

[PARAÍBA]

Business

2023



PARAÍBA

READY
FOR NEW
ACCOMPLISHMENTS





↑ [OVERCOMING RECOVERY STABILITY]

Paraíba is an example of the resilience of a state that has overcome a difficult environment. And it is not difficult to understand why we are coming more and more into balance. The explanation lies in the consolidation of work based on people and guided by principles such as efficiency, integration, and transparency. It is no wonder that Paraíba maintains its leading position in competitiveness in the Northeast, significantly improving social indicators and attracting more investment.

In recent years, public policies have significantly improved the state's infrastructure, paving the way for development, but more importantly, they are creating a better future for all those who are already here and for those who are yet to come. The numbers and information you see below provide a small glimpse into this panorama.

As you read the following pages, know that the entire state of Paraíba takes pride in what they hold. It is the result of a collective effort to make the state better every day. And success is only real when everyone takes part in it.

Enjoy your reading.

We look forward to welcoming you to Paraíba.



[PARAÍBA]

Business



Capital: **João Pessoa**
Cities: **223**
Population: **4,059,905** (Census 2021)
Demographic density: **66.7 inhab / km²**
Land area: **56,469.744 km²**
GDP: **US\$ 14.687 billion**



- Compared to 2019, it had the 4th highest growth rate in 2020 among the Northeast states.
- Compared to all Brazilian states, it moved from 20th to 18th place.

(Source: Secretariat of State for Planning, Budget and Management)



[PARAÍBA]

LOCATION: IN THE HEART OF THE NORTHEAST

- Border with the states of Rio Grande do Norte, Pernambuco, and Ceará.
- The Cabedelo Port, one of the easternmost ports on the Atlantic Ocean.
- It is home to Ponta do Seixas, the furthest east point of the Americas.



LAND OF OPPORTUNITIES



Paraíba has a strategic location, both economically and geographically. Not only is Paraíba the easternmost Brazilian state in the Americas, closer to Europe and Africa, but it also borders two major northeastern markets that are easily accessible by land and air.

Paraíba currently has one of the most prosperous economies in Brazil. It is the state with the highest growth this decade in the Northeast region and the 6th largest in the country. Figures that testify the strength of a market that is becoming increasingly mature and can continue to develop in the coming years.

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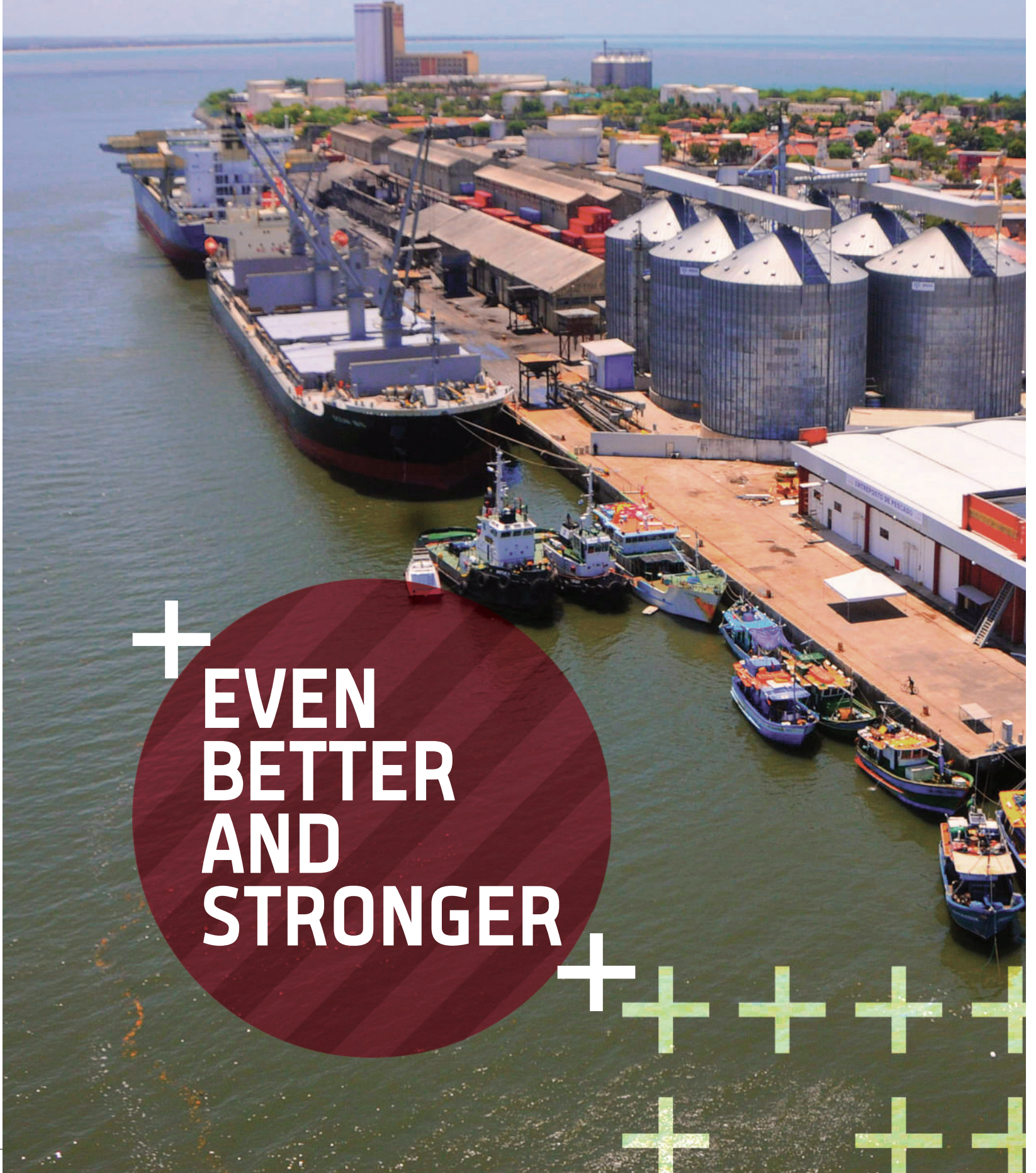
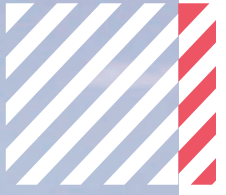
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**EVEN
BETTER
AND
STRONGER**

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POTENTIAL AND COMPETITIVENESS

This is one of the best moments to choose Paraíba. The state remains the most competitive in the Northeast, ranking as the 5th largest consumer market in the region. Its two largest consumer centers are João Pessoa (capital) and Campina Grande, which reached a volume of US\$ 5.412 billion in 2020, representing almost 40% of the state's total consumption (US\$ 12.696 billion). The two cities are connected by a 120 km dual-carriageway federal highway, in a state of conservation above the national average.

