

THE INTERNATIONAL RELATIONS OF CEARÁ



Ceará Global
by **nupex**

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CÂMARA DE
COMÉRCIO E
INDÚSTRIA | BRASIL
PORTUGAL
CEARÁ



Federação das Indústrias do Estado do Ceará
PELO FUTURO DA INDÚSTRIA



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EDITORIAL

**PHILIPPE GIDON**

Professor of International Relations
and International Business

International Relations traditionally refer to the role and preminence of States in the establishment and supervision of rules and frameworks which will guide the conditions for exchanges and flows between nations.

The end of WWII opened a way to include international organizations, NGOs and the corporate world to a joint effort in the Building of a new set of rules, our current world order, also known as "**Pax Americana**".

The twenty first century, thanks to technology, central theme of our last edition, specially in the areas of **communication and transportation**, allied to phenomena like urbanization and access to **education**, have given space for local entities such as federated states, regions, provinces and cities to connect, establish links, build **partnerships**. Though it is true that States continue to own a monopoly on the negotiation and establishment of global rules, local public entities are having their moment, engaging in all sorts of negotiations, reaching agreements with counterparts, searching for the opportunities that best serve their specific interests and necessities. At covering diverse topics such as **trade and investments**, cultural and educational or research **cooperation** programs, cities and regional entities are building their own transnational networks, therefore, ultimately, influencing world politics, in a crucial moment of rising tensions regarding the demand for a reconfiguration of the current western led world order, led by some developing countries, among which the Brazilian State.

Giving the importance of such trends, the present edition of our CG Magazine proposes a focus in international relations of the Ceará State and its capital, Fortaleza, towards a sustainable and healthy development of the local economy and society.



EDITORIAL

The Ceará - State of Brazil -has been engaged in such a quest for quite a long time. Local limited conditions for development have always constituted a basic motive for its population and leading authorities to look outwards. Its **logistic and technology hubs**, its Export Processing Zone (ZPE), unique in Brazil, are famous examples of this trend, result of decades of incessant investments and dedication, government after government. The existence of a formal structure, the **Secretary of International Relations** demonstrates the level of importance given to the search for a more direct, autonomous, inclusion in the global community. The capital of the State itself, Fortaleza, also maintains a formal structure responsible to search for and help organize agreements and partnership in the name of the city, through its Coordinating Centre of International and Federative Relations, as more and more commonly practiced by regions and big cities on the globe. One example is the recent renewal of a 20 years old **agreement** with the chinese Fujian province. This agreement was originally negotiated and signed

when the Fujian State was managed under the responsibility of no less than Xi Jinping himself! During the March 30th online meeting, meant to renew and deepen the partnership, **opportunities** were discussed in various sectors such as the digital economy, internet of things, artificial intelligence, connections between ports, logistics, green energy and education, with the direct participation of the Ceará State University, including Exchange programs for the under graduation and graduation levels. The State of Ceará is on the verge to join the Chinese BRI project through its connection with the Fujian State.

The mayor of Fortaleza, on his side, just travelled to Stockholm, Sweden, to participate in events on **climate** issues and attend the agenda of meetings on youth, innovation, technology, among others major potential lines of cooperation with the swedish city. The city also recently organized an international seminar on Cycling Policies, in the context of the **United Nation's SDG project**, in cooperation with the Dane embassy.

It is time for us to discover more of local and regional initiatives in International Relations that will help shape the Ceará State and Fortaleza's opportunities in a foreseeable future. Have a look and do accompany us on our weekly release of News! We will maintain you informed on further development of international relations applied to our local authorities.



CEARÁ'S INTERNATIONAL AGREEMENTS

This session will address Ceará's main agreements with other countries, with priority to the most recent and relevant trade agreements.

Relation Ceará - China

It is widely known that China is one of the largest trading partners not only of Ceará, but of Brazil and with the visit of the Ceará delegation to China, this relationship is only intensifying and bearing even more fruit, given the current geopolitical moment that favors Brazil in a way, and it is the moment of a more South-South relationship proposed by the current government, bringing a greater impact to the BRICS.

Thus, during his visit to China this week along with President Lula's entourage to the Asian country, the governor of Ceará, Elmano de Freitas, signed three agreements with Chinese companies. The initiatives promise to boost the state's economy, especially in the area of energy.

