INVESTOR'S GUIDE SC

INVEST WHERE BRAZIL GROWS

INVEST SC
BUSINESS HUB

GOVERNO DE SANTA CATARINA

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STATE OF OPPORTUNITIES

INTERNATIONAL AFFAIRS OFFICE

GOVERNO DE SANTA CATARINA

STRATEGIC LOCATION
SOUTH AMERICA

Figures for Brazil (2021)

Population
213.317.639

PIB
US$ 1,63 trillion

Presence in the Foreign Market
213 countries

Imports
US$ 219,4 BI

Exports
US$ 280,4 BI

Balance of Trade
US$ 61 BI

INVEST IN **BRAZIL**

Brazil is increasingly consolidating itself as a strongly attractive country for international investors.

With an area of approximately 8.5 million km², it has a privileged location.

Positioned among the ten largest world economies, Brazil is the largest economy in Latin America and is a leader in Mercosur (Southern Common Market).

With a diversified economy that stands out for its competitiveness throughout Latin America, Brazil has a market of more than 200 million inhabitants and is open to foreign investment.

THE TEN LARGEST ECONOMIES IN THE WORLD IN 2019 (PIB IN US$/TRILLONS)

1st	USA	20,580
2nd	China	13,368
3rd	Japan	4,971
4th	Germany	3,951
5th	United Kingdom	2,828
6th	France	2,780
7th	India	2,718
8th	Italy	2,075
9th	**Brazil**	**1,867**
10th	South Korea	1,720

58 BI
in foreign investment in 2019

7º
In the ranking of trends in UNCTAD investment trends

In addition, Brazil has a vast reserve of natural resources, a high degree of economic and cultural diversity and solid institutional and financiais systems.

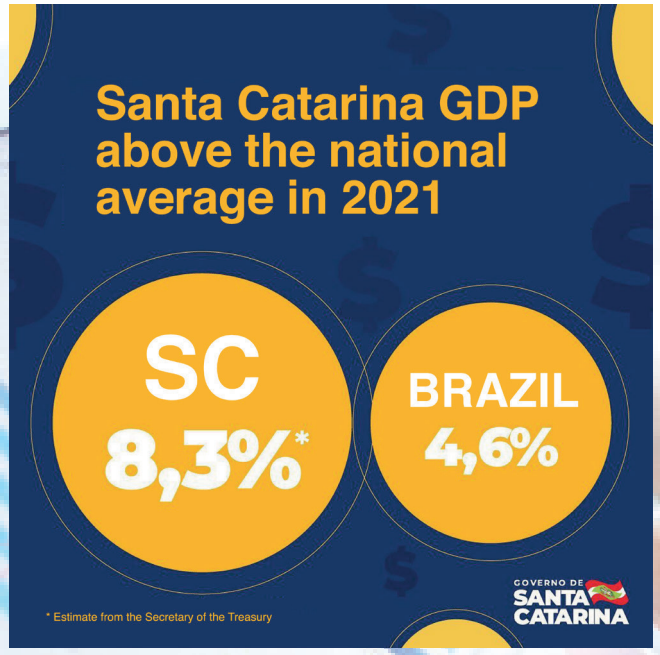
The increase in purchasing power and investment opportunities in sectors such as agribusiness, natural gas, the aeronautical industry, energy generation and transmission, and the development of biotechnologies, particularly biofuels, place the country as an attractive investment location.

Recently, Brazil concluded negotiations on the free trade agreement between the EU and Mercosur, with full openness for new bilateral agreements.

Overcoming the pandemic period, Brazil regained a position and rose to 7th place in the ranking of countries that attracted the most foreign investment in 2021. Foreign investment in Brazil rose from US$28 billion in 2020 to US$58 billion the following year, representing a growth of 133%, according to a survey by the United Nations Conference on Trade and Development (UNCTAD).

INVEST IN SANTA CATARINA

DO YOU WANT TO INVEST **WHERE BRAZIL GROWS?**



With Italian, Portuguese, German, German, African, Polish and other immigrants, together with the ancestral indigenous population of Brazil, the people of Santa Catarina were formed. Diversity, combining blood and culture, helps the people of this beautiful state to forge a better future, in unity without erasing their origins. This multiplicity is reflected not only in social but also in economic aspects.

From small family businesses to large companies, productive diversity predominates as the roots of a strong and united economy.

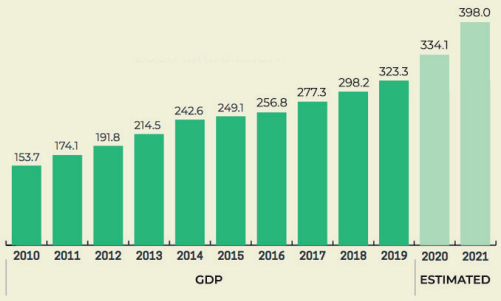
ECONOMY IN **SANTA CATARINA**

With a varied economy and well-distributed geography, Santa Catarina continues to be a reference in entrepreneurship, innovation and technology among the Brazilian States.
The confidence index related to the economy in Santa Catarina were positive throughout 2021 and we aim to continue to improve our results.

GDP – Gross Domestic Product (PIB)

Despite the pandemic, the GDP of Santa Catarina closed in 2021 with an estimated growth of 8.3%. The state-owned company's performance comfortably outpaced the Brazilian economy's growth of 4.6%, a trend that has been occurring since 2016. Important pillars such as inflation control, lower interest rates and better credit conditions were essential for the progress of the economy in Santa Catarina.

GDP SC since 2010 (Billions R$)



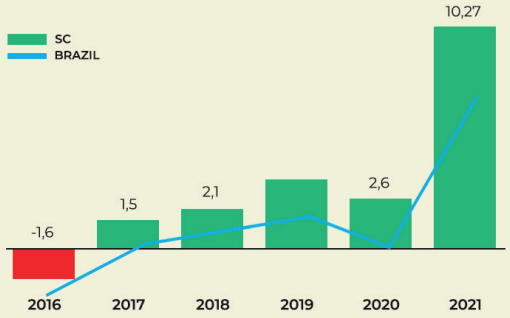
Source: Brazilian Intitute of Geography and Statistics (IBGE) and Secretariat of Sustainable Economic Development of Santa Catarina

