



Rotas de
INTEGRAÇÃO
Nacional

NATIONAL INTEGRATION ROUTES

*INNOVATION STRATEGY OF THE
NATIONAL POLICY FOR REGIONAL DEVELOPMENT*

**18th EUROPEAN WEEK of
REGIONS and CITIES**

05>09 OCTOBER 2020

12>16 OCTOBER 2020

19>22 OCTOBER 2020

National Policy for Regional Development

Decree n. 9.810, of May 30, 2019:

It institutes the **NPRD**, whose purpose is to reduce economic and social inequalities, within and regions, by creating development opportunities that result in economic growth, income generation and improvement of the population's life quality (HDI). Designed in cooperation with UE Programs (e.g. Innovact-AL, EuroSocial).

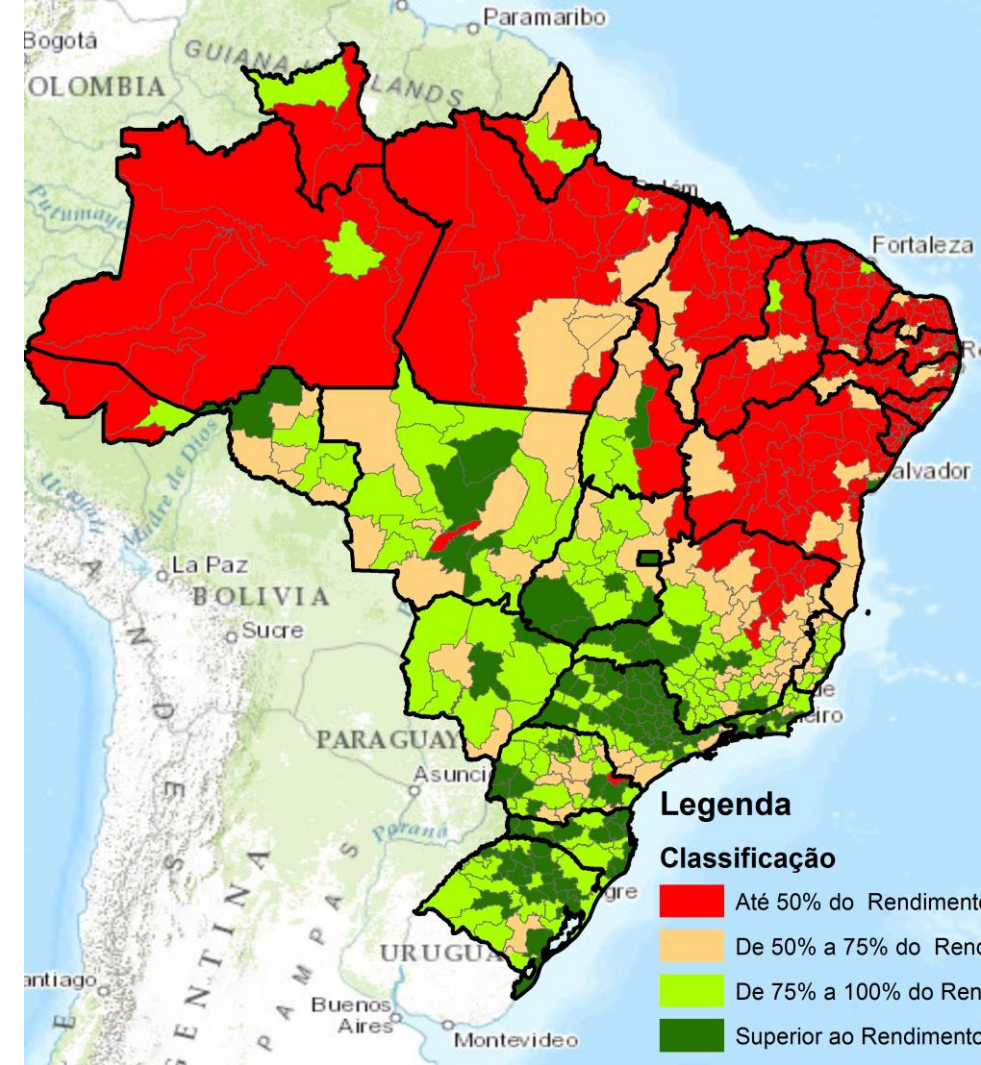
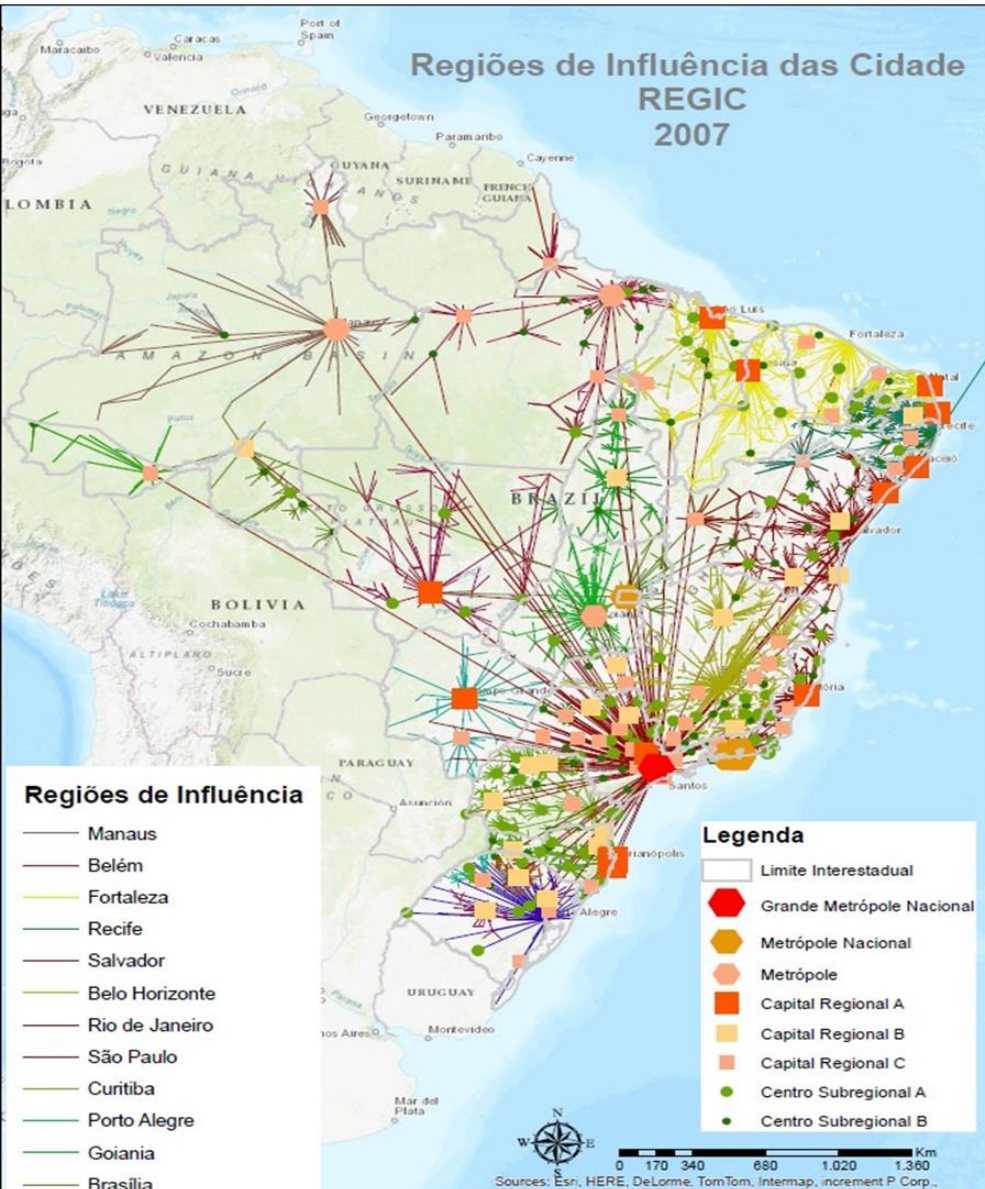
A Territorial approach under a national scope with operations at multiple scales:

