODUCERS: 30
- EXPORTS: USD 3.6 MILLION
- DIFFERENT MICRO-CLIMATES AND LOWER PRODUCTION COSTS



* Fonte: IBGE/GECEA, MDIC/SECEX,SDA/Ematerce - dados 2014

** Média entre 2011 e 2016

* Fonte: IBGE/GECEA, MDIC/SECEX,SDA/Ematerce - dados 2014

** Média entre 2011 e 2016

Ceará is the leading lobster producer and exporter state in Brazil. It is also the 2nd producer of farmed tilapia and the 1st producer of farmed shrimps.

TILAPIA

- 2ND LARGEST PRODUCER STATE
- AREA: 160 HA
- PRODUCTION CLUSTERS: 6 CLUSTERS SPANNING OVER 55 COUNTIES
- DIRECT JOBS: 1,600
- PRODUCERS: 1,100, GROUPED IN 130 ASSOCIATIONS
- PRODUCING DAMS: 60
- PRODUCTION: 36,000 TONS
- PRODUCTION POTENTIAL: 200,000 TONS
- EXPORTING POTENTIAL: USD 100 MILLION

SHRIMPS

- LARGEST PRODUCER STATE
- AREA: 7,000 HA
- PRODUCTION CLUSTERS: 5 CLUSTERS SPANNING OVER 23 COUNTIES
- DIRECT JOBS: 13,000
- PRODUCERS: 325
- PRODUCTION: 35,000 TONS
- VERAGE AREA PER PRODUCER: 36.31 HA

LOBSTER

- LARGEST PRODUCER STATE IN BRAZIL
- LARGEST EXPORTER STATE IN BRAZIL
- EXPORTS: USD 40 MILLION (2011-2016)

* Fonte: IBGE/GECEA, MDIC/SECEX, SDA/Ematerce - dados 2014



RENEWABLE ENERGY

DEVELOPMENT DRIVEN BY STRONG WINDS AND SUNSHINE

Strong winds and an intense solar irradiation, combined with the increasing public investments of the State, make Ceará one of the main players in the Brazilian renewable energy industry.

WIND ENERGY
SOLAR ENERGY
OTHER ENERGY SOURCES

Ceará has today 57 wind power farms with an installed capacity of 1,533 MW, representing 15% of the country´s installed capacity. Another 1,094.5 MW are expected to come into operation by 2022. Three out of the four largest wind turbine manufacturers in Brazil have factories in our State, boosting the state´s industrial base and placing Ceará on the spotlight.

- 328 MW INSTALLED IN 15 OPERATIONAL FARMS (2016)
- THE 4 GW MILESTONE IS EXPECTED TO BE REACHED BY 2020



Ceará has the third largest solar power farm and is a pioneer in the commercial generation of farms with an installed capacity larger than 1 MW. We should highlight as well the growing incorporation of distributed power generation sources into the state´s power grid, with 307 residential, commercial and industrial units able to produce 7.8 MW of clean energy.

CEARÁ HAS AN AVERAGE SOLAR IRRADIATION OF 5.4 KWH/M²

GAS AND COAL POWER GENERATION

The Energia Pecém thermal power plant makes Ceará a net exporter of energy. Energia Pecém has been designed to minimize environmental impacts, using state-of-the-art technology to make its processes cleaner and more efficient.



SPORTING FACILITIES

ARENA CASTELÃO

THE OLYMPIC TRAINING CENTER



The Arena Castelão was one of the stadiums of the 2014 FIFA World Cup. It can host 63,903 spectators and is among the 60 largest stadiums in the world. It is the 4th largest in Brazil and the largest of the entire north and northeastern regions.

- 63,903 COVERED SEATS
- INTERNATIONAL ENVIRONMENTAL CERTIFICATION
- INTERNATIONAL SECURITY STANDARDS
- MODERN INFRASTRUCTURE
- 1,900 COVERED PARKING SPACES



With a total area of 85,900 m² and a high-speed broadband internet connection, the Olympic Training Center is a sports complex with dedicated areas for the training and competition of 29 different sports, including 28 Olympic ones. The main building has a capacity for 17,100 spectators, accommodations and equipment, all in full compliance with international quality standards. It is also near the Arena Castelão, putting Ceará right on the spotlight of major domestic and international sporting events.

- VIP BOXES, BARS AND A MULTIPURPOSE HALL
- OLYMPIC AND DIVING SWIMMING POOLS
- ATHLETICS FIELD AND TRACK
- A GYM FOR OLYMPIC GYMNASTICS, BADMINTON AND MULTISPORT COURTS.
- A BUILDING FOR WRESTLING SPORTS, TABLE TENNIS AND FENCING.
- SKATEBOARDING AND BMX TRACKS
- BEACH VOLLEYBALL AND TENNIS COURTS
- ACCOMMODATIONS FOR UP TO 248 SPORTSMEN



A photograph of a desk setup. In the foreground, a stack of newspapers is partially visible. A pair of black-rimmed glasses with red temples rests on top of the newspapers. To the right, a white cup of coffee sits on a saucer. In the background, a laptop is open, and a pen lies on the desk surface. The overall scene suggests a professional or news-related environment.

