



## South America's Shooting Star a Guest in Hannover

Partner Country 2012

**brasil**  
CeBIT PARTNER COUNTRY 2012

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HANNOVER  
6-10 MARCH 2012

Heart of the digital world

## Brazil is the Partner Country at CeBIT 2012

In its role as the Partner Country at CeBIT 2012 Brasil will underline its credentials as a leading ICT nation with strong growth potential and innovative capabilities.

The nation with South America's strongest economy will be the CeBIT partner country for 2012. In their various pavilions, Brazilian companies and state institutions will highlight all aspects of their attractive economy.

- At the central pavilion in Hall 6 the emphasis is on key industries such as petroleum and agriculture. Financial institutions and organizations such as the Brazilian export agency ApexBrasil will also shed light on opportunities for investment.
- Electronic solutions for government are on exhibit in Hall 7.
- End-users get their money's worth in Hall 22, where gaming and digital TV are among the themes featured.
- In Hall 11 the focus is on telecommunications.
- In Hall 12 the emphasis is on banks and security issues such as eBilling and digital certificates.
- Education, research and development, along with Brazil's startups, are presented in Hall 26.

Brazil's IT sector stands out as much for its flexibility as its firepower. This high-tech country is mainly impressive for its innovative power, service orientation and its enormous potential market: the Eito market research institute predicts 6% growth to €92 billion in its ICT market in 2012. Brazil is considered one of the world's fastest-growing economies overall.

Brazil is not just an economic engine. It is a market with a future as well. The seventh largest economy in the world boasts a high gross domestic product; rising income and state investments promote an interest in high-quality ICT solutions. Infrastructure programs such as the expansion of broadband into the countryside are strengthening demand and driving the formation of high-tech companies.

Brazil is already one of the leading players in IT business-process outsourcing. Experts expect more growth in this segment. Besides the government commitment, it benefits from a growing number of qualified specialists.

Brazilian President Dilma Rousseff is also expected to visit CeBIT 2012.

## At a glance: German-Brazilian activities

Many of the exhibits on Brazil offer good opportunities for networking. The indisputable highlight will be the German-Brazilian ICT summit on 6 March 2012. It will attract high-ranking government officials and business figures, and workshops will highlight the diverse opportunities for cooperation.

### German-Brazilian ICT Summit

6 March 2012  
1:45 pm – 3pm  
Nord/LB-Forum

### Information event on the Brazilian market in cooperation of BITKOM and the Sociedade Brasil-Alemanha:

*The Brazilian market - an opportunity for German ICT companies*

7 March 2012  
9am – 1pm  
Convention Center, conference room 12

### Series of lectures followed organised by the chamber of foreign trade Porto Alegre.

*Information Technology in Rio Grande do Sul - new ideas from the South of Brazil*

7 March 2012  
3pm – 5pm  
Convention Center, conference room 15/16

### Brazilian Cocktail Hour, CHIP Awards, for international journalists

7 March 2012  
Evening event in the Press Center

### Deutsch-Brasilianischer Workshop

*Expert workshop with the guiding themes Financial IT, Smart Cities, Cloud Computing and IT-Security.*

8 March 2012  
10am – 3pm  
Convention Center, conference room 16

### “Invest in Brazil” seminars

The Brazilian Trade and Investment Promotion Agency (Apex-Brasil) is pleased to invite you to a series of “Invest in Brazil seminars”.

#### *Opportunities in the Brazilian Smart Grid Sector*

6 March 2012  
1:30 pm – 6:30 pm  
Hall 6, Stand F46 (Central Pavilion)

#### *The Brazilian Strategy for Cloud Computing and Data Centers*

7 March 2012  
1:30 pm – 5:45 pm  
Hall 6, Stand F46 (Central Pavilion)

#### *The Brazilian Semiconductor Landscape*

8 March 2012  
9:30 am – 13:35 pm  
Hall 6, Stand F46 (Central Pavilion)

#### *Opportunities for Innovation in Brazil*

9 March 2012  
9:30 am – 2pm  
Hall 6, Stand F46 (Central Pavilion)

More information available at:

[www.apexbrasil.com.br/emails/\\_investimentos/2012/cebit](http://www.apexbrasil.com.br/emails/_investimentos/2012/cebit)

### Partner Country Pavilions

Hall 6: Stand F46 (Central Pavilion)  
Hall 7: Stand C61  
Hall 11: Stand F13  
Hall 12: Stand B26  
Hall 22: Stand C27  
Hall 26: Stand G12



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