Viamão, the land of Opportunity
Apresentação

Presentation

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Abundant and skilled labor, prime location, areas with the most affordable square meter of the Metropolitan Region of Porto Alegre, great potential for agriculture, tourism, industrial and commercial development. These characteristics certainly can be used to present Viamão, a city that I have the honor to administer. However, I think it important to add recent actions of government that make these potential even more attractive for those who want to settle in the city: tax breaks free of up to 100% of municipal taxes, possibility of reducing ISSQN the rate up to 2% areas of exchanges, among many others.

The population, which mostly works in Porto Alegre for lack of opportunities, is having the possibility of professional training and improvement in the various training institutions and technology installed here. The Federal Institute of Education and the Science and Technology Park of PUCRS (Tecnopuc), newly deployed in Viamão, reinforce the city’s vocation to house a center of technological development and vocational education. In addition, the training of our workers can also be made through courses of the Federal University of Rio Grande do Sul (UFRGS) and agreements that the City has with Sesi, Sesc, Senac, Fecomércio, among others.

I believe it is through education and job Viamão will grow in the coming years in an organized and successful manner. For this, the viamonenses are being prepared and are able to operate in different sectors. The municipal administration is doing its part and, from an administrative reform allows greater flexibility to conduct projects, new investments and business centers. In addition, modernized transportation, health care and education to improve the population's quality of life. The rest was on account of vocations and great potential of Viamão, one of the most visible tourism, which can be increased in its beautiful parks and lakes that stretch for 100 kilometers of freshwater coast.

In this publication, we intend to demonstrate briefly by numbers, facts and photos, the reality and the potential of Viamão. We present our five poles that are expanding - the Tourism, Technological, Industrial, the Agricultural and Real Estate. We are convinced that, with hard work and good opportunities, we will achieve the improvement of social conditions of our people and the development of enterprises who currently work in the city and new to settle here, thus generating new jobs and more income to viamonenses.

This is the partnership we are offering. Welcome!

Valdir Bonatto - Mayor
Viamão, the land of

Opportunity

Near the capital and the major cities of the metropolitan area and connected to important state and federal highways, Viamão offers unique conditions for investments. The city is realizing a process of modernization and professionalization of its workforce that will jump in the coming years, to excellent indicators of development and quality of life. With a lot of possibilities to be explored, hand abundant and skilled labor, privileged geography, natural resources, fertile land, water, electricity and wind plentiful, Viamão is ready to receive investments in various sectors.

With the most affordable square meter in the region, is the largest municipality in the metropolitan region, and also the oldest. The City has provided a number of incentives, which are being made available to investors to accelerate the release of licenses, guide entrepreneurs and offer conditions to attract more businesses to the city.

The population, working mostly in Porto Alegre for lack of opportunities, is having the ability to improve the various training institutions installed in Viamão, as the Federal Institute of Education (IFRS) and the Science and Technology Park PUCRS (Tecnopuc), UFRGS, SESC, SENAC, Fecomércio, among others.

With almost 1,500 square kilometers of urban and rural area full of natural beauty preserved, has been developing various types of tourism such as ecological, rural, business and sports. In rural areas, the municipality stands in food production, especially rice, and its dairy region is considered the most important of the Metropolitan Region.

To accelerate economic growth and social development of Viamão, local government works, in coordination with federal, state governments and the city of Porto Alegre on various projects. Thus, the population is also getting special attention with improvements in meeting their needs, as an integrated public transportation, health care modernized and extended care in day care centers. To move forward, it is essential that the City also take care of its residents and would be able to offer them qualified services.

Besides being a land of opportunity to invest, Viamão is also a great place to live. The climate, location and natural beauty have attracted entrepreneurs real estate who are building condominiums for the middle and upper classes, such as Buenavista, Castella County, the Ecovillage and the Goufe, among others. Besides having a varied local businesses, residents can enjoy, soon, two shopping centers to be built in the city. And will also have more comfort and speed in shifts with increased access to capital, and even built dedicated lanes for cyclists.
Key figures of the municipality

Estimated Population (2013) - 250,028 inhabitants
Population in 2010 (Census data) - 239,384 inhabitants
Area of the territorial unit - 1,494.017 km²
Population density - 159.91 inhabitants / km².
Land area - 1,494.2 km² - Major city in the metropolitan region of Porto Alegre.
Rural area - 1,301.9 km² - The main crop is rice. Milk production and horticultural also noteworthy.

