



# CURITIBA IN DATA

Socioeconomic information about the city



**invest  
Curitiba**

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## Curitiba, smart and human

This document features important information for those interested in bringing their business to Curitiba, the capital of Parana. It is also a compilation that shows how the city develops more and more, without forgetting its essence: care for the environment, attention to its citizens. Back in the years 60s, City Hall developed, through a public tender, its first official Masterplan. It was based on three pillars: public transportation, road system, and land use. Nowadays, despite the inevitable changes, the guidelines established by the Masterplan are still respected. That is, it was able to unite modernity with the ideas of the city's early days. The objective was having innovation with low cost but that had an impact on the quality of life in Curitiba.

In the '70s, Curitiba inaugurated the Industrial City, a neighbor dedicated to industrial activities attracting diverse business and population to the area and improving the economic development of the city. There was also an improvement of infrastructure, street paving, and sanitation. Curitiba had a smart growth and followed the trends, making its urban planning and organization a reference for hundreds of cities around the world, developing under the concepts of sustainability and humanity. The urbanism, therefore, brought undeniable benefits not only for the citizens but also for the city economy and development.

Curitiba is a modern, ecologic and sustainable city that constantly seeks solutions through innovation and technology, in important sectors, such as transport, security, infrastructure, mobility, health, education, energy, using the resources wisely. These are an essential criteria for attracting business development, creative economy, sustainable development, and innovative technologies. In 2017, to improve the innovation within the city and engage the different stakeholders, the Curitiba City Hall launched the Vale do Pinhão (Pinhão Valley), the global strategy of the city to promote Curitiba as a Smart City, strengthening the creative and technological economy and the ecosystem of innovation.

The city of Curitiba believes that the discussion of innovation and the entrepreneur culture, engaging the children, youths, entrepreneurs, adults, and the elderly is crucial to adopt new technologies and to prepare for the challenges of the future. Also believes that the city needs to develop the urban space with connections, infrastructure, and concrete actions to achieve the United Nation SDGs and tackle climate change. It consistently proposes the city re-urbanization and development based on sustainability, humanity, new energies, corporate and entrepreneurial hubs.

By accessing the Invest Curitiba website, the businessman finds out, in numbers, why Curitiba is one of the most attractive cities to do business with. The website gathers information from the incentives available for companies that want to settle in Curitiba to the profile of segments with economic potential. The investor has a wide support network for questions and updates. In general terms, the Curitiba Agency for Development and Innovation has the vision of being a reference in the promotion of corporate economic activity, fostering Curitiba's economic and technological development with a focus on innovation and sustainability; and cultivating values as a commitment, credibility, effectiveness, flexibility, honesty, humility, innovation, perception, perseverance and respect.

*Cris Alessi, CEO at Curitiba Agency for Development and Innovation.*

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Located in the South Region of Brazil. The city is strategic to the investment in new ventures, and for this reason, it is the third capital with more business-related visits, just behind São Paulo e Rio de Janeiro (Ministry of Tourism, 2016). With an area of 435 km<sup>2</sup>, Curitiba is situated within 100 km of two ports: Paranaguá and Antonina. Also includes the International Airport Afonso Pena in the metropolitan region, and the Bacacheri airport, only 10km from downtown, for lighter aircraft. Curitiba is in a strategic position in relation to the capitals of the Mercosur countries, the Southern Common Market that includes Brazil, Argentina, Uruguay, and Paraguay, which facilitates the promotion and support of new businesses.

Curitiba is recognized as one of the most intelligent cities in the world. It has always been among the three most intelligent cities of Brazil in the Connected Smart Cities ranking and was placed between the six smarter cities in the world at the World Smart Cities Award in 2019. In September 2020, Curitiba won the Wellbeing Cities Award, in the event from NewCities and Novo Nordisk, Canada, with the case Vale do Pinhão – Building a vibrant economy. Vale do Pinhão is a movement of the innovation ecosystem to transform Curitiba into a reference of smart city and sustainability, developing innovative solutions in entrepreneurship, urban mobility, economy, health, education, and the environment.

# METODOLOGY

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This document was compiled by Curitiba Agency for Development data team. The primary objective is that it serves as an introduction to some of the most relevant indicators about Curitiba, which involves economic development, quality of the workforce, and technology.

The information collection process was made by consultations on the primary data available from the official national databases, from December 2020 to January 2021, with a preference for the most recent data available.

As for financial indicators, the primary data were collected in Reais (R\$), and later converted to American Dollars (US\$), since the target audience of this work is the international investor. For conversion, the dollar price on the date 09/02/2021 was used.