- **Macro-regional** (priority for North, Northeast and Center west);
- **Sub-regional** (regions program);
- **Special subregions** (Semi-arid, Frontier, Amazon).

Priority areas for NPRD



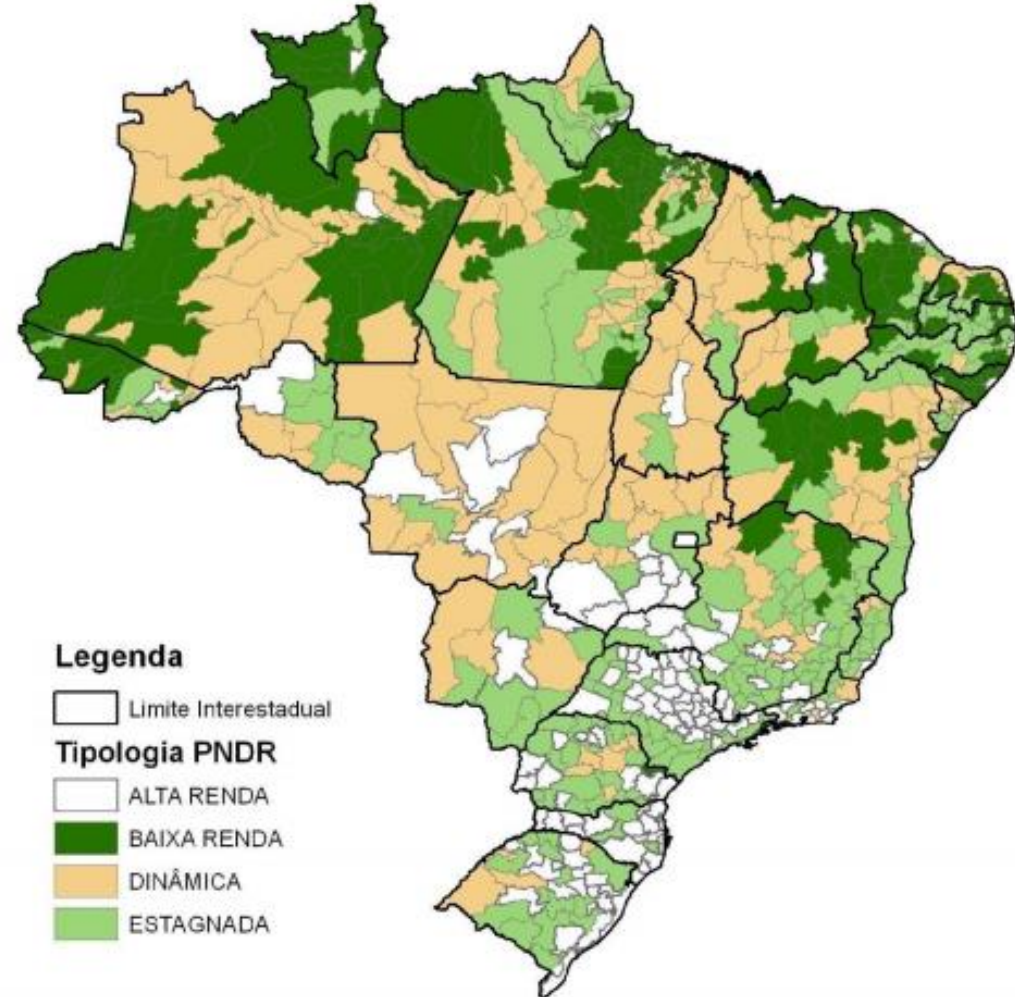
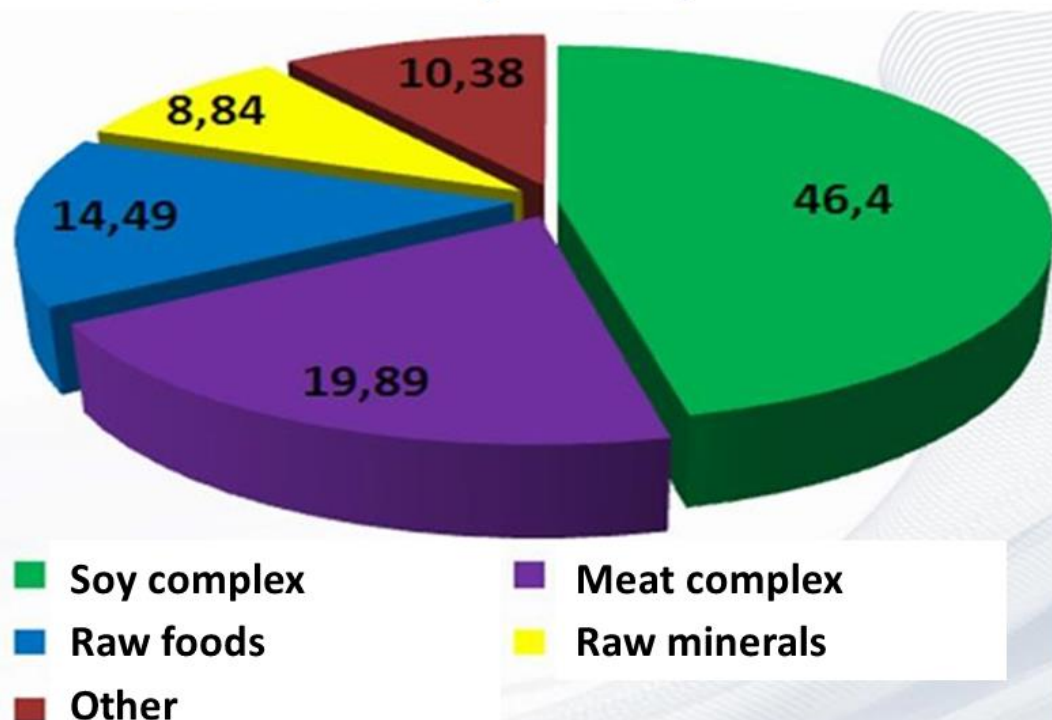
OBJECTIVE 1. REGIONAL CONVERGENCE (family income, GDP, public services)



OBJECTIVE 2. POLICENTRIC CITY NETWORK Foster new urban centralities (medium cities)

OBJECTIVE 3. REGIONAL COMPETITIVENESS (investment, employment and income generation)

