

**OPEN MEDIA CENTER  
2014 FIFA WORLD CUP BRAZIL**

## **STORY IDEAS**

### **NATIONAL TOPICS**

1. **The dynamism of the Brazilian job market** – The Brazilian job market has been exhibiting robust dynamism, despite the international crisis that broke out in 2009. The 4.6% unemployment rate in December 2012 was the lowest in the historical series researched by IBGE (Brazilian Institute of Geography and Statistics), and **the 4.8% rate in January 2014 was the lowest for a January since the start of the historical series.** In addition to low unemployment rates, there has been a noticeable improvement in the quality of jobs with increases in the employed population's level of schooling and increased levels of formal employment. Improvements in quality of employment and the increased minimum salary are reflected in increased income, which together with the governments' social programs to transfer income, are determinants for the reduction of inequality in the country. According to Brazilian and international researches, there has been a reduction in income inequality between men and women, in urban and rural areas, and among regions.

**Suggested source:**

- Ministry of Labour and Employment: Tel: +55 (61) 2031-6537

2. **In 10 years, 40 million Brazilians have joined the middle class** – Over the last decade, the country's middle class has grown from about 70 million to over 100 million Brazilians. As a result of this massive incorporation of nearly 40 million people, today, according to the Secretariat of Strategic Affairs (SAE), **if the Brazilian middle class were a country it would be the 12th most populated in the world, right behind Mexico.** This expansion is one of the main consequences of economic growth together with the reduction in the degree of inequality which has characterized Brazil's development over the last 10 years. The drop in the degree of inequality has been particularly important, responsible for about two-thirds of the expansion of the middle class, while one third was due to growth. Middle class expansion was characterized mainly by the entry of the formerly under-represented less privileged social groups. As a result, the Brazilian middle class has become more heterogeneous, harboring, for instance, a significant cohort of both functionally illiterate people and workers who finished middle school; as well as more diverse, with three-fourths of entrants consisting of Brazilians of African descent.

**Suggested source:**

- Secretariat of Strategic Affairs (SAE) Press Office: Tel: +55 (61) 3411-4639

3. **Productivity of Brazilian agriculture** – Currently, one out of every four agribusiness products circulating in the world is Brazilian. The Ministry of Agriculture has forecasted that by 2030, one third of products commercialized will be from Brazil, in view of increasing demand from Asian countries. Brazil is the world's greatest exporter of coffee, sugar, ethanol and orange juice. The country ranks second for international sales in the ranking for soy complex (beans, meal and oil) and international exports of chicken. Research carried out by the United States Department of Agriculture published in 2012 indicates that Brazil and China were the markets that most increased their agricultural productivity between 2001 and 2009. Soy, for instance, is the Brazilian agricultural crop to have grown most over the last three decades.

**Suggested sources:**

- Ministry of Agriculture Press Office: Tel: +55 (61) 3218-2203/3218-2104
- Brazilian Enterprise for Agricultural Research (EMBRAPA) Press Office: Tel: +55 (61) 3448-4012

4. **MidWest/Soy/EMBRAPA** – Soy crops in the Central-West region of Brazil, where the annual temperature averages 25 °C, only became possible due to the results obtained by research carried out by the Brazilian Enterprise of Agricultural Research (EMBRAPA) in partnership with producers, industry and private research centers. The task consisted of adapting soy seed, which is a temperate climate crop, to the climate of the *Cerrado* – today the state of Mato Grosso, in the Central-West region, is the country's largest soy producer. Advances in this area also enabled increases in average productivity by hectare, reaching the highest indexes in the world. EMBRAPA has also carried out research in partnership with South and Central American countries and African countries.

**Suggested source:**

- Brazilian Agricultural Research Enterprise (EMBRAPA) Press Office: Tel: +55 (61) 3448-4012

5. **Low carbon agriculture program** – Brazil is advanced in the field of sustainable agricultural practices. In 2013 Banco do Brasil accelerated finance contracts for rural producers making use of sustainable agricultural practices called for by the Ministry of Agriculture's Low Carbon Agriculture Program (ABC). Nearly 7,000 projects have already been approved, for a total of over R\$ 2.3 billion in credits for projects involving the recovery of degraded pastures, crop-livestock-forest integration, and tillage as well as other activities contributing to the reduction of CO<sub>2</sub> emissions in agriculture. In the southeast region of Brazil, Minas Gerais is the state with the highest number of contracts: 1,618 and an outlay of R\$ 434.15 million. Next in line are the states of São Paulo (R\$ 360 million) and Mato Grosso do Sul (R\$ 290.3 million). The purpose of the Low Carbon Agriculture Program is to reduce greenhouse gas emissions.

**Suggested source:**

- Ministry of Agriculture Press Office: Tel: +55 (61) 3218-2203/ (61) 3218-2104.

6. **Itaipu Dam/hydropower as a vector for sustainable development** – Brazil's Itaipu hydroelectric dam is currently the greatest hydroelectric plant in the world in terms of energy generation. It supplies 17 percent of the energy consumed in Brazil. Construction started in the mid-1970s in the state of Paraná, on the Brazil-Paraguay border. Today, in addition to generating renewable energy, it is responsible for a number of projects fostering sustainable development in the region, including initiatives in the fields of environmental conservation, sustainable agriculture for small producers, new technology for using biomass as a clean source of energy and even the development of an electric car.

**Suggested source:**

- Itaipu Binacional Press Office: Tel: +55 (45) 3520-5343

7. **Forestry concession/A new paradigm for forest use** – In 2006 the Brazilian government approved the national Plan for Forest Concessions, an instrument enabling companies to manage timber and non-timber products in a sustainable fashion in public forests by establishing Forest Management Units (UMFs). This policy was designed to establish order in Amazon timber activity, supply legal and sustainable wood to the market, and foster the forestry-based economy, as well as generate environmental and social benefits. Since the concessions started to become operational in 2010, nearly 87,000 cubic meters of legal and sustainable timber have been extracted. The concessionaires commercialize this wood in the form of products with different added value, such as flooring as well as decking (wood for outdoor areas, piers and leisure areas, for instance). There are operational forest concessions in two areas: Jamari National Forest in the state of Rondônia and the Saracá-Taquera National Forest in the state of Pará, totaling nearly 145,000 hectares.