Some primary data showed size bias that impacted the benchmark analysis. The solution was the inclusion of quality variables, such as the use of the indicator proportional to the number of inhabitants.

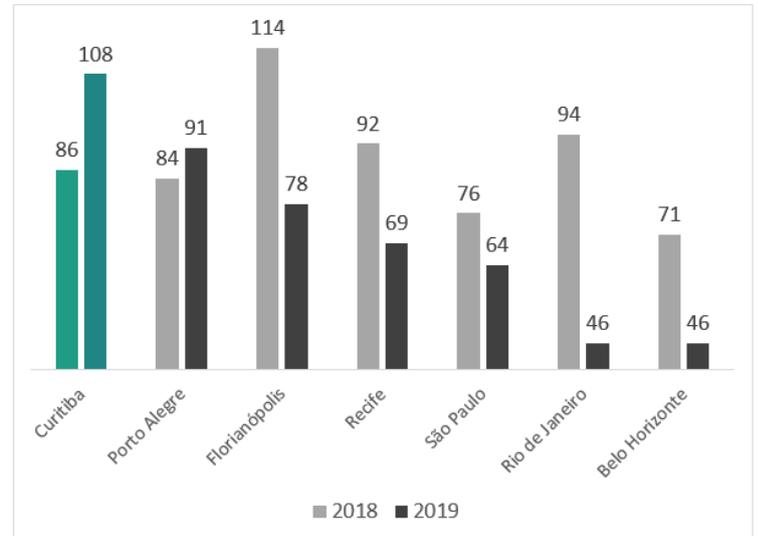
We also use third-party data, which may be updated periodically. This document does not guarantee that there will be no divergence of information in subsequent consultations compared to this material. In addition, different sources use particular criteria for the same indicator.

# 1. PRODUCTIVITY IN TECHNOLOGY

Curitiba is in first place in the Brazilian ranking of productivity and efficiency in the technology sector. The clear lead, in comparison with São Paulo, Rio de Janeiro, Belo Horizonte, Florianópolis, and Recife, was pointed out by the annual Tech Report in 2020, published by the Catarinense Association of Technology (Acate).

The study analyzed the average revenue and employees of technology companies in the country to produce the productivity efficiency ranking. In 2019, Curitiba had the rate of R\$ 108 thousand per worker, the higher index in the country. In the second place, Porto Alegre (RS) had a rate of R\$ 91 thousand per worker, followed by Florianópolis (SC), with R\$ 78 thousand (Figure 1).

Figure 1 – Productivity in Technology Index - Capitals



Source: ACATE/TECH REPORT (2020);

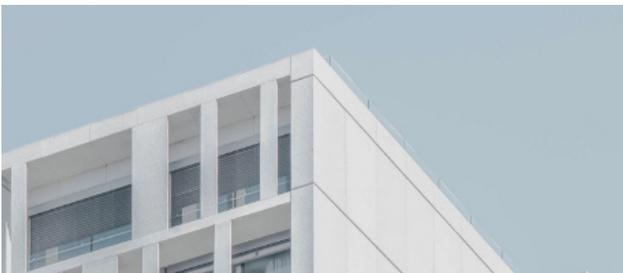
# NUMBER OF STARTUPS

The current market for the Startups places Curitiba as the first in the number of enterprises, in Paraná state with 422 companies mapped by SEBRAE, in 2020 (Figure 2). In June 2020, Curitiba was included in the Global Startup Ecosystem Report, by Startup Genome; in December 2020, the Global Fintech Ecosystem Report, also by Startup Genome, placed Curitiba among the 13 cities in the world to watch as favorable for fintech. In addition, the city is the fourth place in Brazil regarding the quantity and quality startups, according to the mapping by StartupBlink.

Figure 2 - Number of Startups in Curitiba



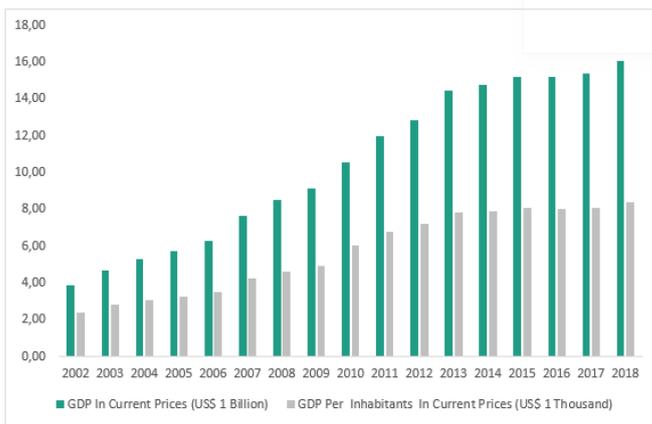
Source: SEBRAE (2020)



## 2. ECONOMIC DEVELOPMENT

With a Gross Domestic Product (GDP) of US\$ 16,1 billion (Figure 3), Curitiba is in fifth place in the national ranking among the capitals. The GDP per inhabitants of the city is more than US\$ 8,39 thousand (IBGE 2018). The service sector is responsible for 84% of this participation.

