

ACATE

Tecnologia &  
Inovação em

**Santa  
Catarina**



# 30 ANOS — ACATE



**1986**

**Fundação:**  
Operação do  
Condomínio de  
Informática  
(Trindade)



**1998**

**Fundação do MIDI  
Tecnológico em  
parceria com o  
SEBRAE/SC**



**2015**

800 associadas  
**Inaugurado o  
CENTRO DE  
INOVAÇÃO ACATE  
PRIMAVERA:**  
Março/2015



**2016**

900 associadas  
**Rede de  
Investidores Anjo**

# POLOS REGIONAIS

2016:  
900 empresas  
associadas



# VERTICAIS DE NEGÓCIOS

Grupos de empresas que operam em mercados semelhantes e complementares, estimulando o associativismo e o relacionamento entre as empresas.

180 empresas participantes // Taxa de crescimento: 15% por ano

agronegócios  
ACATE

cloud  
computing  
ACATE

educação  
ACATE

energia  
ACATE

games  
ACATE

governo  
ACATE

manufatura  
ACATE

saúde  
ACATE

segurança  
ACATE

sustentabilidade  
ACATE

telecom  
ACATE

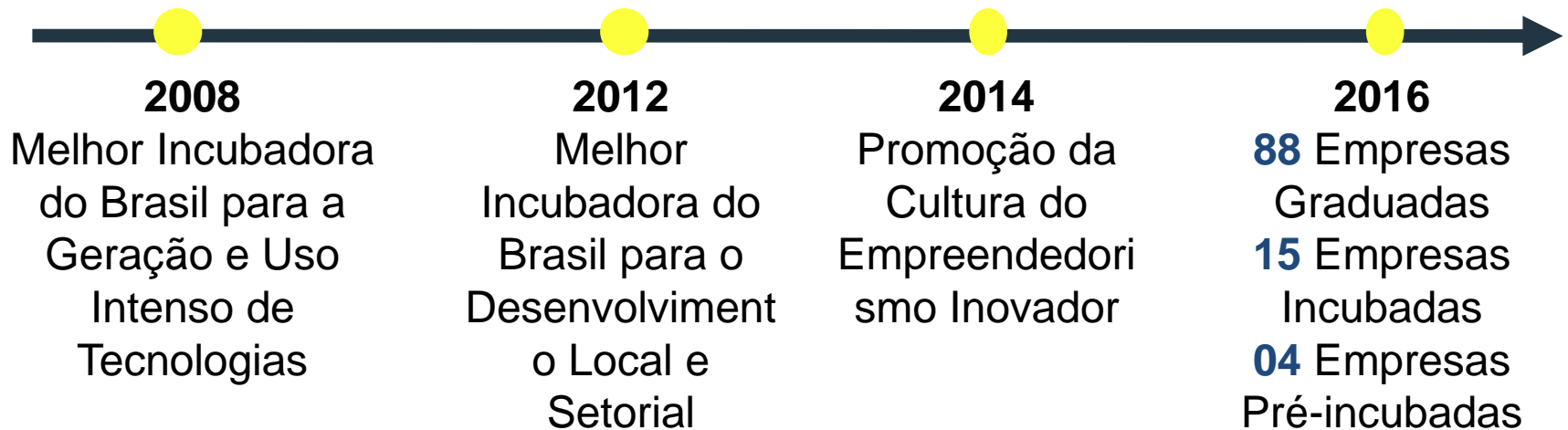
têxtil  
ACATE

IoT  
ACATE

fintech  
ACATE

# INCUBADORA MIDI TECNOLÓGICO

## 18 ANOS



# GERAÇÃO TEC

- Mapeamento de RH realizado em 2010
- Criação: 2011
- Parceiros: Governo do Estado de Santa Catarina, SDS, Fapesc, Acate e I3
- Oportunidades para jovens e adultos por meio da qualificação profissional
- Formados mais de 4.500 profissionais em 4 anos
- Atualmente: + 500 estudantes em curso
- +19 mil inscritos em todos os processos seletivos



**GER@çãoTEC**

TALENTOS PARA O MUNDO DA TECNOLOGIA



# REDE DE INVESTIDORES ANJO RIA SC

## PARCERIA

ACATE e Anjos do Brasil

## OBJETIVOS

Atrair e conectar investidores anjo e aproximá-los de empreendedores de projetos de base tecnológica.





**API – ACATE PROGRAMA DE INTERNACIONALIZAÇÃO**



**Programa ACATE Startups**



**Programa ACATE de Mentoria**



CENTRO DE  
INOVAÇÃO  
ACATE  
PRIMAVERA





ACATE

**EM 2015:**

+ 29 mil pessoas participaram  
de eventos/reuniões

**+30 EMPRESAS DE  
TECNOLOGIA  
INSTALADAS**

**INCUBADORA MIDI  
Tecnológico**



# CENTRO DE INOVAÇÃO ACATE – Primavera

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# CENTRO DE INOVAÇÃO ACATE SAPIENS PARQUE

Inauguração Jan/2017





# FLORIANÓPOLIS



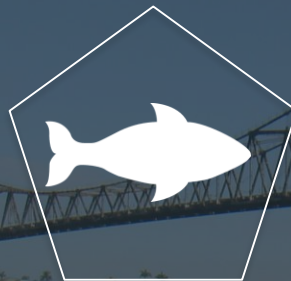


# GRANDE FLORIANÓPOLIS

## MUDANÇA DE VOCAÇÃO



Comércio



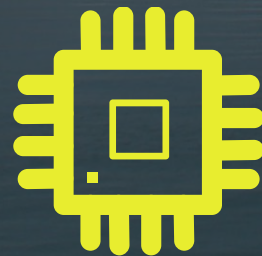
Maricultura



Turismo e  
serviços



Construção



Tecnologia

# FLORIANÓPOLIS

- **800 empresas de tecnologia**
- Quarto destino internacional de eventos no Brasil (ICCA);
- **15 centros universitários;**
- Dez centros e institutos de pesquisa e desenvolvimento;
- **Quatro fundos de venture capital;**
- Uma das dez melhores cidades do Brasil para trabalhar;
- **Uma das dez cidades mais dinâmicas do mundo (Newsweek);**
- **5ª melhor cidade para investir na Am. Latina;**
- **Melhor cidade para empreender no Brasil: 1º lugar (2014) e 2º lugar (2015) - Exame/Endeavor;**
- **Cidade mais inovadora do Brasil (2015 – MCTI).**



# FLORIANÓPOLIS: HABITATS DE INOVAÇÃO



UFSC  
1960



UDESC  
1965



FUNDAÇÃO CERTI  
1985



ACATE  
1986



SAPIENS PARQUE  
2002



CIA  
2015

# REPERCURSÃO INTERNACIONAL

**SRI International** Products N

R&D Capabilities View Our Work About Us Work With Us

Home > Blog > Boosting Brazil's Economy with Innovation

## SRI Blog


### Boosting Brazil's Economy with Innovation

By Peter Kent at 2:24 PM PDT, Thu Jun 25, 2015

Brazil, historically a resource- and industrial-based economy, must become a knowledge-based economy to achieve its economic and social goals. This will require significant investments in science and technology to encourage innovation and entrepreneurship and accelerate economic development.

