

Ceará advances in the production of electric cars with the arrival of MG Motor



The Government of Ceará and the British brand MG Motor, controlled by SAIC Motor, announced the production of the MG4 Urban and MGS5 electric models at the Ceará Automotive Plant (PACE), in Horizonte. The announcement was made this Thursday (25), at the Abolition Palace, in Fortaleza, with the presence of Governor Elmano de Freitas; the CEO of SAIC Motor Brazil, Yang Li; the Marketing and Product Director of MG in Brazil, Thiago Marques; the president of the Ceará Development Agency (Adece), Danilo Serpa; the president of the Federation of Industries of Ceará (Fiec), Ricardo Cavalcante; the vice-president of PACE, Rodrigo Teixeira; the president of the Legislative Assembly of Ceará (Alece), Romeu Aldigueri; the mayor of Horizonte, Nezinho Farias; and other authorities.

For Governor Elmano de Freitas, the arrival of MG Motor consolidates the Ceará Automotive Hub. “Today, another renowned and long-established brand arrives in Brazil and will produce electric cars in Ceará. It is a historic day and a source of great pride for Ceará and Brazil,” said Elmano, reaffirming that the State is studying an incentive program to encourage the purchase of cars manufactured in Ceará.

Starting production in Brazil is a strategic step for the SAIC Motor group, which, by 2025, had sold more than 4.5 million vehicles. With over 70 years of history, SAIC Motor is one of the largest global automotive groups, with production facilities in 23 countries.

SAIC Motor CEO Yang Li spoke about the choice of Ceará for this expansion. Producing the MGS5 and the MG4 Urban, a global launch for the MG brand, in Ceará reinforces the strategy.

“This is the best place in Brazil and the best people are here. We strongly believe in this potential in partnership with the Government of Ceará. The plan is that, after these first two vehicles, we will have future projects with the intention of nationalizing and producing locally,” he emphasized.

MG's Marketing and Product Director in Brazil, Thiago Marques, explained that the installation at PACE involves an investment of R\$ 400 million, with assembly scheduled to begin in October of this year. "This amount includes more than R\$ 60 million for the preparation and adaptation of the production line at PACE, with a projected production of 50,000 vehicles in the coming years. This translates into the initial creation of approximately 600 direct and indirect jobs," he detailed.

Furthermore, R\$ 340 million will be allocated to infrastructure, training, and innovation. "This is just the beginning of our journey in Brazil, which goes beyond production, including the expansion of our dealership network to more than 70 points of sale by the end of 2026," added Marques.



The president of Adece, Danilo Serpa, highlighted the impact of attracting investments to boost opportunities. “Ceará has shown the international market that it is reliable, competitive, and prepared to receive large investments. We are creating an environment that will generate countless opportunities for research, development, and innovation. This perfectly combines with the creativity, intelligence, resilience, and work ethic of the people of Ceará,” he pointed out.

According to PACE's vice-president, Rodrigo Teixeira, the multi-brand production experience in Horizonte positions Ceará to lead the transformation of the national automotive industry. “We have already reached the milestone of more than 2,000 vehicles produced in Ceará. More than 90% of the workforce employed at PACE is from Ceará. A qualified, dedicated, and bold workforce, capable of understanding and executing with excellence the innovations we envisioned for this project,” he argued.

PACE was created by Comexport, the largest foreign trade and supply chain company in Brazil. At the start of operations in December 2025, PACE kicked things off by assembling the 100% electric Chevrolet Spark EUV SUV from General Motors using the CKD system. In June of this year, General Motors began production of another model, the Captiva EV.

SDE presents pioneering study with satellite mapping to revolutionize shrimp farming in Ceará



The Secretariat for Economic Development of Ceará (SDE) brought to the PEC Brasil 2026 a tool that promises to transform the strategic planning of agribusiness in the state: a groundbreaking georeferencing study focused on shrimp farming. Presented by SDE technician Pedro Lopes, alongside the Executive Secretary for Agribusiness, Silvio Carlos, the survey supports a long-standing demand from the sector for precise statistical data.

Secretary Silvio Carlos emphasized the sector's absolute leadership and social impact in the state, highlighting that more than 50% of the shrimp consumed in Brazil originates from Ceará—that is, one out of every two shrimp consumed in the country comes from Ceará. “This number grows every year, which is why it's crucial to understand what's happening in the sector. It's the agricultural activity that generates the most income per hectare, transforming the interior of Ceará. Where before there was brackish water and nothing was produced, today we have a productive region, generating employment, income, and economic development,” the secretary pointed out.

