

A collage of four images in the top right corner: a worker in a red safety suit, a red industrial structure, a yellow and white industrial tower, and a yellow train.

# Paraíba

## *Business*



João Pessoa, State Capital.



# Getting BETTER EVERY DAY

## Paraíba Business

Paraíba, november 2019.

**Governor**  
João Azevêdo Lins Filho

**Vice-Governor**  
Ana Lígia Costa Feliciano

**Editorial Design**  
Três Comunicação

**Publisher**  
Secom/PB

**Photos**  
Alessandro Potter  
Clilson Jr  
Felipe Lima  
Francisco França  
Hiram de Castro  
José Marques  
Marco Pimentel

Campina Grande, segunda maior cidade da Paraíba.



## An opportunity called Paraíba

Exuberant and bold. The Spanish and the Portuguese influence of the pioneers, as the first to tread this land of abundant forests, rivers and seas, remains strong in Paraíba's genetic heritage. In the ancient city of 'Felipéia' (in homage to Felipe, king of Spain), the traditions and customs of the indigenous people mixed with those of the African negros, resulting in a gifted and fearless people. This people would rise above challenges and take on a prominent role in the country's cultural and economic history. It was here, historically, that the abundant 'Pau Brasil' tree would emerge. It is also in this very region that the coveted Tourmaline Paraíba appeared - the most precious stone on the planet.

From this splendid cradle, significant and numerous names in the arts, sciences, sports and politics would one day arise. It is 'the land where the sun rises first.' Small in size and giant in attitude, Paraíba possesses natural attributes as well as developed ones which make it among the most attractive states in which to invest. The first of these attributes is its geographical location on the eastern-most point of the Americas and in the heart of the northeast region.

Its coastline has abundant well-preserved natural wonders. From its fertile soil, food and minerals are extracted. The moderate climate, with abundant sun and winds, contributes to a new generation of clean energy while attracting investment and tourism, both eager to become acquainted with the welcoming and favorable scenery.

Interwoven with the most modern road network in northeastern Brazil, its 223 municipalities have fast and safe access to ports, airports and major urban centers, and the cities and crops are supplied by over 1500 km of water mains.

The educational system is yet another highlight in Paraíba. More than 300 full-time schools, technical schools and universities (both public and private), educating around 400,000 students, contribute to the progress of our educational indexes. The leadership and technical perfection of our students and teachers are stimulated by exchange programs and internships, helping to prepare a competent workforce for industry, commerce, the rural areas and the technological hubs of the region, such as Campina Grande (Latin America's most advanced).

The fiscal balance, dependable payment of servants and suppliers, together with the large and regular investments in construction and in economic and social programs (such as 'Empreender Paraíba', a program to offer low-interest loans to small and medium-sized businesses), ensure Paraíba's place at the forefront of national development. Paraíba has earned its place as regional leader in competitiveness and entrepreneurship. Public safety is another factor which sets Paraíba apart nationally, with annual reductions of crime rates, creating a favorable environment for anyone who wants to invest and live in our cities.

With a strong economy, hardworking and welcoming people, an extensive infrastructure and investments in lasting work fronts (such as the tourism hub of João Pessoa, the capital), Paraíba faces a promising future with few barriers. It boldly offers a scenario of upright opportunities to anyone who wants to live, work, invest and enjoy a paradisiacal and promising location. Passionate and engaging. Invigorating and accessible. Completely unique.

Come and find out for yourself.



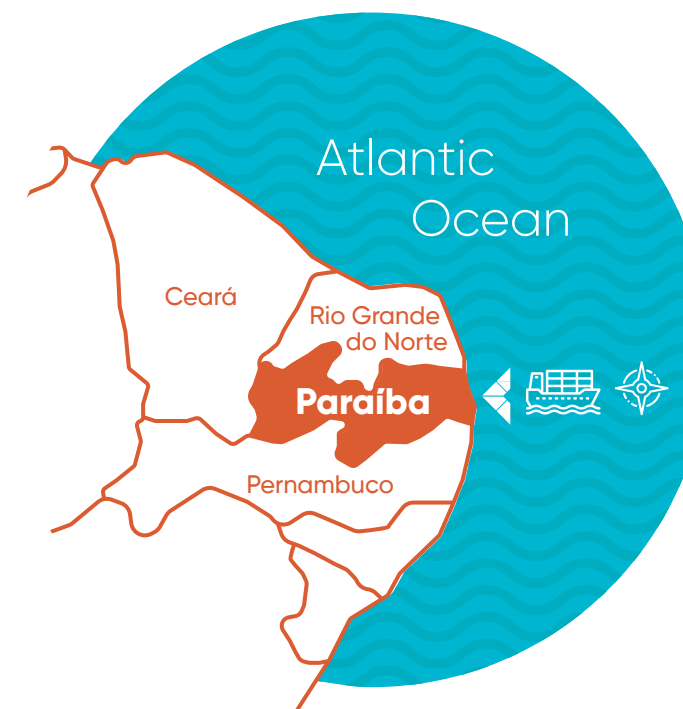
# LOCATION: *In the heart* OF NORTHEAST BRAZIL.