**Suggested source:**

- Brazilian Forest Service Communications Office: Tel: +55 (61) 2018-7130 / 2018-7293

8. **Brazilian health system** – Brazil's Unified Health System (SUS) is one of the largest public health systems in the world in terms of coverage. SUS provides primary health care and specialized attention through a wide network of public and contracted hospitals spread throughout the country. Over 80 percent of Brazilians (160 million people) depend exclusively on the public system. Some figures and data regarding the SUS: one million hospital admissions per month; the largest network of human milk banks in the world; 24,000 transplants (in 2011); 500 million medical consultations a year. Historically, about 50 percent of SUS's budget stems from federal resources while the other half is provided by states and municipalities. The rest of the population also resorts to a private network supervised by the National Agency of Supplementary Health.

**Suggested source:**

- Ministry of Health Press Office: Tel: +55 (61) 3315-3580

9. **Brazil has the largest public program of transplants in the world** – Brazil is a worldwide reference for organ transplants. At present, 95 percent of such surgeries in the country are carried out by the National Health System (SUS), which

is public and free of charges for every patient. The National Transplant System is managed by the Ministry of Health, by state and municipality. In 2012, 24,500 transplants were performed in Brazil. In addition to the procedure itself, SUS provides all medication and psychological care to transplant patients. Selection of potential organ recipients is carried out with clinical criteria in accordance with each organ or tissue, as well as evaluation of blood type and waiting time. Brazil performs transplants of hearts, livers, kidneys, lungs and pancreases, as well as cornea and bone marrow.

**Suggested source:**

- Ministry of Health Press Office: Tel: +55 (61) 3315-3580

10. **Startup Brazil program** – Brazil is in the process of consolidating as an important global center for new entrepreneurs and startups. According to the 2012 Startup Ecosystem Report, the city of São Paulo is considered as 13<sup>th</sup> best ecosystem in the world, is the main location in Brazil for the emergence of such enterprises, which bring together people interested in a repeatable business model. The Brazilian government has set up a new program to foster enterprises of this type, with the objective of strengthening the scientific, technological and economic sectors linked to ICTs (Information and Communications Technologies). The purpose is to stimulate, by means of entrepreneurship, the expansion of the technological base, the consolidation of digital ecosystems and of an environment of innovation, research and development in ICTs.

**Suggested source:**

- Ministry of Science and Technology Press Office: Tel: +55 (61) 2033-7515

## NATIONAL STORIES RELATED TO THE WORLD CUP

11. **Security/Integrated Command and Control Centers** – During the World Cup, Brazil's security forces will have an accurate picture in real time of the local and global panorama of the events in the competition's host cities as well as of resources involved in the operations. It will be possible to identify incidents related to public security, civil defense, private security and urban mobility, so as to have a basis for immediate decision-making on the part of all the entities involved at the three levels of government – federal, state and municipal. With the support of the Ministry of Defense, the Special Secretariat of Security for Major Events (SESSE) coordinates the action of public security and civil defense at large events by means of the SICC (Integrated Command and Control System). This system brings together a set of integrated actions between forces existing at the three levels through CICC (Integrated Command and Control Centers), structured at the national level (Brasilia), the regional level (Rio de Janeiro) and the local level (the rest of the host cities).

**Suggested sources:**

- Ministry of Defense Communications Office: Tel: +55 (61) 3312-4070
- Ministry of Justice Press Office: Tel: +55 (61) 2025-3135/2025-3315

12. **Security/International partnership** – As a part of the security planning for the World Cup, countries participating in the FIFA competition were invited by the Brazilian government to take part in CCPI (Center for International Police Cooperation), each contributing seven members of its security forces. Some of these Police officials are to act directly at the center, located in Brasília. In addition, another team will watch over the matches inside the respective stadiums and are to be present at the concentration points for supporters, helping out with interlocation between public security bodies and supporters. CCPI is a part of the Integrated Command and Control System which is in turn a part of SESGE (Special Secretariat of Security for Major Events), a body within the Ministry of Justice deciding who will be responsible for the World Cup security operations. Foreign professionals will be designated Liaison Officers and will act in Brazil with proper identification so that they can be recognized by citizens of their respective countries. They will at all times act together with Brazilian Federal Police officers, in an auxiliary capacity, with no police powers and unarmed. In addition, SESGE ran a training course for security forces, fostering interaction with foreign police, such as the FBI (USA), whose support has been offered to all 12 host cities. The program is based on four legs – Courses and Events; Training; International Cooperation and Agreements and Terms of Decentralized Execution, and has trained 9,928 officers.

**Suggested sources:**

- Ministry of Justice Press Office: Tel: +55 (61) 2025-3135/2025-3315

13. **Apex at the World Cup** – Apex-Brasil (the Brazilian Trade and Investment Promotion Agency) is bringing 2,300 foreigners to do business in Brazil during the 2014 FIFA World Cup. The “World Cup Project” has been organized in partnership with foreigners and over 650 companies and 54 Brazilian sector entities. Activities have been planned for 12 World Cup matches and five Brazilian cities. It is expected that up to US\$ 6 billion worth of business will be generated.

**Suggested source:**

- Apex-Brasil: Tel: +55 (61) 3426-0202.

14. **Small enterprises** – The World Cup is expected to yield over half a billion reais to small business. With the support of Brazil’s Service to Support Micro and Small Enterprises (SEBRAE), companies all over the country are increasing their sales for the World Cup. By April 2014 over R\$ 370 million had been generated for micro and small enterprises in business roundtables and other transactions put in place through SEBRAE. Billings are expected to reach R\$ 500 million by the end of the World Cup, according to a survey carried out by SEBRAE based on the business roundtables promoted at the 12 host cities in Brazil. Highlights are sectors such as civil construction, which has been taking advantage of opportunities generated by work on the arenas; and the wood and furniture sector, which in addition to attending to increased domestic demand, has also expanded activities abroad.

**Suggested source:**

- SEBRAE National Press Office: Tel: +55 (61) 2107-9300/ (61) 3243-7851.

15. **Organic and Sustainable Brazil at the World Cup / Family agriculture** – Family agriculture accounts for 70 percent of the food consumed by the Brazilian market.

