



EXPLORING AVENUES OF COOPERATION IN THE IT SECTOR BETWEEN PAKISTAN AND BRAZIL



Fernando Santos
ASSESPRO-MG. President



Edna
ASSESPRO-MG. VP of Quality
ASSESPRO-MG. Marketing VP
Planning & Control



Alexandre Lima
ASSESPRO-MG. Marketing VP



Presleyson Lima
ASSESPRO-MG. VP
Associativism



Caio Moura
Promotion and Investment
Analyst at INDI/Invest Minas



Robert Franz Janssen
VP of International Relations
at the Assespro Federation



Waqas Alam
Trade & Investment
Counselor, Pak Embassy



Badar Khushnood
Chairman P@SHA




M. Zohaib Khan
Chair Brand Pakistan
Committee





Hira Zainab
Secretary General P@SHA



Talha Bin Afzal
Director Marketing & Events

 Feb 22, 2022

 09:00 AM in Brazil

 05:00 PM in Pakistan





Associação das Empresas Brasileiras
de Tecnologia da Informação





PURPOSE

Promote the development of society with the application of innovation and technology.





VISION

Work so that the IT sector becomes the main vector for national development.





MISSION

Representing and fostering the collective interests of member companies in building a society strengthened by Information Technology.

A series of overlapping blue circles of varying sizes in the top-left corner.A single red dot.

Founded in 1976, ASSESPRO is the legitimate and oldest business entity in the sector.

- 
- A vertical grid of small grey dots.
-
- A vertical line extending from the bottom of the grid of dots.
- 
- A decorative graphic in the bottom-right corner consisting of two curved, overlapping shapes, one blue and one red.
- Information Technology Area Committee, Ministry of Science and Technology – CATI.
 - Permanent Thematic Council of Industrial Policy and Technological Development, of CNI – COPIN.
 - Founder and member of the Board of the Brazilian Society for the Promotion of Software Exports – SOFTEX.
 - Editorial Board of the National Journal of Information Technology - RNTI
 - Latin American Association of Information Technology Entities – ALETI.
 - World Information Technology and Service Alliance – WITSA.
 - Support Committee for Startups in Brazil MCTI
 - Support Committee for AI initiatives of the Embrapii/MCTI Network

