



Jundiaí

THE BEST CITY IN BRAZIL

PRESENTATION



Located in the economic heart of the state of São Paulo and Brazil, Jundiaí stands out for its prosperity and the sustainability of its development process, representing an excellent opportunity for business investments and for living.

The city is inserted in a region that, if expanded to a radius of 100 km, is among the most prosperous in the world, integrated by the main modes of transport, which serve the two most vigorous consumer markets in the country – São Paulo (57 km) and Campinas (36 km and gateway to the countryside), accounting for 26% of the national GDP (Gross Domestic Product). Its privileged location and its natural attributes, in addition to modern infrastructure, quality of life and sustainable actions in the areas of health, education, security, tourism and public services, give the municipality the 4th best HDI (Human Development Index) in the state of São Paulo, with numbers such as 100% treated sewage and distribution of potable water for its entire population.

Jundiaí also stands out for its investments in actions aimed at children, being a signatory to several international pacts for the promotion of child development and a member of the Latin American networks City of Children Project and Urban 95.

On March 28, 1865, Jundiaí was elevated to the category of city and, since then, stood out in coffee production, attracting the railroad and industries. The industrialization process accompanied the circulation routes and, in 1948, the Anhanguera Highway was inaugurated, opening the city's economy to foreign capital. Consolidating its values of development, quality of life and social inclusion, it still maintains an unrivaled geopolitical profile that ensures:

JUNDIAÍ IS THE BEST ADDRESS FOR YOUR NEXT INVESTMENT.



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GENERAL OVERVIEW

Quality of life, privileged location and logistics, served by important modes of transport, modern infrastructure that is constantly updated, provide security for those who are prospecting Jundiaí to set up their business or enterprise of different sizes. Efficiency, planning and responsible fiscal management ensure the sustainability of municipal public policies and the main entrepreneurship indicators attest that Jundiaí has a favorable economic environment.

6th
LARGEST
INDUSTRIAL PARK
IN THE STATE OF
SÃO PAULO

Source: IBGE 2020

6th
LARGEST
TRADE AND
SERVICES PARK
IN THE STATE
OF SÃO PAULO

Source: IBGE 2020

**R\$13
BILLION**

OF PUBLIC
INVESTMENTS
FORESEEN IN THE
PPA 2022-2025

Source: UGGF

**BEST ADDRESS IN
BRAZIL WITHIN
A RADIUS OF**

100 km

26,1% OF THE
BRAZILIAN GDP

80,2% OF SÃO
PAULO'S GDP

Source: Emplasa



POPULATION OF

427 thousand
inhabitants

ABOUT 275,000
ARE AGED BETWEEN
18 AND 65

Source: IBGE e SEADE

6th
LARGEST GDP
IN THE STATE

Source: IBGE

15th
LARGEST GDP
IN BRAZIL

Source: IBGE

10th

HIGHEST HDI
IN BRAZIL

Source: Atlas of Human
Development

4th

HIGHEST HDI
IN THE STATE

Source: Atlas of Human
Development

INFRASTRUCTURE



30 MIN. FROM VIRACOPOS AIRPORT (CAMPINAS)

30 MIN. FROM THE METROPOLITAN RING ROAD

40 MIN. FROM THE CAPITAL SÃO PAULO

1 HOUR FROM CONGONHAS AIRPORT (SÃO PAULO)

1H20 FROM GUARULHOS INTERNATIONAL AIRPORT

2 HOURS FROM THE PORT OF SANTOS

Jundiaí's transport and logistics infrastructure is quite diversified, as well as being served by basic sanitation, waste treatment, telecommunications, electricity and natural gas, with an adequate supply to provide and sustain one of the largest economic parks in Brazil. The city enjoys the best road network in the country, with emphasis on the Anhanguera and Bandeirantes highways, through which you can access, in just 30 minutes, the Sao Paulo Metropolitan Ring Road, which makes connections with the main economic centers in the country. Jundiaí has easy access to the airports of Viracopos (Campinas), Congonhas (São Paulo) and Guarulhos International Airport, in addition to having one of the busiest executive aviation airports in the region (Comandante Rolim Amaro) and being less than two hours from the Port of Santos.





