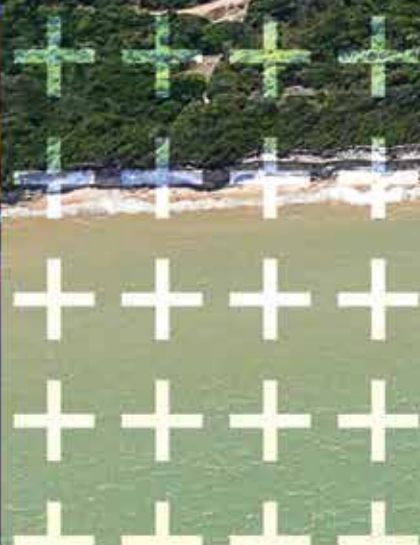




[PARAÍBA]

Business

Cabo Branco Hub | João Pessoa



Port of Cabedelo



+ PARAÍBA

A NEW TIME FOR
ACHIEVEMENTS
BEGINS HERE



➔ [DEVELOPMENT AND OPPORTUNITIES]

The times we live in require, more than ever, assertiveness, integration, security, and partnerships. After years of hard work and important advances, Paraíba is generating new opportunities. We're focused on the needs of production chains, developing policies and infrastructure for our state, bound in a constant search for improvement.

We are fully aware of the current scenario, and we consider the private sector as a partner in the future that we're building today. In the next pages, more than reasons to invest, work or stay here, you will find a state ready to face this new scenario.

It's time for execution, to value innovation, and to reinvent in the face of any obstacles. In a nutshell, it is an evolution from some of the most significant characteristics of Paraíba: resilience and the ability to overcome challenges, rising even better and stronger.





LAND OF OPPORTUNITIES

Capital: **João Pessoa**
Municipalities: **223**
Population: **4,056,437 (2021)**
Demographic density: **66.7 inhabitants / km²**
Territorial extension: **56,469,744 km²**
GDP: **R\$ 64.4 billion**

- Ranked 3rd in accumulated growth in the Northeast
- Ranked 9th in accumulated growth in Brazil



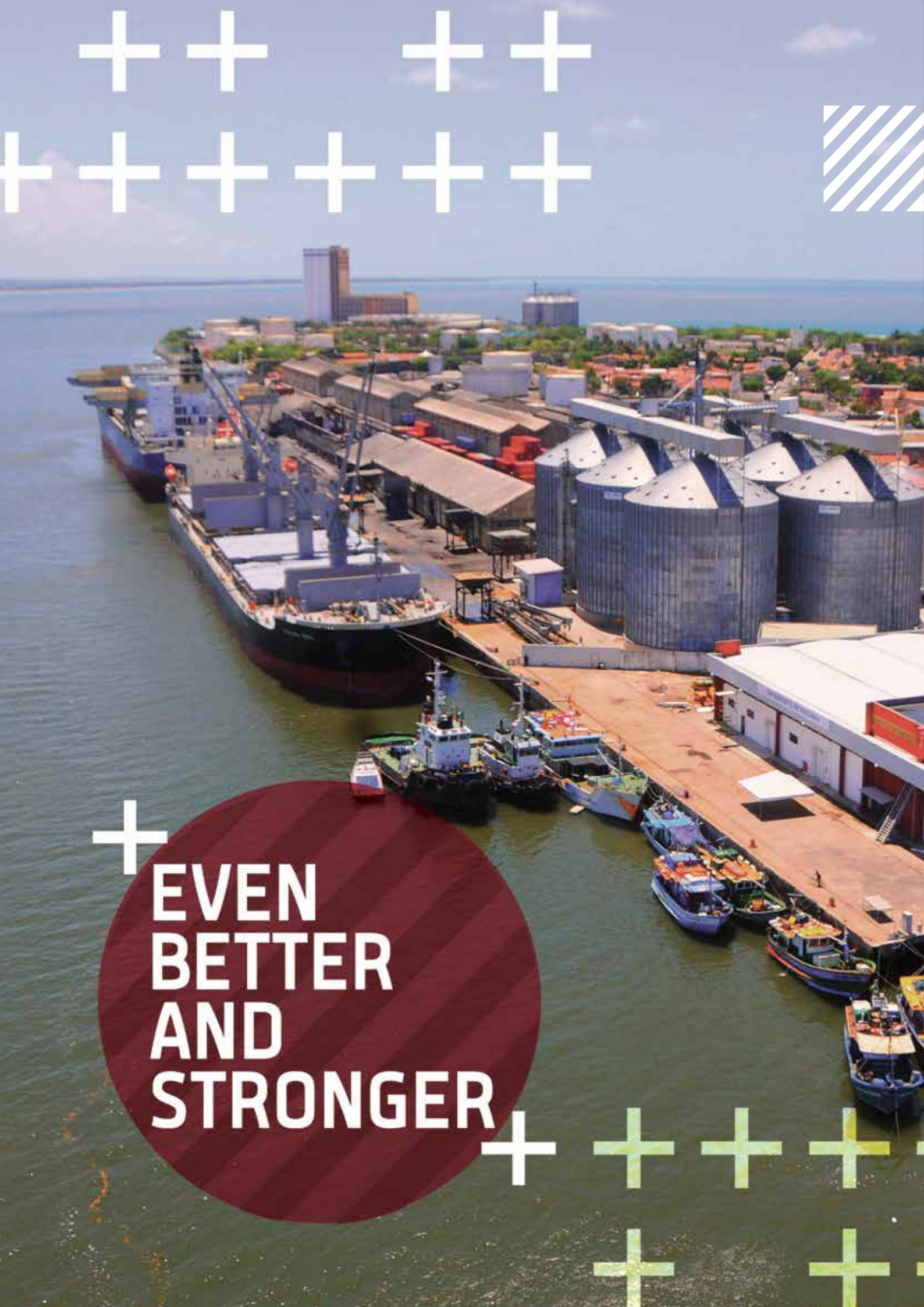
[PARAÍBA]

LOCATION: IN THE HEART OF THE NORTHEAST

- Borders with the states of Rio Grande do Norte, Pernambuco and Ceará.
- Port of Cabedelo, the easternmost in the Atlantic Ocean.
- Ponta do Seixas, the most easterly point in the Americas, is located here.

Being at the right time and in the right place is fundamental. And here in Paraíba, you can do it. In addition to this Brazilian state being the easternmost of the Americas, thus being closer to Europe and Africa, Paraíba is bordered by two of the largest northeastern markets, easily accessible by land and air. So, within our borders, you can position yourself in an economically and geographically strategic location.

