

PRESS RELEASE

**MCI “BUILDS” THE CITY OF THE FUTURE IN SÃO PAULO, BRAZIL**

**SÃO PAULO TECH WEEK WILL TRANSFORM THE CITY INTO THE ‘WORLD CAPITAL OF INNOVATION’**

Geneva, 1<sup>st</sup> November 2016. From November 5<sup>th</sup> and for one week, São Paulo will be the global center stage of innovation, sustainable technology and new digital solutions. The [São Paulo Tech Week](#) (SPTW), an inspired initiative brought to life for the second year in a row by [MCI Brazil](#) in collaboration with the São Paulo city hall, aims to bring technology enthusiasts and industry leader representatives from across the globe together for meeting, discussing and learning **through a series of breakthrough technology events.**



With the engagement of large companies, agencies and startups such as [Samsung](#), [Techstars](#) and [Next Money](#), **the festival is expected to bring together more than 50,000 visitors** in about 200 national and international attractions.

SPTW is expected to **transform the city into a genuine global innovation hub** and **MCI Brazil aims to deliver a seamless unique experience to visitors** as well as to provide visibility to both companies and new digital solutions that will be adding to the story of innovation in the years to come. The 2016 edition proceedings will be spread throughout São Paulo's diverse attractions and

will explore what promises to be the future, making the city the stage for experimentation of innovative technologies.

**A series of events -including the opening ceremony- organised by the local branch of the [international leaders in event management and production](#) incorporating the latest digital solutions, will add a special touch to the scheduled discussions** on innovation, entrepreneurship and technology. To mark the kickoff of SPTW, **MCI Brazil and their production partners have transformed São Paulo into a true city of the future**; visitors are expected to engage with **virtual reality walls, digital totems, touch screen displays** in key event locations whereas a series of restaurants and public venues are integrated with the most advanced technologies offering a truly unique experience. **A virtual reality station, a parade of wearable technology and even a drone race are among the planned attractions!**

Companies, agencies, universities and organizations interested in conducting activities during the SPTW, can register their activities at the site [www.saopaulotechweek.com](http://www.saopaulotechweek.com).

**ENDS**



SPTW on YouTube: <https://www.youtube.com/watch?v=OvuMJ5teHJq>

SPTW on Facebook: <https://www.facebook.com/SaoPauloTechWeek/>

SPTW on Twitter: <https://twitter.com/sptw16>

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## ABOUT MCI

MCI is the global leader in engaging and activating audiences. Our business is founded on a simple human insight: **When people come together, magic happens.** This magic is called **community**. Since 1987 we have been bringing people together through inspiring meetings, events, congresses and association management. MCI helps organizations harness the power of community by applying our strategic engagement and activation solutions to build unforgettable online and offline experiences that foster change, inspire, educate and enhance business performance. MCI is an independently owned company with headquarters in Geneva, Switzerland and a global presence. Our 1,900 professionals in 60 cities and 31 countries work with clients across Europe, the Americas, Asia-Pacific, India, the Middle East and Africa. Find out more at [www.mci-group.com](http://www.mci-group.com).