

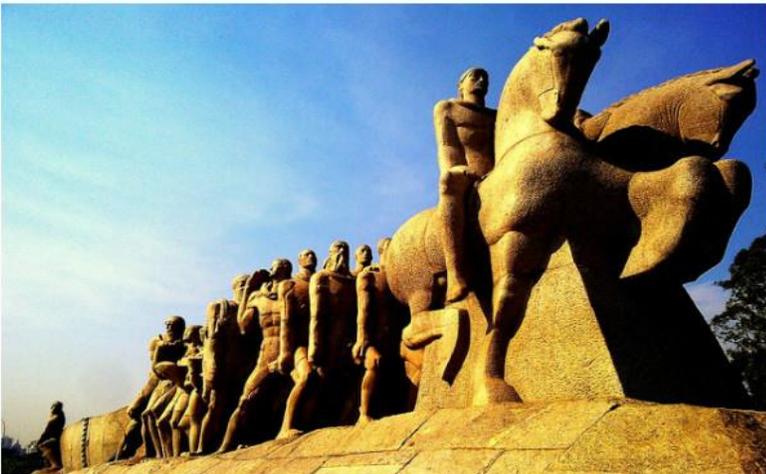


INVESTMENT OPPORTUNITIES IN BRAZIL



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Investment Opportunities in Sao Paulo



Sao Paulo

São Paulo is the major industrial and economic powerhouse of the Brazilian economy. Named after Saint Paul, São Paulo has the largest population, industrial complex, and economic production in the country. The capital of this richest state in Brazil, São Paulo, is also the largest city in South America (and the Southern Hemisphere).

Often dubbed the "locomotive of Brazil", the state alone is responsible for 40% of the Brazilian GDP, being the state with the highest GDP. In addition to increased GDP, São Paulo also has the highest Human Development Index and the highest GDP per capita among the states of Brazil.



Location of Sao Paulo

Population (2014)

- Total - 44,035,304
- Rank - 1st

GDP:

- Year - 2014 (IBGE)
- Total - US\$ 909,050 billion (1st)
- Per capita - US\$ 21,625 (2nd)

Main Features:

- Largest economic and industrial hub in the Southern Hemisphere
- Largest business center in Latin America
- Contributes the largest amount (about 33% in 2012) to Brazil's GDP
- Has 16% Agriculture, 35% of the industry and 34% of the services of the Brazilian market
- Has Brazil's largest industrial park
- Contributes with 32% of Brazil's trade revenue

Strategic sectors for Investment in Sao Paulo –

1. Aerospace and Defenses – As the largest aerospace hub in Latin America, Sao Paulo accounts for 73% of local units, 95% of employed persons and 96% of the industrial transformation value of the Brazilian aeronautic sector.

2. Agribusiness – With significant share in the Brazilian trade balance, Sao Paulo is the largest producer of Oranges and Sugar Cane, besides standing out in the production of Beef and other agricultural products.
3. Automotive – As the 15th largest manufacturer of vehicles in the world, the state of Sao Paulo is the birthplace of the automotive industry in Brazil, concentrating over 41% of plants in the national automotive complex.
4. Green Economy – Largest market for green economy in Brazil, 142,000 companies operate in the sector in Sao Paulo, employing 1.6 million people, with special mention to the Biofuel and Renewable Energy sectors.
5. Machinery and Equipment – Sao Paulo accounts for 57% of the value of industrial transformation and 49% of employed persons (approximately 288 thousand employees) in Brazil, playing a leading role in the generation of new technologies.
6. Real Estate Market – With over 90% of its population concentrated in urban areas, Sao Paulo concentrates 20% of the total inhabitants in Brazil and accounts for 28% of the national GDP of the construction market.
7. Research and Development – With one of the best structures in Latin America, São Paulo concentrates an intensive network of universities, research centers, incubators and technology parks, accounting for 86% of the investments received in the industry.
8. Oil and Natural Gas – In addition to concentrating 23% of domestic suppliers of equipment and services for the industry, Sao Paulo has five refineries, which account for 42.7% of the capacity of Brazil and a huge extraction potential with the discoveries in the pre-salt.
9. Healthcare – Leader in the industry and with excellent structure for research and skilled labor, Sao Paulo is home to 38% of bioscience companies and 71% of companies in the Pharmaceutical industry in Brazil, as well as to 53% of people working in the sector.
10. Financial Services – Sao Paulo concentrates more than 31% of banks and 32% of credit transactions in Brazil. The state capital is home to the BM&FBovespa, one of the five largest stock exchanges in the world.
11. IT and Communication – Biggest pole of technology and communications in Brazil, São Paulo contains 41% of the national hi-tech equipment industry, as well as a wide offering of services for computers, tablets and smartphones.