The head of the SDE (Secretariat of Economic Development), Fábio Feijó, highlighted the strategic relevance of the initiative for the production chain and for the entire territory of Ceará. Feijó stated that the project directly reflects the public policies of Governor Elmano de Freitas, whose central focus is the continuous support for agribusiness — a crucial economic engine that generates thousands of jobs, income, and new development opportunities for Ceará.

Until then, the State Government and producers relied on databases with divergent margins, such as cross-referencing between IBGE (Brazilian Institute of Geography and Statistics) and private associations. Initiated in February 2024, the new mapping aims to provide a foundation for a public policy to create a permanent (annual or biannual) census of the activity in Ceará.

Satellite technology at the service of agriculture

High-precision monitoring was made possible through a technical cooperation with the Ceará Foundation for Meteorology and Water Resources (Funceme). Manuel Rodrigues, manager of the foundation's Environment area, explained the behind-the-scenes development of the tool: “Funceme operates on several fronts and, in the environmental area, carries out annual monitoring of areas occupied by aquaculture using satellite imagery and advanced geoprocessing techniques. The very high quality and precision of this data sparked the interest of the SDE (Secretariat of Economic Development) to use it in its planning actions. The study clearly shows the dynamics, expansion, and spatial distribution of the areas, becoming a valuable input for the production chains,” Manuel pointed out.

Even in its final stages, the numbers are impressive and give a true sense of the importance of shrimp farming to the Ceará economy. The monitoring has already identified 2,500 cataloged companies and producers (with projections to exceed 3,000 by completion), totaling 16,900 hectares of active water surface area and almost 23,000 hectares of total occupied area. The major advantage is the intersection of these coordinates with the hydrographic basins, allowing for efficient water management and use.

Sanitary inspection and support for small producers

Present at the event, the president of the Ceará Agricultural Defense Agency (Adagri), Elmo Aguiar, also celebrated the partnership and highlighted that the mapping will be crucial for animal and plant health defense actions. He believes that the significant volume of Ceará's production demands a united effort in certification.

“Our mission is to ensure the health and safety of the shrimp, which is essential at this time when Ceará holds half of Brazil's shrimp production. All regulatory bodies need to extend a helping hand to producers, guaranteeing certification opportunities and the creation of distribution centers. We have already scheduled an immediate meeting between the SDE technicians and the Adagri inspection team to chart a course that reduces bureaucracy for small producers, assisting with registration and structuring suitable sanitary inspection locations so that the shrimp arrive safely at the consumer's table,” declared Elmo Aguiar.

Business Intelligence (BI)

The study will not be restricted to government offices. The SDE (Secretariat for Economic Development) has developed an integrated Business Intelligence (BI) platform, composed of 11 dynamic dashboards, updated daily and available for public consultation on the secretariat's website.

“This BI opens up endless possibilities. The input or processing entrepreneur can look at the map and discover where the largest conglomerates are located to install their factory. The producer discovers where there are logistical bottlenecks or free and safe areas to expand. And the State gains precision to manage water and plan road and industrial infrastructure,” explained technician Pedro Lopes during the presentation.

With planned coverage for all 184 municipalities in Ceará, the SDE (Secretariat of Economic Development) consolidates in the PEC Brasil 2026 (Constitutional Amendment Proposal for Brazil 2026) the role of technology, inter-institutional cooperation, and Big Data as pillars to attract new investments, guaranteeing legal security, environmental efficiency, and sustainability for the aquaculture ecosystem in Ceará.

Learn more

The PEC Nordeste 2026 event consolidated itself as PEC Brasil due to its expansion and national impact. The event took place between June 25th and 27th, 2026, at the Ceará Events Center in Fortaleza. The central objective of the fair was to boost the rural economy, bring the main technological innovations to the market, promote the training of producers, and discuss the future of agricultural production in the country, generating a business and networking environment for the entire production chain.

The SDE and its affiliated agencies played a prominent role throughout the three days of programming. The State Government's institutional presence was divided into two large strategic spaces, featuring institutional stands for public service.

The event featured a strong wave of voluntary solidarity: for the first time, the SDE partnered with the Secretariat for Animal Protection (Sepa), which promoted campaigns to collect pet food, in addition to offering vaccination services and donating collars.

The Ceará without Hunger program, coordinated by First Lady Lia de Freitas, was also present with teams mobilized to collect donations of non-perishable food items destined for families registered in the program who live in situations of social vulnerability.