**Paraíba,  
state that  
grows more.**



Paraíba enjoys a strategic Location, both economically and geographically. Not only is it the most eastern state of the Americas, closest to both Europe and Africa, Paraíba also shares its border with two great northeastern markets, connected conveniently by ground or air. Paraíba's economy is currently one of the most prosperous in Brazil. The last decade has seen Paraíba enjoy the strongest economic growth throughout the northeastern region making it the 6th strongest in the country. The strength of the maturing market is evident in the following figures, and it is ready to develop even further in the future.



## **Strategic location**

Borders to states 'Rio Grande do Norte', 'Pernambuco' and 'Ceará'. Port of Cabedelo, one of the eastern-most ports of the Atlantic Ocean. Home of 'Ponta do Seixas', eastern-most point of the Americas.

Capital: **João Pessoa**

Municipalities: **223**

Population: **4,018,127 (2019)**

Demographic density: **66,7 hab. per km2**

Area: **56,469,744 km2**

GDP: **R\$ 59 billion**

- Highest growth in the northeast region between 2010-2016 (**12,9%**)
- 1<sup>st</sup> place in northeast region in accumulated growth between 2010-2016
- 6<sup>th</sup> place in Brazil in accumulated growth between 2010-2016





Port of Cabedelo

Town of Areia


Father Mathews' rock formation, Cabaceiras.

Mouth Stone, Araruna.

Nudism Beach of Tambaba.

## POTENTIAL AND COMPETITIVENESS

There has never been a better time to choose Paraiba. The state continues as the most competitive in the northeast with the 5th largest consumer market in the region. In 2019, the two largest consumer hubs, João Pessoa (the capital) and Campina Grande, attained a capacity of R\$ 25,9 billion. This represents almost 40% of the state's total consumption (R\$ 65,3 billion). A 120 km dual national highway in superior condition connects the two cities. The potential combined consumer market of João Pessoa and the neighboring northeastern state capitals exceeds R\$ 78 billion. These three cities lie within a 287 km radius and are interconnected by a major national highway.

 **Consumer potential in Paraiba**  
**R\$ 65,308 billion in 2019**

### COMPETITIVENESS RANKING



#### THE MOST COMPETITIVE STATE IN THE NORTHEAST REGION.

**4<sup>th</sup> place** in public security;  
**7<sup>th</sup> place** in fiscal soundness;  
**7<sup>th</sup> place** in innovation;  
**10<sup>th</sup> place** in infrastructure;  
**11<sup>th</sup> place** in General ranking of state competitiveness;  
**80,5** in Fiscal soundness, above national average;  
**6<sup>th</sup> highest** index of investment in Brazil.

### B RATING – FISCAL SOUNDNESS

*Paraiba has maintained its efficiency rating in Fiscal Administration for three consecutive years, as determined by the Secretary of the National Treasury. The index also allows the state to contract new credit operations, permitting not only structural investments, but also the maintenance of local economic activity. Paraiba earned an **A-rating** in the requirements of indebtedness and liquidity earlier this year, with a **B-rating** only in the index of Current savings. Espírito Santo was the only state in Brazil to receive an A-rating in this category.*



# COMMERCE AND SERVICES

Paraíba offers an excellent environment for business. Thanks to an administration committed to providing national and international investors with maximum support and pace, the local economy is dynamic, generating wealth and jobs for the whole state.

SECTORS THAT  
CONTRIBUTE  
WITH MORE THAN **70%**  
OF GDP

- Public administration;
- Commerce;
- Real estate activities & construction;
- Manufacturing industry.

