

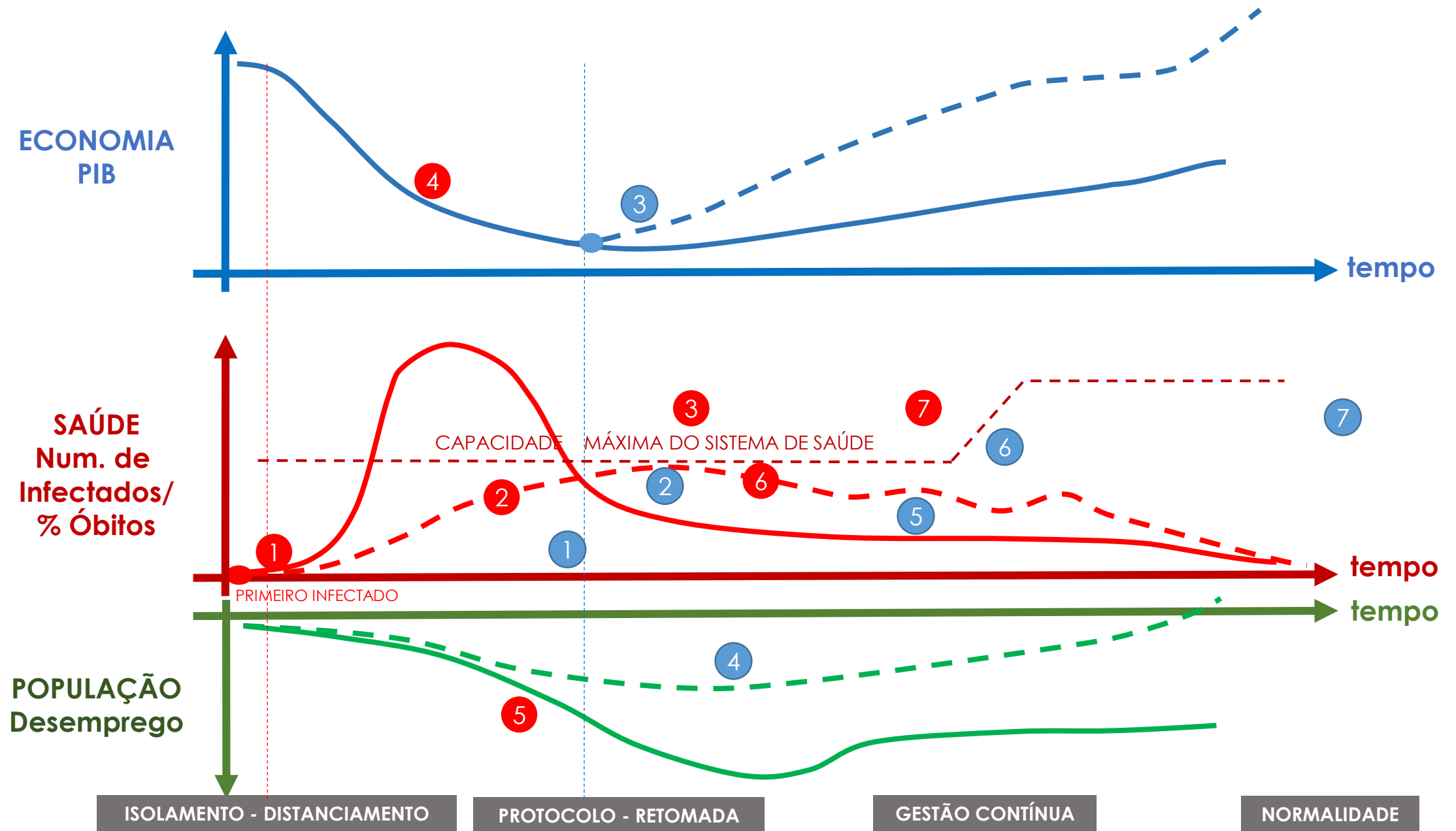


PROJETO **TRAVESSIA**

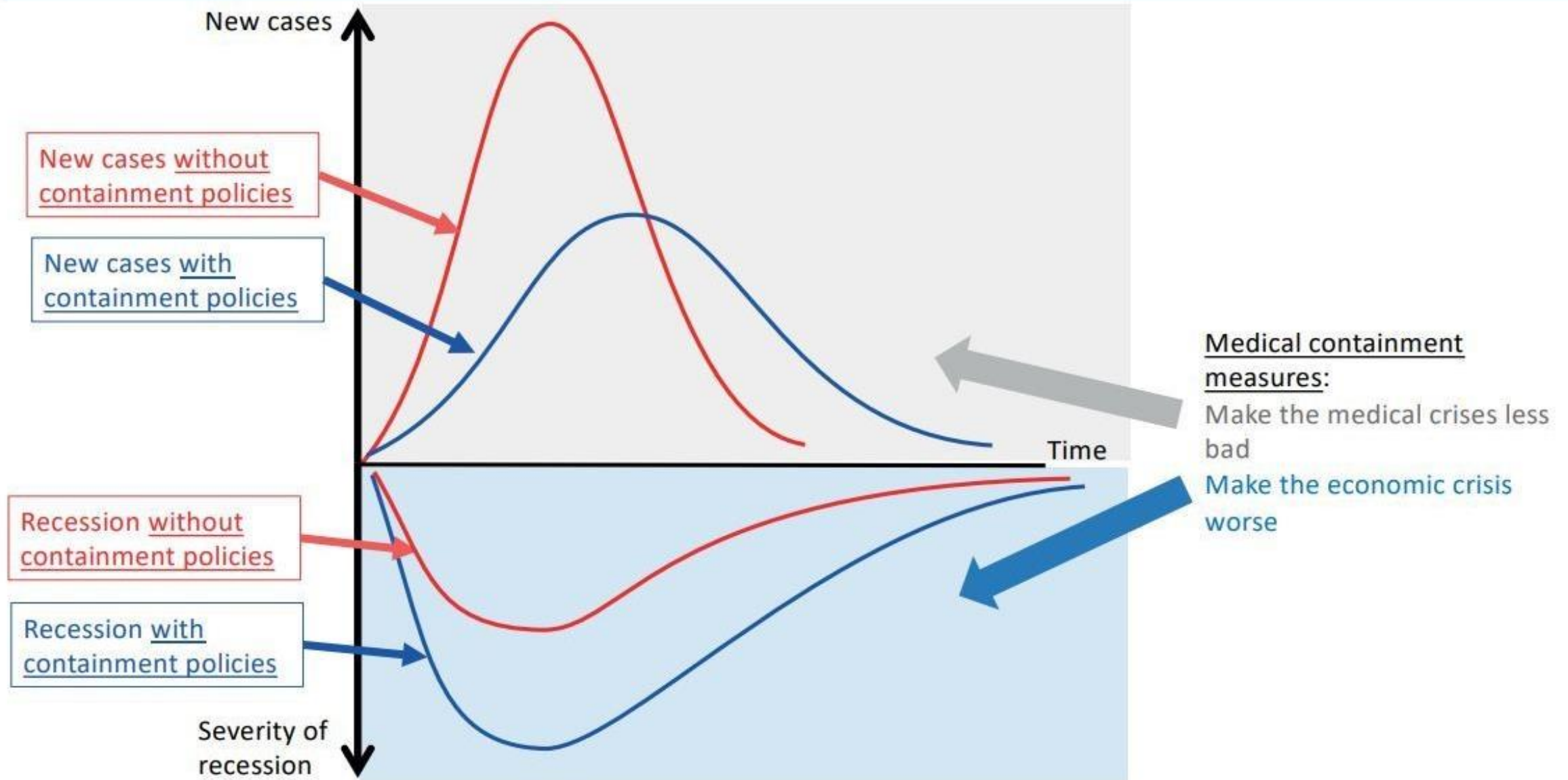
INDÚSTRIA, A ARTE DE TRANSFORMAR

É preciso mudar, buscar novos rumos em busca da felicidade.
É o tempo da travessia: e se não ousarmos fazê-la, poderemos ficar para
sempre, à margem de nós mesmos ... Fernando Pessoa

