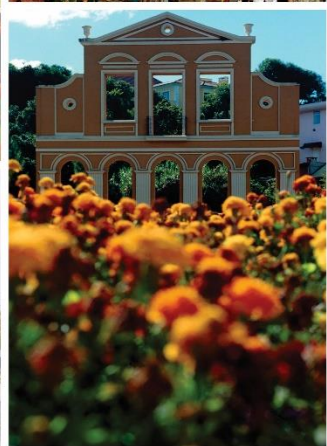
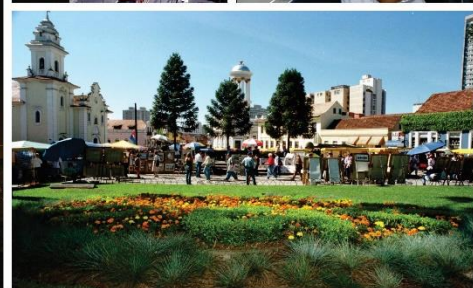
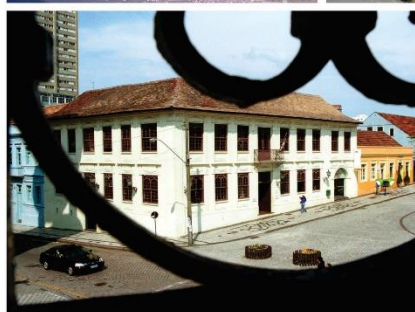


CURITIBA





CURITIBA: STRATEGIC LOCATION



MERCOSUL

Potential Consumers

280 million

GDP

US\$ 3.2 trillion

Source: World Bank – 2012

Access to MERCOSUL

CURITIBA – METROPOLIS

**Buenos Aires (ARG):
1.345 km**

**Montevideu (URU):
1.244 km**

**Caracas (VEN):
4.435 km**

**Assunção (PAR):
841 km**



CURITIBA

435.04 km² **Area**

1.8 million - 8^a city (2010) **Population**

4,027 hab/km² **Population Density**

0.823 - 10^a ranking Brazil (2010) **HDI**

US\$ 36.7 bi (2013) **GDP**

US\$ 19.9 th (2013) **per capita**

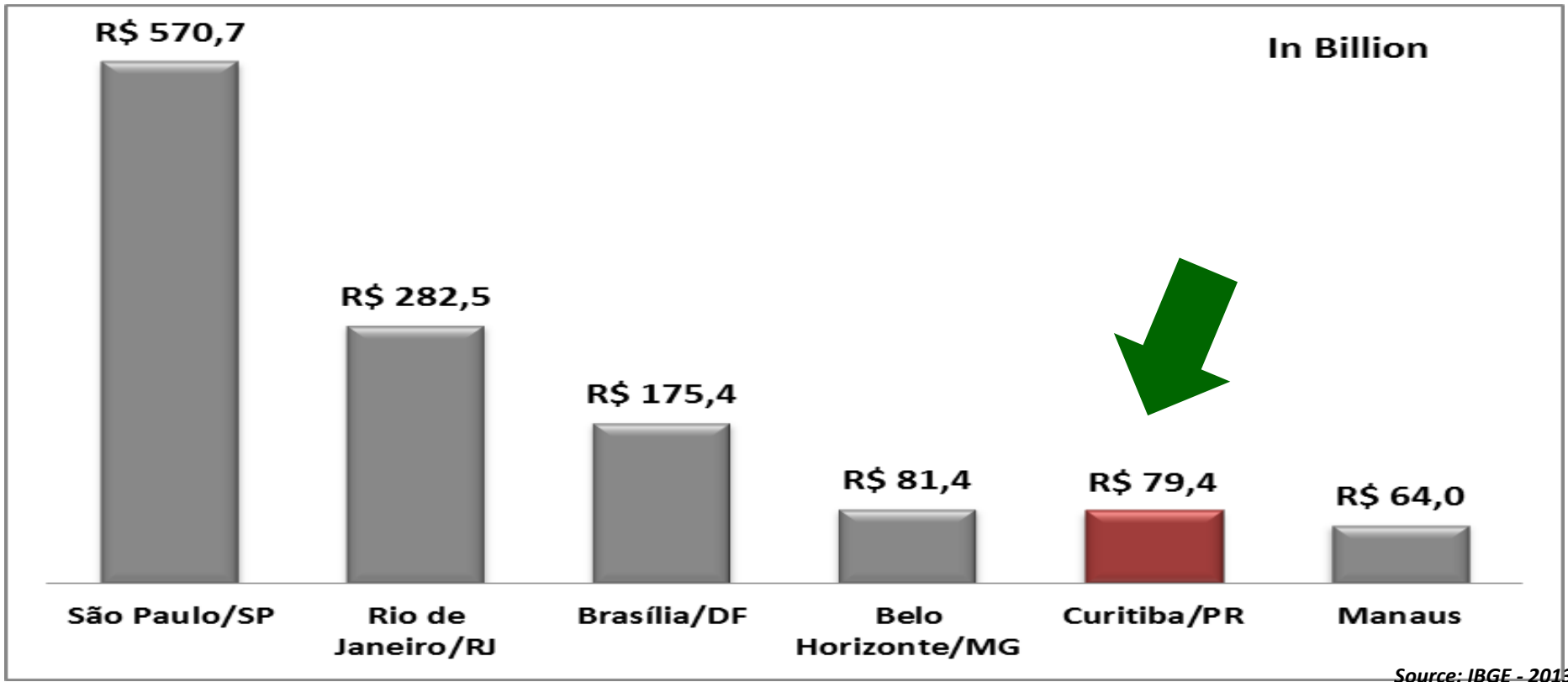
METROPOLITAN REGION



CURITIBA

29 municipalities
Area: 16.6 th km²
Population: 3.2 million
Population Density: 194 hab/km²