For this reason, this sector will stand out during the World Cup: the Organic and Sustainable Brazil campaign will provide space at host cities for the sale of organic and agro-ecological products produced by cooperatives and family farmers. Food for the federal government volunteers, which may reach 18,000, will consist of a kit with 10 organic products produced on family farms. One of the federal government's programs to strengthen family agriculture is PAA (Food Acquisition Program), which benefits family farms by means of public procurement made by schools, entities in the social assistance network and city halls. The program, which is present at over 3,900 municipalities with more than 3,000 products listed, helps reduce poverty in the countryside and promotes healthy food. During the World Cup, the "Talents of Rural Brazil" project, which promotes the commercialization of such products, will offer 23 sightseeing tours in the surroundings of the 12 World Cup host cities. Destinations will include Gramado in Rio Grande do Sul State, Caminhos da Roça in São Paulo State, and Serras Rurais in the state of Minas Gerais.

**Suggested sources:**

- Ministry of Social Development/PAA Press Office: Tel: +55 (61) 2030-1021
- Ministry of Rural Development/ PAA Press Office: +55 (61) 2020-0785
- Ministry of Tourism Press Office: Tel: +55 (61) 2023-7075

16. **Regional Cultural Exchanges during the World Cup** – Exhibitions of cultural products in the World Cup host cities during the championship will be an opportunity to showcase Brazilian diversity, with exchanges of regional artists. In the "2014 Culture Competition" organized by the Ministry of Culture, 144 projects have been contracted and the programing selected calls for circulation of presentations throughout the country. For instance, the *Teko Arandú* Amerindian Orchestra from Mato Grosso do Sul State is to perform in Rio de Janeiro; the "Street Dance and its Faces" project from São Paulo is to perform in Salvador; the "*Boi Gaspar e a Folia de Reis Missão Divina*" project from Espírito Santo State is to perform in Manaus; "*Tambor de Crioula Maracrioula*" from Maranhão is to perform in Fortaleza; and "*Mamulengo Gaúcho Nordeste Adentro*" from Rio Grande do Sul State is to perform in Salvador.

**Suggested source:**

- Ministry of Culture Press Office: Tel: +55 (61) 2024-2369

17. **Arts and crafts at the World Cup** – Brazilian arts and crafts will also be present during the World Cup. Artists and craftspeople from Manaus, Recife, Salvador, Belo Horizonte, Rio de Janeiro, São Paulo and Porto Alegre have already ensured their space at FIFA Fan Fests and other public locations in host cities. The program was developed by the Ministry of Culture's Secretariat for Creative Economy and the Secretariat for Micro and Small Enterprises in the Office of the President of the Republic.

**Suggested source:**

- Ministry of Culture Press Office: Tel: +55 (61) 2024-2369

18. **Flash Mob** – During the World Cup matches there will be 48 artistic presentations in host cities (flash mobs, or instantaneous artistic performances), organized and

coordinated by musical producers and dancing instructors Carlinhos de Jesus and Octávio Nassur. Public dance mega-events will show the world the diversity of Brazilian culture, its enthusiasm and its community union.

**Suggested source:**

- Ministry of Culture Press Office: Tel: +55 (61) 2024-2369

19. **Inclusion of garbage collectors** – Brazil's World Cup planning includes collectors of recyclable and reusable material within and outside stadiums. The federal government is working on two programs to encourage selective collection and strengthen garbage collectors' cooperatives, also involving the Ministries of Sport and the Environment, the General Secretariat of the Office of the President of the Republic and BNDES (National Development Bank). With government support, garbage collectors' cooperatives are training 840 people to work in very crowded areas such as FIFA Fan Fests and the surroundings of the stadiums. The aim is to lessen the impact of solid residue and generate income for people involved in recycling. Another inclusion program for garbage collectors is being put in place by one of the event's official sponsors in partnership with FIFA to ensure access of collectors to the inside of stadiums. Furthermore, BNDES has financed over R\$ 76 billion in programs to improve garbage management in host-cities.

**Suggested source:**

- Ministry of Sport: +55 (61) 3217-1875

20. **Professional qualification/Pronatec Tourism** – The government's program for technical and professional training intended for the World Cup, Pronatec Tourism, has exceeded the national enrollment target of 157,000 by the beginning of the competition. By April, 166,000 people had already enrolled all over the country. By means of the "Pronatec World Cup in the Company" program, 325 establishments related to receptive tourism activities participated in the program throughout Brazil. In Pernambuco State, the number of people enrolled is greater than 8,100 – 3,279 of whom have already been trained. This result was repeated in other states. This program is an example of the benefits brought about by the World Cup.

**Suggested people and sources:**

- **Elisandro Damasceno**, an agronomist with a degree from UFPE (Federal University of Pernambuco) who now coordinates the Center for culture and arts in Bomba de Hemitério (a neighborhood in the city of Recife). Tel: +55 (81) 8870-1719
- **Carlos Alexandre do Nascimento**, who used to be a street candy hawker  
Contact Fátima Costa, Professional Development Coordinator for Recife, Pernambuco State: Tel: +55 (81) 2119-0230 and (81)9203-9589
- **Restaurante Lake's** in Brasília: 18 employees have concluded an English language course applied to tourist services. Contact the owner, Zeli da Costa. Tel: +55 (61) 3323-1029

## FEDERAL GOVERNMENT STORY IDEAS

### Ministry of Planning, Budget and Management

21. **Revitalization of the Brazilian naval industry** – With the recent reactivation of shipyards, Brazil has resumed the construction of oil tankers and oil rigs. The latest ship built was the *Dragão do Mar* (Sea Dragon), produced in the north eastern state of Pernambuco. Reporting trips may be made to the South Atlantic Shipyard (EAS) in the port of Suape in Pernambuco, or to the Maua shipyard in Rio de Janeiro.
22. **Regional aviation plan** – This federal plan provides for more than R\$ 7 billion in investments for 270 small airports across the country in order to achieve a national goal that no Brazilian is more than 100 km away from an airport.
23. **Alemão cable car in Rio de Janeiro**– An initiative of Brazil’s national Growth Acceleration Plan (PAC) that changed the reality of the Complexo do Alemão neighborhood and favelas in northern Rio, in terms of mobility. Opened in July 2011, the Alemão cable car does not only guarantee the reduction of travel time for residents, but has increased local trade, tourism, and the presence of the State in one of the largest slums in the country.

