

Google Cloud Brings a New Era of AI Innovation to Brazil

- *Empowering organizations in Brazil to innovate with the latest AI technology, including Google's own custom Tensor Processing Units in the region for the first time*
- *Early Agentspace customers showcase how Gemini is reaching every corner of the enterprise*
- *New "Gemini for Government" offering to help accelerate public sector adoption of AI*
- *New AI education initiatives announced to upskill the workforce of the future*

Sao Paulo, Sept. 10, 2025 – Today at a customer event in Sao Paulo, [Google Cloud](#) unveiled transformative technologies that will help advance the use of AI across both public and private sector organizations in Brazil. The company also showcased how the use of its Gemini AI models are helping local organizations like BV, Casas Bahia, Centauro, Dasa, EBANX, Eletrobras, Eneva, Globo, Grupo Boticário, Grupo Marista, Hering, Hospital Sírio Libanês, Jusbrasil, Maritaca AI, Natura, Pernambucanas, Receita Federal, Rede Américas, Sami, Sebrae São Paulo, Serpro, SOMAH, UOL and Vibra Energia unleash innovation and transform their organizations. In addition, Google Cloud shared how it is investing in the broader Brazilian ecosystem with new public sector offers, investments in education, and expanded partnerships.

"Brazil is one of the fastest growing technology markets in the world, with a vibrant startup community and developer ecosystem," said Thomas Kurian, CEO, Google Cloud. "Across our highly differentiated technology offerings, deep local partnerships, and skilling programs, we are empowering every organization in Brazil – both companies and public sector institutions – to seize the opportunity of AI."

TPUs come to the São Paulo Cloud region

Rapid advancements in the capabilities of today's generative AI models require greater compute power than ever before. To train, fine-tune, and serve these models at scale, organizations need purpose-built AI hardware designed to be both cost- and energy-efficient. Google's custom Tensor Processing Units, or TPUs, have pushed the boundaries of performance, scale, and efficiency for over a decade, powering its own Gemini models and other AI applications that reach billions of users around the globe.

For the first time, Google Cloud's Sao Paulo cloud region will host [Trillium](#), the sixth generation TPU and one of the company's most energy-efficient yet. Trillium excels at training and inference at scale, achieving 4x peak compute performance, 3x throughput, and 67% increase in energy efficiency than its predecessor. Providing this AI infrastructure locally will enable Brazilian organizations to run apps like Gemini and their own AI workloads with even lower latency, which is critical for AI inference.

"TPU v5p, and now Trillium, have been essential for us to train our models, as they provide a scale and immediate availability that no other cloud provider offers," said Rodrigo Nogueira, CEO, Maritaca AI, a Brazilian startup that has developed its own LMM. "Google Cloud is the only cloud provider that allows us to get the computation we need on a pay-per-hour basis, without a long-term contract. For startups like us, this makes it possible to train large models and, consequently, deliver higher-quality products to clients in a short time."

Bringing the power of Gemini models to Brazil

Organizations and regulated industries with strict sovereignty, ultra-low latency, or large data volume requirements often face the critical dilemma of not being able to access the latest AI models for data they want to remain on-premises.

Today, Google Cloud is addressing this critical dilemma for Brazilian organizations in two ways. First, we're announcing that starting in November, organizations will be able to store their data at-rest and conduct machine learning processing in Brazil using Google's Gemini 2.5 Flash on Vertex AI.

Second, Google Cloud announced that **Gemini on Google Distributed Cloud (GDC)** air-gapped is now available in Brazil, with Gemini on GDC connected currently in preview. Now organizations across Brazil can leverage the full power of Gemini models while keeping their sensitive data under their control and in their own data center.

GDC is a fully-managed on-premises and edge cloud solution that is offered in both air-gapped and connected configurations. Gemini on GDC complements the [integrated technology stack](#) that is already available on GDC, which includes Vertex AI, database as a service (DBaaS), infrastructure as a service (IaaS), end-to-end security controls, and more.

"The possibilities generated by technologies like cloud computing and AI are undeniable, making it essential for Brazil to be at the forefront of the innovation driven by these new models," said Alexandre Gonçalves de Amorim, president of Serpro, Brazil's state-owned information technology company. "Through the partnership with Google Cloud and the launch of Gemini on Google

Distributed Cloud, Serpro has found a way to achieve progress without sacrificing national sovereignty—a key element in building our technological vision for a nation capable of constantly modernizing the delivery of agile and secure services to its citizens.”

Agentspace: Putting the power of AI into the hands of every employee

AI provides an immense opportunity for every business and function to improve employee productivity, supercharge creativity, and transform the way work gets done both internally and with customers. But managing and provisioning AI agents across departments can seem daunting.

Google Cloud’s [Agentspace](#) provides a single, secure platform to build, manage, and adopt AI agents at scale. With Agentspace, employees can find information from across their organization, synthesize and understand it with Gemini’s multimodal intelligence, and act on it with AI agents. IT administrators can apply [identity and access management controls](#) to ensure employees’ use of AI agents are aligned with their organization’s data governance and security policies.