EMPLOYMENT

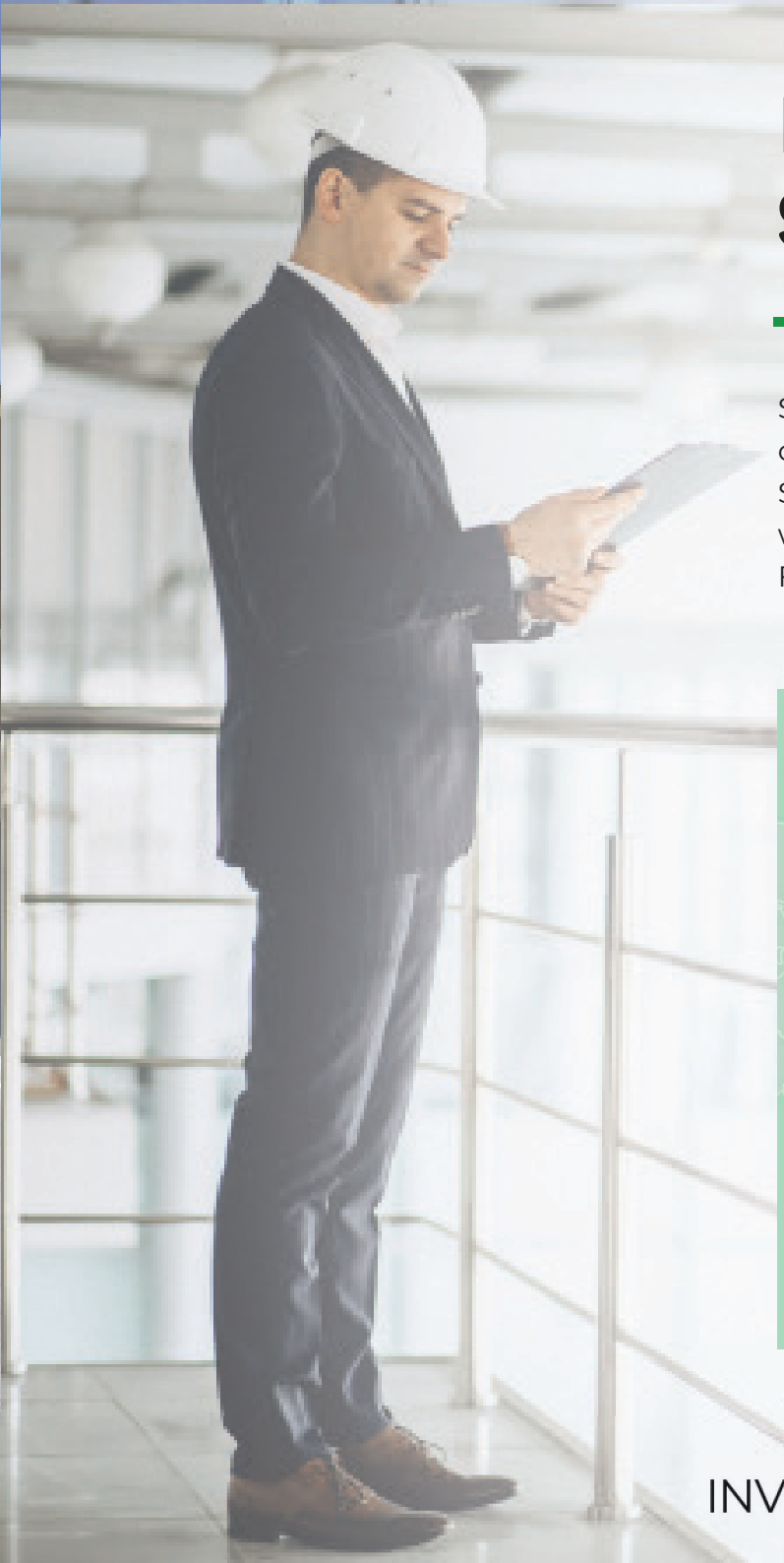
The Santa Catarina economy created 154.2 thousand jobs in the last twelve months until February 2022 with a growth of 7.1%, the same as in the previous period. It was the 5th highest balance of jobs among all states and the 8th highest growth rate among the fifteen largest economies in the country. The Santa Catarina labour market is still in evidence and continues to have the lowest unemployment rate in the country. In the first two months of 2022 alone, 51.1 thousand new jobs were created in Santa Catarina. It was the second most job-creating state in the country, surpassed by São Paulo.

FORMAL EMPLOYMENT GROWTH RATE

Accumulated in 12 months (%)



Source: TEM/ CAGED / NOVO CAGED



MORE ABOUT **SANTA CATARINA**

Santa Catarina is extraordinarily diversified for a territory of only 95.7 thousand square kilometers, the smallest State in the South of Brazil, which is also one of the Brazilian States with the best economic indices. The State has 295 cities, with Florianópolis as its capital.

295
CITIES

1% of the National
TERRITORY
Territorial Area
95.730,921 km²

CAPITAL CITY
Florianópolis

3% of the Brazilian
POPULATION
Estimated Population
7.401.920 people

80.4 years
HIGHEST LIFE EXPECTANCY RATE IN THE COUNTRY
Women: 83,7 | Men: 77.2

REVENUE - 2020
R$ 6.25 BI
↑ 6.2%
(2020/2019)

EXPENSES - 2020
R$ 5.40 BI
↑ 0.2%
(2020/2019)

6th largest GDP
IN THE COUNTRY
BRL 73.16 bi

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ENTREPRENEURIAL STATE

With one of the highest human development indexes (HDI) in Brazil, Santa Catarina has a differentiated economic diversity, quality of life and the best income distribution in the country. There are countless attributes that attract investments and new companies to the State.

The state offers the ideal environment for large multinationals, small businesses and startups. As an international prominence in the growth of the innovation ecosystem, mainly due to the productive and qualified offers.

Three municipalities of Santa Catarina are among the 20 most entrepreneurial cities in the country, the capital of Santa Catarina, Florianópolis, is the highlight, in 2nd place in the national ranking, with Joinville in 16th and Blumenau in 17th.

This is a reflection of Santa Catarina's commitment to development, sustainability and the belief that any company or person deserves the opportunity to live and do business in the State.

SANTA CATARINA, **THE COMPETITIVINESS**

2nd
In the Competitiveness Ranking of the Brazilian States

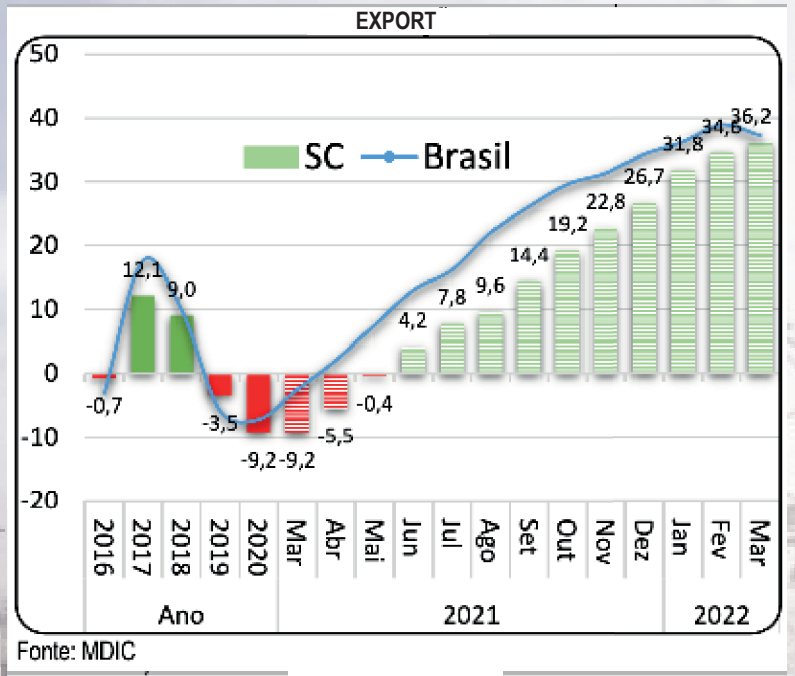
The Competitiveness Ranking of Brazilian States, a study developed annually in Brazil by the Center for Public Leadership (CLP), positions Santa Catarina as the 2nd most competitive State in the country.