Industrial and Commercial Federations and State Investment Promotion Agencies:

1. FIESP – Federation of Industries of Sao Paulo State

President: Mr. Paulo Skaf

Vice President: Mr. Benjamin Steinbruch

Manager (International Relations): Mrs. Paula Pires

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2. FECOMERCIO Sao Paulo - Federation of Trade in Goods, Services and Tourism

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E-mail: fecomercio@fecomercio.com.br

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3. Invest SP – Investment Promoting Agency (Investment Promotion Agency)

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Managing Director (Institutional Relations): Mr. Sergio Costa

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Email: investesp@investesp.org.br

Web site: <http://www.en.investe.sp.gov.br/>

For more information:

- 1. 'Investe São Paulo' - Your gateway to the number 1 state of Brazil**

<https://www.youtube.com/watch?v=OIZCfKMqsfQ>

- 2. Why invest in São Paulo?**

<http://www.en.investe.sp.gov.br/why-sao-paulo/>

3. Brazil-India Chamber of Commerce

<http://www.ccbrazilindia.org.br/>

Investment Opportunities in Rio de Janeiro



Rio de Janeiro

Rio de Janeiro, with 6 million inhabitants, is the second largest city of Brazil and third in Latin America. The state is considered an important logistics hub, with five ports and three airports (2nd largest in the country). It is also headquarters of major companies in Brazil and the capital of major industries like Oil & Gas, Information Technology and Communication, Research and Development and Tourism.



Location of Rio de Janeiro

Population (2012):

- Total 16,231,365
- Rank 3rd

GDP (Year 2010 estimate):

- Total US\$ 258.0 billion (2nd)
- Per capita US\$ 14,469 (3rd)

Main Features:

1. **Large Companies:** 50% of BOVESPA's market capitalization is from companies whose headquarters are in Rio and also has the presence of large companies. e.g. Companies involved in sectors such as Oil (Petrobras, Vale), Media and Communications Companies (Globo Organizations).
2. **Center for Research and Development:** The home of many universities and institutes, Rio is the second largest center of research and development in Brazil. It is one of the most important centers of energy research in the world. e.g. CENPES - Research Center of Petrobras.
3. **Products:** Largest producer of oil and natural gas with large reserves; shipbuilding, steel, petrochemicals; logistics; automotive; hub for cargo and passenger movement; tourist destination, Audiovisual and Movie industry

Strategic sectors for Investment in Rio de Janeiro –

1. **Energy** - Largest oil producer in Brazil; Headquarters of Petrobras, regulatory agencies and research institutions; the biggest and most important centers of research and development of energy and pre-salt
2. **Information Technology and Communication Technology (ITC)** - Greatest concentration of professionals and students of Information Technology; Largest center

for research and development, incubators and technology centers; Most modern operations center for urban monitoring in the world; Future Center for Media and Broadcast for the Rio 2016 games; 5 of the 10 best undergraduate engineering universities of Brazil (MEC)

3. **Creative Industry** - Home to the biggest media company in the country, Top center of culture, arts and intelligence of Brazil, 85% of grossing domestic films are produced in Rio
4. **Hospitality** - Top tourist destination in Brazil; City reference in lifestyle; Headquarters of major world events
5. **Industry** - 5 Industrial Districts in the city of Rio de Janeiro; Largest steel industrial center of Brazil.

Industrial and Commercial Federations and State Investment Promotion Agencies:

1. FIRJAN – Federation of the Industries of Rio de Janeiro State

President: Mr. Eduardo Eugenio Gouvêa Vieira

Director (International Relations): Mr. Amauri Temporal (email: atemporal@firjan.com.br)

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2. FECOMERCIO RIO - Federation of Trade in Goods, Services and Tourism

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Rua Marquês de Abrantes, 99 – 11th Floor - Flamengo – Rio de Janeiro - RJ 22230-060

Web site: <http://www.fecomercio-rj.org.br/>

3. FCCE - Federation of Chambers of Commerce of Rio de Janeiro

Presidente: Mr. Paulo Fernando Marcondes Ferraz

Vice President: Mr. Roberto Nóbrega (E-mail: gruponobrega@terra.com.br)

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Avenida General Justo, 307 6th Floor, Rio de Janeiro-RJ 20021-130

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Web site: <http://www.fcce.org.br/>

