

we exist to give more value to public management

Projects:

Campina Grande Smart City and a new procurement model for Brazilian States





1.Introduction



Democracy







Latin America

Population

640 million

GDP

US\$ 5.6 trillion

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International cooperation with Latin America

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- 1. CAF
- 2. IADB

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- 1. Role definition
- 2. Reaching customers
- 3. Getting funding



Candidate selection

Some of our criteria

- The city or agency already has a plan
- They already allocated financial resources or has external funding approved
- Their position in rankings (such as Smart Cities rankings)
- Government's current borrowing capacity
 (according to Brazilian law, debt is capped at 120% of revenue)
- The political capacity to carry out the project



Current candidates

Type of Project	Entity	Government Level	LOI Status
Brazil			
Consulting & Implem entation	Campina Grande (Paraíba State - BR)	City (Mayor)	Received
Consulting & Implem entation	Consad (Brazil)	State (Secretaries)	Received
Consulting & Implem entation	Recife (Pernambuco State - BR)	City (Mayor), State (Secretary)	Due Diligence, Expe cted on November 2 019

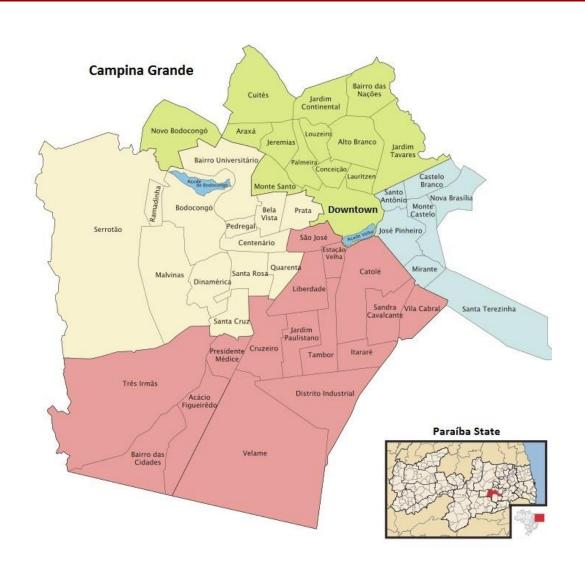


2. Current Projects

- 1 Campina Grande Smart City
- 2 Consad States procurement







Population

355.000

GDP

US\$ 2 billion















Setembro 1, 2 e 3 Campina Grande, Paraíba

Aluízio Campos housing complex





1.100 APARTMENTS

Federal Investment

US\$ 75 million

3.000 HOUSES

LOI: Campina Grande Smart City



OFFICE Nº 161/2019/GP

Campina Grande, 2nd October 2019.

au

Professor

Mun-Kee Choi

Director

Global Commercialization Center (GCC)

Korea Advanced Institute of Science and Technology (KAIST)

Daejeon, South Korea

Subject: Letter of Intent (LOI) on promoting collaborative relations between the city of Campina Grande and Korea Advanced Institute of Science and Technology (KAIST)

Honorable Director Choi,

The city of Campina Grande is committed to the concept of Smart City, as it understands that it is fundamental to obtain a better quality of life for its population. Imbued with this spirit of development and innovation is that we seek this contact with a country as associated with high technology as South Korea. Thus, this letter intends to officially convey our interest in starting joint efforts with the Advanced Institute of Science. and Korea Technology (KAIST) to leverage the best practices and expertise so that the municipality of Campina Grande further advances this path that is already nat of pur identity.

If achieved, this cooperation would certainly be a key step in this journey that began decades ago. In 1967, Campina Grande was the first locality in the entire Northeast of Brazil to receive an IBM mainframe. In 2001, it was selected by the American magazine Newsweek as one of the nine prominent cities in the world to represent a new model of Technology Center. Campina Grande was the only chosen city in Latin America. In 2003, we repeated the feat, having our Technology Park mentioned as the "Brazilian Silicon Valley".

In 2007, our municipality was one of six selected throughout Brazil by Sebrae Nacional as the future Smart City. It was the recognition of our commitment to bring together public, private and municipal management to take measures to extend to our population of 407,000 more access to health, education and others services through technology.

Today, we have several positive examples of innovation, such as the Trauma Hospital, which operates using 30 technology, or the public transport, where users know, through an app, the exact location where each bus is and the maximum waiting time. All this effort is supported by the

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of housing institutions such as the Federal University of Campina Grande (UFCG) and the State University of Paraiba, as well as several private education entities, which make the city one of the main university centers in Brazil.

