



English version

FUTURECOM

POST SHOW REPORT

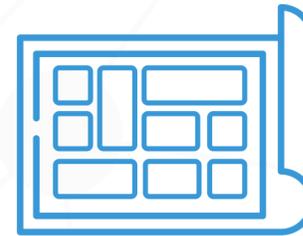
2022

2022

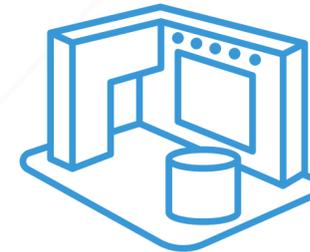
Promotion and Organization



The 22nd edition of Futurecom, which took place in São Paulo from October 18 to 20 this year, presented the main trends for digital transformation, integration ecosystems, connectivity and content on telecommunications, financial services, and technological demands for public administration and the judicial system.



25,000m²
exhibition area



250
brands



30,000
visitors



Visitors from
46
countries



21 keynote speakers
+800 speakers



4.000
congress attendees



200h
of content





FUTURE CONGRESS



21
KEYNOTES
183
SPEAKERS



3
AUDITORIUMS



FUTURE PAYMENT



53
SPEAKERS



1
AUDITORIUM



FUTURE GOV



36
SPEAKERS



1
AUDITORIUM



FUTURE JUD



19
SPEAKERS



1
AUDITORIUM



FUTURECOM PRESENTED THE **BENEFITS** THAT 5G WILL BRING TO THE COUNTRY AND ALSO OPENS **DEBATES ON 6G**

The 22nd edition of Futurecom showed that 2030 is the year foreseen for the world to witness the consolidation of the fifth industrial revolution, which will be boosted by all the possibilities of the applications developed around the 5G and 6G mobile networks.



*These statements were made by
Paulo Rufino, researcher and keynote
speaker of the event.
These discussions will deepen in the
next edition of Futurecom.*

PROFESSIONAL CONTENT ATTRACTIONS

STARTUP FUTURE TECH

In this track, talks from companies, use cases, and pitches from startups that have at their core technologies that are already shaping our present were presented.

Main topics:

*Intelligence | Information Security
|Blockchain |Cloud*



27 SPEAKERS

ARENA FUTURE TALKS

Here, digital transformation was presented through the key changes needed and the relationships between Telecom and IT and the verticals to solve current issues and move forward to build the future with more complex ecosystems and greater efficiency.

Main topics:

Agribusiness |Industry |Retail



34 SPEAKERS



5G CONNECTIVITY AND BEYOND

It was the space for operators, where solutions were presented in addition to connectivity, with use cases in various industries, with new revenues and markets.

PROFESSIONAL CONTENT ATTRACTIONS

MEETUPS

Rooms dedicated to discussions and debates between government leaders, corporates, associations and strategic sponsors of the sector.

ARENA 4CORP



52 SPEAKERS

This arena approach corporate digital transformation, case studies and discussions about traditional business disruption and how to implement this effectively.

Main topics: Artificial Intelligence | Information Security | Cloud | Corporate Entrepreneurship | Innovation

4CORP

FUTURECOM

4CORP brings together corporate leaders from different sectors of the economy from all over Brazil. Promoted by Futurecom, 4CORP provides unparalleled experiences for its members, fostering networking in person and virtually.

PREMIUM LUNCH

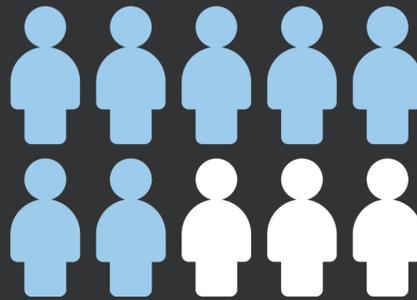
A VIP lunch space for ICT leaders, industry authorities and 4CORP guests.



