

**INVEST.Rio**



**Rio.** The city  
where you find  
innovation.









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Rio de Janeiro is the heart of Brazil. Whether because of the exuberant beauty of its beaches, the meeting of sea and mountains, the tropical forest mixed in with the city, the cultural effervescence which creates trends, the diversity and hospitality of people who are creative and generate wealth. Rio is a cosmopolitan city, with history, culture and beliefs that make this place a desired destination around the world and the continent's prime tourist destination. And, in addition to its natural beauty and welcoming people, Rio de Janeiro is investing to become an increasingly technological city.

For the first time, the Web Summit is coming to the Americas and Rio was chosen to host the world's largest technology and innovation event. We are bringing together heads of state, founders, CEOs of startups and specialists from a wide range of areas, to talk about the future of the tech industry. The Web Summit further reinforces the city's vocation to become Latin America's largest hub for technology and innovation.

As the country's 2nd largest economy (over BRL 330 billion), Rio has approved important tax incentive legislation, as well as major investments in manpower qualification and projects related to sustainability. By doing so, we believe to be creating an environment favorable to be home for competitive companies and startups from here and all over the world.

Rio de Janeiro is ready to welcome large and small businesses, local and major corporations, investments and professionals who wish to work in a diverse, creative, innovative and, above all, inspiring place.

Welcome to the Web Summit. Welcome to Rio de Janeiro.

**Eduardo Paes**

Mayor of the City of Rio de Janeiro

# 2<sup>nd</sup> MOST POPULATED CITY IN BRAZIL

POPULATION 6.8 MILLION  
(6<sup>th</sup> IN AMERICA)

# 4.4%

OF BRAZILIAN GDP  
GDP OF OVER BRL 330 BILLION

HEADQUARTERS  
TO SEVERAL  
UNIVERSITIES AND  
INSTITUTES

2<sup>ND</sup> LARGEST  
RESEARCH AND  
DEVELOPMENT  
CENTER IN BRAZIL

- TAX INCENTIVE PROGRAMS
- GREEN ECONOMY
- CRYPTO-FRIENDLY CITY
- LARGEST EDUCATION AND INNOVATION HUB IN LATIN AMERICA
- 4 UNICORNS
- 983 STARTUPS

## Rio: Latin America's Capital of innovation and technology

Rio is the city for encounters, events: from the New Year's Eve celebration to climate conferences, Carnival, sporting events and music concerts. Rio is also the city of natural beauty: from the Christ Redeemer on Corcovado Mountain, the largest urban forest in the world, to the wonderful beaches that extend all along the west and south coast. This is the city we all know! What you didn't know is that Rio is also a place for business. Rio is the second most populous city in Brazil and the sixth largest in Latin America.

With a Gross Domestic Product (GDP) of more than BRL330 billion, the city of Rio de Janeiro is Brazil's second largest economy and home to some of the country's largest companies and corporations.

Home to one of the most prestigious universities and educational institutions (like UFRJ, Uerj, UNIRIO, IMPA, PUC, FGV, Ibmecc, and others), Rio is known as the country's second largest center of research and development. According to a study made by the Federal Tourism Ministry, Rio is still the most popular destination for Brazilians and international tourists to visit.

And that's not all. In order to transform Rio in the capital of innovation and technology, we have worked on and invested in many projects. Creating laws, streamlining processes, reducing taxes projects to train manpower, the city has attracted many tech and innovative companies, making it the perfect place for the growth of startups.





# ISS Tech

An initiative which reduces the service tax rate for technology companies from 5% to 2%, as long as they are installed in the Porto Maravilha ("Marvelous Port") region. This benefit has already attracted dozens of companies and is helping to make the lives of entrepreneurs easier.





# Maravalley Port

Latin America's largest hub for technology and educational purposes. It brings together companies, startups, investors, academia and research centers in the same space, providing connection and business opportunities to the various players of the innovation ecosystem.

