

Global Launch Pad

[TechBrazilAdvocates](#)

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Contact [Henry Suzuki](#) and [Sandra Sinicco](#)

Points to consider before you launch:

- **Research and Plan:** Brazil is the size of a continent, and each region has its own characteristics, so choosing the best location for your business before you start is important. The economy and the legislation are also unique to our country. Before landing here, you need to study the market behaviour for your business extensively and analyse whether your solution solves a problem in the country and whether it needs adaptations for this particular landscape. For example, there are some areas of expertise where Brazilians and Brazilian companies navigate without any problems, such as Fintech and Agritech. If your company offers services/products in these fields, consider hiring a consultant or a researcher before landing.
- **Visa and Legalities:** Have a look at [this](#) document and, if you have any questions, contact us.
- Opening a foreign — or even a local — company in Brazil takes time, and you need to be patient. Plan ahead — assume it will take 4 to 6 months for everything to be OK, including company registration and the bank account being ready to go. See more details about the process [here](#)
- **Funding:** Brazil is not very expensive when measured in dollars. However, since the country is very bureaucratic, you'll need to complete several steps before you are ready to go, so take into consideration that the process can be expensive if you are not connected to and related to the right partners. Therefore, you must establish a solid financial plan before coming.

After 3 years of operating in Brazil, you can apply for various interesting funds from governmental institutions. These funds are increasing very fast, and several of them offer grants. The VCs and Open Innovation groups are expanding in the country, specialising in many areas of expertise.

Getting Established:

- **Business Setup:** Register your business and open a bank account. The Brazilian banking system is among the most advanced in the world, and you can choose from regular banks such as BB, Santander, and Itau, as well as digital banks like Nubank, Revolut, Monzo, and others. Opening an account takes time (consider 2 months as the average timespan) and requires numerous documents.
- To register a regular business (not an NGO, that is different) it is necessary to hire an accountant or a lawyer. This is because there are numerous classifications for companies; if you select the wrong one, it would be very challenging and costly to close the company and then open another one in the correct category.
- Furthermore, it is important to pay attention to the Labour Laws in the country, which are sometimes very challenging to understand. [Here](#) are some tips.

- **Location:** Consider that your selected location and the classification chosen for your company are linked to the strategy you will follow while expanding here. Before hiring an office or professionals, consider using co-working spaces, innovation hubs or even a local representative who can work from home initially.

Building Your Business:

- **Networking:** Brazil has a different culture from Europe. The networking process is mainly done by friends who meet friends, who then introduce you to their friends, and so on. Connecting with someone you don't know at all is still very rare in this country. People still tend to trust their friends and acquaintances more than they trust professionals they meet at networking events, even though those occasions are increasing in number and frequency every year.
- Large cities like São Paulo, Rio de Janeiro, Belo Horizonte and Recife have a work culture that is closer to that experienced in Europe. These cities are more open to new businesses and people entering the scene, but most other regions tend to rely on personal contacts.
- You can find the list of networking events in the country here: <https://scoreplan.com.br/blog/eventos-inovacao-2024/>, on our list at WorldLabs at [this link](#), and here <https://netshow.me/blog/eventos-de-inovacao/>

You will need to use Google Translate or a similar tool to access the content, as most of it is in Portuguese.

- **Embrace Innovation:** Brazil is developing an innovative ecosystem, and its level of maturity varies across regions. São Paulo can be considered the most powerful ecosystem in the Latin American scene; however, other cities are also very impressive in specific areas of knowledge. The ideal location for your company will depend on what you are looking for.
- If São Paulo is your target city, you can start by connecting with InovaBra (if you are a fintech or provide solutions for the banking sector), Distrito for those specialising in Health and Agritech. CUBO is also a comprehensive hub, covering many areas of expertise. You can also find many OPEN Innovation companies that facilitate connections between big enterprises and startups in their areas of expertise. Innovation Hubs in Universities are also very common nowadays, and the best ones are in public universities.

