

# Brasil IT+

Value beyond expectations

## BRAZIL IT: REGIONAL LEADER, GLOBAL PLAYER

Brasil IT+ represents the Brazilian IT sector in the global market. The brand synthesizes the robustness of its associated enterprises, that generate business inward and abroad, contributing to the development of Brazil and to the consolidation of the segment as a competitive alternative to global IT supply. It certifies the competence and the quality of Brazilian IT, ensuring the delivery of practical, efficient and innovative solutions, resultant from a unique combination, quite typical of Brazil's: business expertise, creativity, flexibility, diversity, infrastructure and outstanding conditions to establish solid partnerships.

The Brazilian Association of Information Technology and Communication Companies (Brasscom) represents some of the most important and influential companies in the Brazilian IT industry. It works to promote internationally the excellence and innovative capacity of the country, which combines favorable total costs, business knowledge, low risk, qualified IT developers, close time zones, political stability and cultural compatibility. Under the sector brand Brasil IT+, Brasscom aims to position Brazil as one of the top five global players.

Participants:



## BRAZIL ICT HIGHLIGHTS

**1st**

ICT and IT markets in Latin America

**7th**

largest ICT market in the world – US\$ 171 B

**8th**

largest IT market – US\$ 85 B

**1.2**

million IT Professionals

**4th**

largest PC market in the world