We represent more than 2,500 companies in 19 states in Brazil





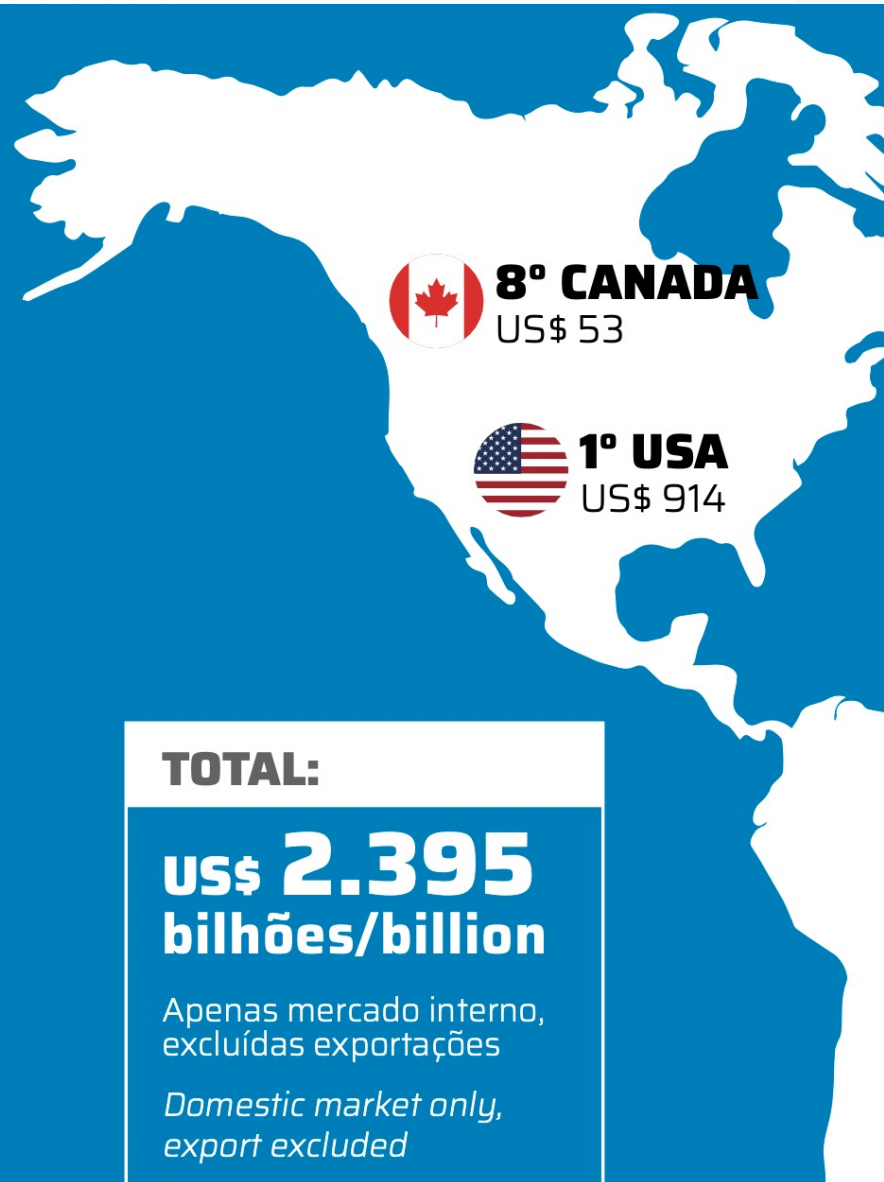


MERCADO

