

**SOUTH
SUMMIT**
— BRAZIL —
PORTO ALEGRE

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BRAZIL
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#SOUTHSUMMITBRAZIL

www.southsummitbrasil.com/

A story of cooperation.

South Summit was born 10 years ago in **Madrid, Spain**. With this decade of experience and driven by a movement of multiple public, private and academic players, the event has landed in **Porto Alegre** through an initiative of the **State Government of Rio Grande do Sul** in partnership with the **Technology Hub 4all**.

On **May 4th, 5th and 6th of 2022**, the dream became reality and this great shared effort became tangible in the form of a global meeting of innovation and entrepreneurship. The first chapter of this story is hereby documented.



Check out the
event's Official Video



The first edition of South Summit Brazil was huge!

The event was held for the first time in Brazil and all expectations in terms of **audience** and **repercussion** have already been exceeded. More than **20.000 people** attended the event's 3 days.

+ 20.000

people attending





#SouthSummitBrazil

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ie
UNIVERSITY

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NOVAS FAÇANHAS

ESCUOLA A TRADIÇÃO
INSTITUTO DE PESQUISA E INOVAÇÃO
PRÊMIO SUMMIT

**Welcome to the
First Edition of
South Summit Brazil!**

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porto alegre
PREFEITURA

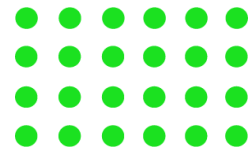
SEBRAE

Banrisul

4a

May 4th, 5th and 6th

Cais Mauá



A trully global innovation event.

Not only did the background of the event
came from foreign lands, but also a large
number of **speakers** and **attendees** from all
over the world were participating.

50 international speakers

Attendees from over **50 countries**

Top 10 countries with more attendees in the event



#1 Brazil



#2 Spain



#3 USA



#4 Argentina



#5 Portugal



#6 Mexico



#7 Hungary



#8 Colombia



#9 Australia



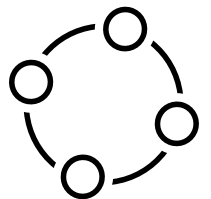
#10 Venezuela





Porto Alegre has joined the national and international innovation map.

The event was the culmination of a movement for **entrepreneurship** and **innovation** that has been articulated for years by a large, strong, and connected **ecosystem**. Public and private players, large companies and startups, universities, and society in general came together and cooperated to make this initiative possible.



ing Down Barriers

Hugo Mardomingo - Co-Managing Partner at
All Iron Ventures

Alphonse Voigt - Co-Founder & Executive
Chairman of EBANX

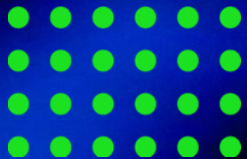
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+8.500

companies

+3.300

startups





+ 1.000

startups joined
the competition

+ 70

countries
of origin

yours Bank

Overall Winner

 **SoluBio**®

Most Sustainable

PIX.
FORCE

Most Innovative

 **genially**

Most Scalable

 **APRIX**

Best Team





100%

**of brazilian
states
had participants
in the event**

Moderator: Guga Schifano - Head at DX.CO
Participants: Marcio Callage - CMO at Vulcabras
Carlos Fertoni - Founding Partner at The Coffee

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**THE
NEXT
THING**

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Claro
1
2
3
4



Powerful connections.

The event generated thousands of **direct and indirect connections** that are seeds and catalysts for businesses, initiatives, and partnerships that will flourish from now on. These are proof that the impact of the event goes far beyond these three days of the year.

+ 40.000

connections through
the event **app**

+ 2.500

1:1 Meetings
booked



Impact beyond the numbers.

South Summit has as one of its main **values** the focus on social and environmental matters.

In this first edition, **social projects** such as *+PraTi*, *HappyCode*, *Full Stack Social* and *The Expo Favela Challenge* were among the activities held at the event.

In terms of **sustainability**, some examples are the fact that no plastic was used or allowed in the event, and that sustainable, reused and reusable materials were used in the structures.

Shortened path to investments.

This first edition of the event represented a blue ocean of investment **opportunities** for the participating businesses, through the large number of investors and funds present.