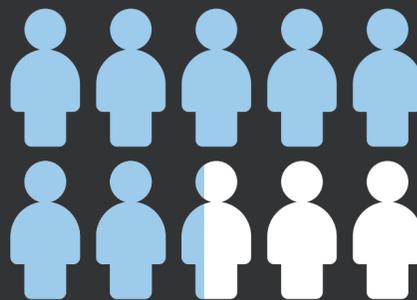
VISITOR PROFILE



30,000
visitors

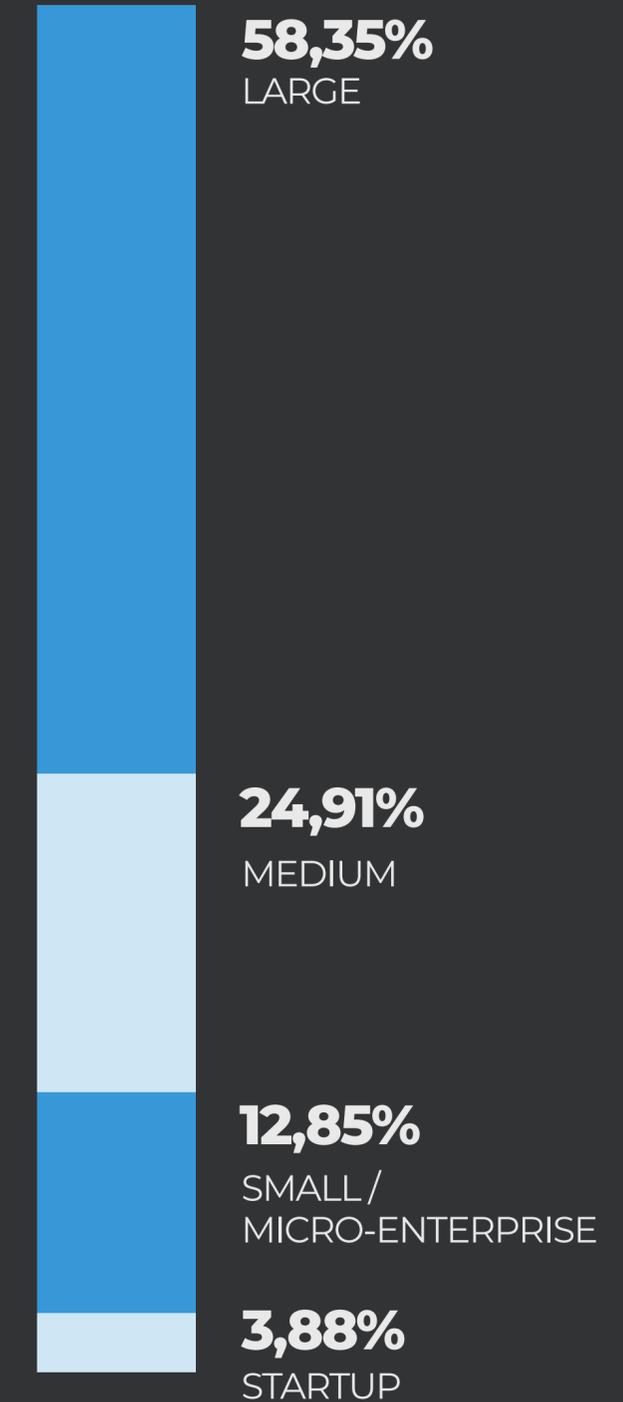


70%
HAVE A **HIGH-LEVEL POSITION**



