

INDUSTRY DEVELOPMENT PROGRAM

**INTELLIGENCE FOR A MORE
COMPETITIVE CEARÁ**



ABOUT THE FEDERATION OF INDUSTRIES

The FIEC System is a union of four entities: the Federation of Industries of the State of Ceará (FIEC), the Social Service of Industry (SESI Ceará), the National Service of Industrial Training (SENAI Ceará) and the Euvaldo Lodi Institute (IEL Ceará).

Created in 1950, FIEC is an entity that works towards the sustainable development of the state of Ceará. The Federation currently gathers 40 sectorial associations representing more than 13.000 industries, and actively takes part in the growth and modernization process of the industrial sector, assuming institutional and political representation. The entity encourages the implementation of actions that support the local industries in areas such as technology, innovation, business strategy, economic studies and qualification of entrepreneurs and employees.

INDUSTRY DEVELOPMENT PROGRAM



The program was designed to advance long-term business growth by identifying our state's primary capabilities. This overall strategy involves threading the best pathways to harness identified capabilities and engage the private sector, government authorities, academic institutions, and support organizations to foster and strengthen innovation and sustainability across business communities of Ceará.

This development strategy will pave the way for cooperation by realizing synergies among different business players in the state for increased industry competitiveness and the growth of technology- and knowledge-intensive industries. It will also provide a clear, new vision for traditional industries toward a modern, dynamic business environment, as well as foster improvement of Ceará's competitive advantages.

Projects comprised in the Industry Development Program are designed around the general drives below.

- 01 - FORWARD-LOOKING ACTION*
- 02 - COMPETITIVE INTELLIGENCE*
- 03 - COOPERATION*

**UNDERSTAND
TO COOPERATE.**

**COOPERATE
TO DEVELOP.**

01

FORWARD - LOOKING ACTION FOR INDUSTRY COMPETITIVENESS

These actions will redirect industry development by identifying industries and areas that are strategic for the development of Ceará consistent with global technologic trends. Prospective professional profiles will be identified for the purpose of building industry outlooks collectively. Potential setbacks will be identified and necessary, proactive action will be taken to set industries in position to compete in domestic and global arenas.

STRATEGIC INDUSTRIES

Industries and areas with greater potential to foster economic development of our state and its regions were identified looking out to a ten-year time frame. Prospects were targeted that are consistent with global technological trends to place Ceará in a competitive stance both nationally and internationally.

Priority industries and business areas were identified.

7 REGIONAL EXPERT PANELS

250 participants from private sector, third sector organizations, municipal and state governments, universities, RD&I research groups and organizations.

17 STRATEGIC INDUSTRIES AND BUSINESS AREAS

Make up the Ceará Development Triangle

Strategic Industries: *Construction, hides and footwear, creative economy, sea/maritime, agricultural produce and health care.*

Regional Inductive Industries: Clothing and apparel, wood and furniture, electrical, metallurgy and mechanic, non-metallic minerals, and tourism.

Crosswise Industries: Water, biotechnologies, power and energy, logistics, environment, information technology and communications.

STRATEGIC INDUSTRY PATHWAYS

This initiative aims at building the future looking out to 2025 for each of the industries and business areas identified as most prospective in Ceará. Industry planning roadmaps were disclosed which identify setbacks, key technologies and strategic short-, mid-, and long-term actions to foster competitiveness.

13 PATHWAYS FOR 17 STRATEGIC INDUSTRIES AND BUSINESS AREAS

1. Water
2. Biotechnology
3. Construction and non-metallic minerals
4. Creative economy and tourism
5. Sea and maritime economy
6. Electrical, metallurgy and mechanic
7. Power and energy
8. Agricultural produce
9. Logistics
10. Environmental
11. Consumer products: Hides and footwear, clothing and apparel, fixtures and furniture
12. Health care
13. Information technology and communication

MASTERPLAN

The Masterplan is designed around coordinated implementation of recommendations developed in the Strategic Pathways to address competitiveness setbacks. This will be accomplished through an agenda of structured, prioritized monitoring actions.