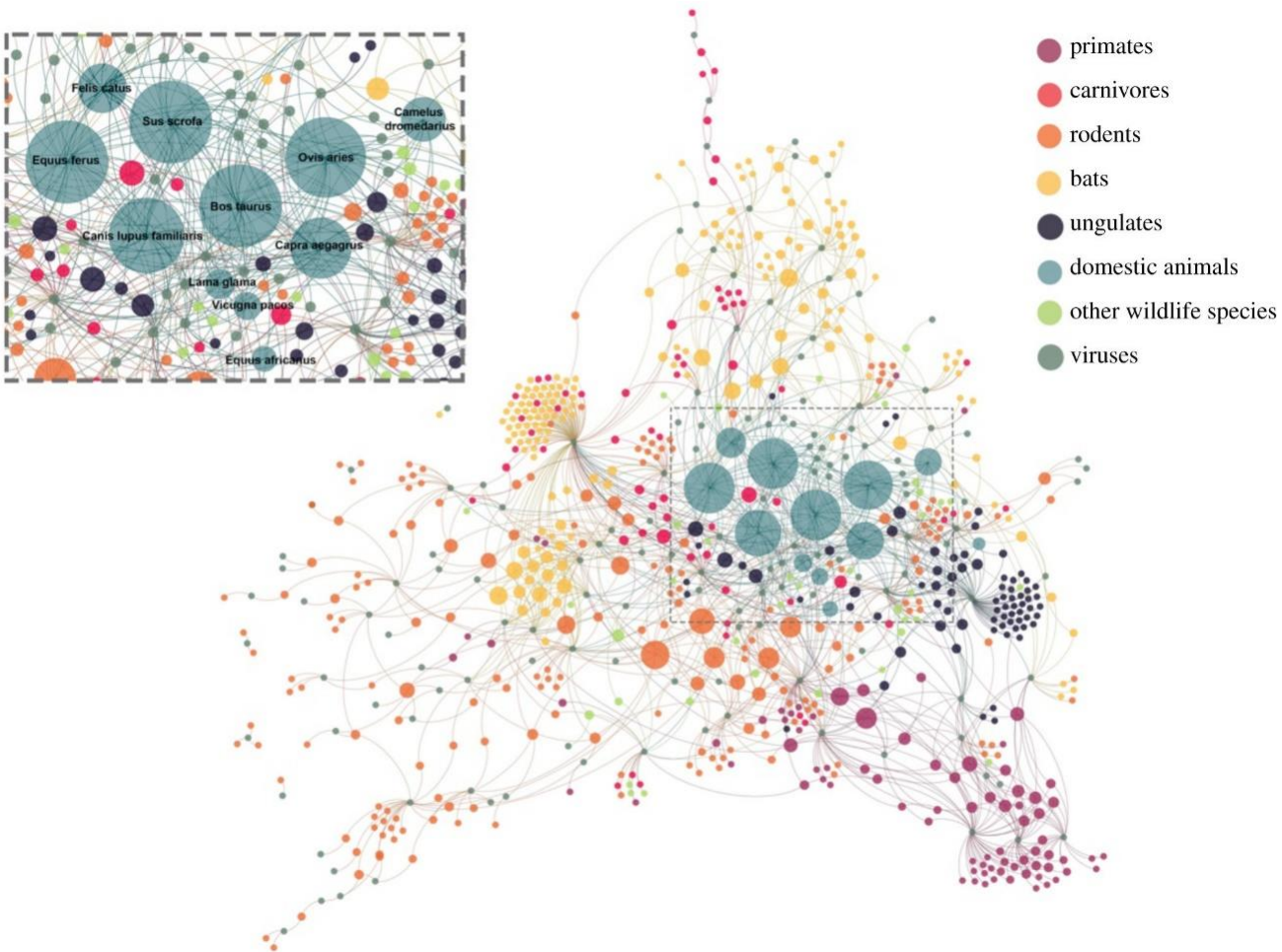
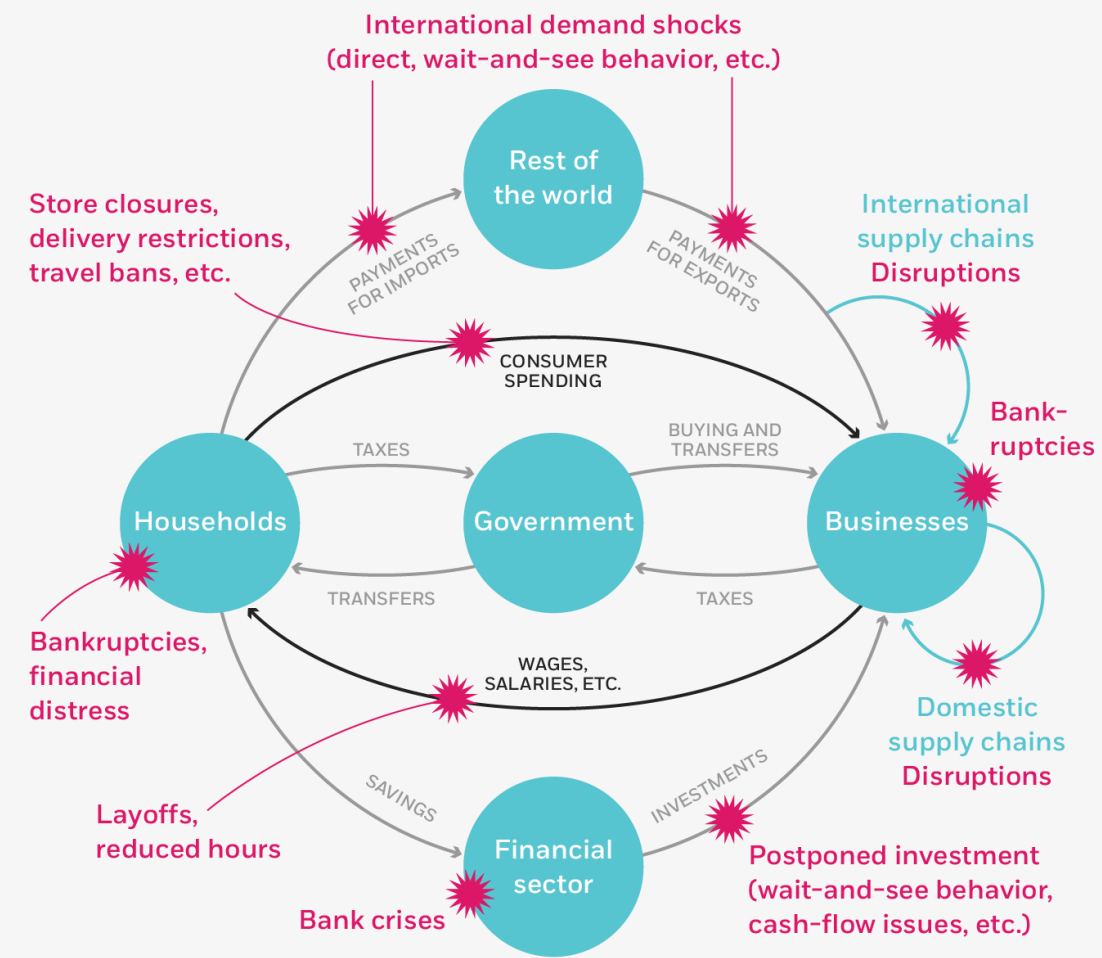
FIESC **70**
ANOS
INDÚSTRIA. ESTADO DA ARTE



Containment policies flatten the medical curve, but steepen the recession curve



Where the COVID-19 crisis is striking the system



— PROJETO **TRAVESSIA**

FRENTES



PORQUÊ

TORNAR SC UMA REFERÊNCIA MUNDIAL
DE DESENVOLVIMENTO, CRESCIMENTO E
VALOR AGREGADO



O QUÊ

PLANO ESTRATÉGICO E TÁTICO
COM OS “PONTOS CARDEAIS” PARA
“NAVEGAR NOS NOVOS MARES”



