INDUSTRY SYSTEM

**FIESP**

Represents 131 sector business associations which stands for about 150,000 state and national firms.

**CIESP**

43 regional offices throughout the state which represents about 10,000 associated firms.

**IRS**

Think tank specialized in industrial issues. It’s also responsible for the Coordination of Superior Council.
EDUCATION

**SESÍ**

- Provides industrial employee’s families with social services, mainly education, culture, sports and health
- 240 basic schools and more than 355,000 children, youth, adults and elderly people

**SENÁI**

- Promotes professional education through technical schools providing qualified workforce to the industry
- 166 technical schools and almost 1 million students registrations
DEREX AREAS OF EXPERTISE

- TRADE AND INVESTMENT PROMOTION
- INTERNATIONAL NEGOTIATION
- TRADE ECONOMIC RESEARCH
- TRADE REMEDIES
- CERTIFICATE OF ORIGIN
- TRADE FACILITATION
State of Sao Paulo Competitive Advantages

Environmental Responsibility

Largest Consumer Market in LATAM

Skilled Workforce

Social Development

World-class infrastructure

Largest Brazilian Investor in R&D

Source: INVESTE SAO PAULO
BRAZIL AND SAO PAULO

Territory (1,000 km²) 248.0
Population (millions) 41.9
GDP nominal (USD bn) 750
GDP per capita (USD) 17,91

✓ 22% of the population
✓ 33% of GDP nominal
✓ 50% larger than GDP per capita

Source: IBGE, IMF, SEADE
SAO PAULO PROFILE IN WORLD

3rd largest producer of commercial aircraft in the world

1st largest financial center in the Southern Hemisphere and stock exchange in Latin America

Sao Paulo is the 3rd largest consumer market in Latin America, after Brazil and Mexico

1st largest cargo airport in South America

48% of domestic production of vehicles

35% of Brazilian vehicles (over 7 million registered vehicles)

Source: INVESTE SAO PAULO, CitrusBR, MAPA
AGRIBUSINESS

1st largest producer of sugar cane ethanol in the world

53% of orange juice world production

24 million tons/year in sugar exports

USD 2.4 billion in beef exports

Source: INVESTE SAO PAULO, CitrusBR, MAPA
The State of Sao Paulo has a Gross Domestic Product (GDP) equivalent to European countries such as Turkey and Netherlands.

GDP current prices compared to selected EUROPEAN COUNTRIES

<table>
<thead>
<tr>
<th>Country</th>
<th>GDP 2012 USD billion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>3.430</td>
</tr>
<tr>
<td>France</td>
<td>2.614</td>
</tr>
<tr>
<td>Italy</td>
<td>2.014</td>
</tr>
<tr>
<td>Spain</td>
<td>1.324</td>
</tr>
<tr>
<td>Turkey</td>
<td>788</td>
</tr>
<tr>
<td>Netherlands</td>
<td>771</td>
</tr>
<tr>
<td>Sao Paulo</td>
<td>750</td>
</tr>
<tr>
<td>Portugal</td>
<td>212</td>
</tr>
<tr>
<td>Ireland</td>
<td>211</td>
</tr>
</tbody>
</table>

Source: SEADE; IMF – data for the year 2012
The State of Sao Paulo has a Gross Domestic Product (GDP) equivalent to European countries such as Turkey and Netherlands.

GDP current prices compared to selected LATIN AMERICA COUNTRIES

<table>
<thead>
<tr>
<th>Country</th>
<th>2012 USD billion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>2.253</td>
</tr>
<tr>
<td>Mexico</td>
<td>1.177</td>
</tr>
<tr>
<td>Sao Paulo</td>
<td>750</td>
</tr>
<tr>
<td>Argentina</td>
<td>475</td>
</tr>
<tr>
<td>Venezuela</td>
<td>381</td>
</tr>
<tr>
<td>Colombia</td>
<td>369</td>
</tr>
<tr>
<td>Chile</td>
<td>268</td>
</tr>
<tr>
<td>Peru</td>
<td>199</td>
</tr>
<tr>
<td>Ecuador</td>
<td>84</td>
</tr>
</tbody>
</table>

Source: IMF – data for the year 2010
### HIGH QUALITY INFRASTRUCTURE

- 19 out of the 20 best highways in Brazil
- Largest port in Latin America (Santos)
- 2,400 km of waterways
- 5,400 km of railways
- 6,000 km of gas pipeline
- Around 50 million air passengers per year

**Opportunities...**

- Investment in public transport (trains and subway)
- Sao Paulo Highway Ring
- Expansion of the ports of Santos and Sao Sebastiao
- Expansion and modernization of 30 regional airports

*Source: INVESTE SAO PAULO*
ENVIRONMENTAL RESPONSIBILITY

- Competitive advantages for energy production from biomass
- New opportunities in environmental technology markets
- Brazil’s most advanced structured conservation system
- ENERGY MATRIX WITH 55% RENEWABLES
- 17% State area is native vegetation
- 15% State area is nature protection reserves (full protection and sustainable use)
- 11% State area is rainforest

Source: INVESTE SAO PAULO
NUMBER 1 IN HUMAN CAPITAL

The best universities of Latin America are located in Sao Paulo. The State has also the largest education system for technical and professional qualification in Brazil and one of the best in Latin America

- **57 thousand students** in post-graduate programs
- **Pioneer in distance education:** Universidade Virtual do Estado de São Paulo (Univesp)
- **1,274 technical education institutions:** 357,000 students enrolled
- **577 higher education institutions:** 1.5 million students enrolled
- **Largest state program of technical education:** Centro Paula Souza, with a budget of more than R$ 1 billion for Etecs and Fatecs
- **3 of the best universities** in Latin America: USP, Unesp, Unicamp

*Source: INVESTE SAO PAULO, MEC, CEETEPS*
NUMBER 1 IN INNOVATION

The State of Sao Paulo is one of the best structures for research and development in Latin America

São Paulo accounts for 86% of all investments of Brazilian states in R&D

Sao Paulo is also the Brazilian state that most invests in R&D.

1.64% of the GDP invested in R&D

Source: INVESTE SAO PAULO, FAPESP and MINISTRY OF SCIENCE AND TECHNOLOGY
R&D / INNOVATION

Some of the companies carrying out R&D projects in the State of Sao Paulo
R&D / INNOVATION

Some of the companies carrying out R&D projects in the State of Sao Paulo

Source: Exame Magazine – 2013, July
Thank you!

+55 11 3549-4532
cderex@fiesp.org.br

General Director
Thomaz Zanotto

Deputy Directors
Antonio Fernando G. Bessa
Eduardo Ribeiro
José Augusto Corrêa
Mário Marconiní
Newton de Mello
Vladimir Guilhamat