#### **Suggested Source:**

- Communication Office of Ministry of Planning: Tel: +55 (61) 2020-4575/ 2020-4547

### Secretariat for Policies for the Promotion of Racial Equality (SEPPIR)

24. **Brasil Quilombola Program** – Explore how Brazil’s *quilombola* communities – a unique traditional community formed over more than 180 years by fleeing rebel slaves – are supported and thrive with the assistance of this government program. Quilombola communities are present all over the country and can be visited near some host cities such as Fortaleza, Salvador, Rio de Janeiro, Brasília and Porto Alegre. The program aims to guarantee access to land; health care and education; housing construction and electricity; environmental restoration; full access to social programs such as Bolsa Família; and measures for the preservation and promotion of quilombola cultural expressions.

#### **Suggested Source:**

- Communication Office of the Secretariat for Policies for the Promotion of Racial Equality: Tel: +55 (61) 2025-7043

### Ministry of National Integration

25. **Water projects in the Northeast** – The transposition of the São Francisco River, the Eixão das Águas in the state of Ceará and the Pipeline of the Pajeú in the northeastern state of Pernambuco are transforming the semi-arid region, one of the most impoverished in the country, and empowering millions of people, ensuring employment, income, quality of life and family farming projects. In



addition to irrigating and providing the region with drinking water, these projects help strengthen the economy in the Northeast. It is worth noting the archaeological remains found through the integration projects: mainly in the sites in the Serra da Capivara in the northeastern state of Piauí, and in the Valley of the dinosaurs in the northeastern state of Paraíba.

26. **Water for all program** – The state of Bahia is the region that has the most cisterns of Brazil's "Water for All" program, one of the major investments of the Federal Government to expand access to water in rural communities of the northeastern semi-arid region.

**Suggested Sources:**

- Communication office of the Ministry of National Integration:
- Tel: +55 (61) 2034-5296 / 20345528
- Communication office of the Ministry of Social Development – Press Office: Tel: +55 (61) 2030-1021

**Ministry of Culture**

27. **Brazil - World Cultural Heritage** – Brazil has 12 sites recognized by UNESCO as World Cultural Heritage, among them the pilot plan of Brasília (DF-Federal District), the first Modern era heritage in the world. Other cultural heritage sites are spread out in other cities in different regions of the country.

28. **"Brasil Criativo" (Creative Brazil) Incubators** – Brasil Criativo incubators are centers of innovation, entrepreneurship, training, promotion and cultural promotion. These spaces of conviviality and multisectoral interaction among creative entrepreneurs and governments, banks, universities, industry and trade national systems and civil society. The purpose is to promote the sharing of experiences and strengthening of networks. These incubators are present in 13 states, including fully functional centers in Mato Grosso and Bahia, whose driving principals are cultural diversity and social inclusion.

**Suggested Source:**

- Ministry of Culture Press Office: Tel: +55 (61) 2024-2369

**Ministry of Defense**

29. **Maritime and river defense** – Examine Brazil's naval patrol and inspection activities during the World Cup, among other security measures adopted by the Navy against threats from the sea and the misuse of the waterways, such as the movement of suspicious vessels. Combat divers and marines will be on standby to act, if necessary, for rescue and recovery missions focusing on the deactivation of explosive devices and maritime ban operations. Oil rigs and petroleum terminals will also be protected.

**Suggested Source:**

- Ministry of Defense Communication Office: Tel: +55 (61) 3312-4070

## Ministry of Justice

30. **Security in the Amazon** – Explore the security structures created for the World Cup in Manaus, including: speedboats, a safe room, a regional command and control center (CCCR), a mobile aerial imaging station, a high observation platform, mobile command structures, a WAN network, anti-riot trucks, personal protective equipment (PPE), ballistic protection equipment (EPB) and a mobile police station.
31. **High observation platform** – This high mobility video-monitoring unit can elevate cameras up to a height of 15 meters that send images to a truck. Capable of transmitting data to the command centers and mobile controls for other vehicles, or for fixed national and regional control centers. Platforms will be available to every World Cup host city.

### Suggested Source:

- Ministry of Justice Press Office: Tel: +55 (61) 2025-3135/3315

## Ministry of Development, Industry and Foreign Trade (MDIC)

32. **Catalog of investment opportunities in Brazil** – To support and organize the influx of investors to Brazil, the Brazilian government has produced a type of specialized primer – a catalog of investment opportunities in Brazil – that contains about 160 registered projects totaling more than R\$ 500 billion in proposals to be made in the next few years. In the English version, the catalog is aimed to support decision-making by investors, offering access to secure, organized and valuable information, and facilitate dialogue between the private sector and public officials in the federal, state and municipal spheres. The upcoming investment projects listed in the catalog cover various areas of the economy: highways, railways, ports, airports, telecommunications, power generation and transmission, urban mobility, construction, and tourism.
33. **Portal for Foreign Trade** – At the end of April 2014, the federal government launched the Portal Único de Comércio Exterior (Single Portal for Foreign Trade) program, which will unify all official systems involved in the export and import processes in Brazil and streamline the operations of the purchase and sale of goods. The ultimate goal of the program is to reduce the average time for export from 13 to eight days and the period of importation of 17 to ten days. Coordinated by the Bureau of Foreign Trade (SECEX) and the Secretariat of the Federal Revenue of Brazil, the Single Portal will allow companies to present their information only once to federal agencies, by reducing bureaucracy and costs for exporters and importers. With these measures, it is estimated that the annual savings of companies that work in foreign trade can exceed R\$ 50 billion.
34. **“Programa Servir”**– This program is an application for smartphones developed by the National Institute of Metrology, Quality and Technology (INMETRO), in partnership with the Department of Trade and Services of the Ministry of

Development, Industry and Foreign trade, which will serve to evaluate and identify establishments and services of the trade sector in Brazil that stand out for their quality, through the methodology based on the concepts of satisfaction, and quality standards. The service aims to enhance and encourage the establishments identified by the pursuit of excellence in customer service. In its first deployment, the system will be devoted exclusively to evaluating the services provided by the supermarket sector.

35. **PRONATEC “Brasil Maior”** – The National Program for Technical Education (Pronatec) Brasil Maior program is a complement of Pronatec’s national program Brasil Sem Miséria (Brazil Without Poverty), and ensures the integration of social development policies and the productive inclusion of workers in order to increase competitiveness policies and modernize domestic industries. The main objective of the program is to ensure that the courses offered by schools within the industry, trade and services system, and federal and state institutes of technical education are in line with the actual demands for skilled labor in the productive sector, both in content and in their geographical distribution across Brazilian municipalities. By the end of March 2014, there were more than 150,000 guaranteed vacancies for accredited schools throughout the country to meet the demands of Pronatec’s “Brasil Maior”.
36. **Export processing zone (ZPE)** – After the meeting of the BRICs in July, nearly 50 foreign visitors, including technicians, businessmen and government representatives, will visit the Export Processing Zone of Pecem in the northeastern state of Ceara the first to go into operation in the country. The ZPE is an area of free international trade for companies that produce goods to be marketed abroad, and is considered a primary zone for customs control.