Combining the consumer potential of João Pessoa with the nearby Northeastern capitals of Recife and Natal results in a consumer market of more than US\$ 16 billion. These three cities are located within a radius of only 287 km and are connected by one of the country's main national highways.

CONSUMPTION POTENTIAL IN PARAÍBA*

 **US\$ 12.696 billion** in 2020
3rd highest growth in the Northeast and **9th** in Brazil

Consumption capacity of families/social classes in products, goods, and services.

COMPETITIVENESS*

 **IT IS THE MOST COMPETITIVE STATE IN THE NORTHEAST**

1st PLACE in the region in Innovation, Public Safety, and Infrastructure National Recognition for Security, Innovation, Infrastructure, Education, and Fiscal Stability. Also recognized for Good Practices with the Sustainable Development Project of Cariri, Seridó, and Curimataú (Procasa).

12th in the General Competitiveness Ranking of the States

4th PLACE in the region in Fiscal Stability and **1st PLACE** in Fiscal Solvency and Primary Budget Surplus.

RATING A - HIGHEST GRADE

For the third consecutive year, the State of Paraíba has received the highest rating for its fiscal management awarded by the National Treasury Secretariat, a technical institution of the Ministry of Economy. The so-called 'Capag A' certifies the good fiscal situation of a state, as it takes into account the low indebtedness, the current savings, and the favorable liquidity index.

Three indicators are used to evaluate the rating, with Paraíba achieving the 'A' grade in all three areas: Debt, current savings, and liquidity. With the 'A' rating, the credit operations requested by the state become eligible, in relation to the risks of the National Treasury, for the granting of federal guarantees.

(Source: National Treasury / Sefaz)



**+ STRENGTH TO
OVERCOME
CHALLENGES +**



TRADE AND SERVICES

In Paraíba you will find an excellent business environment. Thanks to an administration that provides the best possible support to national and international investors, the local economy has gained momentum, generating wealth and jobs throughout the state.

[ABOUT **300,000** ACTIVE COMPANIES]

Source: Econodata

SECTORS THAT CONTRIBUTE TO APPROXIMATELY

[] **70%** OF GDP

- Public Administration
- Trade
- Real Estate Activities & Civil Construction
- Transformation Industry

SECTORS WITH THE HIGHEST ACCUMULATION OF FORMAL JOBS IN PARAÍBA UNTIL 2017*



SECTOR/ACTIVITY	ACCUMULATED JOBS	PERCENTAGE OF THE TOTAL
Public Administration (Federal, State, and Municipal)	239,545	37.46%
Services	176,981	27.67%
Trade	104,831	16.39%
Transformation Industry	71,013	11.06%
Civil Construction	24,595	3.84%
Total	639,404	100%

*Last year of data available based on RAIS/Special Secretariat for Labor



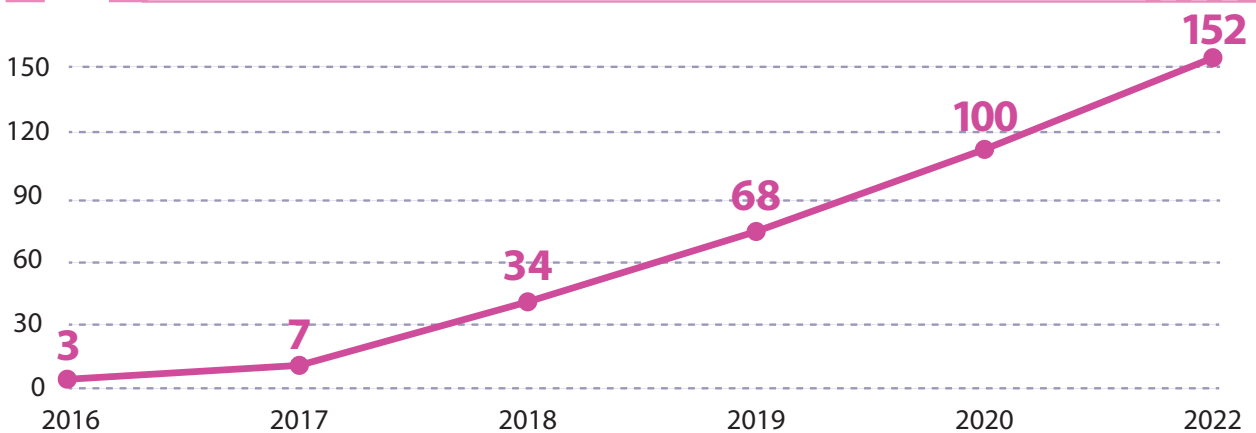
**PROGRESS IN
FUNDAMENTAL
AREAS**

EDUCATION, HEALTH, AND SAFETY

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

FULL-TIME CITIZEN VOCATIONAL SCHOOLS

Steady increase in the number of schools



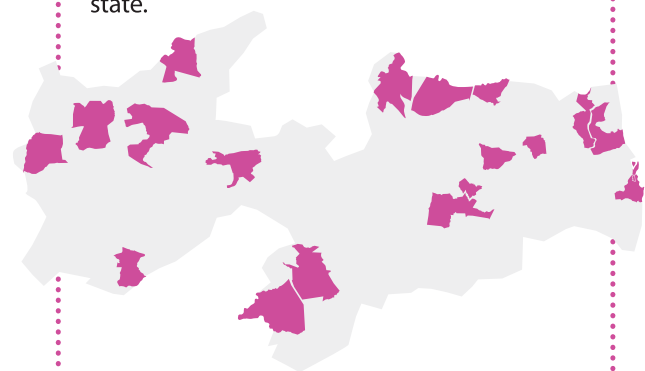
→ All 223 municipalities have Full-Time Citizen Schools

FULL-TIME CITIZEN VOCATIONAL SCHOOLS

Present in **111** cities
 There are **302** full-time citizen schools
 Including **152** technical schools
53 vocational courses

UNIVERSITIES AND COLLEGES

Generating knowledge and developing skilled workforce across all regions of the state.



Public Institutions: 4
Private Institutions: 30

Public higher education institutions have a total of **76 campuses** or branches spread across various cities in Paraíba.

→ IDEB 2021 – BASIC EDUCATION DEVELOPMENT INDEX

Schools rated above the national average:

- **Full-Time Citizen Schools = 4.0**
- **Full-Time Citizen Vocational Schools = 4.2**
- **Brazil = 3.5**



IDEB DATA:
 Schools rated above the national average

- **Early Years:** from 4.9 to 5.1
- **Final Years:** from 3.8 to 4.6
- **High School:** from 3.6 to 3.9



EDUCATION, HEALTH, AND SAFETY



92.39%

**in Primary Care Coverage
in Brazil**

Source: SISAB/e-Gestor, November 2022



34 state
public
hospitals

4 emergency
care units (UPAs)



**The highest number
of Dental Specialty
Centers (CEO) – 105.**

**The highest number
of Dental Prosthesis Laboratories
(LPD) in Brazil – 210.**

Source: SISAB/e-Gestor, November 2022.