- **1st** In Public Security
- **1st** In Social Sustainability
- **2nd** In Education
- **2nd** In Efficiency of the Public Machine
- **3rd** em Infrastructure
- **3rd** em Innovation
- **4th** In Environmental Sustainability

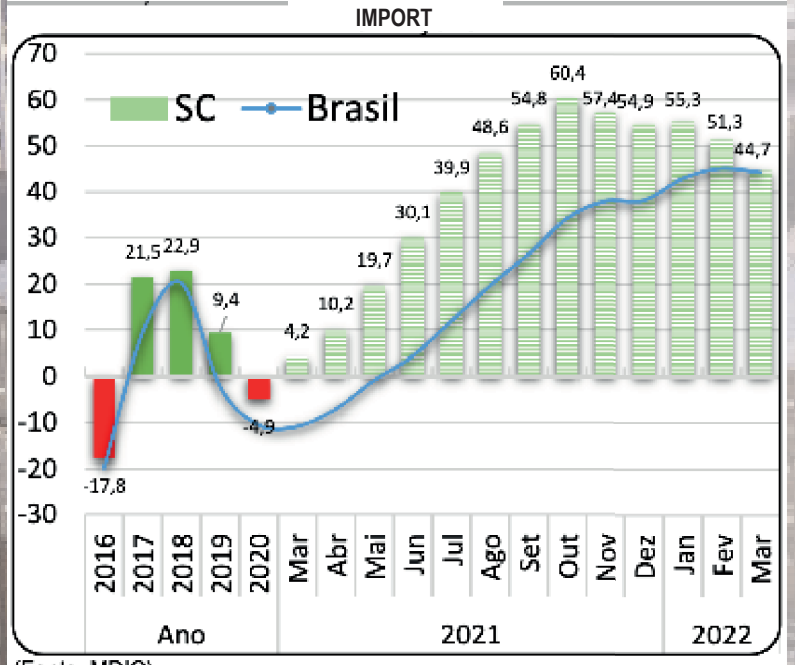
Source: State Competitiveness Ranking

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

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



Fonte: MDIC



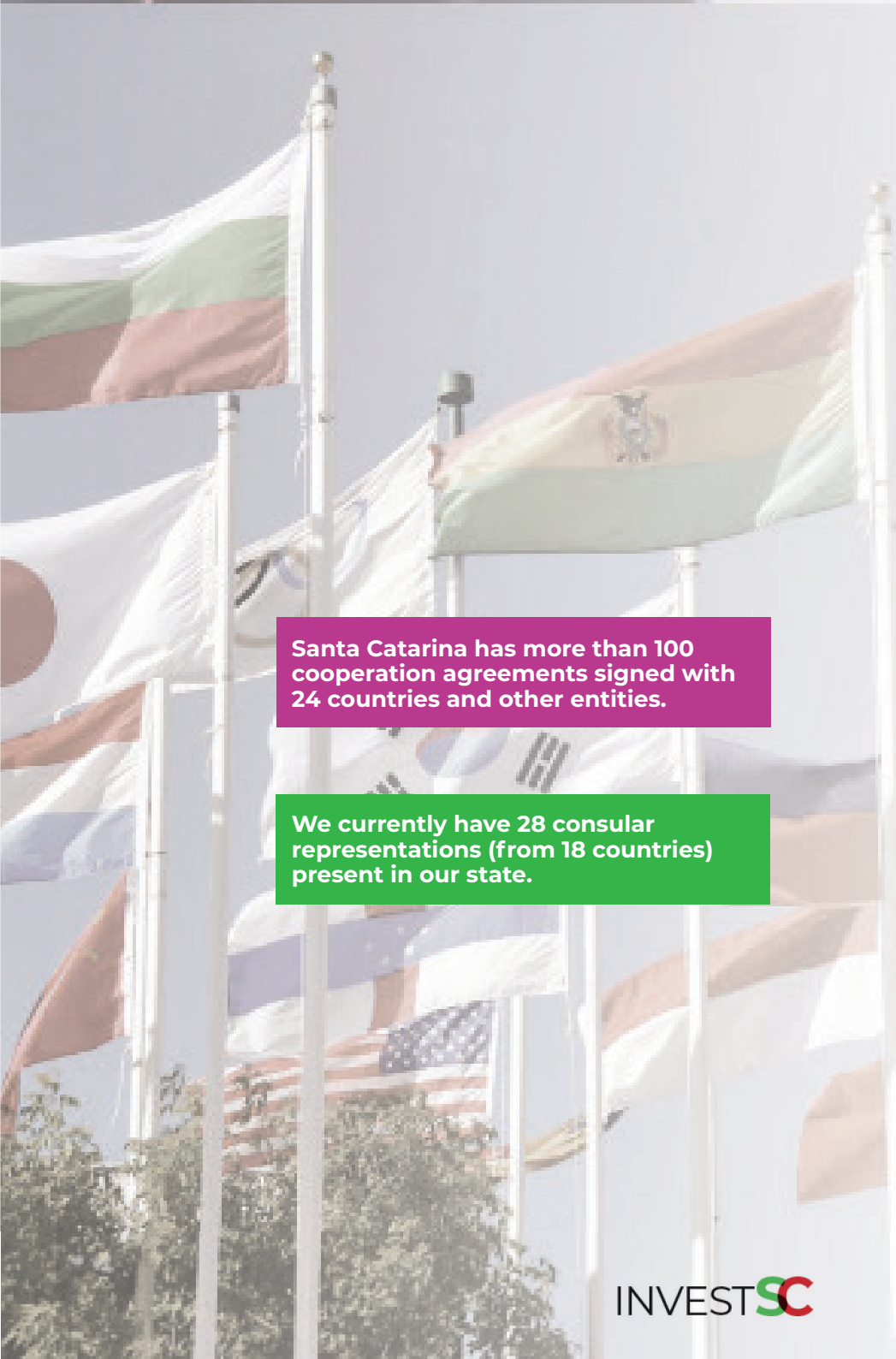
(Fonte: MDIC)

FOREIGN TRADE OF **SANTA CATARINA**

With US$ 10.29 billion in exports and US$ 24.92 billion in imports, foreign trade closed the year 2021 on a high in Santa Catarina, reaching the highest values ever.

Santa Catarina has great expertise in the agribusiness products market, with poultry, pork and soybeans. Agribusiness occupied the first three places in the main products exported by Santa Catarina, with poultry meat (US$ 1.59 billion, mainly to Asia and the Middle East), pork (US$ 1.32 billion, mostly to China) and soya (US$ 669.9 million, mainly to China) leading the ranking.
Next come engines and generators (US$ 483.6 million, mainly in the United States and Germany) and combustion engine parts (US$ 425.2 million, mostly in the United States, Mexico and the United Kingdom).

The list of products imported by Santa Catarina is quite diversified. In 2021, raw materials and inputs for industry took the lead, especially copper (US$ 1.37 billion, mostly from Chile), iron or steel sheets and plates (US$ 657.7 million, mainly from China), polyethylene (US$ 571.7 million, mainly from the United States and Argentina) and fertilizers (US$ 567.9 million, mostly from Oman). China remains the main supplier market for Santa Catarina, with US$ 9.36 billion.



Santa Catarina has more than 100 cooperation agreements signed with 24 countries and other entities.

We currently have 28 consular representations (from 18 countries) present in our state.

OPPORTUNITIES

DIPLOMACY AND COOPERATION

Santa Catarina is a diplomatic powerhouse, being one of the few Brazilian States that has a Secretariat dedicated to diplomacy, cooperation and serving of the international community.

We, as a State, believe in the positive positioning inside the International System, always furthering friendship, collaboration and good-will, for the better development of partnerships and relations.

The State does not discriminate and utilizes its international relations as a tool for peaceful promotion and achievement of goals, in a way that all involved players can positively benefit from cooperation.

Santa Catarina is totally enthusiastic about the idea of creating partnerships with international institutions, whether public or private, that seek a positive relationship with the State, as long as they share fundamental values. It is always available, within certain limitations, to try to solve problems and help any person or entity in the international sphere.