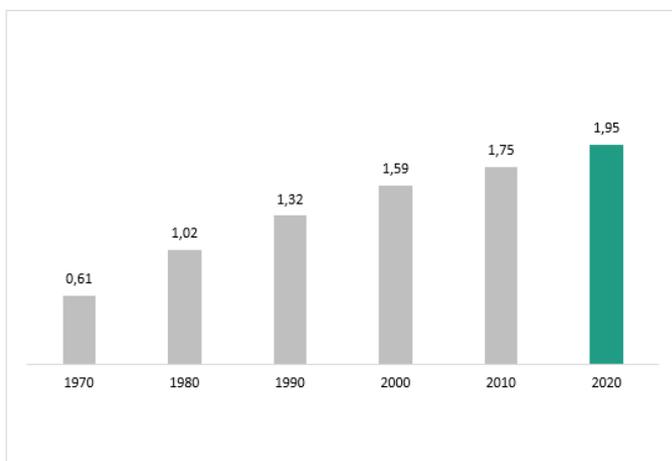
Figure 3 – GDP in Current Prices – Curitiba



Source: IBGE (2018)

Curitiba has the eighth largest population among the Brazilian capitals, with 1,95 million inhabitants (2020 estimated), growing 12% in the last 10 years. The Metropolitan Region of Curitiba, which includes Curitiba and another 28 cities, has a population of 3,6 million (2020 estimated).

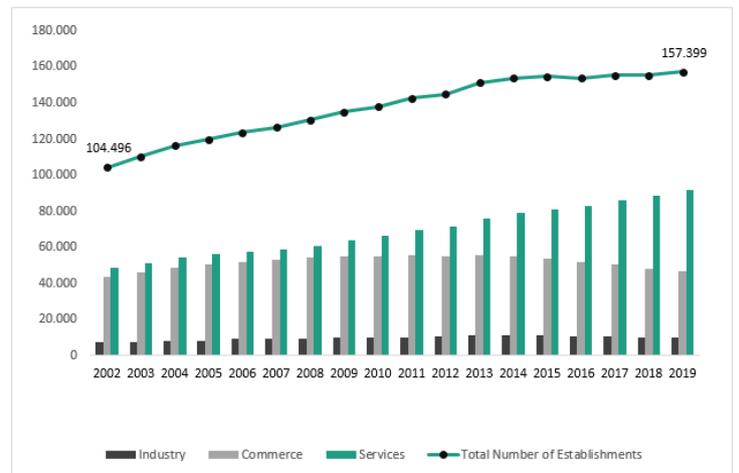
Figure 4 – Population of Curitiba in Million Inhabitants – Historical Series



Source: IBGE (2020).

The city occupies fourth place among the Brazilian capitals in the ranking of the number of economic establishments. According to the Annual Report of Social Information (Rais), by the Ministry of Labor and Employment, there were approximately 157,4 active enterprises in 2019, which represent a growth of 51% since 2002. The service sector is responsible for 58,5% of the total of establishments in 2019. The percentage of the service sector shows that Curitiba is following the trend of the biggest cities in the world, where regional economic development is experiencing expansion in this sector (Figure 5).

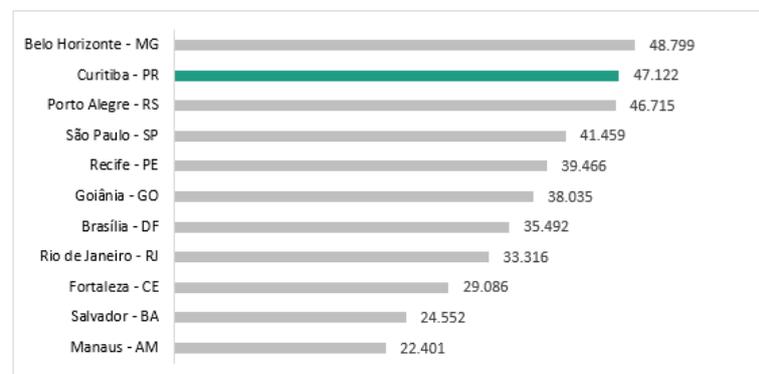
Figure 5 – Establishments by Activity Sector in Curitiba – Historical Series



