

INVEST IN

SANTA



CATARINA

INVESTOR'S GUIDE

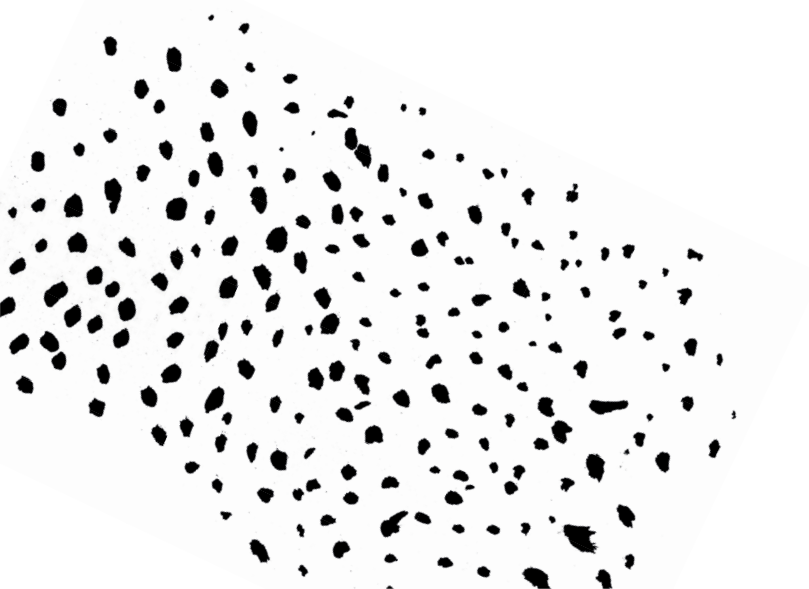
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STATE OF **OPPORTUNITIES**



STRATEGIC LOCATION SOUTH AMERICA



FIGURES FOR BRAZIL (2022)

Population * 2021
203.062.512

GDP
US\$ 1,9 trillion

Presence in the
Foreign Market
245 countries

Imports
US\$ 272,6 BI

Exports
US\$ 334,1 BI

Trade Balance
US\$ 61,5 BI

Invest in BRAZIL

Brazil - attractive country for international investors.

Among the **world's 10 greatest** economies

The largest economy in Latin America and a leader in Mercosur (*Southern Common Market*)

Area of approximately **8.5 million km**

More than **200 million** inhabitants

THE TEN LARGEST ECONOMIES IN THE WORLD IN 2022 (GDP IN US\$/TRILLIONS)

1°	USA	18,6
2°	CHINA	11,2
3°	JAPAN	4,9
4°	GERMANY	3,4
5°	UNITED KINGDOM	2,6

6°	FRANCE	2,5
7°	INDIA	2,2
8°	ITALY	1,8
9°	BRAZIL	1,8
10°	CANADA	1,7

BRAZIL

A vast reserve of natural resources, a high economic and cultural diversity and solid institutional and financial systems.

Investment opportunities in sectors such as agribusiness, natural gas, the aeronautical industry, energy generation and transmission, and the development of biotechnologies.

5th

place in the ranking of countries that most attracted foreign investment in 2022

US\$90,5BI
in foreign investment
in 2022

Source: UNCTAD, FDI/MNE, 2023

SANTA CATARINA






Economy in **SANTA CATARINA**

Reference in entrepreneurship, innovation and technology among Brazilian states

Do you want to invest where **BRAZIL GROWS?**

With Italian, Portuguese, German, Polish, Luxembourgish, Japanese and among others immigrants, together with the ancestral indigenous population of Brazilian land, it was how the diverse people of Santa Catarina were formed.

This multiplicity is reflected in social and cultural aspects, in addition to economic: the strong rise from agriculture, through industry and reaching to technology.



2nd

Greatest Economic Growth
OF THE COUNTRY

SANTA CATARINA'S GDP *in 2022*



6th

Greatest
GDP OF BRAZIL

R\$455,6BI
in 2022

More about **SANTA CATARINA**

295
cities

1% of the
national
territory
Territorial area
95.730,931 KM²

Capital
FLORIANÓPOLIS

3% of the
Brazilian
population

Estimated population
7.609.601 PEOPLE

IBGE, 2022

80.7 YEARS OLD
the highest life expectancy in Brazil

Women: **83,7**

Men: **77,2**

2nd largest national importer
of goods in 2021

US\$ 24,9 BI

8th largest national exporter of
goods in 2021

US\$ 10,3 BI

the lowest
unemployment rate

3,5 %

monthly income
household per capita

R\$ 2.018

IBGE, 2022

Entrepreneurial STATE

One of the highest human development indexes (HDI) in Brazil

Ideal environment for large multinationals, small business and startups

QUALIFIED WORKFORCE

Featured municipalities among the 20 cities most entrepreneurial in Brazil:

Florianópolis - **1st place in the national ranking**

Balneário Camboriú - **13th place**

Blumenau - **15th place**

Jaraguá do Sul - **17th place**

Criciúma - **18th place**

Source: Center for Public Leadership (CLP), 2023

1st

- Slaughter of swine
- Clothing items and accessories
- Motor compressors for refrigeration
- Engine blocks
- Oysters and fish

2nd

- Poultry slaughter
- Wood products
- Electrical machines and appliances
- Rubber and plastic products
- Textile products

3rd

- Ceramics

4th

- Metallurgy
- Machines and equipment

5th

- Paper and Cellulose
- Furniture

National Highlight of
Santa Catarina Industry

at **INDUSTRIAL
PRODUCTION**

Source: IBGE (2019) and FIESC Observatory (2022)

Santa Catarina, **THE COMPETITIVE STATE**

IN SIX YEARS, SANTA CATARINA CLIMBED FIVE POSITIONS IN THE RANKING

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
1°	SP	SP	SP	SP	SP	SP	SP	SP	SP	SP	SP
2°	RJ	RJ	RJ	RJ	PR	PR	SC	SC	SC	SC	SC
3°	MG	MG	PR	PR	RJ	SC					
4°	RS	RS	RS	RS	SC						
5°	PR	PR	MG	SC							
6°	DF	SC	SC								
7°	SC										

Source: State Competitiveness Ranking (2023)

1st In Public Security

1st In Social Sustainability

1st In Human Capital

3rd In Infrastructure

3rd In Efficiency of the Public Machine

3rd In Innovation

Potentialities of **SANTA CATARINA**



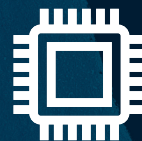
PRODUCTS INTERNATIONALLY MORE COMPETITIVE

- Nanotechnology and Nanocellulose
- Bioplastics
- New materials
- Cultured meat



INTEGRATION WITH GLOBAL VALUE CHAINS

- Connectivity
- Big data, IoT and Artificial Intelligence
- Digital economy
- Block chain
- E-Commerce



INDUSTRY WITH HIGH SOPHISTICATION IN PRODUCTIVE PROCESSES

- Automation
- Advanced robotics
- Additive manufacturing

Foreign trade IN SANTA CATARINA

Imports in Santa Catarina
Business partners (US\$ billion)

Total value imported 2023
(jan-jul)

US\$ 16,21 BI

Origins



China



USA



Chile



Argentina



Germany



India



Foreign trade IN SANTA CATARINA

Exports in Santa Catarina
Business partners (US\$ billion)

Total value exported 2023
(jan-jul)

US\$ 6.84 BI



Destinations

-  China
-  USA
-  Argentina
-  Mexico
-  Chile
-  Japan
-  Netherlands

Source: SECINT, FIESC Observatory e MDIC, t2023

Santa Catarina has more than **100 cooperation agreements signed**

More than **30 consular representations** *(from 23 countries)* present in the State.

Diplomacy **AND COOPERATION**

Santa Catarina is one of the few Brazilian States that has a Secretariat dedicated to diplomacy, cooperation and serving of the international community (Secretariat of Foreign Affairs - SAI).

As a State, it believes in the positive positioning inside the international system, always furthering friendship, collaboration and good-will, for the better development of partnerships, agreements and relations.

Santa Catarina is enthusiastic about the idea of creating partnerships with international institutions, whether public or private, that seek a positive relationship with the State.



Santa Catarina **SUPPORTS THE INVESTOR**

SAI is in charge for, among other tasks, attracting investments and incentives for new business in Santa Catarina

It is dedicated to promoting socioeconomic development through regions and municipalities.

Establishes partnerships with entities such as:

- Legislative Assembly
- Public Ministry
- Court of Justice
- Institute of the Environment
- State Comptroller General
- State Attorney General's Office
- CELESC
- FIESC

Works with the investment attraction program of the state government of the Treasury Secretariat.



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How does SAI **SUPPORT COMPANIES AND ENTREPRENEURS?**

Investment attraction program of the State Government brings together:

Intelligence

Socioeconomic development

Insertion of SC in global production chains

Accompanies:

the steps to completing the business

It is committed:

in assisting the investor in legal procedures, access to
tax incentives and legal security for
the projects

The government hub is supported by FIESC

Come and **INVEST**

The State encourages all those interested in investing in Santa Catarina.