SANTA CATARINA SUPPORTS THE **INVESTOR**

Invest SC is the official hub for attracting investments and incentives for new business in Santa Catarina. It is a program dedicated to promoting socioeconomic development through activities that encourage the attraction of business in regions with lower Human Development Index (HDI) of the State, besides identifying sources of funding for investments and potential sectors or investors for these regions.

The hub is the result of a partnership between the State Government, through the State Secretariat for Economic and Sustainable Development and with members of the State Secretariat of the treasury, Executive Secretariat for the Environment, State Secretariat for Administration, State Secretariat for Infrastructure and Mobility, Executive Secretariat for International Affairs, SCPAR and the Federation of Industries of the State of Santa Catarina - FIESC, which makes its structure and multidisciplinary teams available to investors.

Based on standards of international excellence, Invest SC is the main tool for investors interested in the State.

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INTERNATIONAL AFFAIRS OFFICE GOVERNO DE SANTA CATARINA

HOW DOES INVESTSC SUPPORT **COMPANIES** AND **ENTREPRENEURS**?

Invest SC It brings together intelligences aimed at socioeconomic development and the insertion of the State in global production chains. In addition to the governmental sphere, the hub is supported by the Federation of Industries of the State of Santa Catarina - FIESC.

This means that the strategic analyses and opportunities detected by Invest SC denote institutional credibility and a focus on business, bringing together in-depth, up to date and highly relevant information. Based on expert analysis in each sector, it has the capacity to formulate analysis, reliable projections and recommendations for investing with security.

The program is also responsible for assisting in the creation and maintenance of mechanisms that make available to investors information about strategic sectors and businesses in the state, assist investors in the feasibility analysis, in the decision to invest, establish and maintain businesses, facilitate investments through the concentration of services in a single place, in addition to monitoring the stages of completion of business.

The hub helps consolidate Santa Catarina as a favourable environment for business. Therefore, Invest SC is committed to assisting investors in legal procedures, access to tax incentives and legal security for projects.

Scan the QR Code to send an email to InvestSC

INVESTSC

STATE OF OPPORTUNITIES

INTERNATIONAL AFFAIRS OFFICE GOVERNO DE SANTA CATARINA

INVESTSC

Santa Catarina being by nature an entrepreneur State, has always been interested in helping business grow and flourish. The State encourages all those interested in investing in Santa Catarina.

The entrepreneur can count on Invest SC from the planning stage to invest in the State, through the negotiation, implementation and monitoring phases after installation.

INVESTMENT INTENTION

- Reliability agreement
- Understanding of the project
- Presentation of the State
- Presentation of the Sector
- Presentation of potential partners

NEGOCIATION

- Support to define the location
- Information about potential partners for implementation
- Support to choose the tax model
- Support with strategic information

IMPLEMENTATION

- 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)

AFTERCARE

- Monitoring at the beginning of operations
- Support for identification and management of new investments
- Support with strategic information

INCENTIVES

The characteristics of Santa Catarina stand out in the national and international environments, even in periods of economic difficulty.

This contributes to the maintenance of fiscal stability and the ability to better plan the investment of resources. This allows the Government to promote incentives for the implementation and expansion of companies.

Pró-Emprego

The Pro-Employment Programme, for example, aims to objective generate employment and income in the Santa Catarina territory by means of differentiated ICMS treatment. This encourages new projects, expansion, reactivation and technological modernization, considered priorities for economic, social and technological development of the state.

Access Link

Prodec

The Pro-Employment Programme, for example, aims to objective generate employment and income in the Santa Catarina territory by means of differentiated ICMS treatment. This encourages new projects, expansion, reactivation and technological modernization, considered priorities for economic, social and technological development of the state.

Access Link

ECONOMIC & SUSTAINABLE DEVELOPMENT

SC Bem + Simples

In the sense of reducing bureaucracy, another programme, SC Bem + Simples makes it possible to open companies more quickly and efficient way. As a result, in 2021, a total of 205.420 companies were opened.

Access Link

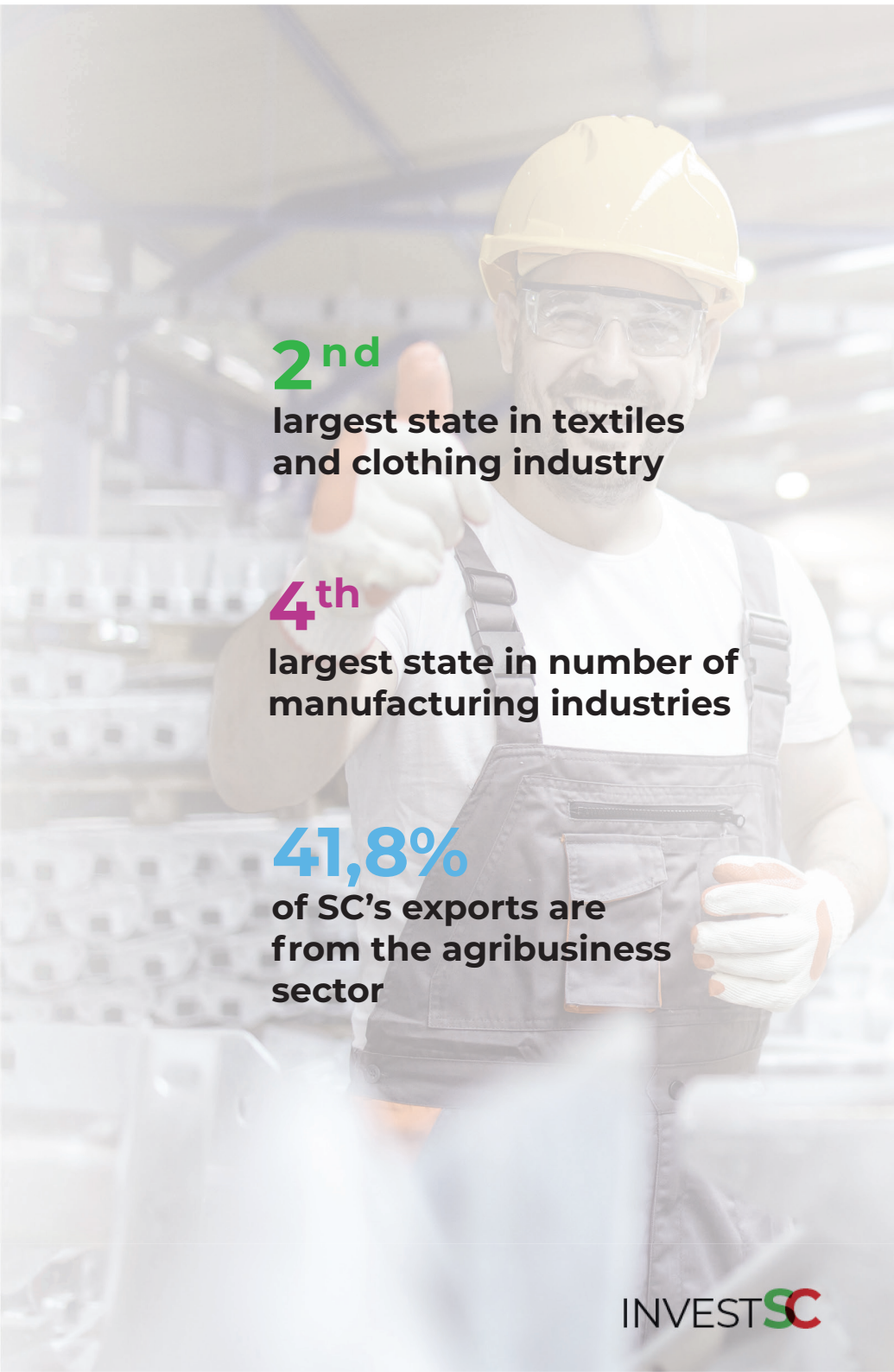
JURO ZERO%

- Credit line of up to BRL 5 thousand
- If the debtor does not default, the last instalment is paid by State Government

The Juro-Zero programme contributes to the economic activity of the State, fostering the development of individual micro-entrepreneurs (MEI). Participants in the program will have access to a line of credit of up to R$ 5 thousand.