MERCADO MUNDIAL DE TI - 2020

IT World Market - 2020

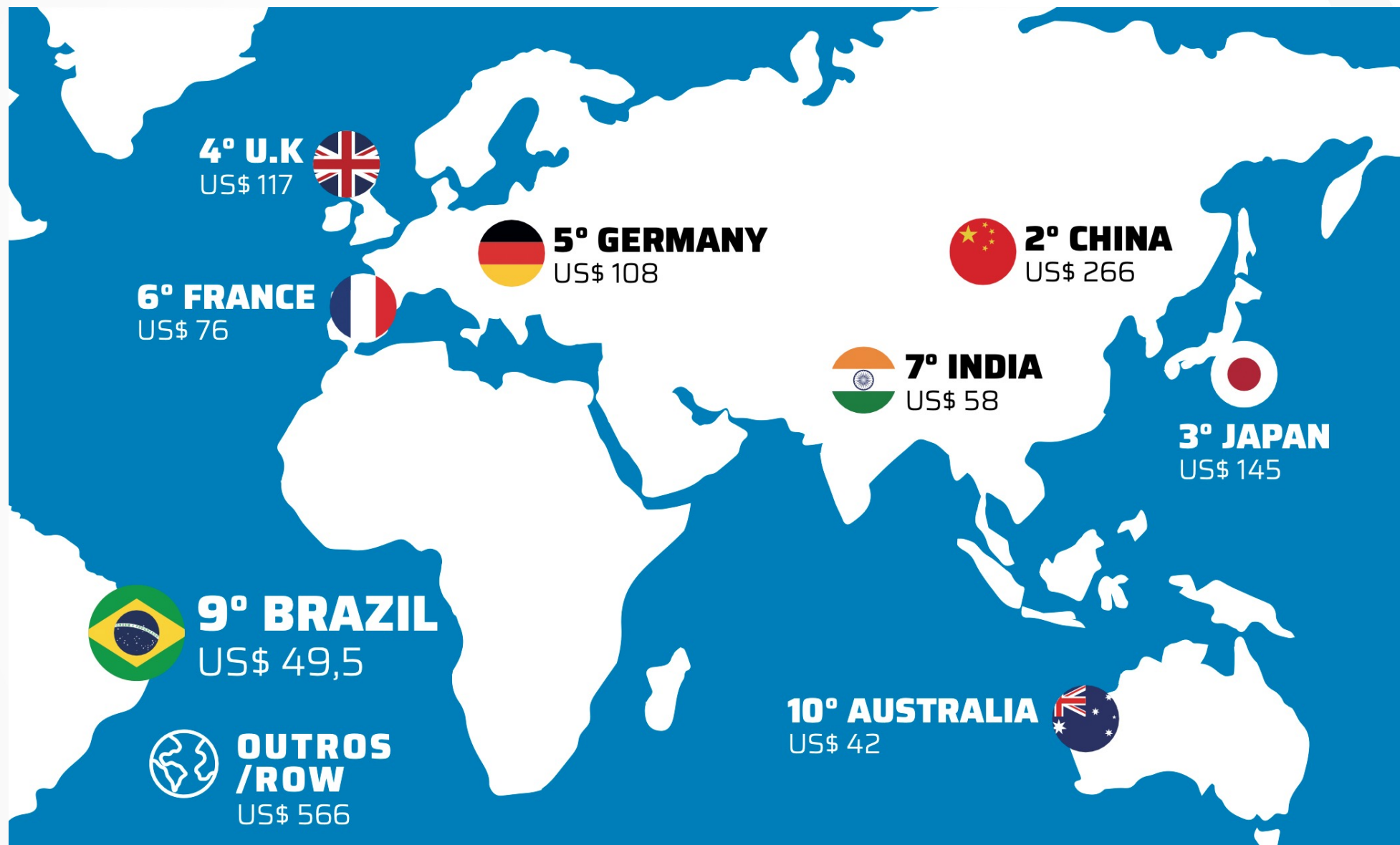
US\$ BILHÕES/BILLION



PRODUÇÃO TOTAL DE TIC