

WELCOME TO

CLIMATIC CITY OF



MORUNGABA

BUILDING THE FUTURE TOGETHER



GENERAL DATA

POPULATION: 13.458 inhabitants (2019)

GDP: 396.689,51 (in thousand current reais – 2016)

GDP PER CAPITA: 31.299,47 (in current reais – 2016)



CLIMATIC CITY OF

MORUNGABA

BUILDING THE FUTURE TOGETHER

ORGANIZATIONAL CULTURE

MISSION

Promote the sustainable development within the social, environmental and economic pillars, providing a fiscal balance, transparency and excellency in the services offered to the general population.

VISION

Fully adequate the public service in an efficient and integrated way optimizing the usage of resources aiming the well-being of Morungaba's population, generating a popular acknowledgement about the quality management at MRC (Metropolitan Region of Campinas) and becoming a reference as a tourist resort, defining the city as an economic and sustainable model.

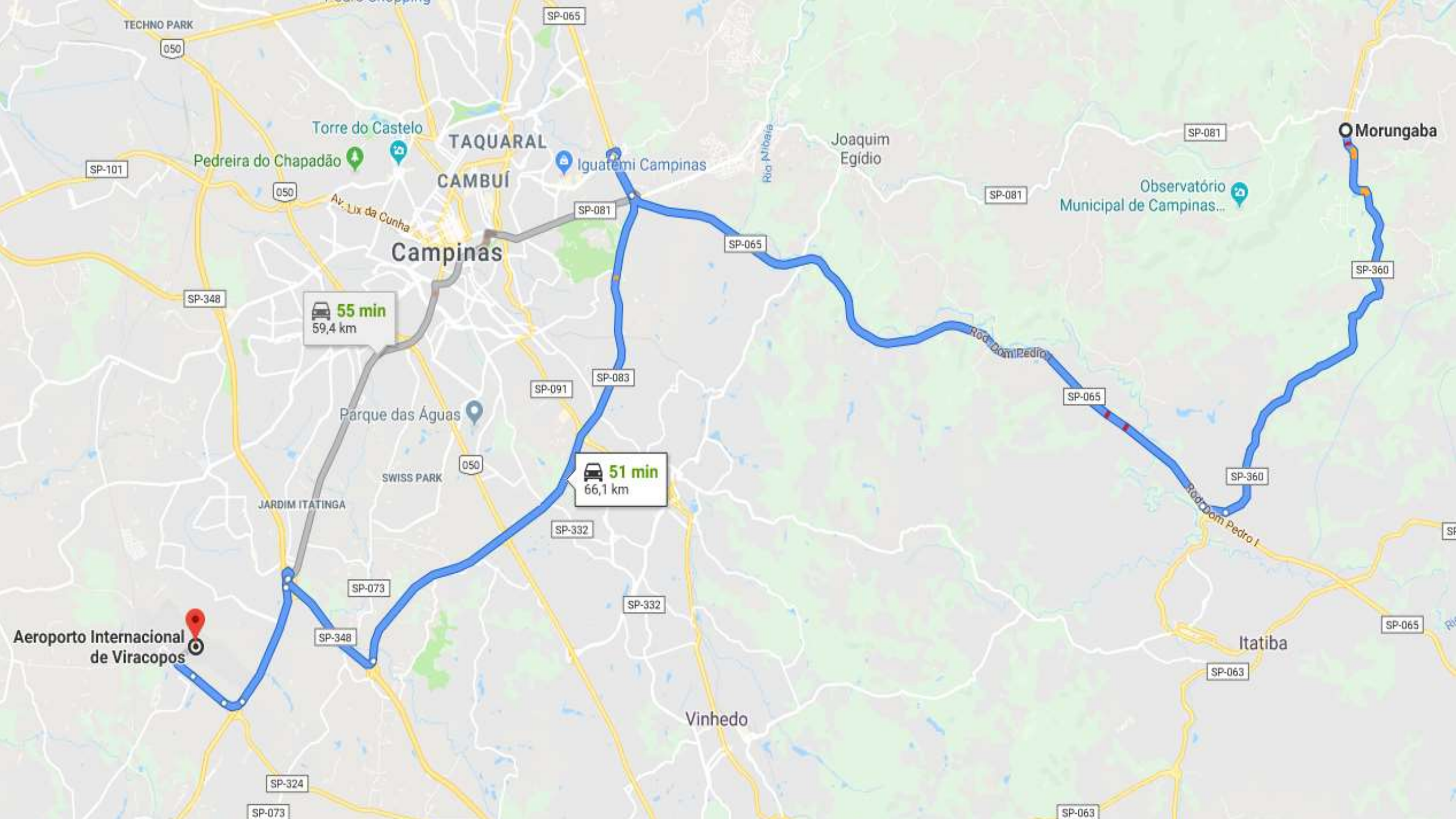
VALUES

- Professionalism on individual management and ethics;
- Commitment, empathy and dedication with the community;
- Respect, honesty, transparency and aptitude;
- Teamwork to generate solid results;
- Innovative attitudes with responsibility;
- Fairness in institutional relations;
- Legislation as work basis.