At the same time, the state's economy is also one of the most prosperous in Brazil. Paraíba has, in the last years, the highest growth of the Northeast region and the 6th in the whole country. Reports reveal the strength of an increasingly strong consumer scenario and that it's ready to grow in the short and medium term.



POTENTIAL AND COMPETITIVENESS

Even in the face of an unfavorable scenario, Paraíba remains with outstanding potential for consumption. In the two largest cities in Paraíba, João Pessoa (capital) and Campina Grande, the consumption potential in 2020 was R\$ 24.371 billion, representing 40% of the state's total consumption (R\$ 60.761 billion). The two cities are connected by a 120 km double-lane federal highway in good conditions. On top of that, counting João Pessoa and its two neighboring capitals, Recife (PE) and Natal (RN), the potential in 2019 reached R\$ 70 billion. The three cities are within a 287 km radius, also connected by a double-lane federal highway with good traffic conditions, the BR-101.



PARAÍBA CONSUMPTION POTENTIAL*

➔ **R\$ 60.761 billion in 2020**
5th largest in the Northeast and 18th in Brazil

Social class/household consumption potential, in products, goods, and services.



COMPETITIVENESS*

IT'S THE 2nd MOST COMPETITIVE STATE IN THE NORTHEAST

- 1th PLACE** of the region in Innovation, Social and Environmental Sustainability National Spotlight on Security, Innovation, Infrastructure, Education and Fiscal Soundness. Also highlighted in Good Practices, with the Cariri, Seridó, and Curimataú Sustainable Development project (Procasa).
- 1th PLACE** in the offer of digital services
- 13th** the General Ranking of Competitiveness of States

EVEN BETTER AND STRONGER

* Source: Consumer Potential Index (IPC), IPC Marketing Editora. * Source: Competitiveness Ranking of States 2020, from the Centro de Liderança Pública (CLP)



COMMERCE AND SERVICES

With support for national and international investors, public officials focused on growth, and a complete understanding of the new economic landscape, the local market is becoming more dynamic, generating income and opportunities.

SECTORS THAT CONTRIBUTE WITH APPROXIMATELY
 **70% OF GDP**

- Public administration
- Business
- Real Estate & civil construction activities
- Transformation industry
- Construction

BUSINESS ACTIVITY PROFILE IN PARAÍBA

SECTORS	No. OF COMPANIES	TOTAL PARTICIPATION
Services	118,977	47.79%
Business	91,259	36.66%
Industry	37,708	16.39%
Agribusiness	975	0.39%
Total	248,919	100%

* Data from IPC Maps Target 2020 based on IBGE

SECTORS THAT GENERATED MOST FORMAL JOBS IN PARAÍBA UNTIL 2017*

SECTOR/ACTIVITY	ACCUMULATED JOBS	TOTAL SHARE
Public Administration (federal, state and municipal)	239,545	37.46%
Services	176,981	27.67%
Business	104,831	16.39%
Transformation industry	71,013	11.06%
Construction	24,595	3.84%
Total	639,404	100%

* Last year of data available, based on RAIS/Secretaria Especial do Trabalho




ADVANCEMENT IN FUNDAMENTAL AREAS



EDUCATION, HEALTH AND SAFETY


EDUCATION FOR ALL

In 2020, Paraíba reached the mark of 229 Full-time Citizen Schools (ECI), 100 of which offer professional education, which represents 71 cities with Technical Full-time Citizen Schools (ECITs).

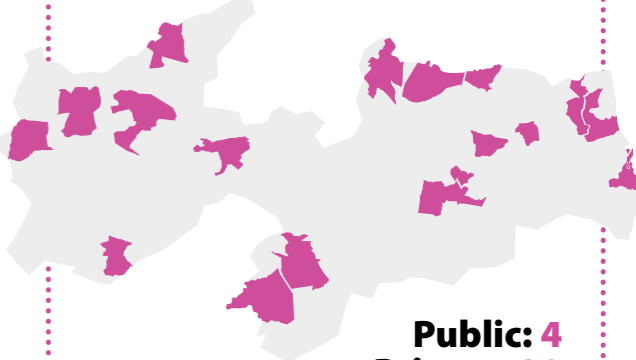
 **1th national place**
Distance Education Index
according to Fundação
Getúlio Vargas.

→ IDEB 2019 – INDEX OF EDUCATION DEVELOPMENT

Schools rated above the
national average:
Citizen Schools
Full-time (ECI) = 4.2
Brazil = 3.5

 **FULL-TIME TECHNICAL
CITIZEN SCHOOLS
IN THE STATE (ECITs)**
Present in 71 cities
37 professional courses

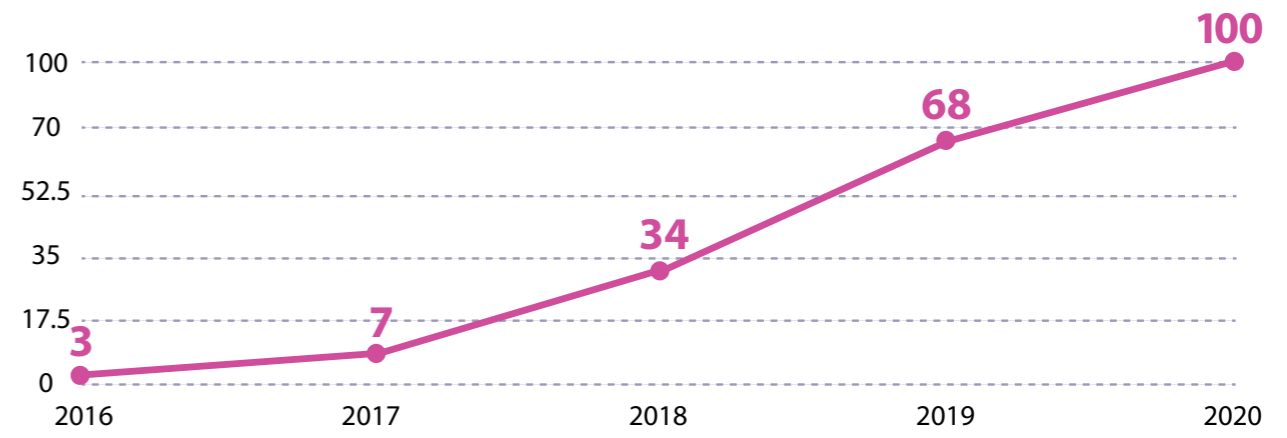
UNIVERSITIES AND COLLEGES
Production of knowledge and
training of specialized labor in all
regions of the state.



