

Manual Prospera+

Public policies of economic diversification to succeed your business.







Support:



+ INTRODUCTION



São Gonçalo do Rio Abaixo is a highly competitive municipality for attracting business and stands out, nationally, due to the strength of its economy. In 2021, in the state ranking, the city occupied the second highest position of the Gross Domestic Product (PIB) per capita, with R\$ 6841 thousand per inhabitant. In Brazil, it came third (Source: IBGE). With abundant mineral riches in its subsoil, iron ore being the main one, the municipality mining is the basis of its economy. The activity has a direct impact on more than 70% of the municipal budget.

In this scenario, São Gonçalo do Rio Abaixo is among the seven Brazilian cities with the highest collection of Financial Compensation for Mineral Exploration (CFEM) in 2023, with an annual value reaching R\$160.09 million (source: Transparency Portal). The revenue comes from royalties from the Brucutu Mine, one of the largest extraction and mining complexes in the world. iron ore processing plant in the world, and has been operated by the mining company Vale since 2006. The city has been structuring itself beyond mining, given the finiteness of the activity, and is experiencing a moment of transformation of its economy. With the implementation of the Economic Diversification Program, Prosperar+, São Gonçalo do Rio Abaixo is redefining the guidelines of its public policy for economic diversification and creating new one's promotion tools, which will be presented throughout this manual. Among them, we can highlight financing for businesses of all sizes, municipal strategies for labor qualification, as well as grant work, and support for the local business community. It is also worth mentioning the infrastructure for the implementation of three industrial districts, which are already home to companies from a wide range of sectors, in addition to specific and selective legislation to grant incentives and tax benefits to encourage the diversification of the economy.

And last but not least, a revised Master Plan geared towards economic and social development. An area bank to map opportunities for business locations.





A NEW CHAPTER IN THE HISTORY OF ECONOMIC DEVELOPMENT

The past, present, and future of São Gonçalo do Rio Abaixo in favor of diversification economics. We never stop thinking and planning our city so that future citizens experience a new chapter in the history of which we are so proud to be a part. The obstacles are challenging, but extremely important for this moment of transformation of our public policy of economic diversification, because this is the only way we will achieve the long-awaited economic independence. To this end, many initiatives are already underway and others are being developed. Implemented, so that we have a city that is even better prepared and stronger now and in the future. In this way, we are taking another important step towards creating an environment of even more competitive businesses, in addition to new employment and income opportunities for our population. Do business in São Gonçalo do Rio Baixo and prosper with us.

Raimundo Nonato de Barcelos Municipal Mayor



ON THE ROAD TO BRAZILIAN WEALTH AND ECONOMIC DIVERSIFICATION

A municipality that is literally on the route to Brazil's riches. The city of São Gonçalo do Rio Abaixo has a privileged geographical position, in the central region of the state and is 878 km from the capital of Minas Gerais. It is located between two of the main metropolitan regions of Minas Gerais, the Metropolitan Region of São Paulo (RMBH).

The metropolitan area of Vale do Aço (RMVA), which are connected to the municipality by BR 381, the most important road network in the world. The highway also connects the states of São Paulo and Espírito Santo (passing through São Gonçalo), making it one of the most important logistical corridors in the country, as it makes it possible to transport agricultural, livestock and mining production, as well as industrial. The BR 381 highway also provides access to the Northeast region of Brazil, via the BR 116 highway, which leads to Bahia.

According to the Department of Highways of Minas Gerais (DER-MG), 43% of Minas Gerais' economy and 20% of all the production of the industrial park in Minas Gerais and São Paulo passes through BR 381. This connection places the municipality in an arrangement that represents around 38% of the state's GDP, the base year 2021 (source: João Pinheiro Foundation), and is made up of 78 municipalities, as well as offering a consumer market of around 6.4 million people (Census 2022). The municipality also consolidates itself as the protagonist of the Quadrilátero Ferrífero, the largest iron ore-producing region in the country, occupying fifth position in Minas Gerais in CFEM collection (base year 2023). Just 20 km from the city is the Vitória/Minas Railroad, a rail link between Belo Horizonte/MG and Vitória/ES, with a total length of 895 km. The road connects São Gonçalo do Rio Abaixo to important structures ports in Espírito Santo, such as the Port of Barra do Riacho, the Port of Tubarão, and the Port of Vitória, with a further three alternatives for the flow, commercialization and export of products. It is with all the potential pointed out, together with the efforts of the municipal executive, through public policies and the strengthening of the business environment business, that São Gonçalo do Rio Abaixo will pave its way towards a diversified and sustainable economy.