If they pay all the instalments on time, the last instalment will be paid by the State Government. Therefore, the interest will be zero! In 2021, a total of R$ 84 million has been guaranteed in credit for a total of 18 thousand MEIs.

Access Link



2nd
largest state in textiles and clothing industry

4th
largest state in number of manufacturing industries

41,8%
of SC's exports are from the agribusiness sector

OPPORTUNITIES

INDUSTRIES

Regardless of the type of activity one thinks of developing in Santa Catarina, the industrial producers working in the State have an intensive economy with correlated industries, availability of raw materials, trained and qualified labour, extensive market prospecting and efficient infrastructure at their disposal.

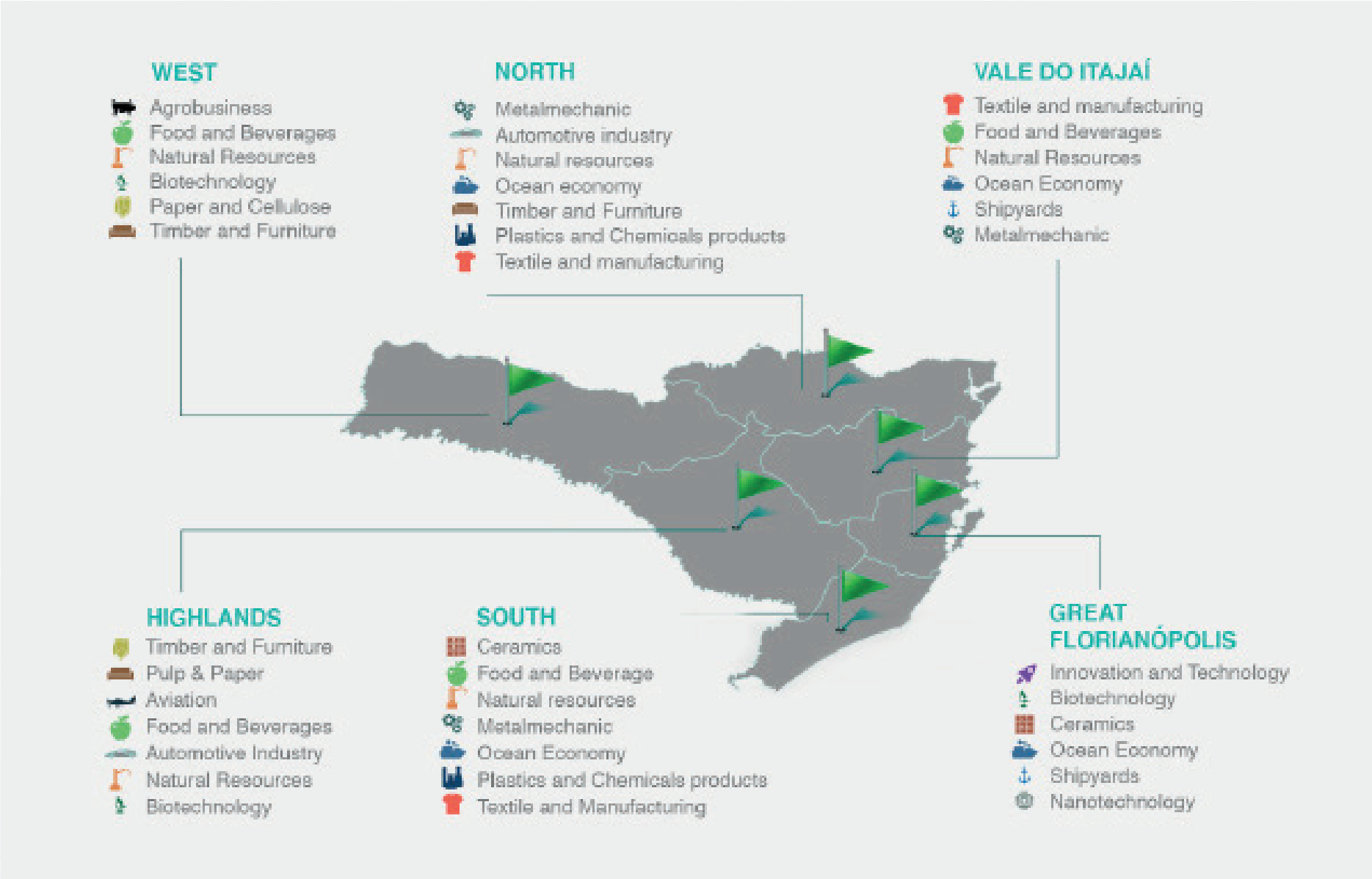
The Federation of Industries of the State of Santa Catarina (FIESC), acts to reduce and simplify taxes, less bureaucracy, fewer risks, better transport conditions and more legal security to invest and produce in Santa Catarina. Besides this, it promotes a favourable environment for business, acts in favour of quality of life and education for workers and stimulates innovation.

The industrial sector in Santa Catarina is one of the biggest of the country, mainly in the metal-mechanical, automotive, plastics, ceramics, furniture, textiles and agribusiness.

Access Link

FIESC

INDUSTRIAL **CLUSTERS**



OPPORTUNITIES

AGRIBUSINESS

Largest

national producer of pork, apple and onion

2nd

national producer of chicken, rice and tobacco

3rd

national producer of timber and grains

The only State free of foot-and-mouth disease without vaccination and classical swine fever.

The agribusiness sector also has great influence on the Santa Catarina economy. The State is recognized by the World Organization for Animal Health (OIE) as an area free of foot-and-mouth disease without vaccination, which demonstrates extreme care with animal health and is something extremely valued by importers of meat importers. Besides this, Santa Catarina, together with Rio Grande do Sul, is an area free of classical swine fever.

The state is the largest producer and exporter of pork and the second largest in chicken meat in Brazil, besides being the largest producer of apples, garlic and onions. The Santa Catarina technology applied to the cultivation of the field has been recognized as a reference in the economic sector.

The greatest asset of Santa Catarina's agriculture is its health status as an area free from foot-and-mouth disease andclassical swine fever without vaccination. This is a unique condition in Brazil and has ensured the conquest of international markets. Maintaining this status depends on the joint action of the agribusinesses and the health inspection service of the State government.

OPPORTUNITIES

OCEAN ECONOMY

Largest

national producer of oysters, mussels and fish

2nd largest

port of cargo container handling in Brazil

6

Port operations

Santa Catarina has a favorable ecosystem for the development of the maritime economy sector. With 531 km coast, the state is the largest producer of oysters and mussels and occupies the 4th place in the ranking of the largest producers of farmed fish from Brazil.

It also has shipyards of great reputation for the construction of leisure boats and has the second largest port in handling of cargo containers in Brazil.

As the nautical sector grows and expands in Santa Catarina, more job opportunities, innovation, international ventures and incentives are generated. The nautical industry has a high power to generate opportunities for various sectors of the ocean economy.

PORTS

All 6 ports in ports in Santa Catarina:

- Have high-quality equipment technology;

- Maintain regular lines with the majors port cities in the world;

- Handled approximately 65,5 million tons in 2021;

- Accounted for almost 20% of Brazilian container movements (TEU).