Santa Catarina, one of the southernmost states in Brazil, has set the stage for this transformation. SRI was recently invited to its capital city, Florianopolis, where Innovation Center Acate Primavera opened. The Santa Catarina Association of Technology Companies' (ACATE) goal is for this center to serve as a reference for innovation. As part of the Santa Catarina state government innovation initiative, the Department of Sustainable Economic Development sponsored workshops where SRI trained and coached directors and leaders of the network of 13 innovation centers that will be launched all over the state.

At the grand opening, Dennis Tsai, executive director of SRI's Center for Innovation Leadership, described how innovation occurs and what other governments have done to accelerate it. My colleague made several salient points, including the regional impact of these types of innovation centers and how the challenge now is to encourage doing business not only in Brazil, but for the entire world.



I introduced the purpose of the science and technology park and how it could support innovation in the state. We helped the representatives from universities, companies and governments who were in attendance and will be responsible for implementing these parks across the state develop business plans for their respective parks.

**BBC** Low graphics Help Search Explore the BBC

## Click

The BBC's flagship technology programme

Page last updated at 12:48 GMT, Friday, 2 October 2009 13:48 UK

### Brazil's bid for tech-powered economy

By Taryn King

**BBC Click**

At first glance Florianopolis, in southern Brazil, resembles the quintessential picture postcard resort. It has become one of South America's most popular destinations, a magnet for sun seekers.

But for all its hedonism, Florianopolis has its gaze firmly fixed on something altogether more serious - becoming the regional technological powerhouse.



Investment is spawning a variety of solutions to local problems.

Sapiens Parque science park is the \$1.3bn (£81m) brainchild of the Brazilian government, as part of a wider \$24bn (£15bn) initiative to promote science and technology in the country.

"When we talk about the amount of money that Brazil is investing in

Full programme: BBC News Channel - Sat 11:30, Sun 04:30, 11:30, Mon 00:30

Short version: BBC One - Sat 06:45 & BBC News Channel - Sat 06:45, Sun 07:45

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ARCHIVE

Choose a year: 2009

## The New York Times

### Brazil to Build Own Silicon Valley

#### The city of Florianopolis will house it



Over recent years, Brazil has expressed its interest especially in the field of electronics and related technology. State, Florianopolis, or Floripa, was considered to be touted to be similar to the United States' Silicon Valley cities, the economy of the 821,552-inhabitant-large city and services, the BBC News reports.

Although many tourists come to the developing city in search of beautiful beaches, other plans for the region. The \$1.3-billion Sapiens Parque science park is a larger government initiative of promoting science and technology in the region, estimated to cost about \$24 billion, experts say. Local investments in the city of Florianopolis have already spawned solutions to local problems.

## Newsweek

"I couldn't stop myself from doing this"

Search

### The Ten Most Dynamic Cities

#### Bigger yet Better

On 'Magic Island,' a virtuous cycle began with a ban on hotels

One of the sad truths of the developing world is that an urban population boom in Rio de Janeiro, more people have typically meant more ghettos, more crime and more poverty. Cities are moving to places like Florianópolis, an island city 700 kilometers from the worst.

Between 1970 and 2004, Florianópolis's population tripled. So did the number of shantytowns. But the local economy grew fivefold, and incomes grew in step. Opportunity seekers, urban and rural, white collar and blue, poured in. With a hundred or so beaches