Maria Inês de Araújo Moreira Secretary for Economic Development

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Main assets of the municipality for the attracting business





Financing for businesses of all sizes

- **Economic Development Fund**
- **Equalization Fund**
- **Zero Interest Program**

Infrastructure for business

- Permanent Public Works Program with improvements to the road structure
- Business condominium for the installation of companies

Favorable regulations for generating business

Agile Environmental Degree

Area Bank

- **Development Council Economic**
- Proper and selective legislation for granting incentives and benefits tax incentives to encourage diversification of the economy
- Master Plan oriented towards the **Economic Development**

Support for local businesses

- **Entrepreneur's Room of Minas Gerais**
- **Government Procurement Program**
- SINE
- **EMATER**

Municipal labor qualification strategies

- Work grant
- **Qualifica Program**
- SENAL



LOCALIZATION GEOGRAPHIC **STRATEGIC**



Belo Horizonte Metropolitan Region (RMBH) consumer market:

- 50 cities
- 5,7 million people
- The business network is made up of 759.6 thousand enterprises, which corresponds to 34.36% of MG's GDP

Vale do Aço Metropolitan Region (RMVA) consumer market:

- 28 cities
- 718,2 thousand people



ITABIRA

34,8 km









Railway connection

Vitória-Minas railway

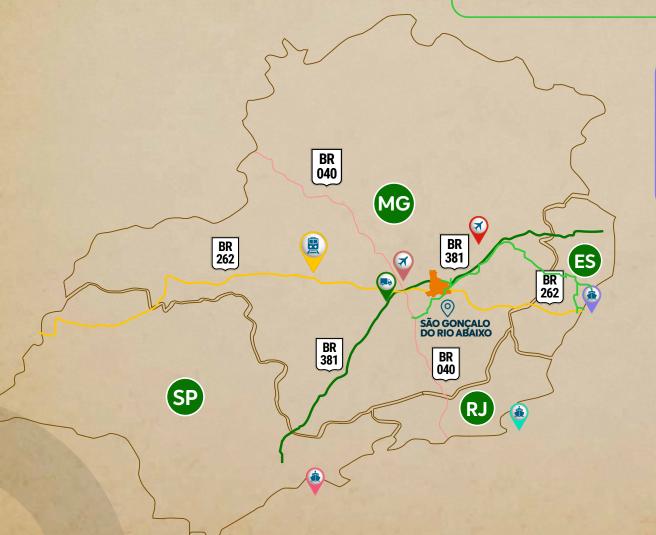


Port connections

The Vitória-Minas railroad connects the municipality to the three port structures in Espírito Santo

- Port of Barra do Riacho (District of Aracruz) /ES
- Port of Tubarão/ES
- Port of Vitória/ES

	PORTS AND AIRPORTS	DISTANCE
	Port of Rio de Janeiro (RJ/RJ)	529 km (BR 040)
	Port of Santos (Santos/SP)	753 km (BR 381)
	Port of Ubu (Anchieta/ES)	439 km (BR 262)
₹	Vale do Aço Regional Airport (Ipatinga/MG)	136 km (BR 381)
3	BH Airport (Confins/MG)	105 km (BR 381)
•	CLIA porto seco tora (Betim/MG)	109 km (BR 381)
		BA FIRE







Municipality consolidated as a leading player in the



Iron Quadrilateral

- Includes 23% of the state's population (census 2022)
- And responsible for 26.8% of minas gerais' gdp (2021)
- 140 mines and abstractions (2022)
- R\$ 255 million was invested in research in the region in 2022
- it has 2402 mineral processes. 140 mines and catchments
- 1499 companies hold mining rights in the 2023 region.













