

# PROFILE OF LOGISTICS IN CEARÁ



Ceará Global  
by  nupex

November Edition - 2023



CÂMARA DE  
COMÉRCIO E  
INDÚSTRIA | BRASIL  
PORTUGAL  
CEARÁ



Federação das Indústrias do Estado do Ceará  
PELO FUTURO DA INDÚSTRIA



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Ceará Global  
by **nupex**



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## EDITORIAL

**MARCELO MARANHÃO**

Marcelo Maranhão President of the Union of Freight Transport and Logistics Companies in the State of Ceará (SETCARCE)  
Institutional Director of the Federation of Cargo Transport and Logistics Companies in the Northeast (FETRANSLOG-NE), Moderator at the 18th edition of Expolog.

The November 2023 issue of the Digital Magazine Ceará Global takes a deep dive into the theme "Profile of Logistics in Ceará - Innovation, Sustainability, Agribusiness", exploring how Ceará is at the forefront of innovation in logistics, driving sustainable development and strengthening its role on the national and international stage. This month's theme was inspired by *Expolog*, which always brings public discussions on current issues and challenges in logistics.

The event highlights the importance of innovation in logistics, which is vital for Ceará's economic growth. Projects such as the Atlantic Logistics Program and the development of Itaitinga in the logistics sector illustrate the state's ability to plan, adapt and innovate. It addresses the road infrastructure of the *Transnordestina*, a Brazilian railroad designed to link the Port of Pecém, in Ceará, to the savannah of Piauí, in the municipality of Eliseu Martins, with a total length of 1,753 km. Once completed in the middle of the *agreste*, the railway will transport 30 million tons of cargo - contributing to the region becoming an important fruit and grain exporting hub.

The 18th edition of Expolog, our international logistics fair, and the first Expolog Hack, are highlights, offering a window into future trends, with a focus on solving challenges in the logistics sector, especially in agribusiness. These events not only show the evolution of logistics, but also how Ceará is investing in new standards of innovation and sustainability.



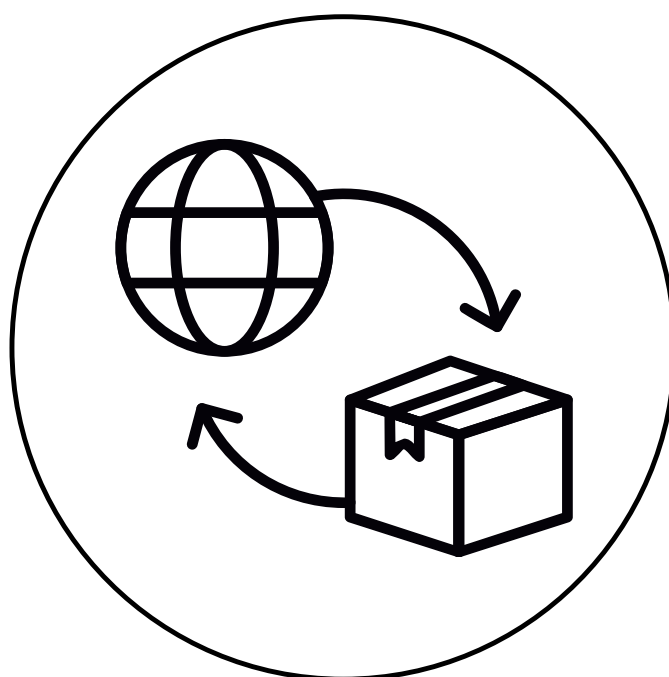
It also addresses issues such as logistical governance for the energy transition, demonstrating the state's commitment to sustainability.

And I couldn't fail to mention the Export Processing Zone, part of the Pecém Complex, Ceará's free trade zone was the first EPZ to become active in the country and has helped revolutionize Ceará's exports over the last decade, in line with international best practices.

To celebrate its first decade of history, the EPZ is launching yet another innovation: the complete automation of processes at the so-called RTM (Relação de Transferência de Mercadoria) gate, responsible for the flow between the Customs Clearance Area and the industrial area.

