

THE INDUSTRIALIZATION PROCESS OF THE IMMEDIATE GEOGRAPHIC REGION OF ARAPIRACA/AL ON THE THRESHOLD OF THE FIRST QUARTER OF THE XXI CENTURY

O processo de industrialização da Região Geográfica Imediata de Arapiraca/AL no limiar do primeiro quartel do século XXI

El proceso de industrialización de la Región Geográfica Inmediata de Arapiraca/AL en el umbral del primer cuarto del siglo XXI



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ABSTRACT

The article analyzes the industrial activity in the Immediate Geographic Region of Arapiraca (RGIA) from the uses of territory undertaken especially by local industries, revealing their modes of operation. For this purpose, a methodology aligned in three main pillars is used: bibliographical research, with a survey of the literature necessary for the investigation; documental research, with search and selection of technical documents and secondary data produced by official bodies; and also, field research, with interviews and application of questionnaires. The main results indicate that: a) the industries of RGIA are mainly constituted by local initiatives, with a strong centrality in the municipality of Arapiraca; b) the industries of the analyzed region are mainly small and medium-sized companies, performing activities in the fields of food and beverages, plastic materials, furniture and precast concrete; and, c) local industries use the territory as a source of resources and also as shelter. Moreover, the analysis of primary data obtained in the field research allowed the characterization of RGIA's industry, the understanding of the nature of these activities, their organization and their capillarity strategies, allowing the apprehension of the specificities that enable an economic dynamic with the participation of several industrial sectors in this region.

Keywords: Local industries; Territory uses. Industrial centrality; Territorial planning. Economic growth.

<http://periodicos.apps.uern.br/index.php/GEOTemas/index>

RESUMO

O artigo analisa a atividade industrial na Região Geográfica Imediata de Arapiraca (RGIA) a partir dos usos do território empreendidos especialmente pelas indústrias locais, revelando seus modos de operação. Para tanto, utiliza-se de uma metodologia alinhada em três pilares principais: pesquisa bibliográfica, com levantamento da literatura necessária à investigação; pesquisa documental, com busca e seleção de documentos técnicos e de dados secundários produzidos por órgãos oficiais; e ainda pesquisa de campo, com realização de entrevistas e aplicação de questionários. Os principais resultados apontam que: a) a indústria da RGIA é constituída principalmente de iniciativas locais, com uma forte centralidade no município de Arapiraca; b) as indústrias da região analisada são, sobretudo, empresas de pequenas e médias dimensões, desempenhando mormente atividades nos ramos de alimentos e bebidas, materiais plásticos, móveis e pré-moldados de concreto; e, c) as indústrias locais usam o território como fonte de recursos e como abrigo. Ademais, a análise dos dados primários obtidos na pesquisa de campo possibilitou a caracterização da indústria da RGIA, a compreensão da natureza dessas atividades, de sua organização e das suas estratégias de capilaridade, permitindo a apreensão das especificidades que possibilitam uma dinâmica econômica com a participação de diversos setores industriais nessa região.

Palavras-chave: Indústrias locais; Usos do território; Centralidade industrial; Planejamento territorial; Crescimento econômico.

RESUMEN

El artículo analiza la actividad industrial en la Región Geográfica Inmediata de Arapiraca (RGIA) a partir de los usos del territorio realizados especialmente por las industrias locales, revelando sus modos de funcionamiento. Para ello, se utiliza una metodología alineada en tres pilares principales: investigación bibliográfica, con relevamiento de la literatura necesaria para la investigación; investigación documental, con búsqueda y selección de documentos técnicos y datos secundarios producidos por organismos oficiales; y también investigación de campo, con entrevistas y aplicación de cuestionarios. Los principales resultados indican que: a) la industria de la RGIA está constituida principalmente por iniciativas locales, con una fuerte centralidad en el municipio de Arapiraca; b) las industrias de la región analizada son en su mayoría pequeñas y medianas empresas, que realizan actividades principalmente en los sectores de alimentación y bebidas, materiales plásticos, muebles y prefabricados de hormigón; y, c) las industrias locales utilizan el territorio como fuente de recursos y también como refugio. Además, el análisis de los datos primarios obtenidos en la investigación de campo permitió la caracterización de la industria de la RGIA, la comprensión de la naturaleza de estas actividades, su organización y sus estrategias de capilaridad, permitiendo la aprehensión de las especificidades que posibilitan una dinámica económica con la participación de varios sectores industriales en esta región.

Palabras clave: Industrias locales; Uso del territorio; Centralidad industrial; Ordenación territorial; Crecimiento económico.

1 INTRODUCTION

The article analyzes the industrial activity in the Immediate Geographic Region of Arapiraca (RGIA) from the uses of the territory¹. The methodology used for its realization

¹ We adopted the meaning of industry in the *broad* sense, as in the marxian perspective, where industry is not restricted to industrial sector/branch, etc. One can, therefore, speak of the industrial economy as the productive

had as initial base bibliographic research on the theme, followed by documentary research focused on normative documents, technical reports and secondary data produced by official agencies. A third stage consisted of field research, with interviews and application of questionnaires with representatives of the Federation of Industries of the State of Alagoas (FIEA) and of the industries installed in the analyzed region.

Instituted by the Brazilian Institute of Geography and Statistics in 2017, the division of Brazil into Intermediate Geographic Regions and Immediate Geographic Regions takes into consideration current social, political, and economic processes. It divides the units of the federation according to representative variables of spatial dynamics, such as the configuration of the urban network, the hierarchization of urban centers, the flows of territory management and the regions of influence of cities. In this perspective, the state of Alagoas is divided into 11 Immediate Regions and two Intermediate Regions as shown in figure 01 (IBGE. 2017).

Figure 01 - Alagoas State: Immediate and Intermediate Geographic Regions



Source: IBGE, 2018 [Municipal Mesh]; IBGE, 2017; SEPLAG/SINC/GGEO, 2019.

process itself, that is, the "government" of the means of production and of labor power, since everything that values capital is merchandise, and this is a "social form" (MARX, 1983).

