Rio Grande do Sul: Challenges for Sustainable Industry

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Industrial Cycles in Brazil

- **1980** • The Quality Cicle – TQM and ISO 9001
- **1990** • The Environmental Cicle – ISO 14000
- **2000** • The Innovation Cicle
- **2010** • The Sustainability Cicle
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 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
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
AGRIDI Industry Geography

- Agribusiness
- Metal, Mechanical, and Machinery
- Electronics and Software
- Automotive
- Petrochemical
- Offshore
- Wind Power
### SECTORS OF THE **NEW ECONOMY**

**Priority**
- 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**

**Priority**
- Agricultural Industry
  - Beef Cattle
  - Pork
  - Wine and Grape Juice
  - Grains - Rice
  - Milk and Dairy
  - Poultry Raising
  - Grains - Corn and Soybean

**Preferential**
- Automotive and Road-related Industries

**Special**
- Agricultural Machines and Implements
- Wood, Pulp and Furniture
- 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

- Sectors Policy
- Infrastructure
- Commercial Promotion
- Tax Regulation...
- Coop Production
- Clusters...
- Investors Offices
- FINEP
- Financing
- Technical Support
- Innovation Programs
Cluster Support Program

- Support for 20 key cluster 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
A Good Example

• 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
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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