COMO

CONFIANÇA COMPETITIVA
DIVERSIDADE SISTÊMICA
ACREDITAR NO IMPOSSÍVEL



QUEM

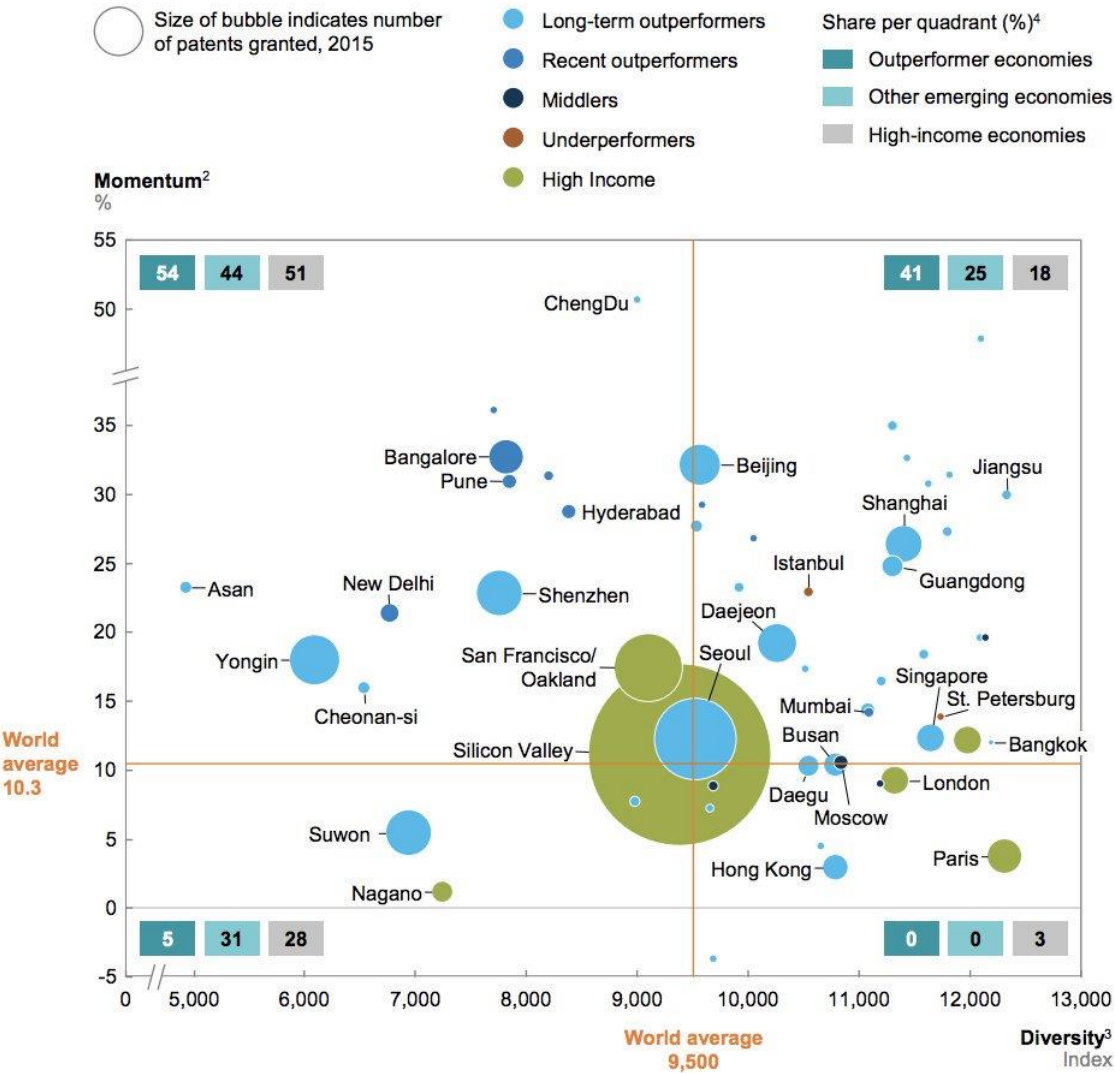
FORUM & THINK TANK
FERA-SC

PDIC 2022



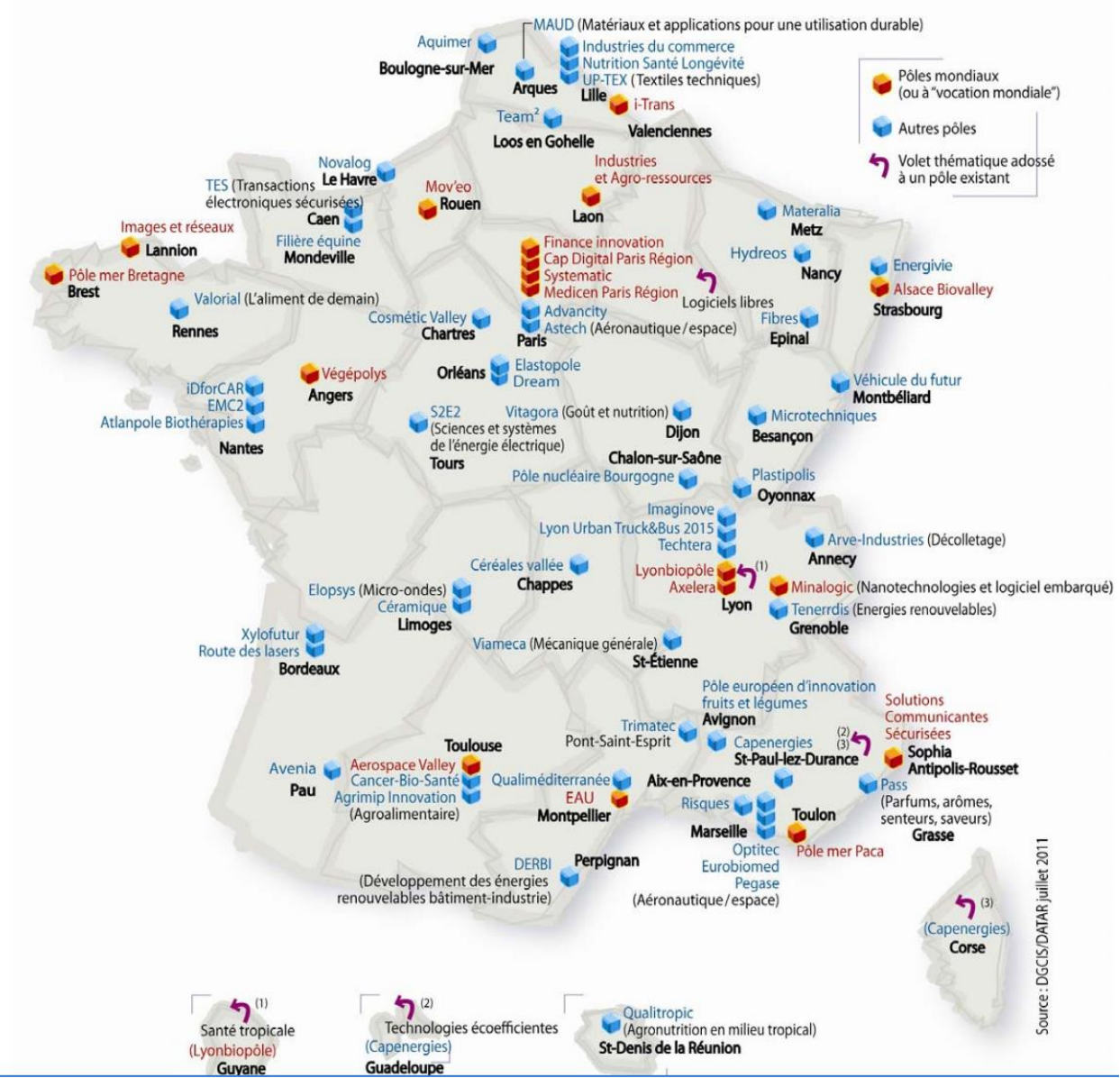
Large innovation clusters are surfacing in several outperforming developing economies.

