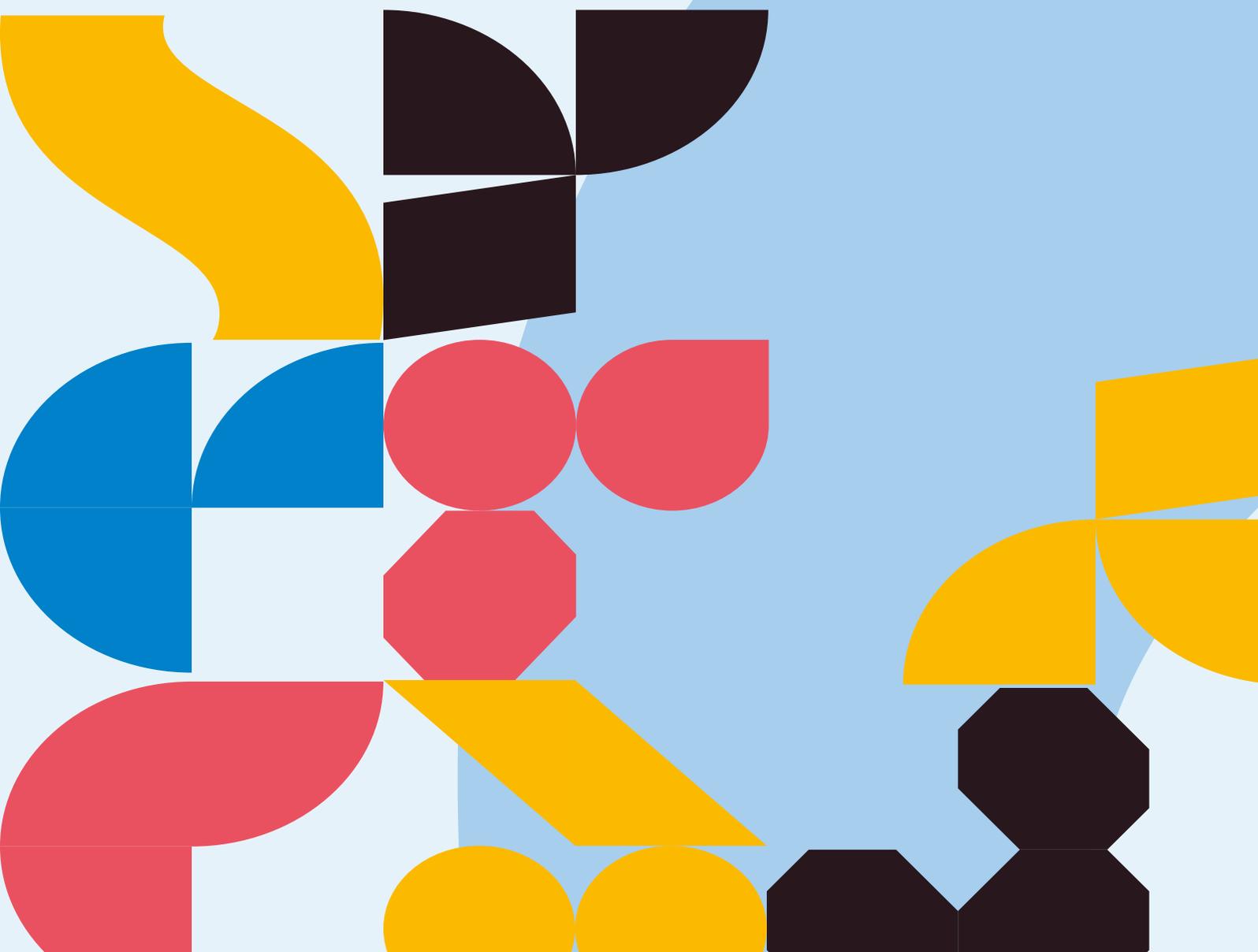


ABES



associação
brasileira das
empresas de
software

for a more digital and
less unequal Brazil



About ABES

The **Associação Brasileira das Empresas de Software (ABES)** works with the purpose of contributing to the construction of a **More Digital and Less Unequal Brazil**, as ABES believes that information technology plays a fundamental role for the democratization of knowledge and the creation of new opportunities, aiming at a better quality of life for all, as well as an inclusive and egalitarian way. Given this purpose, ABES' objective is to ensure a business environment conducive to innovation, ethical, dynamic and competitive globally.

