



Development
and Investment
Department



Rio Grande do Sul: Challenges for Sustainable Industry

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Industrial Cycles in Brazil

1980

- The Quality Cycle – TQM and ISO 9001

1990

- The Environmental Cycle – ISO 14000

2000

- The Innovation Cycle

2010

- The Sustainability Cycle



Outlook – Brazil 2012

- Social Improvements
- Brasil Maior Plan
- Investments in Infrastructure / PAC
- Sports Events
- Industry and Technology
- Natural Resources
- Energy
- Agribusiness



Brazil Facts

- Population: 195 million inhabitants (5th)
- Average age: 29
- Language: Portuguese
- Area: 8,514,877 sq km (5th)
- Coastline: 7,491 km
- GDP/PPP: US\$ 2.17 trillion (8th) (2010)
- GDP/PPP: US\$ 2.44 trillion (6th) (2011 – The Economist)
- GDP per capita: US\$ 10,800 (2010)
- GDP growth in 2011: 2.73%
- HDI: 0.771
- Unemployment rate: 6.0%





Rio Grande do Sul

- 11 million inhabitants
- 95,5% literacy rate
- Capital City: Porto Alegre
- Life expectancy of 75 years
- Mature and diversified industry
- Tech Parks
- Qualified labor
- Second health and hospital cluster in Brazil
- HDI: 0.832 (among 30 best countries)
- Unemployment rate: 4.5%
- Focus on sustainability and long term projects