Source: MTE/ RAIS,

Regarding the size of the establishments, around 97% of them correspond to micro-companies, followed by 2,6% of small companies. The information is provided by the Ministry of Labor and Employment and is present in the Annual Report of Social Information (Rais) of 2019. Curitiba reached 863,1 thousand formal jobs in 2019, which places the city in the fifth place in the ranking of capitals, and the second capital with the best balance, with 47.122 formal jobs per 100.000 inhabitants (Figure 6). The third sector (services and commerce) is responsible for 85,7% of the total formal jobs in Curitiba and the large enterprises comprise 43,29% of the total.

Figure 6 - Formal Jobs per 100.000 inhabitants - Capitals



Source: MTE/ RAIS, IBGE,



### 3. FOREIGN TRADE

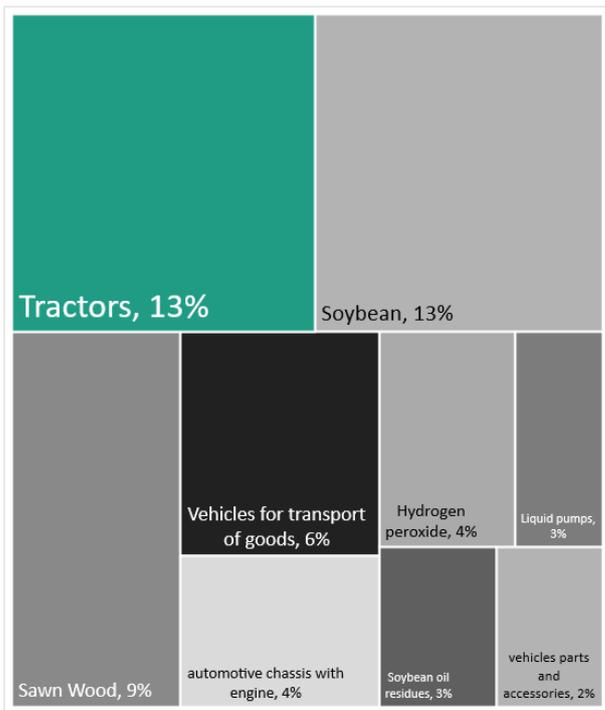
In 2020, Curitiba was the fourth Brazilian capital in the ranking for foreign trade, reaching the value of US\$ 957,6 million in exports. The four main destinations were Argentina (17%), (China 13%), Peru (8%), and Chile (7%). The main goods of exportation include tractors (13%), soybean (13%), and sawn wood (9%), which represents de most representative part of our foreign trade. (Figure 7 and 8).

Figure 7 – Main Export Destinations



Source: MDIC, COMEXSTAT

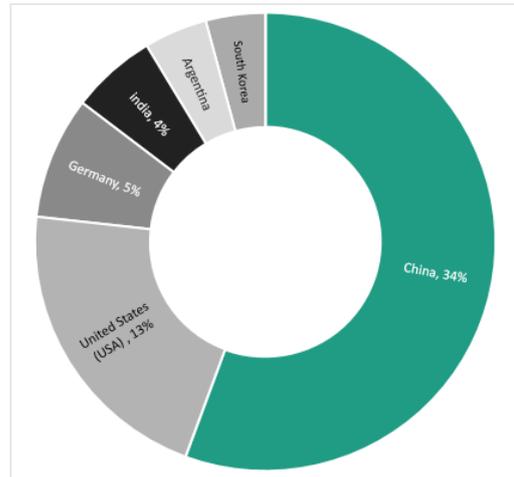
Figure 8 – Main Export Products



Source: MDIC, COMEXSTAT.

Curitiba imported US\$ 1,4 billion, mainly from China (34%), United States (13%), and Germany (5%) in 2020, according to the Ministry of Development, Industry and Foreign Trade (Figure 9).

Figure 9 – Main import source countries

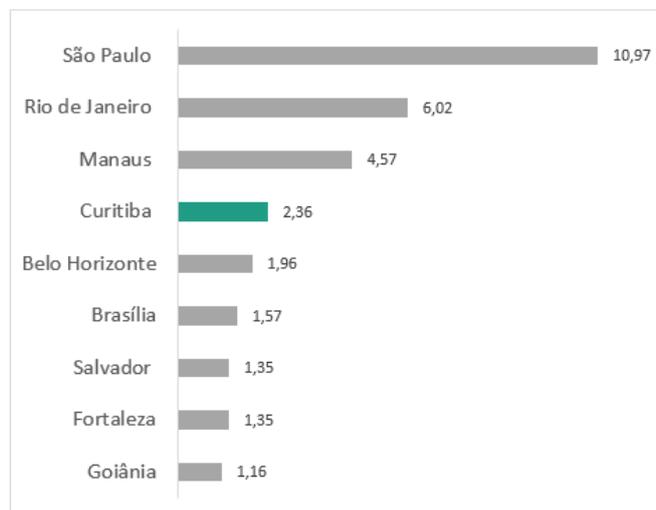


Source: MDIC, COMEXSTAT.