RANKING OF THE CITIES WITH BIGGEST PARTICIPATION IN THE NATIONAL GDP

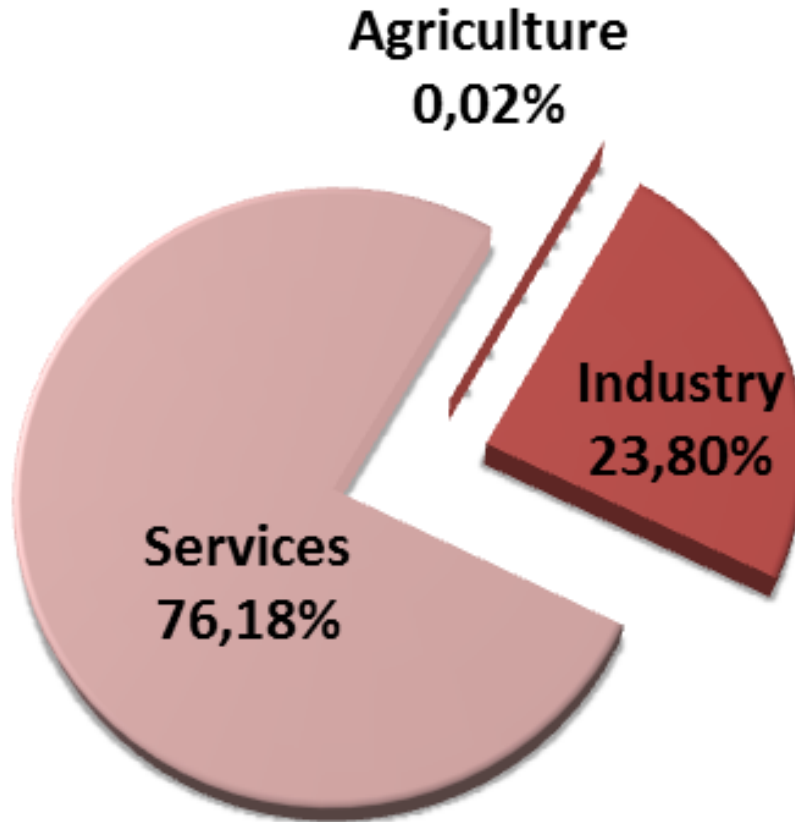
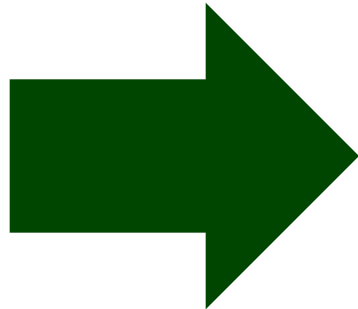


