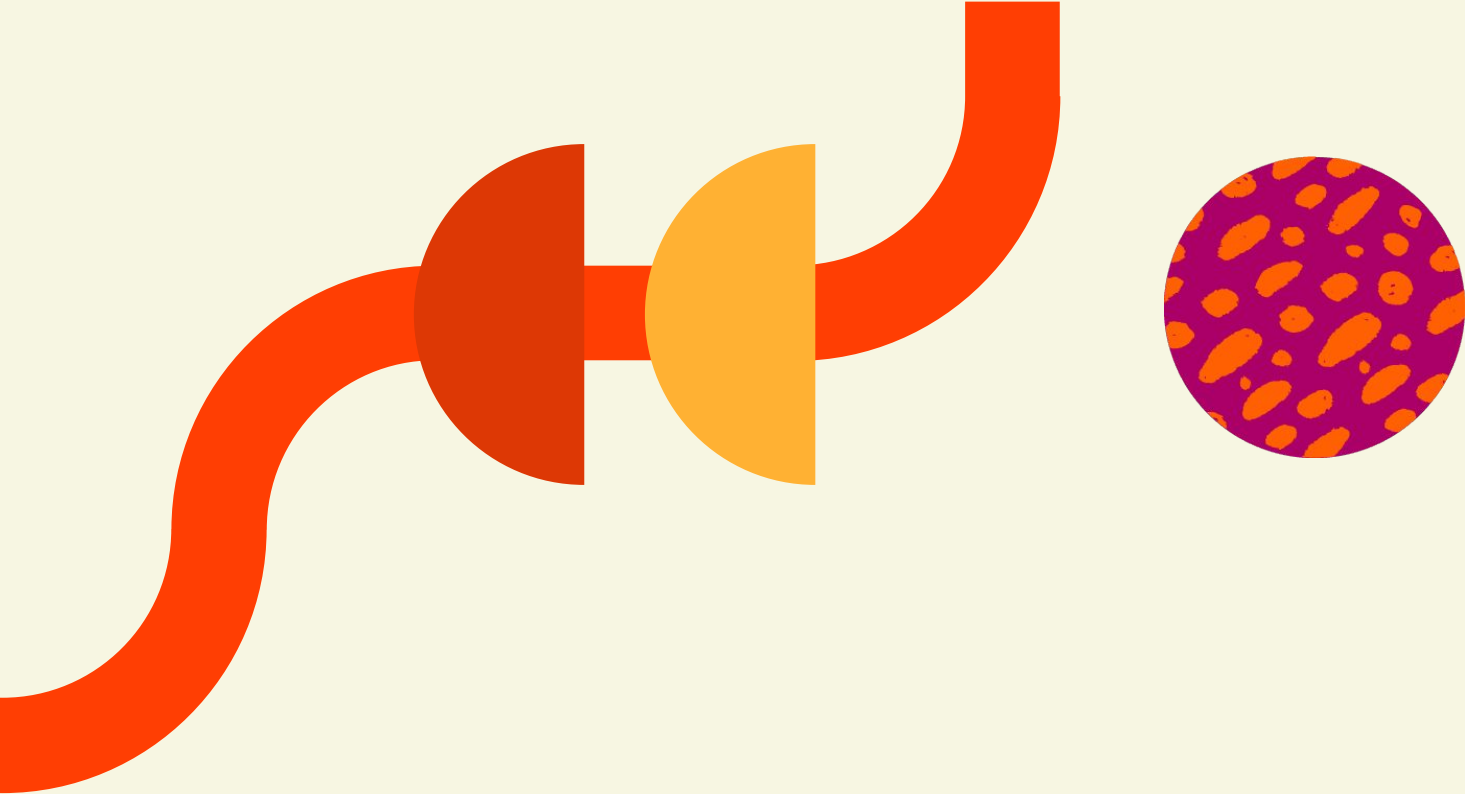


CESAR SCHOOL

BOOKLET

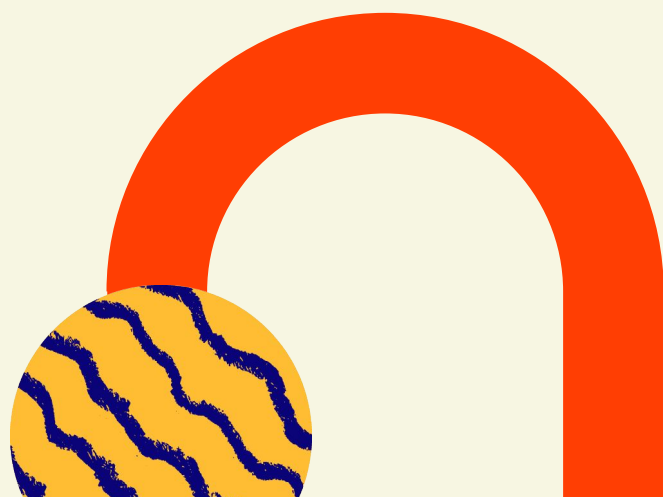


C.E.S.A.R
school



People driving innovation Innovation driving business

This is a guide about the innovation center that, for over 25 years, has empowered individuals, propelled organizations, and amplified their digital strategies, as well as its educational branch, with academic training, research projects, and community impacts. It's also about the ecosystem, Porto Digital, Recife, Pernambuco, Northeast Brazil... and the entire multicultural and technological potential of a constantly expanding territory. Doors wide open to guide you through this institutional presentation and pages also open to write new chapters. Welcome!



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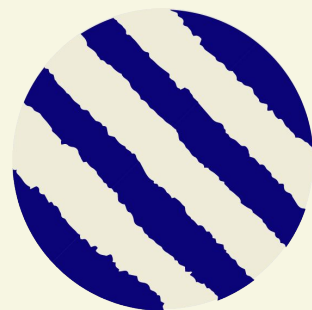
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We are waiting for you!



Brazil, Northeast, Pernambuco



The confluence of Culture, Environment, and Technology

Brazil, a vibrant country that combines innovative technology, rich cultural diversity, and lush nature. In this presentation, we explore some relevant data about the intersection of these three fundamental aspects of the country.

Brazil has emerged as one of the leading technology hubs in Latin America. According to the Brazilian Startup Association, the country boasts more than 13,000 operational startups. Promising sectors include artificial intelligence, financial technology (fintechs), precision agriculture, and renewable energy.

