



RIO 

THE BEST PLACE

TO LIVE, WORK AND INVEST

RIO IS A WONDERFUL CITY

City host of the biggest events of the world, such as World Cup 2014, Olympic Games 2016, Rock in Rio, Web Summit, Réveillon and Carnival, which attracts millions of tourists and investments.



**1st touristic
Brazil's destination**

**Relaxed Lifestyle
and vibrant culture:**
a differential for companies to
attract and retain talent.



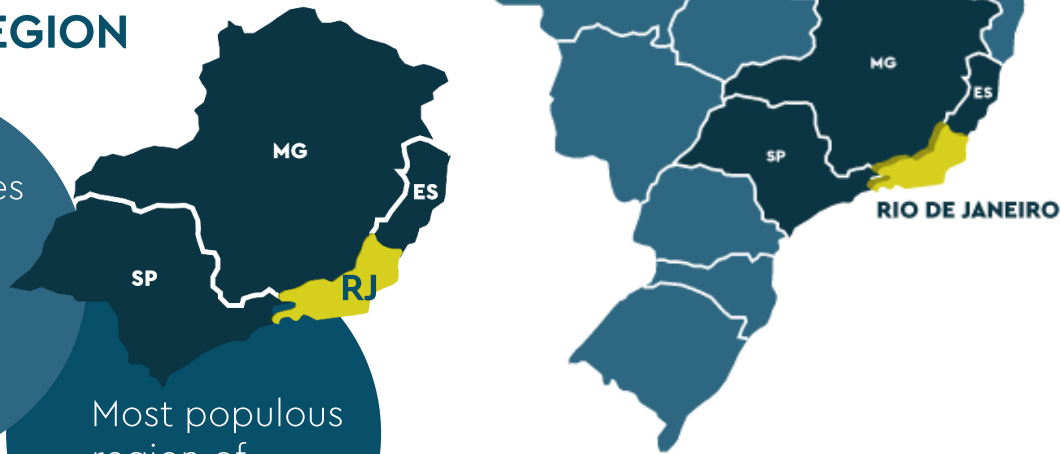
**BUT NOT
ONLY THIS...**

**THE GLOBAL CITY
IN THE HEART
OF THE COUNTRY**

**SOUTHEAST
REGION**

Concentrates
52%
of Brazil's
GDP

Most populous
region of
the country





**2nd largest
Economy of Brazil**
and bigger than 80% of
the LatAm countries



2nd most populous
City in Brazil
6.2 M PEOPLE



GDP equals to
US\$ 90 BI



4 of the 5
Largest
companies
in Brazil are
In Rio



More than **570,000 higher
education students** in the
metropolitan region

Source: Ranking Valor 1000 de 2022 /
Valor Econômico

RIO is BUSINESS

ECONOMIC HUB OF ENERGY, OIL & GAS, GREEN SECTOR,
MEDIA, ENTERTAINMENT, TELECOM, IT AND TOURISM

Largest audiovisual center in Brazil, with
Projac and Polo Cine e Video.

Hub of the best universities in Brazil

Headquarters of major banks

Headquarters of major telecom,
health and biotechnology companies



Personal Security

35	Shanghai ✈️	59.0
36	Rio de Janeiro	58.4
37	Kuwait City	58.0
38	Ho Chi Minh City	56.5
39	Buenos Aires	55.9
40	Sao Paulo ✈️	53.9
41	New Delhi ✈️	52.8
42	Mexico City	52.5
43	Riyadh ✈️	51.8
44	Johannesburg ✈️	51.7
=45	Bogota ✈️	50.9
=45	Quito	50.9
47	Moscow	49.9
48	Istanbul ✈️	48.8
49	Casablanca	48.5
50	Mumbai ✈️	48.2
51	Cairo ✈️	48.1
52	Jakarta	47.6
53	Baku	47.3
54	Dhaka	46.6
=55	Bangkok ✈️	46.4