4. AGERIO – Rio de Janeiro State Development Agency (Investment Promotion Agency)

President: Mr. José Domingos Vargas

President's Secretary: Mrs. Nadia Borges (E-mail: nadiaborges@agerio.com.br)

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Operation Director: Mr. Dário Araújo

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Head Office: Rio Branco Avenue 245, Rio de Janeiro – RJ 20040-917

E-mail: agerio@agerio.com.br

Website: www.agerio.com.br/index.php/en/

For more information:

1. **Rio Negócios - Investment Promotion Agency of Rio de Janeiro**

<http://rio-negocios.com/en/>

2. **Rio - The Gateway to Brazil**

<https://www.youtube.com/watch?v=uo4vK--hEK0>

Investment Opportunities in Rio Grande do Sul



state. Medium-scale and large-scale companies employ 15% and 39% respectively of the workforce. This cooperative existence among the large, medium, small and micro companies has given the state a competitive advantage over the other Brazilian states.

2. Tax Incentive Policies:

In order to attract investments, the State has a special incentive programme called Incentive based on the Tax on the Circulation of Goods and Rendering of Services (ICMS). In Brazil, ICMS is equivalent to the word VAT. Brazilian states use the ICMS as a tool to attract investment. Rio Grande do Sul has a state mechanism to provide ICMS deductions called **Fundopem**. Under this incentive, the State offers finance of up to 75% of the due ICMS. Such a discount should be paid after the granted grace period.

The state also offers incentive under programme a called **Integrar-RS** to attract investment to regions with development index below the state average. The benefit is extended if the company chooses regions which present development index below the state average. The State offers deduction of up to 75% of the monthly incremental ICMS. The deduction does not need to be returned after the granted grace period.

Highlights of our industry:

1. 3rd largest industry park of Brazil
2. 1st producer of leather and footwear
3. 1st center for transport equipment production
4. 1st center for agricultural equipment
5. 2nd center for chemical products
6. 2nd center for rubber and plastics
7. 2nd center for metal products
8. 2nd center for machines and equipment
9. 2nd center for furniture
10. 2nd center for beverage production
11. 4th center for food manufacture
12. 4th center for vehicle production

Industrial and Commercial Federations and State Investment Promotion Agencies:

1. FIERGS - Federation of Industries of Rio Grande do Sul State

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Web site: <http://www.fiergs.org.br/>

2. FECOMERCIO Rio Grande do Sul - Federation of Trade in Goods, Services and Tourism

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3. AGDI - Development and Investment Promotion Agency

President: Mr. Álvaro Rodrigo Woiciechoski da Silva

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E-mail: info@agdi.rs.gov.br

Web site: <http://www.agdi.rs.gov.br/>

For more information:

1. Why invest in Rio Grande do Sul by State Governmet of Rio Grande do Sul
http://www.sct.rs.gov.br/upload/20110916105323rs_ingles.pdf
2. How to invest in in Rio Grande do Sul by Rio Grande do Sul Development Agency (AGDI)
<http://investimentos.mdic.gov.br/public/arquivo/arq1418039847.pdf>
3. Invest Promotion by Rio Grande do Sul Development Agency (AGDI)
[http://www.brazilcouncil.org/sites/default/files/Apresentao%20Brazil-US%20Business%20Council%20FINAL%20\[Compatibility%20Model\].pdf](http://www.brazilcouncil.org/sites/default/files/Apresentao%20Brazil-US%20Business%20Council%20FINAL%20[Compatibility%20Model].pdf)
4. Rio Grande do Sul State Department of Economic Development, Science and Technology (SDECT) website
<http://www.sct.rs.gov.br/?model=en&menu=0>
5. Economic Profile - Rio Grande do Sul State (English)
<https://www.youtube.com/watch?v=OvZPybx18cc>
6. Why invest in Rio Grande do Sul?
<https://www.youtube.com/watch?v=uzZ5QnFRMfw>

Investment Opportunities in Parana



Parana

Parana is a Brazilian state located in its southern part. It has a well-diversified economy and contributes around 6% to the country's GDP. Parana is one of the most competitive investment routes in Brazil. Thanks to a high Human Development Index, infrastructure, and a strategic geographical position, the region has a highly developed automobile industry, which includes the second biggest automotive hub in Brazil. It is Brazil's largest producer of corn, wheat and beans, and is responsible for about 25% of the country's production of grains. With 1,700,000 tons of chicken processed each year, Parana is the largest producer of chicken in Brazil. It's also the second-largest producer of sugar cane and soy beans.