The industrial activity in the RGIA is represented especially by the presence of local initiatives participating in various productive activities, concentrated mainly in the pole of that region (Arapiraca). In this sense, besides the summary and introduction presented here, two other items structure this study. In "The industry of the Immediate Geographic Region of Arapiraca" an analysis of primary and secondary data on the industry of this region is carried out, verifying the areas of greatest density of activities, the size of the industries, their main industrial sectors, the organization of activities, the mode of operation in general aspects and in detail in each of the 17 counties that integrate the region. In "Beyond verticality: the local industries as an expression of horizontality in the territory", an analysis was developed focused on the examination of the uses of territory undertaken by local industries in the RGIA. Finally, the conclusions and references are presented.

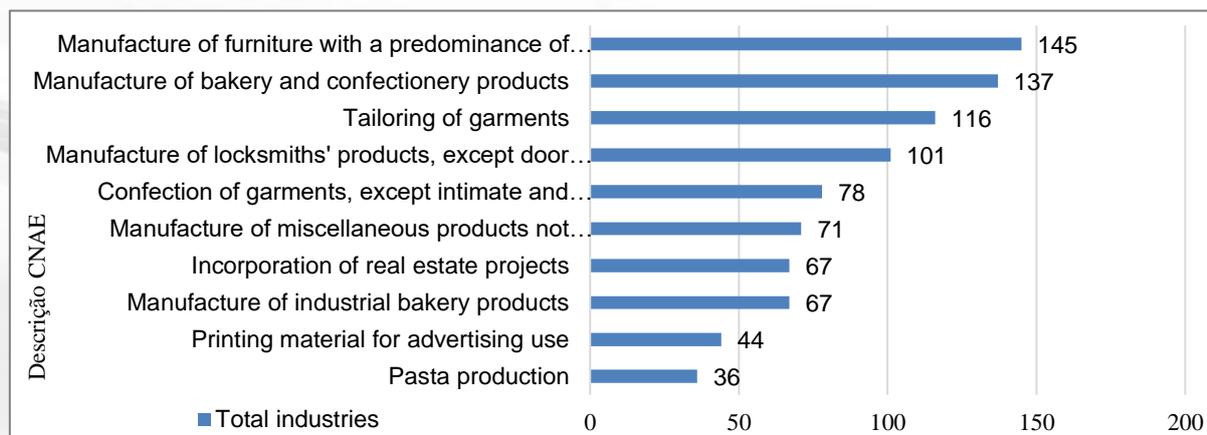
2 THE INDUSTRY IN THE IMMEDIATE GEOGRAPHICAL REGION OF ARAPIRACA (RGIA)

Data from the National Register of Legal Entities (CNPJ) of the Brazilian Federal Revenue Service (RFB) available at the DataSebrae Portal (2020) show that RGIA concentrated a total of 1,871 industrial companies, of which 1,816 (equivalent to 97%) were of the parent company type and only 55 (equivalent to 3%) of the branch type. Of this number, a total of 1,095 (59%) are Individual Microentrepreneurs (MEI), 549 (29%) are Micro-enterprises (ME), 111 (6%) are Small Business Enterprises (EPP), and 116 (6%) are of other types, such as medium and large.

In these industries 186 activities are developed, according to the pattern established by the National Classification of Economic Activities (CNAE), and the ten main ones are shown in graph 01.

It can be observed that while among the MEI, the predominant activities are the manufacture of clothing, furniture, locksmith articles, and bakery products, those declared as ME are mainly engaged in the manufacture of bakery products, furniture, industrial bakery, and real estate development. Those declared as EPP are mainly engaged in real estate development, manufacturing of tobacco products, furniture, and plastic packaging. Those of other sizes, on the other hand, are mainly engaged in real estate development, fruit canning, dairy products, cement products, and tobacco products.

Graph 01 - Main industrial branches in the Arapiraca Immediate Geographic Region

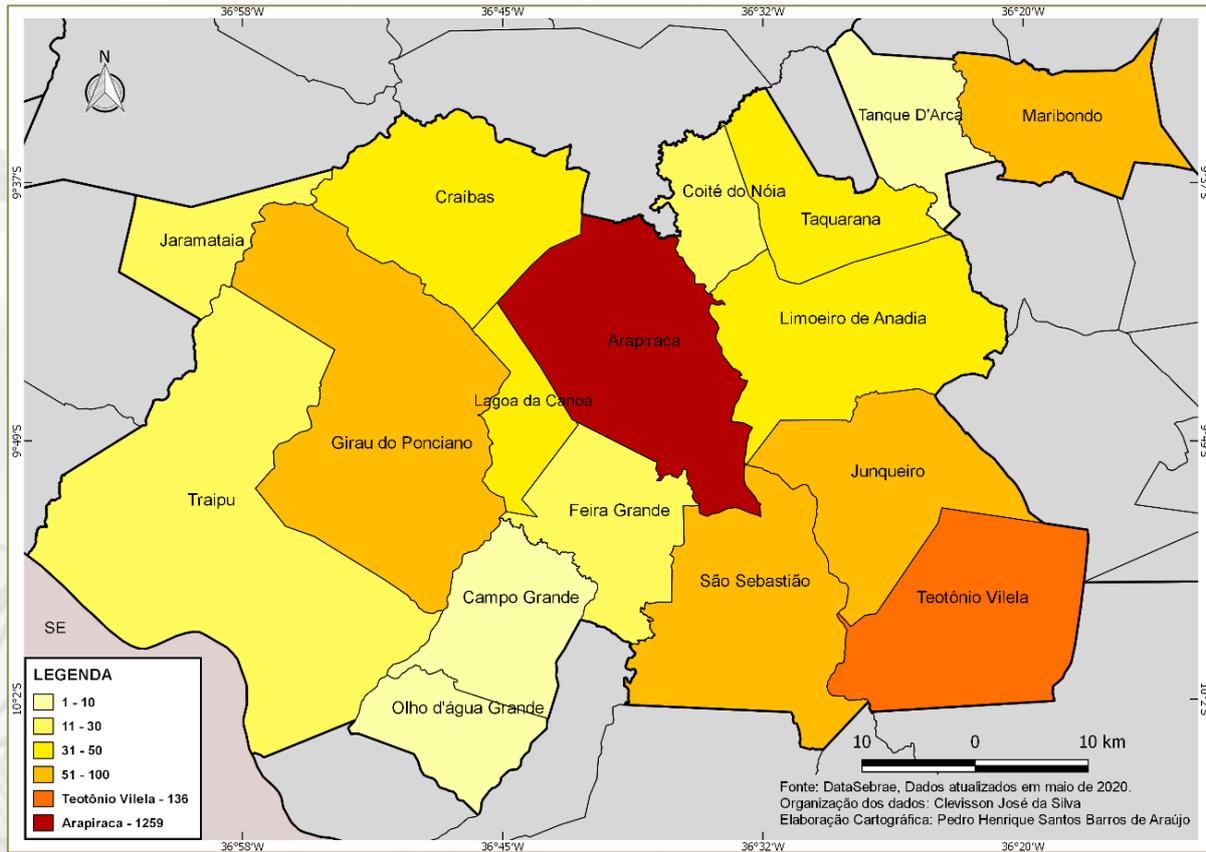


Source: DataSebrae, 2020. Own elaboration.