INVESTMENT INTENTION	NEGOCIATION	IMPLEMENTATION	FOLLOW-UP
<ul style="list-style-type: none"> • Reliability agreement • Project understanding • State Presentation • Sector Presentation • Presentation of potential partners 	<ul style="list-style-type: none"> • Support for setting the location • Information about potential partners for implementation • Support in choosing tax model • Support with strategic information 	<ul style="list-style-type: none"> • Articulation and presentation of key partners • Support in monitoring the deadlines of those involved (industry and State) • Support in risk and incident management • Support in training (tailor-made) 	<ul style="list-style-type: none"> • Monitoring at the beginning of operations • Support for identification and management of new investments • Support with strategic information

Incentives

PRO-EMPLOYMENT PROGRAMME

It aims to generate employment and income in Santa Catarina, by means of differentiated ICMS treatment. This encourages new projects, expansion, reactivation and technological modernization, considered priorities for economic, social development and state technology.

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PRODEC

Its purpose is to provide incentives for implementation or expansion of industrial companies that aim to produce and generate employment and income in the State. This is an important incentive and attraction to foreign investors

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Economic & sustainable **DEVELOPMENT**



How about reducing bureaucracy?
The program allows opening companies more quickly and efficiently. By the end of 2022, 100 state municipalities had joined the SC Bem + Simples

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**JURO
ZERO%**

Credit line
of R\$5 thousand

If the debtor does not
stay defaulter, the last
installment is paid by
State government

It fosters the development of individual microentrepreneurs (MEI). Participants in the program will have access to a line of credit of up to R\$ 5 thousand. If the beneficiaries pay all the instalments on time, the last instalment will be paid by the State Government. Therefore, the interest will be zero!

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Composition of GROSS DOMESTIC PRODUCT

21

49,4%

SERVICES

27,0%

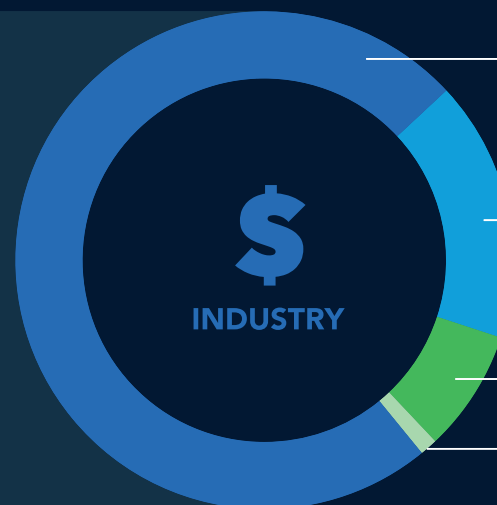
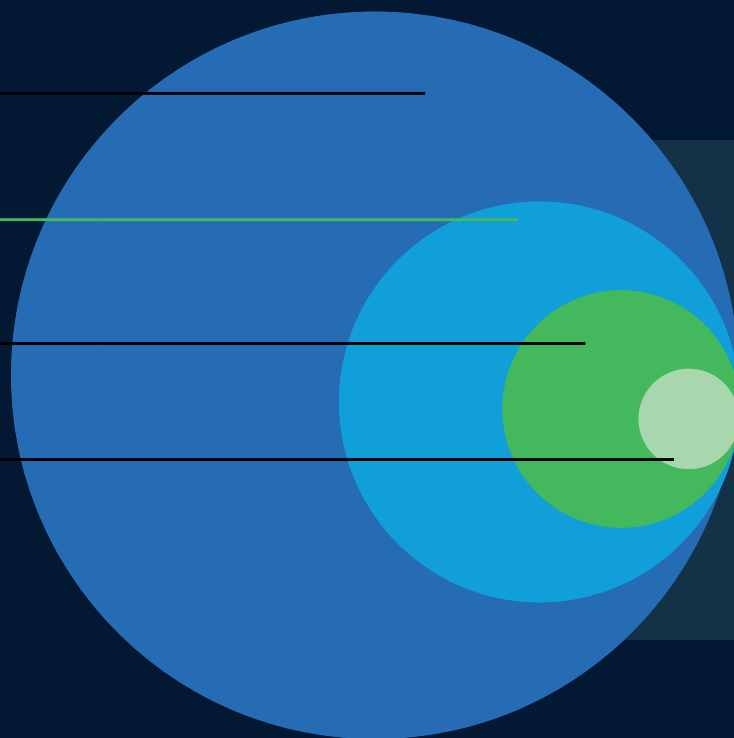
INDUSTRY

