



# LATIN AMERICA<sup>TM</sup> GEOSPATIAL FORUM

**11-13 SEPTEMBER, 2013**

Sul America Convention Centre, Rio De Janeiro, Brazil

THEME

**SUSTAINABILITY** TO RESILIENCE: GEOSPATIAL WAY



# REPORT



**Latin America Geospatial Forum 2013** was held in September, in Rio de Janeiro, Brazil. The many aspects and dimensions of the theme “Sustainability to Resilience - Geospatial Way” were explored and discussed in plenary sessions, thematic and technical presentations from experts in government, end users, academy and private sector. The event was set up on a platform of discussion and connection, meaning a successful experience for attendees.

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## **Sanjay Kumar**

Chief Executive Officer  
Geospatial Media and  
Communications, India

## **Wasmália Socorro Barata Bivar**

President  
IBGE – Brazilian Institute of Geography  
and Statistics, Brazil

## **Eduarda La Rocque**

President IPP – Pereira Passos  
Institute Municipality of Rio de  
Janeiro, Brazil

## **José Carlos Penna de Vasconcellos**

President  
SBC – Brazilian Society of Cartography  
Brazil



Key speakers, representing the highest level of important global institutions carried out the opening session. Sajay Kumar, CEO of Geospatial Media & Communications started the event presenting a comprehensive overview of business trends of geospatial industry in the world and specially in Latin America. It was official launched the new platform, in multiple language, for sharing and learning, the Latin American Geospatial Digest.

Wasmália Bivar, IBGE's president, co-organiser of LAGF, talked about the Brazilian tradition in the field of cartography, gathering geosciences, statistics and mappings. She advocated for interoperability for improving quality of information for decision making.

The president of SBC, Jose Carlos Penna, applauded the effort of LAGF in co-hosting for the first time the Geoprocessing Brazilian Congress. He highlighted the efforts of the academy to promote researches in the field of cartography and emphasized international partnerships. And Eduarda La Rocque, president of IPP, from Municipality of Rio

de Janeiro, underscored the works in the application of geotechnology to plan a sustainable city.

The session was closed with all speakers celebrating the International Cartographic Congress that will be held in Rio in 2015.



Under the theme “Geospatial Enabling Resilient Development”, the first Plenary session had as a chairperson Paulo Roberto Martini, from AEB. Volney Zanardi Junior, IBAMA's president, gave an overview of some initiatives including monitoring and controlling forest fires, illegal deforestation in the Amazon, and oil spills. As an example, IBAMA teamed with the National Institute for Space Research (INPE) to use satellite imagery to monitor, make public and control deforestation in the Amazon. When the program was initiated in 2004, illegal deforestation was increasing rapidly; the goal of the program was to reduce illegal deforestation by 80%. They are not only using geospatial and earth observation for Brazil but also helping other neighboring countries of the region. To Zanardi, geospatial enables not only to address environmental challenges, but also brings transparency in policy audit.

In his presentation, Mladen Stojic, from Intergraph, said that the geospatial eco-system is changing and shaping the business direction, fusing the real and digital world in a constant flow of information. He emphasized the interoperability on solutions offered by Hexagon that brings together all tools to integrate geospatial with other information systems, enabling decision making. Rolando Ocampo brought to the audience a very successful Mexican initiative. The Digital Map of Mexico is a technological platform that allows the visualization and analysis of geographic and georeferenced statistical information. It offers 158 vector data layers, with more than 66 million geographic objects and 4 raster layers covering the whole country. He noted that many government programs use these georeferenced data, on planning, requires research and public policies in Mexico.

### Chairperson

#### **Paulo Roberto Martini**

Chief of Office AEB - Brazilian Space Agency , Brazil

### Speakers

#### **Volney Zanardi Junior**

President IBAMA - Brazilian Institute of Environment and Renewable Natural Resources, Brazil

#### **Mladen Stojic**

Vice President – Geospatial Intergraph, USA

#### **Bhupinder Singh**

Senior Vice President Bentley , USA

#### **Rolando Ocampo**

Vice President INEGI - National Institute of Statistics Geography and Informatics, Mexico

#### **Antonio Machado e Silva**

Director – Senior Consultant AMS Kepler , Brazil

The Senior Vice President of Bentley, Bhupinder Singh said that there is a huge infrastructure deficit in developing countries and this and a great opportunity for new incentives, and geospatial bring together all the pillars for a value proposition. He showed examples of applications in construction and transport. To him, development requires infrastructure, understood as the interface between the people and our planet, and geospatial enabling resilient development. Maintaining that geoinformation with low cost and high return is possible, according to Antonio Machado e Silva, AMSKepler's president. In his presentation, he advocated that geotechnical companies need to present themselves as a necessary investment and not as an extra expense, because they work to solve problems.