This edition of Ceará Global reflects our ongoing commitment to bringing readers relevant and inspiring content. I am proud to present the Logística issue, with stories and news that not only inform, but also illuminate the crucial role of logistics in building a more sustainable and prosperous future for Ceará.

Welcome to this journey of discovery and innovation.



# THE TRANSFORMATION OF LOGISTICS IN NORTHEAST BRAZIL: INNOVATION AND SUSTAINABILITY

In the heart of Northeast Brazil lies Ceará, a state undergoing a remarkable transformation in its logistics landscape. Long known for its vibrant culture and beautiful beaches, Ceará is now emerging as a hub of innovation and sustainability in the realm of logistics. The traditional paradigms are shifting, giving way to a more interconnected and efficient system that aligns with the global trends in the industry.

In recent years, Ceará has embraced technological advancements that are reshaping the logistics sector. The integration of smart technologies, data analytics, and real-time monitoring has enhanced the precision and speed of cargo movement. This digital evolution not only optimizes supply chain processes but also reduces environmental impact, aligning with the state's commitment to sustainability. Ceará's logistics sector is becoming a showcase for how innovation can drive positive change in regional economies.



One of the key drivers of this transformation is the emphasis on sustainability. Ceará is making strides in adopting eco-friendly practices in logistics operations. From the use of electric vehicles to the implementation of green infrastructure, the state is working towards minimizing its carbon footprint. This commitment not only reflects a responsibility towards the environment but also positions Ceará as a forward-thinking player in the global logistics arena.

As Ceará navigates this transformative journey, it serves as a testament to the resilience and adaptability of the region. The integration of innovation and sustainability in logistics not only boosts economic growth but also ensures that future generations inherit a well-balanced and eco-conscious infrastructure. Ceará is not merely transforming its logistics; it's creating a blueprint for a sustainable and efficient future in the heart of Northeast Brazil.



## LOGISTICS AND ENERGY TRANSITION

Logistics and energy transition are two crucial elements in the regional development of the Brazilian Northeast, a region known for its vast potential in renewable resources, especially wind and solar energy. This transition involves replacing energy sources based on fossil fuels with cleaner and more sustainable alternatives, significantly impacting the economy, the environment, and society.

Numerous strategies have been employed to enhance transportation and logistics infrastructure, which is vital for facilitating the flow of materials and equipment necessary for the construction and maintenance of renewable energy facilities. It is essential to develop government policies that encourage the production and use of renewable energies through subsidies, facilitated financing, and tax reductions. Similarly, investing in education and training to develop local skills specific to the renewable energy sector is crucial for sustaining the energy transition. In this regard, partnerships between the public and private sectors can expedite the development of renewable energy projects, leveraging both government resources and business expertise.





Significant impacts are expected with the energy transition. The energy transition can serve as a catalyst for economic development, generating jobs, attracting investments, and promoting local industries. Regarding environmental sustainability, the substitution of polluting energy sources with renewable ones significantly reduces greenhouse gas emissions, contributing to the fight against climate change. The diversification of energy sources enhances the region's energy security, reducing its dependence on imported fossil fuels. There is also a substantial impact on social development; the energy transition can lead to social improvements, such as poverty reduction and an increase in the quality of life, through job creation and access to cleaner and more affordable energy.

Logistics and energy transition represent a unique opportunity for the Brazilian Northeast, not only to move towards a more sustainable future but also to boost its economic and social development.

Ceará is currently aiming to become one of the leading states in the implementation of the energy transition in Brazil. This can be demonstrated through investments made by the Pecém Complex, Cactus Energia Verde, and partnerships between several bodies such as the Federation of Industries of the State of Ceará (FIEC) and the Economic Development Agency of the State of Ceará (ADECE). At the international logistics fair - EXPOLOG, this was one of the main themes discussed at the event, exploring the diverse logistics modes and their migration to the use of more sustainable energy sources.



# PROFILE OF LOGISTICS IN CEARÁ'S POSTS

Atlantic Logistics is a strategic program, used by the Ceará 2050 project platform, which uses the privileged location of the state of Ceará to promote the development of the state's logistics structure through the integration of modes, simplification of customs barriers and improvements to increase the leverage of the Ceará economy.



