

# MOGI DAS CRUZES

SÃO PAULO, BRAZIL



PREFEITURA DE  
**MOGI DAS CRUZES**

NEW IDEAS  
FOR YOU TO  
LIVE BETTER

## Data and Indicators

### General Aspects

- Area: **721km<sup>2</sup>**
- Total Population: **429,321**
- Men: **188,857**
- Women: **198,922**
- Urban Population: **398,855**
- Rural Population: **30,466**
- Demographic Density (inhab./km<sup>2</sup>): **594.45**
- Child mortality under one (1) year of age (per thousand): **14.18 (2014)**
- Life Expectancy (years): **71.08**
- Fertility Rate (children per woman): **2.15**
- Literacy Rate: **93.50%**
- Human Development Index (HDI-M): **0.783**
  - HDI-M Income: **0.762**
  - HDI-M Longevity: **0.851**
  - HDI-M Education: **0.740**

## Data and Indicators

### General Aspects

#### Economy, consumption and finances

- GDP: R\$ 13.4 billion
- 18th wealthiest city in the State of São Paulo
- 12 multinationals installed
- 344 bank branches
- 10 thousand stores
- 1 shopping mall
- 977 industries

#### Culture & Leisure

- 3 theaters
- 8 museums
- 1 Sculpture Gallery
- 7 movie theaters
- 1 cultural centers
- 6 parks and wooded areas
- 3 concerts rooms

