

# GROWTH VECTORS OF CEARA ECONOMY



GOVERNMENT OF THE  
STATE OF CEARÁ

2018



# LOGISTICAL CORRIDORS

# THROUGH CEARÁ

- *1,638.26 KM of completed works*
- *657.93 KM in progress*
- *600 KM of works to be implemented*



CEARÁ  
DE PONTA  
A PONTA

O Programa  
de Logística  
e Estradas  
do Ceará.

# TRANS-NORDESTINA



# TRANS- NORDESTINA

**2 PORTS**  
PECÉM (CE) AND  
SUAPE (PE)

**EXTENSION**  
**1,753KM LINE**  
**MAIN + 190KM**  
**YARDS**

**600KM ARE**  
**ALREADY**  
**COMPLETED**

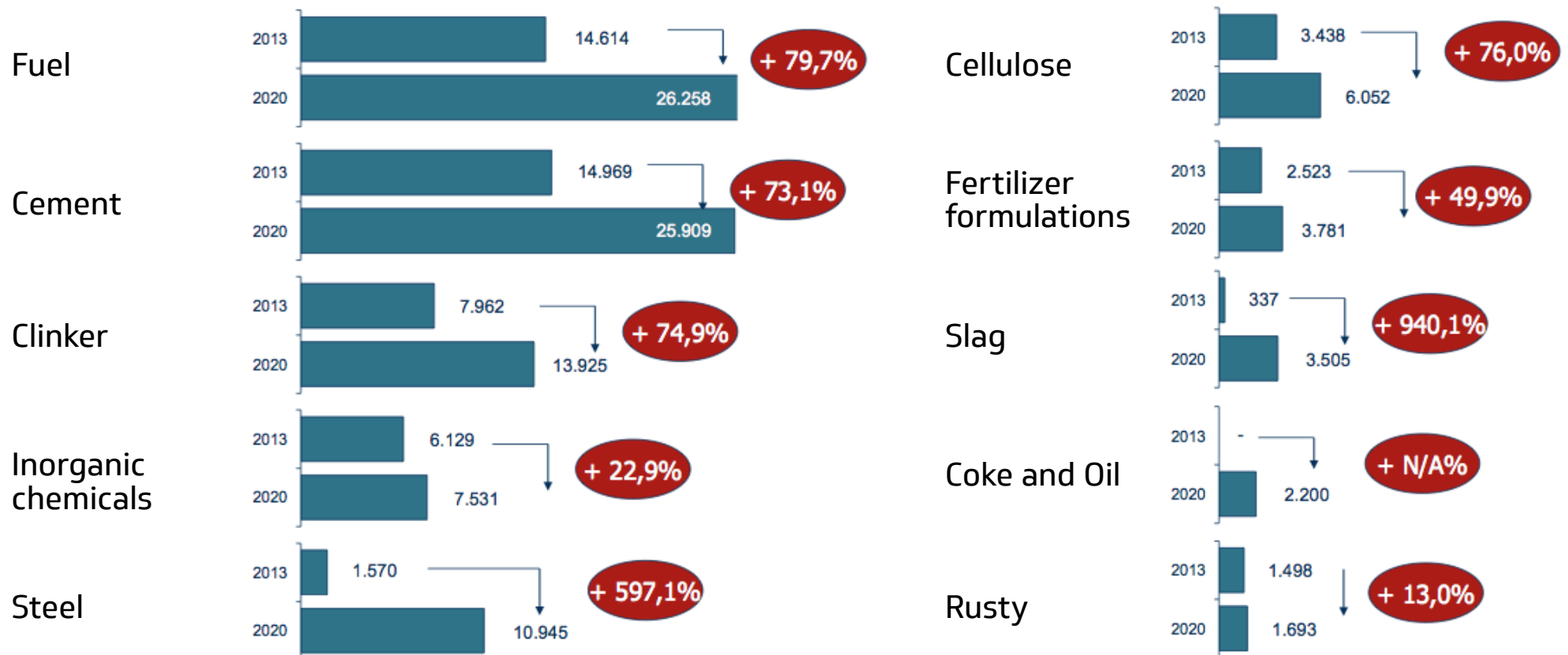