The dynamics of the RGIA is very much intertwined with the dynamics of the hub municipality of Arapiraca itself, responsible for the concentration of most economic activities in this region, which demonstrates the unevenness between the regional capital - which is also the hub of the immediate and intermediate region - and the other local centers. Proving this statement, the data presented in Figure 02 reveal that the municipality of Arapiraca concentrates 67% of the region's industry, while the other 16 municipalities together account for only 33%.

According to the data presented in Figure 02, the concentration of industrial activity in this region is greater in Arapiraca (1,259 industries) and in Teotônio Vilela (136 units). The other municipalities fall into the following parameters: with numbers between 1 and 10 industries are the municipalities of Campo Grande, Olho d'Água Grande, and Tanque d'Arca; between 11 and 30 industries are the municipalities of Coité do Nóia, Feira Grande, Jaramataia, and Traipu; between 31 and 50 are the municipalities of Craíbas, Lagoa da Canoa, Limoeiro de Anadia, and Taquarana; and between 51 and 100 industrial enterprises are the municipalities of Girau do Ponciano, Junqueiro, Maribondo, and São Sebastião. Table 01 presents detailed data for each municipality in RGIA.

Figure 02 – Arapiraca Immediate Geographic Region: industries per municipality (2020)



Source: Data Sebrae, Dados atualizados em maio de 2020.

Table 01 – Characteristics of industries in RGIA per municipality

Municipality	% in RGIA	Port				Principal manufacturing activities
		MEI	ME	EPP	Other	
Arapiraca	67%	59%	28%	6%	7%	Furniture, clothing, bakery products, locksmith supplies, advertising material.
Teotônio Vilela	7%	60%	26%	7%	7%	Bakery products, locksmith supplies, machining and welding, reservoir tanks, and clothing.
Junqueiro	4%	63%	35%	1%	1%	Custom-made bakery products, furniture, and clothing.
Maribondo	4%	72%	25%	-	3%	Bakery products, furniture, dairy products, and pasta.
Girau do Ponciano	3%	53%	37%	5%	5%	Furniture, cassava flour, bakery products, and poultry slaughtering.
São Sebastião	3%	60%	26%	12%	2%	Bakery products, furniture, tailored clothing, and poultry slaughtering.
Craibas	2%	47%	47%	3%	3%	Distribution of water, bakery products, furniture, and wooden frames.
Limoeiro de Anadia	2%	42%	39%	11%	8%	Dairy products, bakery products, clothes making, and cookie and cookie making.
Taquarana	2%	48%	46%	6%	-	Bakery products, dairy products, furniture and poultry slaughtering
Lagoa da Canoa	2%	56%	38%	6%	-	Plastic materials, locksmith articles, manioc flour, and wooden furniture.
Feira Grande	1%	52%	32%	12%	4%	Locksmiths' wares, smokers' products, wooden articles, sign makers and stonecutters.

Coité do Nóia	1%	29%	71%	-	-	Distribution of water, bakery products, tanning and preparation of leather and household textiles.
Jaramataia	Inferior a 1%	19%	36%	9%	36%	Bakery products, dairy products, fishing and sporting goods, and mineral extraction.
Traipu	Inferior a 1%	73%	18%	9%	-	Dairy products, concrete artifacts, concentrated juices, ready-made foods and dishes, and milk preparation.
Campo Grande	Inferior a 1%	76%	12%	12%	-	Jewelry, industrial bakery products, pasta and metal frame.
Tanque d'Arca	Inferior a 1%	75%	25%	-	-	Bakery products and glassware.
Olho d'Água Grande	Inferior a 1%	100%	-	-	-	Jewelry and carpentry items for construction.

Source: DataSebrae, 2020. Own elaboration.

It can be seen that Arapiraca concentrates most of the industries, and the other municipalities develop activities that, apart from meeting part of the local demand do not have great economic impact. But they are fundamental to meet the daily demands of the local population, generating work and income, such as bakeries, flour houses, small industrial services, etc. Besides this, the size of the companies represents small-sized industries, with a greater number of MSEs and MEIs, and a scarce presence of medium and large companies. This highlights, therefore, the importance of smaller companies for the economy of Alagoas, with an extraordinary growth of this type of company in the state, following the national trend of reducing bureaucracy and formalization of business. By the way, in 2015 the MSEs in Alagoas pointed to revenues exceeding R\$ 4 billion and a collection of just over 350 million, with about 30% of these MSEs operating in the manufacturing industry (ALAGOAS, 2016).

Meanwhile, some productive sectors stand out in economic terms. These are the cases of the food, plastics, furniture, pre-molded and concrete artifacts industries, which have a significant participation in the local economy, being driven by traditional industries of regional performance and that move higher levels of resources.

In the food business, some are among the leading industrial establishments in the state, with the main highlights being: Indústrias Reunidas Coringa, Indústria Alimentícia Popular, Indústrias Camarão, Trigo & Cia, Alimentos Tradição, Indústria Compostela, Special Alimentos and Hada Alimentos, all of them locals with successive growth in recent years, notably from government incentive policies as Silva (2019) study points out.

In the plastic materials industry, Merconplas, Araforros, Samplás, and Imprima stand out as local and regional companies that are also assisted with raw materials by the Chlorochemical Pole of Alagoas (PCA), which allowed the development of the Chemical and

Plastic Production Chain (CPQP) according to Diodato (2022). In this case, it is observed that some companies are focused on the Alagoas market (Imprima), others are also focused on the Northeastern market (Samplás), and some also operate in other Brazilian regions (Araforros).