STRATEGIC LOCATION
- Distant about 20 km from Porto Alegre.
- Viamão is connected to the ERS 040 (giving access to the center and coastline beaches).
- ERS 118 (road connecting Viamão BR 116 in Sapucaia do Sul, through the municipalities of Pillar, Cachoeirinha, Gravesend, Dawn).
- Free-Way (BR 290).
- Salgado Filho International Airport in Porto Alegre, is approximately 25 miles from the city.
- The state's mountain region is located just over 60 kilometers.
- The coast, 100 kilometers.

Headquarters altitude - 111 m

Sources: IBGE and Viamão Prefecture
A historic city

Viamão was one of the first state population centers (formed by lagunenses, São Paulo, slaves and Portuguese). From 1752, came the first couples of Azorean immigrants who landed in Itapuã region. These Azorean were the same as colonized the region Port of couples, the current state capital. In Porto Alegre, the population of Viamão originated cities like Santo Amaro, Triunfo, Rio Pardo, Taquari and the cities of the North Coast. The early inhabitants were the mbyá-Guarani Indians and Caingangues. The date of the city foundation is September 14, 1741. That same year was also initiated the construction of the Chapel of Our Lady of the Conception - current Church of Viamão.

When he began to Farrukhabad Revolution in 1835, the rebels soon realized the strategic importance of Viamão. Near Porto Alegre, the location was ideal to besiege the capital. Moreover, from its base in Itapuã, the rags could prevent communications between the capital and the city of Rio Grande by the Patos Lagoon. Given these conditions, it was in Viamão that Bento Gonçalves was installed in 1836 to, on several occasions, surround the Capital, in a succession of repeated interventions to 1841. In recognition of the support they received in the city, the rags raised Viamão the village of condition. This happened in 1838, when the city was renamed Vila Setembrina (in honor of the start date of the Revolution - September 20). It formed along with Triomphe, Abrilina County and remained a village until 1841, when, after the final expulsion of the rags, returned to its previous condition.

Heritage

The Church of Our Lady of Conception is the main landmark of the city. It was built thanks to a religious gesture of a rancher, Francisco Carvalho da Cunha in 1741. In addition to the Mother Church, Viamão has many other historic buildings and icons, mostly in the central perimeter: the Old Theatre and Court (1930), Cine Ideal (1920), Old Hotel Sica (which served as the headquarters of the Federalists in 1893), the Building Cottage (1938), the School Setembrina (1914), the Square Coffee with photographic collection, and houses in the vicinity City Hall Square (Julio de Castilhos) and Adonis Largo dos Santos, among many others.

Among its historical aspects, Viamão has outstanding participation in Farrukhabad Revolution. The remains of this period are scattered throughout the city. This identification rendered Viamão the affectionate nickname "Setembrina Farrapos", one of the cities with greater importance in the greatest revolution of the Gauchos. As a legacy, was a deep identification with Traditionalism, which led to a large number of Gaucho Tradition Centers (TGCs).
Exuberant nature’s way for tourism development

With extensive urban and rural areas, Viamão has immense tourist and ecological potential. In 2013, the current administration has changed the Director Viamão Plan and created incentives laws, cooperatives and public-private partnerships to promote the development of tourism. In addition to historical and cultural attractions, the city has parks and beaches - a total of 100 kilometers of freshwater coast. Tourists usually attend mainly the Itapua District beaches, Fisherman's Village, among others.

In lakes and ponds, Viamão also has the “Lomba do Sabão” dam, one of the flood stream of springs (in a natural border between Viamão and Porto Alegre), and the stream Fiuza. In terms of parks, there is the Saint-Hilaire, which has 1148.62 hectares, with a perimeter of 18920.79 meters, of which 240 hectares are intended for leisure and 908.62 hectares are permanent preservation.

There is also the Itapuã State Park, a conservation area with 5,566 hectares. In this park are some beaches that can be enjoyed, including Praia da Pedreira and the Beach of the Doves.

