



# Invest in Sergipe's **CREATIVE ECONOMY**

**DESENVOLVE-SE**  
AGÊNCIA SERGIPE DE DESENVOLVIMENTO



**SERGIPE**  
GOVERNO DO ESTADO

# CREATIVE ECONOMY

Cultural and creative industries generate almost USD 2.3 trillion in annual revenues worldwide, contributing 3.1% to global GDP.

## Creative Economy in the World



Culture and creativity represents 3.1% of global GDP (2023)



They generate 6.2% of all jobs in the world (2023)



Estimated value of the global creative economy: USD 2.3 trillion (2023)

Source: Creative Economy Outlook, 2024, United Nations.

## Creative Economy in Brazil

In Brazil, the creative economy represents 3.59% of GDP and generates 7.4 million jobs.



The creative economy represents 3.59% of Brazil's GDP. (2023)



Generated 7.4 million direct and indirect jobs (2023)



The GDP of the creative economy is estimated at R\$ 393.3 billion (2023)

Source: Mapping of the Creative Industry in Brazil. Firjan, 2025

## Creative Economy in Sergipe

The Creative Economy in Sergipe is dynamic in **cultural development, sustained by the protection and promotion of the diversity of cultural expressions, delivering originality, uniqueness, and growth potential.**

**It offers a development path guided by Diversity, Culture, Sustainability, Innovation, and Social Inclusion.**



The United Nations Conference on Trade and Development (UNCTAD, 2010) developed a classification to help governments support this rich sector of the economy. This classification is reflected in Sergipe through creative activities and their meanings, such as:

Cultural sites: Museums of anthropology and archaeology, art, architecture, linguistics, as well as historical museums and railway cultural heritage.





Folk Group Cacumbi / Laranjeiras

**Cultural expressions:** Traditional June festivals (quadrilhas juninas), handicrafts, festivals, and celebrations.

**Performing arts:** Music, theater, dance, and circus

**Visual arts:** Painting, sculpture, photography, and antiques.

**Audiovisual:** Cinema, television, radio, and other broadcasting derivatives.

**Publications and printed media:** Books, press, and other publications.

**New media:** Software, video games, and digitized creative content.

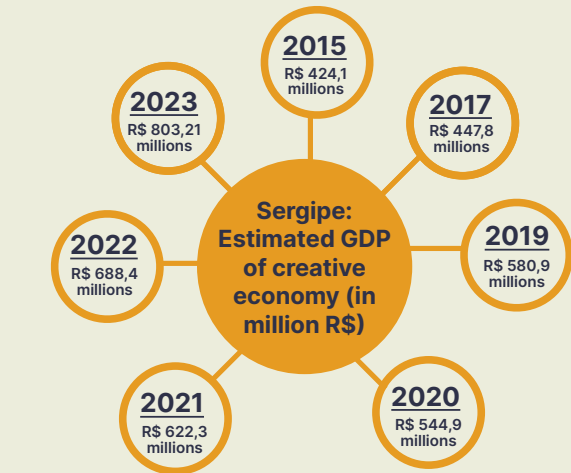
**Creative services:** Architecture, advertising, research and Devel., cultural and recreational activities.

**Design:** Interior, graphic, web, and fashion design.

*The Creative Economy as a Driver of Development in Sergipe*

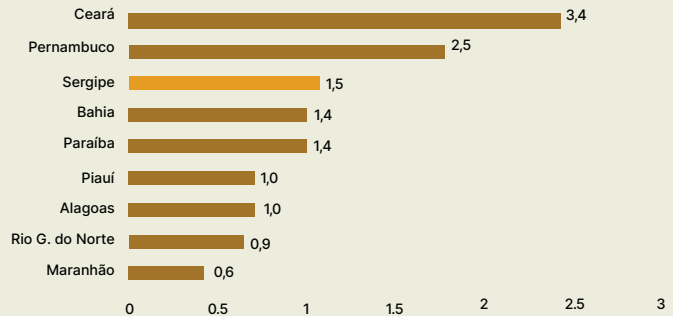
The creative economy is emerging as one of the most dynamic sectors in Sergipe, gaining a **strategic position in the state's economic** development. Contributing 1.2% to the state GDP, Sergipe ranks third in the Northeast region, demonstrating its regional leadership.

The economic impact is significant: in 2022, the sector generated approximately R\$ 688 million. Public policy initiatives implemented by the state government aim to ensure the continuity of this expansion in the coming years, fostering an environment conducive to innovation and diversification of Sergipe's economy.



Source: Mapping of the Creative Industry in Brazil. Firjan, 2025

**Northeast: Estimated share of the Creative Economy in the GDP of the States (%)**



Source: Mapping of the Creative Industry in Brazil. Firjan, 2020. Prepared by Desenvolve-SE

*Public Investment in Culture*

Investment in culture is a fundamental pillar for social and economic development, as it strengthens local identity, generates jobs in the creative sector, and promotes cultural tourism. In addition to preserving traditions and historical heritage, cultural funding drives artistic innovation, stimulates critical thinking, and provides access to non-formal education through museums, libraries, and cultural centers.