NO BRASIL - 2020 (US\$ MILHÕES)

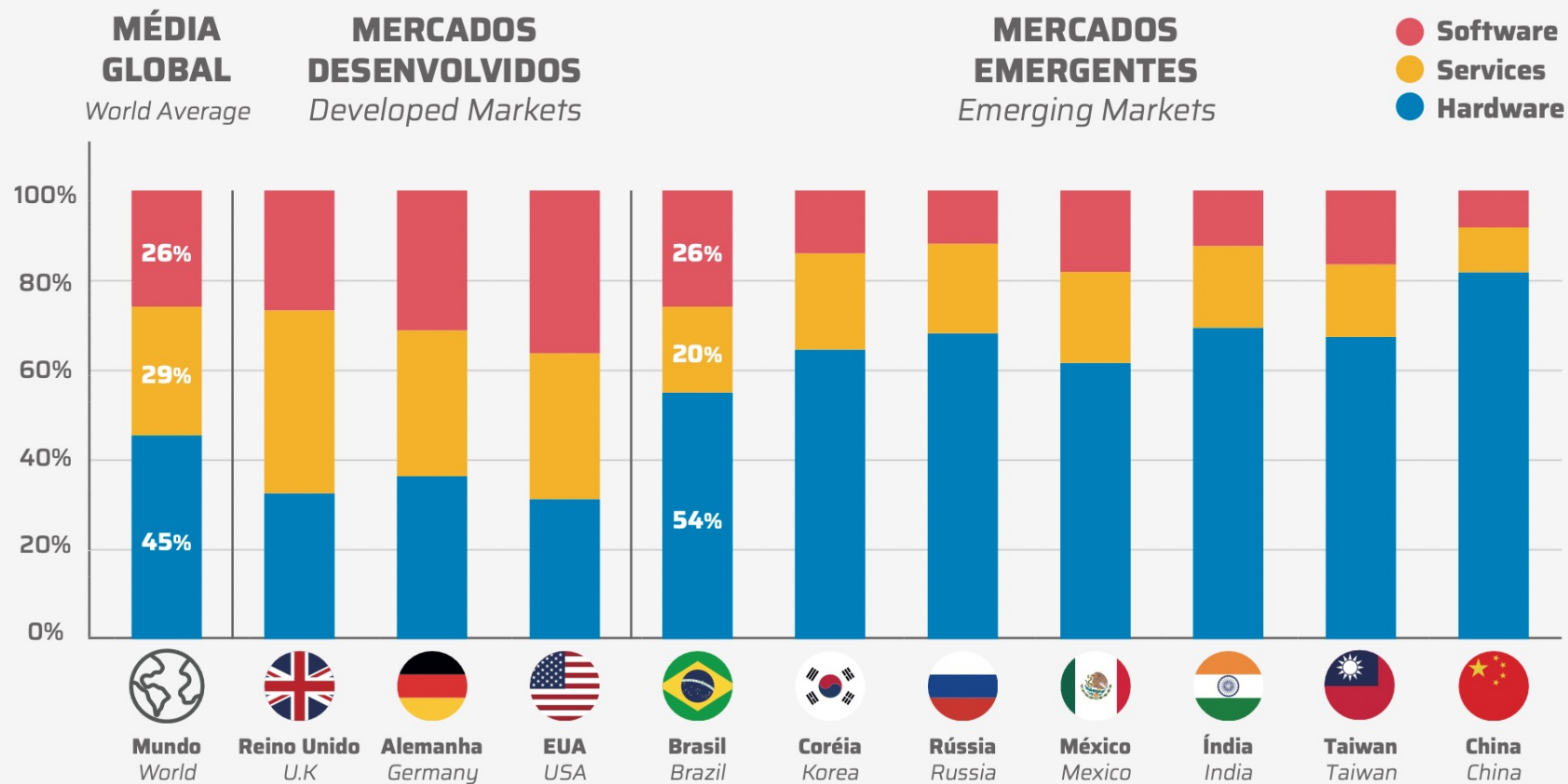
Total ITC Production in Brazil - 2020 (US\$ MILLION)