ANHANGUERA

BANDEIRANTES

Jundiaí is served by the Anhanguera and Bandeirantes highways, considered the best in the country and which connect with several other destinations and modes in the state and in the country.



THE BEST IN BRAZIL

In Jundiaí, highways form a strategic road complex.

TRADE AND SERVICES

The trade in Jundiaí has developed itself in practically all sectors, serving the local population and attracting a significant portion of the regional demand. The sector is the third formal employer, according to data from the Ministry of Labor and Social Security.

Jundiaí is a regional health hub and also has excellent infrastructure in the service sector, the largest formal employer in the municipality and compatible with large cities, with emphasis on:

- UNITS OF FEDERAL AND STATE REVENUE
- CETESB AGENCY (ENVIRONMENTAL LICENSE)
- POUPATEMPO (SAVINGTIME OF PUBLIC SERVICES) (STATE AND MUNICIPAL)
- FIRE DEPARTMENT GROUP
- MILITARY POLICE BATTALIONS AND POLICE STATION
- HOTEL NETWORK WITH 3,000 BEDS
- NETWORK OF BANK BRANCHES (76) AND FINANCIAL SERVICES
- GENERAL, MATERNAL, CHILD AND PRIVATE PUBLIC HOSPITALS
- UNIVERSITIES, COLLEGES AND PUBLIC AND PRIVATE SCHOOLS
- FOREIGN TRADE SERVICES
- FINANCIAL SERVICES
- RESTAURANTS AND PUBS
- VEHICLE RENTAL COMPANIES
- HUMAN RESOURCES AGENCIES
- VARIOUS TECHNICAL ASSISTANCE
- THEATERS, MUSEUMS AND CINEMA ROOMS
- TOURISM AND LEISURE
- SHOPPING CENTERS

LOGISTIC VOCATION

A HUB
OF LARGE
COMPANIES

CASAS
BAHIA

CEVA
LOGISTICS

DOW

Sadia

contrail

Roca

JBS

destro
MACROATACADO

L'OCCITANE

DHL

Jundiaí provides a complete transport and logistics infrastructure and, as of 2017, it has the TIJU (Terminal Intermodal de Jundiaí (Jundiaí Intermodal Terminal)), which operates the transport of general cargo, in containers, connecting the municipality to the Port of Santos through railroad under concession by MRS Logística. This railway network is a competitive logistical differential for companies that operate export and import cargo and also for the domestic market, which uses cabotage for some destinations. These are daily trains that transport the equivalent of about 50 trucks.

Jundiaí has developed, for many years, an outstanding vocation as a logistics center, attracting distribution centers of some of the most important business groups in the country, notably the Via Varejo/Casas Bahia Distribution Center, the second largest in the world of its kind, as well as the distribution centers of BRF, Ceva Logistics, Roca, Destro MacroAtacado, Seara, among others. DHL Supply Chain recently announced the installation of a new distribution center in Jundiaí.

— THE BEST IN BRAZIL —

INDUSTRY

SOME OF THE INDUSTRIES INSTALLED IN JUNDIAÍ

Jundiaí has more than 1,300 registered industrial activities and the sector is the second largest employer of formal labor in the municipality, according to data from the Ministry of Labor and Social Security. The municipality has the 6th largest GDP (Gross Domestic Product) in the state of São Paulo (2020), worth R\$ 51.235.049.640 (SOURCE IBGE AND SEADE). It accounts for about 2.15% of the state GDP and 0.7% of the national GDP. The local industrial park is one of the most diversified in the State, highlighting industries in the areas of information technology, food and beverages, among others, which are responsible for the generation of thousands of jobs in the municipality. Currently, around 160 multinational companies are present in the municipality.

Jundiaí



Coca-Cola

SIEMENS

FOXCONN

deca

ambev

brf

JDE

Klabir

JOYSON
SAFETY SYSTEMS

Fini

HUAWEI

ASTRA

Henkel

Cereser

SUCCESS STORIES



ROBERTO RIO BRANCO

VICE PRESIDENT OF MARKETING & INSTITUTIONAL
RELATIONS AT ASCENTY

"Jundiaí is a strategic city both for its location and for the public investments that favor the development of the industry. These investments make Jundiaí an attractive logistics, technological and industrial hub, strategically located for the implementation of data centers. Today, Ascenty has two data centers in the city and there are prospects for growth in investments in the city."



