

# THE SECTORIAL CHAMBER OF FOREIGN TRADE



CÂMARA SETORIAL  
DE COMÉRCIO EXTERIOR



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

**GEORGE BRAGA**

Executive Director AECIPP

**THE FOREIGN TRADE SECTOR CHAMBER - THE COMBINED FORCE THAT INTERNATIONALIZES CEARÁ**

In a world of constant change, opportunities and challenges, Ceará has stood out for its commitment to internationalization. At the heart of this initiative is the Foreign Trade Sector Chamber, linked to ADECE/SDE - the Ceará State Development Secretariat. More than just an entity, this Chamber is the forum for dialogue and action which unites various institutions in favor of a common goal: making Ceará a global and sustainable player.

Ceará is experiencing a unique moment in its history. We have a unique opportunity to grow exponentially and create opportunities. In this context, the Association of Companies of the Industrial Complex of the Port of Pecém (AECIPP) celebrates its eighth anniversary in 2023. We are part of the state's economic start-up. We are also open to collaborating and supporting actions that promote Ceará's development. We use the verbs "Represent, Cooperate, Teach and Articulate" as our mantra.

Our work aims to think and strategically implement the present and the future around an Axis of Governance, that provides a sustainable development for the Pecém Industrial and Port Complex and, consequently, for the state of Ceará. To this end, we seek to bring together public authorities, companies, society and academia - a combination that we believe is fundamental to aligning interests and bringing benefits to the people of Ceará. We act through meetings, events, and 10 Thematic Forums, which debate topics of interest to companies and society.



The Pecém Complex is the present and the future, as it already has a vibrant business environment, active companies, participating educational institutions, interested investors and, above all, hard-working people. The investments are happening, with the ecosystem already in place and with more than R\$16 billion in structural investments in the complex and its surroundings, such as the thermoelectric plant, refinery, sanitation, among others.

Furthermore, our natural conditions of sea, wind and sun give us the chance to expand national and international investment, as well as bring about sustainable development. The greatest example of this is green hydrogen, with more than 30 memorandums signed and some already about to come to fruition in the near future, such as Fortescue.

We have a prosperous horizon ahead of us. It excites us, but it also shows that there is a lot of work that we must do. We need to prepare our workforce, strengthen the supply chain and harmoniously organize the business environment so that this whole ecosystem helps each other. There will be opportunities for everyone, which is why we need to make a concerted effort to bring together all the players concerned.

In this perspective, the Foreign Trade Sector Chamber plays an important role in bringing together in one forum institutions focused on thinking about actions, projects and defining priority measures of interest to the state of Ceará.

Thinking about a Global Ceará depends on structuring initiatives, with dialog and establishing effective actions. And CS COMEX has contributed a great deal to the formulation of the state's public policies.

The Chamber has been one of the most important tools for advancing export policy, diversifying the agenda and destination, establishing permanent government dialog with private initiative and academia - a model that AECIPP endorses as the representative of companies operating in the Pecém Complex.. May this editorial be not only an introduction, but also an invitation to reflect on Ceará's unlimited potential when institutions come together for a greater purpose.

**We wish you all an excellent reading and reiterate our optimism for the future!**



# BACKGROUND OF THE SECTORIAL CHAMBERS

The first sectoral chambers in Brazil emerged as complements to economic policy, and were presented by the country's main industrial complexes with the aim of facilitating sectoral agreements between businesspeople, workers and the government. They played a relatively significant role during the 1990s, including the creation of a sectoral chamber for the agro-industrial sector. However, over time, these chambers gradually lost their relevance as forums for discussing and formulating policies related to the production of goods and services.

In 2003, the Ministry of Agriculture, Livestock and Supply (MAPA) set up new sectoral chambers to support the National Agricultural Policy Council and the Agribusiness Council (CONSAGRO). In the context of MAPA, the concept of Sectoral Chamber is related to the idea of a "group made up of representatives of bodies and entities, both public and private, which are part of the various links in an agribusiness production chain, centered on one or more products". Thematic chambers, on the other hand, are linked to areas of knowledge and activity that cover all productive sectors.