Since its foundation in September 1986, ABES seeks to be relevant to its associates and also a national and international reference in the technology sector, actively participating in the revolution promoted by the digital transformation, supporting entrepreneurship and innovation, demanding public policies for the construction of a strong sectorial model, strategically suited to the global reality with legal certainty. ABES is positioned as a platform, offering the most varied services and products to the associates.



Represents approximately 2 thousand companies, distributed in 22 brazilian states and the Federal District.



[Become an associate](#)



ABES represents approximately 2 thousand companies, distributed in 22 brazilian states and the Federal District. In addition to software companies and those that provide, in some way, related services which were traditionally represented, ABES also has two new categories of associates: (i) companies that use software intensively and (ii) those, in general, interested in the software industry information technology. Therefore, ABES currently has the participation of companies connected to digital platforms, including startups (such as EduTechs, HealthTechs, LawTechs, FinTechs, AgroTechs, among others) also incubators, accelerators and investment funds, as they are important agents in strengthening innovation and dynamism of the brazilian market.

The following are the programs, benefits and services that the entity offers to its associates and society in general, based on ABES five pillars: **INNOVATION, ETHICS, DYNAMISM, COMPETITIVENESS e SUSTAINABILITY.**



COMPETITIVENESS

Committee and Working Groups (WG)

Each thematic Committee or WG is a democratic space to discuss issues affecting the management and business of our associates, in order to identify solutions and proposals. Some examples are: Regulatory, Taxation, Digital Technology, Intellectual Property, General Data Protection Law (LGPD), Business Development, eSocial, Public Purchasing, Future of Work, among other topics.



Certificates

ABES issues four types of certificates intended to speed up the process of purchase of computer programs and services by public entities and government agencies, without the need of holding bids or trading sessions, as authorized by Law No. 8666/93.



Partnerships and agreements

Through mutual cooperation agreements with other entities, technology parks, innovation centers and incubators, ABES creates strategies aiming to generate synergies and strengthen the joint action of entities to improve the market and increase competitiveness, national and international.