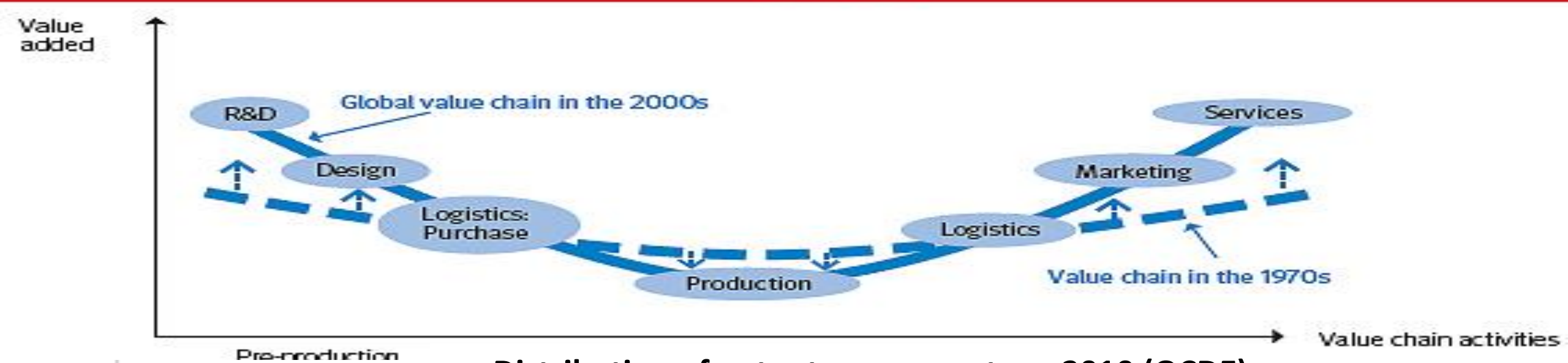
Center West Region: Exports Portfolio



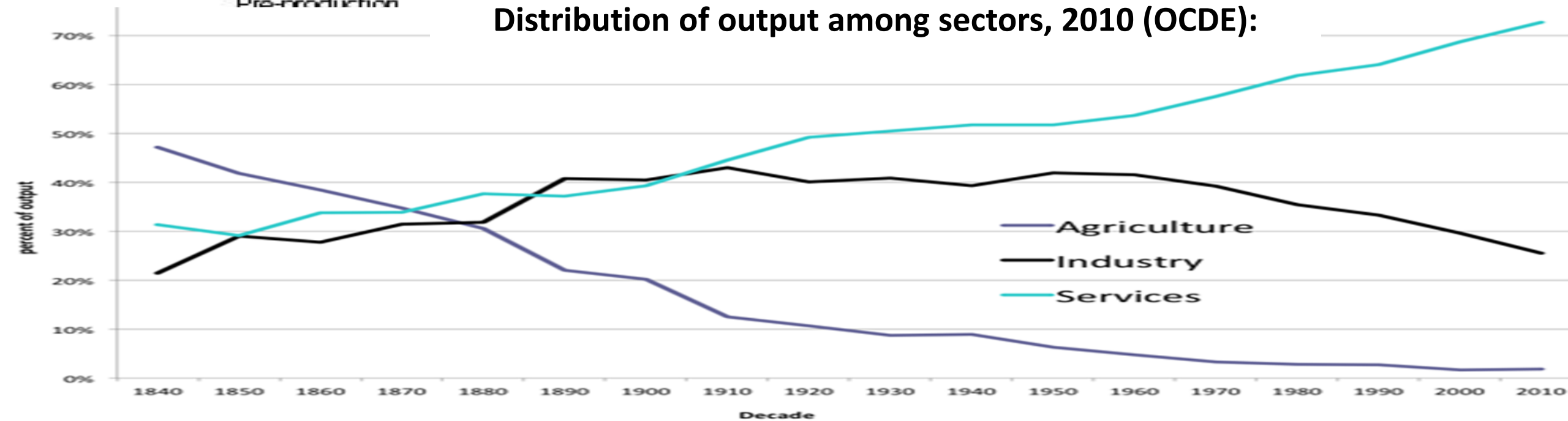
OBJECTIVE 4. ECONOMIC DIVERSIFICATION (adding value to strategic value chains)

The smiling curve

Value distribution along the global value chain



Distribution of output among sectors, 2010 (OCDE):