Another example is the recent inauguration of the Aluizio Campos housing complex, with 3,012 houses and 1,088 apartments, which uses Smart City concepts. Largest housing complex in Brazil, was built with solar heating, high speed internet and monitoring systems. The project had an investment of USS 75 million in funds from the federal government with counterpart funding from Campina Grande City Hall. It should be highlighted that today the municipality has a positive fiscal situation, considering our ratio of debt and net current revenue is classified by the Brazilian National Treasury as a "B" rating.

Crowning these efforts, today the city is the 41st in the Technology and Innovation category of the Connected Smart Cities ranking by the Brazilian consulting firm Urban Systems. In the same study, we rank 40th in Health and 17th in Entrepreneurship. We are proud to achieve these positions in a country with 5560 municipalities.

We persevere in the effort to move even further in this direction. In August of this year, our unuicipal administration opened a public consultation to hear our people on the theme of Smart Cities: what do they mean by this concept, what do they expect and what do they need. The initiative was a preparation for our participation in the construction of the Brazilian Charter for Smart Cities by the Federal Government.

I now hope that we can develop the friendships between KAIST GCC and our city by conducting bilateral cooperation activities and building a synergistic relationship and exchange of knowledge of each country. The scope of the cooperative activities shall primarily consist of joint activities related to the further development of solutions related to Smart Cities, which could include:

- Benchmark of the Smart Cities Model in Korea, to understand the experiences of the adoption and implementation of technologies and resources in the Korean cases (such as Songdo and Sejong)
- Analyzing the feasibility to adopt best practices, seeking a prioritization of which technologies shall come first, from the Korean model into the city of Campina Grande.

For us, this collaborative relationship between the city of Campina Grande and KAIST GCC is part of the necessary efforts to promote such transformation in our public administration.

Looking forward to a positive response as well as a fruitful collaboration so that Korean expertise can enlighten the way of Campina Grande authorities and we can jointly pave a way for potential development and enhanced efficiency and transparency.

Best Regards,

Romero Rodrigues Veiga

Campina Grande City Mayor

Paraíba State - Federative Republic of Brazil

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Applicant

Romero Rodrigues Veiga (Mayor)

Potential partners

Federal University of Paraíba (UFPB)

Paraíba Technological Park Foundation (PagTcPB)



Scope for Project Planning & Setup

- Benchmark
- Best practices
- Technologies

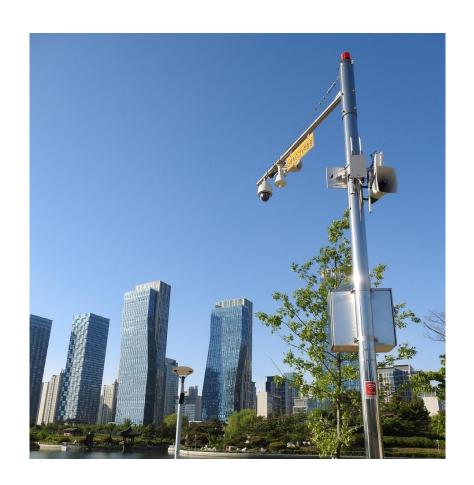




Specifications for Project Implementation

- First stage
- Second stage
- Downtown
- Aluisio CamposHousing Complex









LOI: Consad State Procurement

CONSAD

National Council of State Secretaries of Administration

CONSAD 258/2019

Brasilia, October 10th, 2019

Mun-Kee Choi

Director

Global Commercialization Center (GCC)

Korea Advanced Institute of Science and Technology (KAIST)

Daeieon, South Korea

Subject: Letter of Intent (LOI) on promoting collaborative relations between Consad and Korea Advanced Institute of Science and Technology (KAIST)

Dear Sir

The National Council of State Secretaries of Administration (CONSAD) has been following with interest the impact of technology on society and on the public sector. Considering this scenario, we started to promote guidelines for deepening the theme with the Brazilian states. Through these efforts, we believe it's possible to improve infrastructure and services in transportation, public safety, the governance in the cities and the citizen services

In this regard, the present letter is to officially convey our interest to initiate joint efforts with the Global Commercialization Center (GCC) of the Korea Advanced Institute of Science and Technology (KAIST) to leverage on Korean best practices and technical expertise, so that our country may upgrade its capabilities and develop more innovative public services.