Main Markets

Mercosur

GDP: US\$ 2,608.8 billion

Population: 244.6 million

Paraguay

GDP: US\$ 18.5 billion

Population: 6.5 million

Argentina

GDP: US\$ 370.3 billion

Population: 41.8 million

Brazil

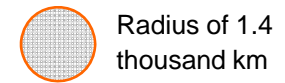
GDP: US\$ 2,172 billion

Population: 195 million

Uruguay

GDP: US\$ 48 billion

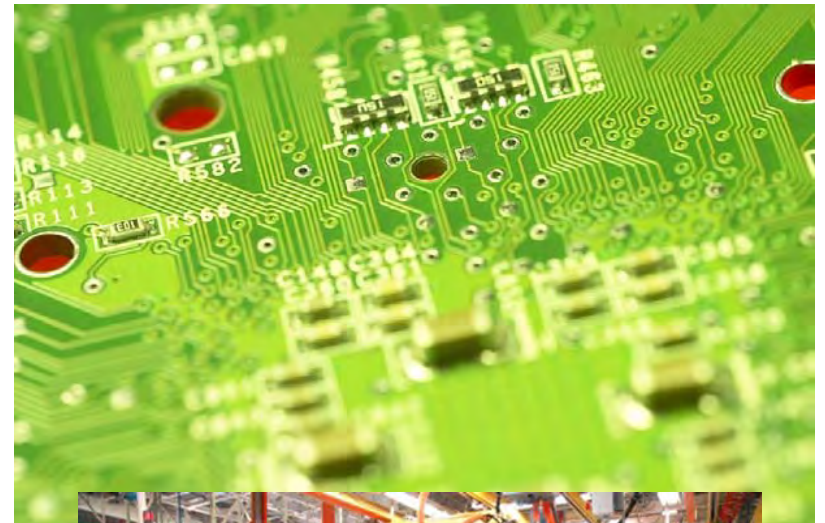
Population: 3.3 million



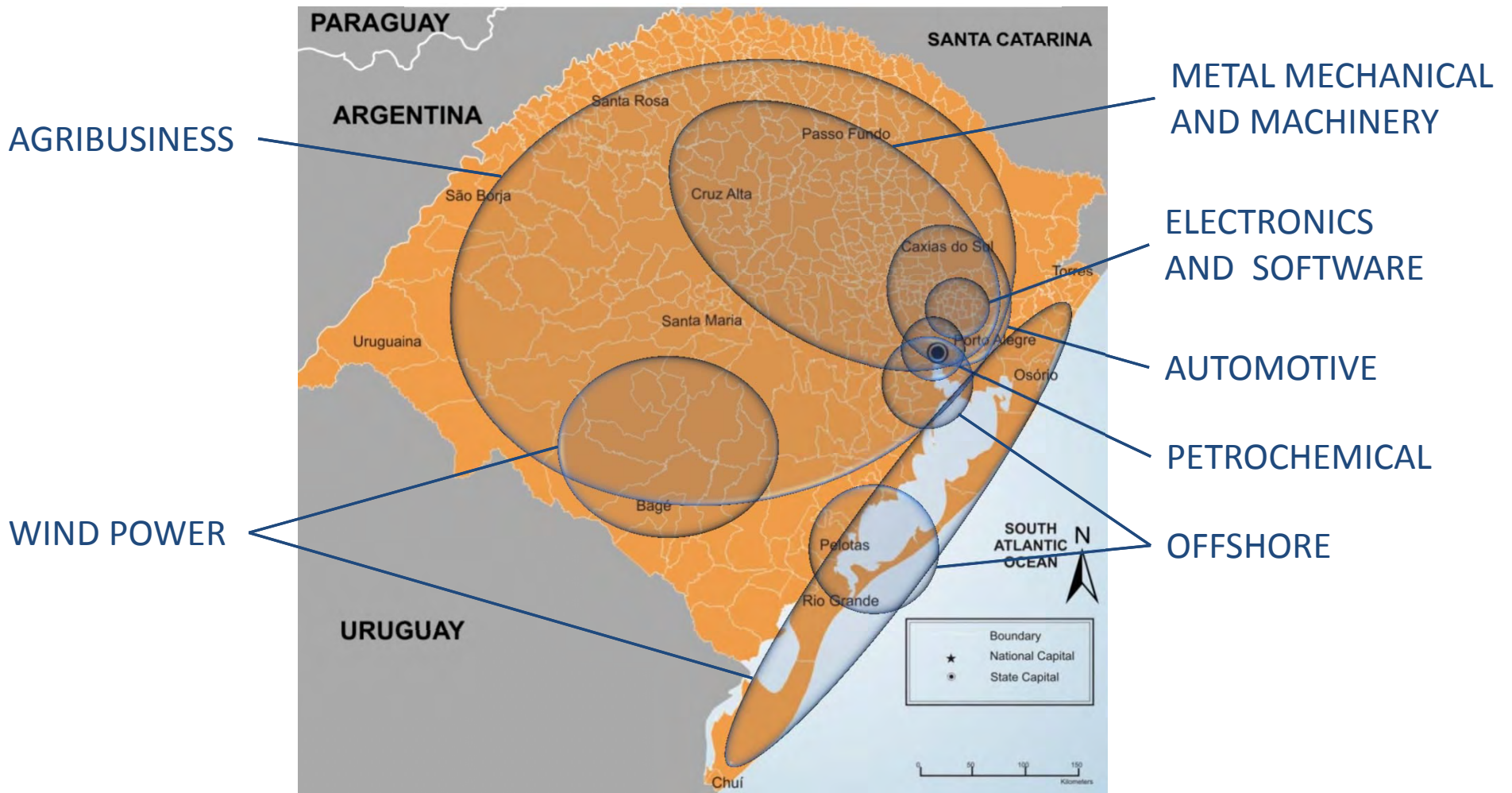


Rio Grande do Sul Industrial Highlights

- 3rd largest industrial park of Brazil
- 1st center for agricultural equipment
- 1st center for transport equipment production
- 1st producer of leather and footwear
- 2nd center for metal products
- 2nd center for machines and equipment
- 2nd center for chemical products
- 2nd center for rubber and plastics
- 2nd center for furniture
- 2nd center for beverage production
- 4th center for food manufacture
- 4th center for vehicle production



Industry Geography





Industrial Policy Strategic Sectors

SECTORS OF THE **NEW ECONOMY**

Prioritary

- Offshore Industry and Ship building

Preferential

- Recycling and Waste Treatment
- Wind Industry

Special

- Biofuels (Ethanol and Biodiesel)
- Semiconductors
- Advanced Health Care And Pharmaceuticals
- Creative Industries