Furthermore, Brazil ranks fifth in the world in terms of internet users, with over 165 million connected individuals. This extensive base of digital users fuels the development of applications, platforms, and innovative solutions, driving the country's digital economy.

Brazilian culture is a fascinating blend of indigenous, African, European, and Asian influences, reflecting the country's ethnic diversity.

With over 300 indigenous ethnicities and a significant Afro-descendant population, Brazil is a cultural melting pot in constant flux.

In music, Brazil is home to globally renowned genres such as bossa nova, samba, forró, and funk carioca. Brazilian artists like Tom Jobim, João Gilberto, Vinicius de Moraes, Elis Regina, Gilberto Gil, Chico Buarque, Caetano Veloso, Anitta, and many others have gained international recognition. Additionally, iconic cultural events like the Rio de Janeiro Carnival are known for their colorful and infectious celebrations.

With nearly 60% of its land covered by forests, Brazil is blessed with unparalleled natural wealth and plays a crucial role in mitigating climate change. The Amazon Rainforest, considered the "lungs of the world," is the largest tropical biome on the planet and harbors unparalleled biological diversity. It is home to more than 30,000 plant species, thousands of animal species, and numerous indigenous communities dependent on this ecosystem.

Moreover, Brazil possesses the world's largest freshwater reserve, with the most extensive hydroelectric energy reservoir system on the planet. This abundance of water resources is a strategic asset for sustainable development, providing clean and renewable energy for the country.

Brazil is a country of contrasts and unique opportunities. With a growing technological landscape, a vibrant culture, and incomparable natural resources, Brazil offers an environment conducive to academic, cultural, and environmental development. Our educational institutions are ready to welcome international students interested in exploring these areas, offering quality academic programs and research opportunities.





A Region of Tradition, Natural Beauty, and High Education Standards

The Northeast of Brazil, a land of rich culture and breathtaking landscapes, hosts a valuable historical heritage. Cities like Olinda in Pernambuco, Salvador in Bahia, and São Luís in Maranhão are recognized by UNESCO as World Cultural Heritage sites, with preserved historic centers and captivating colonial architecture. The region's folklore is abundant with expressions like frevo, maracatu, forró, bumba meu boi, and the famous São João, with its colorful and lively June festivals. This cultural richness is reflected in the unique dances, music, cuisine, and crafts found in each state.

The Northeast is famous for its beautiful beaches with warm, crystal-clear waters and golden sands. Destinations like Porto de Galinhas, Praia dos Carneiros, Jericoacoara, and Fernando de Noronha attract visitors from around the world seeking paradise-like landscapes and activities like diving, surfing, and boat rides.

In addition to its beaches, the Northeast boasts other natural treasures. The region is home to impressive rock formations, such as Pedra Furada in Jericoacoara National Park and Chapada Diamantina National Park in Bahia, known for its waterfalls, caves, and stunning trails.

The Northeastern ecosystem diversity includes mangroves, lagoons, dunes, and rich flora and fauna.

The region also stands out in the educational landscape and has led assessments in recent years. Pernambuco and Ceará are states at the top of the indicators. Both, along with Paraíba, have the highest proportion of high school students enrolled, according to the 2022 School Census data.

In 2021, the Northeast was the Brazilian region with the most significant progress in the Education Opportunities Index Brazil (Ioeb), which includes learning levels, school infrastructure, and teacher training.

The Northeast is home to 97 of the top 100 primary schools in Brazil, according to 2021 data from the National Basic Education Index (Ideb) of the Ministry of Education. Pernambuco leads in the proportion of high school students in full-time education, with 62.5%. In elementary school, Ceará leads with 41%. Regarding higher education, the region is home to more than 20% of the country's university students.



Pernambuco welcomes you with open arms

With its rich cultural diversity, unique cuisine, and enchanting tourism, Pernambuco has emerged as a hub of technological innovation in Brazil. Recife is home to Porto Digital, one of the country's largest technology parks, providing a conducive environment for startups, technology companies, and research centers to thrive.

This technological ecosystem has attracted investments and talent, fueling the creation of successful initiatives in areas such as information technology, creative economy, and biotechnology. In addition to Porto Digital, Pernambuco has a range of institutions and programs that promote innovation and entrepreneurship. Initiatives like the Software Development Program (Softex), the Innovation Hub of Recife, and the Entrepreneurship Center at UFPE are examples of efforts that foster the creation and growth of startups in the region.

The state government of Pernambuco has promoted policies to incentivize and support technology companies and startups.

In addition to specific tax incentives for the sector, such as tax reductions, the state offers acceleration programs, research and development investments, and public-private partnerships.

Pernambuco has received recognition in the national and international innovation and technology landscape. The state has been awarded as a National Innovation Highlight by the National Association of Promoting Innovative Enterprises (Anprotec) and has been featured in rankings evaluating startup ecosystems in Brazil.

These data and indices highlight Pernambuco's significant progress in technological advancement and the emergence of startups. The region has become a conducive environment for entrepreneurship and innovation, with suitable infrastructure, investments, incentive programs, and active collaboration between the public and private sectors. Pernambuco is establishing itself as a strategic destination for technology companies.



Porto Digital

The headquarters of CESAR is located in one of Brazil's most important ICT ecosystems and one of the largest hubs in Latin America. Porto Digital was established in 2000 with the aim of becoming a tool for economic and social development in the region, through the creation of a technology and innovation ecosystem. It has been a significant catalyst for job creation and growth in the city and the state.

There are over 350 technology and creative economy companies within Porto Digital, providing 15,000 direct jobs. To give you an idea, in 2021, Porto Digital's revenue amounted to R\$ 3.67 billion.

Within Porto Digital, you'll find various technology companies, startups, incubators, and accelerators, as well as research and development centers. They offer training, education, and development programs for entrepreneurs and technology professionals, including courses, lectures, mentorship, and workshops.

Porto Digital boasts a complete and modern infrastructure, providing residents and visitors with high-speed connectivity services, coworking spaces, meeting rooms, and a wide range of other resources to support the growth and success of local technology companies.

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**TECH
COMPANIES
AND CREATIVE
ECONOMY**

17.000

**DIRECT
JOBS**

R\$ 4,7 bi

**REVENUE
IN 2022**

CESAR



Center for Advanced Studies and Systems of Recife

INSTITUTIONAL JOURNEY

The Center for Advanced Studies and Systems of Recife (CESAR) is a research, development, and innovation institution that has played a pivotal role in technological advancement and digital transformation in the Northeast region of Brazil. Founded in 1996, CESAR stands out as one of the leading technology and innovation centers in the country.