**MUNICIPALITIES 81**  
**CEARÁ 28**  
**PIAUI 18**  
**PERNAMBUCO 35**

**CEARÁ 608KM**  
**PIAUI 395KM**  
**PERNAMBUCO 750KM**

# TRANS-NORDESTINA

## GREAT POTENTIAL OF INDUSTRIAL GROWTH IN THE REGION.

Projection of the main strategic industrial products in the area of influence of the TLSA and FTL.





**HUBS**

# AIR HUB

## NEW CONNECTIONS OF THE WORLD TO CEARÁ AND FROM CEARÁ TO THE WORLD

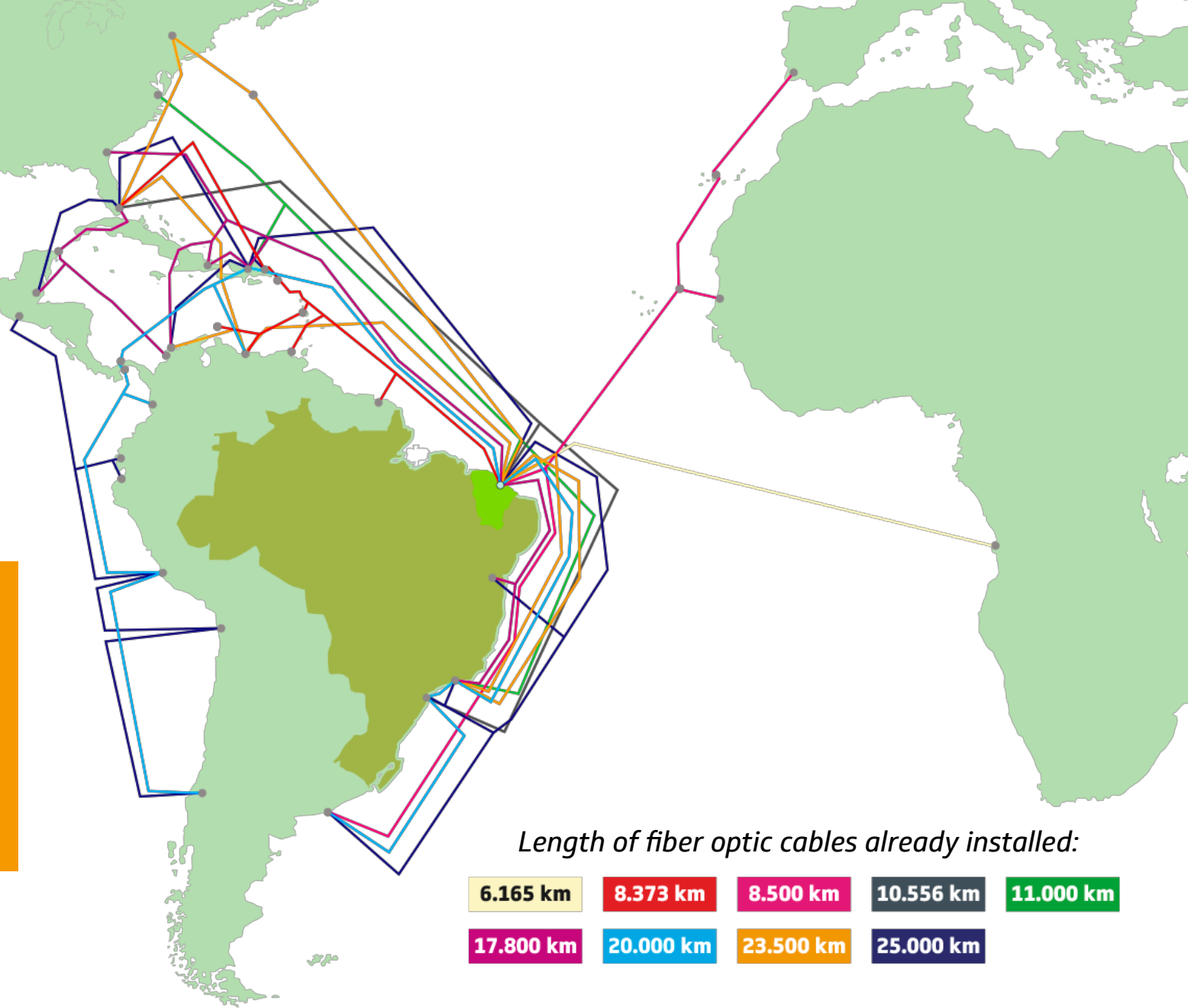
43 new weekly flights by the end of the year