SECTORS OF THE **TRADITIONAL ECONOMY**

Prioritary

- Agricultural Industry
 - Beef Cattle •Pork •Wine and Grape Juice •Grains - Rice
 - Milk and Dairy •Poultry Raising •Grains - Corn and Soybean
- Automotive and Road-related Industries

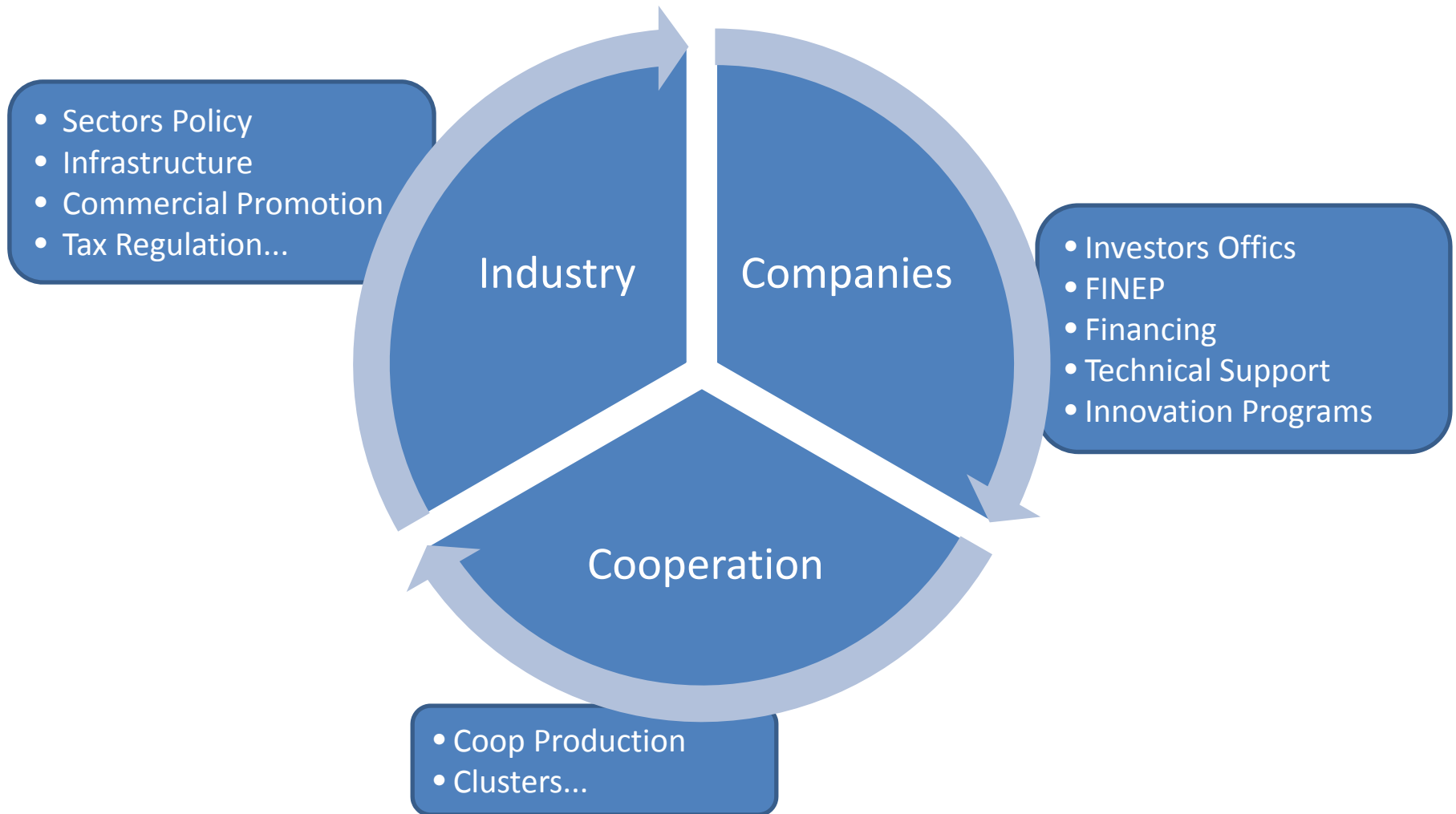
Preferential

- Agricultural Machines and Implements
- Wood, Pulp and Furniture

Special

- Gas and Oil Equipments Industry
- Petrochemical Industry, Rubber and Plastic Products
- Software
- Eletro-electronics, Automation and Telecommunications
- Footwear and Leather Articles