In addition, the Institute for Pure and Applied Mathematics (IMPA), one of the world's greatest educational references, will have, for the first time, an undergraduate course in Mathematics focused on technology. This is innovation and opportunity going hand in hand!

## IMPA Institute for Pure and Applied Mathematics

The Institute for Pure and Applied Mathematics (IMPA), founded in 1952, is a world-renowned university offering MSc and PhD degrees, with graduates among the brightest mathematics scholars in Brazil and the world in recent years. From IMPA came the first Fields Medal in Brazilian history, when Artur Avila won that honor in 2014. The institution is also responsible for holding institutional and promotional events that disseminate scientific culture among Brazilian and international students. Later this year, IMPA will establish itself inside the Maravalley Port; it is the start of its first undergraduate program in Mathematics and Data Analysis, materializing a hub that fully promotes synergy between academia, startups, the market, and investors.





In light of the great shortage of qualified manpower throughout Brazil, the city launched a project whose objective is to train 5,000 young people from socially vulnerable areas in Coding by 2024.



# Carioca Coders

**(Coders from Rio)**

Through full and partial scholarships, the program will positively impact the lives of thousands of youths in Rio, giving priority to women, blacks, trans people and refugees, employing over 80% of its students.





Schools which use the STEAM method as teaching model, an approach that integrates different areas of knowledge to complex aspects of reality, stimulating creativity, critical thinking and human sensitivity.

# Experimental Technological Gyms

These units have spaces adapted for teaching robotics and programming, as well as teachers specialized in these areas.





# Knowledge Ships

Social centers with initiatives aimed at digital inclusion, improvement in technological skills, professional qualification, and cultural promotion. The main focus of this project is to prepare Rio's workforce for the IT market and its needs. Located in the North and West Zones of the city,

these units also promote cultural events, workshops and internet access for every citizen, all free of charge. The Knowledge Ships have received some major international awards, such as the Visionary of The Year Award, and has promoted several events in sports, technology and pop culture all over the city.





# Digital Nomads

The city of Rio wants to become the first hub for Digital Nomads in South America and is preparing itself to receive visitors interested in setting up their temporary work station in the city.

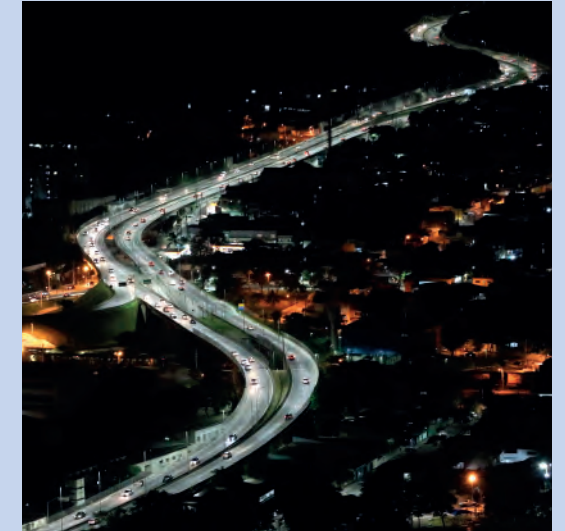


One of the measures will be granting the Rio Digital Nomads certificate, a public seal for hotels and hostels with special rates for customers who stay for long periods.





It's the brain of the city, responsible for making Rio the smartest city of Brazil. COR underwent a process of expansion at the end of 2022, which has brought it numerous operational and technological benefits. Since then, the City Hall has been using its 104m<sup>2</sup> monitor, the largest in Latin America, made up of one hundred and twenty-five 55" screens with a coverage that expands throughout the whole municipality.



# Rio Center of Operations (COR)

With an area of 1,582m<sup>2</sup> and three floors, COR's new building now has a "Situation Room" with an area of 446 m<sup>2</sup> and 115 new monitoring positions, establishing Rio as one of the smartest cities in the world.