Selected clusters, 2006–15¹

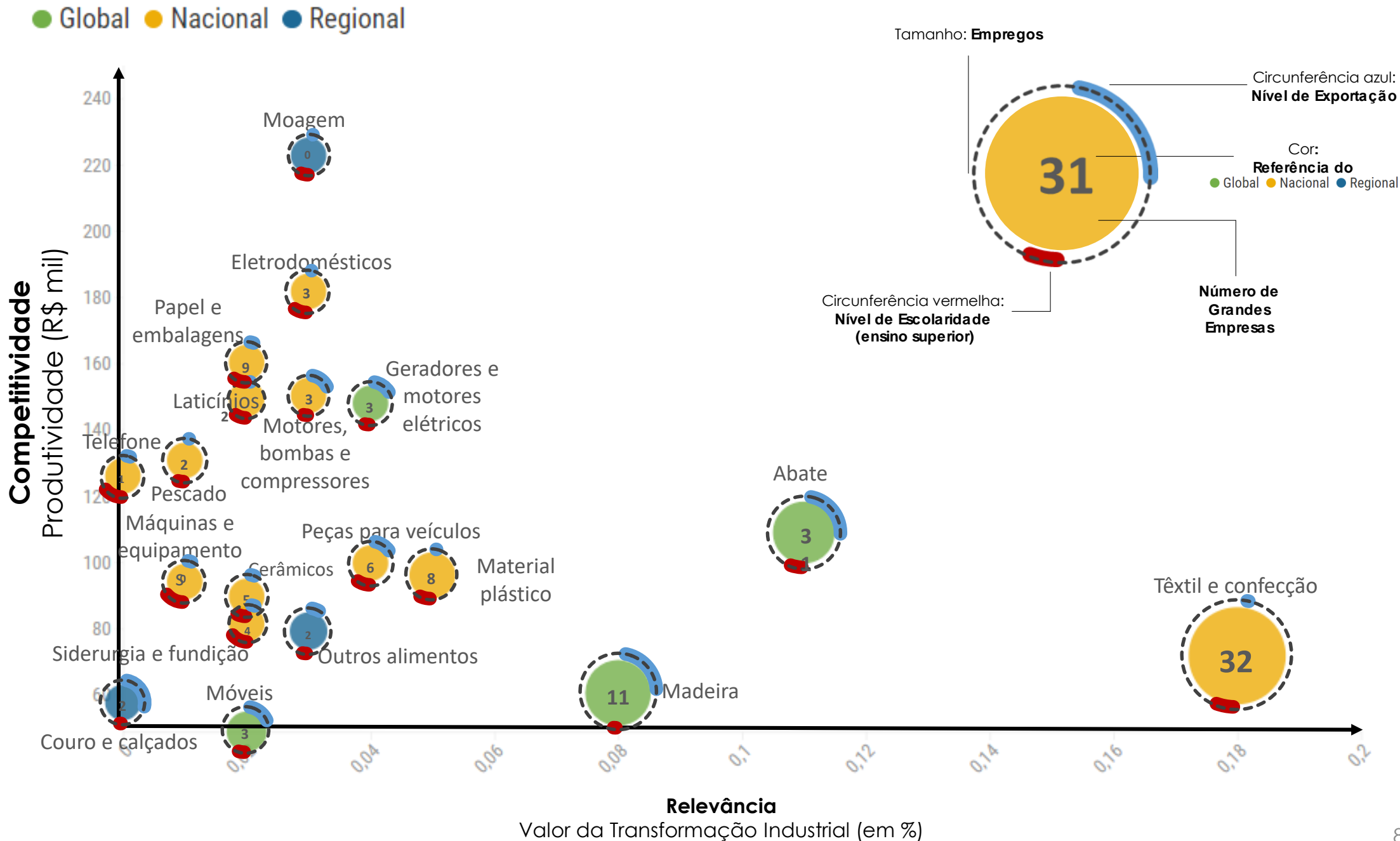


¹ "Innovation clusters" can be defined as cities, metropolitan areas, or states/provinces that generate an exceptional number of patents; not exhaustive list of geographies.
² Compound annual growth rate of the number of patents granted by US Patent and Trademark Office and European Patent Office, 2008–15.
³ Sum of corporate diversity and industry diversity of patents granted.
⁴ Share per quadrant = (Sum of patents granted to clusters of this archetype in that quadrant) / (Total patents granted to clusters in that quadrant).
NOTE: Figures may not sum to 100% because of rounding.

SOURCE: Clarivate Analytics; geospatial analysis; McKinsey Global Institute analysis



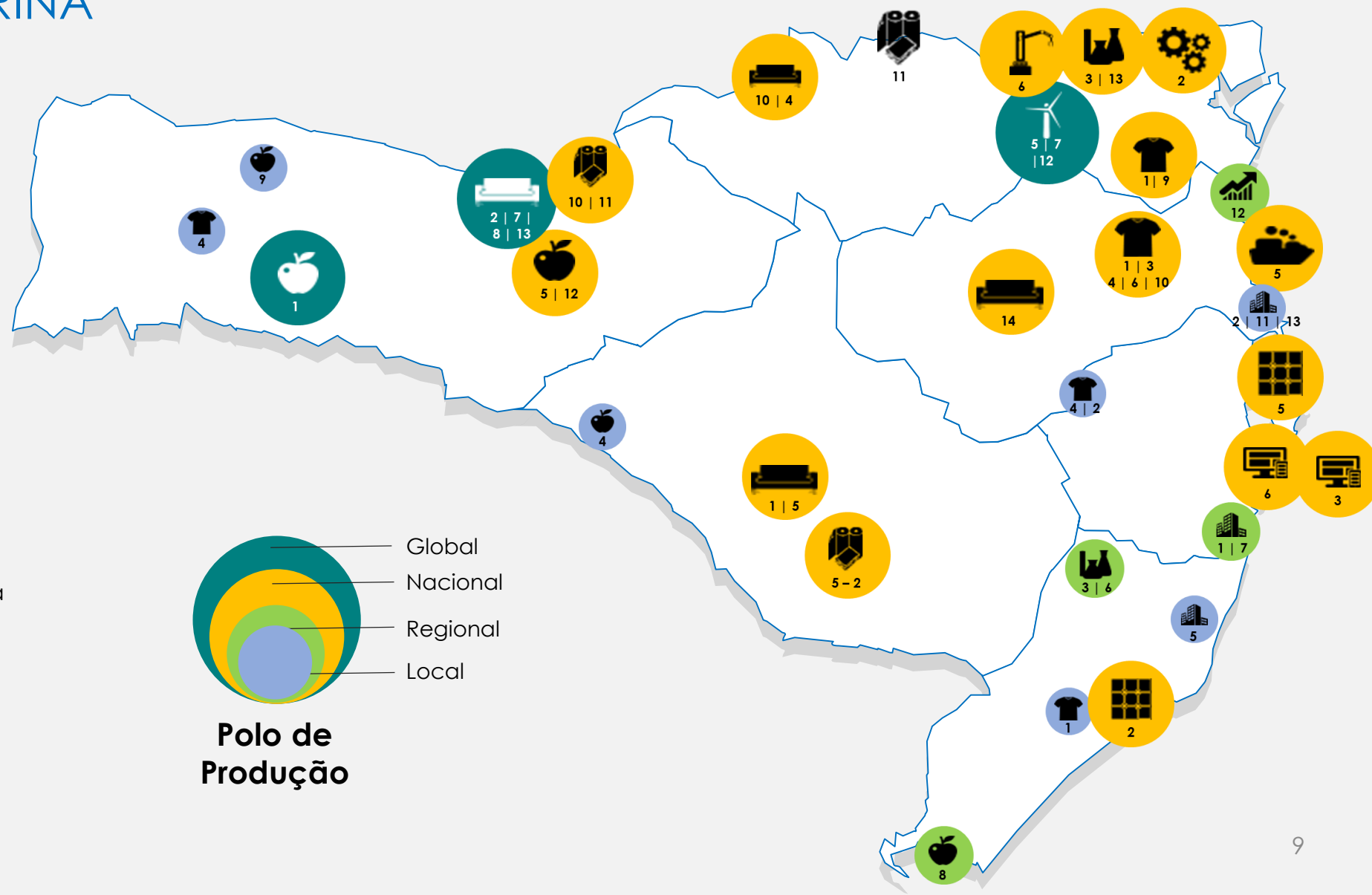
Source : DGCS/DATAR juillet 2011



SIMULAÇÃO DA AVALIAÇÃO DE DESEMPENHO DOS POLOS

ESPECIALIZAÇÃO SETORIAL E REGIONAL DE SANTA CATARINA

-  Agroalimentar
-  Bens de Capital
-  Celulose & Papel
-  Cerâmica
-  Construção Civil
-  Economia do Mar
-  Energia
-  Indústrias Emergentes
-  Meio Ambiente
-  Metal-mecânica & Metalurgia
-  Móveis & Madeira
-  Produtos Químicos & Plásticos
-  Saúde
-  Têxtil & Confecção
-  TIC



New Deal programs

The New Deal had many programs and new agencies, most of which were universally known by their [initials](#). Most were abolished during [World War II](#) while others remain in operation today or formed into different programs. They included the following:

- [National Youth Administration](#) (NYA), 1935: program that focused on providing work and education for Americans between the ages of 16 and 25. Ended in 1943.

- [Reconstruction Finance Corporation](#) (RFC): a Hoover agency expanded under [Jesse Holman Jones](#) to make large loans to big business. Ended in 1954.

The WPA hired unemployed teachers to provide free [adult education](#) programs

- [Federal Emergency Relief Administration](#) (FERA): a Hoover program to create unskilled jobs for relief; expanded by Roosevelt and [Harry Hopkins](#); replaced by WPA in 1935.

- [United States bank holiday](#), 1933: closed all banks until they became certified by federal reviewers.

- Abandonment of [gold standard](#), 1933: gold reserves no longer backed currency; still exists.

- [Civilian Conservation Corps](#) (CCC), 1933–1942: employed young men to perform unskilled work in rural areas; under [United States Army](#) supervision; separate program for Native Americans.

- [Homeowners Loan Corporation](#) (HOLC): helped people keep their homes, the government bought properties from the bank allowing people to pay the government instead of the banks in installments they could afford, keeping people in their homes and banks afloat.

- [Tennessee Valley Authority](#) (TVA), 1933: effort to modernize very poor region (most of [Tennessee](#)), centered on dams that generated electricity on the [Tennessee River](#); still exists.

- [Agricultural Adjustment Act](#) (AAA), 1933: raised farm prices by cutting total farm output of major crops and livestock; replaced by a new AAA because the Supreme Court ruled it unconstitutional.

- [National Industrial Recovery Act](#) (NIRA), 1933: industries set up codes to reduce unfair competition, raise wages and prices; ended 1935. The Supreme Court ruled the NIRA unconstitutional.

- [Public Works Administration](#) (PWA), 1933: built large public works projects; used private contractors (did not directly hire unemployed). Ended 1938.

- [Federal Deposit Insurance Corporation](#) (FDIC): insures bank deposits and supervises state banks; still exists.