CESAR has a strong track record and a consolidated reputation, evidenced by various indicators and awards over the years. The institution has undertaken hundreds of projects in collaboration with national and international companies, universities, and research institutions. These projects span areas such as healthcare, Industry 4.0, smart agriculture, urban mobility, and renewable energy.

With a multidisciplinary team, CESAR currently comprises approximately a thousand professionals, including researchers, data scientists, software engineers, designers, and UX (User Experience) specialists.

This diversified expertise enables the institution to develop innovative and customized solutions tailored to the needs and demands of its clients and partners.

One of CESAR's distinguishing features is its collaborative and open innovation approach. The institution works closely with companies of various sizes and sectors, seeking joint solutions to complex problems. This interaction between academia and industry has been crucial for the transfer of knowledge and technology, driving economic and social development in the region.

Furthermore, CESAR has a prominent role in professional development. The institution offers training programs, specialized courses, and training in the fields of technology, innovation, and entrepreneurship. Through these initiatives, CESAR contributes to the creation of a skilled workforce prepared for the challenges of the job market.

CESAR's recognition as a reference in innovation and technology is evident through the awards and certifications it has received over the years. The institution has received the National Innovation Award from the National Confederation of Industry (CNI) and has been recognized as one of the best companies to work for by Great Place to Work. In 2016, CESAR was accredited as an Embrapii Unit (Brazilian Company for Industrial Research and Innovation) for the Internet of Things (IoT) in Brazil. This allows the innovation center to co-invest in the development of projects involving Artificial Intelligence, IoT, Data Analytics, and other enabling technologies for smart and connected products.

With a collaborative approach, diversified expertise, and strategic partnerships, CESAR has solidified its position as one of the primary catalysts for innovation and socioeconomic development in the region.

WHERE WE ARE LOCATED

In addition to its headquarters in Porto Digital, Recife, CESAR is also a co-founder of the Digital Polo of Manaus, aiming to promote technological development in the region encompassed by the Manaus Free Trade Zone, thereby establishing a new economic matrix. In this way, the institution from Pernambuco also contributes to fostering innovation in the Amazon ecosystem.

In São Paulo, CESAR is situated within the 1st innovation and technology hub with a focus on education and development in Latin America, the Learning Village. This initiative was led by HSM and SingularityU Brazil to create an ecosystem that connects and promotes business generation among startups, large companies, and innovation laboratories.

CESAR also has branches in Rio de Janeiro, Curitiba, Florida, and, more recently, in Aveiro, Portugal. CESARE, as the operation is called in the European country, aims to integrate and contribute to the technological education and innovation ecosystems in the region.

"CESAR Europa marks a milestone in CESAR's expansion strategy, building a network of education and innovation members across different continents. It's an opportunity to learn and expand our knowledge based on other realities," says Eduardo Peixoto, CEO of CESAR.



MISSION, VISION AND VALUES

Our mission is to identify, amplify, and realize opportunities for transforming organizations and people's lives.

Our vision is to lead the growth of Brazil's innovation capacity.

Our values are:

- High socioeconomic impact
- Proactivity and boldness
- Excellence and partnerships
- Stimulating and fun environment
- Ethical and regional commitments

ESG

An organization is shaped by its choices and practices. Therefore, Environmental, Social, and Corporate Governance (ESG) is a serious commitment within CESAR.

Key initiatives include the creation of the Inclusion and Diversity Committee, the adoption of the Free Energy Market using renewable sources in many of its buildings, and integration into the United Nations Global Compact Network Brazil,

committing to work towards the 17 Sustainable Development Goals of the UN's 2030 Agenda.

The figures in CESAR's Socio-Environmental Impact Report, released in early 2023, reinforce the commitment to the ESG agenda. Notable numbers include a 61% reduction in water consumption, an increase to nearly 50% in electricity consumption from renewable sources, and the recycling of five metric tons of waste (66% of the total generated), sent to waste pickers' cooperatives.

"There is an awakening happening. We cannot continue to evolve with this social inequality that has intensified with the pandemic, excluding minorities and neglecting the planet. If we can advance the social agenda, it will, by extension, drive other agendas," says Eduardo Peixoto, CEO of CESAR.



GOVERNANCE

Board

We exist to ensure that CESAR is always aligned with its current mission and future vision. We articulate long-term paths and decisions to ensure that our daily practices align with our future value propositions.

- Giordano Cabral - Chairman of the Board
- Cristiana Pereira - Coordinator of the Management Committee
- Cláudio Marinho - Partner at Porto Marinho
- Geber Ramalho - Professor at CIn/UFPE
- Manuella Curti - President of Grupo Europa
- Pierre Lucena - President of Porto Digital
- Manoel Lemos - Partner at RedPoint eVentures
- Pablo Cerdeira - Professor at FGV
- Priscila Erthal - Partner at Orgânica Evolução Exponencial

Governance Monitoring Committee

We take care of the strategic vision, but we are aware that we need to move forward in the market by working on our ability to react immediately.

We are a part of our board that is continuously in contact with management. We strive for fluidity between strategic decisions as a (future) board and day-to-day support for our executive team.

Management Committee

- Giordano Cabral - Chairman of the Board
- Cristiana Pereira - Coordinator of the Management Committee
- Geber Ramalho - Counselor

C-Level

We are the guardians of day-to-day operations at CESAR. Responsible for the guidelines and paths we tread in our daily organization.

Each member, with their distinctive style, leads a sphere that encompasses directors, managers, and the entire CESAR team with one goal: always bring together the best people to drive transformation through innovation.

- Eduardo Peixoto - CEO
- Karla Godoy - COO

OUR BUSINESS IS KNOWLEDGE

CESAR creates innovative learning experiences to develop individuals in the competencies necessary to lead innovation processes. We offer programs for companies, individuals, and educational institutions.

Companies

We co-create solutions for companies seeking education projects with a societal impact and solutions for the training and qualification of their employees for the skills of the future.

Individuals

We educate individuals to be protagonists of their careers, seeking to enhance their skills in leadership, business, and technology through undergraduate courses, specialization, master's, and professional doctorate programs.