Source: IBGE - 2013

5th municipality with the highest GDP

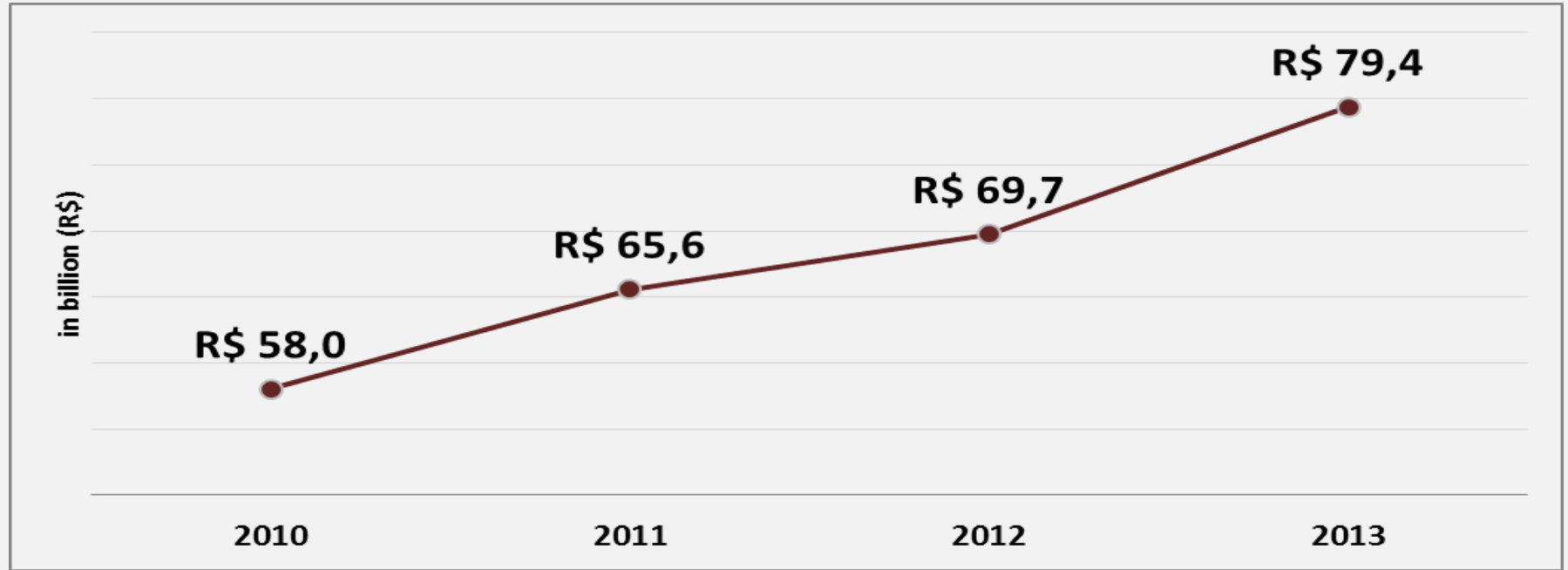
COMPOSITION OF CURITIBA'S GDP

PIB 2013
R\$ 79,4 billions
US\$ 36,7 billions



Source: IBGE - 2013

CURITIBA, GDP



CURITIBA

**R\$ 79,4 billion
(US\$ 36.7 bi)**

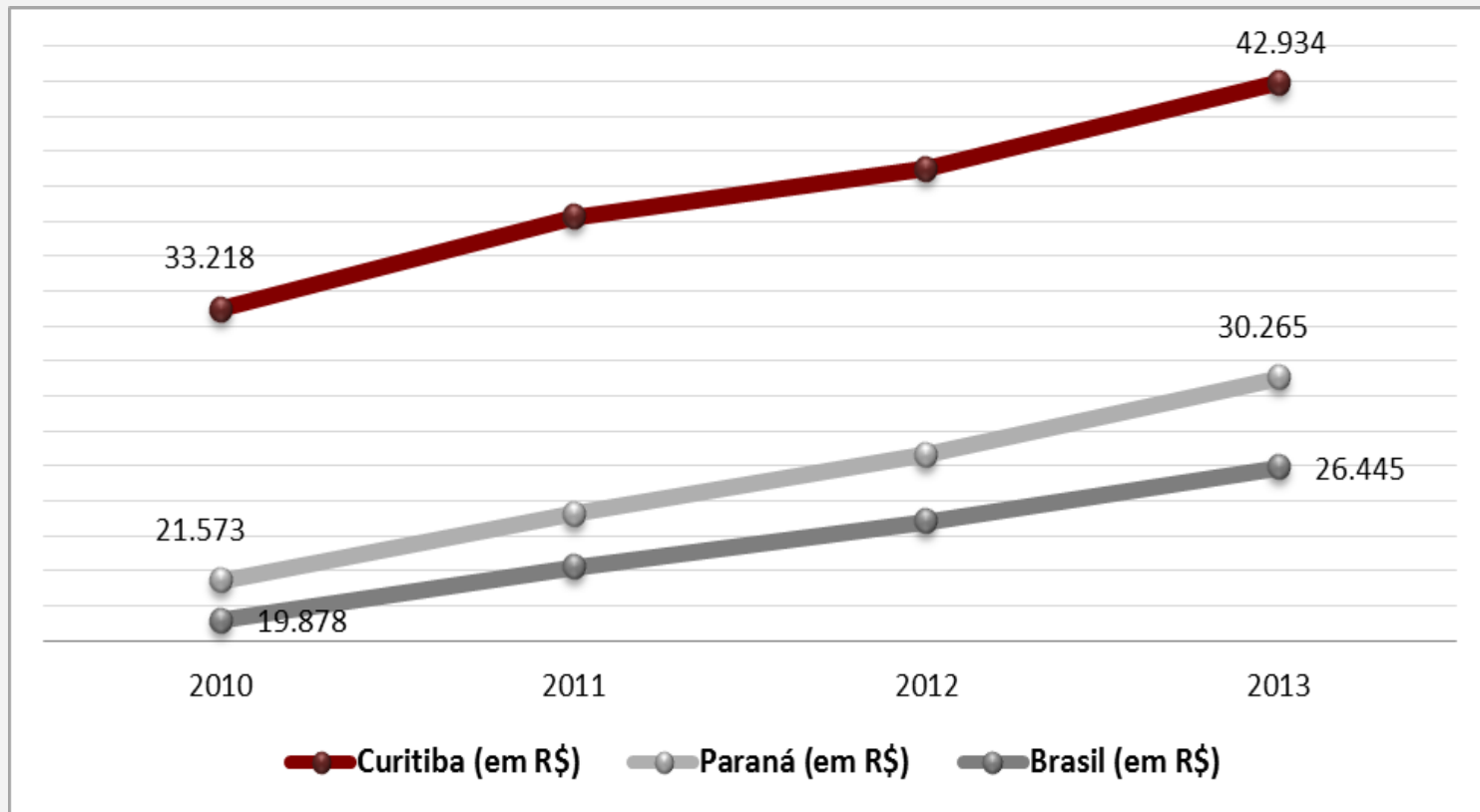
5th GDP in Brazil

Source: IBGE - 2013

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CURITIBA, *per capita* GDP