The first agreement signed was with the Mingyang Smart Energy Group for investment and implementation of the Center for Technology and Repair of Wind Generators in the State of Ceará. The document foresees the installation of an offshore wind energy pilot plant, besides the production of ammonia and green hydrogen in Ceará territory.

Visit of the delegation from Ceará to China.



Fonte: Sedet

In the second one, with the company Spic, the agreement signed will guarantee the realization of feasibility studies for projects in the production of onshore and offshore wind power, solar energy, blue and green hydrogen, and fuels within the Pecém Industrial and Port Complex.

The third agreement signed was with the Gansu Science & Technology Investment group, which aims to encourage the common development of both parties.

CEARÁ'S INTERNATIONAL AGREEMENTS

Ceará - United States relationship

Another extremely relevant power also has a long-standing relevance with several trade agreements and partnerships mainly revolving around the increase in iron ore and steel plate productions, which are a consequence of the rise of Companhia Siderúrgica do Pecém (CSP), favored by the only Export Processing Zone (ZPE) in operation in the country, since 2013, located in the Industrial and Port Complex of Pecém (CIPP).

Based on this prosperous relationship, the Government of Ceará signed with the Government of the United States of America, through its Consulate General in Recife, on May 5, 2022, at the Abolition Palace, a Memorandum of Understanding that establishes a broad partnership between the two governments. This is an unprecedented initiative in Ceará, reinforcing the institutional relationship with the United States, which is Ceará's main commercial partner, and also the State's strategic actions for internationalization. The document was signed by Governor Izolda Cela and the Chargé d'Affaires of the United States Mission in Brazil, Douglas A. Koneff, acting U.S. Ambassador to Brazil.

Areas such as education; health; science and technology; environment and climate change; public security, including narcotic drugs control, measures to combat human trafficking, and prison administration; migration; trade and investment; agriculture; and tourism are included in the Memorandum of Understanding.

In the partnership between Ceará and the United States, the exchange of best practices, services, and technologies is foreseen; exchange of specialists and technical visits by both participants. A working group will be constituted aiming at the development of cooperation projects in these areas, as well as the discussion of services, technologies, and replicability models between both parts.



CEARÁ'S INTERNATIONAL AGREEMENTS

Ceará - Portugal Relationship

The relationship between Ceará and Portugal is prosperous and long-standing, and is the second country that has invested the most in the state, with an investment volume, until the year 2021, of more than US\$ 3.5 billion, especially in the energy, tourism and real estate sectors. In all, there are more than 1,600 companies of Portuguese capital incorporated in Ceará.

President Luiz Inácio Lula da Silva (PT) and the Prime Minister of Portugal, António Costa, met this Saturday (Apr.22, 2023) at the 13th Luso-Brazilian Summit, in Lisbon. The aim of the meeting is to strengthen the ties between the 2 countries. 13 agreements and partnerships were signed, including memorandums of understanding between the space agencies of Brazil and Portugal, the film agencies of the 2 countries for audiovisual co-production, and Fiocruz (Oswaldo Cruz Foundation) with several ministries of the Portuguese government. An agreement was also signed for equivalence of studies at the fundamental level.

It is important to mention the two memoranda signed in 2022 during the Institutional and Business Mission of Blue Economy in the Capital that brought together a Portuguese delegation, businessmen from Ceará, and representatives of the Federal and State Government.

The first one was between Fiec itself and the Institute for Systems Engineering and Computers, Technology, and Science (Inesc Tec) to promote technological knowledge exchanges for application in Ceará.

The second one deals with the formalization of the intention of the commercial partnership between the Portuguese company Gel Peixe, which wants to export products that are not available here via Caix Pescados that will commercialize, at first, in the state and in the Northeast region.