SEGMENTAÇÃO DE MERCADO	MERCADO DOMÉSTICO	MERCADO DE EXPORTAÇÃO	MERCADO TOTAL
<i>MARKET SEGMENTATION</i>	<i>DOMESTIC MARKET</i>	<i>EXPORT MARKET</i>	<i>TOTAL MARKET</i>
Software / Software	12.989	232	13.221
Serviços / Services	9.995	591	10.586
Hardware / Hardware	26.543	361	26.904
SUBTOTAL TI / IT SUBTOTAL	49.527	1.184	50.711
Telecom / Telecom	43.900	-	43.900
TOTAL TIC / ITC TOTAL	93.427	1.184	94.611



DISTRIBUIÇÃO DO MERCADO DE TI NO MUNDO

World IT Market Distribution



LATAM IT Market - 2020

US\$ BILHÕES/BILLION

TOTAL:

US\$ 112 bilhões/billion

Brasil representa 44%

Brazilian participation 44%



1º BRASIL

44% US\$ 49,5



2º MÉXICO
20% US\$ 22,0



3º COLÔMBIA
9% US\$ 9,7



4º CHILE
6% US\$ 7,1



5º ARGENTINA
6% US\$ 6,8



6º PERU
4% US\$ 4,8



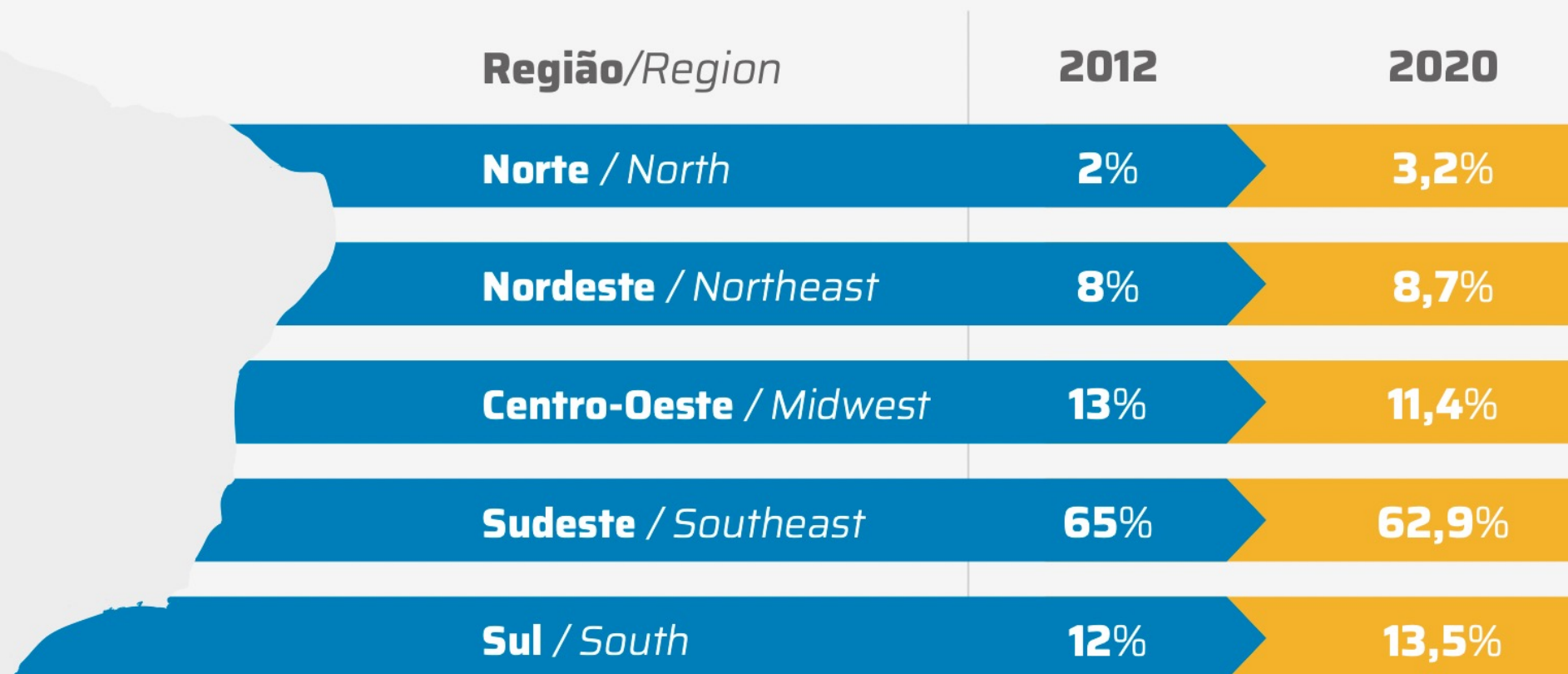
RLA
11% US\$ 12,1

MERCADO BRASILEIRO DE TI - 2020 (US\$ MILHÕES)

BRAZILIAN IT MARKET - 2020 (US\$ MILLION)

Hardware/Hardware	26.543	54%
Software/Software	12.989	26%
Serviços/Services	9.995	20%
Total/Total	49.527	100,0%

EVOLUÇÃO DA DISTRIBUIÇÃO REGIONAL DO MERCADO BRASILEIRO DE TI / EVOLUTION OF THE REGIONAL DISTRIBUTION OF BRAZILIAN DOMESTIC MARKET



DISTRIBUIÇÃO REGIONAL DO MERCADO BRASILEIRO DE TI - 2020











REGIONAL DISTRIBUTION OF IT DOMESTIC MARKET - 2020

REGIÃO <i>REGION</i>	SOFTWARE <i>SOFTWARE</i>	SERVIÇOS <i>SERVIÇOS</i>	HARDWARE <i>HARDWARE</i>	TOTAL TI <i>IT TOTAL</i>
Norte / North	2,58%	3,12%	3,66%	3,27%
Nordeste / Northeast	7,07%	8,32%	9,7%	8,73%
Centro-Oeste / Midwest	11,88%	11,88%	10,99%	11,47%
Sul / South	13,60%	13,94%	13,37%	13,55%
Sudeste / Southeast	64,87%	62,36%	62,28%	62,98%
Total/Total	100%	100%	100%	100%

MERCADO MUNDIAL DE SOFTWARE E SERVIÇOS 2020

Software and Services World Market 2020

US\$ BILHÕES/BILLION

PAÍS COUNTRY	US\$ BILHÕES BILLION	PARTICIPAÇÃO SHARE
 Estados Unidos	635,1	47,1%
 Japão	84,1	6,2%
 Reino Unido	80,6	6,0%
 Alemanha	70,5	5,2%
 China	53,4	4,0%
 França	50,8	3,8%
 Canadá	32,4	2,4%
 Austrália	26,1	1,9%
 Brasil	22,9	1,8%
 Holanda	22,8	1,7%
 Itália	21,1	1,6%
 Índia	18,5	1,4%



TRENDS FOR THE
**SOFTWARE
AND SERVICES
MARKETS - 2021**

BUSINESS PRIORITIES IN 2021:

Qual das iniciativas de negócios será a mais significativa para impulsionar os investimentos em TI em sua organização?

Which business initiative will be the most significant to boost IT investments in your organization?

