



Futurecom 2018

New
Place

OCTOBER 15-18 **SÃO PAULO EXPO**

The biggest and most important **Technology** and **Telecommunications**
event of Latin America!

Promotion and Organization:

informa
exhibitions

POST SHOW REPORT 2018

THE EVENT

The **20th** year edition of **FUTURECOM** was considered the best of the last decades!

The biggest and most important technology and telecommunications event of Latin America, held in Sao Paulo, from **October 15th to 18th**, recorded the presence of **more than 29 thousand visitors**. Along the four days of event, more than **300 brands** had the opportunity to exhibit their novelties and show the innovations and disruptions of this market. At the time, numerous opportunities to generate business, content and knowledge emerged, once the congress gathered the biggest names of the sector, such as presidents of the main operators and players in the market.

 **29,000** Visitors


 **500** Speakers

 **125** Speeches

 **6,000** Panelists

 **+250** Exhibiting Brands

 **8** Auditoriums

 **31** Debate Panels

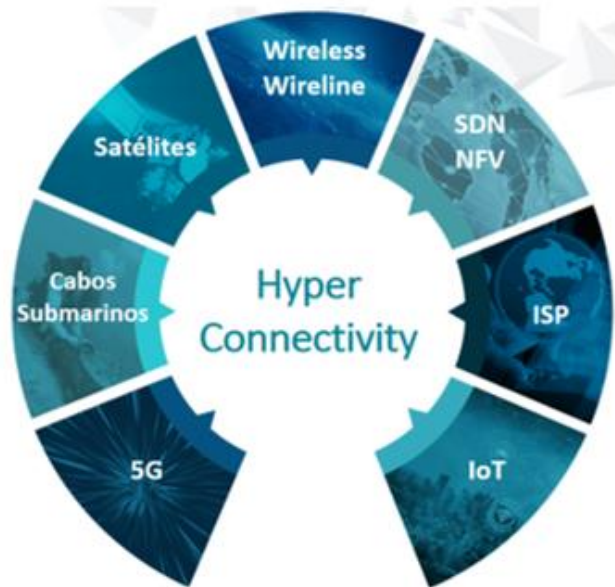
FUTURECOM CONGRESS

Experts from the Technology and Telecommunications Sector exchange experiences during the speeches, case studies, debates panels and workshops presented in 8 auditoriums simultaneously.

The content of the 2018 Futurecom was even more complete, bringing pertinent and relevant technology themes from the most different areas, from Logistics to Agribusiness, passing through Education, Architecture and Design.

The 500 national and international speakers shared a lot of content and experience with the 6000 panelists present in 125 speeches and 31 panels presented.