Educational Institutions

We work with institutions aiming to qualify their educators and students for the digital age, using innovative learning experiences as well as curriculum and pedagogical frameworks in projects with both public and private schools.

FACTS AND FIGURES

CESAR is an institution dedicated to innovation and the development of advanced technologies. Founded in 1996, it has emerged as a significant research and development center in Brazil.

Foundation

CESAR was founded in 1996 as a private non-profit institution. Since then, it has established itself as a reference in the field of technological innovation.

Location

It is headquartered in the city of Recife, in the state of Pernambuco, in the Northeast region of Brazil, in one of the country's major technology hubs, housing various technology companies and startups.

Partnerships and Collaborations

It has established strategic partnerships with various nationally and internationally renowned companies and institutions, allowing CESAR to be at the forefront of research and development of advanced technologies.

Innovation Projects

It has a rich history of successful innovation projects in various areas, such as the Internet of Things (IoT), artificial intelligence (AI), virtual reality (VR), and digital security. Its projects have an impact on various sectors, including healthcare, mobility, industry, and services.

Patents and Publications

It is recognized for its intellectual output and contribution to the advancement of science and technology. The institution has registered several patents and has a significant number of scientific publications in conferences and specialized journals.

Startup Incubator

It houses a startup incubator, providing support and mentoring to entrepreneurs and emerging companies. Through the incubator, several promising technology startups have emerged and developed, boosting the local and regional economy.

Social Impact

In addition to its technological focus, CESAR also cares about the social impact of its activities. The institution promotes programs and actions aimed at benefiting the local community, encouraging entrepreneurship, and digital inclusion.

Internationalization

CESAR has increasingly pursued internationalization, establishing partnerships and collaborative projects with institutions from other countries. This openness to the global scene contributes to the exchange of knowledge and the strengthening of the innovation ecosystem in Brazil.

“



CEO SPEAKS

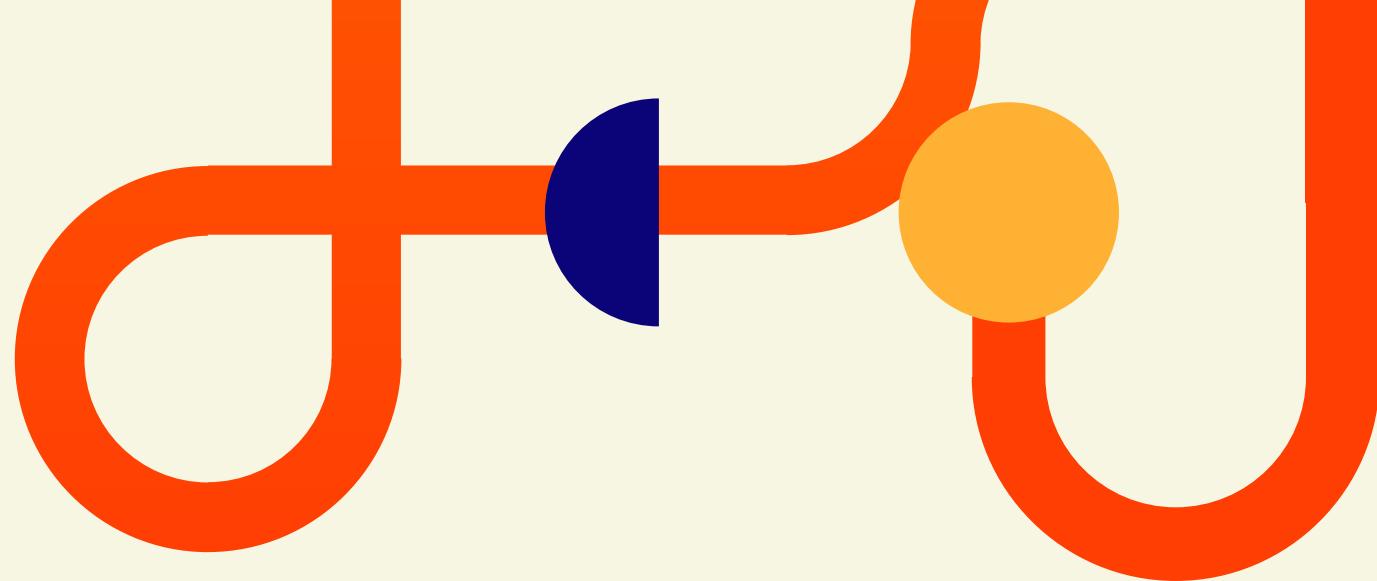
What is the value of being engaged in a training process in partnership with global institutions? We, as a higher education institution, situated within an innovation center, part of an innovation ecosystem.

An innovation environment and an educational environment are effectively complementary. Innovation begins with student education. When we prepare this talent, connecting the construction of knowledge to market problems, we are building innovative solutions.

In this context, being within an innovation environment is fundamental. You walk the streets of Bairro do Recife, where the ecosystem is located, and meet someone from another institution, exchange ideas, understand how the person is solving a problem, take a part of the solution from another challenge that complements this idea... there's a very rich exchange! Something made difficult when these innovation and education environments are isolated. Here, this relationship happens almost organically.

It is incredibly important for student education because this environment is available to them. And for the ecosystem, it's excellent because it can attract and retain this talent. This promotes a virtuous cycle: good for the student, the environment, education, and innovation.

**Eduardo
Peixoto**



CESAR SCHOOL

School of leadership, innovation, entrepreneurship and education

INSTITUTIONAL JOURNEY

CESAR School, the innovation school of the Center for Advanced Studies and Systems of Recife (CESAR), is a higher education institution that stands out in the Brazilian educational landscape for its successful trajectory and achievements in research, teaching, and various educational projects in partnership with public and private institutions, aiming to democratize learning.

Founded in 2015, CESAR School was created with the goal of providing excellent education in the field of technology and innovation, with a special focus on developing entrepreneurial skills in students. Over the years, the school has been recognized for its innovative and practical approach, combining theory and real-world application in projects.

One of the distinguishing features of CESAR School is its highly qualified faculty. Most professors hold doctoral degrees and have extensive professional experience in their respective fields.

This combination of theoretical and practical knowledge provides students with high-level education, with a solid and up-to-date foundation in technology, innovation, and entrepreneurship.