### 4. INDUSTRY

The industrial sector represents a large portion of the city's income. According to data from IPARDES, although the relative participation of the industry in relation to Curitiba's GDP has decreased over time, the amount of income in this sector grew 189% in 15 years. Currently, the capital has the fourth-largest industrial GDP among Brazilian capitals, US\$2,36 billion according to data from IBGE 2017 (Figure 10).

Figure 10 – GDP (Billions of US\$) in Industry.

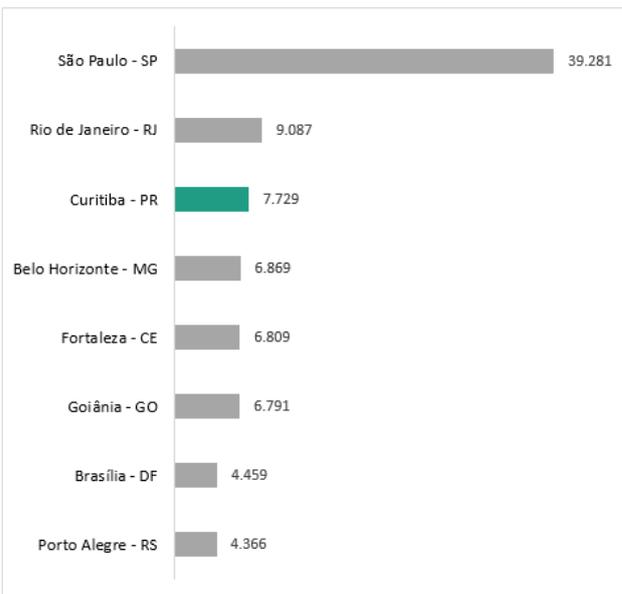


Source: SIDRA, IBGE (2017).

## 4. INDUSTRY

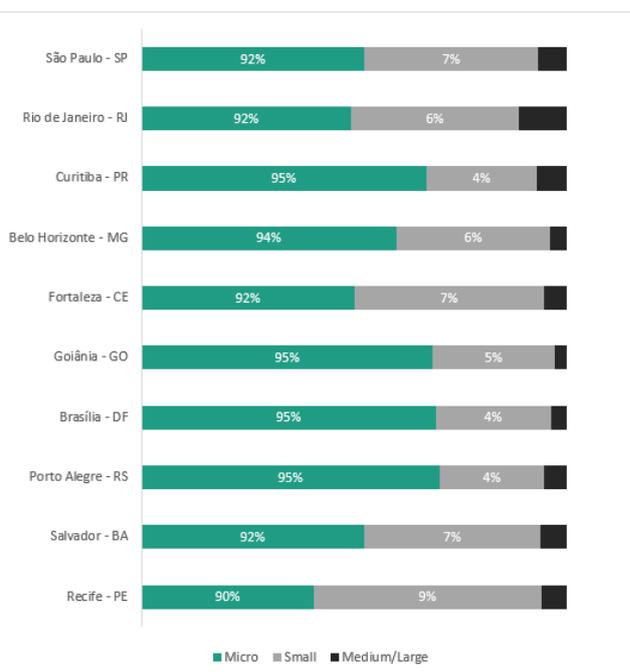
Regarding the number of establishments and permanent jobs in this sector, in 2019, the balance is 7.729 establishments, and the city is the third place among the capitals in the number of industrial establishments (Figure 11). From the total, 95% of these establishments are micro-companies (Figure 12). Also, on the regional level, 43% of the extractive industry establishments and 28% of the part of Paraná's manufacturing industry are located in Curitiba's Metropolitan Region.