The Masterplan comprises industry portfolios with high-impact initiatives to streamline resources, efforts, and outcomes of the many players involved. Masterplan initiatives will be mapped and monitored for improved industry governance.

PROSPECTIVE PROFESSIONAL PROFILES

This initiative aims at proactively imparting and fostering professional qualifications that will be in demand by forward-looking businesses and industries.

This involves identifying professional skillsets and profiles focusing on multi-industry relevance, participative approach, and long-term vision to redesign qualification programs and educational courses in the state of Ceará.



02

COMPETITIVE INTELLIGENCE

Competitive Intelligence is about streamlining public and business strategies by inducing a culture of innovation and sustainability, and building and deploying supportive social, economic, market, and technological knowledge bases. Competitive Intelligence actions will also include disclosure of specific reports containing diagnostic reviews about key topics and information to support decision-making processes, investment seeking, capture business opportunities, and explore and disseminate the use of emerging technologies.

INNOVATION COMPASS

This initiative was designed to foster a culture of business innovation through dissemination of relevant information and raising awareness of business communities.

Efforts, outcomes, and practices involving innovative management were mapped by industry and region, and diagnostic reports were prepared for each company containing specific reviews and recommendations on relevant topics.

SUSTAINABILITY COMPASS

The Sustainability Compass is designed to align industry and business strategies to social, environmental, economic, cultural, and geographical considerations from a sustainability perspective, also taking into account industry dynamics and competitiveness.

Sustainable practices employed by local businesses will be measured to support development of a sustainability knowledge base and to raise awareness of the business communities.

OBSERVATORY OF INDUSTRY COMPETITIVENESS

The Observatory of Industry Competitiveness is designed to make the state of Ceará a reference in the development, use, and dissemination of information for business development.

The Observatory will develop and deploy competitive intelligence strategies, including a platform for disclosure of social, economic, market, technological, and trade data and information.

STATUS ROOM

The Status Room is an integrated technological virtual platform providing access to data and indicators in an informative and dynamic fashion. This information will support decision making by public and private bodies and organizations.

TECHNOLOGICAL AND MARKET SURVEILLANCE

This surveillance effort involves prospecting and identifying competitive intelligence in industry, technological, scientific, market, economic, and regulatory domains using strategies tailored specifically for businesses and organizations. This effort will identify opportunities and help business and organizations stay ahead of and incorporate changes in their decision-making processes.



03

COOPERATION FOR INDUSTRY DEVELOPMENT

This initiative seeks to establish and develop environments in which the process of industry development in Ceará can improve. The way in which external environments are structured interferes and plays a direct role in the performance of businesses, making them more or less attractive. With this in mind, FIEC will support projects advancing debate, interaction, cooperation, and learning directly related to the development of industries in Ceará.

GOVERNMENT, ACADEMIA AND BUSINESS COOPERATION

This include initiatives to promote interaction between representatives of these three sectors aiming at improving innovation and consequently the competitiveness of businesses in Ceará. Key activities in this cooperation effort include (i) structuring offerings and demands

in support of technology transfer and generation of new business opportunities, and (ii) providing an interface for academic R&D organizations and local industries in Ceará to create scientific knowledge for the purpose of developing business solutions.

ALLIANCE AND BUSINESS SUPPORT

Key activities in this effort include holding business events and developing Supply Chain Opportunity Reviews. Prospective events will take on different formats and address various topics to establish business environment through the exchange of experiences and specific learning activities and methods. Supply Chain Opportunity Reviews will be developed to establish vendor and supplier development and investment-friendly policies to strengthen industrial production.

COLLABORATIVE NETWORKS

These networks gather players and representatives from the academia, government, and business communities. They are organized around specific themes (entrepreneurship, research and development, innovation and sustainability). Networks develop and establish cooperation among participating members for the purpose of making public policy recommendations and generally improving local business environments by aligning interests, resources, and actions with identified challenges.



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