Ceará's GDP grew 1.93% in the first quarter of the year, surpassing the national average, as well as that of Bahia, Minas Gerais, and São Paulo



Ceará continues to grow. At a meeting held this Wednesday (23) by the Institute of Economic Research and Strategy of Ceará (Ipece), an agency linked to the Secretariat of Planning and Management (Seplag), it was announced that the Gross Domestic Product (GDP) of Ceará grew 1.93% in the first quarter of 2026 compared to the first quarter of the previous year. The significant state result was higher than that recorded in Brazil (1.8%). The growth of the Ceará economy also surpassed the GDPs of Bahia, Minas Gerais and São Paulo in the same period.

Through social media, Governor Elmano de Freitas celebrated the quarterly GDP result for Ceará. “This progress means more opportunities, job creation, attracting investments, and development for the people of Ceará. It reflects a state that keeps its accounts in order, invests, and creates a favorable environment to grow even more,” he said.

The accumulated GDP growth of Ceará over the last four quarters was 2.15%, compared to 2.0% for the national average. The performance of Ceará's GDP in the first quarter compared to the immediately preceding quarter (fourth quarter of 2025) was 0.05%.

Results by sector

Among the three sectors that make up the GDP (Services, Agriculture and Industry), the best result in Ceará, in the first quarter of 2026, was in Agriculture, with 3.60%, surpassing the Brazilian result of 0.7%. The second best performance was in Services, with 2.35%, followed by Industry, with 0.15%, while the national figures were 2.1% and 1.6%, respectively.

Estimates

The GDP forecast for Ceará in 2026 is a growth of 2.70%, a result above the national estimate of 1.96%. The complete study of the state's GDP in the first quarter of 2026 can already be accessed on the Ipece website.

The following individuals participated in the release of the GDP figures: the General Director of Ipece, Alfredo Pessoa; the heads of the Directorate of Economic Studies (Diec), Ricardo Pereira; the Directorate of Public Management Studies (Digep), Fábio Montenegro; and the Directorate of Social Studies (Disoc), José Meneleu Neto. The preparation of the first quarter 2026 GDP figures involved the participation of Public Policy analysts Nicolino Trompieri Neto, who coordinated the team comprised of analysts Witalo Paiva, Alexandre Lira, and José Freire Júnior, and Cristina Lima, Technical Advisor, all members of Diec.

States that calculate GDP

In addition to Ceará, 11 other Brazilian states calculate their GDP, an indicator that shows the trend of economic performance in the short term: Alagoas, Amazonas, Bahia, Espírito Santo, Goiás, Minas Gerais, Paraná, Pernambuco, Maranhão, Rio Grande do Sul, and São Paulo, which use the same weighting as the Regional Accounts.

It is important to emphasize that, as it only indicates a trend of economic growth or slowdown, its information and results are preliminary and subject to corrections when the definitive Regional Accounts are calculated, in conjunction with the IBGE (Brazilian Institute of Geography and Statistics) and the 27 Federative Units.

ZPE Ceará earns A3P 2025 Seal and reinforces its commitment to sustainability



The Ceará Export Processing Zone (ZPE Ceará) has once again been recognized with the A3P Seal, granted by the Ministry of Environment and Climate Change (MMA). The certification, received this June, ratifies the maintenance of the practices of the Environmental Agenda in Public Administration (A3P) throughout 2025, reinforcing the company's commitment to sustainability and the responsible management of public resources.

A3P is a national program that encourages the adoption of sustainable practices in public administration, structured around six thematic areas: rational use of natural resources, proper waste management, promotion of quality of life in the workplace, employee training, sustainable public procurement, and incentives for sustainable construction. Adherence to the program allows the Ceará Export Processing Zone (ZPE Ceará) to act in an integrated manner across different fronts, expanding the reach of its socio-environmental actions.

Updated annually, the Sustainable Logistics Plan (PLS) plays a strategic role in this process. The document establishes guidelines, goals, and indicators focused on sustainable development, serving as a support tool for the implementation of A3P actions and as a basis for obtaining certifications and institutional recognition.

According to Ademar Filho, Environmental and Occupational Safety Manager at ZPE Ceará, the confirmation of the seal demonstrates the consistency of the work developed by the company. “Maintaining the A3P 2025 Seal demonstrates ZPE Ceará's commitment to sustainability and the responsible use of public resources. The recognition granted by the Ministry of Environment and Climate Change highlights the actions taken by the Company to reduce socio-environmental impacts, adopt good management practices, and encourage a culture focused on sustainability,” he states.