Brazil has a number of organizations that are early adopters of Agentspace:

- **EBANX**, the financial tech company specializing in emerging markets, is using Agentspace to integrate its corporate data and create intelligent agents like Sirius, which queries the company’s data lake to answer complex payment-related questions and accelerate decision-making. EBANX is also expanding its internal use for back-office functions and enhancing agents to cross-reference payment data with Salesforce, supporting commercial teams in identifying new business opportunities.
- **Grupo Marista** implemented Agentspace to optimize processes and expand AI usage. At their hospitals the management of billing discrepancies was reduced from weeks to hours, generating qualitative and financial gains.
- The healthcare network **Rede Américas** is using Agentspace to automate contract analysis across its 25 hospitals and 400 health insurance providers. The company drastically cut down processes that previously took six hours per contract, estimating an 80% reduction in manual effort.
- **Vibra Energia** is leveraging Agentspace for a company-wide AI enablement program. Through targeted workshops for leadership and key business units, the company is empowering its teams to independently develop custom AI agents and scale AI adoption across the organization.
- Additional organizations across industries are also embracing Agentspace, including financial institution **BV**, healthcare startup **Sami**, retailer **Pernambucanas**, construction company **SOMAH**, and media organization **UOL**.

“Agentspace has allowed Sebrae to automate steps that were previously done manually, reducing errors and accelerating document analysis,” said Carlos Takahashi, CIO, Sebrae São Paulo. “This frees up administrative teams for more strategic activities and helps maintain process standardization. Additionally, the solution facilitates integration with other systems and makes it possible to handle a larger volume of demands without a proportional increase in costs, making the work more agile and consistent.”

New ways to connect and collaborate with Google Meet

For organizations in Brazil doing business globally, language barriers can get in the way of growth opportunities.

Today, Google Meet is launching [speech translation](#) in Alpha for business customers in Brazil. The translation experience in Meet allows spoken words to be translated into the listener’s preferred language — in near real time, with low-latency, all while preserving voice, tone, and expression. Customers in Brazil testing this experience will be able to translate Portuguese, Spanish, Italian, French, and German to and from English.

“As a Brazil-based brand with a global network of vendors, partners, customers, and more, overcoming language barriers is an ongoing challenge,” said Renata Marques, CIO, Natura. “Imagine the benefits that will come with being able to speak your preferred language during a meeting, and having your words and expressions translated - everything from your voice and tone, to your emotions and pauses. The opportunity here is huge and we cannot wait to get started.”

Gemini for Government: Empowering Brazil’s Public Sector with Generative AI

Google Cloud is committed to supporting the digital transformation of Brazil’s public sector. Today, the company is announcing a new, comprehensive “Gemini for Government” offering. This suite of services, anchored around [Agentspace](#), is designed to help government agencies across Brazil accelerate their adoption of AI, enhance services for citizens, and improve operational efficiency, all while adhering to the highest standards of security and data sovereignty.

“Gemini for Government” provides a complete AI platform that includes Google’s advanced enterprise search capabilities, multimodal tools for video and image generation, and the innovative NotebookLM for research and analysis. Brazilian public sector employees will be empowered to build their own AI agents to streamline workflows and better serve their constituents. This offering is built on Google’s secure cloud infrastructure, ensuring that sensitive government data is protected. With the availability of Gemini on Google Distributed Cloud, also announced today, government agencies can leverage the full power of our AI models within their own data centers, ensuring data residency and control.

Investing in the future of Brazil through education

One of the biggest barriers to AI transformation is a lack of relevant skills. Google Cloud is playing a key role in upskilling the workforce of the future by committing [to train one million people in Brazil](#) in cloud and AI technologies. This ambitious goal is being pursued through a variety of training programs designed for students, developers, and customers across the country, available at no cost. Today, Google Cloud is announcing:

- **Capacita+ learn AI with Google Cloud** which will be the largest Google Cloud hybrid training event in Latin America. The program aims to train 200,000 non-technical professionals and students in generative AI with Gemini in a single day, in partnership with 50 universities across 10 countries. The program aims to set the Guinness World Records title for the largest simultaneous hybrid AI class ever held.
- To further our commitment to education in Brazil, Google Cloud is also introducing new AI-powered tools to support educators and prepare students for the future. **Gemini for Education** will provide universities across Brazil with access to Google's premium AI models, with enhanced data protection to ensure student privacy. These capabilities are integrated into Google Workspace for Education, making them easily accessible to millions of educators and students across Brazil. This initiative is a key part of Google's broader mission to upskill the Brazilian population in cloud and AI technologies.

New tools and capabilities for developers in Gemini CLI and Firebase

To further streamline software development, Google Cloud is introducing two new powerful extensions for Gemini CLI that integrate essential deployment and security workflows directly into developers' command line.