- [Glass–Steagall Act](#): regulates investment banking; repealed 1999 (not repealed, only two provisions changed).

- [Securities Act of 1933](#), created the SEC, 1933: codified standards for sale and purchase of stock, required awareness of investments to be accurately disclosed; still exists.

FERA camp for unemployed black women, Atlanta, 1934

- [Civil Works Administration](#) (CWA), 1933–1934: provided temporary jobs to millions of unemployed.

- [Indian Reorganization Act](#), 1934: moved away from assimilation; policy dropped.

- [Social Security Act](#) (SSA), 1935: provided financial assistance to: elderly, handicapped, paid for by employee and employer payroll contributions; required 7 years contributions, so first payouts were in 1942; still exists.

- [Works Progress Administration](#) (WPA), 1935: a national labor program for more than 2 million unemployed; created useful construction work for unskilled men; also sewing projects for women and arts projects for unemployed artists, musicians and writers; ended 1943.

- [National Labor Relations Act](#) (NLRA); Wagner Act, 1935: set up National Labor Relations Board to supervise labor-management relations; In the 1930s, it strongly favored [labor unions](#). Modified by the [Taft-Hartley Act](#) (1947); still exists.

- [Judicial Reorganization Bill](#), 1937: gave the President power to appoint a new Supreme Court judge for every judge 70 years or older; failed to pass Congress.

- [Federal Crop Insurance Corporation](#) (FCIC), 1938: insures crops and livestock against loss of production or revenue. Was restructured during the creation of the [Risk Management Agency](#) in 1996 but continues to exist.

- Surplus Commodities Program (1936): gives away food to poor; still exists as the [Supplemental Nutrition Assistance Program](#).

- [Fair Labor Standards Act](#) 1938: established a maximum normal work week of 44 hours and a [minimum wage](#) of 40 cents/hour and outlawed most forms of child labor, though it still exists. The working hours have been lowered to 40 over the years, and the minimum wage has climbed to \$7.25.^[237]

Surplus Commodities Program, 1936

- [Rural Electrification Administration](#) (REA): one of the federal executive departments of the United States government charged with providing public utilities (electricity, telephone, water, sewer) to rural areas in the U.S. via public-private partnerships. still exists.

- [Resettlement Administration](#) (RA): resettled poor tenant farmers; replaced by Farm Security Administration in 1935.

- [Farm Security Administration](#) (FSA): helped poor farmers by a variety of economic and educational programs; some programs still exist as part of the [Farmers Home Administration](#).

Scenarios for the Economic Impact of the COVID-19 Crisis

GDP Impact of COVID-19 Spread, Public Health Response, and Economic Policies

Virus Spread & Public Health Response

Effectiveness of the public health response in controlling the spread and human impact of COVID-19

Rapid and effective control of virus spread

Strong public health response succeeds in controlling spread in each country within 2-3 months

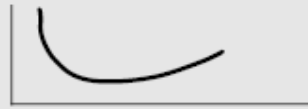
Effective response, but (regional) virus recurrence

Initial response succeeds but is insufficient to prevent localized recurrences; local social distancing restrictions are periodically reintroduced

Broad failure of public health interventions

Public health response fails to control the spread of the virus for an extended period of time (e.g., until vaccines are available)

B1



Virus contained, but sector damage; lower long-term trend growth

A3



Virus contained; growth returns

A4



Virus contained; strong growth rebound

B2



Virus recurrence; slow long-term growth insufficient to deliver full recovery

A1



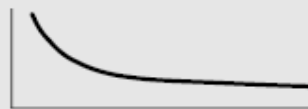
Virus recurrence; slow long-term growth with muted world recovery

A2



Virus recurrence; return to trend growth with strong world rebound

B3



Pandemic escalation; prolonged downturn without economic recovery

B4



Pandemic escalation; slow progression towards economic recovery

B5



Pandemic escalation; delayed but full economic recovery

Ineffective interventions

Self-reinforcing recession dynamics kick-in; widespread bankruptcies and credit defaults; potential banking crisis

Partially effective interventions

Policy responses partially offset economic damage; banking crisis is avoided; recovery levels muted

Highly effective interventions

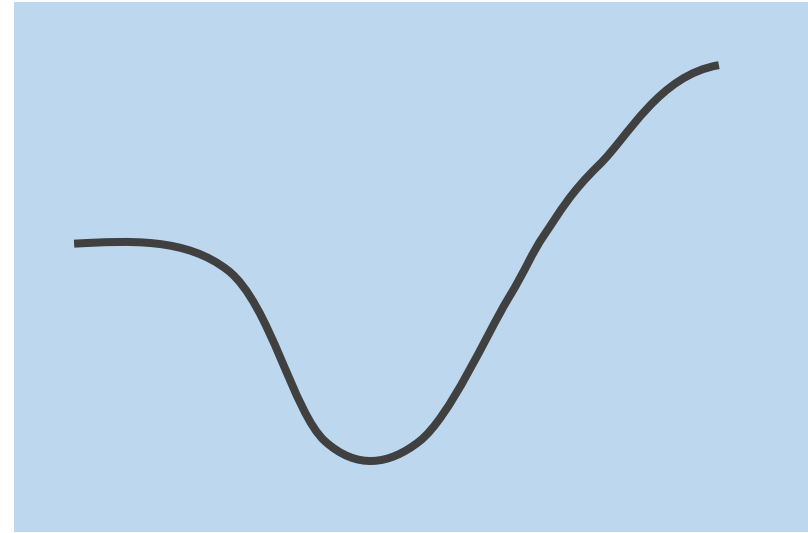
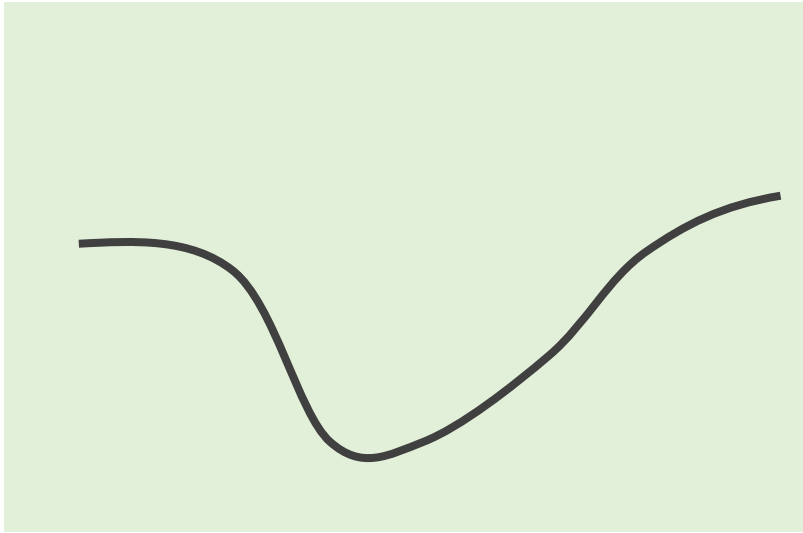
Strong policy responses prevent structural damage; recovery to pre-crisis fundamentals and momentum

Knock-on Effects & Economic Policy Response

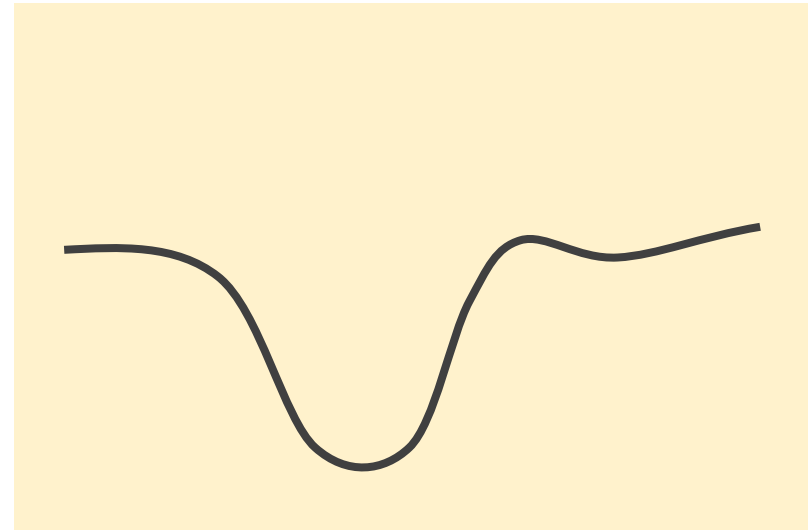
Speed and strength of recovery depends on whether policy moves can mitigate self-reinforcing recessionary dynamics (e.g., corporate defaults, credit crunch)