Figure 11 – Industrial Establishments (Capitals)



Source: MTE/RAIS (2019), Agência Curitiba (2020)

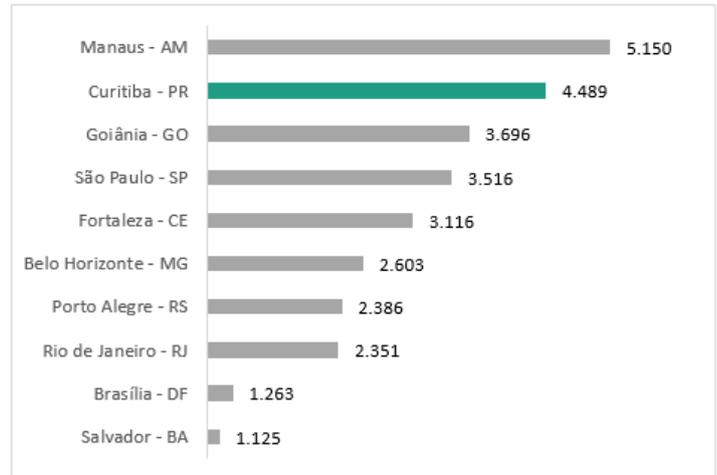
Figure 12 – Size of Industrial Establishments (Capitals)



Source: MTE/RAIS (2019),

Curitiba is the fourth capital with more jobs related to the industrial sector, with a balance of 87.468 jobs in 2019. When viewed in terms of jobs per 100.000 inhabitants, the city places in the second place per number of inhabitants among the Brazilian capitals, with the number of 4.489 jobs (Figure 13). When regionally evaluated, at the state level, 52% of the jobs are related to the extractive industry, and 28% related to the manufacturing industry.

Figure 13 – Industrial Jobs per 100.000 inhabitants (Capitals)



Source: MTE/RAIS, IBGE

In the past years, there was a significant increase in the average nominal income at work in the industry of Curitiba (Figure 14). Although the difference in income between male and female workers is still existent, the disparity has already decreased. While the income for male workers increases by 82% in 8 years, the rate for female workers increased by 96%.

Figure 14 – Average Income of Labor (Curitiba)

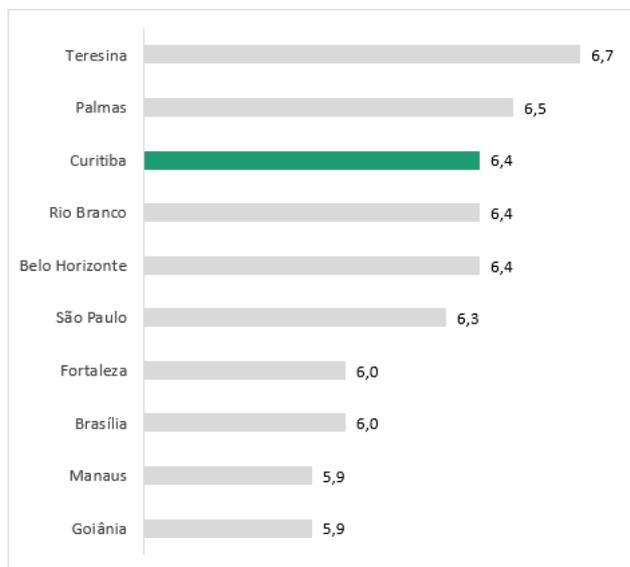


Source: IPARDES – BDEweb.

## 5. EDUCATIONAL INDICATORS

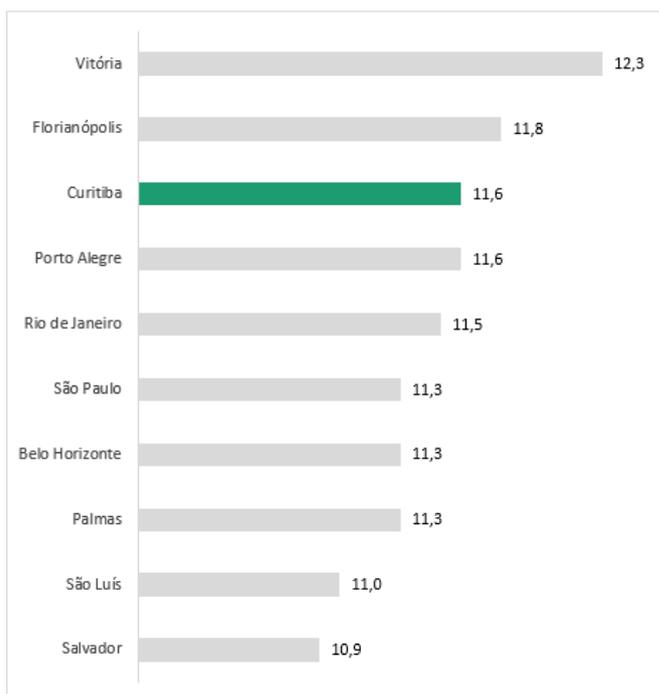
Curitiba is a model city in terms of education. It has received the highest score in the national Development of Basic Education Index (IDEB 2018). The city has the second-lowest illiteracy rate among the capitals, with only 1,3% of the population illiterate. And it is the third place for an average time, of population years of study, with 11,6 years (Figures 15, 16, and 17).

