

# Virtueyes and Huawei Partner to Bridge Digital Divide in Brazilian Agriculture

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**Virtueyes, a Brazilian Internet of Things (IoT) specialist, has joined forces with Chinese technology leader Huawei to significantly expand connectivity across more than 2 million hectares of Brazil's agricultural landscape by the close of 2025. This ambitious project will see Virtueyes deploy over 100 private internet towers featuring Huawei's proprietary technology.**

"Private 4G network technology is vital for boosting efficiency in Brazilian agribusiness," stated Carlos Roseiro, a Huawei executive. "Our collaboration with Virtueyes will deliver cutting-edge connectivity, offering broader coverage, reduced signal latency, and heightened data security."

Shandrus Carvalho, Vice President at Virtueyes, highlighted the urgent need for this initiative, noting that many rural areas in Brazil still grapple with a severe lack of digital infrastructure. "There are genuine digital deserts in Brazilian agriculture. This profoundly impacts operational and management efficiency, planning capabilities, and real-time decision-making," Carvalho explained to Valor.

Earlier this year, Virtueyes, founded in Rio Grande do Sul, received authorization from Brazil's National Telecommunications Agency (ANATEL) to operate as a mobile virtual network operator (MVNO), making it one of only 16 companies with this status nationwide. The company plans to focus a significant portion of its expansion on the Matopiba region—an agricultural frontier encompassing Maranhão, Tocantins, Piauí, and western Bahia—where connectivity challenges are particularly acute. Carvalho emphasized that this region presents some of the most critical technological infrastructure hurdles in Brazilian agribusiness.

Virtueyes, which previously operated in vehicle tracking and smart city solutions, ventured into the agricultural sector in 2023. The company reported revenues of R\$56 million last year and projects to reach

R\$82 million in 2025. Carvalho stated that Virtueyes is investing R\$40 million to enhance its technology offerings, with R\$10 million specifically allocated to its agribusiness operations.

Carvalho added that strong demand for improved connectivity is coming from large grain and cotton producers. “These producers are highly tech-savvy and recognize that data management will be key to performance, especially during periods of tighter margins,” he commented.

Beyond the Matopiba region, Virtueyes is also developing connectivity projects in agricultural areas across Mato Grosso, São Paulo, Minas Gerais, and Paraná. In addition to installing fixed towers, the company is deploying mobile connectivity units—telecom towers mounted on trucks—to provide direct internet access to farms, further enhancing rural digital access.