The furniture sector, on the other hand, is characterized by numerous small establishments, many of them factories, with limited facilities and access to little equipment. However, some companies, such as Léo Móveis, Sandes Estofados, and Charme Móveis, have evidence, presenting larger installations and a firm position in the regional furniture market. It is also worth mentioning the presence of the Nascimento Leão Wood and Furniture Center, in the city of Arapiraca, installed in 2011 as a result of the actions of the state and the municipality to provide infrastructure and operating conditions to furniture factories in the region, despite the few companies installed. It is also added the organization of the Local Productive Arrangement of Furniture of the Agreste in which Arapiraca is inserted.²

With regard to the precast and concrete artifacts industry, it is evident that companies such as Cilel and Concrenorte, involved in the manufacture of various products from concrete and focused on the local and regional market, serve both Alagoas and other northeastern states such as Pernambuco, Sergipe and Bahia.

The data collected in the field research carried out in the municipality of Arapiraca³ allow a better understanding of the characteristics and organization of industrial activity in the RGIA. Regarding the genesis of the activities, the results show that 60% of the industries were founded until 1999, and the other 40% correspond to those founded after 2000. About the administrative teams, the data show that 60% had some change in the managing partners and that, in the other 40% of the cases, the founders still remain in the direct administration. In any case, none of the industries investigated is open to the stock market and 100% are considered family businesses, representing a strong characteristic of local industries.

Regarding the origin of the capital initially invested, 85% of the surveyed industries started their activities with the investment of the industrialist's own capital, 10% with capital borrowed from third parties (family, friends etc.) and the other 5% with capital borrowed from

² About the APLs policy in Alagoas consult the study by Santos (2016).

³ Field research conducted in Arapiraca, the hub of the immediate region in which it is inserted, through interviews and application of questionnaires with representatives of 20 of the main local industries in the municipality. It encompassed companies from the main industrial sectors (food and beverages, chemicals and plastics, ceramics and concrete products, furniture, textiles, and tobacco).

banks and other financial institutions. This situation shows the presence of an accumulated capital that has been reinvested in the industrial activity, originating from activities previously developed in the region, such as the tobacco culture and the open market.

The data on the organization of the industries reveal that 60% of them are single companies and that 40% belong to local business groups. That is, the presence of business groups formed from activities already established in the territory is a recent trend in the business organization of the RGIA. Still in this direction, characterizing very well the type of local industry, which generally present smaller dimensions, 65% have no branches. The 35% that do have branches are restricted to the Northeastern states, such as Pernambuco and Sergipe, with facilities justified mainly by logistical issues, ease of acquisition of raw materials, and the destination of the production.

Data on the facilities of manufacturing activities indicate that 65% of the surveyed establishments are located in urban areas, while 35% are in rural areas. In this sense, for 70% of the respondents the size of the facilities meets their needs. However, for the other 30% it is necessary to expand them. Regarding the type of establishment, 80% are owned and 20% are rented, with acquisitions achieved by different ways: 65% are owned and acquired with own resources; 20% are rented; 10% are owned, but from government policies (locational incentives); and the other 5% are also owned, but bought with financing.

As for the functioning of the manufacturing processes themselves, understanding them in their complexity, from preparation, through production itself and on to distribution, trade, and consumption, the data acquired is ample. Regarding the origin of the raw materials, in 45% of the surveyed industries the origin is mixed, coming from Alagoas, other states in the Northeast and other regions of Brazil, 25% come from Alagoas and other states in the Northeast, 15% are of genuine Alagoas origin, and the other 15% come only from outside the state.

The most used raw materials vary according to the production branch. In the food industry, mainly wheat flour, corn, rice, sugar, margarine, yeast, papaya, guava, banana, garlic, pepper, cumin, dyes and preservatives are used; in the plastics industry, mainly polyethylene, polypropylene, pigments, polyester resin, fiberglass and recyclable plastics; in the furniture industry, MDF⁴, glue, screws, fabric, paint, glass, hinges, and slides; in the ceramics and concrete products business, sand, clay, cement, steel, water, and gravel are mainly used.

⁴ MDF stands for Medium Density Fiberboard and refers to a medium density fiberboard, produced mainly from pressed wood and glue.

Regarding the origin of the workforce employed, 60% of the industries investigated employ people from Arapiraca and also from other municipalities in the immediate region, while the other 40% represent industries that employ only people from Arapiraca. About the acquisition of machinery, equipment and vehicles, in 90% of the industries surveyed are acquired in the domestic market, either Brazilian or foreign manufacture, 5% are imported directly by the industry (of German, Japanese, Chinese and Italian origin) and the other 5% represent industries that assemble their own machinery and equipment from the acquisition of parts in the domestic market.

About the acquisition of packaging, the survey data reveal that in 35% of the industries the origin is mixed, coming from Alagoas as well as from states in the Northeast and also from other regions in Brazil. In 25% are from other states in the Northeast, 10% are purchased from companies in Alagoas, 10% are purchased only from companies outside the Northeast, 5% have their own packaging production and the other 15% did not answer this question.

Regarding the number of employees, and following the classification parameters adopted by the National Confederation of Industry (CNI), the data collected shows that 50% of the industries employ between 10 and 49 people, 15% employ up to 9 people, 15% employ from 50 to 249 people, 15% employ 250 or more people, the other 5% did not provide this information.

In addition, 55% of the industries have some form of training or qualification of personnel, carried out in partnership with the companies of the S System⁵, practice considered by the interviewees as extremely necessary, since they point to the lack of qualified labor as a major difficulty for the industrial sector in RGIA.

Regarding the destinations of production, the results of the survey reveal that 50% of the industries destine their products only for the Alagoas and Northeast markets; 20% produce exclusively for Alagoas; another 20% destine their production both for Alagoas and for the entire Northeast and other regions of Brazil; and 5% destine their products for the Alagoas market and for international export, as was verified in the furniture sector with exports to several Latin American countries. The other 5% did not declare the destination of their production. These data indicate an industry basically focused on the local and regional market, being this another representative characteristic of the local industry.

⁵ The following are part of Sistema S: Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (Sebrae); Serviço Nacional de Aprendizagem Industrial (Senai); Serviço Social do Comércio (Sesc); Serviço Social da Indústria (Sesi); Serviço Nacional de Aprendizagem do Comércio (Senac); Serviço Nacional de Aprendizagem Rural (Senar); Serviço Nacional de Aprendizagem do Cooperativismo (Sescoop), and Serviço Social de Transporte (Sest).