Of ecological interest, the municipality has the Environmental Protection Area (APA) of Plated Great, the Refuge Wildlife Plated of Pachecos and Private Reserves of Natural Heritage.

In order to foster the development of tourism in a sustainable way, was created in 2013, the Municipal Tourism Plan. One of the main items of this Plan is to promote the development of the activity, within the limits of use of natural and cultural resources in an integrated way with the Municipal Plan for the Environment.
Ecological Tourism

Hills
Viamão has many hills, with the highest altitude in Itapuã Park. Coconut Hill is in a Protection Sector, located along the Guaiba, near the border with Porto Alegre.

Itapuã State Park
This is the great appeal of the Ecological Tourism, located in the extreme south of the city, including the Itapuã Lighthouse, built in 1860 and bordering the Guaiba Lake with the Patos Lagoon. The lighthouse is 17 meters high, and its range is 24 kilometers. Inside the park are located nine beaches, three of which can be visited (Pombas, Pedreira e DE Fora). The park also has hills that offer panoramic views of the Guaiba Lake and Lagoa dos Patos and enable trails of varying degrees of difficulty and attractiveness. The Itapuã Marina is an important wharf next to Praia da Vila, with several boats intended for fishing, walking and water sports.

Bathed of Pachecos
The Wildlife Refuge Plated of Pachecos is located in the district of Aguas Claras. With a length of 2,560 hectares, the site presents relevant biological diversity and the presence of endangered species, particularly the deer from the marsh. The complex Plated Great is appointed by the State Department of the Environment (SEMA) as one of the most important areas for the conservation of Rio Grande do Sul birds - 250 species -, constituting global relevance.

Ponds
Viamão still has some lagoons worth evaluated for inclusion in the ecological tours or even as visitation destination: Bonifácia Lagoon, near the city of South Capivari The Lagoa do Mato has access through the Cel Road. Eduardo dos Santos Abreu, near the Abreu Pontal.

Saint-Hilaire Park
It is located next to Avenida Salgado Filho (ERS 040), near the border with Porto Alegre (Busstop 33 and 34). It is a large open green area to visitors, opened in 1947. The park is divided between area Visitation and Conservation area. It is estimated that there are about half a million trees in the park areas, divided into Native and Exotic vegetation.
Rural Tourism

Viamão has great potential to explore rural tourism, because it has numerous farms and recreational sites that are already able to receive visitors, and natural resources with lush native vegetation, streams, lakes and hills that make up beautiful scenery. It is currently being implemented to call the Spice Route, which is a sightseeing tour covering the Espigão District. This region stands out for projects aimed at rural tourism and offers attractive varied, such as: accommodation, camping, meals, tours, hiking, among other activities. In this map, can be found Cellar, Cachaçaria, Craft Brewery, Mushroom Production, Growing Herbs, Café Colonial and Cabañas.

Aguas Claras (Clearwater District)
The Clear Water District has many ranches and farms, that once adapted to receive tourists, may increase the Rural Tourism in the region, making the important combination with the ecological attractions nearby. Within the city limits, there are farms very well structured and receiving visitors on weekends, as well as for school groups and business meetings.

Itapuã
The Itapua District also offers ample opportunity to explore the Rural Tourism segment through its natural beauty and gastronomic products. Artisanal fisheries production is a key item in the tourist setting of this District, which has also, with hotels, leisure sites and many farmers.
Tourism and business events

The city of Viamão appears as the destination for tourism and business events due to the large number of leisure sites, which allow performing Corporate Events in touch with nature. Stand out as preferred places to stay and the Quinta da Vila Ventura, which, in turn, is a reference in Hosting, Training Center and conducting corporate events.

In Clear Water District, is the Enchanted Forest Grandpa Rangel, which offers life experiences, serving as a Summer Camp for companies.

International Racing

Another tourist attraction in the city is the International Racing Viamão (Tarumã), which is a traditional circuit of the country. The track has a total length of 3016 meters, with 11 curves, high, medium and low speeds, and an elbow in descent, the "Curve of Tala-Larga," which requires much skill of the pilots.
For Viamão accelerate its development and to consolidate as a hub of new industries, especially clean technologies, the City has taken important steps to ensure flexibility in the granting of licenses and incentives to those who bet on the city's potential.