Analyse Target Market

Understand your target audience thoroughly to tailor your products/services effectively:

- **Understand the Culture:** Business etiquette in Brazil varies by region. Typically, Brazilians are very friendly and want to get closer to the people they interact with professionally. But don't mistake this friendliness for a sealed deal.
- It takes a lot of time to finalise deals in the country due to several factors: a lack of proficiency in English, small Brazilian businesses, and Brazilians in charge of them typically not used to doing business globally. Therefore, there will be delays but the market is so big that after the first deal, things will move faster.
- Another important point is to build strong relationships in the country. This takes time, and we suggest you have a local on board to start.
- Brazilians, in general, are not very punctual and very informal.
- Since they live in a country with an unstable economy and infrastructure, Brazilians tend to be very creative, which means they don't place much value on long-term planning. But they learn very fast

and can provide inventive solutions for your business.

Some key events coming up in 2026:

Expanded Tech & Innovation Calendar – Brazil 2026

Event	Date	Location	Key Focus	Website
South Summit Brazil	March 25–27, 2026	Porto Alegre, RS	Startups & Global VC	southsummit.io
Smart City Expo	March 25–27, 2026	Curitiba, PR	Urban Tech & Sustainability	smartcityexpocuritiba.com
VTEX DAY	April 16–17, 2026	São Paulo, SP	Digital Commerce & Retail	vtexday.com.br
Gramado Summit	May 6–8, 2026	Gramado, RS	Marketing & Disruption	gramadosummit.com
SP Innovation Week	May 13–15, 2026	São Paulo, SP	Global Tech Festival	saopauloinnovationweek.com.br
Rio2C	May 26–31, 2026	Rio de Janeiro, RJ	Creative Economy & Innovation	rio2c.com
Web Summit Rio	June 8–11, 2026	Rio de Janeiro, RJ	World-class Tech & Software	rio.websummit.com
Rio Innovation Week	August 4–7, 2026	Rio de Janeiro, RJ	Multi-sector Transformation	rioinnovationweek.com.br
FEBRABAN TECH	August 24–26, 2026	São Paulo, SP	Banking & FinTech	febrabantech.com

RD Summit	September 2026*	São Paulo, SP	Marketing, Sales & CX	rdsummit.com.br
Futurecom	October 6–8, 2026	São Paulo, SP	Connectivity & 5G/6G	futurecom.com.br
Digitalks Expo	October 2026*	São Paulo, SP	Digital Business Economy	digitalks.com.br

**Exact dates for RD Summit and Digitalks are typically confirmed closer to the event, but they traditionally fall in these months.*

Highlights of the "Missing" Giants:

- **São Paulo Innovation Week (SPIW):** This has quickly become a massive "festival" style event (similar to SXSW). It takes over the **Mercado Livre Arena Pacaembu** and **FAAP**, focusing on the intersection of science, culture, and high-tech entrepreneurship.
- **VTEX DAY:** One of the largest digital commerce events in the world. It's famous for bringing high-profile speakers (such as Gisele Bündchen and Lewis Hamilton) to discuss the future of retail.
- **Futurecom:** The biggest telecommunications and connectivity event in Latin America. If you are looking for infrastructure, IoT, and the technical side of 5G/6G, this is the place to be.
- **RD Summit:** Often called the "Disneyland of Marketing," it is the largest marketing and sales event in Latin America, focusing on growth and customer experience.

Pro-Tip for 2026

Since many of these events occur in **São Paulo** (the "locomotive" of LatAm tech) and **Rio** (the creative hub), try to book your accommodation at least 3 months in advance. These weeks usually see 100% hotel occupancy in the business districts.

Free Resources

- **Gov Brazil:** The [Brazilian Government Embassies](#) provide official information on business regulations, visas, and taxes. Use Google Translator.
- Support for your business | [LatamScaleUP](#) and others. Reach out, and we will connect you with the best support for you.
- [Sebrae](#): This is one of the major institutions supporting small businesses in Brazil (site only in Portuguese. Need to use a translator)
- [AbStartups](#) – the Brazilian Association for Startups – Site only in Portuguese.
- [APEX](#) – A government agency that supports startups to expand abroad and to land in Brazil.
- There are [4000 actors in the Brazilian ecosystem](#), so make sure to do your research and look them up on LinkedIn and [Sympla](#) to attend events before you sign up for them
- There are several investors, [ABVCAP](#) and [Anjos do Brasil](#) network and [ABCVC](#) (venture capital)

Sponsors and Partners

Please refer to [this interesting study](#) done by TMF about Brazil, providing comprehensive information

about the country.

If you need more detailed information, get in touch with us.