✈️ Direct Flights from/to Zurich

The
Economist

INTELLIGENCE
UNIT

SAFE CITIES INDEX 2021

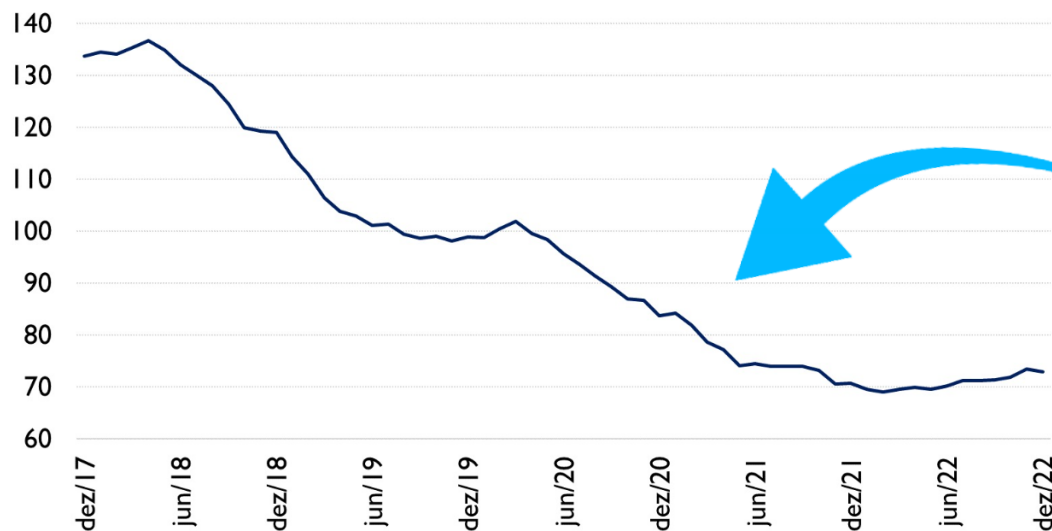
With significant improvements on public security, Rio is safer than São Paulo.

AN INCREASINGLY SAFER CITY

Lowest rate of crimes against life in 30 years.

Property theft reach recent historical lows.

Rio's Progress in Reducing Violent Crimes



45.4% reduction in violent crimes between 2017 and 2022.

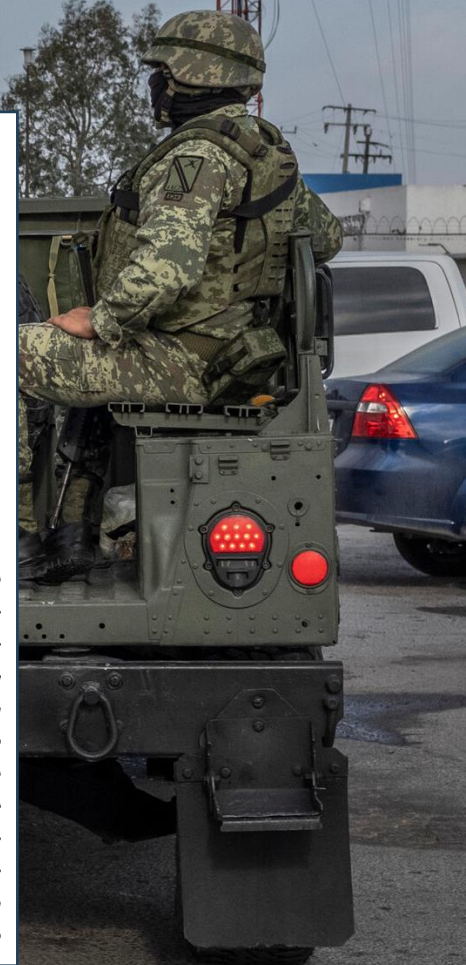
Violent crime incidents (12-months rolling average)

