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Made in Brazil

Cisco delivers first routers manufactured in Brazil, executive Robert Lloyd tells BRASIL ECONOMICO.

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Eyeing major events, Cisco begins local manufacture of routers

Gabriel Ferreira

For the first time, Cisco makes one of its most important products in Brazil. Research center to be opened soon

US corporation Cisco will today make the first delivery of routers manufactured in Brazil. "We had never previously made any of our principal products here", said Robert Lloyd, Cisco's global vice president of Operations. "However, this is one of the markets with the greatest number of opportunities for us, with growth exceeding 20% in recent years and fast growth likely to continue."



Lloyd, from Cisco: "Brazil is in a position to be one of the world's great technology innovators"

The plan to bring one of its main products to Brazil is linked to a 1 billion BRL investment in the local subsidiary, which the company announced in April. This investment will be made over a period of four years. "We have a number of short and medium-term opportunities in Brazil, principally the World Cup and Olympics", said Rodrigo Abreu, CEO of Cisco in Brazil. "Our products are not necessarily linked to event organization, but they can make a significant contribution to the legacy, in areas such as education and public safety."

By manufacturing routers for the corporate market locally, the company intends to serve customers for these products more quickly and effectively, particularly midsize companies. Router production will be handled by a partner located in São Paulo. In addition to routers, Cisco has already been manufacturing components for cable TV converters in Manaus since 2011.

Initially, all of Cisco's product manufactured in Brazil will be sold locally. "Our goal is to export in the future, but for the time we are focusing on Brazil", said John Kern, Cisco's global vice president of Supplies. In the short term, Cisco intends to add new items to its portfolio of products made in Brazil. "The next step will be to produce switches, which are also one of our main global products", said Kern.

Innovation

In addition to local manufacturing, Cisco's billion-dollar plan for Brazil involves two other main thrusts. One of them is construction of an innovation center in Rio de Janeiro which is scheduled to be opened between the end of this year and the start of 2013. "We believe the Brazil is one of those countries in a position to be among the most innovative in the world", said Lloyd. At the Innovation Center, Cisco will be working in partnership with local companies, such as software developers, to create and adapt solutions for the Brazilian market.

Another target of Cisco's Brazilian investment plan is to finance small information and communication technology companies through venture capital funds. "Companies receiving this funding will be our local partners, but they will have the potential to become global enterprises", said Lloyd.