The Master Plan was reformulated and, between changes, allows the expansion of large enterprises with the consolidated industrial hubs (ERS 118 and BR 290). Increased edge region, near Lake Guaíba and Patos Lagoon, enables tourism enterprises, water condominiums and waterfront (passenger and cargo), and provide the rural ecotourism exploration and mining.

However, to meet the demands, the City modernized its structure, implementing the Departments of Management and the Environment. The goal is to speed the processing of projects and attract new investment, entrepreneurs and business centers. Thus, the entrepreneur will not have to wait up to six months or a year to obtain a license. Arriving at City Hall, the entrepreneur already find answers, as the area where you can install your business, the type of business that can be installed in an area, plus get a feasibility license. It will be up to the Department of the Environment streamline licensing and studies necessary to entrepreneurs.

On another front, the Municipal Executive bet on incentives as transfer of areas, implementation of earthmoving services and tax exemption for companies that will be installed in Viamão. The benefits are provided for in Law 4,109 / 2013, which is intended to agro-industrial activities, industrial, commercial and service. The law also includes activities related to training and qualification of entrepreneurs, businessmen and workers, and associative forms of production and marketing, such as incubators, business condominiums, foundations, cooperatives and consortia.
Economic Stimulus

- Implementation in whole or in part of earthmoving services and infrastructure required to implement or desired magnification.
- Areas Exchange since falling into the requirements of the law.
- Areas of Surrender of use belonging to the municipal government for the period in which the company comply with the purposes set forth in the law.
- Conditional Donation of land with or without buildings, necessary to achieve the economic enterprises, which have the burden of alienation and unseizability, which must necessarily be included in the deed, including the public equity reversion clause, if the property is not used primarily for the purposes prescribed by law.

Tax breaks

- Exemption of up to 100% council tax for a maximum period of five years, and the possibility of reducing the ISS rate to 2%, payable on the core business of the company.
- Exemption from fees and charges levied on the construction of facilities.
- Extension of time for the payment of municipal taxes.
- Exemption from the same taxes to the contractor with respect to project design and execution of infrastructure to be done in the city.

Support policy and encouraging cooperatives and associations

Seeks to stimulate the generation of jobs and income and development. According to the law, cooperatives and associations based or operating in the city are now recognized as important public interest organizations, which may require benefits, financial support and partnering.

Municipal Program for Public-Private Partnerships (PPPs)

Will raise funds for project implementation and the generation of investment from domestic and international private sector in works that imply the improvement of infrastructure and growth of various sectors.

Entrepreneur Space

Situated in the Department of Management and Institutional Relations, the site has consultants that can help develop business plans in accordance with the project profile. The service can be performed individually or in groups. The Department of Management is also able to encourage business roundtable, meeting between buyers and suppliers, enabling the identification and the creation of partnerships. An entrepreneur needs a funding may also receive guidance on the lines of credit available in its class.

Industrial District

After the discharge of the expropriation of the area that houses the Land Industrial District Cocao, the City dismembered the 21 lots, delivered scriptures at six established companies and new ventures selected to work in the region. The discharge area, had expropriated 22, received investments of R $ 2.1 million. The local government also designs the installation of an industrial condominium from an innovative concept, where entrepreneurs will have infrastructure and can share costs as the security.

Mineral potential

Viamão is rich in minerals and ornamental stones such as red granite, and construction (whittle stones, gravel and crushed stone). It is also extracted clay for the manufacture of red ceramic. The sands near the Lagoa dos Patos have good potential for employment in the manufacture of glass and ceramic glaze. The basement has coal deposits.
Infrastructure

Access road

Distant about 20 kilometers from Porto Alegre, Viamão is connected to the ERS 040 (giving access to the center and coastline beaches), the ERS 118 (road connecting Viamão BR 116 in Sapucaia do Sul, through the municipalities of Esteio, Cachoeirinha, Gravatai, Alvorada) and Free-Way (BR 290). Telephony systems, electrification and water treatment are expanding. Salgado Filho International Airport in Porto Alegre, located 25 kilometers from the city. The south highlands region of Rio Grande do Sul is just over 60 kilometers, and the coast, less than 100 kilometers.

