

Data Center World Brasil discusses paths to expand the country's competitiveness in the global data center market

Experts point to regulation, energy availability, and infrastructure as determining factors to sustain the sector's growth

The first day of Data Center World Brasil brought together experts and sector leaders to discuss the main challenges and opportunities for the expansion of data centers in the country. On the agenda were topics such as regulation, investments, connectivity, and energy, considered fundamental to meet the growing demand for digital infrastructure and artificial intelligence.

The opening was conducted by Leonardo Benedicto, director of Data Center World Brasil, who highlighted the strategic role of data centers in Brazilian technological development.

“Brazil brings together a large-scale market, a strongly digitalized economy, international connectivity, and an electrical matrix with a significant share of renewable sources. Holding Data Center World in Brazil demonstrates the space that Brazil has been occupying in the expansion of digital infrastructure,” stated Benedicto.

Among the day's highlights, the panel “Infrastructure as a geopolitical asset: competitiveness, investments, regulation, and what needs to change” brought a discussion on the paths to accelerate projects and expand Brazil's competitiveness in the global data center market.

The approval of Redata, the new special tax regime for data center services, was pointed out as a breakthrough to stimulate investments in the sector. The discussions also addressed measures to reduce taxes on hardware imports and strengthen national infrastructure.

“We are working for Brazil's connectivity,” explained Valter Wolf, Director of Projects and Partnerships in Technology at Brasscom.

Renan Alves, president of the Brazilian Data Center Association, highlighted Brazil's potential given the expansion of artificial intelligence. “Brazil will be a major global hub for Artificial Intelligence,” he stated. Bruno Cavalcanti from Conexus, Luiz Henrique Barbosa da Silva from Telcomp, and Victor Arnaud from Equinix also participated in this panel.

The energy scenario was also among the main themes of the first day, with the panel “Energy as a structural bottleneck: availability, intermittency, and real viability”. Experts discussed the need to guarantee stable energy and expand transmission infrastructure to keep pace with the growth of data centers.

“The data center needs to operate robustly, and for this, energy must arrive without failures. In Brazil, generation is usually distant from consumption sites, and we need flawless transmission. Unfortunately, there is a bottleneck precisely in this stage,” stated Ricardo Borges, founder of EGF.

Claudia Marquesani, CIO of Copa Energia, reinforced the importance of an integrated view for the sector's energy development. "In Brazil, we look at the energy generation and transmission stages in isolation. We need orchestration to look seriously into the future," she highlighted.

Regis Ataides from Andritz, Fernando de Souza Pinto from MWM, and Alex Ma from Sieyuan were also present. Maurício Godoy, editor of Canal Energia magazine, was the mediator.

The program for October 7 continues the debates on the challenges and opportunities for the expansion of digital infrastructure. Discussions address topics such as connectivity, computing capacity, operational continuity, and investment movements influencing the data center market in Latin America.

Among the day's highlights are discussions on the role of location and global routes for infrastructure performance, the challenges faced by hyperscalers in the face of growing demand driven by artificial intelligence, and strategies to ensure the resilience of operations in scenarios of failures, crises, and extreme events. The closing of the second day's program broadens the analysis to the regional scenario, with a conversation about investments, expansion, and strategic architecture decisions for data centers in Latin America.

Data Center World Brasil 2026 (DCW)

Date: October 6 to 8, 2026

Location: São Paulo Expo – São Paulo (SP)

Schedule:

Conference: from 10:30 AM to 5:30 PM

Exhibition: from 10:00 AM to 8:00 PM

Address: Rodovia dos Imigrantes, km 1.5 – Vila Água Funda – São Paulo

About Data Center World Brasil

Data Center World Brasil is the national version of one of the most important global platforms for content, networking, and business for the data center and digital infrastructure sector. Hosted by Informa Markets, the event connects industry leaders, experts, and technology providers to discuss trends, innovation, sustainability, and the future of the digital economy.

About Informa

Informa connects people and markets through digital solutions, specialized content, trade shows, hybrid events, and market intelligence, building a relationship and business journey between companies and markets 365 days a year. Present in more than 30 countries, it has operated in Latin America for 30 years, delivering annually more than 40

hybrid events in Brazil and Mexico, dozens of digital events, news portals, and digital connection and business platforms.

Press Office Data Center World Brasil DFREIRE Comunicação e Negócios - Tel.: (11) 97399-0031 WhatsApp

Debora Freire – debora@dfreire.com.br – (11) 99976-1165

Luciana Abritta – lucianaabritta@dfreire.com.br – (11) 99299-0411

Bete Leandro – beteleandro@dfreire.com.br – (11) 99616-2885