The second plenary session had the technological trends as a main subject and Wadih João Scandar Neto, from IBGE, was the chairperson. The panel showed successful cases in different America's countries, starting with the presentation of the CEDIZ Program, a successful example of GIS technology in encouraging entrepreneurship in Chile. According to the program director, Juan Arenas, a technological tool has been facilitating the process of obtaining the provisional city hall license for new business, besides to make available an Urban Parcels Base Map as a main input for other state agencies to improve and modernize the administration. He highlighted that more important than creating a new platform is the commitment to keep it regularly updated.

The session featured dynamics presentations of worldwide companies showing in practice their solutions and possibilities. Chris Gibson, from Trimble, demonstrated how the company is enhancing the technological changes. In his words, smart devices offers largest network of information dissemination and this is processing a revolution progressively impacted and transformed the way the world works. In the same direction, Bert Turner, from DigitalGlobe, said that new geospatial technologies make sharing and analyzing of information easier and the exponential global growth of mobile devices makes the marriage of real-time information and location a reality leading to new insights. Well-informed decisions save time, money and lives and he expressed the key elements as

## Chairperson

### **Wadih João Scandar Neto**

Director – Geosciences  
IBGE – Brazilian Institute of Geography and Statistics, Brazil

## Speakers

### **Juan Acuña Arenas**

Executive Director  
Programme CEDIZ  
Ministry of Economy, Chile

### **Chris W. Gibson**

Vice President  
Trimble, USA

### **Bert Turner**

Senior Vice President  
Commercial & International  
Defence & Intelligence Sales  
DigitalGlobe, USA

### **Marcio Andrade**

Senior Product Manager  
HERE Maps & Content, Brazil

### **Iara Musse Felix**

Director  
Santiago & Cintra Consultoria  
Brazil

land, water, agriculture and natural resource sustainability for this changing time.

In the part of Brazilian companies, Iara Felix, from Santiago & Cintra Consultoria, emphasized the issue of interoperability as a central concern in the solutions developed by the company, as from the user's experience. Among the challenges and trends she talked about the interrelation between GIS and IT, cloud computing and big data. In the other hand, Marcio Andrade, from HERE, that almost dominated the automotive geospatial devices in Brazil, presented the ADAS system that brings the most used applications in the area of transport and traffic control, crossing public transport information with pedestrian's routes.





## Chair and Lead Speaker

### Geoff Zeiss

Editor - Building and Energy  
Geospatial Media and Communications, Canada

### Speakers

#### Marcelo Sampaio

Coordinator of Information Systems  
Georeferenced Ministry of Transport, Brazil

#### Adailton Cardoso Dias

General Coordinator of Planning and Programming of Investments  
DNIT – National Department of Transport Infrastructure, Brazil