PRIVILEGED LOCATION

The climatic city of Morungaba, member of the Metropolitan Region of Campinas (MRC), is located 103 km from São Paulo and 42 km from Campinas.

The city is benefited by its access through a modern road system, composed by Bandeirantes and Anhanguera highways, with integrations and easy access to the highways D. Pedro I and SP 360 – Eng.º Constâncio Cintra. This easiness is useful for logistic systems created by companies that produce assets and services, considering the proximity of 45 minutes from the greatest airport of cargo transportation in the country – Viracopos/Campinas.



HUMAN DEVELOPMENT

Morungaba has a high index of human development, with an HDI of 0,715, detaining great educational levels.



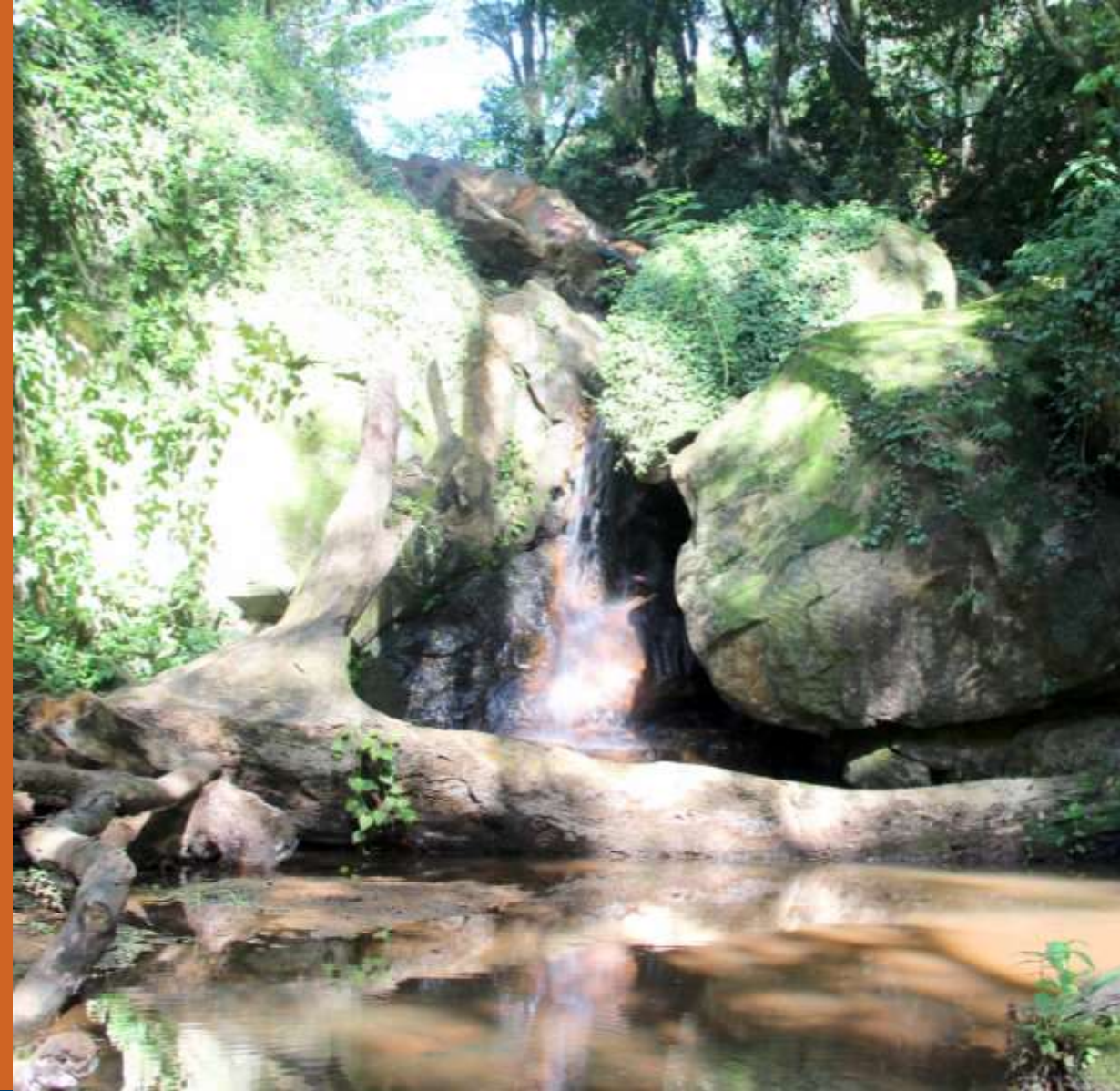
CAPACITATION

- UNIVESP unity – Virtual University of São Paulo, with graduations in Production and Computer Engineering and Public Management, besides degrees in Mathematics, Pedagogy and Letters;
- Great mobility and access to important universities of the region, such as the ones located in Itatiba, Bragança Paulista and Campinas;
- Labor can be empowered at a Senai unity located in Itatiba;
- Morungaba also has the support from SEBRAE to empower and assist the entrepreneurship.



