



DANIEL COSSI
BEYOND REALITY

INSTITUTIONAL PRESENTATION · 2026

DANIEL COSSI

COMMANDER & INTERNATIONAL CHANCELLOR
BRAZIL & CHINA ORDER

Entrepreneur and institutional architect: a multisector holding, Esports governance and international cooperation across four continents.

CEO · E-INVESTMENTS HOLDING

CEO & CHAIRMAN · WESCO

PRESIDENT · PAMESCO · CEO · CBDEL

“

What I did for Esports was not to see what nobody saw, but to do what nobody was doing, about something everybody was seeing.

DANIEL COSSI





WHY BRING HIM IN

He builds the institutional layer a market needs before it can become an industry.

LEGISLATION

Recognition laws, state and federal bills, and technical input to Esports law abroad.

GOVERNANCE

Confederations, a global consortium and membership standards on four continents.

BRIDGES

Direct channels between Brazil, China, BRICS, the Middle East, Africa and the Americas.



WHERE HE SITS IN 2026

E-INVESTMENTS HOLDING

Chief Executive Officer

15 companies and 3 non-profits

WESCO

CEO & Chairman

World Esports Consortium · 54 countries

PAMESCO

President · co-founder

Pan American Esports Confederation ·
17 federations

CBDEL

Founder & CEO

Brazilian Esports Confederation · 21
state federations

ALSO

ACDS · First Presidential Counselor

ABRID · Co-founder, VP of Esports

CECC · Esports Council member

Iranian AI Federation · Council member

ABRAHM · President, Brazil–
China Council

CADPA · Committee of Experts, Esports

Novaya Formatsiya · CEO, Brazil



CHIEF EXECUTIVE OFFICER

E-INVESTMENTS HOLDING

R\$15 BN+

Group valuation, as reported by the holding · 15 companies and 3 non-profits

ADVISORY

Ordinum P2 Global Advisory & Strategy Group

GNConsulting

US-China Business Consulting Group

Empire State Group

REAL ASSETS

Agro Marka

Agropecuária Terra do Leite

Construtora Planeta

Construtora Belo & Oliveira

Mineradora Santa Luzia

ESPORTS · SPORT

WESCO

Dayu Sports Technology

Ascent Sports Group

Stage Mobil

ENERGY · TECH

Helion Energy Systems

Skyant Systems

NON-PROFIT

ACCJBC · CUEL ·

Instituto Ithil



SCALE

MEASURED ONE PERIMETER AT A TIME

54

countries in the
WESCO consortium

- 41 African countries behind ACDS
- 17 national federations in PAMESCO
- 21 state federations under CBDEL
- 36 legislative projects: 31 in Brazil,
5 abroad
- 97 lectures on Esports and business



THE ARCHITECTURE

ONE STRUCTURE, FOUR LEVELS

GLOBAL · WESCO

A consortium · 54 countries

CONTINENTAL · PAMESCO · ACDS

17 federations · 41 countries

NATIONAL · CBDEL

Brazil · 21 state federations

STATE · FEEESP

São Paulo · founded 2015

ACROSS ALL
LEVELS

ABRAHM · ABRID · CECC · CADPA · Novaya Formatsiya · BRICS
Esports: bilateral and sector channels that open doors at every level.



LEGISLATION

ESPORTS AS PUBLIC POLICY

2015	Drafted, with the São Paulo State Legislature, the bill recognizing Esports as a sport and its players as athletes.
BRAZIL	State recognition laws, a federal bill in progress, and 31 national legislative projects.
ABROAD	Technical input to Esports legislation in Mexico, China, Ecuador and Colombia; 5 international projects.
STANDARDS	CBDEL certified by Brazil's Ministry of Sport under certifications 18 and 18-A.



Six-part video interview with Marcos Pontes, then Minister of Science, Technology, Innovation and Communications.