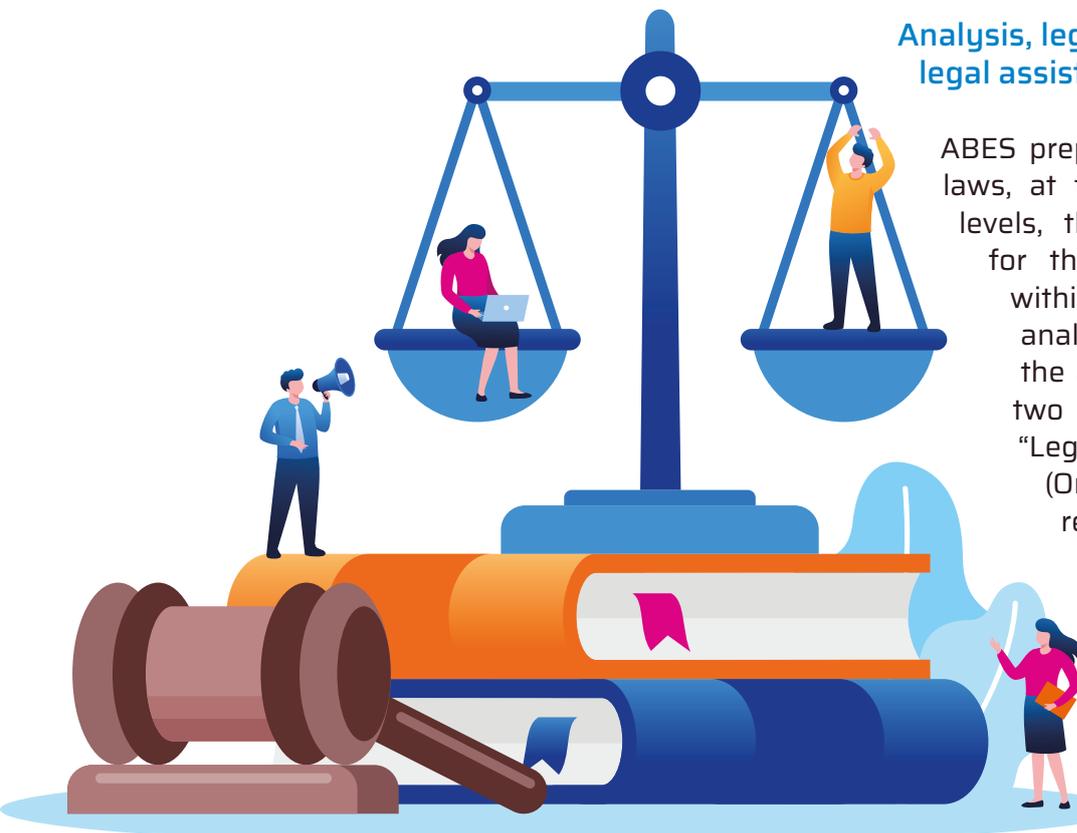
Cybersecurity Insurance

In view with the growth of hacker threats, the possibility of system failures and the stricter data protection and privacy laws, ABES, in partnership with CAESBRA, has made possible a data protection and cyber security insurance for its members, offered under special conditions and according to the profile of the contracting company.



Health, dental, life and travel insurance

Through the services provided by: Caixa de Assistência da Empresas de Software e Complementares Serviços do Brasil - CAESBRA (meaning: Assistance Service for Software and Complementary Services Companies of Brazil), the members can hire health, dental, life and travel insurance plans offered by important companies, under attractive commercial conditions.



Analysis, legal publications and on-call legal assistance

ABES prepares assessments of the main laws, at the federal, state or municipal levels, their changes and implications for the management of companies within the sector. Regularly publishes analyzes of the rules that affect the activities of companies through two publications, for example: the "Legal Advisor" and the "Legal Tips" (Orientador Legal and Dicas Legais, respectively). ABES also provides contract templates used by the technology sector. A team of lawyers also answers specific questions from associates in the areas of intellectual property, labor, tax, data protection, among others.



INNOVATION

Encouragement of innovation

The entity actively participates in the revolution created by the digital transformation, promoting entrepreneurship and innovation, claiming funding lines and agencies, as well as public policies for the construction of a strong sector model, strategically suited to the global reality and with legal security.



ABES regularly publishes the **Guide to the Promotion of Innovation for the ICT Sector**, prepared in partnership with the ABGI consultancy, mapping the responsible agencies, the respective financing lines made available and other incentive policies. Available at: www.abes.org.br.

ABES Startup Internship Program

It aims to strengthen entrepreneurship and attract talent and investment to the Brazilian technology sector. The program lasts 6 months and is made available to startups through partnerships with incubators, accelerators or investment funds, without paying the monthly contribution. During this period, the program participants have the opportunity to take advantage of the services offered by ABES to its associates*, such as relationship and business networking, participation in thematic committees, access to market research, information on development lines and government financing, market place data, as well as a complete compliance structure and legal advice.



Incubation and Startups Support Program

This program offers special conditions of association to the incubated or accelerated startups, which now have the services and benefits of ABES.