73%
OF VISITORS ARE PURCHASING DECISION MAKERS OR INFLUENCERS

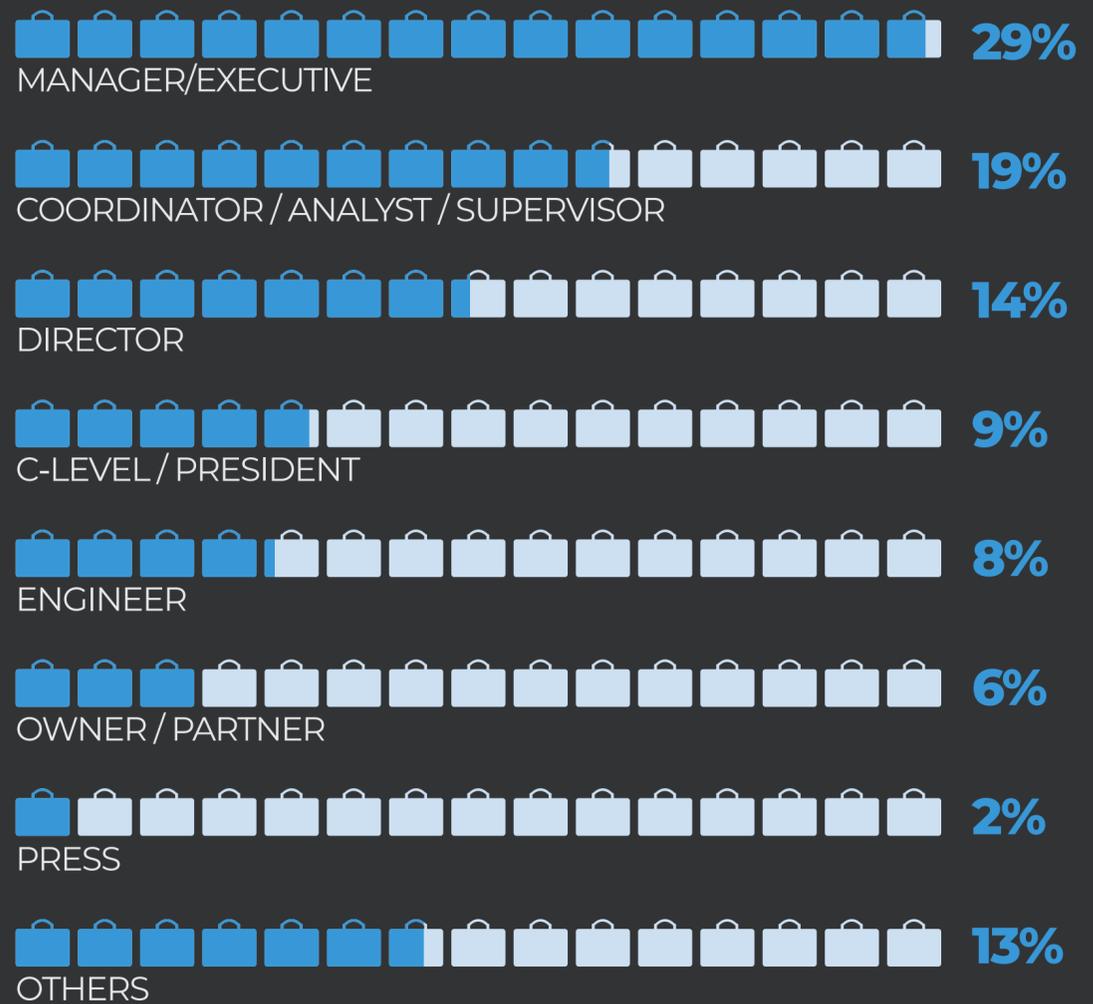
COMPANY SIZE