Given the complex processes involved in logistics, many different practices and ideas have been developed to aid in the related steps.

One of these practices is "cabotage", cabotage is the name given to the transportation of goods and passengers within the same country.

A city in the Metropolitan Region of Fortaleza, called Itaitinga, is emerging in the logistics sector. The city recently received a distribution center from Amazon, the world's largest e-commerce company, and there are still initial talks to attract other powerful e-commerce players, such as Mercado Livre and Magazine Luiza.



# PROFILE OF LOGISTICS IN CEARÁ'S POSTS

Transnordestina Logística is a private company constructing a 1,753 km-long international standard railroad that traverses 53 municipalities, connecting Piauí to the port of Pecém in Ceará and passing through Pernambuco.



Over the last few decades, Ceará has been expanding and modernizing its logistics and infrastructure structure, a key point in the economic production chain. In 2022, works were promoted through the Ceará de Ponta a Ponta program, which established road integration, the generation of direct and indirect jobs, more safety and agility for traffic in the state.

In the world of logistics and international trade, much importance is placed on conventions and expositions, which allow for sharing of information and networking between all those involved, opening up opportunities for businesses and individuals to cooperate and create new relationships with those within their professional area. The biggest logistics convention in the north/northeast of the country is Expolog - International Logistics Fair, happening on the 22 - 23rd of November at Ceará's Event Centre.



# PROFILE OF LOGISTICS IN CEARÁ'S POSTS

Logistics is present in every part of a company, from the purchase of raw materials to the delivery of the final product. It involves areas such as warehousing, transportation and distribution, integrating with operations, marketing and finance in order to improve the efficiency of processes as a whole.



Ceará has been witnessing exponential growth driven by significant advances in its logistics infrastructure. At the center of this development is the expansion of the Port of Pecém, one of the most promising and strategically located ports in the Northeast.

In the 1960s, Ceará received energy from the Paulo Afonso hydroelectric plant, which powered the state's first industrial district. Today, the state aims to become Brazil's green hydrogen hub, continuing its growth in the clean energy sector.



# PROFILE OF LOGISTICS IN CEARÁ'S POSTS

The Sectoral Logistics Chamber (CSLOG) is a collegiate body linked to the State Development Agency (ADECE). Its aim is to propose, support, and follow up projects and actions focused on sustainable logistics development, meeting the state's needs and focusing on Ceara's logistics potential.



Ceará's Export Processing Zone (ZPE) stands out on the national scene as an example of success in terms of investments and commercial results. With favorable policies and the attraction of significant foreign investment, this ZPE has established itself as a strategic hub for the production and export of goods in Brazil.

## ESG Practices in Logistics:

The term ESG has been gaining visibility through the integration of environmental, social, and governance practices into company operations. In the logistics sector, this concept is no different and is playing a key role in the state of Ceará.



## PROFILE OF LOGISTICS IN CEARÁ'S POSTS

The development of port logistics in the Northeast is essential to boost agribusiness exports. Efficient integration of transport modes, investment in infrastructure, modernization of processes and a commitment to sustainability will guarantee the success of this logistics chain and strengthen the competitiveness of Northeastern agricultural products on international markets, an important element.



The 18th edition of Expolog, a renowned event in the logistics and agribusiness field, concluded on November 23, 2023, marking another year of success and innovation. Held in a dynamic environment, the event brought together experts, entrepreneurs, and academics, standing out as a vital meeting point for discussions on the latest trends and challenges in the industry. This year's Expolog had a special focus on sustainable solutions and emerging technologies, reflecting the growing needs of the industry to adapt to the energy transition.



# HUGO FIGUEIREDO

President of the Industrial and Port Complex  
of Pecém

For the November edition of the Ceará Global e-magazine, themed "Profile of Logistics in Ceará" and inspired by the Expolog Fair that took place in the same month as the issue, held in the capital of the state, the CG Team had the opportunity and honor to interview Mr. Hugo Figueiredo, the president of the Industrial and Port Complex of Pecém. He readily answered our questions at the Complex's stand during the fair.