(*) Sources: Agência Nacional de Mineração (ANM)

Substances explored in the imitrophic region **IRON ORE GOLD ORE** YOLK

> **GNAISIS** SAND

STEATITE

QUARTZ GRANITE

OCHER CLAY

(*) Largest iron ore producing region in Brazil

SOME ANCHOR COMPANIES IN THE REGION











LOCAL ANCHOR COMPANIES





The municipality has three implemented industrial districts

+ INVESTMENT CAPACITY



Investment that improves the

municipality's logistics factor

1. BR 381 clover

Resources invested in infrastructure improvement to foster economic development





São Gonçalo do Rio Abaixo

Own and Shared Public and Private

REGIONAL HOSPITALS

(PUBLIC AND PRIVATE) MEDIUM/HIGH COMPLEXITY

HOSPITAL	СІТҮ
Carlos Chagas Municipal Hospital	Itabira
Hospital Nossa Senhora das Dores	Itabira
MEDCENTER hospital	João Monlevade
Hospital Margarida	João Monlevade
Santa Casa Nossa Senhora das Merces	Santa Bárbara
Waldemar das Dores Municipal Hospital	Barão de Cocais
João XXIII Hospital	Belo Horizonte
Waldemar das Dores Municipal Hospital	Barão de Cocai

IN SÃO GONÇALO DO RIO ABAIXO

- **1EMERGENCY ROOM WITH PHYSICAL** STRUCTURE COMPLETED FOR OPERATION **AS A HOSPITAL**
- **5 FAMILY HEALTH PROGRAM TEAMS** WITH ORAL HEALTH TEAMS 100% COVERED
- **16 BASIC HEALTH UNITS**
- **1 HEALTH SPECIALTY CENTER**
- **1 REHABILITATION CENTER**
- **1 DENTAL SUPPORT CENTER**
- **1ADULT CAPS**
- **1SPACE FOR COEXISTENCE AND PSYCHOSOCIAL CARE FOR CHILDREN AND TEENAGER**
- **1 MULTIPROFESSIONAL CARE CENTER**
- **1 BASIC DRUGSTORE**
- 1 SPECIALIZED PHARMACY TO **SUPPLY MEDICINES FOR SPECIALIZED CARE**
- **1 HEALTH AND EPIDEMIOLOGICAL SURVEILLANCE SECTOR**





Own and shared education structure

students establishments more than 30 courses in different areas **BELO HORIZONTE SÃO GONÇALO** DO RIO ABAIXO BR 381 BR 381

Municipal laws encouraging training and professional development

Full-time School

- Early childhood education 70% of
- In elementary school 78% of students

Qualifica Program (partnership with SENAI)

GOVERNADOR VALADARES

IPATINGA

UEMG - João Monlevade

JOÃO MONLEVADE

BR 381

Environmental Engineering, Civil Engineering, Mining Engineering, Mechanical Engineering, **Metallurgical Engineering**

SENAI

- SENAI unit operating since 2014
- SENAI Lab: laboratory with structure to promote innovation and transform the culture of young people and the local community

Structure and support for higher education

- 5 institutions in Itabira
- 3 institutions in João Monlevade

UNA college of Itabira

Systems Analysis and Development, Computer Science, Production Engineering, Physiotherapy, Information Technology Management, Veterinary Medicine, Dentistry, Pedagogy, Architecture and Urban Design, Law and Psychology

UNIFEI - Itabira

Systems Analysis and Development, Computer Science, Production Engineering, Physiotherapy, Information Technology Management, Veterinary Medicine, Dentistry, Pedagogy, Architecture and Urban Design, Law and Psvchology

UFOP - João Monlevade

Production engineering, **Electrical Engineering**, Computer Engineering, Information Systems.