# ACATE TECH REPORT 2015

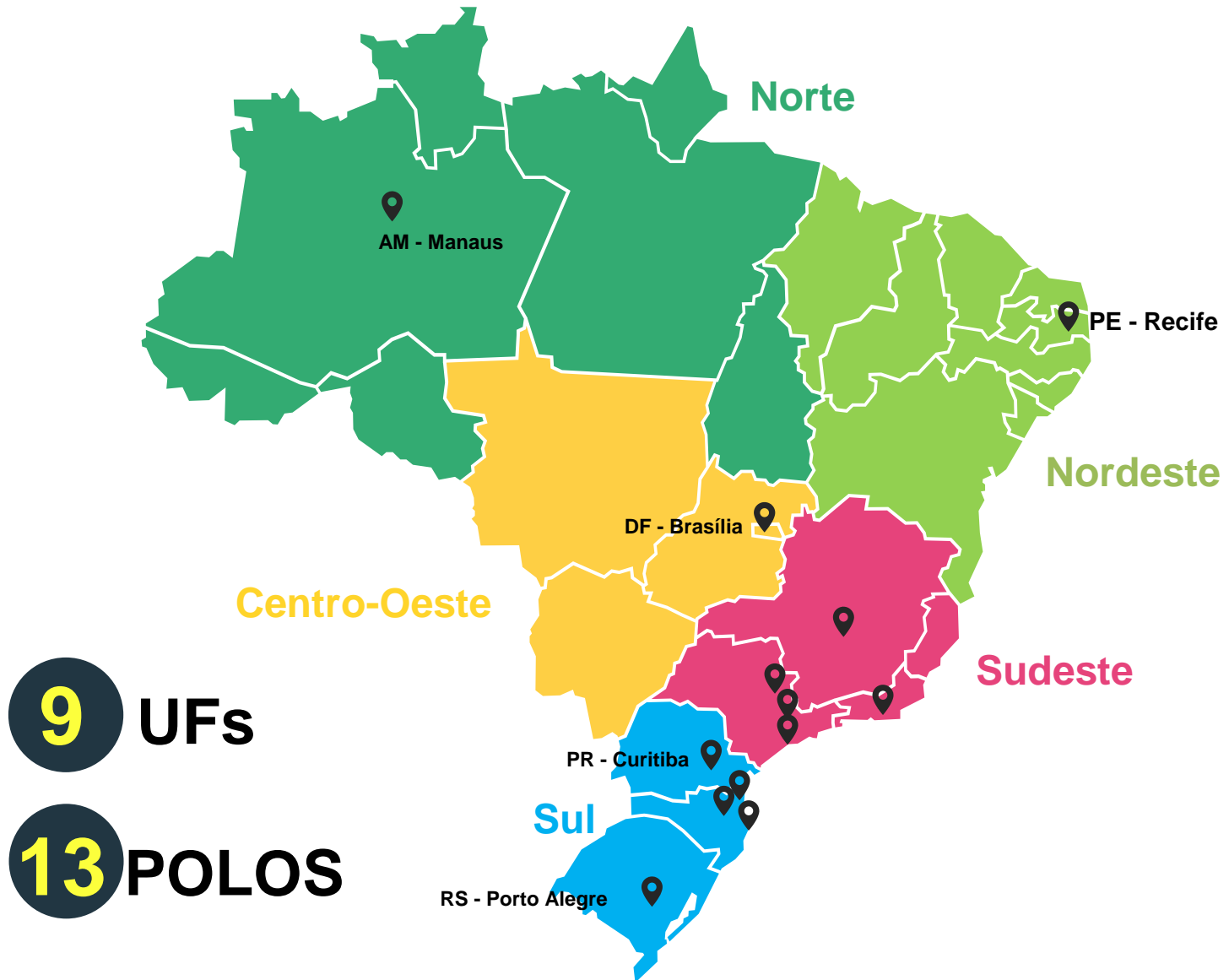


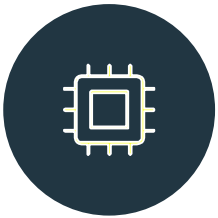
## › FONTE DE ESTUDO

Dados relativos ao ano de 2015;  
Bases pública de dados;  
Parceria entre ACATE e Neoway;  
Informações relativas a empresas  
de tecnologia com alto nível de  
atividade.