MOACIR CAMARGO

MANAGING DIRECTOR OF THE COMPANY
LINDAL DO BRASIL

"We have been in Jundiaí for a year, where we built our own headquarters and intend to expand in the future. We are in the city for the infrastructure offered by the municipality and for the good quality labor offered thanks to several municipal initiatives for qualification and training. The region still has several other companies that end up contributing to our production process. The logistical structure and location are differentials of the city, allowing the flow of what we produce and what we receive."



MARCELO NONAKA

DIRECTOR OF OMRON HEALTHCARE BRAZIL

"Omron Healthcare Brazil conducted a thorough investigation over the course of two years, with several assumptions drawn up by the committee in Brazil and its headquarters in Japan, among them, being close to the capital of São Paulo, being easy to access, offering an adequate structure in environmental terms, quality of life and work. We analyzed and visited more than 35 locations and Jundiaí was the municipality that met, in its entirety, the desired prerequisites. The commitment, agility, isonomy and seriousness of Organs municipal bodies of Jundiaí were decisive factors for the choice."



SERGIO JACOBSEN VICE PRESIDENT OF SMART INFRASTRUCTURE AT SIEMENS

"The infrastructure offered by Jundiaí makes the difference. The Government listens to businessmen and has common sense. Another differential that the city offers its employees is the high quality of life, which has enormous retention power. Who comes to live in Jundiaí doesn't want to leave anymore."



FABIO MENDUNEKAS SENIOR VICE PRESIDENT OF CONTRACT LOGISTICS IN LATIN AMERICA, CEVA LOGISTICS

"The CEVA Logistics warehouse in Jundiaí is strategically located with access to growing markets in Brazil and we are expanding our space to receive new customers. This location benefits from an excellent infrastructure and has a multimodal transport connection. It is a source of great pride for us to have inaugurated this important warehouse in Jundiaí, of which we are part of the development and economic growth of the city, in addition to offering work and career opportunities for so many professionals who live in the region. Today we are already in phase 2 of expansion."

EDUCATION

Jundiaí is a global city, which competes on equal terms with any location in the world. In addition to having an internationalized economy, the municipality offers quality education at all levels and modalities, and also articulates with public and private institutions to structure professional qualification courses and offer professional education, focusing on the training of manpower to serve to the demands of companies installed in the municipality. Jundiaí also has a Language Center maintained by the City Hall, with free teaching of English, French, Spanish and Italian.

Education in Jundiaí is in tune with the new times, which demand much more than formal knowledge. In the elementary school cycle, Jundiaí's IDEB (Basic Education Development Index) reaches levels of excellence due to investments in efficient learning tools that also help in the development of skills that will be fundamental in an increasingly selective and challenger demanding job market.

In high school, Jundiaí stands out in the following public schools that offer vocational training: Faculty of Technology (FATEC), Federal Institute of São Paulo (IFSP) and the two Technical Schools (ETEC), which cater to the vocations of the regional job market.

FIFTH BEST BRAZILIAN MUNICIPALITY IN EDUCATION, AMONG THE 100 LARGEST MUNICIPALITIES (SOURCE: MACROPLAN, 2020). IN ADDITION TO THE PROXIMITY OF THE MAIN UNIVERSITY AND RESEARCH CENTERS IN THE COUNTRY, SUCH AS USP AND UNICAMP, JUNDIAÍ HAS SEVERAL BILINGUAL SCHOOLS, TECHNICAL SCHOOLS AND COLLEGES THAT CONTRIBUTE TO THE TRAINING OF QUALIFIED LABOR:



FACULDADE ANHANGUERA



UNIP



FUNDAÇÃO GETÚLIO VARGAS



UNIANCHIETA



ETEC BENEDITO STORANI



ETEC VASCO ANTONIO VENCHIARUTTI



FATEC ARY FOSSEN



SENAC



SENAI



ESCOLA SUPERIOR DE EDUCAÇÃO FÍSICA



FACULDADE DE MEDICINA DE JUNDIAÍ



INSTITUTO FEDERAL DE EDUCAÇÃO



ESAMC



INNOVATIVE SCHOOL

The Innovative School Program used in the municipal education network is structured around three axes: the training of educators, the ambiance of the school building and the quality of teaching. The program differentiated itself by working on the separation of students during the pandemic, using outdoor spaces as a classroom and bringing children closer to nature. Now, with the virus under control, the program was reinforced with new technologies in the classroom, games with logical reasoning and socio-emotional education, which were added to English, robotics, healthy eating and other strategies to continue delivering quality education to our students.



English classes from 4 years old



Technologies are part of children's learning

Jundiaí is the City of Children and is part of the Latin American Network City of Children Project and, more recently, was invited by the Bernard Van Leer Foundation to join the Urban95 Network, which focuses on actions developed in the 0–6 years stage. In October 2022, the municipality approved its PMPI (Municipal Plan for Early Childhood), built in an intersectoral way and with the participation of children, which establishes guidelines for investments in actions aimed at early childhood for the next ten years.



CAMPUS JUNDIAÍ
ECOSSISTEMA DE INOVAÇÃO

**JUNDIAÍ
EMPREENDEDORA**
TODOS JUNTOS
PARA MOVIMENTAR
NOSSA ECONOMIA



THE JUNDIAÍ
EMPREENDEDORA PROGRAM
WAS CREATED TO PROMOTE
THE CITY'S BUSINESS
ENVIRONMENT, SUPPORTING
ENTREPRENEURS,
EMPLOYABILITY AND
SME BUSINESSES.

*Jundiaí Space
Entrepreneur
at Maxi Shopping*



INNOVATION

6th
**PLACE IN BRAZIL
IN THE RANKING
OF THE SMARTEST
AND CONNECTED
CITIES**

*Municipalities between
100,000 and 500,000
inhabitants*

*Source: Connected
Smart Cities, 2022*

Since September 2021, with the publication of the decree that created the Innovation Ecosystem – Campus Jundiaí, the city has had a new startup incubation model, identifying public spaces in the city to transform them into innovation clusters and coworkings, with the capacity to the development of new technologies and products, forming an innovation ecosystem in the city, associated with the Jundiaí Cidade Inteligente (Intelligent City) Program, which has already installed around 500 km of infovia (Information Highway) in the municipality.

The municipality is endowed with a regulatory framework that created the Jundiaí Innovation System, with the purpose of fostering the city's business environment using cutting-edge technologies to promote economic, social and digital sustainability, making the city increasingly smart and connected.

Our commitment is to make Jundiaí a city that is smarter, more accessible, more comfortable, safer and easier to move around, using the concepts of smart cities.

<https://negocios.jundiai.sp.gov.br>

QUALITY OF LIFE

International experiences show that the cities that top the lists of the best places to live, in general, are the ones that manage to reconcile the generation of opportunities with quality of life, and municipal management plays a crucial role in this function.

With long-term investments in the protection of springs and in the improvement of collection and distribution services, Jundiaí has a comfortable position in terms of supply. The basic sanitation system is recognized as one of the best in the country and the Urban Water Service Indicator is 99.7%, while 100% of the collected sewage is treated.

2nd
IN THE RANKING
OF THE INDEX OF
CHALLENGES
OF MUNICIPAL
MANAGEMENT 2021
(IDGM)

Fonte: IDGM, 2021. Macroplan.