Aumentar Produtividade da Organização

Increase Organization Productivity



Reduzir Custos da Organização

Reduce Organization Costs



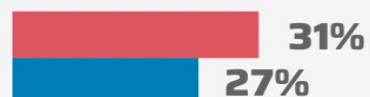
Introduzir Produtos e Serviços Novos ou Aprimorados

Introduce New Products and Services



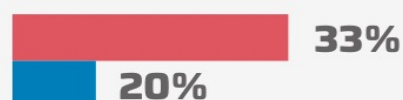
Balancar Digital e Físico para Cliente

Balance Digital and Physical for the Client



Melhorar Aquisição e Retenção de Clientes

Improve Client Acquisition and Retention



● 2021

● 2020

Fonte: IDC - Pesquisa de Investimentos em TI - empresas com mais de 100 empregados
 Source: IDC IT Investment Trends Survey in companies above 100 employees

MAJOR IT INITIATIVES FOR 2021:

Em termos de importância estratégica, quais das seguintes opções estão incluídas nas principais iniciativas de TI em sua organização?

In terms of strategic importance, which of the following options are included in the main IT initiatives in your organization?

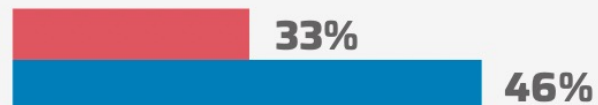
Segurança de TI

IT Security



Nuvem Pública : IaaS, SaaS

Public Cloud: IaaS, SaaS



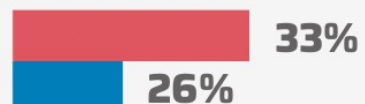
Inteligência: Big Data, Analytics, BI, IA, ML

Intelligence: Big Data, Analytics, BI, IA, ML



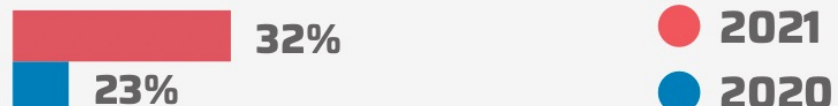
Experiência do Cliente

Client Experience



Modernização ERP

ERP Modernization



● 2021

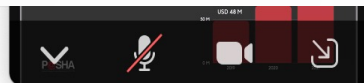
● 2020

The new wave of Brazilian SaaS innovators

Posted Aug 8, 2017 by [Diego Gomes \(@dttg\)](#)

