

GALA Roadshow

São Paulo

TIME	SESSION	DESCRIPTION
9:00 - 9:15	Registration, Hugs & Handshakes	
9:20 - 9:40	Welcome & Opening Remarks	
9:40 - 10:25	Ethical and Legal Impacts on the Use of Artificial Intelligence	Paula Rodrigues (Copastur Viagens e Turismo) Paula will address the main issues concerning ethical conduct and the use of artificial intelligence tools in professional documents, weighing up the risks to be observed and the opportunities that technology can bring to businesses, using language that is accessible to the target audience, with a view to raising awareness and bringing more people into the discussion.
10:30 - 11:15	The Economic Landscape – How to Position Yourself in Times of Uncertainty	Rodrigo Gabriel Melati (XP Investimentos) We live in a world of technological, geopolitical, and financial change. How might these changes impact the allocation of financial resources? How should we position ourselves in an environment of uncertainty and increasingly rapid and intense change? Today, everyone is expected to respond immediately to events, but is immediacy the best path to effective resource allocation?
11:15 - 12:00	Translating Opportunities: Marketing and Sales in the Localization Industry	Luana Lowndes (Avantpage Life Sciences) Luana Lowndes will discuss the role of marketing and sales in the translation and localization industry. From the global landscape to the particularities of the Brazilian market, she will address challenges, adapted frameworks (Growth Hacking and Outbound), and the impact of automated and integrated structures as drivers of growth and opportunity generation.

12:05 – 12:50	The Search for New Verticals - The RTS Experience	Lisandro Caterina (RoundTable Studio) RTS was once a start-up, and even with the clear goal of localizing software, the new company began by processing a universe of subject areas until the first localization project became a reality. From then on, the search for new territories was a constant that allowed, with some adjustments to processes and many new learnings, the localization of video games, webtoons, and now movies and TV series. The goal of the lecture is to share this experience with the audience so that those who still do not dare to navigate unknown waters accept that no company needs to adjust to a niche standard and that, sometimes, the best path is to move into new verticals, even the most challenging ones.
1:00 – 2:30	Lunch	
2:30 – 3:15	Beyond Words: Building a Global Narrative	Patrick Nunes (Rotary International) Once functioning as a provider of translation and interpretation services, Rotary's Global Communications team has evolved into a key partner in globalization, empowering Rotary to tell its story to audiences around the world in more compelling and meaningful ways. Our experts not only localize but also create original content, foster regional engagement, and shape culturally relevant narratives on digital platforms. This session will follow the team's journey from the successful implementation of the Localization Maturity Model to its recent shift to a more holistic Globalization Maturity Model and its goals for the future. Participants will gain insights into how this ongoing transformation is enabling Rotary to achieve greater impact with diverse audiences by involving content creators, digital channel managers, and project teams in the globalization process well before any localization begins.
3:15 – 4:00	Courage and Humility in the Age Of AI	Ligia Sobral Fragano (Little Brown Mouse) How can we get through a technological revolution without losing sight of our craft? In this talk, Ligia will share her experience leading a translation company that chose not to resist AI, but to turn it into an ally. Based on her experience as a leader and entrepreneur, Ligia will reflect on what it means to lead in times of uncertainty, how to adapt business models without compromising values, and what new roles are emerging for language professionals in the face of automation. A moment for those who are thinking about the future of the industry with their feet on the ground and their hearts open.

4:00 – 4:45	"I sold my company twice and... I'm still here."	Fabiano Cid (Powerling) I didn't receive an Oscar nomination, but I accumulated many important stories to tell. I will share the behind-the-scenes details of two sales, what changed between them, and how I remained relevant even without being in charge. An honest look at transition, legacy, and what the market really values today.
4:45 – 5:00	Closing Remarks	
5:00 – 8:00	Cocktail Party!	

GALA

Hosted in cities around the globe and co-curated with members, GALA Roadshow events provide a platform for in-person knowledge sharing, industry networking, and professional development. GALA is a global trade association serving the globalization industry. Join today for access to community and professional development.



BLISS is the first association of language companies in Brazil. BLISS's goal is to establish and maintain a strong association, promote our industry both across the nation and worldwide, and strengthen our Brazilian market representation, increasing the number of member companies.



**WOMEN IN
LOCALIZATION**

The Brazil Chapter of Women in Localization strives to promote equality amongst all localization professionals.