Economically, every dollar invested in culture tends to generate multiplied returns through the creative economy, tourism, and strengthening of local businesses. The Government of Sergipe demonstrated strong commitment to cultural investment, placing the state in 3rd position in the Northeast in per capita public investment in culture in 2023.

*Labor Market Dynamics in Sergipe's Creative Economy*

The data on workers in the creative economy in Sergipe between 2020 and 2024 reveal a sector in consolidation, with characteristics that demonstrate resilience and potential for sustained growth. The creative economy in Sergipe presents favorable characteristics for strategic investments.

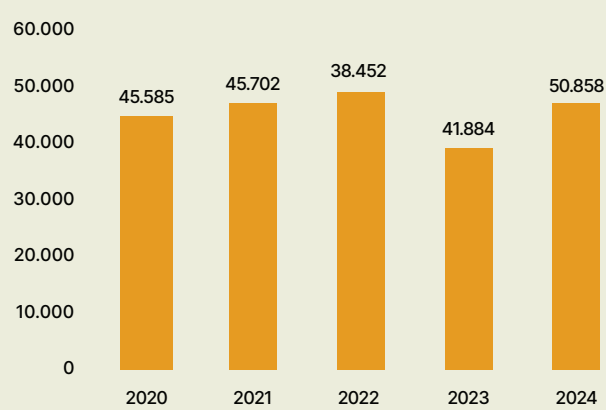
Recent growth indicates sectoral maturity and an established market demand. The base of 50,858 workers represents a significant human capital, essential to support investments in technology and product development. Sectors such as audiovisual, design, and information technology applied to creativity, and the digital



economy find in Sergipe an expanding environment, with competitive operating costs and a growing availability of specialized professionals.

The trajectory of the data demonstrates that Sergipe has solid foundations to position itself as a relevant hub of the creative economy in the Northeast, offering investors a growing market with the potential for consistent returns.

Sergipe: Number of Workers in Creative Economy (2019-2023)



Source: Itaú Cultural Observatory Data Panel (2024)

Creative Human Capital is Strong in Creativy Economy

Data on technology professionals in the creative industry reveal Sergipe as one of the main centers of digital convergence in the Northeast, occupying a strategic position in the regional scenario. With 34.2% participation of technology professionals in its creative industry, Sergipe ranks second among Northeastern states, just behind Pernambuco (35.8%). This close gap demonstrates Sergipe’s competitiveness in this strategic segment.

This high technological participation signals an ecosystem where innovation and creativity converge in a structured way, representing the capacity to develop digital products, technological solutions applied to entertainment, digital design, electronic games, and content platforms.

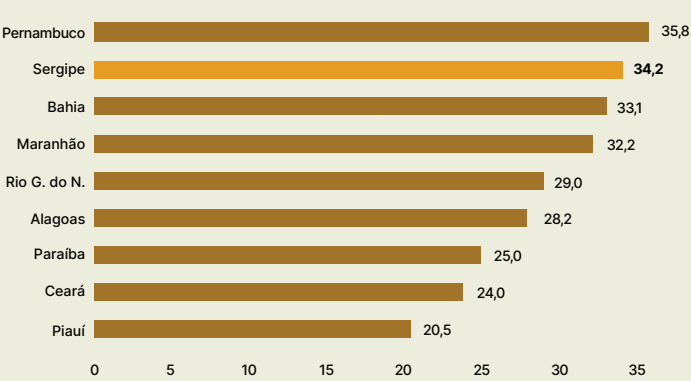
The consolidated technological base reduces the costs of implementing digital projects, facilitates the hiring of qualified professionals,

and provides access to a market that combines technical skills with creative sensibility.

Competitive Advantages of Our Human Capital

- Concentration of talent above the national average
- Ecosystem favorable to innovation in digital media
- Potential for the development of differentiated creative solutions
- Fertile environment for startups in digital marketing, content production, media platform development, digital communication solutions, and related areas

Northeast: Participation of Technology Professionals in the Creative Industry of the States (%) 2023



Source: Mapping of the Creative Industry in Brazil, Firjan, 2020

Opportunities in the Software and Services Market in Sergipe

Between 2021 and 2023, the software segment grew by 45.1%, and the technology services segment by 151%. The year 2023 marks a significant moment for the sector, with revenues of US\$66 million for each segment.

This parity suggests a maturing market, where software and services have equal importance in generating revenue and jobs in Sergipe. These results strengthen the local ecosystem of technology and innovation.





## Opportunities for Investment in Startups in Sergipe

Sergipe is a growing state in Brazil's startup ecosystem, presenting a diverse and promising landscape, especially in the areas of creative economy and information technology

The capital, Aracaju, is the hub of this entrepreneurial activity, concentrating a large share of the state's startups. In 2024, SEBRAE mapped 146 startups in Sergipe at different stages of development.

**146 startups** mapped in 2024 > Work in more than **12 areas** > Distributed in **24 cities**

Source: SEBRAE Startup Observatory. Prepared by Desenvolve-SE.