CONGRESS THEMES



- Main Keynotes -



Juarez Quadros



Pedro Arakawa



Chema Alonso



Stephen Rose



André Borges



Eduardo Navarro



Sami Foguel



José Ricardo Roriz



Michael Roberts

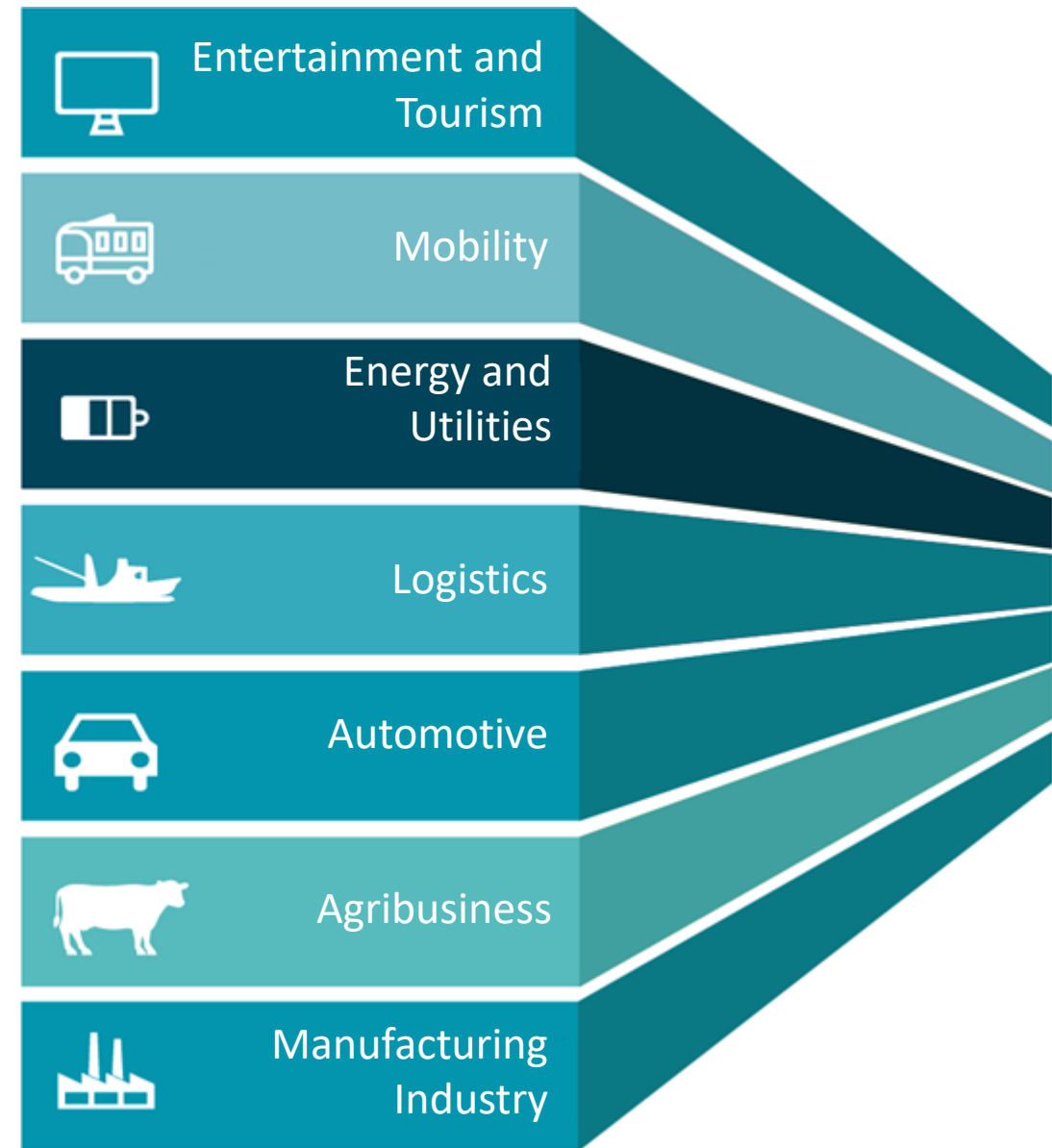


Oscar Castellano





SECTORS PRESENT



IN THE WORDS OF THE EXHIBITOR,



Carlos Rocha, VP

"Futurecom is once again a hit. The way the telecommunications operators participated this year was very special, because they are here to seek for new solutions and not to offer their own. It's a more interesting focus because it has the objective of making all solutions providers to show their very best."



Gilson Magalhães, President

"Futurecom is still the reference when it is about telecommunication events in Latin America. Participating in the event means telling the market we are players and we understand the future needs. The content of the Congress' agenda was carefully elaborated, with interesting information to all the ones trying to understand this transformation moment. It is a relevant and indispensable event."



Lucas Pinz, Technology Director

"2018 Futurecom is really dynamic! It is evident that technologies are constantly evolving to a higher maturity level and with great business opportunities. So, we see Futurecom as an important moment to launch new solutions and create partnerships."



IN THE WORDS OF THE EXHIBITOR,



Adir Hannouche, CEO

"This is our fifth participation at Futurecom. We consider this year's format a more modern one and with a strong discussion on the connected world. We live in a deep digital transformation marked by IoT projects, which will be each time more important to assure the strength and the functionalities of new technologies in a more converging and transforming ecosystem."



Oscar Castellano, Americas CEO

"For Deezer, world leader of partnerships in the telecommunications market, it is very important to be present in the main event of Latin America. The new technologies will continue to evolve and make further changes in the music industry. Not only now, but in the future as well, we are interested in keep working with Futurecom to keep being present in this scenario"