Industrial and Innovation Policy





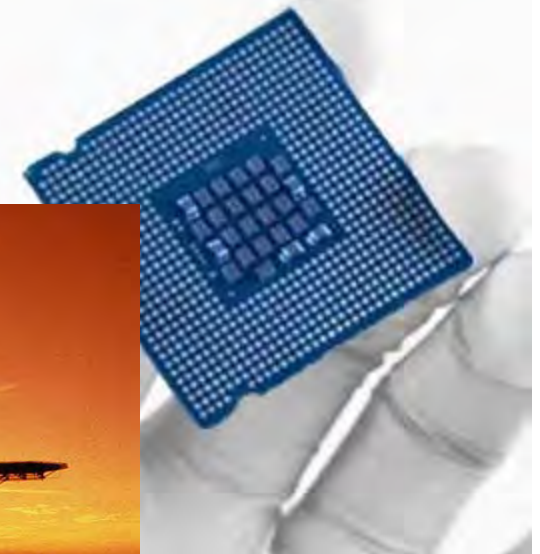
Cluster Support Program

- Support for 20 key clusters in Rio Grande do Sul
- Priority for less developed regions
- Simbiose Program
 - Identification of residues volumes in specific clusters
 - Identification of new reprocessing technologies and procedures
 - Investments and business opportunities
 - Master plan for sustainable clusters and legal accomplishment
 - Sustainability programs for companies