3 of the 5 biggest ports of TEUs movement in Brazil are from Santa Catarina.

Santa Catarina has six ports, strategically located, making the State an important logistics center in the country. The infrastructure of ports is one of the main competitive advantages of the State.

Three of the five ports in Brazil that most exported and imported cargo in 2021 are from Santa Catarina, with Navegantes (2nd place) and Itapoá (4th), which have private terminals, and Itajaí (5th), public. And two ports in Santa Catarina have the best environmental development indices (IDA) in the Brazil, with the Port of Itajaí in 1st and São Francisco do Sul in 4th place.

The commercialization of products with different commercial partners flows the ports of Itajaí, São Francisco do Sul, Imbituba, Navegantes and Itapoá, while the port of Laguna operates with a focus on fishing.

OPPORTUNITIES

INFRASTRUCTURE & LOGISTICS

The strong economic appeal of the State of Santa Catarina reflects in excellent opportunities of investments in logistics. In 2020, the State of Santa Catarina invested over BRL 400 million in the maintenance of roads with the aim of ensuring the useful life of the asset, the safety of the users and the appropriate traffic conditions.

Santa Catarina has a modern infrastructure of ports and roads, which facilitates and reduces the cost of transporting goods and cargo. It has three ports among the ten largest in Brazil, Santa Catarina is the second state in terms of maritime handling volume cargo, being in a privileged location, with ample access to the South American market by land.

The State primarily imports industrial inputs and agroindustrial. Therefore, companies that settle in Santa Catarina will have reduced rates and incentives for import of these inputs, with the objective of facilitating the companies' access to raw materials

The State invested R$ 5.5 billion in projects and infrastructure works

R$ 1.7 billion in expanding hydroelectric capacity

R$ 1.5 billion in expanding the natural gas network

R$ 917 million in roads

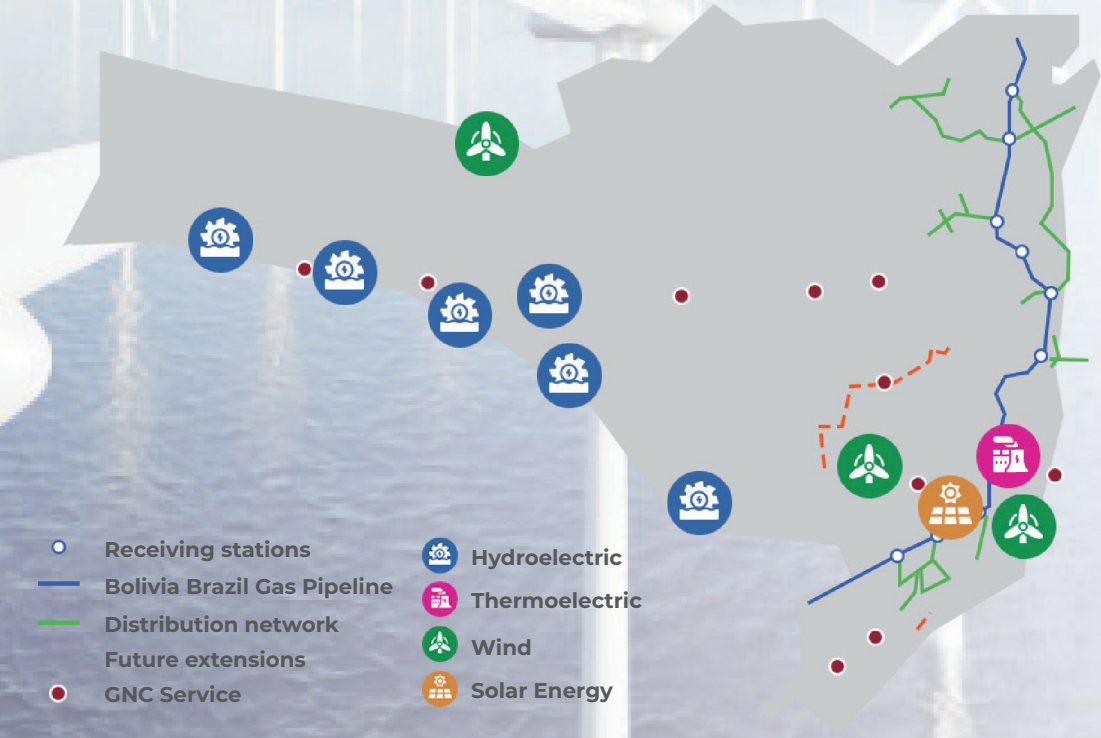
R$ 151 million in air infrastructure

R$ 40 million in railway projects

ENERGY

According to recent data from National Energy Balance, Santa Catarina is among the top ten electricity-generating States in Brazil. The main sources of energy are hydroelectric and thermoelectric, responsible for 80% and 18% of the total energy generated, respectively.

The demand for renewable energies is growing every year in Santa Catarina and, currently, the State occupies the 7th position in the national ranking in the production of solar energy, which represents 4.3% of the national production of Energy from the sun.



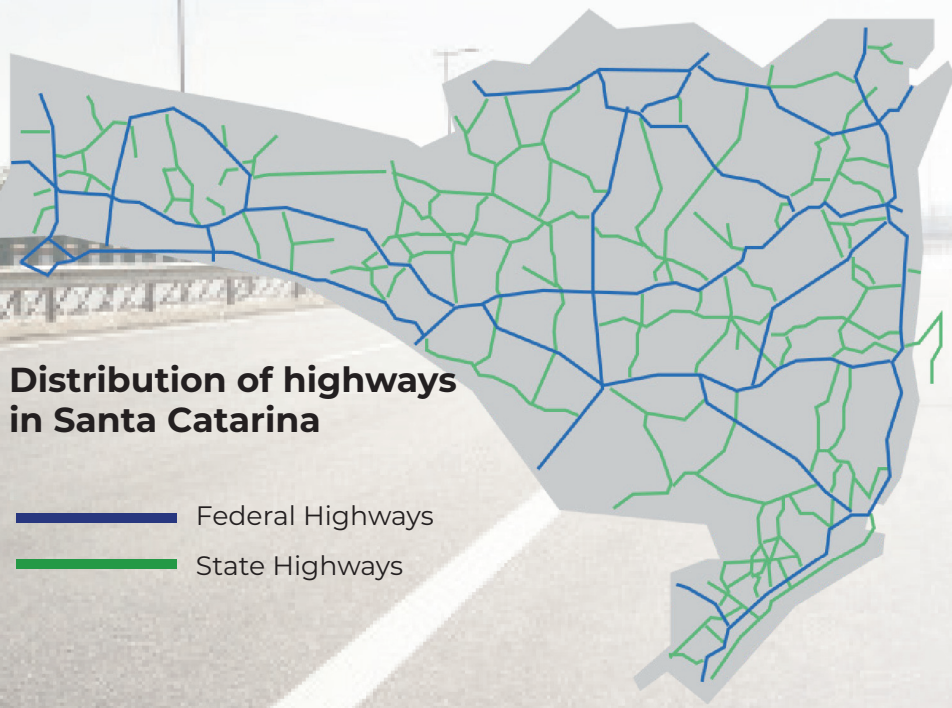
HIGHWAYS

Santa Catarina is investing U$ 632,205,996.86 in 369 improvement works on its roads.

With an area of over 95 thousand km², 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.