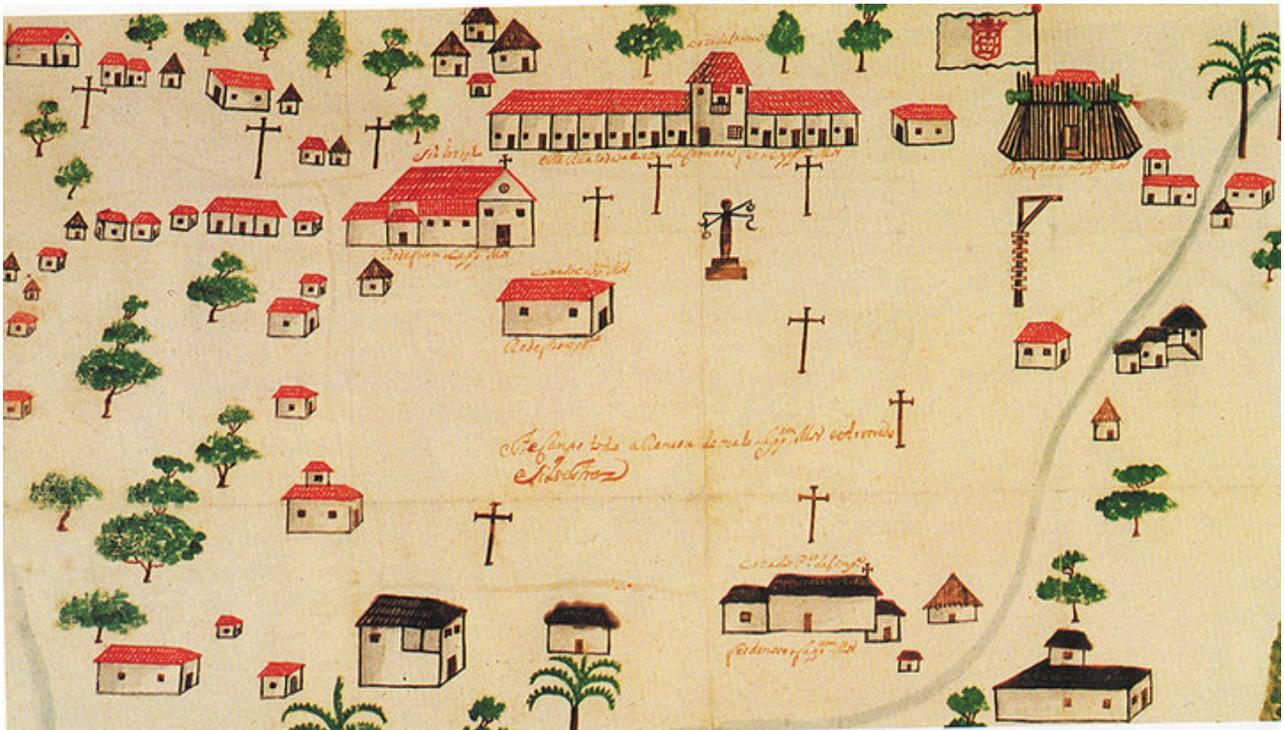
Meeting to expand relations between Ceará and Portugal during the visit of state secretaries and ambassador.



Fonte: Carlos Gibaja Fotos

HISTORICAL BACKGROUND OF CEARÁ'S EXPORTS

Ceará's economy and history related to exports are very distinguished and volatile. For centuries Ceará was a "land of leather", dedicated, above all, to the sale of cattle and their meat to other provinces of the then Portuguese Colony of Brazil. With the metropolis-colony relation, Brazil was to provide only to mainland Portugal legally, with only smugglers having the ability to export goods from Ceará to other countries (such as the Netherlands, England and other colonial nations). Sugarcane cultivation also played a major role, providing the role of the number 1 producer of sugar to Portugal, which was a big deal, since sugar was a very valuable commodity at the time.



18th century map of Fortaleza, Ceará's capital

HISTORICAL BACKGROUND OF CEARÁ'S EXPORTS



Facade of the School of the Immaculate Conception, Ceará, 1905

At the end of the 18th century, with the War of Independence in the United States, the cultivation of cotton had a huge boost, becoming one of the main economic activities in Ceará. To this was added the production of coffee in the "serras" (a local type of rounder mountain) and, finally, agricultural, fishing and subsistence livestock activities.

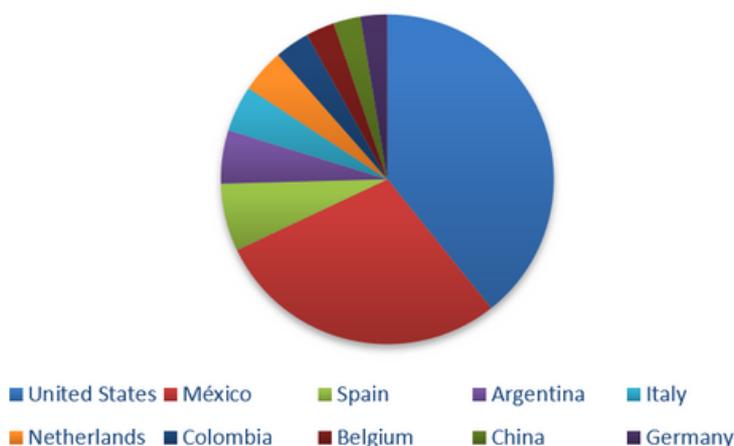
The importance of cotton, as the main wealth, in Ceará's economy extended from the 19th throughout the 20th century, until the 1970s. New pests, such as boll weevil, ruined cotton farming in Ceará, leading to a gradual loss of importance in the local economy