Public: 4
Private: 30

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

FULL-TIME TECHNICAL CITIZEN SCHOOLS (ECITs) A constant increase in the number of schools



→ **By the end of 2021, each of the 223 municipalities in Paraíba will have at least one full-time school.**



EDUCATION, HEALTH AND SAFETY



2nd largest coverage of primary care in Brazil

97.34%
of the population



33 state public hospitals



Oral health coverage

93.21%



6.289 health services available at SUS across the state



GENERAL REDUCTION IN VIOLENCE NUMBERS

- ↓ **3rd lowest CVLI*** rate in the Northeast in 2020 and a **35% reduction since 2011**. Second best rate of the decade.
- ↓ **47% reduction** in bank attacks in 2020. 87% Accumulated dip since 2016.

- ↓ **46% reduction** in robberies since 2015. **7th lowest rate in the country** in 2019, according to the FBSP Yearbook 2020.
- ↓ **3,502 firearms seized** in 2020. **5th highest rate in the country** in 2019, according to FBSP Yearbook 2020.
- ↓ **4,552 kg of drugs seized** by police in 2020. **Historical record**.

↓ **20% reduction** in vehicle thefts and robbery in 2020. **8th lowest rate in the country** in 2019, according to the FBSP Yearbook 2020*.



SAFE PEOPLE

João Pessoa obtained in 2020 the second-lowest CVLI Rate of the century. In 2019 it had the second-lowest rate among the capitals of the Northeast. Currently, it has a 64% accumulated dip.

In 2020 Campina Grande obtained the lowest CVLI Rate of the century, being the least violent among cities with more than 200 thousand inhabitants in the North and Northeast. Accumulated 75% reduction since 2010.



23% theft reduction in 2020.

68% accumulated reduction in João Pessoa since 2015.

85% accumulated reduction in Campina Grande since 2016.

* CVLI - Intentional Lethal Violent Crimes ** FBSP - Brazilian Public Security Forum

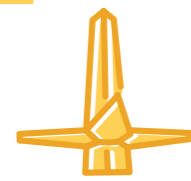




TOURISM

→ CABO BRANCO TOURIST SECTOR

Located between the warm waters of our southern coast and the green of the Atlantic Forest, the largest tourist complex in the Northeast is being born. Completely planned, the complex already houses a convention center and the Parque das Trilhas, the largest environmental reserve of native Atlantic Forest inserted in the urban areas of Brazil. A unique structure that is already receiving a lot of attention inside and outside the country. There are already four projects with signed contracts that will bring resorts, a water park, and a spa hotel, taking the sector to a new level.



654 hectares of area divided into 35 parts, being:

- 19** for the hotel sector
- 5** for the animation sector
- 10** for trade and services
- 1** for the events sector

+ PARAÍBA.
EVERYONE
MEETS
HERE +

CONTRACTS ALREADY SIGNED
*Surf World Park (water park and resort),
Ocean Palace Jampa Eco Beach Resort (resort)
and Amado Bio & Spa Hotel (spa hotel).*





Surf World Park



Ocean Palace Jampa Eco Beach Resort



Amado Bio & Spa Hotel



TOURISM

SURF WORLD PARK

A Spanish development, with superior luxury standards and five stars, will consist of a water park and a resort, housing the largest artificial wave pool in Brazil and one of the largest in the world - with 31 thousand m² and 200 m in diameter, besides several other water attractions.

Surf World Park aims to be a world touristic reference, which will combine leisure and surfing with an environment with quality of life, promoting sustainable recreational tourism, fully integrated with the environment. Installed in an area of 240 thousand m², the project will also have an amphitheater, squares, gastronomic area and bars, a center for the elderly, kindergarten, open-air disco, medical post, gym and spa, surf school, gourmet market, skate park, artificial wave pool, and sand beach.

OCEAN PALACE JAMPA ECO BEACH RESORT

Also designed as a high-end development, superior luxury category, five stars, and international level, the Ocean Palace Jampa Eco Beach Resort will have 400 more apartments and also stands out for being a sustainable project. Energetically self-sufficient and integrated with nature, its facilities will be powered by renewable energy.

The Ocean Palace Jampa Eco Beach Resort will occupy more than 43 thousand m² area and will submit the most varied leisure activities, including nature trails, sports courts, water slides, yoga and pilates rooms, gym, a venue for events, cinema, lobby, lounges, cyber café, beauty salon, spa and several options of regional and international cuisine, as well as accommodation in an all-inclusive system.

AMADO BIO & SPA HOTEL

To reframe standards and behaviors, Amado Bio & Spa Hotel will use concepts such as biophilic design (way to create natural environments), tailor-made, wellness and mindfulness, personalizing services for each guest, both concerning the environment and spaces and equipment.

The Amado Bio & Spa Hotel will be built in an area of almost 40 thousand m² and its structure will have a capacity of 240 units, 82 of which will be built in the first six months and the others in up to one year. All of this blended with the ocean, cliffs, and forests where the Tourist Sector is located.



TOURISM

TO BE
TO DISCOVER
TO ENJOY
TOURISM

CONVENTION CENTER

Located in João Pessoa, this structure is one of the country's most modern and has four large structures: the Tower do Mirante, the Pavilion of Fairs and Expositions, the Pavilion of Congresses and Conventions, and the Pedra do Reino Theater. Its structure allows hosting events such as fairs, exhibitions, symposia, congresses, as well as great shows, such as plays and concerts.



- 48.676m² of total built area;
- Ability to host **20 simultaneous events**;
- Theater with **2,924 seats**;
- Fair and exhibition pavilion with **19,346 m²**;
- Capacity to accommodate up to **20 thousand** people;
- Parking for **2 thousand** cars;
- Helipad **900m²**.

 The Castro Pinto International Airport can serve approximately **2.3 million** passengers/year

 More than **28 thousand** beds in hotels across Paraíba

 Average annual growth of **4.41%** in the global flow of guests



INDUSTRY

From every corner of Paraíba, productive and industrial hubs show the strength of a state that does not want to stop growing. The sector has sought to keep up to speed with its growing national attention in recent years.