 **Approximately  
300,000  
active companies**

## MAIN SECTORS OF FORMAL EMPLOYMENT UNTIL 2017

SECTOR/ ACTIVITY	NUMBER OF JOBS	PERCENT OF TOTAL EMPLOYMENT
Public administration (federal, state and municipal)	243.053	38%
Services	172.936	27%
Commerce	103.246	16%
Manufacturing industry	71.013	11%
Construction	25.800	4%

# EDUCATION, HEALTHCARE AND PUBLIC SECURITY

Progress in basic areas have significantly improved the quality of life in Paraíba.



## IDEB – INDEX OF DEVELOPMENT OF BASIC EDUCATION

Schools with a rating  
above national average

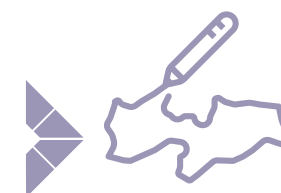
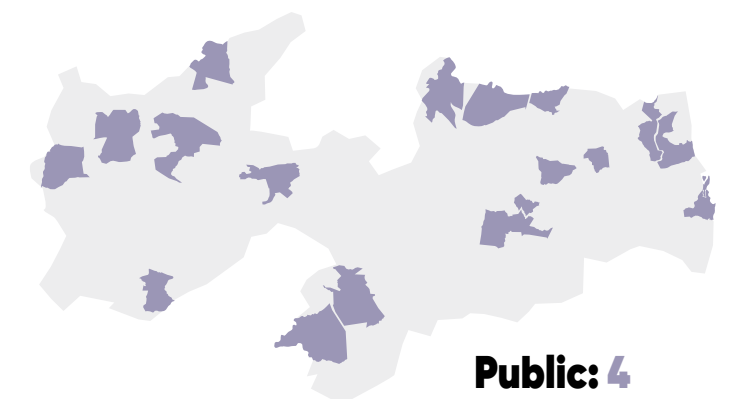
Citizen Full time schools (ECI) = **4,0**

Citizen Full time Technical schools (ECITs) = **4,2**

Brazil = **3,5**

## UNIVERSITIES AND FACULTIES

Implementation of knowledge and  
preparation of specialized workforce in  
all regions of the state.

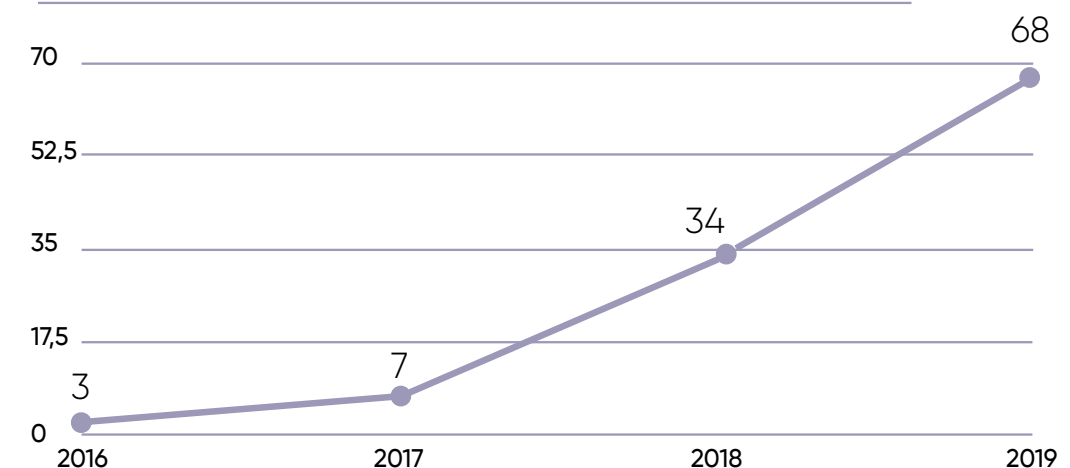


Present in  
**47** cities  
**37** technical  
courses

A total of 76 public institutions of further  
education, with campuses or centers  
throughout the cities of Paraíba.



## CITIZEN FULL TIME TECHNICAL SCHOOLS: (ECIT) Steady increase in number of schools





MORE  
*health care.*  
MORE QUALITY  
OF LIFE.