More electricity

It is planned to build two new substations of electricity, Águas Claras and JARI, and more reform substation Road Cacao, having the possibility to increase by 25% the consumption capacity.

Wind energy harvesting

Viamão is on the route of alternative energies. A wind farm is installed in the Abreus Pontal, generating 8 steps of 10 MW each and transmission line with 200MW capacity.

Port

Is studying the installation of a port, taking into account the potential with the 100 miles of freshwater coastline and its strategic location between Porto Alegre and the Port of Rio Grande.
Technological center, a route for development

Is expanding in the city polo technology. To stimulate this segment, the city implemented laws that allow up to 100% exemption from municipal taxes for a maximum of five years for new businesses and reducing ISSQN rates - currently ranging from 3% to 5% - to 2%. So renowned institutions in the sector settled in Viamão, providing their growth and the improvement of local labor.

Reference in research and innovation, in August 2013 opened the Tecnopuc Viamão, unity of Science and Technology Park of PUCRS in the city. Prepared for companies in the areas of Information and Communication Technology, Life Sciences, Energy and Environment, the Tecnopuc Viamão also focuses Creative Industries to host and invest in Audiovisual Technology Center of Rio Grande do Sul, the Tecna. Created in 2011 through the partnership between the PUCRS, the Fundacine and the state Department of Culture, Tecna is Tecnopuc priority for the coming years and should become the gaucho audiovisual cluster, moving the entire industry sector.

The building Tecnopuc Viamão has built area of 33 thousand square meters and is installed on land of 15 hectares. Whereas the area is three times higher than the Tecnopuc in Porto Alegre, it is estimated also triple the generation of jobs, reaching more than 15,000 people involved.

Focused on contributing to the formation of organizations with a global perspective, the Tecnopuc has Softlanding program, facilitating access of partner companies to countries of interest and putting Viamão definitely on the map of innovation and development. Currently the Tecnopuc has international partnerships with 15 technology centers in 12 countries. Similarly, foreign companies have support to enter the Brazilian market.

The Federal Institute of Education, Science and Rio Grande do Sul Technology (IFRS) is another important achievement of Viamão in technology. It is a federal institution of free public education that offers vocational and technological education excellence. To facilitate its installation, the city transferred an area of 40 thousand square meters in the city for the institution. When operating at maximum capacity in 2015, the center should offer courses for 1200 students in areas such as management, computer and communication. Although still not working at all, the Campus Viamão IFRS is already acting and celebrated at the end of 2013, the graduation of its first students. The course Auxiliary of Confectionery in the Program "Women Thousand" mark the history of the Campus, which presented certificates to 85 women. The training was the partnership of the City Department of Education.
Extensive rural area boosts agribusiness

Important engine of the economy, agriculture has an important place in the development of Viamão and may have boosted its results. The creation of agro-industries will qualify production, generate more income in the field and boost business. With 1.301,9 square kilometers of rural area, the municipality has in the rice its main crop. The State Department of Agriculture data show that 260 producers of grain are concentrated in three regions: Boa Vista, Capão of Porteira and Morro Grande, with an average yield of 7100 kg per hectare. The ecological area of rice, grown without chemicals, already occupies an area of 1,350 hectares.

The large amount of land also causes the cultivation of horticultural and beef cattle and milk production may be enhanced. Producers of fruits such as peaches, previously invested in the south of Porto Alegre, are betting on the city’s potential, with new orchards.

The vast hydroelectric potential, as evidenced from the Guarani Aquifer, which flows in the Águas Claras region of Patos Lagoon and the Guaiba own in Itapuã, enables Viamão is able to receive investments and diversify production, focusing on irrigated crops fresh produce, flowers and tree seedlings, stimulate fish farms and even get a fish processing industry.
Fostering diversification of agribusiness

Currently, Viamão has the most important dairy region of the Metropolitan Region, with production of 45,000 liters of milk per day. The beef cattle industry is expanding.

The manpower training for the sector is also guaranteed. The city has the Agricultural Technical School, founded in 1910, and offers training in agricultural technician.