# Web Summit

The Web Summit is considered the world's largest technology and innovation event. Since 2009, the conference has brought together heads of state, founders, CEOs, leaders, startups and specialists from a wide range of areas to discuss the future of the tech industry.

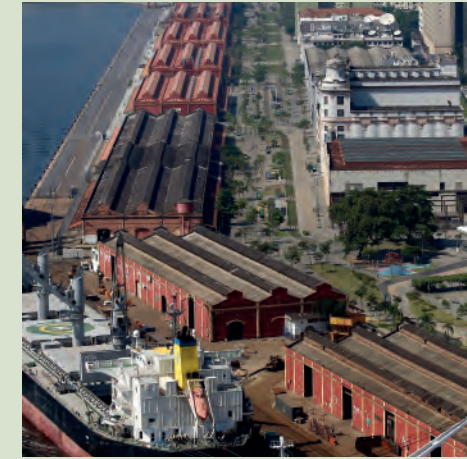
In 2023, the Web Summit arrives in Rio de Janeiro, reinforcing the city's vocation to become the largest center of technology and innovation in Latin America.







Sandbox Rio allows products, services and innovative processes, which still do not fit existing regulations, to be tested by a temporary authority, in a controlled environment.



# Sandbox Rio

During the test period, the activity will be monitored to collect data which will be useful in a possible regulation process. In other words, greater legal security for entrepreneurs and more innovation for the city.



# Crypto Rio

It is a series of initiatives aimed at making Rio into a crypto-friendly city, establishing an ecosystem favorable to investments and development of technology based on blockchain and crypto assets. Rio was the first city in the country to accept tax payments in crypto assets, and several global crypto companies have already chosen the city as headquarters for their operations in Brazil.





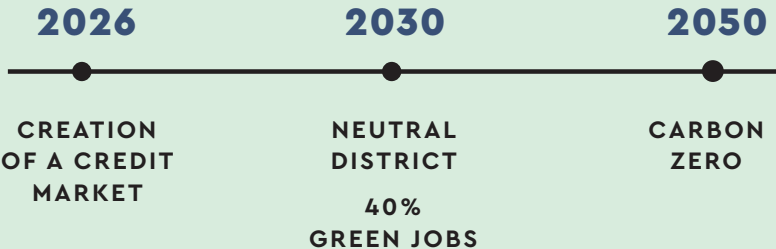
# Green Economy

**SO FAR,  
WE ALREADY  
HAVE HAD:**

With the objective of creating favorable conditions for a sustainable finance environment and increasingly attract more companies supporting ESG practices, the Rio Municipal Government has developed several actions to consolidate Rio as a hub for green assets.

- First auction of urban micro mobility.
- First round approval of the Neutral ISS Bill in the Municipal Council, with the proposal of tax incentives for the carbon credit market.
- Energy and Finance Center for Tomorrow (Centro de Energia e Finanças do Amanhã). Innovation Hub with initiatives focusing on sustainable development and green economy.
- Climate Hub Rio. Research Center and Hub on Climate changes in partnership with Columbia University.

**COMMITMENTS  
ALREADY MADE:**







# Rio's Blossoming



The Rio Municipal Government and Columbia University have joined to create the Climate Hub Rio, a research and innovation center on climate change headquartered in Brazil.

The Climate Hub Rio is a center of knowledge, research and innovation, which will bring together specialists from Brazil, Columbia University and around the world, in an environment favorable for scientists and other researchers to work on global climate issues while benefiting from an important regional perspective.

The Climate Hub Rio will also offer scholarships and teaching opportunities, research and extension for Brazilian researchers and scientists, in addition to support to develop projects in Brazil and also at Columbia University.

Another important project in the area of Sustainability is the initiative to adopt measures to reduce greenhouse gas emissions in the city. The Neutral ISS (ISS Neutro) calls for a reduction of the municipal service tax rate to 2% on operations involving the purchase and sale of carbon credits made by companies.





