

Presented by
W2C

COP[®] | POLICE
OPERATIONS
CONGRESS
INTERNACIONAL

**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

AEGIS



AXON

Benelli

Berkana



CONDOR

DIC GUN PARTS



INVICTUS



MKU
EMPOWERING HEROES

modirum | GESPI



PROTECTA
PROTEÇÃO A TODA PROVA

PROTECOP
Notre mission - votre protection



**SMART
POWER**

**SPRINGFIELD
ARMORY.**

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 AI-assisted decisions
- **Cybersecurity & Critical Infrastructure Protection**
Threat detection and proactive system defense



CENTRAL THEME OF COP 2025: AI & 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.**

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**POLICE
OPERATIONS
CONGRESS**

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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