Value distribution along Coffee Value Chain

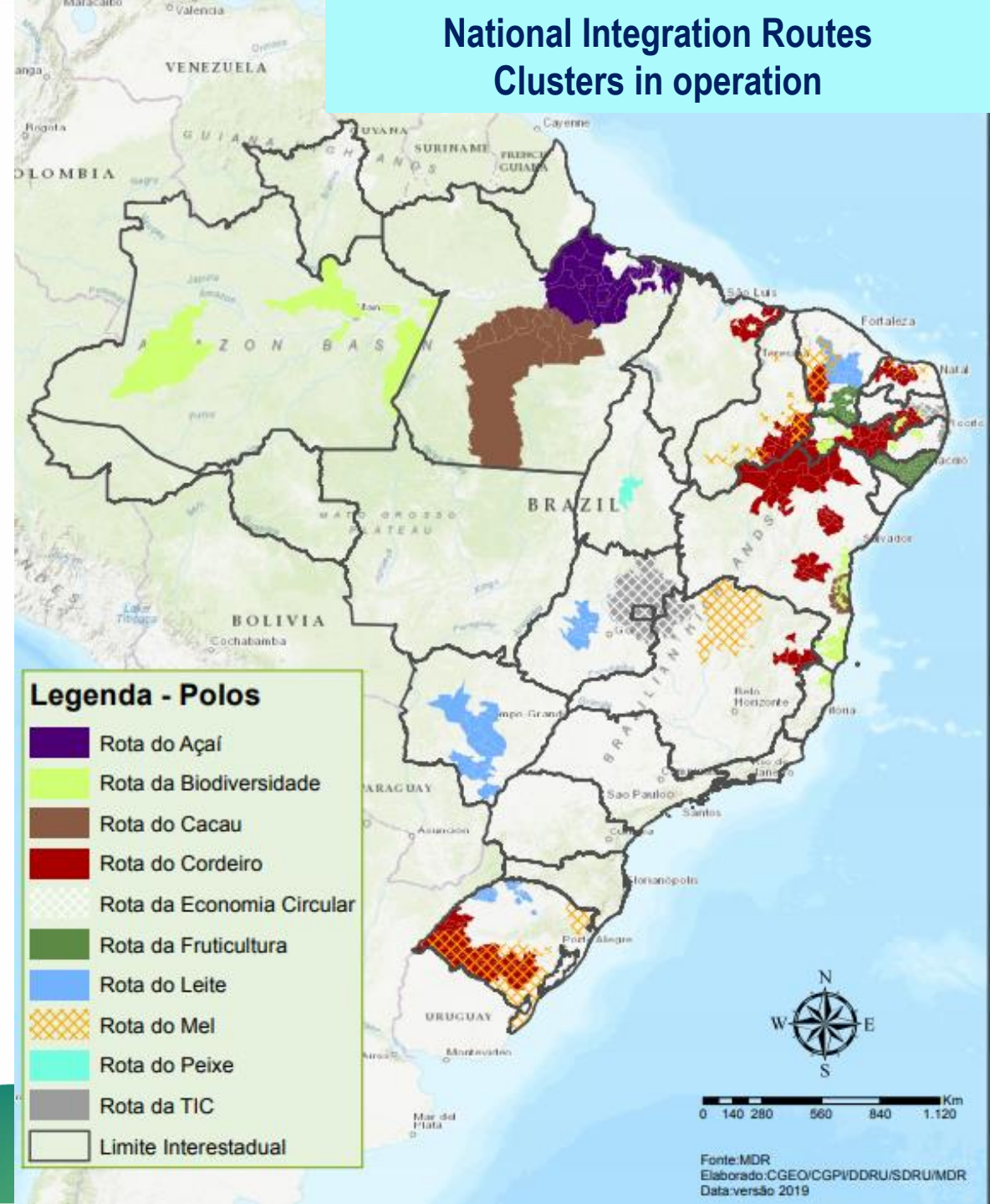


Source: quecafe.info

NATIONAL INTEGRATION ROUTES

NPRD Strategy: Encouraging entrepreneurship and productive inclusion by strengthening networks of productive and innovative local systems, existing or potential, in order to integrate them with regional, national or global systems.

ROUTES are *networks of productive and innovative systems* (clusters), associated with strategic value chains capable of promoting productive inclusion and sustainable development in the Brazilian regions prioritized by NPRD.



Strategic value chains for Brazil in 21st century

Group I - Modernization of traditional sectors (Rural)



Criteria for selection of value chains

Potential for productive inclusion
Regional relevance
Environmental sustainability
Potencial de crescimento
Growth potential
Technological development potential
Potential of industrialization and services
Convergence of public and private initiatives

Group II - Strengthening of technology-based sectors (Rural-Urban)



NATIONAL INTEGRATION ROUTES:

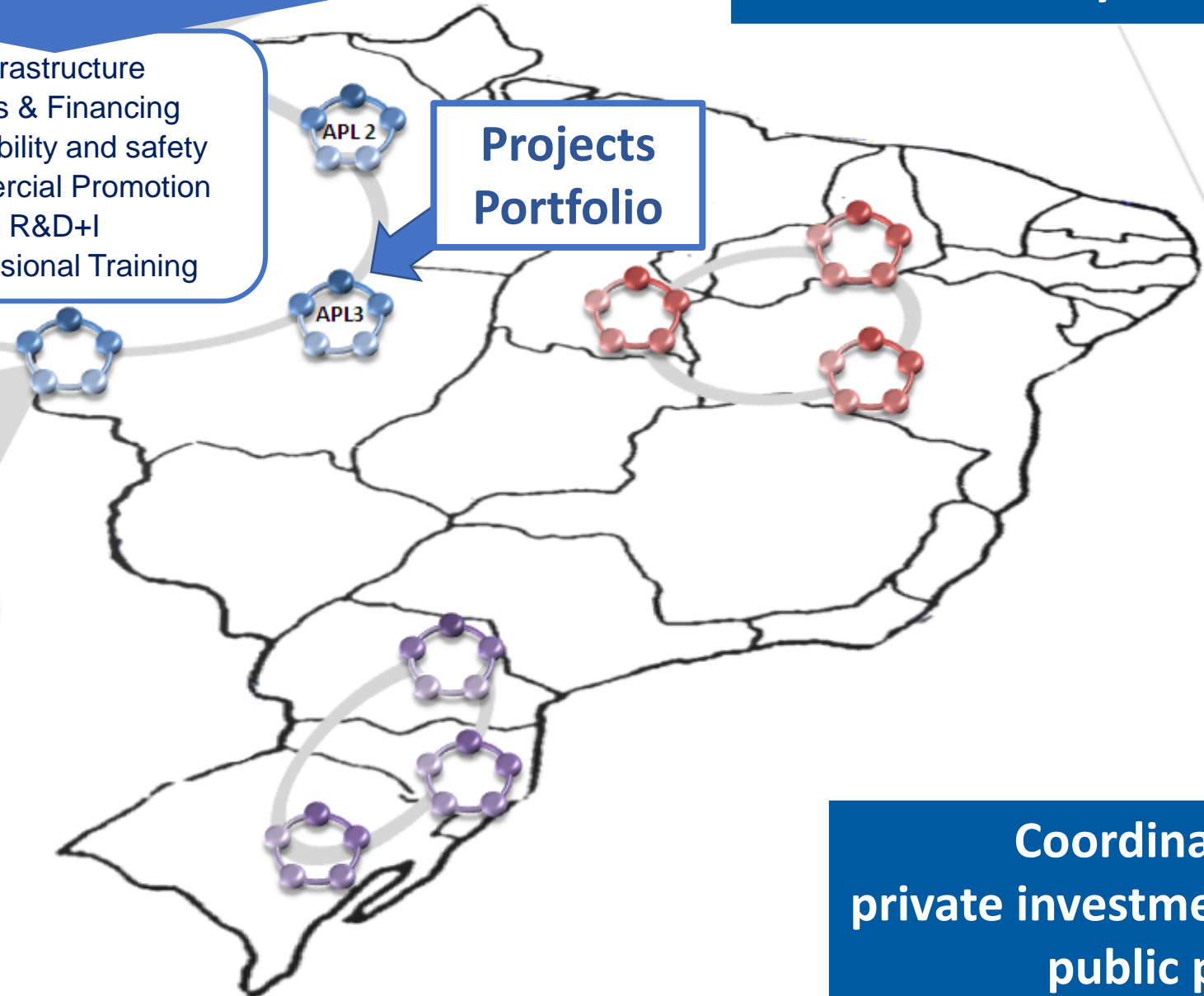
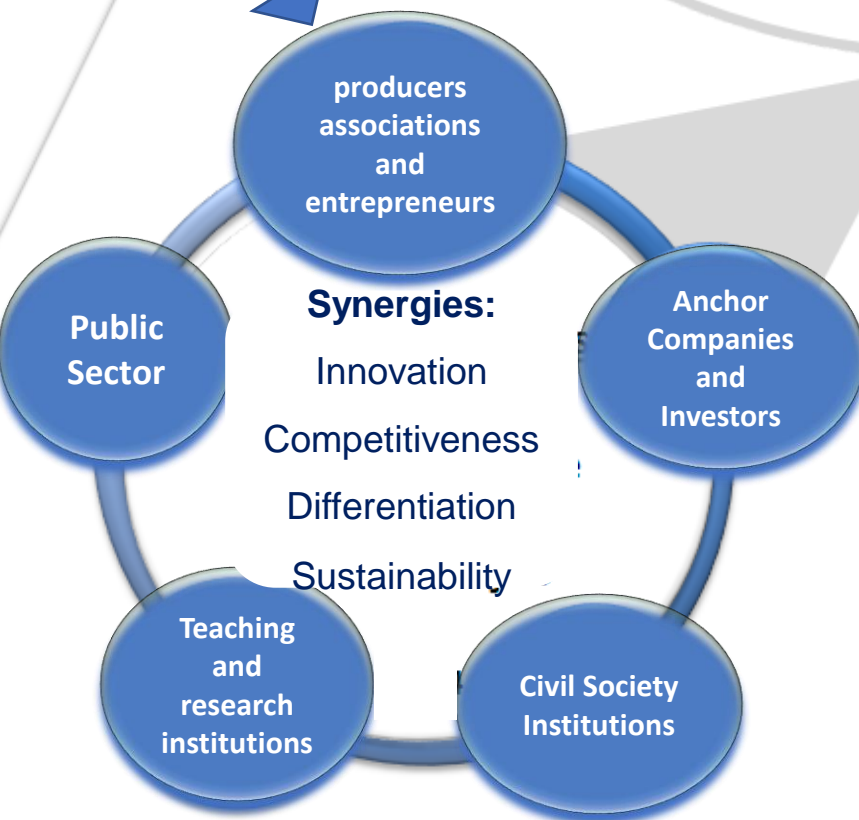
Value Chain Approach

Innovative clusters
networks territorially and
sectorally connected

Quintuple Helix Governance

Infrastructure
Taxes & Financing
Traceability and safety
Commercial Promotion
R&D+I
Professional Training