## Investment Opportunities

### Main Segments of the Mapped Startups

- 23 in Health and Well-being
- 22 in Information Technology
- 19 in Education
- 12 in Agribusiness
- 11 in Civil Construction and Real Estate

Source: SEBRAE Startup Observatory. Prepared by Desenvolve-SE.

## Investment Opportunities for Creative Economy

The creative startup ecosystem in Sergipe is experiencing a unique moment, offering significant investment opportunities, with 35 startups mapped. This emerging scenario

presents attractive possibilities for investors looking to enter a developing market with high growth potential.

### Main segments of creative startups in Sergipe:

- Information Technology: 22
- Communication and Media: 6
- Fashion and Apparel: 4
- Games and Entertainment: 3

Source: SEBRAE Startup Observatory. Prepared by Desenvolve-SE.

## Commercial Partners in Sergipe in the International Commerce of Creative Goods



Source: Data Panel, Itaú Cultural Observatory, 2022 Prepared by Desenvolve-SE.

## Fashion and Apparel

- 4 startups with potential for innovation in e-commerce and design
- Growing fashion market in the Northeast
- **Possibility of integration with technology** and sustainability

## Games and Entertainment

- **3 startups with high growth potential**
- **Exponentially growing gaming market**
- **Opportunities in game development and digital entertainment**



## Cultural Heritage and Popular Culture

Lambe Sujo and Caboclinhos in the streets of the historic city of Laranjeiras, Chegança, Cacumbi, Taieira, Bacamarteiro, the traditional Reisado with its colorful ribbons, São Gonçalo, and Parafuso. These are just some of the most traditional characters of Sergipe's folkloric representations, which showcase a rich variety of popular cultural expressions spread across the municipalities of the state.



Taieiras folk group / Laranjeiras



Parafusos folk group / Laranjeiras



Square Dance Group

## Cultural Expressions of the June Festivals

Sergipe transforms into a great "arraia" and celebrates São João festivities for 60 days with the Arraiá do Povo, at the Atalaia waterfront, featuring concerts, fairs, and traditional foods. This grand celebration spreads through the streets of the entire state and still preserves the tradition of lighting bonfires at home to roast corn and dance forró.

The quadrilhas juninas shine on the historic Rua de São João, in the Santo Antônio neighborhood, as well as at the Gonzagão and the Creativity Center, filling cultural spaces with joy and tradition for the public.

The famous Barco de Fogo, a pyrotechnic allegory created by the fireworks makers of the municipality of Estância, and the espadas celebrate with festivity and joy the best time of the year for the people of Sergipe.





Wooden sculpture by artist Véio

## Artesanato em Sergipe

The handicrafts of Sergipe are large woven embroideries that celebrate traditions and stories translated through the creative hands of artisans. There are many types of handicrafts, such as straw, wood, embroidery, ceramics, leather, and lace, spread throughout the state.

Wood art gained worldwide recognition with Mestre Véio, from the municipality of Nossa Senhora da Glória, who created with natural branches. Tonho, from Poço Redondo, and Manoel de Maroto, from Tomar do Geru, stand out in the art of ox carts. In Santana do São Francisco, considered the clay capital of Sergipe, ceramics represent both traditional and contemporary styles.

Cross-stitch and redendê embroidery in the towns of Aquidabã and Graccho Cardoso, and the art of weaving the luxurious and traditional Irish lace in Divina Pastora, are considered the “gold of Sergipe,” made with precision, grace, and delicacy. They were declared Cultural and Intangible Heritage of Sergipe by IPHAN.

In Barra dos Coqueiros, there is filé lace, typical of coastal regions, reminiscent of fishing nets and adding rich details to table sets and cushions. Tobias Barreto stands out with Richelieu embroidery, while Simão Dias and Lagarto excel in ponto cheio, cross-stitch, and crivo embroidery.



Irish lace from Divina Pastora





## Performing Arts and Music

Sergipe has a significant scene of theater groups and agents, with the street theater group Imbuaça, founded in 1977, being one of the oldest in Brazil. Mamulengo de Cheiroso, a puppet theater inspired by Sergipe's popular culture, was created in 1978.

In addition, dance schools and companies from Sergipe have won awards at competitive festivals throughout Brazil and also organize festivals in the state, such as the Galeria da Dança Festival.

In 2004, the creation of undergraduate courses in Dance, Museology, and Theater at UFS **marked the advancement of professionalization** in the sector.



## Sergipe's Music in the World

In the same year, the band The Baggios was formed in historic São Cristóvão, receiving two Latin Grammy nominations. The Sergipe artist Mestrinho was also nationally recognized as one of the best accordion players in the country, showing that Sergipe can be the state of forró, rock, and cultural diversity.



## Culture and Art Festivals

To promote the art and culture of Sergipe, several events enliven the scene, such as the traditional Encontro Cultural de Laranjeiras (1976), with musical performances, dances, popular culture, and theater in the streets and historic buildings of the city.

Tobiarte – Tobias Barreto Arts Festival – and the São Cristóvão Arts Festival (FASC), created in 1972, project the historic city as the Capital of Art and Culture of Sergipe.





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