## EDUCATION, HEALTHCARE AND PUBLIC SECURITY



 largest coverage  
of Basic public  
healthcare in Brazil:

**97,34%**  
of the population



 Coverage of  
oral healthcare

**93,21%**



**32**  
state  
hospitals



**6,289**  
public healthcare  
services available  
throughout  
the whole state



MORE  
*public security.*  
MORE  
*life.*



## EDUCATION, HEALTHCARE AND PUBLIC SECURITY



### GENERAL DECREASE IN INDEXES OF VIOLENCE

Decrease in 'Crimes of Intentional Lethal Violence' (CVLI) over **7 consecutively years** since 2012;

**29% decrease** of CVLI against women since 2010 (**33% decrease in rate**);

**29% decrease** of robberies against commercial establishments in João Pessoa, since 2018;

**38% decrease** in robberies aimed at commercial establishments in Campina Grande since 2018;

**57% decrease** in criminal acts targeting banking institutions between January and September 2019.



► **3<sup>rd</sup> LOWEST RATE** of CVLI in the northeastern region

**PLACE 4<sup>th</sup>** in **PUBLIC SAFETY AND SOCIAL DEFENCE** according to CLP (Centro de Liderança Pública)

Paraíba has the **2<sup>th</sup> LOWEST RATE** of murder and robbery of the Northeast and the **8<sup>th</sup> lowest** in Brazil, registered in 2019  
(Source: Fórum Brasileiro de Segurança Pública)

**PARAÍBA UNITED FOR PEACE** program Winner of CLP's national award for Public Security of Competitive ranking



# GETTING TO KNOW *Paraíba.*



Tourism in Paraíba has in recent years improved in terms of structure, volume and diversification. More than just natural beauty, Paraíba is also attractive for those seeking tranquility, safety, sport and culture. The tourism capacity has been impacted by state progress with a refurbished international airport, an increase in the number of beds in local hotels, and new and improved equipment generally.



➤ Castro Pinto International Airport has an annual capacity of approximately  
**1,4 million** passengers



➤ More than  
**28,000** hotel beds across Paraíba



➤ Average annual growth of  
**4,41%** in international guests

Praia do Bessa, João Pessoa.





Palm Tree Beach, Conde.

Alligator Beach, Cabedelo.

Dinosaur Park, Sousa.

Town of Bananeiras

Indians from the town of Baía da Traição.

# TOURISM

## MORE TOURISM IN PARAÍBA

New infrastructure will take the state's tourism to a new level.

### CONVENTION CENTER

Located in João Pessoa, this new establishment is among the country's most modern, boasting four great structures: the 'Mirante Tower', the 'Market and Exposition Pavilion', the 'Congress and Convention Pavilion', as well as the 'Pedra do Reino' theatre. The project can host events such as markets, expositions, conferences, congresses, as well as grand theatrical and concert performances.



**48,676 km<sup>2</sup>** of buildings;

Capable of hosting **20 events** simultaneously;

Theatre seats **2,924 people**;

**19,346 km<sup>2</sup>** of 'Market and Exposition Pavilion';

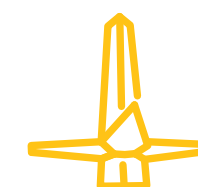
Capacity to host **20,000 people**;

Parking-lot for **2,000 vehicles**;

Helipad of **900 m<sup>2</sup>**.

### CABO BRANCO TOURIST HUB

Paraíba plans to house the largest tourist complex throughout the northeastern region. It is currently in the implementation phase and will encompass resorts, hotels, a new convention center, golf course and an extensive network of commerce and services. Located picturesquely between the ocean shore and a natural Atlantic forest reserve, this unique project will promote tourism to a new level, not only in Paraíba but across neighboring states.



### STRATEGIC LOCATION

João Pessoa historical center: **16 km**

Cabedelo port: **36 km**

Castro Pinto airport: **24 km**

Recife: **125 km**

Natal: **194 Km**





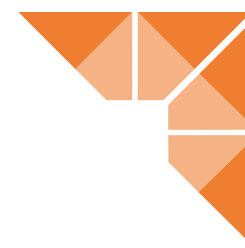
Ancient Rock Paintings in  
Ingá

St. John's popular party of  
Campina Grande





# Opportunities — FROM THE COAST TO THE OUTBACK.



## INDUSTRY

With manufacturing hubs and industrial districts spread out across the state, local production is making great strides to strengthen the sector as never before.