Check here the up to date progress of the works in the State

Access Link



Distribution of highways in Santa Catarina

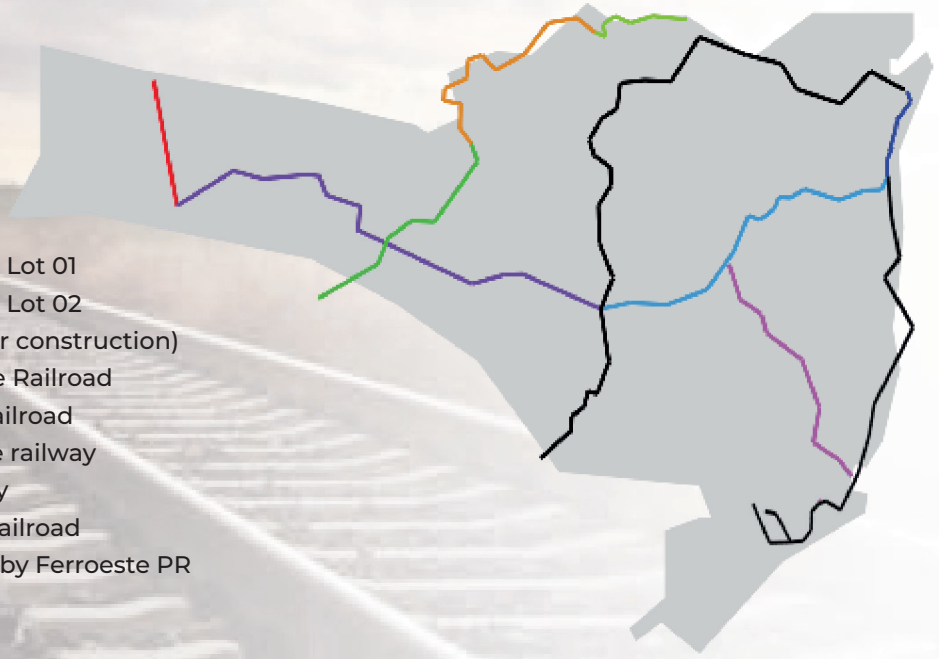
Federal Highways

State Highways

RAILWAYS

Much of Brazil's rail network is concentrated in the South and Southeast regions. Santa Catarina has 980 Km of railways in full operation, linked to the main main Brazilian network (ports of Paranaguá and Rio Grande), the Argentinean and Uruguayan network, with the Port of São Francisco do Sul and has a connection to the carboniferous region to Imbituba Port

Investments in railway expansion are among the main proposals to increase Santa Catarina's competitiveness, because rail transport has an enormous potential for transporting high value-added cargo, it is efficient for long distances, is of low maintenance and great safety when compared to the road modal.



- Railway Corridor of SC - Lot 01
- Railway Corridor of SC - Lot 02
- Federal contours (under construction)
- Northern Ports Shotline Railroad
- South Ports Shotline Railroad
- North Plateau Shortline railway
- Tourist Shortline railway
- Contestado Shortline Railroad
- Authorization required by Ferroeste PR

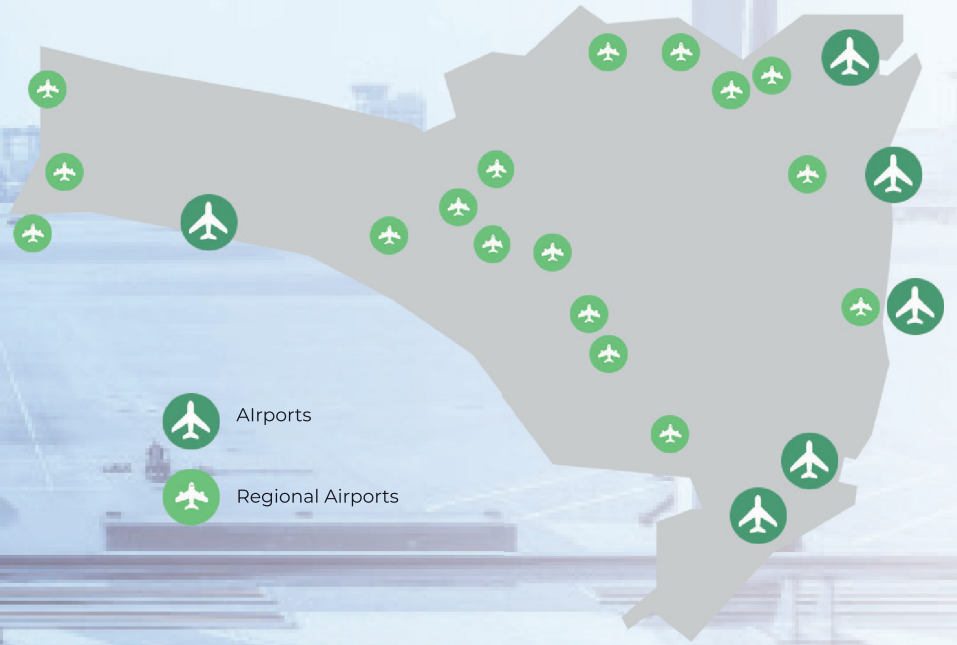
AIRPORTS

Santa Catarina has six main airports: international - Hercílio Luz (Florianópolis), Ministro Victor Konder (Navegantes); and regional - Humberto Ghizzo Bortoluzzi Ghizzo Bortoluzzi (Jaguaruna), Lauro Carneiro de Loyola (Joinville), Diomício Freitas (Criciúma/Forquilhinha) and Serafim Enoss Bertaso (Chapecó). Besides these, there are another 17 public and 16 private aerodromes.

The Hercílio Luz International Airport, in Florianópolis (SC), was elected for the second consecutive time the best airport in Brazil according to the award Aviation + Brazil 2022, promoted by the National Secretariat of Civil Aviation of the Ministry of Infrastructure.

The airport of Florianópolis was elected in 2022 the best in Brazil.

Florianópolis airport was recently awarded to the private sector. As a result, it should double its capacity in the short term



OPPORTUNITIES

HEALTH

7th Health Ranking

*National Competitiveness Ranking

Lowest lethality rate by Covid-19 in the country

The best fight against COVID-19 in Brazil

+ 14 million doses applied since January 2021

In the last 3 years, the SC Government has invested more than R$ 808 million in agreements through the Santa Catarina Hospital Policy (PHC), impositive amendments, government actions and resources. These figures should exceed R$ 1 billion by 2022.

The Santa Catarina Hospital Policy has brought investments to the State's health, also supporting philanthropic hospitals, which will receive more than R$ 600 million in 2022.

Partnerships with organizations have also been developed, as is the case with FAHECE and the new management of SAMU. There is also a close relationship with FIESC for support and development of Public Health.

With a goal of 18 months in 6, the Health Secretariat also works to reduce the queue of elective surgeries, which was impacted by the coronavirus pandemic. In 2021, R$ 441 million were invested in hospital units, mostly for the maintenance of Covid-19 beds. In this same period, the PHC passed on about R$ 268 million to hospitals.

The State has increasingly served as a support to the Santa Catarina cities and municipalised actions, bringing the Health Secretariat closer to citizens.

* FAHECE: Foundation for Support to Hemosc/Cepon
** SAMU: Mobile Emergency Care Service

OPPORTUNITIES

EDUCATION

Education is an extremely valued sector in Santa Catarina. The democratisation of educational technologies and the improvement of school infrastructure are among the Government's investment priorities to improve the quality of education.

One of the actions was the guarantee of notebooks for all education professionals in the state network, an investment of over R$ 5.9 million. The works of reform or expansion in schools of the state network have advanced and exceeded R$ 100 million of investment. The acquisition of school vehicles for students in the public network exceeded R$ 86 million.