7,607

**health services available
in the Unified Health
System (SUS) hroughout
the state**

Source: CNES, May 2023





GENERAL REDUCTION IN VIOLENCE RATES

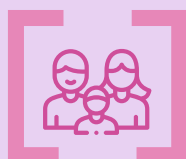
↓ **27 Intentional Lethal Violent Crimes** per 100,000 inhabitants, the **2nd lowest rate of the decade**

↓ **A 19% decrease** in the number of femicides and a **12% decrease** in the murder of women between 2020 and 2021

↓ **An 18% decrease** in murders between 2019 and 2022

↓ **79% decrease** in robbery against banking institutions when analyzing the historical series

Source: Public Safety Yearbook / SEDS



SAFE PEOPLE

1st place in Public Safety in the North and Northeast, according to the Center for Public Leadership (CLP)

3rd lowest Homicide Rate in the Northeast

Paraíba United for Peace Program - Winner of the Good Practices Award - Excellence in Competitiveness from the Competitiveness Ranking of the Center for Public Leadership (CLP)

*Source: Atlas of Violence 2021 - IPEA, Public Safety Yearbook 2022 / SEDS



**+
MORE
TOURISM
IN
PARAÍBA
+**



TOURISM



CABO BRANCO TOURISTIC HUB

- Historic Center of João Pessoa: **16 km**
- Cabedelo Port: **36 km**
- Castro Pinto Airport: **24 km**
- Recife: **125 km**
- Natal: **194 Km**

The largest planned tourism complex in the Northeast is located in Paraíba. In the implementation phase, the HUB will accommodate resorts, hotels, and a water park, along with an extensive network of commerce and services in an area between the sea coast and a nature reserve of the Atlantic Forest. A unique infrastructure that will set standards for tourist hospitality, not only in Paraíba, but also in all neighboring states.



TOURISM DEVELOPMENT PLAN

The Paraíba Development Company (Cinep) is conceptualizing the *Strategic Territorial Tourism Development Plan for Paraíba from 2022 to 2030*.

The project is an integrated planning tool for decentralized tourism development, based on the internalization of actions and investments defined and prioritized in a portfolio of strategic projects, including the involvement of productive communities aimed at improving the quality of life of the population of Paraíba. This will be the link between sustainable development, governance, and project portfolio.

The guidelines of the plan are: tourism internalization, territorial approach, integration and social participation, inclusion of traditional communities, decentralized management within the National Tourism System, sustainability of tourist regions, innovation with an integrated vision of productive development, and competitiveness, generating business in the tourism sector.

The plan includes nine different phases, starting with the elaboration of the Executive Work Plan; Diagnosis: Analysis of tourism in Paraíba yesterday and today; Strategic Planning: Constraints, trends, scenarios, and project portfolio: Tactical Plans; Web Portal; Implementation Monitoring Plan; Communication Plan; Marketing and Promotion Plan; Tourist Signage.

An aerial architectural rendering of Boulevard dos Ipês. The boulevard is a wide, paved walkway lined with modern, low-rise buildings on both sides. The central area is landscaped with various trees, including purple and yellow flowering trees, and features several large, circular, orange-colored public art structures. A yellow bus and a red car are visible on the road. In the background, a lush green forest meets a vibrant turquoise ocean under a clear blue sky. A decorative graphic of diagonal stripes in white, teal, and yellow is located in the top right corner.

Boulevard dos Ipês

An aerial architectural rendering of the Ocean Palace Jampa Eco Beach Resort. The scene shows a large, modern, multi-story building on the left. In the center, there is a large, winding, light-colored water feature or lagoon with several people swimming. The area is surrounded by lush greenery, including palm trees and other tropical plants. The background shows a sandy beach and the ocean under a clear sky.

Ocean Palace Jampa Eco Beach Resort

An aerial architectural rendering of the Amado Bio & Spa Hotel. The image shows a complex of modern, multi-story buildings with a mix of concrete and wood paneling. The buildings are interspersed with lush greenery, including trees and shrubs. In the foreground, there are several swimming pools and outdoor seating areas. The overall design is modern and eco-friendly, set in a natural, green environment.

Amado Bio & Spa Hotel



→ TOURISM



NEW FACILITIES WILL FURTHER RAISE THE STATE'S TOURIST LEVEL EVEN FURTHER

UNDER CONSTRUCTION

BOULEVARD DOS IPÊS

A large public boulevard, measuring 700 m in length and 33 m in width, with an approximate built-up area of 20,000 m², which will connect the Convention Center with the beach, in the region of the Cabo Branco Touristic Hub. The total project, which will combine cultural elements, technology, and sustainability, foresees an initial investment of US\$ 2.3 million. Boulevard dos Ipês, the great main avenue of the Cabo Branco Touristic Hub, will be inspired in its design and architecture by elements of the Armorial movement, led by the playwright, painter, and writer Ariano Suassuna from Paraíba.

Native species will be planted along the grand avenue to preserve the original flora. Among these species, nearly 100 seedlings of colorful ipe trees will be planted, which experts say will bloom throughout the year.

The irrigation system will be automated, using rainwater and reducing water consumption. The project includes 18 facilities, including a museum, an amphitheater, a playground, a viewpoint, a sensory garden, and an area for cyclists, public bikes, and electric scooters.

UNDER CONSTRUCTION

OCEAN PALACE JAMPA ECO BEACH RESORT

Ocean Palace Jampa is a five-star upscale luxury project of international standards. The Eco Beach Resort will have more than 400 apartments and also stands out for being a sustainable project, integrated into the greenery and energy self-sufficient, as renewable energy is used in its facilities.

The Ocean Palace Jampa Eco Beach Resort will occupy an area of over 43,000 m² and will offer a wide range of leisure activities, including ecological hiking trails, sports fields, water slides, yoga and pilates rooms, a gym, event spaces, a cinema, a lobby, lounges, a cyber café, a beauty salon, a spa, and a variety of regional and international gastronomic offerings in addition to all-inclusive accommodations.

UNDER CONSTRUCTION

THE AMADO BIO & SPA HOTEL

To redefine standards and behaviors, the Amado Bio & Spa Hotel will use concepts, such as biophilic design (a way of creating natural environments), tailor made, wellness, and mindfulness, to customize the services for each user, both in terms of the environment and the spaces and facilities.

The Amado Bio & Spa Hotel is being built on an area of almost 40,000 m² and has a capacity for 240 units, 82 of which will be built within the first six months and the remaining units within a year. All this integrates elements of the ocean, the cliffs, and the forest where the Tourist Hub is located.



CONVENTION CENTER: ONE OF THE MOST MODERN IN BRAZIL





→ TOURISM

In recent years, tourism in Paraíba has changed for the better in terms of structure, volume, and diversification. In addition to its natural beauty, the state also offers attractive itineraries for those seeking peace of mind, safety, sports, and culture. Tourism capacity is keeping pace with this evolution: the international airport has recently been re-equipped, the number of hotel rooms has increased, and new facilities are being prepared.