REAÇÃO DOS PAÍSES PÓS PANDEMIA

Capacidade de
aproveitar as
OPORTUNIDADES
geradas pela PANDEMIA



Dificuldade em ser
afetado pelas
AMEAÇAS DA
PANDEMIA

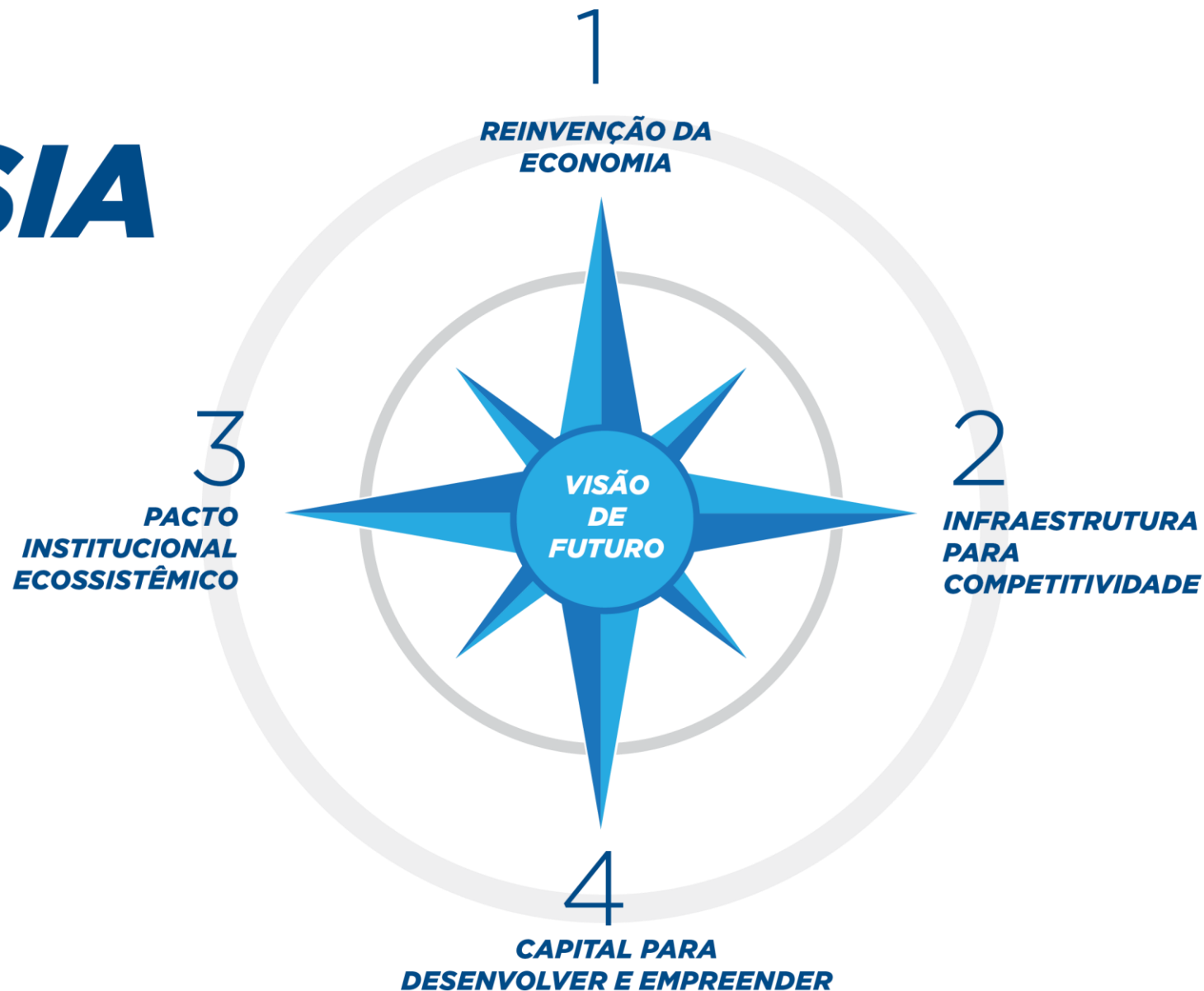


PREDOMINÂNCIA DE **PONTOS FRACOS**

PREDOMINÂNCIA DE **PONTOS FORTES**

PROJETO **TRAVESSIA**

**INDÚSTRIA, A ARTE DE
TRANSFORMAR**





ESTRATÉGIA

VISÃO DE FUTURO

**REFERÊNCIA EM
DESENVOLVIMENTO HUMANO
E EMPRESARIAL**

— PROJETO
TRAVESSIA



Tourism/travel, airlines and retail industry are struck first with strong exposure to short-term liquidity and profitability challenges

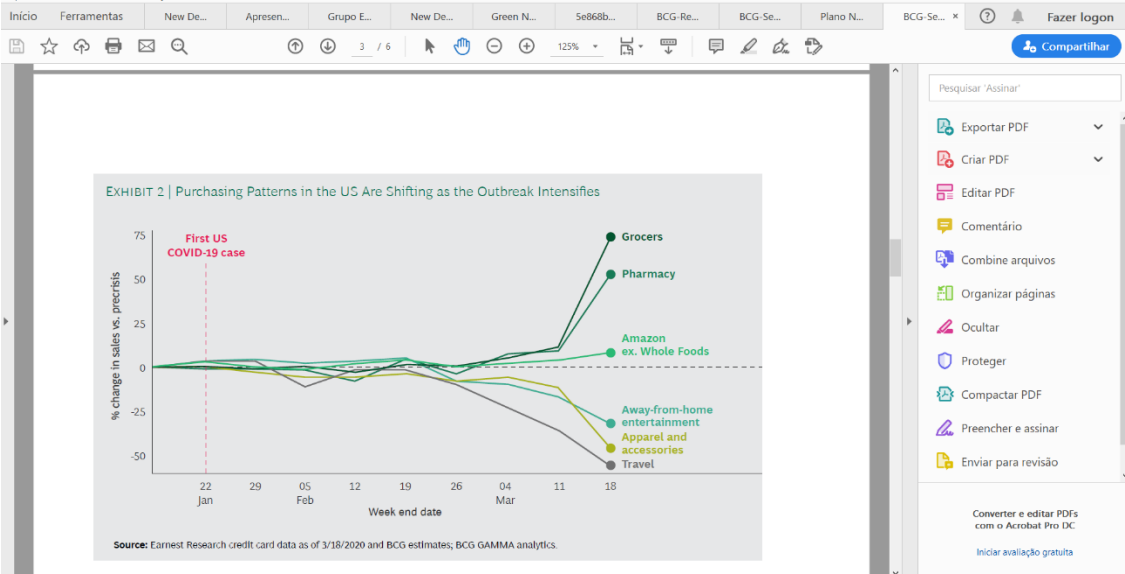
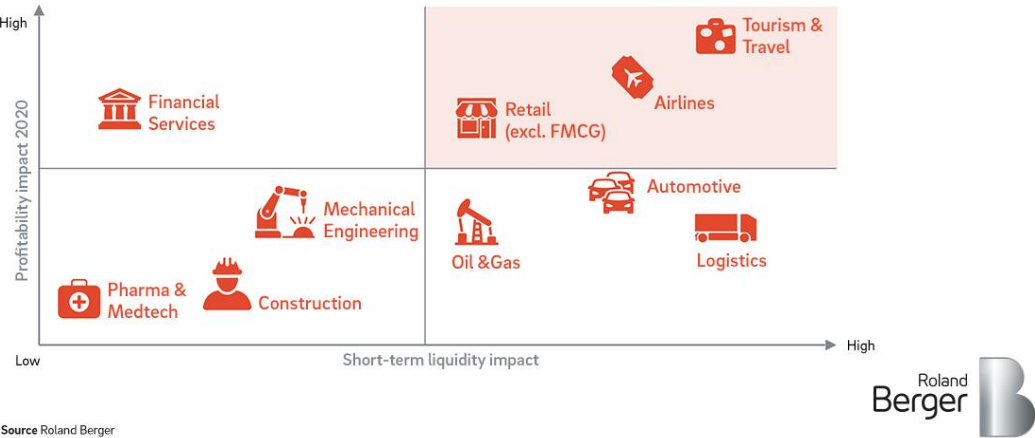
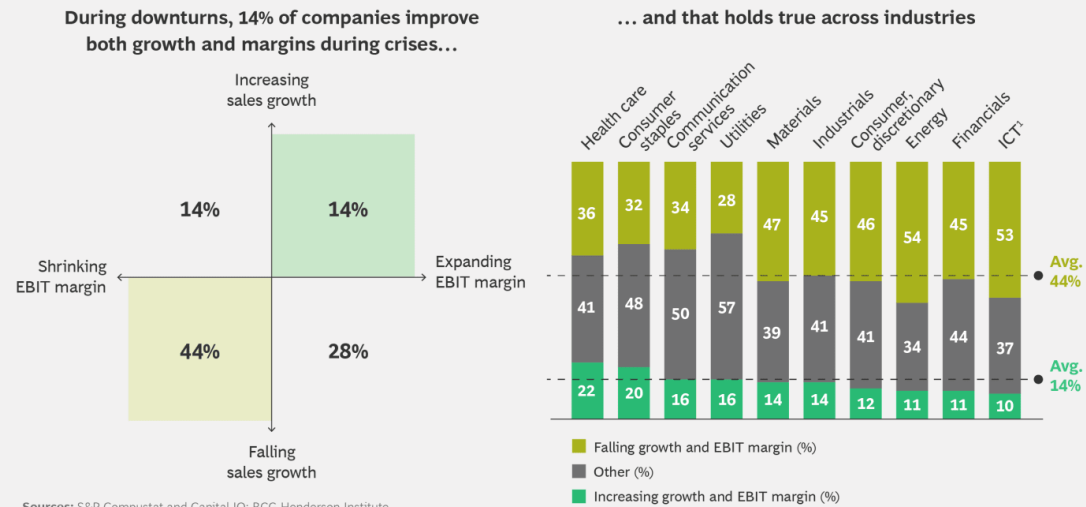
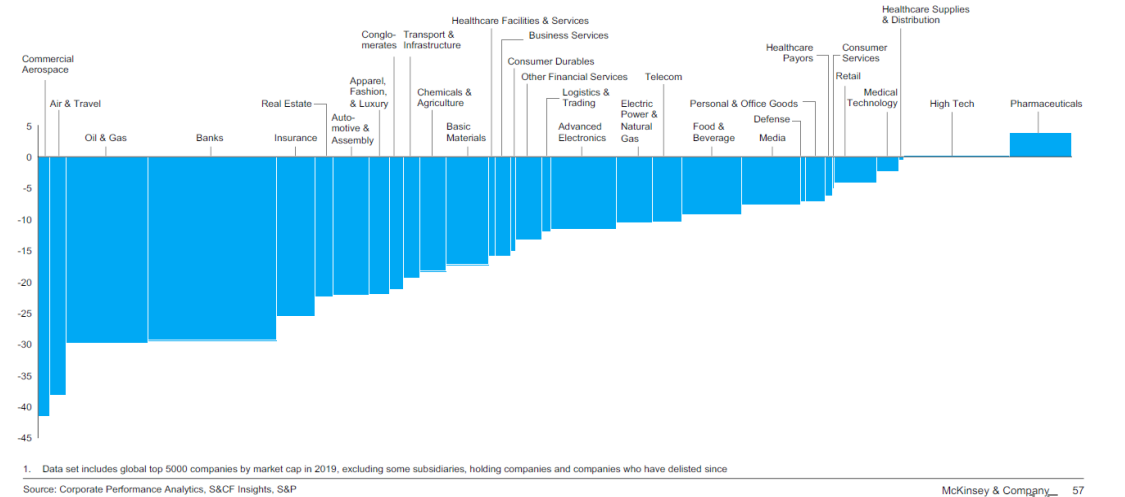