CESAR School also stands out for its close relationship with the labor market and the entrepreneurial ecosystem. The institution maintains strategic partnerships with companies from various sectors, startups, and research institutions, providing students with direct integration into the professional world. These partnerships offer internships, joint projects, and job opportunities, enriching students' education and facilitating their entry into the job market.

In addition, CESAR School's infrastructure is modern and conducive to learning and innovation. The school has state-of-the-art laboratories, collaborative spaces, and co-creation environments where students can develop their projects and put into practice the knowledge they have acquired.

FACTS AND FIGURES

As of March 2023, CESAR School was ranked first in the overall ranking of Higher Education Institutions (IES) in Pernambuco, among public and private IES, being the only one with a score of 5 in the Quality of Higher Education assessment conducted by the National Institute for Educational Studies and Research Anísio Teixeira (Inep). The institution also ranks in the top 3 in the North and Northeast regions and holds a prominent position in Brazil: 19th among the 1,738 private institutions and 33rd overall out of more than 2,000 evaluated.

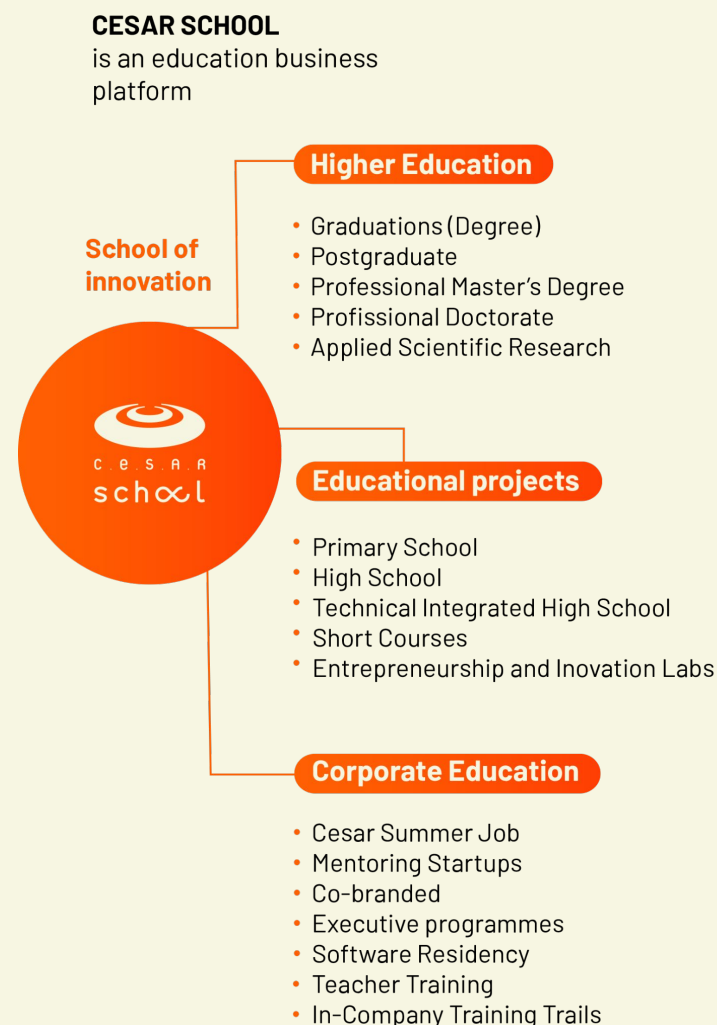
The ranking, linked to the Ministry of Education (MEC), includes the General Course Index, with scores ranging from 1 to 5 for each course offered by institutions. The scale is interpreted as follows: 1 and 2 are unsatisfactory; 3 is regular; 4 is very good; 5 is excellence. A score of 5, representing high-quality education, is not easily achieved. It considers the average evaluations of undergraduate and graduate courses and the National Student Performance Examination (ENADE). In Brazil, only 230 IES achieved an IGC of 5 out of over 2,000 evaluated.

Among the courses offered by CESAR School, the Bachelor of Computer Science also received a score of 5, making it the top course in the state, the third in the North and Northeast regions, and the 13th out of a total of 329 courses evaluated in Brazil. The Bachelor of Design also excelled, receiving a score of 5. This places it as the best course in the state, the second in the North and Northeast regions, and the 17th out of 113 in the country.

"Attaining a score of 5 in higher education is like winning a World Cup in football; very few institutions in Brazil achieve this result. It demonstrates excellence in student education.

Here at CESAR School, this is due to our work format, with professionals active in the job market, and the Problem-Based Learning (PBL) methodology, where students tackle real challenges posed by companies in the classroom," says Victor Hugo D'Albuquerque, executive director of the School.

"The IGC 5 tells us that we are on the right path, as this index is a global evaluation that encompasses various aspects of different courses at the institution, at different levels, from undergraduate to postgraduate. This score is the result of a careful approach to a new perspective on the teaching model, where the student is the protagonist, the teacher is the inspiration, and society's problems are the motivation," says Janaína Calazans, higher education manager at the School.





PEDAGOGICAL MODEL

Being a student at CESAR School – whether in graduations, postgraduate, or online courses – means experiencing practical learning from the very beginning. Problem-based learning (PBL) is the methodology applied throughout the academic journey. Students are stimulated by real challenges from partner companies, Porto Digital, or even beyond the ecosystem, seeking innovative solutions through projects. It is a student-centered educational strategy that helps develop critical thinking and communication skills, essential for success in their professional lives. It empowers students to become the protagonists of their own learning, with autonomy and proactivity.

"In PBL, students are divided into small groups supervised by a tutor to guide them in solving real-world problems. Thus, students learn not only academic aspects but also how to independently solve problems, just as they will do in their professional lives," explains Ana Carolina Salgado, academic director of CESAR School. "In our case, they will learn from CESAR's own engineers, bringing students knowledge and daily practice."

GRADUATIONS (DEGREE PROGRAMMES)

CESAR School offers three Degree programs: Bachelor's degrees in **Computer Science** and **Design**, and the **Information Technology Management (ITM)** program. The first two have a duration of 8 semesters, with 3,240 in-person daytime class hours. The ITM program is evening and semi-presential, with three semesters of online and mandatory in-person classes, and two semesters of remote (EAD) classes, totaling 2,120 hours.