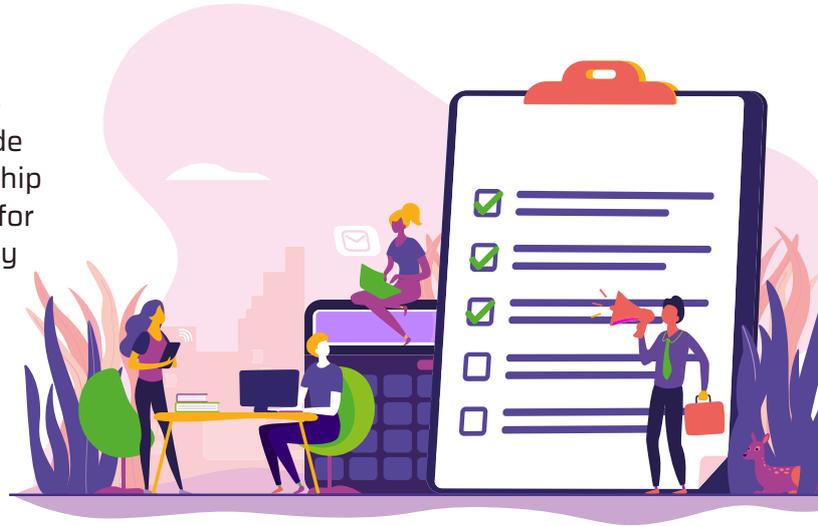
* Some services have costs involved



ETHICS

Integrity Program

ABES' Integrity Program (Programa de Integridade da ABES) included the Code of Ethics, the Public Agent Relationship Policy and made it available a Channel for Anonymous Reports in the event of any suspected misconduct from the part of the management, employees and suppliers associates. The program is aligned with the guidelines established by the Anti-Corruption Law (No. 12.846/2013) and the highest worldwide compliance standards.



Intellectual Property Program

ABES maintains partnerships and actions in order to supervising and removing content and offers that infringe the intellectual property of its members. As a result of these actions, hundreds of thousands of offers, pages and websites are removed periodically, in line with the objectives of ensuring an ethical and competitive business environment.



Program: An Ethical Company

With the commitment to promote ethics and integrity in the business environment, ABES provides its program which encourages and offers, free of charge, to its members the means to implement the three essential pillars of a policy of integrity and accordingly with the legal framework: the development and implementation of a code of ethics; compliance training for employees; and the adoption of an independent reporting channel. Companies that officially adhere to the program and promote all three pillars receive the Ethical Company Certificate (**Certificado: Uma Empresa Ética**).



Diagnosis of compliance with the General Data Protection Law (Lei Geral de Proteção de Dados - LGPD)

ABES, in partnership with EY Consulting, provides, at no cost, an online tool **LGPD Diagnosis** available for companies to evaluate whether their processes are already in compliance with the legislation. Participants answer a confidential questionnaire and obtain a self-assessment regarding the different points required by the standard rules. After completion, the tool offers the result and suggestions of adequacy contextualized from the answers presented. The tool can be accessed by organizations of all sectors and sizes.



Market Study - Panorama and trends

Since 2005, ABES and IDC, one of the leading consulting and market intelligence companies focused on IT and Telecom, have published, free of charge, the “Brazilian Software Market - Panorama and Trends” Study (**Estudo “Mercado Brasileiro de Software - Panorama e Tendências”**), including Brazil and Worldwide data, by region, segments, those referring to different market segments, such as Artificial Intelligence, Cloud Computing, Internet of Things, among others. The study is available, free for download at: www.abes.org.br.



Brazil Digital Country Movement



In order to democratize access to qualified information on digital transformation, ABES launched, in 2016, the Movimento Brasil, País Digital together with several partners. The movement deals with the collecting, using and sharing of data, which also seeks to stimulate debates and awareness about the digital world, also promoting educational work on Innovation, Cybersecurity, Digital Government and new technologies, such as: Artificial Intelligence, Internet of Things, Big Data, among other issues.



Events

ABES organizes annually the **ABES Software Conference**, an event where themes related to technological trends, sector growth, public policies and digital transformation are discussed. The association also promotes webinars, seminars and training, besides obtaining discounts for members in large events and business missions.



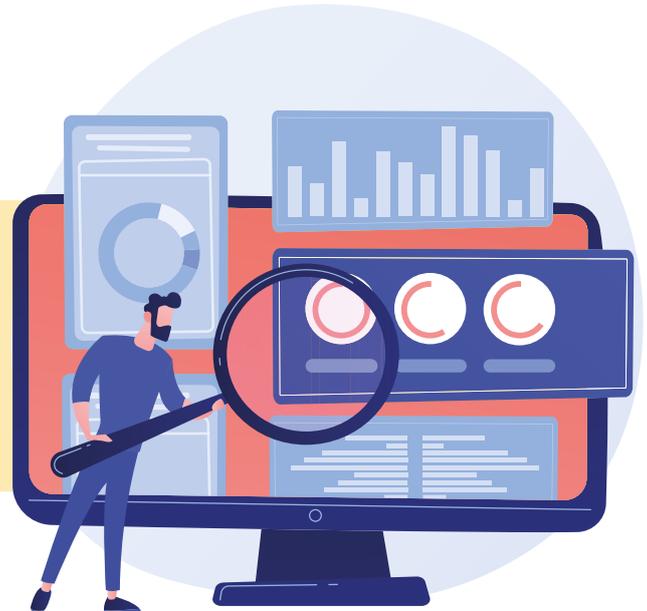
Training

ABES currently offers, in a regular way, the course on the General Data Protection Law (LGPD), which has a diverse team of instructors, who address legal, regulatory, operational, technical and data security issues, from a theoretical and practical point of view. Associates and their employees can take advantage of different types of courses, promoted by ABES Academy or by other organizations, through institutional partnership.