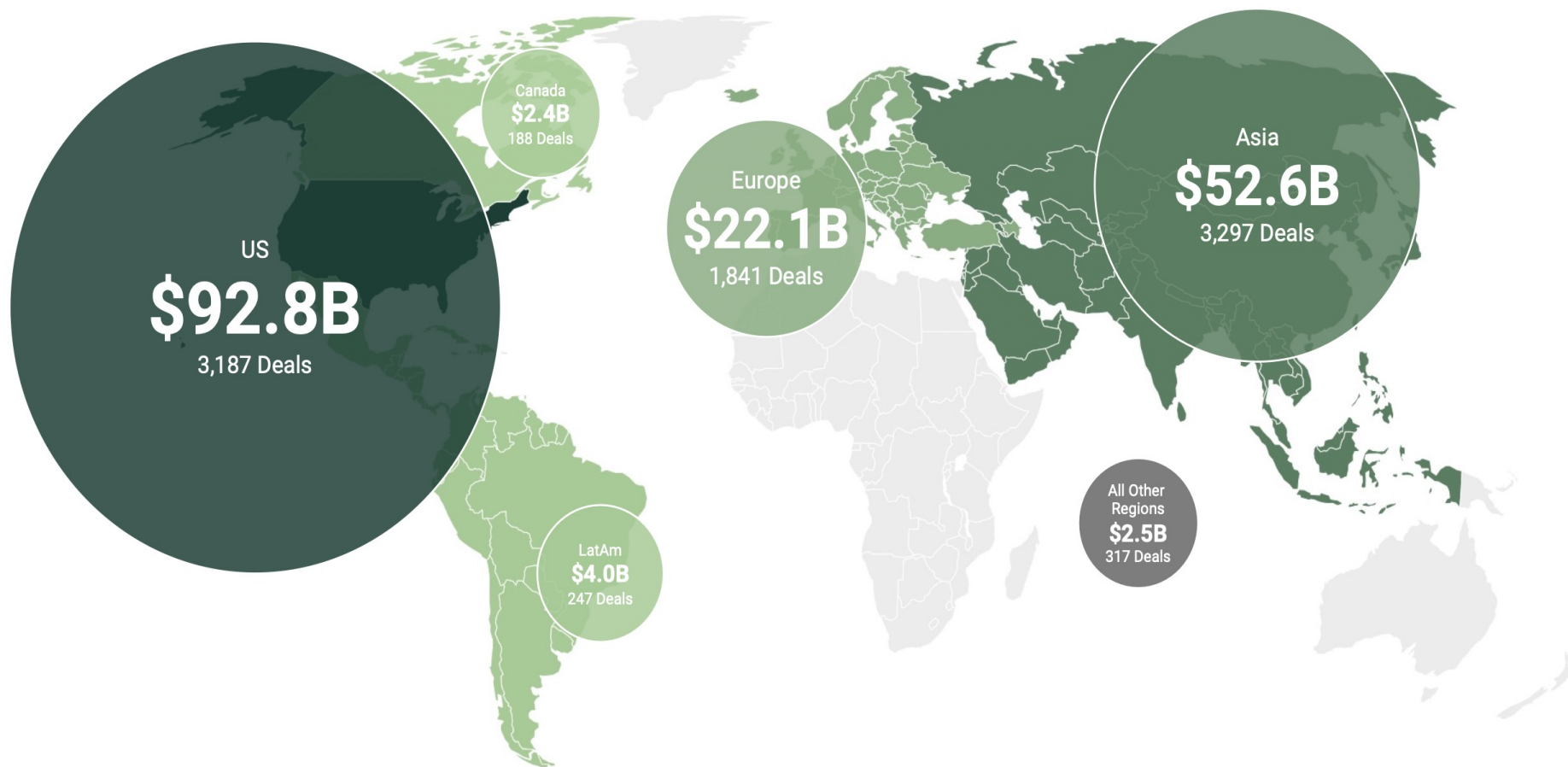


- *Brazil is the 5th largest internet and mobile economy in the world.*
- *Top 8 Economy overall in the world*
- *Among the 12 markets with more than 100 million consumers*
- *60,000 IT Companies*



STATE OF VENTURE | GLOBAL TRENDS | INVESTMENT TRENDS

Global regional comparison Q4'21



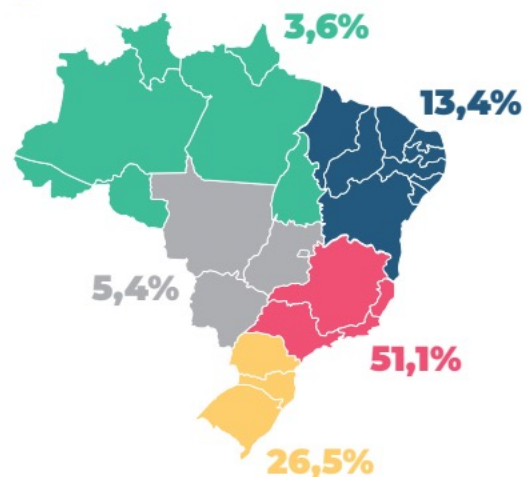
FRONTMATTER





Distribuição Geográfica

Regiões



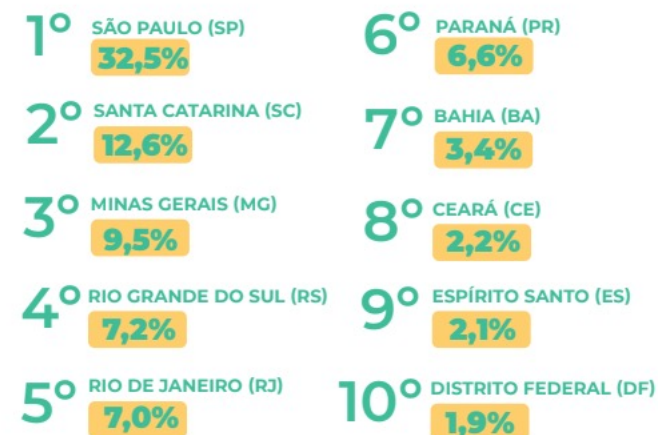
CIDADES IDENTIFICADAS

314

COMUNIDADES MAPEADAS

94

Top 10 Estados



Índice de Densidade Setorial de Startups

RESULTADO

Cálculo do índice:

(número de startups do segmento) /
(número de empresas do segmento) com
índice base 1,00 para média geral. Por fim,
cálculo de correção dos desvios dos
resultados.