CONVENTION CENTER

Located in João Pessoa, this is one of the most modern facilities in the country and consists of four large buildings: The Mirante Tower, the Fairs and Exhibitions Pavilion, the Congresses and Conventions Pavilion, and the Pedra do Reino Theater. It is designed to be used for events such as fairs, exhibitions, symposiums, congresses and large shows such as plays and concerts.

- **48,676 m²** total built area;
- Capacity to hold **20 simultaneous events**;
- Theater with **2,924 seats**;
- Fair and exhibition pavilion with **19,346 m²**;
- Capacity to host up to **20,000** people;
- Parking for **2,000** cars;
- **900 m²** helipad.



Castro Pinto International Airport has a capacity of about **1.4 million** passengers/year



More than **29,000** hotel rooms throughout Paraíba



Average annual growth of **18.19%** in total guest flow (2021-2022)



**A
STATE
OF GROWTH**





INDUSTRY

With production hubs and industrial parks spread across the state, local manufacturing is making great strides toward strengthening the sector like never before.



CEMENT INDUSTRY HUB

Largest cement producer in the Northeast with a 27% share of the regional market

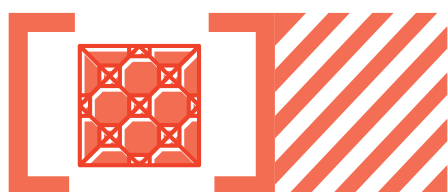
4th largest cement producer in Brazil

Production of **3.5 million tons** of cement per year

04 active factories

720 formal jobs created

→ Source: National Cement Industry Union 2021, Caged 2022



CERAMIC INDUSTRY HUB

2.3 million tons of production

Approximately **217** companies operating in the sector

3,424 direct jobs

→ Source: Cinep Data Sebrae Caged 2022



FOOTWEAR INDUSTRY HUB

2nd largest footwear producer in the Northeast

4th largest footwear producer in Brazil

4th largest footwear exporter in Brazil

16,847 formal jobs created

→ Source: Brazilian Association of Footwear Industries (ABICALÇADOS), Comex Stat, Caged 2022



TEXTILE INDUSTRY HUB

3rd largest producer in the Northeast

8th largest producer in Brazil

13,789 jobs generated by economic activity

3,270 companies operating in the sector

→ Source: BNB/Etene, with data from IBGE (2018), Caged 2022, Data Sebrae.



**TEXTILE
INDUSTRY HUB.
INCENTIVES,
PARTNERSHIPS,
AND MANY
OPPORTUNITIES**

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G 36 11

RIETER
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→ INDUSTRY



CAMPINA GRANDE TEXTILE INDUSTRY HUB

→ **Potential to become the largest textile hub in the Northeast.**

In the Campina Grande region, 54 cities in Paraíba now form a large economic network around textile production. With the aim of promoting the consolidation and development of this production system, Paraíba has created great incentives for local companies, generating more business opportunities, jobs, and income.



Textile Industry


Over **98% reduction** in the value of ICMS tax owed.



Clothing retailer

Only **3% tax burden** on revenue.

Over **4,000 small businesses** have already benefited.

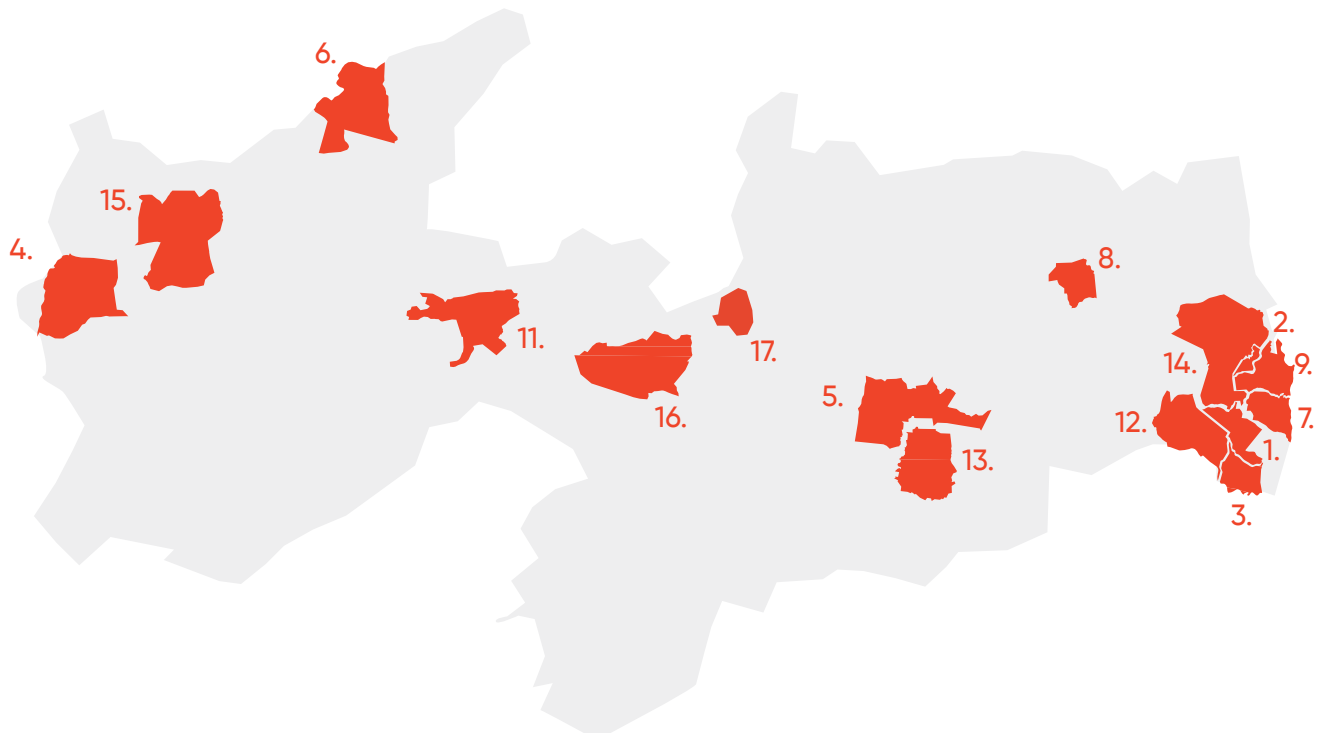


INDUSTRY



INDUSTRIAL PARKS

32 INDUSTRIAL AREAS PRESENT
IN **17** CITIES IN PARAÍBA



1. Alhandra

2. Bayeux

3. Caaporã

4. Cajazeiras

5. Campina Grande

6. Catolé do Rocha

7. Conde

8. Guarabira

9. João Pessoa

10. Mata Redonda

11. Patos

12. Pedras de Fogo

13. Queimadas

14. Santa Rita

15. Sousa

16. Taperoá

17. Várzea



**+ STRONG
BY
NATURE**



RENEWABLE ENERGY

The potential for renewable energy production in Paraíba is one of the best in Brazil. Its geographic conditions create a unique and favorable environment for the installation of wind and solar energy plants.