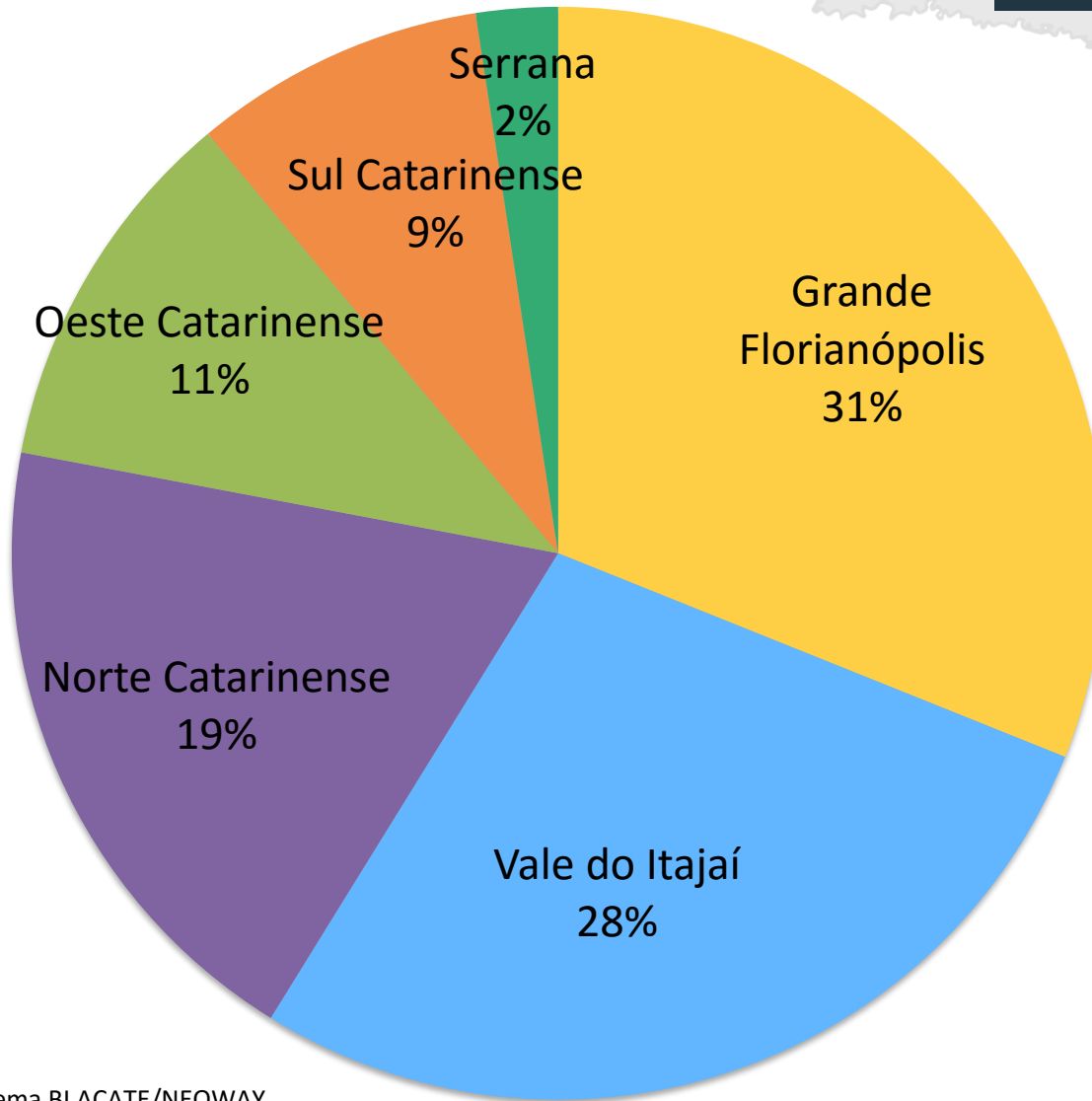
# › PREMISSAS – UFs e POLOS AVALIADOS





SETOR

**2.899 empresas**

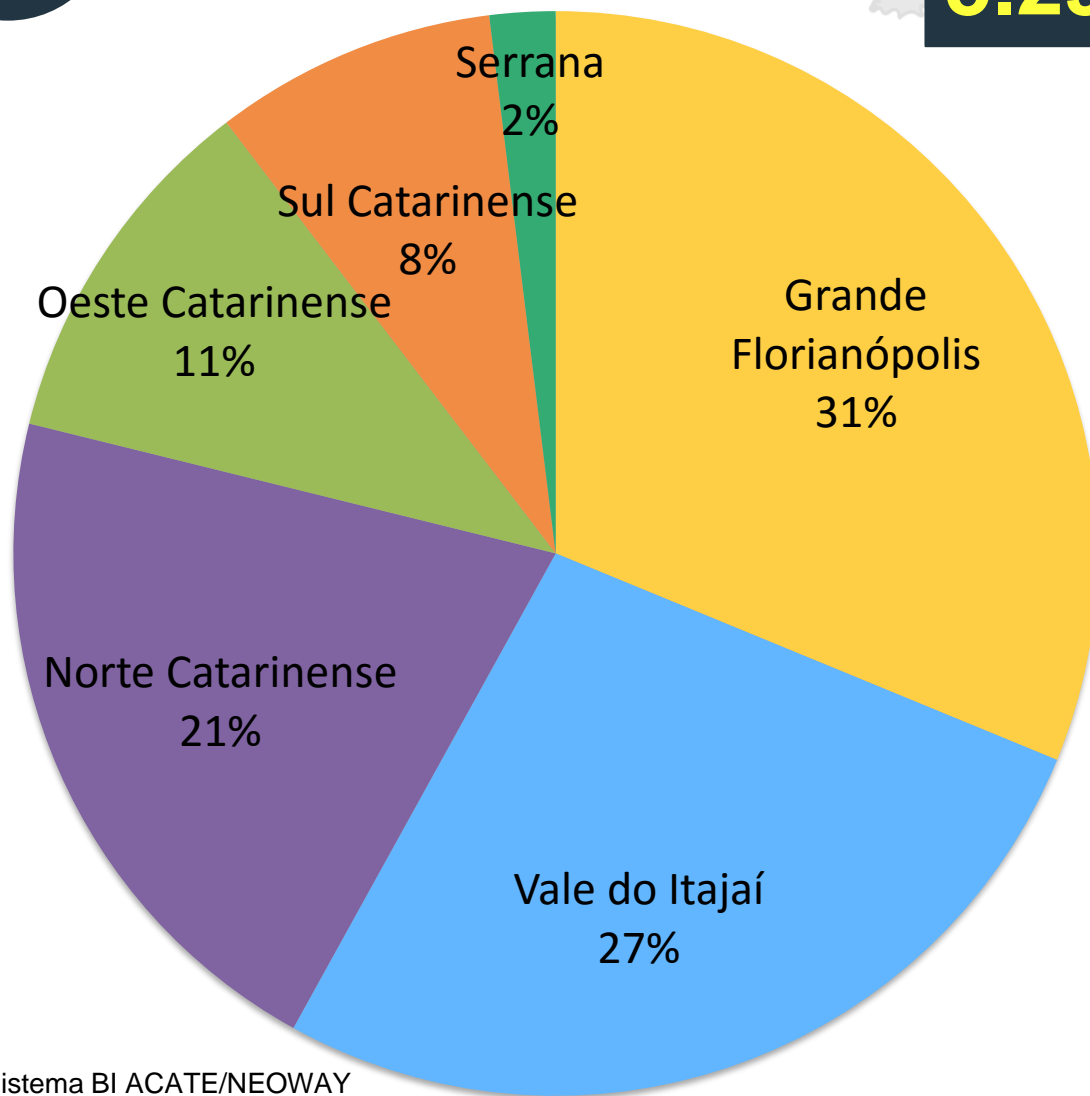


FONTE: Sistema BI ACATE/NEOWAY



## EMPRESAS

**5.293** empresários



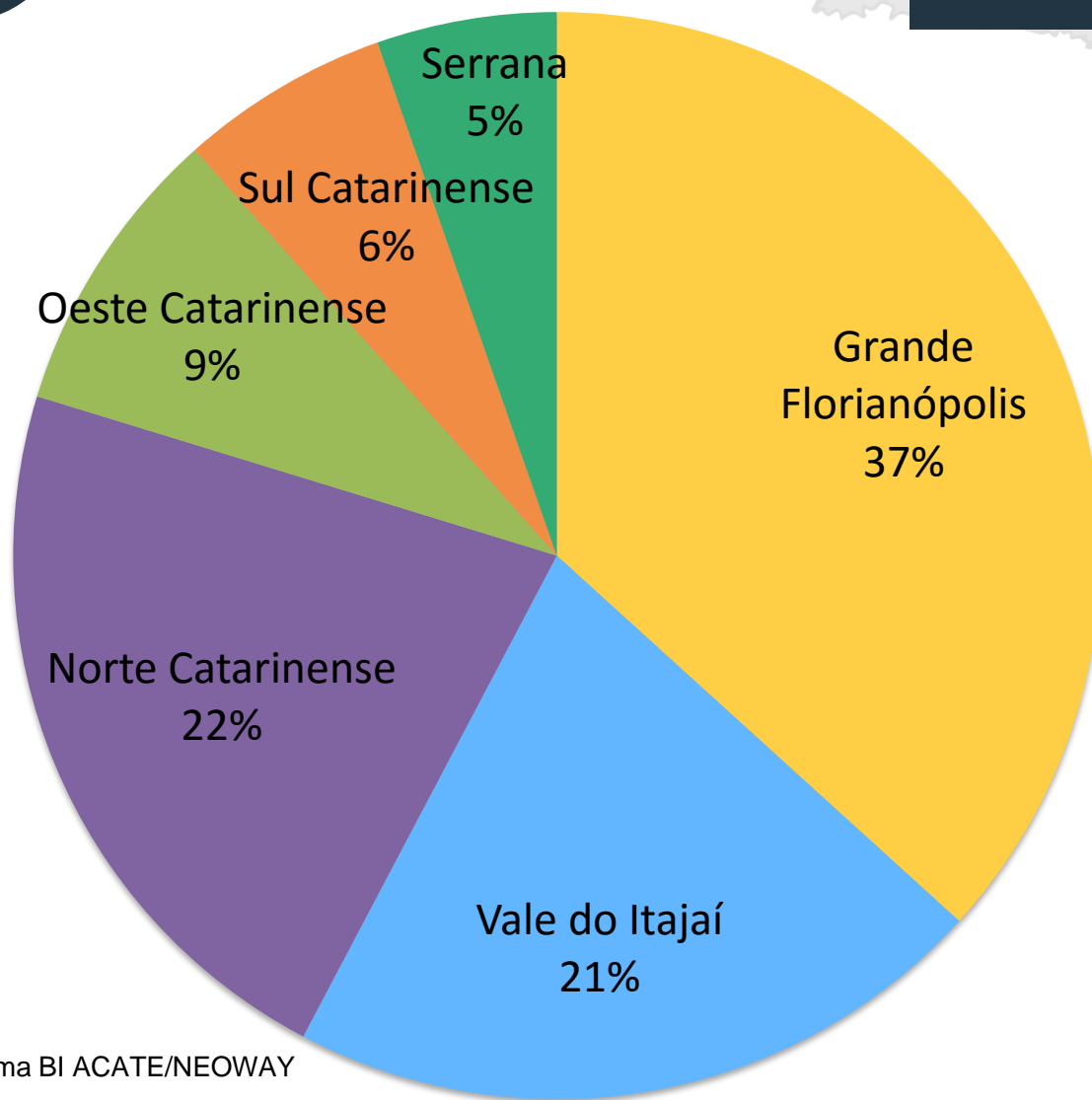
FONTE: Sistema BI ACATE/NEOWAY



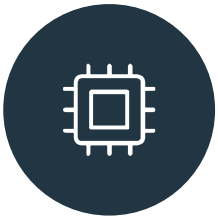