Exhibit 1 | Across Industries, Some Companies Thrive During Crises

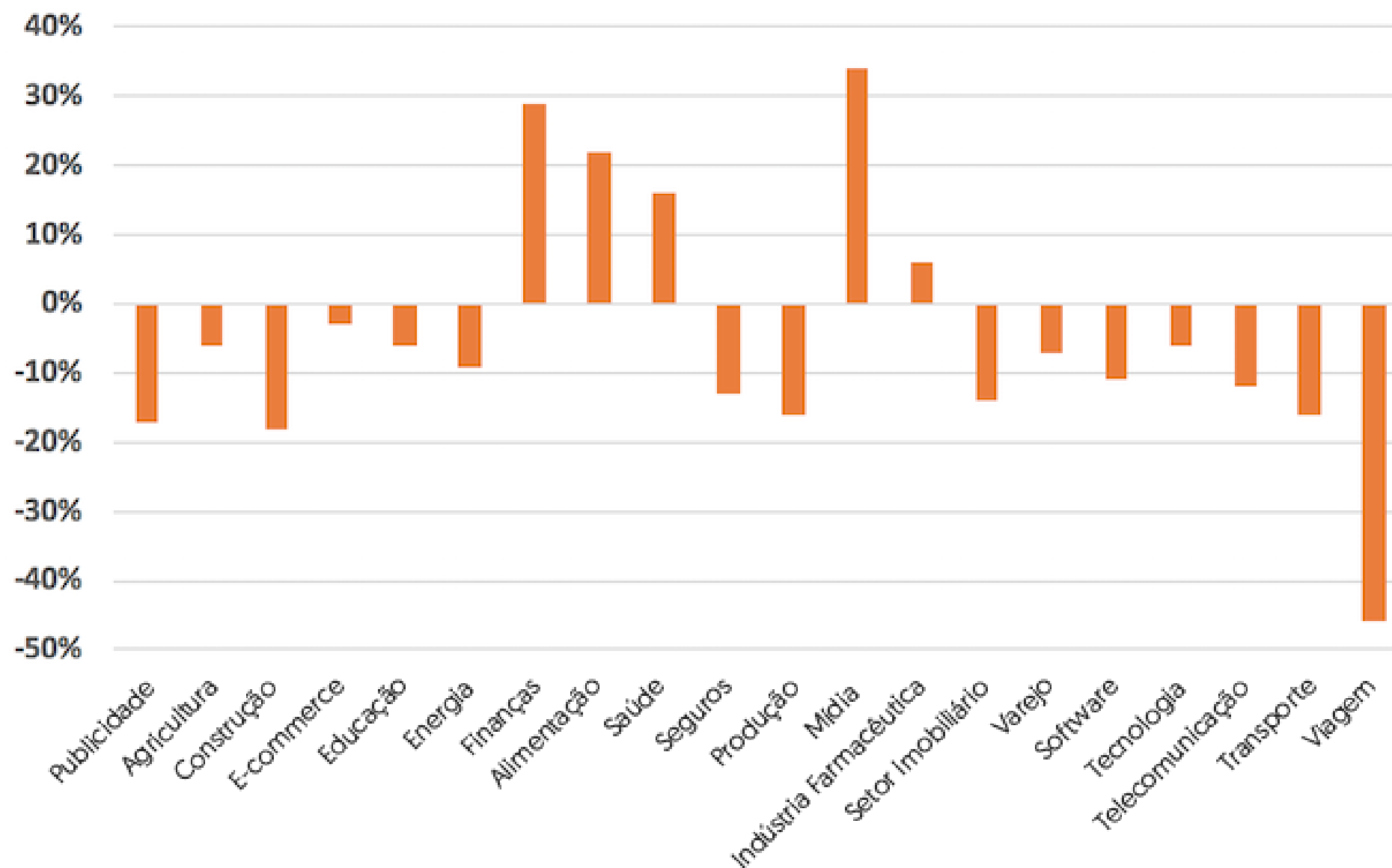


Market capitalization has declined across sectors, with significant variation to the extent of the decline