### CEMENT HUB

**Largest cement** producer in the northeast region;

**7<sup>th</sup> largest** cement producer in Brazil;

**2,3 tons** of cement produced annually;

**04** active factories.

Source: National Syndicate of Cement industry 2018, Caged 2018



### TEXTILE HUB

Over **900** businesses involved in production

Source: Caged 2018



### SHOE HUB

**2<sup>nd</sup> largest** shoe producer in the northeast region;

**3<sup>rd</sup> largest** shoe producer in Brazil;

**Represents 15,8%** of national production in 2018;

Approximately **150 million** pairs of shoes produced in 2018;

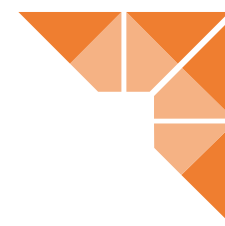
**176** active businesses in the shoe industry;

Over **14,000** employed.

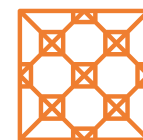
Source: 2019 Sectoral report by ABICALÇADOS, Caged 2018



# OPEN ROADS FOR *growth.*



## INDUSTRY



## CERAMIC HUB

**600 million** ceramic tiles annually;

Approximately **150** active businesses in sector;

**2,500** directly employed in sector.

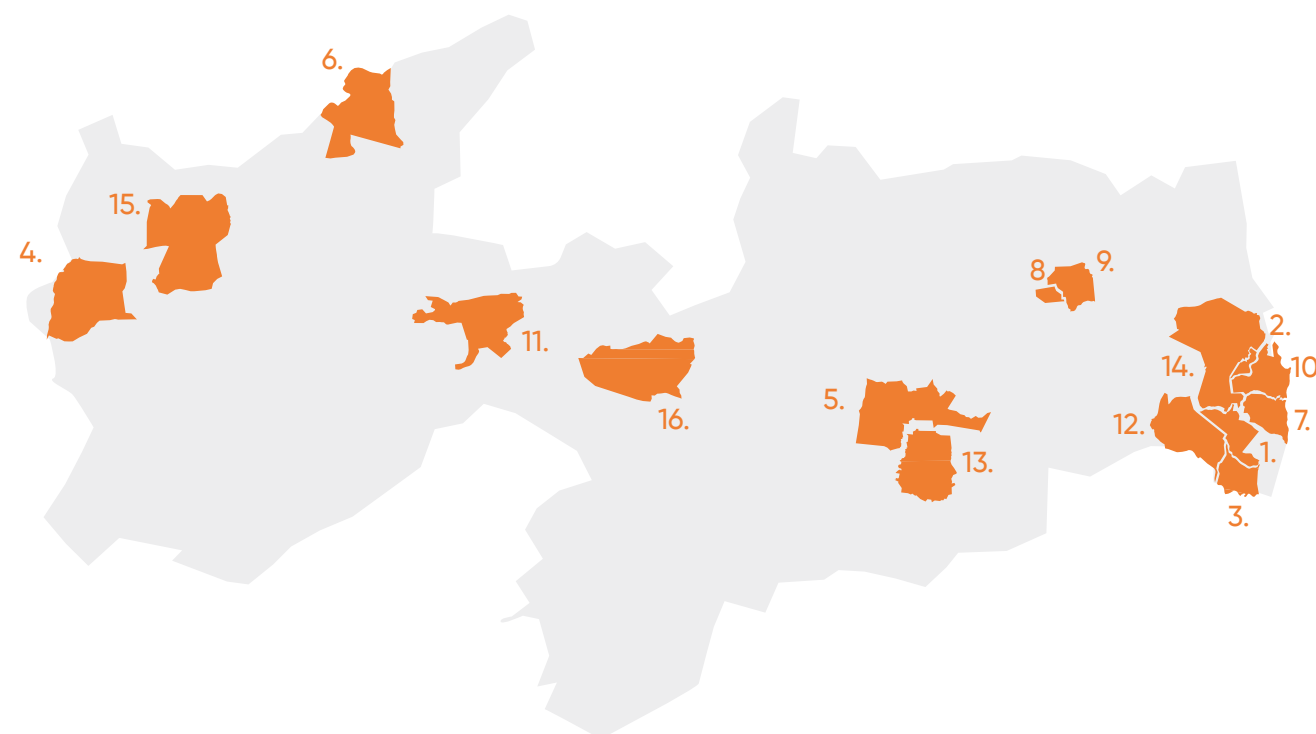
Source: Syndicate of Ceramic Industry in the State of Paraíba – SINDICER/PB



## INDUSTRIAL DISTRICTS

**31** industrial areas  
in present in  
**16** regional centers

- |                   |                    |                    |
|-------------------|--------------------|--------------------|
| 1. Alhandra       | 6. Catolé do Rocha | 11. Patos          |
| 2. Bayeux         | 7. Conde           | 13. Pedras de Fogo |
| 3. Caaporã        | 8. Cuitégi         | 14. Queimadas      |
| 4. Cajazeiras     | 9. Guarabira       | 15. Santa Rita     |
| 5. Campina Grande | 10. João Pessoa    | 16. Sousa          |





# CLEAN ENERGY FROM *Paraíba.*

Mataraca's wind farm



Paraíba has a high potential for production of renewable energy in Brazil. The geographical features provide an unrivalled environment, highly amenable to the installation of wind and solar energy generators.