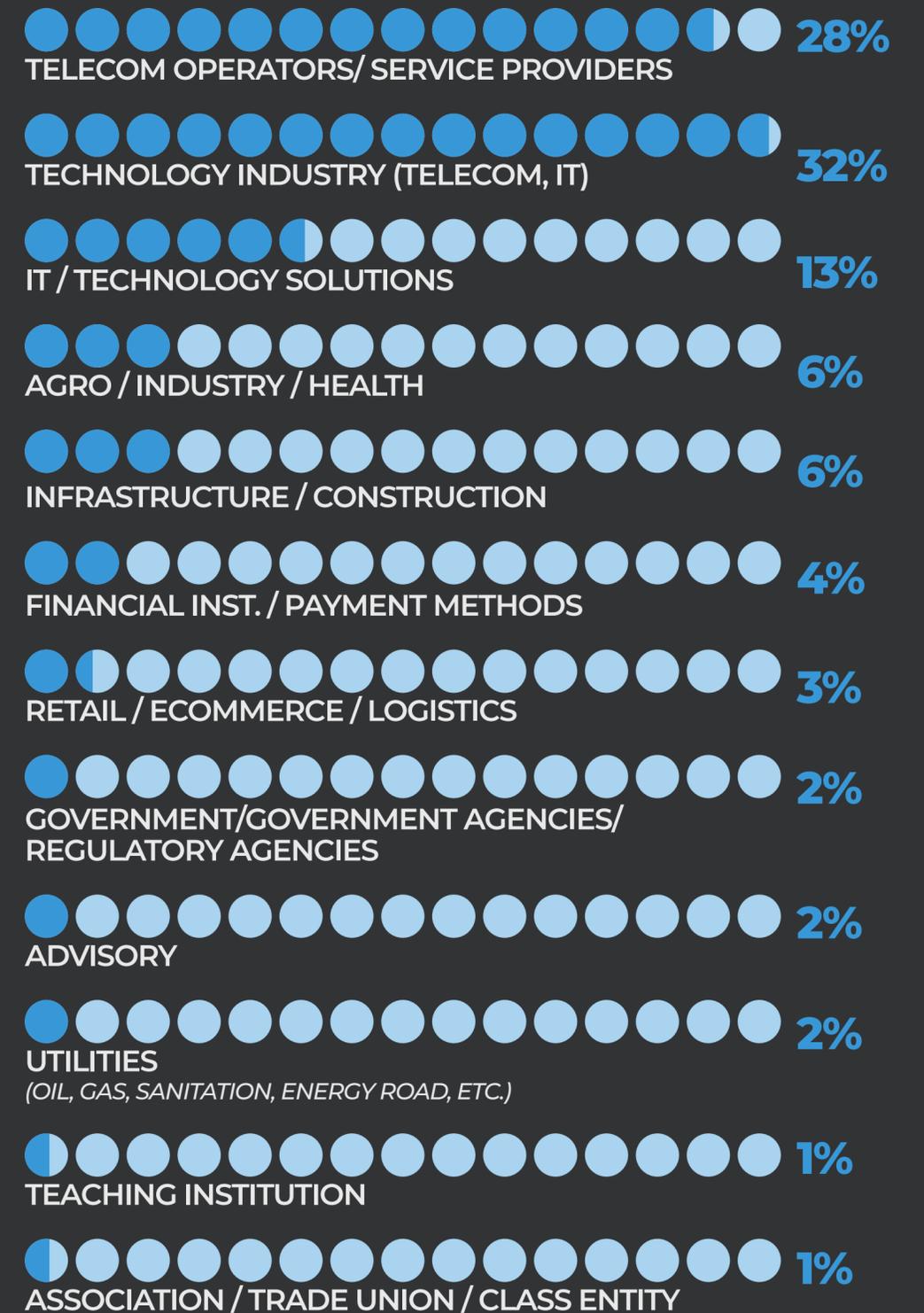
VISITOR PROFILE



POSITION

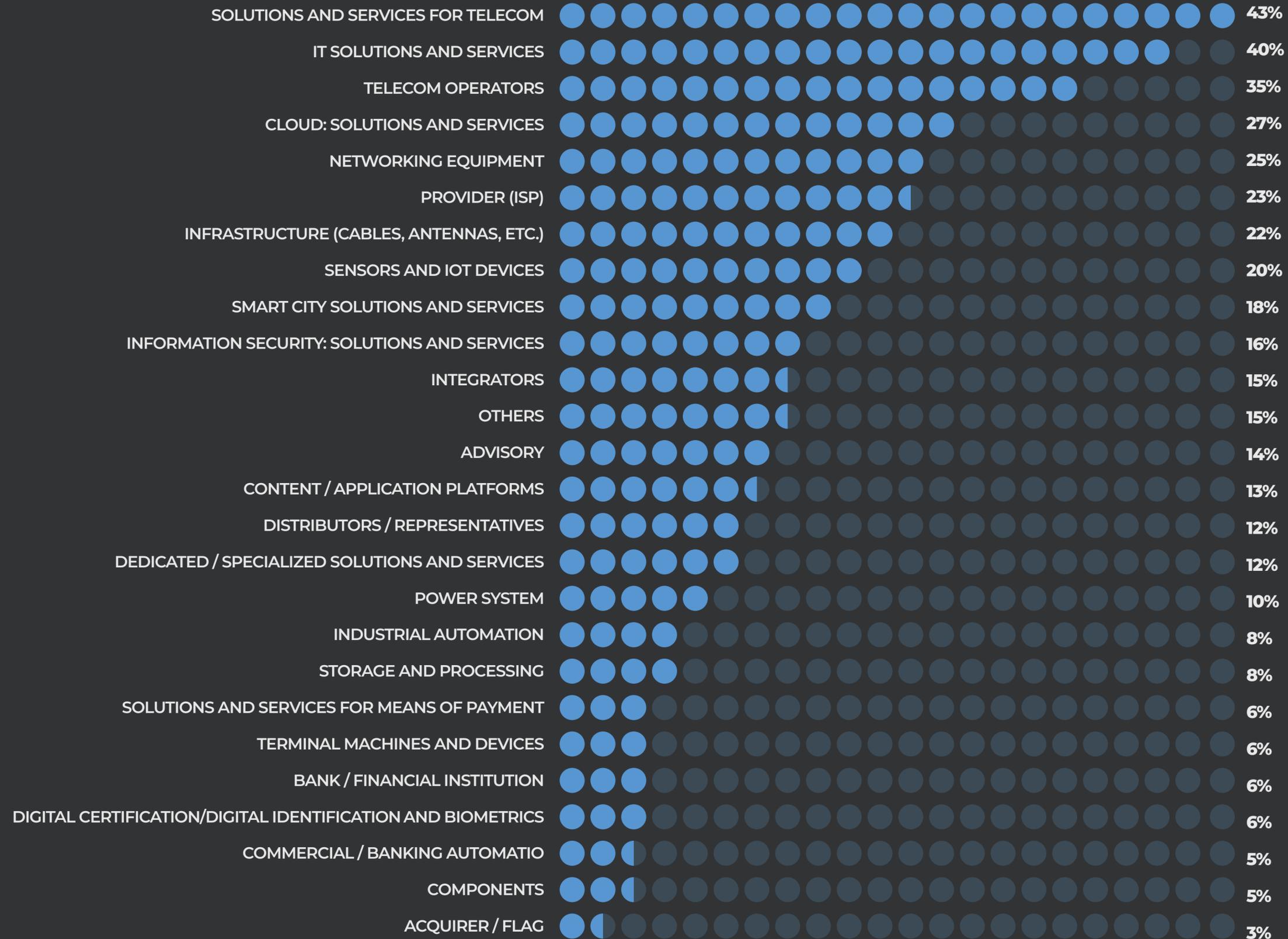


ACTIVITY



VISITOR PROFILE