Nowadays, Ceará's main products are much more diversified, and as Brazil opened its economy throughout the end of the 20th century, Ceará has specialized in many different areas, which we'll see on the next segment!

PANORAMA OF CEARÁ'S EXPORTS

Analyzing Ceará's exports during 2022 and the beginning of 2023, we can clearly see who are the state's main trading partners.

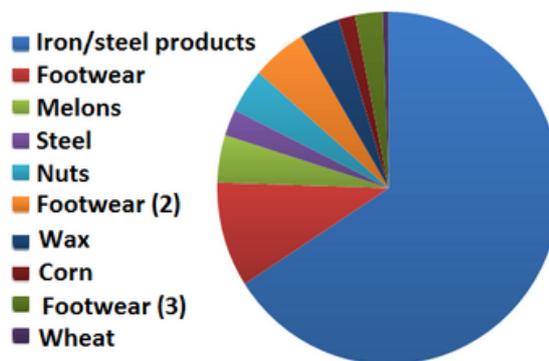
Ceará's main exporting partners



The United States and Mexico are, by far, the main destination of Ceará's exports, showing the impact of the North American continent on the economy. These countries are followed by both South American and European countries, with exception of China, Brazil's main trading partner.

Regarding the main exporting products, Ceará is a big player when it comes to different types of footwear. However, the main product sold to other countries is, by far, Iron and Steel alloy products, which represents more than 65% of sales. As expected, the main buyer of that product is the USA, which in return has Brazil as its main supplier of it.