BRAZIL - CHINA

A DECADE OF DIRECT CHANNELS

- 2016 First cooperation with China's national sports and culture authorities; lectures in six provinces.
- 2018 Agreement with Macau casino operators, signed in Zhuhai.
- 2023 Speaker at the AESF Grand Meeting in Hangzhou during the 19th Asian Games, the first with Esports as a medal event; the Tencent Esports Summit in Shenzhen; and ChinaJoy in Shanghai.
- TODAY Esports Council of the China E-Commerce Chamber (CECC); Committee of Experts on Esports, CADPA.

DANIEL COSSI · 09



AESF Grand Meeting, Hangzhou · Tencent Esports Summit · cooperation signing in China



HONOUR · BRASÍLIA · 22 APRIL 2025

INTERNATIONAL CHANCELLOR OF THE BRAZIL & CHINA ORDER

Sovereign Order of Fraternal Brazil–China Integration, conferred by the International Council of Honours and Merit at the Nereu Ramos Auditorium of the National Congress, during the official celebrations of Brasília's 65th anniversary.

He also presides over the Brazil–China Council of ABRAHM and holds the title of Commander of Brazil–China Friendship and Promotion.





AGREEMENTS IN CHINA

SIGNED, NOT ONLY ANNOUNCED

2016 Xiamen · Chinese government. Partnership signed at the World eSports Summit, valid through 2027.

2018–19 Zhuhai · Macau casino operators. Agreements signed with their legal representative, valid through 2030.

2024 Poly Group × WESCO. Partnership for PEGT, the Polyevent E-sport Game Tournament national league, through 2030.

Three agreements in force into the next decade: a government, Macau's gaming operators and a state-owned group.



POLY GROUP × WESCO · PEGT · 2024



ZHUHAI · 2018–19



XIAMEN · 2016



PEGT · KEYNOTE



RUSSIA · BRICS

THE RUSSIA–BRAZIL CHANNEL

NOVAYA
FORMATSIYA

CEO for Brazil of the Russian public organization for international entrepreneurship and innovation, now in strategic cooperation with WESCO.

BRICS ESPORTS

Founding member of the BRICS Esports initiative since 2017.

MOSCOW

Exclusive mutual recognition agreement between CBDEL and the Russian Esports Federation (RESF), signed at the BRICS Esports Championship.



NOVAYA FORMATSIYA · MOSCOW



SIGNING MEETING



IRAN · OMAN · BAHRAIN

THE MIDDLE EAST

TEHRAN

Invited by the Iranian government; council member of the Iranian Artificial Intelligence Federation.

GOVERNMENT

Meetings with the Ministers of ICT and of Economy, where WESCO was presented, leading to a partnership on Esports operations and public policy.

FEDERATIONS

Mutual recognition discussed between CBDEL and the Iranian Esports Federation.

REGION

Institutional dialogue extended to Oman and Bahrain.



TEHRAN · MINISTRY OF ICT AND
ESPORTS FEDERATION



AFRICA

4
1

COUNTRIES, ONE CONFEDERATION

2023

ACDS founded in Casablanca, Morocco, in June, by decision of 41 African countries, with the Moroccan government's direct support; WESCO backed the founding.

ROLE

First Presidential Counselor of ACDS.

FEDERATIONS

Support to federation building in 22 nations, including Nigeria, Ghana and Togo.

HUB

Morocco leads the continental hub for innovation, business and social inclusion through digital sport.



ACDS CONSTITUTIVE GENERAL ASSEMBLY
· CASABLANCA



ACDS x WESCO SIGNING



THE AMERICAS

STANDARDS BEFORE HEADLINES

PAMESCO	Co-founded in 2016 with Argentina and Costa Rica; President since late 2025; 17 national federations.
AUDIT	Two years of documentary review of members: statutes, assemblies, accounts, rankings. Entities without real structure were removed.
RANKING	A continental ranking built on each country's national ranking.
COUNTRIES	Legislation in Mexico and Ecuador; institutional cooperation in Colombia, Chile and Venezuela.
EXPANSION	New WESCO hubs in Argentina (Córdoba) and Ecuador (Guayaquil, Quito).



Colombia



ON STAGE

97

LECTURES AND KEYNOTES

2017-21

Keynote and moderator at the Online Gaming Summit, Brazilian Gaming Congress and Casino Esports Congress.