GOOD NEWS

**EDUCATION, TOURISM,
TRANSPARENCY AND
INFRASTRUCTURE**

Ceará's fine performance in different fields was highlighted by the Brazilian and international press. Education, tourism, transparency and infrastructure were the main issues that made it to the headlines. Ceará's potential was there for the entire country to see, attracting more businesses, investments and quality of life for the people of Ceará.

A LESSON IN EDUCATION

- 77 out of the 100 best public primary schools in Brazil are located in Ceará. The first 24 schools in the IDEB list (Basic Education Development Index) are also in our state.
- The IDEB goal was attained in all our counties. It was the best result of the entire northeast region.
- Close to R\$ 40 million are invested each year in literacy programs.



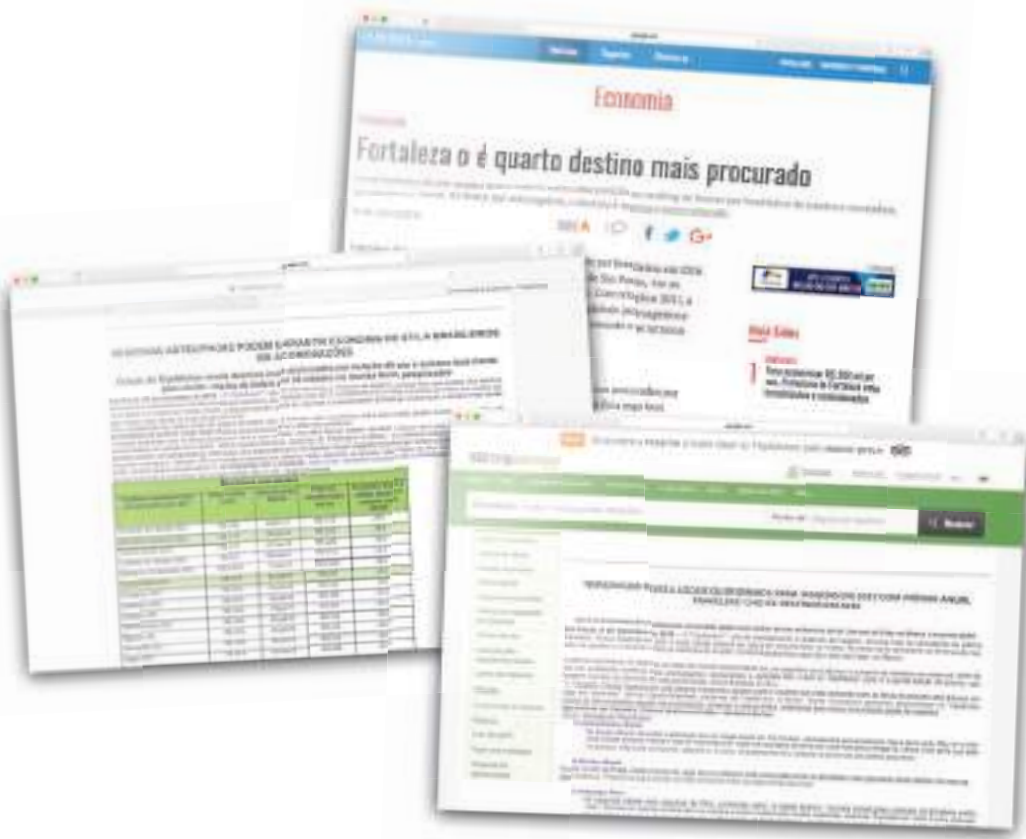
CLARITY IN THE DISCLOSURE OF INFORMATION

- First place in the National Transparency Ranking of the Federal Prosecution Department.
- Ceará climbed 6 places from the previous evaluation, when it was ranked 7th.



CONSOLIDATION AS A TOURIST DESTINATION

- Jericoacoara was chosen the best destination in South America (Source: Traveler´s Choice - TripAdvisor)
- Fortaleza was the 4th most visited destination by Brazilian tourist in 2016 (Source: TripAdvisor)



CEARÁ KEEPS GROWING

- Ceará, from one end to the other: More than R\$ 1 billion were invested in roads during 2016. More than 1,300 km of road works were completed, including road widening, paving and renovations.
- The Pecém Steelworks began its operations: Over 1 million steel tons produced and exported.
- The Pecém Refinery: An investment agreement was signed with Chinese businessmen.





GOVERNMENT OF THE
STATE OF CEARÁ