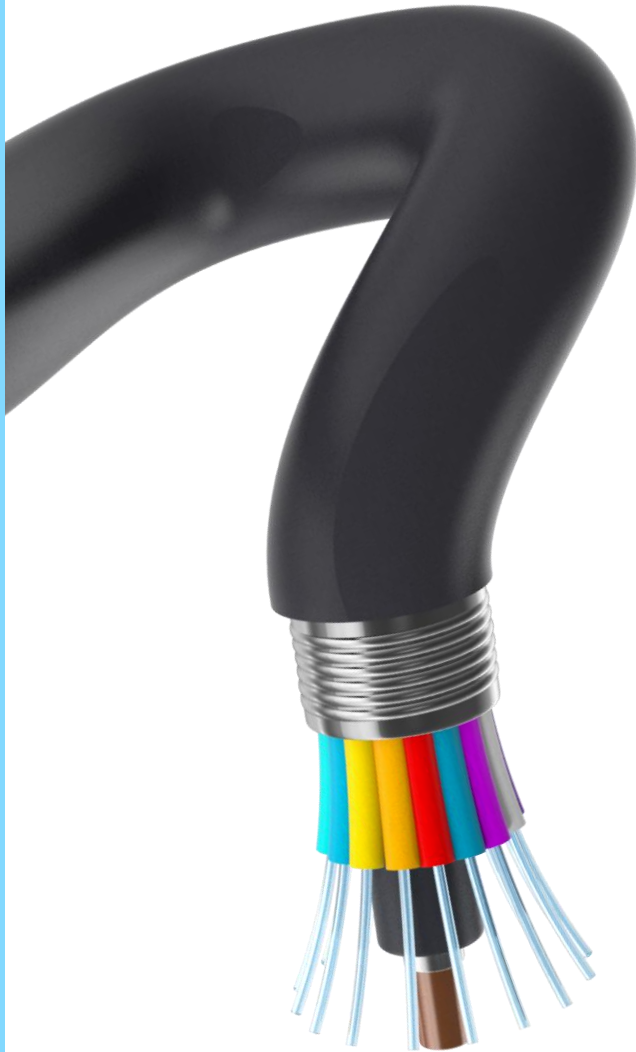
RIO IS NOT ON THIS LIST

The 50 most dangerous cities

Posición	Ciudad	País
1	Colima (AM)	México
2	Zamora (AM)	México
3	Ciudad Obregón	México
4	Zacatecas (AM)	México
5	Tijuana	México
6	Celaya (AM)	México
7	Uruapan	México
8	New Orleans	Estados Unidos
9	Juárez	México
10	Acapulco	México
11	Mossoró	Brasil
12	Cape Town	Sudáfrica
13	Irapuato (AM)	México
14	Cuernavaca (AM)	México
15	Durban	Sudáfrica
16	Kingston (AM)	Jamaica
17	Baltimore	Estados Unidos
18	Mandela Bay	Sudáfrica
19	Salvador (AM)	Brasil
20	Puerto Príncipe	Haití
21	Manaus	Brasil
22	Feira de Santana	Brasil
23	Detroit	Estados Unidos
24	Guayaquil	Ecuador
25	Memphis	Estados Unidos
26	Vitória da Conquista	Brasil
27	Cleveland	Estados Unidos
28	Natal	Brasil
29	Cancún	México
30	Chihuahua	México
31	Fortaleza	Brasil
32	Cali (AM)	Colombia
33	Morelia	México
34	Johannesburgo	Sudáfrica
35	Recife	Brasil
36	Maceió	Brasil
37	Santa Marta (AM)	Colombia
38	León (AM)	México
39	Milwaukee	Estados Unidos
40	Teresina	Brasil
41	San Juan	Puerto Rico
42	San Pedro Sula	Honduras
43	Buenaventura	Colombia
44	Ensenada	México
45	Distrito Central	Honduras
46	Filadelfia	Estados Unidos
47	Cartagena (AM)	Colombia
48	Palmira	Colombia
49	Cúcuta (AM)	Colombia
50	San Luis Potosí (AM)	México