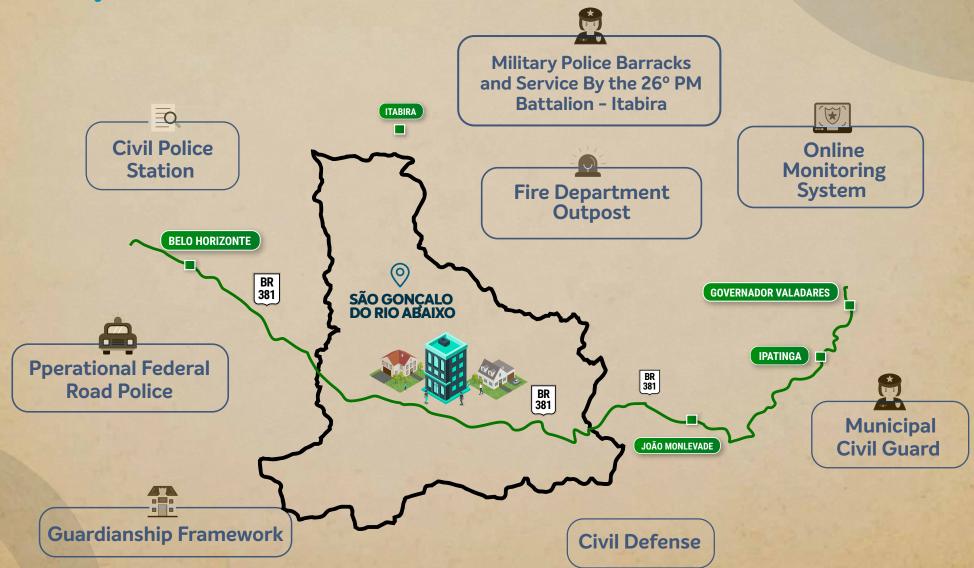
Doctum College of João Monlevade

Administration, Architecture and Urban Design, Accounting Sciences, Law, Civil **Engineering, Production Engineering, Electrical Engineering, Human** Resources Management and Psychology.





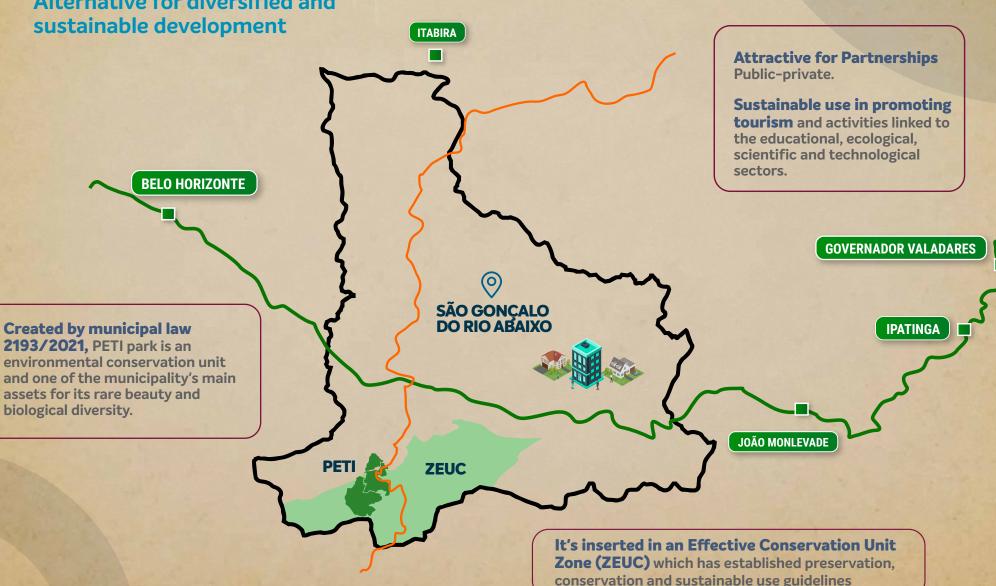
Security Structure











LAND SUPPLY FOR ECONOMIC DEVELOPMENT





BELO HORIZONTE

The town is ready to welcome new businesses. The opportunities for installation are on the two main roads in the municipality: BR381 (614.349m) and MG129 (262.605) totaling 876.954m.

GOVERNADOR VALADARES

IPATINGA

Industrial Districts, I, II e III: 820.000m² consolidated with defined zoning

Special Macro-Zone of Logistical Interest

Differentiated urban planning guidelines and parameters to encourage the installation of new businesses



ITABIRA

AREA FOR INSTALLING PROJECTS

DISTRICT

* Area with piped natural gas network located 22 km away











MUNICIPAL COUNCIL FOR THE PERMANENT ECONOMIC DEVELOPMENT AND DEVELOPMENT FUND

What is it?

The Municipal Council for Economic Development (COMDEC) is a deliberative body made up of 4 representatives of the productive sector and civil society and 4 representatives of the public sector, created in 2011 and optimized by Law 2290 of 2023 and has as one of its attributions to define Guidelines and Supervise the Economic Development Fund of São Gonçalo do Rio Abaixo (FUNDESG).

FUNDESG has the same legal basis and is one of the main policies for promoting the economic development of the municipality and has the support of resources to support projects for the implementation, alteration, modernization, expansion, and diversification of economic activities in São Gonçalo do Rio Abaixo. is Administered by the Development Secretariat.

