

Data Center World Brasil Closes First Edition with Results Above Expectations and Confirms New Edition for 2027

The event gathered 3,844 participants, promoted more than 100 meetings in the Business Round, and highlighted the sector's challenges and opportunities in the country.

The first edition of Data Center World Brasil, held between October 6 and 8, registered 3,844 participants and exceeded the initial expectation of 2,500 visitors by more than 50%. The event brought together leaders from the data center, digital infrastructure, cloud computing, and artificial intelligence sectors to debate the main challenges and opportunities of digital transformation.

"The success of the first edition of Data Center World Brasil demonstrates the relevance of hosting a gathering dedicated to this sector, which is experiencing a moment of strong growth in the country. Bringing together the main players in the data center, digital infrastructure, energy, technology, and services chain is fundamental to stimulating the exchange of knowledge, strengthening connections, and discussing the paths for a sustainable expansion of the market. We are very satisfied with the participation and the quality of the debates and business generated during the event, which reinforce the strategic role of Data Center World Brasil for the development of the sector," says Leonardo Benedicto, director of Data Center World Brasil.

On the third and final day, the panels addressed topics such as connectivity, infrastructure, supply chain, sustainability, regulation, data, artificial intelligence, digital systems, energy, and compliance.

Among the main debates was the strategic role of energy in the expansion of digital infrastructure. Experts highlighted that connectivity, qualified professionals, and financial investments are not enough without energy availability. Energy transmission and generation appear as fundamental points to keep pace with the accelerated growth of the sector.

This scenario reinforces the importance of a data center infrastructure prepared for an ever-increasing and more dynamic demand. With the accelerated evolution of the market, traditional planning models no longer meet the new needs of the sector, which requires flexible solutions, adaptation capacity, and a long-term vision to ensure the expansion of the digital economy.

The growing demand for energy also drives a global race for energy availability. In this context, Brazil stands out for its renewable matrix and generation capacity superior to current consumption, which creates a strategic opportunity to expand the country's participation in the data center market. The expansion of data centers focused on artificial intelligence contributes to adding demand to the available energy capacity and boosting new investments in digital infrastructure.

Business and Networking

The Business Round held during the three days of Data Center World Brasil presented positive results for participants and exhibitors. The initiative promoted more than 100 pre-scheduled meetings, with 96% of the participating companies evaluating the encounters as excellent opportunities for business and networking. Furthermore, 90% of the meetings recorded expectations of business generation over the next 12 months.

A total of 24 companies with purchasing potential from different industry segments participated in the round, including Banco Bradesco, Itaú, B3, Equinix, Petrobras, Dataprev, Einstein, Claro, and Scala Data Centers. The meetings brought buyers and event sponsors closer together, creating new opportunities for commercial partnerships.

“The business round was very good. We have a modernization plan for our data center and used the event to meet suppliers, companies, and understand how the market works with this type of retrofit. Our participation was very profitable,” states Daniel Caldas, systems analyst at Petrobras.

“This is the first opportunity we've had to participate in a trade show focused on data centers, and in this business round, we had great opportunities to present our portfolio. For us, it was important to participate in the round and be present at the event so that the market gets to know Staff Brasil as a possible material supplier,” says Vladimir Rodrigues, analyst at Staff Brasil.

For exhibitors, the first edition confirmed the relevance of the gathering for the national market.

“It was excellent! Our executives were constantly in touch with prospects, active clients, and future clients. Being here was a very smart investment on our part. The idea is to return next year and continue bringing our solutions,” says Fábio Bottalo, strategic marketing manager for Latin America at Kingston.

“It is very good to have the first of many Data Center Worlds here in Brazil. It went beyond expectations, a lot of people came, many of the clients on our radar participated in the event, and we have great expectations for the future with the fair,” explained Eduardo Henrique Figueiredo, commercial director of the data center area at Delta Electronics group.

Following the success of the first edition, Data Center World Brasil has already confirmed its second edition. The event will be held from October 5 to 7, 2027, at Expo 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. Organized 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.

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