Ceará's main exporting products

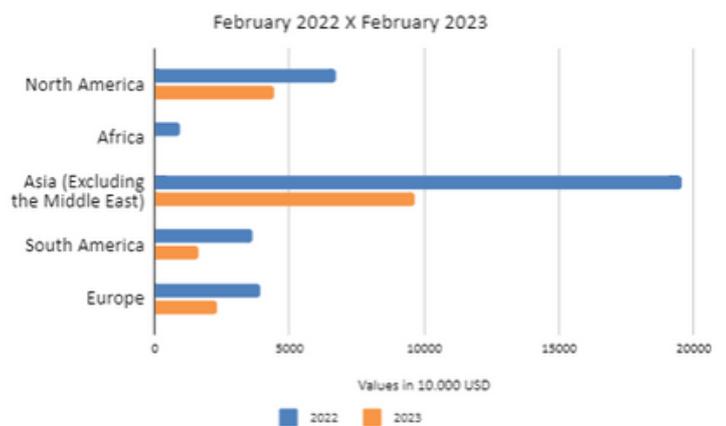


PANORAMA OF CEARÁ'S IMPORTS

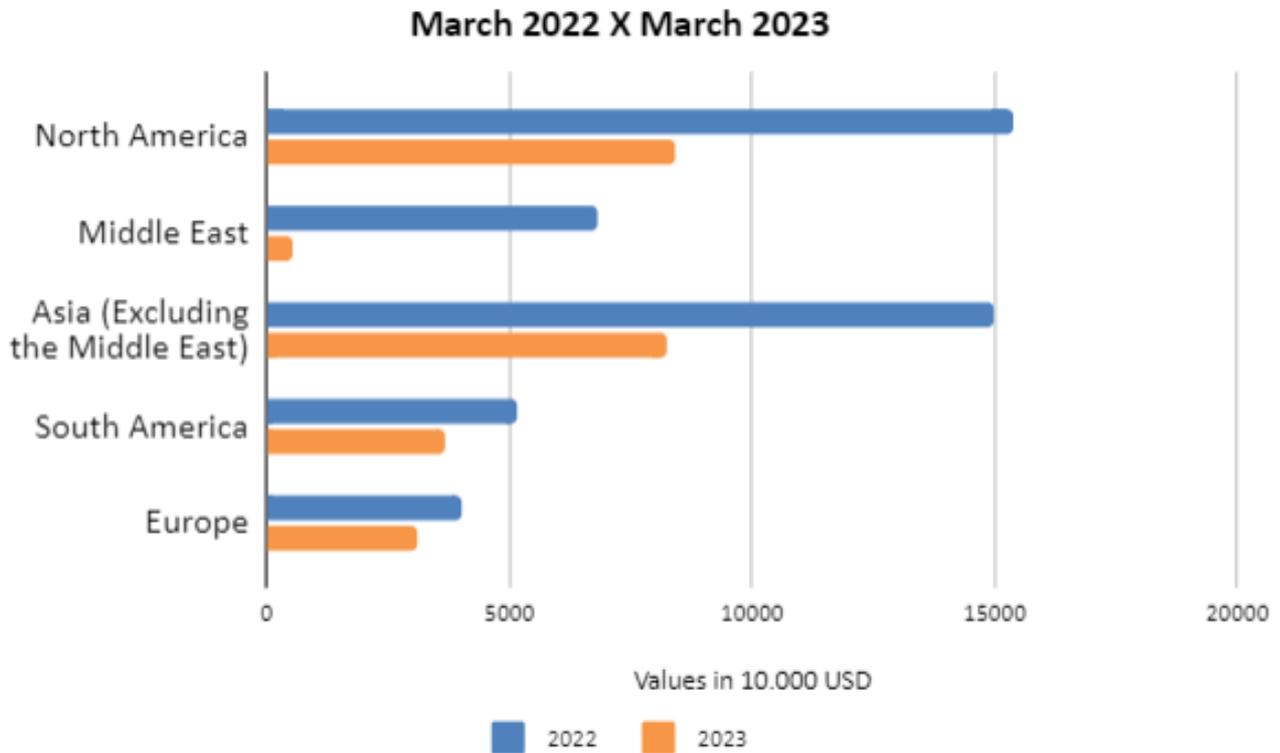
For this aspect, the first three months of 2022 and 2023 will be analyzed, as well as the top 10 countries of origin for goods imported by Ceará, grouped by continent and ranked according to the total value of imported items.

First, a comparison will be made between the first three months of each year. In both 2022 and 2023, China and the USA were the top countries of origin for products imported by the state of Ceará in January. Another aspect worth noting is the absence of the Middle East in Ceará's imports in 2023, after being responsible for more than 126 million dollars in imports by the state.

In the month of February, 2022, Africa appeared for the first time in this study among the top 10 countries of origin for goods imported by Ceará, represented by Egypt. While China and the USA remained the top two countries, in 2023, Germany, Argentina, and the Netherlands were very close in value for the third place.



PANORAMA OF CEARÁ'S IMPORTS



Finally, for March, the Middle East is back in the top 10, taking the place that Africa held in February 2022. It appears for the first time in the 2023 study, but with a much lower value when compared to its numbers in January 2022. The current values represent only 4% of what they once were. Another interesting fact is that in 2022, the Middle East was represented by the United Arab Emirates, but in 2023, it does not figure in this study, and the region is now represented by Israel.

PLAYERS IN CEARA'S INTERNATIONAL RELATIONS

To conclude, it is pertinent to discuss the players in the chain of international relations in Ceará. Some that can be highlighted are:

APEX



The Brazilian Export and Investment Promotion Agency (Apex-Brasil) operates nationwide to promote Brazilian products and services abroad and attract foreign investment to strategic sectors of the Brazilian economy. The Agency currently supports around 15,000 companies in 80 sectors of the Brazilian economy.

In Ceará, it has intensified its participation especially with the Export Qualification Program (PEIEX), launched in 2021, offered by Apex-Brasil in order to prepare Brazilian companies to start the export process in a planned and safe way. PEIEX is offered all over Brazil, with Operational Centers installed in partnership with Educational Institutions, Industry Federations and Research Support Foundations.



PLAYERS IN CEARA'S INTERNATIONAL RELATIONS

FIEC



The FIEC System is formed by the Industry Social Service (SESI), the National Industrial Learning Service (SENAI), the Euvaldo Lodi Institute (IEL), and the International Business Center and is present in Fortaleza and in important cities of the Metropolitan Region, Northern Region, Vale do Jaguaribe, and Cariri.

FIEC's international area, the International Business Center, has been providing services for more than two decades to industries interested in internationalizing their products, preparing them to operate in foreign markets through customized services according to the company's needs.