16,9%

COMMERCE

6,7%

AGRIBUSINESS



19,6%

TRANSFORMATION
INDUSTRY

4,7%

CONSTRUCTION

2,4%

ELECTRICITY

GAS

WATER AND SEWAGE

0,3%

EXTRACTIVE

INDUSTRY

Industries

SC is a national leader in investments and installed capacity in projects of Distributed Generation in Industry

1st place in:

SLAUGHTER OF SWINE

CLOTHING ITEMS AND ACCESSORIES

MOTOR COMPRESSORS FOR REFRIGERATION

ENGINE BLOCKS

OYSTERS AND FISH

2nd place in:

POULTRY SLAUGHTER

WOOD PRODUCTS

ELECTRICAL MACHINES AND APPLIANCES

RUBBER AND PLASTIC PRODUCTS

TEXTILE PRODUCTS

3rd place in:

CERAMICS

4th place in:

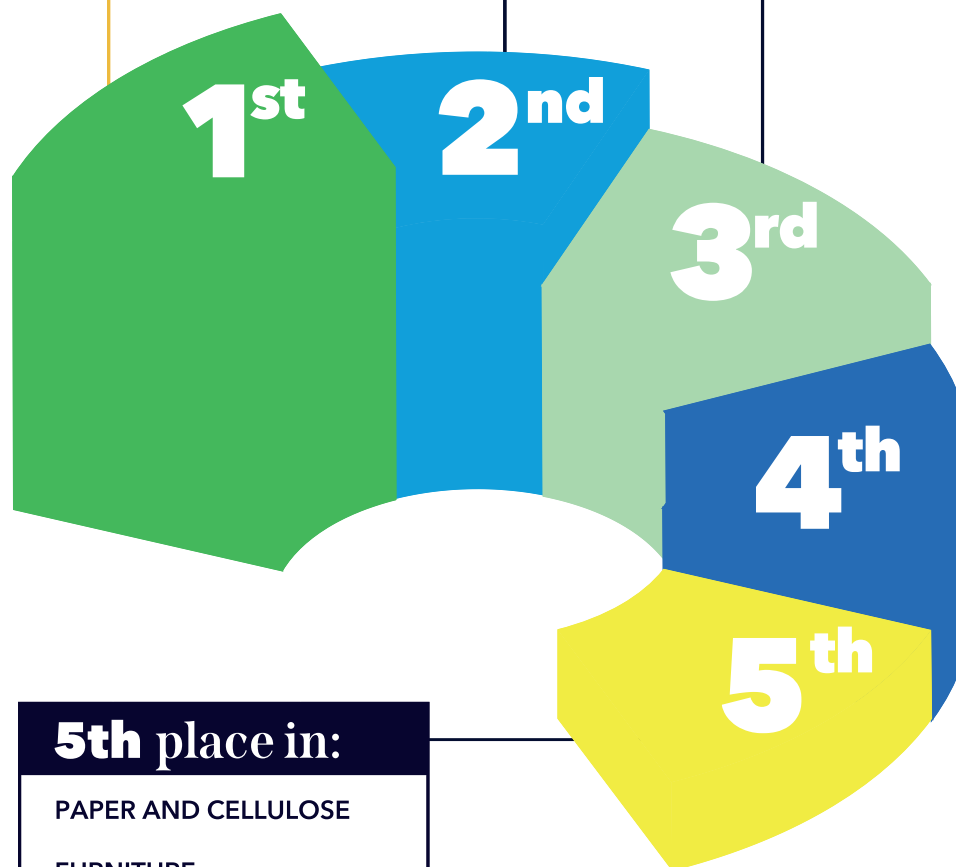
METALLURGY

MACHINES AND EQUIPMENT

5th place in:

PAPER AND CELLULOSE

FURNITURE



Industrial CLUSTERS



Agribusiness

The maintenance of animal health status is a result of joint agribusiness action and the public health inspection sector.

Santa Catarina's technology applied to the cultivation of the field has been recognized as a reference in the economic sector.



Largest
national producer of
pork, apple and onion



**International
reference**
in the production of
quality food



**Significant
increases**

poultry farming, dairy and
chicken eggs - and crops,
such as soy, tobacco,
banana, corn and silage



**Brazilian
state**

Free of foot-and-mouth
disease without vaccination*;
Free of Cydia pomonella**;
Free of classical swine fever.