+ 500 investors



+ 100 funds



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Ideas and projects
were shared.

More than **500 speakers** were in the **6 simultaneous content stages** to discuss innovative ideas and foster business development.

+ **500** speakers

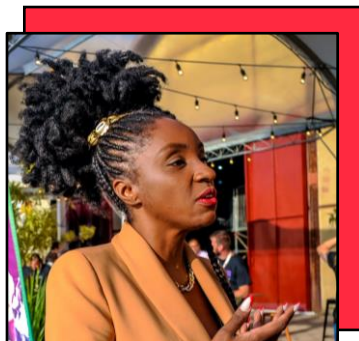


50 international



Guilherme Benchimol

Founder & Executive
Chairman XP Inc.



Nina Silva

Founder & CEO
Movimento Black Money



Luciano Huck

Brazilian
TV Presenter



Carolina Strobel

Operating Partner & COO
Redpoint eventures



Wanderlei Silva

Atlete
Pesados Web



Gianna Sagazio

Innovation Director
CNI



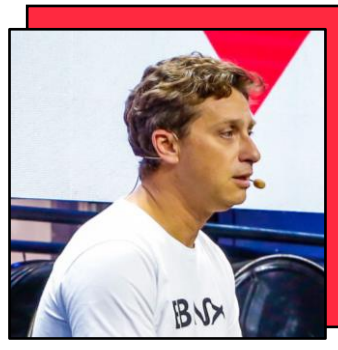
Celso Athayde

Founder CUFA &
CEO Favela Holding



Tania Cosentino

General Manager
Microsoft Brasil



Alphonse Voigt

Chairperson &
Co-founder Ebanx



Oskar Metsavaht

Founder & Creative
Director Osklen



Aline Deparis

CEO
Privacy tools



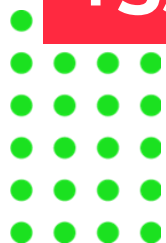
Sergio Furio

Founder & CEO
Creditas

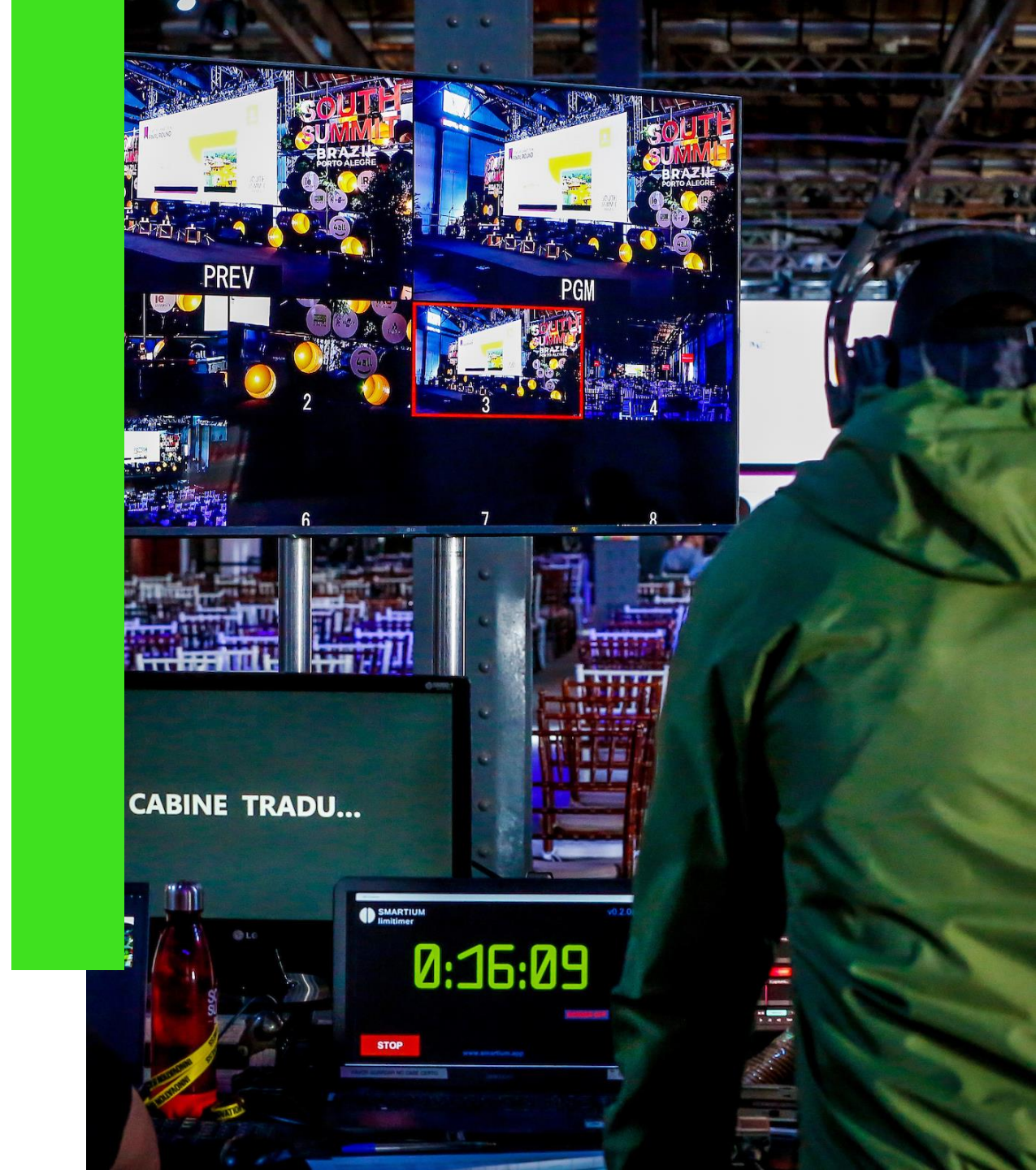
Beyond the physical barriers.