## EMPRESAS

**47.213** colaboradores

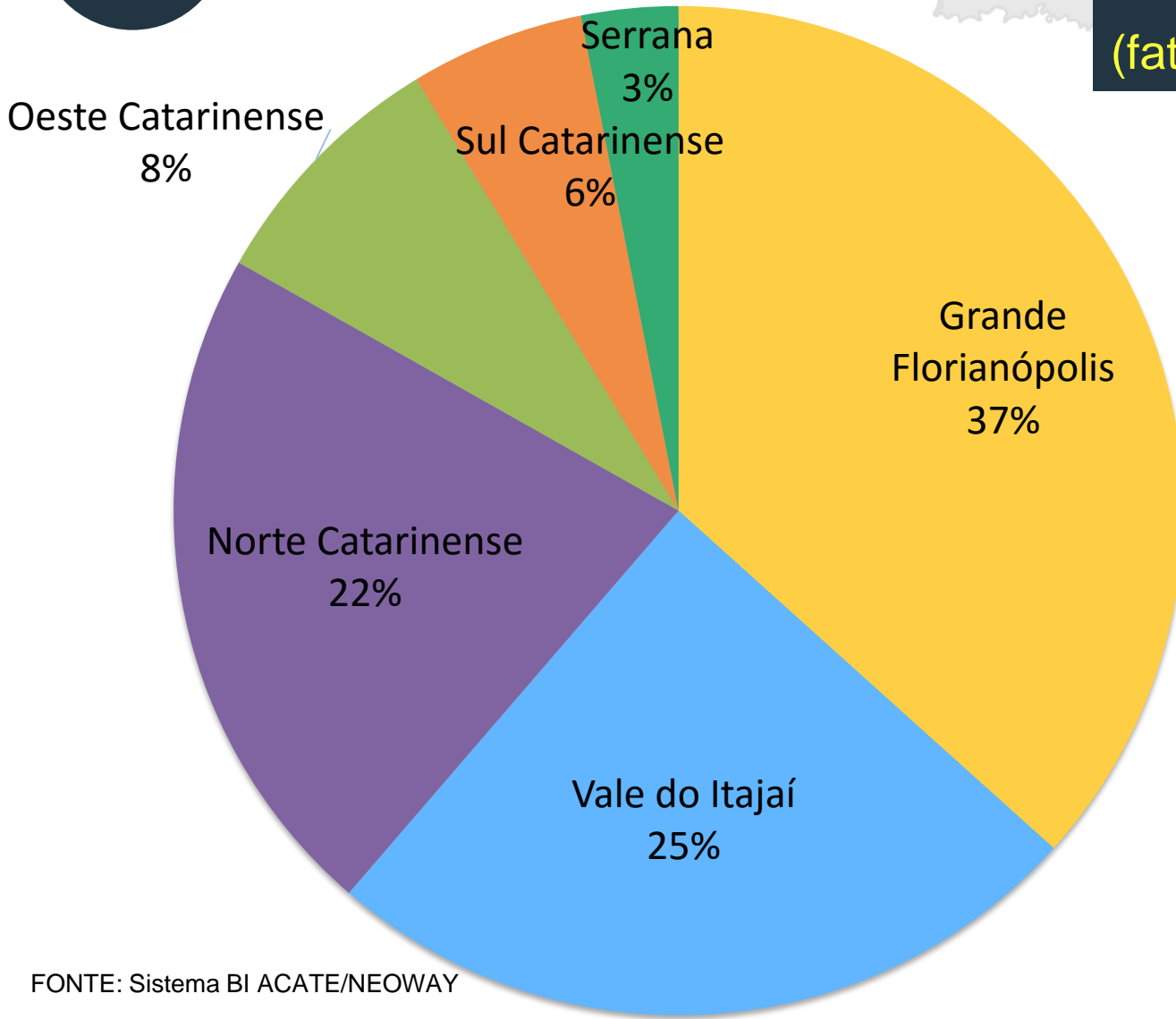


FONTE: Sistema BI ACATE/NEOWAY

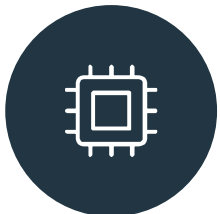


SETOR

**R\$ 11,4 bi**  
(faturamento estimado)



FONTE: Sistema BI ACATE/NEOWAY

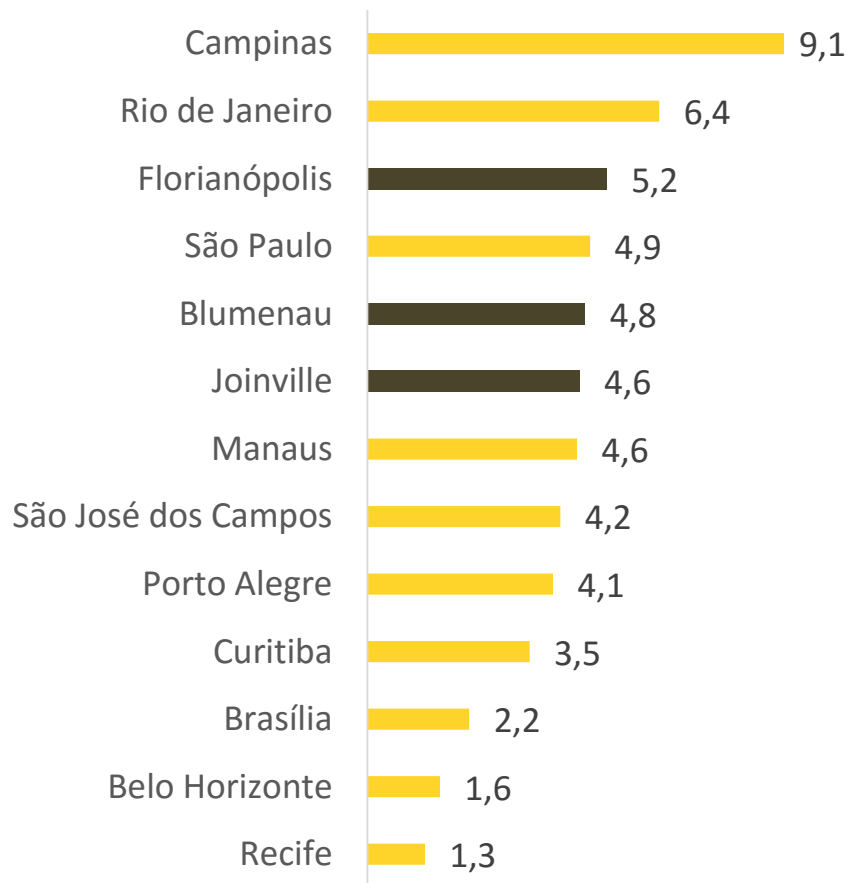


SETOR

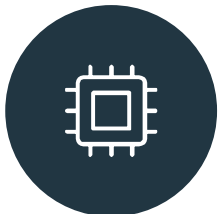