SOLAR ENERGY

Paraíba is one of the states with the highest solar irradiance index in Brazil. Areas like the Sertão region have solar incidence rates that few places on the planet have. These favorable conditions make the state strategic for the production of the energy of the future.

- 18 parks in operation; **454.15 MW**
- 90 projects granted by ANEEL: **3.7 GW**
- 7 parks under construction: **350 MW**
- 65 parks (construction to start): **2.89 GW**

→ Source: SIGA ANEEL

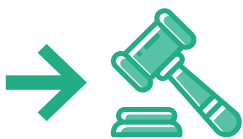


DISTRIBUTED GENERATION

In April 2023, the installed capacity in distributed generation in the state reached around **299.30 MW**, benefiting consumer units. This represents a growth of almost **57%** in one year, compared to the installed capacity in April 2022 (**190.94 MW**).

COMPANIES WITH DEVELOPMENTS IN PARAÍBA:

Iberdrola, Proton Energy, EDP Renewables, EDF Renewables, Grupo Rio Alto, Spic Brasil e Vestas.



LEGISLATION AND INCENTIVE POLICIES

Exemption from ICMS taxation for equipment and materials used in solar and wind power generation, such as: Solar water heaters, wind turbines, solar cells in modules or panels, tower for wind power generator support, and motor blades or wind turbines.

Reducing ICMS for solar and wind energy companies by granting a deemed credit applied to the outstanding balance of investments in electrical equipment, such as power transformers.



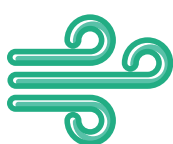
Paraíba offers excellent geographic conditions for wind energy production. In addition to favorable wind conditions, there are large areas with relief suitable for the implementation of wind farms. The economic activities carried out in these locations can coexist with the development of this type of energy production.



**THE ENERGY OF THE FUTURE
IS MADE BY US NOW**



Paraíba has the first integrated renewable energy complex in Brazil, which combines the generation of wind and solar energy in an unprecedented way. The complex covers an area of **8,700 hectares** in the Paraíba cities of Santa Luzia, Areia de Baraúnas, São José de Sabugi, and São Mamede. It consists of **15 parks** with **136 wind turbines**, with an installed capacity of **471 MW**, supplying more than **1.3 million** families per year. The investment for the implementation of the complex amounted **US\$ 626 million** and will contribute significantly to the security of the power sector and the national energy transmission network.



- Average wind speed: **greater than 7.5 m/s**
- 33 parks in operation: **765.94 MW**
- 82 projects granted by ANEEL: **2.4 GW**
- 9 parks under construction: **345.34 MW**
- 40 parks (construction to start): **1.29 GW**

→ Source: Wind Atlas of Paraíba / ANEEL.



**REGIONAL
LEADERSHIP.
NATIONAL
REFERENCE**





TECHNOLOGY AND INNOVATION

Paraíba is a national reference in technology and innovation. Through PLADES (Sustainable Economic and Social Development Plan of Paraíba), real production chains have been created throughout the state, relying on higher educational institutions, optical infrastructure, highways, development agencies, private initiatives to promote this economic potential.

ECOSYSTEM FOR INNOVATION

Governments	Secretariats and Agencies of the State Government Secretariats and Agencies of Municipal Governments
Educational Institutions	Federal University of Paraíba – UFPB Federal University of Campina Grande – UFCG State University of Paraíba – UEPB Federal Institute of Paraíba – IFPB
Pro-innovation environments	Paraíba Technology Park Foundation (PaqTcPB) Telmo Araújo Technology and Innovation Center (CITTA) SENAI INSA
Development Agencies	Sebrae FAPESP Empreender FIPs Companies



STATE EDUCATION NETWORK

Innovation and technology are also used in educational practice through the Dare to Create program. Students experience entrepreneurship with a social and sustainable vision by creating solutions to local community problems.



The Innovation Ecosystem of the **Federal Institute of Paraíba IFPB**, located in João Pessoa, includes:

1. Synergy Scientific and Technology Park of the Federal Institute of Paraíba
2. NEO IFPB Innovation Agency
3. IFPB FUNETEC Support Foundation
4. IFPB Innovation Hub, accredited by Embrapii
5. IFPB Prototyping, Ideation, and Learning Laboratory
6. IFPB Software Lab
7. IFPB Assert Innovation Center
8. IFPB EaD Business Hub
9. IFPB Business Incubator
10. IFPB Startups





**SPECIALIST
IN INNOVATION
AND
TECHNOLOGY**



TECHNOLOGY AND INNOVATION



COSMOLOGICAL RESEARCH

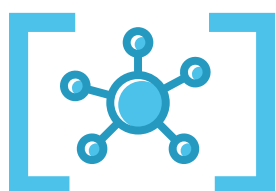
Paraíba Technology Park Foundation (PaqTc-PB)

In November 2022, a contract was signed between the Foundation and CETC 54 Research Institute, in China, for the construction of the BINGO Radiotelescope. The “Baryon Acoustic Oscillations in Neutral Gas Observations” (BINGO) is a “Big Science” project that internalizes technological development and scientific knowledge, and promotes exchanges in scientific research.



PROTLAB3D

3D Prototyping Tools at the Service of Education, which develops knowledge about 3D printing technology and brings that knowledge to schools in the State Public Education Network.



INNOVATION HUB

In the planning phase, the START CORE-PB (Paraíba App Hub) will contribute to the development of applications developed by students in the state, through an incubator model. The goal of the hub is to promote and make visible the good technological and pedagogical practices implemented in the state and in learning spaces, thus supporting academic and technological progress.

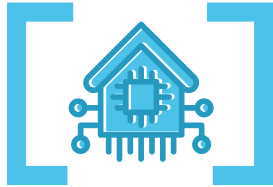
→ OPTICAL FIBER CABLE INFRASTRUCTURE

Introducing the Paraíba High-Performance Network (Repad):

- It currently has **336.8 km** of optical fiber cable
- Serves the Metropolitan Region of João Pessoa and Campina Grande
- Internet with traffic rates of up to **10 Gbps**
- **40 and 100 Gbps** capacity for ethernet modules
- Used by public agencies, teaching and research institutes in Paraíba
- Expansion to **53 other cities** with **3,400 km** of cabling underway



TECHNOLOGY AND INNOVATION



TECHNOLOGY PARK

The Horizontes de Inovação Technology Park is Paraíba's latest step toward the future. An environment that aims to strengthen the state as a center for technology generation and production, promoting new businesses, research, and development.