In addition to applications in projects and programs directly related to the economy and productive sectors, the legislation provides for the use in acquisition of land in areas for the installation of production enterprises, productive buildings, public infrastructure works, contracting of structure services turants connected to power supply electricity, telecommunications, sanitation and networks, financing and subventions and also in stimulus to development and economic diversification of the municipality.

Target-audience

Defined based on the specific project for the application of the fund's resources

How does it work?

COMDEC has a fundamental role in monitoring and supervising the application of resources and in proposing new policies for the use of FUNDESG resources

The Dund Receives Periodic contributions of up to 15% of CFEM revenue and can receive other types of contributions the fund's resources are used by the law to ensure that its objectives are met

More information

Secretary of Economic Development

+55 (31) 3820-1910



† 2 EQUALIZATION FUNDS

What is it?

It's one of the ways of application of FUNDESG resources to provide financial support for projects through financial subsidies to equalize bank spread. Financial institution contracted by the municipality executes and manages financial operations.

the amount of financing is provided by the financial institution, but the company, when paying the installment due, has the benefit of equalization of the banking spread, which is supported by FUNDESG.

How does it work?

Those interested in accessing the fund's resources must submit a project for the financial institution's economic and financial feasibility analysis.

In the event of a positive opinion from the financial institution, the COMEDC will analyze the project by the provisions of law 2290 of 2023. If COMDEC approves, the funds are released for use in the project.

Target-audience

Medium and large companies wishing to invest or expand their activities in São Gonçalo do Rio Abaixo.

More information

Secretary of Economic Development





ZERO INTEREST RATES

What is it?

Public Policy Created by Municipal Law 2189 of August 19, 2021 which seeks to facilitate access to credit and strengthen the business network of São Gonçalo do Rio Abaixo by granting financial subsidies for the payment of interest on financing obtained by borrowers.

How does it work?

The municipality will pay the interest on the loans directly to the local financial institution it has agreed to through the Economic Development Fund. To maintain the benefit, residents must maintain payments according to the deadlines.

Target-audience

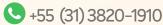
Individual micro entrepreneurs, micro enterprises, small companies and rural producers based in São Gonçalo do Rio Below.

How to apply

The interested party must fill in the Terms of Adhesion and Commitment to the Zero Interest Program at the Economic Development Office and Submit a Business Plan.

More information

Secretary of Economic Development







GRANT OF FISCAL BENEFITS INCENTIVES TO FOSTER THE DIVERSIFICATION OF THE ECONOMY

What is it?

Package of tax incentives and benefits provided for in municipal law 2290 of 2023. included in the package are the possibility of: granting areas, earthworks, construction of accesses, exemption from IPTU, exemption from ISSQN on the beneficiary's work, discount on ISSQN on the company's activity, and exemption from ITBI.

How does it work?

Companies have their investment projects assessed by the secretariat for economic development and by COMDEC to verify the possibility of access to the benefits, following the parameters defined in the law and its regulations (Municipal Decree no. 573/2023). In the event of a positive assessment, the company is informed of the possibility and type of benefit that could be granted to advance its installation process.

Target-audience

Companies interested in setting up in São Gonçalo do Rio Abaixo

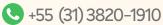
How to request

The company's representative must file with the Economic Development Secretariat the duly completed investment characterization form and the additional documentation requested, such as financial statements, accounting statements and a business plan. these documents will serve as the basis for the analysis of the Economic Development Secretariat.

In the event of a lack of information or need for clarification, the company will be notified.

More information

Secretary for Economic Development









BANK OF AREAS FOR PROMOTION, DEVELOPMENT AND DIVERSIFICATION OF THE ECONOMY

What is it?

Municipal system that gathers public and private properties to facilitate the installation of new businesses in São Gonçalo do Rio Below.

How does it work?

The owners of areas and/or properties that are available in the municipality for negotiation register their properties with the bank. The city council carries out a process of environmental and urban qualification to ascertain which properties have the profile to receive investment/business. Those approved are registered in the area bank.

A própria Prefeitura pode cadastrar áreas públicas destinadas à instalação de negócios.

A Prefeitura recebe os empresários que desejam se instalar no município e identificam o perfil de área demandada. Caso haja área compatível, a Prefeitura conecta o empresário ao proprietário, para que eles realizem a negociação. A Prefeitura não participa do processo de negociação de compra/venda das áreas ou imóveis privados.