R\$ 61Bi

**Agriculture
Production Value
(VPA)** - a rise of 13,3%
in 2022, comparing to the
previous year.

*Recognized by the World Organization for Animal Health (OIE)

**Considered the worst insect pest of fruit growing

Source: Epagri/ Cepa

Sea Economy

With a 531km long coastline, the state is the
1st National Mollusc Producer
(mussels, oysters, scallops and macroalgae)

6 Port
operations

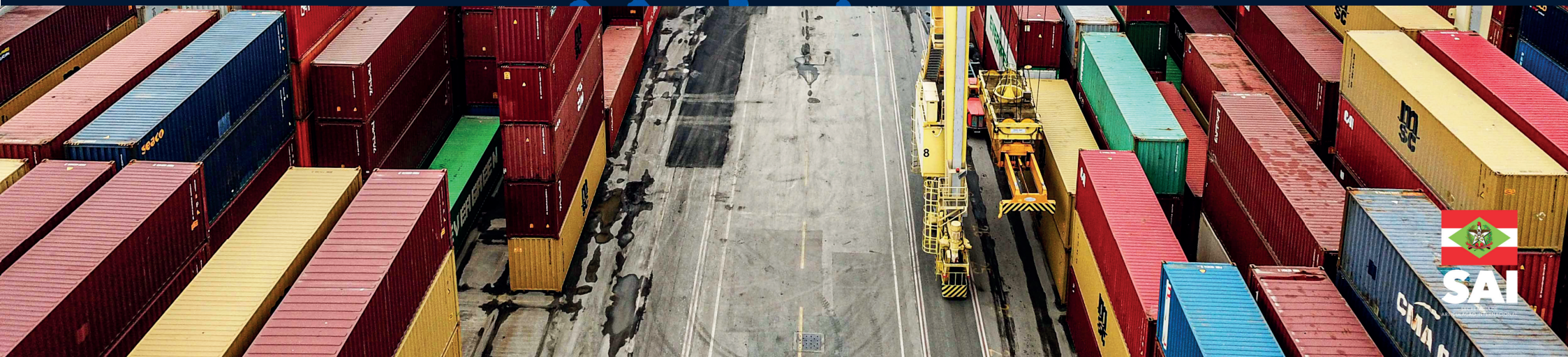
The Largest
national producer of mussels,
oysters, scallops and macroalgae

3rd largest
port of cargo container handling
in Brazil

4th place
in Tilapia production

5th place
in the ranking of major producers
of farmed fish and Brazil

Source: Peixe BR & EPAGRI/CEDAP



Ports

6 ports, strategically located, making the State an important logistics center in the country

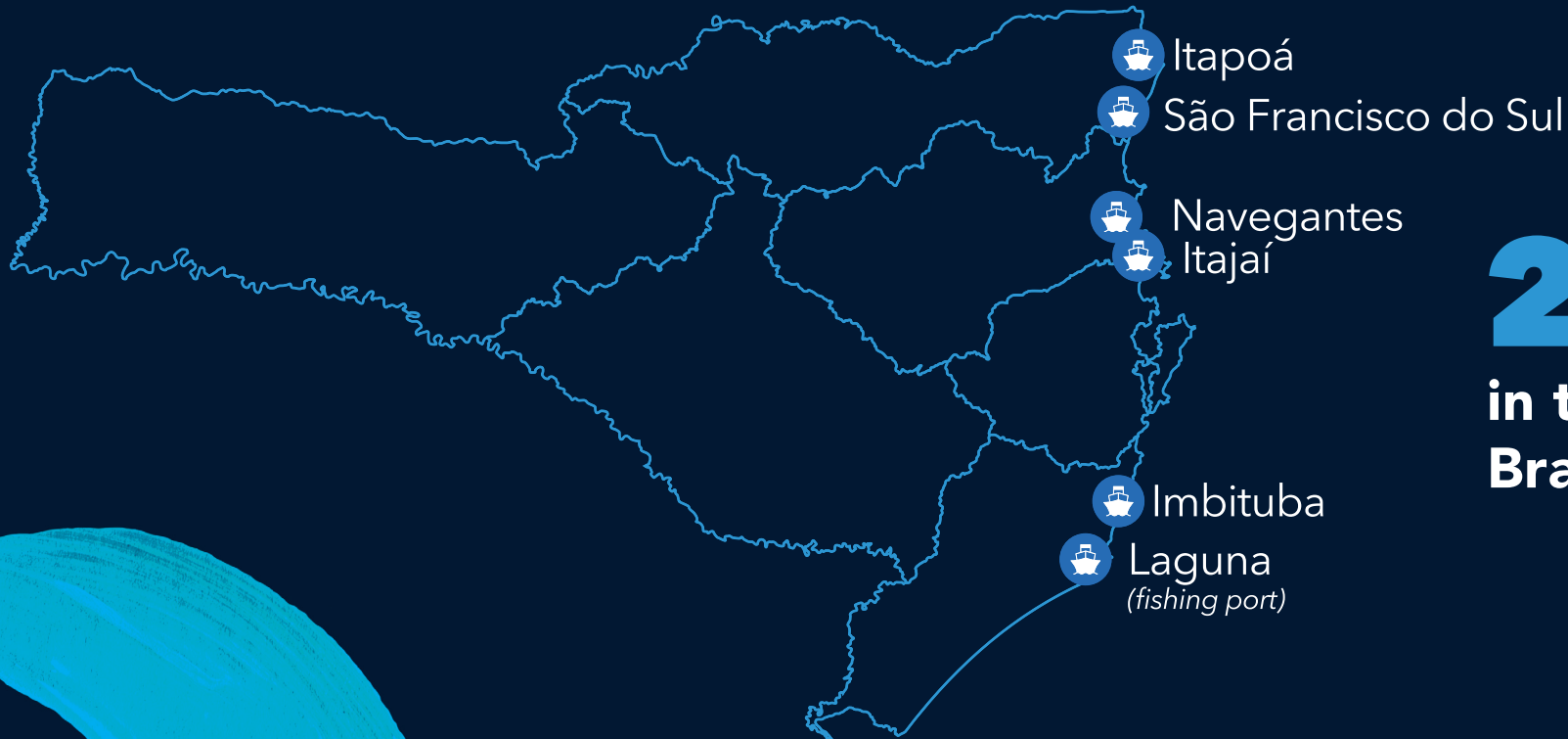
Santa Catarina has 3 of the 5 largest ports of imports and exports in Brazil.