Figure 15 – IDEB - Capitals



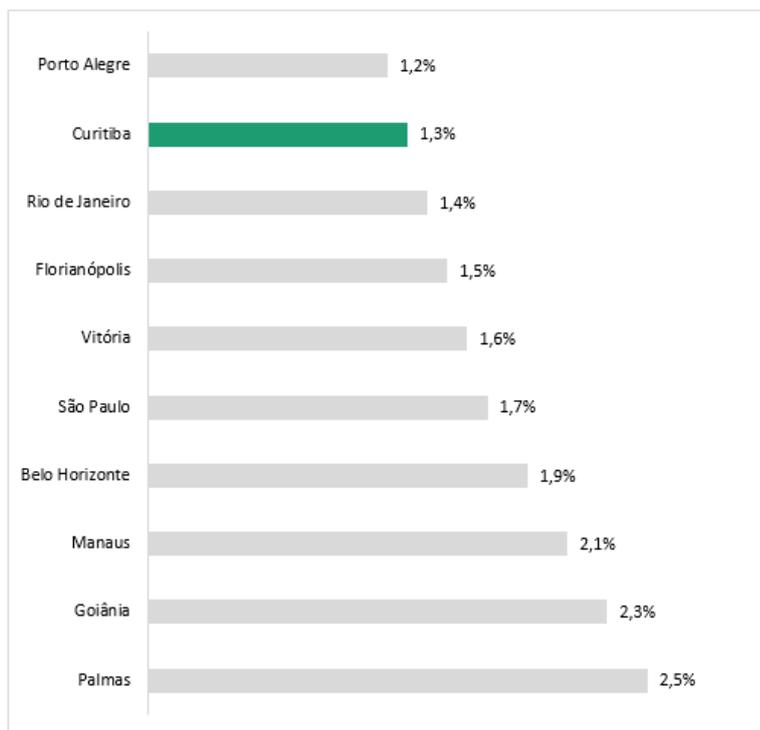
Source: PNAD Continua – IBGE (2018)

Figure 16 – Average Years of Study of the Population - Capitals



Source: PNAD Continua – IBGE (2018)

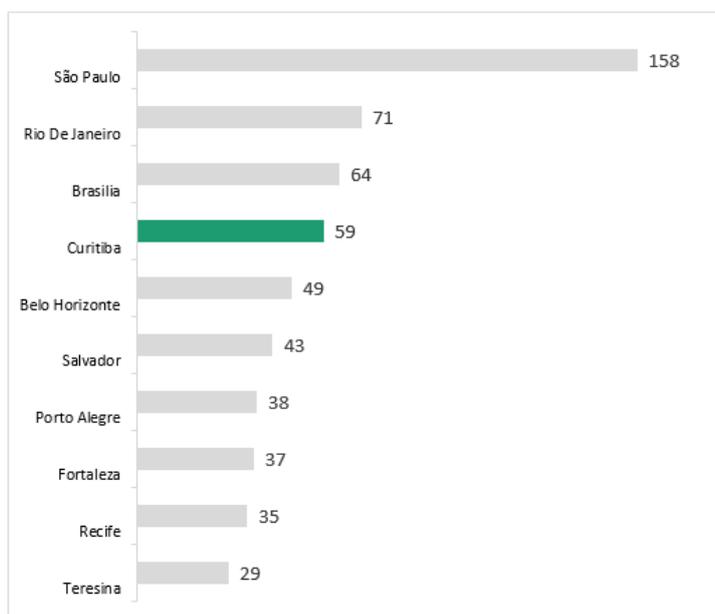
Figure 17 – Illiteracy Rate - Capitals



Source: PNAD Continua – IBGE (2018)

The city is the fourth capital in a number of higher education institutions, with a total of 59 institutions, only behind São Paulo, Rio de Janeiro, and Brasília, being the capital with most institutions in the South. (Figures 18).

