

SEGULA Technologies opens a global engineering centre dedicated to agricultural technologies in Brazil



Global engineering group SEGULA Technologies is opening in Brazil its **first global centre of excellence dedicated to agricultural vehicles and technologies**. Located in Curitiba, Paraná, one of South America's key agricultural vehicle and equipment hubs, this centre of excellence will drive the design and industrialisation of advanced agricultural vehicles, supporting the industry's growing demand for performance, efficiency, and sustainability.

Meeting the rising demand for agricultural innovation

The world's second-largest exporter of agricultural and agri-food products, Brazil has become a major innovation hub for agricultural equipments, addressing important challenges like performance optimisation and decarbonisation. A key player in Brazil's innovation and engineering ecosystem, SEGULA Technologies has now established a specialised engineering centre **to accelerate the development of new generations of agricultural machinery**.

A team of experts covering the entire value chain

This engineering office is gathering more than 40 experienced engineers in product development, automation, robotics, software development, and other engineering disciplines, covering the full spectrum of agricultural equipment development. The team will focus on

enhancing vehicle and powertrain design as well as **optimising industrial sites** and processes. Their work will also help **increasing production capacity, reduce agriculture's carbon footprint,** and **develop predictive technologies** for early plant disease detection.

For over 20 years, SEGULA Technologies, together with its styling subsidiary, [Technicon Design](#), has been actively involved in the design, development, and optimisation of agricultural vehicles and equipment. This extensive experience will be leveraged to support the industry's transition to more efficient and sustainable solutions. The new engineering centre will also integrate the artificial intelligence (AI) and digital transformation capabilities of SEGULA Technologies in order to boost the productivity of its customers.

Aldemir Rodrigues, SEGULA Technologies do Brasil, Managing Director, has declared : *This global engineering centre draws on the expertise we have developed in Brazil over more than twenty years, and I am proud to establish it here in Curitiba, as close as possible to our customers. Thanks to our passionate and highly qualified teams, we provide them with a local force for innovation that is ready to take up the technological challenges of modern agriculture!»*

Adrien Guillemin, SEGULA Technologies Americas, Managing Director, declared : *« The decision to open this engineering centre reflects the long-term commitment of the Group in favour of agricultural vehicles technologies. With a thriving innovation ecosystem, the presence of the world leading agricultural vehicles companies and its highly skilled engineers, Brazil is clearly the best place to lead our global projects in this area ».*

About SEGULA Technologies in Brazil

With over 1,000 employees and ambitious expansion plans, SEGULA Technologies Brazil provides engineering, industrial design, and software development services to leading international players in the **automotive, energy, rail, IT, telecoms, agribusiness,** and **road transport sectors**. Operating from strategic locations near Curitiba, São Paulo, Belo Horizonte, and Rio de Janeiro, the company collaborates with more than 30 renowned industrial partners.

PHOTOS

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About SEGULA Technologies

SEGULA Technologies is a global engineering group, serving the competitiveness of all major industrial sectors: automotive, aerospace, energy, rail, naval and life sciences. With a presence in more than 30 countries and 140 offices worldwide, the Group is committed to building close relationships with its customers thanks to the skills of its more than 15,000 employees. A leading engineering company that places innovation at the heart of its strategy, SEGULA Technologies carries out large-scale projects, from research through to industrialisation and production.

For more information: www.segulatechnologies.com. Follow SEGULA Technologies on [Facebook](#) and [LinkedIn](#).

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