SELO A3P

O MINISTÉRIO DO MEIO AMBIENTE E MUDANÇA DO CLIMA CONCEDE O SELO A3P 2025 À(O)

**Zona de Processamento de Exportação -
ZPE CEARÁ**

por implementar a Agenda Ambiental na Administração Pública no referido ano.

Brasília - DF, 11 de junho de 2026.


João Paulo Ribeiro Capobianco
Ministro de Estado do Meio Ambiente e Mudança do Clima



A3P Seal Certificate, granted by the Ministry of Environment and Climate Change (MMA)

Ceará aims to consolidate its position as a European hub with a multimodal center and an Italian mission



At a meeting at the SDE (Secretariat of Economic Development), executives presented the Pecém Multimodal Hub — a 20 million m² project in São Gonçalo do Amarante — and the 'Latin America Mission' initiative.

The Secretariat for Economic Development of Ceará (SDE) held a meeting this Wednesday (01) to align the attraction of massive foreign investments to the state. The meeting, mediated by the SDE secretary, Fábio Feijó, had as its central agenda the presentation of the Pecém Multimodal Hub and the official launch of the Latin America Mission business platform, led by Italian executives and institutional articulators.

The favorable macroeconomic scenario and progress in the free trade agreement dialogues between Mercosur and the European Union promise to open a market of 700 million consumers. Given this, Ceará stands out as the main gateway and internationalization platform for European companies in Latin America.

The CEO of the Pecém Multimodal Hub, Sebastiano Di Ruocco, detailed the magnitude of the project being designed for the electrical and industrial region of the Port of Pecém. It is a long-term logistics and industrial development plan that will extend along the BR-222 highway.

The project is impressive in terms of both scale and projected socioeconomic impact:

Total area: 20 million square meters.

Job creation: Estimated up to 50,000 direct and indirect jobs throughout the development of the industrial park.

Integrated infrastructure: An integrated urban planning ecosystem with direct connections to the main modes of transport — rail, road and port.

“We believe that Ceará is the right place and the correct platform to host these European companies. We are creating a prepared context, with services and infrastructure of international standard, to attract both foreign industries and companies from other Brazilian states that want to establish themselves strategically here,” stated Sebastiano Di Ruocco.

Also presented to the SDE was the Rinascimento Design District project, implemented within the Pecém Multimodal Hub. This is an industrial ecosystem integrated into the Pecém region, focused on the furniture, ornamental stone, surface, materials, and design sectors, conceived to connect the excellence of Made in Italy with the high-quality raw materials of Brazil.

'Latin America Mission': building business bridges between Italy and Ceará

To facilitate the arrival of European capital to Northeast Brazil, the meeting also marked the presentation of the Latin America Mission Basile (Ceará / Brazil), which will take place between June 30 and July 9, 2026.

The mission functions as a permanent platform for economic and institutional relations. The commission's official schedule includes a series of workshops, technical visits, and business meetings and networking sessions covering key points of development in Ceará:

Government of the State of Ceará and SDE (Secretariat of Economic Development): Institutional alignment and legal security for investors.

Port of Pecém & ZPE Ceará (Free Trade Zone): Inspection of the fiscal and logistical advantages of the Export Processing Zone.

FIEC (Federation of Industries of the State of Ceará): Dialogue with local businesses for the formation of joint ventures and strategic partnerships.

Focus on Critical Sectors: Promotion of investments in the areas of Data Centers, Technology, Real Estate, Innovation and, especially, Energy & Energy Transition (with emphasis on the Green Hydrogen Hub).

According to the project leadership, the Latin America Mission will hold periodic events in Europe every two or three months. The goal is to map industries interested in the South American market and bring them directly to Ceará. "Things only happen when we bring investors here, creating the ideal conditions for them to do business with companies from Ceará," concluded Di Ruocco.

For Fábio Feijó, the convergence between a structured industrial hub of international standard and a continuous business mission represents an excellent opportunity to continue advancing the state's economic indicators. “The proposal presented by the Pecém Multimodal Hub, combined with the international articulation of the Latin America Mission, has the potential to transform the recent Mercosur agreement with the European Union into a great opportunity to attract European companies to our region. The State Government views this synergy with great optimism, which consolidates Ceará as a safe, modern and extremely competitive environment for global investors,” stated the head of the SDE (Secretariat of Economic Development).