

SÃO PAULO VISIT TO LAUNCH TECH BRAZIL ADVOCATES MAY 2024

I travelled to São Paulo on 15th May to meet up with Sandra Sinicco and Henry Suzuki, the new co-leads of Tech Brazil Advocates.

Our first stop was the British Consulate where we were hosted by Martin Whalley, Commercial Counsellor to Brazil, and Cristiano Andrade, Head of Inward Investment. We were joined by around 25 tech leaders across Brazil to explain more about Tech Brazil Advocates and Global Tech Advocates, and how we would like to bring these leaders into the new group. It was a powerful discussion with leaders sharing the importance of Brazilian startups to expand internationally.

After the session, Henry took me to see ZIV Gallery on Beco de Batman (Batman Alley - great name!), an artistic area in Sao Paulo, where the launch event would take place the next day. It was an in-person event and was also streamed online. We then met up with Sandra to have a Brazilian meal and to discuss what comes next after the launch.

On Thursday, 16th May, over 50 new Tech Brazil Advocates joined Sandra, Henry and me at Ziv Gallery for the formal launch with another 150 joining online from all over Brazil, UK, China and beyond (and several travelled from other parts of Brazil including Minas and Itabira). I explained more about Global Tech Advocates and learned that key areas of focus for the group will be on agritech, cleantech, AI and fintech. Just over 600 have registered to be part of the new group - so far! Well done to Sandra and Henry. Bem-vindo ao Global Tech Advocates!