Within the Ministry of Agriculture, Livestock and Supply (MAPA), the chambers focus on the various sectors of agriculture, always adopting a systemic approach and considering the production chain vision. There are currently 32 chambers in place, of which 29 are sectoral and 3 thematic. The chambers are made up of leaders from producers, industrialists, suppliers of services and inputs, machinery and equipment, as well as government entities and other organizations working in the sector. They are made up of representatives from the various links in the production chain, representing production, consumption, workers' organizations, business entities and non-governmental organizations, as well as public bodies related to the productive arrangements to which they refer. In addition, there are also thematic chambers, which are related to the service, support instrument, theme or area of knowledge and activity, usually within the remit of the public authorities, but sometimes also by federations, associations and private initiative bodies, dealing with major themes that cut across various production chains.



# BACKGROUND OF THE SECTORIAL CHAMBERS

The state of Ceará began its experience by reviving the broader idea of chambers as forums for debate, a place for the demands of the business community, and the formulation of strategic policies for specific sectors and themes, with the installation of sectorial chambers that function as support for the state's economic development actions, operating within the scope of the Ceará State Development Agency - ADECE, by whom they are created, based on the interests of the specific sector or production chain.

There are currently 14 sectorial chambers in the state of Ceará, all of which, in 2022, were aligned with Ceará 2050, Fortaleza 2040 and the Innovation Economic Clusters. Among them is the Foreign Trade Sector Chamber, which was the theme of Ceará Global in September.



## Câmaras Setoriais

**Text: Sectorial Chambers. Source: ADECE**

# CURRENT ACTIONS OF THE SECTORIAL CHAMBER OF FOREIGN TRADE

Since 2023, the management of the Sectorial Chamber of Foreign Trade (CS Comex) has been the responsibility of president Mônica Luz, who is also a professor at the University of Fortaleza (UNIFOR), as well as providing consultancy in international business. The new management also includes the manager of the International Business Center (CIN) and the Federation of Industries of the State of Ceará (FIEC), Karina Frota, in the vice-presidency and in the executive secretariat of the entity we have George Braga, representing the Association of Companies of the Industrial and Port Complex of Pecém (AECIPP).

With the elected representatives of these 3 institutions: UNIFOR, FIEC and AECIPP, CS Comex's new management has the main objective of re-establishing dialogues between leaders and representatives of the main institutions active in foreign trade in the state of Ceará. To this end, meetings are held to get to know each member's new projects, with the aim of finding points of connection and synergy.

Other objectives include identifying business opportunities for the state's industry, with actions aimed at presenting Ceará's foreign trade institutions to Brazil and the world, with a view to facilitating local trade with new commercial partners.

CS Comex acts as a proposer and executor of activities and projects that contribute to and boost the competitiveness and growth of foreign trade in Ceará, always seeking to facilitate broad access by exporters and importers to strategic information by strengthening partnerships and proposing integrated actions.



# MEMBERS OF THE SECTORIAL CHAMBER OF FOREIGN TRADE

In this section, we discuss the organizations that make up the Sectoral Chamber of Foreign Trade in September 2023, exploring their particularities and projects. They are listed here in alphabetical order, and all those present on LinkedIn have their respective links attached. For the others, links to their respective posts made during the month of September on the Ceará Global social media page have been attached.



## ADECE

 [Agência de Desenvolvimento do Estado do Ceará \(Adece\)](#)

The Ceará State Development Agency (Adece) was created by the Ceará State Government with the aim of implementing the policies and guidelines coming from the Secretariat for Economic Development (SDE). It is to Adece that the Sectorial Chambers of the state of Ceará are linked. Adece is responsible for executing and operationalizing development and promotion policies in the sectors of industry, renewable energy production, trade, services, tourism, mining, agribusiness, technology-based agriculture, and family farming, as well as innovation in the state of Ceará.



## AECIPP

 [AECIPP](#)

AECIPP (Association of Companies of the Pecém Industrial and Port Complex) is a non-profit organization with the aim of supporting and promoting the sustainable development of Industry and of the Pecém Industrial and Port Complex. Founded on September 30, 2015, AECIPP works through the collaboration of its members and partners, with a focus on communication and interaction with Communities, Companies Government and Academia.





## AMCHAM



Founded in 1919, AmCham is an independent, non-profit organization that serves as a strategic bridge between Brazilian and American companies. Its primary focus is to promote commercial cooperation and investment between both countries, thereby fostering economic development and expanding their businesses. In 2021, for instance, AmCham Fortaleza conducted the CE Avança Project, a forum aimed at discussing the prospects for growth in the state and the development of the local market. This initiative was based on the pillars of infrastructure, innovation, and investments and comprised five meetings that brought together the private sector, the government, institutions, and society to advocate for the development of the State of Ceará.