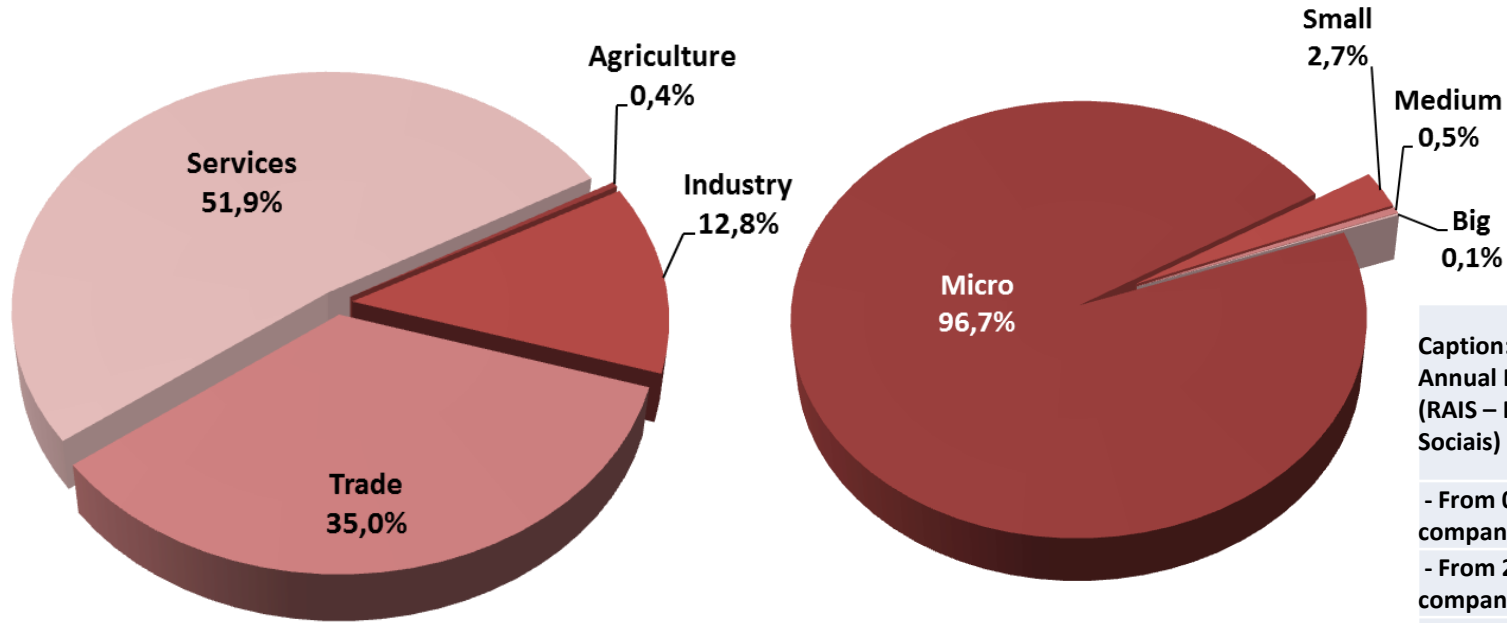
R\$ 42.9 thousand
US\$ 19.9 thousand



Source: IBGE - 2013

Historically higher than Paraná and Brazil

CURITIBA: ECONOMIC ESTABLISHMENTS



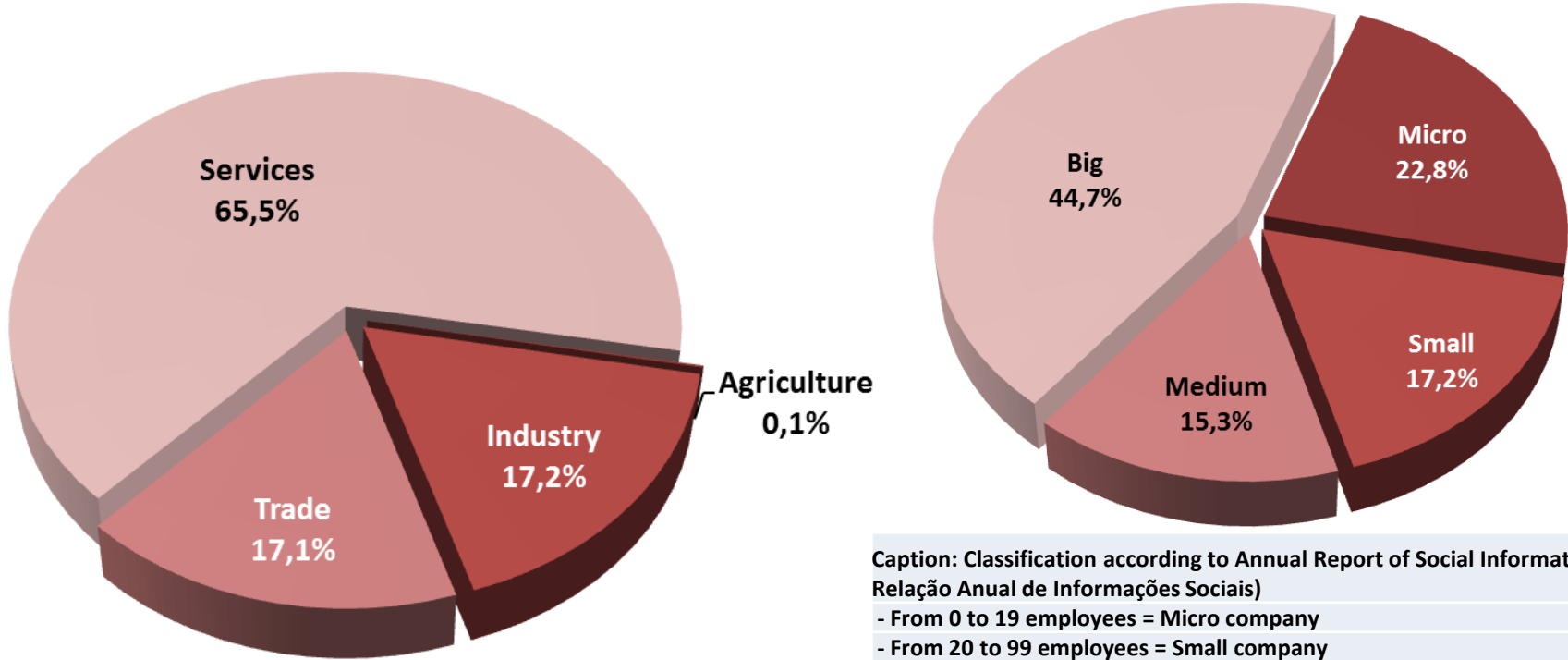
Source: MTE - 2014

Caption: Classification according to Annual Report of Social Information (RAIS – Relação Anual de Informações Sociais)