FLN R\$ 5,2 mi

## Ranking Faturamento médio – Polos

(R\$ milhões)



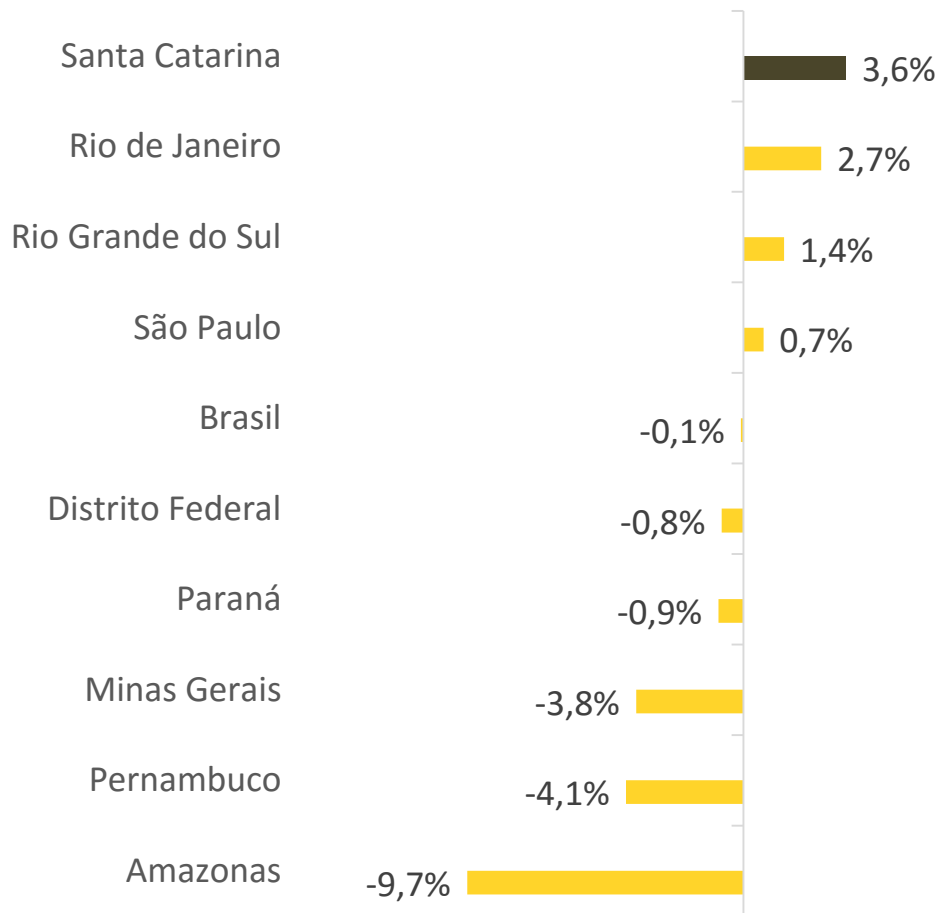
FONTE: Sistema BI ACATE/NEOWAY



SETOR

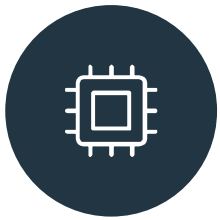
## Ranking Crescimento – Estados\*

SC 3.6%



Dados baseados no crescimento do nº de colaboradores nos últimos 3 anos.

