# Unlocking European & Brazilian market innovation through secure cloud & IT services at Cloudscape Brazil

All eyes on Belém (Brazil), as EU-Brazil cooperation in ICT takes centre stage at Cloudscape Brazil 2019, charting a course for future research and innovation on Cloud Computing and related ICT topics, while demonstrating how Cloud continues to shape the future of technology, along with Artificial Intelligence (AI), Internet of Things (IoT), Edge Computing and other key enablers.

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**DIGITAL ECONOMY**



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Cloudscape Brazil takes place on 15 July, during the Congress of Brazilian Computing Society (CSBC) at Amazon Convention Center, Brazil, in Belém (Brazil). It is the place where businesspeople, public sector representatives and research scientists can connect with developers behind some of the most exciting developments in cloud technologies. A forum for showcasing success stories across multiple sectors and organisations, zooming in on common priorities in Brazil and Europe to facilitate consensus on the actions that matter. Ultimately, Cloudscape Brazil is a premier event for all of Latin America and Europe.

Towards 2030: Joint collaboration between EU and Brazil

The harmonization of the European Digital Single Market with Brazil's vibrant ICT market is a must. How can Brazil and Europe work together on top-priority challenges facing the next decade, 2020-2030? Paulo César Alvim (National

Secretary for Entrepreneurship and Innovation at Ministry of Science, Technology, Innovation and Communication), Lisandro Granville (Brazilian Computing Society) and Carlos Oliveira (Ministry of European Union Delegation in Brazil) will share Brazilian and European perspectives about the future of the EU-BR joint policy vision in ICT, to increase the positive impacts in both regions' societies and economies.

Cloud and the next wave of technologies & shapes innovative IT developments

Cloud computing is a key enabler for emerging technologies (e.g. IoT, AI and Data Science) while being a catalyst for economic growth and new business opportunities. It is a key enabler for growth and stability in both Brazil and Europe. Brazil is the leading economy in Latin America, and Europe is its main trading partner and foreign direct investor, while being a research powerhouse. Digital transformation, which includes AI, Big Data analytics, IoT enabled by 5G and other emerging technologies, is fast becoming a key requirement for organizations to be innovative and remain competitive. At Cloudscape Brazil, experts from industry and research will demonstrate why and how cloud will continue being a disruptive force in enterprise IT.

Transforming leadership in science into leadership in innovation and entrepreneurship

While Europe is working towards the creation of a truly Digital Single Market, Brazil is working on a national Strategy for Digital Transformation to prepare Brazil for global digital transformation. The challenge is: how to ensure that innovative ICT assets that come from research are transferred and have a leading role in impacting the business, industry market sectors? Alex Moura (Research Data Alliance), João Pedro Ribeiro (ENRICH Brazil), Priscila Solis (ATMOSPHERE project), along with other experts, will provide recommendations on how research and industry can both exploit innovative services and take them to market.

Promoting business partnerships between innovative SMEs from Europe and Brazil

Thanks to PITCHES, Start-ups, SMEs and EU-BR research and collaboration projects can promote their own stories, products and services to a global audience of potential users and partners from Europe and Brazil. A golden opportunity to maximize visibility on research analysts, industry representatives, SMEs, start-ups and policy makers from both sides of the Atlantic, while engaging with potential partners.

Have an active role at Cloudscape Brazil & contribute to the state of the art & policy discussions
• Submit a Demo: showcase ICT solutions at Cloudscape Brazil and CSBC exhibition area.

- Submit a Poster: showcase your research developments to CSBC participants.
- Submit a Position Paper: present your paper at Cloudscape Brazil

# Schlüsselbegriffe

cloudscape brazil, cloud computing, international cooperation, europe brazil

# Beitragender

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# Verwandte Projekte



PROJEKT

ATMOSPHERE

**Adaptive, Trustworthy, Manageable, Orchestrated, Secure, Privacy-assuring, Hybrid Ecosystem for REsilient Cloud Computing**

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