## BRAZILIAN ARGENTINE CHAMBER OF COMMERCE



The Brazil Argentina Chamber of Commerce, Industry and Tourism of Ceará (CBACE) is an organization focused on developing business between Argentina and Ceará, researching and offering products and services in the market, promoting events, congresses, trade missions, among other initiatives.

The organization encourages people to get to know the Argentine culture better, holding various cultural exchanges that show the best of Argentine gastronomy, art, entertainment and sports.





## BRAZILIAN PORTUGUESE CHAMBER OF COMMERCE IN CEARA -CBPCE

[!\[\]\(0cc5c4c18dd72a91e21b90220aef9c5d\_img.jpg\) Câmara Brasil Portugal no LinkedIn](#)

The Brazilian Portuguese Chamber of Commerce in Ceará - Commerce, Industry, and Tourism (CBP-CE), founded in June 2001, is a non-profit civil association operating in the state of Ceará, Portugal, and other Portuguese-speaking countries. Its mission is to increase socioeconomic relations between Ceará and foreign entrepreneurs, especially Portuguese and Portuguese-speaking countries, through the strengthening of business relationship networks and purposeful debate on the international business environment. Prospecting and scheduling meetings with potential business partners, information on incentives for investors, curatorship, organization and reception of trade missions, market research, and networking promotion are some of the services offered by the Brazil Portugal Chamber in Ceará.



## CIPP

[!\[\]\(3b71157eab31889e641f7620692f0b92\_img.jpg\) Complexo do Pecém](#)

Due to Ceará being a major foreign trade participant in the Southern Hemisphere, the prevalence of institutions of international trades and shipping, such as ports and export processing zones, is notable. A major institution involved in Ceará's international trade relations is Pecém Industrial and Port Complex, a joint venture formed by Ceara's State Government and the Port of Rotterdam. The Complex is composed of various sectors, including an industrial area and the Port of Pecém, which manages the logistics of shipping and receiving of a multitude of international goods involved in import and export procedures through its off-shore terminal. Pecém's Complex aims to integrate the industrial and shipping processes related to international trade, offering facilities for all related activities.





## CORREIOS



Correios is present in more than five thousand Brazilian municipalities and has partnerships with the government, providing logistics services, transportation of biological materials, among others.

One of the facilities offered by Correios is Exporta Fácil, which is a set of services offering convenience to companies and individuals (artisans, farmers, etc.) who wish to export their products more easily. The exporter contracts the postal logistics of their goods to the destination country and the Post Office registers the operation with the Federal Revenue Service's Foreign Trade System - SISCOMEX, all without any additional costs or bureaucracy. The Exporta Fácil facility has 3 options for the consumers; Express, Standard and an Economic one.

Moreover this program, there is the Correios Packet, which has two types of service: Express, which is an urgent import service, and Standard, which is a non-express import service with more affordable freight. Both are for the distribution of international goods up to 30 kg, have tracking, no postage charges and are faster for customs clearance.



## EXPORT PROCESSING ZONE OF CEARÁ



Founded in 2010, ZPE Ceará is based in the Port of Pecém. It offers services to the companies in the free zone, promoting installation, equipment, and the necessary structure for the activities of the customs authority. ZPE Ceará started its production in 2016, and in less than five years, reached the mark of 50 million tons of moved cargo.

The Ceará Export Processing Zone (ZPE), a pioneer in Brazil and a catalyst for the state's economic and industrial development. Situated within the Pecém Complex, this free trade zone was the first of its kind to become operational in Brazil, and it has been instrumental in reshaping the state's export landscape over the past decade, adhering to global best practices. Boasting over 6,182 hectares of investment-ready land and the creation of more than 3,000 direct jobs, ZPE Ceará embarked on 2023 with a slew of technological advancements, including a 4K resolution video monitoring system and streamlined gate barriers, resulting in reduced inspection times.





**Receita Federal**

## FEDERAL TAX AND CUSTOMS AUTHORITY

 [Receita Federal](#)

The Federal Tax and Customs Authority is one of the most important national agencies. It is responsible for administering federal taxes, helping to implement tax policy, foreign trade, and various social security taxes.

In addition, it administers taxes related to foreign trade, supervises and controls customs, prevents smuggling and embezzlement, applies and drafts the country's tax legislation, acts in international cooperation and negotiation, and implements international agreements on tax and customs matters. The institution has programs aimed at tax education and partnerships with other institutions to combat money laundering, tax evasion, and tax avoidance.