The [Bachelor's degree in Computer Science](#) provides knowledge in theoretical and practical computational models, learning in updated methodologies and tools, development of cognitive and management skills, and critical use of new technologies to assess the impact of their work as computing professionals

With a score of 4 in the National Student Performance Examination (ENADE) conducted by the Ministry of Education (MEC), the course ranks 1st among private colleges in Pernambuco.

Also at the top of the state ranking of private colleges is the [Bachelor's degree in Design](#), but this one with the maximum ENADE score of 5.

The course prepares professionals with scientific and technological foundations suitable for the market reality through comprehensive training, capable of specifying, developing, implementing, and evaluating projects for solving various problems through physical or digital artifacts and diverse services, among other forms.

Launched in 2023, the **ITM** program is the ideal course for those seeking a comprehensive but accelerated education. With a duration of 2.5 years and intensive immersion in the curriculum, it is CESAR School's first technology-focused undergraduate program, designed to equip professionals with solid and general knowledge of Information Technology fundamentals while accelerating their entry into the job market.

DOUBLE DEGREE

CESAR School students have the opportunity to apply for Double Degree programs at the Polytechnic Institute of Bragança (IPB) in Portugal. This opportunity is open for the Bachelor's degree in Computer Science and the Integrated Master's in Informatics, as well as the possibility of an integrated master's program for our Computer Science graduates. The program aims to complement students' academic and professional education by exposing them to different methodologies, processes, and technologies in an academic, scientific, and cultural experience. It also aims to expand the impact of internationalization projects and interinstitutional cooperation.

POSTGRADUATE

[Cybersecurity](#)

[Data Engineering and Analysis](#)

[Creative Writing](#)

[Content Design](#)

[Interaction Design for Digital Artifacts](#)

[Digital Law](#)

[Agile Project Management](#)

[Technology, Innovation and Intelligence](#)

[Agile Testing](#)

[TEAL](#)

[MiST](#)

EXECUTIVE COURSES

[GNED](#)

[Leadership for the Future](#)

[AI for Business](#)

[Business Design](#)

[Business Management in the Digital Era](#)

MASTER'S DEGREE

The [Professional Master's in Software Engineering](#) (Stricto Sensu) aims to develop students' broad understanding of software development processes and their associated aspects, such as People, Processes, and Infrastructure. Throughout the course, students will explore how to apply what they have learned by solving complex, real-world problems in innovative ways.

The **Professional Master's in Design** (Stricto Sensu) empowers professionals in their respective fields with an emphasis on innovative practices and methods geared towards excellence in the design and technology domain. By the end of the program, students will be able to specify, develop, implement, and evaluate real solutions to complex problems through digital products, physical artifacts, experiences, or various services.

Individuals with undergraduate degrees in design (graphic, industrial, and digital), IT-related fields (engineering, computer science, systems, among others), administration, architecture, advertising, education, humanities, and health are the target audience. Professionals engaged in diverse project development, with a focus on innovation and technology, are also welcome.

DOCTORATE

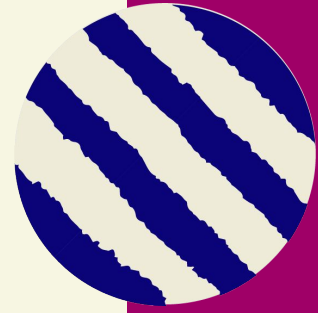
The **Professional Doctorate in Software Engineering (DPES)** at CESAR School is an advanced program of study, research, and development designed to meet market needs by seeking new approaches to integrate academic and professional knowledge with personal and corporate performance in the market.

The goal is to enhance the relevance of research programs in the industry by using their applications as a basis for innovation processes involving ICTs in companies. The program consists of three research lines that, together, make up the distinctive feature of a professional doctorate, connecting students with companies to solve real market problems with a scientific basis: Experimental, Services, and Data.

This is the only Professional Doctorate recognized by CAPES (Coordination for the Improvement of Higher Education Personnel, under the Ministry of Education) in Computer Science in Brazil.



RESEARCH AND SCIENTIFIC PRODUCTION



|Qats>

Quantum Computing

This research group focuses on exploring and developing quantum technologies applied to optimization, machine learning, and chemical reaction simulation.

C2N2S

Natural Computing

This research group combines Natural Sciences and Computer Science to develop projects related to antimicrobial resistance, COVID-19, equity in machine learning, and computational simulation of chemical reactions.

AIBox

AI in Education

This group conducts research in Artificial Intelligence in education, with a focus on machine learning, Learning Analytics, and natural language processing.

GENTE

Studies Group on People in Business and Technology

Since 2015, this group has been producing research related to human and social aspects of technology professionals and sharing knowledge at major national and international software engineering forums.

Teamwork dynamics in Software Engineering; Software Engineering Education; Inclusion and diversity in Software Engineering; Human-Machine Interaction; Digital Transformation, and Organizational Behavior are some of the research areas.

KNoT

Internet of Things

This group aims to develop competencies in the Internet of Things and, among its main actions, includes the development of an open-source IoT meta-platform focused on interoperability and the mobilization of the research community in Brazil and abroad, establishing partnerships for integrating various IoT platforms. Fog/Edge Computing; Industry 4.0; Infrastructure, Interoperability, and Security for IoT are some focal themes.

GPSDN

Distributed Systems and Clouds

The CESAR Distributed Systems and Clouds Research Group began in 2012 with research in the areas of Cloud Computing and Heterogeneous Multi-Cloud Environments. Such research was conducted in partnership with the Center for Informatics at the Federal University of Pernambuco (CIn/UFPE) and later with the University of Kent in Canterbury (UKC), United Kingdom.

IAD

Digital Assets Initiative

This group conducts research and experiments to empower individuals, making it as quick and easy to move value around the world as it is to move information. Research areas include Blockchain, cryptocurrencies, crypto assets, and the financial system.

Sankofa

Anthropology of Design

Design and Anthropology and Information Design are the pillars of research in this CESAR School research group, composed of masters, doctors, and students.

NIX

Narrative and Experience Design

This research group focuses on Discursive Design Studies; Studies of Futures and Hybrid Languages: Traditional, Modern, and Contemporary Narratives.

ESG

Environment, Sustainability and Governance

This research group focuses on Environmental, Social, and Corporate Governance themes, with a keen eye on sustainability, social responsibility, ethics, and transparency in business.