## Data and Indicators

### General Aspects



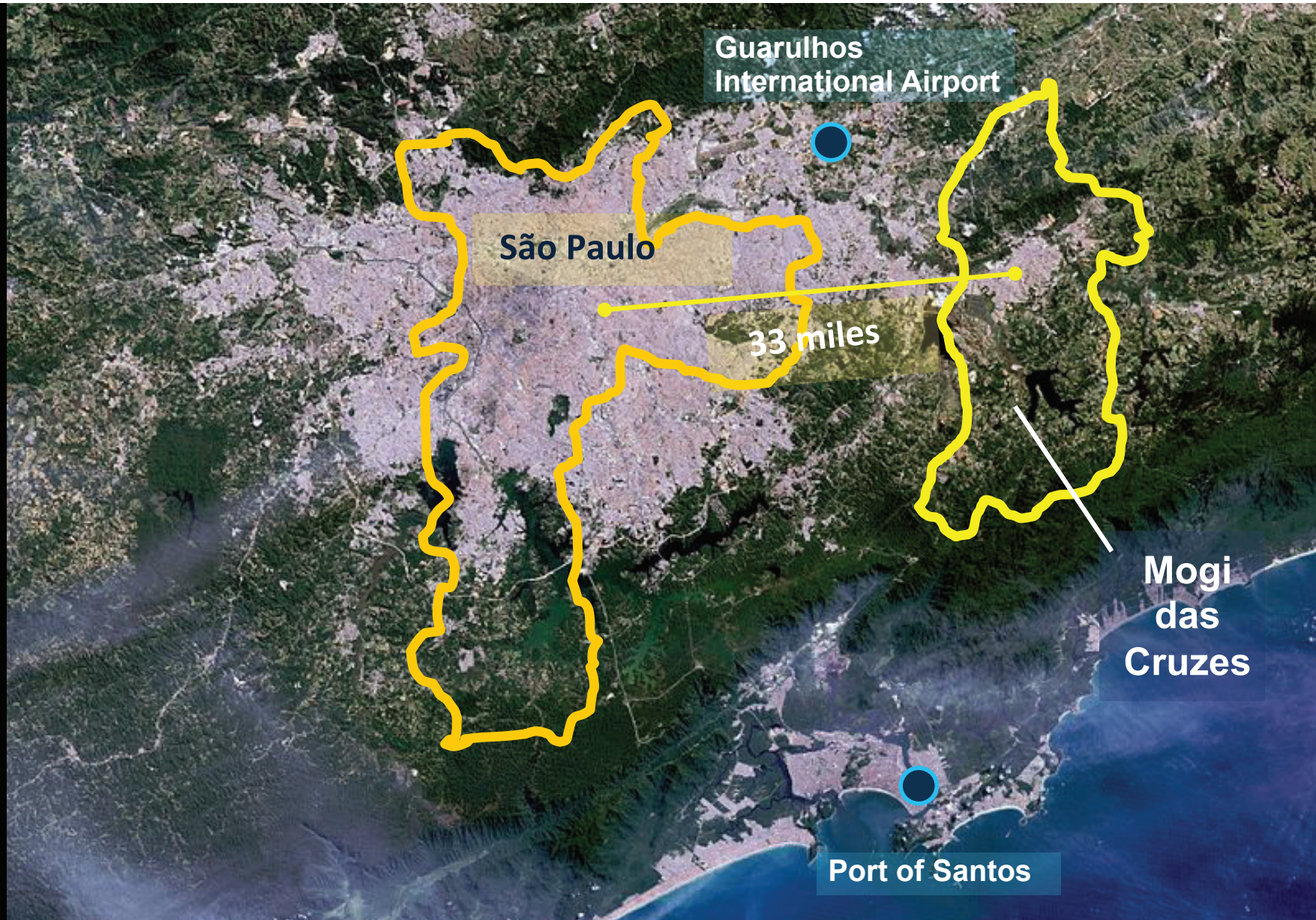
### Tourism & Hospitality

- Number of Hotels - 21
- Number of Rooms - 2,000
- General Average Daily Rate - BRL 170.00
- Average Daily Rate of a Resort - BRL 600.00
- Average amount spent on a daily basis, per tourist, in Dollars - USD 95.85 (not including the Resort)
- 540,000 visitors per year
- Average time: 2 days
- Occupancy Rate: 50%



# Location



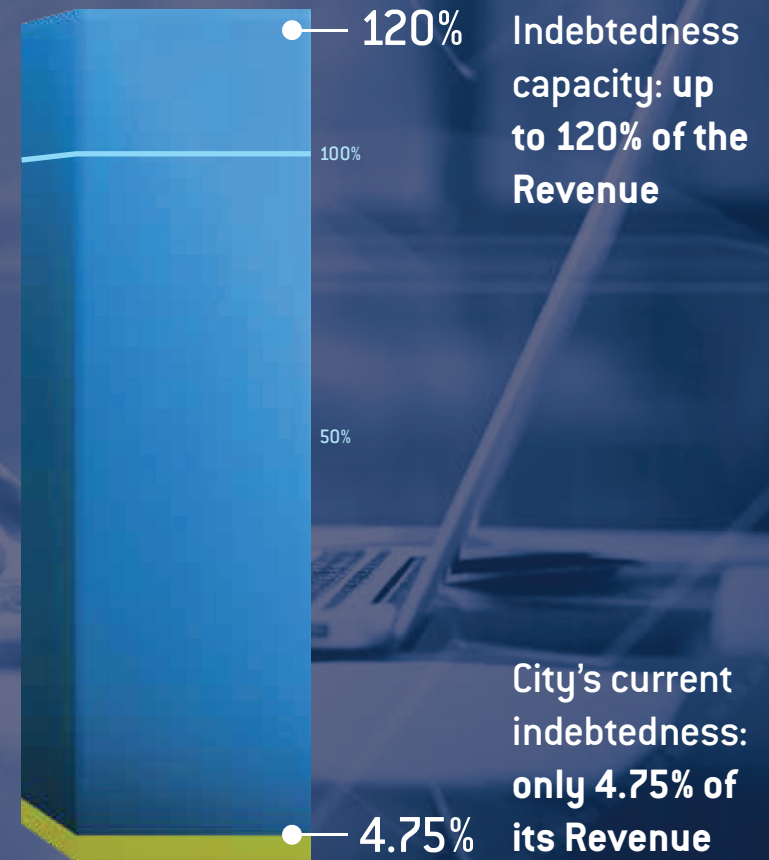


## Public Finances



## Public Finances

- Consolidated debt: R\$ 53,290,000.00
- Net Current Revenue: R\$ 1,121,738,000.00
- Indebtedness Capacity: 1,300,000,000.00





## Industrial Centers



# TABOÃO INDUSTRIAL DISTRICT

Total Area: 15 million m<sup>2</sup>  
 Area still available: 11.6 million m<sup>2</sup>.

Industries active: 26  
 Industries developing occupancy projects: 3  
 Industries that acquired land in the region: 5

Location:  
 30 km away from the São Paulo – Guarulhos Airport  
 100 km away from the Port of Santos



- Taboão District: Mogi-Dutra Highway
- At the right-hand side, Kimberly-Clark' distribution center

## COCUERA INDUSTRIAL CENTER

The site has three large companies - NGK, which manufactures spark plugs, Kimberly-Clark, which manufactures hygiene products, and Gerdau Aços Especiais, which manufactures steel.