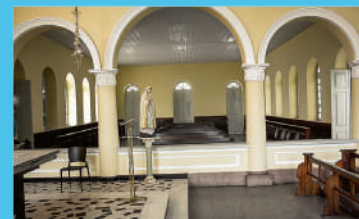
CONSTRUCTION IS IN FULL SWING

Construction on the Technology Park began in February 2022 and is expected to be completed in the **first half of 2023**. Two calls for proposals have already been issued, inviting the society to contribute to the content development of the program.



The headquarters of the Horizontes de Inovação Technology Park will be located in a revitalized 19th century building in the historic center of João Pessoa. It consists of spaces for:

- Entrepreneurship
- Interactive Reception
- Knowledge Space (with search walls and touchscreen tables)
- Coworking
- Maker Culture
- R&D for High-Yield Solutions
- Incubators and Accelerators
- Robotics
- Food Court
- Auditorium
- Living Areas






**READY
TO RECEIVE.
READY
TO GROW**



INFRASTRUCTURE


→  **1st PLACE IN THE NORTHEAST**
6th BEST INFRASTRUCTURE
IN THE COUNTRY

 **1st place** in Electric Power Quality in Brazil

 **3rd place** in Telecommunications Service Quality in Brazil

 **1st place** in Best Fuel Cost in the Northeast and **4th place** in Brazil

 **4th place** in Highway Quality in the Northeast and **11th place** in Brazil

 **WATER SAFETY**

Paraíba has recently implemented one of the largest programs to improve water supply: the **State Plan for Water Resources**, which includes the construction of reservoirs, adduction systems, aquifer recovery, and river perpetuity, among other actions.

In addition, the state has been benefiting from the **São Francisco River Transposition** project and carrying out its **Pipeline Program** with more than **1,500 km** of pipelines completed and in progress.

 **CONSTRUCTION OF PATOS AIRPORT**

The airport terminal will have the potential to handle approximately **100,000 passengers per year** and will promote greater integration with the Sertão region of Paraíba, stimulating all production chains in the region.

 **ACAUÃ/ARAÇAGI CANAL**

The largest water project in the state, with a length of **130.44 km** and **90%** of the project completed, will benefit **630,000** people and ensure production in **16,000** hectares across **38** cities.

 **DAM RECOVERY PROGRAM**

Through the Dam Recovery Program, **150** dams are receiving ongoing actions from the state management, through Seirh (State Secretariat of Infrastructure, Resources, and Environment) and the Executive Agency for Water Management (Aesa).



ELECTRIC ENERGY

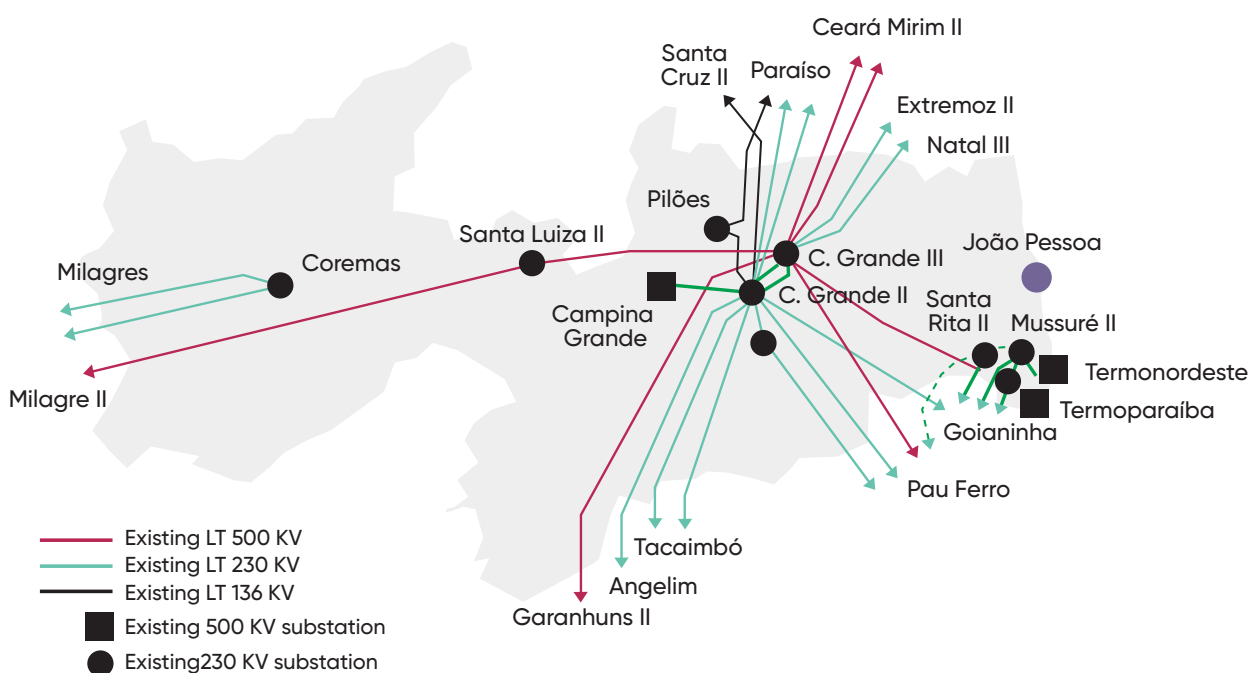
There are currently **68** power generation plants operating in Paraíba, with a total installed capacity of **1.85 GW**. The transmission network runs through the state and meets the energy needs in all regions.

INSTALLED POWER GENERATION CAPACITY PER SOURCE

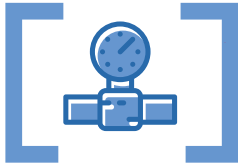
TYPE	QUANTITY	POWER (MW)	%
Thermoelectric Power Plant	15	624.06	33,76
Wind Generation Center	33	765.94	41,43
Photovoltaic Solar Center	18	454.15	24,57
Small Hydropower Plant	1	3.52	0,19
Hydropower Center	1	1.00	0,05

→ Source: ANEEL (February, 2023).

TRANSMISSION SYSTEM



INFRASTRUCTURE



NATURAL GAS

Coverage: João Pessoa, Campina Grande, Mamanguape, Bayeux, Santa Rita, Alhandra, Conde, Cabedelo, Caldas Brandão, São Miguel de Taipu, Ingá e Queimadas, Gurinhém, Sobrado, Mogeiro e Pedras de Fogo.

362 km of distribution network

26,664 residential customers and **360** commercial units

39 industrial customers

Supply of natural gas to **32** refuelling stations Investments of US\$ 5.6 million in the last 4 years



CABEDELLO PORT

Managed by Companhia Docas da Paraíba, the Cabedelo Port has a versatile infrastructure specialized in handling different types of cargo, including solid bulk (minerals and vegetables), liquid bulk (fuels), general cargo, and containers. Its privileged location in the Northeast region makes it a strategic point for national and international freight traffic.