With a vast portfolio of products and services, in order to assist industries in expanding their business, the CIN configures itself as a reference center in international relations for the state's industries, contributing to sustainable economic development, through partnerships with public and private institutions.



PLAYERS IN CEARA'S INTERNATIONAL RELATIONS

SECTORAL CHAMBERS

The Sectorial Chambers are organs linked to the Development Agency of the State of Ceará - ADECE, with the purpose of proposing, supporting and following up projects and actions aiming at the sustainable development of the State of Ceará. Among the Chambers at the international level, it is pertinent to mention:



BRAZIL PORTUGAL CHAMBER IN CEARÁ - TRADE, INDUSTRY AND TOURISM (CBP-CE)

President: Antônio Eugênio Gadelha Vieira

Birthday: April 20th

Address: Casa da Indústria - Av. Barão de Studart, 1980 - 2º floor - Aldeota - CEP60120-901 - Fortaleza -CE

Phone: (85) 3261 7423

E-mail: secretariace@cbpce.org.br

Site: www.cbpce.org.br

Attributions: to foment international business from the state of Ceará and foreign investments.



ITALIAN-BRAZILIAN CHAMBER OF COMMERCE

Delegates: Paulo Eduardo Magnani and Alexandre Goiana

Address: Rua Coronel Alves Teixeira, 1290 - Andrade Goiana Advogados Associados - Dionísio Torres - Zip Code 60135-208 - Fortaleza -CE

Address: (85) 99974 4787

E-mail: paulo.magnani@camaraitaliana.com.br / alexandre.goiana@camaraitaliana.com.br

Site: www.camaraitaliana.com.br

Attributions: to develop commercial relations between Brazil and Italy.



PLAYERS IN CEARA'S INTERNATIONAL RELATIONS



FOREIGN TRADE AND FOREIGN INVESTMENT
SECTOR CHAMBER (CS COMEX & IE)

President: Mônica Luz
 Birthday: November 3
 Address: Av. Dom Luís, 807 - 7th floor - Ed. Etevaldo Nogueira Business - Meireles - Zip Code 60160-230 - Fortaleza - CE
 Telephone: (85) 3457 3326
 E-mail: cscomez@adece.ce.gov.br
 Site: www.adece.ce.gov.br/comercio-exterior

Attribution: to foment international business in the state of Ceará and foreign investments.



BRAZIL-ETHERLANDS CHAMBER OF
COMMERCE

Representative in the state of Ceará: Mariana Luz Zonari
 Birthday: 4/5
 Address: Av. Santos Dumont, 2828 - sala 701 - Torre Santos Dumont - Aldeota - CEP 60150-162 - Fortaleza - CE
 Phone: (85) 3308 7300
 E-mail: ceara@bradutch.com

Attributions: to connect and foster the commercial relations between Brazilian companies and those from the Low Countries.



BRAZIL-AFRICA CHAMBER - TRADE, INDUSTRY AND TURISM

President: Roberto Marinho
 Birthday: November 3
 Address: Av. Engenheiro Santana Júnior, 2468 - Cocó - CEP 60192-200 - Fortaleza - CE
 Phone: (85) 99982 7722
 E-mail: brasilangola.admce@gmail.com / robertomarinho.eng@gmail.com

Attributions: to foment business between Brazil and Africa, having Angola as a gateway; to generate partnerships with the other chambers of commerce to increase commercial relations, by means of business missions, international fairs, lectures, among other partnerships; to promote Angola to the Northeast and vice-versa, thus generating a favorable environment for business and knowledge about the realities, the challenges and the scenarios of Angola and all of Brazil.



INTERNACIONAL RELATION POSTS

Government of Ceará delegation presents state and discusses project financing with Bank of China. Opportunities for investment in the renewable energy sector in the state were discussed on Thursday (30) in a meeting of the Ceará government delegation at the Bank of China (Boci) in Beijing, China. The Chinese state financial institution is the main channel for external financing in the Asian country and is responsible for the international financing of projects by Chinese companies that are learning about the potential of Ceará in the renewable energy sector.

Check out the full versions on our [LinkedIn page!](#)



In February 2023, exports from Ceará totaled US \$168.98 million, showing a decrease of 5.1% compared to the same period of the previous year, in which US \$177.99 million were registered. Import operations in Ceará registered a total of US \$201.39 million in the same period, representing a significant drop of 46.1% in comparison to the same month of the previous year when the value reached was US \$373.77 million. In this post we approach the main commercial partners of the state of Ceará in the month of February.