GIGA

Innovation and Artifact Generation Group

This research group of the Professional Master's in Design (MPD) at CESAR School focuses on strengths, with research lines in innovative solutions (including projects involving human-robot interaction, robot-robot interaction, brain-computer interface, computer-mediated realities), design conception methodologies (including projects related to Future Design, Speculative Design, Social Design, Emotional Design, Service Design, NeuroDesign, Learning Design, Universal Design, among others), and innovative businesses (Digital Transfer, Business Design, and Open Innovation).

Manglab

Laboratório de Manufatura e Engajamento em Games

This research group focuses on Games and Game Design, and Manglab has various publications in scientific events. Among the research topics are *The production of fangames: a study of Half-Life and Black Mesa*, using game analysis as a methodology, and *Emerging behaviors in the journey of streamers in Limgrave, Elden Ring*, seeking to understand, through the prism of emergent behavior between systems, how the game applies Soulsborne design to the Open World genre.





Social impact

Transforming organizations and people's lives, solving systemic societal problems through education, innovation, and technology: that is our vision for social impact. To achieve this scenario, CESAR's strategy has been designed around two United Nations Sustainable Development Goals (SDGs): Quality Education (SDG 4) and Reduced Inequalities (SDG 10).

Some initiatives and pacts signed by CESAR:

- Racial Equity Pact Brazil
- United Nations Global Compact
- Women on Board
- UN Women
- Inclusion and Diversity Committee
- Environmental Regeneration Committee
- Free Energy Market

Some achieved results:

Education & Inclusion Program: Soft Skills Pathway

Creation of a training pathway for employees with disabilities, focusing on soft skills development.

CESAR 50+ Program

Optimization of selection processes tailored for individuals above 50 years old.

Inova.Ação Afro

Training program for Black individuals in Python and Ruby on Rails programming languages.

Inova.Camp Afro

Design-focused hackathon for Black individuals, resulting in the recruitment of new team members.

Inova.Ação PCD

Training program for Persons with Disabilities (PCD) in C# programming language.

EDUCATIONAL FUND

Through CESAR School, we have already educated approximately 10,000 individuals. We aim to continue this transformative flow by promoting a more inclusive, diverse, and comprehensive education. That's why we have launched the Educational Fund, which, as its first initiative, provides a scholarship program to educate individuals in conditions of socio-economic vulnerability. Currently, we have more than 30 scholarship recipients enrolled in CESAR School's undergraduate programs in Design, Computer Science, and Information Technology Management.



Living in Recife

Recife enchants with its cultural diversity, architectural beauty, and unique lifestyle. With a cosmopolitan population and a rich history, the capital of Pernambuco offers its residents and visitors a life model rich in experiences and daily aspects that reflect the city's vibrant soul.

The original and mixed-influences cuisine, the culturally vibrant life as a true melting pot of styles and artistic expressions, and the warm-water beaches with their coconut groves are major attractions. Recife is a city with a well-developed urban infrastructure, full of shopping malls, commercial centers, hospitals, universities, and reference schools.

One of the remarkable characteristics of the people of Recife is their welcoming and communal spirit. The inhabitants are known for their hospitality and "bairrismo," the pride they have in their city and culture. Traditional neighborhoods preserve a neighborly atmosphere where it is common to find people on the streets, conversing and celebrating local traditions.

The cost of living in Recife is considered moderate compared to other Brazilian capitals.

Food, one of the items with a strong influence on the city's residents' budget, caters to various tastes and budgets, from small restaurants to upscale dining.

An important fact: in 2022, among the 17 Brazilian capitals, the price of the basic food basket in Recife had the lowest increase, according to the Dieese (Inter-Union Department of Statistics and Socioeconomic Studies).

Public transportation is accessible, with bus fares ranging from R\$ 4.10 to R\$ 5.60 for most common routes. The metro, which connects the Western Zone, downtown, and some areas of the South Zone, costs R\$ 4.25. These prices are up-to-date as of February 2023.

Rent is another significant item in the budget, varying by region and type of property. Upscale neighborhoods like Boa Viagem and Pina have higher prices, while more popular neighborhoods like Santo Amaro and Santo Antônio have more affordable prices. It is important to evaluate transportation and nearby commerce options when choosing a place to live, as these factors also influence the cost of living.

Healthcare, education, and leisure are also important factors to consider when evaluating the cost of living in Recife. The city offers good options for private hospitals and clinics. The healthcare system is the SUS (Unified Health System), with the option of free care in state or municipal public hospitals. Renowned schools and universities are spread throughout the city. Leisure is another strong point in the city, with a wide variety of parks, beaches, theaters, and museums.

The cost of living in Recife is moderate but varies depending on the neighborhood, lifestyle, and daily necessities. It is possible to have a good quality of life in the city with careful planning and conscious choices.

In summary, Recife is a city that offers a vibrant and diverse way of life, where culture, gastronomy, and leisure intertwine with modernity and urban infrastructure. The people of Recife find in this city a unique atmosphere that combines tradition and innovation, inviting everyone to explore its riches and enjoy life intensely and authentically.





What to do in your free time

THE RECIFE ANTIGO (OLD RECIFE)

Living in Recife means experiencing culture. A quick walk down Rua do Bom Jesus serves as proof. Voted the 3rd most beautiful street in the world, according to Architectural Digest, an international authority on design and architecture, the street is lined with tall palm trees, colors, and history. It is the oldest in the capital of Pernambuco. Here, you can visit Kahal Zur Israel, the first synagogue built in the Americas, and the Embassy of Giant Puppets, symbols of Pernambuco's Carnival, with replicas of large local and global personalities that are three and a half meters tall and weigh 35 kilograms, made of fiberglass, clay, and other materials.

Carnival, in particular, deserves a separate chapter. After all, Recife has the world's largest carnival block, Galo da Madrugada, with an average of more than 1.5 million revelers at each parade, officially recorded in the Guinness World Records – an achievement reached in 1994. Olinda, a neighboring city in the Metropolitan Region, also hosts a massive and attractive Carnival, with its ups and downs of historic hills – a visit to the area is mandatory at any time of the year. The party takes over the entire state for six days, from Friday to Ash Wednesday, not to mention the numerous pre-Carnival events, with lots of people, catharsis, and frevo, a genuinely Pernambuco musical rhythm.