**Suggested Source:**

- Ministry of Industry Development and Trade Press Office: Tel: +55 (61) 2027-7320.

## REGIONAL STORIES – HOST CITIES

### NORTHEASTERN REGION

37. **Regional overview of social and economic development** – The Brazilian Northeast, home to more than 53 million Brazilians (28 percent of the population), has significantly improved its economic profile in recent years, with strong trends for positive developments in its social profile as well. Several economic indicators in the region have shown growth above the national average. The per capita GDP of the Northeast grew by 35.43 percent between 2002 and 2011 while national per capita GDP grew by 26.74 percent during the same period. The region is now recognized as an increasingly favorable environment for investment, and its consumer market continues to grow. The changes in the Northeast economy are due to the diversification of industry and other activities, and also due to federal

government policies for the reduction of inequalities in the Mid-South regions of the country.

**Suggested source:**

- Institute of Applied Economic Research (IPEA) Press Office: Tel: +55 (61) 3315-5334

38. **Microcredit in the Northeast** – Brazil has several funding programs for micro-entrepreneurs, but it was in the Northeast that such initiatives showed the best results in recent years. CrediAmigo, the largest microcredit program in South America and second largest in Latin America, operated by the Banco do Nordeste bank (BNB), is a case in point. The bank has lent more than R\$ 3.5 billion to micro-entrepreneurs. The CrediAmigo is part of the National Program Microcredit of the federal government (Crescer). Since its creation in 1998, this program has invested a total R\$ 14.5 billion in the northeastern micro-economy, corresponding to 12.4 million transactions.

**Suggested source:**

- Banco do Nordeste – Press Office – Fortaleza (Ceará): Tel. +55 (85) 3299-3083

### **NATAL - Capital of Rio Grande do Norte**

39. **Natal Institute of Neuroscience** – The Natal Institute of Neuroscience is a far-reaching pilot program to provide incentives to increase science literacy for children and technological innovation. It is supported by the FINEP, the Brazilian Innovation Agency, which operates under the Ministry of Science, Technology and Innovation. The Institute conducts research in partnership with the Center for Neuroengineering at Duke University (in the United States), which has led to the Walk Again Project run by Brazilian neuroscientist Miguel Nicolelis. He is a leading figure in the 2014 FIFA World Cup, as his Walk Again project will allow a young Brazilian paraplegic to make the kick-off of the World Cup's opening match. Such feat will be made possible by a brain signal-controlled exoskeleton, the result of Nicolelis' research into integrating brain-machine interfaces for clinical use in motor rehabilitation through neuroprosthetic apparatus. The outcomes of his research, unique in the world, are the result of 15 years of work, currently involving 170 researchers in several countries. Nicolelis is an award-winning neuroscientist with worldwide recognition. He has been a Full Professor of Neurobiology and Co-Director of the Center for Neuroengineering at Duke University for over 20 years, and is also a founding member and Coordinator of the Edmond and Lily Safra International Institute of Neuroscience of Natal (IINN-ELS), built in the city of Macaíba in the northeastern state of Rio Grande do Norte.

**Suggested source:**

- Centro de Estudos e Pesquisas Prof. Cesar Timo-Iaria – IINN-ELS – Tel: +55 (84) 3217-0003 / 4008-0003
- FINEP - Tel: +55 (61) 3035-7150

**40. Export of tropical fruits** – Present on tables and in supermarkets around the world, Brazilian fruits such as melon, banana, mango and watermelon are boosting the export trade of Rio Grande do Norte, now one of the largest exporters of tropical fruits from Brazil. Their intensive production would not be possible in the northeastern semi-arid region without advanced irrigation technologies. In 2012, Rio Grande do Norte exported over 154,000 metric tons of fruit, an increase of 85 percent compared to the year before. From the Port of Natal the fruit is shipped to the ports of Algeciras and Vigo in Spain, Rotterdam in the Netherlands and Tilbury in England. Brazil is the world's third largest exporter of fruit. In 2013, the country produced 43 million metric ton of tropical and subtropical fruits, with exports going to countries such as Germany, Spain, Ireland, United Kingdom, Uruguay, Russia and Holland.

**World's biggest cashew tree:** One of the three largest producers of cashew nuts in the country, next to Ceará and Piauí, Rio Grande do Norte also holds a record: in Pirangi, 25 kilometers away from Natal, is the largest cashew tree in the world, a must-see tourist spot in the region. With an area of 8,500 square meters, or about 70 times the size of a regular cashew tree, it was recorded as the biggest cashew tree in the world in the Guinness Book of Records. Several local cooperatives produce cashew nuts, a delicacy of high nutritional value consumed throughout the country.

**Suggested source:**

- Brazilian Association of Producers and Exporters of Fruits and Derivatives (Abrafrutas): Luiz Roberto Barcelos, president and Natal businessman.
- Dock Company of Rio Grande do Norte (Codern), Port from which the produce is exported

### **SALVADOR - Capital of Bahia**

**41. Sea turtles** – The Praia do Forte, about 30 kilometers from Salvador, is the headquarters of the Tamar Project, a program created in 1982 with the goal of preserving the five species of sea turtles native to the Brazilian coast. Over 30 years, the Tamar Projects, an NGO coordinated by the Chico Mendes Institute for Conservation of Biodiversity (ICMBio) of the Ministry of Environment, has preserved the species' existence in tanks and aquariums filled with over 600,000 liters of saltwater at Praia do Forte. Their work to protect nests and monitor the reproduction of turtles has resulted in millions of turtle families being saved from falling prey to fishermen's nets. In addition to the research it conducts, the headquarters of the Tamar Project includes a visitor center that receives about 600,000 people per year. The project has 19 centers for the research and conservation of Sea Turtles and 11 visiting centers.