1st
IN THE ITEM
OF ECONOMIC
INDICATORS,
SUBCATEGORY
STANDARD OF LIVING

*Source: Austin Rating, Editora
Três and IstoÉ Magazine.*

4th
BEST HUMAN
DEVELOPMENT
INDEX IN THE STATE

*Source: Atlas of Human
Development*

100%
OF THE SEWAGE
GENERATED IS
TREATED

Source: Trata Brasil (Treat Brazil)

SECURITY



**AMONG THE
SAFEST CITIES
IN BRAZIL,
CONSIDERING
THOSE WITH
OVER 300,000
INHABITANTS**

Source: IPEA

The quality of life in Jundiaí can also be measured by its safety indexes: in the Atlas da Violência 2019 study, produced by IPEA (Institute of Applied Economic Research), and which considers municipalities with more than 100 thousand inhabitants, Jundiaí appears as the 6th safest city in the country in the general ranking, and in first place as the safest, considering only cities with more than 300,000 inhabitants. To ensure the maintenance or even improve these rates, the city has a modern camera monitoring system (OCR), which allows you to read license plates.

The Municipal Security Plan, in a work aligned with the Civil and Military Police forces, has programs such as Bairro Seguro (Secure Neighborhood), with the presence of mobile bases in the Center and on the São João Bridge, and Anjos da Guarda, which improved the school rounds and zeal for neighborhood safety.

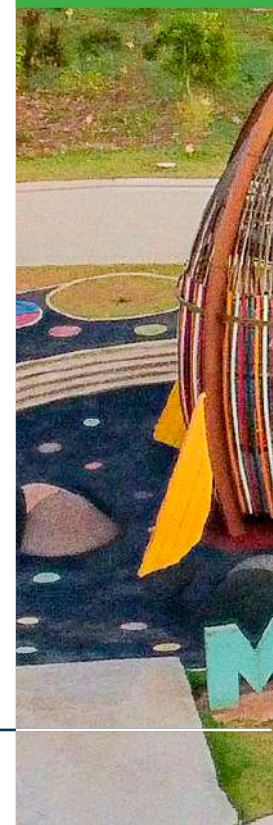
SUSTAINABLE CITY



In Jundiaí, development goes hand in hand with environmental preservation. Serra do Japi is the greatest natural asset of the municipality, being considered one of the last large preserved areas of the Atlantic Forest in Brazil and in the interior of São Paulo, located in a densely occupied region that has biomes of diverse and exuberant flora and fauna. Unesco declared that Serra do Japi is an "Atlantic Forest Biosphere Reserve", a postcard that arouses the interest of residents, researchers and tourists, in addition to being the object of environmental education actions by the municipal education network.

Another important environmental asset of the municipality is the Jundiaí River, which became the first in the country to be reclassified – from class 4 to class 3 – by the Water Resources Council of the State of São Paulo (CRH). With this measure, its water will be able to be used for human consumption, after treatment, along the entire 123 km route, cutting through eight municipalities. Since 1984, the municipality has been making investments, together with companies and the DAE, focused on building sewage networks and treatment stations in the city.

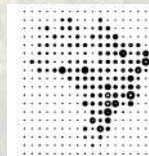
Environmental protection in Jundiaí goes much further and the municipality is a national reference in the treatment of solid waste. The management of civil construction waste has generated enormous savings and reduced impacts on the environment. The Solid Waste Management Center (Geresol) produces sand, stones and ecological asphalt that are used to pave the city's streets and roads. Geresol also houses the organic waste transshipment station, an area for inert waste, a lake with fish and a green waste chopper, which are donated for farmers to use in soil preparation.



2nd IN THE CITIES SUSTAINABLE DEVELOPMENT INDEX

Being in second place in the Cities Sustainable Development Index – Brazil (IDSC-Br) confirms that Jundiaí grows and develops while maintaining sustainability and respect for the environment.

Source: IDSC-Br in 2022



Índice de
Desenvolvimento
Sustentável das
Cidades | Brasil

The Cities Sustainable Development Index – Brazil (IDSC-Br), brings Jundiaí in second place in the ranking of Brazilian cities performing in the Sustainable Development Goals (SDGs), formulated by the UN.

Jundiaí appears in the study with 65.4 points (out of a total of 100), second only to São Caetano do Sul (65.62). The highlights of Jundiaí were the SDG Clean and Renewable Energy, Industry, Innovation and Infrastructure, in addition to Life on Water.