Continuing our post about Ceará - International Relations in February 2023, you can check more data on exports from Ceará cities, Icapuí, Maracanaú and Aquiraz, and their main destinations in the world. The municipality of Eusébio, for example, achieved a 25.0% growth in its sales compared to February 2022, totaling a value of US \$7.66 million. In February 2023, the state of Ceará had the participation of 48 municipalities in exports, an increase of 4.3% compared to the previous year.



INTERNACIONAL RELATION POSTS

It is no secret that Brazil is one of the United States' largest allies in terms of trade, but do you know the relationship between the state of Ceará and this economic giant? This relationship has intensified with various commercial agreements and partnerships generated primarily around the increase in the production of iron ore and steel plates, consequence of the rise of the Pecém Steel Company (CSP), favored by the country's only Export Processing Zone of Ceará (ZPE) in operation since 2013, located in the Pecém Industrial and Port Complex (CIPP).

Check out the full versions on our [LinkedIn page!](#)



Seeking to bring more content related to international relations between the state of Ceará and the Asian country, Ceará Global reported the updates on the trip of the governor of the state along with the federal government delegation. Governor Elmano de Freitas signed three agreements with Chinese companies during his expedition to the country. These partnerships are mainly aimed at boosting the economy of the state of Ceará, especially in the areas of renewable energy.

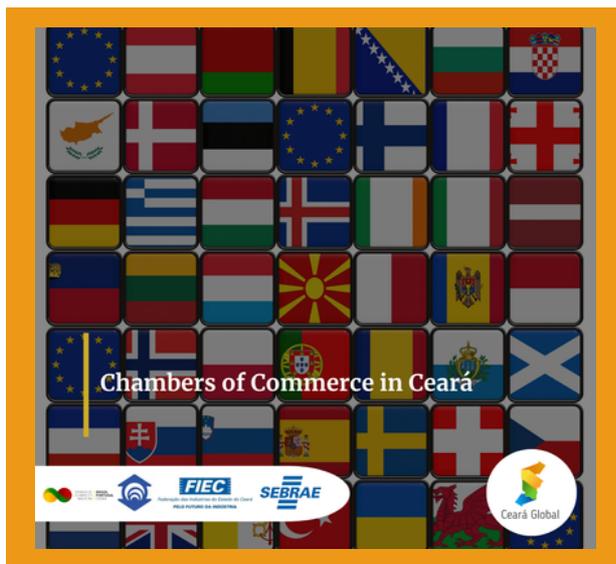
International relations refer to the study of how countries interact with each other in the global system. It involves examining the political, economic, and social dynamics that shape the relationships between states, as well as the roles of international organizations, non-state actors, and other factors that affect the international system. International relations are crucial for foreign trade because they help to shape the policies and regulations that govern the movement of goods and services across borders.



INTERNACIONAL RELATION POSTS

The northeastern Brazilian state of Ceará is a major economic center whose main trading partners include the United States, China, Spain, France, and the Netherlands. Footwear, cashew nuts, fruits, seafood, crustaceans and textiles are among Ceará's main exports. Chemicals, fuels and lubricants, machinery and mechanical equipment, electrical and electronic equipment, and motor vehicles are the main imported goods. In this post we address how Brazil participates in the issue of international agreements.

Check out the full versions on our [LinkedIn page!](#)



Chambers of Commerce serves as an initial contact for companies wishing to enter international trade and their establishment is encouraged by many countries. Chambers of Commerce provide lists of companies interested in commercial exchanges and inform you of local business conditions and current trade regulations. Chambers of Commerce also serve as important allies for entrepreneurs interested in exporting their products. Through them, it is possible to obtain more detailed information about the market to which you want to export.

A meeting between the governor of Ceará, Elmano de Freitas, and the Portuguese ambassador in Brazil, Luís Faro Ramos that took place in January had as subject partnerships between Ceará and Portugal, especially in the area of renewable energy. On January 19, the governor of Ceará, Elmano de Freitas, received Luís Faro Ramos. Besides a courtesy visit, the Portuguese diplomat talked to the governor about partnerships between Portugal and Ceará, especially in strategic areas such as the development of renewable energy and other cooperation fronts.





ROSEANE MEDEIROS

Secretary of International Relations for the Government of the State of Ceará

What is the role of the Government of the State of Ceará's International Relations Secretariat?

