CIN
Centro Internacional de Negócios de Santa Catarina

FIESC

INSTITUTIONAL PROSPECTIVE MISSION TO EMILIA ROMAGNA

SANTA CATARINA

Santa Catarina is a small yet outstanding Brazilian State. It has just over 1% of the national territory and 3% of the population, but some of the highest scores on economic and social indicators, such as the Human Development Index (HDI). Despite its small land size, its economy is the sixth largest of Brazil's 27 States.
Beyond these indicators, Santa Catarina's distinctions include its natural resources. There are hundreds of beautiful beaches on its 500-kilometer coast, and splendid mountains rise from the Coastal Plain to the Mountain Plateau, where snowfall is frequent. The ethnic diversity is also notable: the Santa Catarina people are composed of descendants of immigrants from various European countries, in addition to Africans and indigenous peoples.
With connections to all these factors, industry stands out as one of the main forces of the State economy. The Santa Catarina industrial sector is the fourth largest in Brazil in the number of companies and the fourth in the number of workers. They are well distributed throughout the State, which guarantees socio-economic equilibrium among the regions. More than for its quantity, industry stands out for its quality, innovation and intensive use of technology. So much so that it exports to nearly all of the world's countries and enjoys an excellent reputation in various segments. Its capacity to generate wealth is decisive in situating the State among the best places to live and do business in Brazil. Santa Catarina has a long tradition in international business. The exporting vocation of industry in the State was forged over the decades, and in recent years has been taking on a new profile. The concentration of business with the largest historic partners has been decreasing, while new commercial partners in Asia, the Middle East, Latin America and Africa gain importance. Doted with notable port infrastructure, Santa Catarina also stands out increasingly in imports, complementing its vocation for foreign commerce.

FIESC SYSTEM

Founded in 1950, the Industry Federation of Santa Catarina State (FIESC) System promotes a favorable environment for business, acts in favor of the quality of life and education of workers and stimulates innovation.
FIESC, the Social Service of Industry (SESI-SC), the National Service for Industrial Learning (SENAI-SC) and the Instituto Euvaldo Lodi (IEL-SC) work in conjunction with the National Confederation of Industry (CNI) and the 141 affiliated industrial unions.
FIESC works for a country that is favorable to the development of the industry. We seek tax reduction and simplification, less bureaucracy, less risk, better transport conditions and more legal security to invest and produce. To this end, with the support of 25 sectoral and specialized chambers, we articulate with the public sector the adequacy of laws and regulations – in fields such as environmental, labor and tax.
At the base of all this is associativism. Thus, the Federation also works to strengthen affiliated industrial unions, valuing the work done for members and the community.

Inclusion

FIESC's actions in the areas of education, health, innovation and internationalization have the perspective of promoting the inclusion of people and companies in the new economy.

In addition, some initiatives, such as the SESI SENAI Inclusive Actions Program, support people whose access to employment is limited. The Inclusion Portal is another example: it connects people with disabilities looking for work with companies that want to hire them.

Innovation and Technology

Industry 4.0 is a reality and FIESC entities are prepared to support Santa Catarina companies in the constant challenge of reinventing themselves. Innovation and technology institutes, with state-of-the-art laboratories, are available to provide the services that the industry needs to remain competitive.

The purpose is to strengthen this network, expanding fundraising opportunities and the potential for synergistic action between consolidated industries and startups.

Internationalization

FIESC prioritizes the internationalization of Santa Catarina's industry through initiatives such as promotion, prospecting and commercial intelligence, in addition to training and issuance of certificates of origin.

Education

SESI and SENAI are the largest private education network in Santa Catarina. Our goal is to transform people and organizations, prepare for professional success and business competitiveness. More qualified professionals increase the chances of employment and income, as they provide more effective responses in the world of work. SENAI, SESI and IEL offer professional education (technical and qualification courses), basic education (elementary school, high school, youth and adult education and maker education), higher education (engineering and graduate studies) and corporate education (training of leadership, management and entrepreneurship).

Industrial hubs, global connections

With strong sectoral specialization, Santa Catarina is one of Brazil’s leading exporters of industrial products.

Each region of Santa Catarina has a strong density of industrial companies with sectoral specializations. Therefore, the main regions are competitive sectoral hubs, or clusters, each with special synergies and attractive advantages for investments. Production chains are composed of manufacturing companies and raw material, equipment and service providers. They rely on their own capital and on fiscal incentives and development agencies to expand and improve technology, and conduct research and development. Santa Catarina’s industrial hubs are actively connected with the world, by all possible means. The State’s economy has always been open, partly because of the small domestic market, which stimulated companies to search for business abroad. Another factor is the European settlement and origin, especially German and Italian, of the most industrialized regions, which has encouraged cultural connections overseas.

Food and Beverage

The food sector is one that best represents Santa Catarina's economic potential, since it involves a complete production chain, from the primary sector to high technology agribusiness. The segment plays a decisive role in maintaining Santa Catarina's and Brazil's positive balance of trade. The State is Brazil's largest producer of pork. In the case of poultry, Santa Catarina is in second place in production and exports. Chicken is the leading product on the State's list of exports, and pork is second. Its outstanding place in the international market is characterized by sanitary control. The State is the only one in Brazil to be certified as an area free of foot and mouth disease without vaccination, which was granted by the World Organisation for Animal Health (OIE) in 2007. It is also free of classic swine fever and Aujeszky's disease.
Thanks to sanitary conditions, Santa Catarina exports hogs to Japan, China and the United States. The State is home to the largest companies in international trade that are dedicated to maintaining the three factors that establish the foundation for this industry - quality, price and guaranteed supply. New lines of poultry and pork, as well as new products, rations and packaging are developed by an extensive R&D network, which includes companies, research institutes and government agencies. The local companies ship chicken in special cuts for different destinations: boneless breasts for Western Europe, boneless thighs to Eastern Europe, boneless legs and wings to Asia and giblets to Africa.

Santa Catarina is also Brazil's fifth largest milk producer and dairy product processing is increasing with the installation of new factories.

Textile and Clothing

Textile and clothing production is one of the most traditional industrial activities in Santa Catarina. Dating back to the 19th century, it was begun by German immigrants who settled the Itajaí Valley and the State's northeast. From the beginning, the industry conducted intense commercial and technological exchanges with foreign markets, especially those in Europe. There are more than eight thousand companies in the State, which generate 154 thousand direct jobs. Considering the number of jobs and the generation of wealth, this is the most important industry in Santa Catarina. The State is Brazil's second leading textile and clothing employer. It is Brazil's largest exporter of kitchen and bath linens, cotton toweling and cotton T-Shirts. Large companies with internationally known trademarks now share production with thousands of micro and small entrepreneurs. The sector has the industrial flexibility needed to supply small orders swiftly. The industry is constantly undergoing technical renovation, with investments in computerized looms electronic dying equipment and automic cutting and sewing machinery, together with professional training. The leading companies have environmental management systems, ISO 14000 certification and Öko-Tex Standard 100. This is one of the sectors that invests most in environmental technology.

Technology


17,720
Technology companies
13
Inovation hubs
6.1%
Technology GPD
#1
Startup per capita in Brazil
#1
Lowest rate of unemployment
67,800
Jobs in technology
THE INNOVATION ECOSYSTEM
in Santa Catarina
#1
Life Expectancy 80.7
>2,500
startups
Lower rate of social inequality
23 Cities among the 100 first cities with the Highest HDI
5
Technology Parks
FIESC