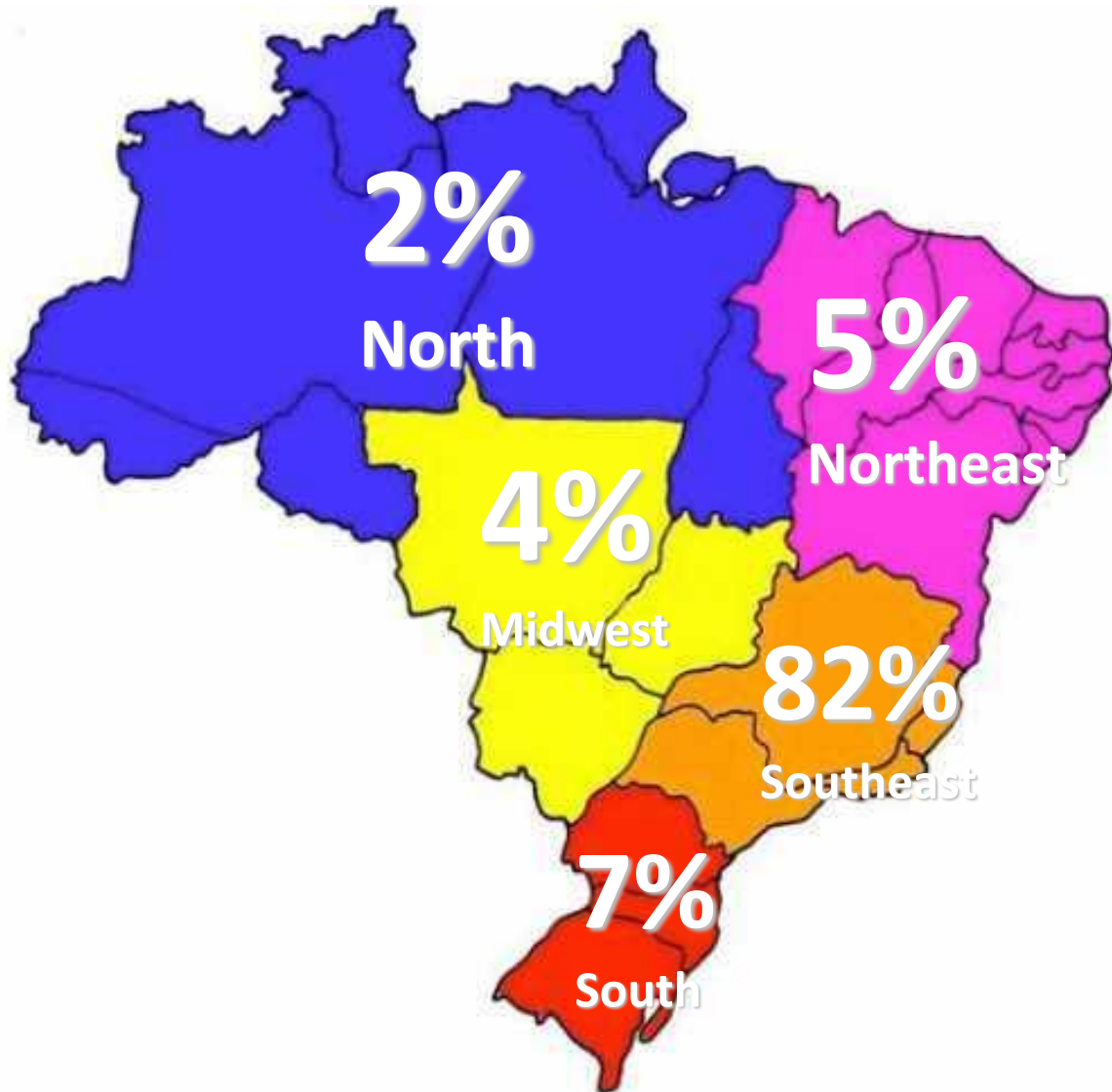


André Eletério, Marketing Director

"Futurecome has been for more than 20 years the showcase of one of the most important sectors of the market, the communications and information technology. In this context, NEC is very proud of having participated in all the editions of the event, since its creation. Being part of Futurecom is the opportunity of promoting the innovative capacity of the society, guiding it to a more prosper and safe future."