Strategic Location of Parana

As far as industrial output is concerned, Parana is the largest manufacturer of plywood and has the second-largest automobile center in Brazil. Parana is self-sufficient in energy and offers plenty of space for starting a business.

Population (2013):

- Total 10,997,462
- Rank 6th

GDP (Year 2012 estimate):

- Total R\$ 255,927,000,000 (5th)
- Per capita R\$ 24,195 (7th)

Main Features:

1. Strategic location:

Parana is located in the southern region of Brazil. Its strategic location strengthens its claims of being a land of opportunity. Parana borders the state of Sao Paulo to the north and northeast, and Santa Catarina to the south. It also shares its borders with other major business locations including the Brazilian state of Mato Grosso do Sul to the northwest and countries such as Paraguay and Argentina to the west and southwest, respectively and thus strategically positioned in the Southern Common Market (MERCOSUR), as well as other consumer markets in Latin America.

The best part is that the most prominent economic centers of Brazil, that contribute around 80% of Brazil's GDP, are in close proximity of Parana and lie within a 1,300 km radius of its perimeter. Parana region boasts of over 200 million potential customers, and has a GNP of more than US \$1 trillion.

2. Diversified Economy:

The economy of Parana is undergoing a crucial transformation process. Parana was earlier an agricultural state but has now started implementing measures to modernize its infrastructure. Recently, the Parana government has also started making heavy investments in all the major sectors for consolidating an industrialization policy, which will allow it to attract new businesses.

Parana's industrialization depends on dynamic manufacturing plants, essentially those specializing in transportation materials, paper and cellulose, metal-mechanics, chemistry, textiles, paper and cellulose and ceramics. Many multinational automobile companies have set up their assembly plants in Parana. The state is currently the second-largest manufacturer of computer software in the country.

3. Support for Technology and Innovation-based work:

Parana maintains many institutions that are concerned with R&D (Research and Development), technological innovation and certification. Some of these institutes are TECPAR (Parana's Technological Institute), LACTEC (Institute for Technology and Development), IAPAR (Parana's Agricultural Institute), and EMATER (Parana's Enterprise for Agricultural Technical Assistance and Rural Extension).

4. Self-reliant in energy:

Hydroelectric power contributes around 82% of the total energy produced in the country. Parana, with ample water resources which provide it with large hydroelectric potential, is the largest producer of electric power in the country and generates approx. 25% of the total energy consumed.

Main industrial sectors in Parana:

- Automotive (2nd major national automotive cluster)
- Food & Beverage
- Oil & Gas
- Chemical Products
- Paper and Cellulose

Agriculture and Livestock: The farming/stock breeding sector of Parana is one of the major investment opportunities in the economic scenario of the state, responsible for 22% of the Brazilian harvest. The main products of Parana in Agriculture are soybean, corn and wheat. Alongside these products, there are prominent crops that have had a good performance in the agriculture of Parana, like sugarcane, beans, manioc and coffee. It is also Brazil's largest producer of corn, wheat and beans, and is responsible for about 25% of the country's production of grains. With 1,700,000 tons of chicken processed each year, Parana is the largest producer of chicken in Brazil. It's also the second-largest producer of sugar cane and soy beans.

Industrial and Commercial Federations and State Investment Promotion Agencies:

1. FIEPR – Federation of Industries of Parana State

President: Mr. Edson Luiz Campagnolo

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2. FECOMERCIO PARANA - Federation of Trade in Goods, Services and Tourism

President: Mr. Darci Piana (E-mail: presidencia@fecomerciopr.com.br)

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Secretary: Mrs. Iraci Sabóia da Cunha (E-mail: iraci@fecomerciopr.com.br)

Director (Institutional Relations): Mr. Rui Lemes (E-mail: ruilemes@fecomerciopr.com.br)

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E-mail: federacao@fecomerciopr.com.br

Web site: <http://www.fecomerciopr.com.br/>

3. PARANA STATE DEVELOPMENT AGENCY (Investment Promotion Agency)

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Director: Mrs. Andrezza Oikawa (E-mail: andrezza@paranadesenvolvimento.org.br)

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Avenida João Gualberto, 780 - Alto da Glória - 80030-000 - Curitiba - PR

<http://www.paranadesenvolvimento.pr.gov.br/modules/apd-in/>

For more details:

1. How to invest in Parana

<http://www.fkg.se/wp/wp-content/uploads/2014/02/how-to-invest-in-Parana.pdf>

2. Tax Benefit Program “Parana Competitivo” (Competitive Parana)

<http://www.paranadesenvolvimento.pr.gov.br/modules/conteudo/conteudo.php?conteudo=23>