CEMENT SECTOR

Largest cement producer in the Northeast
10th largest cement producer in Brazil
Production of **2.8 million tons** of cement per year
04 factories in operation

→ Source: National Union of Cement Industry 2020 and Caged 2020



TEXTILE SECTOR

More than **900** companies in the production chain
About **11,000** direct jobs

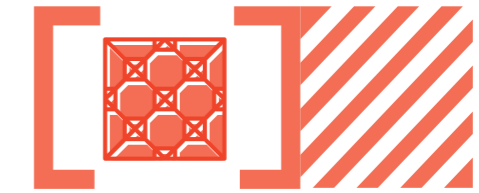
→ Source: Caged 2020



FOOTWEAR SECTOR

2th largest producer of footwear in the Northeast
4th largest shoe producer in Brazil
3th largest footwear exporter in Brazil
11.3% of all national production in 2019
About **103 million** pairs of shoes produced in 2019
176 companies operating in the footwear industry
More than **15,000** workers

→ Source: Abicalçados Sectorial Report 2020 from ABICALÇADOS and Caged 2020



CERAMIC SECTOR

600 million pieces of ceramics/year
Approximately **150** companies operating in the sector
2,500 direct jobs

→ Source: Paraíba Ceramic Industry Union - SINDICER / PB



**TEXTILE SECTOR.
INCENTIVES,
PARTNERSHIPS
AND MANY
OPPORTUNITIES**

INDUSTRY

**CAMPINA GRANDE
TEXTILE SECTOR**

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

In Paraíba today, 54 municipalities around Campina Grande form a large economic network of textile production. To stimulate the consolidation and development of this productive sector, Paraíba provides great incentives for local companies, generating more business, employment, and income opportunities.



Textile industry
Over **98% reduction**
in the tax amounts due to ICMS.



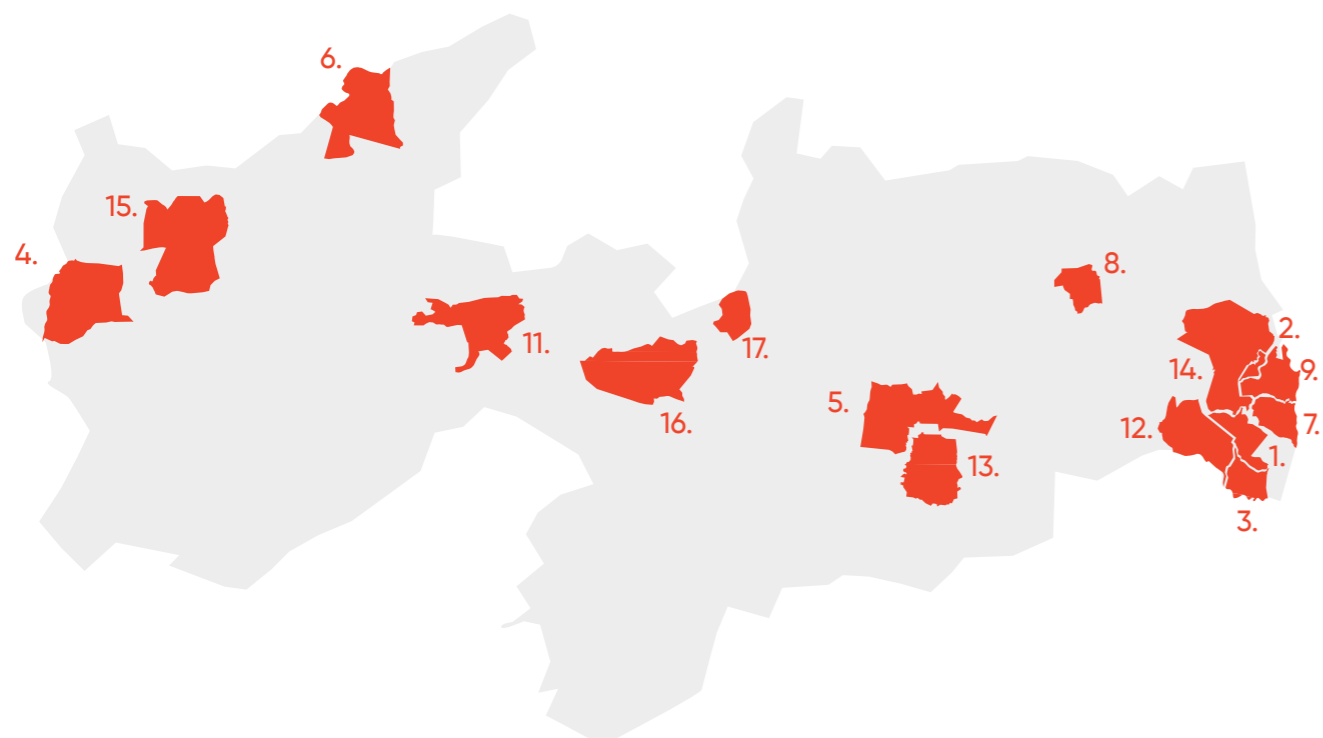
Clothing retailers
Only **3% tax**
tax burden on billing.
More than **4 thousand small businesses**
already benefited.

INDUSTRY



INDUSTRIAL DISTRICTS

32 INDUSTRIAL AREAS PRESENT IN
17 PARAIBAN MUNICIPALITIES



- | | |
|--------------------|--------------------|
| 1. Alhandra | 10. Mata Redonda |
| 2. Bayeux | 11. Patos |
| 3. Caaporã | 12. Pedras de Fogo |
| 4. Cajazeiras | 13. Queimadas |
| 5. Campina Grande | 14. Santa Rita |
| 6. Catolé do Rocha | 15. Sousa |
| 7. Conde | 16. Taperoá |
| 8. Guarabira | 17. Várzea |
| 9. João Pessoa | |



RENEWABLE ENERGY

The energy potential, mainly wind and solar, and the incentive policies, make Paraíba a great opportunity for investment in electricity generation projects. The state has tax incentives adequate infrastructure in roads and telecommunications, transmission lines for the flow of generated energy, agility in environmental licensing, and policies for the promotion and incentive of renewable energies. In addition, it maintains policies to support enterprises and promotes the communication of investors with state and municipal entities.

SOLAR ENERGY

Paraíba has one of the highest solar exposure rates in Brazil, according to the Brazilian Atlas of Solar Energy.

- **3** wind farms in operation: **135.94 MW**
- **19** projects bestowed by ANEEL: **575.41 MW**
- **3** parks under construction: **81 MW**
- **16** parks (construction about to start): **329.16 MW**

DISTRIBUTED GENERATION

In January 2021, the installed distributed generation power in the state reached around **89.2 MW**, benefiting **6,337** consumer units.

This represents a growth of almost five times in less than two years, compared to the installed capacity in June 2019 (**18.0 MW**).

