



## Asaas announces participation in Web Summit Rio to discuss Innovation and Growth of SMEs

*Piero Contezini, founder and chairman of the company, will also give a lecture on the convergence between customer experience and financial innovation.*

*With the largest financial investment in Latin America in a Series C round last year, the platform presents innovative solutions and financial management trends at one of the largest technology events in the world*



*Asaas headquarters in Joinville, a city in the south of Brazil (Credits: Asaas)*

**April 2025** - [Asaas](#), a leading platform in financial solutions for small and medium-sized enterprises (SMEs), will be one of the highlights of Web Summit Rio 2025, which will take place from April 27 to 30 at Riocentro in Rio de Janeiro (RJ). This will be the second time that Asaas participates as an exhibitor at the event, which is in its third edition in Brazil. In 2024, Web Summit Rio gathered over 34,000 participants, including more than 500 speakers and 1,000 startups.



With the presence of executives from major companies, investors, and startups from around the world, Web Summit is one of the largest global events for technology and business. For the first time, Asaas' founder and chairman, Piero Contezini, will present the theme "Customer Experience Meets Financial Innovation" in a lecture on April 30. According to Contezini, the platform's participation aims to highlight the potential of the Brazilian financial market and reinforce Asaas' commitment to providing solutions for more efficient and accessible financial management for SMEs.

"Our goal is to provide SMEs with the necessary tools to grow efficiently, integrating simple and accessible financial solutions. We are committed to delivering products that meet the real needs of Brazilian entrepreneurs, and continuing to transform financial management for hundreds of thousands of businesses in Brazil," says Piero.

Last year, Asaas made headlines by receiving the largest Series C funding round in Latin America, totaling R\$820 million, led by Bond Capital, with participation from strategic funds such as Softbank, 22S Capital, and Endeavor Catalyst. Leveraging this growth, during the event, the platform will emphasize how financial innovation and customer experience are creating more efficient and accessible solutions. Emerging technologies such as automation have transformed financial management, allowing entrepreneurs and business owners to focus on the strategic development of their businesses.

Throughout the 4-day event, Asaas will have an exclusive booth to present its solutions to over 2,200 national and international companies. In addition to Piero Contezini's lecture, the executive will also offer mentorship to startups during the "Mentor Hours" program.

## **Event Details**

### **Web Summit Rio 2025**

Date: April 27-30, 2025

Location: Riocentro – Rio de Janeiro, Brazil.

For more information about Web Summit Rio 2025, visit: [Web Summit Rio 2025](#).

## **About Asaas**

Asaas is an operational platform for businesses that centralizes and automates financial and management processes, allowing small and medium-sized enterprises to be more efficient and focus on their growth strategy with security and simplicity. Founded by brothers Piero and Diego Contezini, the company was established in Joinville 14 years ago and currently has more than 190,000 clients and over 800 employees across Brazil. Asaas has received several investments, including funding from Bradesco's CVC fund, Inovabra Ventures, and Parallax, the only fintech focused on Venture Capital in Latin America. Furthermore, Asaas is the second Brazilian company to receive funding from



BOND Capital. The company is authorized by the Central Bank to operate as the 31st payment institution in Brazil and holds a license to operate as a Direct Credit Company (SCD).

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