LEARN MORE:

<https://observatorio.jundiai.sp.gov.br>

Mundo das Crianças

THE BEST IN BRAZIL





AGRIBUSINESS

Jundiaí's agribusiness has characteristics that provide special conditions for the city to strengthen itself in the sustainable sector, and with the aim of expanding public policies to support rural producers. The sector has several initiatives, including the Municipal Support Program for Protected Cultivation, a type of subsidy that encourages producers to protect their production with plastic culture, greenhouses and anti-bird screen. Jundiaí is the first municipality in Brazil that understands the importance of encouraging technologies that minimize the effects of climate change on agricultural production. And it has a payment policy for environmental services for rural producers who protect watershed areas.

TOURISM

Jundiaí is classified as a municipality of tourist interest by the state government. The tourist flow has increased substantially in recent years, reaching more than one million tourists in 2019, before the pandemic. About 70% of the tourists who go to the city have leisure tourism as their main motivation, with an emphasis on rural, cultural and gastronomic tourism, wine tourism and ecotourism. The municipality has more than 60 attractions in the rural tourism segment, and the number of enterprises operating in the sector has been growing every year.

The historical tradition of fruit production, the beautiful rural landscapes, the traditional culture of the neighborhoods and the presence of Italian immigrants, in particular, and immigrants of other nationalities, form the perfect scenario for the growth of rural tourism, which contributes to the preservation of the memory, history, know-how of the entire community.

THE CITY RECEIVED THE TOP TOURIST DESTINATION AWARD IN THE RURAL TOURISM CATEGORY, FROM ADVB (ASSOCIATION OF SALES AND MARKETING DIRECTORS OF BRAZIL) IN 2021.



GASTRO
NOMY



RURAL
TOURISM




CULTURE
TOURISM



PARKS



WINERIES &
CELLARS



Another local highlight is the Grape Festival. Held since 1934, the festival celebrates the production of Niagara pink grape, which was born in Jundiaí from a spontaneous genetic mutation. This advent gave rise to the festival and to the identity of Jundiaí as Terra da Uva (Land of the Grape). The event offers tourists the opportunity to get in touch with local culture and traditions, as well as with gastronomy, wine production, and with the joy and hospitality of the Jundiaí people. In its last edition, in 2020, the Festival received 205,000 visitors from 195 cities, 26 states and 24 different countries.

Terra da Uva is also the land of tourism!

TO KNOW MORE:

🌐 www.turismo.jundiai.sp.gov.br 📷 @turismojundiai

CULTURE

Jundiaí is a city that stands out in the national cultural scenario for its initiatives that ensure access to diversified cultural equipment and services, in a broad way and for all ages.