WHAT DO VISITORS LOOK FOR AT THE EVENT?



Brazil - Regions

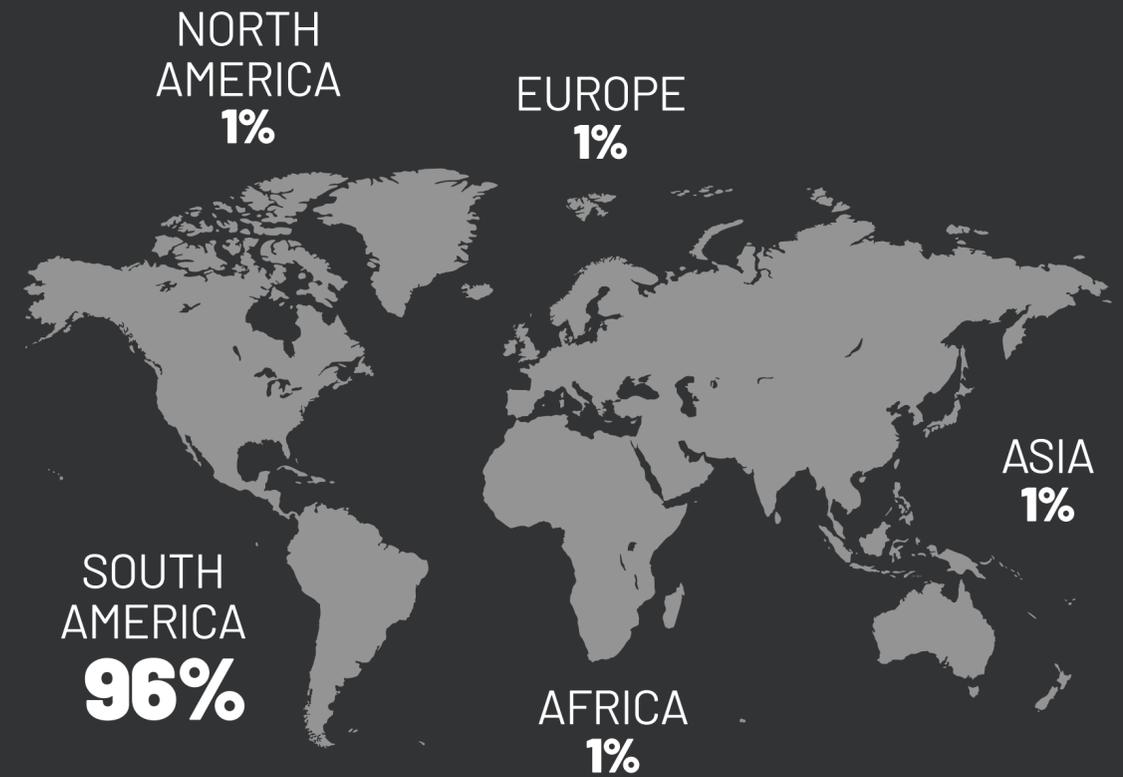
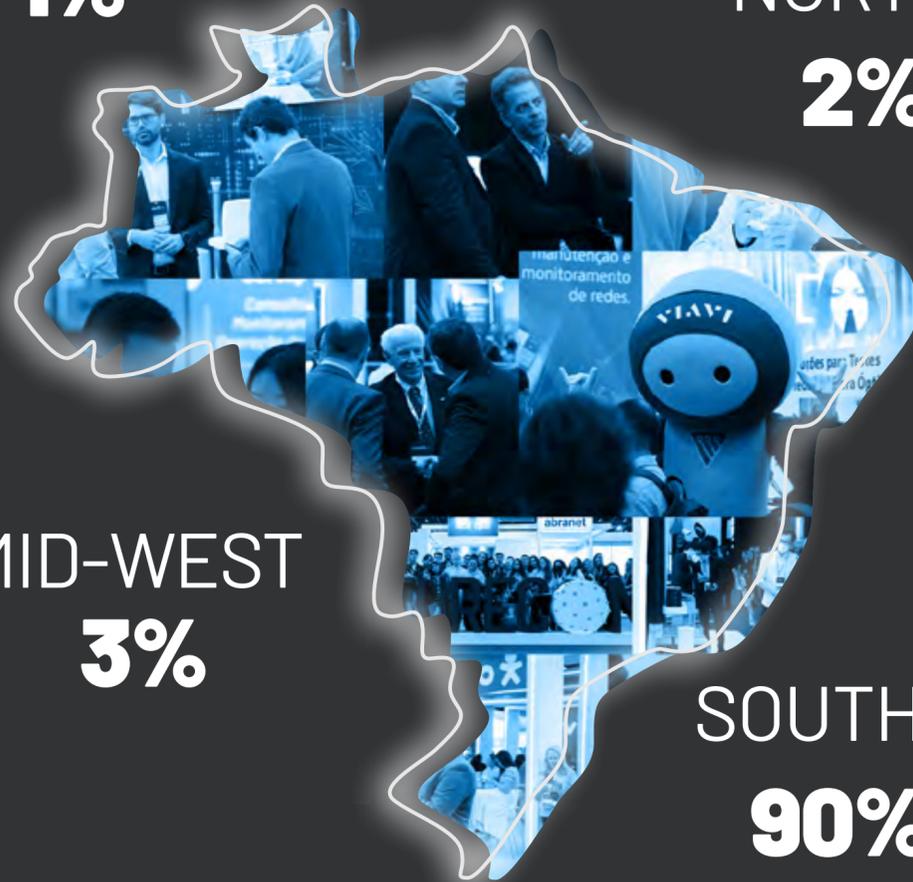
NORTH
1%