**Suggested source:**

- Tamar Project, Praia do Forte. Tel: +55 (71) 3676-1045

**42. Camaçari Industrial Complex** – Bahia's largest industrial complex is home to more than 90 chemical, petrochemical and other industrial factories, including two international automotive industry giants: Ford, and German tire manufacturer

Continental AG. The complex, located 50 kilometers away from Salvador, began operations in 1978 and became the first planned petrochemical complex of the country and the largest integrated industrial complex in the southern hemisphere. The Ford Industrial Complex in Camaçari is an example of how this complex has catalyzed the development of the Northeast. It was the first major automaker to set up in the region, after years of industry players preferring to set up in the Midwest states of the country. Since being installed in 2001, the plant has grown to nearly 10,000 employees and produces 250,000 vehicles annually. Last April, the automaker opened its first engine factory in the Northeast, which will supply engines for the company's lineup produced in Brazil. Ford invested R\$ 400 million and estimates to generate 300 new direct jobs for the plant. The forecast is for 210,000 engines to be assembled per year. Local engineers are already fully responsible for developing two global Ford cars: the EcoSport and the new Ka.

**Suggested source:**

- Camaçari Industrial Development Committee (Cofic): Tel: +55 (71) 3634-3400

### **RECIFE - Capital of Pernambuco**

43. **São Francisco Valley** – The only region in the world to produce two and a half grape harvests every year, Brazil's São Francisco Valley has consolidated its position as a key player in wine production in recent years. The six companies operating in the region already have 15 percent of the national market and employ 30,000 people. Despite the semi-arid climate that favors the production of grapes all year, the project only became a reality in the cities of Petrolina (Pernambuco) and Juazeiro (Bahia) due to significant investments in irrigation in the region. It was unthinkable to produce wine in that area until then, but the fantastic results achieved have awakened high levels of interest in Brazil and worldwide. Currently, according to the Wine Institute of the São Francisco Valley (Vinhovaf), the region is responsible for nearly 100 percent of table grapes produced in Brazil, both for the domestic market and for export. As for winemaking, which began in the region in the mid-1980s, the Valley has six companies operating in the sector, with production of 7 million liters of fine wine per year. The wines of the São Francisco Valley are marketed throughout Brazil and in countries like Italy, France, Portugal, the United Arab Emirates and the United States.

**Suggested source:**

- Vinhovaf - Wine Institute of the São Francisco Valley. Tel: +55 (87) 3991-2019

### **FORTALEZA - Capital of Ceará**

44. **Tourism in the World Cup** – After assessing the results of Tourism after hosting the Confederations Cup in Fortaleza in 2013, the Ceará Economic Research and Strategy Institute (IPECE), projected positive results for the World Cup. Tourists who followed the event injected approximately R\$ 101.5 million directly into the economy within the 15 days of the competition, and survey data shows that 11,000 jobs were created in June 2013 (a number over the 3,900 jobs generated in the same month in the previous year). The tourism flow in Fortaleza in June 2013 was

13.7 percent higher than in June 2012. Such results are expected to be repeated or exceed expectations in 2014 during the World Cup.

**Suggested source:**

- IPECE - Tel: +55 (85) 3101-3496
- Department of Tourism: Tel: +55 (85) 3101-4661

45. **Jericoacoara** – This famous beach for sports and extreme sports such as windsurfing, surfing, kite surfing and paragliding was listed by the *Washington Post* as one of 10 most beautiful beaches in the world.

**Suggested source:**

- Department of Tourism: Tel: +55 (85) 3101-4661

46. **Guaramiranga** – Ceará is not just beaches and heat. Located in the mountain region of the state (100 kilometers from the capital Fortaleza) is the small town of Guaramiranga, with about 4,000 inhabitants. The city attracts tourists for its natural beauty, mild climate and tourism attractions that are a departure from those seen in beach cities, such as wine festivals, jazz & blues and theater attractions.

**Suggested source:**

- Department of Tourism in Ceará: Tel: +55 (85) 3101-4661.

## **SOUTHEASTERN REGION**

### **SÃO PAULO - Capital of the State of São Paulo**

47. **Embraer** – One of the largest aerospace companies in the world, with headquarters in São José dos Campos - less than 100 kilometers from the capital – Embraer manufactures commercial, business, agricultural and military aircraft and exports to the international market. In 2012 the company had net revenue of R\$ 6.1 billion, ranking fourth in the world in its sector, behind Bombardier, Airbus and Boeing. With 40 years of experience, the company has produced about 5,000 aircraft that currently operate in 88 countries worldwide. Its current order backlog is at US\$ 15.3 billion. The company employs nearly 17,000 workers.

**Suggested source:**

- Embraer Press Office. Tel: +55 (12) 3927-1000

48. **Cosmopolitan population and immigration influence** – Population diversity is one of the hallmarks of São Paulo, with its famous neighborhoods formed by immigrants. Beginning in the 19<sup>th</sup> century, European (and then Asian) immigration helped turn the state capital into a cosmopolitan city, a mixture of influences that made São Paulo into what is today considered the "Cultural Capital of Latin America." Italian, Japanese, Jewish, Arabic and other neighborhoods are traditional cultural and culinary spots of São Paulo.

**Suggested source:**

- Municipal Secretariat of Tourism: Tel: +55 (11) 3397-1000

49. **Santos, the city that immortalized Pelé** – The King of Football was born in Minas Gerais, but at age 16 was taken to train at Santos Futebol Clube in the city of Santos, located on the coast of São Paulo state. The Pelé Museum will be inaugurated in Santos in early June, bringing together more than 2,500 pieces from the personal and professional life of Pelé. The city is just over 80 kilometers away from the state capital.

**Suggested source:**

City of Santos Press office: Tel: +55 (13) 3201-5060.

### **RIO DE JANEIRO - Capital of the State of Rio de Janeiro**

50. **Oil and research** – Oil exploration technology, and more recently technology to explore Brazil's deep sea pre-salt mining fields, is an important characteristic of the State of Rio de Janeiro. Two research centers in the Federal University of Rio de Janeiro (UFRJ) stand out for their partnership with Petrobras for the development of new technologies: the Leopoldo Américo Miguez de Mello Research and Development Center (Cenpes) and the Alberto Luiz Coimbra Institute for Graduate Studies and Research in Engineering (COPPE). On the north coast of the state, the Campos Basin has 55 oil fields from which about 1.49 million barrels of oil and 22 million cubic meters of gas are extracted per day. A total of 45 offshore platforms operate in the region (41 production platforms and four oil processing platforms), which belong to the city of Macaé, known as the oil capital of Brazil. Petrobras now faces the technological and environmental challenges posed by the discovery of the pre-salt layer, always with the help of universities and the Coppe. The Coppe/Petrobrás partnership extended to the study of environmental issues associated with the use of oil and the development of alternative energies. Among the studies conducted under the partnership it is worth highlighting research on strategies for tackling climate change.