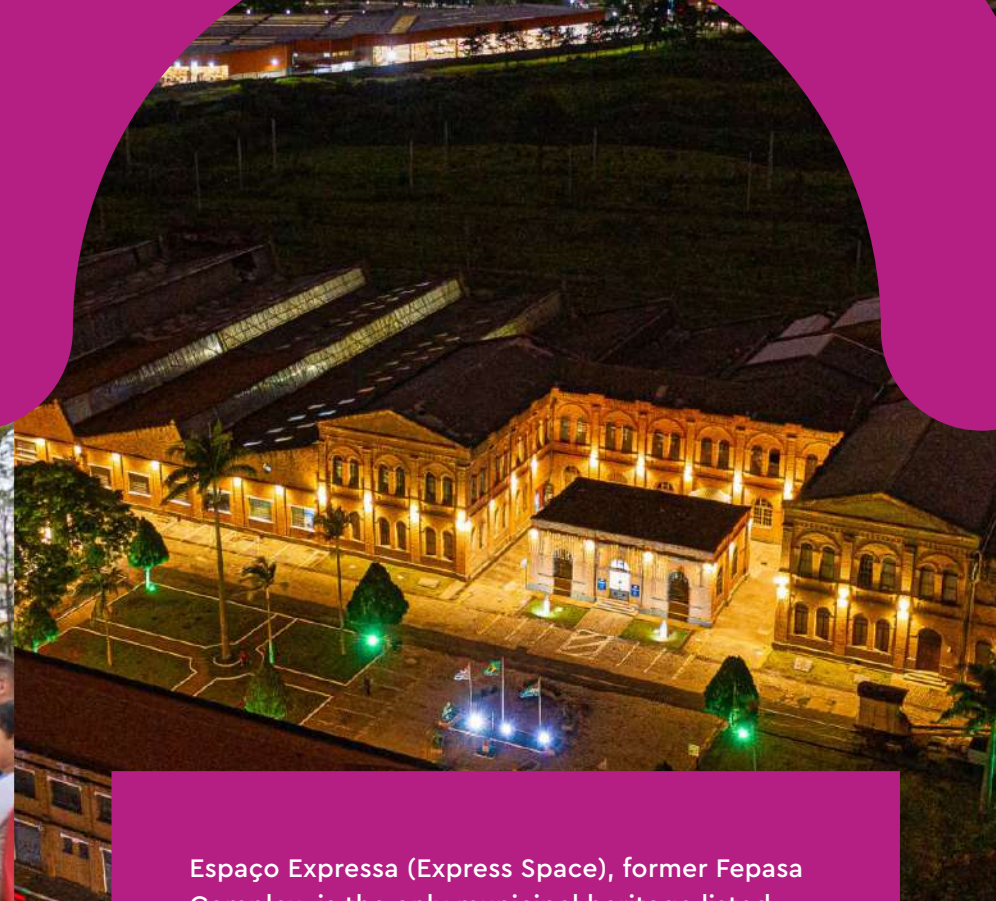
The municipality maintains four artistic bodies: Company of Theater, Company of Dance, the Municipal Choir and the Municipal Symphony Orchestra. And it has the Pinacoteca, the Solar do Barão Museum and the Polytheama Theater. In addition, it encourages visual arts exhibitions and festivals, such as the Jundiaí Theater Festival (Festeju), Music and Literature, Enredança and the Short Film Festival.

Recently, Jundiaí inaugurated the Fábrica das Infâncias (Childhood Factory) Japy, dedicated to artistic, formative, creative and reflective experimentation on games and childhood.

Polytheama theater



Jundiaí is the City of Children. The municipality has a committee made up of 28 children, made up of representatives from different neighborhoods and ages, responsible for deliberating on priorities for municipal public policies.



Espaço Expressa (Express Space), former Fepasa Complex, is the only municipal heritage listed at federal level by the National Historical and Artistic Heritage Institute (IPHAN), where actions are developed that highlight the concepts of Culture, Cities, Food, Coexistence and Children. The Expressa provides spaces for artists free of charge, whether for rehearsals, meetings or presentations, as well as becoming a living area for families and the development of children in contact with nature and spaces for free play.

American Cities of the Future 2019/20 **Winners**



TOP 10 MID-SIZED AMERICAN CITIES OF THE FUTURE 2019/20 – COST EFFECTIVENESS

RANK	CITY	STATE	COUNTRY
1	San José	San José	Costa Rica
2	San Salvador	San Salvador	El Salvador
3	Jundiaí	São Paulo	Brazil
4	São José dos Campos	São Paulo	Brazil
5	Cancún	Quintana Roo	Mexico
6	Irapuato	Guanajuato	Mexico
7	Celaya	Guanajuato	Mexico
8	Reynosa	Tamaulipas	Mexico
9	Chihuahua	Chihuahua	Mexico
10	Saltillo	Coahuila	Mexico

Jundiaí is appointed as the best medium-sized city in the "cost-benefit" criterion for investments throughout Brazil. The study carried out by FINANCIAL TIMES / FDI FOREIGN DIRECT INVESTMENT is part of the work known as AMERICAN CITIES OF THE FUTURE 2019/2020.

YOUR PROJECT IS OUR PRIORITY

Do you need help to make your investment in Jundiaí feasible? Get in touch with us at invest@jundiai.sp.gov.br and we will help you and your company with the location of an area or shed for the installation of your business, as well as we will present you with the complete infrastructure of the city and support you in all the stages, from approval to the licensing of the activity in the municipality.

KNOW MORE ABOUT
THE ADVANTAGES OF JUNDIAÍ:
<https://jundiai.sp.gov.br/thebestofbrazil/>



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JUNDIAÍ
PREFEITURA