- From 0 to 19 employees = Micro company
- From 20 to 99 employees = Small company
- From 100 to 499 employees = Medium company
- Over 500 employees = Big company

154 thousand formal businesses

CURITIBA: JOB MARKET



Source: MTE - 2014

Caption: Classification according to Annual Report of Social Information (RAIS – Relação Anual de Informações Sociais)

- From 0 to 19 employees = Micro company
- From 20 to 99 employees = Small company
- From 100 to 499 employees = Medium company
- Over 500 employees = Big company

944 thousand formal jobs

5th place of Brazilian capital cities in number of employees

FOREIGN TRADE OF CURITIBA – EXPORTS

EXPORTS

US\$ 1.4 billion

456 companies

MAIN PRODUCTS

1. Tractors
(12.41%)

2. Soy
(11.13%)

3. Pumps for liquids
(6.11%)

4. Vehicles
(5.94%)

MAIN DESTINATIONS

Argentina
(15.9%)

China
(11.7%)

Peru
(9.3%)

Chile
(8.5%)

5th Brazilian Capital that most exported in 2015

Source: MDIC - 2015

FOREIGN TRADE OF CURITIBA - IMPORTS

IMPORTS

US\$ 2.6 billion

1,431 companies

MAIN PRODUCTS

1. Parts and accessories of motor vehicles (14.2%)
2. Parts and accessories for machine (5.87%)
3. Automatic data-processing machines and units thereof (4.64%)

MAIN ORIGINS

China (33.4 %)

United States (10.9%)

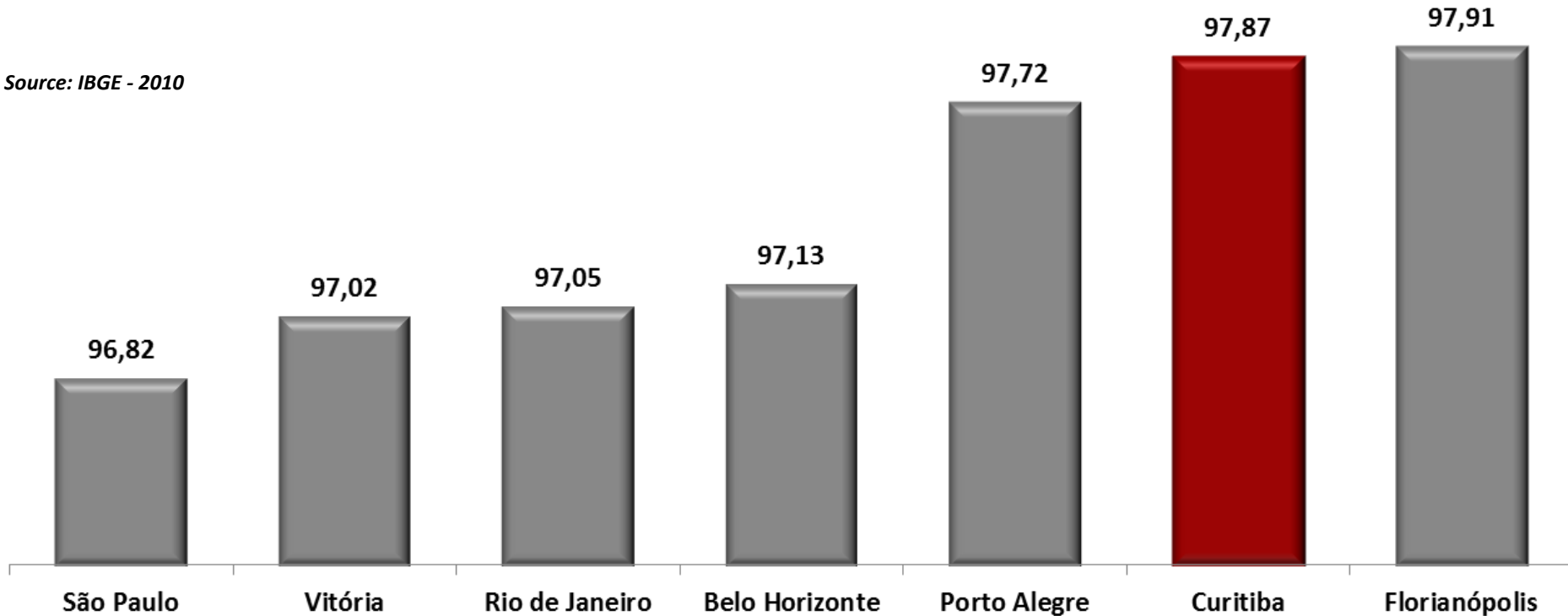
Germany (5.7%)

5th Brazilian capital that most imported in 2015

Source: MDIC - 2015

CURITIBA, Education

Source: IBGE - 2010



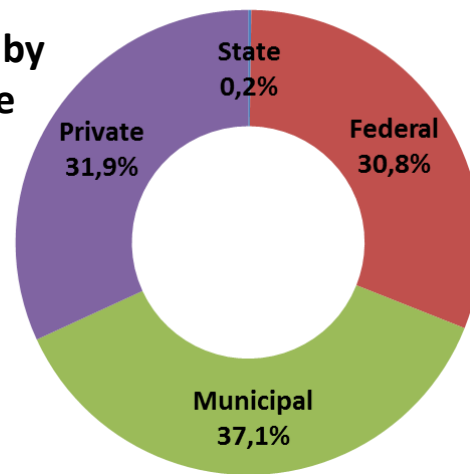
Curitiba and Florianópolis have The Highest Literacy Rates of the capitals of Brazil