Target-audience

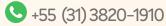
Local owners looking to give a use to unused areas and companies with interest and make investments in São Gonçalo do Rio Below.

How to access?

To register an area: fill in the specific form that will be available at the Economic Development Office; send the completed form, a descriptive memorial of the property, a photograph, and the complementary documentation by email. If there is a need to present any additional information or clarification, the Economic Development Secretariat team will contact you.

More information

Secretary of Economic Development





† 6 INDUSTRIAL DISTRICTS

What is it?

Specific areas for setting up companies, especially in the industrial sector, with differentiated urban patterns. In all, the municipality has 3 districts along the MG129.

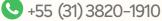
There are already leading companies in their segments installed in the municipality with SOTREQ, and there are segments such as food in the process of consolidation through small industries.

There are still plots available in the districts for companies with a profile that adheres to the municipality's economic diversification strategy.

The Permanent Public Works Program contributes to maintaining and improving the infrastructure of the districts.

More information

Secretary of Economic Development





ECONOMIC DEVELOPMENT ORIENTED MASTER PLAN

what is it?

Established by complementary Law 2.280 of september 11, 2023, the master plan of São Gonçalo do Rio Gonçalo Below has elements that converge with the municipality's economic diversification strategy.

In addition to boosting the industrial districts that already exist along the MG129, the plan presents special Macro-Areas of logistical interest along the main roads that cross the municipality. In this way, the municipality strengthens the logistical aspect, one of its main competitive differentials, and guarantees investors legal certainty to identify the most suitable spaces in the territory to set up their businesses.

The master plan provides for the transformation of one of the special logistical interest zones along the br381 into an Export Processing Zone (ZPE) to make it a free trade area with foreign countries.

More information

Planning Secretary



planejamento@saogoncalo.mg.gov.br





PERMANENT PROGRAM OF PUBLIC WORKS AND ROAD STRUCTURE IMPROVEMENTS

What is it?

A program that consolidates the city government's investments to optimize the infrastructure of São Gonçalo do Rio Abaixo and create more suitable conditions for businesses. There are 188 projects in all, 70 of which were completed in 2023.

The main focus of the program is to improve the logistics structure and internal connections with the main roads that pass through the municipality (br381 and MG431). In addition, there is work on containment, drainage, network extension, paving, sidewalks and renovations.

The interchange at BR381 will facilitate access to the highway and create a business vector for the municipality. In addition, there are several interventions for asphalting and expansion of local roads.

More information

Works Secretary



+55 (31) 3820-1889



obras@saogoncalo.mg.gov.br



49 AGILE ENVIRONMENTAL LICENSING

What is it?

The municipality has assumed the competence to carry out environmental licensing for activities that have classes and impacts restricted to the municipality itself.

How does it work?

The environmental licensing processes for activities provided for in the single annex of COPAM DN n°213/2017 may have their entire administrative procedure carried out at the municipal level. This way, the processes don't have to enter the State Government's analysis queue, which receives processes from all the other municipalities, and the analysis is quicker.

Target-audience

Enterprises and projects with activities calling up to class 4 in the sole annex of the copam normative deliberation n°213/2017

More information

Environment Secretary



meioambiente@saogoncalo.mg.gov.br



ENTREPRENEUR'S DINING ROOM

What is it?

The Mining Entrepreneur's room is a hub of services to improve and simplify the local business environment. In a single space, entrepreneurs will be able to find support for formalization, guidelines for implementing and managing their business, guidance on entrepreneurship, a federal revenue Virtual Service Point (PAV) and an Integrated Tax Administration Service (SIAT). This structure is the result of a partnership with sebrae minas and jucemg, which means that São Gonçalo do Rio Abaixo is integrated into REDESIGM.

How does it work?

Services are carried out in person at the Economic Development Secretariat, but it is important to schedule the service in advance by phone.

The Mineira Entrepreneur's room is integrated into Prospera+ and serves as a connection between the company served and the municipality's incentive and development options.

Target-audience

Entrepreneurs interested in investing in the municipality, people looking for support to formalize their businesses, and companies already established in the municipality.

More information

Secretary of Economic Development



+55 (31) 3820-1910





†11 JOB SCHOLARSHIP

What is it?

Job Scholarship is a project created by Municipal Law 2294 of november 16, 2023 that encourages the generation of employment and income, especially for young people looking for their first job and unemployed workers who have difficulty entering the job market due to lack of experience.