NORTHEAST
2%

MID-WEST
3%

SOUTHEAST
90%

SOUTH
5%



TOP 10 COUNTRIES



China



USA



Argentina



Portugal



Canada



Mexico



Chile



Italy

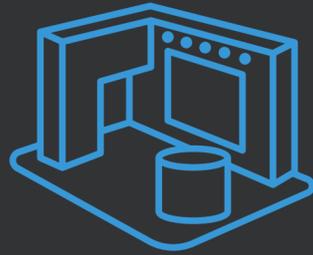


Bolivia

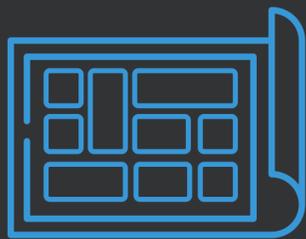


Australia

EXHIBITOR PROFILE



250
exhibitors



25,000 sqm
exhibition area



SEGMENTS

- Solutions and Services in IT and Telecom
- Solutions and Services for Rural and Industrial Connectivity
- Dedicated / Specialized / Mission Critical Solutions and Services
- Solutions and Services for Smart Cities
- Telecom Operators and Service Providers
- Consulting in Technology, Engineering, Market and Vertical Solutions
- Entrepreneurs / Startups / Academy / ICTs / Innovation Hubs / Development Institutions
- Equipment, Machinery and Terminal Devices
- Components, Sensors and IoT Devices
- Measurement and Monitoring Equipment and Instruments
- Network Equipment and Systems (containers, towers, cables, antennas, etc.)
- Network and Infrastructure Integrators (civil and electrical works)
- Power Systems and Auxiliary Systems
- Cloud Provider (ISP): Solutions and Services
- Storage and Processing Systems
- Content Platforms / Applications / "as a Service" Models
- Digital Certification / Digital Identification and Biometrics
- Financial Institution / Bank / Acquirer / Flag
- Industrial / Commercial / Banking Automation
- Solutions and Services for means of payment
- Information Security: Solutions and Services
- Distributors / Representatives / Value-Added Resellers (VARs)



Futurecom 2022 represented an important opportunity for us to show Embratel's position as an enabler of the digital infrastructure that will bring 5G to companies and governments. The various use cases using 5G that we demonstrated during the event already indicate in practice examples of how technology supports innovation and enhances new business models in areas such as health, industry, smart cities and education, in an important process of technological, economic and social evolution for Brazil.