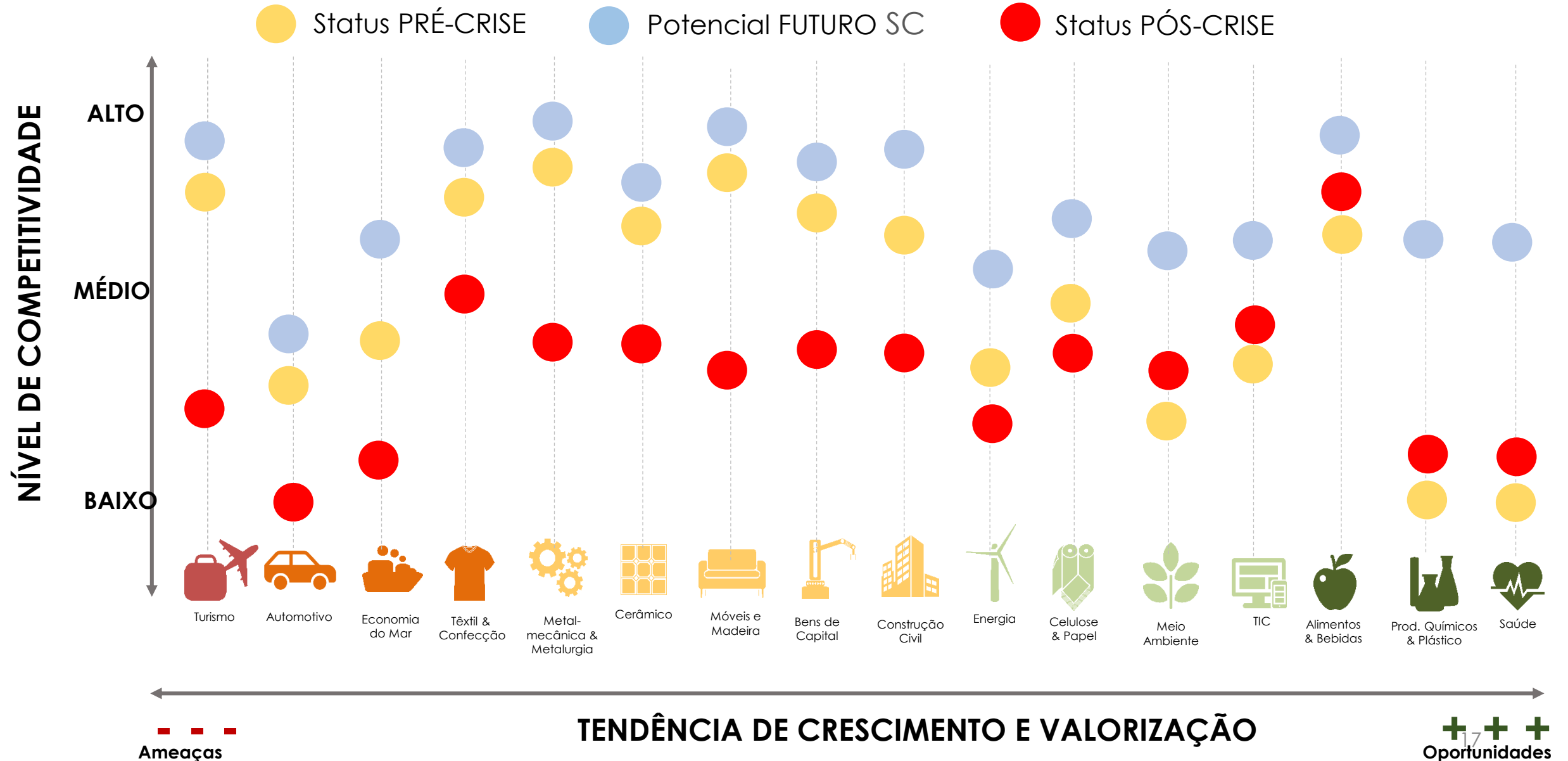
Weighted average year-to-date local currency shareholder returns by industry in percent¹. Width of bars is starting market cap in \$



Crescimento ou Declínio do Tráfego devido ao Covid-19



ANÁLISE SETORIAL SANTA CATARINA – “EFEITO CORONA”





ESTRATÉGIA

1

REINVENÇÃO DA ECONOMIA



— PROJETO
TRAVESSIA

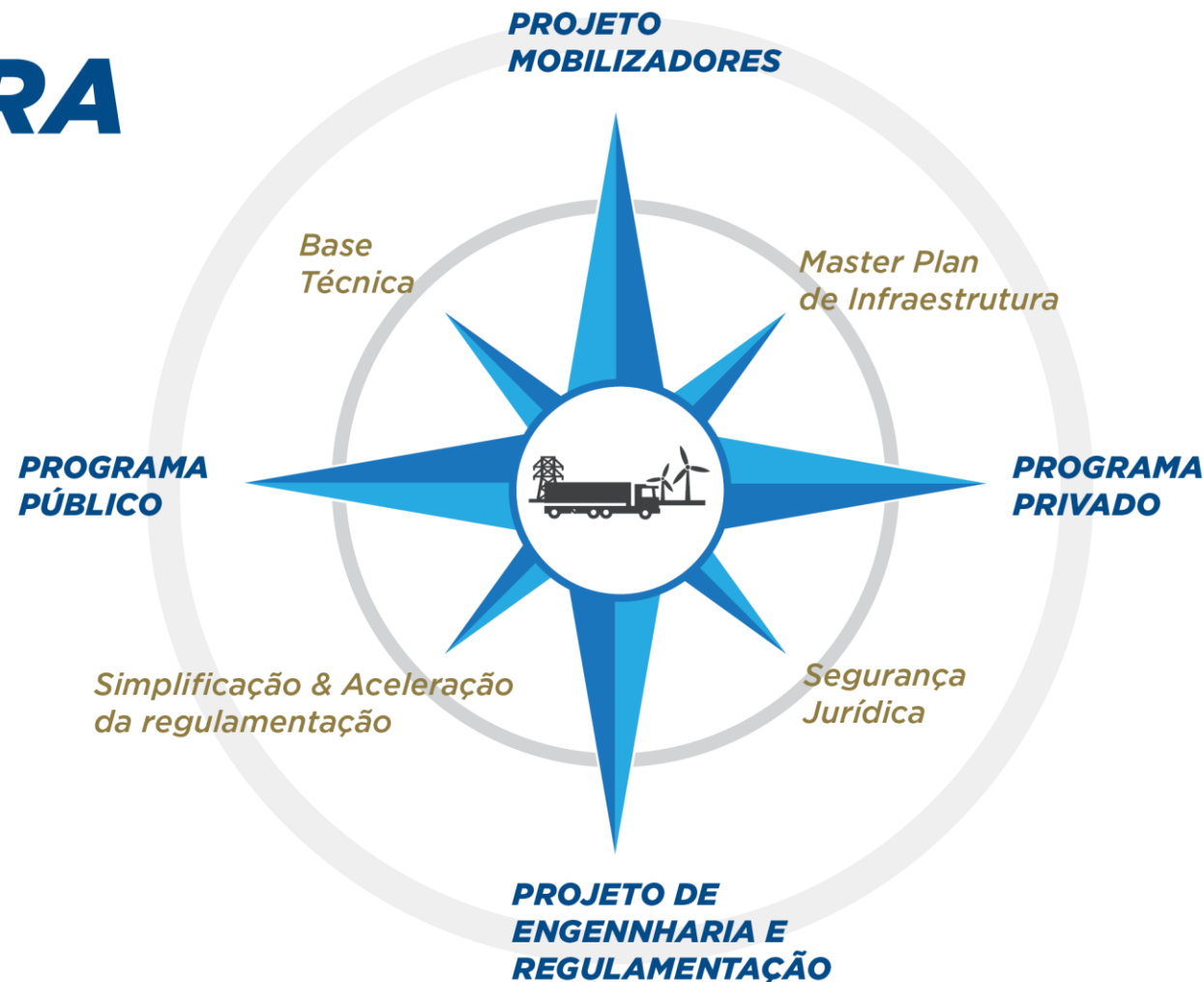




ESTRATÉGIA

2

INFRAESTRUTURA PARA COMPETI- TIVIDADE



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TRAVESSIA



ESTRATÉGIA

3

CAPITAL PARA DESENVOLVER E EMPREENDER

— PROJETO
TRAVESSIA





ESTRATÉGIA

4

PACTO INSTITUCIONAL ECOSSISTÊMICO

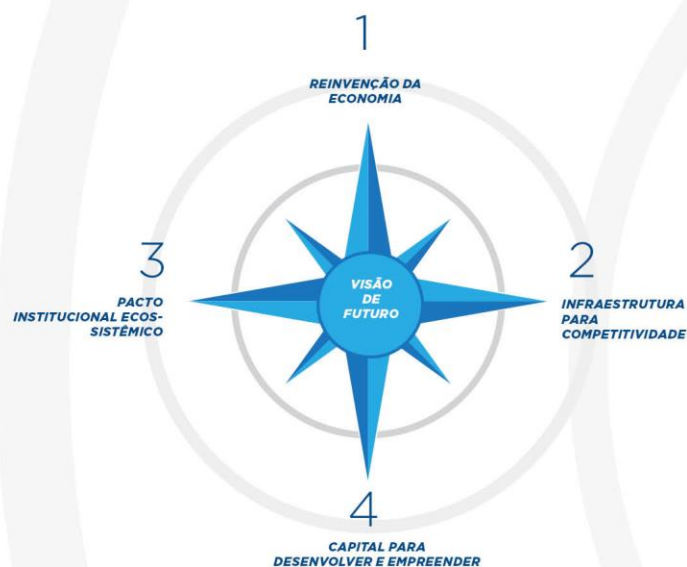


— PROJETO
TRAVESSIA

**PLANO DE RECUPERAÇÃO
DA ECONOMIA CATARINENSE
PÓS-CORONAVÍRUS.**

PROJETO TRAVESSIA

INDÚSTRIA, A ARTE DE TRANSFORMAR



AÇÕES E PROPOSTAS





*O real não está na saída nem na chegada,
ele se dispõe para gente é no meio da
TRAVESSIA...*

*E quem elegeu a busca não pode recusar a
TRAVESSIA ...*

Todo o caminho é resvaloso.

*A gente cai, a gente levanta, a gente sobe,
a gente volta! ...*

*O correr da vida embrulha tudo, a vida é
assim: Esquenta e esfria, aperta e daí
afrouxa, Sossega e depois desinquieta...*

O que ela quer da gente é CORAGEM

Guimarães Rosa



PROJETO **TRAVESSIA**

INDÚSTRIA, A ARTE DE TRANSFORMAR