Projects Portfolio



Coordination of
private investment and
public policies

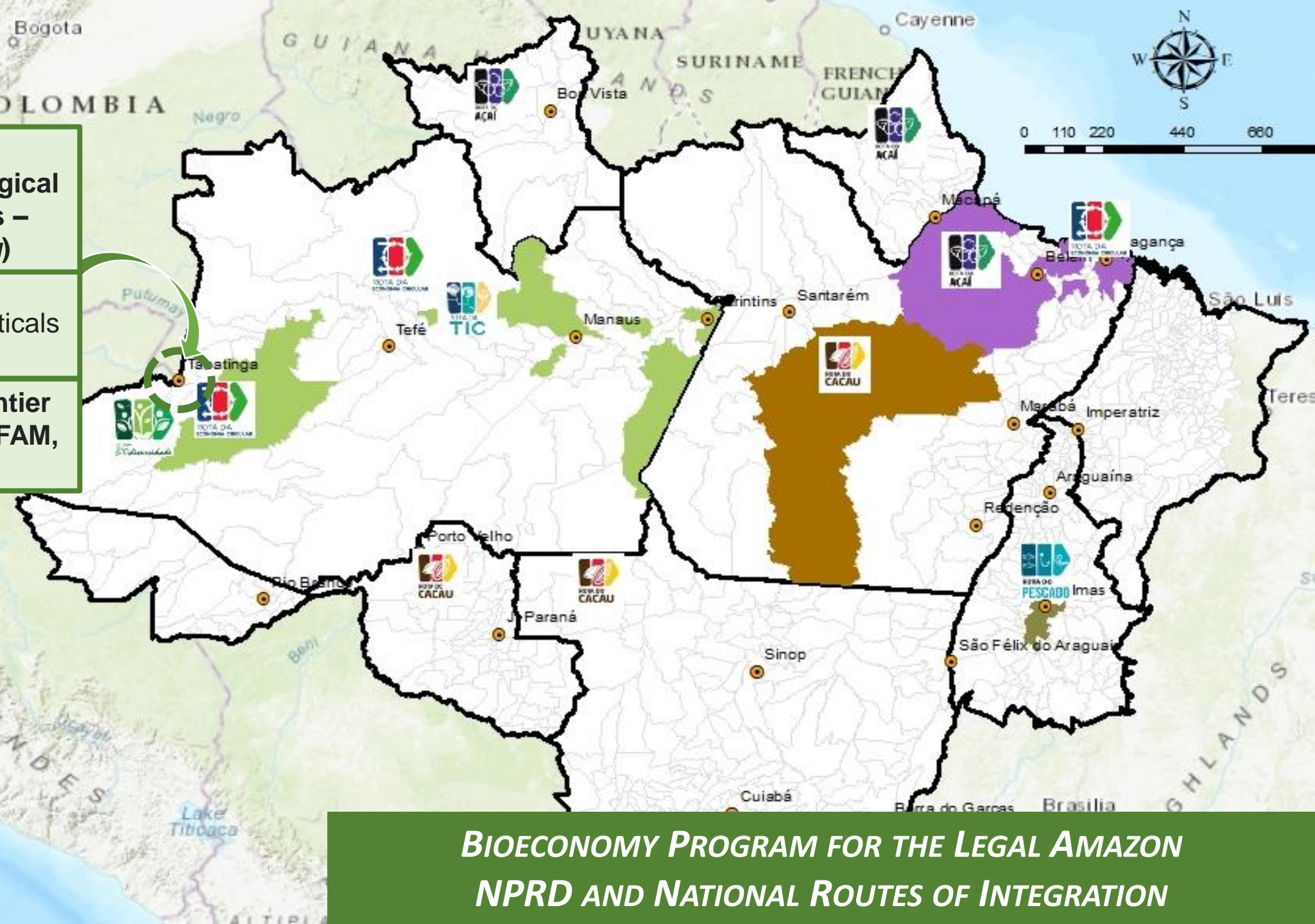
Strategic Project:
Scientific and Technological
Park of Alto Solimões –
Amazonas (ongoing)

Biotechnology:
Phytomedicine, Nutraceuticals
and Biocosmetics

Cooperation: MRD Frontier
Program, UFAM, UEA, IFAM,
FIOCRUZ, SUDAM

Legenda

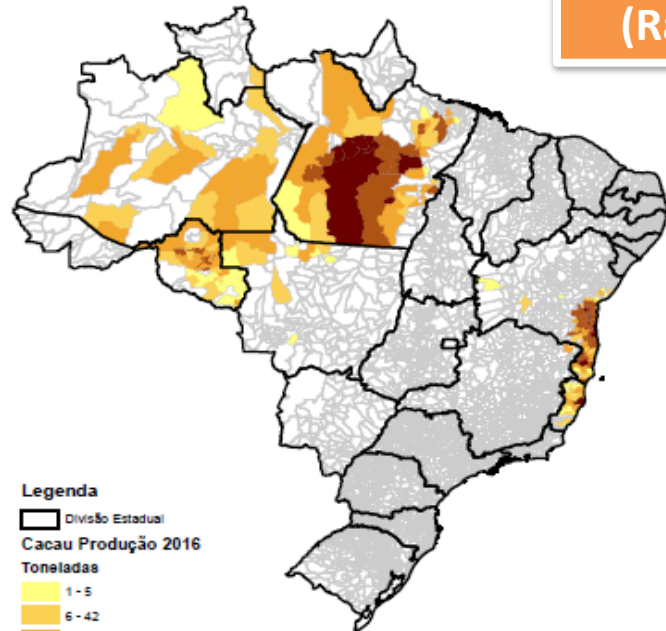
- Polos Intermediários
- Rota do Pescado
- Rota do Cacau
- Rota da Biodiversidade
- Rota do Açaí
- Limite Interestadual
- Limite Municipal



