



Pólo RS - Development Agency

**Basic Information on the Brazilian State of
Rio Grande do Sul.**

- The best place for doing business in
South America -**

Presentation Framework



Pólo RS - Development Agency:

- *Pólo RS: operational branches;*
- *The Development Agencies Network in Rio Grande do Sul (RS);*
- *Pólo RS: services.*

Rio Grande do Sul:

- *Learn about the state of Rio Grande do Sul (RS);*
- *Basic information on:*
 - *location;*
 - *economic profile;*
 - *infrastructure;*
 - *main characteristics*

Polo RS - Development Agency



- *Private, non-profit organization, that aggregates a representative group of Rio Grande do Sul companies.*
- *Main objective: to foster the State economic development.*
- *Three operational branches:*
 - *attraction of new companies and strengthen of local companies;*
 - *development projects (regions/cities/economic sectors);*
 - *Development Agencies Network.*

Administration Board

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COMPANIES / ORGANIZATIONS

REPRESENTATIVES

FIERGS

Federação das Câmaras de Dirigentes Lojistas do RS

GERDAU

DHB

HABITASUL

FEDERASUL

FECOMÉRCIO - RS

FIERGS

STEMAC

SINDUSCON

EXPRESSO MERCÚRIO

COPEL

FARSUL

TAURUS

BOLIVAR BALDISSEROTTO MOURA (Chairman)