# DIGITAL HUB THE WORLD IS CONNECTED BY CEARÁ

- 9 Fiber Optic submarine cables already installed.
- 2 new cables are provided.
- Over 130,000 km of cables installed.



## PORT HUB

CORNER OF THE  
ATLANTIC, ENTRANCE  
AND EXIT OF BRAZIL

## SAMBA ROUTE

Porto do Pecém

Porto de Tilbury  
(Inglaterra)

Porto de Bremerhaven  
(Alemanhã)

Porto de Roterdã  
(Holanda)

Porto de Antuérpia  
(Bélgica)

Porto de Algeciras  
(Espanha)

HUB OF  
PORT LOADS

— Routes to Europe





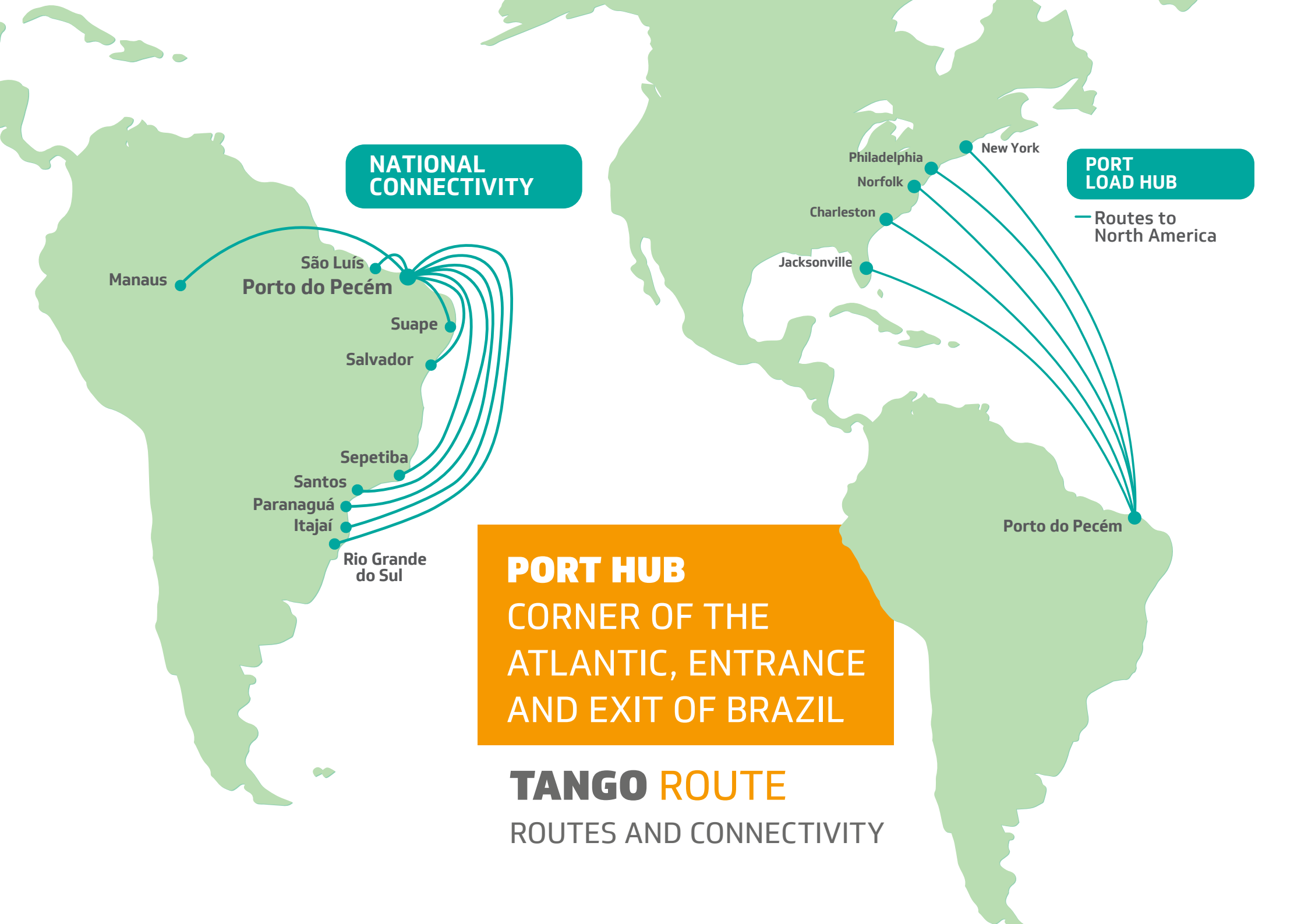
**PORT HUB**  
CORNER OF THE  
ATLANTIC, ENTRANCE  
AND EXIT OF BRAZIL

**BLX ROUTE**

ROUTES AND CONNECTIVITY

**HUB OF  
PORT LOADS**

— Routes to Europe



**NATIONAL  
CONNECTIVITY**

**PORT  
LOAD HUB**

— Routes to  
North America

**PORT HUB**  
CORNER OF THE  
ATLANTIC, ENTRANCE  
AND EXIT OF BRAZIL

**TANGO ROUTE**  
ROUTES AND CONNECTIVITY

# INDUSTRIAL COMPLEX AND PORT OF PECÉM





**AGRIBUSINESS**

# BRAZILIAN EXPORTS

**CEARÁ HAS A SOLID AND CONSOLIDATED VOCATION FOR AGRIBUSINESS, BEING AMONG THE NATIONAL LEADERS IN THE PRODUCTION AND EXPORT OF VARIOUS PRODUCTS.**