## CEZAR DE SOUZA INDUSTRIAL CENTER

Located a mere 10 minutes away from the city center, it has easy access to state and federal highways. The site currently has 95 industries installed, from among which Nachi and Elgin Máquinas stand out, in addition to an industrial hub for 24 small and medium companies.



PARQUE INDUSTRIAL  
**CEZAR DE SOUZA**  
MOGI DAS CRUZES | SP | BRASIL

**400 THOUSAND M<sup>2</sup> AVAILABLE FOR THE INSTALLATION OF INDUSTRIES**

## BRAZ CUBAS INDUSTRIAL CENTER

This Industrial Center stands out due to the easy access to the highways that cross Mogi das Cruzes and due to the future connection to the beltway that interconnects the entire Metropolitan Region of São Paulo, in addition to abundant public transportation.

The 30 companies installed at the district include Agco, Placo, Rinnai do Brasil and Bimbo do Brasil.



PARQUE INDUSTRIAL  
**BRAZCUBAS**  
MOGI DAS CRUZES | SP | BRASIL

**2 MILLION M<sup>2</sup> AVAILABLE FOR MEDIUM AND LARGE COMPANIES**



# STRUCTURING WORKS ROAD SYSTEM



# Road Ring Mogi das Cruzes

## 1 - Beltway South Section

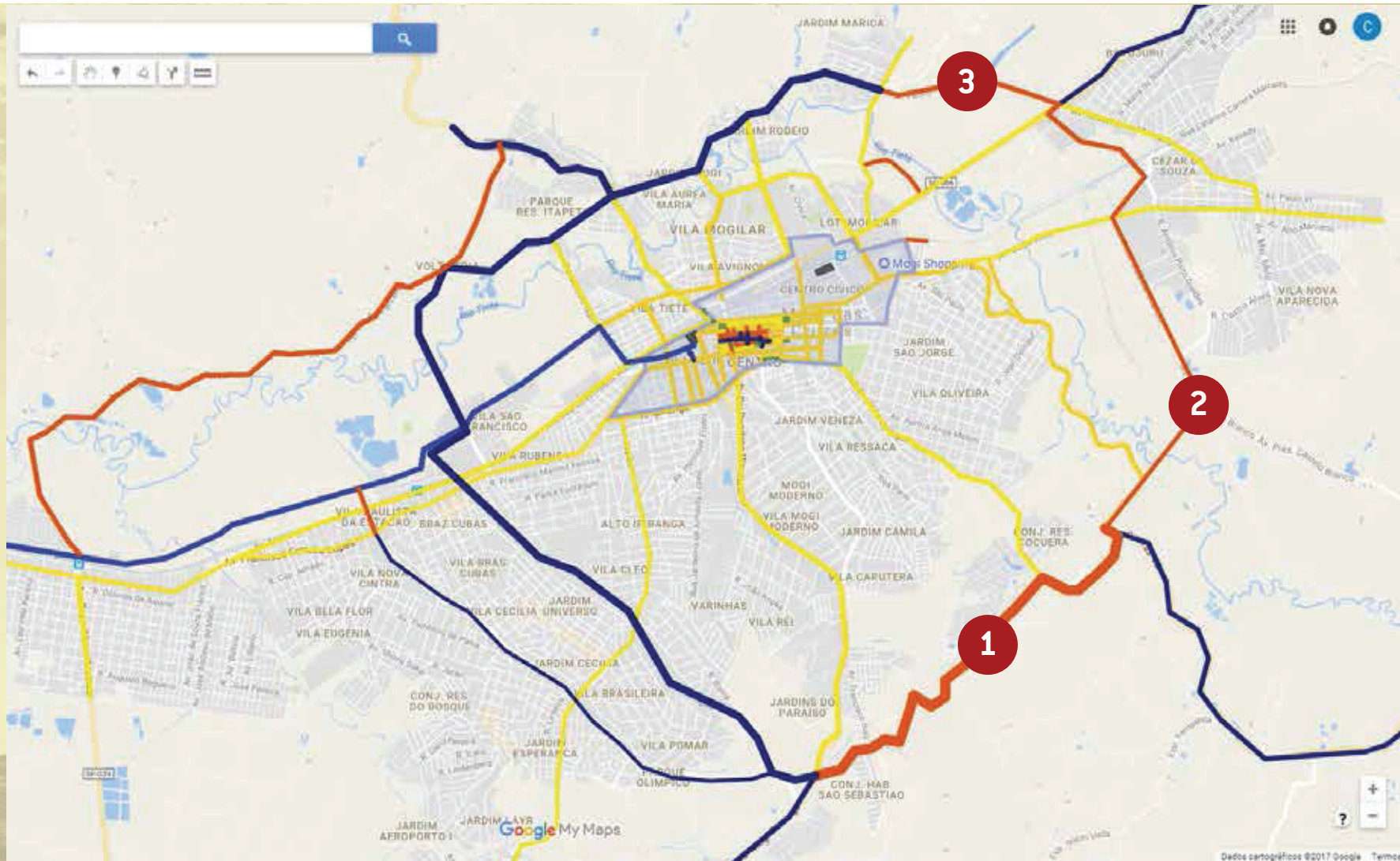
Mogi-Bertioga Highway and Mogi-Salesópolis Highway (4.64KM)