# Opportunities in Concessions and Public-Private Partnerships

PROJECT	HIRING MODEL	SECTOR	HIRING FORECAST	ESTIMATED INVESTMENT (MM)
EXPANSION OF TRANSWEST AND TRASCARIOCA TRAMWAYS	SPONSORED PPP	TRANSPORTATION	2nd QUARTER 2024	15.000
TRAMWAY SOUTH ZONE	SPONSORED PPP	TRANSPORTATION	3rd QUARTER 2023	1.500
PPP HOSPITAL SOUZA AGUIAR	SPONSORED PPP	HEALTH	1st QUARTER 2023	900
PPP HOSPITALS – LOTE II	SPONSORED PPP	HEALTH	-	900
PPP SCHOOLS	SPONSORED PPP	EDUCATION	2nd QUARTER 2024	600
BARRA DA TIJUCA WATERWAY	CONCESSION	TRANSPORTATION	2nd QUARTER 2023	150
URBAN AND NATURAL PARKS	CONCESSION	LEISURE AND ENTERTAINMENT	3rd QUARTER 2023	150
SÃO CRISTOVÃO PAVILION	CONCESSION	LEISURE AND ENTERTAINMENT	-	150
JARDIM DE ALAH	CONCESSION	LEISURE AND ENTERTAINMENT	PUBLIC NOTICE RELEASED	100
DISTRIBUTED GENERATION	ADMINISTRATIVE PPP	LEISURE AND ENTERTAINMENT	-	100
PLANETARIUM	CONCESSION	LEISURE AND ENTERTAINMENT	4th QUARTER 2023	80
CARIOCA SOLARIUM	ADMINISTRATIVE PPP	ENERGY AND SUSTAINABILITY	1st QUARTER 2023	40
BRT OPERATION	CONCESSION	TRANSPORTATION	3rd QUARTER 2023	30
TERREIRÃO DO SAMBA	CONCESSION	LEISURE AND ENTERTAINMENT	3rd QUARTER 2023	10

Public-Private Partnerships (PPPs) are one of the Rio's most important and strategic allies. This model of partnership, in which the private and public sectors split the financing and project execution has been one of Brazil's largest inducers of private investment since 2004. As a large metropolis, Rio de Janeiro has understood the importance of these partnerships to control public spending and provide for efficient funds management. The city created a public company to structure partnerships and forecasts investments of BRL 20 billion in concessions and PPPs for the coming years.





# Rio is **THE** city for major events

Rio de Janeiro is a city used to host big events. Its landmarks, natural beauty and striking architecture, together with a happy and hospitable people, make the city a perfect venue for major encounters.

Brazil's gateway, with connection flights to all the major cities in the world, Rio is 45 minutes from São Paulo and less than three hours from other large metropolitan areas in South America. With a large hotel capacity and extensive public transportation system, the city is fully prepared to receive large events.

Rio de Janeiro loves being the center of attention. Every year, the eyes of the entire planet turn to Rio's New Year's Eve celebration and Carnival, popular events that bring together millions of people from around the world and salute the creativity and happiness of our people.

Rio's resume is extensive: the Climate Conferences, Military World Games 2011, World Youth Day 2013, Rock in Rio, the 2007 Pan American Games, 2014 World Cup and the 2016 Rio Olympic Games only reinforce the city's vocation as a tourist, cultural, social and economic destination.

And now, for the first time, Rio is hosting the Web Summit, one of the largest technology events in the world and stage for much networking among startups, domestic and global powerhouses.



Download the book:



As Rio de Janeiro invests in innovation and technology, the city is increasingly becoming a center of intelligent development and opportunities, qualifying its citizens and improving the city's business environment. It thus becomes an example of economic development in Brazil and a major technology reference in Latin America.

Welcome to the Web Summit. Welcome to Rio de Janeiro.

# Rio has its arms wide open for Innovation

Learn more at: [invest.rio](http://invest.rio)