## WIND ENERGY

Estimated capacity (onshore): **10,2 GW** at a height of **120 meters**, 11 times higher than 2018's production capacity. Paraíba will be home to Latin America's largest wind complex, with an installed total capacity of **565 MW**, of which **157 MW** is already in operation.



## AUCTION OF NEW ENERGY

Figures from the Energy Research Enterprise (EPE, 2019) show 76 renewable energy projects in Paraíba registered at the "A-6" auction on October 17th, 2019. Out of these **76 projects**, **52 projects** denoted wind energy, totalling **1.871 MW**; 24 projects were solar power, totalling **727 MW**. The "A-6" auction considers projects which should assume operation six years after contract.



## SOLAR ENERGY

Paraíba has among the highest indexes of solar insolation levels in Brazil. In reality, areas such as Paraíba's outback boast indexes of solar insolation like few others on Earth. These favourable conditions make Paraíba a strategic state for production of future energy. At present, Coremas and Angicos/Malta produce **93 MW** with the capacity for a further **261 MW** under construction.



## DISTRIBUTED GENERATION

Figures from the National Agency of Electric Energy (ANEEL, July of 2019), place Paraíba third among states in the northeast region for the number of consumer units to generate their own energy. **1,354 installations** represent an installed potential of **18 MW** in photovoltaic solar panels





Paraíba TECH

## IT SYSTEMS

Concerning Technology and Innovation, Paraíba is of national importance. Made possible through the 'Plan for Sustainable Economic and Social Development in Paraíba' (PLADES), real production networks were created all over the state, including institutions for further education, fiber optics infrastructure, other infrastructure, development agencies and incentives proven to stimulate economic potential.



### ECOSYSTEM IN FAVOR OF INNOVATION

Governments	State Secretaries and Agencies Municipal Secretaries and Agencies
Academic	Federal University of Paraíba (UFPB) Federal University of Campina Grande (UFCG) State University of Paraíba (UEPB) Federal Institute of Paraíba (IFPB)
Innovation favorable environments Innovation	Parque Tecnológico Foundation in Paraíba (PaqTcPB) Telmo Araújo Centre of Technology and Innovation (CITTA) SENAI   INSA
Stimulating Agencies	Sebrae, Fapesq, Empreender, FIPs and Empresas

### FIBER OPTIC INFRASTRUCTURE

Meet the Paraíba Network of High Performance (Repad)

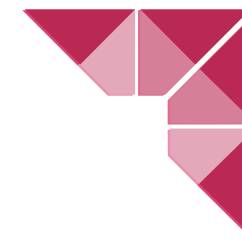
- **336,8 km** of fiber optics installed at present
- Attending to the metropolitan area of João Pessoa and Campina Grande
- Internet with transfer index up to **10 Gbps**
- Ethernet modules with capacity of **40 and 100 Gbps**
- Utilized by public organs and by teaching and research institutions
- Expansion in progress to more than **53 municipalities** with **3,400 km** of cablin





# Ready FOR the future.

João Pessoa's Convention Center



## INFRASTRUCTURE



### ROAD NETWORK

The **Ranking of Competitiveness (CLP, 2018)** positions the state of Paraíba as having of the best road infrastructures, both in terms of extension as well as in technical-operational quality.



**2<sup>nd</sup> best** road network in the northeast region and **3<sup>rd</sup> best** best in Brazil;



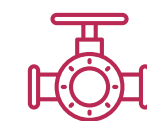
**47% growth** in paved state roads in the last eight years;



**All cities** in Paraíba are interconnected with paved roads;



Access points in **ports, shipyards and airports** have all been recently upgraded.



### WATER SECURITY

Paraíba has implemented among the largest scale programs to guarantee the state's hydraulic security. Furthermore, Paraíba is among the foremost beneficiaries in the '**Transposition of the São Francisco River**' project, which will guarantee year-round water access.