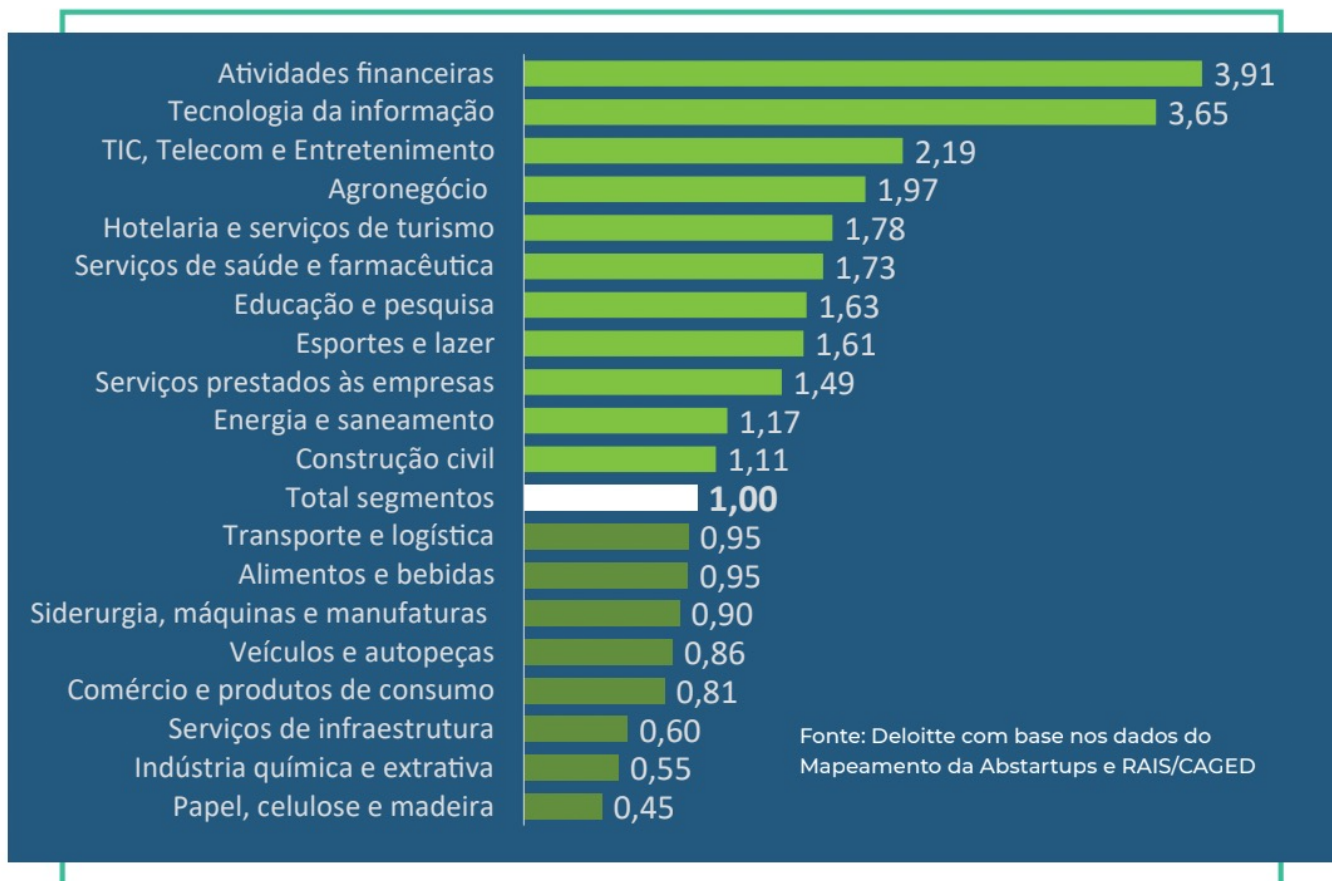
Interpretando o resultado:

O índice tem como base média:

- Total dos setores = 1,00

Assim:

- Setor que tem índice > 1, está acima da média;
- Setor que teve índice < 1, está abaixo da média.



THANK YOU!

Robert Janssen

robert.janssen@assespro.org.br

**JUNTOS +
SOMOS MAIS**



www.assespro.org.br

+ 55 (61) 3201-0932

staff@assespro.org.br

SRTVS Qd. 701, Bloco A, Salas 829-831
Edifício Centro Empresarial Brasília
CEP 70340-907 – Brasília/DF

 **assespronacional**