## FECOMERCIO

 [Fecomércio Ceará](#)

Fecomércio-CE, as a representative institution of the tertiary sector, aligns the principles of trade freedom and workers' rights with a sustainable development policy focused on dialogue and the well-being of society. It guides, coordinates, and legally represents the economic categories within the National Confederation of Commerce scope. It is in constant transformation, aiming to improve performance, innovate, and ensure the sustainability of commerce businesses.

It works to provide its members and industry entrepreneurs with the most profitable and modern products, services, and partnerships in areas such as Mobile Telephony, Digital Certification, Health Plans, Educational Institutions, Corporate Cards, Tax Incentive Modules, Vehicle Purchases, and other services.

Fecomércio manages SESC, Senac, and IPDC. SESC fosters social change with affordable education, culture, health, leisure, and assistance services. Senac is Brazil's largest commerce-focused professional education institution. IPDC, founded in 1998, provides valuable economic insights into consumer behavior, commerce, and market trends.





Centro Internacional de Negócios do Ceará *Federação das Indústrias do Estado do Ceará*



**FIEC**

 [Sistema FIEC](#)

The goal of the FIEC System is to represent the interests of the industrial sector in Ceará and address their needs in terms of worker health and quality of life, professional training and qualification for the industry. It also provides specialized technical and technological services, promotes innovation and offers executive education. With this purpose, the FIEC system consists of four branches: Social Service for Industry (SESI), National Industrial Learning Service (SENAI), Euvaldo Lodi Institute (IEL), and the International Business Center. FIEC's International Business Center accomplishes this by offering various opportunities in courses, events, the mail clipping platform, and by issuing origin certificates through its partnership with Fecomércio. Additionally, it serves as the DHL Express service center in the state.



**CEARÁ**  
GOVERNO DO ESTADO

## INTERNATIONAL RELATIONS SECRETARIAT

 [Ceará' Global's post on LinkedIn about the International Relations Secretariat](#)

The institution is responsible for advising and coordinating international relations, assisting the Executive Branch in signing international partnerships that aim to strengthen institutions, promote public policies and the socio-economic development of the state.

It also works to prospect international actions, projects and investments to be implemented in the state in partnership with foreign countries and organizations. It focus on maintaining exchanges and promote institutional coordination with international bodies/entities.

Furthermore, it strengthens the state's international relations with other nations and sovereign people and exercises other powers necessary to fulfill its purposes, under the terms of the regulations (Law 18.310 - February 17, 2023).





## ITALIAN BRAZILIAN CHAMBER OF COMMERCE

 [Câmara Ítalo-Brasileira de Comércio e Indústria RJ](#)

The Italian-Brazilian Chamber of Commerce and Industry was established in 1950. It is an entity recognized by the Italian Ministry of Economic Development (MISE).

The organization has 84 Italian Chambers of Commerce in 61 countries. In Brazil, the chamber's focus is on sectors such as gas, oil, tourism, agribusiness, the automotive industry, and technology. The chamber's headquarters in Brazil are in Rio de Janeiro and it has a delegation in Ceará, chaired by Vittorio Ghia, who also serves as Italy's honorary consul in Fortaleza.

The institute offers personalized assistance to companies for their internationalization in Brazil, providing consultancy in various areas. Any company can join the chamber, whether they are of any size, individuals, institutions, associations, NGOs, etc.



## SECRETARIAT FOR THE ECONOMIC DEVELOPMENT

 [SDE - Secretaria do Desenvolvimento Econômico](#)

The Secretariat for Economic Development (SDE) is responsible for formulating, implementing and evaluating the Economic Development Policy of the State of Ceará, as well as monitoring and preparing national and international economic statistics and indicators and their impact on the state economy. Interinstitutional and intersectoral coordination is part of its duties, with the aim of improving the business environment. It is also responsible for promoting strategic actions to attract and support new businesses and investment initiatives; defining, monitoring and evaluating economic incentive policies and programs for the productive sectors; fostering entrepreneurship through economic, structural and managerial incentives.





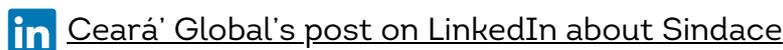
## SEBRAE



The Brazilian Micro and Small Business Support Service (Sebrae) is a private entity that promotes the competitiveness and sustainable development of micro and small business ventures. It offers various courses, consultancies, workshops, and more. In Ceará, it has a service network spread across its headquarters in Fortaleza and 12 regional offices.