ELEMENTARY SCHOOL EM CURITIBA



- **474** schools (INEPDATA 2014)
- **222** thousand admissions (MEC/INEP 2014)

Establishments by Administrative Dependence



CURITIBA is the capital with the second best IDEB index in the early years: 5,9

HIGH SCHOOL EM CURITIBA

202 Establishments

4 Federal

128 State

77 Private

Fonte: INEPDATA 2014

79 thousand admissions

3% Federal

71% State

26% Private

Fonte: MEC/INEP 2014



18%

Dropout school of teenagers among 15 to 17 years

Fonte: IBGE 2010

National Position of Curitiba's Schools on ENEM 2014

Position	Kind	School	Average	Wording
53º	Private	COLEGIO DOM BOSCO BATEL - EDUCACAO INFANTIL ENSINO FUNDAMENTAL E MEDIO	680,12	705,14
58º	Private	COLEGIO POSITIVO ENSINO MEDIO - SEDE	676,99	738,31
116º	Private	COL MARISTA SANTA MARIA EDUC INF ENS FUND E MEDIO	657,71	699,68
121º	Federal	UNIVERSIDADE FEDERAL DO PARANA - SEPT	656,82	658,62
151º	Federal	COLEGIO MILITAR DE CURITIBA	650,96	711,45
267º	Private	COLEGIO BOM JESUS NOSSA SENHORA DE LOURDES - ED INF ENS FUND E MEDIO	638,61	688,46
277º	Private	COLEGIO BOM JESUS - ENSINO FUNDAMENTAL E MEDIO	638,11	688,96
319º	Private	COLEGIO MARISTA PARANAENSE EI EF EM	634,09	655,87
431º	Private	BOM JESUS DIVINA PROVIDENCIA COL EDUC INF ENS FUND E MEDIO	626,90	667,00
504º	Private	COLEGIO POSITIVO ENSINO MEDIO - UNIDADE VICENTE MACHADO	623,36	663,13
PARANÁ			518,28	510,08
BRASIL			517,60	515,40

Fonte: MEC/INEP 2014

CURITIBA: PROFESSIONAL EDUCATION

- 80 Technical Senior Level Teaching Institutions (public and private)
- 82 Courses
- 17 mil Students enrolled in 2014



HIGHER EDUCATION



- **66 Higher Education Institutions**
5 Universities, 45 Colleges and 16 Technology Colleges
- **127,000 Students Enrolled**