Foreign companies with enterprises already installed or in construction stage:
 Spain - IBERDROLA,
 Portugal - EDP Renewables,
 France - EDF Renewables,
 USA - Proton Energy.

LEGISLATION AND INCENTIVE POLICIES

Exemption from ICMS taxes for equipment and materials used in the generation of solar and wind energy, such as solar water heaters, wind turbines, solar cells in modules or panels, wind energy generator support tower, and motor shovel or wind turbine.

Reduction of ICMS for solar and wind power generation companies, through the granting of presumed credit applied to the outstanding balance of investments in electrical equipment, such as power transformers, among others.

WIND ENERGY

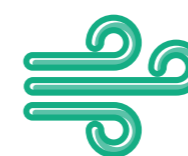
Paraíba has excellent geographical conditions for the production of wind energy. In addition to the favorable wind conditions, there are vast areas with adequate terrain for the implementation of wind farms. The economic activities of these places can coexist along with the development of the production of this type of energy.



WE'RE PRODUCING THE ENERGY OF THE FUTURE, NOW



Today, the state is one of the major wind energy producers in Brazil. And the growth prospects increase every year, with the construction of new parks and the associated transmission system. National and international investments have contributed to this constant increase in the production of clean and renewable energy.



- Average wind speed: greater than **7.5 m/s**
- **15** wind farms in operation: **157.20 MW**
- **24** projects bestowed by ANEEL: **957.62 MW**
- **15** parks under construction: **628.46 MW**
- **9** wind farms (construction about to start): **329.16 MW**

+ REGIONAL LEADERSHIP. A NATIONAL REFERENCE +



TECHNOLOGY AND INNOVATION



AN ECOSYSTEM FOR INNOVATION

Governments

Institutional affairs
State Government Offices and Municipal Agencies
Government Offices and Agencies

Public universities

Federal University of Paraíba - UFPB
Federal University of Campina Grande - UFCG
State University of Paraíba - UEPA
Federal Institute of Paraíba - IFPB

Pro-innovation environments

Paraíba Technological Park Foundation
Telmo Araújo Technology and Innovation Center (CIT-TA) System S
National Semi-Arid Institute
2 EMBRAPPII units

Promotion agencies

Sebrae
Fapesq-PB
PB Entrepreneur Program



FIGHTING PANDEMICS

Through the Covid19 Public Notice, the Executive Secretariat for Science and Technology, along with the Paraíba Research Support Foundation, promoted 18 research projects, which are already underway with preliminary results, being a quick response in the face of these emergency public health conditions.



STATE TEACHING NETWORK

Innovation and technology are also applied in pedagogical practices through the Ouse Criar Program. Students experience entrepreneurship with a social and sustainable vision, creating solutions to local community problems.



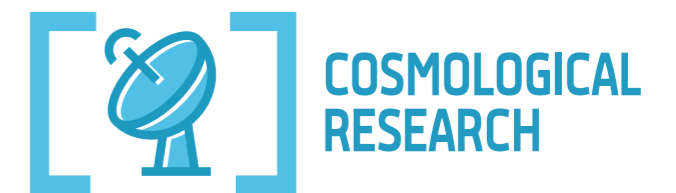
SPECIALISTS IN INNOVATION AND TECHNOLOGY

TECHNOLOGY AND INNOVATION



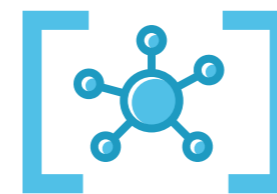
PROTLAB3D

3D Prototyping Tools at the Service of Education, which develops knowledge of 3D printing technology and brings it to the schools of the State's Public Education Network.



COSMOLOGICAL
RESEARCH

Through the Executive Secretariat for Science and Technology, the Government of Paraíba supports the international research project for the construction of a radio telescope in the state's countryside. The "Baryon Acoustic Oscillations in Neutral Gas Observations" (BINGO) is a "big science" project that brings technological development, scientific knowledge to our inland cities and promotes scientific research exchange.



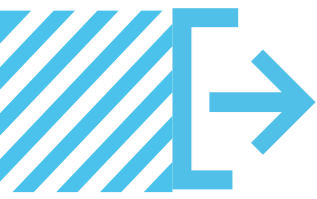
INNOVATION
HUB

Already in the planning stage, START CORE-PB (Paraíba Applications Center) will help our state students develop apps, in an incubator model. The purpose of the nucleus is to give autonomy and visibility to good technological and educational practices applied in learning spaces and our state, promoting tactics that develop academic and technological advancement.

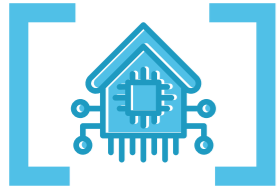
→ OPTICAL WIRING INFRASTRUCTURE

Meet the High Performance Network of Paraíba (Repad):

- It currently has **336.8 km** in optical fiber
- 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 institutions in Paraíba
- Expansion in progress to **53 more municipalities** with **3,400 km** cabling



TECHNOLOGY AND INNOVATION



TECHNOLOGIC PARK

The Horizontes de Inovação Technological Park is Paraíba's newest step towards the future. An environment with the objective of reinforcing the state as a generator and producer of new tech, fostering new companies, research and development.