HERE ARE SOME OF THE ADVANTAGES OF THE PORT:

- More attractive port tariffs compared to other ports in the Northeast;
- Exemption from ICMS tax for cargo originating from or destined to the Cabedelo Port;
- Greater flexibility in cargo release, Consenting Bodies installed within the Primary Area;
- Free access for the berthing of vessels without queues or logistical bottlenecks;
- Optimized integration with road transport, located at KM-0 of BR-230 highway, intersection with BR-101 highway, connected to the entire road network in the country
- Immediate availability in case of increased demand (currently operating at 33% of installed capacity);
- Expansion of storage capacity, increasing by 69% for solid bulk and 47% for liquid bulk.
- New operating draft of 11 meters, after dredging approval in the second half of 2023.



PORT INFRASTRUCTURE

- Capacity to handle **5 million tons per year**;
- **602 meters of quay, 03 berths for docking**;
- **320 meters of maneuvering basin**;
- **Draft of 9.14, which is approved for 11 meters**;
- **Primary Area under renovation, with 05 warehouses totaling 10,000 m² of covered area and 03 internal patios totaling 7,500 m² for containers, general cargo, and bulk**;
- **30 tanks with a capacity of 94,600 m³**;
- **18 silos with a capacity of 71,500 m³**;
- **Daytime docking and undocking and 24/7 operation.**



→ Paraíba in motion



ROADS

The Government of Paraíba has launched the **URBAN CROSSINGS** program, under which the main roads in **197 municipalities** are being tarred and asphalted, with a total length of **397 km** and an investment of over **US\$92.7 million** in own funds.

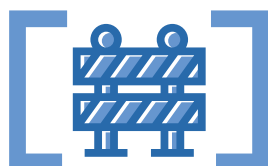


Another important measure for the state's road infrastructure was the investment of **US\$223.5 million** in the construction, modernization and rehabilitation of highways. These investments are important to ensure comfort and safety and facilitate the flow of production. Between the completed highways and the ongoing ones, there are over **ONE THOUSAND KILOMETERS** executed works.

→ **44%** *growth of paved state road network in the last ten years.*

PARAÍBA ROAD NETWORK

- **Paved federal road network: 1,005.30 km**
- **State road network: 5,972.41 km**
- **State road network (paved): 3,825 km**
- **State road network (unpaved roads): 1,660.91 km**



ONGOING CONSTRUCTION IN PROGRESS

- **Paving works in progress: 486.5 km**
- **Restoration works in progress: 144.5 km**

INVESTMENTS

- **Paving works: US\$ 187.2 million**
- **Restoration works: US\$ 35.7 million**

TOTAL INVESTMENTS

- **Paving works, restoration, and urban mobility and urban crossings: US\$ 413.7 million**



INFRASTRUCTURE



NEW ROUTES



NEW ROUTES TO ENSURE URBAN MOBILITY

Urban mobility is a priority action for the Government of Paraíba, which has significantly improved the flow of vehicles in the main cities of the state.



Investment: US\$ 89.6 million
(completed and ongoing works)



CITIES AND NEIGHBORHOOD/REGIONS:

João Pessoa (Completed):

- **Colinas do Sul:** US\$ 752,240;
- **Mangabeira - Valentina connection:** US\$ 1,2 million;
- **Altiplano - Bancários connection:** US\$ 961,196.

João Pessoa and Metropolitan Region (In progress):

- **Viaduct on BR-230 Água Fria:** US\$ 5,1 million
- **Viaduct on BR-101 Industrial District:** US\$ 3,9 million
- **Três Ruas dos Bancários – Contorno da UFPB connection:** US\$ 3.2 million
- **Altiplano - Castelo Branco (University Hospital) connection:** US\$ 3.7 million
- **PB-008 - Mangabeira connection:** US\$ 1.1 million
- **Connection between Bairro das Indústrias Bayeux and Santa Rita:** US\$ 5 million
- **Metropolitan Arch of João Pessoa (WORK UNDER BID):** US\$ 43 million

Campina Grande (Completed):

- **Eixo das Nações:** US\$ 1.2 million

Campina Grande (In Progress):

- **East Metropolitan Arch:** US\$ 10 million

Other Regions:

- **Contorno de Bananeiras:** US\$ 2 million
- **Northeast Access of Bananeiras:** US\$ 794,032
- **Access to the Frei Damião Memorial in Guarabira:** US\$ 1 million
- **Mamanguape Ring Road:** US\$ 1,2 million
- **West Perimeter of Sousa:** US\$ 3,3 million
- **João de Sousa Maciel Avenue – BR-230 in Cajazeiras:** US\$ 1 million
- **Access to Ciretran in Cajazeiras:** US\$ 668,658



+

**THE
STRENGTH
THAT COMES
FROM OUR
LAND**

+



MINERAL POTENTIAL

Although Paraíba isn't one of the largest states in Brazil in terms of territorial extent, it has significant mineral potential. According to studies conducted by the National Mining Agency (ANM), there is a great chance of discovering new mineral resources. In addition, there are state incentives to promote mining activities that complement one of the most successful production chains in the country.

MINERALS EXPLORATION IN PARAÍBA	
REGION	SUBSTANCE
COAST	mineral water, industrial sand, sand for filter, white clay, calcitic limestone, phosphate, rutile, ilmenite, kyanite, zirconite
BOA VISTA AND CUBATI REGION	bentonite clay
PIANCÓ VALLEY AND CAATINGUEIRA	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
ALL STATE (except coast)	rocks for cladding
ALL STATE	civil construction minerals and clay for red pottery



+
**PARAÍBA
EXTENDS
A WARM
WELCOME**
+



TAX BENEFITS

Paraíba is also a state that welcomes new businesses and investments. The state and cities work together to provide incentives to generate good business, both for those who come and for those who are already here.



PARAÍBA STATE TAX INCENTIVES

- ➔ **FAIN - Paraíba Industrial Development Support Fund**
For the implementation, expansion, revitalization, and relocation of industries considered of relevant interest to the state, with an anticipated ICMS tax credit of up to **74.25%**.
- ➔ **Site Selection Incentive**
Allocation of land at subsidized rates based on city choice and availability of land in the region where the company will locate.
- ➔ **Equalization** of Benefits with Other States.
- ➔ **Exemption from the ICMS** tax for the acquisition of machinery and equipment intended for the **generation of renewable energies** (wind and solar).
- ➔ **Letters** of intent to customize the tax conditions of each company by **up to 99%**.