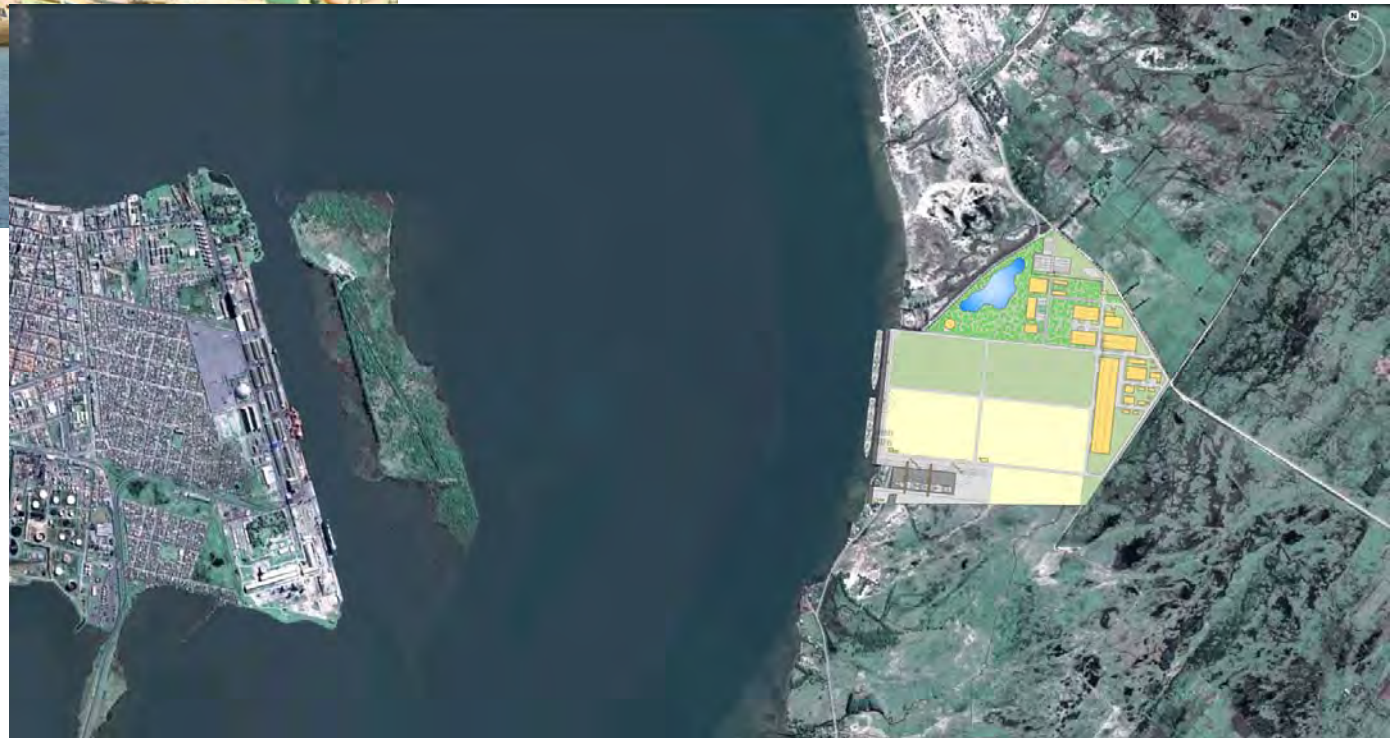
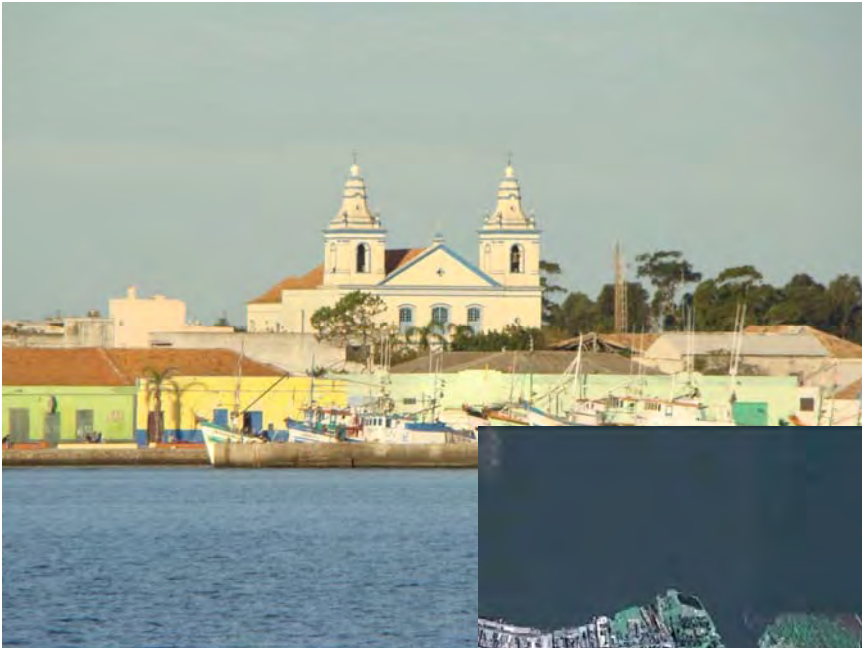
Emerging Industry

- Offshore
- Wind Power
- Genetic Engineering
- Medical Devices
- Semiconductors
- Creative Industry
- Clean Technology
- Nuclear Medicine
- Functional food





São José do Norte Challenge





- Non Profit Foundation
- Located in the city of Bento Gonçalves
- Dangerous and non dangerous industrial landfill
- Residues processing
- Advice services for industry
- Fiema conference and expo
- Sustainability cluster, reference in Brazil

A Good Example



FEIRA INTERNACIONAL DE TECNOLOGIA
PARA O MEIO AMBIENTE



POLO DE
SUSTENTABILIDADE
AMBIENTAL



Closing Remarks

- Consolidated industrial structure and skilled labor
- Emerging industry: offshore, wind power, semiconductors, medical devices...
- Successful programs on quality, environment and innovation
- ***Need to enhance sustainability programs in the government, industry, technology, education and community levels***



Thank you!

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