

Invest in **Joinville** *the best city in Brazil*



**According to the "Best Cities in Brazil" ranking, Editora Três, IstoÉ and Austin Rating 2022*



Prefeitura de
Joinville

DESENVOLVIMENTO
ECONÔMICO E INOVAÇÃO



The best city to *invest*



Entrepreneurship and innovation

Joinville, an industrial and technological hub, is home to renowned institutions of higher and technical education. It is one of the most entrepreneurial and competitive cities in Brazil, and it is also a leader in job creation. Joinville is the only city in Santa Catarina on the list of the 25 municipalities with the highest participation in Brazil's Gross Domestic Product (GDP), according to the Brazilian Institute of Geography and Statistics (IBGE). Joinville also has the third largest economy in the country's south.



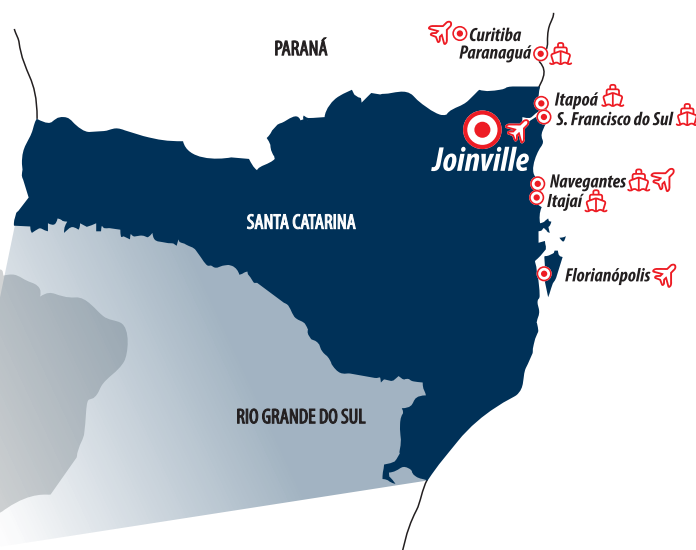
Disclosure: Pollux Part of Accenture



Specialized logistics



Southern Brazil's third largest economy is strategically located. It is situated just outside of a duplicate stretch of the BR-101 and is home to a 500,000-passenger-year airport. They also have easy access to three other major airports within 200 kilometers: Curitiba, Navegantes, and Florianópolis. Joinville is located near five major ports in southern Brazil: Paranaguá (120 km), Itapoá (80 km), São Francisco do Sul (57 km), Navegantes (85 km), and Itajaí (88 km).



The best city to *live*



Quality of life

Brazil's Best City to Live is situated between the mountains and the sea. According to the Guinness Book of Records, it is home to the largest Dance Festival in the world, the only Bolshoi Ballet school outside of Russia, and the most traditional Festa das Flores in Brazil. It is also proud to be home to Brazil's oldest volunteer fire department. It is a safety and education reference. With a population of over 600,000 people, it is one of the municipalities with the highest HDI in the country and has a cost of living that is up to 25% lower than cities such as Rio de Janeiro and São Paulo.



Future and planning



Joinville has a Strategic Plan for Municipal Economic Development, which focuses on the municipality's long-term growth (PEDEM). The document outlines five axes that will guide the city's development, as defined by a collaboration between companies, government, business entities, unions, teaching and research institutions, and leaders. They are:

- **Metalworking Productive Chains, Rubber, and Plastic;**
- **Health and Wellness;**
- **Tourism, Culture, and the Creative and Collaborative Economy;**
- **Technological Innovation;**
- **Logistics.**





"Everyone is aware that Joinville has the third-largest economy in Brazil's southern region and the largest economy in Santa Catarina. This aspect alone is a compelling argument for investing in this city. What is unknown is the strong collaboration between the productive sector, government agencies, and educational institutions, which makes a significant difference in achieving a sustainable economic development and quality of life and is directly related to business success."

MARIA REGINA DE LOYOLA RODRIGUES ALVES, president of ACIJ (Business Association of Joinville) leads a group of 1,700 affiliated businesses that account for 70% of the city's formal employment.



"Joinville is the biggest industrial hub in Santa Catarina and is well-known in the industry, which accounts for 34.3% of the municipality's GDP. 85,000 people are directly employed by 3,200 different industries. An ideal environment for new nationally and internationally competitive businesses is created by the city's educational infrastructure, industrial vocation, strategic location, productive diversification, innovation, and research centers."

MARIO CEZAR DE AGUIAR, president of the Federation of Industries of the State of Santa Catarina (FIESC).



"Micro, small and medium-sized companies have always been crucial to the development of the city. More than 50% of the registered jobs in 2022 were created by MSMEs. Joinville's economy is robust, and the city works to boost business growth and entrepreneurship to promote the creation of jobs and income."

CINTIA EBERT HUANG, president of Ajorpeme, an association that brings together more than 2,200 micro, small and medium-sized companies in Joinville.