#### Claudio Amaral

Director DRM – Geological Service of Rio de Janeiro, Brazil

#### Marcos Ferreira

Petrobras, Brazil

#### Luiz Antonio Xavier

IBGE - Brazilian Institute of Geography and Statistics, Brazil

#### Marcos Guadalini

Sales Director  
Alezi Theodolini, Brazil

#### Antonio Machado e Silva

Director  
AMS Kepler, Brazil

#### Giandri Machado

Business Development  
Director Digibase, Brazil

#### Carlos Alberto Previdelli

Manager Product Marketing OSS  
CPqD, Brazil

#### Eduardo Ribeiro

Architect and Urban Planner  
D5 Cursos, Brazil

#### Fernando Augusto Corrêa da Silva

Director  
SINCO Engineering, Brazil

#### Trevor Taylor

Member Services Americas  
OGC João Gaspar  
Director Rede AEC Pro, Brazil

#### João Gaspar

Director  
Rede AEC Pro  
Brazi

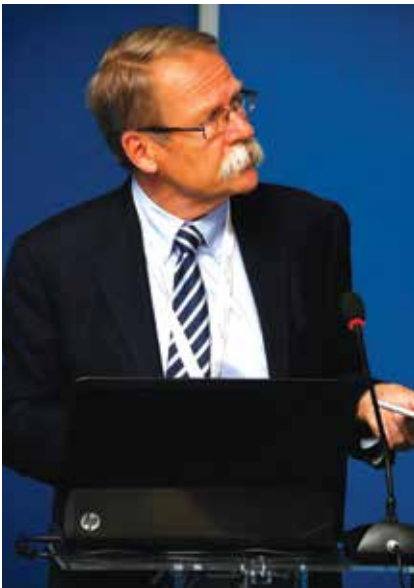
#### Wagner Conde

PMP Architect  
A&T Architecture, Brazil

#### Nuno Vilaca

Worldwide Airborne and Land Mobile Solutions Specialist  
Trimble, Germany

LAGF 2013 promoted, for the first time, a whole day session focused on Construction and Infrastructure. After a brilliant opening talk of Geoff Zeiss, setting the context right and was the chair of the session, the thematic discussion had presentations from Ministry of Transport in Brazil, explaining how the government is using the technology in road construction projects. Marcelo Sampaio talked about the vulnerability in road infrastructure in Brazil and the studies carried out to use GIS with the goal of reducing logistics costs and increasing productivity of transport services. From DNIT, Adailton Dias showed the multiple data integration challenges and solutions in the agency.



Presenting multiple overview of infrastructure, important Brazilian agency attended the session. Claudio Amaral, from DRM, brought to the session the role of engineering geology in infrastructure projects in Rio de Janeiro, expressing his ideas about the new professional assignment of geologists, as performance in systems and methods of engineering geology, soil and rock mechanics and geotechnical mapping before the implementation of infrastructure projects. Marcos Ferreira, from Petrobras, had showcase the

project of a new modelling database of geographic information system for the oil industry, connecting data sources and real time monitoring of platforms.

Fernando Corrêa da Silva, director of SINCO Engineering, talked about his BIM journey in Brazil and the implementation strategy in the real estate market. To him, implement BIM in the country means a changing paradigm. The architects Eduardo Ribeiro and Wagner Conde spoke about the current stage of BIM in Brazil and the challenges to its greater diffusion and integration in infrastructure projects. Conde showcase successful examples of BIM projects and Ribeiro advocated the importance of integrate BIM and GIS to improve efficiency in construction projects. He believes that training in both BIM and GIS can be expected in the near future.

Trevor Taylor, from OCG, defended that availability of geo data is crucial for building information models, the built environment and surrounding geography. To him, the key factor for accessibility is standardisation and it is the definition of common interfaces to enable interoperability.

The session brought industry speakers, as Alezi Theodolini, AMS Kepler, Digibase, Esri and Trimble, who gave demonstrations on geodesign philosophy at construction and infrastructure for city management. Marcos Guadalini, from Alezi Theodolini, talked about the technology regarding to the cell phone coverage facilities, in special the GSM/GPRS connection able to be used in Brazil. From Digibase, Giandri Machado presentation had answered the question: "How to plan the geographic intelligence in so compromising accompanying the decision making concerning my operation and intelligence needed to meet operators, managers, directors and even traders in my business rule?", giving examples in operation today.

**3 DAYS**

**750+ DELEGATES**

**100+ SPEAKERS**



### Guest Speaker

#### **Kees de Zeeuw**

Director  
Kadaster International  
Land Registry and Mapping Agency  
The Netherlands

### Speakers

#### **Oscar Oséias de Oliveira**

Chief of Land Division SR-20/ES  
INCRA – Brazilian Institute for  
National Land Reform, Brazil

#### **Miriam Barbuda and Wolney Cogoy**

National Address Cadastre  
for Statistics  
CNEFE / IBGE, Brazil

#### **José Geraldo Reis**

SEI / Bahia – Superintendency of Economic  
and Social Studies, Brazil

#### **Werner Leyh**

Professor  
University of São Paulo, Brazil

#### **Sonia Costa**

IBGE - Brazilian Institute of  
Geography and Statistics, Brazil

One of the biggest and common problems in Latin America is land registration and cadastre. For a full audience, the session contributed to share good practices and solutions existing in different agencies, added with a great overview from the academia. Oscar Oséias de Oliveira, from INCRA, presented the Land Management System, an electronic tool that allows receiving, validating, organizing and providing the georeferenced information limits of rural properties, public and private in Brazil.

