



TREADSTONE
INVESTORS AND DEVELOPERS

ECONOMIC OVERVIEW **BRAZIL** 2016

Rua João Pacheco Da Costa, 471
Lagoa da Conceição,
Florianópolis, Santa Catarina
CEP 88062-100
CNPJ 20.307.255/0001.09.
Sede Londres: +44 7952 646 345

www.treadstonehomes.com
info@treadstonehomes.com



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MACRO ECONOMY

Brazil's President Dilma Rousseff delivered a speech in the Congress on February 2nd stating the priorities for 2016:

"We must aim for the future of the country as a whole, not just for my presidency. A crisis is always painful, but it's when opportunities arise to build solutions that are creative and lasting."

Included in the above opportunities were ports, airports, highways and railways expected to be built in 2016 in conjunction with work to Florianópolis International Airport.

The Programa de Aceleração do Crescimento (Growth Acceleration Program or "PAC") was launched by the federal government in 2007 as a \$503.9bn investment into infrastructure projects to boost the Brazilian economy. "PAC2" was released for 2011-2014 with a budget of \$526bn and now "PAC3" for 2015 and beyond.

1m homes have been financed in respect of the above and this figure is set to double.

The third stage of *Minha Casa Minha Vida* Program has been launched in February. The maximum income level of families wishing to be considered for this Home Buying Support Program has been raised to R\$2,350.00 per month, thereby creating a new range of loans for higher priced properties.



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The micro economy of Santa Caterina is at the higher end of the 27 states of Brazil. With 1 company for every 40 people, it is an entrepreneurial hub for business with one of the highest income per capita and the 2nd highest Human Development Index. The standard of health and education are similarly reflected as among the highest in the country. It also has the highest life expectancy and lowest crime rates. Tourism thrives, particularly in respect of the existing 42 beaches, many of which are regarded as “the most beautiful”. Nearly half of the locals are of Austrian/German descent.

Distance from Florianópolis (capital city) – kilometers	
São Paulo	705
Rio de Janeiro	1,144
Assumpcion (Paraguay)	1,673
Montevideu (Uruguay)	1,350
Buenos Aires (Argentina)	1,850

Profile

Capital: Florianópolis

Local Time: -3 CTM

Climate: subtropical

Area in Relation to Brazil: 1.1%

Population in Relation to Brazil: 3.3%

Economically active population: 3.5 million

Density: 66 inhabitants/km²

Households: 1.99 million

Urban Population: 84.7%

Ports: Itajaí, Itapoá, Laguna, Navegantes and São Francisco do Sul

Main Airports: Florianópolis and Navegantes

Vehicle fleet: 3.0 million

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Chartered Institute of
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FIABCI
INTERNATIONAL REAL ESTATE FEDERATION

In the past three decades, the Santa Catarina economy grew 340%, which was much higher than the Brazilian average. Exports continue to grow and already reach 190 countries:

-  Leading producer of fish
-  Leading producer of pork
-  2nd largest producer of disposable plastics
-  3rd largest producer of wood
-  3rd largest shipbuilding industry in number of employees
-  7th largest producer of food

Sustainability is at the forefront of economic activity in Santa Catarina. The leading industries have ISO 14000 environmental management certification. Treadstone's partners have achieved the highest level of sustainability. And as such, the state owned bank, Caixa Economica Federal, has awarded them with the Blue Seal Certificate – Gold, of which only 8 construction companies in Brazil can claim to be owner of the coveted award.

There are 12,200 companies in the State's civil construction sector. Together, they employ 105,200 people. Treadstone is fortunate enough to be well-connected with many of them.

Brazil has a housing deficit of 8 million units, while Santa Catarina needs at least 150,000 new residences.



Nicholas Prinse BSc (Hons) FCMI MCABE MCIQB MRICS MSEE
Director & Chartered Surveyor
TREADSTONE HOMES

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Florianópolis (capital city) – Santa Catarina



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Palhoça – Greater Florianópolis Area



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