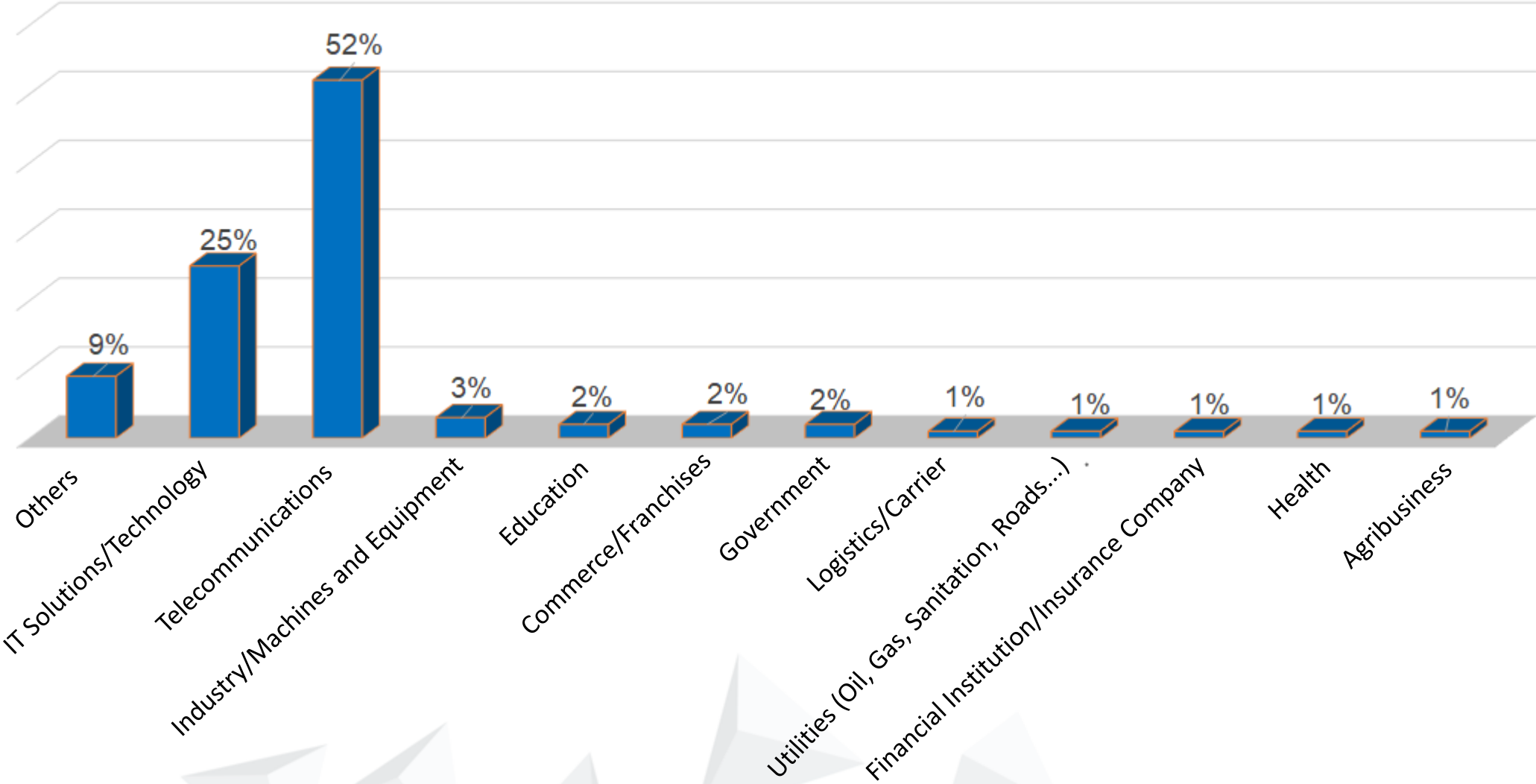
NATIONAL AND INTERNATIONAL PRESENCE



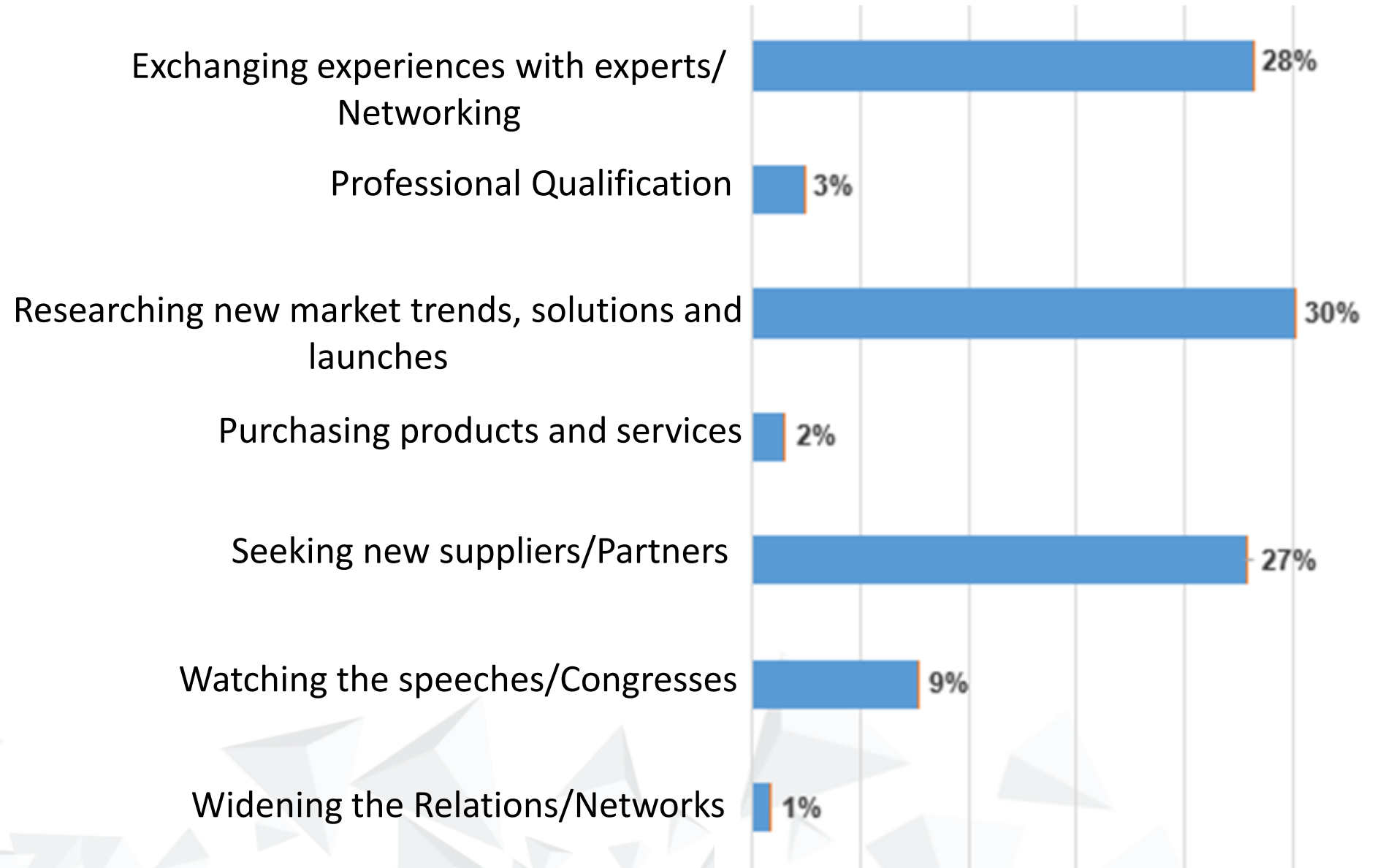
Main Countries



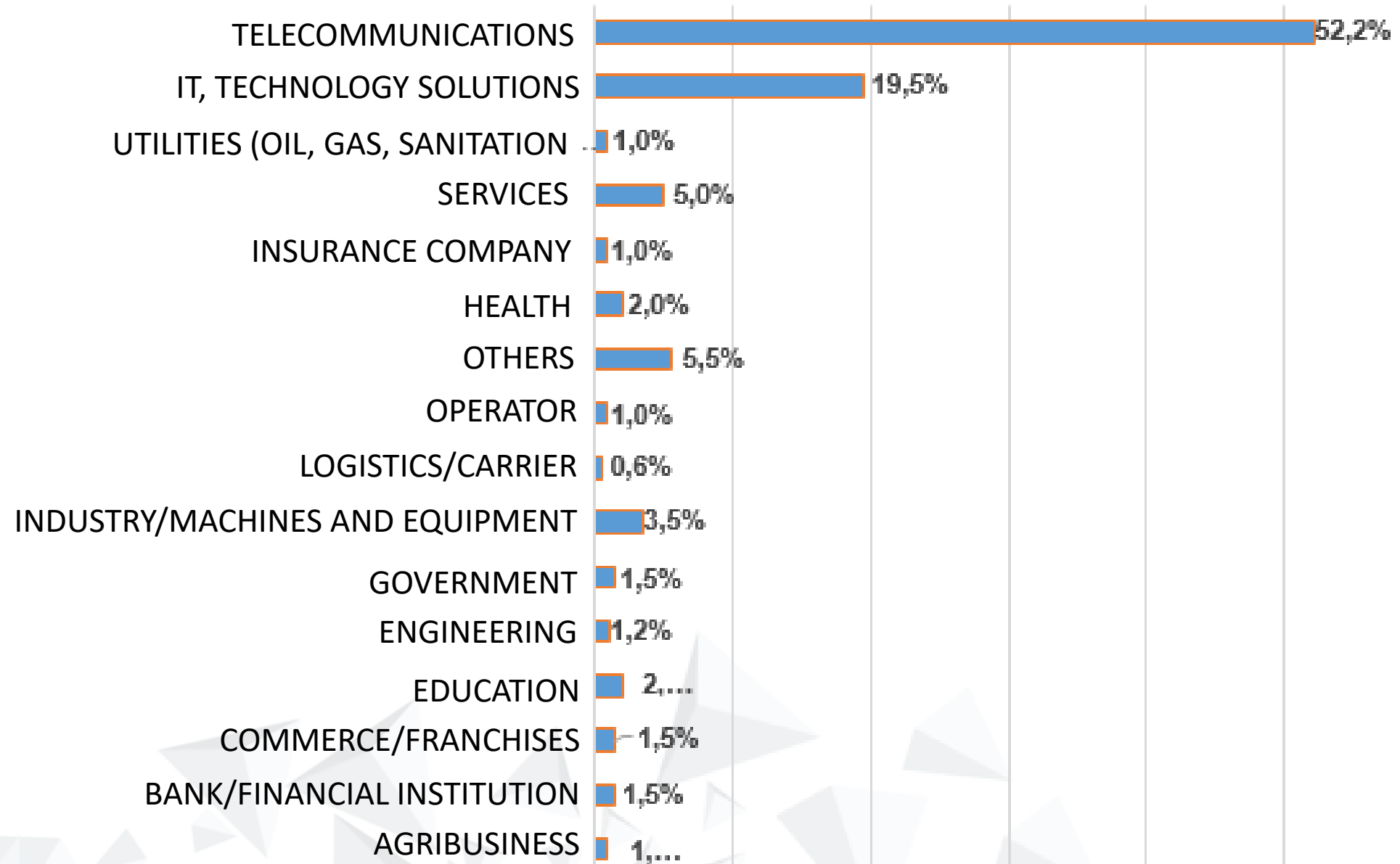
VISITORS' INTEREST AREA



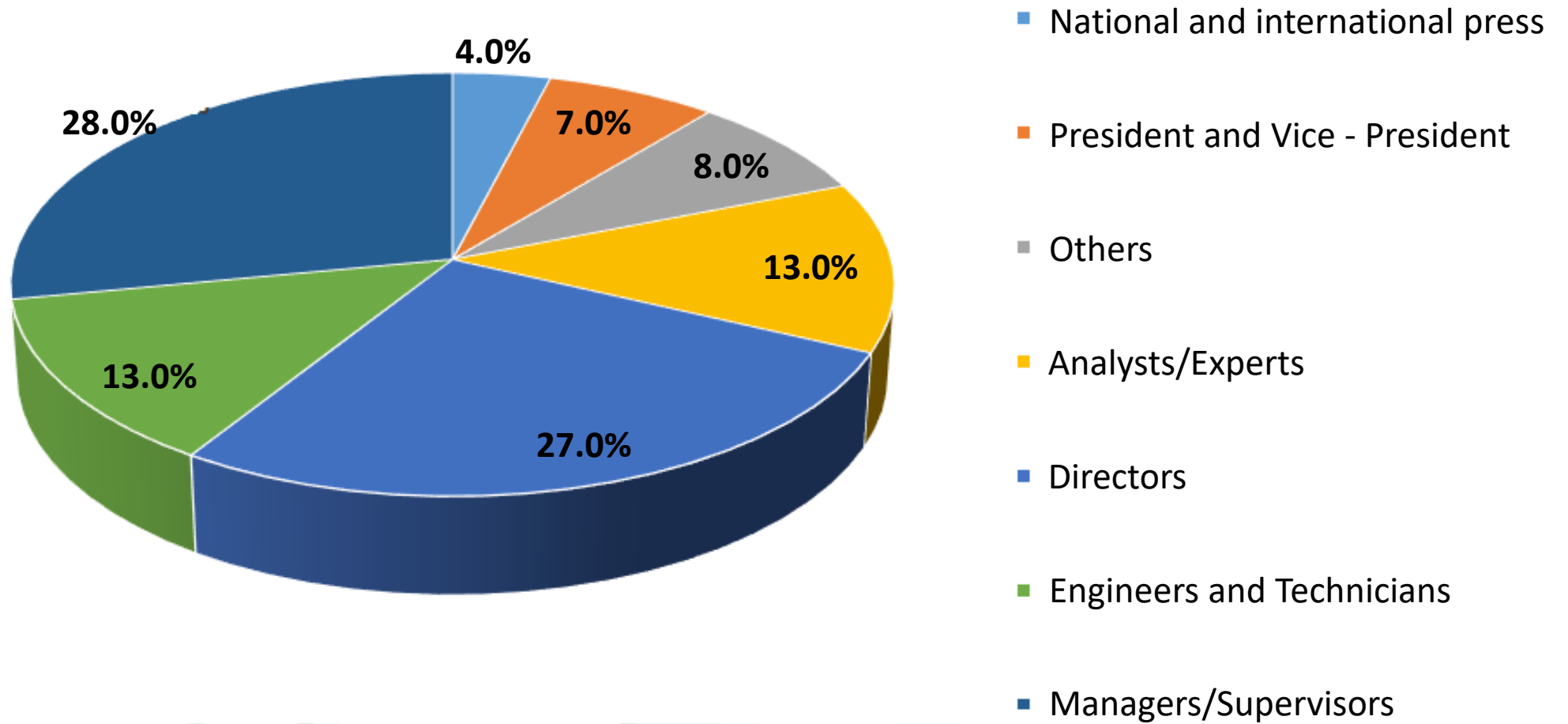
VISITORS' MAIN OBJECTIVE



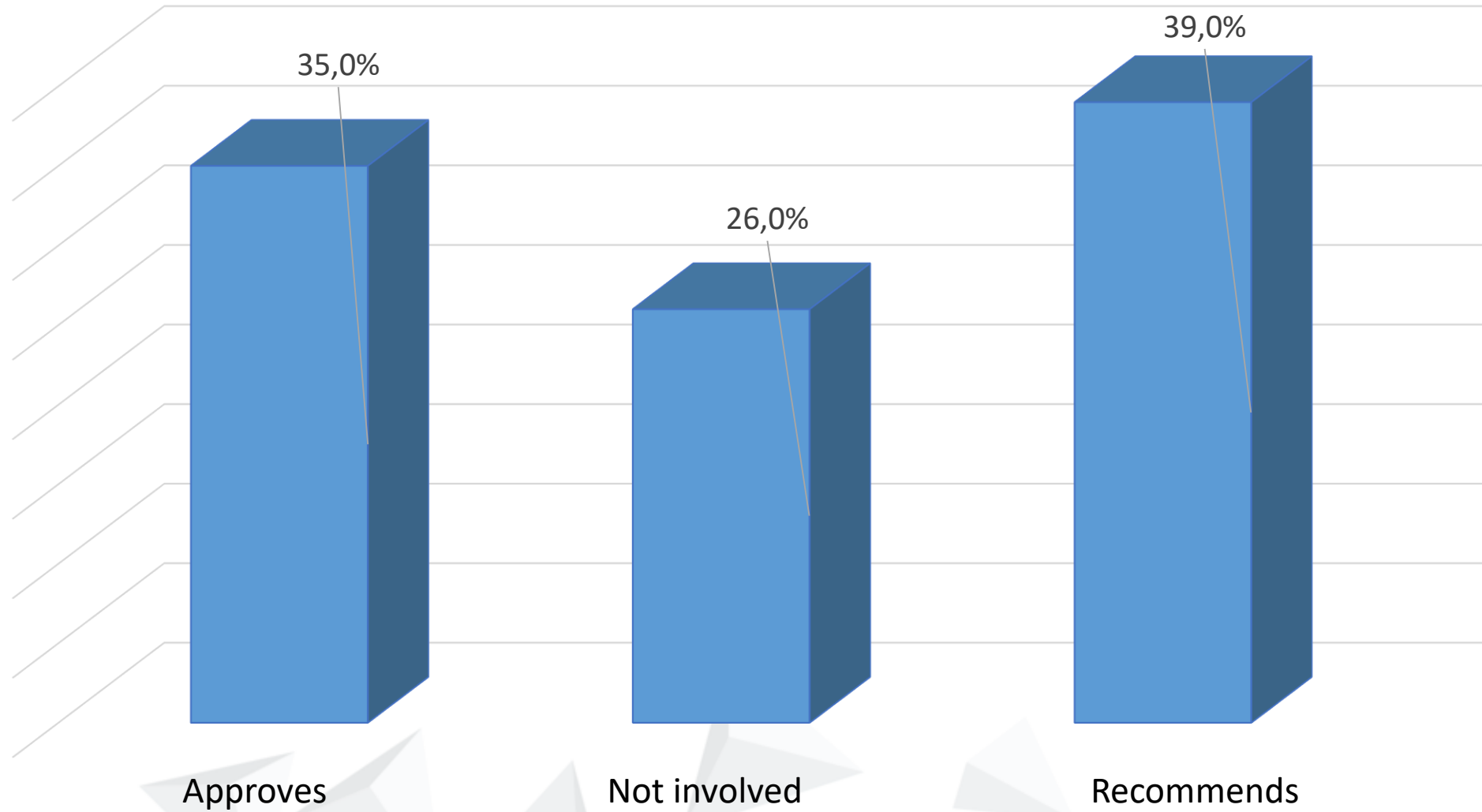
VISITORS' ACTIVITY AREA



FUNCTIONS



PURCHASE DECISION



2018 INNOVATIONS

The novelties of Futurecom went way beyond content. Daily, the panelists and participants had brand new experiences

The 20th edition of Futurecom promoted the interaction between exhibitors, visitors, panelists and speakers of the event, through many attractions and unique experiences.



IoT APPLICATIONS

Technological Trends Applied to IoT – Internet of Things

A special area for sponsors and exhibitors present their solutions with immersible demonstrations. Also, an opportunity to companies make the Internet of Things apps into a feasible technology



ESPAÇO REDES

Space dedicated to services, integrators and suppliers of auxiliary infrastructure and equipment focused in Networks



Futuretech

Specially developed for the emerging areas of the Technology Market, dedicated to 5 big verticals: Cloud, Services, Systems, Transactions and Cybersecurity





Exhibition area turned to Startups, Accelerators and to the Academic Sector. A counsel specially dedicated to the help the startups - mentorship, dynamics, hackathons, seek of investors.