PUCPR



UNIVERSIDADE
POSITIVO



Source: MEC 2013

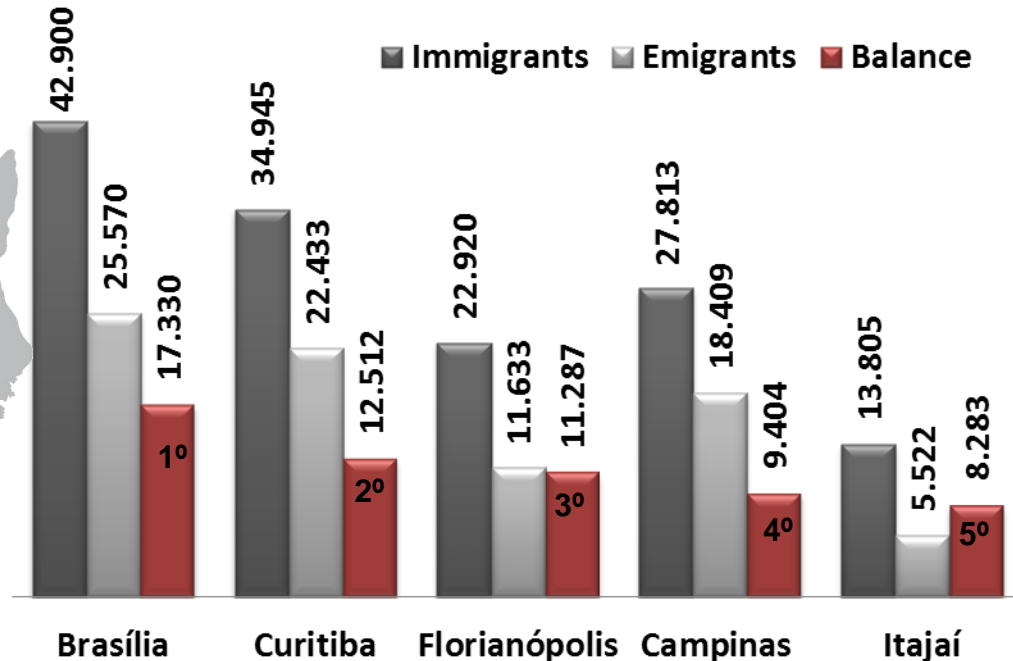
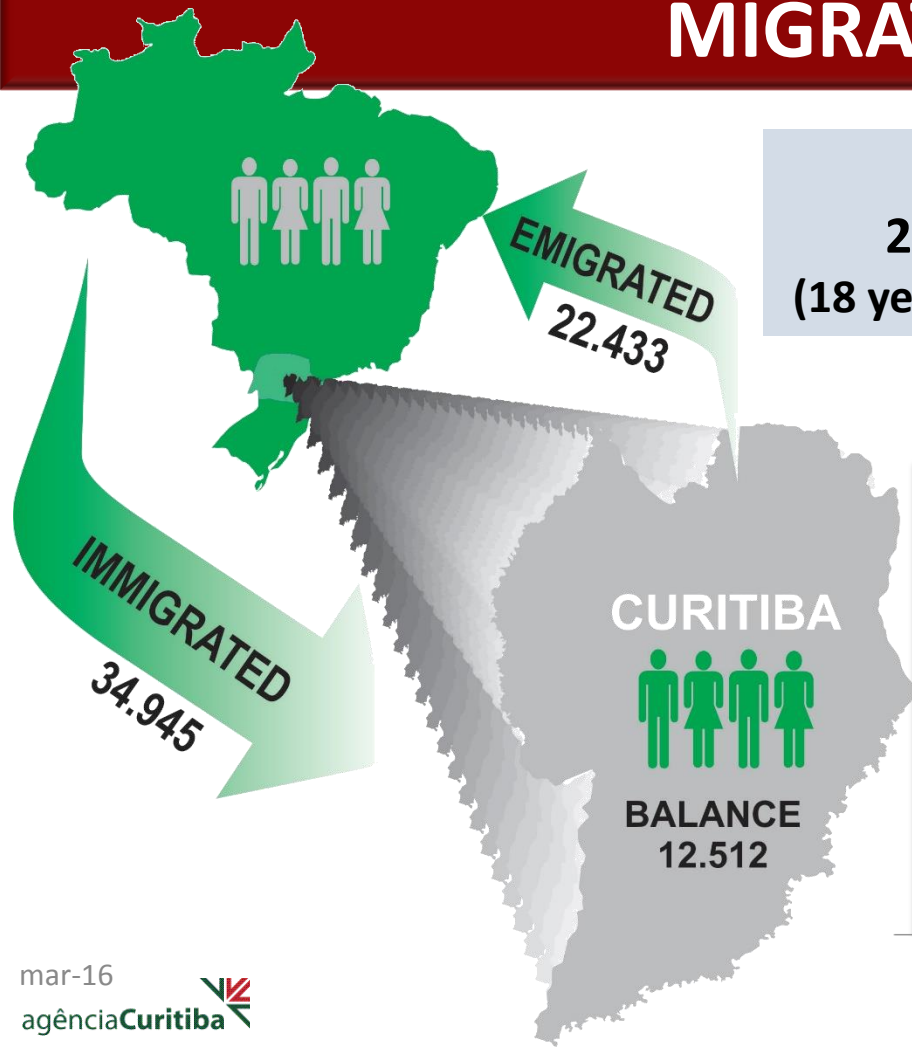
INTERNATIONAL SCHOOLS, BILINGUAL AND LANGUAGE



- **14 International and Bilingual Schools**
- **201 Language Schools**

MIGRATION OF TALENTS IN BRAZIL

FIRST FIVE CITIES WITH MANY TALENTS OF
22 BRAZILIAN CITIES WITH POSITIVE BALANCE
(18 years or + with high education / college degree or +)



Source: IPEA - dez 2013 (Period 2005-2010)



Technology

**7,6 thousand
Establishments**

**89 thousand
Employees**

Information Technology

**6,5 mil
thousand
Establishm
ents**

**34 mil
thousand
Employees**

**4^a Position
of jobs and
establishe
ments of IT
between the
Brazilian
capital cities**

83

Institutions of Science and Technology

TURISMO: Panorama Econômico



- **3,7 million tourists (47% bussines trip and 57% with completed high school)** Source : CTUR 2012
- **52 thousand jobs**
Source: Ipardes / RAIS 2013
- **306 Hotels and similar establishments**
Source: CTUR 2013 MTE/RAIS 2012
- **7,3 mil establishments in the food branch**
Source: MTE/RAIS 2012