Best Environmental Development Indexes (IDA) in Brazil:

1st place - Port of Itajaí

4th place - Port of São Francisco do Sul

- Count with high-quality **equipment technology**
- Handled approximately **65,6 million** tons in 2021
- Maintain regular lines with the **main port cities in the world**



2nd place
in the TEUs
Brazilian Ranking

Infrastructure & LOGISTICS

- **Modern infrastructure** of ports and roads. It facilitates and reduces the cost of transporting goods and cargo.
- 3 out of the 10 **largest ports** in Brazil.
- **2nd state** in terms of maritime handling volume cargo
- Wide access to the **South American market**, by land.
- The State imports industrial and agroindustrial supplies. Companies that settle in Santa Catarina may have reduced **rates and special incentives** for the importation of these supplies
- **Construction in progress:**
515 works mapped (April 2023)



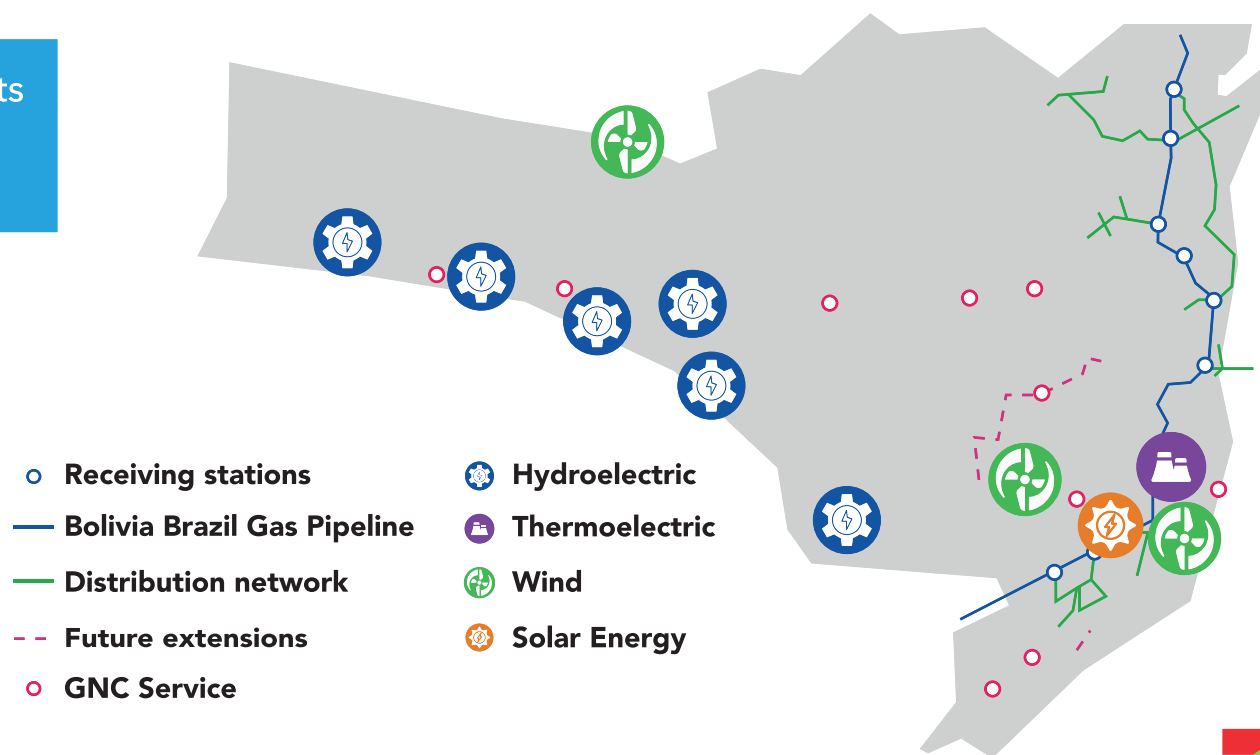
Energy

Santa Catarina: among the top 10 electricity-generating states in Brazil

The main sources of energy: hydroelectric and thermoelectric