ACTIVITIES THAT ALREADY HAVE OUR INCENTIVES

- Wholesale Importer*
- Wholesale Trade*
- Wholesale of Drugs and Medicines*
- Coffee Industry*
- Sugar Cane Industry*
- Plastic Industry*
- Textile Industry*
- Clothing Industry*
- Footwear Industry*
- Leather Footwear*
- Industry Sugar and Alcohol*
- Information Technology Industry*
- Nautical Industry*
- Pasta, Biscuit, and Derivatives Industry*
- Thermoelectric Power Industry*
- Cattle Slaughterhouses*
- New Vehicle Dealers*
- Bars and Restaurant*
- Call Center Companies*
- Airlines Companies*
- Mining Cooperatives*



NEW INCENTIVES ANNOUNCED IN JANUARY OF THIS YEAR:

01. AGRICULTURAL SECTOR: Reduction of the ICMS tax on the interstate sale of cattle and buffalo for only US\$ 2.00. The objective is to reduce the ICMS tax on the sale of cattle and buffalo, in order to make those who produce cattle and buffalo within the state of Paraíba more competitive than their counterparts in the Northeast region. Currently, the ICMS tax amount is US\$ 62.7 per animal.

02. AGRICULTURAL SECTOR: Tax exemption and deferral waiver for agribusiness operations, as well as presumed credit in operations destined for retail.

03. INDUSTRIAL SECTOR: Exemption of the ICMS-FRETE (state freight tax) on INTERNAL operations when the origin or destination of the products is within the industry in Paraíba.

04. AGRICULTURAL SECTOR: Removing mozzarella cheese from the fiscal benefit on imports from outside the state to stimulate the local cheese industry in Paraíba.

05. AGRICULTURAL SECTOR: Maintaining the reduction of the ICMS tax rate on ethanol from 18% to 15.33% in 2023, resulting in an effective tax burden of only 4% for the sugar cane industry segment.

06. TRADE SECTOR: The State Government grants used car dealers in Paraíba the option of **calculating the ICMS tax payable based on the area of the establishment**.

07. TRADE SECTOR: Removal of the 50% sales limit for other pharmaceutical products, as well as the elimination of the mandatory 30% profit requirement in the benefit provided by Decree 31.072, in order to allow Paraíba-based pharmaceutical companies to grow through product diversity and generate more jobs and income.

08. INDUSTRY/COMMERCE/SERVICE SECTORS: Reduction of ICMS tax on Natural Gas from 18% to 12% for vehicle, commercial, and residential use. The industrial segment was the first to receive the benefit in December 2021.

09. SERVICE SECTOR: Extension of the presumed credit from 80% to 100% (discount) on the ICMS tax for companies providing intercity passenger transportation services, benefiting users of this public transportation service.

10. SERVICE SECTOR: 50% reduction in the ICMS tax base for Diesel fuel purchased by intercity transport concessionaires - Decree 41.355/2021.

11. SERVICE SECTOR: 50% reduction in the ICMS tax base for Diesel fuel purchased by urban or metropolitan public transport concessionaires - Decree 41.286/2021.

12. SERVICE SECTOR: Extension of the subsidy (public transport subsidy) **of 50%** on the value of the fare applied to the second trip used by the user of intercity public transport within the Passenger Integration System.

13. SERVICE SECTOR: Implements the state registration for Logistics Operator, which is an innovation, as it aims to encompass companies in the Logistics Operator sector, allowing the operationalization of this new market niche in Paraíba.

14. TRADE SECTOR: Rescheduling of ICMS-FRETE (state tax on freight) for registered sand extractors with a stratification of distances for ICMS-Frete charges. It is a measure of fiscal justice, as previously the freight table established a starting point for ICMS-Frete payment at a 100 km distance.

15. TRADE SECTOR: NOTA CIDADÃ – Expands the number of prizes and the amounts of the monthly draws of the Nota Cidadã Program. The number of monthly prize winners will increase from 20 to 30, with new prize amounts: There will be 29 prizes of US\$ 520 each (previously US\$ 420), in addition to 1 special prize of US\$ 5,200 (previously US\$ 4,175).

16. SERVICE SECTOR: 0% IPVA rate for Motorcycles up to 170 CC, starting in 2023 (benefiting approximately 320,000 owners in Paraíba).

17. INDUSTRY/COMMERCE/SERVICES SECTORS: Government of Paraíba offsets judiciary bonds with tax debts in active debt Law No. 12,487, December 14, 2022. It allows those with tax debts registered in Active Debt to offset them if they have matured judiciary bonds or have not received payment from the State.

18. INDUSTRIAL SECTOR: Incentive to the generation of energy from Green Hydrogen and Biomass - This refers to a change in the regulation to also consider the generation of energy from Green Hydrogen and Biomass as industrial activities, similar to solar energy and underground gasses and vapors. With this inclusion in the legislation, these companies can be established, and those already established can renew their technological infrastructure without the need to pay ICMS-DIFAL (Differential Tax Rate). This measure satisfies the aspirations of the clean energy sector and demonstrates the state's concern for promoting environmental protection initiatives.

[STRATEGIC LOCATION]

- Most easterly point of the Americas
- In the heart of the Northeast
- Border with Rio Grande do Norte, Pernambuco, and Ceará

[NATIONAL COMPETITIVENESS]

- **Most competitive** state in the Northeast
- 1st place in Innovation, Public Safety, and Infrastructure
- **RATING A** in the National Treasury Ranking

[TOURISTIC POTENTIAL]

- Strengthening of various segments in nature tourism (sun and sea), business, events, religious, cultural, and ecological
- Wide hotel chain
- Expanding infrastructure

[REFERENCE IN INFRASTRUCTURE]

- All cities connected by highways
- Water security for all regions of the state

[MAIN ECONOMIC SECTORS OF THE STATE]

- Communication and Information Technology
- Energy (Wind, Solar, and Thermoelectric)
- Leather and Footwear
- Mineral
- Tourism

[EDUCATION, SCIENCE, AND TECHNOLOGY]

- Schools rated above the national average
- Full-Time Citizen Schools and Full-Time Citizen Vocational Schools in **233** cities, with **152** vocational schools and **53** vocational courses
- **34** universities and colleges and **76** higher education centers or campuses
- More than **500 km** of optical fiber cable, with a project for the whole of Paraíba

[HEALTH]

- **2nd** largest Primary Care coverage in Brazil
- **34** state public hospitals and **4** emergency care units (UPAs)
- **2.4** ICU beds per thousand inhabitants (WHO indication: between 1 and 3 beds/ thousand inhabitants)

[SAFETY]

- Only state with 8 consecutive years of reduction in crimes of intentional lethal violence - CLVI
- João Pessoa with the second lowest CVLI rate among the Northeast capitals and ranking **13th** in the country
- **5th** position in Brazil and **2nd** in the North-Northeast in terms of Public Safety in the State Competitiveness Ranking (CLP, 2020)

[FISCAL INCENTIVES AND LOCATION INCENTIVES GRANTED TO INVESTORS]

- Paraíba Industrial Development Support Fund - **FAIN**
- Locational incentive • Equalization of benefits with other states
- Exemption from ICMS tax for the acquisition of machinery and equipment intended for the generation of renewable energies
- Letters of intent to customize the tax conditions of each company by up to **99%**
- Huge economic development package announced in January this year

[PARAÍBA]
Business





[PB Business]



 **GOVERNO DA PARAÍBA**