At the same time, it helps companies with human and professional development and contributes to reducing turnover in companies.

How does it work?

The Program consists of paying the employer up to one national minimum wage for a period of 4 months. After this period, the employer must keep the position open for at least another 8 months. In addition, the employer must prove that it has provided the candidates hired with opportunities for professional qualification and development and that it has maintained the workforce.

The company can nominate its candidates as long as they have lived in the municipality for at least 3 years. The local SINE unit is a partner in the project and helps to screen candidates.

Target-audience

Companies based in São Gonçalo do Rio Abaixo. There are no restrictions on opening times.

How it works?

The interested company must gather some of its documents and submit them to the Economic Development Office. The company must register with the sine if it has not already done so, and proceed with the process of registering the vacancy the candidates indicated must also be registered with the SINE. At the end of the process, an agreement will be signed with the city to formalize access to the benefit.

More information

Secretary of Economic Development +55 (31) 3820-1928 / 3820-1910.





†12 SÃO GONÇALO DO RIO ABAIXO QUALIFIES/SENAI

What is it and how does it work?

The project launched in 2023 to expand the local labor supply capacity with professional and technical training to serve various sectors of the economy.

The young people will be qualified in knowledge trials in the areas of information technology, metalworking, food, entrepreneurship and management and industry 4.0 technologies. Each track has courses for professional initiation, Professional Improvement, Professional Qualification and Technical Courses.

700 places will be offered through 33 classes in 29 different courses.

The courses are run through a partnership between the town hall and the local unit of the National Industrial Learning Service (SENAI), which has been in operation for 10 years.

The unit also offers SENAI LAB, which is a laboratory with a structure to promote innovation and transform the culture of young people and the local community.

More information

Secretary of Economic Development

+55 (31)3820-1910

desenvolvimento@saogoncalo.mg.gov.br

SENAI São Gonçalo do Rio Abaixo

+55 (31) 3833-5753





What is it?

The municipality has a local SINE unit that helps companies look for professionals. SINE has a large register of workers searching for opportunities and local and in-person support can make life even easier for companies that could set up in São Gonçalo do Rio Below.

How does it work?

Employers can register at the local SINE unit, through the Emprega Brasil – Employer Portal, or via the SINE Fácil Empregador app.

After registering, employers will be able to search for and select candidates, as well as register and manage their vacancies and selection processes.

Target audience

The SINE unit seeks to provide an interface between local companies looking for professionals and the citizens of São Gonçalo do Rio Abaixo looking for a job opportunity.

More information

SINE - São Gonçalo do Rio Abaixo +55 (31) 3820-1885



†14 GOVERNMENT PURCHASES

What is it?

The municipality's initiative to strengthen commercial relations with companies based in São Gonçalo do Rio Abaixo, transforming the city hall into a potential business partner.

How does it work?

The municipality works actively to share information about its tendering processes with local companies, using email as the main communication channel. Companies that express an interest in taking part in the processes receive support to answer questions about the call for proposals and to organize their documentation.

In addition, qualifications are held to guide local entrepreneurs on how to participate in the city government's bidding processes.

Target-audience

Companies based in São Gonçalo do Rio Abaixo

How to request

Make an appointment at the economic development office to update your registration or ask questions.

More information

Secretary for Economic Development

- +55 (31) 3820-1910
- desenvolvimento@saogoncalo.mg.gov.br



City Hall of São Gonçalo do Rio Abaixo/MG:

Institute of Pro-Citizenship Studies (PRÓ-CITTÀ)

Raimundo Nonato de Barcelos

Municipal Mayor

Leandro Amora de Castro

Deputy Mayor

Maria Inês de Araújo Moreira

Secretary of Economic Development

Coordination Of The Economic Development Program:

Waldir Salvador de Oliveira

Rogério de Souza Moreira

Technical Support

Luciana Portela Mourão

Bianca Pereira Ramos

Maximiliano Silva Baeta Fortes

Oscar de Souza Moreira

Wallace Rodrigo S. Oliveira

Graphic Design And Layout:

Sabrina Beckler

Responsible Journalist:

Sabrina Beckler (MTB 12952/MG)



Rua Henriqueta Rubim, 27 - Center São Gonçalo do Rio Abaixo CEP 35.935-000

www.saogoncalo.mg.gov.br



Support