Jose Geraldo Reis presented a case study on update of cartographic intercity limits in Bahia, a big Brazilian state where live more than 14 million people and is divided into more than 400 municipalities. The two years project had faced problems as inconsistent legislation, administrative instability and judicial expenses, and nowadays has a digital model of 66% of the whole surface of the state, or 408,000 km<sup>2</sup>.

And the professor Werner Leyh gave his talk under the theme “Geospatial standards, approaches and frameworks for sustainability and economic growth: towards a standardized, repeatable, quantifiable ‘ecological zoning’ using usgs’ s-hydrologic unit approach enabling ecological broadcasting”. To him, the sharing of geospatial data should be realized through standard concepts and interfaces developed by the OGC.



### Chairperson

#### **Luiz Roberto da Silva Arueira**

Director City Information  
IPP - Pereira Passos Institute Municipality Rio de Janeiro, Brazil

### Speakers

#### **Alexandre Cardeman**

Chief Executive of Technology Centre of Operations Rio Municipality of Rio de Janeiro Brazil

#### **Guillermo M. Gallo Anderson**

Airborne Sensor Sales Manager for Latin America & The Caribbean  
Leica Geosystems, Inc., USA

#### **Gilberto Pessanha Ribeiro**

Professor UFRJ and UERJ, Brazil

#### **Gustavo Henrique Naves Givisiez**

UFRJ - Federal University of Rio de Janeiro, Brazil

#### **Camilla Silva dos Santos Motta**

CGEO – IBGE, Brazil

#### **Sheyla Santana and Renata Hungari**

Geoconsulting, Brazil

#### **Eduardo Luiz Caramello**

Operations and pilots chief Rotorwest Aerotaxi e Serviços Aéreos Especializados Ltda, Brazil

#### **Victor Barone**

Rio Negócios, Brazil

#### **Leandro Gomes Souza**

Geographer IPP - Pereira Passos Institute Municipality of Rio de Janeiro Brazil

GIS applications in urban planning were the subject of this session. Camilla Motta, from IBGE, presented a project that uses geo-referenced information to support the definition and development of housing complexes, needy of essential public services, which have occupied the territory in a disorderly and dense way. Leandro Souza, from IPP, spoke about a project in education area that identified the demand for the unique shift in public schools of Rio de Janeiro. To him, the integration and sharing of geographic information among agen-

cies are essential to the efficient implementation of municipal policies.

Bringing the academics researches in urban planning, Gilberto Ribeiro talked about some projects applied for integrated spatial analysis integrated to socio-economic data, for the territorial development in the industrial areas, on a regional scale. Gustavo Givisiez presented a case study, based on georeferenced data, about the economic and social transformations that have occurred in the last 30 years in the region of the Municipality of Campos de Goytacazes

and Macae, in Rio de Janeiro, which suffered deep changes with the construction of a complex logistics and Industrial.

Guillermo Gallo presented the Leica Pegasus mobile mapping system, a distance measuring instrument on a mobile platform (vehicle) to acquire accurate spatial data. And Victor Barone, from Rio Negócios, explained how the platform Rio Digital, a start-ups official map of the municipality, is providing key information for identifying and fostering industry clusters.

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GERMANY

## REPORT

## Chairperson

**Mateus Batistella**

Chief Embrapa Monitoring Satellite  
Brazilian Agricultural Research  
Company, Brazil

## Speakers

**Ricardo Silva Varotto**

Environmental Analyst  
Research Center of PETROBRAS  
R&D on Energy and Sustainable  
Development - Environmental  
Monitoring and Assessment

**Pierre Duquesne**

Director Astrium  
Brazil

**Paulo Costa**

Department of Environment  
VALE, Brazil

**Adréa Franco de Oliveira**

Manager GIS and Environmental  
Studies (GEOPEA)  
INEA - State Environmental  
Institute, Brazil

**Fernando Sampaio**

Executive Director  
ABIEC-Brazilian Association  
of Meat Exporters, Brazil

**Iara Musse Felix**

Director  
Santiago & Cintra Consultoria  
Brazil

**Mariano Federico Pascual**

Technical Director  
HexGis, Brazil

**Juliano Lazaro**

Sales Manager  
Orbisat S.A, Brazil

**Cyntia Virolli Cid Molina**

Geographer  
University of São Paulo, Brazil

**George Porto Ferreira**

General Coordinator  
IBAMA - Brazilian Institute of En-  
vironment and Renewable Natural  
Resources, Brazil