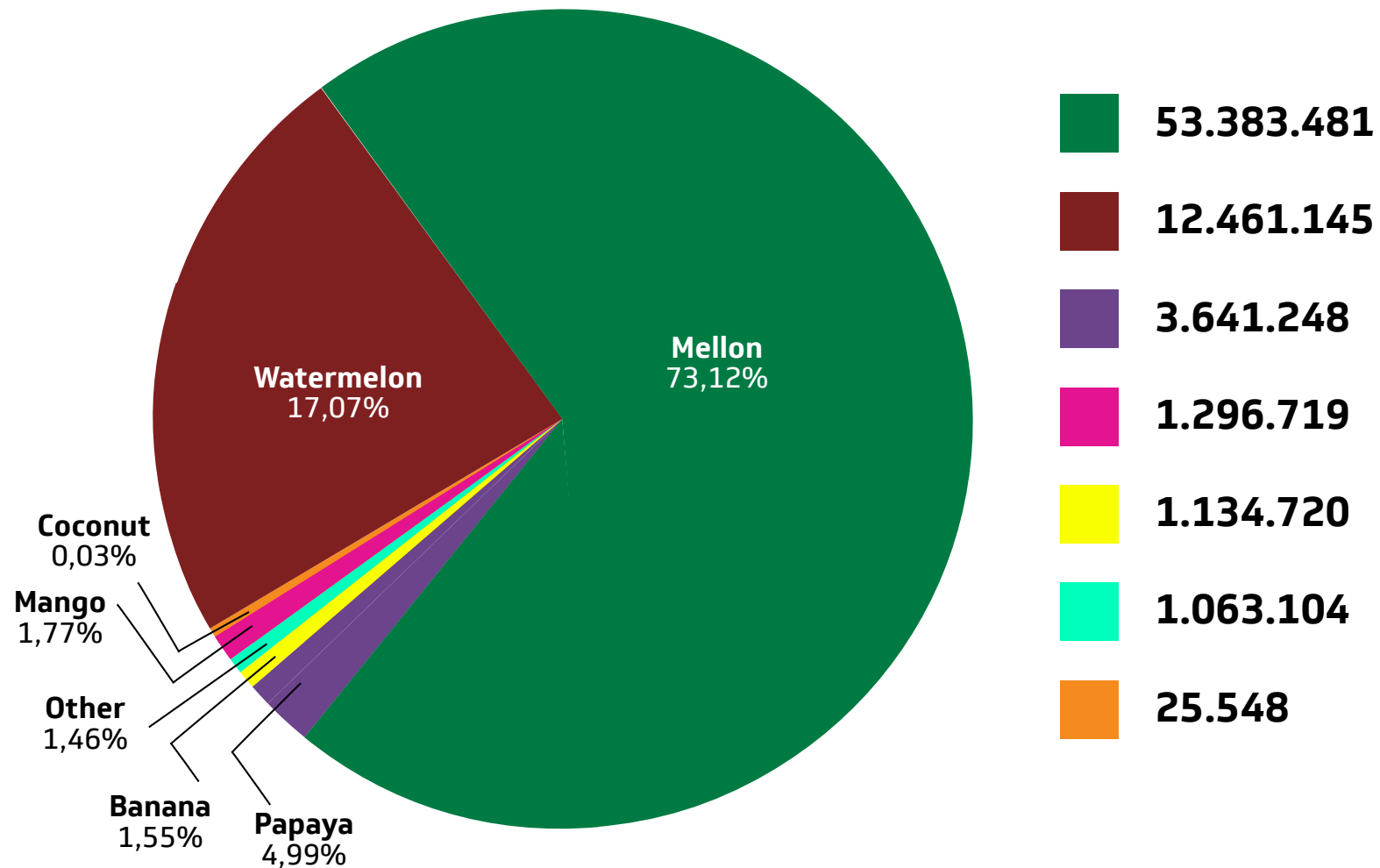
**1ST PLACE IN:  
CASTANHA DE CAJU,  
CERA DE CARNAÚBA  
AND LOBSTER.**

**2ND PLACE IN:  
MELON, FISH,  
BANANA, FOOTWEAR,  
VEGETABLE EXTRACT  
AND WATERMELON.**

**3RD PLACE IN:  
SHRIMP AND  
HONEY BEE.**

Our job is to foster the sector to strengthen Ceará as one of the highlights in Brazilian agribusiness and accelerate economic growth with innovation and sustainability. Investing in Ceará generates good results.

# EXPORTS OF MAIN FRUITS (2017)







**TOURISM**

# TOURISM



**HIGH AND  
STABLE  
TEMPERATURES**

**EXTENSION  
OF CEARÁ  
COASTLINE: 573KM**

**AVERAGE ANNUAL  
TEMPERATURE:  
26° C**

**SUN HOURS/  
YEAR 2,800  
PARACURU/CE**

# EVENT CENTER OF CEARÁ

- The most modern and well-equipped Event Center in Latin America.
- 2 pavilions with capacity for 30,000 people each. The space is multipurpose and can hold up to 18 simultaneous events.
- 36 air-conditioned and modular multipurpose rooms.





GOVERNMENT OF THE  
STATE OF CEARÁ