



CESAR Innovation Hub Showcases Brazil's Technological Leadership at Web Summit Rio 2025

Award-winning innovations, new CISSA cybersecurity center in Porto Digital and strategic collaborations position CESAR as premier R&D hub at the forefront of global tech advancement

RIO DE JANEIRO, April, 2025 - [CESAR Innovation Hub](#), one of Latin America's leading technology R&D centers, will highlight Brazil's growing prominence in global innovation at [Web Summit Rio 2025 from April 27-30](#). The research, design and development leader will showcase Grupo Boticário's award-winning Smart Lipstick® technology, present its new [CISSA](#) cybersecurity research hub, and host high-level discussions on financial innovation and sustainable energy with industry partners at the event.

"As Brazil continues to emerge as a powerhouse of technological innovation, CESAR is proud to represent our country's pioneering approach to solving global challenges through innovation using our experts' broad and deep technical skills," said [Eduardo Peixoto](#), CEO of CESAR Innovation Hub.

"During Web Summit Rio, we'll showcase innovative work that combines technological sophistication, brilliant design and practical problem-solving to give birth to new solutions that resonate worldwide."

CESAR's Web Summit Rio agenda includes:

1. **Smart Lipstick® Technology Showcase** - Fresh from winning a prestigious "People's Choice" SXSW Innovation Award in Austin last month, CESAR will demonstrate at its booth E410, in Pavilion 4, this groundbreaking AI-powered lipstick application system developed by Grupo Boticário in partnership with CESAR. Visitors will be able to test this technology that

combines artificial intelligence, computer vision, and robotics to provide precise, automated lipstick application for individuals with motor disabilities and visual impairments.

2. **Cybersecurity Research Hub Showcase** - CESAR will unveil the latest work from CISSA, its new Embrapii-certified Cybersecurity Competence Center focused on cutting-edge research across four core areas: Identity and Access Management, Data Protection and Privacy, Cyber Threat Intelligence, and Legal, Ethical, and Behavioral Aspects of Security. Visitors to CESAR's booth will receive a free digital copy of CISSA's first quarterly magazine, "Secure Horizons."
3. **Climate Data Visualization Fireside Chat | April 30** - CEO Eduardo Peixoto will join Tatiana Escovedo, CDO of Petrobras on Wednesday afternoon, April 30 at 3:35pm at Stage 3 to discuss "Crude numbers: The reality behind emissions data. The session will highlight the raw data behind global emissions, examining how interactive dashboards can reveal the true impact of industry on climate.
4. **Financial Innovation Masterclass | April 30** - CESAR will host **'Banking reimaged: design-driven innovation in finance'** on April 30 at 12:00 pm featuring Lauro Elias, CESAR Executive Director, alongside [Guilherme Amadori](#), Solutions Manager at Banco do Brasil, [Gustavo Milaré](#), CTO and CIO at Cateno and Rodrigo Salgado, National Innovation Manager da Caixa. The session will be moderated by the renowned journalist Angelica Mari and will explore how CESAR's collaborations with leading financial institutions are creating user-centered financial products while balancing security, personalization, and inclusion.

"Web Summit Rio represents a critical opportunity for CESAR to showcase not only our technological capabilities but our commitment to purpose-driven innovation that addresses real human challenges," said [Paula Marques](#), Director of Marketing at CESAR Innovation Hub. "From inclusive beauty technology to cybersecurity research to climate data visualization, our presence at the summit demonstrates how innovation can be both technically sophisticated and socially impactful."

With more than 1,400 experts in technology, design, research, and strategy, CESAR partners with major national and global brands to build cutting-edge solutions. The R&D hub's presence at the third annual Web Summit Rio—anticipated to draw more than 34,000 attendees from across the globe—underscores Brazil's growing influence in the international technology landscape.

About CESAR Innovation Hub

CESAR is a world-renowned innovation center and advanced technical school based in [Porto Digital](#), Recife's thriving technology district on Brazil's northeastern coast. With more than 1,400 highly skilled professionals, CESAR specializes in cutting-edge technologies including AI, cybersecurity, computer vision, IoT and quantum computing. Learn more at www.cesar.org.br/web/english.

About Web Summit Rio

Web Summit Rio is part of the roster of international events organized by Web Summit, taking to the world stage alongside Web Summit in Lisbon, Web Summit Qatar in Doha, Web Summit Vancouver in Canada, and RISE in Hong Kong. In 2024, Web Summit Rio gathered 34,000-plus people, including 500-plus speakers and 1,000-plus startups. Politico has called Web Summit "the world's premier tech conference," while the Atlantic notes it is "where the future goes to be born."

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