- A new **Cloud Run extension** empowers developers to easily and reliably deploy applications to Cloud Run, Google's fully managed serverless platform, using a simple **/deploy** command at the terminal.
- Complementing this, a new **security extension** helps developers address vulnerabilities early by running comprehensive security analyses on a local repository or on GitHub pull requests via a **/security:analyze** command, embedding security seamlessly into the development process.

Google has also announced a suite of updates to its Firebase platform, empowering developers to build and deploy sophisticated, AI-powered applications with greater speed and efficiency. This includes:

- Recent updates to **Firebase AI Logic** that bring more power and flexibility to AI-powered applications, including quick integration of Gemini 2.5, easy editing capabilities for Imagen's AI-generated images, as well as free AI monitoring.
- The **Genkit framework's Go SDK** is now generally available, offering server-side flexibility and a new integration flow for tools like Gemini CLI.
- A further streamlined development lifecycle with **Firebase App Hosting** now delivers faster builds and route-based monitoring.
- Improvements to **Firebase Data Connect** accelerates backend development with faster onboarding, in-console schema editing, and greater visibility into data access through Access Transparency logs.

AI momentum at customers in every industry

Brazilian organizations are already embracing Gemini and Google Cloud's AI capabilities to drive innovation. At the Brazil Cloud Summit, Google Cloud shared a number of customer stories, including:

- **Casas Bahia**, a leading retailer, used VertexAI to develop [Bah IA](#) a virtual assistant that suggests personalized products and approaches for each customer, reducing wait times by up to 50% and speeding up the resolution of questions by 30%.
- **Dasa** is using Google Cloud AI to accelerate clinical research and train its AI models, which has helped centralize its massive archive of medical images to improve diagnoses and the customer experience.
- **Eletrobras**, a leading utilities provider, is adopting WeatherNext, an advanced AI model from Google DeepMind, to predict critical weather patterns, which will improve the operational resilience of the electrical grid and the efficiency of power generation.
- **Eneva**, a leading energy provider, is leveraging Gemini 2.5 with Accenture's leading cloud and AI expertise to unlock deeper data insights, empowering employees to make smarter, data-driven decisions on maintenance schedules and operations.
- **Globo**, a media leader in Brazil, is strategically using AI across its operations, from leveraging generative AI to reconstruct historical images in a soap opera, to creating a daily sports news podcast with an AI-generated summary and narration.
- **Grupo Boticário** is leveraging AI to simplify internal processes for its employees and to optimize its retail footprint, identifying ideal store locations, covering 99% of the Brazilian territory.
- **Grupo SBF**, owner of the Centauro brand, is leveraging Gemini to revolutionize its e-commerce marketplace with a new conversational search, allowing customers to easily find products by describing their needs in natural language.
- **Hering** is a pioneer in its use of AI for a virtual try-on experience, allowing customers to see themselves wearing clothes before they buy online.
- **Jusbrasil**, a leading legal information platform, launched [Jus IA](#), a legal assistant powered by Gemini that offers lawyers and firms intelligent answers based on its vast legal database, optimizing workflows and improving content quality.

- **Receita Federal**, the Brazilian tax authority, is using Gemini on Google Cloud to automate baggage inspection at Guarulhos Airport, accelerating customs clearance and identifying suspicious items in real time.

Expanded Partner Ecosystem

Today, Google Cloud also announced several new partnerships that will bring more AI expertise, training, and implementation capacity to Brazilian customers:

- **Accenture** will establish a Google Cloud Customer Experience Center within the Accenture Innovation Hub in Latin America to serve regional customers and showcase Google Cloud's AI technology.
- **Deloitte** opened a new Google Experience Center in March in Sao Paulo and appointed dedicated Google alliance leaders to drive joint strategy and business growth in the region.
- **PwC** will open a new Google Cloud Customer Experience Center that will serve as a dedicated hub for clients to gain hands-on experience with Google Cloud's AI technology.
- **TCS** will open its new AI Research and Innovation Center in Sao Paulo, which will have dedicated experiences showing the power of Gemini models and AI solutions.

Google Cloud is also extending its local technology partnerships to provide Brazilian customers with extremely low latency and secure access to enterprise applications and databases from partners – and providing customers with critical data residency controls.

- **Databricks** is now available in Google Cloud's São Paulo region. Enterprises in Brazil can deploy Databricks on Google Cloud Marketplace for simplified procurement and billing, while ensuring they adhere to data residency and compliance requirements and keep critical workloads running locally, in-region.
- **Oracle Database@Google Cloud** will be available in Google Cloud's São Paulo region in the coming months, bringing Brazilian customers access to critical Oracle Database services running on Oracle Cloud Infrastructure (OCI) in Google Cloud.
- **ServiceNow** will expand its AI Platform to Google Cloud's sovereign infrastructure in the São Paulo region later this year, offering an agentic AI system of action across IT, HR, customer service, and security.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated, and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

<https://www.googlecloudpresscorner.com/2025-09-10-Google-Cloud-Brings-a-New-Era-of-AI-Innovation-to-Brazil>