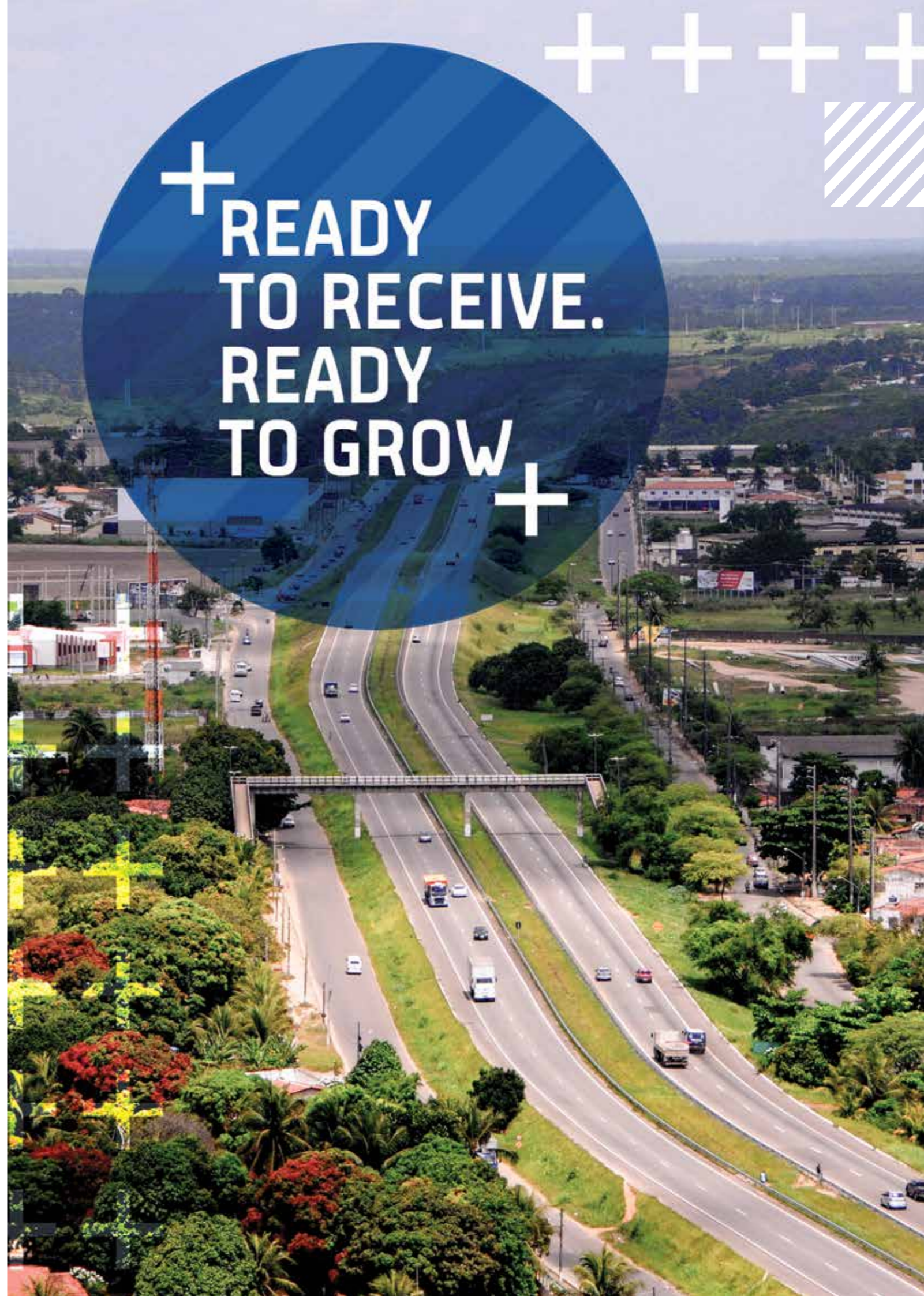
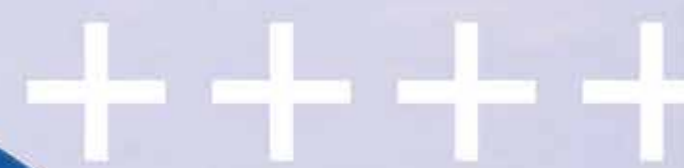
Innovation and tech applied to:

Health, Education, Creative Economy, Government Solutions, Tourism, Urban Planning, Smart Cities and Sustainability.



The headquarters of the Horizontes de Inovação Technological Park will operate a revitalized 19th-century building, in the historic quarter of João Pessoa, providing spaces for:


- Entrepreneurship
- Interactive reception
- Knowledge space (with research walls and touchscreen tables)
- Coworking
- Culture Maker
- High performance solutions R&D
- Incubators and accelerators
- Robotics
- Food court
- Auditorium
- Living areas




INFRASTRUCTURE

→ **Paraíba is also highlighted in the Competitiveness Ranking of States (CLP, 2020) in the infrastructure category:**

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

 **3rd place** in Quality of Telecommunications Services in Brazil

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


 **2nd place** in Highway Quality in the Northeast and **9th place** in Brazil

 **BUILDING OF THE PATOS AIRPORT**

This air terminal will have the potential to operate with approximately **100 thousand passengers/year** and will promote greater integration with the Paraíba countryside, stimulating all the productive chains in the region.

 **DAM RECOVERY PROGRAM**

Through the Dam Recovery Program, **150 dams** are receiving work from the state government, through Seirhma and the Water Management Executive Agency (Aesa). Around R\$ **30 million** were invested, with state resources, and it's expected to be concluded in April 2021.

 **WATER SAFETY**

Besides being one of the beneficiaries with the transposition of waters of the São Francisco River, the state, through the Paraíba State Water Security Project (PSH/PB), will develop one of the largest programs in the sector, aiming at expanding service to the population.

The Transparaíba Adductor System, an operation that counts with **US\$ 126,886,000** financed by the World Bank, will improve the availability of water resources in **27 cidades**, in the regions of Borborema and Agreste, as well as improve the operational efficiency of water and sewage services in the Metropolitan Region of João Pessoa.

 **CANAL ACAUÃ/ARAÇAGI**

The largest water project in the state, with an extension of **130.44 km**, 60% of which is already completed, will benefit **630 thousand** people, supporting farming production on 16 thousand hectares in **38 municipalities**.