Figure 18 – Number Higher Education Institutions - Capitals

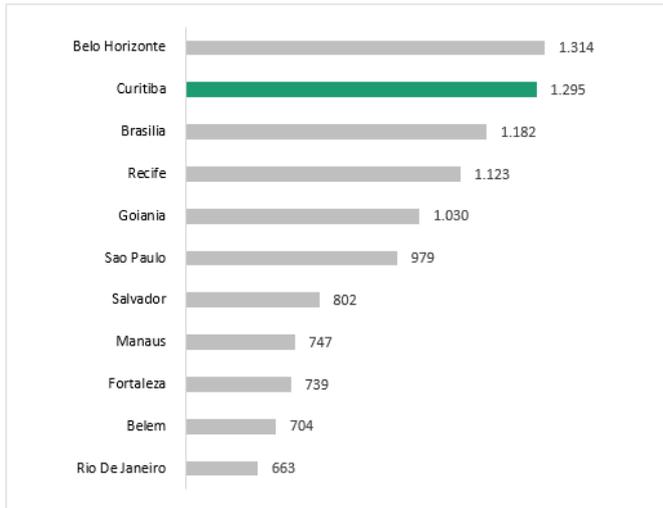


Source: INEPDATA (2017)

## 5. EDUCATIONAL INDICATORS

Furthermore, it is the seventh capital in the number of enrollments in higher education, with 158,82 thousand registrations in 2017, which represents the second place in terms of graduates with 1.295 per 100.000 inhabitants. (Figure 19).

Figure 19 – Number of Higher Education enrollments (per 100.000 inhabitants) - Capitals



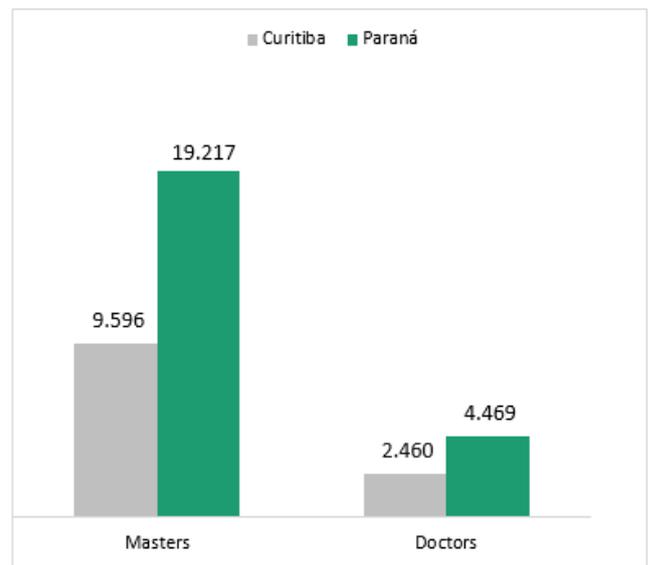
Source: INEPDATA (2017)



## 6. RESEARCH AND DEVELOPMENT

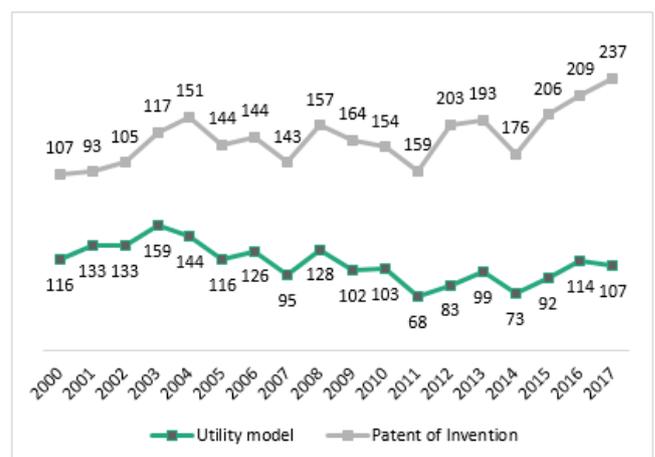
Curitiba has positive indicators related to competence in innovation, 49,9% of all masters and 55% of all doctors of the state Paraná are located in the capital. That means there are 9.596 masters and 2.460 doctors formed by local universities. (Figure 20 ). In 2017, Paraná received 4.186 research scholarships from CNPQ (National Council for Scientific and Technological Development), becoming the fifth state in the number of scholarships and sixth in the total value of the scholarships, with R\$ 45,6 million. As a result, Curitiba has a consistent history of filing patents, which is an important benchmark for density and quality of technological innovation, represented by a majority in invention patents. (Figure 21).

Figure 20 – Number of Masters and Doctors - Curitiba/Paraná



Source: Painel Lattes/CNPQ (2016).

Figure 21 – Number of Patent Deposits - Curitiba



Source: INPI (2017),

## CONTACT INFO

*Paulo Henrique dos Santos Grochowicz - Content and Design*  
[pgrochowicz@curitiba.pr.gov.br](mailto:pgrochowicz@curitiba.pr.gov.br)

## MORE INFORMATION

<http://investcuritiba.com.br/>

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