## 2 - Southeast Section

Mogi-Salesópolis Highway and Northeast Corridor (3.64KM)

## 3 - Beltway Northeast Section

NORTHEAST CORRIDOR (3.70KM)



## INVESTMENT PANEL STRUCTURAL ROAD SYSTEM

**R\$110MI**

**SOUTH SECTION**  
2 – SOUTH PERIMETER  
ROAD (4.64KM)

**R\$82MI**

**SOUTHEAST SECTION**  
3 - CASTELO BRANCO  
PERIMETER ROAD  
(3.64KM)

**R\$130MI**

**NORTHEAST SECTION**  
4- NORTHEAST  
CORRIDOR (3.70KM)

**R\$322MI**

**TOTAL INVESTMENT – ENTIRE BELTWAY**

**48 MONTHS OF IMPLEMENTATION (4 YEARS)**



# STRUCTURING WORKS CENTRAL AREA



## CENTRAL AREA

# NEW CONCEPTS

TO CONNECT, COMPACT, ADJUST,  
USE PUBLIC TRANSPORTATION,  
MIX, CHANGE, CYCLE AND WALK



Princípios, Objetivos de Performance e Métricas

15

**CENTRAL AREA**

**FLAVIANO DE MELO  
ST. 2014**



**FLAVIANO DE MELO  
ST. 2015**



## INVESTMENT

**CENTRAL AREA  
URBAN RENOVATION  
URBAN INFRASTRUCTURE  
SQUARE**

**WIDENING OF SIDEWALKS,  
IMPLEMENTATION OF WATER  
NETWORKS, SEWAGE AND  
DRAINAGE**

**TOTAL EXTENSION OF 1388**

**R\$ 20  
MILLION**

**TOTAL INVESTMENT**

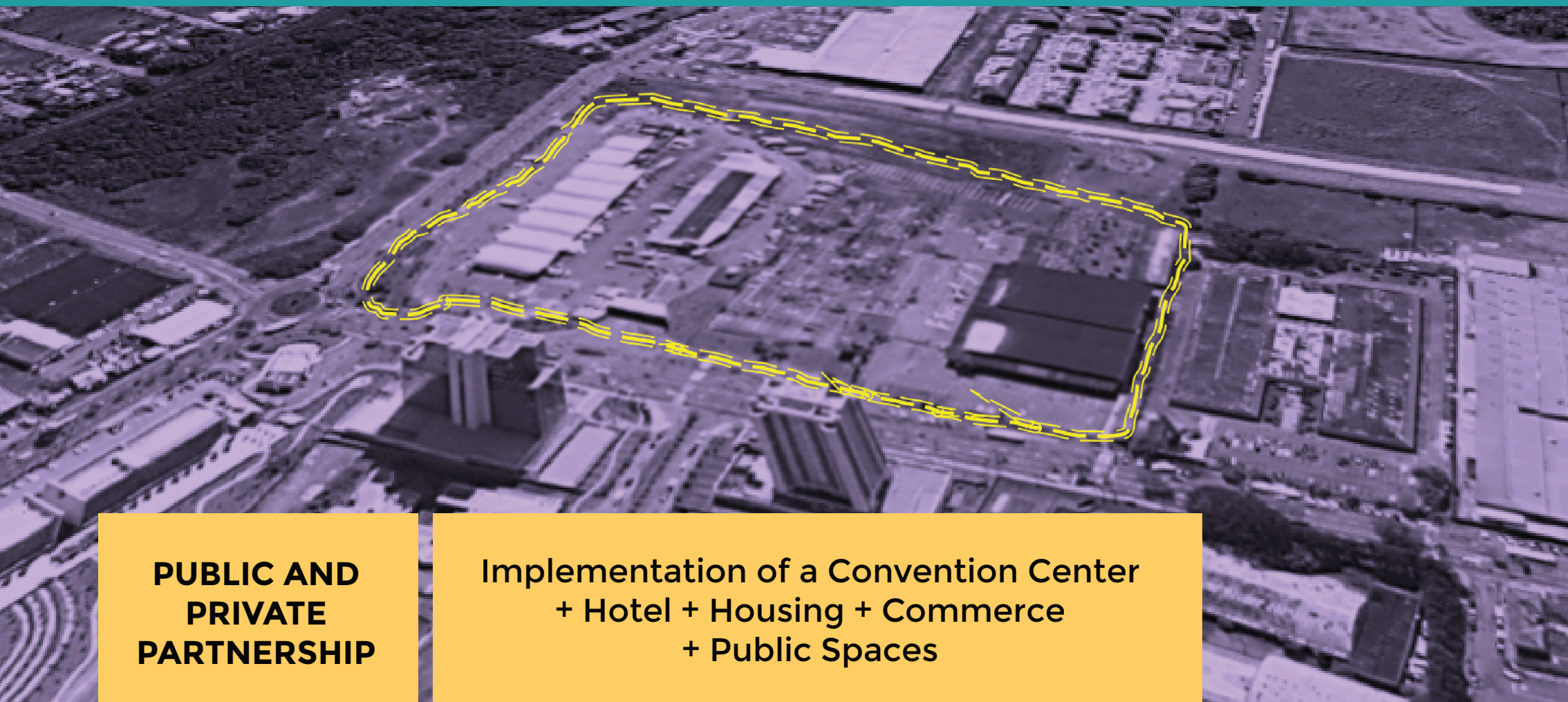
**3 YEARS**

**OF IMPLEMENTATION**

# STRUCTURING WORKS PUBLIC AND PRIVATE PARTNERSHIP



## NEW CENTRAL LOCATION

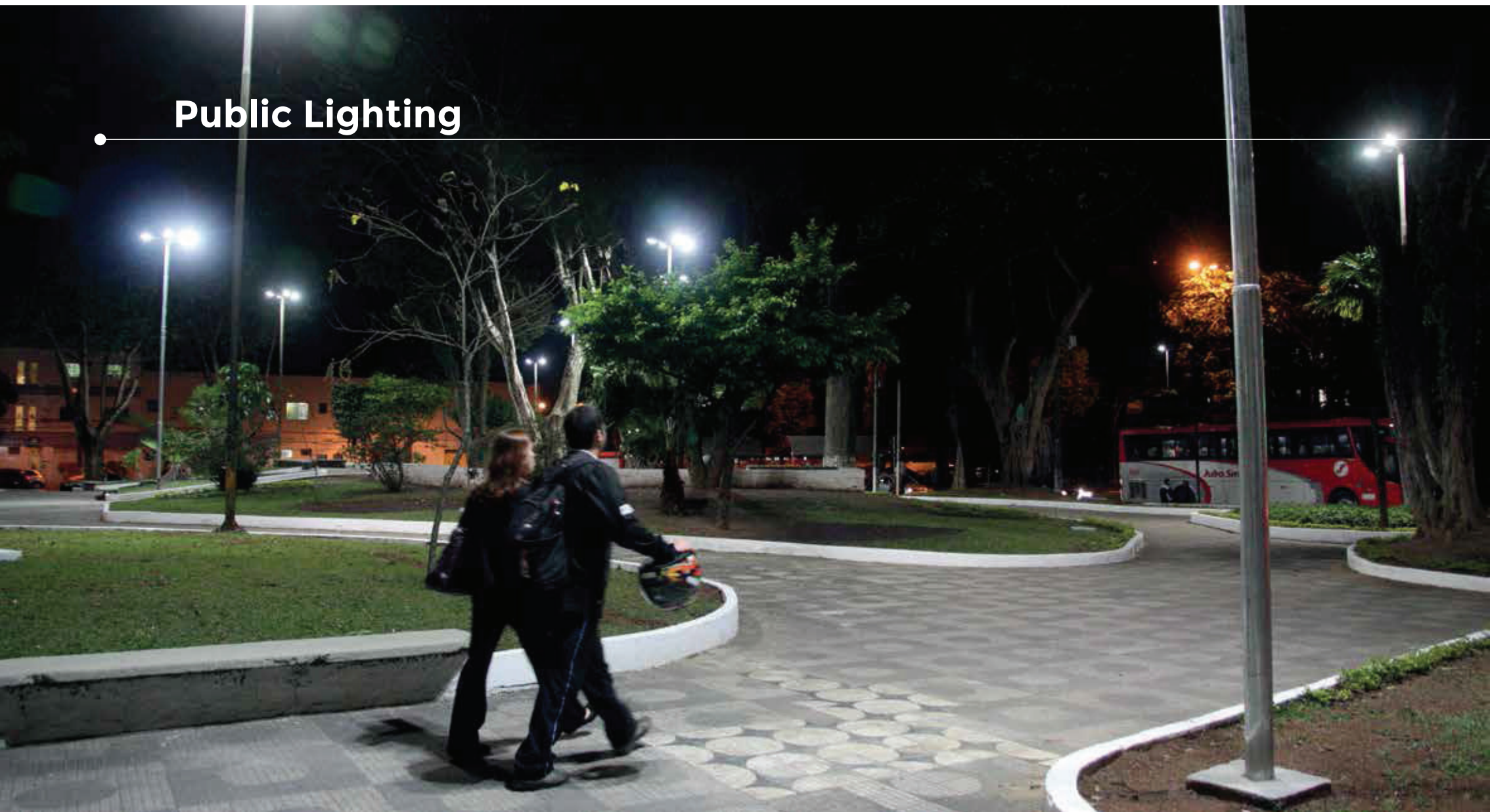


**PUBLIC AND  
PRIVATE  
PARTNERSHIP**

Implementation of a Convention Center  
+ Hotel + Housing + Commerce  
+ Public Spaces



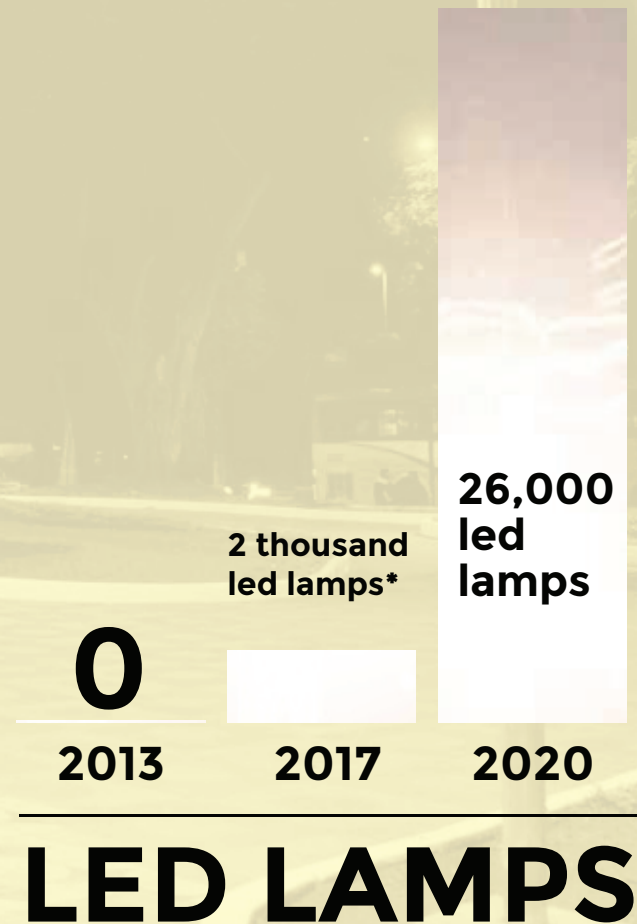
## Public Lighting



## Public Lighting Center

The modernization of the city's public lighting system is a great business opportunity for investment.