The Data Intelligence System "Educação na Palma da Mão" received an award for Best Practices in Public Management. The initiative includes panels that make information about Santa Catarina's education more detailed and transparent, grouping data for personalised consultation.

Valuing educators is also a priority. All professionals in the category with higher education and 40-hour workload are guaranteed a minimum remuneration of R$ 5 thousand. This and other measures will impact more than R$ 1 billion in the budget.

2nd

Education Ranking

The State invested R$ 7.52 billion in education in 2021

*National Competitiveness Ranking

OPORTUNITIES

SECURITY

Leader
in life expectancy

2nd
in quality of life

The State Capital is the 2nd best city in Brazil to live in

The use of technology is an important part of the indicators of Public Security in Santa Catarina. With widespread use of cameras, drones, robots, applications, software and systems integration, technology has caused various crime rates to fall across the State, creating a safer environment.

The use of technology has become a key part of public security, which is why we are always looking for opportunities to automate, expand and update our security, based mainly on the establishment of strategic partnerships and cooperation with hubs in this area.

The State always seeks to train its public agents and prepare them to work in the field and to serve the community. In view of this, several agent exchange programs were instituted, where they would receive training and qualification in other countries, as well as the establishment of various technical cooperation agreements in public security.

Discover our destinations

Access Link

What to do in Santa Catarina?

Access Link

Florianópolis

Is the 2nd most popular destination of foreign tourists.

Summer

SC receives an average of 2 million of Brazilian tourists and 383 thousand foreigners.

* from december to march

OPPORTUNITIES

TOURISM

Santa Catarina is a beautiful state by nature. The attractions are numerous, both on the coast and in the interior of the State. Faith also drives tourism. New Trento, city of Mother Paulina (the first Brazilian Saint first Brazilian saint), is the second most visited religious Country.

The beaches of Santa Catarina are known as the most beautiful in the south of Brazil. There are also lakes, dunes, waterfalls, cascades, valleys, rivers and preserved Atlantic forest. Besides, the occurrence of snow occurrence of snow is frequent in Planalto Catarinense, in cities like Sao Joaquim, Urubici and Urupema, which always attract especially in the months of June to August.

The state also stands out among fans of ecotourism and sports linked to nature. There are destinations, both on the coast and in the interior, so that the practitioners of the most diverse modalities explore the State.

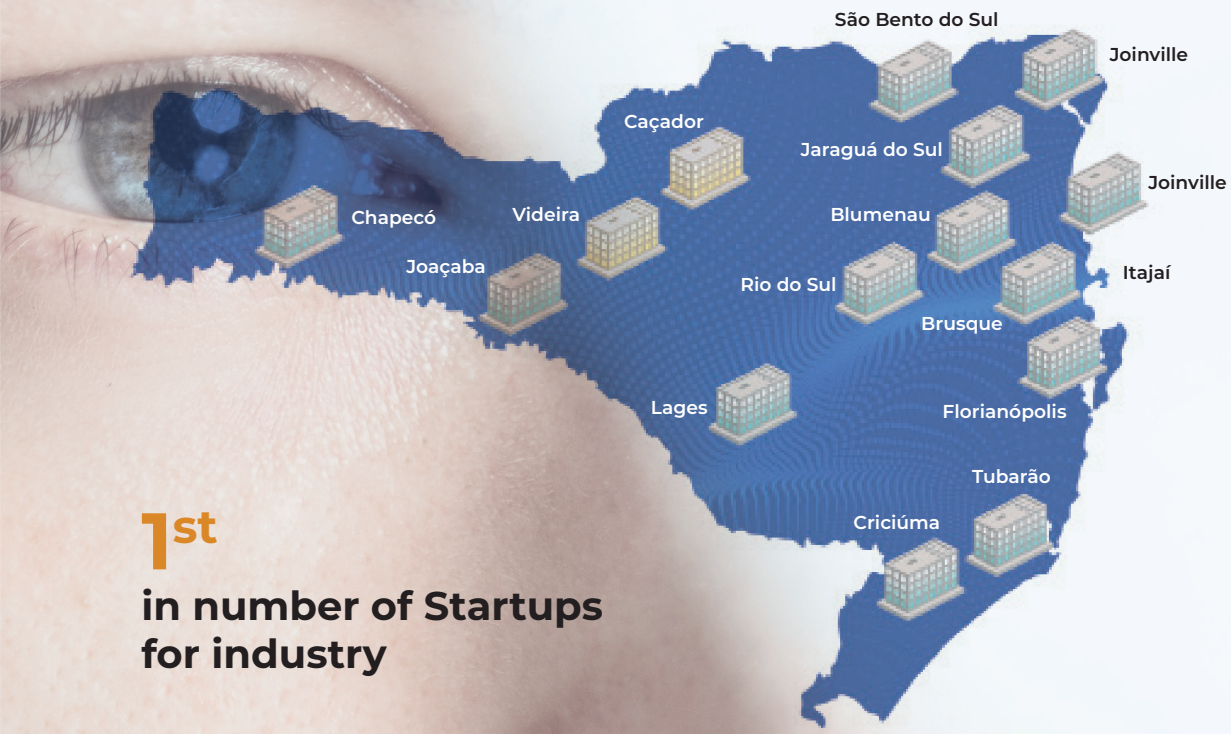
OPPORTUNITIES

INNOVATION

The innovation ecosystem in Santa Catarina is constantly growing. The cities of Joinville, Jaraguá do Sul, Itajaí and Florianópolis stand out in the startup market. The Greater Florianópolis region is home by the largest number of innovation-oriented companies and is increasingly attracting international startups to Santa Catarina. The State has 15 new Innovation Centres that boost the culture of innovation and entrepreneurship in our different regions.

Santa Catarina, is often called the "Brazilian Silicon Valley" because it is a State that believes in technology, connection and sustainable development. Our high integration of the innovation ecosystem creates excellent conditions to generate more innovation in all areas, whether in technology, services, tourism, medicine and industry. All sectors are impacted when the parts fit together and work in synergy.

15
Innovation Centres



1st
in number of Startups for industry

2nd
State with the largest number of startups in the country

LINES OF FINANCE

With all the benefits already listed, in economy infrastructure, investor support and tax incentives, the entrepreneur also has access to lines of support to meet all meet all the financing needs of the business,

BNDES

The National Bank for Economic and Social Development (BNDES) is one of the largest development banks in the world and, today, the main instrument of the Federal Government for long-term financing and investment in all segments of the Brazilian economy. To this end, it supports entrepreneurs of all sizes in carrying out its modernization, expansion and new business plans, always bearing in mind the potential for job creation, income and social inclusion in the country.

As a public company and not a commercial bank, BNDES evaluates the granting of support with a focus on socio-environmental and economic impact in Brazil.

Encouraging innovation, regional development and socio-environmental development are priorities for the institution. BNDES has more than 100 lines of credit to support investors.

BRDE

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

With the objective of making the South of Brazil prosper, BRDE has been a partner that supports and monitors the development of projects to increase the competitiveness of projects of all sizes in the region. A reference in long-term financing for investments, capable of transforming projects into realities.

BADESC

Badesc, whose objective is to promote the economic and social development of the State of Santa Catarina, through medium and long term financing of productive activities.

These operations are carried out using own resources and institutional funds, as well as national and international financial agencies. All lines of credit and projects offered by Badesc are specially designed to meet the demands in the Santa Catarina market.

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SECRETARY OF THE TREASURE
GOVERNO DE SANTA CATARINA

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STATE OF
OPPORTUNITIES

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