The Secretariat of International Relations (SIR) is an organ of the State Direct Administration and it was created by the Law no 18.310 on 02/17/23. Its mission is to act as the State's interlocutor on matters that have an international interface. It is its competence to execute the interinstitutional and intersectorial articulation for the attraction of foreign investments, raising external funds and commercial intelligence, as well as to assist the Executive Power in accomplishing international partnerships, on diplomatic matters and articulation with the society.

What are the highest priority actions on the Secretariat's agenda?

To publicize the potentialities of Ceará in the international sphere in order to prospect new business opportunities and promote economic, sustainable and inclusive development.

What are the Secretariat's expectations on the short-medium term expectation on its actions? And the long-term expectations?

In the short-medium term, our expectation is to contribute with the other secretariat and public body from the state administration on the deployment of the ongoing international projects and collaborate on the overseas promotion of the products made in Ceará. In the long term, we expect to act strongly on the dissemination of the state as an important destination for foreign investment; extend and innovate the action on the paradiplomacy field and in the articulation with the society; seek to attract resources that could have a positive impact in people's lives, creating inclusive opportunities.



In light of the current international economy, post-pandemic and with the conflict between Russia and Ukraine that has been going on for over a year, what are the main challenges for Brazil and especially for Ceará?

The COVID-19 pandemic and the conflict between Russia and Ukraine have generated major instabilities in the world economy. The pandemic caused a slowdown in global demand for products and services, which affected international trade and impacted the Brazilian economy. In addition, international conflicts tend to generate political and economic uncertainties that can affect markets. In the specific case of the state of Ceará, the crisis caused by these events can bring a great opportunity, given Europe's need to seek new gas suppliers while also seeking to decarbonize its economy. Ceará has great potential for the production of renewable energy, a strategic location and a modern port, which allows us to export green hydrogen and ammonia to Europe, which has a great demand for these products.

During the visit to China back in March, some cooperation agreements were signed with the State of Ceará. Can you tell us a little about these agreements and their expected benefits for the State?

There is great interest from China in establishing partnerships with the state of Ceará in the areas of renewable energy and hydrogen production, infrastructure, healthcare, technology, in addition to the interest of financial institutions in financing Chinese investments outside China. In the visits to China carried out in the period of March and April 2023, the state government signed 04 (four) Memoradus of Understanding (MoUs) with Chinese institutions, namely:

- o GANSU TUS GREEN TECHNOLOGY INNOVATION
- o MINGYANG SMART ENERGY GROUP CO., LTD
- o STATE POWER INVESTMENT COORPORATION - SPIC
- o GANSU SCIENCE & TECHNOLOGY INVESTMENT GROUP CO.,LTD

In general, all actions developed by our Secretariat aim at the development of Ceará with environmental and social sustainability, following the leadership's vision of generating opportunities for the population, reducing poverty, ending hunger, meeting demands related to health and promote the inclusion of the population. In order to achieve these objectives, which Governor Elmano has laid down very clearly for us, international partnerships play a very important role.



Who are the State of Ceará's main trade partners for exports?

Considering the period from 2022 to March 2023, the 05 (five) main trading partners of Ceará for export operations and their respective purchased products are:

- United States;
- Mexico;
- Spain: Bituminous coal, not agglomerated;
- Italy;
- Argentina: Footwear uppers and components;

The Product that Ceará most exported to the United States, Mexico and Spain was: Other semi-manufactured products of iron or non-alloyed steel, with a rectangular cross-section, which contain, by weight, less than 0.25% of carbon.

How the Secretariat intends to assist importers and exporters in their relations with other countries? And on the development of an internationalist culture?

Through articulation with other State actors, the Secretariat for International Relations will be able to assist importers and exporters by strengthening their relationship with the countries of interest, in addition to providing articulation with the Federation of Industries of the State of Ceará (FIEC), through through the Ceará International Business Center (CIN), and also next to the Port of Pecém for customs articulations. For the development of an internationalist culture, the Secretariat for International Relations will be open to participate in fairs and events in favor of Foreign Trade, in addition to participating in discussions in favor of the development of this culture.

In your view, based on your experience with both the private and public sectors, how can we make Ceará increasingly global?

Introducing Ceará to the world, its potential, attracting the attention of external agents and investors to the competitive advantages of the State of Ceará and, mainly, dealing with professionalism and speed with investors and partners, taking advantage of this very special moment of energy transition that can provide the economic transformation of the state.



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