Marcello Miguel, Executive Director of Marketing and Business at Embratel

"At Futurecom 2022 we were able to meet in person with our customers and partners again. It was a great opportunity to discuss how the industry is shaping up to provide connectivity more efficiently and create more productive industries.

Diana Coll, Marketing and Communications Director, Nokia Latin America

Futurecom has once again proved to be extremely relevant and innovative, presenting the main trends of the technology, media and telecommunications industry around the world. The content, presented by renowned executives from around the world, has helped participating companies and visitors to know how to make the most of each innovation. It was an excellent opportunity to reflect on challenges and solutions related to the future of digital transformation, connectivity and 5G in all sector of the market.

Matheus Rodrigues, TMT (technology, media and telecommunications) partner at Deloitte

"O Futurecom 2022 foi um momento especial para todos nós da Huawei Brasil. Tivemos uma excelente visitação no nosso estande e no 5G Truck, nossos dois principais sites no evento. Percebemos que os visitantes - nossos clientes, parceiros, gestores, profissionais de TI, estudantes, jornalistas - buscaram com afinco informações sobre as tecnologias 5G do portfólio da Huawei, além de debater os desafios importantes no atual momento, como a expansão da infraestrutura 5G e a inclusão digital no país. A nova tecnologia móvel tem potencial para gerar muitas oportunidades de negócios e a feira mostrou que esse será o cenário nos próximos meses."

Atilio Rulli, vice-presidente de Relações Públicas da Huawei América Latina e Caribe.

Futurecom, as always, presented the main technology trends at a time when 5G is a game changer for the entire value chain to gain performance in the market. We at Watch Brasil have had a very positive experience. We received, in addition to the large players, a surprising number of small and medium-sized ISPs looking for added value service. This is a great scenario and demonstrates that everyone is looking for a differential.

André Santini, marketing director at Watch Brasil

PERFIL DO EXPOSITOR



After a pandemic period, participating in an event like Futurecom, for us at JBQ.Global, was extremely important, since we chose this place to launch two major brands within our group: Adaga and Anggle. It was a very constructive event, where we made great contacts and incredible face to face connections. We were able to present solutions and services aligned to the future of digital transformation and innovation. The organization was amazing, congratulations on the service, for all the result we had, we considered renewing the partnership with Futurecom for 2023.

JB Queiroz Filho, CEO of the JBQ.Global group

The opening of TBNet, TecBan's Telecom operator, with its own booth at Futurecom exceeded expectations. The company was visited by potential customers interested in the solutions, especially LinkBooster, which provides redundant connection with high availability rates and fast deployment, and Wi-Fi Hub, which enables Wi-Fi hotspot service in areas of interest to the client with a customized portal for customer registration when logging in. "In addition, we presented a case with Santander, with which we carried out an effective installation of our solutions, during the pandemic and gave your feedback on the benefit in daily operations. We are very pleased with our participation in the event and look forward to returning next year.

Alexandre Coelho, executive manager of TBNet

This year, DPR's participation in Futurecom was all about working continually to serve our customers. Once again, our booth was one of the most visited at the event! The results were fantastic, and we entered into very important partnerships and sales with large customers.

We apply several promotions to close new deals. I thank the entire DPR Marketing team involved in this successful project and our commercial team that supported us and served our customers with excellence! Congratulations Futurecom for the event!

Marco Silva, commercial director of DPR

FUTURECOM



IN THE MEDIA



Valor Suplementos

Avanço da LGPD exige mudança de cultura do empresariado

Empresas devem enxergar privacidade e proteção de dados como diferenciais competitivos

Por Rose Crespo — Para o Valor, de São Paulo
25/10/2022 09:02 - Atualizado há uma hora

O avanço da economia super conectada, acelerado pela pandemia, traz questões cruciais em relação à privacidade e tratamento de dados pessoais. De um lado, as empresas precisam se preparar para atender aos requisitos da LGPD, porém dependem dessas informações para personalizar produtos ou serviços. Já os clientes,

Valor Econômico 25/10/2022

exame

5G e robôs inteligentes: Futurecom 2022 traz tendências de telecom em evento para 30 mil pessoas

Evento sobre tecnologia e transformação digital acontece em São Paulo entre os dias 18 e 20 de outubro

5G

Mais lidos de Negócios

1. **WhatsApp e Amazon começam hoje com descontos de até 50%**

2. **No melhor cenário de recuperação de mundo, o**

Exame 18/10/2022

Empresas Serviços&Tecnologia

Anatel tenta atrair empresas 'reserva' para evitar apagão

Telecomunicações Valor do saído de concessão da telefonia fixa está em câmara de arbitragem e no TCU

4G e fibra são desafios para governo

Valor Econômico 19/10/2022

tilt

Convergência tecnológica rompe barreiras e traz novos riscos, alerta IEEE

São Paulo, 19 out (EFE) - A convergência de tecnologias como o 5G, a inteligência artificial (IA), a internet das coisas (IoT) e a realidade aumentada e virtual é a nova tendência, que promete empurrar barreiras na relação entre humanos e máquinas, mas que também traz consigo mais riscos de segurança, segundo especialistas.