This research also allowed us to verify that the sale of the production is done mainly through commercial representatives, external salesmen, and own sales in wholesale and retail. The distribution is made especially through its own fleet and through partner distributors, with production destined mostly for traders, marketers, wholesalers, and final consumers.

Other data obtained about the operation of industries shows that 85% make use of some advertising strategy, especially the use of local radio stations, television channels, social networks, digital marketing and visual communication in urban space and the other 15% represent those who do not use any strategy, especially the tobacco companies that are prohibited from advertising by specific legislation. The study identifies that in 60% of the industries investigated there are profit variations throughout the year, representing periods of higher and lower production according to each production branch, and also that 75% of the companies reinvest the profits obtained.

The data reflect the importance of the public power in strengthening the manufacturing activities. It can be noticed that 40% of the surveyed cases receive some kind of government incentive, standing out the concessions from the state government with the Integrated Development Program (Prodesin). However, 55% of the surveyed industries do not have any kind of incentive, expressing the need for more state activism in favor of local industries. The other 5% did not provide this information.

Reaffirming the importance of local initiatives in the industrialization process in RGIA, the survey data show that 70% of the industries intend to make new investments in the activity in the next years, highlighting the interests in expansion of facilities, increase in production and acquisition of new equipment and vehicles. Moreover, even though they are not the majority, 35% of the industries informed that they provide some kind of service to other companies. These are cases of supply of packaging, raw materials and products already manufactured, produced with other companies' own brands.

Regarding the use of bank services and financial agents, most companies, i.e. 65%, use bank services for payment of employees and suppliers, receipt of sales, as well as financing services and lines of credit. The most cited institutions were: Bradesco, Caixa Econômica Federal, Banco do Nordeste, Banco do Brasil, Sicoob, Sicredi, Itaú, and Santander, thus confirming the results obtained by Medeiros (2018) in his research on banking and financial institutions in the territory of Alagoas.

As for production and performance costs, in most of the analyzed industries the most informed ones were those related to the acquisition of raw materials, payment of the

workforce, and logistics. The costs with machinery, equipment and vehicles were also registered as high, but justified as initial and non-recurring costs.

As this is confidential information, most of the surveyed industries did not inform monthly average revenue figures. Of those that did, we highlight Industry A⁶ which operates in the food industry and moves an average of R\$ 50 million/month. Besides this, 100% of the respondents have a positive perception of their participation in the local economy, justified especially by the offer of job openings, income generation, supply of products of great acceptance in the market, and movement of important resources in the economy.

When it comes to the most recurrent adversities and the strategies to overcome them, the most mentioned points were the following: a) problems with competition, faced with strategic planning and strengthening of the performance; b) absence of greater public investments in strengthening the industries, hence the claims with the various sectors of the state aiming to overcome the difficulties; c) absence of sufficient raw materials in the Alagoas market, which demands the acquisition in other northeastern states and Brazilian regions; d) lack of consulting and more innovative actions by the industry, which reflects in the productivity by the recurrent waste of inputs and that tries to be overcome with the acquisition of more modern machinery and equipment through the access to financing, credit lines and other services from financial institutions; e) lack of skilled labor and its high cost, a situation that they try to overcome by offering professional training courses and investments in machinery; f) increase in the prices of inputs, which they try to supply by buying from different suppliers, paying cash and stocking up in periods of better prices; and g) difficulty in maintaining working capital, resorting to strategies to avoid default and promoting cost reduction.

It is worth mentioning that the survey also provided a survey of information about events and conditions that helped the growth of industries throughout their history, and among the most recurrent answers are the expansion of the product mix, government investments and incentives, the opening of branches in strategic regions, the expansion of the area of operation, the implementation of machines in the manufacturing processes, and the participation in trade fairs and corporate events.

In relation to a perspective of growth in industrial activity, the results show mainly the following situations: a) improvement in the tax issue, with a reduction in taxes; b) supply of raw materials in larger quantity and better quality; c) expansion of government incentive

⁶ Fictitious name, aiming at data secrecy and confidentiality.

policies, in all spheres of the State; d) debureaucratization of access and greater availability of credit; e) greater presence of assistance agencies, such as Sebrae, accompanying not only recently opened industries; f) inspection of industries operating informally; g) opening of new industrial districts for expansion of activities; and h) assistance and incentives to small industrialists.

Consistent with the sore points presented by the industries during the field research in Arapiraca, the data and information gathered from FIEA representatives⁷ in another field survey conducted between December 2019 and February 2020 equally point out that among the main deficiencies of the state's industrial sectors are infrastructure, energy insufficiency, and an unskilled labor force.

The information from FIEA research also reaffirms the presence of a significant number of informal industries in the state, which do not pay the taxes due, offering products with lower prices than market's price, directly affecting competitiveness. The presence of informal industries is so meaningful that in the 2013 Industrial Register FIEA found that they corresponded to about 47% of the total number of industrial companies in the state, operating in various fields, ranging from the production of cassava flour to paints and cleaning products. Still according to data provided by the interviewees, these are family activities, installed in their own homes and informally employing one, two or even five people on average.

Therefore, according to the data and information presented, the RGIA industry is concentrated in the municipality of Arapiraca, representing local and regional activities. This reality also results from the historical processes that led to the current configuration of the territory, marked by specificities that make this region differentiated in relation to the others in the state. It stands out an agrarian organization based on small property [minifundia], the existence of a capital accumulated over the years and reproduced in other productive activities, the dynamics of local industries, and also the existence of business groups originating from regional bourgeoisies that move important resources to the regional reality.

3 BEYOND VERTICALITIES: LOCAL INDUSTRIES AS AN EXPRESSION OF HORIZONTALITIES IN THE TERRITORY

The transformations that have occurred as of the affirmation of the globalization process mark a new productive organization. Thus, with the redefinition of the geographic

⁷ With headquarters at Casa da Indústria Napoleão Barbosa, located at Avenida Fernandes Lima, nº 385, Farol - Maceió/AL, CEP: 57055-000.

environment - understood as technical-scientific informational - new relations and a new organization are imposed on the territories that, consequently, redefine the insertion of each place in the various scales. In this sense, the territory used constitutes itself as a central category to the reading of reality, as highlighted by Souza (2017, p. 27, Our translation):

The knowledge of the territory has become indispensable given its importance in the processes of globalization and fragmentation that take place in the contemporary world. The territory, nowadays, is understood not only as an administrative political limit, but also as a space effectively used by society and companies.