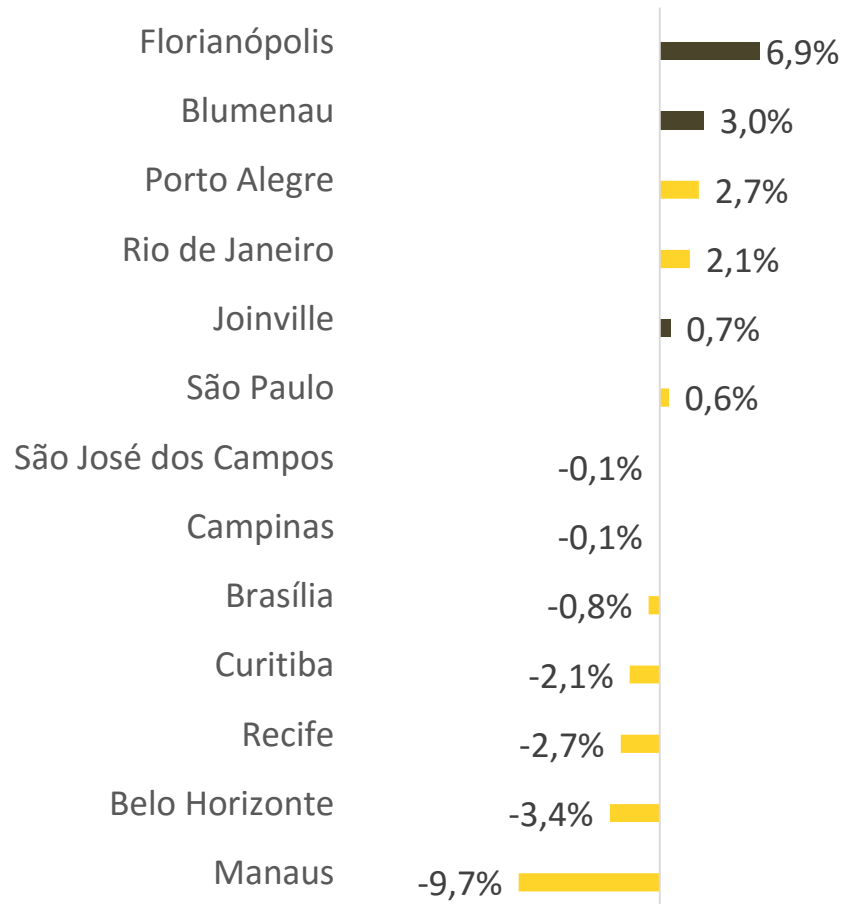
FONTE: Sistema BI ACATE/NEOWAY



SETOR

## Ranking Crescimento - Polos

**FLN 6.9%**



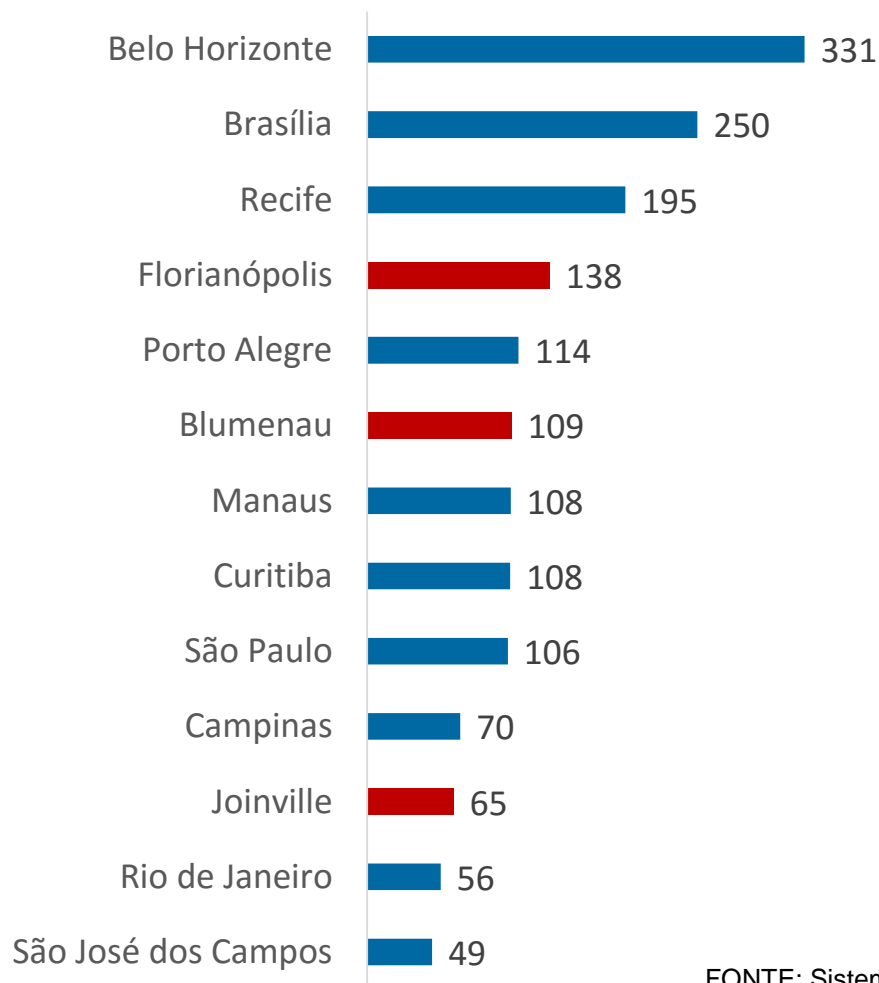
Dados baseados no crescimento do n° de colaboradores nos últimos 3 anos.