Fonte: Consejo Ciudadano Para La Seguridad y Justicia (MEX)





AND GROWING INFRASTRUCTURE

A solid technological infrastructure, including high-speed fiber optic network and 5G

1 international
civil airport and
2 regionals airports

Subway systems, modern
trams (VLT), BRT,
railway, roads and boat system

2 industrial districts
with infrastructure



THE CITY CALLS FOR
INNOVATION

RIO: CREATIVITY AND TECH KNOWLEDGE

Birthplace of bossa-nova,
funk, samba and carnival

Main production hub
of international films
and soap operas

Creative Economy is one
of the main sectors in Rio. Turned
in around US\$ 4,6 BI in 2019 and
employs 290,000 people

Thousands of digital
influencers



RIO: CREATIVITY AND TECH KNOWLEDGE

Top LatAm universities
and important research centers,
as UFRJ, UERJ, IMPA, IME etc.

2nd largest research and
development center in the country

2nd largest city
in scientific production

Qualified population,
with one of the highest university degree
enrollment rates in the country

1,000 Startups
5 unicorns





PORTO MARAVALLEY

THE INNOVATION HUB OF TOMORROW

Cutting-edge technology and creative industries

RD&I-focused ecosystem

New IMPA undergraduate program

(Mathematics, Physics, Programming
Science and Data Science)

Open Innovation Environment for collaboration

Strategic location fostering economic growth





SANDBOX.RIO

INNOVATION IN A
SUPPORTIVE ENVIRONMENT

Flexible legislation for technology testing

Favorable regulatory environment

Encouragement of innovative projects

Public-private partnerships

Opportunities in energy and mobility



TECH SECTOR IS BOOMING

IBM

VTEX

descomplica

hurb

beep!

globo.com

Hashdex

OLX

VISAGIO

TIM



RIO IS **GREEN**
SUSTAINABLE

NATURAL ADVANTAGES

**for renewable energies and for
the oil and gas industry**

INTERNATIONAL REPUTATION

on sustainability (Eco92, Rio+20)

HEADQUARTERS OF THE LARGEST

Energy corporations and energy
research centers in both O&G
and electricity

8TH WORLD BEST RANKED CITY

in environmental security, ahead of Zurich, Amsterdam,
New York, Tokyo, Sydney, among others, in a list of 60
cities – Safe Cities Index 2021/The Economist





OUR NEXT GOALS

2023

Climate Hub in partnership
with Columbia University

Tax incentive for carbon credits
ISS Neutral

2030

40% green jobs in Rio

Low carbon district

2050

Zero Carbon City

CEFA – New Energy
and Sustainability

Innovation Hub



CENTER FOR
ENERGY AND **FINANCE**
OF TOMORROW

SHAPING A GREEN FUTURE TOGETHER

Integration of energy and finance sectors

Fostering sustainable practices and green finance

Hub for innovative solutions and technologies

Collaboration between industry leaders and startups

Driving sustainable economic development and
positive impact



RIO'S RENEWABLE

ENERGY

LANDSCAPE:

UNLEASHING POTENTIAL

Solar, wind, and biomass projects

Sustainable and efficient electric infrastructure

Energy storage technology investments

Public-private partnerships for energy projects

Collaboration with leading research institutions



INDUSTRIAL COMPLEXES

OPPORTUNITIES TO
GROW AND INNOVATE

Strategic location in Santa Cruz and Campo Grande

Modern infrastructure and access to resources

Skilled workforce and tax incentives

Support for aerospace and technological industries

Partnerships with local institutions for RD&I



CITY FULL OF
OPPORTUNITIES

The **BEST PLACE** to live
and invest is here and now

INVEST.Rio |  RIO
PREFEITURA

THANK YOU!

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