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Subject: weme launches 'weme IA' – WhatsApp assistant for Web Summit Rio 2025

weme introduces 'weme IA', a virtual WhatsApp assistant designed to enhance the attendee experience at Web Summit Rio 2025.

To make participants' journeys smoother and more connected during **Web Summit Rio 2025**, **weme**, a full-service digital products studio, **launches 'weme IA'**: a smart WhatsApp assistant tailored specifically for the event.

With weme's assistant, attendees will effortlessly find information about sessions, schedules, and locations. The solution uses conversational intelligence to offer quick and accurate responses, optimizing time and further enriching the experience at one of the largest technology events in the world.

"We believe in genuine connections. That's why we created this WhatsApp assistant — to simplify access to event information, allowing people to focus on what truly matters: the exchanges, learnings, and encounters unique to an event like Web Summit," highlights Carolina Kia Takada, co-founder and CRO at weme.

In addition to launching the virtual assistant, weme, an official sponsor of Web Summit Rio 2025, will also have its own stand (E371 – Pavilion 3) and actively participate in event stages. The team will bring relevant discussions to the Corporate Innovation Summit and contribute to panels on Technology, Artificial Intelligence, and Financial Services.

About weme:

weme is a full-service digital products studio collaborating with large companies to design, build, and scale solutions that truly matter. By combining research, design, technology, and strategy, weme transforms complex challenges into valuable digital experiences, always centered around people and focused on tangible results.

About Web Summit:

Web Summit Rio is the Latin American edition of the world's largest technology and innovation event. In 2025, it will take place from April 27 to 30 at Riocentro in Rio de Janeiro, gathering more than 40,000 people from around the globe, including startup founders, corporate leaders, investors, and technology enthusiasts. Featuring globally renowned speakers, networking opportunities, and a diverse agenda, Web Summit Rio connects people and ideas shaping the future of business and technology.