The Acauã/Araçagi canal is the largest hydraulic construction in the state, extending **130,44 km**, benefiting over **630,000 people**, and guaranteeing the productive potential of over **16,000 hectares** of land.

As a result of the program, in excess of **1,500 km** of water mains have either been or are under construction.



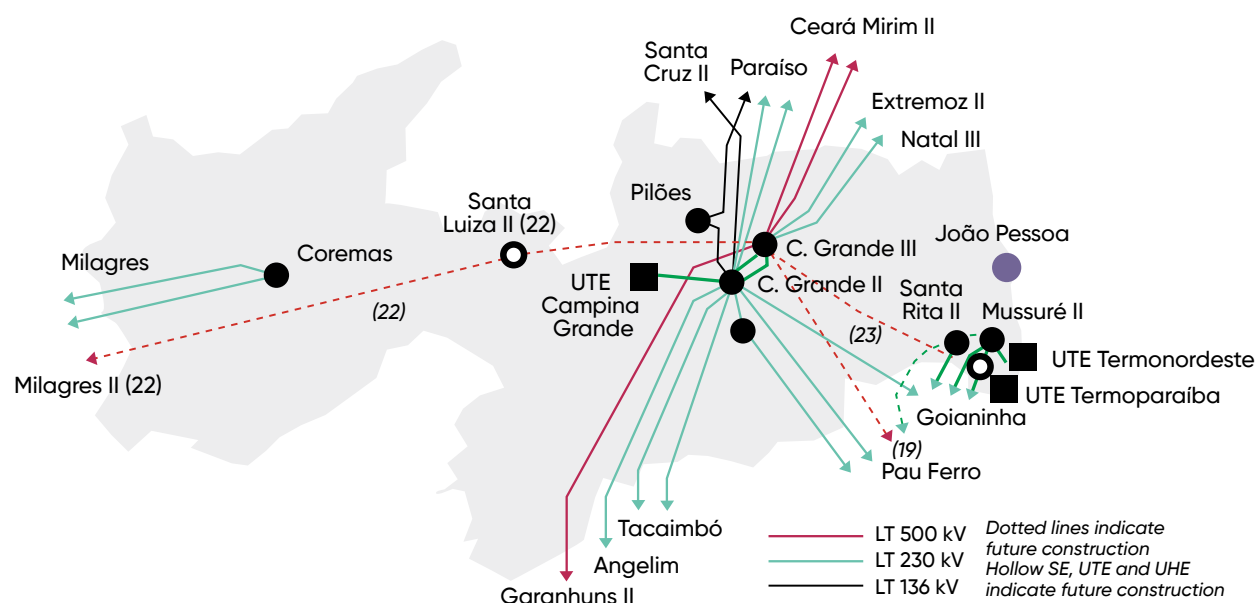
# INFRASTRUCTURE

## ELECTRIC ENERGY

**36** power plants currently operate in Paraíba, with an installed total capacity of **888,26 MW**.  
The transmission system runs through the state, meeting the energy demands of all its regions.

INSTALLED CAPACITY OF ENERGY PRODUCTION, BY SOURCE			
TYPE	QUANTITY	POTENTIAL (MW)	%
Thermoelectric power plant	15	618,14	69,6
Wind generator plant	15	157,20	17,7
Photovoltaic solar generating station	4	108,40	12,2
Smaller hydroelectric power station	1	3,52	0,4
Hydroelectric power station	1	1,00	0,1

## TRANSMISSION SYSTEM



# INFRASTRUCTURE

## NATURAL GAS

Coverage: João Pessoa, Campina Grande, Cabedelo, Conde, Alhandra, Santa Rita, Bayeux, Mamanguape, Queimadas, Ingá e Caldas Brandão.

Distribution network of **320 km**; **18,000** residential and commercial customers; **41** industrial customers; Natural Gas Provider for Vehicles (GNV) for **37** gas stations.

## PORT OF CABEDELLO












Administrated by Companhia Docas da Paraíba, the port of Cabedelo is a strategic point for national and international cargo shipping. Cabedelo's privileged geographical position, integrated road network and cost effectiveness, renders the port an excellent choice for maritime logistics. The port has many added advantages:

- Lower tariffs** in comparison with the ports in Recife (Pernambuco) and Natal (Rio Grande do Norte);
- No logistical bottlenecks or queuing for moorings;
- Immediate availability for **great demands** (currently operating at 33% capacity);
- Located at the eastern-most point of the Americas** and close to the Equator, Cabedelo port offers a strategic proximity to the U.S. east coast, Europe, Africa and southern Latin America;
- Easy access by road or air, with instant access to highway **BR-230** (highway currently under extension, adding a third lane), and interconnection with highway **BR-101**. The port is less than **50 km** from Castro Pinto International Airport.



