

## **Futurecom celebrates 20 years of participation and influence in the Country's ICTs**

*The event will be performed this year at **São Paulo Expo**, from October 15<sup>th</sup> to 18<sup>th</sup>.*

**São Paulo, July, 2018** – Twenty years has passed since the privatization revolution made possible to build a new telecommunications infrastructure in Brazil. **Futurecom**, Latin America's most influent Information and Communication Technologies (ICTs) event is part of this history and its 20<sup>th</sup> edition will be held from October 15<sup>th</sup>, to 18<sup>th</sup>, at São Paulo Expo. Promoted by Informa Exhibitions, Futurecom 2018 gathers professionals and scholars to discuss the questions which will enable the advance of communications, besides exhibiting the most advanced solutions in technology.

In 2018, the International Congress will approach three great themes blocs - New Market Environment, Hyper Connectivity e Disruptive Technologies. There will be eight auditoriums and stages for speeches, case studies, panels, keynotes and workshops. Five content spaces were planned for speeches, case studies and workshops with free access to all the ones attending Futurecom. The traditional Futurecom Congress, with exclusive access to corporative guests and members of the congress, will take place at Brasil, Rondon and Landell auditoriums, which panels and keynotes programming will bring the main discussions on the ICT and the corporative ecosystem. Both Mauá auditoriums, located at 4Corp space, will be reserved to corporative panels with reputed executives, being a place for presentation of case studies involving digital transformation in different sectors.

**New era** – Expecting the National Agency of Telecommunications – Anatel – to launch call notices for radio frequencies bids to support the growing of 5G in Brazil, the entire ICTs ecosystem expects an actual revolution in the development possibilities. “Besides the technical and engineering conditions, we are aware on the legal and regulatory issues that will change our practical life with the arrival of the 5G; and the event will bring all the sectors of the society to this discussion”, says Hermano Pinto, portfolio director from Informa Exhibitions and person in charge of Futurecom.

The discussions around the 5G are inserted in the Hyper Connectivity theme of the congress, which will also approach technologies and solutions developed for connecting things, people and companies in an intensive and extensive way. Concepts such as the IoT, mobility, 5G, wireless and fixed technologies, satellite, submarine cables and virtualization made new business relations feasible.

“The ones attending the first editions of Futurecom, when we discussed the arrival of mobile telephony in Brazil, could not foresee that today the event would be hugely influencing the society's lifestyle, as for example, the possibilities raised by disruptive technologies”, asserts Hermano Pinto. The director refers to the new experiences changing the business and the experience of clients involving blockchain, cognitive and artificial intelligence, virtual and increased reality, smart cities, data security, big data and analytics.

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### **Futurecom 2018 – 20 years**

When: October 15<sup>th</sup> to 18<sup>th</sup>, 2018, from 9:00 a.m. to 8:00 p.m.

Where: **São Paulo Expo** - Rodovia dos Imigrantes, km 1,5 - Vila Água Funda, São Paulo – SP

Information: [www.futurecom.com.br](http://www.futurecom.com.br)

### **About Futurecom**

[Futurecom](#), Latin America's biggest and most important Technology and Telecommunications event completes 20 years in this edition, from October 15<sup>th</sup> to 18<sup>th</sup>, at São Paulo Expo. Along its history, more than one thousand different exhibitors and above one hundred thousand visitors attended the event. First held in 1998, at the city of Foz do Iguaçu, Futurecom was later transferred to Florianópolis, where it has held from 2001 to 2007. From its tenth edition, it was then held in São Paulo, with two editions in Rio de Janeiro in 2012 and 2013. In the last year, Futurecom counted on the participation of more than 220 exhibitors and 15 thousand participants, among them, 5.3 thousand congress members.

### **About Informa Exhibitions**

Informa Exhibitions creates communities and connects people and brands throughout the world and, allying the deliveries of its trade shows with a new digital strategy, generates opportunities and relationships 365 days a year. With offices in São Paulo (head office) and Curitiba, and almost 200 professionals, the company has in its portfolio brands like Agrishow, Fispal Tecnologia, Fispal Food Service, ForMóbile, Futurecom, ABF Franchising Expo, Serigrafia SIGN, FutureTEXTIL, Feimec, Expomafe, Plástico Brasil, High Design Home & Office Expo, among others, making a total of 21 sectoral events. In the world, it acts in 150 offices in 57 countries and is the leader in business intelligence, academic publications, awareness, and events, with open capital and bonds transacted in the London Stock Exchange.

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