2023

Five stages in five months: Casablanca, Shenzhen, Hangzhou, Shanghai and an online keynote for Chinese city projects.

TV

Judge and mentor on Batalha das Startups, Record News, since 2020.

AUDIENCE
S

Governments, companies and institutions on Esports, business and entrepreneurship.



Tencent Esports Summit · Online Gaming Summit · keynote · Batalha das Startups



THE 2023 CIRCUIT

FIVE STAGES, TWO CONTINENTS, FIVE MONTHS

- ◆ MAY **City of Digital Sports**
Keynote on digital-sports city projects in Haikou and Hunan, China
- ◆ JUNE **ACDS Founding Assembly**
Speaker · Casablanca, Morocco
- ◆ AUGUST **Tencent Annual Esports Summit**
Speaker · "Link to Future" (共赴新竞界) · Shenzhen, China
- ◆ SEPTEMBER **AESF Grand Meeting**
Invited by the AESF during the 19th Asian Games · Hangzhou
- ◆ SEPTEMBER **ChinaJoy Esports Summit and Expo**
Speaker, with CADPA · Shanghai, China



TENCENT · LINK TO FUTURE · 2023

ESTRATÉGIA
DISCUTIR
LEGADO



HANGZHOU · 2023

THE ASIAN GAMES WHERE ESPORTS WON ITS MEDALS



AESF GRAND MEETING



SPEAKING TO THE DELEGATES



ESPORTS VENUE · HANGZHOU



19TH ASIAN GAMES · 2023

INVITATION

Guest of the Asian Electronic Sports Federation at the 19th Asian Games, the first with Esports as an official medal event.

27 SEP

AESF Grand Meeting. Speaker before the federations of Asia.

VENUE

Present at the Esports competition venue during the Games.



KEYNOTES · FORUMS · 2016-2024

WHERE THE INDUSTRY IS SHAPED

- | | |
|------|---|
| 2016 | Shanghai and Xiamen. Global E-Sports Executive Summit in July; keynote at the World eSports Summit in November. |
| 2021 | Guest-of-honour address, by video, at the Forum on Esports and Technological Innovation, Shenzhen-Hong Kong-Macau Tech Alliance, Qianhai. |
| 2022 | IESF WE Summit, South Korea. Panel on the dynamic roles of Esports organizations. |
| 2024 | ZGC Forum, Beijing. World Digital Sports Industry Forum, on a panel with the Asian Electronic Sports Federation. |



XIAMEN · 2016



SHENZHEN · 2021



IESF WE SUMMIT · KOREA · 2022



ZGC FORUM · BEIJING · 2024



OPERATIONS

EVENTS, BUILT END TO END



WORLD CYBER ARENA · YINCHUAN, CHINA

CEO, producer and technical director of the finals.

1,050 athletes brought to China every year, all expenses covered

- Management software for teams, athletes and ranking
- Logistics, stages and awards across nine days of finals
- Qualifiers in five regions and 29+ countries



WESCO · CHINA · 2018-2023

WESCO ESPORTS CHAMPIONSHIP & SUMMIT

2018

First edition, Shijiazhuang. Championship and Summit at the China International Digital Economy Expo, with the CUEL national college league finals.



WESCO CHAMPIONSHIP · 2018



WESCO · 2018

2019-23

Annual editions in China. In 2019, with Cafu, World Cup-winning captain, on stage as WESCO Esports Ambassador.



WITH CAFU · 2019

D50

D50 Expo and Summit, co-organized by WESCO and the China Electronics Chamber of Commerce since 2019.



CHAMPIONSHIP & CUEL FINALS



WESCO · CATALONIA · 2019

ESPORTS REGULATORY CONGRESS

1ST The first congress dedicated entirely to the regulation of Esports.

ORGANIZER WESCO, under Daniel Cossi's leadership.

AGENDA Recognition, regulation, legislation and standardization of digital sports.