# INFRASTRUCTURE

## PORT INFRASTRUCTURE

-  Shipping capacity of **5 million** tons annually;
-  **602 meters** of wharf;
-  **3 docking** systems for ships up to **200 m** in length;
-  **270 meters** of turning basin;
-  **9,14 meters** of draught;
-  **5 roofed** warehouses with an area of **14,000 m²**;
-  **4 areas** for general use, totaling **220,700 m²**;
-  **3 inner** courtyards with an area of **8,000 m²**;
-  **26 tanks**;
-  **20 silos**;
-  Daytime Docking and undocking, operating **24 hours a day, seven days a week.**

# FISCAL INCENTIVES

Paraíba welcomes new enterprise and investments. State authorities and municipalities cooperate to create incentives and generate a hospitable business environment both for newcomers and residents.



## PARAÍBA STATE FISCAL INCENTIVES

### FAIN – Fund for Support of Industrial Development in Paraíba

For implementation, amplification, revitalization and relocation of industries considered relevant to state interest, with tax breaks from **ICMS** (tax on sales and services) credit up to **74,25%**.

### Locational incentive

Subsidies on land prices, depending on relevant municipal bylaws and land availability in the region selected for the business.

### Equalization of benefits with other states.

**ICMS tax exemption** for acquisition of machinery and equipment for generating renewable energy (**wind and solar**).

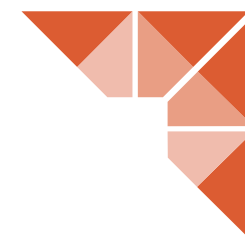
Protocols of intent to **customize up to 99% of businesses' fiscal** conditions.

## BUSINESSES BENEFITING FROM OUR INCENTIVES

- ✓ Wholesale importers
- ✓ Wholesale commerce
- ✓ Wholesale commerce of drugs and medicine
- ✓ Coffee industry
- ✓ Sugarcane spirits industry
- ✓ Plastic industry
- ✓ Net industry
- ✓ Confection industry
- ✓ Shoe industry
- ✓ Leather shoe industry
- ✓ Sugar and alcohol industry
- ✓ Computing industry
- ✓ Nautical industry
- ✓ Pasta, biscuit and derivatives industry
- ✓ Thermoelectric industry
- ✓ Cattle slaughterhouses
- ✓ New vehicles Dealerships
- ✓ Bars and restaurants
- ✓ Call center businesses
- ✓ Aerial businesses
- ✓ Mining cooperatives



# The riches OF OUR LAND.



## POTENCIAL MINERAL

Despite not qualifying as a large Brazilian state in terms of territorial extension, Paraíba boasts great mineral potential. The National Mining Agency (ANM) has predicted great opportunity for discovering new mines. This, along with state incentives to stimulate mining activity, pave the way for one of the most successfully productive chains in the country.

### MINERAL EXPLORATION IN PARAÍBA

REGION	SUBSTANCE
COASTAL	Mineral water, industrial sand, filter sand, white clay, calcitic limestone, phosphate, rutile, ilmenite, cyanite, zirconia
BOA VISTA AND CUBATI REGION	Bentonite
PIANCÓ AND CATINGUEIRA VALLEY	Gold, iron, copper, nickel
CAJAZEIRAS REGION	Iron
SERIDÓ	Aquamarine, albite, beryl, dolomitic limestone, kaolin, columbite, feldspar, spodumene, amblygonite, lepidolite, garnet, mica, scheelite, quartzite, white quartz, smoky quartz, rose quartz, purple quartz, clear quartz, tantalite, tourmaline, vermiculite, among others.
WHOLE STATE (EXCEPT COAST)	Stones for cladding
WHOLE STATE	Minerals for construction and clay for red ceramic



# Paraíba

Much more than sun and sea



**PARAÍBA  
GOVERNMENT**

 [paraiba.pb.gov.br](http://paraiba.pb.gov.br)

 [paraibabusiness.pb.gov.br](http://paraibabusiness.pb.gov.br)



GovernoParaiba



govparaiba



@govparaiba