FONTE: Sistema BI ACATE/NEOWAY



EMPRESAS

## Ranking Densidade de Empresas – Polos por 100mil/habitantes

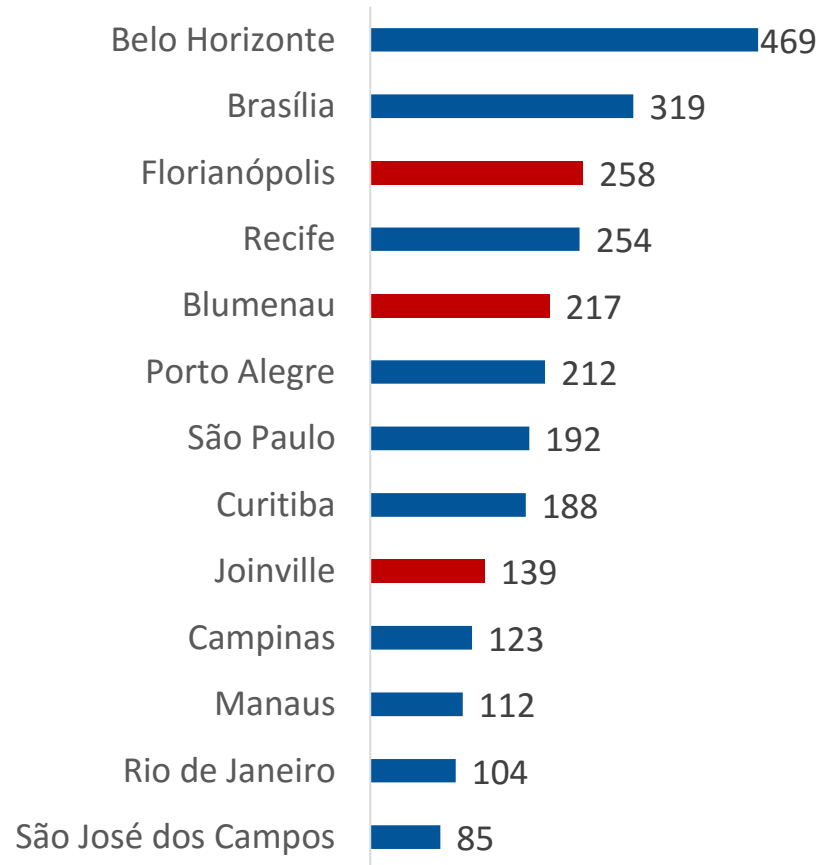


FONTE: Sistema BI ACATE/NEOWAY



EMPREENDEDORES

## Ranking Densidade de Empreendedores – Polos por 100mil/habitantes



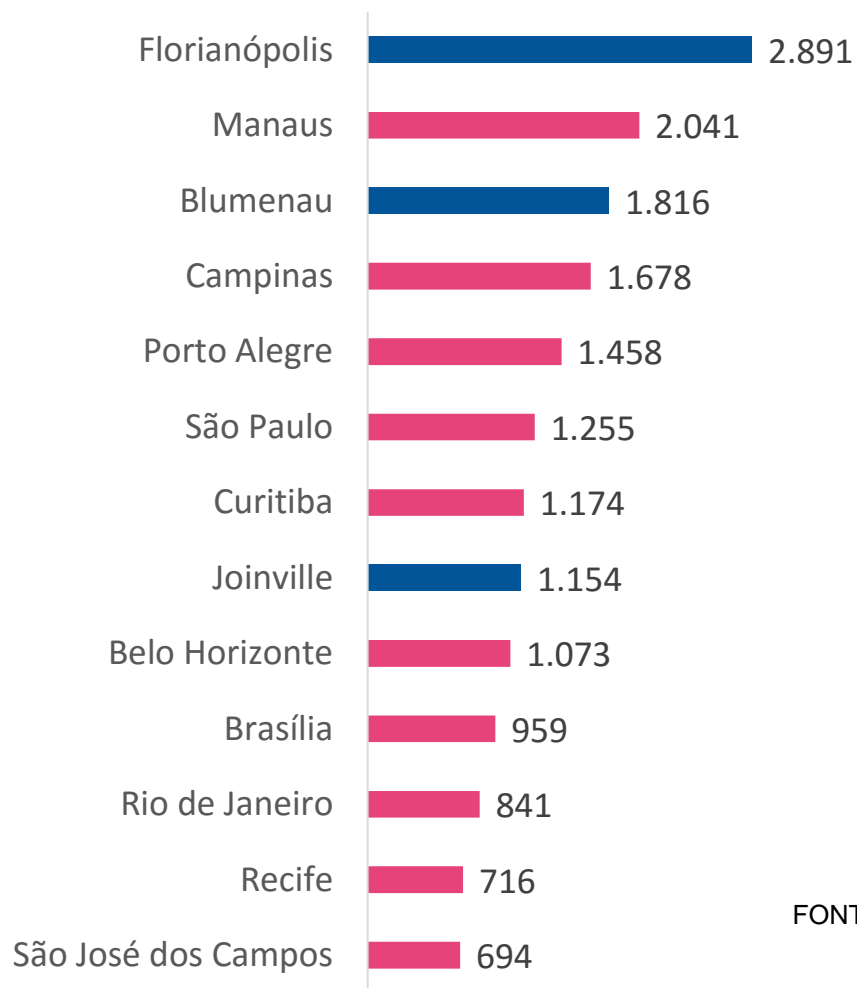
FONTE: Sistema BI ACATE/NEOWAY





## CAPITAL INTELECTUAL

# Ranking Densidade de Colaboradores – Polos por 100mil/habitantes



FONTE: Sistema BI ACATE/NEOWAY

A top-down view of a desk with a laptop, smartphone, glasses, pen, and business charts. The laptop is in the bottom left corner, showing a keyboard with keys like 'Z', 'X', 'C', 'S', 'D', 'W', 'O', 'I', 'J', 'K', 'L', 'P', 'R', 'Y', 'U', 'I', 'O', 'P', 'R', 'Y', 'U'. A smartphone is in the middle left, with a black screen. A pair of glasses is in the middle right. A pen is in the top left. Business charts, including a bar chart and two pie charts, are scattered around. The background is a light-colored wooden surface.

## HIGHLIGHTS

- O setor de TIC já representa cerca de 5% da economia do Estado, com 11,4bi de faturamento;
- Florianópolis é o líder dos polos da região sul e terceiro do país em faturamento médio, logo seguido de Blumenau (5a. Posição) e Joinville (6a. Posição). Importante: Florianópolis

A top-down view of a desk with a laptop, a smartphone, a pen, glasses, and several business charts including pie charts and bar graphs.

## HIGHLIGHTS

- Florianópolis e Blumenau: os dois polos com maior crescimento no país no segmento! Considerando decréscimo do PIB brasileiro em 2015, Florianópolis teve crescimento chinês 6,9%, e Blumenau 3%.
- Florianópolis é o maior polo do país em densidade de colaboradores, com 2891 para cada 100.000 habitantes.





## HIGHLIGHTS

- Florianópolis é o líder da região sul e o 4º polo do país em termos de densidade de empresas, com 138 empresas para cada 100.000 habitantes. Importante: à frente de polos como SP e RJ;
- Florianópolis é o terceiro polo do país em termos de densidade de empreendedores, com 258 empreendedores para cada 100.000 habitantes. Importante: à frente de polos como SP, Porto Alegre, Recife e RJ.

# PATROCINADORES INSTITUCIONAIS

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## Patrocinadores Institucionais Ouro

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## Patrocinadores Institucionais Prata

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## Patrocinadores Institucionais Bronze

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# 30 ANOS — ACATE

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Daniel dos Santos Leipnitz | Presidente

Iomani Engelmann | Vice-Presidente Negócios

Marcos Lichtblau | Vice-Presidente Financeiro

Silvio Kotujansky | Vice-Presidente Mercado