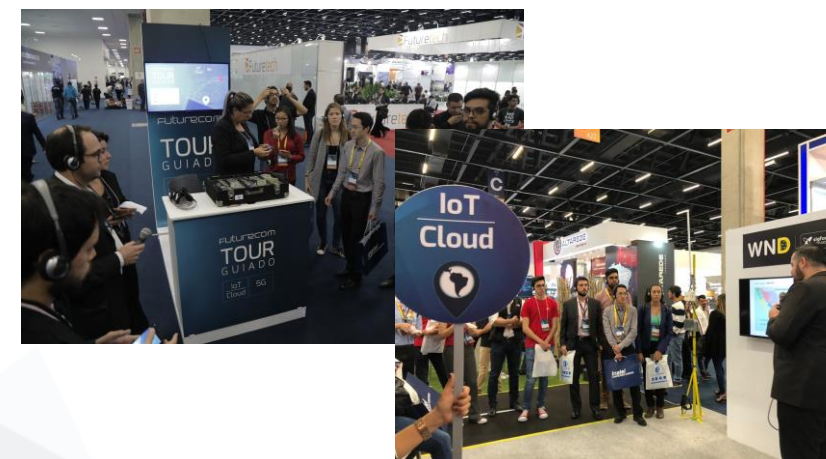
A space turned to operators and services suppliers, where they can show how the connectivity and the new technologies can benefit the entire system.



Guided Visit to the Fair

Directed by a technical mentor, the Guided Tour makes possible to understand the size of the event.

A monitored route with explicative stops at the stands and products demonstrations, focused in IoT , 5G | Cloud solutions. At the end, the participant is free to make questions on the applicability, technical specifications or even exchange experiences and networking.



PREMIUM LUNCH

Also called Vip Lunch with TIC Leaders, authorities of the sector and 4CORP guests. Held for three days, it is also a place for network and synergy.

Exactly 330 directors were together in the Premium Lunch during the three days event. More than a record of public, this moment is consolidated by the importance in the Brazilian scenario of the organizations present at the event such as Claro, Tim, Oi, Nokia, IBM, KPMG, Nokia, Oracle, Ernst & Young, Meritor, Anatel, Nilko, PSA Group, Telefonica, Grupo Eletrolar, Unicoba, Leroy Merlin, Honda South America, among others.



HACKATHON

With the theme: **Challenge Almaroma** - *“How we can increase the participation of physically impaired people in the society - Hackathon has contributed to the formation of impaired people (IP). Co-organized by FIAP, it monitored the sale and stock activities and processes and analyzed the best points of sale, among other challenges, during the work journeys of these people.*





DIGITAL DISRUPTION FOR BUSINESS

4CORP Digital Disruption for Business is an environment developed to promote the meeting of the business ecosystem offering debate opportunities among important influencers and users of technological solutions, besides opening “cross-industry” business and experiences possibilities, through exclusive strategic meetings with executives and entrepreneurs. A more intense presence in the mainstream media and specialized media

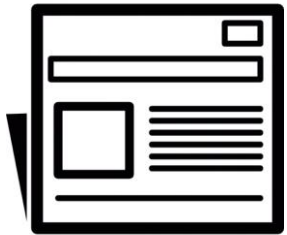
There, the MeetUp happens, exclusive meetings with executives and entrepreneurs interested in debating their business verticals.



FUTURECOM IN THE MEDIA

A more intense presence in the mainstream media and specialized media.

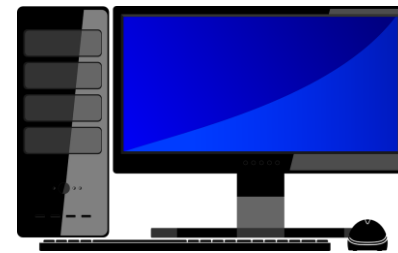
Total of **1,693** articles published in different medias.



25 adds in newspapers



8 TV channels with news



1,646 online articles



+60 radio insertions



5 adds in magazines



SMS to a base of more than 18,000 people



2,908 downloads at the App Mobile.

Journalistic coverage exhibited in the main TV and Radio stations and in their shows:





SAVE THE DATE

futurecom

OCTOBER 28-31

2019

SÃO PAULO EXPO

**THE BIGGEST DIGITAL
TRANSFORMATION
STAGE IN LATIN
AMERICA**