Pisciculture

Fish farming in tanks and reservoirs, is significant. The State Agricultural Research Foundation (Fepagro) has a research facility for fish and medicinal herbs in Viamão and also develops programs promoting organic farming. Is being prepared by the municipality a project aimed at the development of fish farming in the next 20 years.
Differentiated residential condominiums with focus on quality of life and security, are attracting the Viamão population with higher purchasing power of the entire metropolitan area. With temperate climate, the city has urban voids with natural beauty, good topography, geology and full infrastructure, which have attracted entrepreneurs of real estate.

The proximity to Porto Alegre, with the other cities in the metropolitan region and the Salgado Filho Airport also contributes to conquer those who value comfort and security of living in a gated community in Viamão. Added to this the connection with the ERS 040 (giving access to the center and coastline beaches), the ERS 118 (road connecting Viamão BR 116 in Sapucaia do Sul, through the municipalities of Esteito, Cachoeirinha, Gravataí, Alvorada) and Free-Way (BR 290).

Telephony systems, electrification and water treatment are expanding in Viamão, more attractive for those who want to reside in the city. In addition to the varied local shops, two shopping centers will be built in the city, as well as access to capital is being expanded, including the construction of bike paths.
Pioneering technology 4G.

Viamão is a pioneer in the country in the use of 4G technology. By law regulates the installation of structures along the base stations and related equipment, making it able to receive the fourth generation of mobile telephony. The technology allows Internet connections through mobile devices, with speeds up to ten times higher than current networks. The telephone station of Caetanos Road, near the Hotel Vila Ventura, which hosted the Ecuadorian selection in its Training Center, at the World Cup in 2014, went into operation in the second half of 2013.

The city was also a pioneer in the region and in the country to join the pilot project of the Telefónica Foundation "Rural Schools Connected". Was established partnership with Fundación Telefónica, Vivo and donated to students, staff and teachers of Primary Education Municipal School Zeferino Lopes de Castro, in the region of Pimenta, notebooks and tablets, all connecting to the global network. The navigation capability available to users - 54 GB - is the fastest in Latin America.
The qualification of the workforce, sum up over a number of current government initiatives to ensure worker efficiency. Public transport was recently changed and modernized. Now works in an integrated manner, with payment of single pass (electronic ticket), providing ample displacement across the county.

Also the health care of the population has been improved by the Viamão Health card, through which they can be scheduled by phone consultations and medical examinations. The construction of the Emergency Unit (APU) 24 hours started, type III, at Stop 36, with a capacity for over 450 calls / day. There were also improvements in the Heart Institute Hospital Viamão, expanding the service capacity of 240 beds. The first step, already completed, included reception, traumatology, orthopedics and pediatrics. The second phase covers the adult emergency. In order to qualify the primary care in health facilities, were created 22 Family Health Teams. The forecast is to reach 35 teams by 2016.

The social infrastructure for the worker provides ample access to child care in Viamão, where they are being built, currently over 17 children's schools. It is envisaged that by 2016 all children from four years of age are enrolled in public preschools. The municipality obtained with the Ministry of Education, funds for adaptation of architectural structures, physical spaces and resource rooms for improving accessibility in 24 schools. In total, the city has 60 schools, which are enrolled 25,000 students.
Investments in mobility

To move forward, Viamão won resources to important urban mobility. In September 2013, the Federal Government, in conjunction with the State Government and the Viamão Prefecture, secured resources to implement changes that will benefit the entire community. Among them is the construction of the bus lane of the Metropolitan Perimeter, with the BRT system (Bus Rapid Transit), formed by high-capacity buses and providing a fast and efficient service.

Is planned to extend exclusive bus lanes side of Avenida Bento Gonçalves, Porto Alegre, to the Alley of wedges at Stop 46 Viamão, coming to the city from the Center for ERS 040. Thousands of passengers will benefit from this improvement, especially during peak hours. The projects are included in the PAC (Growth Acceleration Program) of urban mobility.

Another important infrastructure is the extension of Protasio Alves Avenue, with the implementation of exclusive sideband for the bus to Porto Alegre limit with Viamão and Alvorada. This project also provides for the doubling of the Road Caminho do Meio and Avenue Frederick Dihl (Road Cacao), relieving traffic in the region. This axis of mobility is part of the new Master Plan viamonense.