ATTRACTIONS

- The city has one of the **best climates in the state**, due its geographic localization and vast afforestation settled at the soft hills of a valley in the Mountain of the Goats (*"Serra das Cabras"*), home of the Astronomical Capricorn Observatory and the Open Museum of Astronomy (OMOA).
- The city is **cozy** and has a series of attractions, such as **stud farms**, **tracks*** for enduro motorcycles, mountain climbing and *mountain bike*.



**The high demand for Morungaba derive from its similarities with the Swiss Alps.*

ATTRACTIONS

The infrastructure offered to the visitors has **parks, plazas and a theatre**, besides a great **gastronomy experience** with diverse feeding options, the sales of candies, peppers and spices, and craftsmanship.



ATTRACTIONS

- The city has **inns** to serve the visitors and it also has **natural attractions**.
- During the year, several **cultural and religious events** take place, with the participation of the city's **cordial and receptive population**.



MAIN EVENTS

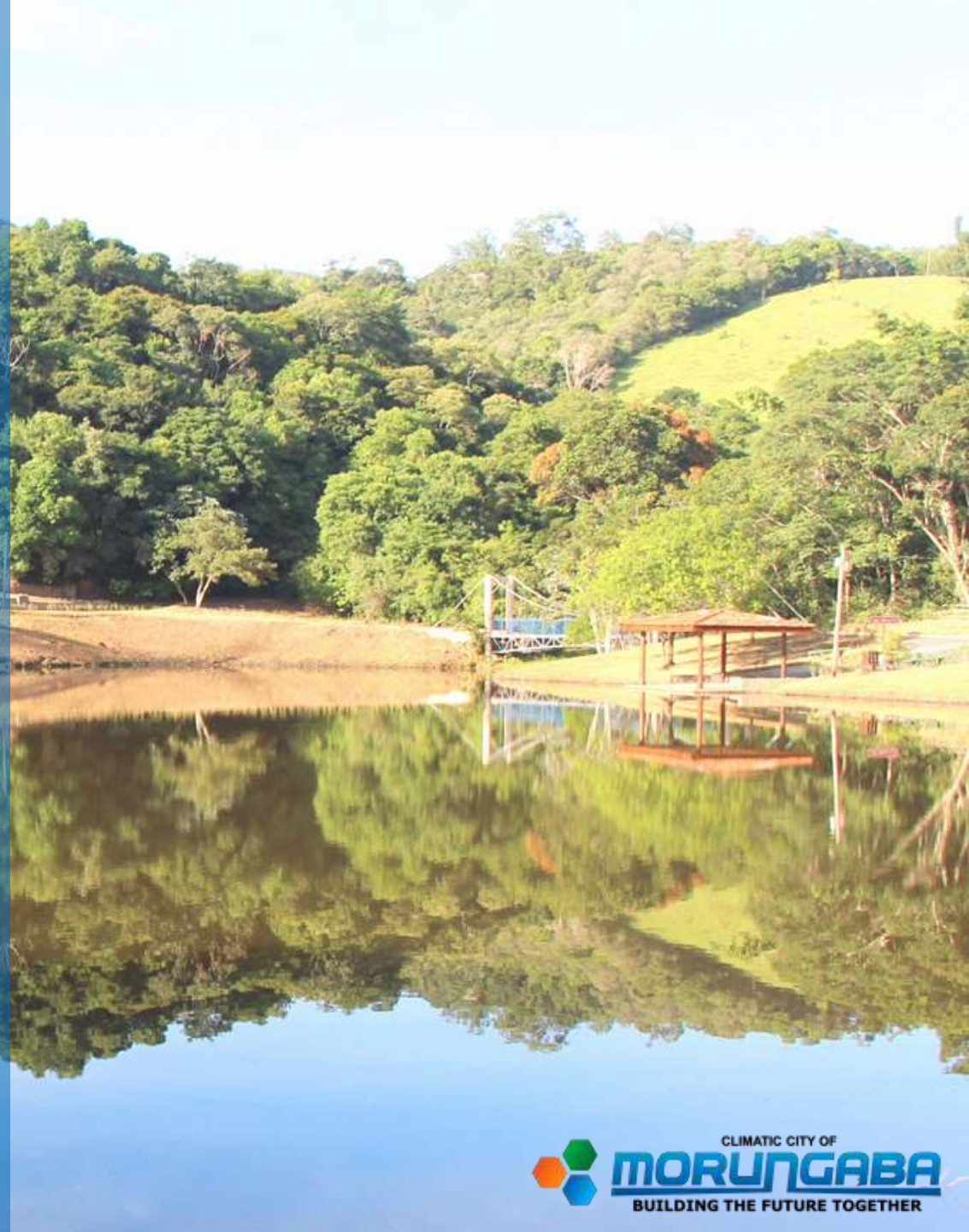
- Carnival;
- **Saint Benedict's festival;**
- Rodeo;
- Crafts and arts fair;
- Enchanted Christmas month.