**Eugenio González**

National Director  
CIREN - Centre for Natural Resource  
Information, Chile

**Edson Silva**

Chief Centre for Information on  
Environmental Resources and  
Hydrometeorology of SC  
EPAGRI / Ciram, Brazil

**Marcos Alberto Stanischeck Molnar**

Sisgraph, Brazil

**Tata Lacale**

Channel Sales Manager SA  
Digital Globe, Brazil

**Marcos Adami**

Researcher  
Regional Center of the Amazon  
INPE - National Institute for Space  
Research, Brazil

**Eloisa Domingues**

CREN – IBGE  
Brazil

Among the multiple uses of geotechnology in the environment area, this session brought two examples of Spatial Data Infrastructure (SDI). Eugenio González, director of CIREN, agency responsible for the management of data on all natural resources of Chile, highlighted in his lecture the 'SDI-Miniagri'. The platform gathers geographic information of the 12 services institutions which integrate the Ministry of Agriculture, resulting in the largest SID existent in Chile, with over 500 sheets, 85 different items, meaning a very powerful tool.

On a smaller size, another example of SDI was presented by Adrea de Oliveira. The SDI of State Environmental Institute of Rio de Janeiro INEA/RJ have been increased the agility, efficiency and transparency of processes and environmental licensing in the state.

George Ferreira, from IBAMA, spoke about the environmental monitoring of the six existing biomes in Brazil conducted with tools developed in open source. He emphasized a partnership with the Ministry of Environment for the implementation of the Rural Environmental Registry which aims to simplify and bring quality information to environment agencies.

In addition to presentations of technology companies, Fernando Sampaio, director of ABIEC, provided an interesting overview about the agroindustry sector of meat saying that in 2012, Brazil had 171 million hectares of pasture and produced 9.4 million tons of bovine meat. In his exposition, he showed the uses of technology for mapping productive area, modernizing the infrastructure and in actions to maximize production without deforestation.



## Chairperson

### Geoff Zeiss

Editor - Building and Energy  
Geospatial Media and Communications  
Canada

## Speakers

### Adriano Bonfá

Project Manager  
Light, Brazil

### Carlos Xavier Santos

GIS Senior Architect  
Brazil

### Carlos Alberto Previdelli

CPqD  
Brazil



"We are facing global challenges: increasing urbanization means increasing energy demand, water stress, and environmental impact: more to do, fewer people to do it". The sentence from Geoff Zeiss resumes the importance of geospatial to enable smart utilities. To him, the major challenge is the electricity demand and the primary areas for investment are advanced metering infrastructure (AMI), distribution automation, wide area measurement (phasors), home energy management and information technology (IT).

Carlos Previdelli, from CPqD, spoke about the benefits of integrated networks in the design and management project utilities, such as complete viewing of the wiring connections and the identification of saturation points in the services.

Details of CONVIAS GEOVIAS Program were presented by Adriano Bonfa, from Light. The program uses geospatial tools for a digital ordering of networks and services in Rio de Janeiro, creating and maintaining a unique database with networks of telephony services, water and other "utilities" in the underground. And Carlos Santos spoke about the combined use of Smart Grid technologies and GIS in the management of power grids applied by ANEEL.





## Chairperson

### Tania Maria Sausen

Consultant  
Brazil

## Speakers

### Jorge Pimentel

CPRM - Geological Survey  
of Brazil, Brazil

### Irineu da Silva

PhD Professor  
EESC - USP, Brazil

### Marcos Antônio Soares Monteiro

DNPM - National Department of Mineral Production, Brazil

### Silvia Marie Ikemoto

Manager instruments of land management  
INEA - State Environmental Institute, Brazil

### Cristina Bentz

Geographer  
CENPES – Petrobras  
Brazil

### Marcelo Maranhão

Projects Manager  
Cartography Department  
IBGE - Brazilian Institute of Geography and Statistics, Brazil

### Eduardo Soares de Macedo

IPT, Brazil

In the session on management of risks and disasters, some actions in the mining area were highlighted. Jorge Pimentel, from CPRM, explored the implementation of the Integrated System for Disaster Prevention, which already has a strong database and maps available on the web. Marcos Monteiro spoke about the use of geotechnologies in DNPM, agency responsible for the management of Brazil's mineral assets. He showcased the GIS uses in monitoring mining activities, electronic cadastre and licenses for exploration, besides the use of UAVs to combat illegal mining.