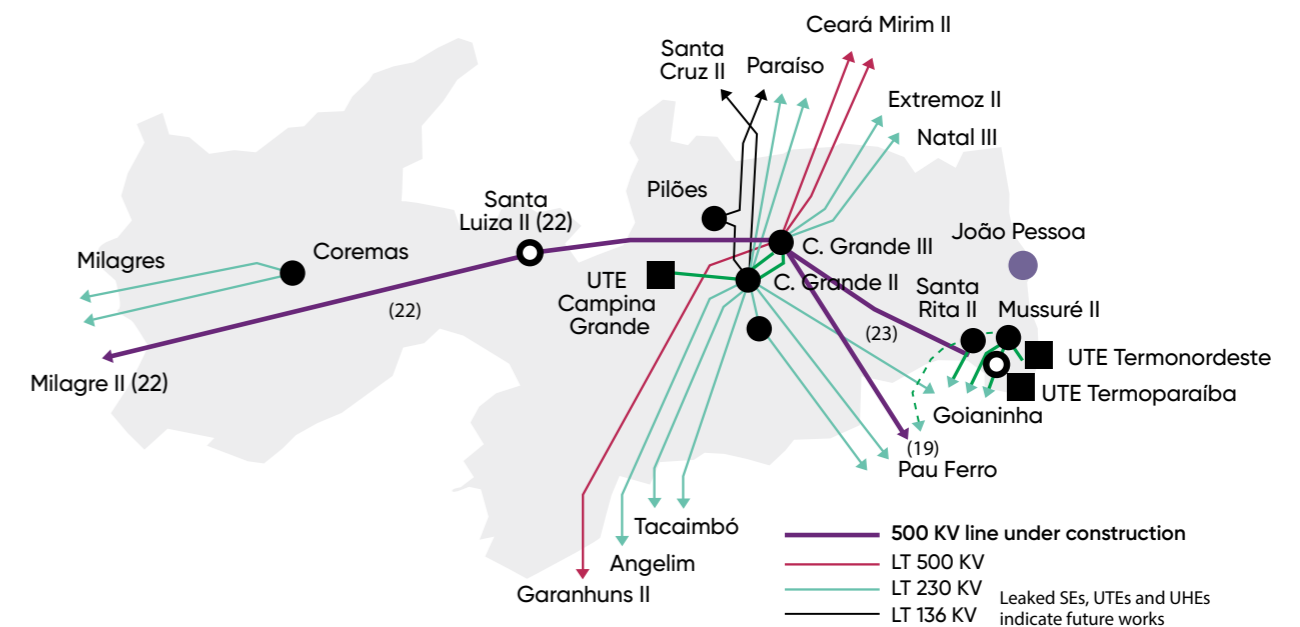
 **ELECTRICITY**

Currently, there are **36 electric power generating plants** in operation in Paraíba, with a total installed capacity of **888.26 MW**. The transmission system covers the entire state, meeting energy demands in all regions.

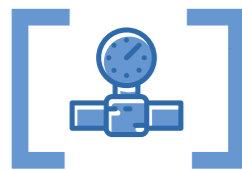
INSTALLED POWER GENERATION CAPACITY BY SOURCE

TYPE	POWER	AMOUNT (MW)	%
Thermoelectric Plant	15	618.14	69.6
Wind Power Plant	15	157.20	17.7
Photovoltaic Solar Power Station	4	108.40	12.2
Small Hydroelectric Power Plant	1	3.52	0.4
Hydroelectric Power Plant	1	1.00	0.1

TRANSMISSION SYSTEM



INFRASTRUCTURE



NATURAL GAS

Coverage: João Pessoa, Campina Grande, Mamanguape, Bayeux, Santa Rita, Alhandra, Conde, Cabedelo, Caldas Brandão, Ingá and Queimadas. In addition to stations with CNG (Compressed Natural Gas) in Guarabira, Remígio and Patos.

332 km of distribution network

20 thousand residential and commercial customers

42 industrial customers

Supply of CNG to **38** filling stations



PORT OF CABEDELLO

Managed by Companhia Docas da Paraíba, the Port of Cabedelo is a strategic point for national and international cargo handling. With a privileged location, integrated with the road network and low costs, it's an excellent choice for maritime logistics.

Discover some of the many advantages of the port:



Lower tariffs compared to the ports of Recife/PE and Natal/RN.



There are no logistical bottlenecks or waiting lines for moorings.



Immediate availability for large demands (current operation with 33% of its capacity).



Located in the far east of the Americas and close to the Equator, the Port of Cabedelo promotes strategic proximity to the East Coast of the USA, Europe, Africa, and the South of Latin America.



Easy road and air access, with access via the BR-230 (being tripled at the moment) and connected to BR-101. And it's also less than 50 km from Presidente Castro Pinto International Airport.



PORT INFRASTRUCTURE

- **Handling capacity of 5 million tons per year**
- **602 meters of pier**
- **03 mooring berths for ships up to 200 m in length**
- **270 meters of evolution basin**
- **9.14 meters of draft**
- **05 warehouses covered with 14,000 m²**
- **04 multiple use areas with 220,700 m²**
- **03 internal yards with 8,000 m²**
- **26 tanks**
- **20 silos**
- **Daytime docking and unberthing, and operation 24 hour/day, 07 day/week**

Paraíba on the move



ROADS

Improve transportation logistics throughout the state, offering safety, comfort, and better costs for both passengers and cargo. With this in mind, Paraíba has carried out a constant work of expansion and modernization of the state highway system.



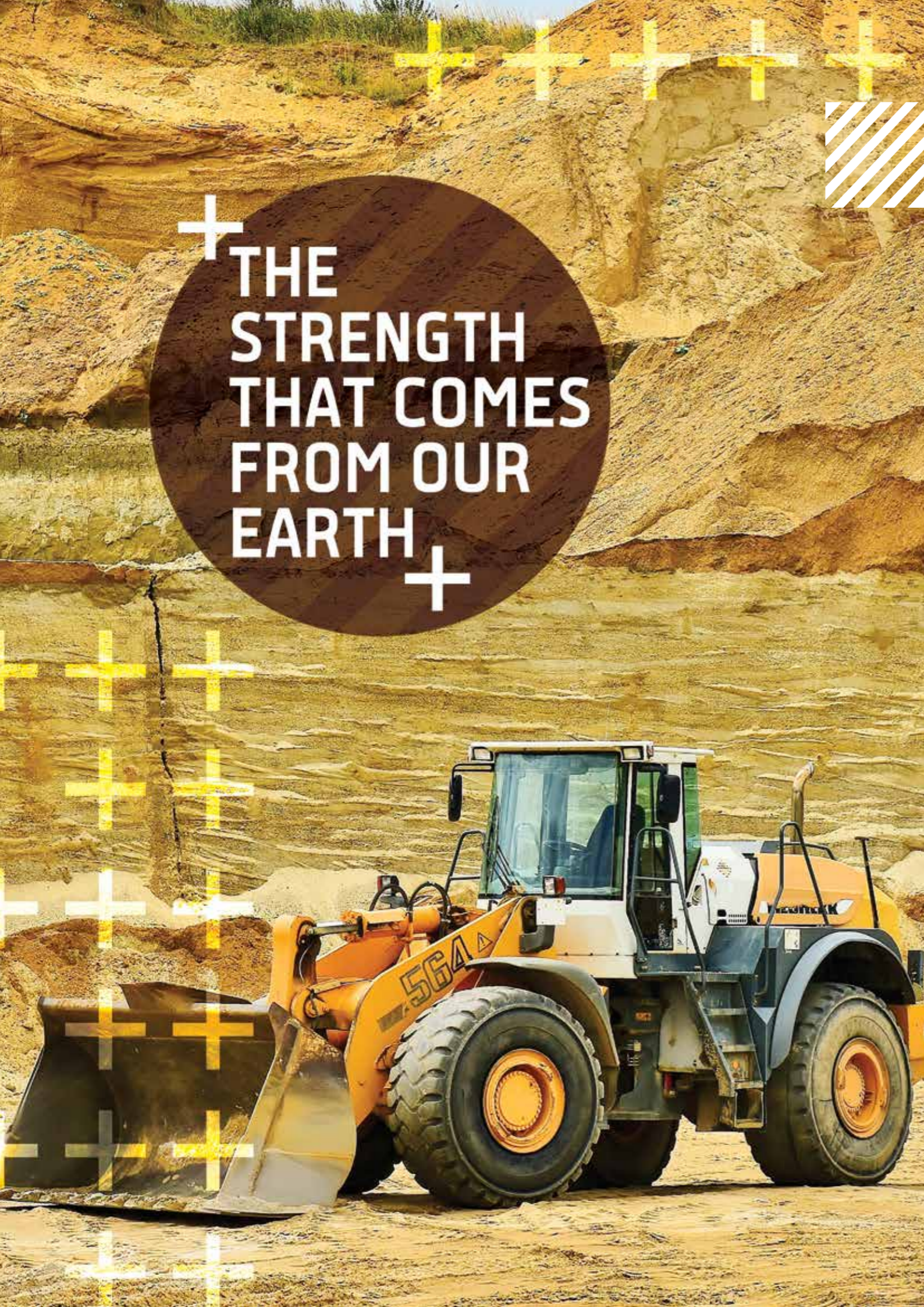
Works throughout the territory and on all kinds of roads:

- **Paving 191 km of state highways**
- **Restoration of 227.7 km of state highways**
- **Roads to Citizenship Program: 28 km of new roads and 24.37 km of upgraded roads, in the first year**

- **Federal highway network: 1,002 km**
- **State road network: 5,834 km**
- **Paved highways: 3,670 km**
- **Dirt roads: 2,164 km**
- **Last 10 years investments, and scheduled for 21-22: More than R\$700 million**



Since 2017, all Paraíba cities are interconnected by paved highways and properly signposted. Indicators place Paraíba as one of the Brazilian states with the best road infrastructures, both in extension and in technical-operational quality.



**THE
STRENGTH
THAT COMES
FROM OUR
EARTH**



MINERAL POTENTIAL

Paraíba's soil has an immense mineral potential. According to the National Mining Agency, there are great chances of discovering new veins in the state. At the same time, the Government of Paraíba offers incentives to promote the sector, which is one of the most successful in the country.

MINERAL EXPLORATION IN PARAÍBA

REGION	SUBSTANCE
COAST	mineral water, industrial sand, filter sand, white clay, limestone, phosphate, rutile, ilmenite, kyanite, zirconite
BOA VISTA AND CUBATI REGION	bentonite clay
PIANCO AND CAATINGUEIRA 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, pink quartz, purple quartz, transparent quartz, tantalite, tourmaline, vermiculite, among others
ALL STATE (except coast)	cladding rocks
ALL STATE	construction minerals and clay for red ceramics



**PARAÍBA
WELCOMES
YOU**

TAX BREAKS

Paraíba is also a welcoming state when it comes to receiving new companies and investments. State and municipalities work together to bring incentives and thus generate good business, both for those who arrive and for those who are already here.

PARAÍBA STATE TAX INCENTIVES

- ➔ **FAIN - Paraíba Industrial Development Support Fund**
For the implantation, expansion, revitalization, and relocation of industries considered to be of relevant interest to the state, with presumed ICMS credit of up to **74.25%**.
- ➔ **Location Incentive**
Concession of areas at subsidized prices, depending on the choice of the municipality and the availability of land in the region where the company will be installed.
- ➔ **Equating** benefits with other states.
- ➔ **Exemption from ICMS taxes** for the purchase of machinery and equipment for the **generation of renewable energy** (wind and solar).
- ➔ **Paraíba State Development Program - PRODES** - Law nº 10,974/2017 (presumed credit of up to 99%).
- ➔ **Decree 40,211/2020**
Reduction of the tax burden to 4% and 1% in domestic and interstate operations, for wholesale trade.
- ➔ **Decree 40,697/2020**
Textile Sector 3rd Fiscal Region - Benefit that guarantees the reduction of the tax burden of the clothing industry to 2% and a reduction of the tax burden to 3%, in the sales operations of small clothing retailers companies, with standard payment regime, referring to products manufactured in Paraíba.



ACTIVITIES THAT ALREADY HAVE OUR INCENTIVES

- *Textile Sector*
- *Wholesale Importer*
- *Wholesale*
- *Wholesale Drug Trade and Medicines*
- *Coffee Industry*
- *Sugarcane Brandy Industry*
- *Plastic Industry*
- *Hammock Industry*
- *Clothing industry*
- *Footwear industry*
- *Leather footwear industry*
- *Sugar and Alcohol Industry*
- *Computer Industry*
- *Nautical Industry*
- *Pasta, Biscuit and Derivatives Industry*
- *Thermoelectric Industry*
- *Cattle Slaughterhouses*
- *New Vehicle Dealers*
- *Bars and restaurants*
- *Call Center companies*
- *Airline companies*
- *Mining Cooperatives*
- *Aviation kerosene*
- *E-commerce*



WHY INVEST IN PARAÍBA

[STRATEGIC LOCATION]

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

[NATIONAL COMPETITIVENESS]

- **2nd** most competitive state in the Northeast
- **1st** place in innovation, social sustainability, environmental sustainability and digital services offer
- **RATING B** in the National Treasury Ranking

[TOURIST POTENTIAL]

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

[INFRASTRUCTURE REFERENCE]

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

[MAIN ECONOMIC SECTORS OF THE STATE]

- Information and communication 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 Professional Schools in **71** cities, with **37** professional courses
- **34** universities and colleges and 76 higher education centers or campuses
- More than **500 km** of optical fiber, with plans for the entire state

[HEALTH]

- **2nd** largest coverage of Primary Care in Brazil
- **33** state public hospitals
- **24** ICU beds for every 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 capitals of the Northeast and with **13th** position in the country
- **5th** position in Brazil and **2nd** in the North-Northeast in the category of Public Safety in the Competitiveness Ranking of States (CLP, 2020)

[TAX AND LOCAL INCENTIVES GRANTED TO INVESTORS]

- FParaíba Industrial Development Support Fund - **FAIN**
- Location incentive
- Equating benefits with other states
- Exemption from ICMS for the acquisition of machinery and equipment for the generation of renewable energy
- Protocols of intentions to customize the tax conditions of each company by up to **99%**

[PARAÍBA]
Business



[PB Business]



Campina Grande | Second largest urban center in Paraíba



Somos todos
PARAÍBA
Governo do Estado