VICTOR KOCK

ANTON KARL BIEDERMANN

JORGE GERDAU JOHANNPETER

LUIZ CARLOS MANDELLI

PÉRICLES DE FREITAS DRUCK

JOSÉ PAULO CAIROLI

FLAVIO ROBERTO SABADINI

PAULO TIGRE

JORGE LUIZ BUNEDER

CARLOS ALBERTO AITA

ADEMIR FRAÇÃO

ALFREDO LISBOA RIBEIRO TELLECHEA

CARLOS SPEROTTO

LUIZ FERNANDO ESTIMA

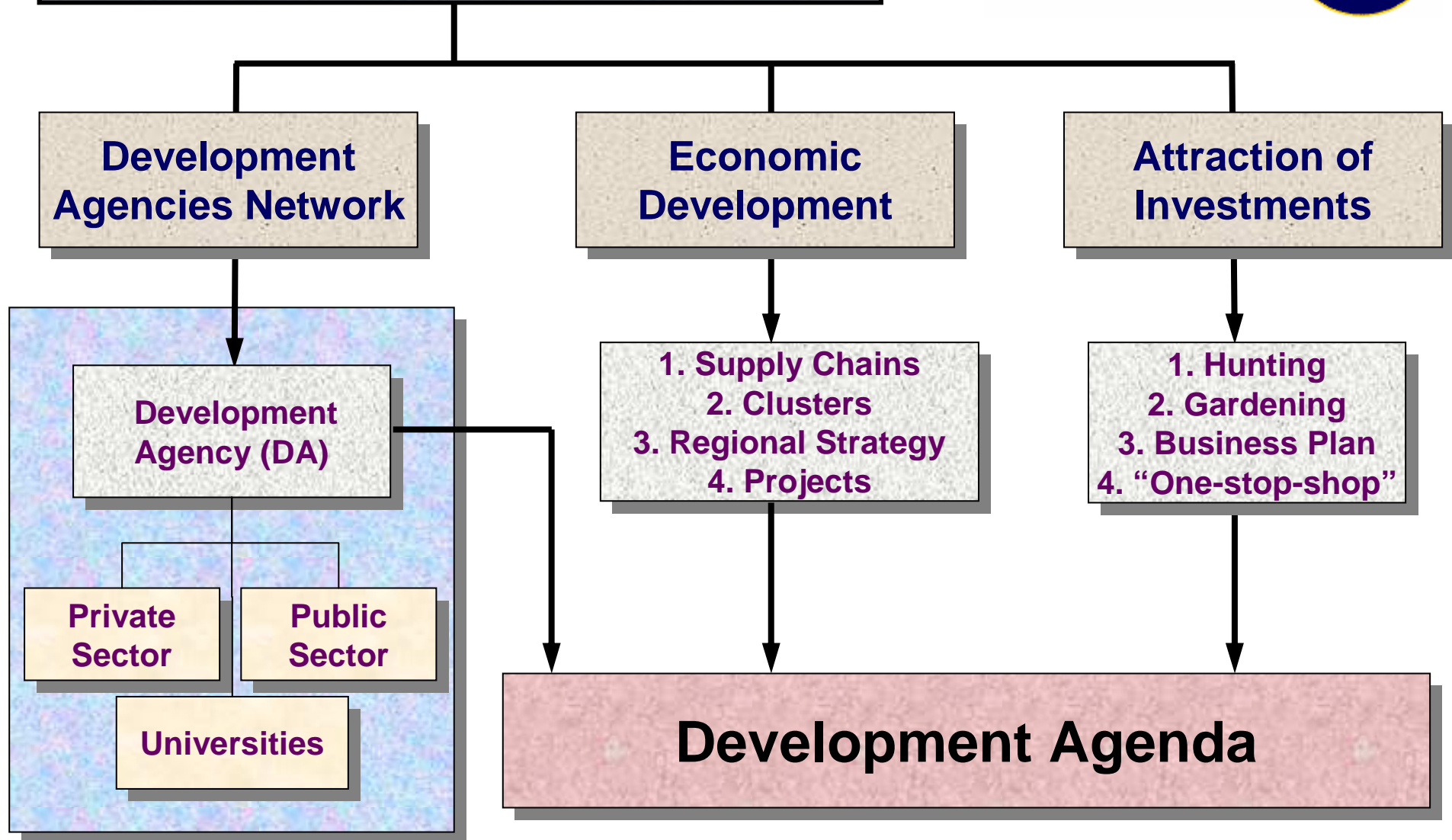
Member Companies



COMPANIES

Ipiranga	Dell	Azaléia	Thyssen-Krupp
Gerdau	Bandeirantes	GM	Varig
DHB	RGE	Sonae	Ageos
Copesul	Claro	Mercúrio	Sindicato dos Bancos
RBS	Braskem	John Deere	Emp. Jorn. Caldas Jr.
Habitasul	Sinduscon	Randon	Moinhos de Vento
Telefónica	Taurus	Lupatech	Sonae
Stemac	Areop/Sicepot	AGCO	Petroquímica Triunfo
Banrisul	Corsan	Petropar	Sulgás

Pólo RS operational branches



The Development Agencies (DAs) Network



- The DAs Network is a forum of non-profit institutions (NGO) financed and managed by the local actors.
- Objective: create a favorable business environment and spread the culture of competitiveness all over the State.
- There are several Development Agencies already operating in co-operation under this network in Rio Grande do Sul.
- Pólo RS is the main motivator of this network.

The Development Agencies main role in Rio Grande do Sul



- *marketing of the city / region;*
- *support for local companies;*
- *foster local development;*
- *identify and attract investments for the city / region;*
- *promote business opportunities;*
- *promote partnerships between local companies with national and foreign companies;*
- *connect Pólo RS with every community of the State.*

Pólo RS: Services for companies and investors



Site Selection: studies based on the investor's needs

- **Infrastructure:**
 - a) logistics
 - b) telecomm
 - c) energy

- **Labour Force:**
 - a) universities (fields of interest)
 - b) technical schools
 - c) labour force (availability and costs)

- **Fiscal and Financial incentives:**
 - a) City
 - b) State
 - c) Country

(tax related issues)

- **Projects / Complete Business Plans** - project design / economic + financial plan / complete agenda for investors with the public sector

Pólo RS - Case page: *some successful negotiations*



Dell Computers



International PolySacks



Softtek



Schincariol



Rio Grande do Sul - Geographic Location



Nota: Fernando de Noronha dista cerca de 700 km da costa e sua localização é definida pelas coordenadas 3° 50' S, 32° 25' W.

Brazil and Rio Grande do Sul: Main Indicators

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	<i>Brazil</i>	<i>Rio Grande do Sul</i>
Area (1,000 sq. km)	8,514.2	281.8
Population (1,000,000 inhabitants)	174.7	12.4
Population Growth	1.5%	1.2%
GDP (1,000,000,000 US\$)	515.7	48.0
Per Capita Income (US\$)	2,951.9	3,871.0
Exports (1,000,000,000 US\$)	86.28	9.05
Imports (1,000,000,000 US\$)	55.41	4.71
HDI (Human Development Index)	0.757	0.809
Life Expectancy	68.6 years	71.6 years
Illiteracy Rate	12.4%	6.2%

Source: FEE/RS; IBGE

State Main Advantages



- *skilled labour force (knowledge and flexibility) at lower costs;*
- *qualified network of universities:*
 - *modern institutions spread all over the State;*
 - *some of the best post-graduation courses in all levels (from technical to PhD);*
 - *high integration between universities and companies;*
- *young and aggressive entrepreneurs;*
- *investment-friendly State Government - “tax instruments”;*
- *competitive economic sectors;*
- *strongly growing investments in R&D in several fields of knowledge: from traditional agriculture to modern dynamic sectors.*