BIOECONOMY PROGRAM FOR THE LEGAL AMAZON
NPRD AND NATIONAL ROUTES OF INTEGRATION

Adding value in the value chain

Cocoa Brazil: Agroforestry clusters



Cocoa (commodity)
 (Raw) US\$ 2/kg

\$\$



Premium Beans

(GI) US\$ 5/ kg

\$\$

**Industrialized
inputs**

(medium) US\$ 5/ kg

LIQUOR



MANTEIGA



TORTA



PÓ



CHOCOLATE

\$\$\$



Chocolate Industry

US\$ 1 (100g)/
US\$ 10/kg

\$\$\$\$



**Gastronomy/
Fine Chocolates**

US\$ 5 (100g)/
US\$ 50/kg

+ Technology an
culture
 + Added value
 + Services
 + Best Jobs



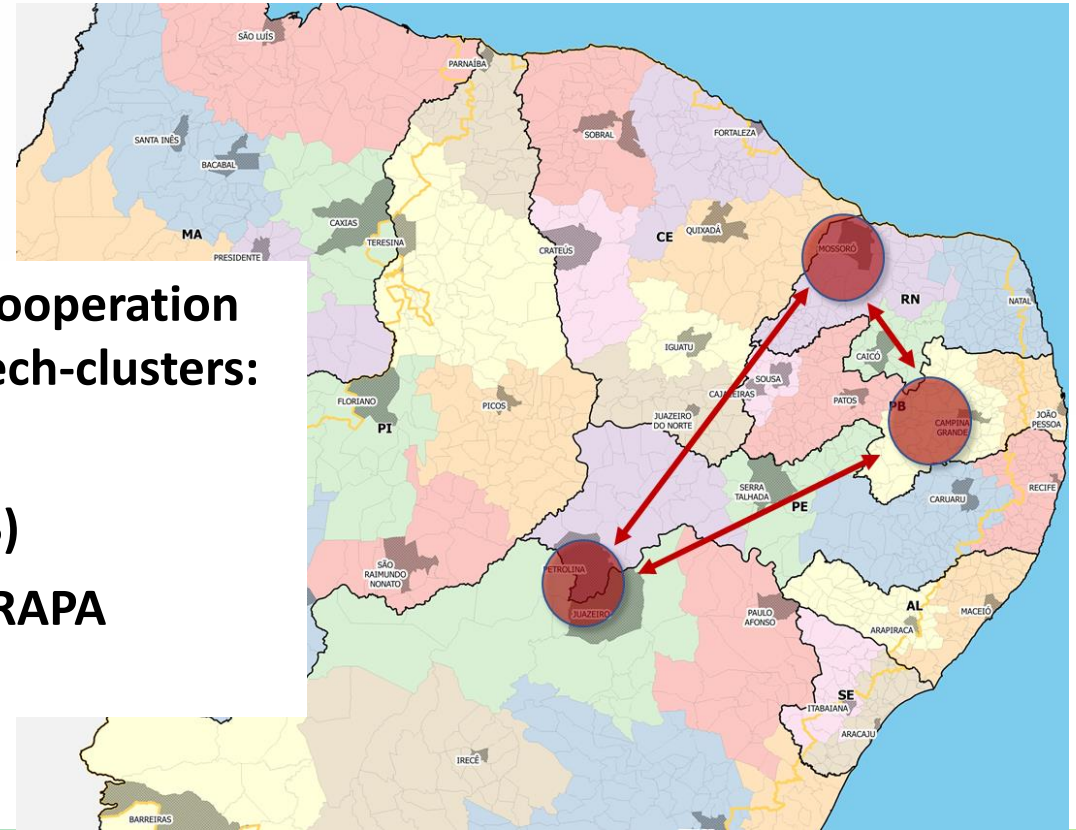


The platform will comprise and sell services and products produced in science and technology institutes in the semi-arid region and companies: emphasis on technology-based startups.

The project includes an application that will allow the same functionalities to be accessed by mobile devices

Joint Venture in cooperation with 3 strategic tech-clusters:

- UFERSA (RN)
- UFCG-INSA (PB)
- UNIVASF-EMBRAPA (BA/PE)



Thank you!

*“Alone we go faster.
Together we go further”*

Vitarque Coêlho

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MINISTÉRIO DO
DESENVOLVIMENTO REGIONAL