**Suggested source:**

- Petrobras – Tel: +55 (21) 3224-1002
- COPPE/ UFRJ – Cidade Universitária/Rio. Tel: +55 (21) 3622-3477

51. **Angra Nuclear Energy plants** – The Angra dos Reis nuclear energy complex is connected to Brazilian nuclear power company Eletronuclear, and holds uranium enrichment technology for peaceful purposes that is considered cutting-edge worldwide due to its ability to eliminate friction during the centrifugation process. Brazil's first nuclear power plant started commercial operation in 1985. With 640 megawatts of power, Angra 1 generates enough electricity to supply a city of one million inhabitants.

**Suggested source:**

- Eletrobrás/Eletronuclear –Tel: +55 (21) 2588-7000.
- Admiral Álvaro Alberto Nuclear Complex. Angra dos Reis/RJ. Tel: +55 (24) 3362-9000



52. **Tijuca Forest** – The largest urban forest in the world has a fascinating history. It was entirely planted through the determination of Emperor D. Pedro I. Historical records indicate that a group of six slaves may have been responsible for planting, alone, most of the forest.

**Suggested source:**

- RIOTUR - Rio de Janeiro (city) Secretariat of Tourism - Tel: +55 (21) 2271-7000

53. **Bossa Nova** – The Brazilian musical genre of worldwide fame was born on the streets of Copacabana and Ipanema.

**Suggested source:**

- RIOTUR - Rio de Janeiro (city) Secretariat of Tourism - Tel: +55 (21) 2271-7000

54. **Rocinha** – The favela-turned-neighborhood is today the largest community of the so-called 'new Brazilian middle class'. The expansion of local businesses, with major chain stores and bank branches present in Rocinha, and improvements to homes have changed the profile of the community.

**Suggested source:**

- RIOTUR - Rio de Janeiro (city) Secretariat of Tourism - Tel: +55 (21) 2271-7000

55. **Petrópolis** – The Brazilian city of the Imperial times is still one of the most beautiful in the country, with palaces, an elegant urban layout and a lot of Brazilian history.

**Suggested source:**

- RIOTUR - Rio de Janeiro (city) Secretariat of Tourism - Tel: +55 (21) 2271-7000

## **BELO HORIZONTE - Capital of Minas Gerais**

56. **Inhotim Institute** – Considered the largest outdoor contemporary art center in Latin America, this museum, which is actually a very large park, contains one of the most important collections of contemporary art in Brazil. Located in Brumadinho, just over 50 km away from Belo Horizonte, the park is part of the Atlantic Forest biome (situated at altitudes ranging between 700 and 1,300 meters above sea level). The visitors' area of Inhotim is 96.87 hectares and comprises gardens, galleries, buildings and forest fragments, as well as five ornamental ponds. The botanical garden has 4,300 species in cultivation and is surrounded by native bush, with 30 percent of the entire collection on display to the public. The institute received the official classification of botanical garden from the Ministry of Environment in 2011. The garden has about 1,500 described species of palm, the largest collection of the kind in the world.

**Suggested source:**

- Inhotim, Brumadinho: Tel: +55 (31) 3571-9700

**57. Job and Employment** – Researchers at the Institute of Economics of the Federal University of Minas Gerais (UFMG) made several simulations of the economic impact of the World Cup in Brazil, and have assessed that the event can generate an increase of GDP in each host city. In Belo Horizonte, the study estimates a GDP increase of 1 percent and the generation of at least 38,000 jobs. For the country as a whole, the growth forecast was of 0.69 percent in GDP and 0.5 percent in employment, considering that the country has been at high levels of employment in recent decades. For the UFMG researchers, the main outcome of the 2014 World Cup seems to be the improvement of urban infrastructure in the host cities, which represents a long-term impact on the economic efficiency of the various cities.

**Suggested source:**

- UFMG Dean of Research: Tel: +55 (31) 3409-4031

**58. Iron Ore** – The production of iron ore in the state of Minas Gerais accounts for 67 percent of the 370 million metric tons extracted in the country. Besides being the oldest mining state in the country, Minas Gerais still holds the lead in Brazilian mineral production and increased its share in the value of national mineral production from 46 percent in 2009 to 49.4 percent in 2011, according to the Brazilian Mining Institute (IBRAM). That growth was achieved by increasing production from US\$ 11 billion to US\$ 19.7 billion in the period, a 79 percent increase.

**Suggested sources:**

Vale Press Office: Tel. +55 (31) 3839-4000

IBRAM Press Office: Tel. +55 (61) 3363-7213

## **SOUTHERN REGION**

### **PORTO ALEGRE - Capital of Rio Grande do Sul**

**59. Winemaking** – In 2012, the *Vale dos Vinheiros* (Vineyards' Valley) was the first Brazilian region to receive the Controlled Designation of Origin (*Denominação de Origem Controlada*, a Portuguese certification) for its wine. Rio Grande do Sul is the center of most of the wine production in the country. More than 20,000 farms in the state are dedicated to viticulture, 83 percent of which are smallholder family farmers. According to the Ministry of Agriculture, Rio Grande do Sul produces an average 777 million kilos of grapes per year. According to the Brazilian Wine Institute, Brazil is now one of the fastest growing countries in the global wine market. Near Porto Alegre, visitors can take interesting tours through the wineries of Garibaldi and Bento Gonçalves, both less than two hours from the state capital.

**Suggested source:**

- AGAVI- Rio Grande do Sul Association of Winegrowers: Tel: +55 (54) 3292-1184

### **CURITIBA - Capital of Paraná**

60. **Immigrants** – Paraná is one of the Brazilian states with the strongest influence of European immigrants. The capital, Curitiba, reflects this diversity quite well, with museums and parks dedicated to the people who helped in the formation of the Paraná state. The *Bosque Alemão* ('German Grove'), for example, has attractions aimed at disseminating German culture, which includes a gazebo with beautiful views of the Serra do Mar mountain chain, the Oratorio Bach and other attractions. Ukraine is also a country to highlight: the Ukrainian Memorial comprises several buildings made of wood carved in the style of that country. Another valued cultural heritage among Curitiba museums is from Poland. The Memorial of Polish Immigration hosts a town of traditional houses in a 46,000 square meter area with landscaping designed by Burle Marx.