For Santos (1996, p. 16, Our translation), “the territory is forms, but the territory used is objects and actions, synonymous of human space, inhabited space”. Therefore, it should be understood not only as an ordering of forms, of systems of superimposed things, but from the uses that are established in it, conceived as a synonym of geographic space, and hence understood in its entirety.

Therefore, the territory of RGIA is used by various agents that interfere, define and redefine its organization, marked by the presence of industries of local nature, arising from the reproduction of capital redirected to manufacturing activity also through the actions of financial agents. These industries, as previously mentioned, are characterized by a capital of local origin, markedly invested by local families.

These industries have their genesis based on manufacturing activities of very restricted dimensions, characterized by the following conditions: a) modest technical organization, with the use of little or no machinery; b) restricted capital⁸, which forced the massive reinvestment of profits obtained in the beginning of the activity; c) use of family labor, allowing the reduction of costs to maintain the activity; and d) operation in small establishments, many of them located in the industrialists' own homes.

Hence, the family initiative is one of the most significant characteristics, which enabled the emergence of initially very modest activities, with the manufacture of various products, especially foodstuffs. The organization of families with some commercial experience, gave rise to important regional industries and several local business groups. In the words of Mamigonian (1965, p. 423) “estas grandes famílias compreendem muito bem

⁸ The expression "restricted capital" is related to access to credit, which for local industries is limited.

a política financeira que conduz ao desenvolvimento econômico: elas aplicaram cuidadosamente, nos seus negócios, a retenção máxima dos lucros”.⁹

As the mentioned author analyzes, this type of initiative can be understood as initiated by “capitalistas sem capital” (MAMIGONIAN, 1965), This situation makes possible, in most cases, the emergence of small factories, with deficient facilities and activities limited to nearby localities.

Today, already structured and in counterpoint to their competitiveness limitations, they are industries that have a considerable spatial reach, thanks to well-executed capillarity strategies, setting up their own establishments in important centers of the urban network in the Northeast¹⁰, and from them expanding their operations. It is evident that they have difficulties to expand in other regions of the country, mainly due to the small added value of their products, and also the impossibility of competing with large corporations of national performance, with incomparable powers of capital and technology.

The capillarity of these industries is anchored in the installation of strategic fixed linked to manufacturing and administration located mainly in the municipality of Arapiraca, and the installation of distribution centers and commercial units in other municipalities of Alagoas and other northeastern states. The manufacturing and administrative control of the activities remain centralized in Alagoas, where the headquarters are located. Therefore, the fixed assets (factories, offices, commercial offices, distribution centers, etc.) allow the flows (of transportation, capital, orders, information, etc.) to be possible¹¹, representing the uses undertaken and reflecting an uneven performance as a result of the heterogeneities of technical systems in places (SANTOS; SILVEIRA, 2016).

It is worth pointing out that the financial limitations of these activities do not make it possible to set up our own facilities that cover the entire area of activity, which is tried to be circumvented by the use of third-party companies as commercial representatives in regions without our own facilities. A spatial organization based on own enterprises and "partnerships" allows for more efficient logistics in meeting the demand of the market in

⁹ This familiar character was presented in the reality of Alagoas by Medeiros and Silva (2021), based on the example of Indústria Alimentícia Popular.

¹⁰ The installation of these industries occurs, above all, in centers with high commercial and distribution power. That is, those with large populations and transport infrastructures, occupying the most relevant positions in the urban hierarchy

¹¹ For Santos (2014c, p. 85), “o espaço, é, também e sempre, formado de fixos e fluxos. Nós temos coisas fixas, fluxos que se originam dessas coisas fixas, fluxos que chegam a essas coisas fixas. Tudo isso, junto, é o espaço”.

which it operates, using the various engineering systems¹² available in the territory, which reaffirms the importance of the spaces of circulation and distribution (SANTOS, 2014b) for the success of economic activities, because according to Arroyo (2018, p. 135, Our translation),

Circulation conditions are as important as production conditions. Hence the pressure from companies for the existence and effectiveness of a transport and communication network when they decide to establish themselves in a place. The expressways guarantee a rapid circulation, that is, a transformation of the product into consumption, into merchandise, into realized capital. Every product is distributed, stored, sold, and consumed. Once the first phase of this circuit is completed – be it at the factory, in the mine, on the farm – the product needs to be distributed to reach the market and be sold. Therefore, it is important not only to have a well-structured factory, a well-organized farm, or a well-exploited deposit, but also the possibility that production circulates on a road, railroad, waterway, or any other technical network so that the goods can be realized. This happens at the end of the process: at the moment of exchange and consumption.

With a performance focused on the regional market and reaching mainly medium and small sizes, the local industries have undergone an important process of modernization, especially since the 2000s, driven by financing and incentives acquired in the various governmental instances. This has enabled the appropriation of modern production techniques with the implementation of new machinery, equipment, and even complex information systems that manage their activities and operations.

The local industrialization represents the interests of the place, presenting manufacturing activities of initiatives, industrialists and local capitals, very different from the multinational industries, which represent the global interests and, therefore, have no major concerns with the reality of the places. The large industrial enterprises represent the verticality in the territory, that is, the actions practiced under external command, representing a "hierarchical happening" from the uses of territory as a resource. On the other hand, local industrial initiatives also point to the horizontality in the territory, that is, the contiguity domains of places joined by a territorial continuity, more related to the "homologous and complementary happenings"¹³ (SANTOS, 1996). In this vein, the uses of territory

¹² As Santos (2008b, p. 120) explains, engineering systems, the basis of production and exchange, are today "[...] uma verdadeira tecnoesfera, uma natureza crescentemente artificializada, marcada pela presença de grandes objetos geográficos, idealizados e construídos pelo homem, articulados entre si em sistemas."