## HOW IMPORTANT IS EXPOLOG FOR THE PECÉM PORT COMPLEX?

*Expolog* today has become a platform for exchanging experiences, ideas and logistical opportunities in the Northeast, particularly here in Ceara, still with a national impact. Now with Ceara's leading role in this energy transition, *Expolog* also allows us to achieve ever greater publicity and to advance in the implementation of the development project based on green hydrogen.

## WHAT ROLE DOES THE PECÉM PORT COMPLEX PLAY IN THE STATE'S ENERGY TRANSITION?

The Pecém Complex is positioning itself as one of the main hubs for the production of green hydrogen in the coming years. Our idea, our vision, is to be a real protagonist in the logistics sector in the energy transition. To achieve this, we are not only attracting companies to actively participate in this process of producing green hydrogen from renewable energies, but we are also preparing the entire infrastructure and industrial area to receive these companies and connect with the main consumer markets in the world, not only in Ceará but also in the world because, at this time of transition, the main demanders have been the aisles of Europe. Based on this, at the moment we are preparing ourselves to make this logistical integration between Europe and the industrial and Port Complex of Pecém, Based on this, we are currently preparing to carry out this logistical integration between Europe and the Pecém Industrial and Port Complex, the main instrument being the port that is taking the lead in making this development possible here in the state of Ceará

## HOW DO YOU SEE THE PARTICIPATION AND PROJECTION FOR THE COMING YEARS OF THE ZPE IN THE DEVELOPMENT OF THE ECONOMY OF CEARÁ?

The ZPE is an instrument of industrial policy and industrial development. This year the Ceará ZPE has completed 10 years of activity. It is the first in the country, an export processing zone where the companies that set up there have a series of tax benefits for their operation, so they have the ability to operate in the international market. It is today the focal point for the installation of these green hydrogen companies. Besides, other opportunities in the domestic market will arise, so ZPE will continue to be, has already been and will continue to be of fundamental importance in the advancement of the green hydrogen hub in Ceara.

## CAN YOU TELL US IF THERE ARE ALREADY ANY EXPANSION PROJECTS FOR THE COMPLEX?

As part of this process of building an entire production chain for green hydrogen, the logistics part that is being developed in Pecem is fundamental in this sense. In addition to the investments made by the production companies, something in around 8 million dollars by 2030, just for the companies that produce green hydrogen and green ammonium, we are forecasting investments in the order of 1 billion reais just from CIPP and ZPE (the company that manages the complex, including the port and also the ZPE industrial area) over the next 5 years or so. This investment is aimed at preparing both the port facilities and the industrial area to receive these companies and allow them to grow.

## HOW CAN THE COMPLEX CONTRIBUTE TO INCREASING AGRIBUSINESS IN THE STATE?

Today, through its port, Pecém already plays a key role in the export of Ceará's agribusiness products. For example, in the fruit sector, we are one of Brazil's main export ports. This year, we are growing by around 15% compared to last year. These are fruits that are produced not only in Ceará, but also in neighboring states, and which find in Pecém a perfect and competitive channel to access the main consumer markets, the United States and Europe. Furthermore, with the entry of the *Transnordestina*, we have the great possibility of becoming an export corridor for grains that are produced in the interior of the Northeast, but which can be processed in the state of Ceará along the entire *Transnordestina* network until they reach the port of Pecém.





## IN YOUR EXPERIENCE, HOW CAN WE PREPARE OURSELVES FROM A LOGISTICAL POINT OF VIEW TO MAKE CEARÁ INCREASINGLY GLOBAL?

I think that the main action at the moment is to guarantee integration between the various steps in the logistics chain. I spoke here about the construction of a new green hydrogen chain that starts with the production of renewable energies. So there is the whole logistics part of the chain that needs to be coordinated and for this Ceará has been an example in the governance model to not only put into operation the production chains that exist through its various sector chambers, but also in the specific case of the hydrogen chain that is being created. Through its various sectoral chambers, but in this specific case of the hydrogen chain that is being created, it is a form of governance that you will not find elsewhere in Brazil, with an alignment of ideas and actions to ensure that we can speed up the implementation of a new green hydrogen production chain that should generate many jobs and include many people who are currently on the margins of development here in the state of Ceara.



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