**Suggested source:**

- City of Curitiba Press office: Tel: +55 (41) 3350-8399.

### **MIDWESTERN REGION**

#### **CUIABÁ - Capital of Mato Grosso**

61. **Agribusiness** - The social and economic growth of the state is driven by the expansion of agribusiness production. The state has cities with excellent levels of quality of life, with model schools and public hospitals. According to the Agriculture and Livestock Federation of Mato Grosso, 72 percent of GDP of the state comes from agribusiness. Its export production is significantly responsible for the surplus in Brazil's trade balance. The production per hectare in Mato Grosso is greater than that of São Paulo and Paraná, and close to the rate of the United States. Moreover, the technology used is made in Brazil.

**Suggested source:**

- Soybean and Corn Growers Association of the State of Mato Grosso. Tel: +55 (65) 3644-4215

62. **Jaguars** – A recent count found a large population of *onças* (black-spotted jaguar) in the Mato Grosso region. The animal almost disappeared from the Pantanal in the 1970s and 1980s due to exploitation for use of its fur in the fashion industry. Researchers from the Bichos do Pantanal ("Pantanal Critters") project are counting the number of black-spotted tigers that live around the wetland corridor in the region of Cárceres (MT). They have identified 54 different animals in a 300 kilometer range on the banks of the Paraguai River, near the Taimã Ecological Station.

**Suggested sources:**

- Sustentar Institute: Tel: +55 (31) 2515-3382 and +55 (65) 9967-1623

### **BRASILIA - Capital of Brazil (Federal District)**

63. **Brasilia: Niemeyer's greatest work** – The largest architectural complex designed by the great Brazilian architect Oscar Niemeyer, the federal capital of Brazil was the first World Cultural Heritage of the Contemporary Era declared by UNESCO. One of the major career milestones of Niemeyer was leading the design of Brasilia, a city fully planned to house the capital of the country. It began construction in 1955 and was inaugurated in 1960. The trace of the "Pilot Plan", the central area of the capital, was designed by urban planner Lucio Costa, a friend and former chief of Niemeyer. 'Modern palaces' were designed by the architect to house the headquarters of the central government of Brazil. They include: The Planalto Palace (headquarters of the Executive branch), the Alvorada Palace (official residence of the President), the Itamaraty Palace (base of the Ministry of Foreign Affairs), the National Congress, the Metropolitan Cathedral, and the Esplanade of Ministries, among others.

**Suggested source:**

- Secretariat of Tourism of the Federal District: Tel: +55 (61) 3214-2728

## **NORTHERN REGION**

### **MANAUS - Capital of the State of Amazonas**

64. **Zona Franca de Manaus** – The Manaus Free Trade Zone is a role model of economic growth and forest conservation. It was created in 1967 by the federal government to boost economic development in the Western Amazon. Run by the Superintendency of the Manaus Free Zone (Suframa), the industrial complex houses more than 600 industries, mostly concentrated in the television, information technology and motorcycle sectors, and employs over 110,000 workers.

**Suggested source:**

- Suframa, Industrial District of Manaus: Tel: +55 (92) 3321-7000

65. **Ecotourism** – The Uacari Inn, a floating building administered by the riverside communities themselves with the help of the Mamirauá Institute, is one of the best bets of the Mamirauá Reserve people to guarantee income for future generations through community-based ecotourism. As they do with other activities, the Mamirauá develop tourism with sustainability as a core pillar. The Uacari Inn is mainly visited by foreigners.

**Suggested source:**

- Mamirauá Institute for Sustainable Development: Tel: +55 (97) 3342-9700

66. **CAIXA Boat-bank Chico Mendes** – In a state of continental proportions cut through by large rivers such as Amazonas, a boat is not just a means of transport. The vessels often become hospitals, schools, and now banks. A 'boat-branch' from Caixa Econômica Federal (a government-owned federal bank) travels through the Amazon River serving the coastal communities. The innovative itinerant boat-branch model was conceived by Caixa and named after the Brazilian rubber tapper and environmental activist Chico Mendes, who became known worldwide for his

fight for the preservation of the Amazon. An interesting, unique experience at the least.

**Suggested source:**

- Caixa Press Office: Tel: +55 (61) 3206-4488

67. **Feast on Boi-Bumbá rhythms** – The Festival of Parintins will be held in Amazonas during the same period as the World Cup. Parintins is located 370 kilometers away from Manaus – the trip can be made by boat or airplane. It is a popular festival held annually in the last week of June. This year the Festival is set to place between June 27 and 29, and features an open-air presentation of various folk expressions of the region. The highlight is the contest between the two major "Boi" groups who fight for the title of the year: *Garantido*, the red group, and *Caprichoso*, the blue group. During the three nights of the festival, the two groups explore regional themes such as legends, indigenous rituals and customs of riverside populations through allegories and plays.

**Suggested source:**

- Parintins City Hall Press Office: Tel: +55 (92) 3533-5052

## SPECIFIC PITCHES FOR CERTAIN COUNTRIES

68. **FRANCE/Exchange:** Between May and June, Brazil will receive French students who will be trainees at Brazilian museums for three months. This initiative is a part of the Brazil-France partnership between IBRAM (Brazilian Institute of Museums) and *École du Louvre*. This partnership took Brazilian trainees to France last year. Three museums in Rio de Janeiro took part in the exchange: the National History Museum; the Rio Art Museum and the National Museum of Fine Arts.

**Suggested source:**

- IBRAM Press Office: +55 (61) 3521-4034

69. **HOLLAND/Art collection** – Brazil has the largest collection of Dutch art outside of Holland. The Pernambuco State Museum shelters the largest collection: 320 pieces including paintings, drawings, engravings, utensils and sundry objects. Also in Pernambuco State, the Richard Brennand Institute has an important collection. It must be taken into account that a large part of this material is a reflection of the history of Pernambuco, which was under Dutch rule from 1630 to 1654, when Brazil was a Portuguese colony.

**Suggested source:**

- IBRAM Press Office: +55 (61) 3521-4034