MOTTO *Shaping the Future of Esports Together.*



KEYNOTE



PANEL



PARTNER WALL



BRAZIL PODIUM · D50 LAUNCH · ZHENGDING, HEBEI · 11 OCT 2019



D50 GLOBAL DIGITAL ECONOMY ALLIANCE SUMMIT

D50 · GLOBAL DIGITAL ECONOMY ALLIANCE

BRAZIL AT THE TABLE OF THE DIGITAL ECONOMY

- 2019** Zhengding, Hebei. Launch of the D50 Three-Year Action Plan (2020–2022), with Daniel Cossi at the podium of Brazil.
- SINCE** WESCO and CECC co-organize the D50 Expo and Summit, from 2019 to today.
- STAGE** Global Digital Economy Alliance Summit, held with the 2019 Forbes Global Digital Economy Top 100.



EDUCATION · SOCIAL IMPACT

FORMING PEOPLE, NOT ONLY EVENTS

EUNCET ·
BARCELONA

Master's in Global Esports Management. Director General of the programme; WESCO contributed its own course and know-how.

CBDEL ·
NEXSPEEL

Health and performance research. Studies on cognition, nutrition, physical training, and Esports compared with motorsport.

WESCO
PROGRAMMES

Changing People, Changing the World. Training centres, education in languages, maths, programming and streaming, and the Esports Ambassadors programme, with Cafu in China in 2019.



TRAJECTORY

THIRTY YEARS, ONE DIRECTION

- ◆ 1990S Technology entrepreneur: data centre, internet services, IP licensing.
- ◆ 1996 Brazilian Tolkien Society; Warner Bros. consultant for The Lord of the Rings.
- ◆ 2010 Begins market research on Esports.
- ◆ 2015 São Paulo recognition bill; founds FEEESP.
- ◆ 2016 Founds CBDEL; co-founds PAMESCO and WESCO; Xiamen summit.
- ◆ 2017 Founding member of BRICS Esports.
- ◆ 2018 Zhuhai agreement with Macau operators; first WESCO Championship & Summit.
- ◆ 2019 First Regulatory Esports Congress, Catalonia; D5o Alliance, Hebei.
- ◆ 2020 IOC Esports Liaison Group, 2020–22; IESF Board and VP to 2024.
- ◆ 2023 ACDS founded in Morocco; AESF Grand Meeting; Tencent Esports Summit.
- ◆ 2024 ZGC Forum, Beijing: World Digital Sports Industry Forum.
- ◆ 2025 Chancellor of the Brazil & China Order; elected President of PAMESCO.
- ◆ 2026 CEO of CBDEL and of E-Investments Holding.



FORMATION · HONOURS

THE FOUNDATIONS

EDUCATION

- Degree in Informatics
- Degree in Business Administration
- Master's in Artificial Intelligence
- Master's in Global Executive Management
- MBAs in Esports management, business models, finance and sports management

HONOURS

- Doctor Honoris Causa, for his work in finance, innovation, education and Esports
- Digital Influencer of the Year, Brazil, 2023 and 2024
- Commander of Brazil–China Friendship and Promotion
- President, Brazilian Tolkien Society

Works in Portuguese, English, Spanish, Italian and Russian · over 840,000 followers across social media





WORKING TOGETHER

SIX WAYS TO BRING HIM IN

	KEYNOTES AND MODERATION	Summits, forums, congresses and television.
	BOARDS AND COUNCILS	Federations, consortia and companies entering Esports.
	REGULATORY ADVISORY	Bills, certification, statutes and membership standards.
	BILATERAL MISSIONS	Brazil–China, BRICS, the Middle East, Africa and the Americas.
	EVENT ARCHITECTURE	Competitions and summits, from format to finals.
	BUSINESS PARTNERSHIPS	Energy, technology, real assets and advisory through E-Investments Holding.



POSITION · 2026

Time separates what is
circumstantial from what
is structural.

The next global cycle of Esports will not belong to fragile structures or opportunistic projects. It will belong to those with track record, institutional legitimacy, operational capacity, financial responsibility and concrete delivery.

DANIEL COSSI

CONTACT



DANIEL COSSI
BEYOND REALITY

Keynotes, event participation, appointments, interviews and institutional partnerships.

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SCAN TO SAVE