UOL - 20/10/2022

InfoMoney

5G: empresas terão benefícios da tecnologia antes dos consumidores, dizem executivos

Internet de quinta geração vai acelerar, primeiro, os processos fabris, o que vai melhorar a qualidade de produtos e serviços ofertados ao cliente

InfoMoney - 20/10/2022

CORREIO BRASILENSE

6G: Pesquisador brasileiro explica tecnologia que substituirá o 5G em 2030

Segundo Paulo Rufino, que já tem até livro sobre o tema, quando uma nova geração é lançada, pesquisadores já começam os trabalhos para o seu substituto

Correio Brasiliense - 19/10/2022

FUTURECOM

Hospital das Clínicas testa 5G na saúde

18/10/2022 17:27

Com coprodução da Deloitte, rede privada conta com tecnologia Open RAN e data center do Itaú.

Baguete - 18/10/2022

ESTADÃO

ANATEL

Agência Nacional de Telecomunicações

Anatel revê modelo para a telefonia fixa perto do fim da concessão

Estadão - 19/10/2022

Valor Empresas

Após 5G, levar fibra óptica e 4G à região Norte ainda é desafio, diz Ministério das Comunicações

Número previsto de inscritos do Cadastro Único que receberão kits grátis para migração de sistema é de 10 milhões de potenciais domicílios

Por Ivone Santana, Valor - São Paulo
18/10/2022 18h26 - Atualizado há 6 dias

Valor Econômico - 18/10/2022

FUTURECOM

IN THE MEDIA



CONEXÃO GLOBONEWS – 18/10/2022
GLOBONEWS



MANHÃ BANDNEWS – 19/10/2022
BANDNEWS



TARDE BANDNEWS – 19/10/2022
BANDNEWS



JORNAL HOJE – 19/10/2022
TV GLOBO

FUTURECOM

IN THE MEDIA



WEBSITE

429,000

PAGEVIEWS

OCT 2021 TO OCT 2022



NEWSLETTERS

100 Campaigns sent
+ 3000 unique clicks



PROGRAMMATIC MEDIA

+ 6 million impressions
+ 28,000 clicks



GOOGLE ADS

+ 258,000 impressions
+ 25,000 clicks



META

+ 10 million impressions
+ 34,000 clicks

SOCIAL MEDIA

40,000 total followers



+ 10,000 occurrences in search results in the week after the event

FUTURECOM DIGITAL

+ 180 exclusive articles for the Futurecom digital channel

FUTURECOM - MEDIA

+ 100 miscellaneous news on websites, newspapers, magazines and radio and TV programs

RADIO

300 inserts

(*RÁDIO BANDEIRANTES, PLAY FM, BAND NEWS FM, BAND PLAY)

ADVERTISEMENTS

30 ads in partner magazines and websites

FUTURECOM

SPONSORS

PREMIUM



DIAMOND



MASTER



FUTURECOM

SPONSORS

STANDART

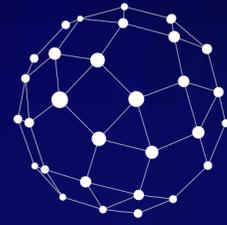


SUPPORTERS AND PARTNERS



OFICIAL MEDIA





FUTURECOM23

SAVE THE
DATE

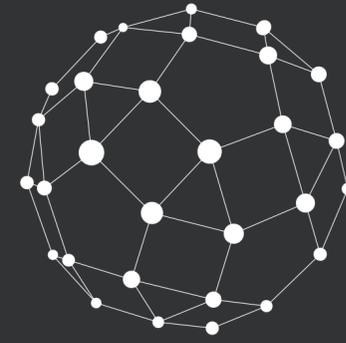


03-05
OCTOBER
2023

São Paulo Expo

SÃO PAULO - BRAZIL

FUTURECOM



COM

FUTURECOM.COM.BR

Promotion and Organization