## SINDACE



SINDACE is a Political, Economic and Social reference, with institutional and material visibility in the market (heritage), and to maintain its image it has to be aware and collect and forward complaints about practices that could jeopardize the safety and about the agility of customs processes. The Union also actively participates in all forums with Foreign Trade authorities in defense of the proficiency of activities that impact customs processes, always looking for new procedures that can potentially help many ongoing actions.



## UNIFOR



Established in 1973, the University of Fortaleza is a higher education institution recognized regionally, nationally, and internationally. Committed to socio-economic, scientific, and cultural development, the University utilizes NUPEX initiatives to promote internationalization. NUPEX Business Plan aids local companies in going global. NUPEX Ceará Global Networks disseminate trade information and attract foreign investment. NUPEX Events facilitate international connections, including NUPEX Talks for student-exchange with experts and Ceará Global Events promoting the state's foreign trade and economic activities. These initiatives reflect the University's dedication to global engagement and development.





# MÔNICA LUZ

President of CS Comex - Sectorial Chamber of Foreign Trade  
Coordinator of NUPEX - Unifor's Foreign Trade Practice Center

For our interview in the Sectorial Chamber issue, we had a great honor: to interview the President of the Sectorial Chamber of Foreign Trade, Mônica Luz, who also acts as our supervisor in Ceará Global. She represents for us an endless source of knowledge regarding international trade, innovation and management, as is evident from her following quotes. Read the full interview below!

Rebeca Aguiar | Ceará Global Collaborator

## 1. What is the main role of the Adece/SDE Sectorial Chamber of Foreign Trade, and how does UNIFOR relate to this group?

The Adece/SDE Sector Chamber seeks to promote the development of foreign trade in Ceará, bringing together the public, private and academic sectors to identify opportunities and overcome challenges in the import and export scenarios. Unifor, the only university with a bachelor's degree in foreign trade in the state, offers its expertise in the area, both in terms of training and research. Furthermore, the Unifor's Foreign Trade course prepares future professionals fit to work actively and efficiently in this market.

## 2. Prof. Mônica Luz, how do you see the participation of the academic world, particularly Unifor, in this Chamber?

The academic world is an essential link in getting Ceará companies to engage in foreign trade. Since we took up key positions in the Sector Chamber, Unifor has strengthened students' contact with a growing market. As coordinator of NUPEX, I can say that our students are involved in relevant projects, such as the MDIC's National Export Plan and Ceará Global. These actions highlight the vital role of academic institutions in training qualified professionals for the global market.



### **3. And how does Unifor interact with CS Comex member companies and institutions to boost Ceará's foreign trade?**

Unifor, as the only academic representative in the Sectorial Chamber, joins 20 other members, all private and public intervenients in international business activities, in monthly meetings to establish productive dialogues. In addition to these discussions, we collaborate on lectures, training sessions, technical visits and workshops, providing our students with a rich theoretical and practical education.

### **4. What is the connection between the Ceará Global project and CS Comex?**

Ceará Global was a joint initiative of the Sector Chamber, UNIFOR and other institutions focused on the internationalization of Ceará's economy. The Chamber, as a strategic forum, supports actions for the sustainable development of international trade. With this, Ceará Global, operated by Unifor students and NUPEX, disseminates vital information about business environment in Ceará, connecting our state to the international scene.

### **5. Considering your position as president of the Sector Chamber and representing UNIFOR, how do you think we can make Ceará increasingly global?**

To make Ceará increasingly global, it is essential for us to work on several fronts. Firstly, we need to invest in education and training, ensuring that our professionals are prepared for the challenges of international trade. UNIFOR, for example, plays a crucial role in this, preparing students for the global market through its foreign trade course.

Furthermore, collaboration between the public, private and academic sectors must be intensified. This can be done through forums such as the Sector Chamber, where these parties meet to identify opportunities and overcome obstacles in the export and import landscape. It is equally important to promote our culture, products and services on the international stage, showing what is unique about Ceará.

Initiatives, such as Ceará Global, are already paving the way in this direction, but we can always expand our presence at international fairs, business missions and bilateral agreements. Finally, we aim to attract more foreign investments by providing a favorable business environment and adequate infrastructure, as well as promoting Ceará as a strategic business location, when compared to other federative states in Brazil.



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