Back to the Old Recife, the birthplace of CESAR. A few steps from Rua do Bom Jesus,

we find a place of memory and safeguarding, the Paço do Frevo, with photos, documents, lessons to learn the famous steps, and interactive installations for the public. Another important museum in the vicinity is the Cais do Sertão, a tribute to the people and culture of the hinterlands, with a focus on Pernambuco's Luiz Gonzaga, the greatest name in the history of forró music and one of the greatest in Brazilian popular music.

To complete the list of must-visit places, there is the Marco Zero, where all official local road distances are measured. It offers, on one side, the beauty of the sea and the Capibaribe River, and on the other, the sumptuous historic mansions, including restaurants, bars, and souvenir shops. It's also worth taking a boat tour in the area.

TOURS AROUND THE CAPITAL

Recife is also a gastronomic city, with plenty of options for those who want to savor local dishes and international cuisines. Among the local delights, a hearty breakfast includes cuscuz (cornmeal), tapioca, queijo coalho (grilled cheese), mungunzá (hominy corn porridge), sweet potato, manioc, and jerky, with regional fruit juices such as cashew, Surinam cherry, soursop, and Barbados cherry. For lunch, you can choose from buchada (goat stomach stew), sarapatel (a dish made from offal), escondidinho (a type of casserole), arrumadinho (a salad with various ingredients), or peixada pernambucana (a fish stew).

For dessert, there's bolo de rolo (a rolled sponge cake), cartola (fried banana with cheese and sugar), and bolo Souza Leão (a traditional cake). For the strong-willed, there's cachaça, also known as pinga, cana, or caninha, a traditional sugarcane brandy, to be enjoyed neat or used in the preparation of the internationally known cocktail "caipirinha."

Among the must-visit tourist routes in the capital, in addition to Old Recife, there is the magical Francisco Brennand Ceramic Workshop, a monumental complex - museum and studio - with around two thousand works, including sculptures, murals, panels, paintings, drawings, and ceramic objects. In the same neighborhood of Várzea, the Ricardo Brennand Institute, also known as Brennand Castle, has the world's largest collection of Dutch painter Frans Post, the first landscape artist in the Americas and the first painter of Brazilian landscapes. It also houses one of the world's largest collections of edged weapons.

Recife is a beach town. Boa Viagem Beach has a bustling 9-kilometer-long boardwalk with a bike lane and kiosks. There is a cluster of bars around the Second Garden area. When taking a dip in the sea, opt for low tide and be aware of shark attack risk areas. To refresh, have a coconut water or a cold beer. And don't forget to try caldinho, whether it's made from fish, beans, shrimp, sururu (a type of shellfish), or aratu (a type of crab).

Tip: On Sundays, the mobile bike lanes and cycle lanes invite you to pedal and capture the city's beauty in your mind and on your phone.

CHARMS OF THE COAST

Outside the urban area, the paradisiacal beaches of the South Coast are just over half an hour away by car for those in Recife. The most famous of them is Porto de Galinhas, in the municipality of Ipojuca. The region features natural pools of clear and warm waters formed among coral reefs, as well as estuaries, mangroves, white sand, and coconut groves. Muro Alto Beach, due to its containment barrier, is great for children because it is shallower. Nearby, at Maracáipe Beach, the sandbar offers a sunset that is a spectacle in itself.

Serrambi, Calhetas, Gaibu, Enseada dos Corais, and especially Carneiros are other beaches known for their beauty and high visitor flow.

In the North Coast, highlights include Itamaracá Island and also Coroa do Avião, a small island located in the municipality of Igarassu. Sun, blue sea, flavors, and an oasis for those looking to relax body and mind.

INLAND ADVENTURES

The Zona da Mata, Agreste, and Sertão regions of Pernambuco are fortresses of culture, tradition, and beauty, with each municipality maintaining a unique identity. The Zona da Mata, with its sugarcane plantations, handicrafts, typical dishes, and artistic expressions, is enchanting.

In the Agreste region, Gravatá is the "Switzerland of Pernambuco," with a mild climate and the region's main dishes. Caruaru is the "Capital of Forró" and the metropolis of the interior, known for the famous Feira da Sulanca, where you can buy a lot for little money. The town of Bonito is for nature lovers and ecotourism enthusiasts, with options for rappelling, tree climbing, and waterfall baths. In Buíque, the Catimbau National Park covers 62,000 hectares that will take your breath away. Bezerros, with its Serra Negra (Black Mountain), and Garanhuns are other important places to visit.

In the Sertão region, at the top of the Baixa Verde Mountain Range, there is Triunfo, the "Oasis of the Sertão," known for its cooler climate in contrast to the neighboring semi-arid region. Another major and developed city in the interior is Petrolina, with the beauties of the São Francisco River, known as the "Old Chico," various wineries, and delicious dishes, with goat meat standing out.



We are waiting for you!

INTERNATIONAL MOBILITY OPPORTUNITIES AT CESAR School

The Risoflora International Mobility Program aims to promote the experience of new academic and integration experiences in various international contexts and scenarios relevant to each area of education offered by CESAR School. This includes undergraduate programs in Computer Science, Design, Information Technology Management, as well as postgraduate programs in Design and Software Engineering.

There are different types of International Mobility opportunities offered here:

- **Academic** (students will be with us in the classroom through an immersive experience in our educational curriculum)

Duration: 6 months to 1 academic year.

- **Professional/Internship** (students will have the opportunity to gain professional experience in real projects)

Duration: 3 months to 6 months.

- **Research** (students will have the opportunity to participate in an immersive experience in our research and development laboratories)

Duration: up to 1 year for Master's and up to 2 years for Doctorate.

WHO CAN PARTICIPATE?

Undergraduate Students:

- Computer Science
- Design
- Information Technology Management

Postgraduate Students (Stricto Sensu):

- Master's in Design
- Master's in Software Engineering
- Doctorate in Software Engineering

HOW TO PARTICIPATE?

For International Academic Mobility, we hold two calls per year, one in the 1st academic semester and another in the 2nd academic semester.

POSSIBLE MOBILITY PERIODS FOR EXCHANGE STUDENTS (DURATION)

The duration varies depending on the program the student intends to undertake, but in terms of the academic period, it can occur over 1 semester with the possibility of extending for an additional 6 months.

NOMINATIONS AND APPLICATIONS

The application procedure for exchange students should be carried out through the CESAR School's International Relations Coordination, through the recommendation of the International Office of your University.

**Come and be
a partner of
CESAR School!**

international@cesar.school