The state has at least 208 generation projects of electricity, competing with and surpassing larger states

SC is a national leader in investments and installed capacity in projects of Distributed Generation in Industry



*Source: Energy National Balance

Renewable **ENERGY**

Santa Catarina in line with the
Sustainable Development Goals
(SDG7) established by the United
Nations (UN), focuses on ensuring
access to **clean energy for all**
people by 2030.

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Highways

With an area of over 95 thousand squared Km, Santa Catarina's roadways are divided into approximately 2,600 km of Federal Highways and 6,000 km of State Highways, in addition to Municipal Highways.

R\$ 1.5 billion of investments in road network in 2023, including recovery of highways and works. Goal: to improve production flow and transport across regions.

Distribution of highways in Santa Catarina

- Federal Highways
- State Highways

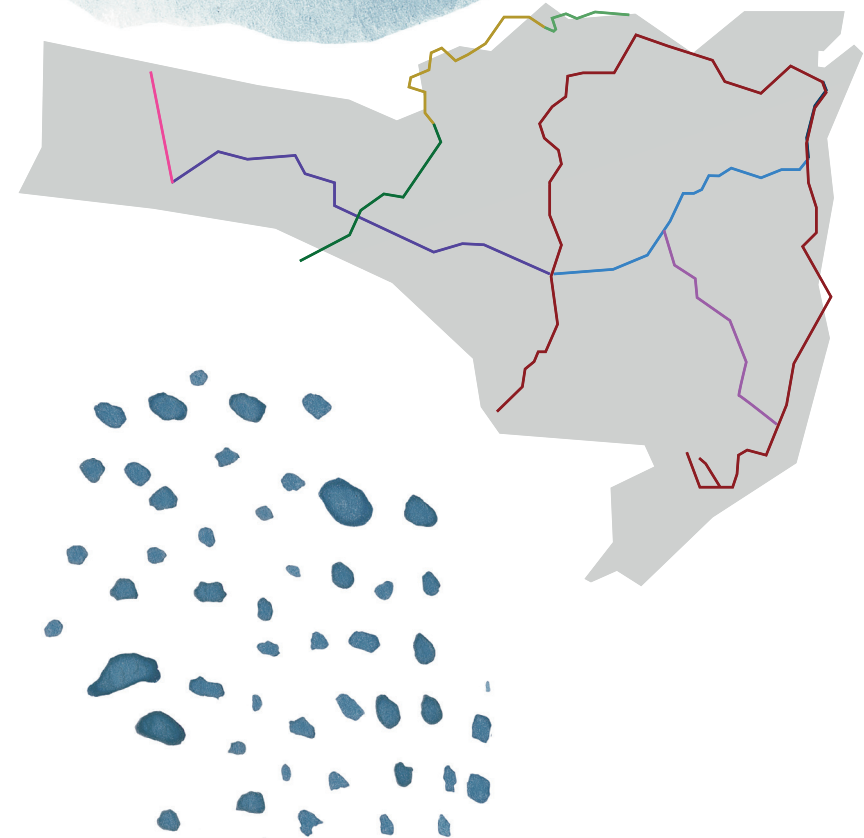
Railways

Much of the Brazilian rail network is concentrated in the South and Southeast regions.