Focusing on mapping, Marcelo Maranhão talked about the IBGE role on the National Plan on Risk Management and Disaster Response from the Brazilian federal government, contributing on mapping risks by cartographic basis. And Cristina Bentz, Petrobras, showed important initiatives on remote sensing for sea surface monitoring. The integrated analysis of remote sensing and oil drift models data presents an important decision tool for contingency actions. Long-term satellite monitoring allows the elaboration of more reliable environmental assessment studies and contingency plans.





### Chairperson

#### Michael Steinmayer

CEO  
Sulsoft  
Brazil

#### Frederico Liporace

Director of Software  
Development AMS  
Kepler, Brazil

### Speakers

#### Luiz Bahiana

Coordinator  
IBGE - Brazilian Institute of Geography and Statistics, Brazil

#### Nuno Vilaca

Worldwide Airborne and Land Mobile Solutions Specialist Trimble, Germany

#### Ricardo Pinheiro

Sales Manager  
GIS, Nokia, Brazil

#### Paul Gimenez

Department of Cartography  
IBGE - Brazilian Institute of Geography and Statistics  
Brazil

#### Pierre Duquesne

Director  
Astrium  
Brazil

## SESSION CLOUD COMPUTING AND ENTERPRISE GIS

#### Roberto Varela

Regional Sales Manager  
DigitalGlobe  
South America

#### Gabriel Niero de Carvalho

Operations Manager for Latin America Google, Brazil

#### Deilson Silva

Image Solution Engineer  
Brazil

#### Marco Fidos

CEO  
Inovação  
Brazil

#### Ricardo Pinheiro

Sales Manager  
GIS - Brazil

#### Luiz Castiglione

Vale  
Brazil

#### Nokia

Arlene T Ohata  
Director-Center for Integration & Management of Information Secretariate of Environment - São Paulo  
Brazil



# REPORT



The **LAGF 2013** programme was enriched by two Mini-courses promoted by the Laboratory of Geotechnology, from the Department of Applied Geology of Rio de Janeiro State University (LABGIS/UERJ). The mini-courses “Geomarketing - How to use this new business?” presented the concepts of Geomarketing, Marketing Space and an introduction to spatial analysis applications such as studies of audience networks, point of sales and marketing planning.

The mini-course “Using the Geo Environmental Licensing Process and Environmental Compensation Calculation” introduced the potential tools and methods for analyzing spatial slices and environmental impacts relevant to the licensing process and the calculation of the value of environmental compensation.

## EXIBHITORS





“Thank you very much for having invited the IPP to participate in the Latin American Geospatial Forum, an internationally prestigious event in this area. It was a big pleasure and an enriching experience for all IPP members who took part in it and it was a great opportunity in which we exchanged experiences about the most important issues regarding the geospatial field, trying to integrate all the information acquired in our daily activities.”

**Eduarda La Rocque**

President

IPP – Pereira Passos Institute, Municipality of Rio de Janeiro, Brazil

“Without a doubt the LAGF event is one of the most important in Latin America and manages to gather industry leaders and government who are building the future of GIS technology, consuming technologies or creating new platforms and applications that can benefit many.”

**Fábio Andreotti**

Head of Sales Geo & Searcg LATAM  
Google

“I would like to thank the opportunity to participate in LAGF. It has been very enriching for us to spread our institutional work and expand our technological horizons to the different countries attending the forum.”

**Eugenio González**

National Director

CIREN - Centre for Natural Resource Information, Chile

"It was the first time that I attended the LAGF. The audience was very select, I met directors and senior executives which makes me believe and continue to invest in the event. The organization also was very good, you all must be congratulated. Events of this sort are extremely important to our company."

**Juliano Lazaro**

Sales Manager  
Orbisat, Brazil

"I would like to thank the opportunity and space granted within the LAGF this year. It was great to be able to contribute to the event. We hope that this initiative, which is important for our area, continue thriving. Congratulations for organizing this event."

**José Augusto Sapienza Ramos**

Professor  
LABGIS / UERJ, Brazil

"Thank you for the invitation to participate in this exciting event, which was very useful for our Ministry of Economy and especially CEDIZ initiative. Thanks to this forum we had made contacts with authorities to exchange experiences of using these technologies in Public Management. A hug from the south of the world, we look to the next."

**Juan Fernando Acuña Arenas**

Executive Director  
Programme CEDIZ, Ministry of Economy, Chile

"I found the event as a whole very good. Congratulations".

**Fernando Sampaio**

Executive Director  
ABIEC – Brazilian Association of Meat Exporters, Brazil