ECOLOGICAL PARK

“PEDRO MINEIRO”



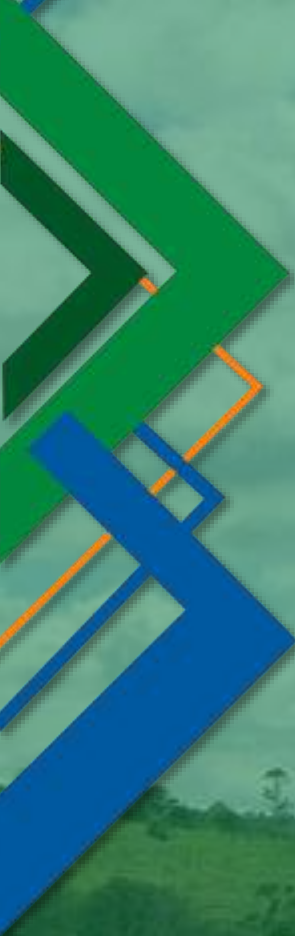
ECOLOGICAL PARK “PEDRO MINEIRO”

At the **Ecological Park “Pedro Mineiro”**, which has an area of 11 bushels (264.000 m²), in Morungaba (SP), the visitors are welcomed by the stunning view of an environmental reserve with a vast green area, a native forest, riverheads, waterfalls, tracks and trails for walking, besides a great space for family leisure. There are several tracks and headwaters inside the native forest, offering a wonderful panoramic view from the *Ribeirão dos Mansos* valley.



OPPORTUNITY

The city has a space of 6.000 m² within the park, which can represent an opportunity to implement a **hotel, an inn or a resort**, aiming the **ecotourism** and business tourisms.

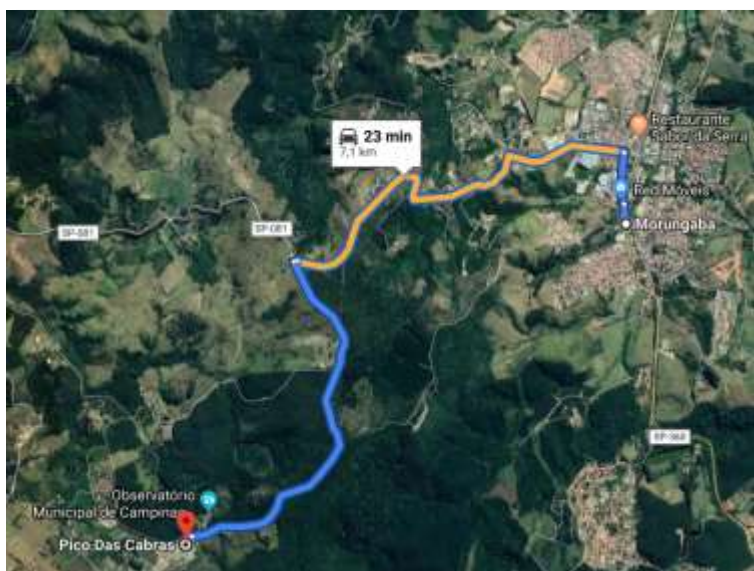


“MOUNTAIN OF THE GOATS”