41 Theaters, 34 Museums e 60 Movie Theater Rooms



LOGÍSTICA E INFRAESTRUTURA

**CURITIBA is a
privileged location
as regards Logistics
and Infrastructure**

**CURITIBA is not
distant to Brazil's
large consuming
markets**

**São Paulo: 400 km - Rio de Janeiro: 800 km
Belo Horizonte: 1.000 km - Porto Alegre: 700 km**

TELECOMMUNICATION

FIXED TELEPHONY*

1.4 million telephones installed

4 main companies



MOBILE TELEPHONY*

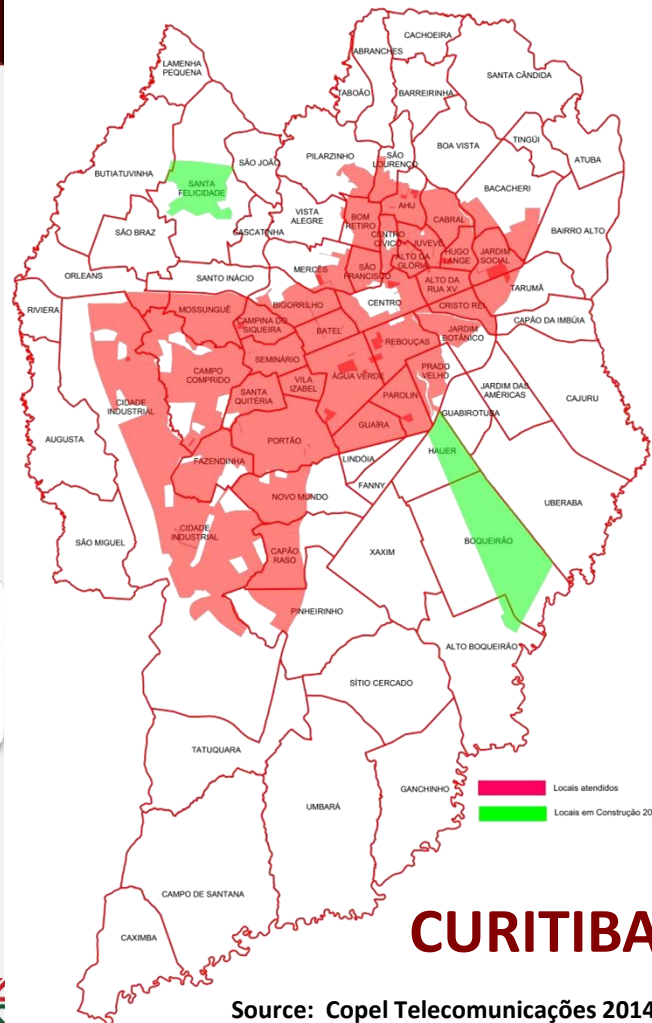
5.2 million mobile phones

857 radio base stations

5 companies



OPTICAL FIBRE NETWORK – 100 MBPS



Source: Copel Telecomunicações 2014

Source: Anatel – 2012

Note: *data relating to direct distance dialing code 41

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AIR MODAL

AEROPORTO BACACHERI – CURITIBA

Used for small planes

AFONSO PENA INTERNATIONAL AIRPORT – SÃO JOSÉ DOS PINHAIS

Distance: 18 km from Curitiba

Access: BR 277 and BR 376

Passengers/year: 7.3 millions of people

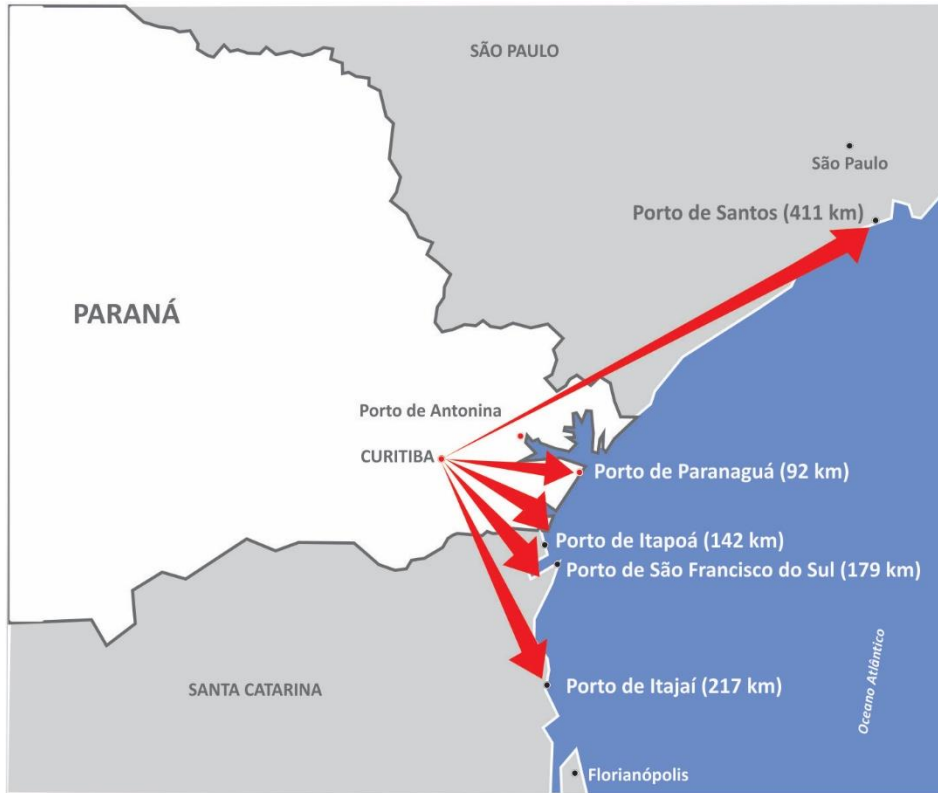
Air Cargo: 21.9 million kilograms

Aircrafts: 79 thousand

Source: INFRAERO - 2014



MODAL MARITIME



PORT OF PARANAGUÁ

- Largest grain exporter in Latin America
- 3rd position in the ranking of cargo handling - 2013
- Turnover R\$ 41.9 million tons in 2013
- Major loads: soy, soybean meal, corn, salt, sugar, fertilizer, containers, frozen, petroleum derivatives, alcohol and vehicles

CURITIBA AND REGION: TRANSNATIONAL COMPANIES

AmBev



novozymes® 



PHILIP MORRIS
BRASIL



SOUZA CRUZ

VOLVO

 **Electrolux**



PEPSICO

Mondelēz
International


SPAIPA
INDÚSTRIA BRASILEIRA DE BEBIDAS

cing
technologies



BOSCH

CATERPILLAR®

nsn

 **FURUKAWA**

CURITIBA: SOME TECHNOLOGY COMPANIES

Microsoft



TROX® **TECHNIK**
The art of handling air



brq



nsn



WIPRO
Applying Thought



AMÉRICA LATINA LOGÍSTICA
A gente nunca para.



POSITIVO
INFORMÁTICA

ExxonMobil

accenture

TOTVS

HSBC 
Global Technology

Mondelēz
International

Stefanini
IT Solutions

TIVIT



GINA GULNELI PALADINO
Director President

ROSELIS DE AGUIAR MACEDO
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Mario Henrique Ferrari
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