The city currently has nearly 45 thousand public lampposts, of which 34 thousand run on sodium vapor, 6,500 on metallic vapor and only 2,000 are led lights.





## Basic Sanitation (SEMAE)



## Currently

### WATER:

- 02 Capture and Holding Stations (ECRs)
- Tietê River capture authorization: 1,112 l/s
- 2 Water Treatment Stations (ETAs)
- Downtown ETA Capacity: up to 700 l/s
- 2017 Downtown ETA Average Production: 660 l/s
- East ETA Capacity: up to 250 l/s
- 2017 East ETA Average Production: 150 l/s
- Treated water imported from SABESP (2017 average): 498 l/s
- Reservoirs 25 un
- Water pumping stations 37 un
- Artesian Wells 12 un

### SEWAGE:

- 1 Sewage Treatment Station (ETE): up to 230 l/s
- SEMAE ETE Sewage Treatment (2017 average): 129 l/s
- Elevated Sewage Stations (EEE) 31 un.
- Raw Sewage ETE imported from SABESP (2017 average): 230 l/s



## Urban coverage area

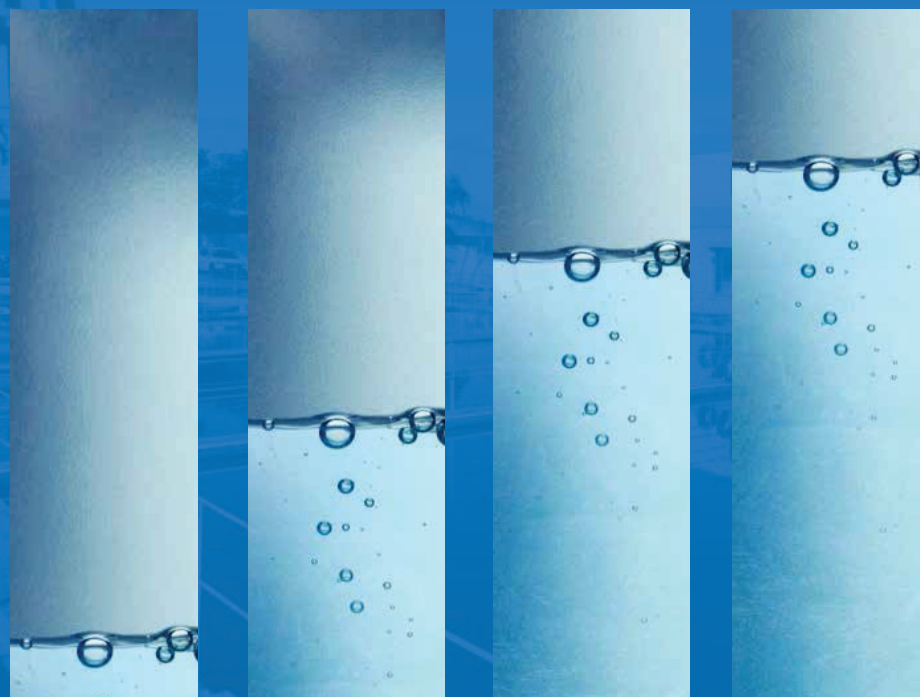
- 146,481 real properties covered
- 1,110 Km of water networks
- 804 Km of sewage networks
- Micro-measurement:  
1.6 million m<sup>3</sup>/month
- Collection:  
R\$ 13.2 million/month

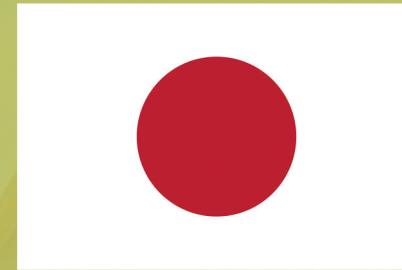
(\* Average 2017 amounts)



## Sewage Collection x Treatment Evolution

	2000	2009	2016	2020
Treatment	5%	43%	61%	71%





Mogi das Cruzes has the second largest Japanese community in Brazil.

Brotherhoods  
Seki | Toyama

Japanese companies based in Mogi das Cruzes  
NGK | NACHI | DAISO

Exporting companies to Japan  
MN Própolis | CETAL | Uramaki Mushrooms

Main legacy japone in Mogi das Cruzes



## Traditional Festivals



Akimatsuri



Furusato Matsuri



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