Research

In order to understand the demands and needs of companies, ABES has been conducting research with its associates and supporting external research related to the sector.



Other services

ABES also makes available to associates numerous other benefits and services, such as Educational Videos, Social Networks, Fortnightly Newsletter, Job Wall, ABES Conecta, Software Asset Management Manual, Telework Policy model, among others.



SUSTAINABILITY

Program ReciTech

Adopting best practices in governance and environmental care are attitudes aligned with ABES' objectives as to ensuring a sustainable business environment. Therefore, the association created the Recitech Program, based on a partnership with the 3rd Sector Observatory and ReUrbi, in order to expand the management of electro-electronic waste and the circular economy in the Brazilian market. The program encourages the practice of reverse logistics, in accordance with the guidelines of the National Solid Waste Policy (Política Nacional de Resíduos Sólidos).

The initiative focuses on the collection plus review of IT equipment in disuse, which can be sold as semi-new or sent for recycling, applying part of the sales results in social inclusion projects. It is the generation of socio-environmental impact, support for social and digital inclusion projects, benefiting thousands of people and, at the same time, protecting the environment.



In line with its purpose, ABES:

- Represents associated companies in the spheres of municipal, state and federal government, participating actively within the ministries and secretariats for the improvement of sectoral programs. In addition, ABES works with the Chamber of Deputies and the Federal Senate, monitoring, discussing and presenting suggestions for legal texts processing;
- Promotes and supports projects that encourage technological knowledgement, research and development, fostering, innovation and professional improvement;
- Encourages integration between companies, the scientific community, government and civil society;
- Protects intellectual property and combats software piracy;
- Calls for government measures that promote legal certainty and a more balanced tax burden, so that Brazil has a simpler, less bureaucratic and costly tax system;
- Combats legal uncertainty, which affects national competitiveness and removes investments, in the face of excessive laws and rules that are difficult to interpret and apply;
- Aligns business trends and needs regarding regulations on new technologies and supports public and private strategies that encourage competitiveness and innovation;
- Discusses issues relevant to the development of companies, such as technological trends, legislation, human resources for the sector, innovation in industry and retail, smart cities, among others.

ABES in numbers*

34 years

+ than 2 thousand associated or affiliated companies, which total about **85%** of the software and services segment's revenue in Brazil and **77%** Micro and small companies



+ 1400 certificates issued, an amount that made ABES surpass the mark of 36 thousand documents provided to associates in its history

Presence of associates in **22** Brazilian states and the Federal District



+ than 3,000 companies used the free diagnostic tool on companies' compliance with the General Data Protection Law

33 webinars held and attended by about **4000** people



ABES leadership in forming the LGPD Front, which brought together more than **80** entities, representing 14 sectors of the economy

+ than 80 member companies participated in the activities of the Program One Ethical Company



5 classes carried out, totaling **140** participants, of the General Data Protection Law course: fundamentals and implementation, promoted by ABES Academy

52 meetings of committees, working groups (WG) and subgroups, in addition to the creation of **4** new forums for discussion and integration among members: Business Development Committee, Public Procurement WG, eSocial WG and Tax Reform Subgroup



9 hours of presentations and debates at ABES CONFERENCE 2020, in virtual format, with the participation of about **20** national and international specialists

5 incubators and investment funds joined the ABES Startup Internship Program: Bertha Capital, BR Angels, Bossa Nova Investimentos, Kyvo Innovation and Startup Farm



* data from 2020



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Contact

ABES Portal: www.abes.org.br

Relationship Center: **+55 (11) 2161-2833**, Monday to Friday, 8:30 am to 5:30 pm

Follow on social networks ABES activities, events, news of associates
and news of interest to the sector.



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