Not only thousands of people absorbed the content of South Summit Brazil in person, the event also reached the homes of more than **35 million** Brazilians through **Net/Claro** broadcast.

+35 MM



Brazilians watched the event from home





Support and collaboration of 108 sponsors.

At different levels and in different formats, those brands made possible everything we experienced in the event. They are the **partners** who believed in the transformation purpose of South Summit Brasil even before seeing the first edition implemented.



Gathered talents.

The event represented a **turning point** for the local job market. Porto Alegre is becoming not only a place where new talents want to stay and create their businesses, but also a space where professionals from outside want to come.

+ 3.500

direct and
indirect **jobs**

+ 2.200

students
present

+80

volunteers
working





The city was wrapped in South Summit.

Porto Alegre was dressed as South Summit for the entire month that preceded the event. Banners and signs created and spread by the City Hall, as well as digital displays provided by Media Partners reminded everyone on the streets to get ready for what was coming.

+ 600

OOH media points
throughout the city



100% of Porto Alegre's hotels were fully booked during the event

The city's nightlife areas were covered with **Night Summit** actions



Not only Porto Alegre, **Brazil** heard a lot about South Summit.

Before, during and after the event, numerous **press releases** were issued locally, nationally and internationally. The many **journalists** present at the event were responsible for continuing to communicate everything that was seen there.

+ 1.000

national and
international
press releases

+ 500

journalists
present in
the event



Media Partners spread South Summit across the whole country

+ 3.000

OOH and DOOH media points in 11 cities!



Photo: DOOH Media Campaign in Brasília



VIP experiences in iconic places of Porto Alegre and its surroundings.

The **VIP Social Summit** had a total of **7 exclusive meetings** for guests, which took place right before and on the days of the event. Unforgettable experiences and special networking moments were delivered to top speakers, investors, sponsors and partners.

7 VIP events

+500 guests



The revitalization of Cais Mauá had its kick off
one of Porto Alegre's postal cards



A photograph of the South Summit event at Cais Mauá. In the foreground, a large crowd of people is walking along a path. To the left, there is a large, colorful, abstract mural. To the right, a long white tent structure covers the walkway. In the background, a large metal structure with the words "SOUTH SUMMIT" in red letters is visible. The sky is blue with scattered white clouds. A palm tree is visible on the left side of the image.

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And it was only
the first edition!

In **2023**, we will be back
for an even bigger event!





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