



WHERE INNOVATION, SECURITY, AND STRATEGIC DECISIONS SHAPE THE FUTURE OF BRAZIL



São Paulo Expo - October 23-25, 2025



WHAT IS THE COP INTERNATIONAL?

- The leading public safety event in Latin America
- The event that brings together the top decision-makers in the sector
- Combines a business expo, international congress, and official institutional meetings
- A platform where innovations become operational solutions













THE LEADING PUBLIC SAFETY EVENT IN LATIN AMERICA



- A national and international reference in public safety and law enforcement
- Recognized by all levels of government: federal, state, and municipal
- Connects police forces, policymakers, legislators, experts, and the private sector
- Held in São Paulo a strategic hub for innovation and high-level decision-making







THE EVENT THAT BRINGS TOGETHER THE TOP DECISION-MAKERS IN THE SECTOR

COP is where decisions happen



































THE LEADING NATIONAL AND INTERNATIONAL BRANDS IN THE SECTOR ARE HERE





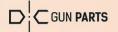




















































KEY FIGURES FROM THE 2024 EDITION



12.606 qualified attendees

Including agents, managers, authorities, and sector experts

55+ national and international exhibitors

Marcas líderes em tecnologia, defesa e segurança

R\$ 100 M+ in deals closed in just 3 days

Effective negotiations between public institutions and private companies

26 states + Federal District Represented

Including Ministries, State Forces, and Federal Agencies







MEDIA REACH AND IMPACT (COP 2024)

1.850.885 Views on Instagram

63.700 Instagram interactions

307.521 E-mails opened

452+ Press Articles

R\$ 1.600.00,00+ In advertising equivalence









WHY COP MATTERS TO THE TECH INDUSTRY



- The place where tech solutions achieve institutional scale
- Direct access to top-level decision-makers and operational leaders
- Environment to present technologies with real application
- Solutions presented can achieve nation-wide implementation



BRAZIL'S PUBLIC SECURITY SECTOR

Over R\$ 480 billion

Invested in public security over the past 5 years

710,000+

Active security professionals

- Strong demand for digitization, automation, and data intelligence
- Rising interest in AI, cybersecurity, and systems integration









GLOBAL AI MARKET FOR PUBLIC SECURITY

US\$ 12 billion in 2023

US\$ 99 billion projected by 2031

30,2% Compound Annual Growth Rate (CAGR)



GROWTH DRIVERS:

- Increasing complexity of security threats
- Need for more operational efficiency
- Public investment in modernization

Font: theinsightpartners.com







HOW AI IS TRANSFORMING PUBLIC SECURITY

- Predictive Policing
 Data analysis to prevent crimes and allocate resources effectively
- Automated Investigations
 Pattern recognition and suspect identification at scale
- Real-time Monitoring
 Smart surveillance, facial recognition, and behavior analysis
- Emergency & Crisis Response
 Intelligent coordination of teams and Al-assisted decisions
- Cybersecurity & Critical Infrastructure Protection

 Threat detection and proactive system defense









CENTRAL THEME OF COP 2025: ALS POLICE DRONES



In 2025, COP International will focus on a strategic theme that reflects the challenges and transformations of the sector.

The spotlight will be on technologies that are reshaping how we protect cities, law enforcement personnel, and citizens.

The schedule will cover practical, ethical, and institutional applications of artificial intelligence and drones in public safety and law enforcement operations.







WHY CONNECT WITH COP



- Strategic brand positioning with key decision-makers
 Secretaries, commanders, managers, and public policy leaders
- Insertion into the forefront of Brazil's public security ecosystem

 Your brand aligned with the country's key institutional needs
- High-volume business and public investment environment R\$ 100 million in deals closed over 3 days in the last edition
- Presence in the most influential business and institutional platform
 More than an event a gateway to institutional access

AT COP INTERNATIONAL, TECHNOLOGY ISN'T A TREND — IT'S A SOLUTION. AND THOSE WHO CONNECT FIRST, LEAD.







The ultimate platform connecting technology and public safety

Connect with decision-makers, showcase transformative solutions, and position your brand at the center of Brazil's security future.

THANK YOU! •

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