¹³ According to Santos (1996, p. 16-17), "o acontecer homólogo é aquele das áreas de produção agrícola ou urbana, que se modernizam mediante uma informação especializada e levam os comportamentos a uma racionalidade presidida por essa mesma informação que cria uma similitude de atividades, gerando contiguidades funcionais que dão os contornos da área assim definido. O acontecer complementar é aquele das relações entre cidade e campo e das relações entre cidades, consequência igualmente de necessidades modernas da produção e do intercâmbio geograficamente próximo. Finalmente, o acontecer hierárquico é um

undertaken by local industries are different from those practiced by large national and international industries, given that local initiatives are inserted in a logic that is also local and in a regional context, different from those more in tune with the global logic.

Companies outside the locality use the territory exclusively as a source of resources, practicing the "bleeding of the territory" (SOUZA, 2002), as they suck the local resources and channel them to the center of the system, where their headquarters are located. In this way, the large national and international industries, henceforth called external industries, use the territory based on the global capitalist logic, guided by corporate interests towards capital accumulation. They are hegemonic activities that in network, enjoy all the technical apparatus available in the current historical period, use the world as a market, circulating their goods and not the resources resulting from their consumption.

Santos (2015) presents globalization as a perverse process, of capitalist rationality, the dictatorship of money and information¹⁴, represented by agents that fragment the local organization, unconcerned with the reality of the place. But, as the same author teaches, another globalization is possible, based on the strength of place, resisting the global order.

Local industries represent agents that undertake at the same time the use of territory as a resource and as shelter, as they are not sustained by the competitiveness of the market dominated by large companies. They represent activities that emerged internally, related to the regional economic organization, allowing a greater internal circulation of the resources derived from the activity. They are initiatives that provide a greater dynamism to the local economy, significantly impacting the activation of the economic bases. In this way, local industries in the RGIA do not practice exactly the same uses undertaken by industries outside this territory, for whom it is exclusively a source of resources.

It is important to emphasize that in this context the contributions of Mamigonian (1965; 2004) are essential, since they are directed to an economic approach of valorization of local industries, an issue understood as central to the effective growth of the territory's productive forces. This understanding allows a different approach from those industrial

dos resultados da tendência à racionalização das atividades e se faz sob um comando, uma organização, que tendem a ser concentrados e nos obrigam a pensar na produção desse comando, dessa direção, que também contribuem à produção de um sentido, impresso na vida dos homens e na vida do espaço".

¹⁴ For Santos (1999, p. 10-11): "Nossa era se caracteriza por essas duas ditaduras: a ditadura da informação e a ditadura do dinheiro, e a ditadura do dinheiro não seria possível sem a ditadura da informação. O dinheiro em estado puro nutre-se da informação impura, tornada possível quando imaginávamos que ela seria cristalina. Curiosamente, este formidável sistema ideológico acaba por ter um papel na produção da materialidade e na conformação da existência das pessoas."

development policies often adopted in Alagoas and in Brazil, of overvaluing external ventures to the detriment of the local industrialization process.

In the reality studied, the corporate use of the territory is understood not only as undertaken by large corporations, for whom the territory is just a resource, but also by small local industries, which, at the same time that they use the resources, also shelter in the territory. These industries are producers of horizontality, as stated before, since by buying the local production (also from community associations of rural producers) they articulate themselves with other productive sectors of the place, having also a strong relationship with the local population and representing the employers of first order for their history of performance in the place.

We must not forget that the local industries also have a capitalist rationality, with the exploitation of the labor force and extraction of surplus value, regarding the uses of territory that they make in search of resources. But concomitantly, the territory is also their shelter, because outside the regional context in which they are inserted, they cannot sustain themselves. By way of differentiation, in the analyzed reality, the local industries are different from the external ones mainly due to the following conditions: firstly their origin, since they are locally founded, marked by family initiatives alien to the stock market; secondly their dimension, since they are of smaller proportions and operate in the regional market; and thirdly their capital, which is not transnationalized, being moved on a limited scale.

To better understand the specificities of these local industries in relation to the characteristics of those that are external, the presence of their respective products in trade is verified. On one hand, the products of local industries are present with greater strength in neighborhood and village establishments, such as small and medium-sized markets and snack bars, and also in several representations of the lower circuit of the urban economy¹⁵, as in street commerce and open fairs. On the other hand, the products manufactured by external industries, due to their voracity, also reach small establishments, but mainly dominate the big commerce, such as the big wholesale and supermarket chains, which sign contracts with national and international industries, inserted in complex spatial circuits of production¹⁶, as its suppliers in all stores throughout the country.

¹⁵ In the theory of the two circuits of the urban economy of underdeveloped countries, Santos (2008a) highlights the existence of circuits (superior, superior marginal, and inferior) considering that each one hosts individual economic practices that differ according to different levels of organization, capital, and technology.

¹⁶ According to Santos (2014c, p. 55-56), "com a crescente especialização regional, com os inúmeros fluxos de todos os tipos, intensidades e direções, temos de falar de circuitos espaciais da produção. Esses seriam as diversas etapas pelas quais passaria um produto, desde o começo do processo até chegar ao consumo final".

The differences in the uses undertaken by each type of industry are not limited to the commercialization processes, they are distinct uses in the various stages of performance, encompassing the entire mode of operation. This is also verified in the acquisition process of the raw materials used, while the local industries have greater relations with the production of the internal market, the external industries are involved with the acquisition of inputs in different regions of the country and the world.

As local examples we can cite Indústria Alimentícia Popular in the acquisition of fruits¹⁷ of local producers and also Indústrias Reunidas Coringa that acquires all the rice and part of the corn needed for its production in the Alagoas market. As a counterpoint, as an example of a large industry, Sococo S.A. can be cited, the largest coconut derivatives company in the world, idealized by a Portuguese group and that even with its headquarters located in Maceió has the largest raw material acquisition operations in the state of Pará.

Therefore, local industries try to survive in the middle of an extremely financialized and “transnationalized” market, which is also why they are forced to remain restricted to the regional market to continue operating. For those that launch themselves into the national or global market, the tendency is that they are suffocated or swallowed. Some do not resist the competition and end up bankrupt, and others, which are more successful, end up undergoing mergers and acquisitions. As Bonelli (2000, p. 66, Our translation) explains “The family business, in particular, faces strong pressure due to the difficulty of establishing a capital restructuring adequate to the new times. New corporate arrangements have been a natural consequence”.