MOUNTAIN OF THE GOATS AND CAPRICORN OBSERVATORY “JEAN NICOLINI”

The Mountain of the Goats belongs to the cities of Campinas (districts of Joaquim Egídio and Sousas) and *Morungaba*, all of them within São Paulo state. It's located at approximately 30 km from the center of Campinas and *8 km from Morungaba*.



A great portion of its area is part of an EPA (Environmental Protection Area) created in 2001, with altitudes that reach 1.078 meters. In one of its highest points, the Urânia mountain, it's located the Municipal Observatory of Campinas.

OPEN MUSEUM OF ASTRONOMY (OMOA)

“PEAK OF THE GOATS” PARK (PARQUE PICO DAS CABRAS)

The “Peak of the Goats” park hosts the Open Museum of Astronomy (OMOA) and it offers astronomy and cosmology activities for all ages. The service proposal is based on the PCN (National Curricular Parameters) guidelines and the schools can choose the activities from their preference and the dates to perform them with the students.





INDUSTRIAL DISTRICT

“ANTONIO FRARE”

INDUSTRIAL DISTRICT

- The Industrial District “Antônio Frare”, is a consolidated condominium and undertaken by the Morungaba City Hall, which has units with 3,000m² to 3,599m². The benefits to entrepreneurs can be accessed by Complementary Law n° 069 of August 23, 2019, which provides for the stimulation of research, development, science and technology, creates the Municipal Committee for Development, Technology and Innovation, establishes rules for access to the Morungaba Investment Support Program - PROINVEST - Municipal Investment Program, with tax exemption and value added tax incentives, special benefits for exporters and companies based technology. The logistic advantage of the District makes it possible to access the large producer and consumer markets of the metropolitan region of Campinas “RMC”, being geographically privileged with the largest Viracopos International Airport in the operation and handling of loads in Latin America.

“EMBRATEL”

A deactivated ground station of telecommunications, belonging to Embratel S/A (currently Claro S/A), which is an object of negotiations for the development of incubators and other technological initiatives through partnerships.



PROINVEST

Instituted by Law 1.552, from 06/24/2014.

PROINVEST (Investment Support Program) consists on the concession of fiscal and economic incentives for the companies that establish or extend its facilities within the city's territorial area.

GENERAL RULES

- Will do justice to the benefits expected in this law the institutions that develop economic activities, which are established, or that intend to establish, in their own buildings or that rent an area with at least 500 square meters, or that may achieve this area size with an expansion;
- The companies established in rented properties can only participate in PROINVEST if the lease contracts have a minimal duration of 60 (sixty) months.

TAX INCENTIVES

- Exemption of up to 100% of the property and urban territorial taxes, and municipal taxes charged jointly with them;
- Exemption of taxes and incident fees over the construction or extension of the facilities;
- Reduction of the incident ISSQN over the construction or extension works in the facilities at an aliquot of 2% (two per cent);
- Exemption of the inspection, localization, installation and functioning licenses taxes.

Given by the period of up to 20 years

ECONOMIC INCENTIVES

- Given 2 (two) years after the beginning of the economic corporate enterprise activities, whose calculation basis will correspond to the value added to the city by the benefited party and that will serve to define the participation of cities indexes in the collection product of the ICMS.

Given by the period of up to 25 years



COMPETITIVE EDGES

Besides the information previously presented, there **are some relevant data that evince Morungaba's** potential:

- 98% of the urban households have treated sewage;
- 100% of the urban households have water supply;
- New power distribution station: installed capacity of 12,5 MVA (70% used and 30% available);
- Intermunicipal transportation through highways;
- A collective urban transportation will be implemented in 2019;
- The existence of a camera monitoring system in all of the city's entries, exits and main points;
- A new hospital headquarters (small size and completely modernized).

SUSTAINABLE INDUSTRIAL PARK

The main existing unpolluted fields of activities:

- Textile and confection
- Transformation of plastics
- Foods
- Brewery
- Electronic compound
- Metallurgical
- Small rural producers
- Reference in the production of organic products.....





CLIMATIC CITY OF

MORUNGABA

BUILDING THE FUTURE TOGETHER