Santa Catarina has 980 Km of railways in full operation

Rail transport has an enormous potential for transporting high value-added cargo, it is efficient for long distances, low maintenance and very safe when compared to the road mode

- Railway Corridor of SC - Lot 01
- Railway Corridor of SC - Lot 02
- Federal Contours (under construction)
- Northern Ports Shortline Railroad
- Southern Ports Shortline Railroad
- Northern Plateau Shortline Railway
- Tourist Shortline Railway
- Contestado Shortline Railroad
- Authorization required by Ferroeste PR (State of Paraná)



Airports

6 main airports in Santa Catarina:

2 international - Hercílio Luz (Florianópolis) and Ministro Victor Konder (Navegantes)

4 regional - Humberto Ghizzo Bortoluzzi (Jaguaruna), Lauro Carneiro de Loyola (Joinville), Diomício Freitas (Criciúma/Forquilha) and Serafim Enoss Bertaso (Chapecó)

In addition to these, there are **22 private aerodromes**

Florianópolis Airport was
elected **the best**
in Brazil, in
2022

Data from the National Secretariat of Civil Aviation of the Ministry of Infrastructure.



Health

3 out of the Best Hospitals of the World are located in **Santa Catarina**

6 municipalities from **SC** reached the highest score in the **Previne Brasil Ranking**

100% covered: the Health for Schools Program (PSE) reached all **295 municipalities** in the State in 2023.

Santa Catarina leads the National Organ Donor Ranking and broke **records in transplants**



5th place in the Education Ranking

Education

Democratization of educational technologies and the improvement of school infrastructure are among the Government's investment priorities

Santa Catarina education is constantly honored with awards for **good practices in Public Management.**

Valuing educators: the category professionals with higher education and 40-hour workload are guaranteed a minimum monthly remuneration of **R\$ 5 thousand.**

These and other measures generate an impact greater than **R\$1 billion** in the annual budget.

Security

Technology in public security: widespread use of cameras, drones, robots, apps, software and system integration.

Safer environment: drop in crime rates.

The State is always looking for strategic partnerships to automate, expand and update its security.

It develops agent exchange programs, who receive training and qualification in other countries, as well as the establishment of various technical cooperation agreements in public security.

Leader
in life expectancy

2nd
in quality of life*

Between the two Brazilian states with
lower rate of violent crimes

* Source: Atlas do Desenvolvimento Humano no Brasil. Pnud Brasil, Ipea e FJP, 2022



Tourism

Attractions are numerous and diverse:



Beaches, lagoons, dunes, waterfalls, valleys, mountains, rivers and forests of preserved Atlantic Forest



Religious tourism: Nova Trento, city of Madre Paulina (the first Brazilian saint) is the second most visited religious destination in the country



World cultural events, such as the Joinville Dance Festival and the Blumenau Oktoberfest



Snow is frequent on the Santa Catarina plateau, in cities like São Joaquim, Urubici and Urupema, from June to August



Ecotourism and nature-related sports, among others



Florianópolis, Balneário Camboriú, Itapema, among other tourist trends of our State, are among the most sought after in the world



The capital of Santa Catarina is also among the top 7 cities in the world's most searched for on the Airbnb platform

1st in number of Startups
for industry

4th in the national ranking
of innovation in 2022*



Importance of the
sector of technology:



BR: 5,6% of GDP



SC: 6,1% of GDP

Innovation

Santa Catarina: high integration of
innovation systems

Excellent conditions to generate more
innovation in all areas, whether in
technology, services, tourism, medicine
and industry

Highlights in the startup market: Joinville,
Blumeau, Florianópolis and Jaraguá
do Sul

Greater Florianópolis: largest number
of companies oriented towards of
innovation and is increasingly attracting
international startups

Lines of finance

Entrepreneurs have access to support lines for meeting all business financing needs.



The Regional Bank for the Development of the Extreme South is a public financial institution of development - which has financial and administrative autonomy - controlled by the three southern States of Brazil: Santa Catarina, Rio Grande do Sul and Paraná.

It supports and monitors projects of all sizes, aiming to increase the competitiveness of these companies.



The **Development Agency of the State of Santa Catarina** aims to promote the economic and social development of the State of Santa Catarina, through medium and long term financing.

These operations are carried out using own resources and institutional funds, as well as national and international financial agencies.



It is the main instrument of the Federal Government for long-term financing and investment in all segments of the Brazilian economy. It supports entrepreneurs of all scales in carrying out its modernization, expansion and new business plans.

As a public company and not a commercial bank, **The National Bank for Economic and Social Development** evaluates the granting of support with a focus on socioenvironmental and economic impact. It has more than 100 lines of credit to support investors.

S&P Global Ratings

Santa Catarina's rating rises from “**brAA**” to “**brAA+**” on the national scale and from “**B+**” to “**BB-**” on the global scale

Agencies use letter tables to define credit notes. The better the scale, the safer the State can be considered by investors.

Santa Catarina came out ahead!

The Investor's Guide was developed by the **Secretariat of Foreign Affairs** at the **Santa Catarina State Government**, with support from the **State Secretariats**.

*Updated in November 2023.



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