Regarding the organization and operation of these local industries in RGIA, it is necessary to highlight that each one of them has its specificities, but they also have similar characteristics in the way they operate. They are activities that use local labor, acquire raw materials in the market of Alagoas and other northeastern states, performing in the headquarters - located in Alagoas - their manufacturing activities and then distributing them also from their branches. Therefore, it represents an industrialization process that originated in the territory of RGIA and that has expanded to operate in the Northeast.

Concerning the consumer market of the manufactured products, it is evident that these industries are geared to serve mainly the layers of the population with lower levels of remuneration and purchasing power, resorting to a significant capillarity in activities of the

¹⁷ According to Nascimento (1993), in the state of Alagoas, historically the fruit-growing region of Palmeira dos Índios stands out as a fruit producer of bananas, pine cones and guava.

lower circuit. Besides this, the products of most of these industries have lower quality and prices in the market, not reaching the standard of those produced by the big external industries, representing another element that interferes in the competition power between these different types of industrial companies.

It is noteworthy that both the performance of local industries and external industries interfere in the productive relations and participate in the organization of space, because as presented by Santos (2012, p. 170, Our translation) “each place is, at the same time, the object of a global reason and a local reason, coexisting dialectically”.

According to Santos (1959, p. 8, Our translation), “Industrial development contributes to the global rise on living patterns”. Therefore, the industrialization process can be a way to change important social conditions since it moves considerable levels of capital. Besides offering jobs and generating income, local industries stand out with a particular participation, since they are involved with the reality of the places.

The role of the State has been fundamental in the direction of valorizing local industry, actively participating in the construction of engineering systems that allow for greater fluidity in the territory, and also offering important incentives for the growth of competitiveness of these industries¹⁸. However, these are the same policies that overvalue external companies, which use the territory exclusively as a resource, that is, to extract surplus value that is drained to their command centers. Therefore, it is believed that another look from the State in relation to a greater focus on local activities may represent a mechanism for the activation of new productive bases and consequently, changes in the current framework.

For the reality of the region analyzed, to the extent that they promote the circulation of resources, the supply of jobs and the industrialization of the territory, local industries have further reaffirmed the centrality of Arapiraca with allocation of greater flows in the interior of Alagoas, also presenting productive possibilities for the state. Certainly, new perspectives beyond verticality are presented, allowing the construction of new horizontality in the territory.

¹⁸ The increase in the competitiveness of local industries from the granting of incentives happens to the extent that by reducing the payment of taxes the company can produce more cheaply, offering a product with a more competitive price in the market.

4 REPORTS AND SUPPORTING

The research was carried out at the Federal University of Alagoas (Ufal), authorized by its Research Ethics Committee (CEP) under opinion number 3.838.713, with funding from the Research Support Foundation of the state of Alagoas (Fapeal).

5 CONCLUSIONS

The research conducted and presented to the scientific community in the form of an article focused on the analysis of industrial activity in the RGIA and found a greater occurrence of local type industries. In this direction, it was verified that Arapiraca represents the main pole of concentration of the economic activities of this immediate region, in which most industrial companies are classified as small-sized, mainly MEI, ME and EPP types, highlighting the branches of food, plastic materials, furniture, and concrete artifacts as those of greatest economic expression.

The primary data obtained in the field research carried out in the industries of this region enabled their characterization, the understanding of the nature of these activities and their capillarity strategies. In the genesis, they were enterprises started from a local capital, reproduced in the territory of expressive previous activities; they have in the family initiative a primordial characteristic, since they started - roughly speaking - with local families that had some commercial experience, besides relatives being the main labor force in the beginning of these activities. Therefore, the expansion of the industrial segments in the RGIA follows the evolutionary dynamics of the commercial capital expansion leading to the accumulation movement that allows the industrial capitals to develop.

Initially the installations of these industries were characterized as small and modest, using simpler technical objects, which in the course of the years, went through modernization processes in different levels. They are industries that have a performance focused on the regional market, enjoying strategies of capillarity that centralize the command ventures of performance mainly in the municipality of Arapiraca, differentiating themselves from the large external industries mainly by the origin of local capital and with a mode of operation articulated with the reality of the place.

Thus, in the analyzed context, local industries use the territory differently from external industries. If for external industries the territory is only a source of resources, for local industries the territory is both a source of resources and a shelter. The incompatibilities between the uses made by local and foreign industries extend throughout their operation

modes, they are different uses in the several stages of operation. It was verified that the local industries try to survive in the midst of an extremely financialized market, starting from a performance focused on serving the less capitalized layers of the population, frequently articulating themselves to the activities of the lower circuit and not reaching the big commerce due to the limitations of competitiveness, financial and in the quality of what they produce.

The research represented a form of understanding of the industrial activity in the RGIA in the light of the uses of the territory, reaching results that allow us to affirm that based on the "small mercantile production" (MAMIGONIAN, 2004) these industries had a fundamental role in the growth and development of this region, being also responsible for its current dynamics. Using the territory in a specific way through the use of well-articulated action systems, they represent a strong potential for territorial planning based on local initiatives, especially in the context of the latifundia of Alagoas state, which is dependent on the agro-export sector.

Thus, for the possibility of change in the productive bases of Alagoas, glimpsed in the research, the state activism is essential, because in the current period - with even greater emergency - the role of the State in its real sense becomes primordial in the promotion of more egalitarian social conditions. The participation of the State in territorial planning should consider that the relationship of economic activities with space can enable significant improvements in the quality of life, being necessary, in the direction addressed in this article, an action with policies to protect local industries, thus avoiding that they disappear in unfair competition with large foreign industries, since they tend to be suffocated when assuming positions incompatible with the interests of big capital.

In this approach, it becomes possible to think of territorial planning based on local industries, taking into consideration the political (incentives, legislation, etc.), economic (availability of goods, active consumer market, etc.) and infrastructure (means of circulation, energy, etc.) conditions, giving participation and importance to local agents in the planning and management of territorial policies.

It is worth considering that geographic analysis contributes a lot to the understanding of reality and reflection on its transformation. In the case of the industrialization process, thinking of the territory from its uses represents a contribution to an approach concerned with the totality of the spatially established productive processes.

The change of productive focus is more real because of the power of transformation inherent to the economy and the capacity of industrialization to offer new conditions to

places, but considering the inequalities of the "industry map" in the territory, this change is conditioned to the particularities and management of each place, being favorable in the case of RGIA by the existence of local industries as already active productive forces.

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