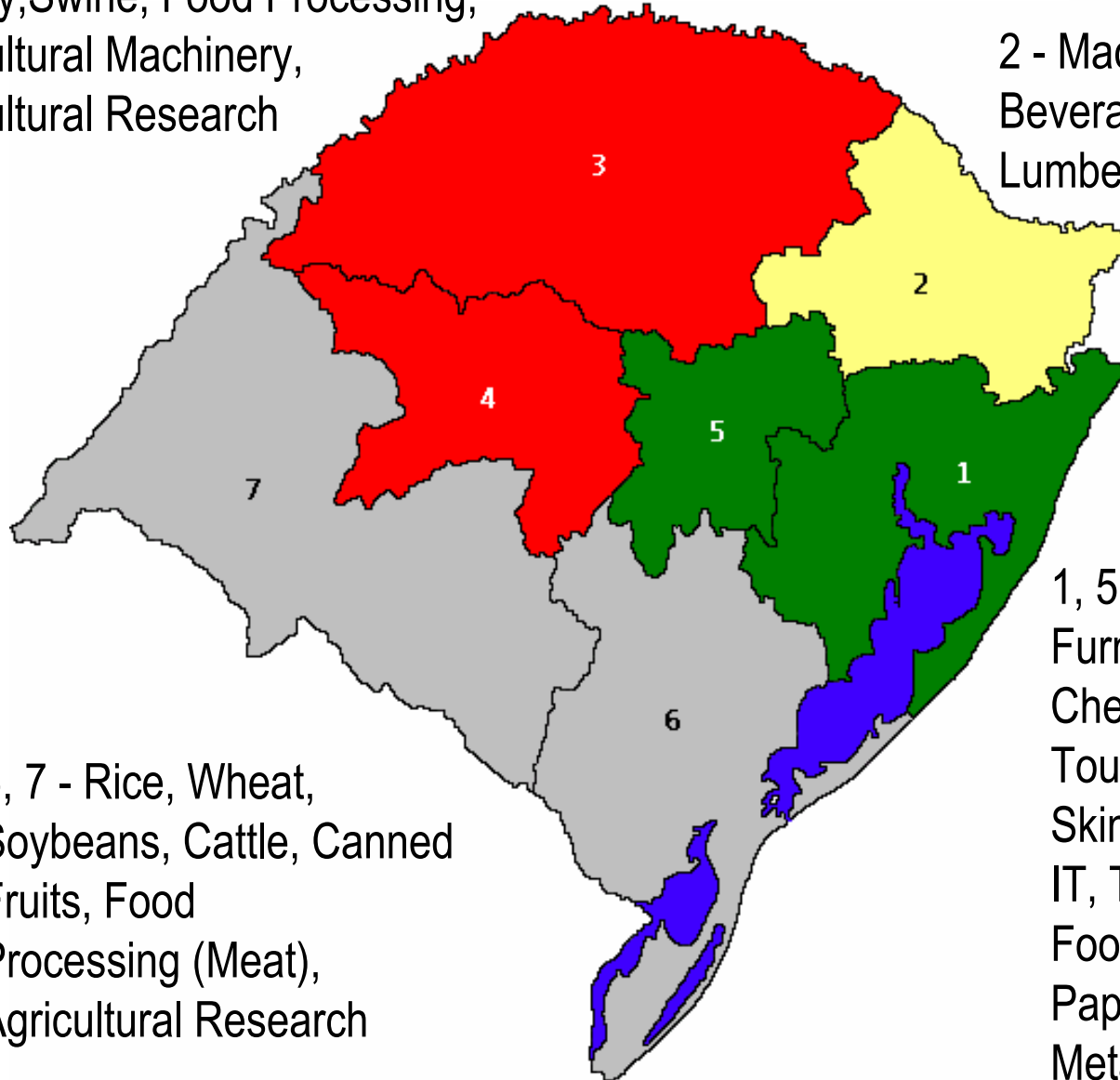
Regional Economic Profile

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3, 4 - Soybeans, Maize, Wheat,
Poultry, Swine, Food Processing,
Agricultural Machinery,
Agricultural Research

2 - Machinery, Furniture,
Beverages (Wine), Tourism,
Lumber products, Poultry, Clothing



6, 7 - Rice, Wheat,
Soybeans, Cattle, Canned
Fruits, Food
Processing (Meat),
Agricultural Research

1, 5 - Shoe manufacturing,
Furniture, Petrochemical,
Chemical, Pharmaceuticals,
Tourism, Clothing, Furs and
Skins, Cars and Utility Vehicles,
IT, Telecomm and Automation,
Food processing, Rubber,
Paper and Cellulose,
Metallurgy, Tobacco, Poultry



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Rio Grande do Sul:

- railways
- main roads
- waterways
- airports
- main cities

Source: DNIT

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