3. Parana cities among top 100 best cities to invest in Brazil

<http://www.paranadesenvolvimento.pr.gov.br/2014/05/56/Parana-cities-among-top-100-best-cities-to-invest-in-Brazil.html>

4. Invest in Northern Paraná State – Brazil

<https://www.youtube.com/watch?v=zc6aQO58GPs>

Investment Opportunities in Santa Catarina



Santa Catarina

The state of Santa Catarina is located in southern Brazil, between the states of Rio Grande do Sul and Parana. It is bounded on the east by the Atlantic Ocean, and to the west it borders the province of Misiones, Argentina. Its capital is Florianopolis, which mostly lies on the Santa Catarina Island while Joinville is Santa Catarina's largest city. Neighboring states are Rio Grande do Sul to the south and Paraná to the north. The state is blessed with 95,000 km² of diverse scenery, which attracts tourists from all over the world. The state has a privileged geographic position at the center of the regions of the strongest economic performance in Brazil, and it has a strategic relation to MERCOSUR.



The State displays a mixed economy ranging from agriculture-based on small farms and an active industrial park, which is the fourth-largest in Brazil. There are many small businesses and large companies spread across the state. The industry in Santa Catarina is linked to ports and consumers centers through an efficient highway grid. The roads network boost tourism that is a natural vocation of Santa Catarina. Santa Catarina is the third-largest tourist center in Brazil.

Population (2013):

- Total 6,634,250
- Rank 11th

GDP (2013):

- Total R\$ 152,482,000,000 (7th)
- Per capita R\$ 24,398 (4th)

Main Features:

1. It has a strong economy and industry; five ports with operational excellence; and eleven Santa Catarina cities stand out among the fifty best in Brazil in terms of quality of life.
2. The state has the fourth largest industrial park in the country.

3. It also has a large crop production and is considered one of the leading food producers in Brazil.
4. It has an extensive coastline full of beaches, contrasting with the hills, where the lowest temperatures take place in the country. These destinations are extremely desired during the summer and winter seasons, respectively, making Santa Catarina a famous tourist attraction all year long.
5. In the past three decades, the Santa Catarina economy grew 340%, which was much higher than the Brazilian average. This high growth was due to Santa Catarina's highly successful decentralized development model, which was propitious for a diversity of economic activities, in keeping with the potential of each region. Santa Catarina's economic activity is characterized by regional specializations.
6. Program of Development for Companies of Santa Catarina State (PRODEC) is a mechanism of governmental finance to companies in the State of Santa Catarina. The purpose of the program is to offer tax incentives for the setting up or expansion of industrial and agri-business enterprises which will generate jobs and income in Santa Catarina. It is the delaying of total or partial payment of ICMS (Goods and Services Circulation Tax) to be generated by the entrepreneur.

Important Sectors:

The leading economic activities are agriculture, pork and poultry raising, fishing, tourism, mining, vegetable extraction and industry. The tertiary sector also accounts for a good portion of Santa Catarina income, the services sector employs even more people than industry and commerce has the highest number of companies.

Regions	Sectoral Specialization
West	Agroindustry
North	Electronics, Metallurgy and Machinery
High Plains and Mountains	Lumber and Wood Products
Itajaí Valley	Textiles
South	Mining
Florianopolis	Technology

In ranks:

- Leading producer of fish
- Leading producer of pork
- Leading producer of pork
- 2nd largest producer of disposable plastics (glasses, dishes, etc.)
- 3rd largest producer of wood
- 3rd largest shipbuilding industry in numbers of employees
- 7th largest producer of food

Industrial and Commercial Federations and State Investment Promotion Agencies:

1. FIESC - Federation of Industries of Santa Catarina State

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Web site: <http://fiesc.com.br/>

2. FECOMERCIO SANTA CARARINA - Federation of Trade in Goods, Services and Tourism

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Web site: <http://www.fecomercio-sc.com.br/>

For More Information:

1. PRODEC (Program of Development for Companies of Santa Catarina State)

Information by Santa Catarina State Secretary of Sustainable Economic Development

<http://www4.fiescnet.com.br/images/business/publicacoes/Prodecingles.pdf>

2. Santa Catarina – Business Opportunities

<http://www.santacatarinabrasil.com.br/en/home/>

3. Get to know Santa Catarina – an informative video by FIESC

<https://www.youtube.com/watch?v=45znp63-ofl>
