

Microsoft to invest \$100 million in Rio IT hub

November 8 2012

Microsoft says it is investing \$100 million in a new technology center in Rio de Janeiro.

The center is to house an advanced technology laboratory, a research and [development platform](#) for the company's Bing search engine, as well as a business incubator aimed at promoting local [Internet technology](#) startups.

It will be housed in an abandoned 18th century building, once Rio's first gas factory, in the city's downtown port, a now shabby district undergoing a vast makeover ahead of the 2016 Olympic Games.

Local officials speaking at a news conference where the project was unveiled on Thursday expressed hopes that Microsoft's investment would mark a turning point in their efforts to transform Rio into an IT hub, much like New York, Chicago, Los Angeles or Berlin.

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