The objective of these collaborative efforts could be to conduct bilateral cooperative activities in order to further strengthen the bonds of friendship between the KAIST GCC and Brazil. Such cooperation is expected to result in synergistic augmentation of the expertise of each party and the exchange of technical knowledge. The scope of the cooperative activities shall primarily consist of joint activities related to the further development of solutions related to improving the welfare of our citizens, which could include:

- . Benchmark of the Smart Cities Model in Korea, to understand the experiences of the adoption and implementation of technologies and resources in the Korean cases (such as Songdo and Sejong) relating these experiences to our cities.
- · Analyzing benchmark and our feasibility to adopt best practices, specially in areas such as shared services and public procurement, to guide the reform and improvement of our systems.

In this scenario, our states are looking forward to strengthening our understanding of what are the technological tools and effective practices that could be pursued to ensure our citizens a better life. For this purpose, it is in the interest of Consad to establish close relations with globally recognized experts to better understand what the best strategy could be. For us, this collaborative relationship between Consad and KAIST GCC is part of the necessary efforts to promote such transformation in our public administration context.

CONSAD

National Council of State Secretaries of Administration

Looking forward to a positive response as well as a fruitful collaboration so that Korean expertise can enlighten the way of Brazilian authorities and we can jointly pave a way for potential development and enhanced efficiency and transparency.

Best Regards,

Fabricio Marques Santos

National Council of State Secretaries of Administration (CONSAD)

Federative Republic of Brazil

Dr. Florencia Ferrer, CEO, e-Strategia Pública

[Other Korean partner, KRIHS; International Relations Division, Public Procurement Service (PPS), Daejeon, South Koreal

National Council of State Secretaries of Administration (CONSAD)





Applicant

Fabricio Marques Santos (Consad's President)



Consad













Relationship & Commercial prospecting

●The Group

The first meeting

The feasibility study





Potential short-term Brazilian State customers

Minas Gerais, Piauí, São Paulo, Rio Grande do Norte, Espírito Santo, Pará, Ceará, Rio Grande do Sul, Perna mbuco, Alagoas



Scope for Planning & Setup

Benchmark

Best practices

Return on investment



Specifications for Project Implementation

Simplifiation, standartization and digitalization

System managements and integrat ion



Shared services, IoT and Blockcha in



Potential financial resource

Brazilian Tax Management Support Program (Profisco)







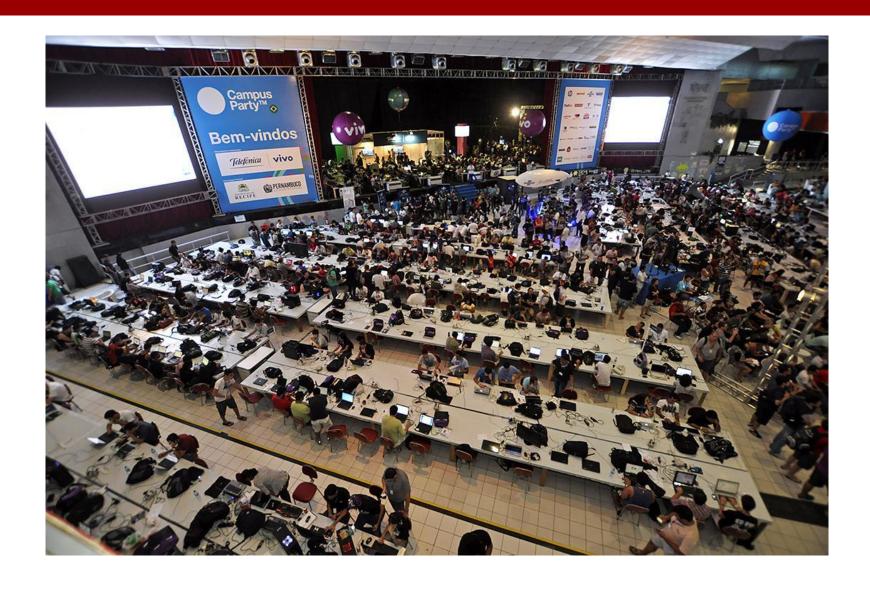


Potential financial resource

Brazilian Tax Management Support Program (Profisco)



Shortlist (Recife)



Shortlist (Maricá)







Shortlist

Department of Health (Tocantins/Brazil)

City of João Pessoa (Paraíba State - BR)

City of Mendoza (Argentina)

Vale do Paraíba (São Paulo/Brazil) National Directorate for Public C ontracts - DNCP (Paraguay)

Ministry of Public Works, Transp ort, Housing and Urban Develop ment (El Salvador)

Among others





3. Strategic Approach



CAF





IDB







Partnership







¡Muchas Gracias!

Dra. Florencia Ferrer Phd Economic Sociology

Founding Partner



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